105101
B2

Ad Recall Survey of Adult Smokers

Cessation Campaign

Final Report

H1011-040066 /POR-04-71

This copy is to be used solely for the purpose of research or private study. Any other use may require the authorization of the copyright owner. Cette reproduction ne doit servir qu'à des fins d'études privées ou de recherche. Tout usage à d'autres fins peut exiger l'autorisation du titulaire du droit d'auteur.

Submitted to:

Health Canada

2005

This copy is to be used solely for the purpose of research or private study. Any other use may require the authorization of the copyright owner. Cette reproduction ne doit servir qu'à des fins d'études privées ou de recherche. Tout usage à d'autres fins peut exiger l'autorisation du titulaire du droit d'auteur.

LIBRARY OF PARLIAMENT
OCT 7 2005
BIBLIOTHÈQUE DU PARLEMENT

Ipsos

IpsosReid

Table of Contents

BACKGROUND **1**
RESEARCH OBJECTIVES **2**
READING THIS REPORT **3**
Glossary of Terms 4
Study Highlights 6
Unaided and Aided Recall 6
Campaign Evaluations 7
Evidence of Success 8
Government Performance 9
Smoking Cessation Behaviour 10
RENSEIGNEMENTS GÉNÉRAUX **11**
OBJECTIFS DE L'ÉTUDE **13**
COMMENT LIRE CE RAPPORT **14**
Glossaire 15
Faits saillants 17
Souvenir spontané et souvenir assisté 17
Évaluation de la campagne 18
Preuve de succès 20
Rendement du gouvernement 20
Comportement à l'égard de l'abandon du tabac 22
DETAILED FINDINGS **23**
Unaided TV Ad Recall 23
Unaided Claimed TV Ad Recall 23
Unaided TV Ad Recall by Demographic 25
Unaided Description – All Sponsors 26
Unaided Description – Focus on Incorrect Ads 28
Location of Advertisement 29
Aided TV Ad Recall 30
Aided Cessation Net Campaign Ad Recall 30
Smoking Cessation Net Campaign – Aided Recall 31
Tracked Aided Recall for All Cessation Ads 32
Net Campaign Aided TV Ad Recall by Demographic 33
No Problem – Aided Recall by "Creative" 34
"No Problem" Aided TV Ad Recall by Demographic 35
Plan – Aided Recall by "Creative" 36
"Plan" Aided TV Ad Recall by Demographic 37

Blip – Aided Recall by "Creative" 40
"Blip" Aided TV Ad Recall by Demographic 41
Basket – Aided Recall by "Creative" 42
"Basket" Aided TV Ad Recall by Demographic 43
Campaign Evaluations 44
Net Campaign: Overall Impression of Ads 44
Net Campaign: TV Impact on Attitudes 46
The Advertising Made Me Think About Quitting Smoking by Demographic 48
TV Cessation Ad Impact on Attitudes by "Creative" 49
TV Cessation Ads Impact on Attitudes by Demographic 50
Evidence of Success 54
Main Message of Ads 54
Recall 1-800 Number or Web Site Address 55
Saw Ads: Action Taken 56
Any Action Taken by Demographic 57
Saw/Heard Ads: Action Taken 58
Saw/Heard Ads: Planned Action 59
Any Action Planned by Demographic 60
Saw/Heard Ads: Planned Action 61
Views on Performance of Government of Canada 62
Performance of Government of Canada in Helping Canadians to Quit Smoking 62
Performance of the Government of Canada on Helping Canadians to Quit Smoking by Demographic 64
Performance of the Government of Canada (General) 65
Performance of the Government of Canada by Demographic 66
Performance of Government of Canada in Providing Information About Government Services 67
Performance of the Government of Canada in Providing Information About Government Services by Demographic 68
Government of Canada Information and Services 69
It Is Easy to Contact the Government of Canada for Information and Service 69
It Is Easy to Contact the Government of Canada for Information and Service by Demographic 70
The Government of Canada Delivers its Services and Information in a Respectful Way 71
The Government of Canada Is Using New and Innovative Ways to Provide Information and Service to Clients 73
The Government of Canada Is Using New and Innovative Ways to Provide Information and Service to Clients by Demographic 74
You Can Count on the Government of Canada for Reliable Service and Information 75
You Can Count on the Government of Canada for Reliable Service and Information by Demographic 76
It Is Important for the Government of Canada to Help People Try and Quit Smoking 77

It Is Important for the Government of Canada to Help People Try to Quit Smoking by Demographic 78
Views on Government of Canada Information and Services 79
Smoking Cessation Behaviour 81
It Is Easier to Quit if You Have a Plan to Quit 81
It Is Too Hard to Quit Smoking 84
It Is Too Hard to Quit Smoking by Demographic 85
Your Health Will Improve Upon Quitting Smoking 86
Your Health Will Improve Upon Quitting Smoking by Demographic 87
Quitting Takes Practice 89
Quitting Takes Practice by Demographic 90
Smoking Cessation Messages 92
Tried to Quit Smoking 94
Frequency of Smoking Cessation Attempts 95
Thinking About Quitting Smoking 96
Thinking About Quitting Smoking by Demographic 97
Timeframe for Future Smoking Cessation Attempts 98
Timeframe for Quitting Smoking by Demographic 99
Degree of Certainty for Future Smoking Cessation Attempts 100
Degree of Certainty for Future Smoking Cessation Attempts by Demographic 101
METHODOLOGY 102
Sample Selection 103
Questionnaire Design 103
Interview Technique and Interview Technique 103
Survey Dates 105
Call Dispositions 106
CONCLUDING REMARKS 107
MÉTHODOLOGIE 108
Échantillonnage 110
Conception du questionnaire 110
Technique d'entrevue 110
Dates du sondage 112
Répartitions des appels 113
CONCLUSION 114
APPENDIX I: IPSOS NORMS 115
APPENDIX II: INTERVIEW PROTOCOL 117
APPENDIX III: TELEVISION AD TRANSCRIPTS 131
Bob thinks about quitting 131
Bob makes a plan 131
Bob makes a life plan 132
Bob gets the hang of it 132
Bob, the ex-smoker 132

Martin pense à arrêter 132
Martin établit un plan 133
Martin établit un plan pour la vie 133
Martin s'y met enfin 134
Martin, l'ex-fumeur 134

BACKGROUND

In April 2001, the Federal Tobacco Control Strategy (FTCS) received an investment of $560 million over five years, of which Health Canada's Tobacco Control Programme will receive $480 million. The Tobacco Control Programme's mission 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
- Protection - Protecting Canadians by eliminating exposure to second hand smoke

Programme Long-term Objectives

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

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

Background on the 2002-2005 Cessation Campaign

Health Canada's 2002-2005 Cessation Campaign falls under the first long-term objective of the Tobacco Control Programme (reduce the number of people who smoke from 25% to 20%). The Bob and Martin cessation campaign has included a string of eight TV advertisements targeting smokers and recent quitters among:

- those aged 40 to 54 (primary);
- those aged 30 to 39 (secondary); and
- Aboriginal Peoples living off-reserve (secondary).

The campaign has rolled out in several phases since its launch, and beginning in January 2005, a third phase was launched. During this phase, five of the eight advertisements aired on TV. The advertisements ran on various mainstream TV networks and select specialty networks.

RESEARCH OBJECTIVES

The purpose of the evaluation of the Ad Recall Survey of Adult Smokers Cessation Campaign was to measure recall and effectiveness of Health Canada's 2002-2005 Cessation Campaign, more specifically, the Bob and Martin campaign, television advertising among adult smokers in Canada. In addition, this evaluation aimed to identify the main messages conveyed through the television spots. Other key objectives of this evaluation entailed measuring the effectiveness of television advertising across various dimensions, and gauging attitudes towards smoking-related issues.

READING THIS REPORT

The results of the study are presented in a summary fashion in the following pages. Full, complete, detailed tables are available separately 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 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, 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 GRPs[1].

[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 play back, 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 the following question: "*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 linkage 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.

Study Highlights

Unaided and Aided Recall

On an **unaided basis**, approximately nine in ten respondents (88%) recall seeing, hearing or reading any advertising regarding quitting smoking, how to quit, or the benefits of quitting.

While the campaign is strongly recalled, associating it with the Government of Canada is lower than average. Three times as many respondents who have seen the advertising are associating it with other sponsors than there are associating it with the Government of Canada ads. This appears to be driven by two factors. First, there is the extensive provincial, municipal and private-sector advertising on quitting smoking that is generating confusion as to who is sponsoring the campaign, and second, there is the lack of strong association of the Bob and Martin "creative" with the Government of Canada.

The results of this study show that the difficulty of creating ads that stand above the crowd cannot be overstated. We find that while a significant proportion of respondents can accurately recall the Bob and Martin ads, several other campaigns and messages are making their way into respondents' consciousness. For example, among respondents, 14% specifically describe elements of the current Health Canada 2002-2005 Cessation Campaign television spots, thus proving that they recalled Health Canada's 2002-2005 Cessation Campaign on an unaided basis. Meanwhile, 35% of respondents describe advertisements that were not part of Health Canada's 2002-2005 Cessation Campaign, 44% provide other generic descriptions that might or might not reflect the campaign, and 6% do not know how to describe what they recalled.

Aided recognition of the television spots is impressive. Overall, Health Canada's 2002-2005 Cessation Campaign television spots reached an impressive 77% of respondents. Among those who can recall any advertisements regarding quitting smoking, how to quit, or the benefits of quitting on an aided basis, eight in ten recall noticing the advertisements on television (80%). Television is mentioned more often as a medium for smoking cessation advertising than any of the other communication mediums mentioned.

Taking a closer look at aided recall for the individual cessation ads, we note an issue in terms of media support for each of the successive campaign executions. Specifically, the spreading of GRPs across the five executions shows a "yo-yo" effect (rapid rise and fall of aided recall) over the nine rolling waves, when in fact, the desired effect would be a sustained trend of aided recall that grows successively higher over time. In other words, the individual campaign spots are failing to build on each other and create a "cohesive campaign", whereby each spot grows on the next weaving together a recognizable entity.

In relation to **Ipsos' ad norms**, Government of Canada advertising spots perform higher on total recall (77% versus 50% Ipsos norm) and lower on correct sponsor linkage (20% versus 28% Ipsos norm) and brand linkage ratio (.26 versus .56 Ipsos norm).

Overview of Aided TV Ad Recall and Compared to Ipsos' Ad Norms

	Aided Recognition		
	Total Recall	**Correct Sponsor Link**	**Brand Linkage Ratio**
Survey Respondents	77%	20%	.26
Ipsos Norm	50%	28%	.56

In terms of recall by specific "creative", the "Kids" advertisement achieved the greatest total aided recall levels of all five television spots aired during the campaign (44% total aided recall), while the "Basket" advertisement achieved the lowest total aided recall levels of all five-television spots aired in the campaign (17% total aided recall).

Campaign Evaluations

Favourability impression scores for Health Canada's 2002-2005 Cessation Campaign are high. Among respondents who can recall at least one the advertisements and correctly identify the sponsor as the Government of Canada, eight in ten (84%) offer either a "very favourable" (41%) or "somewhat favourable" (43%) impression of the television advertisements. A comparatively smaller proportion (16%) say they have either a "somewhat unfavourable" (11%) or "very unfavourable" (5%) impression of the advertisements.

Overall favourability scores are fairly consistent across specific "creative" (overall favourability scores range between 73% and 80%). However, we do note a trend,

albeit a slight trend, towards higher overall favourability scores for "Blip" (80%), "Basket" (79%) and "Kids" (79%), while "Plan" (75%) and "No Problem" (73%) receive relatively lower scores.

Advertising diagnostic results show that for the most part, the Bob and Martin campaign is performing well above average.

On a positive note, the campaign is performing above average in terms of creative interest, "what the ad said and showed was interesting to you" (38% versus 28% Ipsos norm, +10 percentage points). Though the difference is small, a positive difference is also noted for "the ad was very informative" (31% versus 25% Ipsos norm, +6 percentage points" and "the ad told you something new" (19% versus 16% Ipsos norm).

The wear-out factor[2]**:** For the most part, the Bob and Martin campaign is performing well above Ipsos ad norms. However, comparatively, the biggest difference (performing above Ipsos norms) between campaign results and Ipsos norms is seen in strong agreement with "you are getting tired of seeing this ad" (27% versus 14% Ipsos norm, +13 percentage points). This is a finding to be concerned about. In terms of specific "creative", results show that while "Basket" and "No Problem" are informative and unique, they are suffering from high "wear-out" (35% and 27% strongly agree, respectively).

Instances where the ads are performing below Ipsos norms include: "the ad was enjoyable to watch" (28% versus 39% Ipsos norm, -11 percentage points), and "the ad was unique and different" (42% versus 47% Ipsos norm, -5 percentage points).

Evidence of Success

Overall, respondents tend to read the **main message** from the television spots as quitting smoking (63%). Secondary messages conveyed in the television spots relate to the health implications of smoking (12%), and the benefits of quitting smoking (11%). In total, just two percent of respondents who recall on an aided basis at least one of the ads were unsure of the main message of these television spots.

---

[2] In any advertising campaign that involves the repeat airing of a television spot, it is important to understand when the target audience starts to become tired of seeing the advertisement, tuning it out or being annoyed by the frequency of its executions, in other words, the *wear-out factor*. For more information on the *wear-out factor*, please see page 35 of the Detailed Findings Section.

The main actions mentioned as a result of seeing the ads relate to smoking cessation behaviours and/or thoughts. Among respondents who claim taking action after seeing any of the ads, the two main activities motivated by these advertisements relate to cutting back on smoking (26%) and thinking about quitting smoking (23%).

Awareness of toll-free number and Web site address: In terms of toll-free number awareness, only seven percent can recall the 1-800 number when questioned about the advertising they recall. The overwhelming majority (92%) are unable to recall the toll-free number. A similar proportion (8%) are able to recall the Web site address. The overwhelming majority (92%) are unable to recall Web site.

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 ads are more positive about the performance of the Government of Canada compared to those not exposed to the advertisements.

When asked to comment on the performance of the Government of Canada on helping Canadians quit smoking, roughly half (49%) of respondents flock to the middle ground, rating the Government of Canada a 3,4,5 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 the same as the proportion that feel the Government of Canada's performance is "terrible" (15% saying "7" vs. 16% saying "1").

When asked to rate the overall general performance of the Government of Canada, similar proportions rate the Government of Canada's performance as "good" (32% "7","6" or "5" on a seven-point scale) or "bad" (33%"3","2" or "1" on a seven-point scale). The remaining 33% are neutral ("4", "neither good nor bad").

When asked to rate the performance of the Government of Canada in terms of providing services and information to the public about government services that are available to Canadians, similar proportions rate the Government of Canada's performance as "good" (39% "7","6" or "5" on a seven-point scale) or "bad" (36%"3","2" or "1" on a seven-point scale). The remaining 25% are neutral ("4", "neither good nor bad").

Smoking Cessation Behaviour

The evaluation of Health Canada's 2002-2005 Cessation Campaign also served to assess attitudes towards issues related to tobacco and smoking, and attitudes towards prevention and quitting smoking.

With one exception, those who have seen the ad(s) are significantly more likely to agree with each of the statements tested about smoking cessation, compared to those who have not seen the ad(s), the exception being "it is too hard to quit smoking."

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 statements, compared to those who have not seen the ad(s). Only a slight majority of those not exposed to the ads (52% to 61%) agree with each of the smoking cessation messages, the exception being "your health will improve upon quitting smoking"; eight in ten (80%) agree with this statement, though it is still lower than the near universal agreement among those who have seen the ads and correctly identify the sponsor (92%).

Conversely, among those who have been exposed to the ad(s) and correctly identify the sponsor, seven in ten or more respondents (68% to 92%) support three of the four messages assessed, the exception being the negatively worded statement. Agreement for "it is too hard to quit smoking" is comparatively lower than support for the other four policies (61%). Two messages garner strikingly high levels of support among those who have seen the ads: "your health will improve upon quitting smoking" (92%) and "it is easier to quit if you have a plan to quit" (79%).

Among those who have tried to quit smoking, a plurality (41%) have *not* tried to do so in the past year. Fewer than two in ten have tried to do so in the past year more than three times (19%), three times (10%), twice (14%) or once (16%).

RENSEIGNEMENTS GÉNÉRAUX

En avril 2001, la Stratégie fédérale de lutte contre le tabagisme (SFLT) s'est vue accorder un investissement de 560 millions de dollars sur une période de cinq ans; de cette somme, 480 millions de dollars seront consacrés au Programme de lutte au tabagisme de Santé Canada, dont la mission consiste à réduire la morbidité et la mortalité attribuables au tabagisme. Les objectifs et les orientations stratégiques du programme pour la prochaine décennie sont les suivants :

- Prévention - Prévenir l'usage du tabac chez les jeunes
- Abandon - Amener et aider les fumeurs à cesser l'usage des produits du tabac
- Protection - Protéger les Canadiens en éliminant l'exposition à la fumée secondaire

Objectifs du programme à long terme

Le Programme de la lutte au tabagisme comporte cinq objectifs à long terme :

- Réduire de 25 à 20 % le nombre de fumeurs
- Réduire de 30 % le nombre de cigarettes vendues
- Augmenter de 69 à 80 % la proportion de détaillants qui se conforment aux dispositions législatives sur la vente du tabac
- Réduire le nombre de personnes involontairement exposées à la fumée secondaire du tabac
- Explorer les moyens d'apporter des modifications aux produits du tabac afin de réduire les dangers pour la santé

Renseignements généraux sur la campagne de lutte contre le tabagisme 2002-2005

La campagne de lutte contre le tabagisme 2002-2005 de Santé Canada s'inscrit dans le cadre du premier objectif à long terme du Programme de la lutte au tabagisme (réduire de 25 à 20 % le nombre de fumeurs). La campagne de lutte contre le tabagisme Martin et Bob comprend une série de huit publicités télévisées qui ciblent les fumeurs et les ex-fumeurs récents :

- de 40 à 54 ans (auditoire primaire);
- de 30 à 39 ans (auditoire secondaire); et
- autochtones qui vivent hors réserve (auditoire secondaire).

Depuis le début de la campagne, plusieurs phases ont été lancées, dont une troisième en janvier 2005. Au cours de cette phase, cinq des huit publicités ont été diffusées à la télévision, tant sur les réseaux conventionnels que sur des réseaux spécialisés sélectionnés.

OBJECTIFS DE L'ÉTUDE

L'évaluation du souvenir des publicités de la campagne de lutte contre le tabagisme auprès des fumeurs adultes avait pour but de mesurer le souvenir et l'efficacité des publicités télévisées qui ont été diffusées dans le cadre de la campagne 2002-2005 de Santé Canada, et plus particulièrement de la campagne Martin et Bob, chez les fumeurs adultes au Canada. En outre, cette évaluation visait à identifier les principaux messages véhiculés dans les publicités télévisées, d'en mesurer l'efficacité en fonction de différents aspects et de connaître les attitudes à l'égard des questions liées au tabagisme.

COMMENT LIRE CE RAPPORT

Les résultats de l'étude sont présentés de façon sommaire dans les pages suivantes. Une version complète et détaillée des tableaux est mise à la disposition de Santé Canada pour consultation ultérieure.

Lorsque cela est approprié, les différences statistiques significatives entre les sous-groupes démographiques et régionaux sont indiquées après la présentation des résultats globaux (selon un niveau de confiance de 95 %).

Dans certains tableaux et graphiques, le total des résultats par colonne n'équivaut pas exactement à 100 %, car certains chiffres ont été arrondis et/ou des répondants ont donné plus d'une réponse lorsque cela était possible.

Afin de mettre en évidence les objectifs clés de l'étude, des réponses peuvent avoir été omises de certains tableaux sommaires. Une réponse sans lien avec le sujet ou à faible fréquence peut avoir été omise pour des raisons de non-pertinence et de clarté.

Ce rapport fait souvent référence aux normes Ipsos en matière de publicité qui ont été élaborées en fonction de catégories précises à partir de plus de 3 500 campagnes publicitaires télévisuelles et de leurs PEB correspondants. [3]

[3] Une présentation détaillée de ces normes figure en annexe.

Glossaire

Souvenir des publicités

Souvenir déclaré/Souvenir déclaré d'une publicité : Les répondants ont mentionné avoir vu récemment les publicités en question (généralement à la télévision, mais il peut s'agir d'un autre média).

Dans la plupart des évaluations de publicités, cette mesure est établie à partir d'une question standard : « *Au cours des dernières semaines, avez-vous vu, entendu ou lu une publicité qui parlait de cesser de fumer, des manières d'y arriver et des avantages que ça représente?* » Pour les publicités télévisées, cette question est généralement suivie d'une évaluation détaillée du souvenir. Il n'y a aucune norme pour cette mesure, car elle peut varier grandement selon les antécédents généraux de la publicité ou de la campagne, ou encore la définition de l'échantillonnage.

Souvenir réel d'une publicité : Dans la plupart des évaluations de publicités, cette mesure est établie à partir d'une question standard : « *Veuillez me dire tout ce dont vous vous souvenez de cette [ou de ces] publicité(s). Quelles images vous viennent à l'esprit?* » Dans toute évaluation de campagne publicitaire, le souvenir réel est la mesure la plus importante, car il révèle ce que l'auditoire en a retenu, une étape nécessaire pour influencer le comportement.

On dit qu'un répondant a intériorisé le souvenir d'une publicité lorsqu'il peut relater spontanément les éléments précis qui la composent. Le souvenir réel des publicités du gouvernement du Canada peut donc être confirmé si les répondants en donnent une description exacte.

Souvenir assisté d'une publicité : Un répondant a un souvenir assisté d'une publicité lorsqu'il peut affirmer l'avoir vue récemment après qu'on lui en ait lu une description. Dans la plupart des évaluations de publicités, cette mesure est établie à partir d'une question standard : *« 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 ».*

Association à la marque

Association à la marque : Cette mesure clé du succès ou de l'échec d'une publicité donnée fait référence à la capacité d'un répondant à en identifier correctement le

commanditaire. Après avoir entendu la description d'une publicité dont on a retiré toute mention de marque, les répondants qui déclarent avoir vu la publicité se font poser la question suivante : « *D'après vous, qui a produit la publicité que vous avez vue, c'est-à-dire qui l'a payée?* » Si un répondant peut nommer spontanément le bon commanditaire, on dit qu'il a associé correctement la publicité à la marque.

Quotient d'association : Le quotient d'association représente la proportion de répondants qui ont un souvenir assisté de la publicité par rapport à ceux qui ont un souvenir de la publicité avec association à la marque. Par exemple, si 50 % des répondants avaient un souvenir assisté d'une publicité et 15 %, un souvenir de cette publicité avec association à la marque, le quotient d'association serait de 0,30 (15/50).

Le quotient d'association correspondant au nombre de répondants qui ont correctement identifié le commanditaire de la publicité divisé par le nombre total de répondants qui se souvenaient de la publicité.

Terminologie générale

Effet fantomatique : Il s'agit du niveau de connaissance déclarée d'une publicité avant sa diffusion. La connaissance fantomatique peut aussi exister pour un nouveau produit avant son lancement, comme c'est le cas notamment lors de l'élargissement d'une gamme dont la marque est déjà reconnue.

Regroupements : Certains tableaux font référence à un calcul appelé « regroupement ». Ce chiffre est calculé en fonction du pourcentage de répondants sans double compte ayant donné une ou plusieurs réponses qui correspondent à une seule et même catégorie de regroupement. Par exemple, si un répondant mentionne trois publicités distinctes, chacune sera calculée une fois.

Faits saillants

Souvenir spontané et souvenir assisté

De façon **spontanée**, environ neuf répondants sur dix (88 %) se souviennent d'avoir vu, entendu ou lu l'une ou l'autre des publicités qui parlaient de cesser de fumer, des manières d'y arriver ou des avantages que ça représente.

Si le souvenir de la campagne est très fort, son association au gouvernement du Canada est plus faible que la moyenne. En effet, les répondants qui ont vu les publicités sont trois fois plus nombreux à les associer à d'autres commanditaires plutôt qu'au gouvernement du Canada. Cette tendance semble découler de deux facteurs : d'une part, l'abondance des publicités provinciales, municipales et privées sur l'abandon du tabac, qui prête à confusion quant à l'identité du commanditaire de la campagne et, d'autre part, le taux d'association peu élevé de la publicité Martin et Bob au gouvernement du Canada.

Il importe ici de ne pas exagérer la portée de ces résultats, qui font ressortir la difficulté de créer des publicités qui se démarquent; en effet, si une proportion significative de répondants se rappellent avec exactitude les publicités Martin et Bob, plusieurs autres campagnes et messages publicitaires les atteignent également. À titre d'exemple, 14 % des répondants décrivent spontanément des éléments précis des messages publicitaires télévisés sur la campagne de lutte contre le tabagisme 2002-2005 de Santé Canada, démontrant ainsi qu'ils ont un souvenir spontané de cette campagne. Par contre, 35 % des répondants décrivent des publicités qui ne faisaient pas partie de la campagne, 44 % fournissent d'autres descriptions générales qui présentent ou non un lien avec la campagne et 6 % sont incapables de décrire ce dont ils se souviennent.

La reconnaissance assistée des messages publicitaires télévisés est étonnante. Dans l'ensemble, les messages télévisés de la campagne 2002-2005 de Santé Canada ont rejoint une proportion impressionnante de 77 % des répondants. Parmi ceux qui ont un souvenir assisté de l'une ou l'autre des publicités qui parlaient de cesser de fumer, des manières d'y arriver ou des avantages que ça représente, huit sur dix (80 %) se rappellent les avoir vues à la télévision. Il s'agit d'ailleurs du média le plus souvent mentionné pour les publicités sur l'abandon du tabac.

En examinant de plus près le souvenir assisté des publicités individuelles sur l'abandon du tabac, on remarque un problème en ce qui a trait au support médiatique pour chacune des diffusions successives de la campagne. Plus précisément, la répartition du PEB pour les cinq publicités montre un effet « yo-yo » (augmentation et diminution rapides du souvenir assisté) dans les neuf vagues de sondage, alors qu'en fait, l'effet désiré serait une tendance soutenue du souvenir assisté qui croîtrait graduellement avec le temps. Autrement dit, les publicités individuelles ne parviennent pas à se lier entre elles pour créer une « campagne cohésive », dans laquelle chaque message s'enrichit du suivant pour tisser une entité reconnaissable.

Par rapport aux **normes Ipsos**, les publicités du gouvernement du Canada obtiennent un rendement supérieur en matière de souvenir global (77 %, contre 50 % pour les normes Ipsos) et inférieur pour ce qui est de l'association exacte au commanditaire (20 %, contre 28 % pour les normes Ipsos) et du quotient d'association à la marque (0,26, contre 0,56 pour les normes Ipsos).

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

	Reconnaissance assistée		
	Souvenir global	**Association exacte au commanditaire**	**Quotient d'association**
Répondants	77 %	20 %	0,26
Normes Ipsos	50 %	28 %	0,56

Parmi les cinq publicités diffusées durant la campagne, c'est la publicité « Enfants » qui a enregistré le taux le plus élevé de souvenir global assisté (44 %), tandis que la publicité « Basket » a récolté le taux le plus bas (17 %).

Évaluation de la campagne

Les répondants ont une **impression favorable** de l'ensemble de la campagne de lutte contre le tabagisme 2002-2005 de Santé Canada. 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 (84 %) ont une impression « très favorable » (41 %) ou « plutôt favorable » (43 %) des publicités télévisées, tandis qu'une proportion relativement plus faible de répondants (16 %) disent en avoir une impression « plutôt défavorable » (11 %) ou « très défavorable » (5 %).

Dans l'ensemble, l'impression favorable des répondants semble relativement constante d'une publicité à l'autre (les cotes favorables globales se situent entre 73 % et 80 %). On remarque cependant que les publicités « Rechute », « Basket » et « Enfants » obtiennent des cotes favorables légèrement plus élevées (respectivement 80 %, 79 % et 79 %) que les publicités « Plan » (75 %) et « Pas de problème » (73 %).

Les résultats du diagnostic des publicités démontrent qu'en général, la campagne Martin et Bob donne des résultats nettement supérieurs à la moyenne.

Ainsi, sur une note positive, la campagne donne des résultats supérieurs à la moyenne en matière d'intérêt (38 %, contre 28 % pour les normes Ipsos, +10 points de pourcentage pour l'énoncé « ce que la publicité disait et montrait était intéressant pour vous »). Par ailleurs, et malgré un écart léger, on note une différence positive pour les énoncés « la publicité était très informative » (31 %, contre 25 % pour les normes Ipsos, +6 points de pourcentages) et « la publicité disait quelque chose de nouveau » (19 %, contre 16 % pour les normes Ipsos).

Le facteur d'usure[4]: En général, la campagne Martin et Bob donne des résultats nettement supérieurs aux *normes Ipsos en matière de publicité*. Cependant, c'est l'énoncé « vous commencez à en avoir assez de voir la publicité » qui affiche la plus grande différence (supérieure aux normes Ipsos) entre les résultats de la campagne et les normes Ipsos (27 %, contre 14 % pour les normes Ipsos, +13 points de pourcentage), ce qui est plutôt préoccupant. En ce qui concerne les publicités individuelles, les résultats indiquent que si les publicités « Basket » et « Pas de problème » sont informatives et uniques, elles présentent aussi un niveau « d'usure » élevé (respectivement, 35 % et 27 % sont fortement d'accord).

Les publicités donnent des résultats inférieurs aux normes Ipsos dans le cas notamment des énoncés suivants : « La publicité était agréable à regarder » (28 %, contre 39 % pour les normes Ipsos, -11 points de pourcentage) et « La publicité était unique et différente » (42 %, contre 47 % pour les normes Ipsos, -5 points de pourcentage).

---

[4] Dans une campagne de publicité avec diffusions répétées d'un message publicitaire à la télévision, il importe de comprendre à quel moment l'auditoire cible commence à se désintéresser de la publicité, à l'éviter ou à devenir irritable en raison de la fréquence de diffusion; c'est ce qu'on appelle le *facteur d'usure*. Pour plus de renseignements sur le *facteur d'usure,* veuillez vous reporter à la page 35 de la section Résultats détaillés.

Preuve de succès

Dans l'ensemble, les répondants ont tendance à dire que le **principal message** des publicités télévisées est de cesser de fumer (63 %). Les messages secondaires portent sur les répercussions du tabagisme sur la santé (12 %) et sur les bienfaits de cesser de fumer (11 %). Au total, seulement deux pour cent des répondants qui ont un souvenir assisté d'au moins une publicité n'étaient pas certains du principal message véhiculé par ces publicités télévisées.

Les principales mesures prises après avoir vu les publicités concernent le fait de cesser de fumer et/ou d'y songer. Les deux principales réactions mentionnées par les répondants qui ont déclaré avoir pris des mesures après avoir vu les publicités sont de réduire la consommation de tabac (26 %) et de songer à cesser de fumer (23 %).

Connaissance du numéro sans frais et de l'adresse de site Web Lorsqu'on a interrogé les répondants sur la publicité dont ils se souvenaient, seulement sept pour cent ont réussi à se souvenir du numéro 1 800. La très grande majorité des répondants (92 %) ont donc été incapables de se souvenir de ce numéro. Par ailleurs, une proportion semblable de répondants (8 %) ont réussi à se souvenir de l'adresse du site Web, tandis que la très grande majorité des répondants (92 %) en ont été incapables.

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 perçoivent le rendement du gouvernement du Canada d'un oeil plus positif que ceux qui n'y ont pas été exposés.

Lorsqu'on leur demande leur avis sur le rendement du gouvernement du Canada pour ce qui est d'aider les Canadiennes et les Canadiens à cesser de fumer, environ la moitié (49 %) des répondants demeurent plutôt neutres, attribuant les cotes 3, 4 ou 5 au gouvernement du Canada, sur une échelle de sept points où 4 signifie « ni bon ni mauvais ». Un examen des cotes limites de l'échelle révèle par ailleurs que la proportion de répondants qui ont attribué la cote supérieure « excellent » est semblable à la proportion qui ont qualifié le rendement du gouvernement du Canada de « très mauvais » (15 % pour la cote « 7 », contre 16 % pour la cote « 1 »).

Lorsqu'on a demandé aux répondants d'évaluer le rendement général global du gouvernement du Canada, une proportion semblable de répondants ont évalué le rendement du gouvernement du Canada comme étant « bon » (32 %; 5, 6 ou 7, sur une échelle de sept points) et comme étant « mauvais » (33 %; 1, 2 ou 3 sur une échelle de sept points). Le reste (33 %) des répondants est neutre (4, ni bon ni mauvais) à cet égard.

Lorsqu'on a demandé aux répondants d'évaluer le rendement du gouvernement du Canada pour ce qui est de renseigner les Canadiens sur les services gouvernementaux qui leur sont offerts, une proportion semblable de répondants ont évalué le rendement du gouvernement du Canada comme étant « bon » (39 %; 5, 6 ou 7, sur une échelle de sept points) et comme étant « mauvais » (36 %; 1, 2 ou 3 sur une échelle de sept points). Le reste des répondants (25 %) est neutre (4, ni bon ni mauvais) à cet égard.

Comportement à l'égard de l'abandon du tabac

L'évaluation de la campagne de lutte contre le tabagisme 2002-2005 de Santé Canada a aussi permis d'évaluer les attitudes à l'égard de certains enjeux liés au tabac et au tabagisme ainsi que les attitudes concernant la prévention du tabagisme et l'abandon du tabac.

À l'exception de l'énoncé « C'est trop difficile de cesser de fumer », ceux qui ont vu la ou les publicités ont beaucoup plus tendance que les autres à être d'accord avec chacun des énoncés présentés sur l'abandon du tabac.

Ceux qui ont vu la ou les publicités et qui ont correctement identifié le gouvernement du Canada comme commanditaire des publicités ont aussi plus tendance que ceux qui ne les ont pas vues à être d'accord avec chacun des énoncés. Seule une légère majorité de ceux qui n'ont pas vu les publicités (entre 52 % et 61 %) sont d'accord avec chacun des messages sur l'abandon du tabac à l'exception du message « votre santé s'améliorera si vous cessez de fumer », avec lequel huit sur dix (80%) sont d'accord; cette proportion demeure néanmoins plus faible que l'accord presque unanime au sein des répondants qui ont vu les publicités et qui ont correctement identifié le commanditaire (92 %).

Inversement, parmi les répondants qui ont vu les publicités et qui ont correctement identifié le commanditaire, au moins sept sur dix (entre 68 % et 92 %) appuient trois des quatre messages évalués. Seule exception, l'énoncé formulé négativement. En effet, le niveau d'accord avec l'énoncé « c'est trop difficile de cesser de fumer » est relativement plus faible que les quatre autres (61 %). Deux énoncés ont recueilli des niveaux d'appui particulièrement élevés parmi les répondants qui ont vu les publicités, soit : « votre santé s'améliorera si vous cessez de fumer » (92 %) et « c'est plus facile de cesser de fumer quand on a un plan » (79 %).

Parmi les répondants qui ont essayé de cesser de fumer, une proportion importante (41 %) ne l'ont *pas* fait au cours de la dernière année. En fait, moins de deux sur dix ont essayé plus de trois fois (19 %), trois fois (10 %), deux fois (14 %) ou une seule fois (16 %) au cours de la dernière année.

DETAILED FINDINGS

Unaided TV Ad Recall

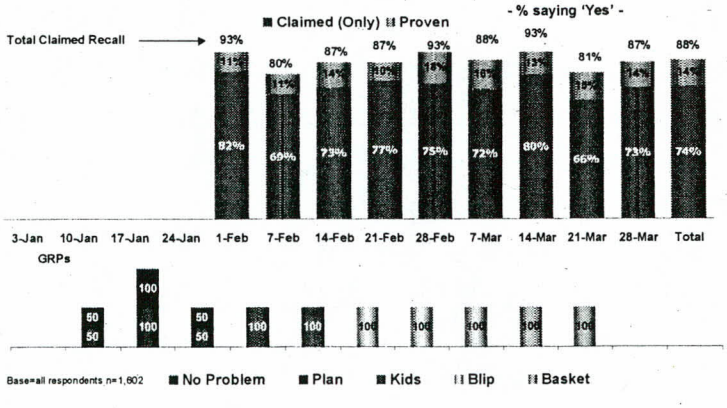
Unaided Claimed TV Ad Recall

Overall, on an unaided basis, approximately nine in ten respondents (88% total unaided recall) recall seeing, hearing or reading any advertising regarding quitting smoking, how to quit, or the benefits of quitting. In contrast, only 11% of respondents do not recall any advertising regarding quitting smoking, how to quit, or the benefits of quitting within the past two months, while 1% state they *may* recall such advertising.

In terms of proven and claimed recall[5], three-quarters of respondents (74%, total claimed recall) recalls television advertising regarding tobacco or cigarette smoking on a claimed basis. However, 14% of respondents can *prove* recall of cessation advertising. Proven recall levels for any advertising are relatively unchanged from the initial wave. (proven recall 11% to 14%).

Unaided Claimed TV Ad Recall

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



Total claimed recall of any advertising regarding quitting smoking, how to quit or the benefits of quitting, however, decreased significantly from the initial wave of measured

[5] Please refer to Glossary of Terms for a detailed explanation of Proven and Claimed Recall.

recall to the final wave of the survey (total claimed recall ranged between 93% and 87% at the final wave of measured recall). While overall awareness fluctuates between 80% and 93% throughout the campaign, the final decrease in overall advertising awareness is driven by a decrease in claimed recall (only) since the initial wave of recall measurement (claimed recall (only) 82% to 73% final wave).

Unaided TV Ad Recall by Demographic

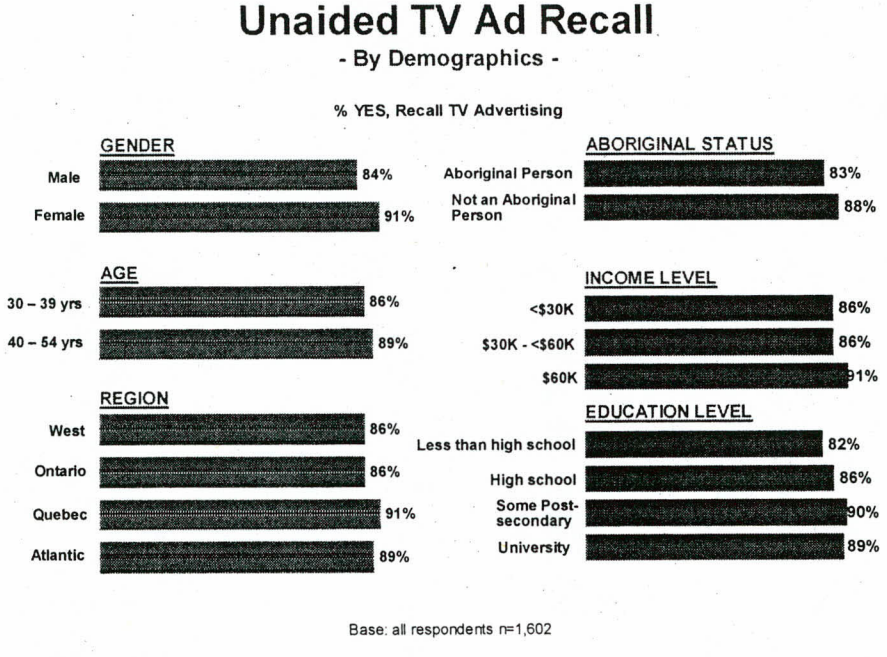
With respect to **gender**, unaided recall of any TV advertising regarding quitting smoking, how to quit, or the benefits of quitting is significantly higher among females (91%), compared to males (84%).

Regionally, unaided recall of advertising is similar in all regions (ranging from 86% to 89%) except in Quebec, where recall is significantly higher (91%).

In terms of **income**, respondents who reside in households with an annual income of $60,000 or more display significantly higher unaided recall (91%).

Further, **education** is a variable that impacts unaided recall of smoking cessation related advertising: recall levels are higher among respondents with some post-secondary education (90%).

Age and **Aboriginal status**[6] do not have any significant impact on unaided recall levels for smoking cessation advertising among respondents.



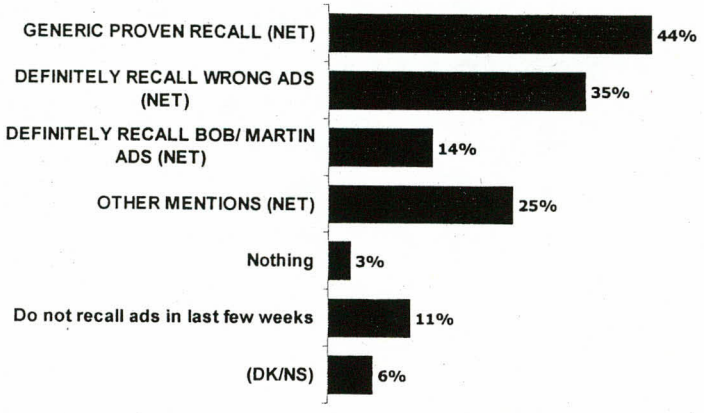
[6] For caution on interpretation of Aboriginal status (n=120), please refer to the methodology section.

Unaided Description – All Sponsors

In total, 88% of respondents recall television advertising regarding tobacco or cigarette smoking on an unaided basis. In order to assess whether respondents recall Health Canada's 2002-2005 Cessation 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 2002-2005 Cessation Campaign or other campaigns.

Unaided Description – All Sponsors

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



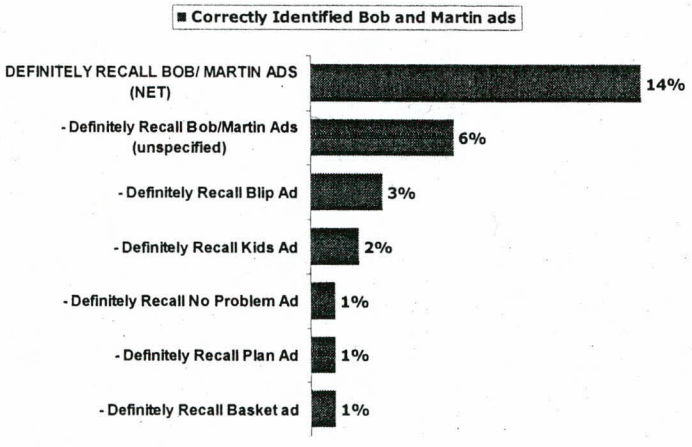
Base=all respondents n=1,602

The difficulty of creating ads that stand above the crowd cannot be overstated: our results show that while a significant proportion of respondents can accurately recall the Bob and Martin ads, several other campaigns and messages are making their way into respondents' consciousness. Specifically, among respondents, 14% specifically describe elements of the current Health Canada 2002-2005 Cessation Campaign television spots, thus proving that they recalled Health Canada's 2002-2005 Cessation Campaign on an unaided basis. Meanwhile, 35% of respondents describe advertisements that were not

part of Health Canada's 2002-2005 Cessation Campaign, 44% provide other descriptions, and 6% do not know how to describe what they recalled.

Unaided Description

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



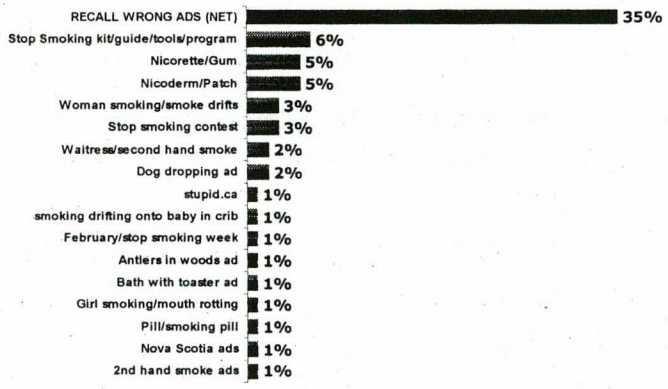
Base=n=218 Definitely recall Bob and Martin Ads

Unaided Description – Focus on Incorrect Ads

While recall of any advertising regarding quitting smoking, how to quit or the benefits of quitting is strong (88% unaided total recall), accurate proven recall of the Bob and Martin ad campaign is relatively low. In fact, there are twice or three times as many mentions of other advertising campaigns as there are of the Bob and Martin advertising campaign spots. As is shown in the chart below, this situation is likely driven by the extensive provincial, municipal and even private advertising on quitting smoking that is "crowding" the airwaves.

Unaided Description of Incorrect Ads

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



Base=n=1602 all respondents

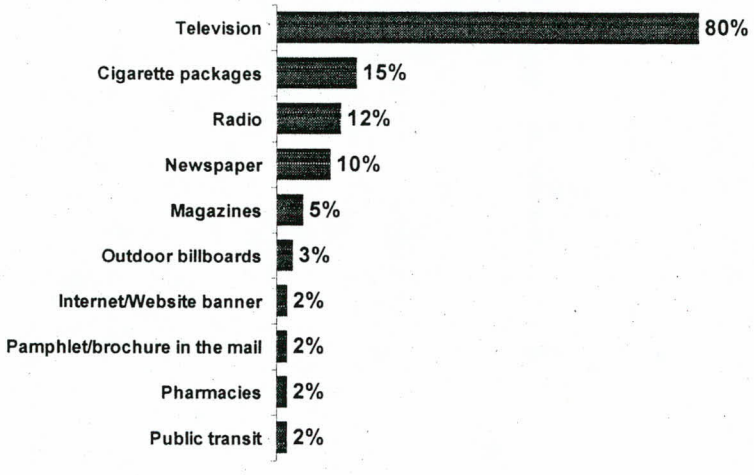
Location of Advertisement

Among those who can recall <u>any</u> advertisements about quitting smoking, how to quit or the benefits of quitting on an unaided basis, eight in ten recall noticing the advertisements on television (80%). Television as a medium for smoking cessation advertising is five times greater than any of the other communication mediums mentioned.

A full one in ten mention noticing this advertising on cigarette packaging (15%), on the radio (12%), and/or in the newspaper (10%). All other communication mediums are mentioned by 10% or less of respondents.

Location of Advertisement

Where did you notice this (these) advertisements?



Base=Recall advertising in past few weeks n=1,424

Aided TV Ad Recall

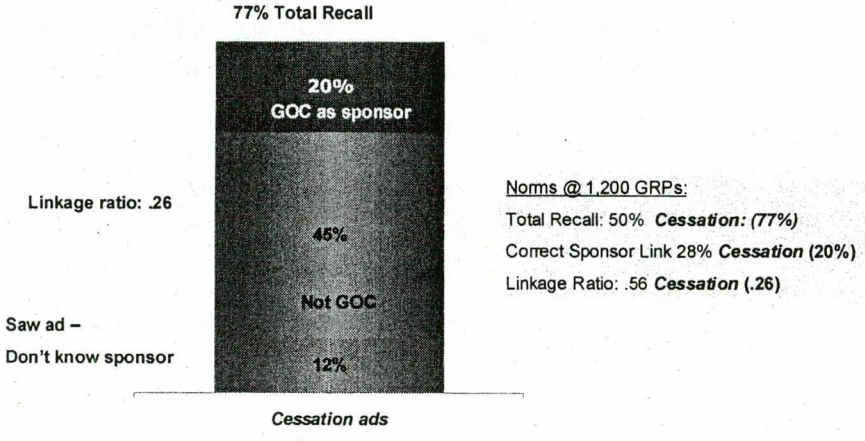
Aided Cessation Net Campaign Ad Recall

On an aided basis, approximately eight in ten (77%) respondents recall at least one of the five tested television spots regarding tobacco or cigarette smoking cessation tested. Another 23% of respondents do not recall any of the television spots when prompted.

Among those who are able to recall at least one of the five smoking cessation ads tested, 20% recognize the Government of Canada as a sponsor of the advertising. A larger proportion (45%) mention a sponsor of the ads other than the Government of Canada. Twelve percent are unable to identify any sponsor of the ads.

In relation to Ipsos' ad norms, Government of Canada advertising spots perform higher on total recall (77% versus 50% Ipsos norm) and lower on correct sponsor linkage (20% versus 28% Ipsos norm) and brand linkage ratio[7] (.26 versus .56 Ipsos norm)

Aided Cessation Net Campaign Ad Recall

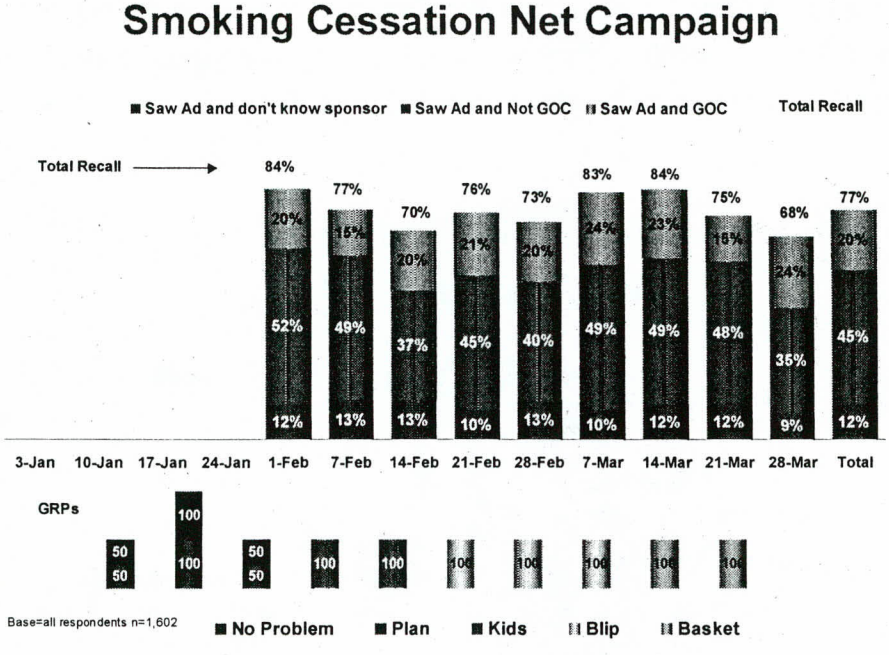


Base=all respondents n=1,602

[7] Please see the Methodology section for a detailed definition of brand linkage ratio.

Smoking Cessation Net Campaign – Aided Recall

Over the nine rolling waves, aided recall of the campaign (77% net campaign) ranged between 68% and 84%. Correct brand linkage to the Government of Canada (20% net campaign) displayed the lowest trends throughout the campaign: results show correct brand linkage ranging between 15% and 24% over the nine waves. In terms of linkage to other sponsors (45% net campaign), findings over the nine weeks only ranged between 35% and 52%, although these results performed higher than linkage to the Government of Canada.



Tracked Aided Recall for All Cessation Ads

Taking a closer look at the aided recall for the cessation ads we note that media support for each of the successive campaign executions is not consistent. Specifically, the spreading of GRPs across the five executions shows a "yo-yo" effect (rapid rise and fall of aided recall) over the nine rolling waves, when in fact, the desired effect would be a sustained trend of aided recall steady, that grows successively higher over time. In other words, "No Problem" and "Plan" spots provide an unsustainable base for successive ad spots ("Kids", "Blip" and "Basket"), in this sense the campaign spots should be able to build upon each other.

Tracked Aided Recall For All Cessation Ads

Please tell me if you have seen these ads on TV recently or not.

Week of	3-Jan	10-Jan	17-Jan	24-Jan	1-Feb	7-Feb	14-Feb	21-Feb	28-Feb	7-Mar	14-Mar	21-Mar	28-Mar	Total
GRPs		No Problem/ Plan	No Problem/ Plan	No Problem /Plan	Kids	Kids	Blip	Blip	Blip	Basket	Basket			
		50	100	50	100	100	100	100	100	100	100			
		50	100	50										
N (Weighted)					180	176	181	178	179	172	178	177	182	1602
No Problem					**51%**	39%	38%	36%	31%	36%	32%	31%	31%	37%
Plan					**47%**	37%	41%	37%	39%	37%	34%	29%	38%	38%
Kids					37%	39%	**45%**	**45%**	**50%**	**45%**	41%	**45%**	36%	44%
Blip					9%	6%	9%	13%	30%	**47%**	**41%**	30%	21%	24%
Basket					15%	12%	14%	12%	7%	10%	17%	**36%**	**26%**	17%
None					16%	23%	30%	24%	27%	17%	16%	**25%**	**33%**	23%

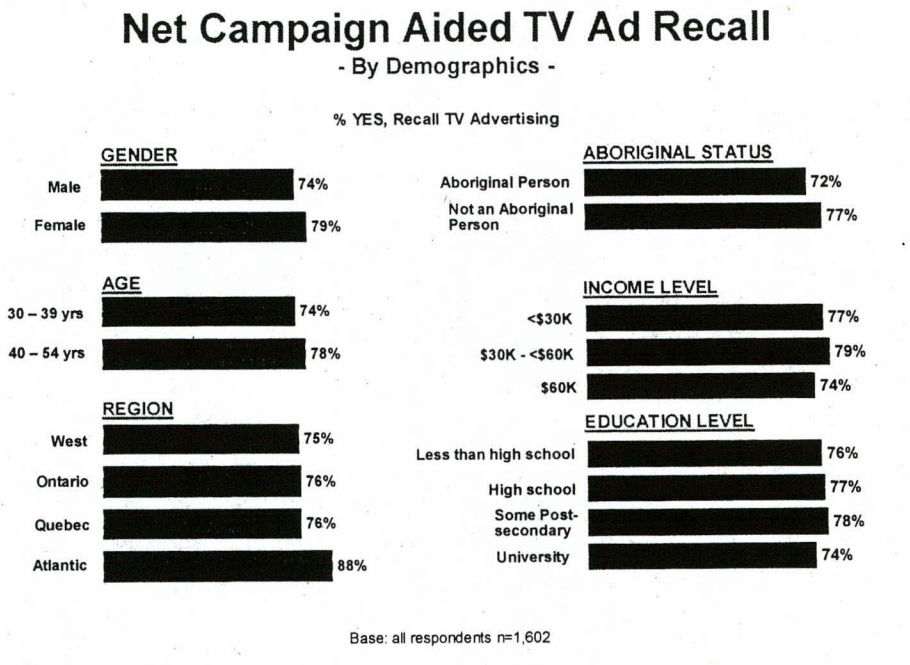
When claimed ad recall awareness is highest

Base=all respondents n=1,602

Net Campaign Aided TV Ad Recall by Demographic

Regionally, aided recall of <u>any</u> television advertisements tested in this study is similar across Canada, with the exception of the Atlantic provinces (88%), where aided recall levels are significantly higher.

Among survey respondents, **gender**, **age**, **income**, **education level** and **Aboriginal status** <u>do not</u> have any significant impact on unaided recall levels for <u>any</u> smoking cessation advertising tested in this survey.



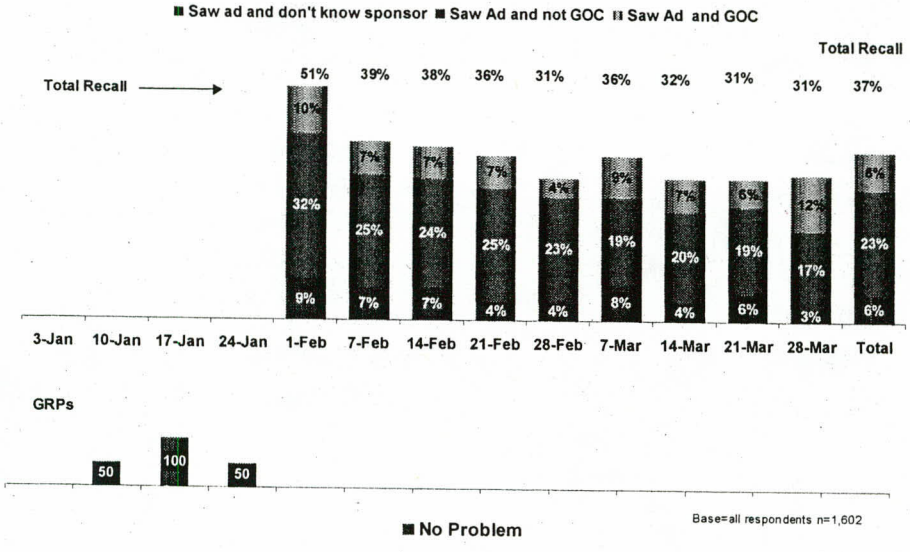
Base: all respondents n=1,602

No Problem – Aided Recall by "Creative"

Overall, 37% of respondents were able to recall the "No Problem" advertisement spot. Among respondents who saw the ad and incorrectly identified the sponsor, one-quarter (23%) express aided recall for the "No Problem" television spot. In comparison, aided recognition of this advertisement among those who recall the ad and correctly identify the sponsor as the Government of Canada is significantly lower (8%). Aided recognition of the "No Problem" television spot among those who say they saw the ad and do not know the sponsor is weaker (6%), yet remains on par with recall levels among those who correctly identify the sponsor as the Government of Canada.

GRPs for the "No Problem" spots were aired prior to the launch of this study. Aided recall for "No Problem" peaked at 51% in the initial wave, decreasing steadily throughout the campaign to 31% in the final wave. Correct brand linkage to the Government of Canada also decreased from 32% in the initial wave to 17% in the final wave.

No Problem – Aided Recall



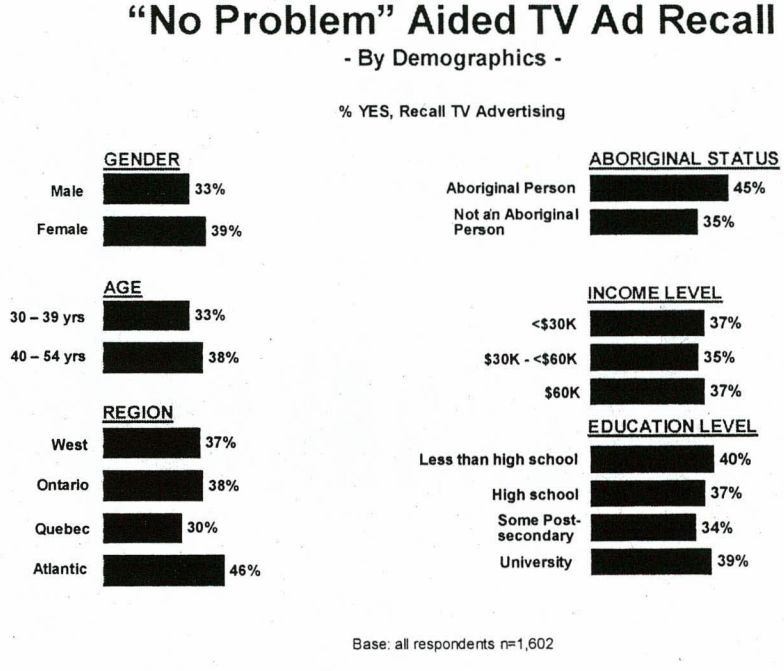
"No Problem" Aided TV Ad Recall by Demographic

With respect to **gender**, aided recall of "No Problem" is significantly higher among females (39%), compared to males (33%).

Certain **regional differences** exist with respect to aided recall of the "No Problem" television spot. Aided recall is significantly higher in Atlantic Canada (46%), the West (37%) and Ontario (38%).

Across **age** groups, adults aged 40 to 54 (38%) are significantly more likely to recall the "No Problem" ad on an aided basis than those aged 30 to 39 years (33%).

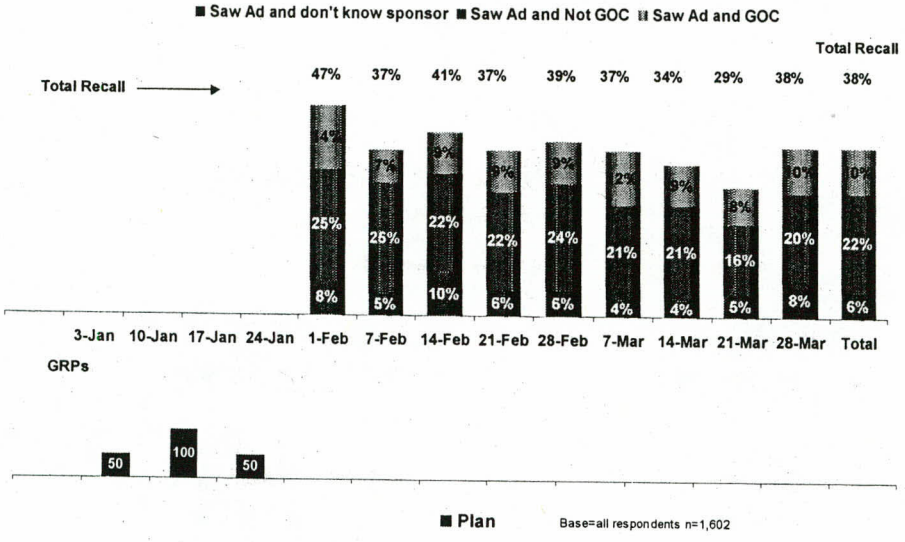
Income level, **education** and **Aboriginal status** do not have any significant impact on aided recall levels for "No Problem" among respondents.



Plan – Aided Recall by "Creative"

Overall, the "Plan" television spot gleans the second highest total aided recall measures. Total aided recall for "Plan" decreased from 47% in the initial wave to 38% in the final wave. Correct brand linkage to the Government of Canada also decreased from 14% in the initial wave to 10% in the final wave. Prompted recall of "Plan" was highest the week of February 1, 2005.

Plan – Aided Recall



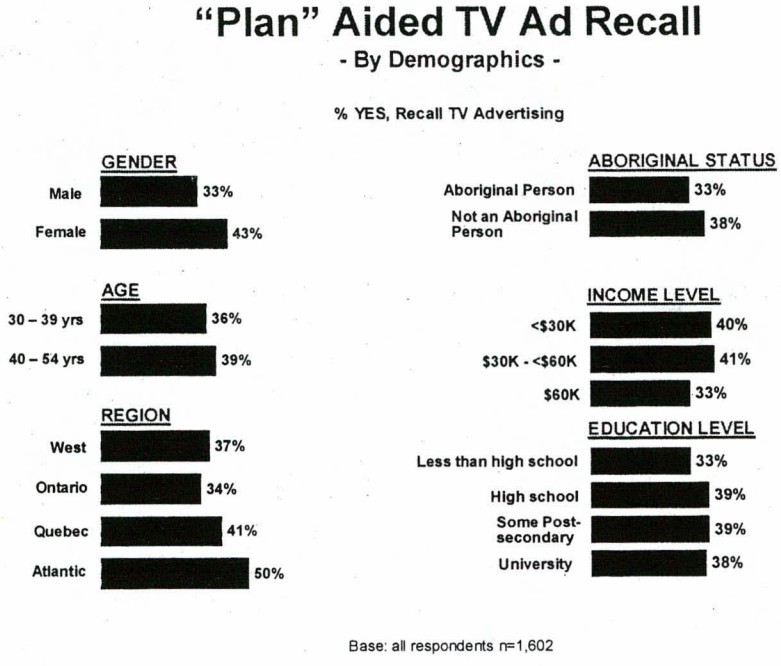
"Plan" Aided TV Ad Recall by Demographic

With respect to **gender**, aided recall "Plan" is significantly higher among females (43%), compared to males (33%).

Region has an impact with respect to aided recall of the "Plan" television spot: aided recall is significantly higher in Atlantic Canada (50%) and Quebec (41%).

In terms of **income**, respondents who reside in households with an annual income between $30,000 and <$60,000 (41%) display significantly higher aided recall of the "Plan" television spot.

Age, **education** and **Aboriginal status** do not have any significant impact on aided recall levels for "Plan" among respondents.



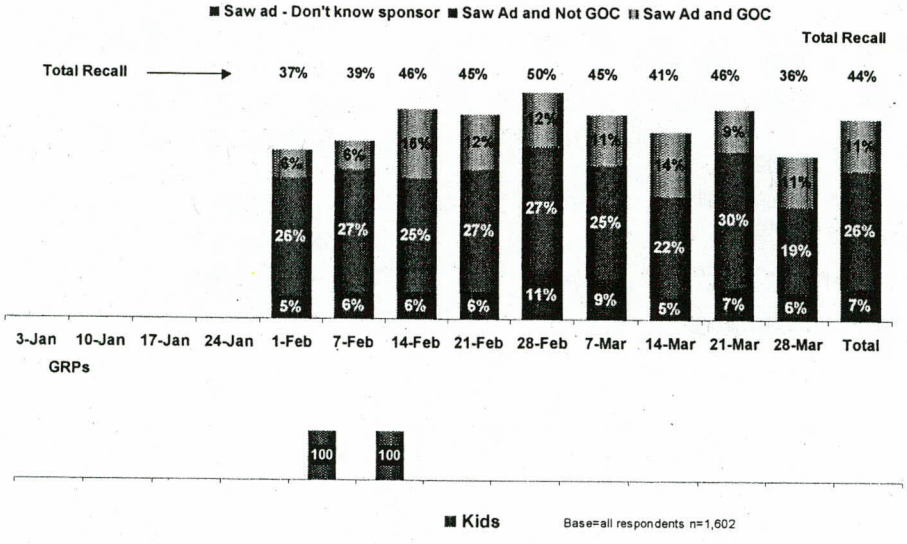
Base: all respondents n=1,602

Kids – Aided Recall by "Creative"

Overall, the "Kids" advertisement achieved the greatest aided recall levels of all five television spots aired during the campaign (44% total aided recall), although it was not allocated the greatest number of GRPs. Total aided recall for "Kids" remained steady from 37% in the initial wave to 36% in the final wave. Correct brand linkage to the Government of Canada also increased from 6% in the initial wave to 11% in the final wave. Prompted recall of "Kids" was highest the week of February 28.

Overall, among respondents who saw the ad and incorrectly identified the sponsor, one quarter (26%) express aided recall for the "Kids" television spot. In comparison, aided recognition of this advertisement among those who recall the ad and correctly identify the sponsor as the Government of Canada is significantly lower (11%). Aided recognition of the "Kids" television spot among those who say they saw the ad and do not know the sponsor is weaker (7%), yet remains on par with recall levels among those who correctly identify the sponsor as the Government of Canada.

Kids – Aided Recall

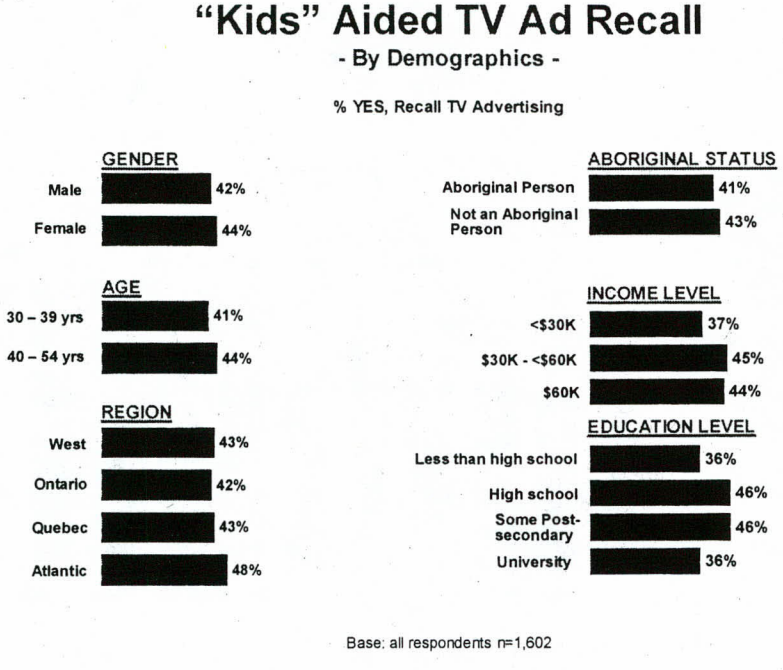


"Kids" Aided TV Ad Recall by Demographic

In terms of **income**, respondents who reside in households with an annual income between $30,000 and <$60,000 (45%) display significantly higher aided recall of the "Kids" television spot.

As well, **education** impacts recall levels of the "Kids" television spot: those with high school diplomas (46%) and some post-secondary (46%) display significantly higher levels of aided recall for the spot.

Gender, **age**, **region**, **education level** and **Aboriginal status** do not have any significant impact on aided recall levels for "Kids" among respondents.



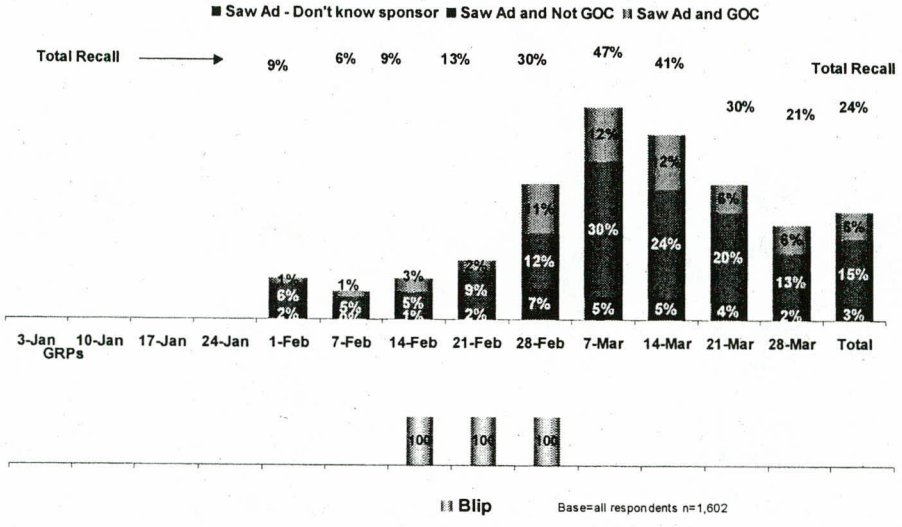
Base: all respondents n=1,602

Blip – Aided Recall by "Creative"

In terms of total recall, 24% of respondents recall the advertisement representing a significantly lower total recall measure than found among any of the other spots tested. This finding is not altogether surprising as "Blip" was allocated the greatest number and most recent GRPs. However, it is surprising that recall measures appear before the ad was aired.

Please note the level of "ghost recall"[8] for the "Blip" ad (1% total recall prior to airing the week of February 14).

Blip – Aided Recall



[8] Please see Glossary of Terms for definition of "Ghost Recall".

"Blip" Aided TV Ad Recall by Demographic

Regionally, aided recall of the "Blip" television spot is significantly higher in the West (25%) and Atlantic Canada (31%).

In terms of **income**, respondents who reside in households with an annual income below $30,000 display significantly higher aided recall for the "Blip" television spot (28%).

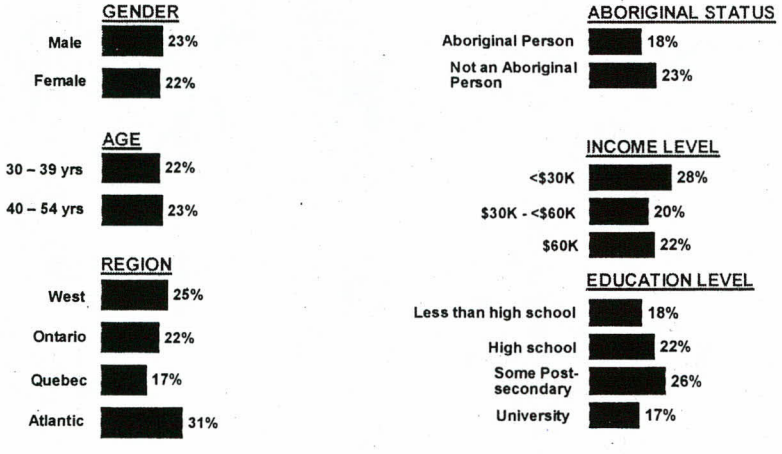
Further, **education** is a variable that impacts aided recall of this spot; recall levels are higher among respondents with some post-secondary education (26%).

Age and **Aboriginal status** do not have any significant impact on aided recall levels for the "Blip" spot among respondents.

"Blip" Aided TV Ad Recall

- By Demographics -

% YES, Recall TV Advertising



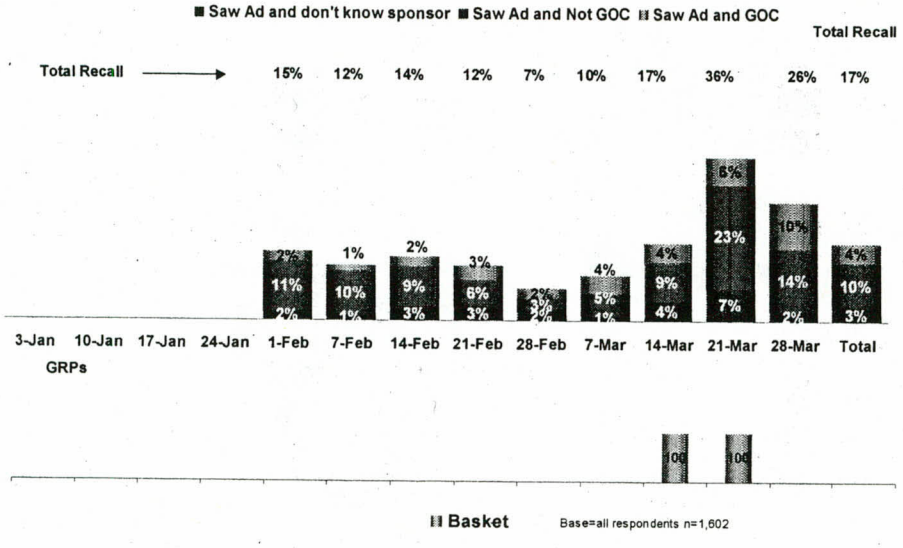
Base: all respondents n=1,602

Basket – Aided Recall by "Creative"

Overall, the "Basket" advertisement achieved the lowest total aided recall levels of all five television spots aired in the campaign (17%). Among respondents who saw the ad and incorrectly identified the sponsor, one in ten (10%) express aided recall for the "Basket" television spot.

Please note the level of "ghost recall"[9] for the "Basket" ad (reaching 15% total recall prior to airing the week of March 14).

Basket – Aided Recall



[9] Please see Glossary of Terms for definition of "Ghost Recall".

"Basket" Aided TV Ad Recall by Demographic

Regionally, aided recall of the "Basket" television spot is significantly higher in the West (19%) and Atlantic Canada (21%).

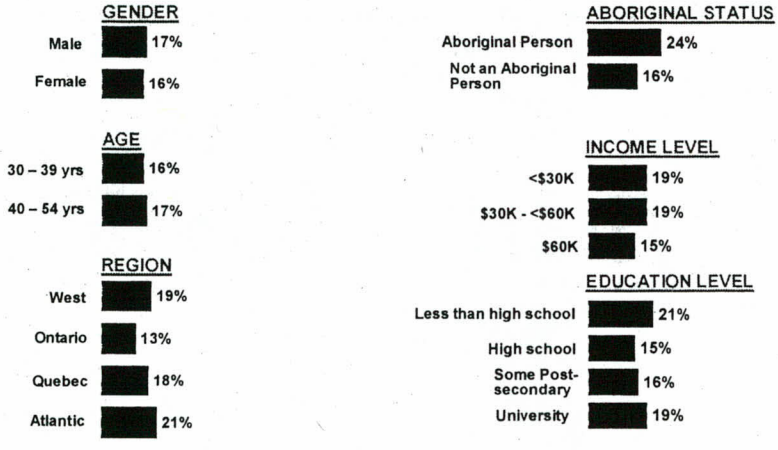
Further, **Aboriginal status** is a variable that impacts aided recall of the "Basket" television spot: aided recall levels are higher among Aboriginal persons (24%).

Gender, **age**, **income** and **education** do not have any significant impact on aided recall levels for the "Basket" television spot.

"Basket" Aided TV Ad Recall

- By Demographics -

% YES, Recall TV Advertising



Base: all respondents n=1,602

Campaign Evaluations

Net Campaign: Overall Impression of Ads

Overall, favourability impression scores for Health Canada's 2002-2005 Cessation Campaign are high[10].

Saw Advertisement(s)

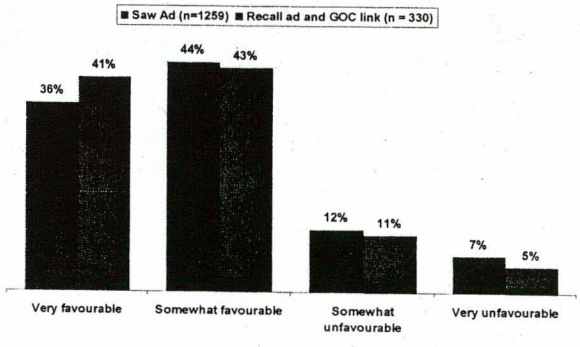
Among respondents who can recall at least one the advertisements, eight in ten (80%) offer either a "very favourable" (36%) or "somewhat favourable" (44%) impression of the television advertisements. A comparatively smaller proportion (19%), say they have either a "somewhat unfavourable" (12%) or "very unfavourable" (7%) impression of the advertisements.

Saw Advertisement(s) and GOC Link

Among respondents who can recall at least one the advertisements and correctly identify the sponsor as the Government of Canada, eight in ten (84%) offer either a "very favourable" (41%) or "somewhat favourable" (43%) impression of the television advertisements. A comparatively smaller proportion (16%) say they have either a "somewhat unfavourable" (11%) or "very unfavourable" (5%) impression of the advertisements.

Net Campaign: Overall Impression of Ads

What is your overall impression of the television advertisements?



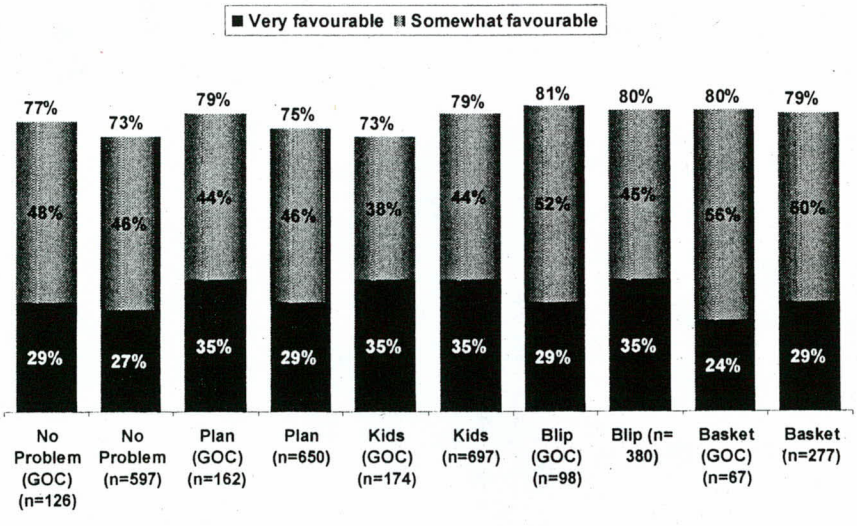
[10] Please note that when viewing the chart "Recall ad and GOC link" is a sub-group of "Saw ad". These categories are not mutually exclusive.

Overall Impression of Ads (Government of Canada Identified as Sponsor[11])

Overall favourability scores are fairly consistent across specific "creative" (overall favourability scores range between 73% and 80%). However, we do note a trend, albeit a slight trend, towards higher overall favourability scores for "Blip" (80%), "Basket" (79%), and "Kids" (79%), while "Plan" (75%) and "No Problem" (73%) receive relatively lower scores.

In terms of correct brand linkage, specific "creative" assessments appear to be statistically unaffected by the knowledge that the Government of Canada is the sponsor of the ads.

Overall Impression of Ads
(GOC Identified as Sponsor)
What is your overall impression of the television advertisements?



[11] *Government of Canada Identified as Sponsor* or *GOC* refers to the proportion of respondents able to identify the sponsor of the ads as the Government of Canada. This is also referred to as *Correct Brand Linkage*. Please see the Glossary of Terms for a more detailed discussion of Brand Linkage in this study.

Net Campaign: TV Impact on Attitudes

Advertising diagnostic results[12] show the net campaign outcome is meaningful and informative for respondents who recall at least one of the advertisements tested and correctly identify the sponsor as the Government of Canada; however, the entertainment and enjoyment appeal[13] of the advertisements appears to be waning.

Net Campaign and Ad Norms: TV Cessation Ad Impact on Attitudes

Please tell me if you agree strongly, agree somewhat or disagree

Attribute - % Strongly agree	Ad Norms **	Net Campaign Saw ads and GOC as sponsor (n=330)	Above/Below ad norm
The ad told you something that had meaning to you personally	n/a	49%	
The ad was unique and different	47%	42%	Below
The advertising made me think about quitting smoking	n/a	41%	
What the ad said and showed was interesting to you	28%	38%	Above
The ad was very informative	25%	31%	Above
You found it **difficult to believe** what the ad told you about	n/a	31%	
The ad was helpful to you	n/a	30%	
The ad was enjoyable to watch	39%	28%	Below
You are **getting tired of seeing** the ad	14%	27%	Above
The ad told you something new	16%	19%	Above

****Ad norm numbers are comparable to the Net Campaign**

Specifically, in terms of diagnostic statements, the strongest agreement (49% strongly agree) was for "the ad told you something that had meaning to you personally." A similar proportion (42%) strongly agree with the statement, "the ad was unique and

---

[12] Please see the Appendix for a more detailed discussion of Ipsos ad norms.

[13] Ipsos Reid and Health Canada understand that due to the serious and graphic nature of the Cessation Campaign, the "enjoyment" and "entertainment" appeal of the ads may be limited. Social marketing is a 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, the Internet) and marketing skills. It uses the marketing techniques to generate discussion and promote information, attitudes, values and behaviours.

different" and "the advertising made me think about quitting smoking" (41%). Significantly weaker agreement is noted for "the ad was enjoyable to watch" (28%), "you are getting tired of seeing the ad" (27%) and "the ad told you something new" (19%).

For the most part, the "Bob and Martin" campaign is performing well above Ipsos ad norms. However, comparatively, the biggest difference (performing above Ipsos norms) between campaign results and Ipsos norms is seen in strong agreement for "you are getting tired of seeing this ad" (27% versus 14% Ipsos norm, +13 percentage points). This finding is a concern. In terms of specific "creative", results show that while "Basket" and "No Problem" are informative and unique: they are suffering from high "wear-out" (35% strongly agree with "Basket", and 27% strongly agree with "No problem"). The "Basket" and "No Problem" spots, therefore, appear to have reached their wear-out peak[14].

On a positive note, the campaign is performing above average in terms of creative interest: "what the ad said and showed was interesting to you" (38% versus 28% Ipsos norm, +10 percentage points). Though the difference is small, a positive difference is noted for "the ad was very informative" (31% versus 25% Ipsos norm, +6 percentage points") and "the ad told you something new" (19% versus 16% Ipsos norm, +3 percentage points).

Instances where the ads are performing below Ipsos norms include; "the ad was enjoyable to watch" (28% versus 39% Ipsos norm, -11 percentage points) and "the ad was unique and different" (42% versus 47% Ipsos norm, -5 percentage points).

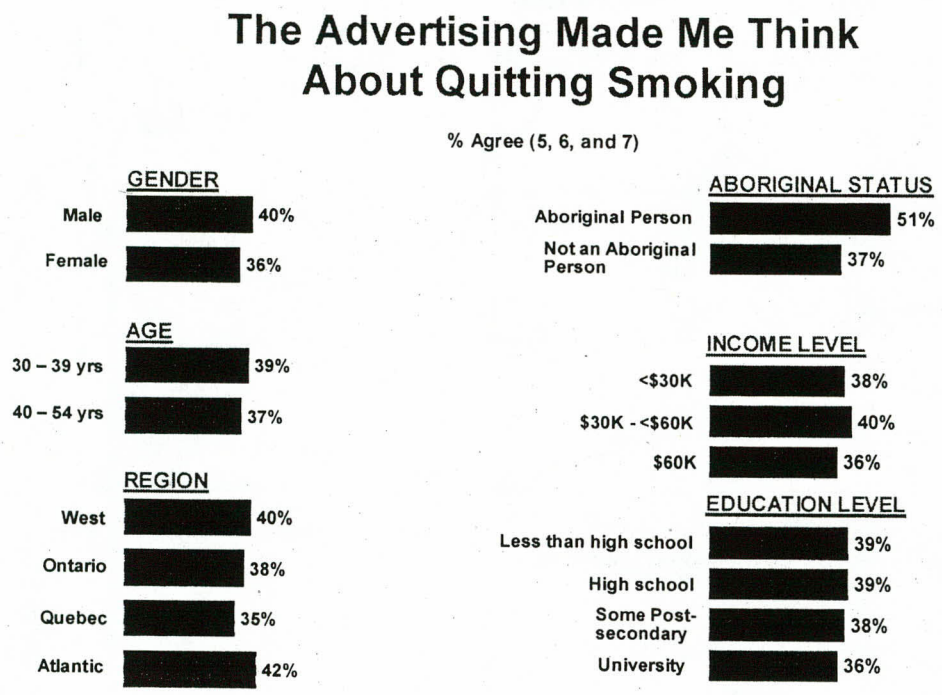
---

[14] In any advertising campaign that involves the repeat airing of a television spot, it is important to understand when the target audience starts to become tired of seeing the advertisement, tuning it out or being annoyed by the frequency of its executions, in other words, the *wear-out factor*. To this end, Health Canada's 2002-2005 Cessation Campaign evaluation incorporated a question related to whether those who were aware of the "creative" spots on an aided basis were becoming tired of seeing the spot. Ipsos has also developed proprietary norms around what would signal that a television spot has outlived its effectiveness. On average, the wear-out for an advertisement that can continue to prosper would be set at 15% saying they strongly agree they are tired of seeing the advertisement. The crucial point arrives at 25% of an audience saying that they strongly agree they are tired of seeing an advertisement

The Advertising Made Me Think About Quitting Smoking by Demographic

There is a notable impact in terms of **Aboriginal status** on agreement with "the advertising made me think about quitting smoking." Non-Aboriginal respondents indicate significantly stronger agreement with the statement (51% strongly agree), compared to Aboriginal respondents (37%).

Among respondents who recall the television spots, the variables **gender**, **age**, **income level**, **education**, and **region** do not significantly impact agreement with the statement, "the advertising made me think about quitting smoking."



Base: recall ads n=1,259

TV Cessation Ad Impact on Attitudes by "Creative"

In terms of specific performance of the ads, we find issues of various strengths and weaknesses among the different ad executions:

When comparing the results of the specific advertisements, our findings suggest that "Plan", "Kids" and "Blip" perform more strongly and make a greater contribution to the smoking cessation campaign. Specifically, "No Problem" and "Kids" have stronger personal meaning and relevancy, and generate higher and sustained recall.

TV Cessation Ad Impact on Attitudes

Please tell me if you agree strongly, agree somewhat or disagree

Attribute - % Strongly agree Saw ads and GOC as sponsor	Net Campaign (n=330)	No Problem (n=126)	Plan (n=162)	Kids (n=174)	Blip (n=98)	Basket (n=67)
The ad told you something that had meaning to you personally	49%	44%	31%	44%	32%	36%
The ad was unique and different	42%	27%	29%	31%	28%	35%
The advertising made me think about quitting smoking	41%	34%	35%	28%	36%	33%
What the ad said and showed was interesting to you	38%	26%	30%	32%	30%	27%
The ad was very informative	31%	21%	19%	28%	27%	20%
You found it **difficult to believe** what the ad told you about	31%	19%	19%	16%	18%	30%
The ad was helpful to you	30%	20%	20%	20%	31%	19%
The ad was enjoyable to watch	28%	21%	24%	20%	21%	17%
You are **getting tired of seeing** the ad	27%	27%	20%	18%	16%	35%
The ad told you something new	19%	9%	10%	11%	13%	15%

Higher on positive attribute

Higher on negative attribute

Please note: Highlighted area are comparable between advertisements and the net campaign, not individual ads.

TV Cessation Ads Impact on Attitudes by Demographic

Subgroup analysis is provided for the tested attitudes to highlight where significant differences exist.[15].

The Advertising Made Me Think About Quitting Smoking

The Advertising Made Me Think About Quitting Smoking			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	41%	33%	26%

What the Ad Said and Showed was Interesting to You

What the Ad Said and Showed Was Interesting to You			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	38%	42%	20%

Results show agreement (strongly agree) with the statement, "What the ad said and showed was interesting to you" is impacted by **income level** (52% - less than $30,000 annually).

The Ad Was Helpful to You

The Ad Was Helpful to You			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	30%	36%	34%

[15] Subgroup analysis for "the advertising made me think about quitting smoking", "the ad was helpful to you', " the ad told you something that had meaning to you personally" and "the ad was enjoyable to watch" have not been provided, as the findings were consistent across the key demographic variables.

The Ad Was Unique and Different

The Ad Was Unique and Different			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	42%	44%	13%

Results show that agreement (strongly agree) with the statement, "The Ad was Unique and Different" is impacted by **gender** (female – 52%) and **region** (55% - Atlantic Canada).

The Ad Was Enjoyable to Watch

The Ad Was Enjoyable to Watch			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	28%	44%	27%

You Are Getting Tired of Seeing the Ad

You Are Getting Tired of Seeing the Ad			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	27%	25%	48%

Results show that agreement (strongly agree) with the statement, "you are getting tired of seeing the ad" is impacted by **region** (Atlantic Canada – 34%), **income** (32% <less than $60,000 annually) and **age** (33% - 40 to 54 years).

The Ad Was Very Informative

The Ad Was Very Informative			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	31%	45%	23%

Results show that agreement (strongly agree) with the statement, "the ad was very informative" is impacted by **region** (Quebec – 41%, Atlantic Canada 47%) and **income** (41% between $30,000 and <$60,000 annually).

The Ad Told You Something that Had Meaning to You Personally

The Ad Told You Something that Had Meaning to You Personally			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	49%	29%	22%

The Ad Told You Something New

The Ad Told You Something New			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	19%	23%	58%

Results show that agreement (strongly agree) with the statement, "the ad told you something new" is impacted by **region** (Quebec – 32%) and **income** (28% <$30,000).

You Found It Difficult to Believe what the Ad Told You About

You Found It Difficult to Believe what the Ad Told You About			
	Agree strongly	Agree somewhat	Disagree
Net Campaign	31%	19%	50%

Results show that agreement (strongly agree) with the statement, "You found it difficult to believe what the ad told you about" is impacted by **region** (Quebec – 41%), **income** (41% between $30,000 and <$60,000) and **education** (high school diploma - 42%).

Evidence of Success

Main Message of Ads

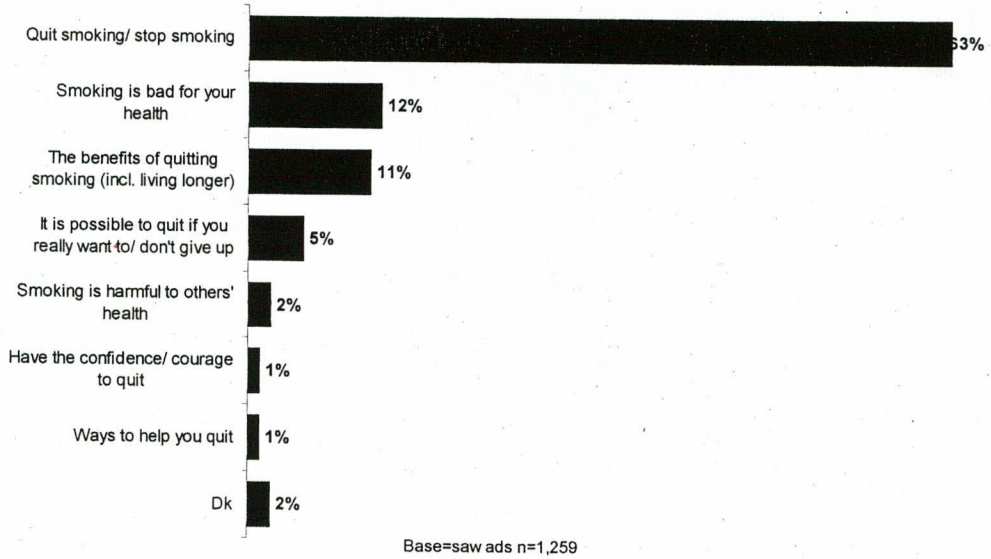
All respondents who recalled at least one of the television spots tested on an aided basis were further asked to describe in their own words what they thought were the main messages of the television advertisement.

Overall, respondents tend to read the main message from the television spots as quitting smoking (63%). This message is most strongly acknowledged by those with less education (68% with less than high school and 69% with a high school diploma, versus 56% university graduates). On the other hand, residents of Quebec are the least likely to say quitting smoking is the main message of these advertisements (55%, compared to 66% among the rest of Canada).

Secondary messages conveyed in the television spots relate to the health implications of smoking (12% overall, Quebec 17%), and the benefits of quitting smoking (11%). In total, two percent of respondents who recall on an aided basis at least one of the ads were unsure of the main message of these television spots.

Main Message of Ads

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



Base=saw ads n=1,259

Recall 1-800 Number or Web Site Address

Health Canada operates a 1-800 number and Web site dedicated to smoking prevention and assisting Canadians in their efforts to quit smoking. The toll-free line and Web site both provide confidential and free information, referrals, and counselling and support to smokers who want to quit.

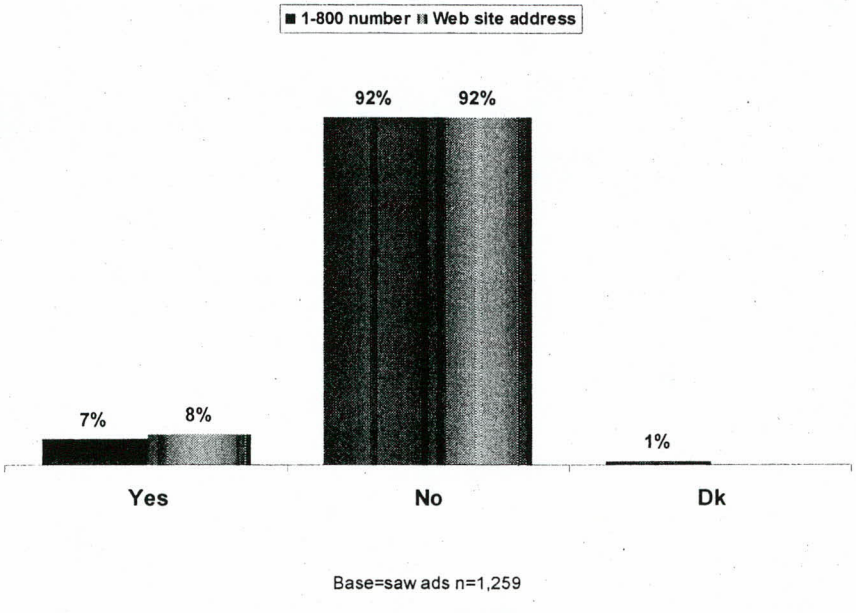
Respondents exposed to the television spots were asked to identify whether they could recall the toll-free number and/or the Web site address from any of the advertising.

In terms of toll-free number awareness, only seven percent can recall the 1-800 number when questioned about the advertising they recall. The overwhelming majority (92%) are unable to recall the toll-free number.

A similar proportion are able to recall the Web site address: eight percent report being able to recall the Web site address in advertising that they recall. The overwhelming majority (92%) are unable to recall the Web site address.

Recall 1-800 Number or Web Site Address

Can you recall? Yes, not and don't know



Base=saw ads n=1,259

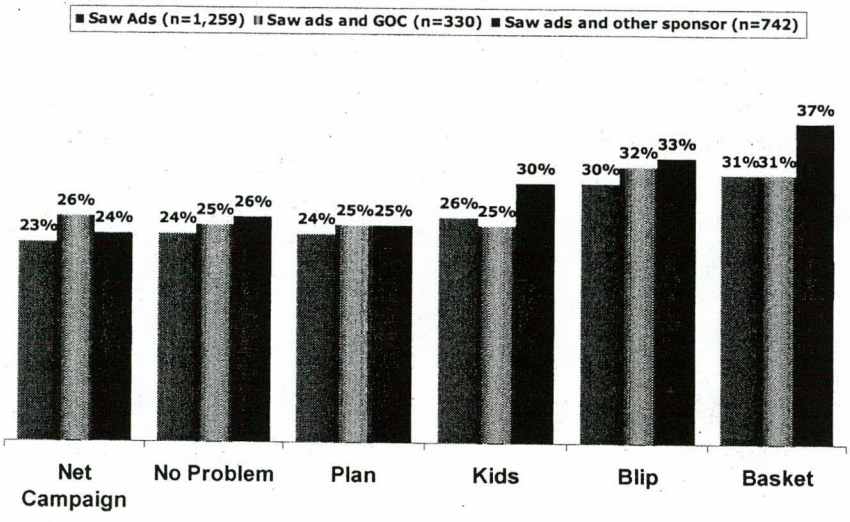
Saw Ads: Action Taken

Among those exposed to at least one of the five ads tested, one quarter report taking action post-viewing of the ads (23% net campaign, 26% saw ads and Government of Canada and 24% saw ads and other sponsor).

It is important to note that these findings must be taken in the context of different air times (i.e., "Basket" and "Blip" were shown last in the campaign. And thus, may be the most fresh in respondents' minds as catalysts for action taken). That said, in terms of comparing specific "creative", results show a greater tendency for action post-viewing for the TV spots "Basket" (31% saw ad), and "Blip" (30%), while "Kids" (26%), "Plan" (24%) and "No Problem" (24%) receive relatively lower scores.

Saw Ads: Action Taken

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



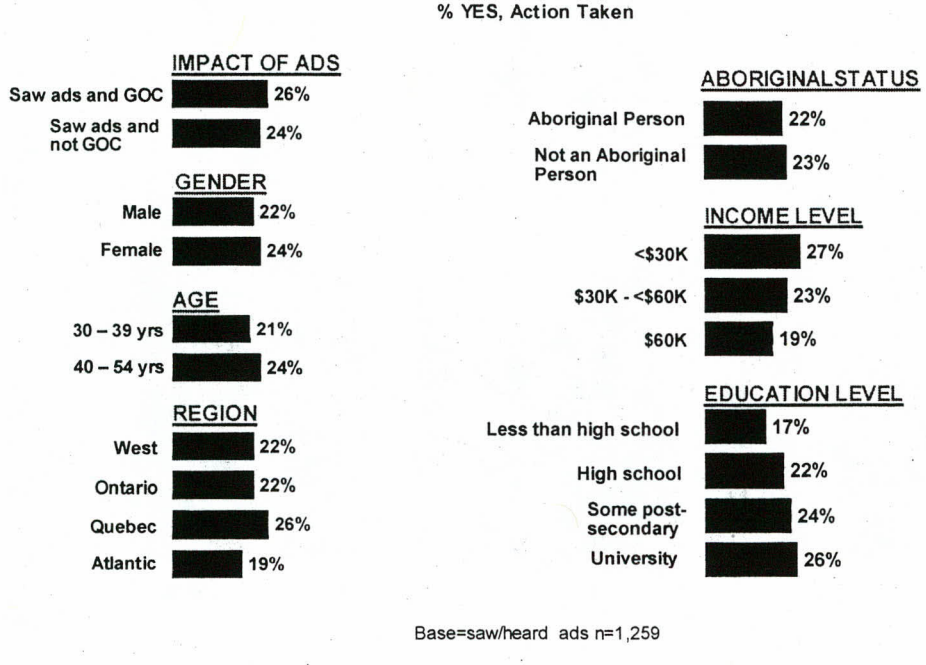
Any Action Taken by Demographic

Regionally, respondents' likelihood to take action is significantly higher in Quebec (26%).

Income is also a variable that impacts the likelihood of taking action after seeing at least one of the television spots: the likelihood of taking action is significantly higher among those with an annual household income below $30,000 (27%).

Among respondents, the variables of **age**, **gender**, **education** and **Aboriginal status** do not have a significant impact on the likelihood to take action after seeing any of the ads.

Any Action Taken - By Demographics -

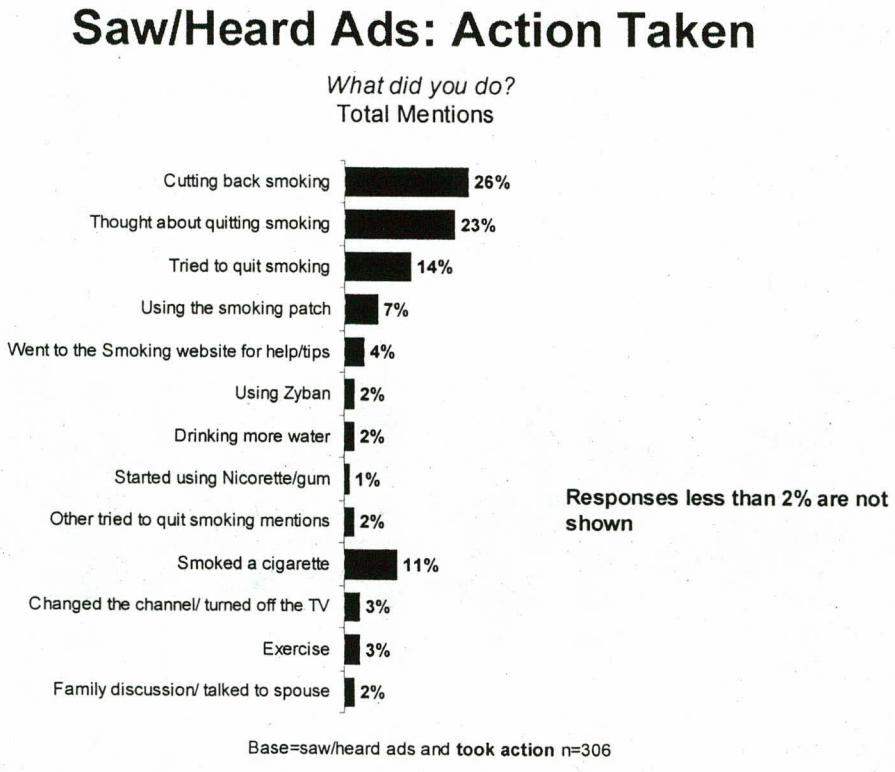


Base=saw/heard ads n=1,259

Saw/Heard Ads: Action Taken

To gain perspective on the *behavioural influence* of the television spots, respondents who indicated recalling a television 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 the ads relate to smoking cessation behaviours and/or thoughts. Among respondents who claim taking action after seeing any of the ads, the two main activities motivated by these advertisements relate to cutting back on smoking (26%) and thinking about quitting smoking (23%). Fourteen percent also mention that they *tried* to quit smoking. Eleven percent report smoking after viewing one of the television advertisements. All other actions are mentioned by less than 10% of respondents.



Saw/Heard Ads: Planned Action

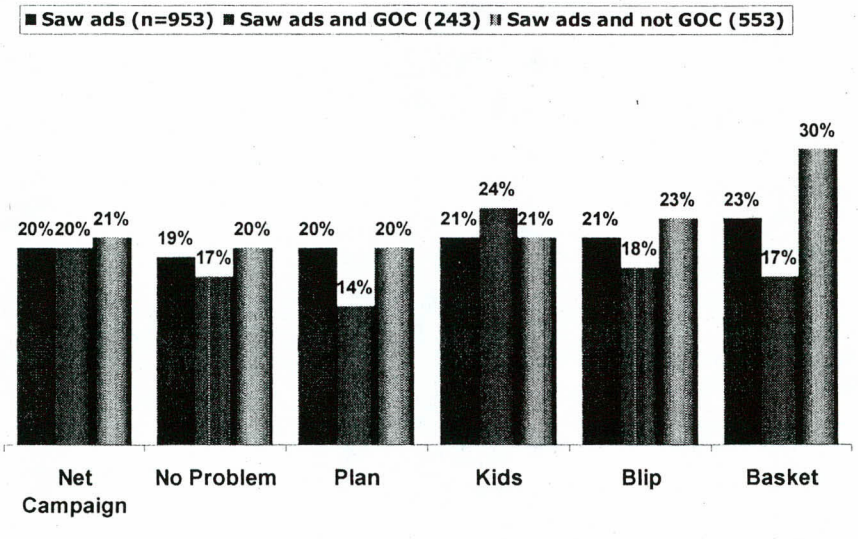
Among those exposed to at least one of the five ads tested and who have not taken action, two in ten *plan* to take action as a result of seeing or hearing the ads (20% saw ads, 20% saw ads and correct sponsor, and 21% saw ads and incorrect sponsor).

Among those who saw the ads and correctly indicate the Government of Canada as the sponsor of the campaign, results show a greater tendency for planned action for "Kids" (24%), while under two in ten say they plan to take action following a viewing of "Blip" (18%), "Basket" (17%), "No Problem" (17%) and "Plan" (14%).

Among respondents who saw the ads and incorrectly identified the sponsor, three in ten say they plan action as a result of viewing "Basket" (30%), and two in ten report planning action after viewing "Blip" (23%), "Kids" (21%), "No Problem" (20%), and "Plan" (20%).

Saw/Heard Ads: Planned Action

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



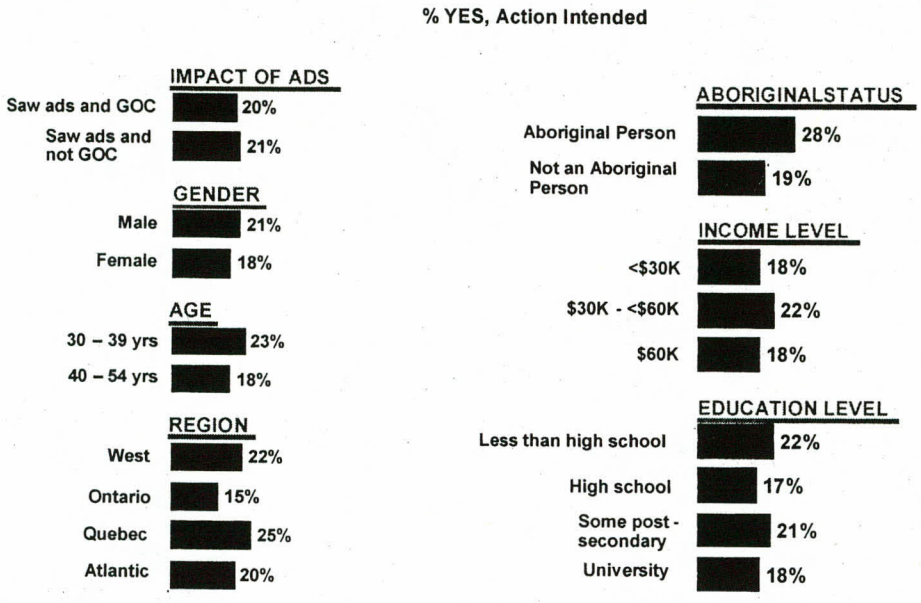
Base=saw/heard ads and **did not take action**

Any Action Planned by Demographic

Incidence of planned action post-viewing of the ads is not impacted by the demographic variables of **age, gender, income level, education** or **Aboriginal status**. Similarly, whether or not respondents attribute the ads to the Government of Canada does not impact the incidence of planned action.

Region, however, plays a role among respondents' likelihood to plan action, with residents of Quebec more likely to plan action after viewing the television spots (25% in Quebec versus 15% in Ontario).

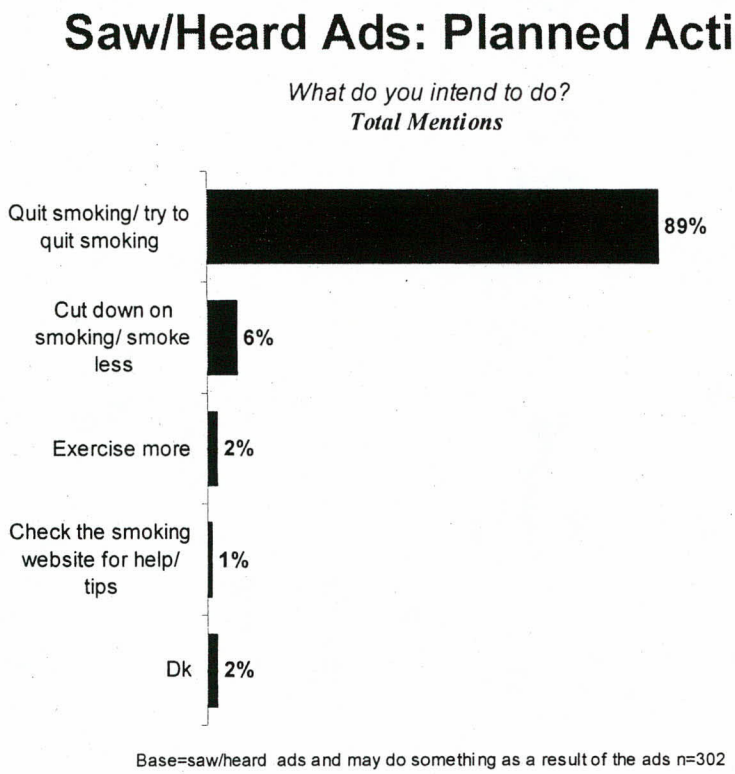
Any Action Planned - By Demographic -



Base=saw/heard ads and no action taken n=953

Saw/Heard Ads: Planned Action

The overwhelming majority of respondents who may take action after exposure to the advertisements (89%) say that their planned action will be to quit smoking or try to quit smoking. All other mentions of planned action fall below 10% of total mentions.



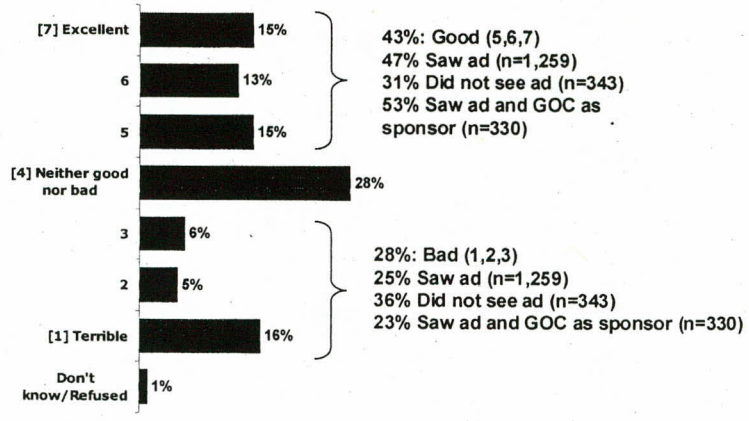
Views on Performance of Government of Canada[16]

Performance of Government of Canada in Helping Canadians to Quit Smoking

Overall, when asked to comment on the performance of the Government of Canada on helping Canadians quit smoking, roughly half (49%) of respondents flock to the middle ground, rating the Government of Canada a 3,4,5 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 the same as the proportion that feels that the Government of Canada's performance is "terrible" (with 15% saying "7" vs. 16% saying "1").

Performance of Government of Canada in Helping Canadians to Quit Smoking

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 quit smoking? 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=1,602

[16] *Government of Canada Identified as Sponsor* or *GOC* refers to the proportion of respondents able to identify the sponsor of the ads as the Government of Canada. This is also referred to as *Correct Brand Linkage*. Please see the Glossary of Terms for a more detailed discussion of Brand Linkage in this study. *Saw ad* refers to all respondents who saw at least one of the advertisements in the Bob and Martin campaign. *Did not see ad* refers to the proportion of respondents who did not see the ad.

While views are mixed regarding the performance of the Government of Canada, the findings reveal that those who have been exposed to the ads are more positive about the performance of the Government of Canada compared to those not exposed to the advertisements. Specifically, those who have seen the ads offer the government of Canada significantly higher ratings on helping Canadians to quit smoking (53% have seen ads and correctly identify the Government of Canada as sponsor, compared to 46% who have seen ads and incorrectly identify the Government of Canada as the sponsor).

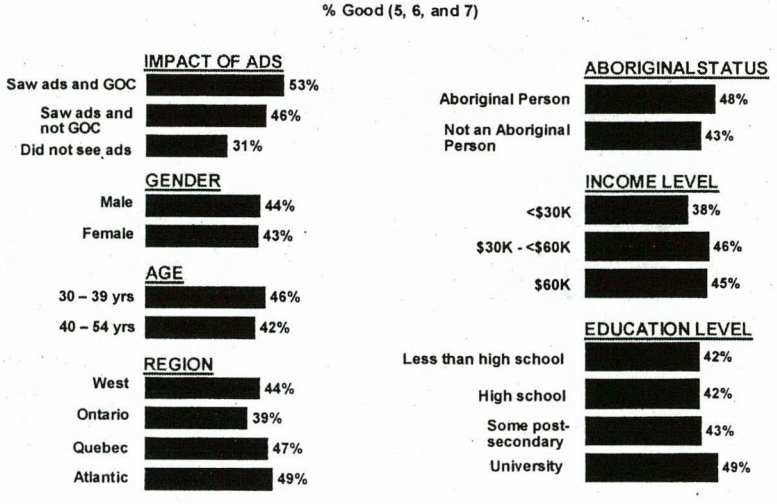
Performance of the Government of Canada on Helping Canadians to Quit Smoking by Demographic

Regionally, respondents' rating of the performance of the Government of Canada on helping Canadians quit smoking is higher in Atlantic Canada (49%) and Quebec (47%).

Further, **having seen any of the television spots tested** significantly impacts the rating given to the government on helping Canadians quit smoking, that is, those who have seen the ads (53% have seen ads and correctly identify the Government of Canada as sponsor, and 46% have seen ads and incorrectly identify the Government of Canada as the sponsor) have significantly higher ratings.

The demographic variables of **age**, **gender**, **education** and **Aboriginal status** do not have a significant impact on the rating of the performance of the Government of Canada in helping Canadians quit smoking.

Performance of the Government of Canada on Helping Canadians to Quit Smoking - By Demographics -



Base=all respondents n=1,602

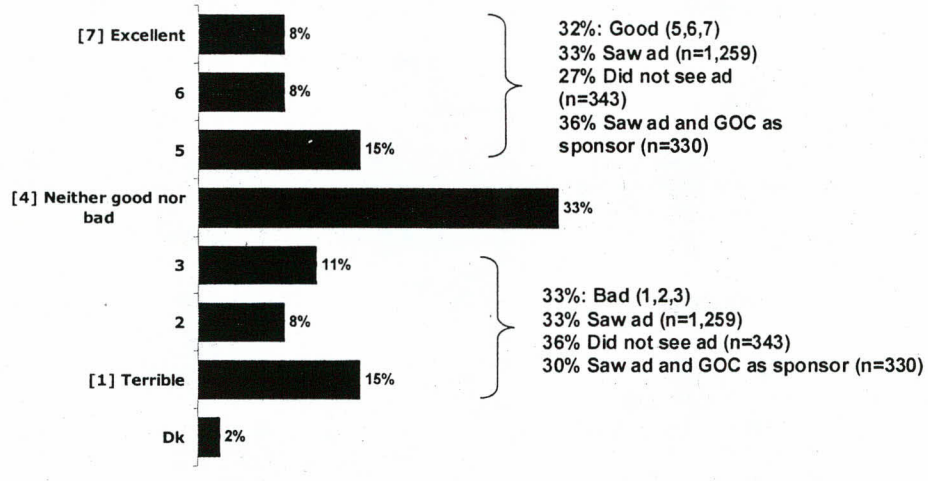
Performance of the Government of Canada (General)

When asked to rate the general performance of the Government of Canada, similar proportions rate the Government of Canada's performance as "good" (32% "7","6" or "5" on a seven-point scale) or "bad" (33%"3","2" or "1" on a seven-point scale). The remaining 33% are neutral ("4" "neither good nor bad").

Having seen any of the television spots tested significantly impacts the rating given to the government on helping Canadians quit smoking, that is, those who have seen the ads have significantly higher ratings (36% have seen ads and correctly identify the Government of Canada as the sponsor).

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=1,602

Performance of the Government of Canada by Demographic

Regionally, respondents' rating of the performance of the Government of Canada in helping Canadians quit smoking is higher in Atlantic Canada (41%).

Further, **having seen any of the television spots tested** significantly impacts the rating given to the government on helping Canadians quit smoking, that is, those who have seen the ads (36% have seen ads and correctly identify the Government of Canada as the sponsor and 33% have seen ads) have significantly higher ratings.

The demographic variables of **age**, **gender**, **education** and **Aboriginal status** do not have an significant impact on the rating of the performance of the Government of Canada.

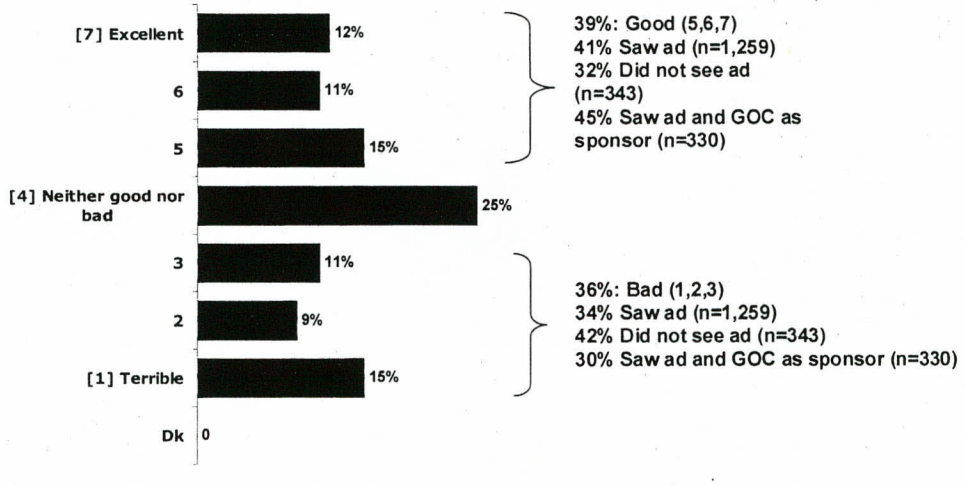
Performance of Government of Canada in Providing Information About Government Services

When asked to rate the general performance of the Government of Canada in terms of providing services to the public about government services that are available to Canadians, similar proportions rate the Government of Canada's performance as "good" (39% "7","6" or "5" on a seven-point scale) or "bad" (36%"3","2" or "1" on a seven-point scale). The remaining 25% are neutral ("4" "neither good nor bad").

Having seen any of the television spots tested significantly impacts the rating given to the government on helping Canadians quit smoking, that is, those who have seen the ads offer higher ratings.

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=1,602

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

Having seen any of the television spots tested significantly impacts the rating given to the government on helping Canadians quit smoking, that is, those who have seen the ads (41% have seen ads and correctly identify the Government of Canada) as the sponsor have significantly higher ratings.

The demographic variables of **age**, **gender**, **education**, **region** and **Aboriginal status** do not have a significant impact on the rating of the performance of the Government of Canada.

Government of Canada Information and Services

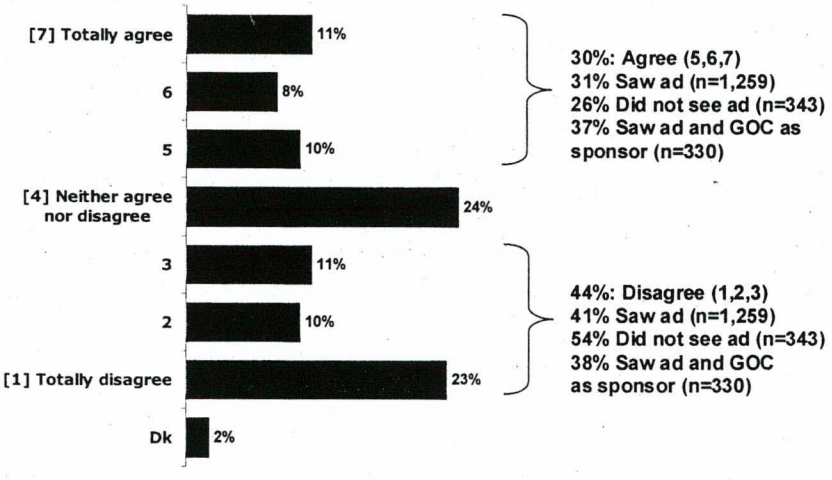
The evaluation of Health Canada's 2002-2005 Cessation Campaign also assessed levels of agreement towards various measures of the Government of Canada's performance as an information and service provider.

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

When asked, three in ten respondents agree with the statement, "It is easy to contact the Government of Canada for information and service" (30% "7","6" or "5" on a seven-point scale). Comparatively, four in ten "disagree" with the statement (44%"3","2" or "1" on a seven-point scale). The remaining 24% are neutral ("4" "neither agree nor disagree").

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: ***It is easy to contact the Government of Canada for information and service***



Base: All Respondents n=1,602

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

Agreement among respondents that "it is easy to contact the Government of Canada for information and service" does not vary significantly across the variables of **age**, **gender**, **education**, **income level** and **Aboriginal status**.

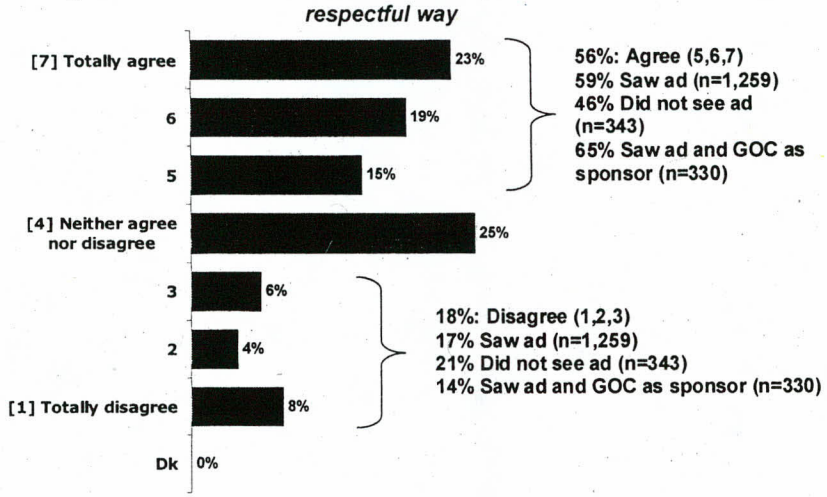
In terms of **region**, agreement that "it is easy to contact the Government of Canada for information and service" is significantly stronger in Atlantic Canada (40%) than in the rest of Canada (27%).

The Government of Canada Delivers its Services and Information in a Respectful Way

Overall, half of respondents agree with the statement, "the Government of Canada delivers its services and information in a respectful way" (56% "7","6" or "5" on a seven-point scale). Comparatively, two in ten "disagree" with the statement (18%"3","2" or "1" on a seven-point scale). The remaining 25% are neutral ("4" "neither agree nor disagree").

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: ***The Government of Canada delivers its service and information in a respectful way***



Base: All Respondents n=1,602

The Government of Canada Delivers its Service and Information in a Respectful Way by Demographic

In terms of **region**, agreement that "the Government of Canada delivers its service and information in a respectful way" is significantly stronger in Quebec (62%) than in Ontario (53%).

Age is a significant variable for agreement with the statement, "the Government of Canada delivers its service and information in a respectful way" Respondents aged 30 to 39 (61%) are more likely to strongly agree with this statement than those aged 40 to 54 (53%)

Income is also a variable that impacts agreement with the statement, "the Government of Canada delivers its service and information in a respectful way": agreement is strongest among those with an annual household income of $60,000 or more (64%).

As well, **education** impacts agreement with the statement: those with some post-secondary education (59%) and university graduates (58%) are significantly more likely to strongly agree with the statement than those with less than a high school diploma (47%).

Agreement among respondents that "the Government of Canada delivers its service and information in a respectful way" does not vary significantly across the variables of **gender** and **Aboriginal status**.

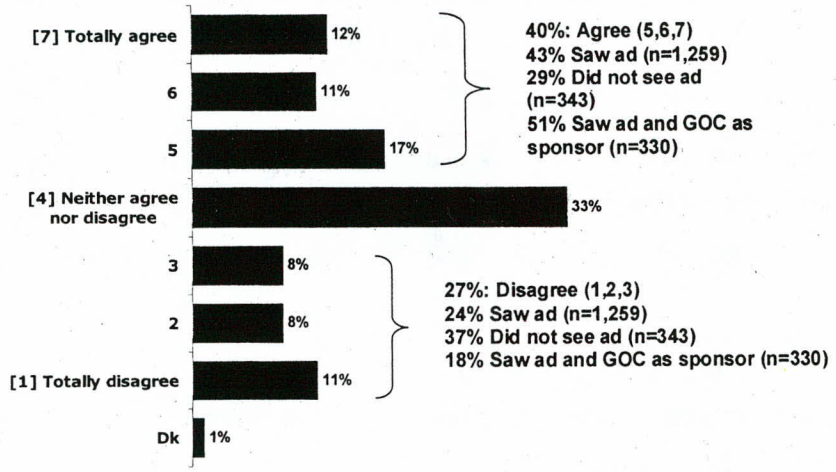
In terms of **exposure to ads**, agreement that "the Government of Canada delivers its service and information in a respectful way" is significantly higher among respondents who recall any of the television spots tested than their counterparts who were not exposed to the advertisements (59%, versus 46% who have not seen the ads).

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

Four in ten respondents agree with the statement, "the Government of Canada is using new and innovative ways to provide information and service to clients" (40% "7","6" or "5" on a seven-point scale). Comparatively, three in ten "disagree" with the statement (27%"3","2" or "1" on a seven-point scale). The remaining 33% are neutral ("4" "neither agree nor disagree").

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: ***The Government of Canada is using new and innovative ways to provide information and service to citizens***



Base: All Respondents n=1,602

The Government of Canada Is Using New and Innovative Ways to Provide Information and Service to Clients by Demographic

Agreement among respondents that "the Government of Canada is using new and innovative ways to provide information and service to clients" does not vary significantly across the variables of **gender**, **education**, **income level** and **Aboriginal status**.

However, in terms of **region**, agreement that "the Government of Canada is using new and innovative ways to provide information and service to clients" is significantly stronger in Atlantic Canada (47%) than in Ontario (37%).

Age is also a significant variable for agreement with the statement, "the Government of Canada is using new and innovative ways to provide information and service to clients": respondents aged 30 to 39 (45%) are more likely to strongly agree with this statement than those aged 40 to 54 (37%).

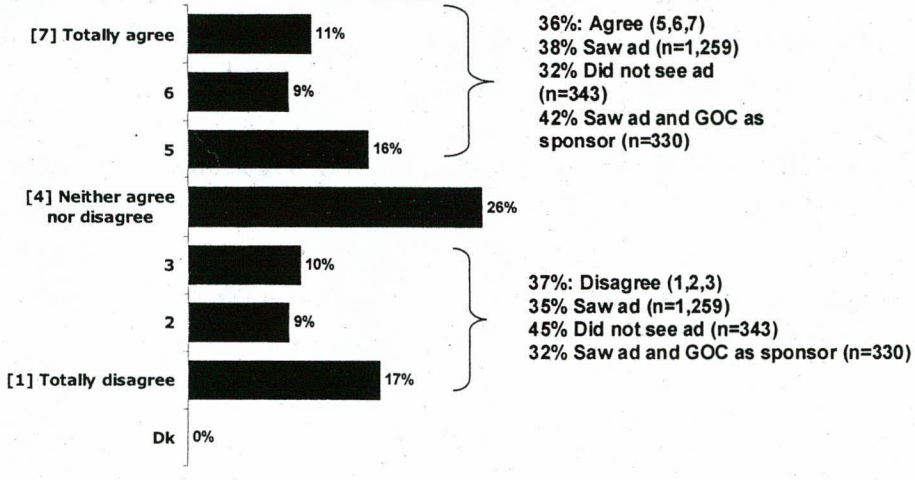
In terms of **exposure to ads**, agreement that "the Government of Canada is using new and innovative ways to provide information and service to clients" is significantly higher among respondents who recall any of the television spots tested than their counterparts who were not exposed to the advertisements (43%, versus 29% who have not seen the ads).

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

Roughly equal proportions of respondents agree and disagree with the statement, "you can count on the Government of Canada for reliable service and information" (36% "7","6" or "5" on a seven-point scale versus 37% "3","2" or "1" on a seven-point scale). The remaining 26% are neutral ("4" "neither agree nor disagree").

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: ***You can count on the Government of Canada for reliable service and information***



Base: All Respondents n=1,602

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

Agreement among respondents that "you can count on the Government of Canada for reliable service and information" does not vary significantly across the variables of **gender**, **education**, **income level** and **Aboriginal status**.

However, in terms of **region**, agreement that "you can count on the Government of Canada for reliable service and information" is significantly stronger in Atlantic Canada (40%) and Quebec (45%) than in Ontario (33%) and the West (33%).

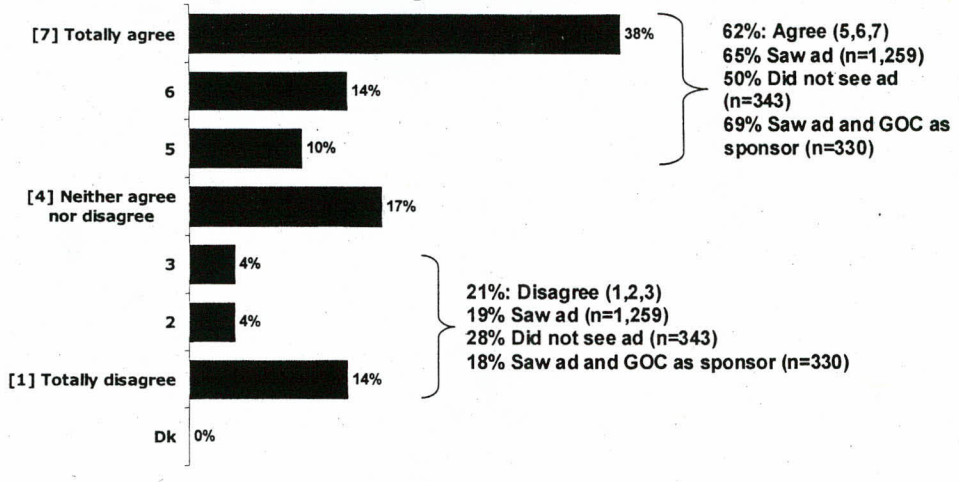
Age is also a significant variable for agreement with the statement, "you can count on the Government of Canada for reliable service and information": respondents aged 30 – to 39 (40%) are more likely to strongly agree with this statement than those aged 40 – to 54 (34%).

It Is Important for the Government of Canada to Help People Try and Quit Smoking

The majority of respondents agree with the statement, "It is important for the Government of Canada to help people try and quit smoking" (62% "7","6" or "5" on a seven-point scale). Comparatively, two in ten "disagree" with the statement (21% "3","2" or "1" on a seven-point scale). The remaining 17% are neutral ("4" neither agree nor disagree").

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: ***It is important for the Government of Canada to help people try and quit smoking***



Base: All Respondents n=1,602

It Is Important for the Government of Canada to Help People Try to Quit Smoking by Demographic

For respondents, however, there is a relationship between **exposure to advertising** and agreement that it is important for the Government of Canada to help people try to quit smoking. Agreement that "it is important for the Government of Canada to help people try and quit smoking" is significantly higher among respondents who recall any of the television spots tested than their counterparts who were not exposed to the advertisements (65%, versus 50% who have not seen the ads).

In terms of **region**, agreement that "it is important for the Government of Canada to help people try and quit smoking" is significantly stronger in Atlantic Canada (71%) and Quebec (72%).

Age is a significant variable for agreement with the statement, "it is important for the Government of Canada to help people try and quit smoking": respondents aged 30 to 39 (68%) are more likely to strongly agree with this statement than those aged 40 to 54 (57%)

Gender is also a variable that impacts agreement with the statement "it is important for the Government of Canada to help people try and quit smoking": agreement is strongest among men (64%), compared to women (59%).

As well, **education**, impacts agreement with the statement: university graduates (68%), those with some post-secondary education (61%), and those with less than high school (61%) are significantly more likely to strongly agree with the statement than those with less than a high school diploma (52%).

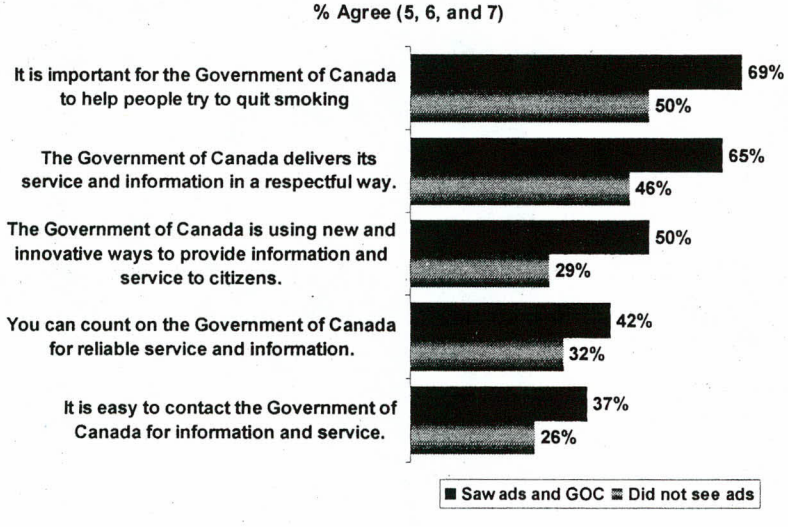
Views on Government of Canada Information and Services

Overall, there are significant differences between those who have seen the ads and correctly identify the sponsor, and those who have not been exposed to the ad(s).

Specifically, the majority of those who have seen the ads and correctly identify the sponsor agree that "the Government of Canada delivers its services and information in a respectful way" (65%) and "the Government of Canada is using new and innovative ways to provide information and service to citizens" (50%), compared to just 46% and 29%, respectively, of those who have not been exposed to the ad(s). A similar pattern holds for agreement that "it is important for the Government of Canada to help people try to quit smoking" (69% of saw ads and Government of Canada, versus 50% did not see ads).

Views on 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:



Base: All Respondents n=1,602

Four in ten who have seen the ad(s) and correctly identify the sponsor agree with the statement, "you can count on the Government of Canada for reliable service and information," (42%) while agreement drops to three in ten (32%) among those who have not seen the ad(s). Similarly, those exposed to the ads and who display correct

brand linkage are significantly more likely to agree that "it is easy to contact the Government of Canada for information and service" (37%) than those who have not seen the ad(s) (26%).

Smoking Cessation Behaviour

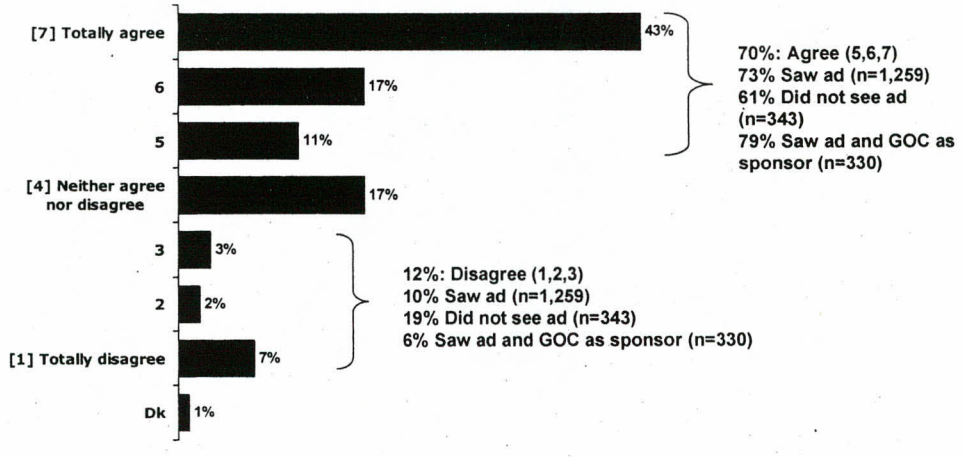
The evaluation of Health Canada's 2002-2005 Cessation Campaign also served to assess attitudes towards issues related to tobacco and smoking, and attitudes towards prevention and quitting smoking, among those who saw the ad(s) and correctly identify the sponsor as the Government of Canada and those who were not exposed to the ad(s).

It Is Easier to Quit if You Have a Plan to Quit

Seven in ten respondents agree with the statement, "it is easier to quit if you have a plan to quit" (70% "7","6" or "5" on a seven-point scale). Comparatively, one in ten "disagree" with the statement (12% "3","2" or "1" on a seven-point scale). The remaining 17% are neutral ("4" "neither agree nor disagree").

Attitudes Towards Smoking and Cessation

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 is Totally Disagree, 7 is Totally Agree and the mid-point 4 is Neither Agree nor Disagree: ***It is easier to quit if you have a plan to quit***



Base: All Respondents n=1,602

It Is Easier to Quit If You Have a Plan by Demographic

Agreement that "it is easier to quit if you have a plan" is not impacted by the demographic variables of **Aboriginal status** or **gender** among respondents. However, certain other demographic subgroups are significantly more likely to be in agreement with this statement.

First, with respect to **region**, respondents from Atlantic Canada (75%) and Western Canada (74%) are notably more likely to agree than those who reside in Quebec (64%).

Next, when looking at **age groups**, younger respondents, i.e., those aged 30 to 39 (74%), are significantly more likely to be in agreement than are older respondents, i.e., those aged 40 to 54 (68%).

Income level also impacts on agreement among respondents: more affluent respondents are significantly more likely to agree than less affluent respondents (75% >$60,000 annually, versus 62% <$30,000 annually).

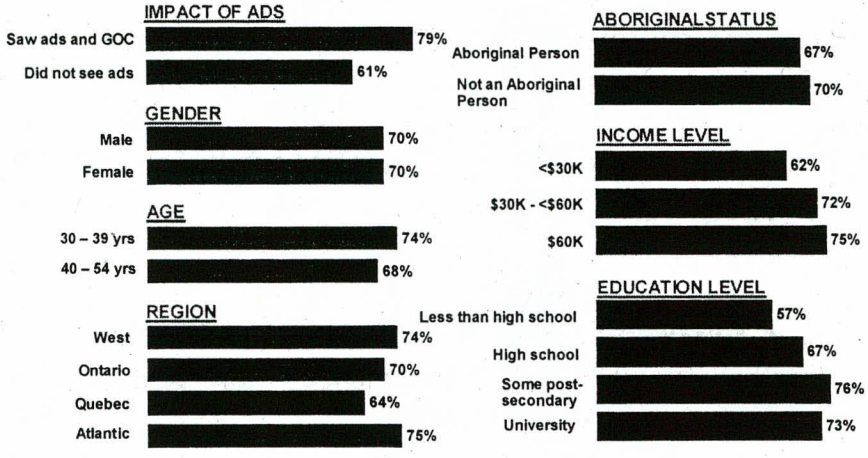
As well, **education** impacts on agreement, with those who have some post-secondary education (76%) being significantly more likely to agree with the statement than those with a high school diploma (57%) or some high school (67%). University graduates (73%) are also significantly more likely than those with less than a high school diploma (57%) to be in agreement with the statement.

In terms of **exposure to advertising**, agreement that "it is easier to quit if you have a plan" is significantly higher among respondents who recall any of the television spots tested than their counterparts who were not exposed to the advertisements (73%, versus 61% who have not seen the ads).

It Is Easier to Quit If You Have a Plan

- By Demographics -

% Agree (5, 6, and 7)



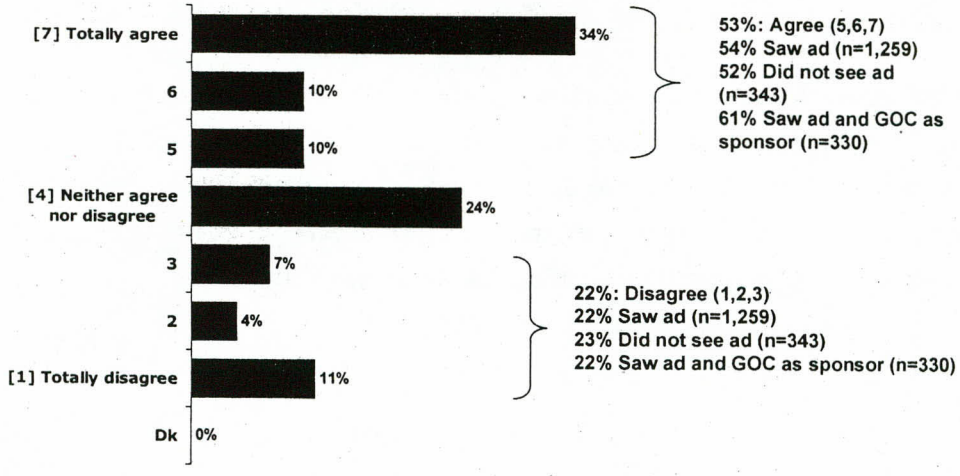
Base=all respondents n=1,602

It Is Too Hard to Quit Smoking

Overall, half of respondents agree with the statement, "it is too hard to quit smoking" (53% "7","6" or "5" on a seven-point scale). Comparatively, two in ten "disagree" with the statement (22% "3","2" or "1" on a seven-point scale). The remaining 24% are neutral ("4" "neither agree or disagree").

Attitudes Towards Smoking and Cessation

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 is Totally Disagree, 7 is Totally Agree and the mid-point 4 is Neither Agree nor Disagree: ***It is too hard to quit smoking***



Base: All Respondents n=1,602

It Is Too Hard to Quit Smoking by Demographic

Agreement that "its too hard to quit smoking" is not impacted by the demographic variables of **age, Aboriginal status** or **gender** among respondents. However, certain other demographic subgroups are significantly more likely to report being in agreement with this statement.

With respect to **region**, Ontario respondents (56%) and those in Atlantic Canada (59%) are notably more likely to agree than respondents in Quebec (48%).

As well, **education** impacts on agreement, with those who have less than a high school diploma (58%) or some post-secondary (54%) being significantly more likely to agree with the statement than those with a university degree (45%).

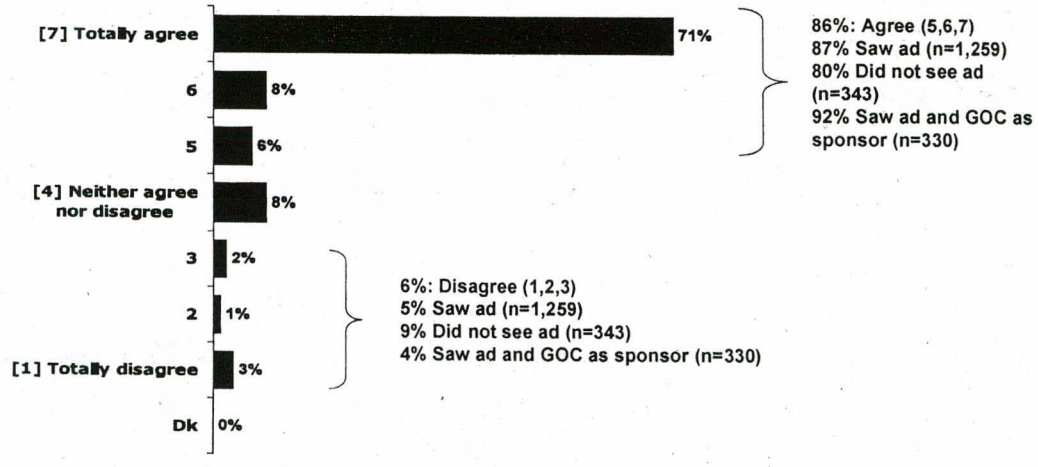
In terms of **exposure to advertising**, agreement that "it's too hard to quit" is significantly higher among respondents who recall at least one of the television spots tested and correctly identify the Government of Canada as the sponsor (68%) than their counterparts who were not exposed to the advertisements (52%) and those who saw the ads, but incorrectly identified the sponsor (58%).

Your Health Will Improve Upon Quitting Smoking

Eight in ten respondents agree with the statement, "your health will improve upon quitting smoking" (86% "7","6" or "5" on a seven-point scale). Comparatively, just six percent "disagree" with the statement (6% "3","2" or "1" on a seven-point scale). The remaining 8% are neutral ("4" "neither agree nor disagree").

Attitudes Towards Smoking and Cessation

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: ***Your health will improve upon quitting smoking***



Base: All Respondents n=1,602

Your Health Will Improve Upon Quitting Smoking by Demographic

Agreement that "your health will improve upon quitting smoking" is not impacted by the demographic variables of **age**, **Aboriginal status** or **gender** among respondents. However, certain other demographic subgroups are significantly more likely to report being in agreement with this statement.

With respect to **region**, respondents from Western Canada (89%) are notably more likely to agree than respondents in Ontario (83%).

Income level also impacts agreement among respondents: more affluent respondents are significantly more likely to agree than less affluent respondents (89% <$60,000 annually, versus 82% <$30,000 annually).

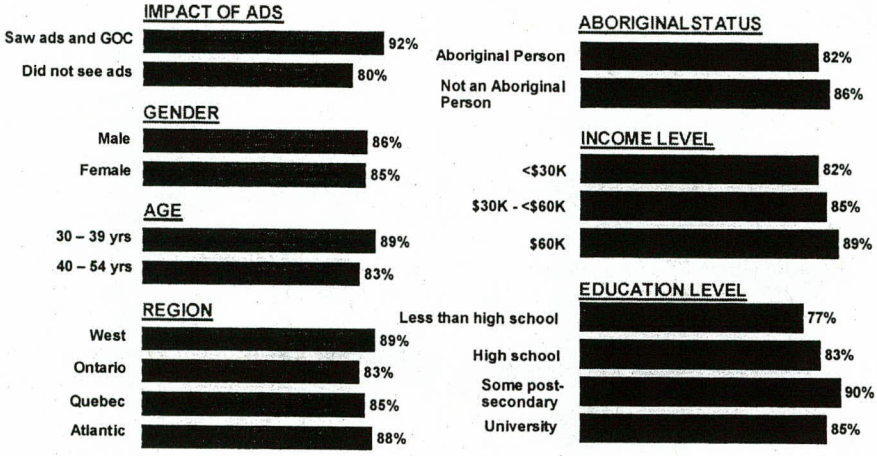
As well, **education** impacts on agreement, with those who have some post-secondary (90%) being significantly more likely to agree with the statement than those with less than a high school diploma (77%) and those with a high school diploma (83%).

In terms of **exposure to advertising**, agreement that "your health will improve upon quitting smoking" is significantly higher among respondents who recall at least one of the television spots tested and who correctly identify the Government of Canada as the sponsor (92%) than their counterparts who were not exposed to the advertisements (87%) and those who saw the ads but incorrectly identified the sponsor (86%).

Your Health Will Improve Upon Quitting Smoking

- By Demographics -

% Agree (5, 6, and 7)



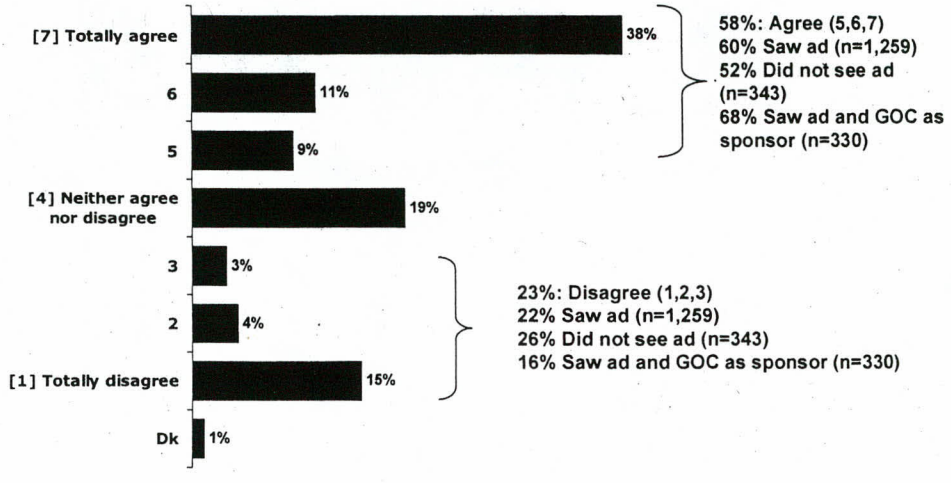
Base=all respondents n=1,602

Quitting Takes Practice

Overall, six in ten respondents agree with the statement, "quitting takes practice" (58% "7","6" or "5" on a seven-point scale). Comparatively, two in ten disagree with the statement (23% "3","2" or "1" on a seven-point scale). The remaining 19% are neutral ("4" "neither agree nor disagree").

Attitudes Towards Smoking and Cessation

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: ***Quitting takes practice***



Base: All Respondents n=1,602

Quitting Takes Practice by Demographic

Agreement that "quitting takes practice" is not impacted by the demographic variables of **age**, **Aboriginal status** or **gender** among respondents. However, certain other demographic subgroups are significantly more likely to report being in agreement with this statement.

With respect to **region**, respondents from Atlantic Canada (69%) are notably more likely to agree than those from the rest of Canada (56%).

Income level also impacts on agreement among respondents: more affluent respondents are significantly more likely to agree than less affluent respondents (63% >$60,000 annually, versus 56% $30, 000-$60,000 and 54% <$30,000 annually).

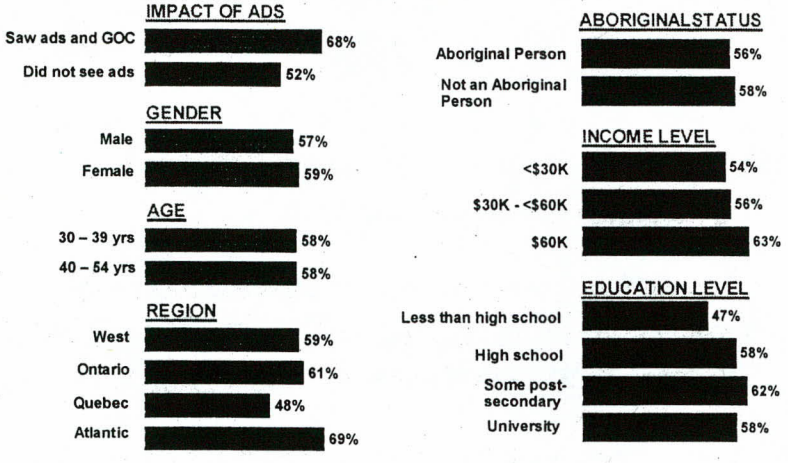
As well, **education** impacts agreement, with those who have a high school education (58%) being significantly more likely to agree with the statement than those with less than a high school diploma (47%). University graduates (58%) and those with some post-secondary education (62%) are also significantly more likely than those with less than a high school diploma (47%) to be in agreement with the statement.

In terms of **exposure to advertising**, agreement that "quitting takes practice" is significantly higher among respondents who recall any of the television spots tested than their counterparts who were not exposed to the advertisements (60%, versus 52% who have not seen the ads).

Quitting Takes Practice

- By Demographics -

% Agree (5, 6, and 7)



Base=all respondents n=1,602

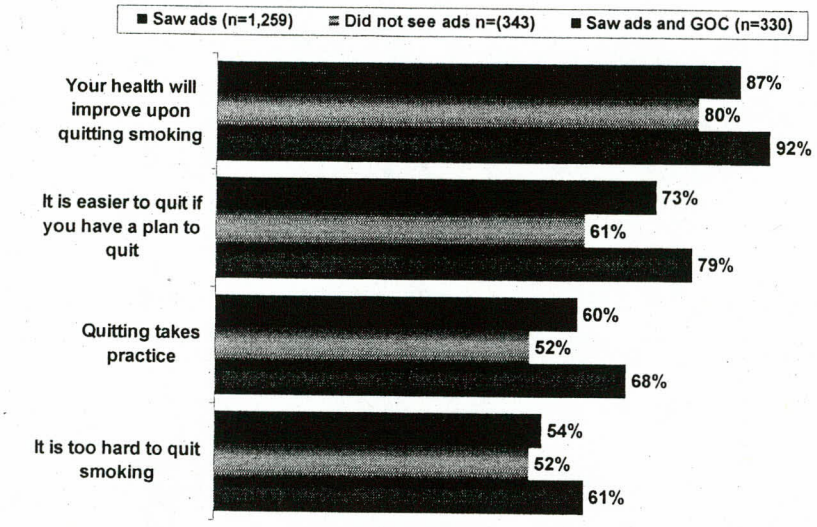
Smoking Cessation Messages

With one exception, those who have seen the ad(s) are significantly more likely to agree with each of the statements about smoking cessation, compared to those who have not seen the ad(s) with the exception being "it is too hard to quit smoking."

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 statements, compared to those who have not seen the ad(s). In fact, with one exception, only a slight majority of those not exposed to the ads (52% to 61%) agree with each of the smoking cessation messages. With the exception of "your health will improve upon quitting smoking", eight in ten respondents (80%) agree with this statement, though it is still lower than the near universal agreement among those who have seen the ads and correctly identify the sponsor (92%).

Smoking Cessation Messages

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:



Overall, those exposed to the ad(s) who correctly identify the Government of Canada as the ad's sponsor are more likely to agree with each of the smoking cessation messages, compared to those did not see the ads. Two messages garner strikingly high levels of support among those who have seen the ads and correctly identify the Government of

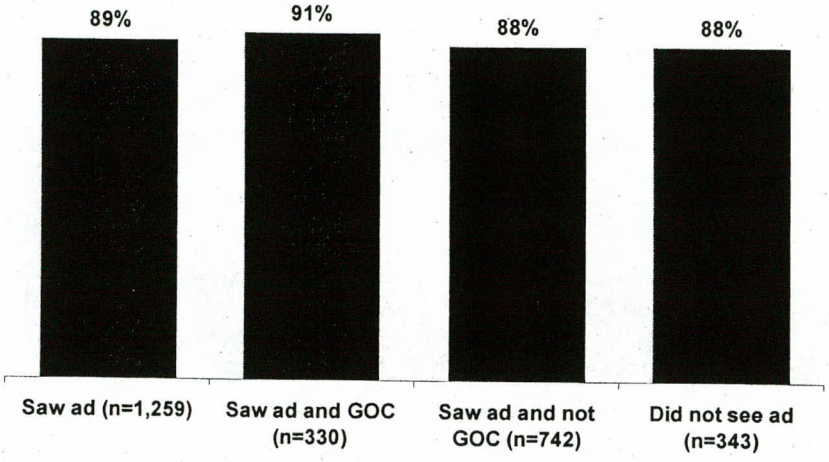
Canada as the sponsor: "your health will improve upon quitting smoking" (92%) and "it is easier to quit if you have a plan to quit" (79%).

Tried to Quit Smoking

Smoking cessation rates are relatively consistent across levels of exposure to the advertising and correct sponsor recall. Specifically, roughly nine in ten respondents say they have tried to quit smoking at some time in the past (89% saw the ads, 91% saw the ads and correctly identify the sponsor as the Government of Canada, 88% saw the ads and incorrectly identify the sponsor, and 88% did not see any ads).

Tried to Quit Smoking

Have you ever tried to quit smoking? % Yes

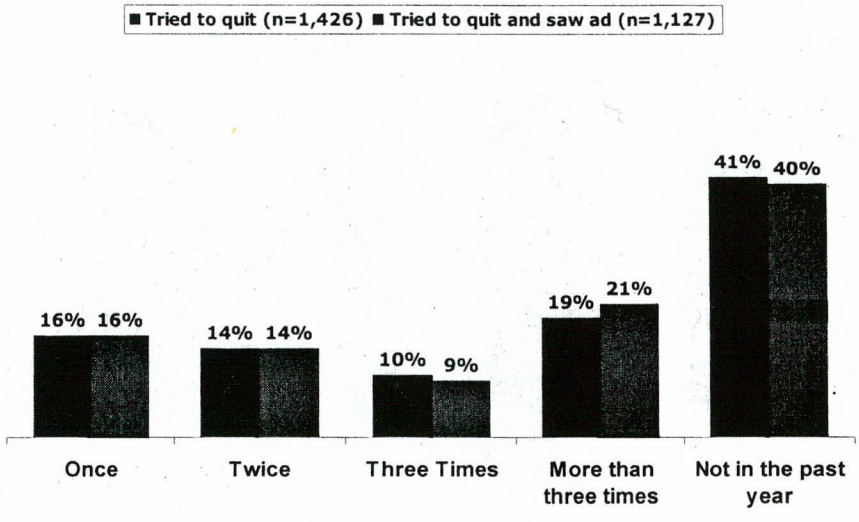


Frequency of Smoking Cessation Attempts

Among those who have tried to quit smoking, a plurality (41%) have *not* tried to do so in the past year. Fewer than two in ten have tried to do so in the past year more than three times (19%), three times (10%), twice (14%) or once (16%).

Frequency of Smoking Cessation Attempts

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

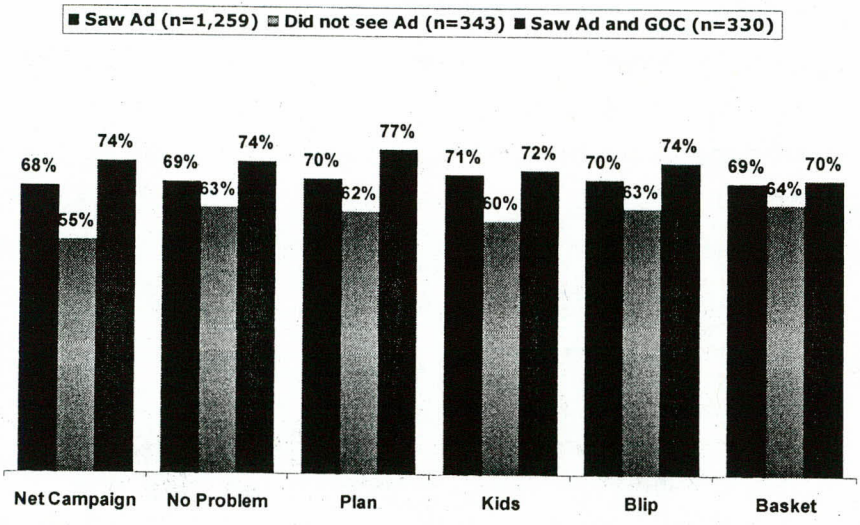


Thinking About Quitting Smoking

Among survey respondents who report a serious intention to quit smoking, the incidence to do so does not drop below 55%. However, serious intention to quit smoking peaks highest among those who have been exposed to the ads, compared to those who have not. Moreover, serious intention is highest among those who saw the cessation ad(s) and correctly link the ads to Government of Canada. In terms of specific ad performance, intention to quit smoking is highest among those who have been exposed to "Kids" and lowest among those who have been exposed to "Basket" and "No Problem."

Thinking About Quitting Smoking

Are you now seriously thinking about quitting smoking?
% Yes



Thinking About Quitting Smoking by Demographic

The incidence of those "seriously thinking about quitting" is not impacted by the demographic variables of **age**, **Aboriginal status** or **gender** among respondents. However, certain other demographic subgroups are significantly more likely to report seriously thinking about quitting smoking.

With respect to **region**, Quebecers (70%) and respondents from Atlantic Canada (68%) are notably more likely to say they are seriously thinking about quitting than respondents from Western Canada (61%).

Income level also impacts incidence of seriously thinking of quitting smoking among respondents: more affluent respondents are significantly more likely to agree than less affluent respondents (68% >$60,000 annually, versus 60% <$30,000 annually).

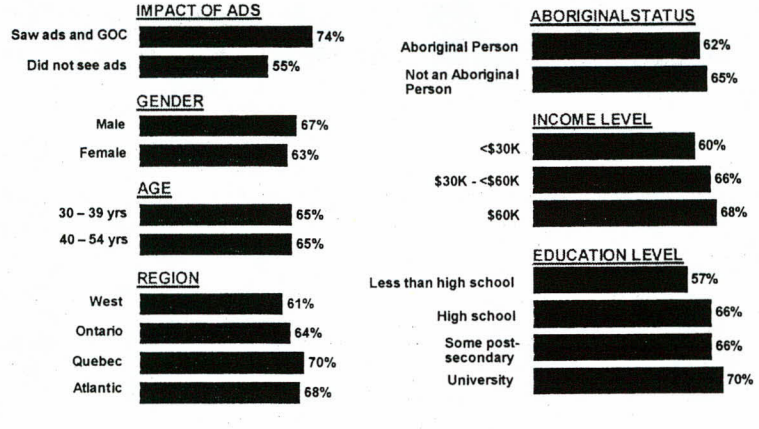
As well, **education** impacts incidence levels: it is significantly higher among those with a university education (70%), declining notably with academic achievement.

In terms of **exposure to advertising**, incidence levels of those who are seriously thinking about quitting are notably higher among those who have seen the ads and correctly identify the sponsor as the Government of Canada (74%), compared to those who have not seen the ad (55%).

Thinking About Quitting Smoking-By Demographics -

Are you now seriously thinking about quitting smoking?

% Yes



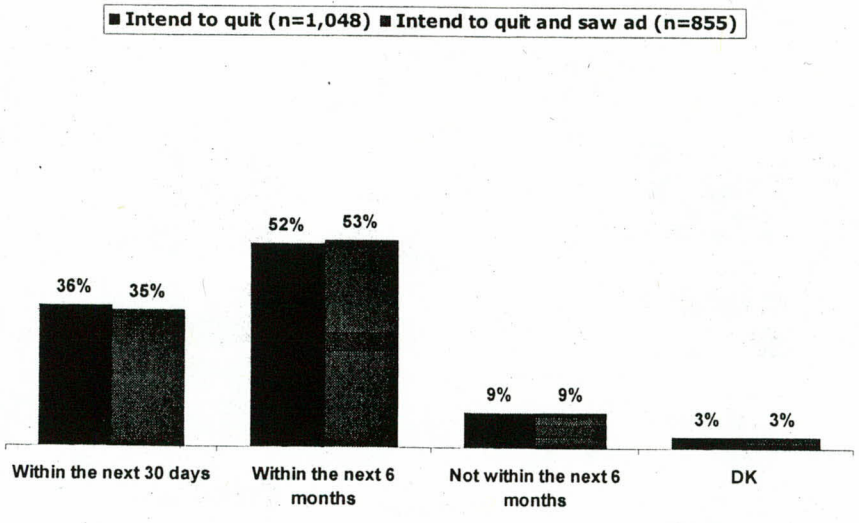
Base=all respondents n=1,602

Timeframe for Future Smoking Cessation Attempts

Among those who report an intention to quit smoking, the majority say they will attempt to do so within the next six months (52%). One third (36%) say they will attempt to quit smoking within the next 30 days. Fewer than one in ten (9%) report that they will *not* attempt to do so within the next six months. Three percent are unsure of their time frame for smoking cessation attempts.

Timeframe for Future Smoking Cessation Attempts

When do you think you will try to quit?



Timeframe for Quitting Smoking by Demographic

Region significantly impacts "willingness to quit." We find willingness to quit "within the next 30 days" among those who have serious intentions is highest for those who reside in Western Canada (45%), compared to those who live in the rest of the country (33%).

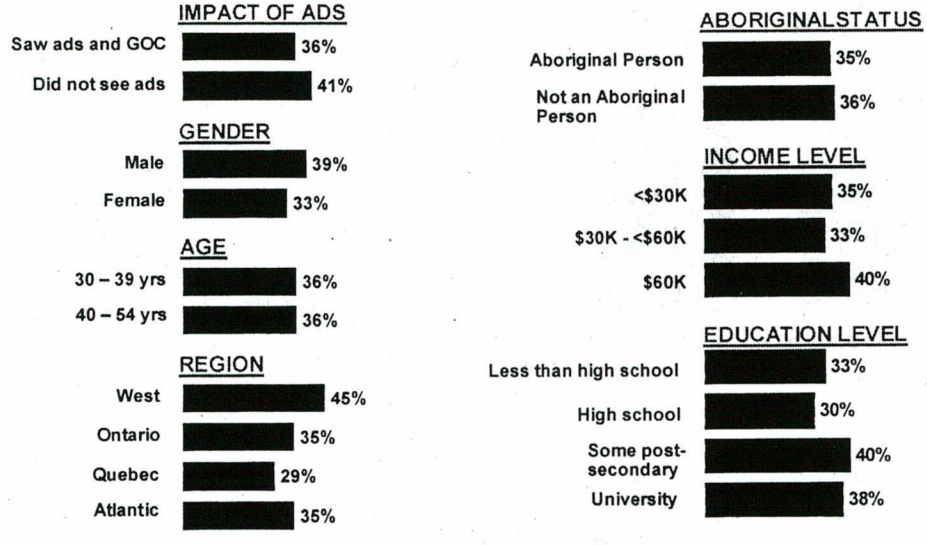
Education is also a significant variable in this regard with respondents who have some post-secondary education (40%) compared to those with a high school education (30%).

Timeframe for Future Smoking Cessation Attempts

By Demographics -

When do you think you will try to quit?

% Within the Next 30 Days



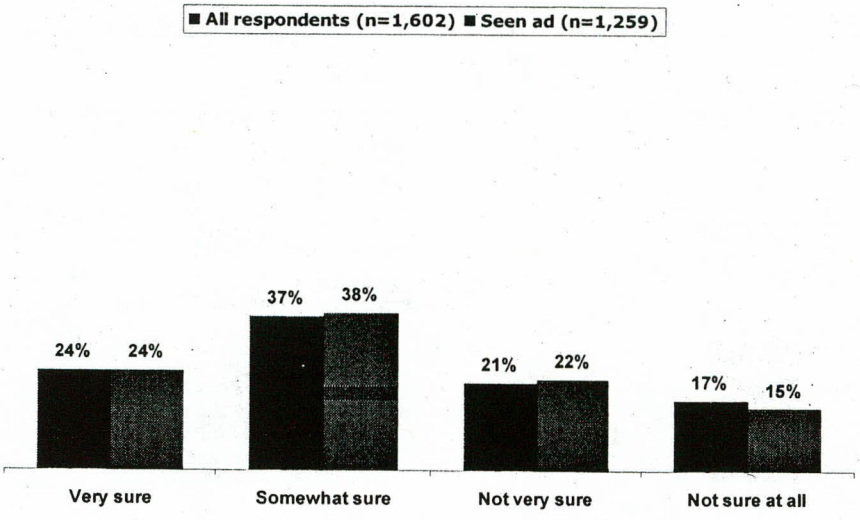
Base=Seriously thinking of quitting smoking
n=1,048

Degree of Certainty for Future Smoking Cessation Attempts

Among respondents, one quarter say they are "very sure" (24%) they will be successful in their attempts to quit smoking in the next six months. Over one third (37%) say they are "somewhat sure" they will attempt to do so in the next six months. Approximately two in ten say they are "not very sure" (21%) or "not sure at all" (17%) that they will be successful in quitting smoking in the next six months.

Degree of Certainty for Future Smoking Cessation Attempts

If you decided to give up smoking completely within the next six months, how sure are you that you would succeed? Are you very sure, somewhat sure, not very sure, or not sure at all?



Degree of Certainty for Future Smoking Cessation Attempts by Demographic

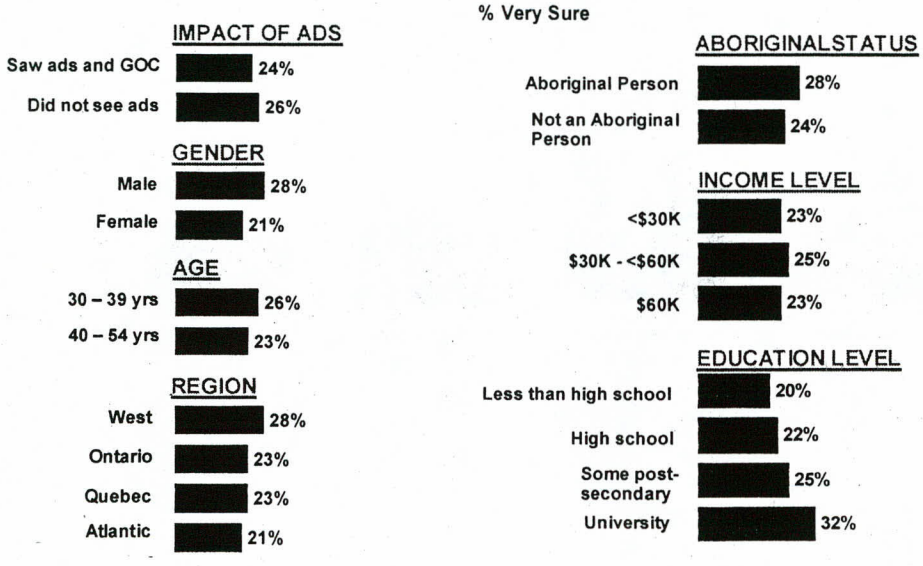
Region impacts the proportion who say they are "very sure" they will succeed in quitting smoking. Specifically, those who reside in the West (28%) are more likely to say they are very sure, compared to Atlantic Canada (21%)

Gender is also a variable that impacts perceived success rates for quitting smoking: we find males (28%) are more likely to say "very sure" than are women (21%).

In terms of **education**, those who have a university degree (32%) are more likely to say they feel "very sure" than those with less than a university degree (22%).

Degree of Certainty for Future Smoking Cessation Attempts by Demographics

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



Base=all respondents n=1,602

METHODOLOGY

Ipsos-Reid conducted a rolling poll approach for the national recall survey. The survey ran for nine consecutive weeks. In total, 1,602 completes were obtained across four key regions (Atlantic Canada, Quebec, Ontario, and the West), with between 400 and 401 completes per region (see the Table below). This methodology provided nine trend points and allows Health Canada to assess how media levels and different "creative" and schedules are impacting recall.

The distribution of the sample by region and audience is outlined below.

	Total	Margin of Error
West	401	± 5.0
Ontario	401	± 5.0
Quebec	400	± 5.0
Atlantic Canada	400	± 5.0
Total	**1,602**	**± 2.4**

In terms of gender composition, within each region, Ipsos-Reid maintained a maximum of a 60/40 split between females and males. Within each region, 200 completes were obtained with 30-to-39-year-olds, and 200 completes with 40-to-54-year-olds.

A sample this size (n= 1,602) provides a margin of error for the overall findings of ±2.4 percentage points, 19 times out of 20, and is large enough to analyze the findings across demographic characteristics (e.g., age, education, and geographic region). Please note that the margin of error associated with sub-groups is higher than that of the overall findings. The total sample is weighted according to Census 2001 figures in order to reflect the actual population distribution of Canadians between the ages of 30 and 54 in the general population.

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 national recall survey included: the primary audience (smokers and quitters between the ages of 40 and 54); and the secondary audience (smokers and potential quitters between the ages of 30 and 39).

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

The target population for the telephone survey comprised of all smokers and potential quitters between the ages of 30 and 54. At the onset of the questionnaire, a screening procedure was followed to ensure that respondents were indeed smokers or potential quitters. 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.

Survey Dates

The survey waves were timed to coincide with the airdates for each "creative" (as per the table below).

	January			February				March				
Weeks	10	17	24	31	7	14	21	28	7	14	21	28
GRPs	100	200	100	100	100	100	100	100	100	100	100	100
Ads	No Prob Plan	No Prob Plan	No Prob Plan	Kids	Kids	Kids	Blip	Blip	Blip	Bask	Bask	
n				179	177	178	178	178	176	179	179	178
Wave				1	2	3	4	5	6	7	8	9

No Probl = No Problem and Bask = Basket

Call Dispositions

Total Completes	1611
Refusal Part Way Through	1614
Disqualified	32114
Over Quota	530
Language	2717
Call-backs	6462
Refusals	34991
No Answers	15942
Not in Service	22859
Other	73922
Grand Total	192762

CONCLUDING REMARKS

Overall, the "Bob and Martin" advertisement spots are performing well. They are well recalled on both an unaided and an aided basis. Further, the main message and provoked action are in line with campaign objectives, suggesting that the campaign spots are generating the right impact and that the platform resonates with the target market. Furthermore, this is translating to a positive impact on the Government of Canada as a source of relevant information.

Issues around the campaign arise from the significant amount of airwave "competition" around this subject that may be diverting the attention from the Health Canada Smoking Cessation Campaign. As well as different strengths and weaknesses of each of the advertising executions as they relate to supporting each other and building into a cohesive campaign.

MÉTHODOLOGIE

Pour mener le sondage national sur le souvenir des publicités qui s'est déroulé pendant neuf semaines consécutives, Ipsos-Reid a choisi une approche d'enquête continue. Un total de 1 602 entrevues ont été complétées dans quatre régions clés (Atlantique Canada, Québec, Ontario et Ouest), dont 400 ou 401 entrevues complétées par région (voir le tableau ci-dessous). Cette méthodologie a fourni neuf points tendanciels, qui permettent à Santé Canada d'évaluer dans quelle mesure les niveaux médiatiques, les concepts publicitaires et les horaires de diffusion influent sur le souvenir des publicités.

La répartition de l'échantillonnage par région et par auditoire est présentée ci-dessous.

	Total	Marge d'erreur
Ouest	401	± 5,0
Ontario	401	± 5,0
Québec	400	± 5,0
Atlantique Canada	400	± 5,0
Total	**1 602**	**± 2,4**

Au chapitre de la composition des sexes, Ipsos-Reid a maintenu une répartition maximale de 60/40 entre les femmes et les hommes dans chaque région. Dans chaque région, 200 entrevues ont été complétées auprès des 30 à 39 ans, et 200 auprès des 40 à 54 ans.

Un échantillonnage de cette taille (n= 1 602), qui présente une marge d'erreur de ±2,4 points de pourcentage pour l'ensemble des résultats, 19 fois sur 20, est suffisamment important pour permettre une analyse des résultats par caractéristiques démographiques (p. ex. l'âge, la scolarité et la région géographique). Veuillez prendre note que la marge d'erreur associée aux sous-groupes est plus élevée que celle de l'ensemble des résultats. L'échantillonnage total a été pondéré selon les données du recensement de 2001 en vue de refléter la répartition actuelle de la population canadienne âgée de 30 à 54 ans.

Note aux lecteurs

Malgré la taille imposante de l'échantillonnage, certaines questions reflètent inévitablement l'opinion d'échantillonnages plus restreints; l'étude comporte notamment

un échantillonnage relativement restreint de répondants autochtones. Par conséquent, les résultats doivent être considérés avec circonspection dans le cas d'échantillonnages restreints compte tenu de leur fiabilité statistique plutôt limitée.

Échantillonnage

Les auditoires cibles de l'étude nationale sur le souvenir des publicités sont : l'auditoire primaire (fumeurs et ex-fumeurs de 40 à 54 ans) et l'auditoire secondaire (fumeurs et personnes susceptibles de cesser de fumer de 30 à 39 ans).

Conception du questionnaire

La conception du questionnaire est l'une des étapes cruciales du processus de recherche. Les chercheurs seniors d'Ipsos-Reid ont travaillé en étroitement collaboration avec Santé Canada pour concevoir un questionnaire composé de questions fermées et de questions ouvertes de manière à atteindre les objectifs de l'étude. Sous la supervision des chercheurs seniors et du personnel de terrain, le questionnaire a fait l'objet d'un prétest auprès de 20 répondants, afin d'en assurer la clarté et la validité, tout en respectant le temps alloué. Chaque interviewer a reçu les directives relatives à l'étude et au moins une heure de formation directe sur le questionnaire pour se familiariser avec son contenu.

Technique d'entrevue

La population cible pour le sondage téléphonique comprenait tous les fumeurs et toutes les personnes susceptibles de cesser de fumer âgés de 30 à 54 ans. Au début du questionnaire, la procédure de recrutement a permis de s'assurer que les répondants étaient bel et bien des fumeurs ou des personnes susceptibles de cesser de fumer. Les paragraphes qui suivent expliquent le système de composition aléatoire, le système ITAO et le système de gestion de l'échantillonnage, les trois techniques d'entrevue utilisées par Ipsos-Reid pour assurer une qualité inégalée en matière d'enquête téléphonique.

- **Système de composition aléatoire (Random Digit Dialing/RDD)**
  Le sondage est un mécanisme scientifique de consultation publique qui nous permet de comprendre les opinions et les attitudes de la population en sondant un échantillonnage aléatoire de ses membres. Comme l'échantillonnage aléatoire est au coeur de ce processus scientifique, chaque membre de la population doit avoir une chance égale de faire partie de l'échantillonnage. Cette technique aléatoire est donc utilisée pour assurer un échantillonnage représentatif de la population et pour prévoir les résultats pour l'ensemble de la population.

- **ITAO (CATI)**
  Grâce aux postes ITAO (interview téléphonique assistée par ordinateur), les interviewers lisent le questionnaire à partir d'un ordinateur et y entrent les réponses directement. Les avantages sont nombreux : l'utilisation d'un ordinateur offre une plus grande souplesse de conception du questionnaire (ordre aléatoire des questions et des réponses beaucoup plus aisé), il est plus facile d'inscrire les réponses aux questions ouvertes, le nombre d'étapes est réduit et par le fait même les risques d'erreur, ce système permet une meilleure supervision des interviewers et, finalement, il procure une plus grande uniformité entre les entrevues puisque l'ordinateur gère de près la manière dont les interviewers mènent le sondage, ce qui augmente l'uniformité du processus d'entrevue et réduit les interventions subjectives des interviewers.
- **Système de gestion de l'échantillonnage (SMS)**
  Le système de gestion de l'échantillonnage (Sample Management System - SMS) est un programme complexe qui génère des numéros de téléphone de façon aléatoire et les compose automatiquement. Il assure le suivi des numéros occupés, des numéros où les interviewers ont laissé un message, des quotas et des rappels. Ce système améliore nettement la sélection aléatoire du sondage.

Dates du sondage

Les vagues du sondage ont été établies de manière à coïncider avec les dates de diffusion des publicités (voir le tableau ci-dessous).

	Janvier			Février					Mars			
Semaines	10	17	24	31	7	14	21	28	7	14	21	28
PEB	100	200	100	100	100	100	100	100	100	100	100	100
Publicités	Pas de prob. Plan	Pas de prob. Plan	Pas de prob. Plan	Enfants	Enfants	Enfants	Rech.	Rech.	Rech.	Bask.	Bask.	
n				179	177	178	178	178	176	179	179	178
Vague				1	2	3	4	5	6	7	8	9

Pas de prob. = Pas de problème, Rech. = Rechute et Bask. = Basket

Répartitions des appels

Total complétés	1 611
Refus en cours de sondage	1 614
Disqualifications	32 114
Quota en excédent	530
Langue	2 717
Rappels	6 462
Refus	34 991
Pas de réponse	15 942
Hors service	22 859
Autre	73 922
Grand total	192 762

CONCLUSION

Dans l'ensemble, les publicités Martin et Bob donnent de bons résultats. Les gens s'en souviennent bien, de façon spontanée ou avec aide. En outre, le principal message perçu et les mesures prises correspondent aux objectifs de la campagne, ce qui laisse entendre que les messages publicitaires entraînent l'effet souhaité et que la plateforme touche l'auditoire cible. De plus, il s'ensuit un effet positif sur le gouvernement du Canada comme source de renseignements pertinents.

Les problèmes survenus dans cette campagne sont liés à l'abondance de publicités « concurrentielles » diffusées sur le même sujet, ce qui risque de détourner l'attention de la campagne de lutte contre le tabagisme de Santé Canada. De même, les forces et les faiblesses de chaque diffusion nuisent à l'établissement d'un lien fort entre les publicités et, par conséquent, à la cohésion de l'ensemble de la campagne.

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

Ad Recall Survey of
Adult Smokers Cessation Campaign
Sondage sur le souvenir de la campagne
publicitaire concernant l'abandon du tabagisme chez les adultes
(January 2005)
(Janvier 2005)

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. Is there anyone in your household between the ages of 30 and 54.

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 une personne entre 30 et 54 ans dans votre foyer?

Screeners:
Questions de recrutement :
First, to see if your household qualifies, do you or does anyone in your household work for an advertising or market research firm, the media, or a tobacco company?
Tout d'abord, je dois vérifier si votre foyer est admissible à cette étude. Est-ce que vous-même ou un autre membre de votre foyer travaillez pour une agence de publicité, une firme d'études de marché, un média ou une compagnie de tabac?

Yes
Oui
No
Non

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

Does anyone in your household between the ages of 30 to 54 years old smoke cigarettes?
Y a-t-il des membres de votre foyer âgés de 30 à 54 ans qui fument la cigarette?
Yes
Oui

No
Non
NO ONE BETWEEN 30 AND 54
PERSONNE DE 30 À 54 ANS
[IF YES CONTINUE, OTHERWISE THANK AND TERMINATE]
[IF YES CONTINUE, OTHERWISE THANK AND TERMINATE]
Is there more than one smoker in your household between 30 and 54 years old?
Dans votre foyer, y a-t-il plus d'un fumeur âgé de 30 à 54 ans?
Yes more than one
Oui, plus d'un
Only one
Seulement un

[IF DK/REF THANK AND TERMINATE – OTHERWISE CONTINUE]
[IF ONE] May I please speak to that person? [IF MORE THAN ONE] May I please speak to the smoker aged 30 to 54 with the most recent birthday?
[SI UN] Puis-je parler à cette personne? [SI PLUS D'UN] Puis-je parler au fumeur âgé de 30 à 54 ans qui a été le dernier à célébrer son anniversaire de naissance?
Yes
Oui
No
Non
[IF YES CONTINUE, OTHERWISE ARRANGE A CALLBACK]
[IF YES CONTINUE, OTHERWISE ARRANGE A CALLBACK]

In what year were you born? [RECORD YEAR]
En quelle année êtes-vous né? [INSCRIRE L'ANNÉE]

[IF BORN BEFORE 1950 OR AFTER 1975, TERMINATE.]

Have you already had a birthday this year?
Est-ce que vous avez déja celebrer votre anniversaire cette année?

Yes
No

[IF YEAR at Q19 IS 1975, 1965 or 1950 and DK/REF at QF2, then terminate]

[IF NOT 30-54 -THANK AND TERMINATE]

E. 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 des cigarettes (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
DK/NA
NSP/S.O.

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

Today we are going to be talking about tobacco and issues related to smoking.
Aujourd'hui, nous allons parler du tabagisme et des enjeux liés à la cigarette.

Main Questionnaire

Unaided Ad Recall
Souvenir spontané de la publicité
1. 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?"
1. Au cours des dernières semaines, avez-vous vu, entendu ou lu une publicité qui parlait de cesser de fumer, des manières d'y arriver ou des avantages que ça représente?
Yes
Oui
No
Non
Maybe
Peut-être
DON'T KNOW/REFUSED
NE SAIT PAS/REFUS

[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 [ces] publicité(s). 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 (ces) publicité(s)? [QUESTION OUVERTE. ACCEPTER TOUTES LES RÉPONSES.] Y a-t-il d'autres endroits?
Ethnic paper
Journal de groupes ethniques
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 reçu 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
SOUVENIR AVEC AIDE
2.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 black and white television ad showing [READ DESCRIPTION] [ROTATE ADS]
2. 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. Est-ce que vous vous souvenez d'avoir vu ou entendu à la télévision une publicité en noir et blanc où on voyait [LIRE LA DESCRIPTION] [FAIRE LA ROTATION DES PUBLICITÉS]
No Problem:
Pas de problème :

an ordinary-looking guy standing in the cold weather, who is talking about smoking and getting frustrated trying to light his cigarette and then throws it away.
un homme ordinaire debout dans le froid, qui parle du tabagisme et qui se fâche en essayant d'allumer sa cigarette, pour finalement la jeter.

Plan:
Plan :
an ordinary-looking guy sitting in a chair, who is talking about how he came up with a plan to quit smoking that includes drinking water, breathing deeply or going for a walk. In the ad he gets a craving, reaches for a big glass of water, and starts drinking it.
un homme ordinaire assis dans une chaise, qui explique comment il a trouvé un plan pour cesser de fumer, c'est-à-dire de prendre un verre d'eau, de prendre une bonne respiration ou de prendre une marche. Vers la fin de l'annonce, il a une rage de fumer, il prend un grand verre d'eau et le boit d'un coup sec.

Kids:
Enfants :
an ordinary-looking guy looking into the camera who says he has just quit smoking and there are three things that keep him going - his plan to quit and his two kids? He says he wants to be around to see them graduate, get married and have kids of their own.
un homme ordinaire qui regarde la caméra en disant qu'il vient tout juste de cesser de fumer, et que trois choses lui permettent de tenir le coup : son projet de cesser de fumer et ses deux enfants. Il dit aussi qu'il veut être là lorsque ses enfants finiront leurs études, lorsqu'ils se marieront et lorsqu'ils auront des enfants.

Blip:
Rechute :
an ordinary-looking guy who talks about quitting smoking. He draws some black dots on the television screen with his finger and makes them into a black line. The dots represent his setbacks.
un homme ordinaire qui parle de cesser de fumer. Avec son doigt, il fait apparaître des taches noires sur l'écran de télévision et les transforme en une ligne noire. Les points représentent ses rechutes.

Basket:
Basket :
an ordinary-looking guy on a basketball court who says he is playing more basketball with his kids since he quit smoking and that he feels great and his cough is gone. He thinks he has finally won the battle against smoking.
un homme ordinaire qui s'exerce au basketball en disant que depuis qu'il a cessé de fumer, il peut pratiquer ce sport plus souvent avec ses enfants et qu'il a arrêté de tousser. Il pense qu'il a finalement gagné la bataille contre le tabagisme.

Yes
Oui
No
Non

ASK IF YES FOR ADS IN Q2 - ASK FOR EACH AD Q 3,4,5 – OTHERWISE SKIP TO Q11
ASK IF YES FOR ADS IN Q2 - ASK FOR EACH AD Q 3,4,5 – OTHERWISE SKIP TO Q11
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, réponse ouverte. Ne pas lire. Accepter une seule réponse.]

Government of Canada
Gouvernement du Canada
Provincial government
Gouvernement provincial
Government - general
Gouvernement - général
Other
Autre
Don't know/refused
Ne sait pas/Refus

NORMS
NORMES
4. For the next phrases, please tell me if you agree strongly, agree somewhat, or disagree that [READ AND RANDOMIZE]. What about?
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...?

The advertising made me think about quitting smoking.
La publicité vous a fait songer à cesser de fumer.
What the ad said and showed was interesting to you
Ce que la publicité disait et montrait était intéressant pour vous.
The ad was helpful to you
La publicité vous a été utile.
The ad was unique and different
La publicité était unique et différente.
The ad was enjoyable to watch
La publicité était agréable à regarder.
You are getting tired of seeing the ad
Vous commencez à en avoir assez de voir cette publicité.
You found if difficult to believe what the ad told you about
Vous trouvez qu'il est difficile de croire au message de la publicité.
The ad was very informative
La publicité était très informative.
The ad told you something that had meaning to you personally
La publicité disait quelque chose de significatif pour vous personnellement.

The ad told you something new
La publicité disait quelque chose de nouveau.

Agree strongly
Fortement d'accord
Agree somewhat
Plutôt d'accord
Disagree
En désaccord

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 2 – ASK ONCE AND NOT FOR EACH AD
ASK IF YES TO ANY IN Q 2 – ASK ONCE AND NOT FOR EACH AD
6.Thinking about the ads that you saw
6. Veuillez songer aux publicités que vous avez vues.

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) Can you recall the 1-800 number in the advertisements?
b) Vous souvenez du numéro 1 800 présenté dans ces publicités?
Yes
Oui
No
Non

b).Can you recall the web site address in the advertisements?
b).Vous souvenez de l'adresse du site Web présentée dans ces publicités?
Yes
Oui
No

Non

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 publicité ou ces publicités?

Yes
Oui
No
Non
Maybe
Peut-être
Don't Know/refused
Ne sait pas/Refus

IF YES OR MAYBE IN Q7, ASK Q8 THEN SKIP TO Q11
IF YES OR MAYBE IN Q7, ASK Q8 THEN SKIP TO Q11
IF NO IN Q7 ask Q9
IF NO IN Q7 ask Q9

8.What did you do? Anything else? [Probe. Open-ended. Accept up to three responses].
8. Qu'avez-vous fait? Y a-t-il autre chose? [Sonder. Question ouverte. Accepter jusqu'à trois réponses.]

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 publicité ou ces publicités?
Yes
Oui
No
Non
Maybe
Peut-être
Don't Know/refused
Ne sait pas/Refus

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? Y a-t-il autre chose? [Sonder. Question ouverte. Accepter jusqu'à trois réponses.]

ASK ALL WHO RECALL AD(S) IN Q2

ASK ALL WHO RECALL AD(S) IN Q2

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 quit smoking'? 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 Canadiens à cesser de fumer? Veuillez utiliser une échelle de 7 points, où 1 signifie très mauvais, 7, excellent, et 4, le point milieu, ni bon ni mauvais.

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.

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?

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?

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 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]

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.

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 help people try to quit smoking.
Il est important que le gouvernement du Canada aide les gens à essayer de cesser de fumer.

15.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 RANDOMIZE
15. 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 AU HASARD

It is easier to quit if you have a plan to quit.
C'est plus facile de cesser de fumer quand on a un plan.
It is too hard to quit smoking.
C'est trop difficile de cesser de fumer.
Quitting takes practice.
Cesser de fumer demande de la pratique.
Your health will improve upon quitting smoking.
Votre santé s'améliorera lorsque vous cesserez de fumer.

[DEMOGRAPHICS]
[DONNÉES DÉMOGRAPHIQUES]

16. And finally, I just want to ask you some questions for statistical purposes.
16. En terminant, j'aimerais vous poser quelques questions qui serviront à des fins statistiques.
a) Have you ever tried to quit smoking?
a) Avez-vous déjà essayé de cesser de fumer?

Yes
Oui
No
Non

[IF YES IN 14a ASK 14 b]
[IF YES IN 14a ASK 14 b]
b) In the past year, how many times have you stopped smoking for at least 24 hours because you were trying to quit smoking? [READ]
b) Au cours de la dernière année, combien de fois avez-vous cessé de fumer durant au moins 24 heures en vue d'arrêter de fumer? [LIRE]

Once
Une fois
Twice
Deux fois
Three Times
Trois fois
More than three times
Plus de trois fois
Not in the past year
Pas une fois dans la dernière année

17a) Are you now seriously thinking of quitting smoking?
17a) Présentement, songez-vous sérieusement à cesser de fumer?
Yes
Oui
No
Non
[IF YES TO Q.15a ASK 15b]
[IF YES TO Q.15a ASK 15b]

17b) When do you think you will try to quit? [READ]
17b) Quand pensez-vous essayer de cesser de fumer? [LIRE]
Within the next 30 days,
Dans les trente prochains jours,
Within the next 6 months, or
Dans les six prochains mois ou
Not within the next 6 months
Pas dans les six prochains mois

18. If you decided to give up smoking completely within the next six months, how sure are you that you would succeed? Are you very sure, somewhat sure, not very sure or not sure at all?
18. Si vous décidiez de cesser de fumer complètement dans les six prochains mois, dans quelle mesure êtes-vous convaincu de réussir? Êtes-vous tout à fait convaincu, assez convaincu, pas très convaincu ou pas du tout convaincu?

Very sure
Tout à fait convaincu
Somewhat sure
Assez convaincu
Not very sure
Pas très convaincu
Not sure at all
Pas du tout convaincu

S Demo

19. In what year were you born? [RECORD YEAR]
19. En quelle année êtes-vous né? [INSCRIRE L'ANNÉE]

20.What is highest level of formal education that you have completed? [READ LIST]
20. Quel est le niveau de scolarité le plus élevé que vous avez complété? [LIRE LA LISTE]

Grade eight or less
École primaire
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 de premier cycle

21.What is your current employment status? Are you...[READ LIST - ACCEPT ONE ANSWER ONLY]
21. 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 plein temps (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 plein temps/étudiant

Retired
À la retraite

Not in workforce (Homemaker
Ne travaille pas (personne au foyer

/Unemployed, not looking for work)
/sans emploi, mais à la recherche d'un emploi)

22. 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]
22. 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

23.Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?
23. Êtes-vous Autochtone (c.-à-d. un Amérindien d'une collectivité précise, comme les Inuits ou les Métis)?

Yes
Oui
No
Non

24.Do you have any children under the age of 18 currently living in your household?
24. Avez-vous des enfants de moins de 18 ans qui habitent présentement dans votre foyer?
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

Bob thinks about quitting

"I know. It's tough to be a smoker these days...

I'm outside and it's minus 20.

No problem -- I like winter.

My breath stinks?

I've got mouthwash.

Food's got no taste?

No problem -- I use salt.

I'm getting sick of this.

That's the problem."

Bob makes a plan

I tried to quit cold turkey but... I found out it's better if you have a plan.

Mine?

Any time I have a craving, I drink water, breathe deep, go for a walk...

Anything... but give in to the craving.

It only lasts for a couple of minutes and then it's gone.

Just one puff, one little puff.

You know you really want it.

A puff... puff... puff...

SFX: GULP, GULP, GULP.

Bob makes a life plan

"I just quit smoking and there are three things that keep me going.

My plan to quit...

And my two kids.

I want to be around to see them graduate...get married, have kids of their own.

So, it started as a quit smoking plan, and now...it's a life plan."

Bob gets the hang of it

"I quit smoking here and it was supposed to last the rest of my life.

"Turned out I gave in to a craving blip and blip.

"Blip. Blip. Blip.

"Yup I blew it. But I quit again. This time for a day. No blip, and another and another.

"Now I'm getting the hang of it... it's blipping amazing.

"You too can quit for good... especially with a plan."

Bob, the ex-smoker

"Look at me... Bob the ex-smoker...

"I'm playing more basketball with my kids.

"I feel great, my cough is gone, I hardly ever run out of breath...

"I think I finally won the battle.

"Now if I can just figure out how to win this game.

"Ahhhh..."

Martin pense à arrêter

« Je sais! C'est dur d'être un fumeur...

D'abord, t'es planté-là dehors à –20...

Pas de problèmes, j'aime l'hiver.

Tu pues toujours un peu de la gueule par exemple...

Pas de problème, j'adore la gomme.

En plus, tout goûte pareil...

Bien, vive le sel!

En fait, je commence à avoir mon voyage. Puis ça c'est un problème. »

Martin établit un plan

« Oh, j'ai essayé d'arrêter tout seul, mais le mieux c'est d'avoir un plan. Le mien ?

Facile.

À chaque fois que j'ai une crise...

je bois de l'eau, j'prends des grandes respirations, j'sors prendre une marche...

N'importe quoi, pour pas fumer.

De toute façon, une crise, ça dure juste une coup'e de minutes. »

Une poffe Martin, une poffe, juste une poffe, une poffe, une poffe...

SFX

Grandes gorgées d'eau qu'on avale.

Martin établit un plan pour la vie

Depuis que j'ai arrêté de fumer, y a trois choses qui m'aident à tenir le coup.

Mon plan ...

...puis mes deux enfants.

Parce que je veux être là à leur graduation, à leur mariage, quand ils vont avoir des bébés...

Ah... au début, c'était un plan pour arrêter de fumer, mais là... c'est un plan pour la vie.

Martin s'y met enfin

« J'ai arrêté de fumer ici puis c'était supposé être pour le reste de ma vie.

« Il est arrivé un point où j'en ai fumé une, puis une autre... une autre puis une autre...

« Mais j'ai arrêté de nouveau. Cette fois-là pour une journée... puis une autre, puis une autre.

«Puis, depuis ce temps là, ça marche sur toute la ligne. »

Martin, l'ex-fumeur

« C'est moi. Martin, l'ex-fumeur.

« Maintenant, je joue bien plus au basket avec mes enfants.

« Je suis en forme. Je tousse plus et je suis plus toujours à bout de souffle...

« Je pense que j'ai enfin gagné la partie.

« Là bien... il me reste juste à trouver comment gagner à ce jeu-là. »