



Second-Hand Smoke: Testing of TV and Print Concepts

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Introduction

Decima Research Inc. is pleased to present the following report to Health Canada. This report summarizes the results of a series of focus groups and on-line surveys conducted to test communications concepts with smokers and non-smokers.

Health Canada identified a need to conduct qualitative and quantitative research investigating the effectiveness of a new second-hand smoke communications campaign that it is currently testing.

More specifically, the purpose of the concept testing was to evaluate and determine if the concepts were effective, credible, memorable and motivating for a call to action.

The overall objective of the qualitative and quantitative work is to evaluate the impact the concepts have on both smokers and non-smokers. Specifically, this testing was intended to aid Health Canada in determining the following aspects of the concepts and the message portrayed by the concept:

- Effectiveness, fit, and appeal
- Credibility
- Appropriateness and clarity
- Understandability
- Relevance
- Sensitivity to the needs of the targeted audiences
- Believability

This report is based on the results of:

Qualitative Research consisting of six focus groups in three cities across Canada. Focus groups were conducted in: Halifax (September 5th), Montreal and Toronto (September 6th). In each city there were two sessions held, the first with non-smokers that have a smoker in their household, the second with smokers. Both target audiences were parents between the ages of 20 and 55.

The materials tested in the focus groups included:

- TV ad
- Poster
- Insert
- Magnet
- Double-sided Decal

These materials can be found in Appendix A of the report.

Quantitative Research The second phase of the research consisted of 737 on-line surveys with Canadian smokers (473), non-smokers (210) and non-smokers who live with a smoker (54). Although the ‘non-smokers living with smokers’ segment is small in size (n=54), we feel that it is still worthwhile to report on it in key places in order to demonstrate the overall direction of the research. It should be emphasized that because of the size of the overall segment, results broken down within it are not statistically significant, and should not be interpreted that way.

A total of 518 surveys were completed in English and 219 were completed in French. A random probability sample of this size would have an approximate margin of error of $\pm 3.5\%$ at the 95% confidence level. Like the focus groups, respondents were parents between the ages of 20 and 55. The on-line survey tested impressions of the TV ad, poster and insert.

Decima Research designed and directed all elements of this research including design (screener, moderation guide, on-line survey instrument), recruitment, moderation, analysis and reporting. The research tools and deliverables were approved by Health Canada and the documents were translated into French by Decima’s in-house translation department.

This report begins with an executive summary highlighting key findings from the focus groups and survey, followed by detailed results of the qualitative findings and analysis of the quantitative data. The detailed analysis section of the report denotes these tables by question number (e.g. Q.1) for easy reference.

In some of the tables and charts the percentages may not sum to exactly 100%, due to rounding.

A more detailed description of the survey methodology¹ used to conduct this research is provided at the back of this report.

Any questions regarding this report can be directed to:

¹ A detailed description of the construction of the on-line panel used for this research can be found in the Methodology section at the end of the report.

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Executive Summary

Perceptions of Trends in Second-Hand Smoke

Among smokers and non-smokers alike, the general sense from this research suggests that smoking and second-hand smoke continue to be a significant issue in Canadian society. Although there is a sense that smoking habits are changing, owing to regulations that govern smoking, and social pressures that mitigate smoking, there remains a sense that this is a significant problem. Mainly, people sense that there is more information being revealed about the negative impacts of second-hand smoke.

Participants in the focus groups revealed that many smokers already take measures in the home to reduce the effects of second-hand smoke. Whether or not these measures are effective (i.e. smoking outside) or ineffective (i.e. smoking under the hood fan of the stove, closing bedroom doors to keep the smoke out of that room), there is a clear sense that many smokers attempt to take these measures out of respect for the non-smokers in the home, children and visitors.

Finally, it was clear from the discussions that second-hand-smoke from smoking in cars is viewed as being as serious, if not more serious than second-hand-smoke in the home. This was the case for two key reasons: first, many perceive that smokers do not take many measures to minimize the impact of smoking in the car (in contrast to the home); second, many perceive that smoking in the car is a more dangerous form of second-hand smoke, because cars are a much more contained and confined environment.

Impressions: The TV Concept

Overall, the TV ad tested very well among smokers and non-smokers alike. With a few exceptions among smokers in Montreal, the TV ad tested very well in the qualitative research. Similarly, in the quantitative research, positive ratings (scores of 4 and 5 out of 5) outweighed negative ratings by a margin of 6:1 or greater, across audiences.

Central to the TV ad's overall appeal are three key factors – relevance, visual effectiveness, and tone. The opening scene of the woman smoking by the open window proved to be something that smokers and non-smokers related to, as a measure that many smokers have observed or taken at some point.

The ad also had strong visual appeal, particularly the way in which the smoke envelops the grapes and the side of the couch.

Finally, the tone of the ad worked well – it did not paint smokers as being bad people, rather it painted the practice of smoking as a bad practice, and that measures which many take to minimize its impacts in the home or work simply don't work. In this way, it kept smokers engaged, kept them from dismissing the ad. That isn't to say the ad is "soft" – indeed, some felt the opposite, that the ad delivered a very strong message, particularly at the conclusion when the young girl comes out of her room and picks up the teddy bear.

In fact, 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 reducing or eliminating second-hand smoke.

In addition, most felt that the tag line made sense and was clear. The tone generally did not put respondents off, or make them feel that they were being "told what to do" by the government.

Although the ad tested well in both quantitative and qualitative research, some improvements are recommended, including:

- The voice-over needs to be slightly more emotional, hitting on key words like "toxic" but still delivered in a controlled manner.
- Because the little girl is such a key part of the ad, and the smoke such a powerful visual, we suggest there is a need to enhance the smoke around the girl.
- In terms of execution, the smoke coming off the bear conveys a message to some that the risk of second-hand-smoke is when it "comes off" of things that it attaches to in the home, rather than being all around in the air. We suggest the smoke should be in the air, around the girl and the bear, and "kicked up" when she picks up the bear, instead of just coming off of the bear when the girl picks it up.
- The web site should have more presence in the ad. This might involve putting it in a larger font, or placing it below the wordmark at the conclusion of the ad, but it was clear that higher profile would be beneficial.

Impressions of the Poster and Insert

The poster and insert tested well in both qualitative and quantitative research, with high levels of appeal, and very little resistance. However, it was clear in the focus groups that these ads did not resonate in the same way as the TV ad. While the print concepts were visually attractive, there was felt to be relatively little connection in terms of message, look, feel, or tone between the TV and the print concepts. The print concepts were also seen as being less attention grabbing than the TV concept.

Moreover, the tag line/message was slightly less noticeable in these concepts than in the TV concept, in spite of the fact that the *car* was included in the tag line (which was a positive). Finally, both materials seemed to be too text-heavy for most participants. Overall, the relevance and clarity of the message was good, but not as strong in these concepts compared to the TV ad, and the two spheres of ads (TV and print) were seen as being fairly disconnected.

The insert was reasonably appealing to participants; however it tested slightly less well than the poster. Generally, participants did not favour the insert as much as the poster because it is something they would not typically read. A good number of participants confessed that they usually throw out inserts like this when they come in the mail.

Impressions of the Magnet and Decal

These materials tested relatively well, especially the magnet. What works about the magnet and decal is that they convey a message of a smoke-free environment without having to directly confront smokers about it. In all focus groups, among smokers and non-smokers, we heard that displaying the magnet and decal is a good way to send the message to visitors that they are in a smoke-free environment, whether it's in the car or in the home. Many participants liked the idea that these materials would do the talking for them which avoids an awkward, or even confrontational, conversation with visitors asking them not to smoke in their home or car.

The magnet, in particular, tested very well. Many participants agreed that putting this magnet on their fridge would be a great idea. Almost all participants that liked the idea of the magnet liked the concept of removing the middle to act as a frame for a child's photo.

The double-sided decal was not as well received as the magnet, however a good number of participants liked the versatility of placing it in a car window or windows in the home. The biggest drawback to the sticker was its size.

Many thought that the sticker was too big, deterring them from actually displaying it in their own car or home. These participants commented that having both the English and the French messages on the decal was too much – perhaps it could be offered in the language of choice.

TV Concept: Wordmark

The Health Canada wordmark tested much better than the other alternatives tested in the qualitative research. Many found this wordmark to be more appealing because it is distinguishable from the federal government, and furthermore, the brand and the agency is dedicated to the health and well being of Canadians, so there was less of a connection to the taxation issues, and more of a legitimate rationale connected with Health Canada delivering this message.

One of the clear findings from this research, in both qualitative and quantitative contexts, was that the Government of Canada wordmark was not received well by participants in the context of Second-Hand-Smoke advertising. This was particularly the case among smokers. Mainly, the Government of Canada wordmark evoked negative sentiment among participants because it raised hostility about tax issues associated with smoking.

The combined Health Canada / Government of Canada wordmark met lukewarm reaction from participants in focus groups, but in the quantitative research, it tested about equally well to the Health Canada wordmark.

Résumé

Tendances générales observées par rapport à la fumée secondaire

De façon générale, la recherche révèle que les fumeurs et les non-fumeurs considèrent toujours le tabagisme et la fumée secondaire comme étant des problèmes importants au sein de la société canadienne. Ils reconnaissent toutefois que les lois et les pressions sociales font évoluer les habitudes des fumeurs et entraînent une réduction du tabagisme. Les gens ont surtout l'impression d'être de plus en plus informés sur les effets négatifs de la fumée secondaire.

Les participants aux groupes de discussion indiquent que de nombreux fumeurs prennent déjà des mesures pour atténuer les effets de la fumée secondaire à la maison. Que ces mesures soient efficaces (par ex. fumer à l'extérieur) ou non (par ex. fumer sous la hotte de la cuisinière, fermer les portes de chambre pour éviter que la fumée n'y pénètre), il est clair que beaucoup de fumeurs essaient d'adopter ces mesures par respect envers les non-fumeurs de la maison, les enfants et les visiteurs.

Finalement, les discussions révèlent que la fumée secondaire dans la voiture est perçue comme un problème grave, voire pire que la fumée secondaire à la maison. Deux raisons clés ressortent : premièrement, beaucoup de gens pensent que les fumeurs prennent peu de mesures pour réduire les effets du tabagisme dans la voiture (contrairement à la maison); deuxièmement, beaucoup de gens croient que la fumée secondaire est plus dangereuse dans la voiture parce qu'il s'agit d'espaces beaucoup plus renfermés et confinés.

Impressions à l'égard du concept pour la télévision

Dans l'ensemble, la publicité télévisée obtient beaucoup de succès auprès des fumeurs et des non-fumeurs. Mis à part quelques exceptions chez les fumeurs de Montréal, la publicité télévisée a obtenu beaucoup de succès lors de la recherche qualitative. De même, lors de la recherche quantitative, les évaluations positives (notes de 4 et 5 sur 5) ont été supérieures aux évaluations négatives dans un rapport d'au moins 6 pour 1.

Trois facteurs clés expliquent l'intérêt général que suscite la publicité télévisée : la pertinence, l'efficacité visuelle et le ton. La scène d'ouverture, où une femme fume à côté d'une fenêtre ouverte, touche les fumeurs et les non-fumeurs parce qu'ils sont nombreux à avoir déjà observé ou adopté cette précaution.

La publicité est également intéressante visuellement, en particulier lorsque la fumée enveloppe les raisins et le côté du divan.

Finalement, le ton de la publicité fonctionne bien. Les fumeurs ne sont pas dépeints comme de mauvaises personnes; c'est plutôt le fait de fumer qui est dépeint comme une mauvaise habitude. De cette façon, les fumeurs restent à l'écoute et ne rejettent pas la publicité. En outre, on démontre que les mesures adoptées par de nombreux fumeurs pour minimiser les effets du tabagisme à la maison ou au travail ne fonctionnent tout simplement pas. Cela ne veut pas dire que la publicité est « douce » : en effet, certaines personnes ont plutôt l'impression contraire, c'est-à-dire que la publicité véhicule un message très fort, particulièrement à la fin lorsque la petite fille sort de sa chambre et ramasse l'ours en peluche.

En fait, la publicité pousse un nombre important de participants à agir, en particulier les non-fumeurs qui habitent avec des fumeurs. Le visionnement de la publicité télévisée incite certains d'entre eux à discuter avec les fumeurs avec qui ils habitent des mesures à prendre pour réduire ou éliminer la fumée secondaire à la maison.

De plus, la plupart des gens trouvent que le slogan est clair et qu'il a du sens. Dans l'ensemble, le ton ne rebute pas les répondants et ne leur donne pas l'impression que le gouvernement « leur dit quoi faire ».

Bien que la publicité obtienne de bons résultats dans les volets quantitatif et qualitatif, nous recommandons certaines améliorations, dont :

- Dans sa forme actuelle, la voix hors champ n'apporte rien d'important à la publicité. À notre avis, elle devrait être légèrement plus émotive et insister sur des mots clés comme « toxique » tout en restant posée.
- La petite fille est l'élément clé de la publicité et l'effet visuel de la fumée est si puissant que nous suggérons de l'intensifier autour de la fillette.
- En ce qui concerne l'exécution, la fumée qui se dégage de l'ours peut laisser croire qu'il y a un risque de fumée secondaire lorsque la fumée se dégage des choses qu'elle a enveloppées dans la maison, et non que la fumée se trouve dans l'air ambiant. À notre avis, la fumée devrait être visible dans l'air autour de la fillette et de l'ours et « s'élever » lorsque la fillette ramasse l'ours, au lieu de simplement s'échapper de l'ours quand la fillette le prend dans ses bras.

- Le site Web devrait être plus présent. Entre autres, on pourrait utiliser une plus grosse police de caractères, ou ajouter l'adresse du site Web sous le nom-symbole à la fin de la publicité.
- Impressions à l'égard de l'affiche et de l'encart

L'affiche et l'encart ont du succès dans les volets qualitatif et quantitatif : ils reçoivent des notes très positives et font l'objet de très peu de résistance. Cependant, il ressort clairement des groupes de discussion que ces publicités n'ont pas le même effet que la publicité télévisée. Même si l'aspect visuel des publicités imprimées plaît, les participants ont l'impression que le message, l'apparence, les sentiments et le ton des publicités imprimées et de la publicité télévisée n'ont pas beaucoup de liens entre eux. En outre, les publicités imprimées captent moins l'attention que la publicité télévisée.

De plus, le slogan/message est légèrement moins facile à remarquer dans les concepts de la publicité imprimée que dans le concept pour la télévision, même si les participants trouvent que d'inclure la *voiture* dans le slogan est un plus. En outre, la plupart d'entre eux trouvent qu'il y a trop de texte dans les deux publicités imprimées. Dans l'ensemble, la pertinence et la clarté du message sont bien cotées, mais pas autant que la publicité télévisée. Enfin, les participants mentionnent que les deux types de publicité (télévisée et imprimée) ont assez peu d'éléments en commun.

Les participants trouvent l'encart raisonnablement attrayant; cependant, il obtient légèrement moins de succès que l'affiche. De façon générale, les participants préfèrent l'affiche à l'encart parce qu'ils ne lisent généralement pas ce genre de document. Bon nombre d'entre eux admettent les jeter quand ils en reçoivent par la poste.

Impressions à l'égard de l'aimant et du décalque

Ces types d'articles connaissent passablement de succès, particulièrement l'aimant. Leur succès s'explique parce qu'ils font la promotion d'un environnement sans fumée sans que les gens aient à en parler directement avec les fumeurs. Dans tous les groupes de discussion, des fumeurs et des non-fumeurs déclarent qu'afficher l'aimant ou le décalque constitue une bonne façon d'informer les visiteurs qu'ils se trouvent dans un environnement sans fumée, que ce soit dans la voiture ou à la maison. De nombreux participants aiment l'idée que ces articles puissent parler pour eux et leur éviter d'avoir une discussion embarrassante, ou même conflictuelle, avec les visiteurs à qui ils demandent de s'abstenir de fumer dans leur maison ou dans leur voiture.

L'aimant obtient des résultats particulièrement élevés. Beaucoup de participants indiquent qu'apposer cet aimant sur leur réfrigérateur serait une très bonne idée. Presque tous les participants qui apprécient l'idée de l'aimant trouvent également intéressant le concept de remplacer le centre de l'aimant par une photo d'enfant.

Le décalque à deux faces n'est pas aussi bien reçu que l'aimant. Cependant, un bon nombre des participants aiment la possibilité de le placer sur une fenêtre dans la voiture ou à la maison. La taille de l'autocollant est son plus gros désavantage : beaucoup de participants le trouvent trop gros, ce qui les dissuaderait de l'afficher dans leur voiture ou leur maison. Ces participants indiquent qu'il n'est pas nécessaire que le message apparaisse en français et en anglais. Le destinataire devrait pouvoir choisir la langue.

Concept pour la télévision : le nom-symbole

Le nom-symbole Santé Canada a beaucoup plus de succès que les autres options testées dans le volet qualitatif. De nombreux participants trouvent ce nom-symbole plus attrayant, car il se distingue du gouvernement fédéral. De surcroît, la marque et l'agence se consacrent à la santé et au bien-être des Canadiens. Ainsi, le lien avec les questions fiscales est plus subtil. Selon les participants, il est plus logique que le message provienne de Santé Canada. Les volets qualitatif et quantitatif de cette recherche démontrent clairement que les participants apprécient peu le nom-symbole Gouvernement du Canada dans le cadre de la publicité sur la fumée secondaire. Cette opinion est encore plus marquée chez les fumeurs, principalement parce que le nom-symbole Gouvernement du Canada évoque chez eux des sentiments négatifs et fait monter leur hostilité à cause des taxes perçues sur les produits du tabac.

Les participants des groupes de discussion sont peu enthousiastes à l'idée d'un nom-symbole combiné Santé Canada/Gouvernement du Canada. Par contre, dans le volet quantitatif, il obtient à peu près les mêmes résultats que le nom-symbole Santé Canada.

Qualitative Key Findings

General Sense of Second-Hand Smoke as an Issue

Among smokers and non-smokers alike, the general sense is that smoking and second-hand smoke is becoming a more prevalent issue in Canadian society. Compared to 10 or 15 years ago, smoking habits and regulations have definitely changed. Smoking prohibitions at work, in hospitals, on airplanes, and more recently in bars and restaurants, have become the norm. Many participants feel that targeting the home and car is the logical next step.

The majority of participants already take measures in the home to reduce the effects of second-hand smoke. Whether or not these measures are effective (i.e. smoking outside) or ineffective (i.e. smoking under the hood fan of the stove, closing bedroom doors to keep the smoke out of that room), the general theme is one of respect. Smokers attempt to take these measures out of respect for the non-smokers in the home, children and visitors.

Overall Impressions of the TV Ad

Overall, the TV ad tested very well among smokers and non-smokers.

With the slight exception of smokers in Montreal, the TV ad tested very well and received mainly positive ratings (scores of 4 and 5) in terms of overall impression. Even though smokers in Montreal showed resistance to the ad, they still rated it quite high mainly because they understood the purpose of the message.

A strong majority of participants found the TV ad to be effective and believable. In fact, the ad prompted a call to action by a significant number of participants, especially the non-smokers. In all three cities, non-smokers were in agreement that although they have all had conversations with the smokers in their home, it is still very difficult to make their home smoke-free. Watching the TV ad re-sparked the drive of many non-smokers who intended to go home and talk to the smoker(s) in their home about measures they can take to reduce or eliminate second-hand smoke.

The ad was also convincing for many participants, especially the opening scene of the woman smoking by the open window. This scene is something that smokers and non-smokers can relate to as it is a measure that all smokers have taken at some point.

"I love the image of the boney hands of smoke. It made it seem more life threatening."

Non-smoker, Halifax

"It's believable. Being an ex-smoker I've been there, I've done that...I've sat at an open window."

Non-smoker, Toronto

Although the ad tested very well, we did hear, especially from smokers, that this type of ad (i.e. anti-smoking, second-hand smoke ads) is not new.

“No matter what you do to prevent smoke from drifting around the house it will eventually drift out and harm your children and make [your house] stink.”

Non-smoker, Halifax

The message of the ad is clear – second-hand smoke infiltrates all aspects the home and puts children at risk. Both smokers and non-smokers found the message the TV ad conveyed to be quite clear. In addition to the idea that second-hand smoke penetrates household items such as furniture and food, participants felt that the ad demonstrates the danger of second-hand smoke on children in the home. Furthermore, many participants made the connection that second-hand smoke will affect everyone in the home, not just children, as smoke has no boundaries. Regardless of the proximity to the smoker, second-hand smoke still has the ability to affect everyone in the home.

When asked who they thought the ad was aimed at, participants in all three cities mentioned similar target audiences: parents, parents that smoke, and smokers in general. Fewer thought that the ad was aimed at non-smokers.

Furthermore, a few non-smoking participants in Halifax and Montreal understood the message of the ad to be proactive in its approach. Their view was that if children see this ad, not only will it be educational for them, but they may react toward their parents, for example, they may ask that their parents not smoke around them. A couple of parents mentioned that they had posted a non-smoking sign in their home that their child had drawn.

“It’s not a harsh message but it’s definitely understood.”

Smoker, Toronto

Although participants thought the message was clear, many felt that it needed to be stronger, with more of an impact. Since many participants, especially the smokers, expressed that they have seen commercials like this one (i.e. second-hand smoke or anti-smoking commercials), the message was not new to them. These participants felt as though the ad needed something extra to give it an edge that other similar kinds of commercials do not have.

“I find most anti-smoking commercials harsh...I like the fact that [this commercial] doesn’t use scare tactics. I don’t like the tone of most anti-smoking commercials.”

Smoker, Toronto

The tone of the ad and of the message is neutral and takes a non-judgmental approach. Overall, smokers did not take offence to this ad, and non-smokers felt that the smokers they live with would not take offence either. In other words, watching this ad does not make smokers feel like they are being scolded for doing something wrong. In fact, some smokers in Halifax made the comment that the ad gets them thinking more about the issue which heightens their awareness of the effects of second-hand smoke.

In reaction to the TV ad, the smoking group in Montreal was more defensive compared to Halifax and Toronto. Most smokers in Montreal felt persecuted, not by the message of the ad specifically, more so because of their

perceptions of an over-arching campaign against smoking in general. The sense is that smokers are being segregated more and more. For example, not only do smokers have to smoke outside a building, they now have to be at least three meters from the building. The message of this ad struck a cord with some smokers as this perceived segregation is now entering the home. A smoker in Montreal questioned whether the next step would be to “push smokers out of the country”.

“It’s trying to get people to feel guiltier because they don’t feel guilty enough when they smoke near the house.”

Smoker, Montreal

The tone of the message and the voice-over were soft and non-accusatory, but did portray a feeling of guilt. Paternalism should not be used in TV ad messaging, but guilt on the other hand works very well. Guilt works because it drives home the idea that measures they have taken in the past to reduce the impact of second-hand smoke does not actually accomplish what they set out to do. In all three cities, the feeling of guilt was raised, especially among the smokers. Specifically, the images of the woman smoking by the open window, and the little girl at the end grabbing the teddy bear brought about feelings of guilt.

“The voice didn’t give me a sense of urgency or concern.”

Non-smoker, Toronto

The majority of participants felt that the tone of the voice-over could be improved to make the ad more effective. Although participants seemed to understand that the tone of the voice-over and message need to compliment each other, many felt that the voice-over was monotone and lacked the “punch” that would make the ad more powerful. One suggestion would be to make the voice-over slightly more emotional, but in a controlled way. Focusing on intonation and emphasizing key phrases such as the first line - “*Despite your best intentions, you can never completely eliminate second-hand smoke from your home*” and the word *toxic*, would be quite effective.

“The grapes are interesting...we don’t think about toxins being on food.”

Non-smoker, Halifax

The visual images of smoke and the little girl are effective and hit an emotional cord. Almost all participants, in all three cities, commented on the poignant images of smoke and the little girl. While many indicated that the smoke hands were striking, numerous participants found the hands wrapping around the grapes to be particularly compelling. For some, this image was an eye-opener, because they had been witness to smoke clinging to furniture and clothing and leaving marks on the walls, however, they had never really considered smoke getting into food.

Although the smoke around the grapes caught the attention of most, the little girl at the end of the ad was the key element in the ad that really made the message hit home with both smokers and non-smokers. Some participants, especially women, commented that it was disturbing to watch the mother’s smoke effect the girl because they are both obviously oblivious to dangerous effects of the smoke.

"It made me feel sad seeing the child with the smoke – she has no idea what it can do to her"

Non-smoker, Halifax

Few participants noticed the smoke around the little girl at the end of the ad. While participants were able to make the connection between the mother's smoke moving through the house and embedding in the girl's teddy bear, only a couple of participants from each group noticed that there was actually smoke around the girl herself at the end. Significantly more participants noticed the smoke come off the teddy bear when the girl picked it up from the chair. Since the little girl is instrumental to the message of the ad, and the smoke is such a powerful visual, it is important to enhance the image of the smoke around the little girl. The smoke clouds from the bear were interpreted by some to mean that smoke coming off objects and surfaces is the risk, however the key message of this ad is that the real danger is the smoke in the air not the idea that second-hand smoke is harmful only when it comes off objects.

After viewing the TV ad three times, most participants had made the inference that second-hand smoke and its toxins get into the air, however, there is still a need to account for literal thinkers in terms of the visuals of the ad. To help make sure that viewers really understand the true message of this ad, it would be useful to have more smoke in the air around the little girl and teddy bear – hanging noticeably in the air around them. As the girl picks up the bear the smoke should swirl around, rather than just come off the bear when the girl touches it. Together, having more smoke around the girl and by making it swirl when she picks up the bear, will make the message more apparent to viewers.

As a note of interest, we found that participants who noticed the smoke around the girl at the end generally gave the TV ad high ratings.

Overall, participants liked the visual images of the TV ad, however many participants commented that it did not have enough shock value like some other second-hand smoke commercials they had seen before. A couple of suggestions that were made to increase the shock value include having the girl cough at the end or have a hand go around the girl at the end.

The tone of the tag line "Make your home smoke-free" was well received by smokers and non-smokers. Overall, participants thought that the tag line made sense and was clear – they understood what the call to action was. Furthermore, it took a neutral, non-accusatory tone, and was generally non-offensive to smokers and did not make them feel that they were being "told what to do" by the government.

The exception to this sense of the tone was in Montreal. Participants in the smoker group were more likely to feel that not only the tag line, but the campaign in general, was a way for the government to once again tell them

"I got the impression that it was the transference from picking up the teddy bear...I never noticed it around [the girl]."

Non-smoker, Halifax

what to do. The smoker group in Montreal stood out from all the other groups on this point in particular; however it does not translate into a significant enough observation to warrant making any revisions to the tag line.

Although the web site is the preferred source of information, it needs to have more of a presence in the ad. After viewing the TV ad twice, approximately half of the participants noticed the telephone number or the web site at the end. Furthermore, many participants were able to recall *gosmokefree.com* and *1-800 OCANADA* without being prompted. When asked which they would prefer to use to find information, the web site or the telephone number, most participants preferred the web site. The main reasons for choosing the site over the phone include convenience and flexibility. Many participants felt that having access to the information at any time, coupled with the ability to browse the site for information, truly made *gosmokefree.ca* more appealing. The most common complaint against using the phone number was having to battle the automated system before being able to speak with a human.

“I would use the site ... You're in front of a machine ... [the phone] is less anonymous.”

Smoker, Montreal

Interestingly, many non-smokers said they would use the web site over the phone because they would be able to read up on the topic and print off information to give to the smokers in their household. Although smokers had similar sentiments, the fact that they would have to speak to someone on the phone and discuss things they were doing wrong was not appealing to participants who smoked.

Although a good number of participants recall seeing the web site at the end of the ad, some indicated that it could stand out even more. Particularly since the web site was so popular among participants, and because it is such an important vehicle to convey the information on second-hand smoke, it would be beneficial for it to have a stronger presence in the ad. This could be accomplished in a few different ways; by showing the web site and the wordmark simultaneously, have the web address be the last thing seen in the ad or by having the web address enlarged and stretched across the bottom of the TV screen.

“The importance isn't put on the 'who it's brought to you by', the importance is the message [GoSmokeFree.ca].”

Non-smoker, Halifax

Overall Impressions of the Wordmark

Participants were asked to rate three different wordmarks. The moderator held up one foam-core board at a time and asked participants to discuss that particular wordmark. The Government of Canada wordmark was the first to be presented, followed by the Health Canada wordmark, and finally the combined Government of Canada / Health Canada wordmark. After each was discussed, the moderator held up all three together and asked participants which one they preferred and why.

The majority of participants recall seeing the Government of Canada wordmark at the end of the TV ad. However, the Government of Canada wordmark was not received well by participants, especially smokers. When asked how they felt about the use of the Government of Canada wordmark at the end of the ad many participants had a fairly negative reaction to it. Mainly, the wordmark evoked negative images among participants namely because of tax issues associated with smoking and the sponsorship program. Numerous smokers brought up the word hypocrisy - feeling that the Government “makes money” by taxing cigarettes while at the same time telling them that that smoking is bad and they need to quit. Although some non-smokers made similar comments, the sense of hypocrisy was more prevalent among smokers.



“Why is [the Government of Canada] spending millions of dollars on these ads when what they really want is to make billions of dollars off of cigarettes?”

Smoker, Halifax

Given the strong reaction against the Government of Canada wordmark, using it may detract from the overall appeal of the ad. Based on some of the comments that were made during the groups, especially around double standards, we feel that this wordmark may not only take away from the ad but also from the Government of Canada brand.

Overall, the Health Canada wordmark tested much better among smokers and non-smokers alike. Smokers and non-smokers in all three cities generally preferred the Health Canada wordmark. Preference for the Health Canada logo was much higher compared to the Government of Canada word mark and somewhat higher than the combined wordmark. Many found this wordmark to be more appealing because it is distinguishable from the federal government, and furthermore, it is



“[I like] Health Canada definitely...because it's about health.”

Non-smoker, Halifax

"[The Health Canada wordmark] would be more appropriate...it's a health concern."

Smoker, Halifax

dedicated to the health and well being of Canadians. These participants also found that the Health Canada logo actually complimented the ad in a positive way because it is a more natural connection to its message of making the home a smoke-free environment. Overall, participants preferred the Health Canada wordmark due to its association with health and the health care system. Many participants found it more appealing to know that the sponsor of the ad actually had an interest in protecting Canadians by making homes smoke-free, whereas seeing the Government of Canada wordmark left feelings of hesitation and hypocrisy more than anything else.

Only a few participants verbally recognized the fact that Health Canada is a department within the Government of Canada and is therefore a government agency. Interestingly though, its wordmark tested much better than the Government of Canada.

The combined Health Canada / Government of Canada wordmark was not well received by participants.

Generally, participants found the combined wordmark to be too crowded and therefore not as appealing as the Health Canada wordmark. Placing the Health Canada wordmark beside the Government of Canada logo seemed to be as unappealing as using the Government of Canada wordmark on its own based on the reactions of some participants.



"It's redundant. There's too much to read."

Non-smoker, Halifax

A few participants commented that the tag line at the end of the ad should be bigger than the wordmark. A non-smoker in Halifax actually felt that the ad's message is key not the sponsor and therefore the wordmark takes away from the message of the ad.

Overall Impressions of the Poster

The poster tested reasonably well among smokers and non-smokers but not as well as the TV ad. Although the poster was visually appealing to most participants and was assigned a relatively high rating, it did not get the same type of overall interest as the TV ad did. Given the medium of the poster, this concept is limited in what it can do in terms of visual impact, which was reflected in participant comments. Some mentioned that they liked the colours and found images appealing however it was not as effective as the TV ad.

"I don't have a bad reaction to it. I just think it could be tightened up a little."

Non-smoker, Toronto

“The words ‘DO NOT’ is in blue font and in caps but it’s not standing out. On the French side the word eliminate is in caps...I think that could be strengthened.”

Non-smoker, Toronto

The colours and images used were appealing, however participants did not think that there was a natural connection between the picture of the children and second-hand smoke. The use of the colour blue was appealing and stood out particularly because most were used to seeing red in health ads, especially ones about second-hand smoke. A good number of smokers and non-smokers associated the colour blue with health issues specifically, and others felt that blue was a calming colour. The one issue with so much blue on the poster is that there is not enough contrast in the text on the right hand side of the poster. There were a few participants in each city that found it difficult to read the blue-on-blue text and thought it should be in a different colour to make it stand out more.

While a few participants specified that they were drawn to the poster by the picture of the children, many indicated that the visual image of the children was more generic than they would have liked to see. The general feeling was that one would not be drawn to the poster, nor would they get a feel for the meaning of the poster, by seeing the picture of the children at the top. In fact, one non-smoker in Halifax said that they didn’t think the picture of the children was effective because they were too cute and it would just make them turn the page.

“It’s a lot to read to get the message across.”

Smoker, Toronto

The poster seemed to be too text-heavy for most participants. Participants in all cities felt that there was too much text on the poster and that it was too dense. Some made the suggestion that the text be condensed or even broken up into two short paragraphs on the poster. For example, there could be one brief paragraph describing the correlation illness and second-hand smoke, and a second one describing ineffective measures to reduce second-hand smoke.

“I like that it puts asthma, bronchitis, middle ear infections, things like that first, things that parents might not think about being effects of second-hand smoke..”

Non-smoker, Toronto

Slight adjustments to the text could make it more effective to the reader. Some participants mentioned that the poster lacked the “punch” that the TV ad offered. Interestingly, it was suggested by a few participants that moving the sentence: “*Unfortunately, many parents are unaware that some of the actions they are taking to make their home and car smoke-free are not effective*” to the top would be a more powerful way of organizing the text and creating a stronger introduction to the poster. Essentially, participants, especially smokers, have heard the list of illnesses associated with smoking over and over. What really catches their attention is the information that they are not aware of such as ineffective measures to reduce second-hand smoke in the home and around their children.

Another way to make the text more effective would be to insert the line “*Children rely on their parent(s) to provide a health home environment*” that is found on the insert. This line tested well among participants and would be helpful in driving home the idea that parents are responsible for keeping their children safe by providing a smoke-free home.

“Remove asthma and bronchitis – it’s heard so often they’ve blocked it out. Give them something new to focus on.”

Smoker, Halifax

Finally, making mention of SIDS and middle ear infections caught the attention of many participants, however asthma and bronchitis are illnesses that are heard often, especially in relation to smoking. The sense from participants was that it may be more effective to re-order the list of illnesses, starting with asthma, since many can relate to this illness, and then follow with SIDS, middle ear infection, bronchitis and cancer.

The tag line “*Make your home and car smoke-free*” was well received by smokers and non-smokers alike. Almost all participants, whether they smoked or not, liked the tag line on the poster. Generally, they found it to be clear and to the point – it made sense. However, many commented that the font size of “*Make your home and car...*” to be too small. The words “Smoke-free” stand out but those words alone didn’t mean all that much to participants. The core message and the call to action is “*Make your home and car...*”, therefore, the tag line would be more effective if it stood out more.

“[The web site] should be bigger...because it’s where you’re trying to send people...make the government thing smaller.”

Smoker, Toronto

The web site address needs a higher profile on the poster. Many participants felt that their key piece of information on the poster was the www.gosmokefree.ca address, however it had relatively little profile on the poster. Some indicated that the site needed to stand out more because it blended in with the rest of the text on the page and some said that its blue text did not stand out against the blue background. Increasing the font size of the site in the text, as well as placing the web address in a band along the bottom of the poster are a couple of ways to increase the site’s presence.

“[My interest] was not overly peaked...this was not getting my attention.”

Smoker, Halifax

Overall Impressions of the Insert

The insert was reasonably appealing to participants; however it did not test as well as the poster. Generally, smokers and non-smokers did not favour the insert as much as the poster because it is something they would not typically read. A good number of participants confessed that they usually throw out inserts like this when they come in the mail.

Although participants found the information useful, many commented that the font size was much too small, and like the poster, there was too much text. The combination of these two elements contributed to the moderate ratings of the insert. Ideally, shortening the text to make it less dense for the reader would help improve the ratings of the insert.

As mentioned above, some participants commented on the line *“Children rely on their parent(s) to provide a healthy home environment”* as being a line in the text that stood out. It emphasizes the importance of responsible parenting and tugs slightly at the heartstrings, resulting in a powerful introductory sentence. To make the insert have more of an impact, it may be beneficial to reverse the order of the first and second paragraph. By reversing the paragraphs, the reader is getting to the core message more quickly. This comment was also made in reference to the poster text.

“I like it. It starts with putting the parents responsible. It raises awareness...it is [the parent’s] responsibility to do this.”

Non-smoker, Toronto

The text that really stood out for participants was the reference to “Second-hand smoke contains over 4,000 chemicals...”. The reactions to this point were mixed, while some participants thought it was a powerful fact to include in the text, others thought it to be too vague and were somewhat skeptical about what it “really” meant. Those who liked the reference tended to like it because it quantified and legitimated the vast number of toxins in second-hand smoke and therefore made the message of the text more powerful. Those that were more skeptical of the number seemed to question if there is even a difference between breathing in second-hand smoke breathing in polluted air in rush hour traffic.

“I think [the 4,000 chemicals reference] is something that a lot don’t realize.”

Smoker, Halifax

Like the poster, there were quite a few components of the insert that participants suggested be improved. These components include:

- Having more contrast between the text colour and the colours of the insert, especially with the text on the right hand side;
- Increasing the profile of the web site on the insert. This could be done by increasing the font size of the site and putting in along the bottom of the insert where the wordmarks are; and
- Re-ordering the list of illnesses so that the less-known illnesses such as SIDS and middle ear infection are read first.

Overall Impressions of the Magnet and Decal

“I think the magnet works very well and I like the fact that you can put a picture in the middle.”

Smoker, Toronto

These materials tested relatively well, especially the magnet. Perhaps it's because of the idea of “free stuff”, or the neat gimmicky aspects of the magnet and decal, regardless, participants were quite drawn to these additional materials that are found in the brochure.

The magnet in particular tested very well. Many participants agreed that putting this magnet on their fridge would be acceptable and would not offend smokers in their home. Almost all participants that liked the idea of the magnet liked the concept of removing the middle to act as a frame for a child's photo.

Overall, the double-sided decal was not as well received as the magnet, however a good number of participants liked the versatility of placing it in a car window or windows in the home. The biggest drawback to the sticker was its size. Many thought that the sticker was too big, deterring them from actually displaying it in their own car or home. These participants commented that having both the English and the French messages on the decal was too much – perhaps it could be offered in the language of choice.

Participants in all three cities showed interest in obtaining a copy of the information guide that contained the magnet and decal.

“Stuff like this sends a message without you having to say anything. People see it and you don't have to say to them ‘no smoking’.”

Smoker, Halifax

The magnet and decal convey a message of a smoke-free environment without having to talk about it. This is something participants like. In all three cities, among smokers and non-smokers, we heard that displaying the magnet and decal is a good way to send the message to visitors that they are in a smoke-free environment, whether it's in the car or in the home. Many participants liked the idea that these materials would do the talking for them which avoids an awkward, or even confrontational, conversation with visitors asking them not to smoke in their home or car.

Quantitative Key Findings

Respondents that participated in the on-line survey were asked to rate and evaluate the same TV ad and three wordmarks that were tested in the focus groups.

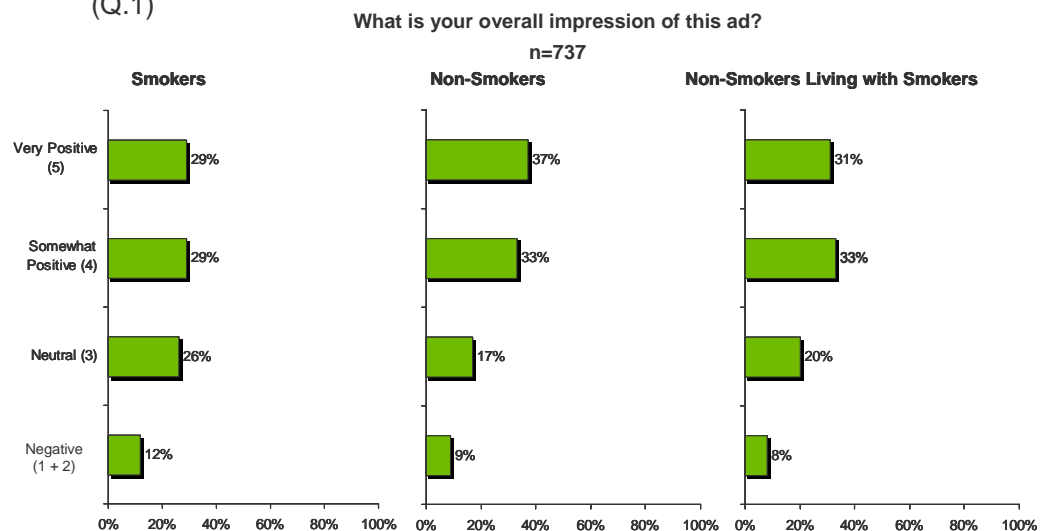
Please note that results of certain questions, especially open-ended questions where pre-determined responses were not provided, also include results from fewer cases. As mentioned above, this information is for directional purposes only.

Included in the sample of all respondents is a segment of ‘Non-smokers living with smokers’. Although this segment is small in size (n=54), we feel that it is still worthwhile to report on in key places, in order to demonstrate the overall direction of the research. It should be emphasized that because of the size of the overall segment, results broken down within it are not statistically significant, and should not be interpreted that way.

Evaluation of the TV Ad

Respondents were asked to view the TV ad on their computer by clicking on a link that was displayed on their screen. The TV ad was available in French and English, depending on the respondent’s language of choice. Respondents could view the ad as many times as they liked before continuing with rating and evaluating the ad.

Although the TV ad was well received, smokers did not rate the ad as positively as the other target audiences. Seven in ten (70%) non-smokers and roughly six in ten non-smokers who live with smokers (64%) and smokers (58%) had a positive impression of the ad after viewing it. A small proportion of each target audience had a negative impression of the TV ad (Smokers 12%, Non-smokers 9%, and Non-smokers living with smokers 8%). (Q.1)



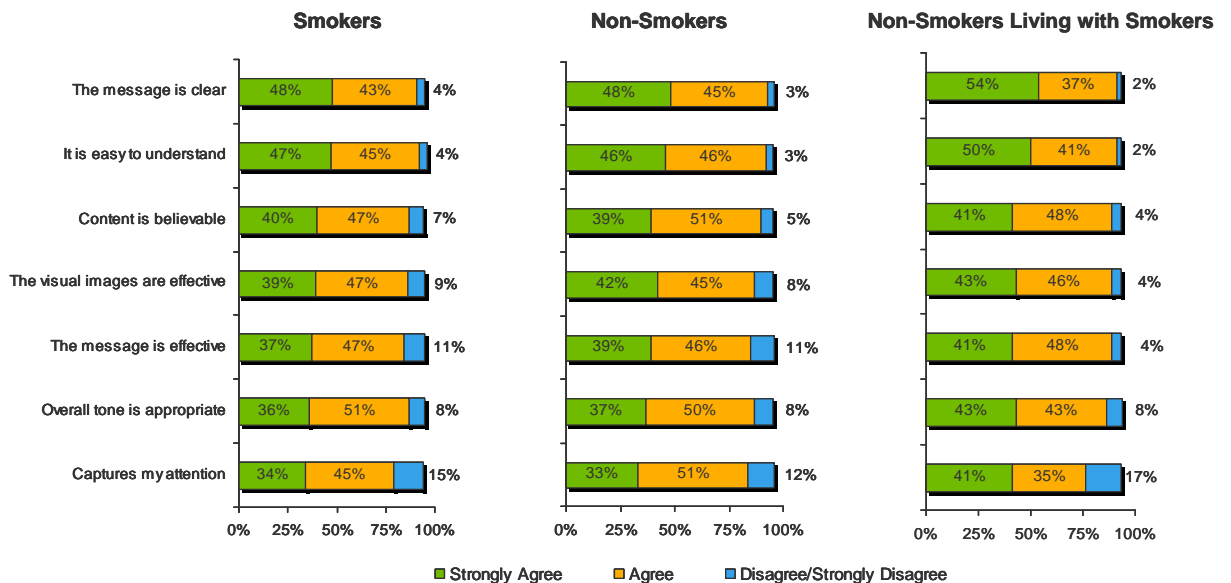
Non-smokers (70%) are more likely than smokers (59%) to have a positive impression of the ad.

Furthermore, English speaking respondents (65%) are more likely to have a positive overall impression of the ad compared to Francophones (56%), and respondents that have graduated university (73%) are more likely than respondents that have some post-secondary or less (59%) to have a positive impression of the TV ad.

The results by target audience are quite consistent. Generally, the elements that rate well among all three groups are the clarity of the message, the ease of understanding the ad and its believable content. When asked to evaluate various elements of the ad, approximately nine in ten smokers, non-smokers and non-smokers living with a smoker, indicated that the TV ad’s message is clear (91%, 93%, and 91% respectively), it is easy to understand (92%, 92%, and 91% respectively), and the content is believable (87%, 90%, and 89% respectively). Furthermore these groups are slightly less likely to agree that the visual images in the ad are effective (86% of smokers, 87% of non-smokers and 89% of non-smokers living with a smoker), the message is effective (84%, 85%, and 89% respectively) and the tone of the ad is appropriate (87%, 87%, and 86% respectively).

The TV ad did not rate as well in terms of capturing one’s attention; however, these scores were still relatively high (79% of smokers, 84% of non-smokers and 76% of non-smokers living with smokers agree that the ad captures their attention). (Q. 2)

Please indicate whether you strongly agree, agree, disagree or strongly disagree with the following statements....
(n=737)



English speaking respondents are more likely than French speaking respondents to agree that:

- The visual images in the ad are effective (89% vs. 80% of Francophones);
- The message of the ad is effective (87% vs. 77% of Francophones); and
- The ad captures their attention (83% vs. 73% of Francophones).

Smokers and non-smokers are generally on the right track when it comes to interpreting the message of the TV ad. Smokers (32%), non-smokers (37%), and non-smokers living with a smoker (41%), believe the ad conveys the message that one should not smoke around others, especially children, and that second-hand smoke is dangerous (30%, 39%, and 26% respectively). Across all three audiences, close to two in ten believe the ad implies that they should not smoke indoors (24% of smokers, 16% of non-smokers and 15% of non-smokers that live with a smoker), and that second-hand smoke lingers in the home (19%, 24% and 19% respectively). One in ten (12%) smokers take it to be an anti-smoking ad, and fewer non-smokers (5%) and non-smokers that live with a smoker (6%) interpret the message in the same way. Approximately one in twenty smokers (5%) and non-smokers (7%) believe the message indicates that smoking at an open window is not an effective measure to get rid of second-hand smoke. (Q.3)

In your own words, what message is this ad trying to get across?	Smoker (n=473)	Non-smoker (n=210)	Non-smoker living with smoker (n=54) ²
Do not smoke near others / children	32%	37%	41%
Smoke / second-hand smoke is dangerous	30%	39%	26%
Do not smoke indoors	24%	16%	15%
Second-hand smoke lingers / goes everywhere	19%	24%	19%
Stop smoking	12%	5%	6%
Smoking through the window is not enough / doesn't work	5%	7%	--
Other	8%	7%	4%
Prefer not to say	14%	16%	17%

Interestingly, smokers (24%) were more likely to believe the ad was trying to portray a message not to smoke indoors compared to non-smokers (16%). However, non-smokers (39%) were more likely than smokers (30%) to think the TV ad was portraying a message that second-hand smoke is dangerous.

Respondents that assigned a neutral or negative overall impression of the TV ad (Q.1), or disagreed to any of the statements in Q.2 were then asked what would make the ad more effective to them.

Among those that had a neutral or negative impression of the ad, a good number of respondents, regardless of their smoking status, feel that there is nothing that could be done to make the ad more effective. Compared to non-smokers, smokers (56%) are more likely to feel that there is nothing that could improve the TV ad (compared to 37% of non-smokers). (Q.4)

Some of the more common suggestions to enhance the effectiveness of the ad, among smokers and non-smokers, include making the ad more serious or scary (3% of smokers and 8% of non-smokers) and making the little girl cough or look more sickly (1% of smokers and 8% of non-smokers). Approximately one quarter of smokers (23%) and non-smokers (24%) indicated that they did not know how the ad could be made more effective.

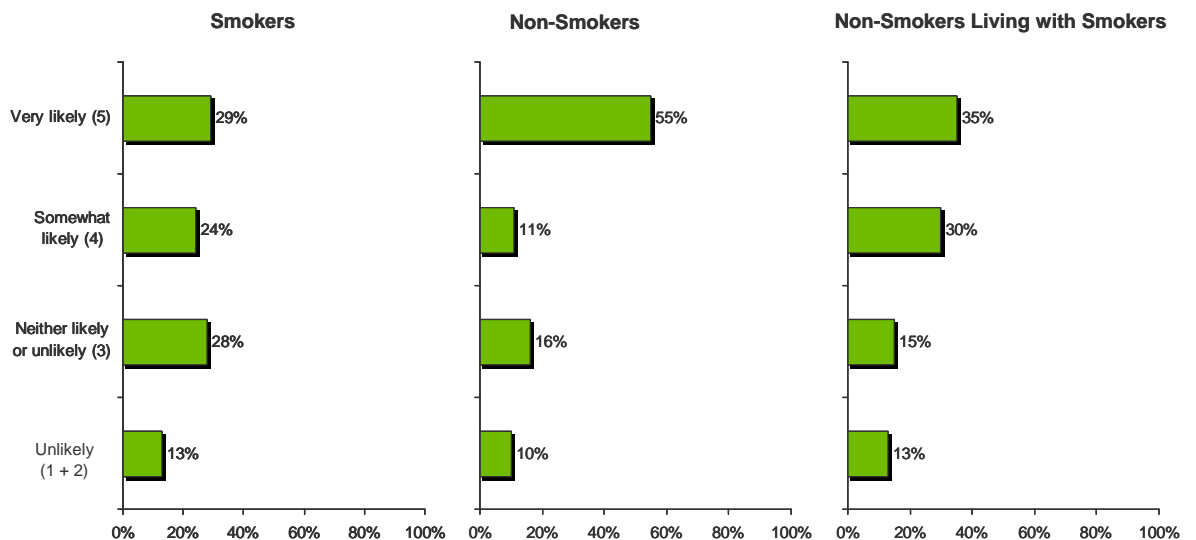
² Although the 'Non-smoker living with smoker' segment is small in size (n=54), we feel that it is still worthwhile to report on in key places, in order to demonstrate the overall direction of the research. It should be emphasized that because of the size of the overall segment, results broken down within it are not statistically significant, and should not be interpreted that way.

What could make this ad more effective?	Smoker (n=230)	Non-smoker (n=78)
More serious / scary images	3%	8%
Sick / coughing / dead child	1%	8%
Anti-smoking ads don't work	3%	3%
Too preachy / serious / dramatic	2%	4%
Need proof / statistics	2%	1%
The message is effective / clear	1%	3%
Show how smoke affects other objects	--	4%
Needs to be shorter	1%	--
Other	7%	13%
Nothing could make it more effective	56%	37%
Prefer not to say	23%	24%

English speaking respondents (54%) were more likely to say that there was nothing that could be done to the ad to make it more effective compared to Francophones (42%).

The ad prompted a call to action by the majority of respondents. Over half expect that they will take steps to reduce second-hand smoke in their home after viewing the TV ad. More specifically, just over half (53%) of smokers, and two thirds of non-smokers (66%) and non-smokers who live with a smoker (65%) say that they are now likely to take action after viewing the TV ad. Approximately one in ten are unlikely to take steps to reduce second-hand smoke as a result of see this ad (13% smokers, 10% non-smokers and 13% non-smokers living with a smoker). (Q.7)

After viewing this ad, how likely will you be to take steps to reduce second-hand smoke in your home?
(n=737)

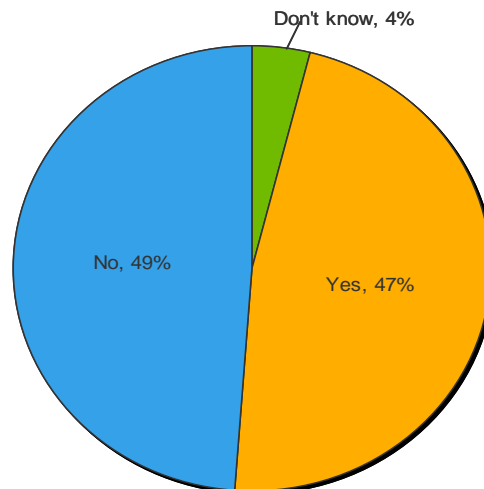


Non-smokers (66%) are more likely than smokers (53%) to do take action to reduce second-hand smoke in their homes.

Smokers and non-smokers were equally as likely to notice a logo at the end of the TV ad. Approximately 47% did recall seeing a logo at the end of the ad and 49% did not recall seeing a logo. Four percent did not recall whether they saw a logo or not.

More specifically, similar proportions of respondents, regardless of smoking status, were just as likely to have noticed the logo versus those that didn't. Approximately half of smokers (45%), non-smokers (51%) and non-smokers that live with a smoker (50%) noticed the logo while approximately the same amount did not (51% smokers, 44% non-smokers and non-smokers that live with a smoker). (Q.5)

When viewing the TV ad, did you notice a logo that came up at the end?
(n=737)



Among those that recall seeing a logo at the end of the ad, approximately four in ten respondents recall the Government of Canada logo. The majority of smokers and non-smokers recall seeing the Government of Canada logo (42% of smokers and 43% of non-smokers). One quarter of non-smokers recall seeing a Canada logo, while slightly fewer smokers (20%) remember seeing the same logo. Approximately one in ten smokers (11%) and non-smokers (7%) recall a Health Canada logo at the end of the ad. Only a small amount of respondents remember seeing gosmokefree.ca (2% of smokers and 1% of non-smokers). (Q.6)

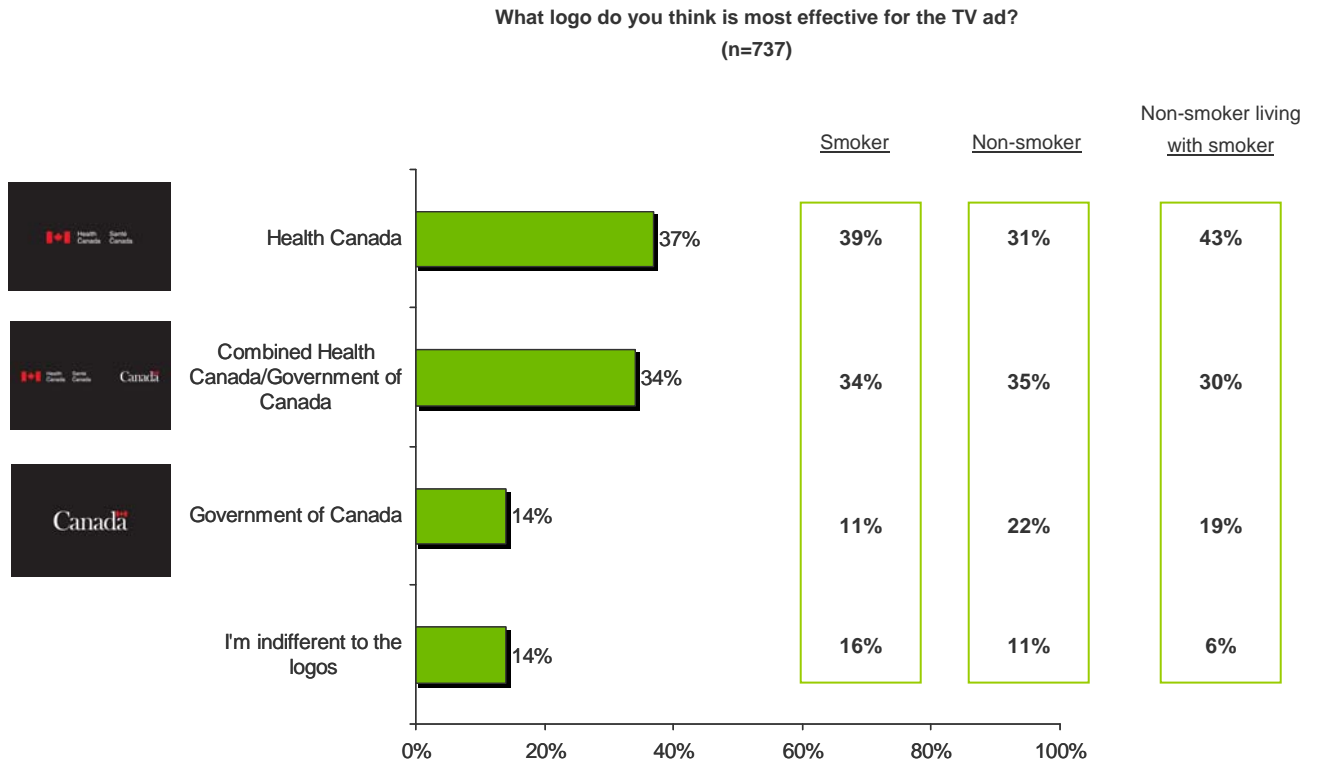
What was the logo of?	Smoker (n=214)	Non-smoker (n=108)
Government of Canada	42%	43%
Canada	20%	25%
Health Canada	11%	7%
Target / smoke rings	3%	6%
Gosmokefree.ca	2%	1%
Smoke-free Canada	1%	2%
Other	10%	4%
Prefer not to say	11%	13%

Evaluation of the Wordmarks

Three wordmarks were displayed on the screen in a randomized order. Respondents were asked to evaluate the wordmarks in terms of their effectiveness.

The Health Canada wordmark is preferred, particularly by smokers and non-smokers living with smokers. The combined wordmark is a close second. The results indicate that survey respondents prefer the Health Canada logo but only by a few percentage points. Approximately 37% of respondents believe the Health Canada logo is the most effective while 34% believe that the combined wordmark is the most effective. Less than two in ten (14%) indicated the Government of Canada logo being the most effective of the three. A similar proportion said that they had no preference. (Q.8)

Interestingly, smokers (39%) are more likely than non-smokers (31%) to think that the Health Canada wordmark is the most effective for the ad, while non-smokers (22%) are more likely than smokers (11%) to prefer the Government of Canada wordmark.



Unlike the qualitative findings, there is not as much of a divide between the Health Canada wordmark and the combined wordmark in terms of how effective it is.




Sub-groups that are more likely to think the Health Canada wordmark is the most effective include:

- French-speaking respondents (48% vs. 32% of Anglophones); and
- Respondents that did not recall seeing a logo at the end of the TV ad (46% vs. 29% of those that recall seeing a logo).

Female respondents (12%) and respondents living in Quebec (6%) are significantly less likely to prefer the Government of Canada wordmark compared to male respondents (18%) and respondents living in the rest of Canada (19%).

When asked why they think their preferred logo is the most effective, four in ten respondents who prefer the Health Canada wordmark think it's the most effective because it represents the concept of health. The survey respondents that prefer the Government of Canada logo like that it is larger and more visible than the other wordmarks, while those that prefer the combined wordmark like it because it illustrates a collaborative effort. (Q.9)

The top three reasons for why survey respondents think their preferred wordmark is the most effective is outlined below:

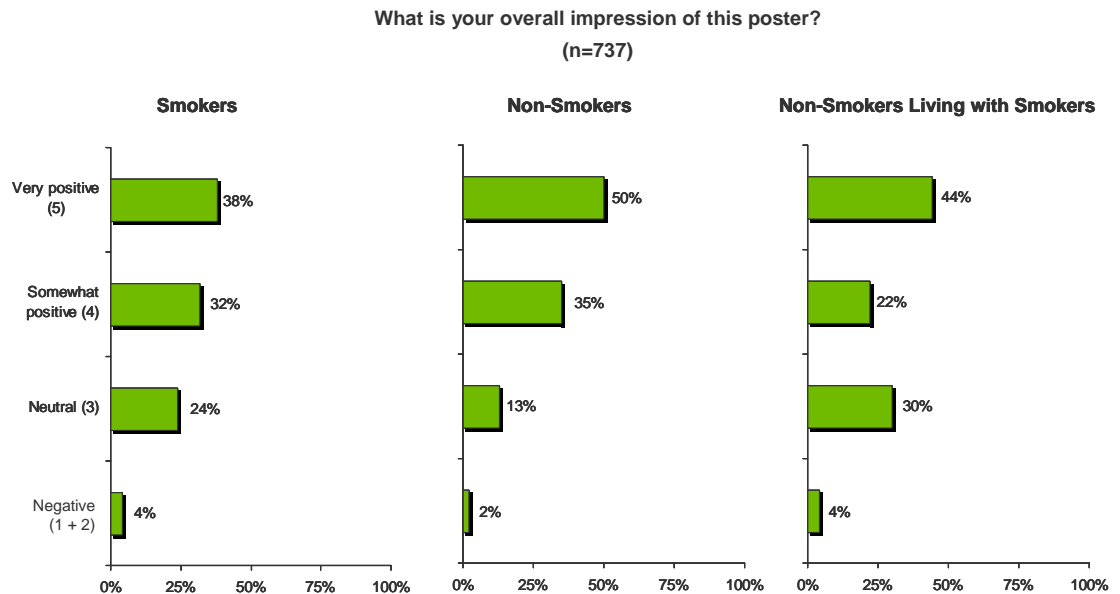
	Why do you find the <u>Health Canada</u> logo most effective?	n=271
	It is about health / has the word health in it	37%
	It's from Health Canada	16%
	It's clear / simple / easy to read and recognize	10%
	Why do you find the <u>combined Health Canada / Government of Canada</u> logo most effective?	n=253
	It includes both logos and represents a collaborative effort	33%
	It's supported by the Government of Canada	12%
	It is about health / has the word health in it	11%
	Why do you find the <u>Government of Canada</u> logo most effective?	n=106
	Its larger, bolder and more visible	30%
	It's clear / simple / easy to read and recognize	21%
	It's supported by the Government of Canada and shows that all of Canada is concerned	10%

Evaluation of the Print Materials

Respondents were asked to evaluate two print materials – a poster and an insert. Each print material was displayed on their computer screen in a randomized order with questions asked to each one individually.

I. Overall Evaluation of the Poster

Respondents have a favorable impression of the poster, especially non-smokers. Although the majority of all audiences like the poster, non-smokers (85%) are more likely than smokers (70%) and non-smokers living with smokers (66%) to have a positive impression of it. Furthermore, those that have a more neutral impression of the poster tend to be smokers (24%) and non-smokers who live with a smoker (30%). Very few have a negative impression of the poster (4% of smokers and non-smokers living with smokers, and 2% of non-smokers). (Q.10)



The results indicate that survey respondents living in Eastern Canada (89%) are significantly more likely than those living in the rest of Canada (72%) to like the poster overall.

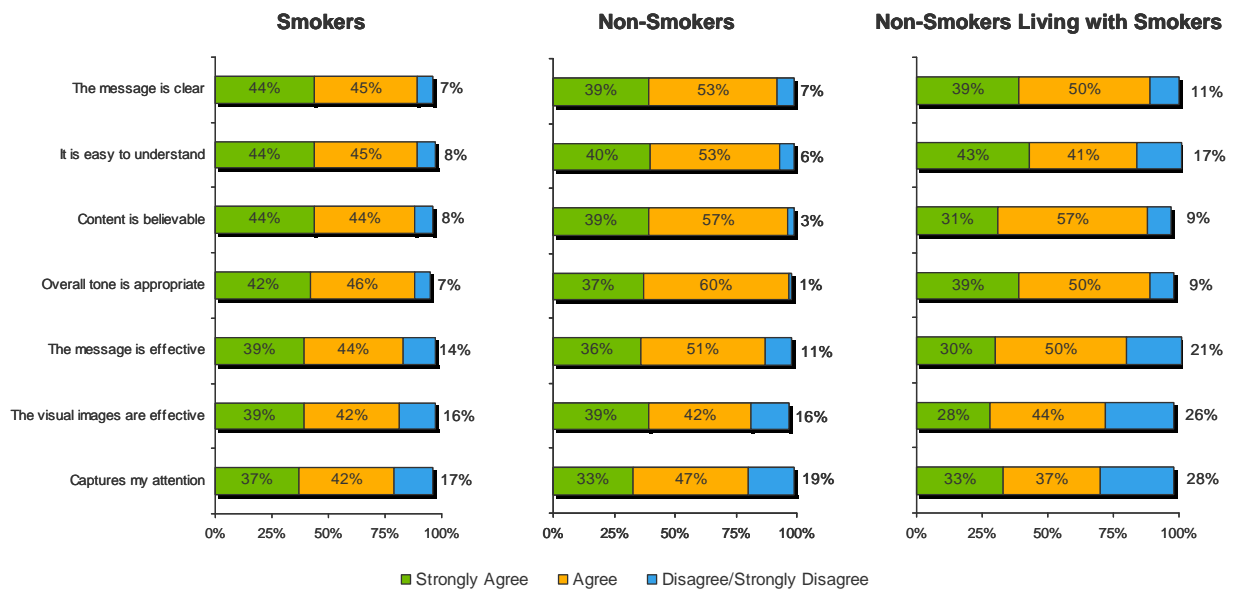
The poster has an appropriate tone, the content is believable and the message is clear. When asked to evaluate various elements of the poster, the areas that scored the highest across the three target audiences were the overall tone (97% of non-smokers, 89% of non-smokers living with smokers, and 88% of smokers), the believability of the content (96% of non-smokers,

89% of non-smokers living with smokers and 88% of smokers) and the clarity of the message (92% of non-smokers, and 89% of smokers and non-smokers living with smokers). (Q.11)

Although slightly lower than the others, a good portion of respondents in all three audiences agree that the poster is easy to understand (93% of non-smokers, 89% of smokers and 83% of non-smokers living with smokers), the message is effective (87% of non-smokers, 83% of smokers and 80% of non-smokers living with smokers) and the visual images are effective (84% of non-smokers, 81% of smokers and 72% of non-smokers that live with smokers). The ability of the poster to catch one’s attention rated lowest consistently across the three audiences (80% of non-smokers, 79% of smokers and 70% of non-smokers living with a smoker).

Evidently, non-smokers are more likely to rate the various elements of the poster higher than the other two audiences.

Please indicate whether you strongly agree, agree, disagree or strongly disagree with the following statements....
(n=737)

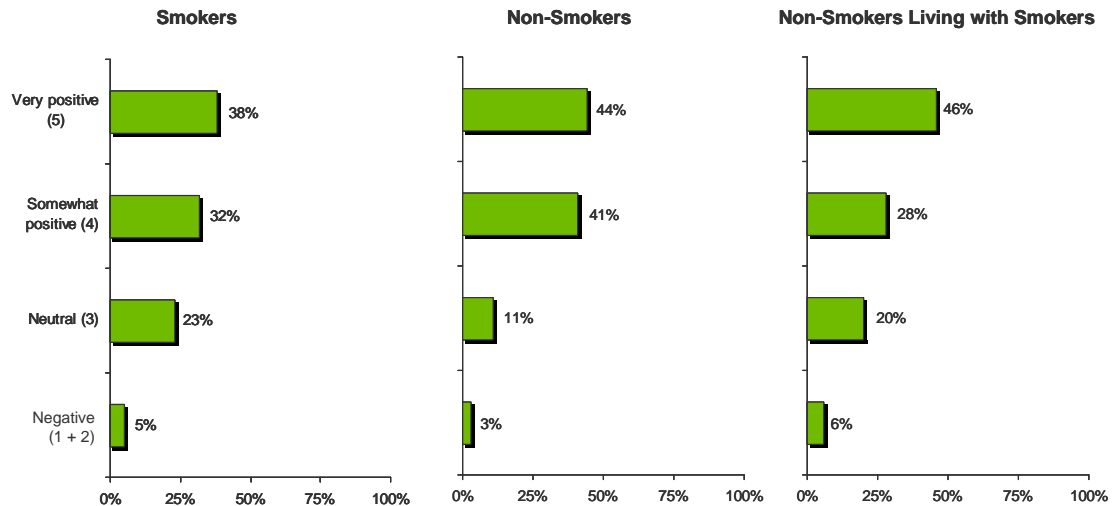


Like the TV ad, there are a few significant differences between Anglophone and Francophone respondents. More specifically, English-speaking respondents are more likely to agree that the overall tone of the poster is appropriate (93%), the content is believable (93%) and the visual images are effective (83%) compared to French speaking respondents (85%, 84% and 77% respectively).

II. Overall Evaluation of the Insert

Like the poster, all three respondent groups rated the insert quite positively. Non-smokers have the greatest impression of the insert compared to the other groups. Over eight in ten (85%) of non-smokers have a positive impression of the poster compared to 74% of non-smokers living with a smoker and 70% of smokers. Similar to the poster, respondents that have a neutral impression of this print material tend to be smokers (23%) or live with a smoker (20%). Only a handful of respondents indicated that they have a negative impression of the insert (6% of non-smokers living with a smoker, 5% of smokers, and 3% of non-smokers). (Q.15)

What is your overall impression of this insert?
(n=737)



Specific sub-groups that had a positive impression of the insert include:

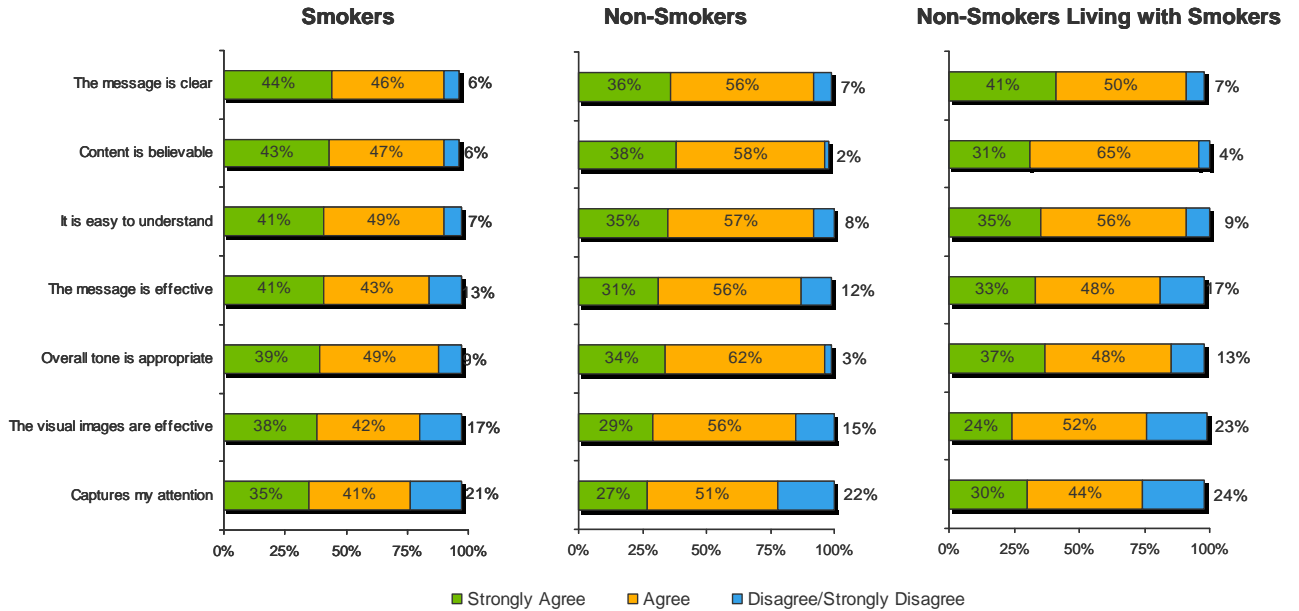
- Non-smokers (85% compared to 70% of smokers);
- English-speaking respondents (78% compared to 67% of French-speaking respondents);
- University graduates (82% compared to 72% of respondents with less than university); and
- Respondents who believe that the Government of Canada and the combined wordmarks are most effective (82% compared to 73% of those that prefer the Health Canada wordmark).

A strong majority of smokers and non-smokers agree that the insert the content is believable, the message is clear and it is easy to understand.

When asked to evaluate various elements of the insert, the areas that scored the highest across the three target audiences were the believability of the content (96% of non-smokers and non-smokers living with smokers and 90% of smokers), the clarity of the message (92% of non-smokers and 91% of smokers and non-smokers living with smokers) and the ease of understanding (91% of non-smokers and non-smokers living with smokers and 90% of smokers). (Q.16)

Like the poster, the insert was scored quite positively on all elements; however, some elements were scored slightly lower among the various audiences than others. These include the overall tone of the insert (96% of non-smokers, 88% of smokers and 85% of non-smokers living with smokers), the effectiveness of the message (87% of non-smokers, 84% of smokers and 81% of non-smokers living with smokers) and the effectiveness of the visual images (85% of non-smokers, 80% of smokers and 76% of non-smokers that live with smokers). Similar to the poster, the ability of the poster to catch one's attention rated lowest consistently across the three audiences (78% of non-smokers, 76% of smokers and 74% of non-smokers living with a smoker).

Please indicate whether you strongly agree, agree, disagree or strongly disagree with the following statements....
(n=737)



The data reveals a few significant differences among various sub-groups, particularly by region and smoking status. First, the insert catches the attention of respondents residing in the east (90%) more so than it does for respondents living in other regions of the country (75%).

In particular, non-smokers and non-smokers that live with a smoker (96%) are more likely to find the content of the insert believable compared to respondents who smoke (90%). Furthermore, non-smokers (96%) are more likely to agree that the tone of the insert is appropriate compared to non-smokers that live with a smoker (85%) and smokers (88%).

III. Evaluation of Poster and Insert

The message the poster and insert intend to convey is generally understood by smokers and non-smokers alike. The most common interpretations of the message are to not smoke inside or around others, especially children, and that second-hand smoke is dangerous.

Smokers (21%) tend to think that the message of the poster is to not smoke around children, while non-smokers (20%) tend to think that the message is to not smoke indoors or in a car and to highlight the dangers and effects of second-hand smoke on children specifically. One quarter (26%) of non-smokers living with a smoker agree that the message is to emphasize the dangers and effects of second-hand smoke on children. (Q.12)

Non-smokers and non-smokers living with a smoker (22%) are more likely than smokers (12%) to think the message is to highlight the dangers of second-hand smoke on children. Compared to non-smokers however, smokers are more likely to interpret the message of the poster as a warning to not smoke around children (21% of smokers vs. 13% of non-smokers).

Approximately one in ten smokers (8%), non-smokers (10%), and non-smokers living with a smoker (6%), believe the poster is telling the reader that fans and air filters do not eliminate second-hand smoke

The table below illustrates how respondents interpreted the message of the poster.

What message is this POSTER trying to get across?	Smoker (n=473)	Non-smoker (n=210)	Non-smoker living with smoker (n=54)
Don't smoke around children / protect children from smoke	21%	13%	13%
Do not smoke indoors or in cars / keep a smoke-free environment	19%	20%	20%
Dangers / effects of second-hand smoke on children	12%	20%	26%
Dangers / effects of second-hand smoke in general	12%	17%	13%
Quit smoking	9%	4%	4%
No methods work against second-hand smoke (i.e. fans, filters)	8%	10%	6%
Think of others / be considerate	8%	9%	9%
Same message as the TV ad	5%	7%	--
Health concerns / dangers of smoking	3%	5%	2%
Get information / become aware about second-hand smoke	2%	8%	2%
Other	6%	6%	6%
Prefer not to say	22%	20%	26%

When asked to describe the message of the insert, smokers (23%) and non-smokers (20%) had a tendency to say that it was a message to avoid smoking indoors or in cars. Among non-smokers living with a smoker (19%), the most common interpretations included not smoking around children specifically and pointing out the effects of second-hand smoke on children. (Q.17)

The table below illustrates how respondents interpreted the message of the insert.

What message is this INSERT trying to get across?	Smoker (n=473)	Non-smoker (n=210)	Non-smoker living with smoker (n=54)
Do not smoke indoors or in cars / keep a smoke-free environment	23%	20%	15%
Don't smoke around children / protect children from smoke	18%	15%	19%
Dangers / effects of second-hand smoke in general	17%	16%	19%
Dangers / effects of second-hand smoke on children	14%	19%	15%
Same message as the TV ad	8%	9%	6%
No methods work against second-hand smoke (i.e. fans, filters)	5%	10%	6%
Think of others / be considerate	5%	5%	7%
Quit smoking	5%	4%	7%
Get information / become aware about second-hand smoke	3%	5%	2%
Other	5%	8%	4%
Prefer not to say	23%	21%	28%

* Please note that overall response categories of <4% are not shown.

English-speaking respondents (25%) were more likely than French-speaking respondents (16%) to think that the message of the insert was to keep a smoke-free environment by not smoking inside. However, French-speaking respondents (21%) were more likely than English-speaking respondents (15%) to interpret the insert's message as being a warning of the dangers and harmful effects of second-hand smoke.

Respondents that had a neutral or negative impression of the materials or disagreed with elements of the poster and insert (Q. 10, 11, 15, 16) were asked what could make these print materials more effective.

Reducing the amount of text is the most common suggestion to make the poster and insert more effective. The most common suggestions for improvement among smokers and non-smokers include:

- Reducing the amount of text and writing on the poster (20% of non-smokers and 8% of smokers);
- Having more smoke around the child or make the child look more sick (15% of non-smokers and 7% of smokers); and
- Having more serious images or facts in the text (13% of non-smokers and 5% of smokers).

The results indicate that non-smokers are significantly more likely than smokers to think that the poster would be more effective if there was less writing on it. Additionally, smokers are less likely to provide feedback on what would make the poster more effective. Nearly half of smokers that were asked this question (44%) indicated that there was nothing that could be done to the poster to make it more effective (compared to 14% of non-smokers). (Q. 13)

The table below illustrates specific recommendations for making the poster more effective.

What could make this POSTER more effective?	Smoker (n=183)	Non-smoker (n=71)
Less text and writing	8%	20%
Have smoke around children / kids should look sick and less happy	7%	15%
Have more serious / scary examples and images	5%	13%
Use a different / better picture	5%	7%
Same recommendations as the TV ad and other print material	5%	6%
Use people in general, not just children	4%	3%
Other	8%	4%
Nothing could make it more effective	44%	14%
Prefer not to say	22%	23%

* Please note that overall response categories of <4% are not shown.

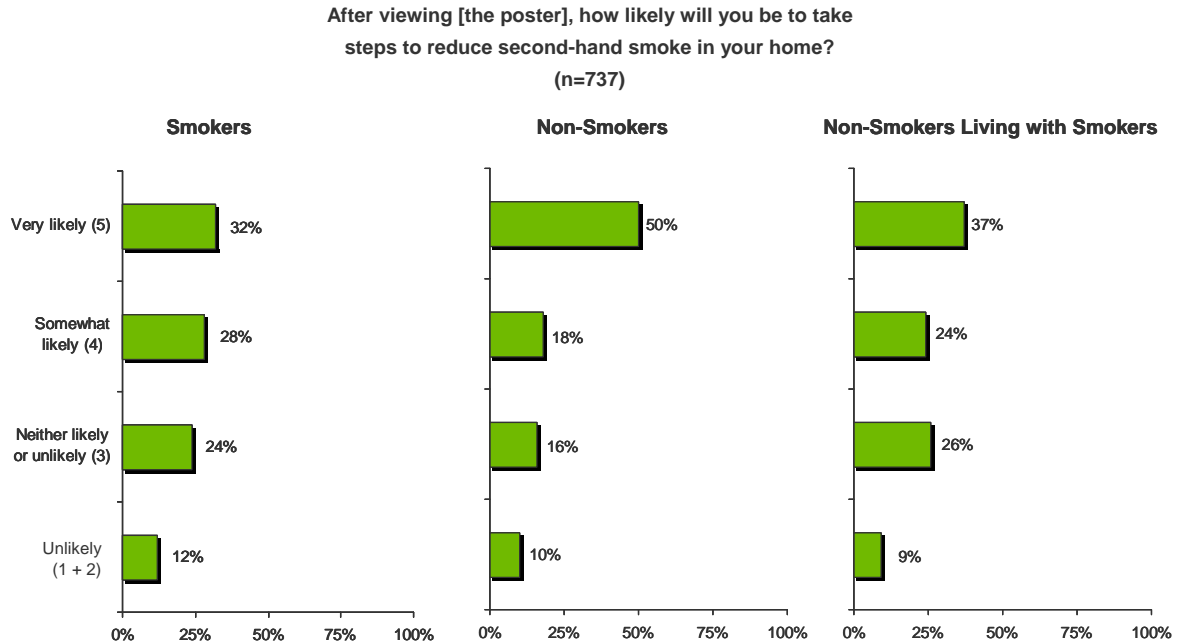
Like the poster, the most common suggestion to make the insert more effective, among smokers and non-smokers, is to have less text on the insert (21% of non-smokers and 13% of smokers). Another common suggestion among is to have more serious or scary examples or images in the insert to make it more effective (11% of non-smokers and 7% of smokers). (Q.18)

Just over one third of smokers (37%) indicated that there was nothing that could be done to make the insert more effective. Non-smokers (15%) are significantly less likely to think that there is no room for improvement compared to smokers.

What could make this INSERT more effective?	Smoker (n=187)	Non-smoker (n=72)
Less text and writing	13%	21%
Have more serious / scary examples and images	7%	11%
Use a different / better picture	7%	8%
Have smoke around children / kids should look sick and less happy	2%	6%
Other	9%	14%
Nothing could make it more effective	37%	15%
Prefer not to say	27%	15%

* Please note that overall response categories of <4% are not shown.

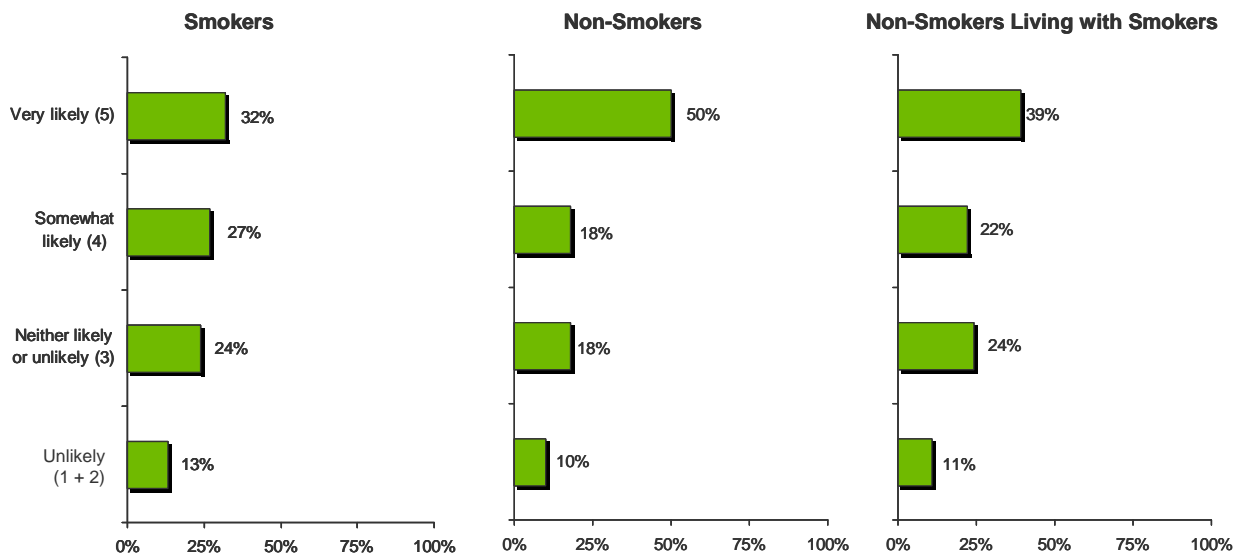
Non-smoking respondents were the most likely to take action at reducing second-hand smoke in their homes after viewing the poster. Among respondents, non-smokers (68%) are more likely than smokers (60%) to say that after viewing the poster they will be likely take measures to reduce second-hand smoke in their home. Approximately six in ten (61%) non-smokers living with smokers also indicated that they would be likely to take measures in their home. (Q.14)



Since viewing the poster, women are also more likely than men to take action in their home. Two thirds of female respondents (65%) are either very or somewhat likely to take steps to reduce second-hand smoke in their home compared to 56 percent of male respondents.

As was the case with the poster, respondents that are non-smokers are more likely to take action after viewing the insert than smokers. Nearly seven in ten (68%) non-smoking respondents say that they would be likely to take steps in their home to reduce second-hand smoke after reading the insert. This proportion is significantly higher than smokers (59%) who also say they would likely make the effort to reduce second-hand smoke in the home. Approximately six in ten (61%) non-smokers living with smokers also indicated that they would be likely to take measures in their home after seeing the insert. (Q.19)

After viewing [the insert], how likely will you be to take steps to reduce second-hand smoke in your home?
(n=737)



Interestingly, the two sub-groups that were less likely to take measures to reduce second-hand smoke in the home after seeing the insert were:

- Male respondents (56% vs. 65% of female respondents); and
- Respondents living in Quebec (54% vs. 66% of respondents living in other regions of Canada).

Survey Methodology

Questionnaire Design

The questionnaire for this study was designed by senior Decima consultants, in close consultation with the Health Canada project authority. Prior to being finalized, the questionnaire was tested online by Decima in both English and French.

Sample Design and Selection

Sample for this study was drawn from the members of Decima's proprietary eVox Internet Panel. The eVox panel is one of Canada's largest and fastest growing household consumer panels with over 60,000 households, including representation from every region of the country. To be eligible for participation, Canadians must opt in by signing-on as panel members and, as in all research, completion of the individual surveys is voluntary. Sample selection was based on whether the panel member was a smoker, non-smoker or non-smoker that lives with a smoker.

Survey Administration

The survey was available in English and French between September 13 and 21, 2006, and took an average of 9 minutes to complete. To complete the on-line survey, the respondent either "clicks" on or types-in the URL that was included in the e-mail invitation they received. The survey was available 24 hours per day throughout the survey period.

Completion Results

A total of 13,266 e-mail invitations were sent to eVox panel members, of which 1,950 accessed the site and entered the survey. A total of 737 individuals completed the survey. The overall response rate for this survey was 14.7 percent and the qualification incidence was 38%.

Appendix A: Concepts

Poster



MAKE YOUR HOME AND CAR
SMOKE-FREE

Protect Your Children
Second-hand smoke has been linked to asthma, bronchitis, middle ear infections, sudden infant death syndrome (SIDS), cancer and other illnesses in children. Extensive studies have shown that no level of ventilation will eliminate second-hand smoke from indoor air. Unfortunately, many parents are unaware that some of the actions they are taking to make their home and car smoke-free are not effective. Opening a window, turning on a fan, spraying air freshener, smoking in another room or using an air purifier **DO NOT** eliminate exposure to second-hand smoke.

What Can You Do?
Ensure that your home and car are 100% smoke-free. To learn how, order your free copy of Health Canada's MAKE YOUR HOME AND CAR SMOKE-FREE, a step-by-step guide to protecting your family from second-hand smoke.

Visit www.GoSmokefree.ca or call 1 800 O-Canada (1 800 622-6232) TTY/TDD 1 800 465-7735

 Health Canada Santé Canada

Canada



FAITES DE VOTRE MAISON ET DE VOTRE VOITURE
DES ENVIRONNEMENTS

SANS FUMÉE

Protégez vos enfants
La fumée secondaire est associée à l'asthme, à la bronchite, à certaines infections de l'oreille moyenne, au syndrome de la mort subite du nourrisson (MSN), au cancer et à d'autres maladies chez l'enfant. Des études approfondies ont démontré qu'aucun niveau de ventilation ne permet d'éliminer la fumée secondaire de l'environnement intérieur. Malheureusement, de nombreux parents ne sont pas conscients que certaines des mesures qu'ils prennent pour assurer une maison et une voiture sans fumée sont inefficaces. Certaines mesures, comme ouvrir une fenêtre, utiliser un ventilateur, un assainisseur d'air ou un purificateur d'air et fumer dans une autre pièce **N'ÉLIMINENT PAS** l'exposition à la fumée secondaire.

Que pouvez-vous faire ?
Assurez-vous d'avoir une maison et une voiture sans fumée. Pour savoir comment, obtenez gratuitement un exemplaire de FAITES DE VOTRE MAISON ET DE VOTRE VOITURE DES ENVIRONNEMENTS SANS FUMÉE, un guide étape par étape pour protéger votre famille contre la fumée secondaire.

Consultez le site www.VivezSansFumee.ca ou composez le 1 800 O-Canada (1 800 622-6232) ou le 1 800 465-7735 pour les malentendants.



Santé Canada Health Canada



Insert



**MAKE YOUR HOME AND CAR
SMOKE-FREE**

Protect Your Children
Second-hand smoke contains over 4,000 chemicals and has been linked to asthma, bronchitis, middle ear infections, sudden infant death syndrome (SIDS), cancer and other illnesses in children.

Children rely on their parent(s) to provide a healthy home environment. Unfortunately, many parents are unaware that some of the actions they are taking to make their home and car smoke-free are not effective. Opening a window, turning on a fan, spraying air freshener, smoking in another room or using an air purifier **DO NOT** eliminate exposure to second-hand smoke.

What Can You Do?
Ensure that your home and car are 100% smoke-free. To learn how, order your free copy of **MAKE YOUR HOME AND CAR SMOKE-FREE**, a step-by-step guide to protecting your family from second-hand smoke.

Visit www.NoSmokeFree.ca or call 1 800 O-Canada (1 800 622-6232)
TTY/TDD 1 800 465-7735



**FAITES DE VOTRE MAISON ET DE VOTRE
VOITURE DES ENVIRONNEMENTS
SANS FUMÉE**

Protégez vos enfants
La fumée secondaire renferme plus de 4 000 produits chimiques et est associée à l'asthme, à la bronchite, à certaines infections de l'oreille moyenne, au syndrome de la mort subite du nourrisson (MSN), au cancer et à d'autres maladies chez l'enfant.

Lorsqu'il est question de leur milieu de vie, les enfants s'en remettent à leurs parents. Malheureusement, de nombreux parents ne sont pas conscients que certaines des mesures qu'ils prennent pour assurer une maison et une voiture sans fumée sont inefficaces. Certaines mesures, comme ouvrir une fenêtre, utiliser un ventilateur, un assainisseur d'air ou un purificateur d'air et fumer dans une autre pièce **N'ÉLIMINENT PAS** l'exposition à la fumée secondaire.

Que pouvez-vous faire ?
Assurez-vous d'avoir une maison et une voiture sans fumée. Pour savoir comment, obtenez gratuitement un exemplaire de **FAITES DE VOTRE MAISON ET DE VOTRE VOITURE DES ENVIRONNEMENTS SANS FUMÉE**, un guide étape par étape pour protéger votre famille contre la fumée secondaire.

Consultez le site www.VivezSansFume.ca ou composez le 1 800 O-Canada (1 800 622-6232) ou le 1 800 465-7735 pour les malentendants.

Wordmarks





Magnet



Decal



Appendix B: Recruitment Screener (English and French)

**DECIMA (HEALTH CANADA)
WIP# 87600100**

Questionnaire: _____

<p>HALIFAX: Tuesday, September 5th Group 1: Non-smokers @ 5:30 pm 1 \$75 Group 2: Smokers @ 7:00 pm 2 \$75</p> <p>MONTREAL: Wednesday, September 6th Group 3: Non-smokers @ 5:30 pm 3 \$75 Group 4: Smokers @ 7:00 pm 4 \$75</p> <p>TORONTO: Wednesday, September 6th Group 5: Non-smokers @ 5:30 pm 5 \$75 Group 6: Smokers @ 7:00 pm 6 \$75</p>	<p>Recruit 10 for 8 to show per group</p> <p>Honorarium: \$75.00</p> <p>Study# LD Code</p>
<p>Respondent's name: _____</p> <p>Respondent's phone #: _____ (home)</p> <p>Respondent's phone #: _____ (work)</p> <p>Respondent's fax #: _____ sent? or</p> <p>Respondent's e-mail : _____ sent? __</p> <p>Sample source (<i>circle</i>): focus dbase random referral</p>	<p>Interviewer: _____</p> <p>Date : _____</p> <p>Validated: _____</p> <p>Central Files: _____</p> <p>On List: _____</p> <p>On Quotas: _____</p>

Hello, my name is _____. I'm calling from Decima Research, a national marketing research firm. We're organizing discussions on issues related to health, on behalf of Health Canada. Up to a dozen people like yourself will be taking part and for their time, participants will receive an honorarium of \$75.00. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix/variety of people. May I ask you a few questions?

- Yes **CONTINUE**
- No **ASK IF ANYONE ELSE IN THE HOUSEHOLD MIGHT BE INTERESTED
If NOT THANK AND TERMINATE**

Participation is voluntary and all your answers will be kept confidential and will be used for research purposes only. We are simply interested in hearing your opinions, no attempt will be made to sell you anything. The format is a "round table" discussion lead by a research professional.

READ TO ALL: “This call may be monitored or audio taped for quality control and evaluation purposes.”

ADDITIONAL CLARIFICATION IF NEEDED:

- to ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- to assess my (the interviewer) work for performance evaluation;
- to ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we’re asking the right questions to meet our clients’ research requirements – kind of like pre-testing).
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they were unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

1) Would you be available to attend a discussion group on the evening of **Day, Month, Date at Time?** (It will last about 2 hours and you will receive \$75.00 for your time)

- | | | |
|-----|---|--|
| YES | 1 | CONTINUE |
| NO | 2 | ASK FOR REFERRAL, THANK & TERMINATE |

2) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

- | | | |
|-----|---|------------------|
| YES | 1 | |
| NO | 2 | GO TO Q.6 |

3) How long ago was it? _____
THANK & TERMINATE IF IN THE PAST 6 MONTHS

4) What topics have you discussed?

IF INTERVIEWEE MENTIONS ANYTHING RELATED TO GROUP TOPIC, THANK & TERMINATE

5) And how many such groups have you ever attended?
 5 or less 1 **CONTINUE**
 6 or more 2 **THANK & TERMINATE**

- 6) Do you or does anyone in your household work in any of the following areas:
(READ LIST)...
- | | <u>YES</u> | <u>NO</u> | |
|---|------------|-----------|--------------------------------------|
| Marketing Research/Marketing Department | 1 | 2 | |
| Advertising | 1 | 2 | |
| Media Organization (TV, Radio, Newspaper, Magazine) | 1 | 2 | TERMINATE IF
"YES" TO ANY |
| Public Relations | 1 | 2 | |
| ACTRA | 1 | 2 | |
| Federal, provincial or municipal government | 1 | 2 | |
| Tobacco industry | 1 | 2 | |
- 7) For the purposes of this project, we need to ensure that we are speaking with individuals in specific types of households. Do you have any children living with you in your home?
- | | | |
|-----|---|----------------------------|
| Yes | 1 | CONTINUE |
| No | 2 | THANK AND TERMINATE |
- 8) How old are your children?
- | | | |
|-------------|---|--|
| 6 and under | 1 | |
| 7-11 | 2 | |
| 12-14 | 3 | |
| 15-18 | 4 | |
- 9) And if I may ask, how old are you? Are you
- | | | |
|--------------|---|----------------------------|
| 19 and under | 1 | THANK AND TERMINATE |
| 20-29 | 2 | |
| 30-39 | 3 | |
| 40-49 | 4 | |
| 50-55 | 5 | |
| 56 and older | 6 | THANK AND TERMINATE |
- 10) Do you smoke cigarettes everyday, occasionally, or not at all?
- | | | |
|--------------|---|-----------------------------------|
| Everyday | 1 | CONTINUE FOR GROUP 2, 4, 6 |
| Occasionally | 2 | CONTINUE FOR GROUP 2, 4, 6 |
| Not at all | 3 | CONTINUE FOR GROUP 1, 3, 5 |
- [ASK IF Q10=NOT AT ALL]**
- 11) Does any other adult (aged 19 or older) in your household smoke cigarettes?
- | | | |
|----------------------|---|-----------------------------------|
| Yes | 1 | CONTINUE FOR GROUP 1, 3, 5 |
| No | 2 | THANK & TERMINATE |
| Don't know / refused | 3 | THANK & TERMINATE |
- [ASK IF Q11=YES]**
- 12) Would you say that person smokes in your home...
- | | | |
|-----------------|---|-----------------------------------|
| Frequently | 1 | CONTINUE FOR GROUP 1, 3, 5 |
| Sometimes | 2 | CONTINUE FOR GROUP 1, 3, 5 |
| Once in a while | 3 | CONTINUE FOR GROUP 1, 3, 5 |
| Never | 4 | THANK & TERMINATE |

13) RESPONDENT'S GENDER (By observation, do not ask):

Male	1
Female	2

14) What is the highest level of education that you have completed?

Some high school or less	1
Completed high school	2
Some university/college	3
Undergraduate university degree/college degree	4
Graduate degree (Masters/Ph.D.)	5
DK/RF	9

15) And approximately what is your total household income before taxes? Is it...
(READ LIST)

\$20,000 and under	1
\$20,001 - 35,000	2
\$35,001 - 50,000	3
\$50,001 - 65,000	4
\$65,001 and up	5
DK/RF	9

Now I just have a couple "interpretive" questions to ask you.

The following questions are to access the respondent's "creative thinking". We'd like to make sure (as much as possible) that the people are comfortable with contributing to the group.

16) Can you please tell me three other uses for a newspaper, other than the obvious (reading, advertisements)?

17) Sometimes participants are also asked to write out their answers to a questionnaire, read or watch a TV commercial during the discussion. Is there any reason why you could not participate? [READ IF NEEDED: I can assure you that everything written or discussed in the groups will remain confidential]

Yes	1	THANK & TERMINATE
No	2	

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.

As I mentioned earlier, the group discussion will take place the evening of, **Day, Month, Date @ Time for 2 hours**. Would you be willing to attend?

Yes 1
 No 2 **THANK & DISCONTINUE**

HALIFAX:			
Tuesday, September 5 th			
Group 1: Non-smokers	@ 5:30 pm	1	\$75
Group 2: Smokers	@ 7:00 pm	2	\$75
MONTREAL:			
Wednesday, September 6 th			
Group 3: Non-smokers	@ 5:30 pm	3	\$75
Group 4: Smokers	@ 7:00 pm	4	\$75
TORONTO:			
Wednesday, September 6 th			
Group 5: Non-smokers	@ 5:30 pm	5	\$75
Group 6: Smokers	@ 7:00 pm	6	\$75

PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the hosting facility and session moderator with a list of respondents' names and profiles (screener responses) so that they can sign you into the group. Do we have your permission to do this Please be assured that this information will be kept strictly confidential.

Yes 1 **GO TO P2**
 No 2 **READ RESPONDENT INFO BELOW**

Unfortunately we need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. **GO TO P1A**

P1a) Now that I've explained this, do I have your permission to provide your name and profile to the facility?

Yes 1 **GO TO P2**
 No 2 **THANK & TERMINATE**

P2) An audio and video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes 1 **THANK & GO TO P3**
 No 2 **READ RESPONDENT INFO BELOW**

Unfortunately it is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete his report. I assure you it is kept strictly confidential and it will be destroyed as when the research is complete. **GO TO P2A**

P2a) Now that I've explained this, do I have your permission for audio/video taping?

Yes	1	THANK & GO TO P3
No	2	THANK & TERMINATE

P3) Each month we submits the names of individuals that have participated in our focus groups to the Marketing Research and Intelligence Association (www.mria-arim.ca<[http:// www.mria-arim.ca](http://www.mria-arim.ca) >) Qualitative Central system. Qualitative Central serves as a centralized database to review participation in qualitative research and focus groups. You will not be contacted for any reason whatsoever as a result of being on this list.

Do we have your permission to submit your name and phone number to MRIA's Qualitative Central system?

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

P3a) Unfortunately, to participate in this focus group we must have your permission to add your name to the Qualitative Central system as it is the only way for us to ensure the integrity of the research process and track participation in qualitative research. The system is maintained by the industry body, the Marketing Research and Intelligence Association, and is solely used to track your participation in qualitative research (such as focus groups). You will not be contacted for any reason whatsoever as a result of being on this list.

Now that I've explained this do I have your permission to add your name to our qualitative central list?

Yes	1	THANK & GO TO INVITATION
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AS REQUIRED, ADDITIONAL INFO FOR THE INTERVIEWER:

Please be assured that this information is kept confidential and is strictly accessed and used by professional market research firms to review participation and prevent "professional respondents" from attending sessions. Research firms participating in MRIA's Qualitative Central require your consent to be eligible to participate in the focus group - the system helps ensure the integrity of the research process.

AS REQUIRED, NOTE ABOUT MRIA:

The Marketing Research and Intelligence Association is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Society's mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of market information.

INVITATION

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

City:	Halifax	Toronto	Montreal
Group Dates	Tuesday September 5, 2006	Wednesday September 6, 2006	Wednesday September 6, 2006
Facility	<p>Corporate Research Associates</p> <p>7051 Bayer Road, Suite 400, Halifax NS B3L 2C1</p> <p>Entry Instructions to Building: Enter through the main door of The CCL Group Building; take the elevators to the 4th floor.</p> <p>Directions: Located in The CCL Group building, a five-story glass and brick building on Bayers Road, at "The Village at Bayers Road", beside the Petro Canada.</p> <p>Parking: Free municipal and attached parking. No street parking.</p>	<p>Opinion Search Inc.</p> <p>2345 Yonge Street, Suite 704, Toronto ON M4P 2E5</p> <p>Entry Instructions to Building: "Edison Building" (1) Enter on Yonge Street. Take escalator up to elevator (2) Off Broadway underground parking, take Edison elevators</p> <p>Directions: 2nd block north of Eglinton, east side of Yonge between Roehampton and Broadway Avenues. South of Shoppers Drug Market. Eglinton subway station.</p> <p>Parking: Street, municipal and attached parking.</p>	<p>Opinion Search Inc.</p> <p>1080 Beaver Hall Hill, Suite 400, Montreal QC H2Z 1S8</p> <p>Entry Instructions to Building: Street-level entrance on Beaver Hall Hill.</p> <p>Directions: Located on Beaver Hall Hill between Blvd. René Levesque O. and De La Gauchetière streets. Take Blvd. René Levesque O. street eastbound until you hit Côte du Beaver Hall. Turn right onto Côte du Beaver Hall.</p> <p>Parking: Street parking, attached parking.</p>

The discussion will last approximately **2 hours** and you will be given \$75.00 to thank you for your time.

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's license). If you require glasses for reading make sure you bring them with you as well.

EARLY ARRIVAL INCENTIVE: We will have an early arrival draw 5 minutes before the group starts. Everyone who arrives in time for the draw will have the opportunity to win a \$25.00 cash prize in addition to the incentive that they are already receiving.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get another participant to replace you. You can reach us at **1-800-363-4229 x5068** at our office. Please ask for **Carol Smith**.

So that we can call you to remind you about the focus group or contact you should there be any changes, can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____
Last Name _____
Email _____
Day time phone number _____
Night time phone number _____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE

DECIMA (SANTÉ CANADA)
WIP# 87600100

<p>HALIFAX : Le mardi 5 septembre</p> <table border="0"> <tr> <td>Groupe 1 : Non-fumeurs</td> <td>17 h 30</td> <td>1</td> <td>75 \$</td> </tr> <tr> <td>Groupe 2 : Fumeurs</td> <td>19 h 00</td> <td>2</td> <td>75 \$</td> </tr> </table> <p>MONTRÉAL : Le mercredi 6 septembre</p> <table border="0"> <tr> <td>Groupe 3 : Non-fumeurs</td> <td>17 h 30</td> <td>3</td> <td>75 \$</td> </tr> <tr> <td>Groupe 4 : Fumeurs</td> <td>19 h 00</td> <td>4</td> <td>75 \$</td> </tr> </table> <p>TORONTO : Le mercredi 6 septembre</p> <table border="0"> <tr> <td>Groupe 5 : Non-fumeurs</td> <td>17 h 30</td> <td>5</td> <td>75 \$</td> </tr> <tr> <td>Groupe 6 : Fumeurs</td> <td>19 h 00</td> <td>6</td> <td>75 \$</td> </tr> </table>	Groupe 1 : Non-fumeurs	17 h 30	1	75 \$	Groupe 2 : Fumeurs	19 h 00	2	75 \$	Groupe 3 : Non-fumeurs	17 h 30	3	75 \$	Groupe 4 : Fumeurs	19 h 00	4	75 \$	Groupe 5 : Non-fumeurs	17 h 30	5	75 \$	Groupe 6 : Fumeurs	19 h 00	6	75 \$	<p>Recrutez 10.</p> <p>Prime : 75 \$</p> <p>Étude n° 90085</p>
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<p>Nom du répondant :</p> <p>N° de téléphone du répondant : _____ (maison)</p> <p>N° de téléphone du répondant : _____ (bureau)</p> <p>N° de télécopieur du répondant : _____ envoyé? ou</p> <p>Courriel du répondant : _____ envoyé?</p> <p>Source de l'échantillon (encerclez) :</p> <p>base de données aléatoire référence</p>	<p>Intervieweur :</p> <p>Date :</p> <p>Validé :</p> <p>Fichiers centraux :</p> <p>Listes :</p> <p>Quotas :</p>																								

Bonjour, je m'appelle _____ et je vous téléphone du Centre de recherche Décima, une firme nationale de recherche marketing. Nous organisons des groupes de discussion sur la santé pour le compte du gouvernement du Canada. Un maximum de 12 personnes seront invitées à y participer, toutes recrutées au hasard par téléphone. En guise de remerciement pour leur temps, les participants recevront une prime en argent de 75 \$. Toutefois, avant de vous inviter à vous joindre à nous, j'aimerais vous poser quelques questions pour m'assurer de la diversité du groupe. Puis-je poursuivre?

Oui **CONTINUEZ**
Non **DEMANDEZ À PARLER À QUELQU'UN DU MÉNAGE QUI POURRAIT ÊTRE INTÉRESSÉ. SI PERSONNE, REMERCIEZ ET TERMINEZ**

Votre participation est volontaire. Toutes vos réponses demeureront strictement confidentielles et seront uniquement utilisées à des fins de recherche. Seule votre opinion compte pour nous. Nous ne tenterons pas de vous vendre quoi que ce soit. La discussion se déroulera sous forme de table ronde et sera dirigée par un professionnel de la recherche.

LISEZ À TOUS : « Cet appel peut être écouté ou enregistré à des fins d'évaluation ou de contrôle de la qualité. »

CLARIFICATIONS SUPPLÉMENTAIRES AU BESOIN :

- Pour s'assurer que je lise les questions correctement et que je recueille vos réponses avec précision;
- Pour évaluer mon rendement;
- Pour vérifier que le questionnaire est exact/correct (c.-à-d. évaluation de la programmation ITAO et de la méthodologie – que nous posons les bonnes questions pour répondre aux exigences de nos clients en matière de recherche – comme un prétest).
- Si l'appel est enregistré, l'enregistrement sert uniquement à évaluer le travail de l'intervieweur et est écouté immédiatement après la fin de l'entrevue. Il peut également être utilisé par le gestionnaire de projets ou le client pour évaluer le questionnaire si ces personnes n'étaient pas disponibles au moment de l'entrevue. Tous les enregistrements sont détruits après l'évaluation.

1) Seriez-vous disponible à assister à un groupe de discussion qui aura lieu en soirée le **jour, date, mois à heure**? (La séance durera tout au plus 2 heures et vous recevrez une prime de 75 \$ en guise de remerciement pour votre temps.)

OUI 1 **CONTINUEZ**
NON 2 **DEMANDEZ UNE RÉFÉRENCE, PUIS REMERCIEZ ET TERMINEZ**

HALIFAX :			
Le mardi 5 septembre			
Groupe 1 : Non-fumeurs	17 h 30	1	75 \$
Groupe 2 : Fumeurs	19 h 00	2	75 \$
MONTRÉAL :			
Le mercredi 6 septembre			
Groupe 3 : Non-fumeurs	17 h 30	3	75 \$
Groupe 4 : Fumeurs	19 h 00	4	75 \$
TORONTO :			
Le mercredi 6 septembre			
Groupe 5 : Non-fumeurs	17 h 30	5	75 \$
Groupe 6 : Fumeurs	19 h 00	6	75 \$

2) Avez-vous déjà participé à un groupe discussion de consommateurs, à une entrevue ou à un sondage pour lequel vous avez été recruté(e) à l'avance et avez reçu une somme d'argent?

- OUI 1
- NON 2 **PASSEZ À Q.6**

3) Il y a combien de temps de cela?

TERMINEZ SI AU COURS DES 6 DERNIERS MOIS.

4) Quel était le sujet de la discussion?

SI MENTIONNE QUOI QUE CE SOIT EN LIEN AVEC LA FUMÉE DE SECONDE MAIN, REMERCIEZ ET TERMINEZ.

5) Et à combien de séances de la sorte avez-vous participé?

- 5 ou moins 1 **CONTINUEZ**
- 6 ou plus 2 **REMERCIEZ ET TERMINEZ**

6) Est-ce que vous, ou quelqu'un d'autre chez vous, travaillez dans l'un des domaines suivants ou pour l'un de ces employeurs :

(LISEZ LA LISTE.)

	<u>OUI</u>	<u>NON</u>	
Recherche marketing/Service de marketing	1	2	
Publicité	1	2	
Médias (télévision, radio, presse écrite)	1	2	TERMINEZ SI OUI À L'UNE CES OPTIONS
Relations publiques	1	2	
ACTRA	1	2	
Gouvernement fédéral, gouvernement provincial ou administration municipale	1	2	
Industrie du tabac	1	2	

7) Aux fins de cette étude, nous devons parler à des gens de milieux familiaux précis. Avez-vous des enfants à la maison?

Oui	1	CONTINUEZ
Non	2	REMERCIEZ ET TERMINEZ

8) Quel âge ont-ils?

6 ans ou moins	1
7 à 11 ans	2
12 à 14 ans	3
15 à 18 ans	4

9) Quel âge avez-vous?

19 ans ou moins	1	REMERCIEZ ET TERMINEZ
20 à 29 ans	2	
30 à 39 ans	3	
40 à 49 ans	4	
50 à 55 ans	5	
56 ans ou plus	6	REMERCIEZ ET TERMINEZ

10) Fumez-vous la cigarette tous les jours, à l'occasion ou jamais?

Tous les jours	1	GROUPE 2, 4, 6
À l'occasion	2	GROUPE 2, 4, 6
Jamais	3	GROUPE 1, 3, 5

[POSEZ SI Q10=JAMAIS.]

11) Dans votre ménage, y a-t-il d'autres adultes (de 19 ans ou plus) qui fument la cigarette à la maison?

Oui	1	GROUPE 1, 3, 5
Non	2	REMERCIEZ ET TERMINEZ
Ne sait pas/Refuse	3	REMERCIEZ ET TERMINEZ

[POSEZ SI Q11=OUI.]

12) Est-ce que ces personnes fument...

Fréquemment dans la maison	1	GROUPE 1, 3, 5
À l'occasion dans la maison	2	GROUPE 1, 3, 5
Quelques fois dans la maison	3	GROUPE 1, 3, 5
Jamais dans la maison	4	REMERCIEZ ET TERMINEZ

- SI FUME A TOUT LES JOURS OU OCCASIONNELLEMENT A Q10 RECRUTEZ POUR LE GROUPE FUMEURS

- S'IL NE FUME PAS DU TOUT ET QU'UN AUTRE ADULTE DANS LE FOYER FUME A LA Q11 ET NE DIT PAS JAMAIS A LA Q12 RECRUTEZ POUR LES GROUPES NON-FUMEURS

- SI AUCUN DES DEUX, REMERCIEZ ET TERMINEZ

13) SEXE DU RÉPONDANT (Par observation, ne demandez pas) :

Homme	1
Femme	2

14) Quel est le plus haut niveau de scolarité que vous avez atteint?

Études secondaires non terminées	1
Études secondaires terminées	2
Études collégiales ou universitaires non terminées	3
Études collégiales ou universitaires terminées	4
Études supérieures (maîtrise/doctorat)	5
Ne sait pas/Refuse	9

- 15) Et quel est approximativement le revenu total de votre ménage avant impôt?
(LISEZ LA LISTE.)

20 000 \$ ou moins	1
20 001 \$ à 35 000 \$	2
35 001 \$ à 50 000 \$	3
50 001 \$ à 65 000 \$	4
65 001 \$ ou plus	5
Ne sait pas/Refuse	9

J'ai maintenant quelques questions plus imaginatives à vous poser.

Les questions suivantes servent à évaluer la pensée créative des répondants. Nous aimerions nous assurer (dans la mesure du possible) que les gens seront à l'aise de participer au groupe.

- 16) Pouvez-vous me donner trois autres choses qu'il est possible de faire avec des journaux, autres que celles qui sont évidentes (lecture, publicité)?

Nous recherchons des réponses telles qu'un chapeau de pirate, tapisser le fond d'une cage d'oiseaux, envelopper du poisson, etc. Si le répondant prend trop de temps pour répondre à la question, il est probable qu'il ne se sentira pas à l'aise de participer au groupe de discussion.

- 17) Parfois, les participants doivent répondre par écrit à un questionnaire, lire ou regarder une publicité télévisée au cours de la discussion. Y a-t-il une raison qui vous empêcherait de participer?

Oui	1	REMERCIEZ ET TERMINEZ
Non	2	

TERMINEZ SI LE RÉPONDANT DONNE UNE RAISON COMME UN PROBLÈME DE L'OUÏE, DE LA VUE, D'ALPHABÉTISME, UNE PRÉOCCUPATION À NE PAS POUVOIR COMMUNIQUER EFFICACEMENT OU SI VOUS AVEZ UN DOUTE.

Comme je l'ai mentionné plus tôt, le groupe de discussion aura lieu le jour, date, mois à heure et durera 2 heures. Acceptez-vous d'y participer?

Oui 1
 No 2 **REMERCIEZ ET TERMINEZ**

HALIFAX :			
Le mardi 5 septembre			
Groupe 1 : Non-fumeurs	17 h 30	1	75 \$
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TORONTO :			
Le mercredi 6 septembre			
Groupe 5 : Non-fumeurs	17 h 30	5	75 \$
Groupe 6 : Fumeurs	19 h 00	6	75 \$

ENJEUX RELATIFS À LA CONFIDENTIALITÉ

J'aurais maintenant quelques questions à vous poser à propos de la confidentialité, de vos renseignements personnels et du processus de recherche. Nous devons obtenir votre permission par rapport à certains sujets afin que nous puissions effectuer notre recherche. Lorsque je vous poserai ces questions, n'hésitez pas à me demander de les clarifier si vous en ressentez le besoin.

P1) Tout d'abord, nous fournirons une liste des noms et des profils (réponses au questionnaire) des participants aux hôtes du groupe de discussion et au modérateur, afin qu'ils puissent vous inscrire au groupe. Acceptez-vous que nous leur transmettions ces renseignements? Je peux vous assurer que ceux-ci demeureront strictement confidentiels.

Oui 1 **PASSEZ À P2**
 Non 2 **LISEZ L'INFORMATION SUIVANTE AU RÉPONDANT**

Malheureusement, nous devons donner votre nom et votre profil aux hôtes et au modérateur du groupe de discussion, puisque seuls les gens qui sont invités à participer peuvent prendre part à la discussion. Les hôtes et le modérateur ont besoin de ces renseignements à des fins de vérification uniquement. Soyez assuré(e) que ces renseignements demeureront strictement confidentiels. **PASSEZ À P1A**

P1a) Maintenant que je vous ai expliqué cela, acceptez-vous que nous transmettions votre nom et votre profil aux hôtes et au modérateur du groupe de discussion?

- | | | |
|-----|---|------------------------------|
| Oui | 1 | PASSEZ À P2 |
| Non | 2 | REMERCIEZ ET TERMINEZ |

P2) Il y aura un enregistrement audio/vidéo du groupe de discussion et celui-ci servira uniquement à des fins de recherche. Les enregistrements seront uniquement utilisés par un professionnel de la recherche lors de la préparation du rapport de recherche. Les enregistrements seront détruits lorsque le rapport sera terminé.

Acceptez-vous qu'un enregistrement audio/vidéo du groupe de discussion soit effectué uniquement à des fins de recherche?

- | | | |
|-----|---|--|
| Oui | 1 | REMERCIEZ ET PASSEZ À P3 |
| Non | 2 | LISEZ L'INFORMATION SUIVANTE AU RÉPONDANT |

Malheureusement, nous devons faire un enregistrement audio/vidéo du groupe de discussion puisque le professionnel de la recherche en aura besoin pour rédiger son rapport. Je peux vous assurer que ces enregistrements demeureront strictement confidentiels et qu'ils seront détruits dès que le rapport sera terminé. **PASSEZ À P2A**

P2a) Maintenant que je vous ai expliqué cela, acceptez-vous que nous fassions un enregistrement audio/vidéo du groupe de discussion?

- | | | |
|-----|---|---------------------------------|
| Oui | 1 | REMERCIEZ ET PASSEZ À P3 |
| Non | 2 | REMERCIEZ ET TERMINEZ |

P3) *Chaque mois, FocusSearch soumet le nom des personnes qui ont participé à nos groupes de discussion au Registre central de recherche qualitative de l'Association de la Recherche et de l'Intelligence Marketing (www.mria-arim.ca). Le Registre central de recherche qualitative est une base de données centrale qui vérifie la participation aux groupes de discussion de recherches qualitatives. Personne ne communiquera avec vous parce que votre nom se trouve dans ce registre.*

Nous permettez-vous de soumettre votre nom et votre numéro de téléphone au Registre central de recherche qualitative de l'ARIM?

- | | | |
|-----|---|---|
| Oui | 1 | REMERCIEZ ET PASSEZ AUX DIRECTIVES |
| Non | 2 | PASSEZ À P3A |

P3a) *Malheureusement, afin de participer à ce groupe de discussion nous devons avoir votre permission pour ajouter votre nom au Registre central de recherche qualitative puisqu'il s'agit du seul moyen qui nous permettra d'assurer l'intégrité du processus de recherche et de faire le suivi de la participation aux recherches qualitatives. Le système est tenu à jour par l'Association de la Recherche et de l'Intelligence Marketing et il est uniquement utilisé pour faire le suivi de votre participation aux recherches qualitatives (comme les groupes de discussion). Vous ne serez jamais contacté parce que votre nom se trouve dans ce registre.*

Maintenant que je vous ai expliqué cela, acceptez-vous que nous ajoutions votre nom au registre central de recherche qualitative?

- | | | |
|-----|---|---|
| Oui | 1 | REMERCIEZ ET PASSEZ AUX DIRECTIVES |
| Non | 2 | REMERCIEZ ET TERMINEZ |

AU BESOIN, RENSEIGNEMENTS SUPPLÉMENTAIRES POUR L'INTERVIEWEUR :

Soyez assuré(e) que cette information demeurera confidentielle et seules les firmes d'études de marché professionnelles pourront y accéder et l'utiliser pour vérifier la participation et empêcher les « répondants

professionnels » de participer aux groupes. Les firmes de recherche qui participent au Registre central de recherche qualitative de l'ARIM ont besoin de votre autorisation avant que vous ne soyez admissible à participer au groupe de discussion – cette procédure contribue à assurer l'intégrité du processus de recherche.

AU BESOIN, NOTE À PROPOS DE L'ARIM :

L'Association de la Recherche et de l'Intelligence Marketing est un organisme à but non lucratif qui regroupe des professionnels de la recherche en marketing impliqués dans le marketing, la publicité, les recherches sociales et politiques. La mission de l'Association est d'être le leader dans la promotion de l'excellence dans la pratique du marketing et des recherches sociales ainsi que dans la valeur de l'information sur les marchés.

INVITATION

Avez-vous un crayon à portée de main pour prendre en note l'adresse de l'endroit où se tiendra le groupe de discussion? Il aura lieu à :

City:	Halifax	Toronto	Montreal
Group Dates	Le mardi 5 septembre, 2006	Le mercredi 6 septembre, 2006	Le mercredi 6 septembre, 2006
Facility	<p>Corporate Research Associates</p> <p>7051 Bayer Road, Suite 400, Halifax NS B3L 2C1</p> <p>Entry Instructions to Building: Enter through the main door of The CCL Group Building; take the elevators to the 4th floor.</p> <p>Directions: Located in The CCL Group building, a five-story glass and brick building on Bayers Road, at "The Village at Bayers Road", beside the Petro Canada.</p> <p>Parking: Free municipal and attached parking. No street parking.</p>	<p>Opinion Search Inc.</p> <p>2345 Yonge Street, Suite 704, Toronto ON M4P 2E5</p> <p>Entry Instructions to Building: "Edison Building" (1) Enter on Yonge Street. Take escalator up to elevator (2) Off Broadway underground parking, take Edison elevators</p> <p>Directions: 2nd block north of Eglinton, east side of Yonge between Roehampton and Broadway Avenues. South of Shoppers Drug Market. Eglinton subway station.</p> <p>Parking: Street, municipal and attached parking.</p>	<p>Opinion Search Inc.</p> <p>1080 Beaver Hall Hill, Suite 400, Montreal QC H2Z 1S8</p> <p>Entry Instructions to Building: Street-level entrance on Beaver Hall Hill.</p> <p>Directions: Located on Beaver Hall Hill between Blvd. René Levesque O. and De La Gauchetière streets. Take Blvd. René Levesque O. street eastbound until you hit Côte du Beaver Hall. Turn right onto Côte du Beaver Hall.</p> <p>Parking: Street parking, attached parking.</p>

La discussion durera environ **2 heures** et vous recevrez une prime de 75 \$ en guise de remerciement pour le temps que vous nous aurez accordé.

Nous vous demandons d'arriver quinze minutes avant l'heure prévue pour vous permettre de stationner votre voiture, de trouver nos bureaux et de vous présenter à nos hôtes. Il est possible qu'on vous demande de vous identifier avant la tenue du groupe. Par conséquent, assurez-vous d'avoir une pièce d'identité avec vous (par exemple : un permis de conduire). De plus, si vous avez besoin de lunettes pour lire, veuillez les apporter.

PRIME POUR CEUX QUI ARRIVENT TÔT : Nous procéderons à un tirage 5 minutes avant le début du groupe. Tous ceux qui arriveront à temps pour le tirage courront la chance de gagner un prix de 25 \$ en plus de la prime déjà prévue.

Comme nous n'invitons qu'un petit nombre de personnes, votre participation est très importante pour nous. Si, pour une raison ou une autre vous ne pouvez pas vous présenter, veuillez nous en aviser pour que nous puissions vous remplacer. Vous pouvez nous joindre au numéro sans frais suivant : **1 800 363-4229, poste 5068**. Demandez à parler à **Louise Tremblay**. Quelqu'un communiquera avec vous la veille du groupe de discussion pour confirmer votre présence.

Afin que nous puissions vous appeler pour confirmer votre présence ou pour vous informer si des changements survenaient, pourriez-vous me confirmer votre nom et vos coordonnées? **[LISEZ LES COORDONNÉES QUE NOUS AVONS ET MODIFIEZ AU BESOIN.]**

Prénom : _____

Nom de famille : _____

Courriel : _____

N° de téléphone le jour : _____

N° de téléphone le soir : _____

Si le répondant refuse de donner son prénom, son nom ou son numéro de téléphone, (un numéro de téléphone c'est bien, deux c'est mieux) veuillez lui dire que ces renseignements demeureront strictement confidentiels en vertu de la Loi sur la protection des renseignements personnels et que ceux-ci seront uniquement utilisés pour le contacter afin de confirmer sa présence et pour l'informer en cas de changement. S'il refuse toujours, REMERCIEZ ET TERMINEZ.

Appendix C: Moderation Guide (English and French)

Moderator's Guide

Health Canada Smoke free advertising concept testing

August 31, 2006

1. Introduction and Warm-Up

(5)

The moderator will take a few minutes to introduce himself and to go around the table and ask respondents to introduce themselves, and will outline a few ground rules for the discussion:

- Want to ensure that people share their views openly and honestly.
- Want people to talk about their views, not “other people’s views”.
- No right or wrong answers.
- Everyone’s views are valid.
- The moderator’s job is to ensure that we stay on topic.
- Reinforce the message that the moderator has no stake in the results.

The moderator will also point out that there is a one-way mirror, observers in the back, and audio/video taping, but ensure that all discussion is entirely confidential.

- Tonight we are going to be talking about smoking, and second-hand smoke in particular. How serious a health problem do you think second-hand smoke is?
- Do you see this problem getting better, worse, or not changing? Why?

Tonight we are going to be reviewing some advertising concepts. I am looking to gather your impressions of these concepts, more specifically about the meaning and effectiveness of the ads, and the impression it leaves on you.

The moderator will ask participants discuss those impressions with the group.

2. TV Ad Communications Testing

(40)

Participants will view the TV ad. Participants will be asked simply to watch the screen, not to comment or react. The ad will be played twice.

- Before discussing, I would like you to write down two things. First, I would like to get your first reaction, using a scale of 1-5, with 1 being a very negative reaction and 5 being a very positive reaction.
- Second, I would like you to write down what the key idea or message that you took away from this advertisement.

Discuss

- What rating did you give this ad, and what are your initial impressions?
 - What is the main message this ad is trying to get across?
 - What did you like most about this ad?
 - What did you like least about this ad?
 - What do you feel as a result of seeing this ad?
 - How do you feel about the tone of the message? Is it the right kind of tone for an ad like this? How does it make you feel?
 - Is there information here that is new to you (that you didn't know previously)?
 - How believable is this message?
 - Who is this ad aimed at?
 - What would you do as a result of seeing this ad?
 - What do you think smokers would do as a result of seeing this ad?
- Now let's talk about some more specific components of this ad.
 - Did you notice the smoke in the air clinging to items in the home? What message is this trying to get across?
 - Did you notice the smoke clinging to the grapes and couch? What message is this trying to get across?
 - Did you notice the smoke around the little girl? What message is this trying to get across?
 - What message did you hear (audio)?
 - Do you recall hearing the reference to the word "toxic"? If so, how do you interpret the word "toxic"?
 - Was the tone of the voice used suitable for the ad? Why? Why not?

Call to action

- There was text on the screen at the end of the ad that read: “Make your home smoke-free”.
 - Did you notice this line?
 - How do you react to this statement?
- Do you recall any information being provided at the end of the ad?
 - If so, what do you recall?
 - *probe gosmokefree.ca web site / 1-800 OCanada number*
 - Would you ever go to the web site or call the number? Why or why not?
 - Do you recall a picture of a brochure?
 - What information / services do you expect to receive by calling or visiting the web site?

Specific focus: Wordmark

- Did you notice the Canada wordmark at the end of the ad?
 - What first comes to mind when you saw this wordmark? What impact did this have on you?
- Other options for wordmarks are being considered. *[show images of all three logos on foamcore]*
 - ROTATE THE FOLLOWING QUESTIONS
 - Health Canada wordmark – what first comes to mind when you see this wordmark? What impact does it have on you?
 - Health Canada/Canada workmark combined – what first comes to mind when you see this wordmark? What impact does it have on you.
 - Which of the three do you find most/least appropriate for this ad, or are you indifferent? Why?

At the end of discussion ask the following questions

Overall, to what extent do you **approve** of this television ad? On a scale of 1-10 (1 is low, 10 is high), rate your approval

After seeing this ad, has anything **changed for you in terms of how you think about the issue of second-hand smoke?** What?

Print Communications Testing (20)

Each of the print materials will be presented and will be rotated to control for bias. Participants will be cautioned that they are looking at concepts/ideas only. They should bare in mind that we are interested in their personal reactions only – not how they think others will react.

After revealing each print piece, participants will be given a few minutes to jot down their answers before being asked to discuss their reaction to each concept.

Moderator will ask questions and probe for both the poster and the insert.

- Again, I would like to get your first reaction, using a scale of 1-5, with 1 being a very negative reaction and 5 being a very positive reaction.
- Second, I would like you to write down what the key idea or message that you took away from this poster/insert.

Discuss

- What rating did you give this ad, and what are your initial impressions?

Specific probes:

- How do you feel when you see this poster/insert?
- What does this poster/insert mean or suggest to you? Why?
- Do you think this poster/insert would be easy to notice? Why or why not?
- Is it easy to read? Why or why not?
- Is it easy to understand? Why or why not?
- What do you like most about this poster/insert? What do you like least?
- What words most get your attention? Why?
- What could make it more memorable?
- How do you feel about the tone of the message? Is it the right kind of tone for an ad like this? How does it make you feel?
- Is there information here that is new to you (that you didn't know previously)?

There is a line near the top of the poster and insert that read: "Make your home and car smoke-free".

- Did you notice this line?
- What do you think of this statement?
- Is it appropriate? Relevant?

4. Other Materials (15)

I would also like to get your impressions of some other materials. (show/hand out visual of the additional elements, like the fridge magnet, use same tests for each one)

What are your overall impressions of this decal/magnet? Using the 5 point scale on the hand-out I just provided, would you say it is very positive, somewhat positive, neutral, somewhat negative or very negative? Why?

- Does it capture your attention?
- What is the key message here?
- Is it an effective message, or an ineffective message?
- Is it visually appealing/unappealing?
- Is the information presented in a clear or unclear way?

3. Conclusions / Wrap up (5)

Before wrapping up the group, the moderator will come back to the viewing room and check to see if there are any questions or areas the client(s) would like asked or explored further.

Guide de modération

Santé Canada – Évaluation du concept publicitaire sans fumée

Le 31 août 2006

4. Introduction

(5)

Le modérateur prendra quelques minutes pour se présenter, faire un tour de table et demander aux participants de se présenter. Il mentionnera ensuite quelques règles de bases pour la discussion :

- Il doit faire en sorte que tous puissent exprimer leurs points de vue ouvertement et en toute honnêteté.
- Il faut que chacun exprime son point de vue personnel et non celui « des autres ».
- Il n'y a ni de bonnes, ni de mauvaises réponses.
- Tous les points de vue sont valables.
- Le rôle du modérateur est de faire en sorte que l'on ne s'égaré pas dans des discussions futiles.
- Le modérateur est indépendant et n'a aucun parti pris.

Le modérateur informera ensuite les participants qu'il y a un miroir d'observation derrière lequel se trouvent certaines personnes et que l'on fera un enregistrement audiovisuel de la discussion, mais il les assurera également que toute la discussion demeurera confidentielle.

- La discussion de ce soir portera sur le tabagisme, plus particulièrement sur la fumée secondaire. Selon vous, la fumée secondaire pose-t-elle un grave problème de santé?
- Croyez-vous que ce problème diminuera, s'aggravera ou qu'il demeurera le même? Pourquoi?

Ce soir, nous évaluerons des concepts publicitaires. Je recueillerai vos commentaires sur ces concepts, plus précisément sur leur signification et leur efficacité, de même que sur l'impression qu'ils vous laissent.

Le modérateur demandera aux participants de discuter de leurs impressions en groupe.

5. Évaluation de la publicité télévisée (40)

Les participants visionneront la publicité télévisée. On demandera aux participants de simplement regarder l'écran, sans commenter ou réagir ouvertement. La publicité sera présentée deux fois.

- Avant de commencer la discussion, j'aimerais que vous écriviez deux choses. Tout d'abord, je vous demanderais d'évaluer votre première réaction sur une échelle de 1 à 5, où 1 signifie très négative et 5, très positive.
- Ensuite, j'aimerais que vous écriviez l'idée principale ou le message clé qui se dégage de cette publicité.

Discussion

- Quelle note avez-vous accordée à cette publicité? Quelles sont vos premières impressions?
 - Quel est le principal message que cette publicité tente de véhiculer?
 - Qu'avez-vous le plus aimé de cette publicité?
 - Qu'avez-vous le moins aimé de cette publicité?
 - Que ressentez-vous après avoir vu cette publicité?
 - Que pensez-vous du ton du message? Est-il approprié pour une publicité comme celle-là? Comment vous sentez-vous après avoir vu cette publicité?
 - Y a-t-il des renseignements qui sont nouveaux pour vous (que vous ne connaissiez pas avant)?
 - Dans quelle mesure ce message est-il crédible?
 - Qui vise-t-on dans cette publicité?
 - Que seriez-vous porté(e) à faire après avoir vu cette publicité?
 - Selon vous, qu'est-ce que les fumeurs seraient portés à faire après avoir vu cette publicité?

- Parlons maintenant d'éléments précis de la publicité.
 - Avez-vous remarqué la fumée qui s'accrochait au contenu de la maison? Quel message tente-t-on de véhiculer?
 - Avez-vous remarqué la fumée qui s'accrochait aux raisins et au divan? Quel message tente-t-on de véhiculer?
 - Avez-vous remarqué la fumée autour de la petite fille? Quel message tente-t-on de véhiculer?
 - Quel message avez-vous entendu (audio)?
 - Vous souvenez-vous avoir entendu le mot « toxique »? Si oui, comment interprétez-vous le mot « toxique »?
 - Le ton de voix utilisé pour la publicité était-il approprié? Pourquoi? Pourquoi pas?

Appel

- À la fin de la publicité, la phrase suivante s'affiche à l'écran : « Faites de votre maison un environnement sans fumée ».
 - Avez-vous remarqué cette phrase?
 - Comment réagissez-vous face à cet énoncé?
- Avez-vous remarqué les renseignements donnés à la fin de la publicité?
 - Si oui, desquels vous souvenez-vous?
 - *Sondez : site Web Vivezsansfumée.ca / le numéro 1 800 O-Canada*
 - Serait-il possible que vous visitiez le site Web ou que vous appeliez ce numéro un jour? Pourquoi? Pourquoi pas?
 - Vous souvenez-vous avoir vu l'image d'une brochure?
 - Quels renseignements / services vous attendriez-vous à recevoir en appelant au 1 800 O-Canada ou en visitant le site Web?

Aspect précis : le nom-symbole

- Avez-vous remarqué le nom-symbole « Canada » à la fin de la publicité?
 - Qu'est-ce qui vous est venu en tête en premier lorsque vous avez vu ce nom-symbole? Quel effet a-t-il eu sur vous?

- D'autres options de nom-symbole sont envisagées. *[Présentez les images des trois logos]*
 - ALTERNEZ LES QUESTIONS SUIVANTES
 - Le nom-symbole « Santé Canada » : qu'est-ce qui vous vient en tête en premier lorsque vous voyez ce nom-symbole? Quel effet a-t-il sur vous?
 - Le nom-symbole combinant Santé Canada et Canada : qu'est-ce qui vous vient en tête en premier lorsque vous voyez ce nom-symbole? Quel effet a-t-il sur vous?
 - Lequel de ces trois noms-symboles vous semble le plus/le moins approprié pour cette publicité ou si vous n'avez pas de préférence? Pourquoi?

À la fin de la discussion, posez les questions suivantes.

Dans l'ensemble, dans quelle mesure **approuvez-vous** cette publicité télévisée? Veuillez noter votre niveau d'approbation sur une échelle de 1 à 10 (1 signifie bas, 10 signifie élevé).

Après avoir vu cette publicité, **votre vision de la fumée secondaire a-t-elle changé?** Qu'est-ce qui a changé?

6. Évaluation des publicités imprimées

(20)

Le modérateur présentera les publicités imprimées en alternance pour éviter la subjectivité et demandera aux participants de ne s'attarder qu'aux concepts/idées. Il leur rappellera que nous désirons uniquement connaître leurs réactions personnelles et non celles « des autres ».

Après avoir présenté les publicités imprimées, le modérateur accordera quelques minutes aux participants pour qu'ils notent leurs réponses. La discussion sur leur réaction face à chaque concept commencera ensuite.

Le modérateur posera les questions et sondera pour obtenir des réponses détaillées sur l'affiche et l'encart.

- Encore une fois, je vous demanderais d'évaluer votre première réaction sur une échelle de 1 à 5, où 1 signifie très négative et 5, très positive.
- Ensuite, j'aimerais que vous écriviez l'idée principale ou le message clé qui se dégage de cette affiche/cet encart.

Discussion

- Quelle note avez-vous accordée à cette publicité? Quelles sont vos premières impressions?

Sondez pour obtenir des réponses précises :

- Comment vous sentez-vous lorsque vous voyez cette affiche/cet encart?
- Que signifie cette affiche/cet encart pour vous? Que suggère-t-il (elle) pour vous? Pourquoi?
- Croyez-vous que cette affiche/cet encart serait facile à remarquer? Pourquoi ou pourquoi pas?
- Le texte est-il facile à lire? Pourquoi ou pourquoi pas?
- Est-il facile à comprendre? Pourquoi ou pourquoi pas?
- Qu'aimez-vous le plus de cette affiche/cet encart? Qu'aimez-vous le moins?
- Quels mots attirent le plus votre attention? Pourquoi?
- Qu'est-ce qui rendrait cette affiche/cet encart plus mémorable?
- Que pensez-vous du ton du message? Est-il approprié pour une publicité comme celle-là? Comment vous sentez-vous après avoir vu cette publicité?
- Y a-t-il des renseignements qui sont nouveaux pour vous (que vous ne connaissiez pas avant)?

La phrase : « Faites de votre maison et de votre voiture des environnements sans fumée » apparaît dans le haut de l'affiche et de l'encart.

- Avez-vous remarqué cette phrase?
- Comment réagissez-vous face à cet énoncé?
- Est-il approprié? Pertinent?

4. Autre matériel publicitaire (15)

J'aimerais savoir ce que vous pensez d'autres formes de matériel publicitaire. (Présentez/distribuez l'autre matériel publicitaire, par exemple une illustration des aimants. Effectuer les mêmes tests pour chacun d'eux.)

Dans l'ensemble, que pensez-vous de ce décalque/cet aimant? Sur une échelle de 1 à 5, diriez-vous que votre opinion est très positive, plutôt positive, neutre, plutôt négative ou très négative? Pourquoi?

- Capte-t-il votre attention?
- Quel est le message clé ici?
- S'agit-il d'un message efficace ou non?
- Est-il attrayant visuellement ou non?
- L'information est-elle clairement présentée ou non?

7. Conclusion

(5)

Avant de clore le groupe de discussion, le modérateur ira dans la salle d'observation pour vérifier si les clients ont d'autres questions ou s'ils souhaitent approfondir certains points.

Appendix D: On-line Questionnaire (English and French)

Second-Hand Smoke Ad Testing Final Draft - Online Questionnaire

This survey is being conducted as part of a research study regarding second-hand smoke advertising. We would like to get your feedback about the effectiveness of these concepts. The survey should take approximately 5 minutes to complete. We appreciate you taking the time to help us with this study.

We can assure you that all personal information collected as a result of this survey is protected under the *Privacy Act*. Your responses will remain anonymous and results will be reported in aggregate form only.

If you require technical assistance please contact research@decima.com

Please press "continue" to start the survey.

SECTION A: Evaluation of TV Ad

Please view this TV ad before answering the questions on the next screen. Press “**next**” when you are ready to continue with the questions about this ad. You can always press “**back**” if you need to view the ad again.

[INSERT TV AD]

1. What is your overall impression of this ad? Using a 5 point scale please indicate whether you have a very positive, somewhat positive, neutral, somewhat negative or very negative impression.

Very positive	1
Somewhat positive	2
Neutral	3
Somewhat negative	4
Very negative.....	5
Don't know.....	9

2. Please indicate whether you strongly agree, agree, disagree or strongly disagree with the following statements.

[RANDOMIZE]

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
a. This ad captures my attention	1	2	3	4	9
b. The message of this ad is clear	1	2	3	4	9
c. This ad is easy to understand	1	2	3	4	9
d. The message of this ad is effective	1	2	3	4	9
e. The visual images in this ad are effective	1	2	3	4	9
f. The content of this ad is believable	1	2	3	4	9
g. The overall tone of this ad is appropriate	1	2	3	4	9

3. In your own words, what message is this ad trying to get across?

[OPEN ENDED RESPONSE] 77
 Don't know 99

[ASK IF ANY OF Q1=3,4,5, OR 9, Q2 A-G=3, 4 OR 9]

4. What could make this ad more effective?

Nothing could make it more effective 1
 [OPEN ENDED RESPONSE] 77
 Don't know 99

5. When viewing the TV ad, did you notice a logo that came up at the end?

Yes 1
 No 2
 Don't know 9

[ASK IF Q5=1]

6. What was the logo of?

[OPEN ENDED RESPONSE]	77
Don't know.....	99

7. After viewing this ad, how likely will you be to take steps to reduce second-hand smoke in your home? Using a 5 point scale please indicate whether you are very likely, somewhat likely, neither likely or unlikely, somewhat unlikely or very unlikely to do so.

Very likely	1
Somewhat likely.....	2
Neither likely or unlikely.....	3
Somewhat unlikely.....	4
Very unlikely	5
Don't know.....	9

SECTION B: Evaluation of Wordmarks

Here are some various logos that could be displayed in the TV ad.

[INSERT IMAGES OF LOGOS ON SAME SCREEN – ROTATE ORDER]

 8. What logo do you think is most effective for the TV ad: the Health Canada logo, the Government of Canada logo, or a combined Health Canada and Government of Canada logo? *(rotate mentions of HC and GoC)*

Health Canada logo.....	1
Government of Canada logo	2
Combination of Health Canada and Government of Canada	3
I'm indifferent to the logos	4
Don't know.....	9

9. Why do you find that particular logo most effective?

[OPEN ENDED RESPONSE]	77
Don't know.....	99

SECTION C: Evaluation of Print Materials

Now we would like you to evaluate some print materials. Please look over this **[poster / insert based on rotation]** before answering the questions on the next screen. Press **“next”** when you are ready to continue with the questions about it. The [poster / insert] will be shown on a smaller scale on the next screen in case you need to refer to it.

[INSERT PRINT MATERIAL – ROTATE POSTER AND INSERT]

10. What is your overall impression of this [poster / insert]? Using a 5 point scale please indicate whether you have a very positive, somewhat positive, neutral, somewhat negative or very negative impression.

[INSERT SMALLER SIZED IMAGE]

- Very positive 1
- Somewhat positive 2
- Neutral 3
- Somewhat negative 4
- Very negative..... 5
- Don't know..... 9

11. Please indicate whether you strongly agree, agree, disagree or strongly disagree with the following statements.

[RANDOMIZE]

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
a. This poster/insert captures my attention	1	2	3	4	9
b. The message of this poster/insert is clear	1	2	3	4	9
c. This poster/insert is easy to understand	1	2	3	4	9
d. The message of this poster/insert is effective	1	2	3	4	9
e. The visual images in this poster/insert are effective	1	2	3	4	9
f. The content of this poster/insert is believable	1	2	3	4	9
g. The overall tone of this poster/insert is appropriate	1	2	3	4	9

12. In your own words, what message is this [poster / insert] trying to get across?

[OPEN ENDED RESPONSE] 77

[ASK IF ANY OF Q10=3,4,5, OR 9, Q11 A-G=3, 4 OR 9]

13. What could make this [poster / insert] more effective?

Nothing could make it more effective..... 1
 [OPEN ENDED RESPONSE]..... 77
 Don't know..... 99

14. After viewing this concept, how likely will you be to take steps to reduce second-hand smoke in your home? Using a 5 point scale please indicate whether you are very likely, somewhat likely, neither likely or unlikely, somewhat unlikely or very unlikely to do so.

Very likely 1
 Somewhat likely..... 2
 Neither likely or unlikely 3
 Somewhat unlikely..... 4
 Very unlikely 5
 Don't know..... 9

Please look over this [poster / insert] before answering the questions on the next screen. Press “**next**” when you are ready to continue with the questions about it. The [poster / insert] will be shown on a smaller scale on the next screen in case you need to refer to it.

[INSERT PRINT MATERIAL – ROTATE POSTER AND INSERT]

15. What is your overall impression of this [poster / insert]? Using a 5 point scale please indicate whether you have a very positive, somewhat positive, neutral, somewhat negative or very negative impression.

[INSERT SMALLER SIZED IMAGE]

Very positive 1
 Somewhat positive 2
 Neutral 3
 Somewhat negative 4
 Very negative..... 5
 Don't know..... 9

16. Please indicate whether you strongly agree, agree, disagree or strongly disagree with the following statements.

[RANDOMIZE]

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
a. This poster/insert captures my attention	1	2	3	4	9
b. The message of this poster/insert is clear	1	2	3	4	9
c. This poster/insert is easy to understand	1	2	3	4	9
d. The message of this poster/insert is effective	1	2	3	4	9
e. The visual images in this poster/insert are effective	1	2	3	4	9
f. The content of this poster/insert is believable	1	2	3	4	9
g. The overall tone of this poster/insert is appropriate	1	2	3	4	9

17. In your own words, what message is this [poster / insert] trying to get across?

[OPEN ENDED RESPONSE] 77

[ASK IF ANY OF Q15=3,4,5, OR 9, Q16 A-F=3, 4 OR 9]

18. What could make this [poster / insert] more effective?

Nothing could make it more effective..... 1
 [OPEN ENDED RESPONSE]..... 77
 Don't know..... 99

19. After viewing this concept, how likely will you be to take steps to reduce second-hand smoke in your home? Using a 5 point scale please indicate whether you are very likely, somewhat likely, neither likely or unlikely, somewhat unlikely or very unlikely to do so.

Very likely 1
 Somewhat likely..... 2
 Neither likely or unlikely 3
 Somewhat unlikely..... 4
 Very unlikely 5
 Don't know..... 9

SECTION D: Demographics

20. Are you...?
- | | |
|--------|---|
| Male | 1 |
| Female | 2 |
| Refuse | 9 |
21. Where do you live?
- | | |
|------------------------|----|
| British Columbia | 1 |
| Alberta | 2 |
| Saskatchewan | 3 |
| Manitoba | 4 |
| Ontario | 5 |
| Quebec | 6 |
| New Brunswick | 7 |
| Newfoundland | 8 |
| Nova Scotia | 9 |
| PEI | 10 |
| Yukon | 11 |
| North West Territories | 12 |
| Nunavut | 13 |
| Refused | 99 |
22. In which of the following age categories do you belong?
- | | |
|--------------|---|
| Under 18 | 1 |
| 18 - 24 | 2 |
| 25 - 34 | 3 |
| 35 - 44 | 4 |
| 45 - 54 | 5 |
| 55 and older | 6 |
| Refused | 9 |
23. Which of the following categories best reflects the total household income before taxes, that is the total income earned by all those living in your home?
- | | |
|--------------------------------|---|
| Less than \$20,000 | 1 |
| Between \$20,000 and \$39,999 | 2 |
| Between \$40,000 and \$59,999 | 3 |
| Between \$60,000 and \$79,999 | 4 |
| Between \$80,000 and \$100,000 | 5 |
| More than \$100,000 | 6 |
| Refused | 9 |

24. What is the highest level of schooling you have attained?

- Some high school 1
- Completed high school 2
- Some College / Technical school 3
- Completed College / Technical school 4
- Some University 5
- Completed University 6
- Graduate degree (Masters, Ph. D) 7
- Refused 9

Thank you for taking the time to complete this survey.

[SUBMIT]

Évaluation des publicités sur la fumée secondaire Sondage en ligne – version définitive

Ce sondage s'inscrit dans le cadre de l'étude sur la campagne de sensibilisation à la fumée secondaire. Nous aimerions recueillir vos commentaires sur l'efficacité de ces concepts publicitaires. Il vous suffira d'environ 5 minutes pour répondre au sondage. Nous vous remercions de votre collaboration.

Soyez assuré(e) que tous les renseignements personnels recueillis dans le cadre de cette étude seront protégés en vertu de la *Loi sur la protection des renseignements personnels*. Nous respecterons l'anonymat de vos réponses et les résultats présenteront les réponses de l'ensemble des répondants.

Pour obtenir de l'assistance technique, veuillez communiquer avec nous à : research@decima.com

Veuillez appuyer sur « Suivante » pour commencer le sondage.

SECTION A: Évaluation de la publicité télévisée

Veuillez regarder la publicité télévisée avant de répondre aux questions de la page suivante. Lorsque vous serez prêt(e) à répondre aux questions, veuillez appuyer sur « **Suivante** ». Si vous avez besoin de revenir à la publicité, vous n'avez qu'à appuyer sur « **Précédente** ».

[INSÉREZ LA PUBLICITÉ TÉLÉVISÉE]

1. Dans l'ensemble, que pensez-vous de cette publicité? Sur une échelle de 5 points, veuillez indiquer si vous avez une opinion très positive, assez positive, neutre, assez négative ou très négative à son égard.

Très positive	1
Assez positive.....	2
Neutre.....	3
Assez négative	4
Très négative.....	5
Je ne sais pas.....	9

2. Veuillez indiquer si vous êtes fortement en accord, en accord, en désaccord ou fortement en désaccord avec les énoncés suivants.

[PRÉSENTEZ DE FAÇON ALÉATOIRE]

	Fortement en accord	En accord	En désaccord	Fortement en désaccord	Je ne sais pas
a. Cette publicité capte mon attention	1	2	3	4	9
b. Le message que véhicule cette publicité est clair	1	2	3	4	9
c. Cette publicité est facile à comprendre	1	2	3	4	9
d. Le message que véhicule cette publicité est efficace	1	2	3	4	9
e. Les images de cette publicité sont efficaces	1	2	3	4	9
f. Le contenu de cette publicité est crédible	1	2	3	4	9
g. De façon générale, le ton de cette publicité est approprié	1	2	3	4	9

3. Dans vos propres mots, quel message cette publicité tente-t-elle de véhiculer?

[RÉPONSE OUVERTE]..... 77
 Je ne sais pas..... 99

[SI Q1=3, 4, 5 OU 9 OU SI Q2 A-G=3, 4 OU 9]

4. Que pourrait-on faire pour rendre cette publicité encore plus efficace?

Rien ne pourrait la rendre plus efficace 1
 [RÉPONSE OUVERTE]..... 77
 Je ne sais pas..... 99

5. À la fin du visionnement de la publicité, avez-vous remarqué un logo?

Oui..... 1
 Non..... 2
 Je ne sais pas..... 9

[POSEZ SI Q5=1]

6. Quel logo avez-vous remarqué?

[RÉPONSE OUVERTE].....	77
Je ne sais pas.....	99

7. Maintenant que vous avez visionné la publicité, quelle est la probabilité que vous preniez des mesures pour réduire la fumée secondaire chez vous? Sur une échelle de 5 points, veuillez indiquer s'il est très probable, assez probable, ni probable ni improbable, assez improbable ou très improbable que vous preniez des mesures.

Très probable	1
Assez probable.....	2
Ni probable, ni improbable.....	3
Assez improbable	4
Très improbable.....	5
Je ne sais pas.....	9

SECTION B: Évaluation des noms-symboles

Voici d'autres logos qui pourraient être présentés dans la publicité télévisée.

[INSÉREZ LES IMAGES DES LOGOS SUR LE MÊME ÉCRAN – ALTERNEZ]

8. Selon vous, quel logo serait le plus efficace pour la publicité télévisée : le logo de Santé Canada, le logo du gouvernement du Canada ou le logo combinant Santé Canada et gouvernement du Canada? (*alternez Santé Canada et gouvernement du Canada*)

Logo de Santé Canada.....	1
Logo du gouvernement du Canada	2
Logo combinant Santé Canada et gouvernement du Canada.....	3
Je n'ai pas de préférence quant aux logos	4
Je ne sais pas.....	9

9. Pourquoi trouvez-vous ce logo plus efficace que les autres?

[RÉPONSE OUVERTE].....	77
Je ne sais pas.....	99

SECTION C: Évaluation des publicités imprimées

Passons maintenant à l'évaluation des publicités imprimées. Veuillez examiner **[cette affiche / cet encart, selon l'alternance]** avant de répondre aux questions de la page suivante. Lorsque vous serez prêt(e) à répondre aux questions, veuillez appuyer sur « **Suivante** ». Vous pourrez consulter [l'affiche / l'encart] à plus petite échelle sur la page suivante.

[INSÉREZ LA PUBLICITÉ IMPRIMÉE – ALTERNEZ L’AFFICHE ET L’ENCART]

10. Dans l'ensemble, que pensez-vous de [cette affiche / cet encart]? Sur une échelle de 5 points, veuillez indiquer si vous avez une opinion très positive, assez positive, neutre, assez négative ou très négative à son égard.

[INSÉREZ LES MINIATURES]

Très positive	1
Assez positive.....	2
Neutre.....	3
Assez négative	4
Très négative.....	5
Je ne sais pas.....	9

11. Veuillez indiquer si vous êtes fortement en accord, en accord, en désaccord ou fortement en désaccord avec les énoncés suivants.

[PRÉSENTEZ DE FAÇON ALÉATOIRE]

	Fortement en accord	En accord	En désaccord	Fortement en désaccord	Je ne sais pas
a. [Cette affiche / Cet encart] capte mon attention	1	2	3	4	9
b. Le message que véhicule [cette affiche / cet encart] est clair	1	2	3	4	9
c. [Cette affiche / Cet encart] est facile à comprendre	1	2	3	4	9
d. Le message que véhicule [cette affiche / cet encart] est efficace	1	2	3	4	9
e. Les images de [cette affiche / cet encart] sont efficaces	1	2	3	4	9
f. Le contenu de [cette affiche / cet encart] est crédible	1	2	3	4	9
g. De façon générale, le ton de [cette affiche / cet encart] est approprié	1	2	3	4	9

12. Dans vos propres mots, quel message [cette affiche tente-t-elle / cet encart tente-t-il] de véhiculer?

[RÉPONSE OUVERTE] 77

[POSEZ SI Q10=3, 4, 5 OU 9 OU SI Q11 A-G=3, 4 OU 9]

13. Que pourrait-on faire pour rendre [cette affiche / cet encart] encore plus efficace?

Rien ne pourrait la/le rendre plus efficace 1
 [RÉPONSE OUVERTE]..... 77
 Je ne sais pas..... 99

14. Maintenant que vous avez pris connaissance de ce concept, quelle est la probabilité que vous preniez des mesures pour réduire la fumée secondaire chez vous? Sur une échelle de 5 points, veuillez indiquer s'il est très probable, assez probable, ni probable ni improbable, assez improbable ou très improbable que vous preniez des mesures.

Très probable	1
Assez probable.....	2
Ni probable, ni improbable.....	3
Assez improbable	4
Très improbable.....	5
Je ne sais pas.....	9

Veuillez examiner [cette affiche / cet encart] avant de répondre aux questions de la page suivante. Lorsque vous serez prêt(e) à répondre aux questions, veuillez appuyer sur « **Suivante** ». Vous pourrez consulter [l’affiche / l’encart] à plus petite échelle sur la page suivante.

[INSÉREZ LA PUBLICITÉ IMPRIMÉE - ALTERNEZ L’AFFICHE ET L’ENCART]

15. Dans l’ensemble, que pensez-vous de [cette affiche / cet encart]? Sur une échelle de 5 points, veuillez indiquer si vous avez une opinion très positive, assez positive, neutre, assez négative ou très négative à son égard.

[INSÉREZ LES MINIATURES]

Très positive	1
Assez positive.....	2
Neutre.....	3
Assez négative	4
Très négative.....	5
Je ne sais pas.....	9

16. Veuillez indiquer si vous êtes fortement en accord, en accord, en désaccord ou fortement en désaccord avec les énoncés suivants.

[PRÉSENTEZ DE FAÇON ALÉATOIRE]

	Fortement en accord	En accord	En désaccord	Fortement en désaccord	Je ne sais pas
a. [Cette affiche / Cet encart] capte mon attention	1	2	3	4	9
b. Le message que véhicule [cette affiche / cet encart] est clair	1	2	3	4	9
c. [Cette affiche / Cet encart] est facile à comprendre	1	2	3	4	9
d. Le message que véhicule [cette affiche / cet encart] est efficace	1	2	3	4	9
e. Les images de [cette affiche / cet encart] sont efficaces	1	2	3	4	9
f. Le contenu de [cette affiche / cet encart] est crédible	1	2	3	4	9
g. De façon générale, le ton de [cette affiche / cet encart] est approprié	1	2	3	4	9

17. Dans vos propres mots, quel message [cette affiche tente-t-elle / cet encart tente-t-il] de véhiculer?

[RÉPONSE OUVERTE] 77

[POSEZ SI Q15=3, 4, 5 OU 9 OU SI Q16 A-F=3, 4 OU 9]

18. Que pourrait-on faire pour rendre [cette affiche / cet encart] encore plus efficace?

Rien ne pourrait la/le rendre plus efficace 1
 [RÉPONSE OUVERTE]..... 77
 Je ne sais pas..... 99

19. Maintenant que vous avez pris connaissance de ce concept, quelle est la probabilité que vous preniez des mesures pour réduire la fumée secondaire chez vous? Sur une échelle de 5 points, veuillez indiquer s'il est très probable, assez probable, ni probable ni improbable, assez improbable ou très improbable que vous preniez des mesures.

Très probable	1
Assez probable.....	2
Ni probable, ni improbable.....	3
Assez improbable	4
Très improbable.....	5
Je ne sais pas.....	9

SECTION D: Questions démographiques

20. Êtes-vous...?

Un homme	1
Une femme	2
Refuse	9

21. Où habitez-vous?

Colombie-Britannique	1
Alberta	2
Saskatchewan	3
Manitoba.....	4
Ontario.....	5
Québec.....	6
Nouveau-Brunswick.....	7
Terre-Neuve-et-Labrador.....	8
Nouvelle-Écosse.....	9
Île-du-Prince-Édouard	10
Yukon	11
Territoires du Nord-Ouest.....	12
Nunavut	13
Refuse	99

22. Quel âge avez-vous?
- Moins de 18 ans 1
 - 18 à 24 ans..... 2
 - 25 à 34 ans..... 3
 - 35 à 44 ans..... 4
 - 45 à 54 ans..... 5
 - 55 ans ou plus 6
 - Refuse 9
23. Quel est le revenu annuel total de votre ménage avant impôts, c'est-à-dire votre revenu combiné à celui de tous ceux qui habitent avec vous?
- Moins de 20 000 \$ 1
 - De 20 000 à 39 999 \$ 2
 - De 40 000 \$ à 59 999 \$ 3
 - De 60 000 \$ à 79 999 \$ 4
 - De 80 000 \$ à 100 000 \$ 5
 - Plus de 100 000 \$..... 6
 - Refuse 9
24. Quel est le plus haut niveau de scolarité que vous avez atteint?
- Études secondaires non terminées 1
 - Études secondaires terminées 2
 - Études collégiales ou techniques non terminées 3
 - Études collégiales ou techniques terminées..... 4
 - Études universitaires non terminées..... 5
 - Études universitaires terminées..... 6
 - Études supérieures (maîtrise, doctorat)..... 7
 - Refuse 9

Nous vous remercions de votre collaboration.

[SOUMETTRE]

