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Final Report

THE 2006/07 SECOND-HAND SMOKE ADVERTISING CAMPAIGN -- ACET RECALL SURVEY -- HC-06-60



Prepared for
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Le sommaire de ce rapport est également disponible en français

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EXECUTIVE SUMMARY

1.1 PURPOSE

- Créatec was commissioned by Health Canada to conduct this quantitative ACET evaluation (Government of Canada's Advertising Campaign Evaluation Tool) of the 2006/07 Second-Hand Smoke (SHS) advertising campaign among the general population.
- The objective of the 2006/07 SHS advertising campaign was to increase the awareness of appropriate ways to protect others from SHS and convince the audience to take appropriate action after seeing / hearing the ads.
 - The campaign included one television ad and two radio ads.
 - The 'Ghost' TV ad was aired from December 8 to March 4, 2007.
 - Radio ads were on air from January 8 to February 4, 2007. While the 'Ghost' TV ad was new, radio ads were originally produced and aired during the 2004/05 SHS *Make Your Home and Car Smoke-Free* campaign.

1.2 METHODOLOGY

- This quantitative ACET evaluation was based on a random (RDD - Random Digit Dialling) sample of 1,000 Canadian adults, including smokers and non-smokers.
 - The survey was conducted by telephone between March 1 and 9, 2007, in all provinces and territories.
 - The interviews were conducted in English or French, according to respondent's language preference, and averaged 10 minutes in length.
 - The response rate achieved was 45%.
 - The ACET questionnaire used did not include any additional questions.
- The following table shows the distribution of the number of completed interviews by region, with their unweighted and weighted representation in the total sample, and the corresponding margin of sampling error.

- 16% recalled both radio ads.
- Each of the two radio ads was recalled by nearly the same proportion of respondents (24% - 28%).

While aided recall of the TV ad was fairly consistent across the sample, aided recall of SHS radio advertising was significantly higher in Quebec (42%) and lower in B.C. (26%).

- o 85% of all respondents said they had been (or may have been) exposed to the campaign (aided recall of the campaign – both media combined).
 - Television contributed the most to the recall of the campaign, with 48% recalling only the TV ad, 10% only the radio ads and 27% recalling both TV and radio advertising.
 - Overall recall of the campaign (any ad) was fairly consistent across the country, including between respondents with or without a smoker in the home.
- The advertising was quite successful in getting across its message but the sponsor linkage was not as strong.
 - o 38% of TV ad recallers and 35% of radio ad recallers identified the Government of Canada or Health Canada as having produced the ads.
 - Ad recallers from Quebec were less likely to identify the right sponsor, for both the TV and the radio ads.
 - o 56% of TV ad recallers understood that the message was that SHS affects people around the smoker, including children (32%), and that SHS cannot be reduced inside the home, including "smoking by the window is not effective" (24%).
 - o 46% of radio ad recallers understood that the message was that SHS is not safe for children and people around the smoker.
 - Understanding of the message was consistent throughout the sample.
- 10% of ad recallers reported that they did something as a result of seeing or hearing the ads; extrapolated to the total sample, they represented 9% of all respondents.
- The following table summarizes the main advertising recall indicators.

2006/07 SECOND-HAND SMOKE ADVERTISING CAMPAIGN SUMMARY OF ADVERTISING RECALL ACET INDICATORS

Recall indicators	Total Sample (1,000) %	Smoker in the home (292) %	No smoker in the home (708) %	English (701) %	French (299) %
Free advertising recall on SHS (any advertising)	65	71	63	66	65
Unaided recall of TV ad	19	19	20	20	19
Unaided recall of radio ads	4	3	5	4	5
Unaided recall of overall SHS campaign (both media)	23	22	24	23	24
Aided recall of TV ad	75	75	75	77	70
Aided recall of radio ads	37	39	35	35	41
'Kids' radio ads	24	27	33	21	35
'Buckle' radio ad	28	29	28	29	26
Both radio ads	16	17	15	15	20
Aided recall of overall SHS campaign (both media)	85	87	84	85	84
Only TV ad	48	48	49	50	43
Only radio ads	10	12	8	8	14
Both TV and radio ads	27	27	27	27	27
Action taken as a result of	10	12	9	10	9

All figures based on total sample. Do not add columns down to 100% because not all indicators are exclusive.

REGIONAL REPRESENTATION IN THE SAMPLE BEFORE AND AFTER WEIGHTING

Region	% population	Completed interviews	Unweighted %	Weighted %	Sampling error +/-
Atlantic	8	120	12	7	9.0
Quebec	24	300	30	23	5.7
Ontario	38	335	34	39	5.4
Prairies	17	120	12	17	9.0
B.C.	13	125	12	13	9.0
TOTAL	100	1,000	100	100	3.1

* At 95% confidence level.

Note: Percent of all respondents total 100% reading down columns. Some totals do not add to 100% due to rounding. Territories included in B.C. (n=5).

- While overall results may be considered accurate to within +/- 3.1%, nineteen times out of twenty, results of sub-groups contain larger margins of sampling error. Note that sampling error is the only potential error that can be measured. In addition, results of any survey may contain non-sampling errors including coverage error, measurement error, non-response error and, in some cases, other types of error. The quality of a survey rests on the effective management of these sources of potential error to achieve the lowest total survey error.
 - Also note that public opinion surveys cannot be exact measures of perceptions, but only approximations at a certain point in time.
- All figures are based on the weighted sample. Percentages over .5 are rounded up.

1.3 DEFINITION OF KEY TERMS

- The main advertising performance indicators measured by this ACET survey are:
 - Free advertising recall**¹ – Unprompted recall of any advertising seen, read or heard about SHS.
 - What was remembered
 - Where advertising was noticed
 - Unaided ad recall** – Unprompted recall of elements that can be linked to an ad.
 - Aided ad recall** – Prompted recall of the 'Ghost' TV ad and of the two radio ads (when described)¹.

¹ All too often and mistakenly called 'unaided ad recall'. Free advertising recall measures the degree to which SHS is perceived to be advertised. It is caused largely by historical levels of advertising (and other communications activities). It does not refer to the particular advertisement under evaluation. However, if the 'Ghost' TV ad emerged significantly in this type of question, it would be an indication of a strong impact.

- Message and GoC linkage** -- Unprompted – message perceived and sponsor associated with the ads.

1.4 LIMITATIONS OF RECALL MEASURES

- Recent studies have demonstrated that whether consumers remember an advertisement or not has little relationship to the actual impact that the ad has in influencing their attitudes. And, asking consumers directly if they did or felt something because of the advertising has proven faulty and problematic.
 - These studies have demonstrated that advertising works whether consumers consciously know it or not.
 - Therefore, advertising recall measures do not necessarily equate to whether the campaign was successful or not.
- The reader is advised that relying only on claimed (self-stated) advertising recall may lead to faulty conclusions about the true performance of the campaign, and the reader should be cautious in the interpretation of the findings contained in this report.

1.5 MAIN FINDINGS

- The 2006/07 SHS advertising campaign achieved a remarkable recall. While television advertising contributed the most to this impact, radio advertising clearly strengthened the impact of the campaign.
 - 23% of all respondents spontaneously cited an element that could be linked to the SHS campaign, when asked to mention all they could remember about any advertising on second-hand smoke (unaided recall of the campaign – unprompted).
 - 75% of all respondents said they had seen or may have seen the TV ad, based on a description (aided recall of TV ad).
 - 37% of all respondents said they had heard or may have heard the SHS radio advertising, based on a description (aided recall of radio ads).

¹ Despite the clues in the description provided to respondents, aided recall contains a certain amount of 'advertising noise' made up, for example, of past ads, and advertising 'slippage' (i.e., other advertising sharing similar clues) that are mistakenly remembered as being what was described. Therefore, aided recall in this study should be considered as a 'self-stated' awareness and not a proven recall (see also section 4.12 Limitations of the data).

1. SOMMAIRE DES RÉSULTATS

1.1 OBJECTIF

- Créatec a été mandatée par Santé Canada pour mener auprès du grand public une évaluation quantitative de la campagne publicitaire 2006/07 sur la fumée secondaire, au moyen de l'Outil d'Évaluation des Campagnes Publicitaires (OECF) du gouvernement.
- L'objectif de la campagne publicitaire 2006/07 était d'accroître la connaissance des moyens adéquats pour protéger les autres de la fumée secondaire et de convaincre l'audience de poser les gestes appropriés après avoir vu / entendu les annonces.
 - La campagne incluait une annonce télévisée et deux annonces radiophoniques.
 - L'annonce télévisée 'Fantôme' a été en ondes du 8 décembre au 4 mars 2007.
 - Les annonces radio ont été en ondes du 8 janvier au 4 février 2007. Alors que l'annonce TV 'Fantôme' était nouvelle, les annonces radio avaient déjà été produites et mises en ondes durant la campagne 2004/05 sur la fumée secondaire « *Faites de votre maison et de votre voiture des environnements sans fumée* ».

1.2 MÉTHODOLOGIE

- Cette évaluation quantitative OECF a utilisé un échantillon probabiliste (avec numéros de téléphone générés aléatoirement) de 1,000 adultes Canadiens, fumeurs ou non-fumeurs.
 - Le sondage a été mené par voie téléphonique entre le 1er et 9 mars 2007, dans toutes les provinces et territoires.
 - Les entrevues duraient en moyenne 10 minutes et ont été menées en français et en anglais, selon la préférence du répondant.
 - Le taux de réponse s'est établi à 45%.
 - Le questionnaire OECF utilisé ne comportait pas de questions additionnelles.
- Le tableau suivant montre la distribution du nombre d'entrevues complétées par région, avec leur représentation non pondérée et pondérée dans le total de l'échantillon, ainsi que la marge d'erreur d'échantillonnage correspondante.

REPRÉSENTATION RÉGIONALE DANS L'ÉCHANTILLON AVANT ET APRÈS PONDÉRATION

Région	% population	Entrevues complétées	Non pondéré %	Pondéré %	Erreur échantillonnale +/-*
Atlantique	8	120	12	7	9.0
Québec	24	300	30	23	5.7
Ontario	38	335	34	39	5.4
Prairies	17	120	12	17	9.0
C.-B.	13	125	12	13	9.0
TOTAL	100	1 000	100	100	3.1

* Au niveau de confiance de 95%.

Note: Le pourcentage de tous les répondants totalise 100% en lisant les colonnes en descendant. Certains totaux ne cumulent pas à 100% à cause des arrondis. Les territoires ont été inclus dans la C.B. (n=5).

- Bien que les résultats puissent être considérés précis à +/- 3,1%, 19 fois sur 20, les résultats associés à des sous-groupes sont sujets à une erreur d'échantillonnage plus grande. Veuillez noter que l'erreur d'échantillonnage est la seule erreur potentielle qui puisse être mesurée. Par ailleurs, les résultats de tout sondage peuvent contenir d'autres sources d'erreur que celles dues à l'échantillonnage, telles que l'erreur de couverture, l'erreur d'observation, l'erreur de non-réponse et, dans certains cas, d'autres types d'erreur. La qualité d'un sondage réside dans une gestion efficace de toutes ces sources d'erreur potentielles afin d'aboutir à la plus petite erreur totale.

- Veuillez également noter que les sondages d'opinions ne peuvent être des mesures exactes des perceptions, mais seulement des approximations à un certain moment donné.

- Tous les résultats proviennent de l'échantillon **pondéré**. Les pourcentages plus élevés que .5 ont été arrondis à la hausse.

1.3 DÉFINITION DES TERMES IMPORTANTS

- Les principaux indicateurs de performance publicitaire mesurés par l'OECF sont :
 - Rappel publicitaire spontané**¹ – rappel non assisté de toute publicité vue, lue ou entendue au sujet de la fumée secondaire.
 - Ce dont on s'est souvenu
 - Où la publicité a été remarquée

¹ Trop souvent et incorrectement confondu avec le 'rappel spontané de l'annonce'. Le rappel publicitaire spontané mesure jusqu'à quel point la fumée secondaire est perçue comme le sujet de publicités. Il est largement tributaire de niveaux publicitaires antérieurs (et d'autres activités de communication). Il ne fait pas référence à une publicité particulière qu'on évalue. Cependant, si l'annonce TV 'fantôme' ressort significativement à ce genre de question, cela indiquerait que son impact a été fort.

2. **Rappel spontané de l'annonce** – rappel non assisté de tout élément attribuable à une annonce.
3. **Rappel assisté de l'annonce** – rappel après assistance (description) de l'annonce télévisée 'fantôme' et des deux annonces radio¹.
4. **Message et lien avec le GdC** – non assisté – message perçu et commanditaire associé (Gouvernement du Canada) aux annonces.

1.4 LIMITES DES MESURES DE RAPPEL

- De récentes études ont démontré que les consommateurs se souviennent ou non d'une annonce a peu de lien avec l'impact réel de cette annonce comme influence sur leurs attitudes. Aussi, il a été prouvé que demander directement aux consommateurs s'ils ont fait ou ressenti quelque chose de particulier à cause d'une publicité était problématique et erroné.
 - Ces études ont démontré que la publicité fonctionne, que les consommateurs soient conscients ou non de ce qu'ils connaissent.
 - Conséquemment, les mesures de rappel publicitaire ne sont pas nécessairement synonymes du degré de succès d'une campagne.
- Le lecteur est avisé que de se fier seulement sur des affirmations (auto-rapportées) de rappels publicitaires peut amener à des conclusions erronées à propos de la performance réelle d'une campagne. On devrait donc faire preuve de prudence lors de l'interprétation des résultats contenus dans ce rapport.

1.5 PRINCIPAUX RÉSULTATS

- **La campagne publicitaire 2006/07 sur la fumée secondaire a réussi un rappel remarquable. Bien que la publicité télévisée ait contribué le plus à cet impact, la publicité radio a clairement renforcé l'impact de la campagne.**
 - 23% de tous les répondants ont spontanément cité un élément qui a pu être attribué à la campagne sur la fumée secondaire, lorsque nous leur avons demandé de décrire tout ce dont ils se souvenaient au sujet de n'importe quelle publicité sur la fumée secondaire (rappel non assisté de la campagne).
 - 75% de tous les répondants ont reconnu avoir vu ou peut-être avoir vu l'annonce télévisée, après qu'on leur eut décrit cette annonce (rappel assisté de l'annonce TV).

¹ Malgré les indices fournis aux répondants lors des descriptions, le rappel assisté contient une certaine charge de 'travail publicitaire', constituée par exemple d'annonces antérieures, de confusion publicitaire, i.e. de la confusion avec d'autres publicités qui partagent des indices similaires à ceux décrits. Ainsi, le rappel assisté dans cette étude devrait être considéré comme de la connaissance 'auto-établie', et non pas comme un rappel prouvé (voir aussi la section 4.12 sur les limites des données).

- 37% de tous les répondants ont reconnu avoir entendu ou peut-être avoir entendu la publicité radio, après qu'on leur eut décrit ces annonces (rappel assisté des annonces radio).

- 16% se sont rappelés des deux annonces radio.

- Environ le même pourcentage de répondants (24% - 28%) s'est rappelé de chacun des deux annonces radio.

Alors que le rappel assisté de l'annonce TV a été assez uniforme à travers l'échantillon, celui de la publicité radio a été significativement plus élevé au Québec (42%) et inférieur en C.-B. (26%).

- 85% de tous les répondants ont reconnu avoir été ou avoir pu être exposés à la campagne (rappel assisté de la campagne – les deux médias combinés).

- La télévision a contribué en grande partie à cet impact, avec 48% reconnaissant seulement l'annonce TV, 10% seulement les annonces radio et 27% reconnaissant à la fois la publicité télévisée et radiophonique.

- Le rappel d'ensemble de la campagne (n'importe quelle annonce) a été assez uniforme à travers le pays, y compris chez les répondants ayant ou n'ayant pas un fumeur à la maison.

- **La publicité a bien réussi à faire passer son message, mais l'association au commanditaire n'a pas été aussi forte.**

- 38% de ceux qui ont reconnu la publicité télévisée et 35% de ceux qui ont reconnu la publicité radiophonique ont nommé le Gouvernement du Canada ou Santé Canada comme le commanditaire de la publicité.

- Les répondants du Québec qui ont reconnu la publicité ont moins fréquemment associé le bon commanditaire, à la fois pour la publicité télévisée et radiophonique.

- 56% de ceux qui ont rappelé l'annonce télévisée ont compris que le message était que la fumée secondaire nuit aux personnes autour du fumeur, y compris les enfants (32%) et que la fumée secondaire ne peut être diminuée à l'intérieur de la maison, notamment « que fumer près d'une fenêtre ouverte n'est pas efficace » (24%).

- 46% de ceux qui ont rappelé la publicité radiophonique ont compris que le message était que la fumée secondaire est dangereuse pour les enfants et les gens autour.

- La compréhension du message a été relativement égale à travers l'ensemble de l'échantillon.

- 10% de ceux qui ont rappelé les annonces ont dit avoir fait quelque chose, suite à la publicité; ils représentaient 9% du total de l'échantillon.

- Le tableau suivant résume les principaux indicateurs de rappel publicitaire.

**CAMPAGNE PUBLICITAIRE 2006/07 SUR LA FUMÉE SECONDAIRE
RÉSUMÉ DES INDICATEURS DE RAPPEL PUBLICITAIRE OECP**

Indicateurs de rappel	Échantillon total (1 000) %	Fumeur à la maison (292) %	Pas de fumeur à la maison (708) %	Anglais (701) %	Français (299) %
Rappel publicitaire spontané sur la fumée secondaire (n'importe quelle publicité)	65	71	63	66	65
Rappel spontané de l'annonce télévisée	19	19	20	20	19
Rappel spontané des annonces radio	4	3	5	4	5
Rappel spontané de l'ensemble de la campagne (les deux médias)	23	22	24	23	24
Rappel assisté de l'annonce TV	75	75	75	77	70
Rappel assisté des annonces radio	37	39	35	35	41
'Enfants'	24	27	33	21	35
'Ceinture'	28	29	28	29	26
Les deux annonces	16	17	15	15	20
Rappel assisté de l'ensemble de la campagne (les deux médias)	85	87	84	85	84
Seulement l'annonce TV	48	48	49	50	43
Seulement les annonces radio	10	12	8	8	14
Annonce TV et annonces radio	27	27	27	27	27
Action prise suite à	10	12	9	10	9

Tous les résultats sont basés sur le total de l'échantillon. Ne pas cumuler les colonnes à 100% parce que les différents indicateurs ne sont pas exclusifs.

2. BACKGROUND CONTEXT

2.1 BACKGROUND TO THE 2006/07 SHS CAMPAIGN

- Addressing the health hazards of second-hand smoke (SHS) has historically been a part of Health Canada's activities, and has been identified as a priority under the *Federal Tobacco Control Strategy*, which was introduced in April 2001.
- In March 2002, the Government of Canada undertook a social marketing campaign to inform Canadians about the dangers of second-hand smoke in the home, particularly the effect on children¹.
- In the spring of 2003, Health Canada once again aired the second-hand smoke home campaign, continuing to focus on the dangers of second-hand smoke and children.
- In 2004, Health Canada commissioned a survey to explore the knowledge, attitudes and behaviours of parents who smoke².
 - Findings revealed that knowledge and attitudes did not translate into behaviour: 70 percent of smoking Canadian parents acknowledged that, at least to some degree, their children are exposed to SHS in the home and/or car and 50 percent reported smoking in the home and car.
- In January 2005, Health Canada launched a new SHS campaign, once again aimed at parents (smokers and non-smokers living with a smoker) aged 25-54 with children in the home. It consisted of a number of components, including a revised version of the second-hand smoke home television ad, 'Target', with a new call to action, "*Don't let your children be a target. Make your home smoke-free*". Along with the 'Target' ad, Health Canada re-aired a television ad entitled, 'Not Much', which featured a baby in a crib being exposed to second-hand smoke in the home.
- In March 2005, Health Canada conducted a post-evaluation survey among smoking parents to assess recall of the second-hand smoke campaign (included two television ads and two radio ads) using the Government of Canada's Advertising Campaign Evaluation Tool (ACET)³.

¹ Children and infants are more vulnerable to SHS than adults. They have smaller airways, faster breathing rates and immature immune systems.

² Baseline Survey of Smoking Parents on SHS in Car and Home -- Ekos March 2004 -- Health Canada POR-03-102.

³ Ad Recall Survey of Adult Smoker SHS Campaign -- Ipsos Reid -- March 2005 -- Health Canada POR-04-72.

- Aided recall for the TV component of the campaign was quite high: 83% claimed to have seen at least one TV ad and each TV ad was recalled (aided) by two-thirds of smoking parents.
 - However, when asked about the effectiveness of smoking restriction methods, well over half of respondents believed that opening a window or using an air purifier is a very or moderately effective means of reducing SHS in a home and its impact on other people. Approximately one-third of respondents continued to believe that smoking behind closed doors in another room and using a fan are very or moderately effective.
 - Exposure to the SHS ads did not seem to have any significant impact on these perceptions.
- Finally, in the fall of 2005, Health Canada conducted in-depth interviews to explore the gap between the attitudes and knowledge that people held regarding second-hand smoke and their subsequent behaviour¹. Results were enlightening and strongly suggested that people would support a campaign that would:
 - (1) provide facts, rather than moralization, about how SHS operates and the damage it does, especially the damage only a little can do;
 - (2) show the ineffectiveness of currently-used *and* easy-to-relate-to mitigating behaviours and situations (i.e., smoking near an open window);
 - (3) provide information to simply explain why and how such behaviours are ineffective; and,
 - (4) present the smoker in an empathetic way, (i.e., smokers are not bad people, they just have a bad habit or bad addiction; smokers care about their children and want to do right by them and keep them safe; kudos to smokers who go the extra mile for their kids, who go outside to smoke, who keep SHS totally away from them).
- From this research, Health Canada developed a new second-hand smoke TV ad to be used in the 2006/07 fiscal year. The ad was tested twice – once in storyboard format, where four different concepts were tested. The 'Ghost' concept tested best among participants. A full ad of the 'Ghost' concept was then developed and tested through focus groups in August 2006 and through an online panel in September 2006. Overall, the TV ad tested very well among smokers and non-smokers alike. The ad prompted a call to action by a significant number of participants, especially the non-smokers who live with smokers. Watching the TV ad sparked some of the non-smoking participants who live with a smoker to go home and talk to the smoker(s) in their home about measures to reduce or eliminate second-hand smoke.

¹ Second-hand smoke Perceptions and Barriers – Createc – December 2005 - Health Canada POR-200-05.

- The 'Ghost' TV ad was aired from December 18 to March 4 2007. Radio ads were on air from January 8 to March 4 2007 and were on during one of the weeks the television ad was off-air (Jan 8). Two English radio ads and two French ads were rotated during the 4 weeks. These radio ads were originally produced and aired during the 2004-2005 SHS 'Make Your Home and Car Smoke-Free' campaign.

2.2 OBJECTIVES OF THE 2006/07 SHS CAMPAIGN

- The objectives of the 2006/07 second-smoke advertising campaign were to increase the awareness of appropriate ways to protect others from second-hand smoke (i.e., increase awareness that opening a window is not effective) and convince the audience to take appropriate action after seeing / hearing the ads (i.e., increasing smoking restrictions in the home / car, smoking outside, etc).

3. PURPOSE OF THE STUDY

- The overall purpose of this quantitative ACET evaluation was to measure the impact of the second-hand smoke advertising campaign among the general population, i.e., ad recall of the television ad ('Ghost') and of the two radio ads among Canadians aged 18 or over.
 - Note that Health Canada also conducted a complementary pre and post evaluation of the campaign among the primary target audience, i.e., smoking parents, to assess the effects of the advertising campaign. The focus of this longitudinal study, based on repeated measures, was on changes in knowledge, attitudes and behaviour of smoking parents.
- More precisely, the main performance indicators measured by this ACET survey are:
 1. **Free advertising recall**¹ – Unprompted recall of any advertising seen, read or heard about SHS.
 - What was remembered
 - Where advertising was noticed
 2. **Unaided ad recall** – Unprompted recall of elements that can be linked to an ad.
 3. **Aided ad recall** – Prompted recall of the 'Ghost' TV ad and of the two radio ads (when described)².
 4. **Message and GoC linkage** – Unprompted – message perceived and sponsor associated with the ads.
 5. **Call-to-action** – Unprompted – what action was taken as a result of seeing the ads.
 6. **GoC performance** – Prompted – rating of government performance on a 7-point scale: (a) generally, (b) in helping Canadians reduce their exposure to second-hand smoke, (c) in providing information to the public about government services that are available and, (d) in service quality.

¹ All too often and mistakenly called 'unaided ad recall'. Free advertising recall measures the degree to which SHS is perceived to be advertised. It is caused largely by historical levels of advertising (and other communications activities). It does not refer to the particular advertisement under evaluation. However, if the 'Ghost' TV ad emerged significantly in this type of question, it would be an indication of a strong impact.

² Despite the clues in the description provided to respondents, aided recall contains a certain amount of 'advertising noise' made up, for example, of past ads and advertising 'slippage' (i.e., other advertising sharing similar clues) that are mistakenly remembered as being what was described. Therefore, aided recall in this study should be considered as a 'self-stated' awareness and not a proven recall (see also section 4.12 Limitations of the data).

4. METHODOLOGY

4.1 TARGET POPULATION

- The general Canadian public, 18 years of age and over, smokers and non-smokers.
- It should be noted that the sample obtained was representative of the target population able to respond to a telephone interview in French or English, which included those who had direct-dial telephone service. (People in institutional settings and full-time members of the Canadian Armed Forces were excluded from the survey's coverage, as well as residents with no telephone service or those using cellular phones only – these groups together represented an exclusion rate of approximately 10% of the population surveyed.)

4.2 SAMPLING

- To provide for regional analysis, the sampling method was random (probabilistic) and non-proportionally stratified across the ten provinces and the three territories.
 - Telephone numbers were randomly selected from the most recent electronic database of ASDE (www.surveysampler.com) using their "Canada Sampling Software".
 - The RDD (Random Digit Dialing) sampling feature ensured that residents with unlisted telephone numbers were included in the sample with an equal probability of selection.

4.3 SAMPLE SIZE

- A total of **n = 1,000 interviews** were completed. The next table presents the final sample distribution, by region, and sampling error. For further detail on the profile of the sample, see **Table 1** in the Summary Tables section.
 - The maximum margin of sampling error was +/- 3.1 percent. Sampling error for smaller sub-groups was somewhat larger. Other sources of potential error included people refusing to participate in the interview and the inability to connect with the selected number, to name a few.

DISTRIBUTION OF THE COMPLETED SAMPLE BY REGION

	Completed sample (N)	Sampling error (+/- %)*
* B.C.	120	9.0
* Prairies	120	9.0
* Ontario	335	5.4
* Quebec	300	5.7
* Atlantic	120	9.0
* Yukon / NWT / Nunavut	5	NA
TOTAL	1,000	3.1

* At 95% confidence level.

4.4 RESPONDENT SELECTION

- For households which contained more than one eligible respondent, selection for interviewing was made according to the "last birthday technique" (i.e., selecting the person whose birthday had most recently passed). This technique provides an effective means of ensuring that the sample approximates the target group according to gender and age levels.

4.5 WEIGHTING

- As mentioned in Section 4.2, the sampling method in this study was "non-proportional stratification" by province / territory. The advantage of this stratification approach is to provide adequate sample sizes for regional analysis. However, to bring sample projections into line with known census figures, the sample data should be weighted to balance demographic cells such as region, age and gender. Note that the initial non-proportionality was low, and only 15 respondents had weights beyond the generally accepted tolerance of 3 (maximum was 7.8).
- Consequently, to allow for descriptive statistics that apply to the entire target audience (adult Canadians), weights (gender, region, education and age) were assigned to individual respondents based on the proportion of respondents that would be expected in the 2001 Census (and assuming an even response rate across census divisions).
- To show the impact of weighting on the breakdown of the background characteristics of the sample, all demographic and smoking-related data reported in **Table 1** (See Summary Tables section) is presented for both the unweighted and the weighted sample.

- As can be seen, the profile of the weighted sample was statistically identical to known population figures.
- All descriptive / univariate results are presented solely for the weighted sample, as these more accurately represent the target audience.

4.6 QUESTIONNAIRE

- The questionnaire used was the Government of Canada's ACET with some additional demographic questions asked at the end (e.g., smoking status -- see Appendix 1).
- The interviews averaged 10 minutes in length.

4.7 FIELD DATES

- Between March 1 and 9, 2007.

4.8 RESPONSE RATE

- Up to 8 call-backs were made before abandoning a selected number, without replacement.
- A 45% response rate was achieved, calculated according to MRIA standards (<http://www.aims.org/pages/an/reponse.htm>). See table on the following page.

ADMINISTRATIVE REPORT OF CONTACTS AND RESPONSE RATE*

	Frequency	Total
Numbers generated		2,977
A. Invalid numbers		523
- Out-of-service	458	
- Non-residential	65	
B. Numbers not in sample		180
- Language problem	80	
- Age, sickness	73	
- Duplicate	0	
- Not eligible	27	
- Quota reached	0	
C. Numbers in sample for which eligibility could not be established		695
- No answer**	324	
- Refused before establishing eligibility	371	
D. Eligible numbers in sample for which an interview could not be completed		579
- Absent for a long period	35	
- Incomplete questionnaire	23	
- Call-back not completed	322	
- Refused after establishing eligibility	199	
E. Completed interviews		1,000
RESPONSE RATE : $\frac{E}{C \times (E.R.)^{***} + D + E} = 45\%$		

* Presented as per AIRMS standards.

** For a number to be considered "No answer", there must be no answer at the number throughout the period of data collection. Thus, for example, an appointment for which there is no answer when called back must be considered "Call-back not completed" and not "No answer".

*** Eligibility rate = $\frac{D + E}{B + D + E} = 90\%$

4.9 DATA PROCESSING

- All data were processed by Créatec's statistical staff using SPSS and STATXP, a VOXCO statistical software (www.voxco.com), and consisted of:
 - Systematic editing;
 - Weighting;
 - Cross-tabulating; and,
 - Statistical testing.
- Detailed computer tables, cross-tabulations of weighted answers by region, gender, age, education, language, and smoking status of the household, were produced under separate cover. Summary tables focusing on region, smoking status of the household and language were produced and incorporated into this report.

4.10 STATISTICAL ACCURACY

- Results of any survey may contain several distinct sources of error that include: coverage error, measurement error, non-response error, sampling error and, in some cases, other types of error. The quality of a survey rests on the effective management of these sources of potential errors to achieve the lowest total survey error.
- Coverage error is the result of not giving each member of the target population an equal chance of being included in the survey. It consists of incorrect inclusions and/or omissions of units in the sampling frame. Because the most recent telephone database was used and unlisted numbers were covered in this survey (through the RDD feature of the computerized sampling software), the likelihood of this type of error was reduced. However, even if the sample source provided the maximum degree of coverage, because those without telephone service or those using cellular phones only could not be reached, this survey results contain some degree of coverage error.
- Measurement error occurs when the selected data collection method is not appropriate or questions or scales are poorly worded or translated, or designed in a way that causes respondents to misunderstand their intended meaning. Measurement error can represent a high source of error. Because the questionnaire was carefully reviewed by FCAC, carefully pre-tested, built on previous quantitative findings and a literature review, we feel that this type of error was minimized.
- Non-response error occurs when those who do not respond to the survey are different, in ways relevant to the study, from those who did respond. The response rate level provides an indication of possible non-response error. Every effort was made to obtain a response (8 call-backs) and reduce the likelihood of this error. The achieved response rate of this survey (45%) was good. A weighting procedure by gender, age, education and provinces / territories gave the weighted sample (the sample used for analysis) its exact population representation. But the reader should be aware that, even if the weighted sample is perfectly comparable to population figures, this does not mean that the findings are totally free from non-response error.

- Sampling error arises from differences between the results obtained from the survey and those that would be obtained from a census of the target group. Sampling error is due to the sampling process itself. Sampling error, also called "margin of error", is the only type of error that can be measured easily and with accuracy. Note that it is not possible to calculate how much of the total survey error the sampling error accounts for. Further complicating the assessment of the total survey error is the uncertainty about whether the various types of error take similar or opposite directions.
 - In this survey, 95% of the time, error due to the random selection process was no greater than 3.1 points for the overall sample, plus or minus the percentage reported. Sampling error for smaller sub-groups is likely to be somewhat larger.¹
- Other sources of error may arise which are not measurable in practice, such as the tendency of respondents to present themselves in a positive light, or giving answers even if they cannot remember well what they are reporting or do not have the required knowledge to provide an opinion. This can produce findings which do not reflect the true habits or views of the sample population. Another typical source of non-measurable error is the effect of media coverage on the issues covered in the survey prior to and during the survey period, which may influence respondents to answer differently than they would normally do.
- Every feasible effort was made to obtain a response and reduce error. However, the reader should be aware that some error is inherent in all research.

4.11 ABOUT THE TABLES

- In the tables, and throughout the report, percentages may not always add to 100% due to rounding. For questions with multiple responses allowed, percentages will not total 100% and therefore should not be added.
- Throughout the tables in the Summary Tables section, numbers in the "N" column refer to the number of cases (survey respondents / sample base) on which percentages have been calculated for a specific analysis.
- In reporting percentages, "<1%" indicates that at least one respondent was included in the category while "0%" means no one was included in the category.

¹ A table of confidence intervals for various sample sizes and observed proportions, using a level of confidence of 95%, is appended to this report.

4.12 ABOUT THIS REPORT

- Interpretation primarily focused on differences in advertising recall across the demographic groupings. The objective throughout was to clearly determine how many and who were more likely to have been exposed to the SHS advertising campaign.
- In order to provide clear and consistent analysis of the information presented in this report, the following approach was used:
 - Overall findings based on the entire sample are highlighted first, with a reference to the corresponding tables in the Summary Tables section where further detail can be found.
 - Then, demographic groups significantly above and below the national average in the various measures are presented.
 - When differences by target groups or a particular socio-demographic variable are examined in isolation, it should always be borne in mind that this variable may be correlated with one or even several other variables and that, after having taken into consideration their interaction, the importance of the variable may be greatly reduced, to the extent that it is no longer significant.
 - Therefore, the demographic differences outlined in this report should be interpreted judiciously, especially when comparing respondents exposed and not exposed to the campaign. Nevertheless, knowledge of the overall demographic differences will help facilitate understanding of the mind-set of respondents.
- Note that, in this report, the following demographic variables were considered in the analysis:
 - Region (5 main regions);
 - Gender (2);
 - Age (3);
 - Education (2);
 - Presence of smoking parents (2);
 - Language (2).
- Section 5 (Detailed Findings) follows the flow of the survey questions for ease of understanding, with the addition of an introductory section highlighting characteristics of the sample, and is segmented into the following sub-sections:
 - Sample Characteristics
 - Free Advertising Recall (Unaided)
 - Aided Recall (of the TV and Radio Ads)
 - Message, Sponsor, Linkage and Call to Action
 - Government Performance Ratings

-
- The Summary Tables section, with its own Table of Contents, regroups all the findings into an easy-to-read tabular format, with findings cross-tabulated by region and smoking status of the household. Results of statistical tests are indicated.

4.13 LIMITATIONS OF RECALL MEASURES

- Advertising recall measures, such as free advertising recall and aided ad recall were developed on theories about how advertising works, theories which are very dated.
- These theories have been discredited over the last 15 years by advances in neuroscience that have addressed the consumer's process in dealing with media and/or advertising, which involves low attention cognitive processing.
- Recent studies have demonstrated that whether consumers remember an advertisement or not has little relationship to the actual impact that the ad has in influencing their attitudes. And, asking consumers directly if they did or felt something because of the advertising has proven faulty and problematic.
 - These studies have demonstrated that advertising works whether consumers consciously know it or not.
 - Therefore, advertising recall measures do not necessarily equate to whether the campaign was successful or not.
- There is a growing consensus in the advertising research literature that it is by observing changes in consumers' attitudes and behaviour, using the scientific practice of experimental designs, that we could get a reliable measure of advertising effectiveness.
- The reader is advised that relying only on claimed (self-stated) advertising recall may lead to faulty conclusions about the true performance of the campaign, and the reader should be cautious in the interpretation of the findings contained in this report.

5. DETAILED FINDINGS

5.1 SAMPLE CHARACTERISTICS

- **Table 1** in the Summary Tables section presents the survey results for the main demographic and smoking-related variables (unweighted and weighted).
- As can be seen, because of the initial non-proportional stratification of the sampling process and the uneven response rate across demographic groups, the weighted sample (which reflects population figures) differs from the unweighted sample in terms of region, age, gender, and children at home.
- After weighting¹ the sample, based on the proportion of respondents expected according to 2001 census data, the demographic profile was statistically identical to population figures, as shown in the next table.

BASIC PROFILE OF THE WEIGHTED SAMPLE

	Weighted sample %	Population* %
Region		
o Atlantic	7	8
o Quebec	23	24
o Ontario	39	38
o Prairies	17	17
o British Columbia	13	13
o Territories	<1	<1
Gender		
o Male	49	49
o Female	51	51
Age		
o 18-34	29	29
o 35-54	40	41
o 55 +	31	29
Education		
o Grade school / some high school	22	23
o Completed high school	24	24
o College / some university	31	31
o University graduate	23	23
o Smokers	20	18**

* 2001 Census.

** 2006 CTUMS (15 years and over).

- All results presented in this report have been based solely on the weighted sample and are expressed as percentages unless otherwise noted.

¹ Weighing was based on age, region, gender and education.

- The sample contained 20% current smokers, and 32% of the households represented in this survey had a smoker in the home.
- 39% of respondents had children at home.
 - o 7% of households who participated in the survey had an adult smoker and children at home.
- Almost all (98%) said they watch TV and an overwhelming majority (85%) said they had listened to the radio in the last 7 days.
 - o Respondents said they watched TV an average of 14.4 hours in the last 7 days and listened to radio an average of 10.9 hours.
- The next table shows the main differences between respondents with an active smoker in the home and those without. When there is a smoker in the home, respondents were:
 - o More likely to listen to radio (13.7 vs. 9.5 hours per week)
 - o More likely to be less educated (86% college or less vs. 65%)
 - o More likely not working but looking for work (13% vs. 5%)
 - o More likely to be of Aboriginal descent (8% vs. 4%)
 - o More likely to be male (55% vs. 46%)
 - o More likely to be Quebec residents (26% vs. 22%)
 - o Less likely to be aged 55 years or older (24% vs. 35%)

PROFILE OF RESPONDENTS WITH A SMOKER IN THE HOME VS. OTHERS

MAIN DIFFERENCES	SMOKER IN THE HOME		TOTAL SAMPLE (1,000)
	Yes (292)	No (708)	
* Time spent listening to radio in last 7 days*	13.7 hours	9.5 hours	10.9 hours
* Formal education -- College or less	86%	65%	71%
* Age -- 55 years or more	24%	35%	31%
* Not working but looking for work	13%	5%	7%
* Aboriginal descent	8%	4%	5%
* Male	55%	46%	49%
* Quebec residents	26%	22%	23%

- * There was no difference for TV watching.

5.2 UNAIDED AD RECALL

The initial ACET question asked respondents if they were aware of any advertising on second-hand smoke (other people's tobacco smoke). This measures advertising awareness, i.e., the perception that SHS related issues have been advertised recently. "Free advertising recall" is not an ad awareness figure for any particular ad. "Unaided ad recall" is determined by judgement from the unprompted elements provided at the free recall question that can be linked to an actual ad.

5.2.1 FREE ADVERTISING RECALL

- **Free advertising recall¹ was quite high:** 65% claimed to have seen, heard or read advertising on SHS over the past few weeks or so.

5.2.2 UNAIDED AD RECALL

- When asked to describe in their own words the advertising they had noticed, one-third (35%) of those who claimed to have noticed the advertising were able to state (without prompting) some element that could be linked to the 2006/07 SHS advertising campaign.
 - When this proportion was translated back to the total sample, it was estimated that **23% of the respondents had unaided recall of the SHS campaign (TV or radio)**. These findings suggest that, on an unprompted basis, the 2006/07 SHS advertising campaign was 'internalized' by a sizeable proportion of the audience.
 - 19% of the respondents had unaided recall of the 'Ghost' TV ad.
 - 4% of the respondents had unaided recall of a radio ad.
 - 25% of respondents recalled some elements that could not be linked to this year's SHS campaign and 52% could not recall anything (without prompting).
- Unaided recall of the 2006/07 SHS advertising campaign was fairly consistent across the country.
 - There was no difference between the group of respondents with a smoker in the home (22%) and those without (24%).

¹ Unprompted recall of any advertising seen, read or heard about SHS. All too often and mistakenly called 'unaided ad recall'. Free advertising recall measures the degree to which SHS is perceived to be advertised. It is caused largely by historical levels of advertising (and other communications activities). It does not refer to the particular advertisement under evaluation. Unaided recall of the campaign is all the elements of the free recall that can be linked to the current SHS advertising.

-
- Among those who could recall some advertising regarding SHS on an unprompted basis, 82% said they had seen it on television and 14% said they had heard it on radio.¹
 - Further details can be found in **Table 2** (see Summary Tables section).

¹ See Section 4.13 (Limitations of Recall Measures). Recent studies have demonstrated that advertising works whether consumers consciously know it or not. Also, we have observed in past advertising recall surveys that respondents tend to link to TV, advertisements that are conveyed by other media. Therefore, these findings should be interpreted judiciously, as they are perceptions, not facts.

5.3 AIDED AD RECALL

Respondents were read descriptions of the 'Ghost' TV ad and of the two radio ads aired during the campaign, and asked whether they had seen / heard these ads.

Note that any aided ad recall measured immediately after a campaign is likely to contain advertising 'noise'. Advertising 'noise' is the product of past ads, advertising 'slippage', other communications mistakenly remembered as 'advertising', etc.

5.3.1 TELEVISION

- A remarkable 75% of all respondents said they had seen the 'Ghost' TV ad, based on a description.¹
- Aided recall of the TV ad ranged from 69% (Quebec) to 82% (Atlantic).
- There were no differences between respondents from households with or without a smoker in the home. Further details can be found in **Table 3** (see Summary Tables section).

5.3.2 RADIO

- 37% of all respondents said they had heard the SHS radio advertising, based on a description.
- Aided recall of SHS radio advertising was significantly lower in B.C. (26%) and higher in Quebec (42%).
- Aided recall for each of the two ads indicated that:
 - 16% recalled both radio ads.
 - Each radio ad was recalled by nearly the same proportion of the sample (24% recalled 'Kids' and 28% recalled 'Buckle').²
 - The 'Kids' radio ad was particularly recalled in Quebec (36%).
- Further details can be found in **Table 4** (see Summary Tables section).

¹ **Ghost:** Where a woman is smoking near a window. Some of the smoke that she blows out the window makes its way inside the room and makes its way around the house with hand-like shapes – on a lamp, a couch, on grapes and on a teddy-bear. A little girl enters the room, picks up the teddy bear and leaves.

² **Kids:** "Children in the car who don't speak up about difficulties breathing and having sore eyes from cigarette smoke. It also discusses some illnesses that you can get from second-hand smoke."

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

5.3.3 OVERALL CAMPAIGN (BOTH MEDIA)

- Overall, when both media were combined, 85% of all respondents reported seeing or hearing the 2006/07 SHS advertising.
 - Television contributed the most to the recall of the campaign, with 48% of respondents recalling only the TV ad, 10% recalling only the radio ads, and 27% recalling both TV and radio ads.
- These findings suggest that radio advertising contributed quite significantly by strengthening the impact and message delivered by the television advertising.
- Overall, recall of the campaign (any ad) was fairly consistent across the country, including between respondents from households with or without a smoker in the home.
 - However, British Columbians (60%) were the most likely and Quebecers (41%) were the least likely to recall having seen only the television ad.
- Further details can be found in **Table 5** (see Summary Tables section).

5.4 MESSAGE, SPONSOR, LINKAGE AND CALL TO ACTION

The ACET questionnaire asks about the main sponsor of the ads, the main message conveyed, and any action taken or planned as a result of seeing / hearing the advertising.

Questions regarding the main message and the main sponsor were asked for both television and radio advertising. The call to action question was asked of those who recalled any of the 2006/07 SHS ads.

5.4.1 TELEVISION AD

SPONSOR

- Among those who recalled the 'Ghost' TV ad after being given a description, 38% identified (unprompted) the Government of Canada or Health Canada as having produced the TV ad.
 - 32% mistakenly identified another sponsor and 30% could not say who produced the advertisement.
- Ad recallers from Quebec were the least likely to identify the right sponsor of the SHS TV ad they saw or may have seen: only 23% named the Government of Canada / Health Canada when asked about who produced the ad. In turn, recallers from the Prairies (50%) were the most likely to be able to identify the sponsor correctly.
- Further details can be found in **Table 6** (see Summary Tables section).

MESSAGE

- When asked about the main point the TV ad was trying to get across:
 - 32% understood that the message of the ad was that SHS affects people around the smoker, including children.
 - 24% specifically played back the message that SHS cannot be reduced inside the home, including "smoking by the window is not effective" (14%).
 - These findings suggest that slightly more than half (56%) of those exposed to the TV ad were able to capture its specific message.
 - 15% of ad recallers cited a general message related to health issues or risks caused by SHS.
 - 19% saw the message of the ad as being generic, i.e., "do not smoke / do not smoke inside the home".

- Message communication was relatively consistent across the sample, with a few exceptions: Quebec ad recallers were the least likely to play back the specific message on the ineffectiveness of methods to reduce SHS in the home (19%), and Ontario (29%) and Atlantic (29%) ad recallers were the most likely to perceive this message.
- Ad recallers with a smoker in the house were also slightly more likely to play back the specific message on the ineffectiveness of trying to reduce SHS in the home (30% vs. 22% those without a smoker in the home).
- Few of those who recalled the TV ad acknowledged that they had noticed the website address (2%) or the 1-800 number (2%) at the end of the ad.
- Further details can be found in **Table 7** (see Summary Tables section).

5.4.2 RADIO AD

SPONSOR

- 35% of those who recalled the radio advertising cited the Government of Canada or Health Canada as the sponsor who produced it.
 - 35% mistakenly named another sponsor and 29% just could not remember who it was.
 - These results were similar to those among recallers of the TV ad.
- Again, ad recallers from Quebec were less likely to identify the right sponsor of the SHS radio ad they heard or may have heard: only 19% named the Government of Canada / Health Canada when asked who produced these ads. Ad recallers from the Prairies were the most likely to identify the right sponsor (54%).
- Further details can be found in **Table 8** (see Summary Tables section).

MESSAGE

- The main messages of the radio ads that ad recallers played back suggest that nearly half (46%) of those exposed to the radio ads were able to capture its specific message.
 - Smoking or SHS is not safe for children and people around (46%).
- Other messages played back included:
 - SHS causes health problems, in general (23%).
 - The generic message, "do not smoke / do not smoke inside" (25%).
- Message recall was fairly consistent throughout the sample. Further details can be found in **Table 9** (see Summary Tables section).

5.4.3 CALL TO ACTION

Respondents who recalled (aided) at least one SHS ad, whether radio or TV, were asked about what they did as a result of seeing or hearing the ad(s).

- 10% of ad recallers reported that they did something as a result of seeing or hearing the ads; extrapolated to the total sample, they represented 9% of all respondents.
 - Ad recallers who had a smoker in the home were more likely (12%) to report having taken action after being exposed to the ads than others (9%).
 - The most frequent action taken was to discuss SHS with people close to the respondent (5% of ad recallers) and to restrict smoking inside the home (2%); these two actions translate into 6% of all respondents.
- Further details can be found in **Table 10** (see Summary Tables section).

5.5 GOVERNMENT PERFORMANCE RATINGS

In addition to evaluating the performance of advertising, the ACET contains questions asking for opinions of Government of Canada performance in three areas:

- In helping Canadians to reduce their exposure to second-hand-smoke;
 - General performance;
 - In providing information to the public about government services that are available to Canadians.
- The ACET is also designed to evaluate in more detail four aspects related to providing services and information to the public.

The scale used for rating government performance is a 7-point scale, where "1" means terrible, "7" means excellent and the mid-point "4" means neither good nor bad.

5.5.1 PERFORMANCE ON THE ISSUE OF SHS

- When asked to rate the performance of the Government of Canada in helping Canadians reduce their exposure to second-hand smoke, seven in 10 (69%) of respondents rated the GoC positively, with a 5, 6 or 7.
 - Looking at very-positive opinions (42%) reveals that the number of respondents at this end of the scale (scale points 6 or 7) was five times the proportion that rated the GoC's performance as very negative (8% scale points 1 and 2).
- Respondents in Quebec (77%) were the most likely to rate the GoC's performance positively on the issue of SHS, and British Columbians were the least likely (60%).
 - While respondents with a smoker in the home gave a slightly lower positive rating (65% scale points 5, 6 and 7) than those without a smoker in the home (71%), their rating was nonetheless clearly positive.

5.5.2 GENERAL PERFORMANCE

- Assessment of GoC general performance is less positive than opinions on performance on the issue of SHS. The proportion who gave positive ratings (5, 6 or 7) of the government's overall performance was 51%.
 - Very-positive (6 or 7) ratings totalled 24%, double the very-negative ratings (10%), with most respondents giving a 4 (28%) or 5 (27%).

- Respondents from Quebec (61%) were the most likely to positively rate the overall performance of the GoC, and those from the Atlantic Provinces (35%) the least likely.

5.5.3 PERFORMANCE ON THE ISSUE OF INFORMATION ABOUT SERVICES

- Ratings of the GoC's performance in terms of providing information to the public about government services that are available to Canadians were almost the same as those related to general performance.
- Half (49%) of the respondents gave the government a positive rating (5, 6 or 7) in this area, while 23% gave it a negative rating.
 - The proportion of very-positive (6 or 7) ratings (25%) was double the very-negative proportion (11%).
- Again, Quebecers were the most likely to give a positive rating in this area (57%) and British Columbians were the least likely (37%).
- Further details can be found in **Table 11** (see Summary Tables section).

5.5.4 DETAILED ASPECTS RELATED TO INFORMATION ON SERVICES

Using a similar 7-point scale, where "1" means totally disagree and "7" means totally agree, and the mid-point "4" means neither agree nor disagree, respondents were asked to rate four specific aspects of information on services:

1. Ease of contact
 2. Innovativeness
 3. Respectfulness
 4. Reliability
- The Government of Canada got its highest rating for delivery of its services and information in a respectful way (74% rated 5, 6 or 7).
 - The lowest agreement was for ease to contact the government for information and services (40% rated 5, 6 or 7); almost the same number disagreed (35% rated 1, 2 or 3).
 - The following table summarizes the findings on the government performance indicators measured in this survey. Further details can be found in **Table 12** (see Summary Tables section).

GOVERNMENT PERFORMANCE RATINGS

All figures based on total sample (n=1,000)	Positive (5, 6, 7)	Neutral (4)	Negative (1, 2, 3)
• Helping Canadians to reduce their exposure to SHS*	69	17	12
• General performance of the GoC*	51	28	19
• Providing information to the public about government services that are available to Canadians*	49	24	23
• It's easy to contact the GoC for information and services**	40	20	35
• The GoC is using new and innovative ways to provide information and services to citizens**	47	27	21
• The GoC delivers its services and information in a respectful way**	74	13	12
• You can count on the GoC for reliable service and information **	54	23	22

- * 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.
- ** 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree.

- The next table compares the positive ratings (5, 6 or 7 on the 7-point scale) of the GoC's performance on all areas included in the ACET, between those exposed and not exposed to the SHS campaign.
 - As can be seen, respondents not exposed to the 2006/07 SHS advertising campaign consistently rated the performance of the GoC lower than those exposed.
 - Since those exposed to the campaign may be more engaged in general and more supportive of government action, we cannot assume that there is a causal relationship between impressions of the government and exposure to the campaign. Only a survey based on an experiment 'Pre vs. Post' campaign design can explore this link appropriately.
 - However, because the difference between the two groups was much larger for the issue of SHS compared to all other issues, it suggests that the 2006/07 campaign was supported and well perceived.

GOVERNMENT PERFORMANCE POSITIVE RATINGS BY EXPOSURE TO CAMPAIGN

MAIN DIFFERENCES <i>Positive ratings (5, 6 or 7) on a 7-point scale</i>	TOTAL SAMPLE (1,000)	AIDED RECALL OF CAMPAIGN (both media)	
		Yes (835)	No (165)
• Helping Canadians to reduce their exposure to SHS	69	73	48
• General performance of the GoC	51	51	48
• Providing information to the public about government services that are available to Canadians	49	50	43
• It's easy to contact the GoC for information and services	40	40	37
• The GoC is using new and innovative ways to provide information and services to citizens	47	49	35
• The GoC delivers its services and information in a respectful way	74	75	67
• You can count on the GoC for reliable service and information	54	55	49

6. SUMMARY TABLES

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TABLE 1 DEMOGRAPHIC PROFILE OF THE UNWEIGHTED AND WEIGHTED SAMPLE

All figures based on total sample		Number of survey respondents N	Unweighted %	Weighted %
Region	* B.C.	120	12	13
	* Prairies	120	12	17
	* Ontario	335	34	39
	* Quebec	300	30	23
	* Atlantic	120	12	7
	* Territories	5	<1	<1
Gender	* Male	404	40	49
	* Female	596	60	51
Age	* < 20	17	2	3
	* 20-34	153	15	26
	* 35-44	173	17	20
	* 45-54	208	21	20
	* 55 +	449	45	31
Education	* College or less	702	70	71
	* > college	298	30	29
Language of interview	* English	701	70	76
	* French	299	30	24
Aboriginal (self-declared)	* Yes	40	4	5
Employment status	* Working	537	54	58
	* Not working	463	46	42
H/H income	* < \$60 K	606	61	59
	* \$60 K +	394	39	41
Children	* None	662	66	61
	* One or more	338	34	39
Number of adults	* One	349	35	34
	* Two or more	651	65	66
Smokers in the H/H	* Yes	292	29	32
Smoker	* Yes	179	18	20
Time spent watching TV in last 7 days	* None	24	2	2
	* 1-4 hours	240	24	26
	* 5-10 hours	239	24	26
	* 11 hours +	488	46	45
	* Dk/Na	9	1	1
	* Average (hours)	14.4	14.4	14.4
Time spent listening to radio in last 7 days	* None	149	15	15
	* 1-4 hours	419	42	43
	* 5-10 hours	166	17	17
	* 11 hours +	263	26	25
	* Dk/Na	3	<1	<1
	* Average (hours)	10.9	10.9	10.9

Note: Percent of all respondents total 100% reading down columns. Some totals do not add to 100% due to rounding.

TABLE 2

FREE ADVERTISING RECALL

All figures based on total sample	Total (1,000) 100%	B.C. (125) 100%	Prairies (120) 100%	Ontario (335) 100%	Quebec (300) 100%	Atlantic (120) 100%	Smoker in H/H (292) 100%	No smoker in H/H (708) 100%	Language	
									English (701) 100%	French (299) 100%
Q1 Over the past few weeks or so, have you seen, heard or read any advertising on second-hand-smoke (other people's tobacco smoke)?										
* Yes / Maybe	65	62	70	64	63	69	71	63	66	65
Q2 Please tell me everything you can remember about this [these] ads. What pictures or images come to mind? [PROBE] Anything else?										
Current SHS TV ad	19	25	18	17	19	26	19	20	20	19
* Woman who is smoking by the window and the smoke comes back into the house	10	15	8	9	8	18	11	10	11	8
* Smoke in the house / hand-like shapes which sticks to the objects	12	21	12	9	13	13	14	12	12	14
* Teddy Bear	7	10	6	6	5	8	5	8	7	5
Current SHS Radio ad	4	3	4	5	5	2	3	5	4	5
* Family in a car: parents are smoking, children breathe in the smoke	4	3	4	5	5	2	3	5	4	5
Current SHS TV or Radio ad	23	27	22	21	23	28	22	24	23	24
* Publications addressed to adolescents / teens and SHS	<1	0	1	<1	0	1	<1	<1	<1	0
* About children	11	17	6	11	11	9	10	11	11	11
* Effects on our health (cancer, lung diseases, death)	11	5	13	11	13	9	12	10	10	13
* Image on cigarette packs	2	1	2	3	4	1	5	1	2	3
* Non-smoking woman who works in a restaurant and dies of cancer (SHS)	2	0	<1	4	<1	3	2	2	2	<1
* Publications on the danger of SHS (dangers for smokers, also)	8	6	11	11	5	3	7	9	9	5
* Other	1	1	0	1	1	8	2	1	1	1
* Dk/Na	17	17	22	17	15	18	22	15	17	17
* No free recall	35	38	30	35	36	31	29	37	35	35

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TABLE 2

FREE ADVERTISING RECALL
(CONTINUED)

All figures based on total sample	Total (1,000) 100%	B.C. (125) 100%	Prairies (120) 100%	Ontario (335) 100%	Quebec (300) 100%	Atlantic (120) 100%	Smoker in H/H (292) 100%	No smoker in H/H (708) 100%	Language	
									English (701) 100%	French (299) 100%
Q3 Where did you notice this (these) advertisements?										
1. Television	54	52	53	55	51	65	56	53	55	51
2. Radio	9	6	14	11	9	2	9	10	9	10
3. Newspaper	8	9	12	9	3	8	6	9	10	3
4. Magazines	4	2	4	6	1	5	3	4	5	1
5. Local weeklies	<1	1	0	<1	0	<1	<1	<1	<1	0
6. Pamphlet/brochure in the mail	<1	1	0	1	<1	0	1	<1	<1	<1
7. Outdoor billboards	1	0	1	2	<1	5	1	2	2	<1
8. Public transit	1	1	0	2	1	0	1	1	1	1
9. Internet/Website banner	1	0	1	3	<1	2	2	1	2	<1
10. Word of mouth	<1	0	0	<1	1	0	0	<1	<1	1
11. Ethnic paper	0	0	0	0	0	0	0	0	0	0
12. Fair/Exhibition	<1	0	2	0	<1	0	0	1	0	2
13. Pharmacies	<1	<1	<1	<1	0	0	1	<1	<1	0
14. Cigarette packs	5	3	7	5	4	3	10	2	5	4
15. Poster / sign in public areas (school / doctor's office)	3	3	2	2	2	5	3	2	3	2
* Other	0	0	0	0	0	0	0	0	0	0
* Don't know / refused	1	<1	1	<1	3	1	2	<1	1	2
* No free recall	35	38	30	35	36	31	29	37	35	35

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TABLE 3

AIDED RECALL OF TV AD

Q4_TV Do you remember seeing a television ad over the past few weeks or so? (READ - **Interviewer:** pronounce each word clearly / speak slowly) Do you recall seeing this television ad?

Where a woman is smoking near a window? Some of the smoke that she blows out the window makes its way inside the room and makes its way around the house with hand-like shapes – on a lamp, a couch, on grapes and on a teddy-bear. A little girl enters the room, picks up the teddy bear and leaves.

All figures based on total sample	Total (1,000) 100%	B.C. (125) 100%	Prairies (120) 100%	Ontario (335) 100%	Quebec (300) 100%	Atlantic (120) 100%	Smoker in H/H (292) 100%	No smoker in H/H (708) 100%	Language	
									English (701) 100%	French (299) 100%
* Yes / Maybe	75	81	78	75	69	82	75	75	77	70
* No	25	19	22	25	31	18	25	24	23	30
* Dk/Na	<1	0	0	<1	1	0	0	<1	<1	<1

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TABLE 4

AIDED RECALL OF RADIO ADS

Q4_Radio Do you remember hearing a radio ad over the past few weeks or so? (READ - **Interviewer:** pronounce each word clearly / speak slowly) Do you recall hearing this radio ad?

All figures based on total sample	Total (1,000) 100%	B.C. (125) 100%	Prairies (120) 100%	Ontario (335) 100%	Quebec (300) 100%	Atlantic (120) 100%	Smoker in H/H (292) 100%	No smoker in H/H (708) 100%	Language	
									English (701) 100%	French (299) 100%
a) With children in the car who don't speak up about difficulties breathing and having sore eyes from cigarette smoke. It also discusses some illnesses that you can get from second-hand smoke.										
* Yes / Maybe	24	15	23	20	36	26	27	23	21	35
* No	76	85	77	80	63	74	73	77	79	64
* Dk/Na	<1	0	1	<1	1	1	<1	1	<1	1
b) Which talks about some steps parents take to ensure their children are safe in the car. They buckle seat belts and drive slowly. They then light up a cigarette exposing their children to second-hand smoke.										
* Yes / Maybe	28	23	26	31	27	34	29	28	29	26
* No	71	76	74	68	73	65	71	71	70	74
* Dk/Na	1	2	0	1	<1	1	0	1	1	<1
* Aided recall of at least one radio ad	37	26	36	36	42	39	39	35	35	41
* Aided recall of both radio ads	16	11	13	15	20	21	17	15	15	20
* No aided recall of SHS radio advertising	63	74	64	64	58	61	61	65	65	59

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TABLE 5

AIDED RECALL OF SHS ADVERTISING CAMPAIGN

Q4_TV Do you remember seeing a television ad over the past few weeks or so? (READ - Interviewer: pronounce each word clearly / speak slowly) Do you recall seeing this television ad?

Where a woman is smoking near a window? Some of the smoke that she blows out the window makes its way inside the room and makes its way around the house with hand-like shapes – on a lamp, a coach, on grapes and on a teddy-bear. A little girl enters the room, picks up the teddy bear and leaves.

Q4_Radio Do you remember hearing a radio ad over the past few weeks or so? (READ - Interviewer: pronounce each word clearly / speak slowly) Do you recall hearing this radio ad?

- a) With children in the car who don't speak up about difficulties breathing and having sore eyes from cigarette smoke. It also discusses some illnesses that you can get from second-hand smoke.
- b) Which talks about some steps parents take to ensure their children are safe in the car. They buckle seat belts and drive slowly. They then light up a cigarette exposing their children to second-hand smoke.

All figures based on total sample	Total (1,000) 100%	B.C. (125) 100%	Prairies (120) 100%	Ontario (335) 100%	Quebec (300) 100%	Atlantic (120) 100%	Smoker in H/H (292) 100%	No smoker in H/H (708) 100%	Language	
									English (701) 100%	French (299) 100%
▪ Only TV ad	48	60	49	49	41	51	48	49	50	43
▪ Only radio ad(s)	10	5	6	10	14	8	12	8	8	14
▪ Both TV and radio ads	27	21	29	26	28	31	27	27	27	27
▪ No aided recall of SHS advertising	15	14	16	15	17	10	13	16	15	16

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TABLE 6

SPONSOR OF TV AD

Q5_TV Thinking about the ad that you saw, who do you think produced it - that is, who paid for it? [PROBE. DO NOT READ - ACCEPT ONE RESPONSE - IF RESPONDENT SAYS "Government", or "Health department" PROBE FOR WHICH LEVEL].

Among TV ad recallers	Total (747) 100%	B.C. (103) 100%	Prairies (93) 100%	Ontario (248) 100%	Quebec (206) 100%	Atlantic (97) 100%	Smoker in H/H (219) 100%	No smoker in H/H (528) 100%	Language	
									English (538) 100%	French (209) 100%
▪ Government of Canada / Federal government	24	22	34	27	13	21	22	25	27	13
▪ Provincial government	6	2	3	8	10	1	5	7	5	9
▪ Government – can't say which	11	8	9	11	16	12	13	10	9	18
▪ Health Canada	14	17	16	14	10	21	16	14	16	9
▪ Provincial Health department	2	0	4	2	4	0	1	2	1	4
▪ People (tax, smokers)	4	2	7	6	0	4	9	2	5	0
▪ Lung association	2	3	0	3	1	1	2	2	2	1
▪ Canadian cancer society	2	1	1	3	0	4	1	2	2	1
▪ Anti-smoking organisation	3	3	2	5	1	2	4	3	4	1
▪ Tobacco companies	2	1	1	3	2	3	2	2	2	2
▪ Other	<1	0	1	0	<1	0	1	0	<1	<1
▪ Don't know / refused	30	41	26	19	44	33	25	32	26	43

Figures based on those who saw (self-stated) or may have seen the 'Ghost' TV ad.

The 2006/07 Second-Hand Smoke Advertising Campaign-- ACET Recall Survey -- POR 283-06 / HC-06-60
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TABLE 7

MESSAGE OF TV Ad

Among TV ad recallers	Total (747) 100%	B.C. (103) 100%	Prairies (93) 100%	Ontario (248) 100%	Quebec (206) 100%	Atlantic (97) 100%	Smoker in H/H (219) 100%	No smoker in H/H (528) 100%	Language	
									English (538) 100%	French (209) 100%
Q6a)_TV Thinking about the ad that you saw, what do you think was the MAIN point this ad was trying to get across?										
▪ Do not smoke / stop smoking	10	7	12	11	11	7	10	10	10	10
▪ Do not smoke inside (car, house) with people around	9	5	4	10	8	19	11	7	8	9
▪ SHS causes health problems (cancer, lung diseases, death)	15	12	17	13	20	14	14	16	14	19
▪ SHS affects people around us	14	16	17	13	12	11	8	16	14	14
▪ SHS is harmful for children / do not smoke with kids around	18	31	22	16	13	13	20	18	20	12
▪ The smoke infiltrates and sticks to everything in the house	10	9	14	11	9	6	15	8	11	8
▪ Smoking by the window is not effective (smoke returns inside)	14	12	10	18	10	23	15	14	16	9
▪ Other	6	5	4	4	12	5	4	7	4	12
▪ Nothing	<1	0	0	0	0	0	0	0	0	0
▪ Don't know / refused	3	4	2	4	6	2	3	4	3	7
Q6b)_TV Can you recall the 1-800 number in the advertisement?										
▪ Yes	2	0	0	1	4	6	2	2	1	4
Q6c)_TV Can you recall the website address in the advertisement?										
▪ Yes	2	0	0	3	3	0	2	1	1	2

Figures based on those who saw or may have seen the 'Ghost' TV ad.

TABLE 8

SPONSOR OF RADIO Ad

Q5_Radio Thinking about the ad(s) that you heard, who do you think produced it (them) - that is, who paid for it (them)? [PROBE. DO NOT READ - ACCEPT ONE RESPONSE - IF RESPONDENT SAYS "Government", or "Health department" PROBE FOR WHICH LEVEL].

Among Radio ad recallers	Total (352) 100%	B.C. (36) 100%	Prairies (38) 100%	Ontario (116) 100%	Quebec (119) 100%	Atlantic (43) 100%	Smoker in H/H (109) 100%	No smoker in H/H (243) 100%	Language	
									English (236) 100%	French (116) 100%
▪ Government of Canada / Federal government	23	21	34	27	12	22	23	24	28	11
▪ Provincial government	9	5	2	17	7	0	5	11	10	7
▪ Government -- can't say which	13	12	7	8	26	6	12	13	8	25
▪ Health Canada	12	12	20	11	7	16	12	12	13	7
▪ Provincial Health department	1	0	1	2	1	0	<1	2	1	1
▪ Other	12	22	9	17	4	18	23	7	16	4
▪ Don't know / refused	29	28	28	19	43	38	25	32	24	44

Figures based on those who heard (self-stated) or may have heard at least one radio ad.

TABLE 9

MESSAGE OF RADIO AD

Among Radio ad recallers	Total (352) 100%	B.C. (36) 100%	Prairies (38) 100%	Ontario (116) 100%	Quebec (119) 100%	Atlantic (43) 100%	Smoker in H/H (109) 100%	No smoker in H/H (243) 100%	Language	
									English (236) 100%	French (116) 100%
Q6_Radio Thinking about the ad(s) that you heard, what do you think was the MAIN point this (these) ad(s) was (were) trying to get across?										
* Quit smoking	14	9	17	14	13	16	11	15	13	15
* Do not smoke inside	11	15	3	13	12	12	12	11	11	11
* SHS causes health problems	23	9	31	25	23	17	22	24	24	23
* SHS affects people around use	9	9	8	11	9	3	10	9	9	9
* Smoking is not safe for children	37	53	40	33	35	41	40	36	38	36
* Nothing / Dk/Na	4	4	1	3	7	12	6	5	4	6

Figures based on those who heard or may have heard at least one radio ad.

TABLE 10

CALL TO ACTION

Among those who claimed to have noticed the SHS advertising campaign (TV and/or radio)	Total (835) %	B.C. (109) %	Prairies (99) %	Ontario (278) %	Quebec (244) %	Atlantic (105) %	Smoker in H/H (249) %	No smoker in H/H (586) %	Language	
									English (590) %	French (245) %
Q7 Did you do anything as a result of seeing or hearing this (these) ad(s)?										
* Yes	10	6	14	11	9	7	12	9	10	9
* Maybe	1	0	0	1	1	2	2	1	1	1
* No	86	92	84	82	90	88	85	86	85	90
* Dk/Na	3	3	2	6	<1	4	2	4	4	0
Q8 What did you do? Anything else?										
* Tried to convince people around me to quit smoking	1	0	1	1	2	2	<1	1	1	2
* Had a discussion with people around me	5	3	5	7	3	2	4	5	5	3
* I want to stop smoking / stop again	2	1	3	3	2	3	5	1	3	2
* Avoided smoking inside the house	2	1	0	2	2	2	4	<1	1	3
* Nothing	1	0	2	1	<1	0	<1	1	1	<1
* Don't know / refused	1	0	<1	1	1	1	<1	1	1	1
* Did not do anything else	89	94	86	88	90	91	87	90	89	90

N.B. Figures are percentages of respondents who claimed to have noticed the SHS advertising (TV and/or radio).

TABLE 11

GOVERNMENT PERFORMANCE RATINGS

All figures based on total sample	Total (1,000) 100%	B.C. (125) 100%	Prairies (120) 100%	Ontario (335) 100%	Quebec (300) 100%	Atlantic (120) 100%	Smoker in H/H (292) 100%	No smoker in H/H (708) 100%	Language	
									English (701) 100%	French (299) 100%
Q9 This (these) ad(s) was (were) in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on helping Canadians to reduce their exposure to second-hand-smoke? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.										
* Positive (5, 6, 7)	69	60	64	69	77	69	65	71	67	76
* Neutral (4)	17	19	17	18	12	19	18	16	18	12
* Negative (1, 2, 3)	12	17	16	12	7	10	16	10	13	8
* Can't say	2	3	3	1	4	2	1	3	2	4
Q10 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.										
* Positive (5, 6, 7)	51	39	46	54	61	35	50	51	49	58
* Neutral (4)	28	35	28	27	23	40	26	29	29	26
* Negative (1, 2, 3)	19	22	24	18	13	20	21	17	20	13
* Can't say	2	5	3	1	3	5	2	2	2	2
Q11 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?										
* Positive (5, 6, 7)	49	37	50	49	57	46	49	49	47	55
* Neutral (4)	24	27	20	26	19	33	22	25	25	22
* Negative (1, 2, 3)	23	23	28	23	17	17	26	22	25	17
* Can't say	3	3	3	2	6	4	3	4	3	6

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TABLE 12

INFORMATION ON GOVERNMENT SERVICES RATINGS

Q12 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 the mid-point, 4, means neither agree nor disagree. How about...

All figures based on total sample	Total (1,000) 100%	B.C. (125) 100%	Prairies (120) 100%	Ontario (335) 100%	Quebec (300) 100%	Atlantic (120) 100%	Smoker in H/H (292) 100%	No smoker in H/H (708) 100%	Language	
									English (701) 100%	French (299) 100%
a) It is easy to contact the Government of Canada for information and service.										
* Agree (5, 6, 7)	40	37	44	39	40	37	39	40	39	40
* Neutral (4)	20	23	23	17	20	21	14	22	20	19
* Disagree (1, 2, 3)	35	35	27	39	33	38	42	31	36	33
* Can't say	6	5	7	6	7	4	5	6	5	8
b) The Government of Canada is using new and innovative ways to provide information and services to citizens.										
* Agree (5, 6, 7)	47	41	51	46	53	36	45	48	46	52
* Neutral (4)	27	23	26	29	23	31	25	27	28	24
* Disagree (1, 2, 3)	21	24	21	20	20	29	27	19	22	20
* Can't say	5	12	2	4	4	4	4	6	5	4
c) The Government of Canada delivers its services and information in a respectful way.										
* Agree (5, 6, 7)	74	72	74	74	77	68	69	76	73	77
* Neutral (4)	13	17	7	13	11	19	12	13	13	11
* Disagree (1, 2, 3)	12	10	18	12	10	12	18	10	13	11
* Can't say	1	1	2	1	2	1	1	1	1	2
d) You can count on the Government of Canada for reliable service and information.										
* Agree (5, 6, 7)	54	42	54	52	63	56	47	57	50	65
* Neutral (4)	23	35	23	24	16	21	21	24	26	14
* Disagree (1, 2, 3)	22	22	23	24	17	22	31	17	23	17
* Can't say	1	1	1	1	4	0	1	2	1	4

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APPENDIX 1

QUESTIONNAIRE (English and French)

ACET

Health Canada

2006/07 SHS AD CAMPAIGN

POR-283-06

HC-06-10

SCREENER

CRÉATEC +
Project: 574-064C
February 2007
Final

Hello, my name is _____ and I am with the Créatec research team, a public opinion research company. We are conducting a study to find out what people think about some important issues facing Canada today. Please be assured that we are not selling or soliciting anything.

This survey is registered with the national survey registration system and we would appreciate your feedback.

We choose telephone numbers at random and then select one person from each household to be interviewed. The survey will take about 10 minutes.

Qa. To start, please tell me how many people 18 YEARS of age or older live at this residence?

- | | |
|-----------------------|--|
| * None..... | ☐ CONCLUDE |
| * One..... | ☐ ASK TO TALK TO HIM / HER IF AVAILABLE OR
MAKE AN APPOINTMENT |
| * Two..... | ☐ ASK Qb |
| * Three and over..... | ☐ REASSURE RESPONDENT WITHOUT ANNOYING
HIM/HER. IF NOT INTERESTED, CONCLUDE |
| * Refusal | |

Qb. Among all the people 18 YEARS of age or older living at this residence, what is the first name of the person who has had the most recent birthday?

_____ ASK TO TALK TO HIM/HER

- | | |
|-----------------------|--|
| * Accepts..... | ☐ |
| * Not available | ☐ MAKE AN APPOINTMENT |
| * Refuses | ☐ REASSURE OR CONCLUDE |

Qc. Do you or does anyone in your household work for an advertising or market research firm, or in radio, TV, film or graphic arts, or an elected official?

- | | |
|-------------|--|
| * Yes | ☐ THANK AND CONCLUDE |
| * No..... | ☐ CONTINUE |

IF ASKED: The survey will take about 10 minutes of your time.

IF ASKED: I can tell you at the end who sponsored this survey, for not influencing your responses.

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey or register a complaint. The registration system toll-free telephone number is 1-800-554-9996.

Providing your opinion is completely voluntary. All the information you provide will be kept anonymous and will be reported as part of overall statistics only. This information is being collected under the guidelines of the Privacy Act.

ACET CORE QUESTIONS

Q1 Over the past few weeks or so, have you seen, heard or read any advertising on second-hand smoke (other people's tobacco smoke)?

- Yes ☐
- Maybe ☐
- No ☐
- Dk/Na ☐ SKIP TO Q4

Q2 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]

Q3 Where did you notice this (these) advertisements? [PROBE - OPEN-ENDED - DO NOT READ - ACCEPT ALL RESPONSES]

- 1. Television ☐
- 2. Radio ☐
- 3. Newspaper ☐
- 4. Magazines ☐
- 5. Local weeklies ☐
- 6. Pamphlet/brochure in the mail ☐
- 7. Outdoor billboards ☐
- 8. Public transit ☐
- 9. Internet/Website banner ☐
- 10. Word of mouth ☐
- 11. Ethnic paper ☐
- 12. Fair/Exhibition ☐
- 13. Pharmacies ☐
- Other (Specify) ☐
- Don't know / refused ☐

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

ROTATE TV and RADIO ADVERTISING

TV

Q4_TV Do you remember seeing a television ad over the past few weeks or so? (READ - Interviewer: pronounce each word clearly / speak slowly) Do you recall seeing this television ad?

DESCRIPTION	Yes	Maybe	No	Dk/Na
Where a woman is smoking near a window? Some of the smoke that she blows out the window makes its way inside the room and makes its way around the house with hand-like shapes - on a lamp, a couch, on grapes and on a teddy-bear. A little girl enters the room, picks up the teddy bear and leaves.	☐	☐	☐	☐

Q5_TV Thinking about the ad that you saw, who do you think produced it - that is, who paid for it? [PROBE. DO NOT READ - ACCEPT ONE RESPONSE - IF RESPONDENT SAYS "Government", or "Health department" PROBE FOR WHICH LEVEL].

- Government of Canada / Federal government ☐
- Provincial government ☐
- Government - can't say which ☐
- Health Canada ☐
- Provincial Health department ☐
- Other (specify) ☐
- Don't know / refused ☐

Q6a_TV Thinking about the ad that you saw, what do you think was the MAIN point this ad was trying to get across? [PROBE - ANSWER SHOULD BE AT LEAST FIVE WORDS]

- Nothing ☐
- Don't know / refused ☐

ROTATE Q6b)_TV and Q6c)_TV

Q6b)_TV Can you recall the 1-800 number in the advertisement?

- Yes ☐
- No ☐
- Dk/Na ☐

Q6c)_TV Can you recall the website address in the advertisement?

- * Yes ☐
- * No ☐
- * Dk/Na ☐

RADIO

Q4_Radio Do you remember hearing a radio ad over the past few weeks or so? (READ - Interviewer: pronounce each word clearly / speak slowly) Do you recall hearing this radio ad?

ROTATE a) and b)		Yes	Maybe	No	Dk/Na
a)	With children in the car who don't speak up about difficulties breathing and having sore eyes from cigarette smoke. It also discusses some illnesses that you can get from second-hand smoke.	☐	☐	☐	☐
b)	Which talks about some steps parents take to ensure their children are safe in the car. They buckle seat belts and drive slowly. They then light up a cigarette exposing their children to second-hand smoke.	☐	☐	☐	☐

IF 'YES' / MAYBE at Q4_Radio a) or b), ASK Q5.
OTHERWISE, SKIP TO TV or Q7

Q5_Radio Thinking about the ad(s) that you heard, who do you think produced it (them) - that is, who paid for it (them)? [PROBE. DO NOT READ - ACCEPT ONE RESPONSE - IF RESPONDENT SAYS "Government", or "Health department" PROBE FOR WHICH LEVEL].

- * Government of Canada / Federal government ☐
- * Provincial government ☐
- * Government - can't say which ☐
- * Health Canada ☐
- * Provincial Health department ☐
- * Other (specify) ☐
- * Don't know / refused ☐

Q6_Radio Thinking about the ad(s) that you heard, what do you think was the MAIN point this (these) ad(s) was (were) trying to get across? [PROBE - ANSWER SHOULD BE AT LEAST FIVE WORDS]

- * Nothing ☐
- * Don't know / refused ☐

END OF ROTATION

IF NO ADVERTISING NOTICED (Q4_TV and Q4_Radio), SKIP TO Q9. IF 'YES' / MAYBE' AT Q4_TV or Q4_Radio, ASK Q7 AND Q8.

Q7 Did you do anything as a result of seeing or hearing this (these) ad(s)?

- * Yes ☐
- * Maybe ☐
- * No ☐
- * Dk/Na ☐

SKIP TO Q9

Q8 What did you do? Anything else? [PROBE - OPEN ENDED - ACCEPT UP TO THREE RESPONSES]

- * Nothing ☐
- * Don't know / refused ☐

Q9 This (these) ad(s) was (were) in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on helping Canadians to reduce their exposure to second-hand-smoke? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad."

- 1 - Terrible ☐
- 2 ☐
- 3 ☐
- 4 - Neither good nor bad ☐
- 5 ☐
- 6 ☐
- 7 - Excellent ☐
- * Don't know / refused ☐

Q10 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."

- 1 - Terrible ☐
- 2 ☐
- 3 ☐
- 4 - Neither good nor bad ☐
- 5 ☐
- 6 ☐
- 7 - Excellent ☐
- * Don't know / refused ☐

14 Q11 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?

- 1 - Terrible..... ☐
 2..... ☐
 3..... ☐
 4 - Neither good nor bad..... ☐
 5..... ☐
 6..... ☐
 7 - Excellent..... ☐
 * Don't know / refused ☐

15 Q12 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 the mid-point, 4, means neither agree nor disagree. How about... [READ AND ROTATE - REPEAT SCALE AS NECESSARY]

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

- 1 - Totally disagree..... ☐
 2..... ☐
 3..... ☐
 4 - Neither agree nor disagree..... ☐
 5..... ☐
 6..... ☐
 7 - Totally agree..... ☐
 * Don't know / refused ☐

b) The Government of Canada is using new and innovative ways to provide information and services to citizens.

- 1 - Totally disagree..... ☐
 2..... ☐
 3..... ☐
 4 - Neither agree nor disagree..... ☐
 5..... ☐
 6..... ☐
 7 - Totally agree..... ☐
 * Don't know / refused ☐

c) The Government of Canada delivers its services and information in a respectful way.

- 1 - Totally disagree..... ☐
 2..... ☐
 3..... ☐
 4 - Neither agree nor disagree..... ☐
 5..... ☐
 6..... ☐
 7 - Totally agree..... ☐
 * Don't know / refused ☐

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

- 1 - Totally disagree..... ☐
 2..... ☐
 3..... ☐
 4 - Neither agree nor disagree..... ☐
 5..... ☐
 6..... ☐
 7 - Totally agree..... ☐
 * Don't know / refused ☐

DEMOGRAPHICS

The Interview is almost over. To terminate, I'd like to ask you a few questions for statistical purposes only. I'd like to remind you that all your answers are completely confidential.

46 Q13 Excluding video cassettes and DVDs, how much time, in total, did you personally spend watching television during the last 7-day weekly period, Monday to Sunday?

hours + minutes

- * None / zero .. ☐
 * Dk/Na..... ☐

17 Q14 How much time, in total, did you personally spend listening to the radio during the last 7-day weekly period, Monday to Sunday?

hours + minutes

- * None / zero .. ☐
 * Dk/Na..... ☐

18 Q15 In what year were you born?

19

- * Don't know / refused ☐

19 Q16 What is the highest level of formal education that you have completed? [READ IF NECESSARY]

- * Grade 8 or less..... ☐
 * Some high school..... ☐
 * Complete high school..... ☐
 * Technical, vocational post-secondary, college ☐
 * Some university..... ☐
 * Complete university degree ☐
 * Don't know / refused ☐

20

Q17 What is your current employment status? Are you... [READ LIST - ACCEPT ONE ANSWER ONLY]

- Employed full-time for pay (35 or more hours per week) ☐
- Employed part-time for pay (less than 35 hours per week) ☐
- Self-employed ☐
- Unemployed, currently seeking work ☐
- Attending school full-time/A student ☐
- Retired ☐
- Not in workforce (Homemaker/Unemployed, not looking for work) ☐
- Other (do not read) ☐
- Don't know / refused ☐

21

Q18 How many children under the age of 18 live in your household? This includes living there full-time or part-time as part of a shared custody agreement.

- None ☐
- One ☐
- Two ☐
- Three ☐
- Four or more ☐

22

Q19 Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?

- Yes ☐
- No ☐
- Don't know / refused ☐

23

Q20 At the present time, do you smoke cigarettes (manufactured or roll-your-own)? [READ]

- Everyday ☐
- Occasionally (less than everyday) ☐
- Not at all / Dk-Na ☐

24

Q21 Are there any other people in your household, adults or children that smoke cigarettes, even if occasionally?

- Yes ☐
- No ☐
- Dk/Na ☐

25

Q22 For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income – before taxes - or gross income - of all persons in your household combined? Just stop me when I reach your category? [READ LIST.]

- Under \$10,000 ☐
- \$10,000 to \$19,999 ☐
- \$20,000 to \$29,999 ☐
- \$30,000 to \$39,999 ☐
- \$40,000 to \$49,999 ☐
- \$50,000 to \$59,999 ☐
- \$60,000 to \$69,999 ☐
- \$70,000 to \$79,999 ☐
- \$80,000 to \$99,999 ☐
- \$100,000 and over ☐
- Don't know / refused ☐

This concludes the interview. Thank you very much for your time and assistance. This survey was conducted on behalf of Health Canada, and is registered under the Federal Access to Information Act. The results of this research will be made available on Health Canada's website (to interviewer, offer to provide the website address, <http://www.hc-sc.gc.ca>). You may expect to see the report on this website by this fall 2007.

Please be assured that the findings of this research will be statistical information and that all information you have provided to assist in this research will be kept anonymous.

THANK YOU FOR YOUR HELP!

ACET

Santé Canada

Campagne publicitaire FS 2006/07

POR-283-06

HC-06-10

SÉLECTION

Bonjour/Bonsoir. Je m'appelle _____ et je représente l'équipe de recherche Créatec, une compagnie de recherche sur l'opinion publique. Nous menons une étude pour découvrir ce que les gens pensent à propos de certains enjeux importants dont fait face le Canada aujourd'hui. Soyez assuré que nous ne vendons ou ne sollicitons rien.

Cette enquête a été enregistrée auprès du système national d'enregistrement des sondages et nous apprécierions vos commentaires.

Nous avons choisi les numéros de téléphone au hasard et ensuite nous sélectionnons une personne dans chaque foyer pour être interviewée. Le sondage prendra environ 10 minutes.

Qa. Pour commencer, veuillez me dire combien de personnes de 18 ANS ou plus vivent à cette adresse?

- | | | |
|------------------|-----------------------|---|
| Aucune..... | ☐ | TERMINEZ |
| Une..... | ☐ | DEMANDEZ À LUI PARLER SI ELLE EST DISPONIBLE OU PRENEZ UN RENDEZ-VOUS |
| Deux..... | ☐ | PASSEZ À LA Qb |
| Trois et plus... | ☐ | |
| Refus..... | ☐ | RASSUREZ LE (LA) RÉPONDANT(E) SANS L'IRRITER. SI LA PERSONNE N'EST TOUJOURS PAS INTÉRESSÉE, TERMINEZ. |

Qb. Toutes les personnes de 18 ANS ou plus qui vivent à cette adresse, quel est le prénom de celle qui a célébré son anniversaire de naissance le plus récemment?

_____ DEMANDEZ À LUI PARLER

- | | | |
|---------------------|-----------------------|-----------------------|
| Accepte..... | ☐ | |
| Non disponible..... | ☐ | PRENEZ UN RENDEZ-VOUS |
| Refuse..... | ☐ | RASSUREZ OU TERMINEZ |

Qc. Est-ce que vous ou quelqu'un d'autre au sein de votre foyer travaille pour une agence de publicité ou un bureau d'études de marché, ou pour la radio, la télévision ou les arts graphiques, ou pour un élu?

- | | | |
|----------|-----------------------|-----------------------|
| Oui..... | ☐ | REMERCIEZ ET TERMINEZ |
| Non..... | ☐ | CONTINUEZ |

SI ON LE DEMANDE : Le sondage prendra environ 10 minutes de votre temps.

SI ON LE DEMANDE : Je pourrai vous dire à la toute fin qui a commandité ce sondage afin de ne pas influencer vos réponses.

SI ON LE DEMANDE : Le système d'inscription a été créé par l'industrie canadienne de la recherche par sondage pour permettre au public de vérifier si un sondage est légitime, d'obtenir de l'information à propos du sondage ou de déposer une plainte. Le numéro sans frais du système d'inscription est le 1-800-554-9996.

Votre opinion est donnée tout à fait librement. Toute l'information que vous nous communiquez demeurera strictement anonyme et sera diffusée sous forme de statistiques globales seulement. Cette information est recueillie suivant les lignes directrices de la Loi sur la protection des renseignements personnels.

QUESTIONS ACET DE BASE

Q1 Au cours des dernières semaines, avez-vous vu, lu ou entendu une publicité sur la fumée secondaire (fumée de cigarette provenant d'autres personnes)?

- | | |
|---|-----------------------|
| ☐ Oui..... | ☐ |
| ☐ Peut-être..... | ☐ |
| ☐ Non..... | ☐ |
| ☐ Nsp/Nrp..... | ☐ |
- PASSEZ À LA Q4**

Q2 Veuillez me dire tout ce dont vous vous rappelez à propos de cette (ces) publicité(s). Quelles sont les images qui vous viennent à l'esprit ? [SONDER] Est-ce qu'il y a autre chose? [QUESTION OUVERTE - ACCEPTEZ TOUTES LES RÉPONSES]

Q3 Où avez-vous remarqué cette (ces) publicité(s)? [SONDER - QUESTION OUVERTE - NE PAS LIRE - ACCEPTEZ TOUTES LES RÉPONSES]

- | | |
|---|-----------------------|
| 1. Télévision..... | ☐ |
| 2. Radio..... | ☐ |
| 3. Journaux..... | ☐ |
| 4. Magazines / revues..... | ☐ |
| 5. Hebdomadaires locaux..... | ☐ |
| 6. Dépliants/brochures reçu par la poste..... | ☐ |
| 7. Panneaux-réclame à l'extérieur..... | ☐ |
| 8. Transport en commun..... | ☐ |
| 9. Internet/bannière sur un site Web..... | ☐ |
| 10. Bouche à oreille..... | ☐ |
| 11. Journaux des communautés ethniques..... | ☐ |
| 12. Foire/Exposition..... | ☐ |
| 13. Pharmacies..... | ☐ |
| * Autre (Précisez)..... | ☐ |
| * Ne sait pas / a refusé..... | ☐ |

J'aimerais maintenant vous poser quelques questions concernant certaines publicités précises.

ROTATION DE LA PUBLICITÉ TV et RADIO

TV

Q4_TV Vous souvenez-vous d'avoir vu une publicité télévisée au cours des dernières semaines? (LIRE - **Intervieweur** : prononcez chaque mot clairement / parlez lentement) Vous souvenez-vous d'avoir vu cette publicité télévisée?

DESCRIPTION	Oui	Peut-être	Non	Nsp/Nrp
Où on voit une femme qui fume près d'une fenêtre. Une partie de la fumée qu'elle souffle dehors par la fenêtre réussit à revenir à l'intérieur de la pièce et à circuler autour de la maison en prenant la forme de mains - sur une lampe, un sofa, des grappes de raisins et un ours en peluche. Une fillette entre dans la pièce, prend l'ours et s'en va.	☐	☐	☐	☐

Q5_TV Si vous pensez à la publicité que vous avez vue, qui était, selon vous, l'auteur de cette publicité, c'est-à-dire qui l'a financée? [SONDER. NE PAS LIRE - ACCEPTEZ UNE RÉPONSE - SI LE RÉPONDANT DIT « Gouvernement » ou « Ministère de la santé », SONDER POUR QUEL NIVEAU].

- * Gouvernement du Canada / Gouvernement fédéral..... ☐
- * Gouvernement provincial..... ☐
- * Gouvernement - ne peut dire lequel..... ☐
- * Santé Canada..... ☐
- * Ministère provincial de la santé..... ☐
- * Autre (**Précisez**)..... ☐
- * Ne sait pas / a refusé..... ☐

Q6a)_TV Si vous pensez à la publicité que vous avez vue, quel en était le message PRINCIPAL selon vous? [SONDER - LA RÉPONSE DOIT CONTENIR AU MOINS CINQ MOTS]

- * Rien..... ☐
- * Ne sait pas / a refusé..... ☐

ROTATION Q6b)_TV et Q6c)_TV

Q6b)_TV Pouvez-vous vous rappeler du numéro 1-800 dans la publicité?

- * Oui..... ☐
- * Non..... ☐
- * Nsp/Nrp..... ☐

Q6c)_TV Pouvez-vous vous rappeler de l'adresse du site web dans la publicité?

- * Oui..... ☐
- * Non..... ☐
- * Nsp/Nrp..... ☐

RADIO

Q4_Radio Vous souvenez-vous d'avoir entendu une publicité à la radio au cours des dernières semaines? (LIRE - **Intervieweur** : prononcez chaque mot clairement / parlez lentement) Vous souvenez-vous d'avoir entendu cette publicité à la radio?

ROTATION a) et b)	Oui	Peut-être	Non	Nsp/Nrp
a) avec des enfants dans une voiture qui ne disent pas tout haut qu'ils ont du mal à respirer, mais qui ont les yeux irrités par la fumée de cigarette. Ils discutent aussi de quelques maladies qui peuvent être causées par la fumée secondaire.	☐	☐	☐	☐
b) où il est question de certaines mesures que prennent les parents pour s'assurer que leurs enfants sont en sécurité dans la voiture. Ils attachent leur ceinture et conduisent lentement. Ils allument ensuite une cigarette, exposant ainsi leurs enfants à la fumée secondaire.	☐	☐	☐	☐

SI 'OUI / PEUT-ÊTRE' à Q4_Radio a) ou b), DEMANDEZ Q5.
SINON, PASSEZ À LA SECTION TV ou À LA Q7

Q5_Radio Si vous pensez à la (aux) publicité(s) que vous avez entendue(s), qui était, selon vous, l'auteur de cette (ces) publicité(s), c'est-à-dire qui l'a (les a) financée(s)? [SONDER. NE PAS LIRE - ACCEPTEZ UNE RÉPONSE - SI LE RÉPONDANT DIT « Gouvernement » ou « Ministère de la santé », SONDER POUR QUEL NIVEAU].

- * Gouvernement du Canada / Gouvernement fédéral..... ☐
- * Gouvernement provincial..... ☐
- * Gouvernement - ne peut dire lequel..... ☐
- * Santé Canada..... ☐
- * Ministère provincial de la santé..... ☐
- * Autre (**Précisez**)..... ☐
- * Ne sait pas / a refusé..... ☐

Q6_Radio Si vous pensez à la (aux) publicité(s) que vous avez entendue(s), quel en était le message PRINCIPAL selon vous? [SONDER - LA RÉPONSE DOIT CONTENIR AU MOINS CINQ MOTS]

- * Rien..... ☐
- * Ne sait pas / a refusé..... ☐

FIN DE LA ROTATION

SI AUCUNE PUBLICITÉ REMARQUÉE (Q4_TV et Q4-Radio), PASSEZ À LA Q9. SI 'OUI / PEUT-ÊTRE' À Q4_TV ou Q4_Radio, DEMANDEZ Q7 ET Q8.

Q7 Avez vous fait quelque chose en réponse à l'écoute de cette publicité?

- Oui..... ☐
- Peut-être..... ☐
- Non..... ☐
- Nsp/Nrp..... ☐

PASSEZ À LA Q9

Q8 Qu'avez-vous fait? Autre chose? [SONDER – QUESTION OUVERTE – ACCEPTEZ JUSQU'À TROIS RÉPONSES]

- Rien ☐
- Ne sait pas / a refusé ☐

Q9 Cette (Ces) publicité(s) étai(en)t en fait présentée(s) par le gouvernement du Canada. Comment évalueriez-vous la performance du gouvernement du Canada pour aider les Canadiens à réduire leur exposition à la fumée secondaire? Veuillez utiliser une échelle de 7 points, où « 1 » signifie « Affreuse », « 7 » signifie « Excellente » et « 4 », le point milieu, signifie « Ni bonne, ni mauvaise ».

- 1 – Affreuse..... ☐
- 2..... ☐
- 3..... ☐
- 4 – Ni bonne, ni mauvaise..... ☐
- 5..... ☐
- 6..... ☐
- 7 – Excellente..... ☐
- Ne sait pas / a refusé ☐

Q10 De façon générale, comment évalueriez-vous la performance du gouvernement du Canada? Veuillez utiliser une échelle de 7 points, où « 1 » signifie « Affreuse », « 7 » signifie « Excellente » et « 4 », le point milieu, signifie « Ni bonne, ni mauvaise ».

- 1 – Affreuse..... ☐
- 2..... ☐
- 3..... ☐
- 4 – Ni bonne, ni mauvaise..... ☐
- 5..... ☐
- 6..... ☐
- 7 – Excellente..... ☐
- Ne sait pas / a refusé ☐

Q11 En utilisant la même échelle [RÉPÉTEZ SI NÉCESSAIRE], comment évalueriez-vous la performance du gouvernement du Canada pour ce qui est de fournir aux Canadiens de l'information sur les services gouvernementaux disponibles aux Canadiens?

- 1 – Affreuse..... ☐
- 2..... ☐
- 3..... ☐
- 4 – Ni bonne, ni mauvaise..... ☐
- 5..... ☐
- 6..... ☐
- 7 – Excellente..... ☐
- Ne sait pas / a refusé ☐

Q12 Veuillez me dire dans quelle mesure vous êtes en accord ou en désaccord avec chacun des énoncés suivants en utilisant une échelle de 7 points, où « 1 » signifie « Entièrement en désaccord », « 7 » signifie Entièrement en accord », et « 4 », le point milieu, signifie « Ni en accord, ni en désaccord ». [LIRE EN ROTATION – RÉPÉTEZ L'ÉCHELLE AU BESOIN]

a) C'est facile de communiquer avec le gouvernement du Canada pour obtenir des informations ou des services.

- 1 – Entièrement en désaccord..... ☐
- 2..... ☐
- 3..... ☐
- 4 – Ni en accord, ni en désaccord ☐
- 5..... ☐
- 6..... ☐
- 7 – Entièrement en accord ☐
- Ne sait pas / a refusé ☐

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

- 1 – Entièrement en désaccord..... ☐
- 2..... ☐
- 3..... ☐
- 4 – Ni en accord, ni en désaccord ☐
- 5..... ☐
- 6..... ☐
- 7 – Entièrement en accord ☐
- Ne sait pas / a refusé ☐

c) Le gouvernement du Canada fournit ses services et ses informations de façon respectueuse.

- 1 - Entièrement en désaccord ☐
 2 ☐
 3 ☐
 4 - Ni en accord, ni en désaccord ☐
 5 ☐
 6 ☐
 7 - Entièrement en accord ☐
 * Ne sait pas / a refusé ☐

d) On peut compter sur le gouvernement du Canada pour obtenir des services et de l'information fiables.

- 1 - Entièrement en désaccord ☐
 2 ☐
 3 ☐
 4 - Ni en accord, ni en désaccord ☐
 5 ☐
 6 ☐
 7 - Entièrement en accord ☐
 * Ne sait pas / a refusé ☐

DONNÉES DÉMOGRAPHIQUES

L'entrevue s'achève. Avant que nous terminions, j'aimerais vous poser quelques questions à des fins statistiques uniquement. Je vous rappelle que toutes vos réponses demeureront strictement confidentielles.

Q13 Sans compter les cassettes vidéo et les DVD, environ combien de temps avez-vous consacré personnellement à regarder la télévision au cours des 7 jours de la semaine dernière, soit de lundi à dimanche?

heures + minutes

- * Aucun / zéro ☐
 * Nsp/Nrp ☐

Q14 Environ combien de temps avez-vous consacré personnellement à écouter la radio au cours des 7 jours de la semaine dernière, soit de lundi à dimanche?

heures + minutes

- * Aucun / zéro ☐
 * Nsp/Nrp ☐

Q15 En quelle année êtes-vous né?

19

- * Ne sait pas / a refusé ☐

Q16 Quel est le plus haut niveau de scolarité que vous avez atteint? [LIRE AU BESOIN]

- * Cours primaire ☐
 * Une partie du cours secondaire ☐
 * Diplôme d'études secondaires ☐
 * Études collégiales (collège communautaire/collège technique/cégep) ☐
 * Une partie du cours universitaire ☐
 * Baccalauréat universitaire ☐
 * Ne sait pas / a refusé ☐

Q17 Laquelle des catégories suivantes décrit le mieux votre situation d'emploi actuelle? Êtes-vous.... [LIRE LA LISTE - ACCEPTEZ UNE RÉPONSE SEULEMENT]

- * Salarié à temps plein (35 heures ou plus par semaine) ☐
 * Salarié à temps partiel (moins de 35 heures par semaine) ☐
 * Travailleur autonome ☐
 * Sans emploi, mais à la recherche d'un emploi ☐
 * Aux études à temps plein/étudiant ☐
 * À la retraite ☐
 * Ne travaille pas (personne au foyer/sans emploi, mais pas à la recherche d'un emploi) ☐
 * Autre (**ne pas lire**) ☐
 * Ne sait pas / a refusé ☐

Q18 Combien y a-t-il d'enfants de moins de 18 ans qui vivent dans votre foyer? Il peut s'agir d'enfants vivant dans votre foyer à temps plein ou à temps partiel dans le cadre d'une entente de garde partagée.

- * Aucun ☐
 * Un ☐
 * Deux ☐
 * Trois ☐
 * Quatre ou plus ☐

Q19 Êtes-vous autochtone (c.-à-d. un Amérindien d'une collectivité précise, un Inuit ou un Métis)?

- * Oui ☐
 * Non ☐
 * Ne sait pas / a refusé ☐

Q20 Actuellement, fumez-vous des cigarettes (vendue en paquet ou que vous roulez vous-même)?
[LIRE]

- * À tous les jours..... ☐
- * Occasionnellement (moins qu'à tous les jours) ☐
- * Pas du tout / Nsp/Nrp..... ☐

Q21 Y a-t-il d'autres personnes dans votre foyer, adultes ou enfants, qui fument la cigarette, même si ce n'est qu'occasionnellement?

- * Oui..... ☐
- * Non..... ☐
- * Nsp/Nrp ☐

Q22 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]

- * Moins de 10 000 \$..... ☐
- * 10 000 \$ à 19 999 \$ ☐
- * 20 000 \$ à 29 999 \$ ☐
- * 30 000 \$ à 39 999 \$ ☐
- * 40 000 \$ à 49 999 \$ ☐
- * 50 000 \$ à 59 999 \$ ☐
- * 60 000 \$ à 69 999 \$ ☐
- * 70 000 \$ à 79 999 \$ ☐
- * 80 000 \$ à 99 999 \$ ☐
- * 100 000 \$ et plus..... ☐
- * Ne sait pas / refus ☐

Ceci termine l'entrevue. Merci beaucoup pour votre temps et aide. Ce sondage a été effectué pour le compte de Santé Canada et est enregistré sous la *Loi fédérale d'accès à l'information*. Les résultats de cette recherche seront disponibles sur le site web de Santé Canada (à l'intervieweur, offrir de fournir l'adresse du site web, <http://www.hc-sc.gc.ca>). Il est prévu que vous pourrez consulter le rapport sur ce site web dès cet automne 2007.

Soyez assuré que les résultats de cette recherche serviront à des fins statistiques et que tous les renseignements que vous avez fournis dans le cadre de cette recherche seront tenus confidentiels.

MERCI POUR VOTRE AIDE!

APPENDIX 2

TABLE OF CONFIDENCE INTERVALS AND SAMPLING ERRORS

CONFIDENCE INTERVALS

Level of confidence: 95%

Sampling error for selected proportions and sample sizes (infinite population)

Sample size	2% or 98%	4% or 96%	6% or 94%	8% or 92%	10% or 90%	12% or 88%	15% or 85%	20% or 80%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	45% or 55%	50%
75	3.2	4.4	5.4	6.1	6.8	7.4	8.1	9.1	9.8	10.4	10.8	11.1	11.3	11.3
100	2.7	3.8	4.7	5.3	5.9	6.4	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
150	2.2	3.1	3.8	4.3	4.8	5.2	5.7	6.4	6.9	7.3	7.6	7.8	8.0	8.0
200	1.9	2.7	3.3	3.8	4.2	4.5	4.9	5.5	6.0	6.4	6.6	6.8	6.9	6.9
250	1.7	2.4	2.9	3.4	3.7	4.0	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
300	1.6	2.2	2.7	3.1	3.4	3.7	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.7
400	1.4	1.9	2.3	2.7	2.9	3.2	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
500	1.2	1.7	2.1	2.4	2.6	2.8	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
600	1.1	1.6	1.9	2.2	2.4	2.6	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0
700	1.0	1.5	1.8	2.0	2.2	2.4	2.6	3.0	3.2	3.4	3.5	3.6	3.7	3.7
800	1.0	1.4	1.6	1.9	2.1	2.3	2.5	2.8	3.0	3.2	3.3	3.4	3.4	3.5
900	0.9	1.3	1.6	1.8	2.0	2.1	2.3	2.6	2.8	3.0	3.1	3.2	3.3	3.3
1,000	0.9	1.2	1.5	1.7	1.9	2.0	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1
1,100	0.8	1.2	1.4	1.6	1.8	1.9	2.1	2.4	2.6	2.7	2.8	2.9	3.0	3.0