



# Post-test of the advertising campaign 'Help'



5th wave of the post test and 1st wave of the "tips" campaign  
Results / September 2009



Contacts :

Véronique Bonrepaux-Caux  
Tél: 01 41 98 97 23  
E-mail: [veronique.bonrepaux-caux@ipsos.com](mailto:veronique.bonrepaux-caux@ipsos.com)

Laila Idtaleb  
Tél: 01 41 98 93 73  
E-mail: [laila.idtaleb@ipsos.com](mailto:laila.idtaleb@ipsos.com)

Sonia Benchiker  
Tel: 01 41 98 95 08  
E-mail: [sonia.benchiker@ipsos.com](mailto:sonia.benchiker@ipsos.com)

<b>Methodology</b>	<b>3</b>
<b>Key findings</b>	<b>8</b>
<b>Complete report</b>	<b>28</b>
<u>Recall of a TV campaign about smoking</u>	29
<u>Awareness of the “tips” campaign</u>	33
<u>Appreciation of the campaign</u>	42
<u>Image</u>	46
<u>Understanding</u>	56
<u>Impact</u>	68
<u>Attribution</u>	75
<u>Advice and tips</u>	78
<b>Conclusions</b>	<b>86</b>
<u>Appendices</u>	<b>91</b>

# Methodology

## 26 099 telephone interviews in 27 countries

In each country, **1,000 interviews\*** representative of national population aged 15 and over

Results were **weighted** for each country, based on their local socio-demographic data (gender and age).

Overall European results were **weighted** through the demographic weight of each country.



### Nota bene:

- Results from the previous waves are indicated for information
- The reference point to compare the new campaign is 2005, 1st broadcasting of the “paper whistle campaign”.
- As a reminder, the date of this wave was different (fieldwork during summer holidays). It could have impacted the public response for this campaign.

wave 1:	25 113	interviews in September-October 2005
wave 2:	24 125	interviews in January-March 2006
wave 3:	24 161	interviews in February-March 2007
wave 4:	26 127	interviews in February-March 2008
wave 5:	26 099	interviews in July-August 2009

\* Except in Malta and Luxembourg : 500 interviews

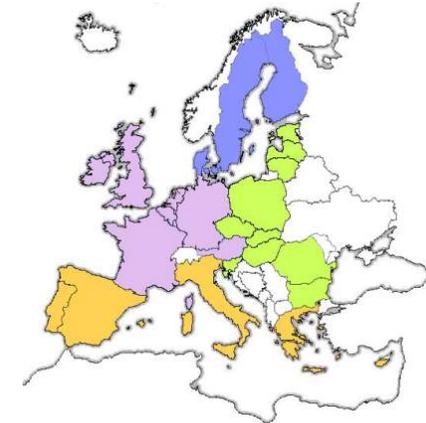
**Date of fieldworks: July 1st to August 3rd, 2009**

**27 countries**

**In each country: 1000 telephone\* interviews.**

**Representative sample of national population aged 15 and over**

### *Samples per region*



North	
Denmark	1 000
Finland	1 000
Sweden	1 000
<b>Total</b>	<b>3 000</b>

South	
Cyprus	1 006
Greece	1 000
Italy	1 000
Malta	500
Portugal	1 000
Spain	1 045
<b>Total</b>	<b>5 551</b>

East	
Bulgaria*	1 000
Czech republic	1 000
Estonia	1 000
Hungary	1 000
Latvia	1 001
Lithuania	1 005
Poland	1 000
Romania*	1 000
Slovakia	1 001
Slovenia	1 005
<b>Total</b>	<b>10 012</b>

West	
Austria	1 001
Belgium	1 000
France	1 013
Germany	1 003
Ireland	1 016
Luxembourg	500
Netherlands	1 000
UK	1 003
<b>Total</b>	<b>7 536</b>

\* New countries in 2008

© 2009 Ipsos

*Prevention*

*Cessation*

*Passive smoking*

2005  
2006  
2007  
2008



2009



© 2009 Ipsos

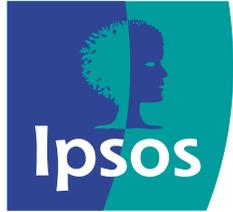
- Bases are in number of respondents
- Results are indicated in percentages (%).

 Highest score in ranking

 Lowest score in ranking

### Abbreviations used :

- “DK” stated for “Don’t know”
- “y.o” stated for “years old”



## Key findings



## To sum up

# Main key indicators of the Help Campaign (1)

In %		Whole Europe		Smokers		Young less than 25 y.o	
		2009	2005	2009	2005	2009	2005
<b>Awareness</b> (remember having seen the adverts)	<b>At least one of the 3 ads</b>	48	↗ +19pts	56	↗ +22pts	68	↗ +20pts
	1 ad	24	↗ +8 pts	26	↗ +7 pts	29	↗ +8 pts
	2 ads	16	↗ +7pts	19	↗ +8pts	26	↗ +8pts
	3 ads	7	↗ +3pts	11	↗ +7pts	13	↗ +4pts
	Prevention	29	↗ +12pts	36	↗ +16pts	45	↗ +15pts
	Cessation	21	↗ +10pts	26	↗ +12pts	33	↗ +9pts
	Passive smoking	28	↗ +11pts	35	↗ +15pts	42	↗ +13pts
<b>Image</b> (Yes, quite a lot + Yes, a little)	Is interesting	82	↗ +7pts	78	↗ +6pts	89	↗ +8pts
	Easy to understand	91	↗ +5pts	91	↗ +9pts	94	↗ +5pts
	Uses humour to convey the message	86	↗ +9pts	85	↗ +9pts	88	↗ +11pts
<b>Appreciation</b> (like the campaign) (Yes quite a lot + yes a little)		81	↗ +5pts	78	↗ +8pts	88	↗ +5pts
<b>Attribution</b>	European Union	32	↗ +13pts	33	↗ +12pts	35	↗ +12pts
<b>HELP message</b> (Strongly agree + Somewhat agree)	There is a help available	84	↗ +9pts	81	↗ +9pts	89	↗ +14pts
	There is a telephone and/or a website	80	↗ +10pts	82	↗ +16pts	88	↗ +20pts
	The campaign is an incentive to look for information/ help	76	↗ +13pts	71	↗ +12pts	82	↗ +20pts

## Main key indicators of the Help Campaign (2)

In %		North		South		East		West	
		2009	2005	2009	2005	2009	2005	2009	2005
<b>Awareness</b> (remember having seen the adverts)	<b>At least one of the 3 ads</b>	27	↗ + 8 pts	49	↗ + 22pts	61	↗ + 24 pts	43	↗ + 15 pts
	1 ad	16	↗ + 4 pts	25	↗ + 11 pts	23	↗ + 4 pts	24	↗ + 7 pts
	2 ads	8	↗ + 3 pts	18	↗ + 9 pts	23	↗ + 11 pts	14	↗ + 6 pts
	3 ads	3	↗ + 1 pts	7	↗ + 3 pts	15	↗ + 10 pts	5	↗ + 2 pts
	Prevention	14	↗ + 4pts	29	↗ + 12 pts	39	↗ + 15 pts	25	↗ + 10pts
	Cessation	11	↗ + 3pts	23	↗ + 11 pts	34	↗ + 19 pts	16	↗ + 6 pts
	Passive smoking	15	↗ + 4 pts	28	↗ + 13 pts	40	↗ + 19 pts	25	↗ + 8 pts
<b>Image</b> (Yes, quite a lot + Yes, a little)	Is interesting	68	↗ + 14 pts	86	↗ + 5 pts	87	↗ + 10 pts	78	↗ + 6 pts
	Easy to understand	87	↗ + 10 pts	89	↗ + 5 pts	92	↗ + 6 pts	91	↗ + 4 pts
	Uses humour to convey the message	86	↗ + 12 pts	85	↗ + 8 pts	86	↗ + 6 pts	87	↗ + 8 pts
<b>Appreciation</b> (like the campaign) (Yes quite a lot + yes a little)		79	↗ + 13 pts	82	↗ + 1 pt	87	↗ + 9 pts	78	↗ + 5 pts
<b>Attribution</b>	European Union	38	↗ + 20 pts	23	↗ + 6 pts	37	↗ + 13 pts	33	↗ + 14 pts
<b>HELP message</b> (Strongly agree + Somewhat agree)	<b>There is a help available</b>	86	↗ + 10 pts	82	↗ + 10 pts	81	↗ + 9 pts	86	↗ + 10 pts
	<b>There is a telephone and/or a website</b>	74	↗ + 10 pts	83	↗ + 25 pts	75	↗ + 14 pts	83	↗ + 11 pts
	<b>The campaign is an incentive to look for information/ help</b>	67	↗ + 13 pts	78	↗ + 14 pts	81	↗ + 15 pts	72	↗ + 10 pts

# Main key indicators of the Help Campaign (3)

In %		2009	Cluster "stricter ban"	Cluster "Less strict ban"
<b>Awareness</b> (remember having seen the adverts)	At least one of the 3 ads		44	54
	1 ad		24	24
	2 ads		14	20
	3 ads		6	11
	Prevention		26	34
	Cessation		18	27
	Passive smoking		26	34
<b>Image</b> (Yes, quite a lot + Yes, a little)	Is interesting		80	86
	Easy to understand		90	91
	Uses humour to convey the message		86	86
<b>Appreciation</b> (like the campaign) (Yes quite a lot + yes a little)			79	84
<b>Attribution</b>	European Union		30	34
<b>HELP message</b> (Strongly agree + Somewhat agree)	There is a help available		85	82
	There is a telephone and/or a website		83	76
	The campaign is an incentive to look for information/ help		74	79

\*Cluster 1 = Countries with a stricter legislation : Bulgaria, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Lithuania, Luxembourg, Malta, Netherlands, Portugal, Slovenia, Sweden and United Kingdom

\*\*Cluster 2 = Countries with a less strict legislation : Austria, Belgium, Cyprus, Czech Republic, Greece, Hungary Latvia, Poland, Romania, Slovakia and Spain

# Main key indicators of the Help Campaign (4)

In %		Whole Europe		Whole Europe without Bulgaria and Romania		East		East without Bulgaria and Romania	
		2009	2005	2009	2005	2009	2005	2009	2005
<b>Awareness</b> (remember having seen the adverts)	<b>At least one of the 3 ads</b>	48	↗ +19pts	47	↗ +18pts	61	↗ + 24 pts	63	↗ + 26 pts
	1 ad	24	↗ +8 pts	24	↗ +8pts	23	↗ + 4 pts	25	↗ + 6 pts
	2 ads	16	↗ +7pts	16	↗ +7pts	23	↗ + 11 pts	23	↗ + 11 pts
	3 ads	7	↗ +3pts	7	↗ +3pts	15	↗ + 10 pts	14	↗ + 9 pts
	Prevention	29	↗ +12pts	28	↗ +11pts	39	↗ + 15 pts	41	↗ + 17 pts
	Cessation	21	↗ +10pts	20	↗ + 9pts	34	↗ + 19 pts	33	↗ + 18 pts
	Passive smoking	28	↗ +11pts	28	↗ +11pts	40	↗ + 19 pts	41	↗ + 20 pts
<b>Image</b> (Yes, quite a lot + Yes, a little)	Is interesting	82	↗ +7pts	81	↗ +6pts	87	↗ + 10 pts	84	↗ + 7 pts
	Easy to understand	91	↗ +5pts	90	↗ +4pts	92	↗ + 6 pts	91	↗ + 5 pts
	Uses humour to convey the message	86	↗ +9pts	86	↗ +9pts	86	↗ + 6 pts	87	↗ + 7 pts
<b>Appreciation</b> (like the campaign) (Yes quite a lot + yes a little)		81	↗ +5pts	80	↗ +4pts	87	↗ + 9 pts	83	↗ + 5 pts
<b>Attribution</b>	European Union	32	↗ +13pts	32	↗ +13pts	<b>37</b>	↗ + 13 pts	43	<b>↗ + 19 pts</b>
<b>HELP message</b> (Strongly agree + Somewhat agree)	There is a help available	84	↗ +9pts	84	↗ +9pts	81	↗ + 9 pts	81	↗ + 9 pts
	There is a telephone and/or a website	80	↗ +10pts	81	↗ +9pts	<b>75</b>	↗ + 14 pts	78	↗ + 17 pts
	The campaign is an incentive to look for information/ help	76	↗ +13pts	75	↗ +12pts	<b>81</b>	↗ + 15 pts	77	↗ + 11 pts

- The new Help campaign ‘Tips’ achieved its objectives and improved on key measures especially compared to 2005 campaign:
  - **It builds good awareness** whatever the ad
    - Cessation nevertheless being the weakest advert in the campaign whatever the region and specific target (less than 25, smokers).
  - The **Attribution to European Union has been further improved** (especially in the North); European Union is clearly winning in awareness in the anti-tobacco area year after year.
  - A campaign that enjoys **good appreciation**; felt as interesting and easy to understand and where the **‘humoristic’ advertising tone has been recognized**.
  - The intended communication of **‘Help is available’ is well conveyed** by the campaign; notably also the prevention and passive smoking message.



- Europeans seem to be **open to receiving advice** related to tobacco through other media such as **web, online** communities.
- The **“personal” approach** is in particular appreciated as advice for smoking issues.
- Tips for stopping smoking or helping smokers makes sense to most Europeans.
  
- Note: Spontaneous Recall of any anti-tobacco TV campaign is lower compared to previous years; especially in the North but also in the West. But this is probably linked to media reasons:
  - seasonality / less media spent of anti-tobacco campaigns ?

# Synthesis of the results

### **35% of Europeans remembered having seen one or more TV campaign ads about smoking (15% one; 20% several) over the past few weeks.**

Compared to the general population, larger percentages of young people and smokers remembered having seen such ads recently (respectively 39% and 46%).

This score was lower than in previous years (the trend is downward since 2005 except in the South: *is the anti-smoking struggle's visibility decreasing in Europe? Or is the public paying less attention to the campaigns? The fieldwork dates were also different this time. Scheduling it during summer months could also explain why the subject was less top of mind.*

TV campaigns about tobacco are more top of mind in Eastern Europe (40%). They are recalled much less in the North (16%).

On the national level, the highest recall score was in the UK, as in the previous waves (60%). Sweden, Netherlands, and Germany recorded the lowest spontaneous recall scores for this TV campaign about smoking (Sweden: 9%, Netherlands and Germany: 13%).

### **48% of Europeans interviewed said they had seen at least one of the films from the “tips” campaign.**

This is a positive performance for a TV campaign, especially for a first wave. Compared to the former “paper whistle” campaign, figures showed that the first broadcasting of the tips campaign earned a higher awareness rating than the best paper whistle performance in 2008 (+12pts).

68% of young European people said they had seen at least one of the ads. This represented 56% of smokers. Manual employees were more likely than the general population to recognize the campaign (54%).

The cessation spot performed less well than the prevention and passive smoking spots in most countries (*except in Cyprus, Latvia, Lithuania, Luxembourg, Portugal and Romania*): *this result should be analyzed in light of the spot's rotation movie in the media planning schedule*. Its scenario was recognized by 21% of the population vs. 29% for the prevention ad and 28% for the passive smoking ad. The lowest awareness scores for the cessation ad were recorded in Belgium and the UK (11% and 10%). *This is understandable in the UK where broadcasting was stopped; is there any media planning explanation for the results in Belgium?*

The percentage of Europeans who saw several films of the tips campaign was fairly high: 23% claimed to have seen 2 of the ads (and 7% the whole campaign).

In terms of geographic differences, campaign recognition was higher in the East (61%), and was significantly lower in the North (*it was driven by the very low awareness in Sweden: 10% → is there any explanation for this local difference? broadcasting?*). Recognition results in Latvia, Bulgaria, Lithuania, and Poland were remarkably high.

### **81% of Europeans who said they had seen the campaign liked it.**

This was a very good performance level. The proportion of those who liked the campaign “quite a lot” even reached 43%. In this respect, we believe it is possible to envision additional broadcasting of the campaign. *The 2nd broadcasting post-test wave should be careful to take into account saturation or weariness effects.*

78% of smokers said they liked the campaign. Appreciation among young people was 88% (and the same proportion 89% amongst young manual workers).

Appreciation was stable regardless of the ad(s) recognized.

The assessment rose with the number of spots seen: 77% among those who had seen only one ad to 87% among those who had recognized the whole campaign.

As in previous years, Eastern Europe was at the top in terms of appreciation (87% for the region and a peak of 98% in Romania). Public response to advertising campaigns there is traditionally high. Western and Northern Europe were behind the other regions.

In a local level, the lowest appreciation scores were recorded in Estonia (70%), France (71%) and the Netherlands (59%).

The ‘tips’ campaign earned a positive public response, with higher appreciation scores on many aspects than the 1<sup>st</sup> wave of the “paper whistle campaign” in 2005:

- **91% of those who remembered the campaign said it was *easy to understand*. This was an improvement (+5 pts),**
- **86% acknowledged its use of *humour to convey the message* (+9 pts),**
- **82% found the campaign *interesting* (+13 pts).**

As in 2005, about half of the Europeans who recognized the campaign agreed that “*it was meant for people like you*” (51% vs. 48% in 2005).

Northern Europe seemed less positive in terms of interest in the campaign (68% vs. 82% for the whole sample), and less convinced that it was meant for people like them (42%). However, they were more numerous, as in Western Europe, to agree that the campaign uses humour to convey the messages (both 87%).

On a country level, Denmark, Netherlands, Sweden and Estonia were behind the others on many indicators. For instance, people there were less likely to find the campaign interesting, easy to understand or meant for people like them.

At the opposite end, countries like Greece, Romania and Bulgaria recorded remarkably positive appreciation scores, higher than the others. For example, more than three quarters of the people there who recognized the campaign agreed that it was “meant for people like you”.



## The key message about Help was well conveyed by the campaign



**84% of Europeans who saw the campaign recalled that it conveyed the idea that “*help is available*” (+10 pts compared to 2005).**

**80% of them recalled that the campaign said phone/website help was available (+14 pts).**

**76% of the Europeans exposed to the campaign thought it was an incentive to look for information or help (+13pts).**

The notion of help has improved year after year from 2005 to 2008, and it was very high in 2009. This new campaign seemed more effective in conveying this message. Performance was high regardless of the ads recognized. The help message tended to be more recalled when people had seen 2 or 3 different spots.

Young people did a better job of integrating the help message, and “help” indicator scores tended to decrease as viewer age increased.

Smokers, and especially heavy smokers, seemed to find it harder to recognize the help message: results were a little more positive among non-smokers. For example, 86% of non-smokers understood that the campaign said ‘help is available’ vs. 81% of smokers.

In total, 59% of smokers who remembered the campaign said that it made them think about the value of help.

A few countries lagged behind others on most of the main help criteria\*: Austria, Belgium, Estonia, Netherlands, Sweden. Efforts to convey the message might be more difficult there. At the opposite end, a few countries were consistently at the top of the rankings in “help” message recognition: Greece, Ireland, France, UK (\**The campaign is trying to say “help is available to stop smoking”, The campaign is trying to say “phone, website contacts are available”, the campaign is an “incentive to look for information or help”, the campaign “made you think about the value of help”*)



## The tips campaign also conveyed prevention and passive smoking messages



The message about passive smoking was also present. As in 2005, the idea that “smokers needs to respect each other” was perceived by a large percentage of the population (79%). This message was more top of mind in the South and the East.

The campaign made most people think of the behaviour of smokers in the presence of non-smokers (63% of smokers and 66% of non-smokers).

The notion of absurdity linked to the idea of smoking, and the ridiculousness of smoking “to be like others” were still perceived as messages of this campaign, but logically they were not at the levels of the “paper whistle” campaign” in 2005.

The prevention message, however, was still high for this new campaign. 84% of Europeans who had seen the campaign agreed that the campaign said “you should not start smoking” (81% in 2005). 74% of the non-smokers said that the campaign made them think of the importance of not smoking.



## The European Union is gaining awareness as a player in the anti-tobacco campaign



32% of Europeans knew that the European Union was behind this campaign.

Attribution to the European Union of the campaigns broadcast since 2005 had improved. The European Union seemed to gain awareness as an anti-tobacco actor year after year.

In terms of targets, attribution was highest among young people.

As with previous waves, the EU's role in this campaign continued to be acknowledged less in the South. The gain is mainly due to the important change that was recorded in the North where attribution improved slightly to reach 38% (top regional ranking now).

The highest attribution was recorded in Cyprus, Ireland, Slovakia and Slovenia, where it was over 50%. The lowest attribution was in France, Italy, Sweden and Romania, where it was under 20%.

Attribution improved with the number of ads seen, from 29% among those who only recognized one spot to 37% among those who remembered the whole campaign (this could be a positive effect of repetition).

## Key learnings « Communication questions »



## Europeans seemed open to receiving advice related to tobacco from new media



Most Europeans mentioned TV as the most appropriate medium for providing advice on quitting smoking or on the issue of passive smoking.

But new media output was at the same level or close to radio and newspapers: 40% of Europeans considered a Web campaign to be among the most appropriate media (vs. 38% for radio and 39% for newspapers). Online communities, chats and forums were considered appropriate by 31% of the population. These two media had more support among young people.

In addition, 21% included mobile phones among the most appropriate media for providing advice on quitting smoking or on the issue of passive smoking (no significant differences by age).

The West was clearly the most open to these new media. Countries like France, Germany, Ireland or UK were definitely more “new media-centred”.

Another West region difference was the importance given to medical brochures: 61% of interviewees in the West, the most of any region, said that medical brochures were the most appropriate media for providing advice.



## The personal experience approach was appreciated as a good way to provide advice on smoking issues



Ex-smokers and people suffering from passive smoking health consequences were considered as relevant sources of advice on smoking issues: 51% of Europeans felt ex-smokers were among the most capable of giving them advice and 50% mentioned people suffering from passive smoking consequences. Neither figure was very far from that for the most trusted Health institutions (55%).

There were wide regional differences on this issue. The Western appeared much more convinced of the value of personal experiences: scores were slightly higher for personal sources like ex-smokers, people suffering from passive smoking health consequences, friends/social network or people your age.

Confirming the European preference for personal experiences, 59% of Europeans felt that personal experience could provide the most effective form of advice. The West also "sounded" different. People there seemed more optimistic about the effectiveness of other forms of advice. For example, most of them believed humour was effective (52%) whereas the other regions scored this approach lower.



## Tips for stopping smoking or helping smokers made sense to most Europeans



### **46% of Europeans knew one or several tips on tobacco-related subjects.**

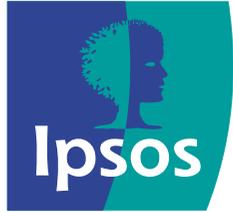
There were no differences by age, but there was difference by smoking status: non-smokers were more aware of tips (62% of them knew tips). Tips also sounded more familiar to managerial professions.

People seemed less aware of tips in the South: only 31% said they knew at least one.

There were some very “pro-tips” countries, such as Cyprus (67%), Poland (62%) and Romania (60%).

Most of those who knew tips (66%) shared the same main conviction that discussion with others was the most effective way to convey tips. 40% of those who knew tips also ranked the Internet via forums or communities as the 2<sup>nd</sup> most effective way to share tips.

Again concerning the Internet, sending tips and sharing personal experiences were the two first kinds of online contributions young Europeans would be most likely to do.



## Complete report



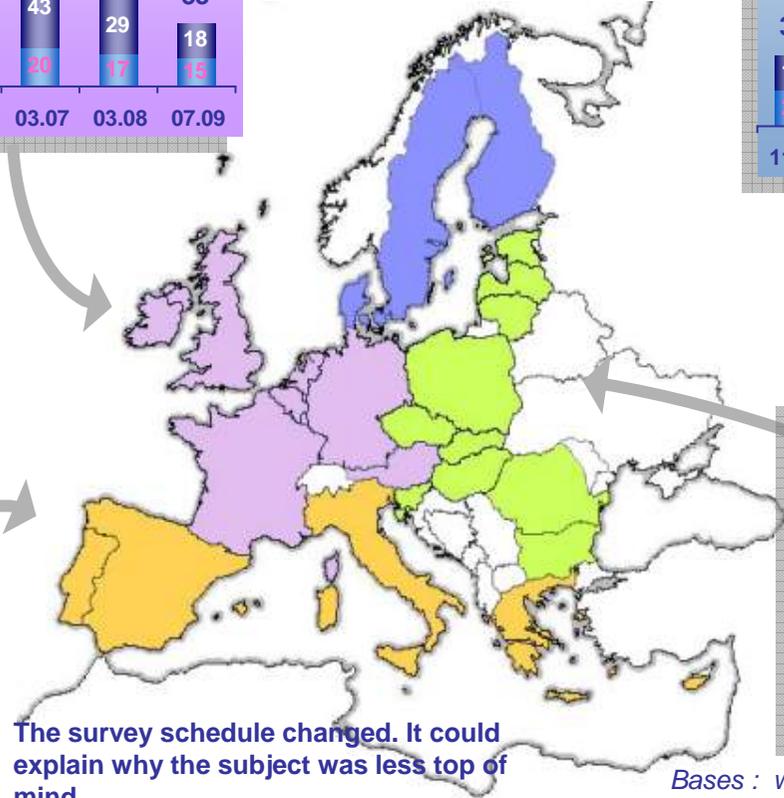
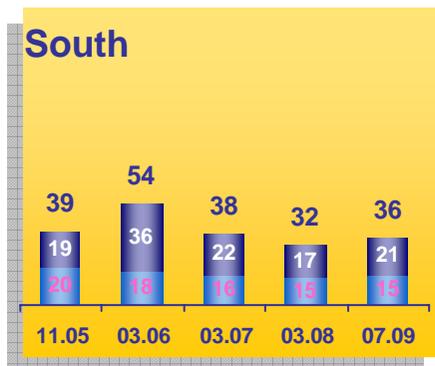
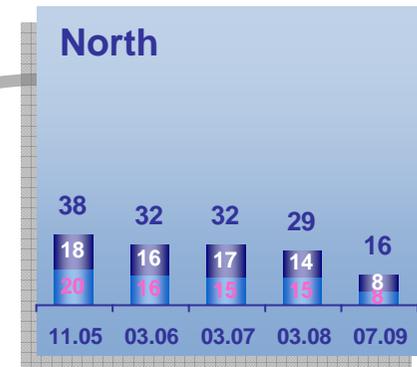
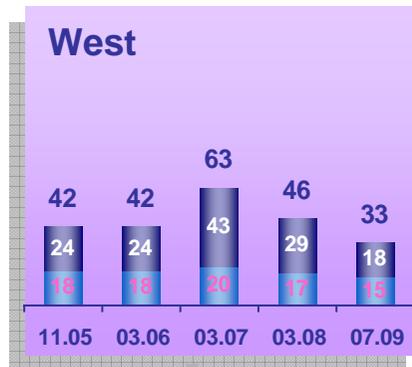
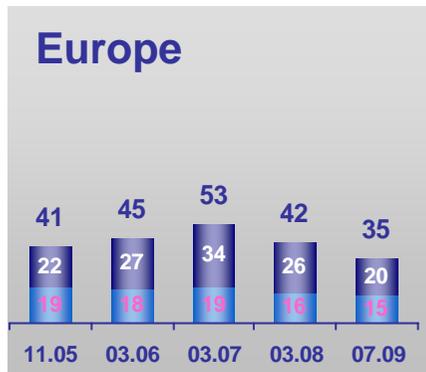
# Recall of TV campaigns about smoking

## Evolution

Spontaneous recall of one or more information campaigns about smoking on TV

% Remember

■ One ■ Several



The survey schedule changed. It could explain why the subject was less top of mind.

Bases : whole sample, details in appendix

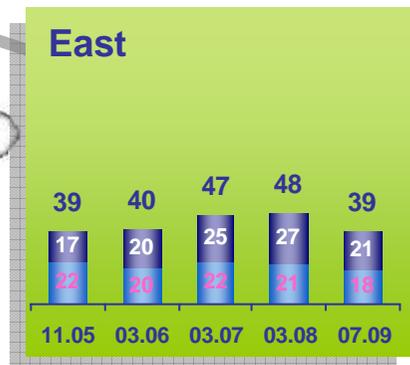
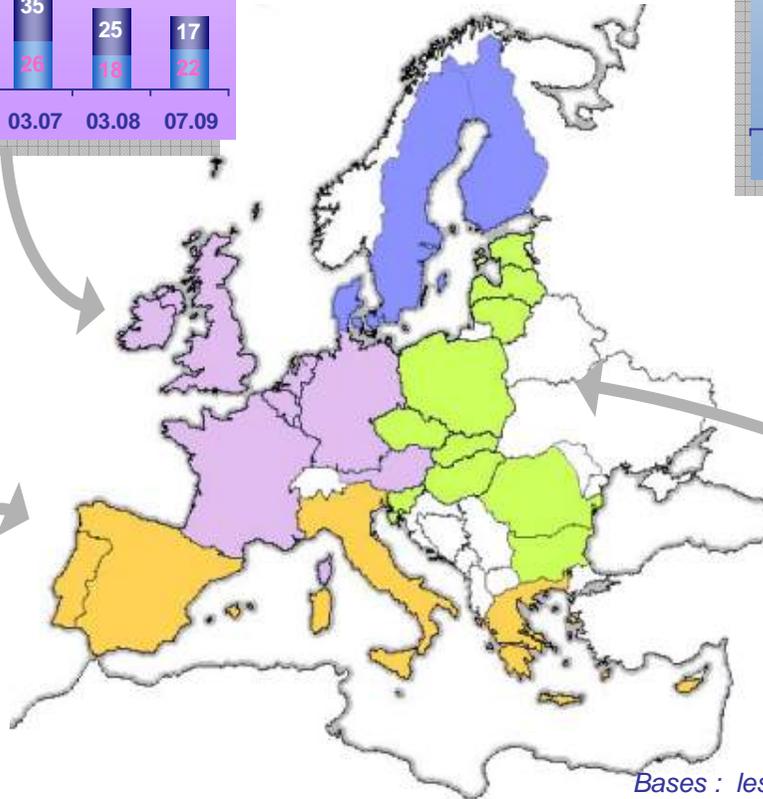
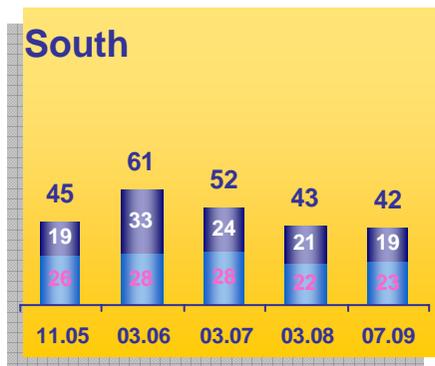
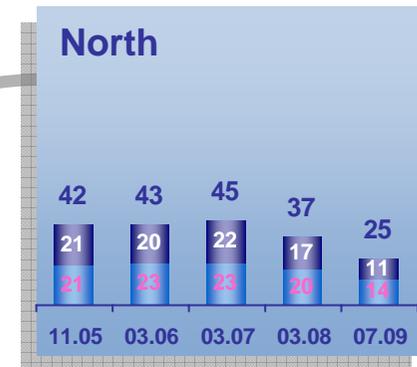
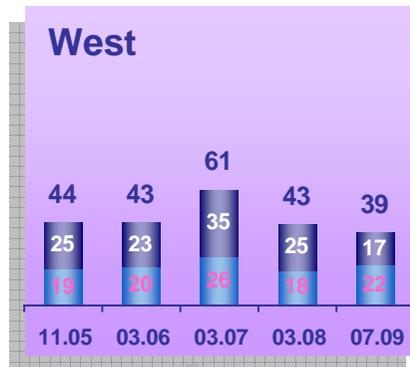
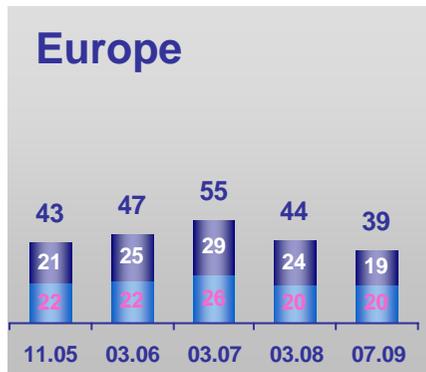
© 2009 Ipsos

## Evolution

Spontaneous recall of one or more information campaigns about smoking on TV

% Remember

■ One ■ Several



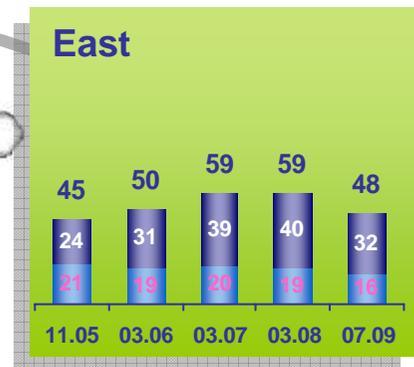
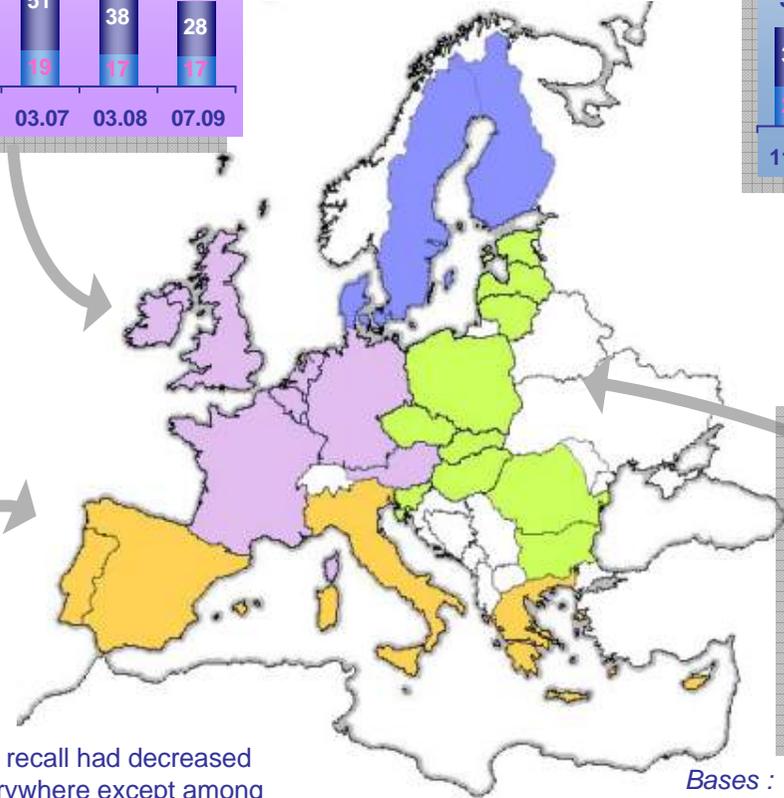
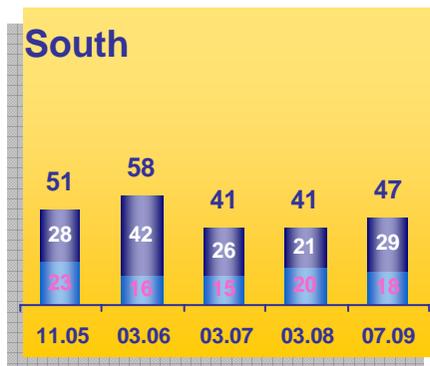
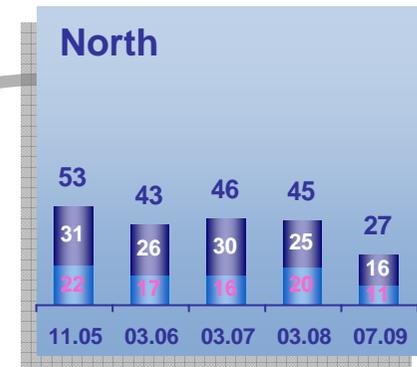
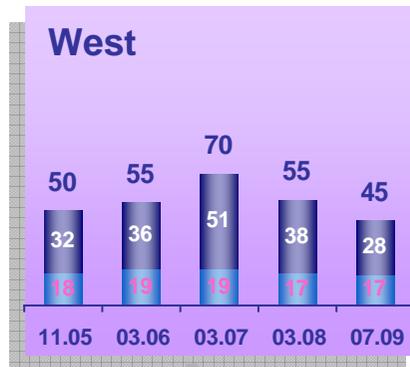
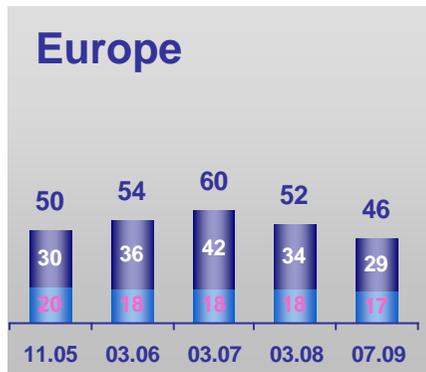
Bases : less than 25, details in appendix

## Evolution

Spontaneous recall of one or more information campaigns about smoking on TV

% Remember

■ One ■ Several



The recall had decreased everywhere except among smokers from the South

Bases : smokers, details in appendix

© 2009 Ipsos

## Awareness of the « tips » campaign

## Awareness of advertisements (1)

**I'm going to describe the 3 advertisements which are part of a campaign about smoking that was on TV. Tell me if you remember seeing them. (description) Do you remember seeing this advert?**



A girl is outside her school with a group of friends. A voice explains that this girl has a... personal trick for not starting to smoke. A friend offers her a cigarette, and to avoid being tempted by the offer, she throws herself onto her boyfriend standing next to her and kisses him energetically... The same situation occurs several times over. Each time, to avoid taking the cigarette, she kisses her boyfriend. Until the point when the girl turns to look for her boyfriend... and he's not there. Kissing her boyfriend is the trick this girl found so as to never start smoking. A voice then explains to the annoyed girl that, while her trick is interesting, if she wants real advice that works, it would be better to go to Help-eu.com.



A young woman is walking in the park with a monkey on her shoulder. A voice explains that this woman has found an... astonishing trick for quitting smoking. She sits down on a bench and puts a cigarette to her mouth. The monkey, who had been quiet until then, rushes to snatch it from her, then throws himself on her pack of cigarettes, which he tears into tiny pieces. Training her monkey to fight cigarettes is the solution she found to quit smoking. A voice then explains to the young woman that, while her trick is astonishing, if she wants real advice that works, it would be better to go to Help-eu.com.



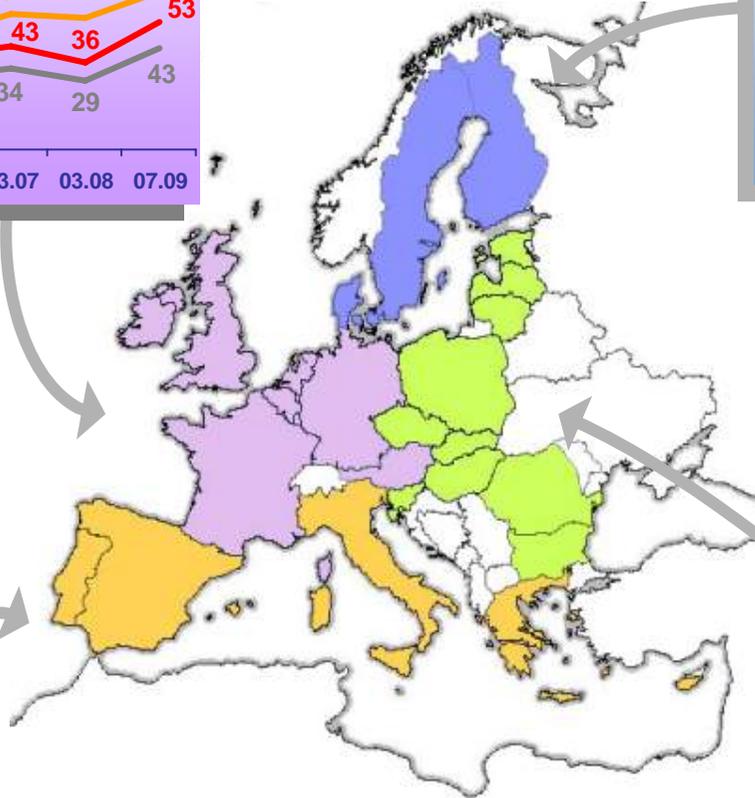
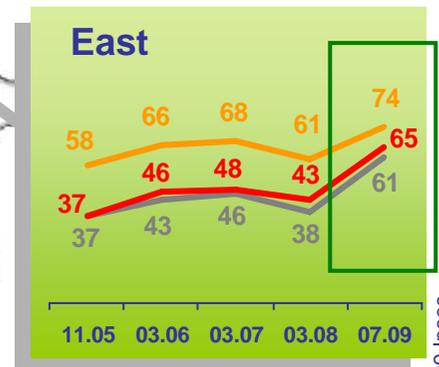
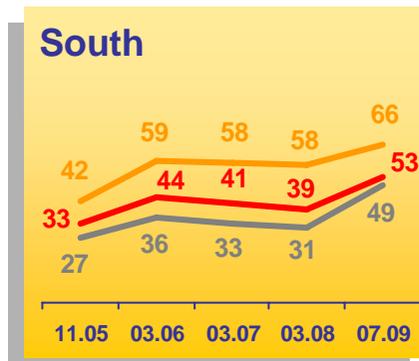
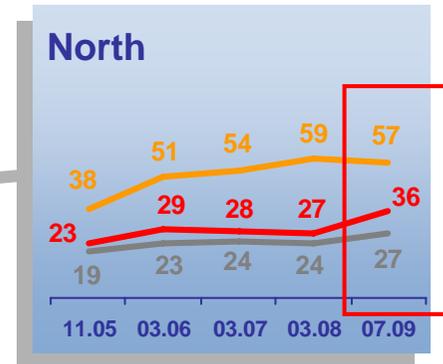
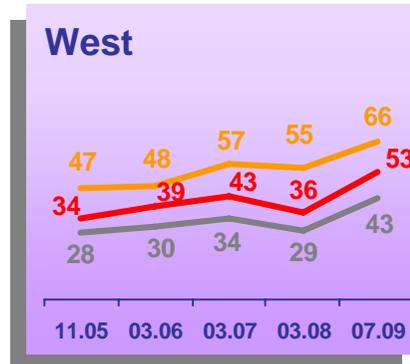
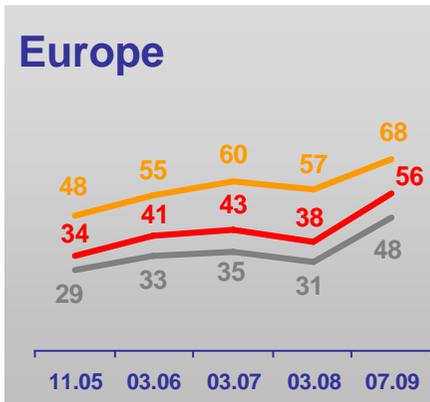
A young man is walking in the street (Version A: only in Bulgaria, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Lithuania, Luxembourg, Malta, Netherlands, Portugal, Slovenia, Sweden, United Kingdom) / sitting in a café (Version B: only in Austria, Belgium, Cyprus, Czech Republic, Greece, Hungary, Latvia, Poland, Romania, Slovakia and Spain). A plastic bubble covers half of his body, and he lights a cigarette inside the bubble. A voice explains that this young man has found an... original trick for protecting the people around him from passive smoking. He goes to a party in his bubble. After getting through the door with some difficulty, he dances, he smokes, then he tries in vain to kiss a girl and pick up a drink. He is constantly hindered by the plastic bubble he is inside. Locking himself inside a plastic bubble is the trick this young man found so as not to bother the people close to him when he's smoking. A voice then explains to the young man that, while his trick is original, if he wants real advice that works, it would be better to go to Help-eu.com.

*Ipsos comment : our feeling is that « tips » movies were more simple to describe and to remember than the paperwhistle ones. The description of the movies was longer than previous years.*

## Evolution

## % Saw at least one advert

- Total Sample
- Smokers
- Less than 25 y.o.



Bases : details in appendix

© 2009 Ipsos

2009

In %

Base: all

	Whole Europe	North	South	East	West
	26 099	3 000	5 551	10 012	7 536
<b>Saw at least one advert</b>	<b>48</b>	<b>27</b>	<b>49</b>	<b>61</b>	<b>43</b>
<b>Prevention</b>	<b>29</b>	<b>15</b>	<b>30</b>	<b>39</b>	<b>25</b>
Yes, in the past few weeks	24	10	24	32	21
Yes, but do not remember when	5	5	6	7	4
<b>Cessation</b>	<b>21</b>	<b>11</b>	<b>23</b>	<b>34</b>	<b>16*</b>
Yes, in the past few weeks	17	7	17	27	13
Yes, but do not remember when	4	4	6	7	3
<b>Passive smoking</b>	<b>28</b>	<b>15</b>	<b>28</b>	<b>40</b>	<b>25</b>
Yes, in the past few weeks	23	11	22	32	21
Yes, but do not remember when	5	4	6	8	4



\* The broadcasting of the cessation movie was stopped in the UK (11% of awareness there). It explains the low level of awareness in the western region.

2009

In %

Base: less than 25 years old

	Whole Europe 4 094	North 315	South 1 061	East 1 823	West 895
<b>Saw at least one advert</b>	<b>68</b>	<b>57</b>	<b>66</b>	<b>74</b>	<b>66</b>
<i>Prevention</i>	45	34	41	53	43
Yes, in the past few weeks	39	24	36	44	38
Yes, but do not remember when	6	10	5	9	5
<i>Cessation</i>	<b>32</b>	30	32	41	28
Yes, in the past few weeks	27	21	26	35	24
Yes, but do not remember when	5	9	6	6	4
<i>Passive smoking</i>	42	34	36	52	39
Yes, in the past few weeks	35	28	29	43	35
Yes, but do not remember when	7	6	7	9	4



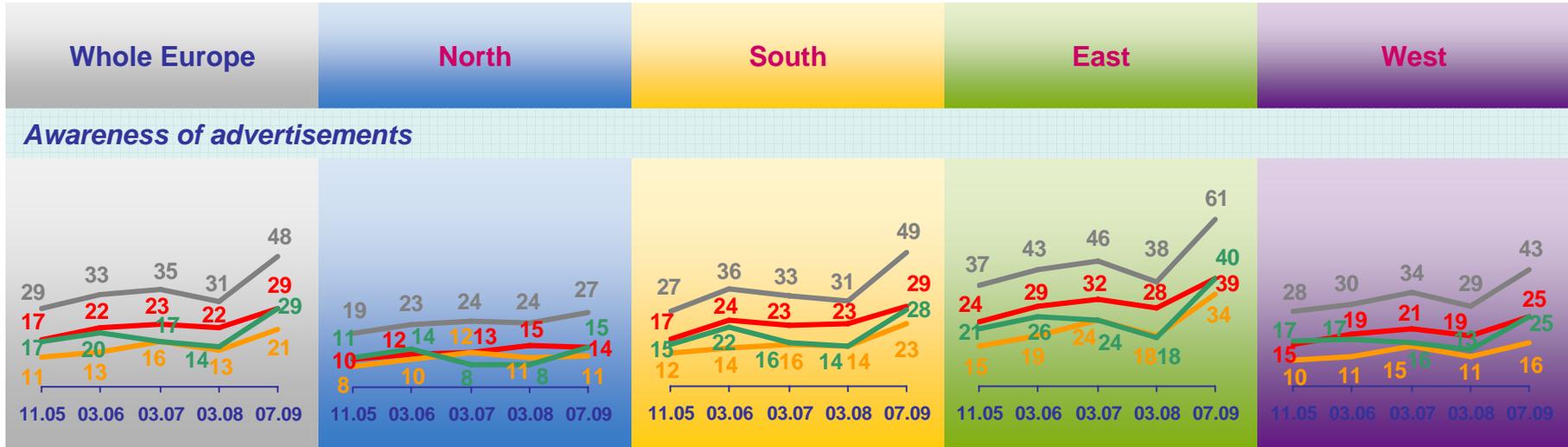
2009

In %

	Whole Europe	North	South	East	West
<i>Base: smokers</i>	6 417	610	1 388	2 790	1 629
<b>Saw at least one advert</b>	<b>56</b>	<b>36</b>	<b>53</b>	<b>65</b>	<b>53</b>
<b>Prevention</b>	36	20	33	45	33
<i>Yes, in the past few weeks</i>	30	15	26	37	29
<i>Yes, but do not remember when</i>	6	5	7	8	4
<b>Cessation</b>	<b>26</b>	16	25	39	20
<i>Yes, in the past few weeks</i>	21	12	20	31	16
<i>Yes, but do not remember when</i>	5	4	5	8	4
<b>Passive smoking</b>	35	22	32	44	32
<i>Yes, in the past few weeks</i>	29	17	26	36	28
<i>Yes, but do not remember when</i>	6	5	6	8	4



## Evolution



2009



%Saw... — At least one — Prevention — Cessation — Passive smoking

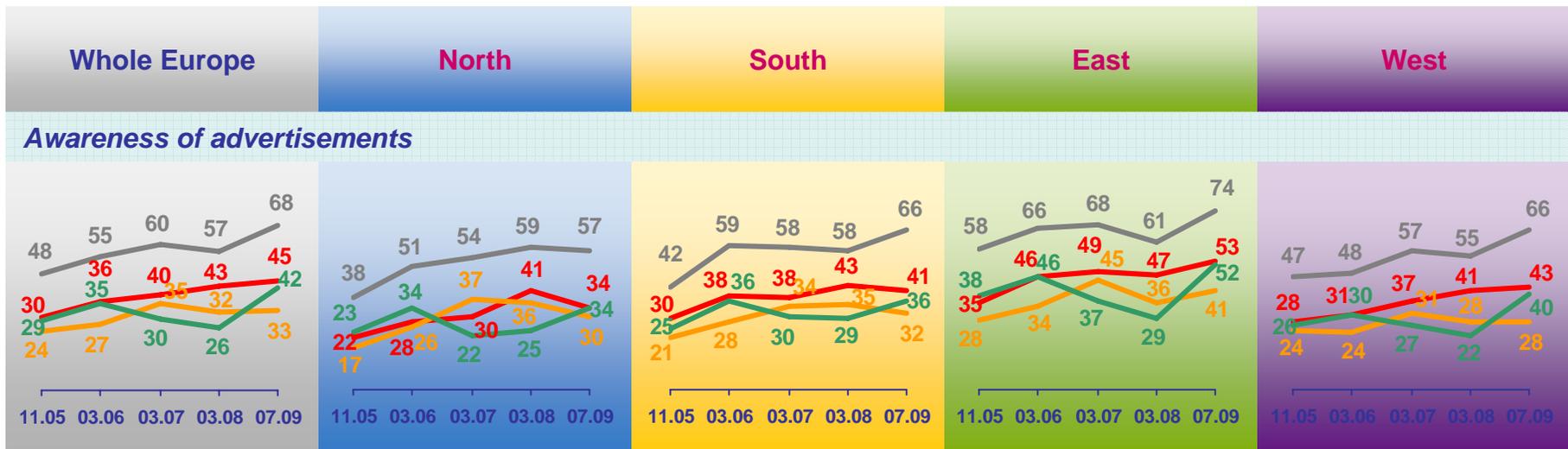
2005, 2006, 2007, 2008



2005 only

Bases : whole sample (details in appendix)

## Evolution



2009



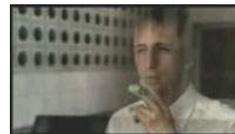
%Saw... — At least one

— Prevention

— Cessation

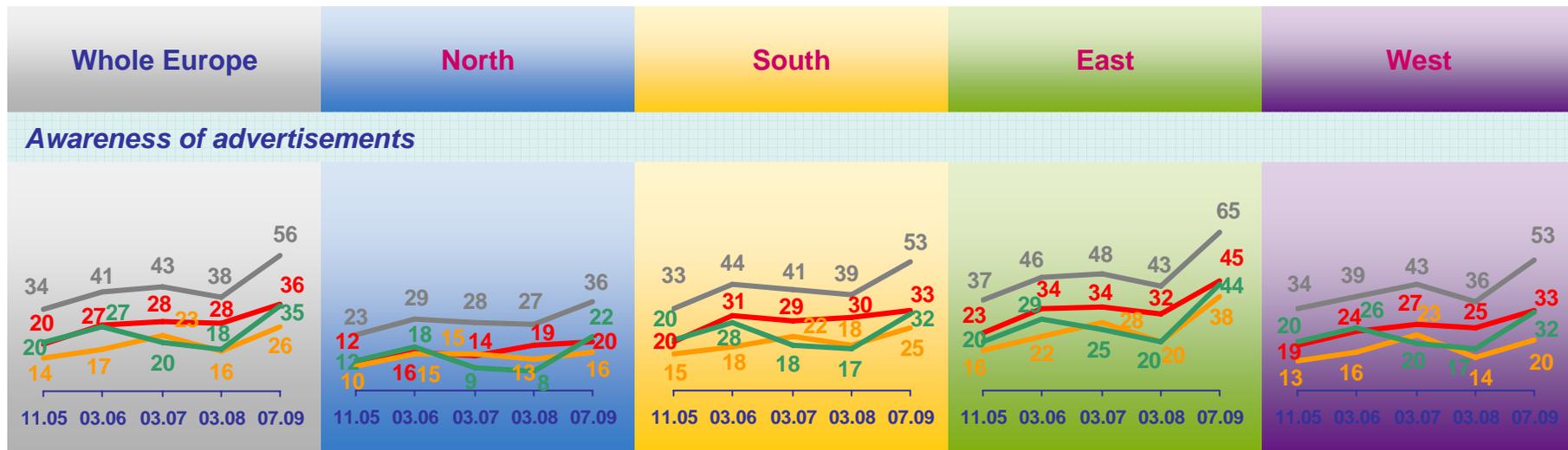
— Passive smoking

2005, 2006, 2007, 2008



Bases : less than 25 (details in appendix)

## Evolution



2009



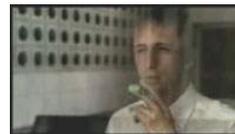
%Saw... — At least one

— Prevention

— Cessation

— Passive smoking

2005, 2006, 2007, 2008



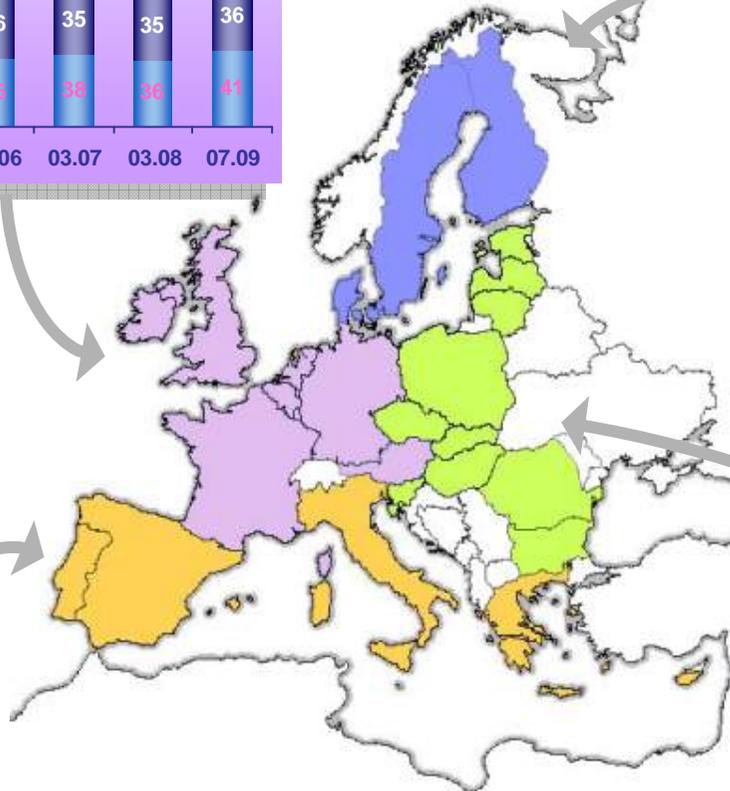
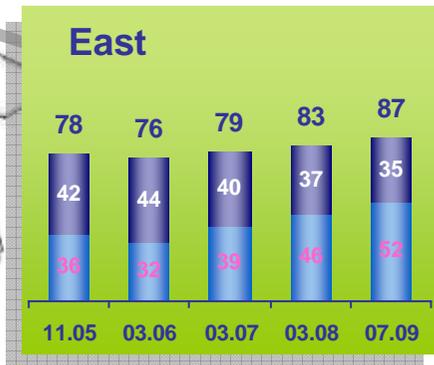
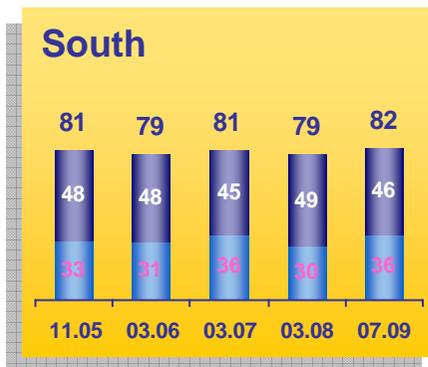
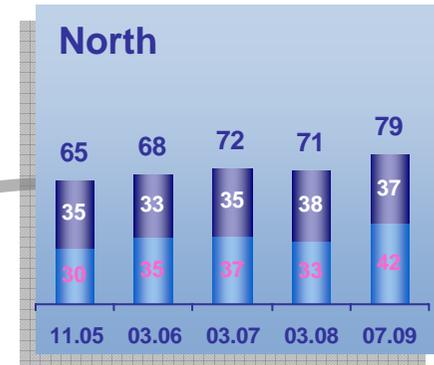
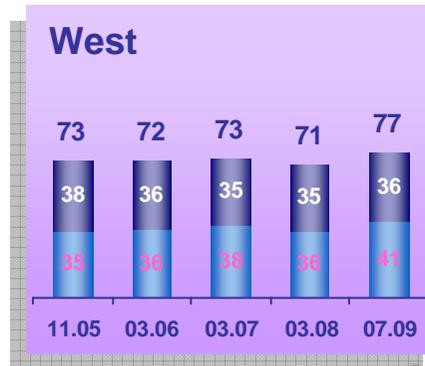
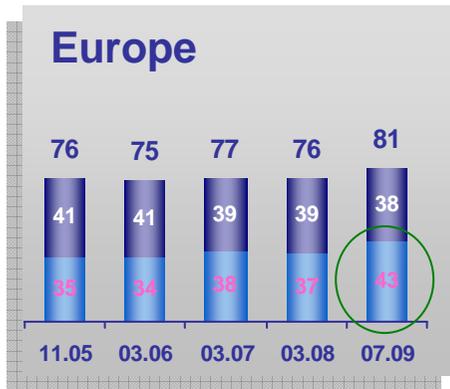
Bases : smokers (details in appendix)

## Appreciation of the campaign

## Evolution

## % Like the campaign

- Yes, a little\*
- Yes, quite a lot

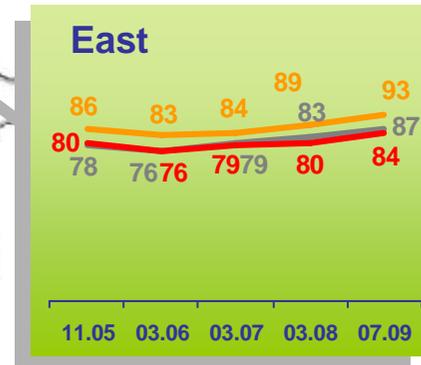
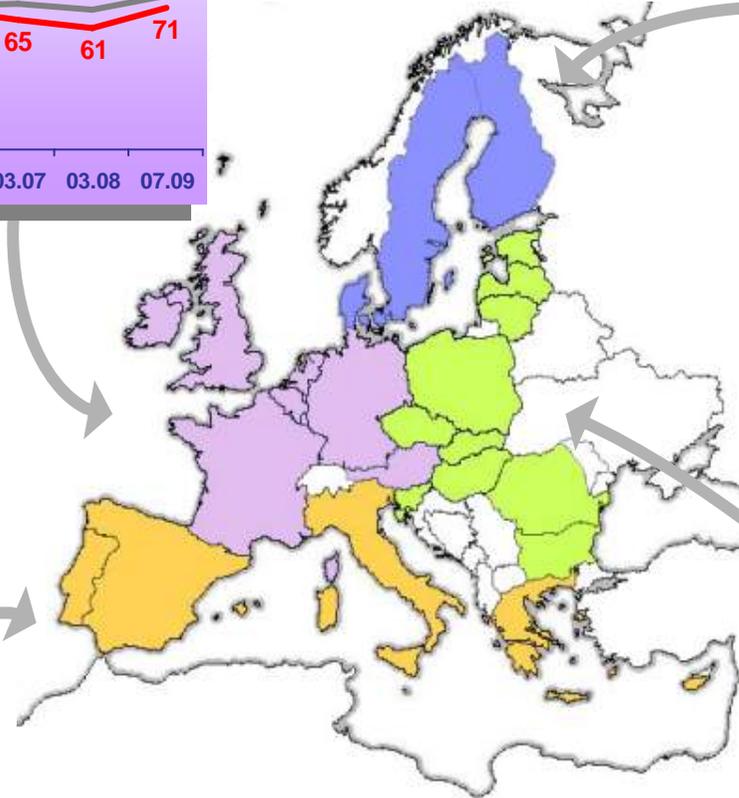
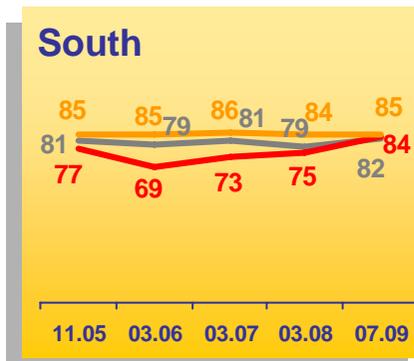
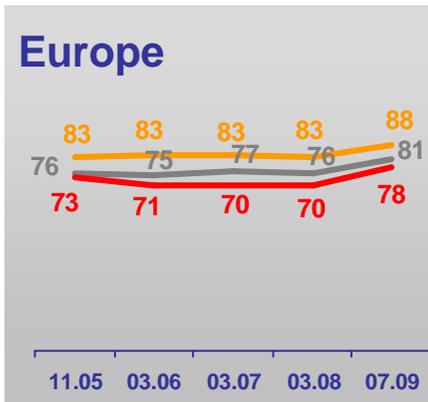
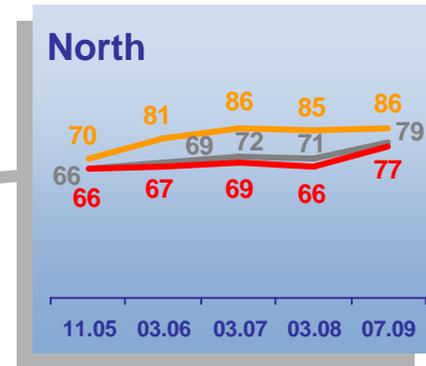
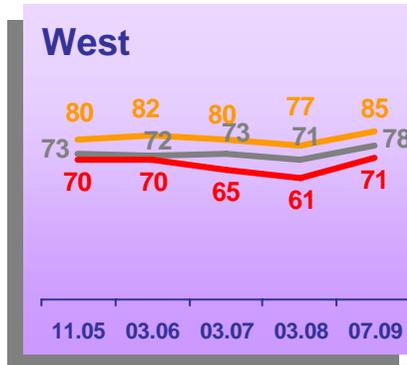


Bases : whole sample (details in appendix)

\*In wave 1 and wave 2, the scale was « Yes, quite a lot » & « Yes, definitely »

## Evolution % Like the campaign

- Total Sample
- Smokers
- Less than 25 y.o.

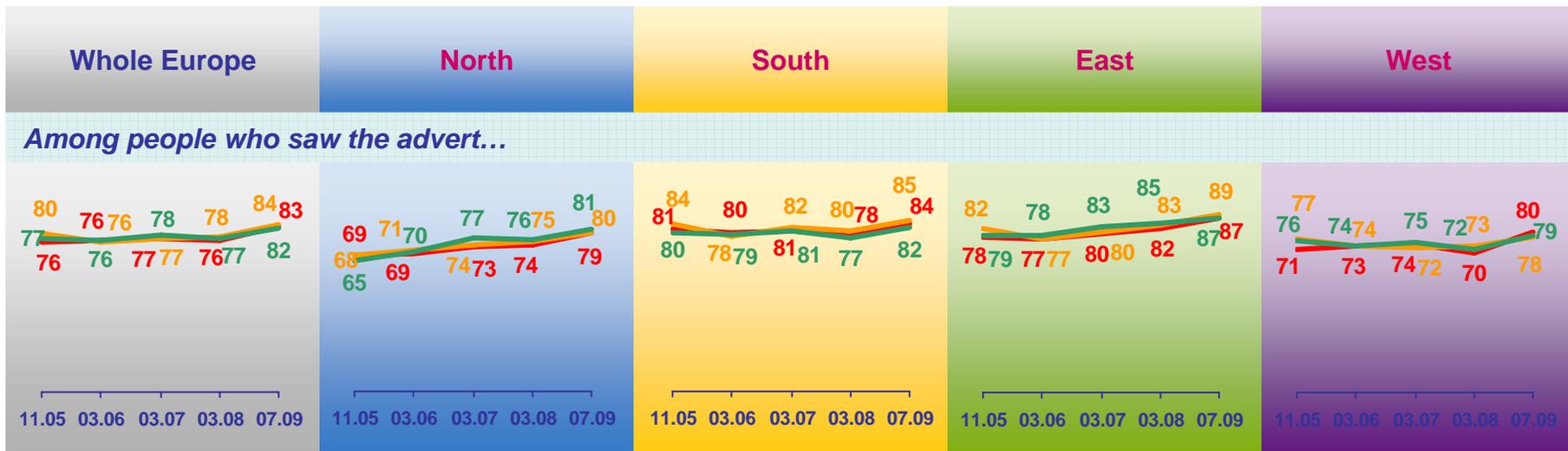


Bases : details in appendix

## Evolution

## % Like the campaign

Comment : no concrete link between the agreement and the movie remembered.



## %Saw...

2009

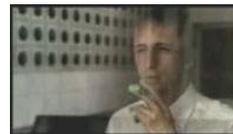


— Prevention

— Cessation

— Passive smoking

2005, 2006, 2007, 2008



2005 only

Bases : whole sample (details in appendix)

# Image

2009

Would you say that this campaign...

■ ■ ■ ■ ■ Yes, a little\*  
■ ■ ■ ■ ■ Yes, quite a lot\*

In %

	Whole Europe	North	South	East	West
<i>Is easy to understand</i>	91 23 68	87 ③ 21 66	89 ② 37 52	92 ① 16 76	91 19 72
<i>Is in people's best interest</i>	90 26 64	89 22 67	87 ③ 36 51	93 ① 19 74	91 ② 24 67
<i>Delivers a worthwhile message</i>	88 29 59	89 ② 23 66	90 ① 34 56	88 ③ 23 65	87 29 58
<i>Uses humour to convey the message</i>	86 28 58	87 ① 24 63	85 ③ 38 47	86 ② 24 62	87 ① 25 62
<i>Base: saw at least one advert</i>	13 137	932	2 849	6 257	3 099
	Whole Europe	North	South	East	West

© 2009 Ipsos

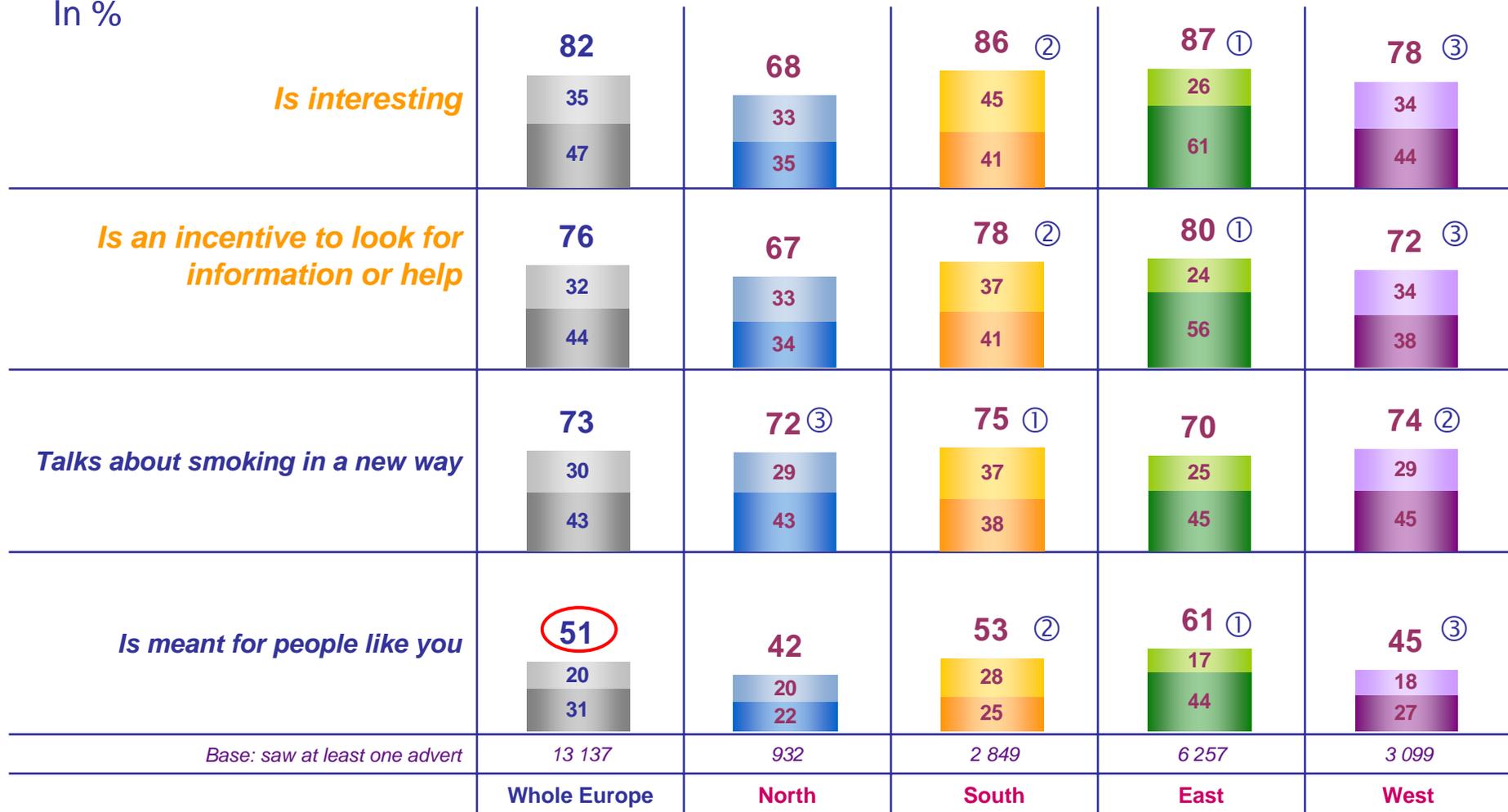
\*In wave 1 and wave 2, the scale was « Yes, quite a lot » & « Yes, definitely »

2009

Would you say that this campaign...

■ ■ ■ ■ ■ Yes, a little\*  
■ ■ ■ ■ ■ Yes, quite a lot\*

In %



© 2009 Ipsos

\*In wave 1 and wave 2, the scale was « Yes, quite a lot » & « Yes, definitely »

## Image (3) – Comparison 2005- 2009

	Europe	North	South	East	West
<i>Base: saw at least one advert</i>	13 137	932	2 849	6 257	3 099
	Easy to understand (91%)	Worthwhile message (89%)	Worthwhile message (90%)	In people's best interest (93%)	In people's best interest (91%)
	In people's best interest (90%)	In people's best interest (89%)	Easy to understand (89%)	Easy to understand (92%)	Easy to understand (91%)
	Worthwhile message (88%)	Easy to understand (87%)	In people's best interest (87%)	Worthwhile message (88%)	Worthwhile message (87%)
	Uses humour to convey the message (86%)	Uses humour to convey the message (87%)	<b>Interesting (86%)</b>	<b>Interesting (87%)</b>	Uses humour to convey the message (87%)
	Interesting (82%)	Talks about smoking in a new way (72%)	Uses humour to convey the message (85%)	Uses humour to convey the message (86%)	Interesting (78%)
	Incentive to look information or help (76%)	Interesting (68%)	Incentive to look information or help (78%)	Incentive to look information or help (80%)	Talks about smoking in a new way (73%)
	Talks about smoking in a new way (73%)	Incentive to look information or help (67%)	Talks about smoking in a new way (75%)	Talks about smoking in a new way (70%)	Incentive to look information or help (72%)
	Meant for people like you (51%)	Meant for people like you (42%)	Meant for people like you (53%)	Meant for people like you (61%)	Meant for people like you (45%)

# Image (5) – Main evolution 2005- 2009

	2009	2005
<i>Base: saw at least one advert</i>	13 137	7211
	<u>Easy to understand (91%)</u>	In people's best interest (88%)
	In people's best interest (90%)	<u>Easy to understand (86%)</u>
	<u>Worthwhile message (88%)</u>	Worthwhile message (85%)
	<u>Uses humour to convey the message (86%)</u>	Uses humour to convey the message (77%)
	<u>Interesting (82%)</u>	Interesting (75%)
	<u>Incentive to look information or help (76%)</u>	Incentive to look information or help (63%)
	Meant for people like you (51%)	Meant for people like you (50%)

+13 pts Incentive for help /information

+9pts Humour

+7pts Interesting

+5pts Easy to understand

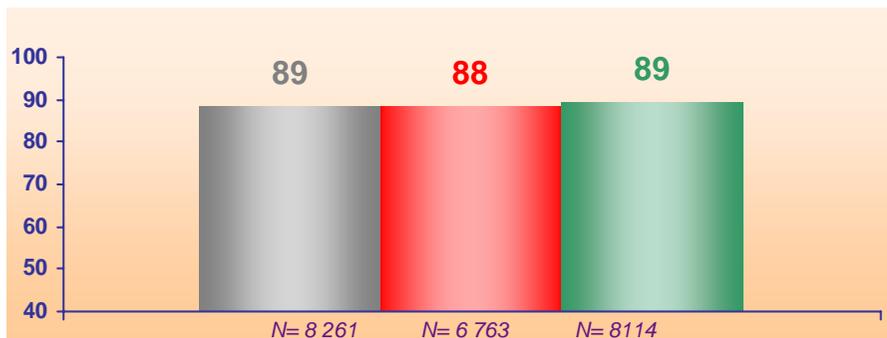
2009

*Would you say that this campaign...*

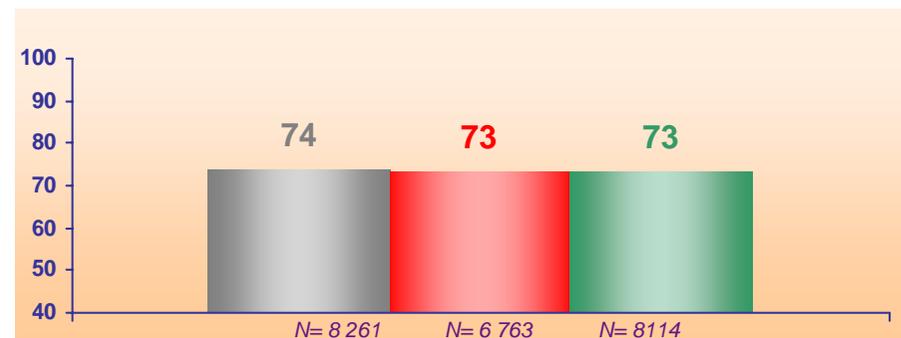
*% Yes (a little + quite a lot)*

■	Saw Prevention
■	Saw Cessation
■	Saw Passive Smoking

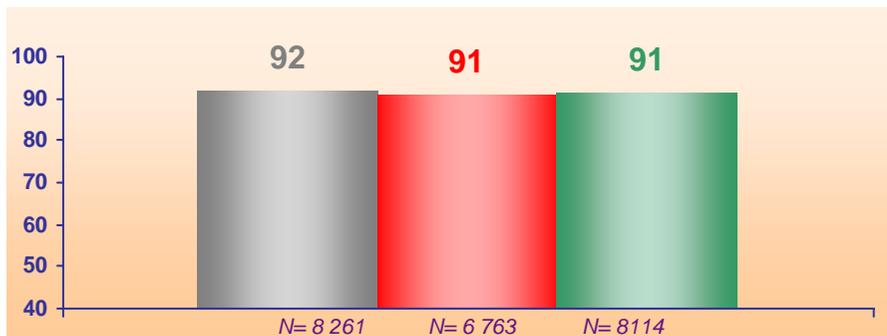
## Delivers a worthwhile message



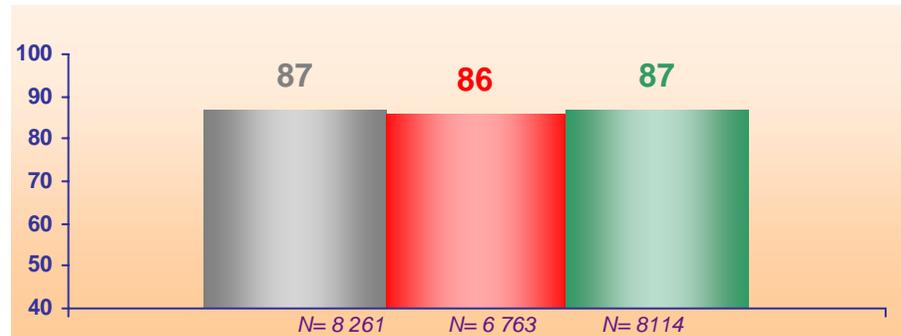
## Talks about smoking in a new way



## Is easy to understand



## Uses humour to convey the message



© 2009 Ipsos

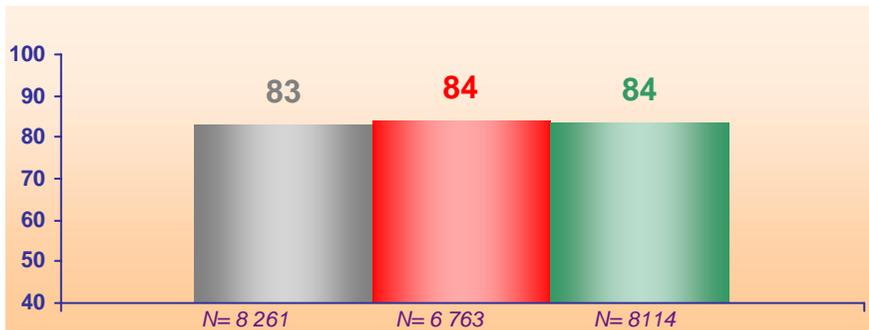
2009

*Would you say that this campaign...*

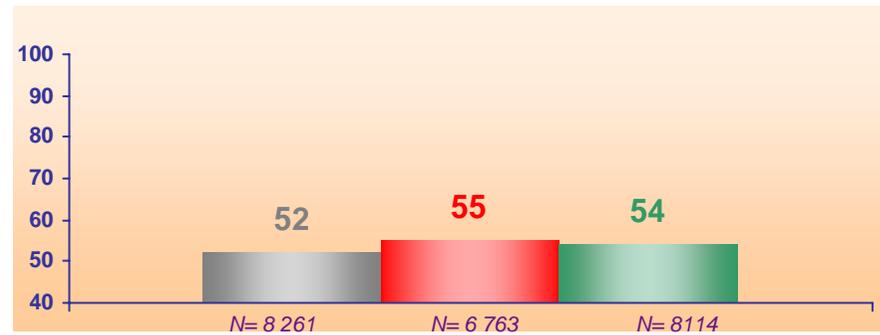
*% Yes (a little + quite a lot)*



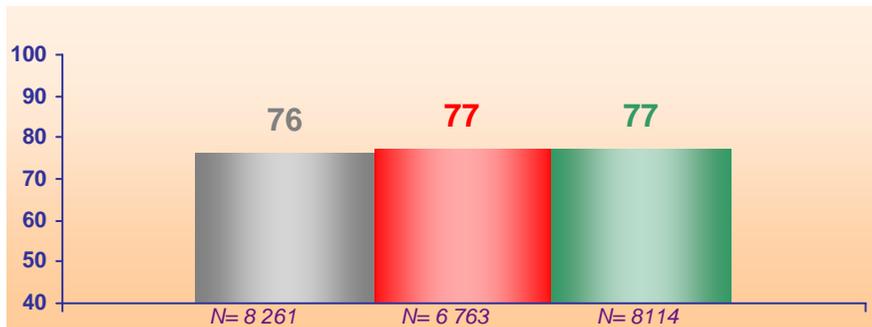
## Is interesting



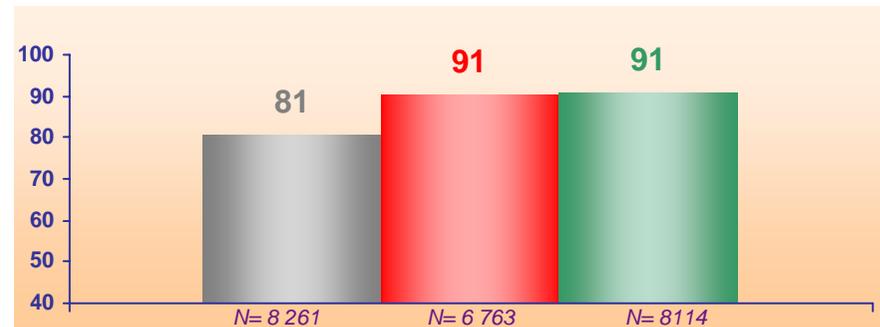
## Is meant for people like you



## Is an incentive to look for information or help



## Is in people's best interest



© 2009 Ipsos

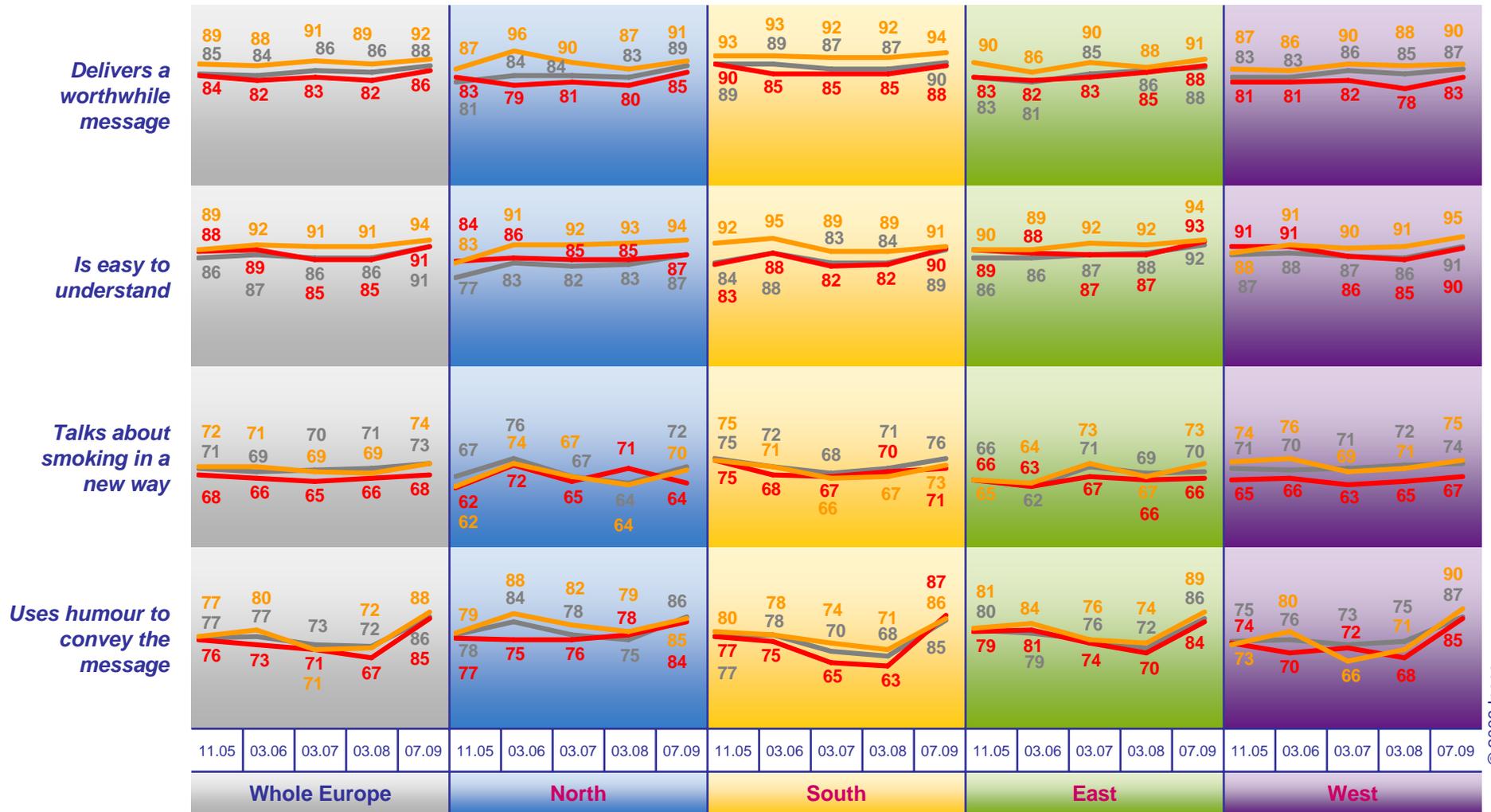
Would you say that this campaign...

— Total Sample

— Smokers

— Less than 25 y.o.

% Yes



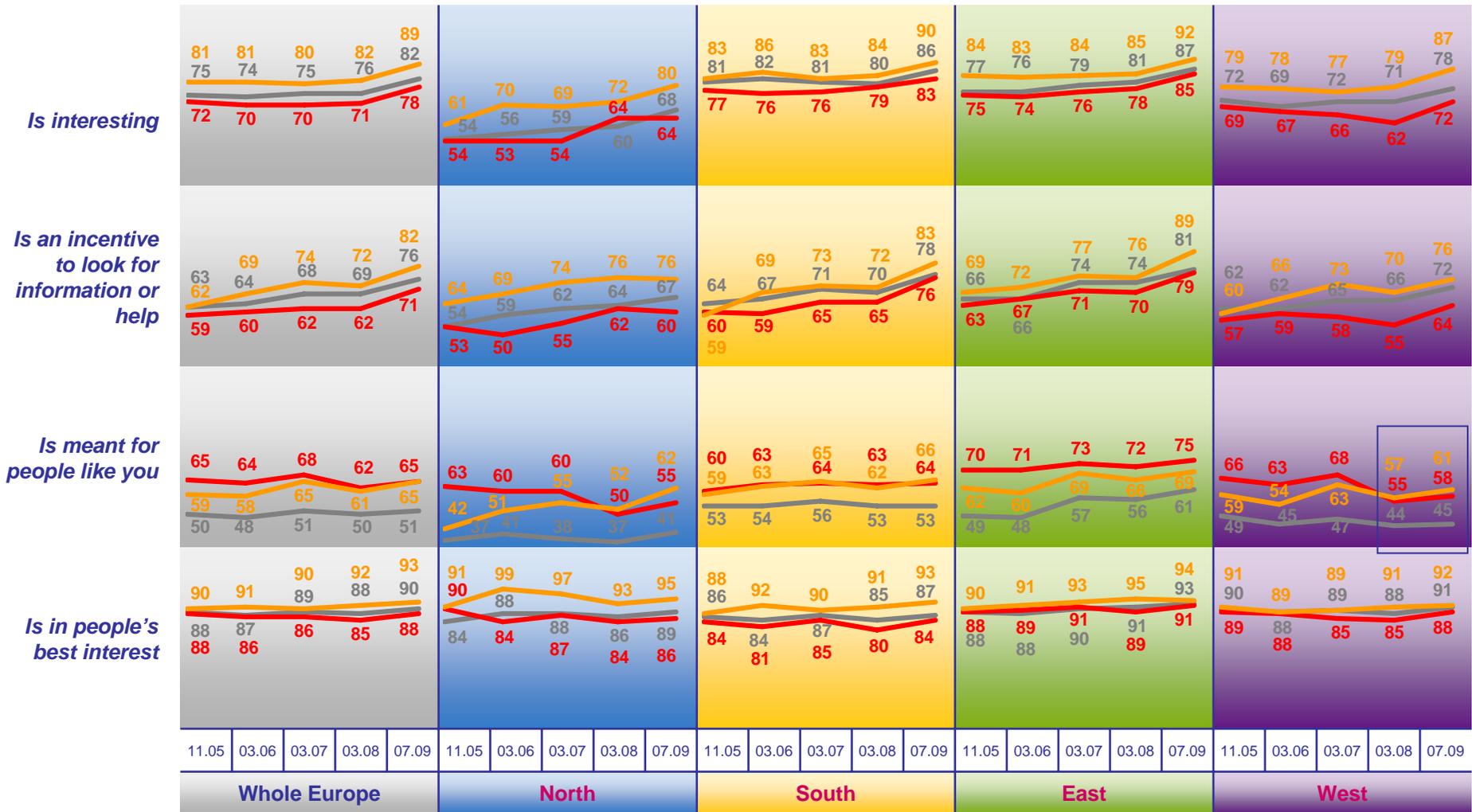
© 2009 Ipsos

Base: saw at least one advert

Would you say that this campaign...

— Total Sample  
 — Smokers  
 — Less than 25 y.o.

% Yes



© 2009 Ipsos

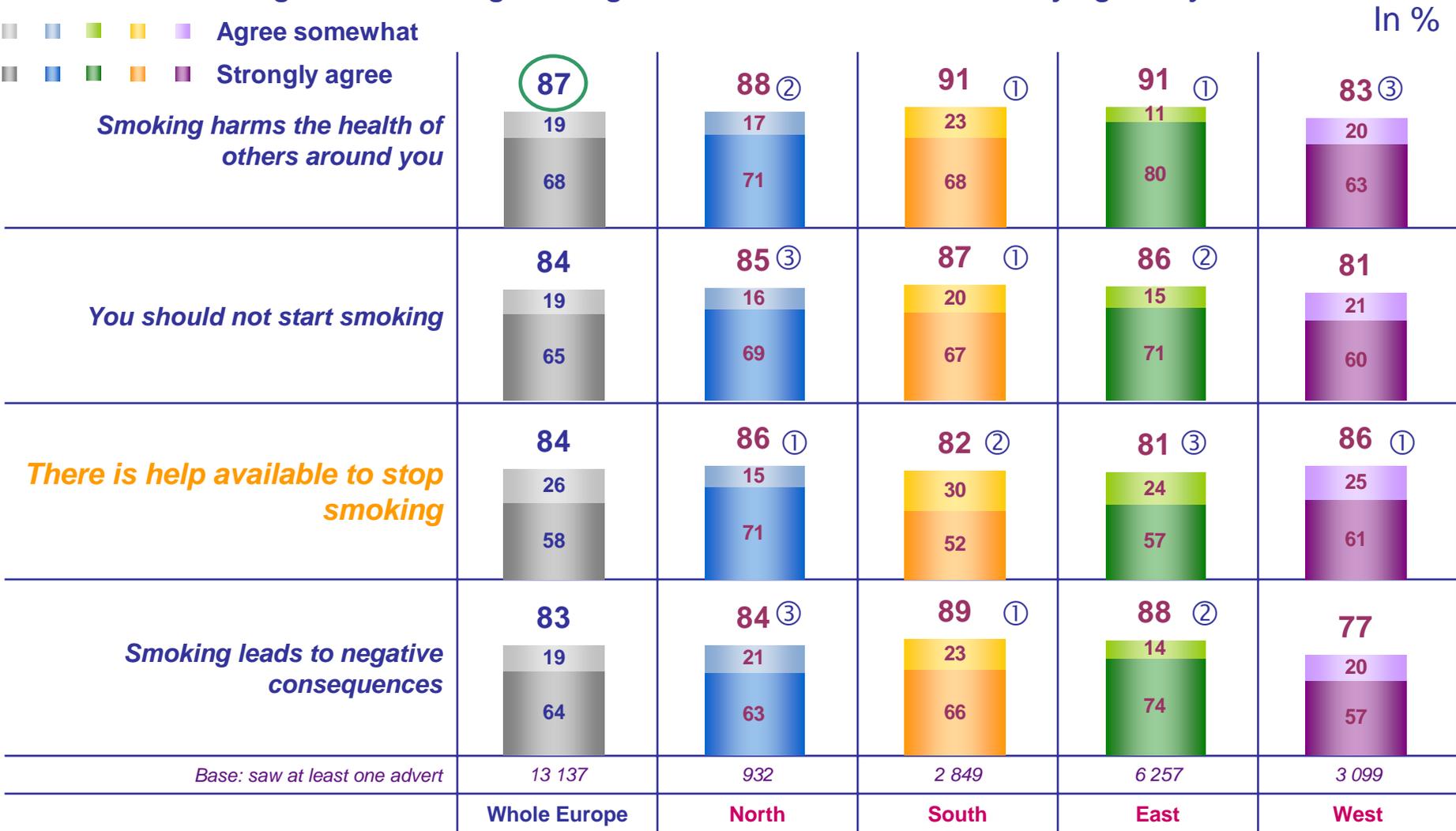
Base: saw at least one advert

# Understanding

2009

To what extent do you agree or disagree that these advertisements are trying to get the following messages over or not. This advert is trying to say...

■ ■ ■ ■ ■ Agree somewhat  
■ ■ ■ ■ ■ Strongly agree



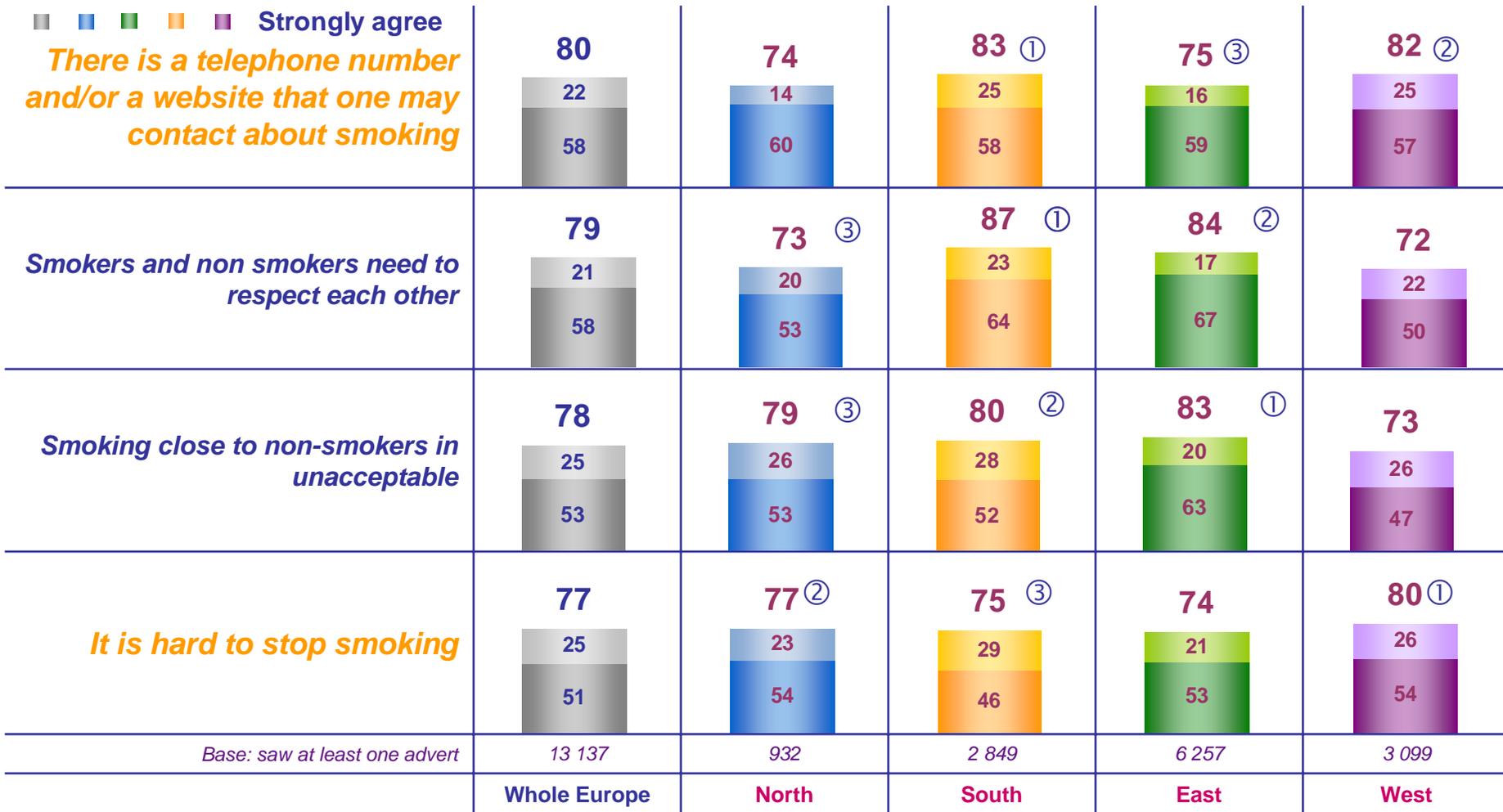
© 2009 Ipsos

2009

To what extent do you agree or disagree that these advertisements are trying to get the following messages over or not. This advert is trying to say...

■ ■ ■ ■ ■ Agree somewhat  
■ ■ ■ ■ ■ Strongly agree

In %



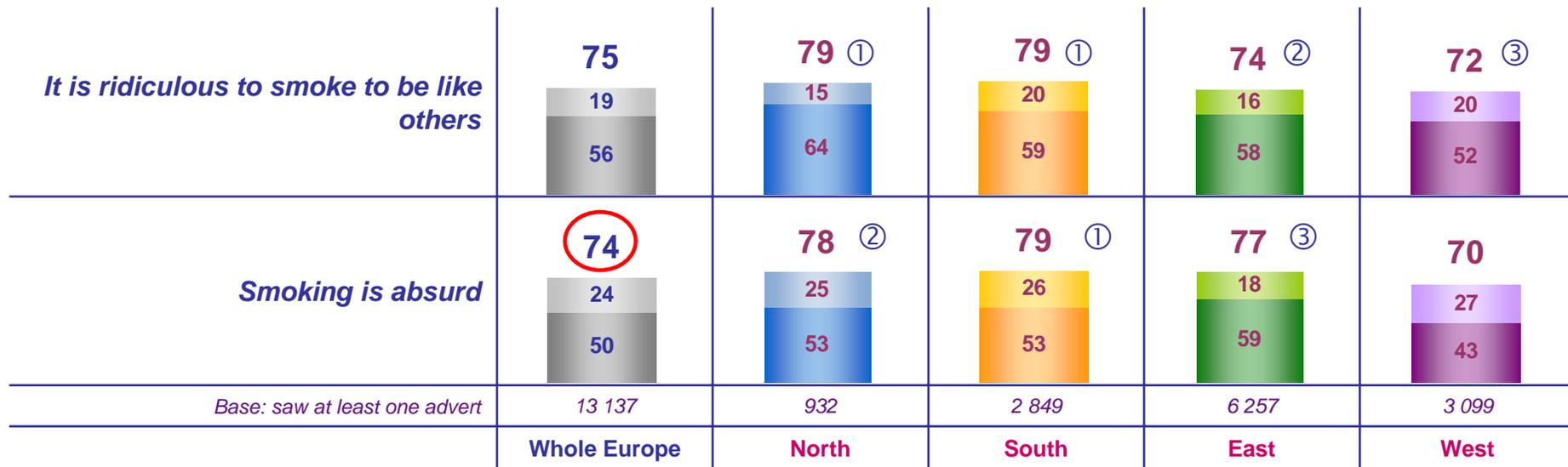
© 2009 Ipsos

2009

To what extent do you agree or disagree that these advertisements are trying to get the following messages over or not. This advert is trying to say...

In %

Agree somewhat  
     Strongly agree



# Understanding (4) - Comparison 2005- 2009

COMPARISON	Europe	North	South	East	West
<i>Base: saw at least one advert</i>	13 137	932	2 849	6 257	3 099
	Harms the health around you (87%)	Harms the health around you (88%)	Harms the health around you (91%)	Harms the health around you (91%)	Help is available (86%)
	Should not start smoking (84%)	Help is available (86%)	Leads to negative consequences (89%)	Leads to negative consequences (88%)	Harms the health around you (83%)
	Help is available (84%)	Should not start smoking (85%)	Should not start smoking (87%)	Should not start smoking (86%)	There is telephone/website to contact (82%)
	Leads to negative consequences (83%)	Leads to negative consequences (84%)	Need to respect each other (87%)	Need to respect each other (84%)	Should not start smoking (81%)
	There is telephone/website to contact (80%)	Ridiculous to smoke like the others (79%)	There is telephone/website to contact (83%)	Smoking close to NS is unacceptable (83%)	Hard to stop smoking (80%)
	Need to respect each other (79%)	Smoking close to NS is unacceptable (79%)	Help is available (82%)	Help is available (81%)	Leads to negative consequences (77%)
	Smoking close to NS is unacceptable (78%)	Smoking is absurd (78%)	Smoking close to NS is unacceptable (80%)	Smoking is absurd (77%)	Smoking close to NS is unacceptable (73%)
	Hard to stop smoking (76%)	Hard to stop smoking (77%)	Ridiculous to smoke like the others (79%)	There is telephone/website to contact (75%)	Ridiculous to smoke like the others (72%)
	Ridiculous to smoke like the others (75%)	There is telephone/website to contact (74%)	Smoking is absurd (79%)	Ridiculous to smoke like the others (74%)	Need to respect each other (72%)
	Smoking is absurd (74%)	Need to respect each other (73%)	Hard to stop smoking (75%)	Hard to stop smoking (74%)	Smoking is absurd (72%)

	2009 « tips »	2005 « paperwhistle »
<i>Base: saw at least one advert</i>	13 137	7 211
	Harms the health around you (87%)	Harms the health around you (86%)
	Should not start smoking (84%)	Should not start smoking (81%)
	<u>Help is available (84%)</u>	Ridiculous to smoke like the others (81%)
	<u>There is telephone/website to contact (80%)</u>	Smoking is absurd (78%)
	Need to respect each other(79%)	Need to respect each other(77%)
	<u>Hard to stop smoking (77%)</u>	Help is available (74%)
	<u>Ridiculous to smoke like the others (75%)</u>	Hard to stop smoking (71%)
	<u>Smoking is absurd (74%)</u>	There is telephone/website to contact (66%)

14 pts Telephone/website to contact

+10 pts Help available

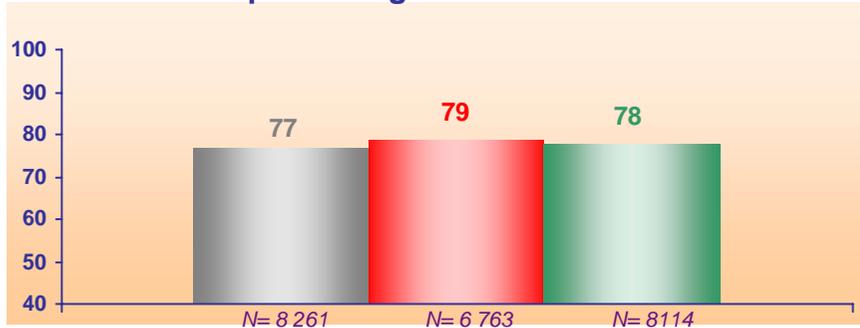
+6 pts Hard to stop smoking

To what extent do you agree or disagree that these advertisements are trying to get the following messages over or not. This advert is trying to say...

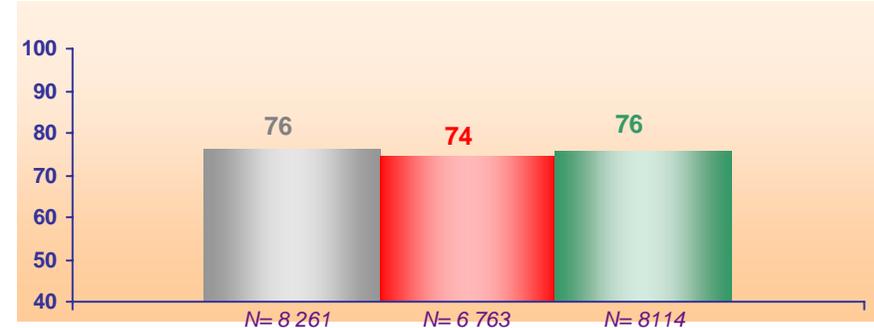
% Agree strongly + somewhat

■ Saw Prevention
■ Saw Cessation
■ Saw Passive Smoking

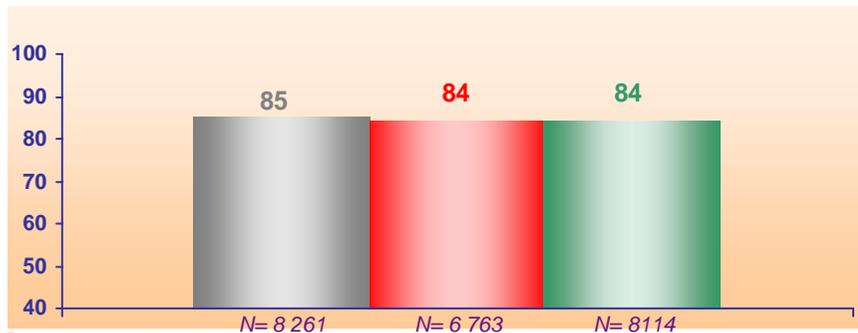
It is hard to stop smoking



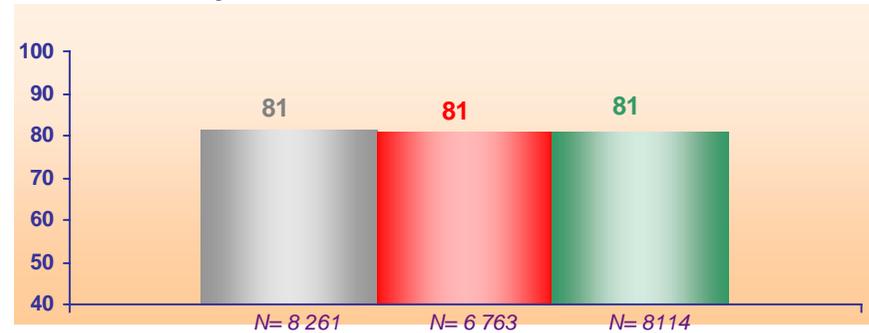
It is ridiculous to smoke to be like others



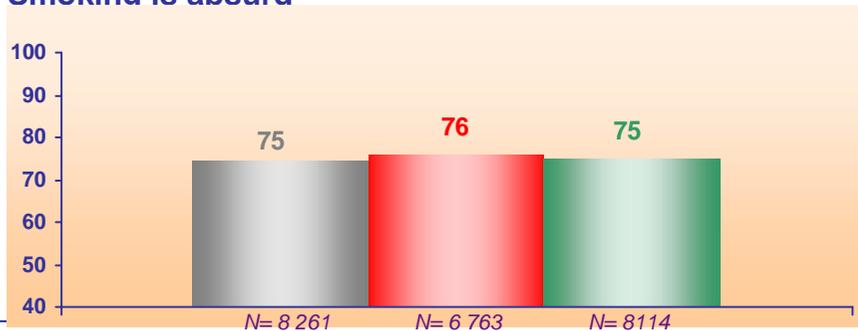
There is help available to stop smoking



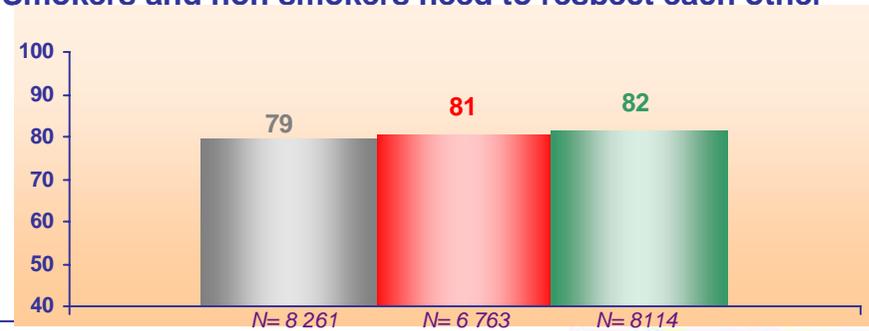
There is a telephone number / website



Smoking is absurd



Smokers and non smokers need to respect each other

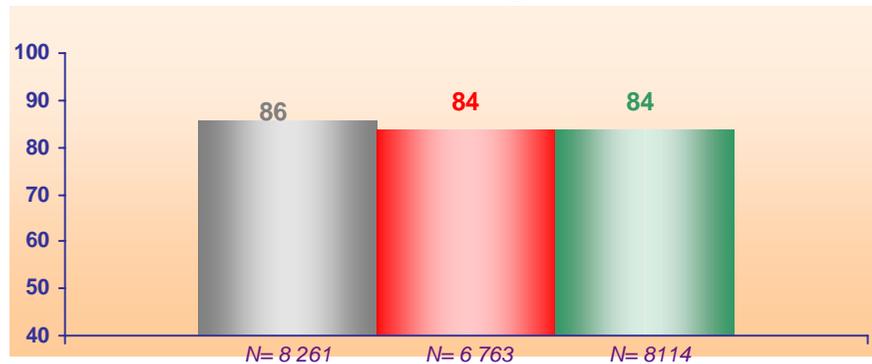


To what extent do you agree or disagree that these advertisements are trying to get the following messages over or not. This advert is trying to say...

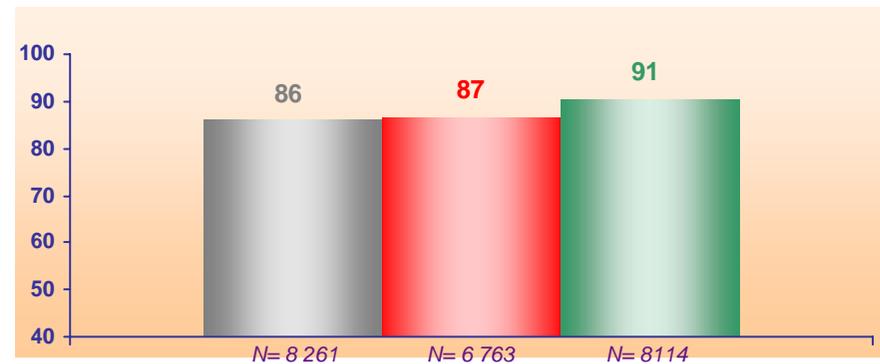


**% Agree strongly + somewhat**

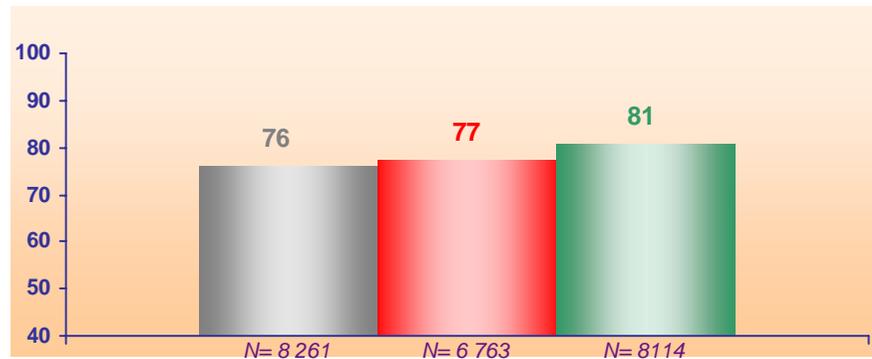
**You should not start smoking**



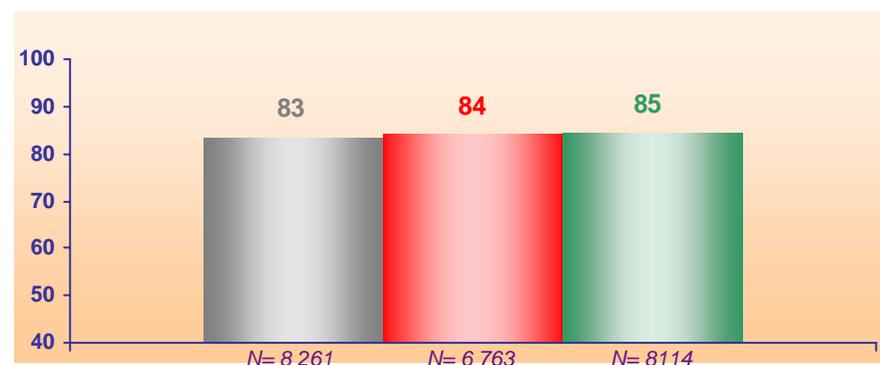
**Smoking harms the health of others around you**



**Smoking close to non-smokers is unacceptable**



**Smoking leads to negative consequences**

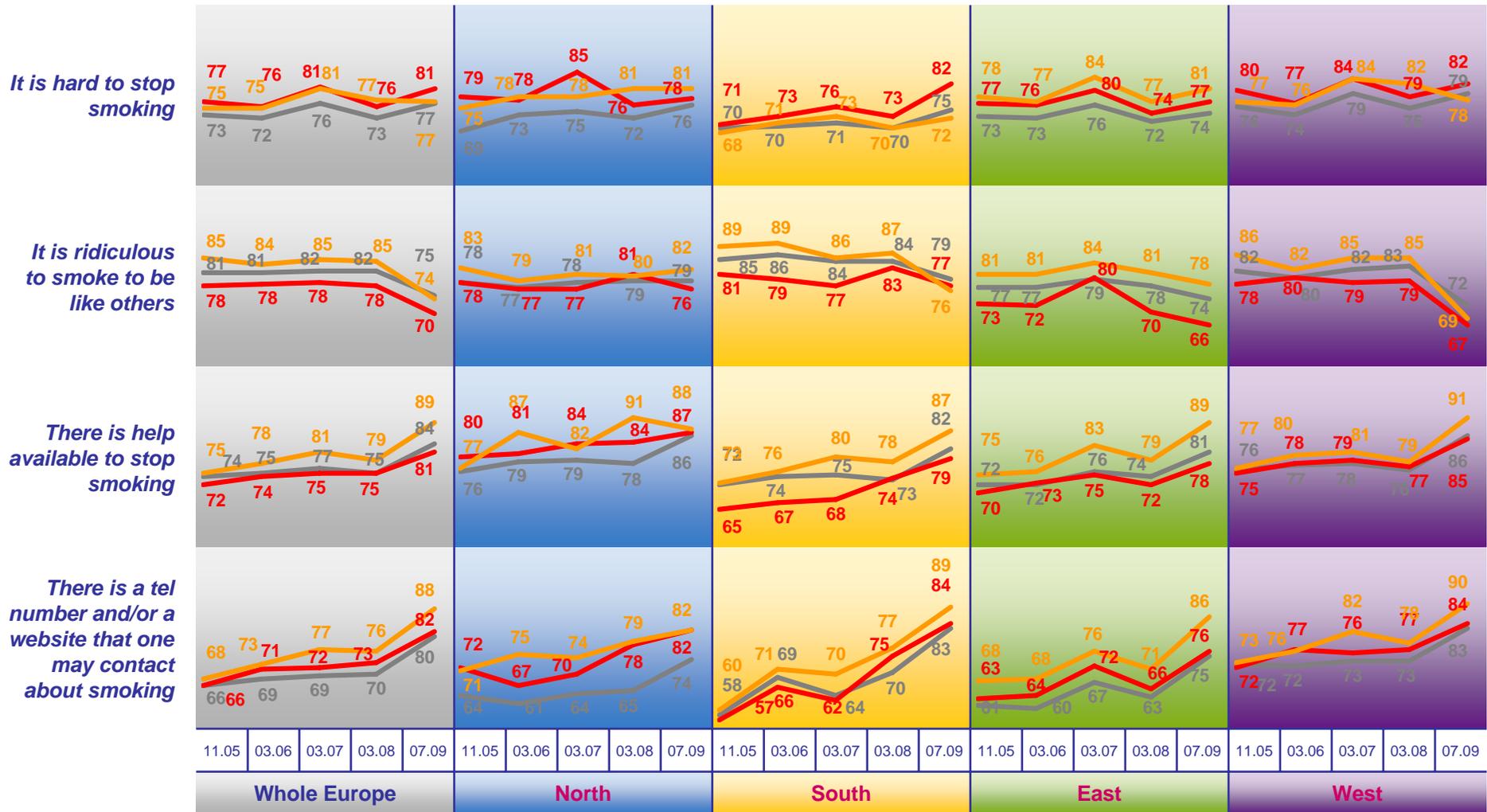


# Understanding among smokers and young smokers (8)

## Evolution

To what extent do you agree or disagree that these advertisements are trying to get the following messages over or not. This advert is trying to say...

— Total Sample  
 — Smokers  
 — Less than 25 y.o. % Agree



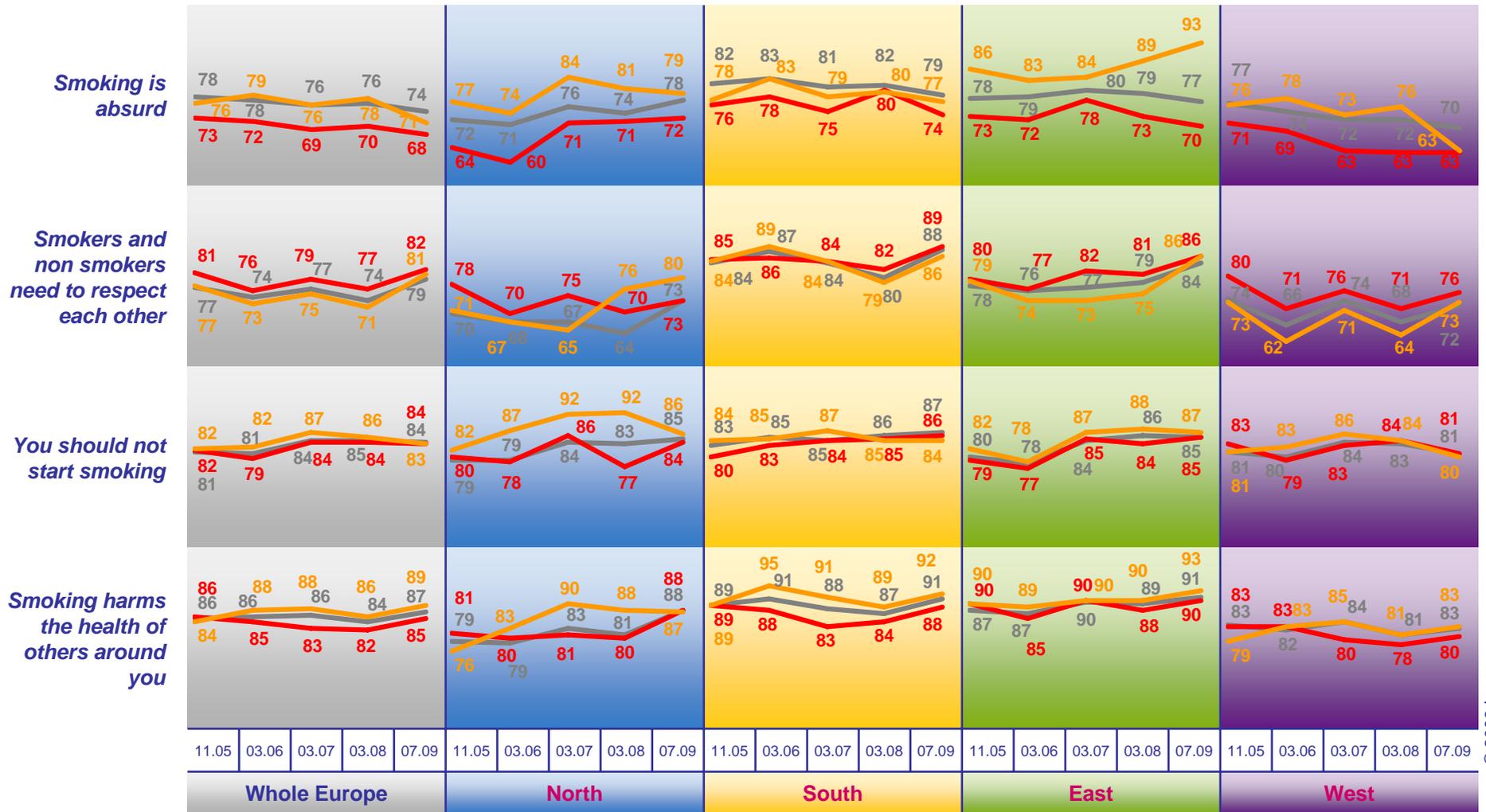
© 2009 Ipsos

Base: saw at least one advert

## Evolution

To what extent do you agree or disagree that these advertisements are trying to get the following messages over or not. This advert is trying to say...

— Total Sample  
 — Smokers  
 — Less than 25 y.o. % Agree



© 2009 Ipsos

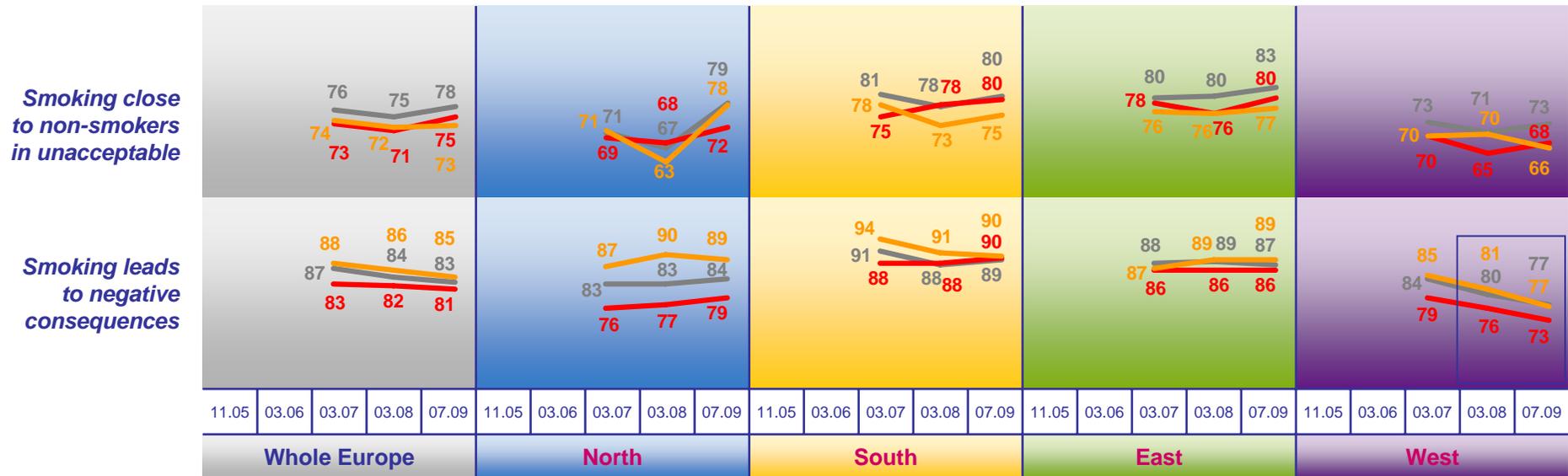
Base: saw at least one advert

## Evolution

To what extent do you agree or disagree that these advertisements are trying to get the following messages over or not. This advert is trying to say...

— Total Sample  
 — Smokers  
 — Less than 25 y.o.

% Agree



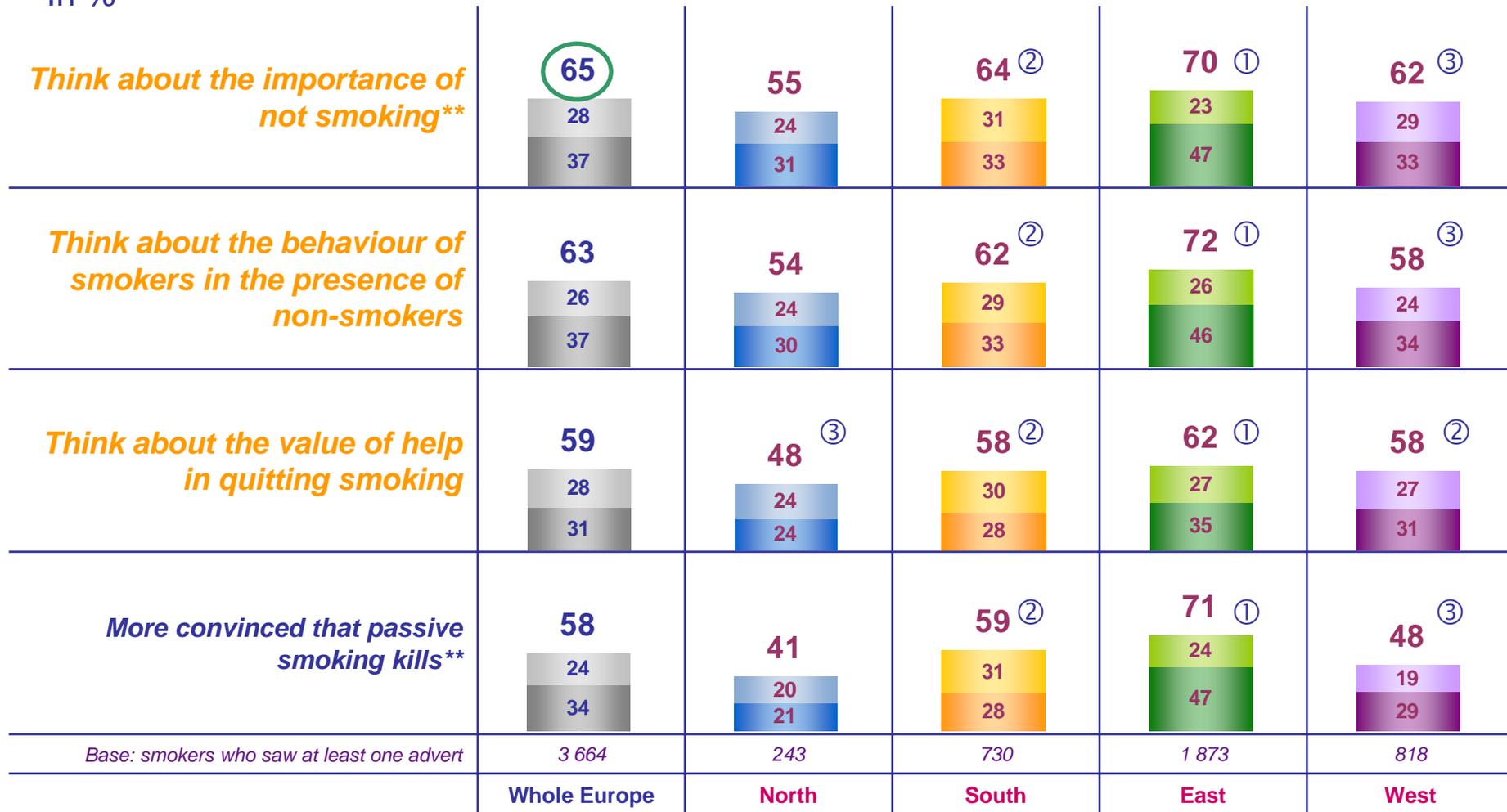
# Impact

2009

In %

Would you say that the advert(s) made you...

■ ■ ■ ■ ■ Yes, a little\*  
■ ■ ■ ■ ■ Yes, quite a lot\*



© 2009 Ipsos

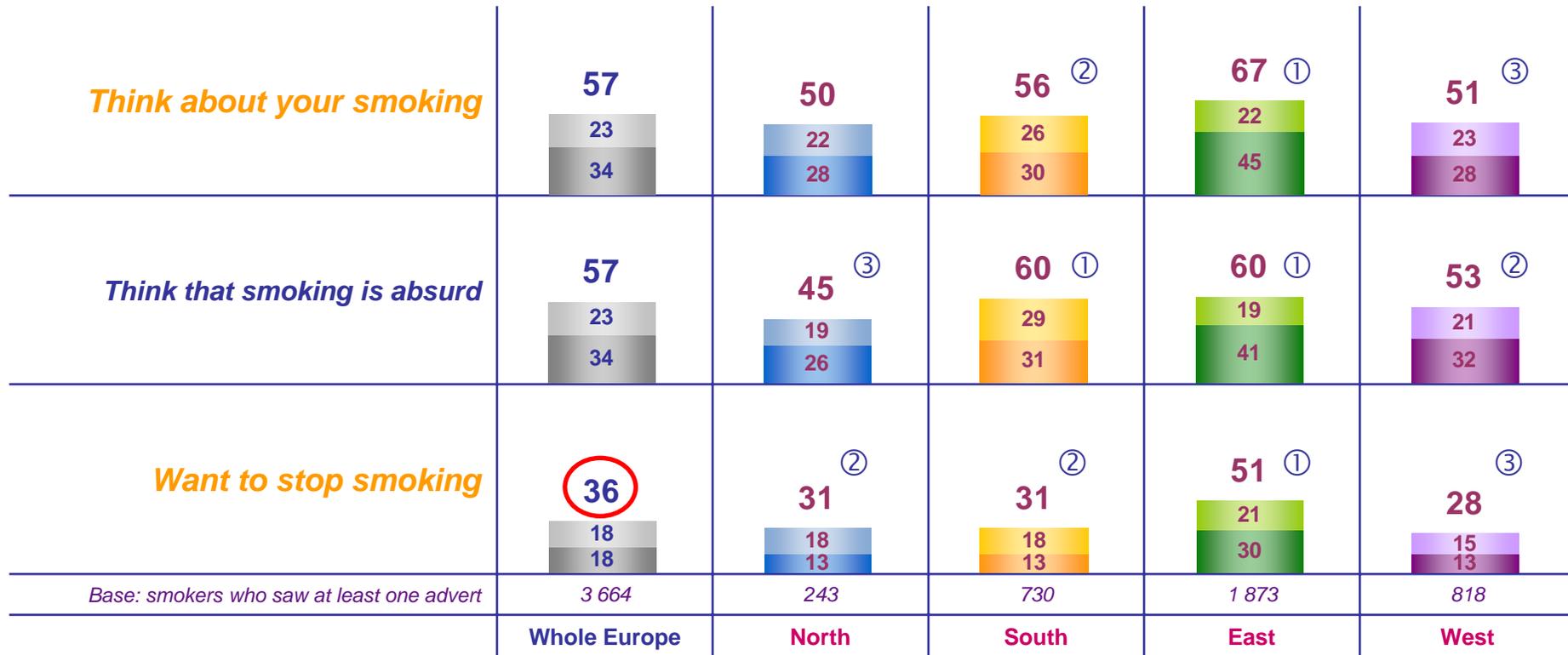
\*In wave 1 and wave 2, the scale was « Yes, quite a lot » & « Yes, definitely »

2009

In %

Would you say that the advert(s) made you...

■ ■ ■ ■ ■ Yes, a little\*  
■ ■ ■ ■ ■ Yes, quite a lot\*



© 2009 Ipsos

\*In wave 1 and wave 2, the scale was « Yes, quite a lot » & « Yes, definitely »

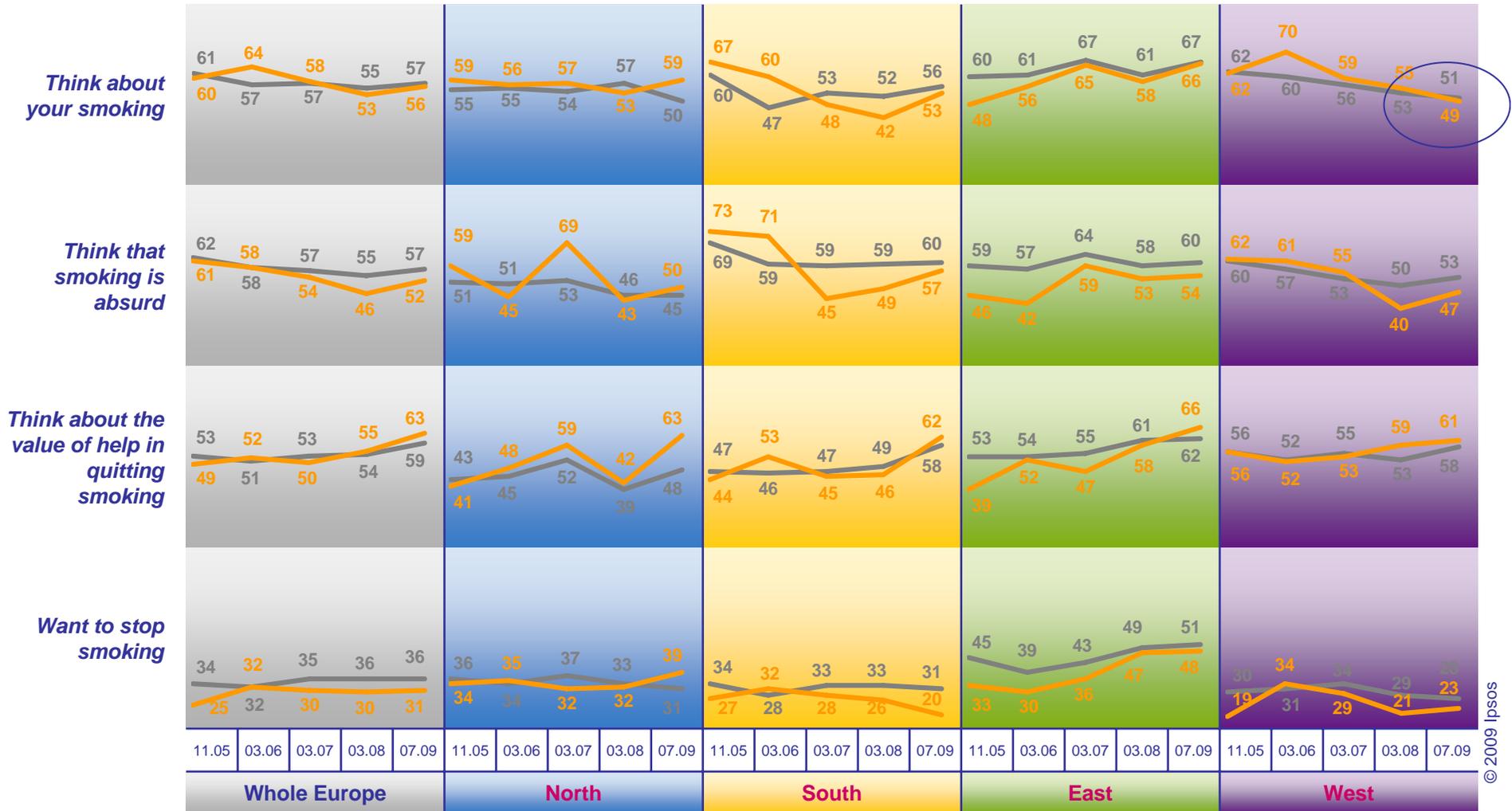
\*\*Not Asked in 2005 & 2006

## Evolution

Would you say that the advert(s) made you...

— Total Smokers

— Smokers - Less than 25 y.o. % Yes



Base: Smokers who saw at least one advert

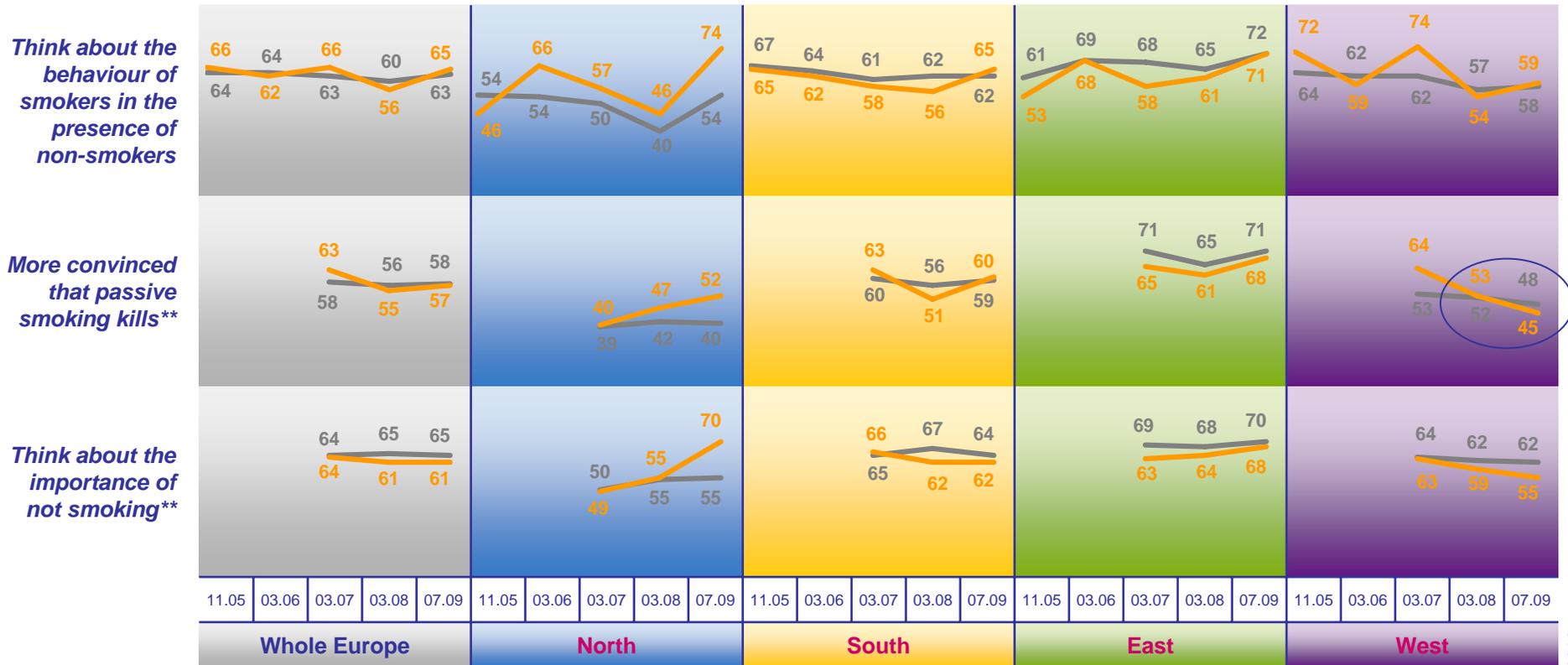
Read these data cautiously because the base of young smokers who saw at least one advert is low

## Evolution

Would you say that the advert(s) made you...

— Total Smokers  
 — Smokers - Less than 25 y.o.

% Yes



\*\*Not Asked in 2005 & 2006

Base: Smokers who saw at least one advert  
 Read these data cautiously because the base of young smokers who saw at least one advert is low

# Impact among non / former smokers (3)

2009

Would you say that the advert(s) made you...

Yes, a little\*  
Yes, quite a lot\*

In %	Whole Europe	North	South	East	West
<i>Think about the importance of not smoking</i>	74 <sup>①</sup> 27 47	73 <sup>③</sup> 27 46	76 <sup>①</sup> 34 42	75 <sup>②</sup> 20 55	73 <sup>③</sup> 26 47
<i>Think that smoking is absurd</i>	71 24 47	69 26 43	75 <sup>①</sup> 31 44	74 <sup>②</sup> 19 55	67 <sup>③</sup> 23 44
<i>More convinced that passive smoking kills</i>	66 22 44	50 23 27	67 <sup>②</sup> 29 38	78 <sup>①</sup> 19 59	59 <sup>③</sup> 20 39
<i>Gave you a better understanding of the difficulty smokers have quitting</i>	66 26 40	60 33 27	62 <sup>③</sup> 30 32	72 <sup>①</sup> 24 48	66 <sup>②</sup> 25 41
<i>Think about the behaviour of smokers in the presence of non-smokers</i>	66 28 38	59 33 26	67 <sup>②</sup> 33 34	75 <sup>①</sup> 24 51	61 <sup>③</sup> 27 34
<i>Base: Non/Former smokers who saw at least one advert</i>	9 460	689	2 112	4 380	2 279
	Whole Europe	North	South	East	West

© 2009 Ipsos

\*In wave 1 and wave 2, the scale was « Yes, quite a lot » & « Yes, definitely »

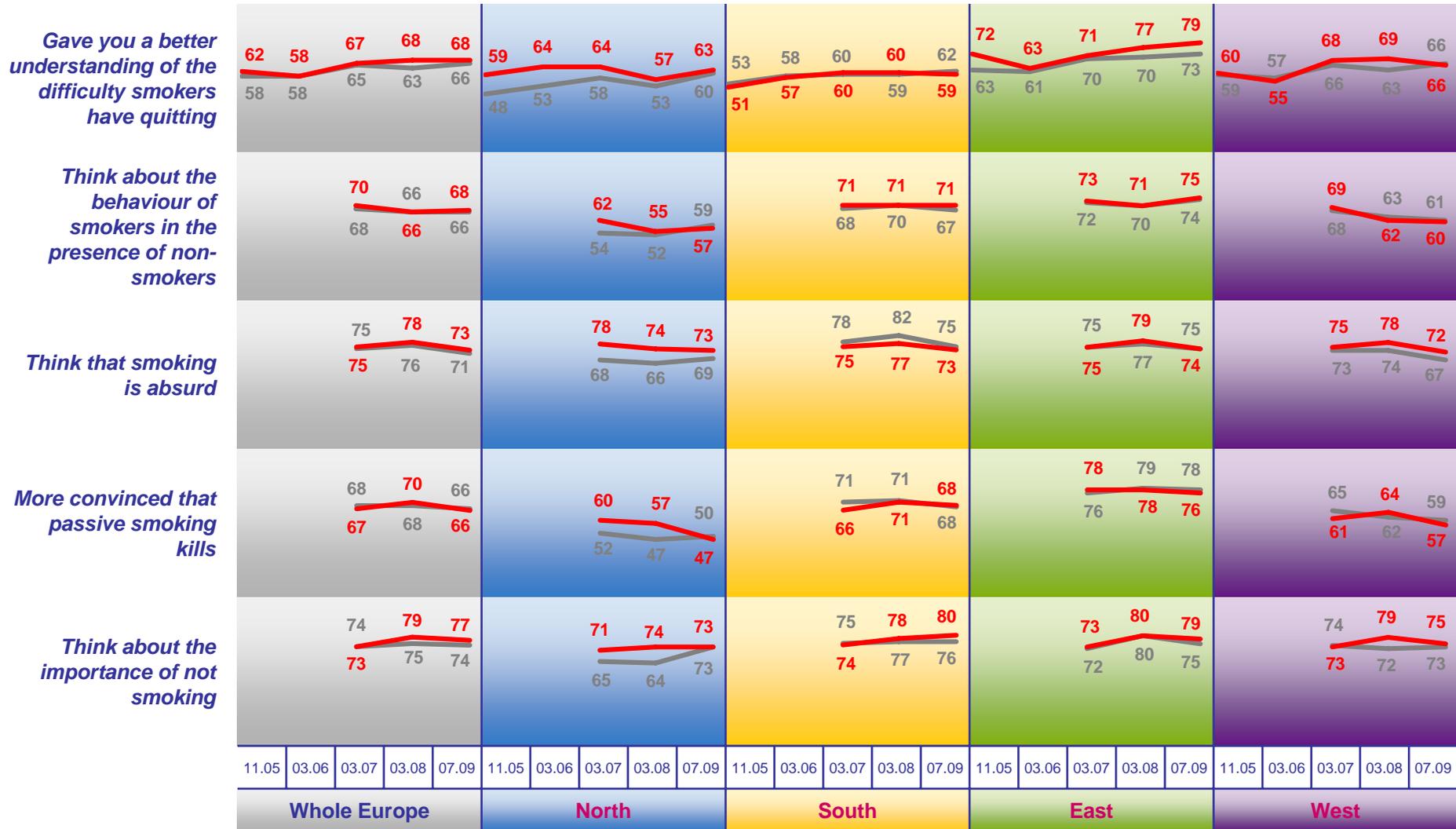
## Evolution

Would you say that the advert(s) made you...

— Total Non/Former smokers

— Non/Former smokers - Less than 25 y.o.

% Yes



© 2009 Ipsos

Base: Non/Former smokers who saw at least one advert

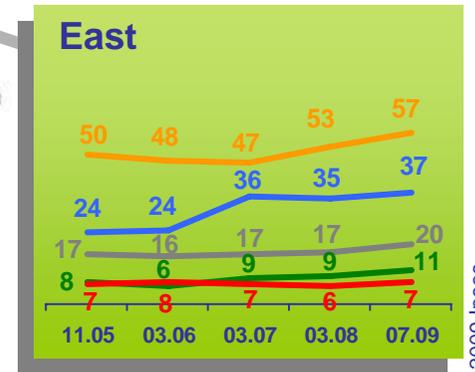
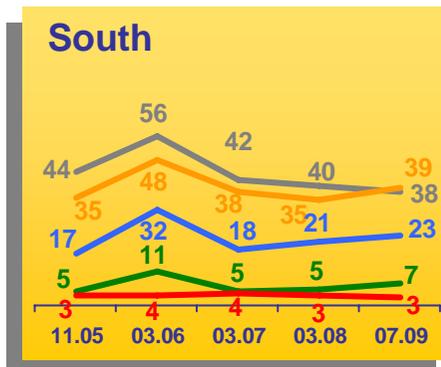
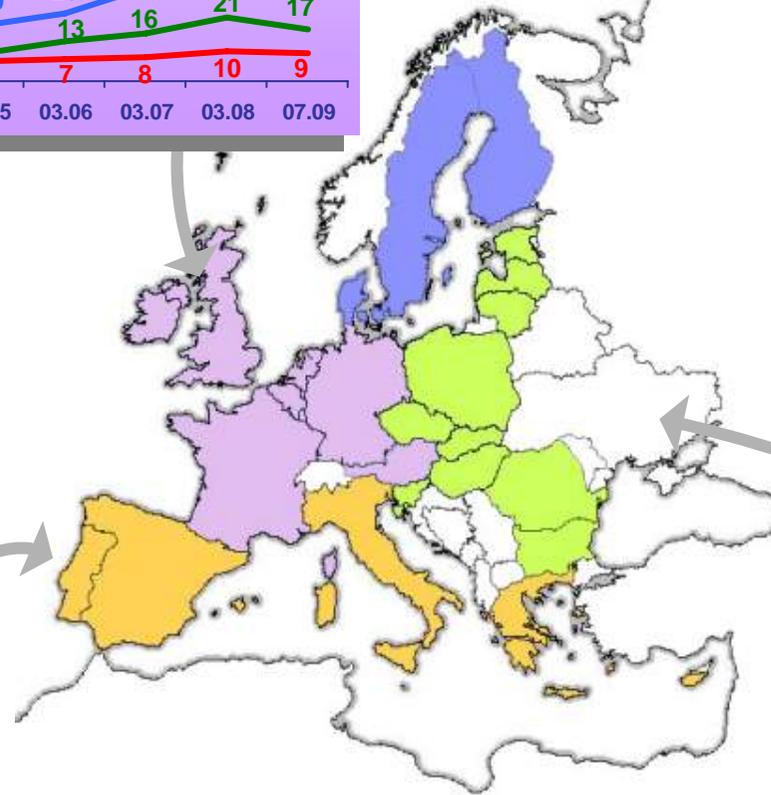
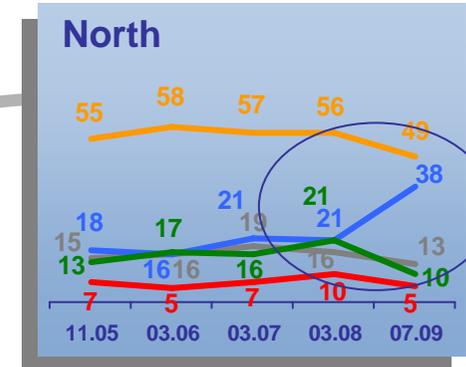
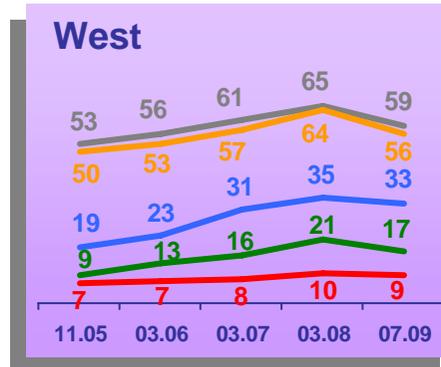
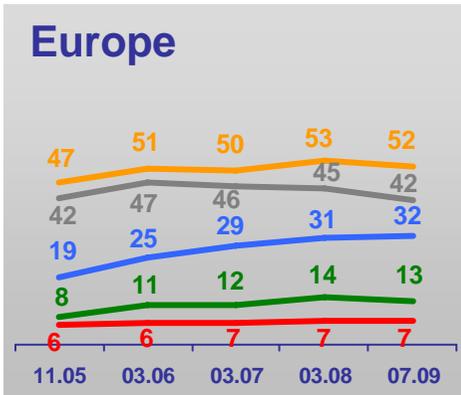
# Attribution

## Evolution

*In your opinion, who was behind this campaign?*

In %

- Government
- Health charity
- European Union
- Pharmaceutical company
- Tobacco industry



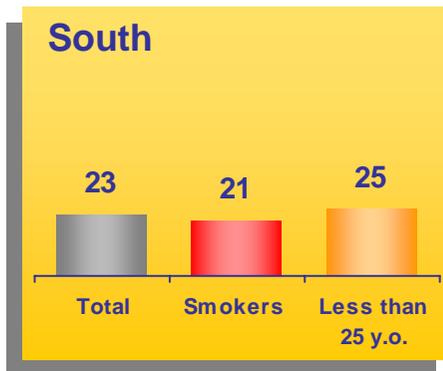
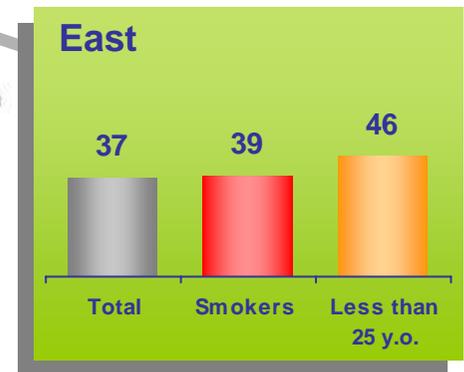
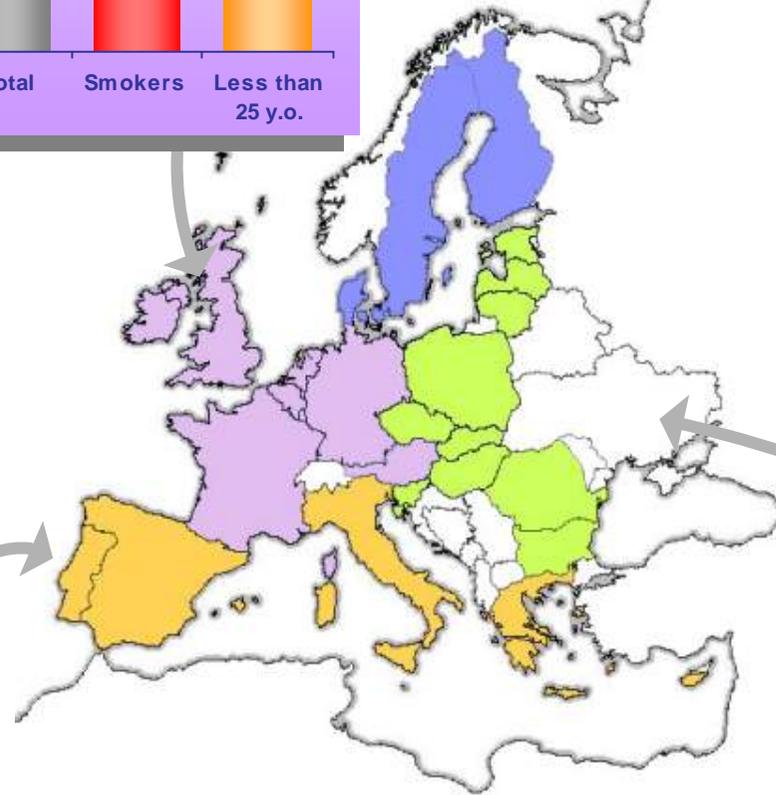
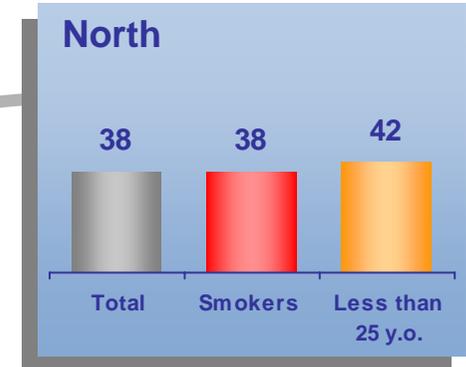
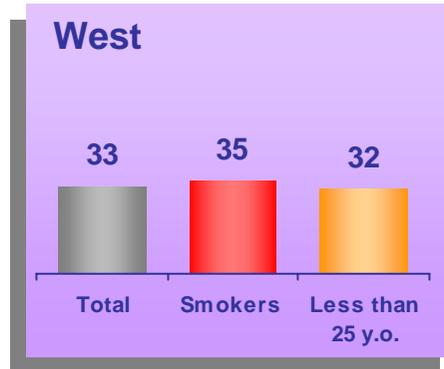
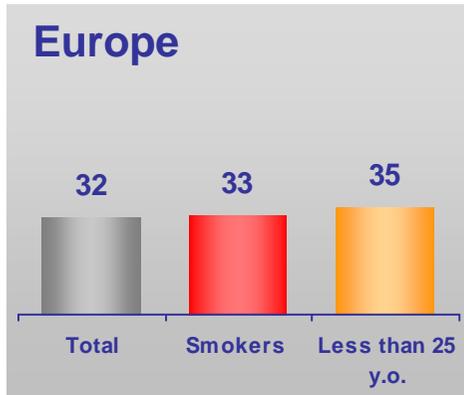
© 2009 Ipsos

*In your opinion, who was behind this campaign?*

2009

In %

- Total
- Smokers
- Less than 25 y.o.



© 2009 Ipsos

How give advice and tips on quitting smoking or on the  
issue of passive smoking ?  
NEW QUESTIONS

2009

*In your opinion, which medium(s) is/are the most appropriate for giving advice on quitting smoking or on the issue of passive smoking?*

**New question**

	Whole Europe	North	South	East	West
Bases	26 099	3 000	5 551	10 012	7 536
In %					
TV	78	66	78	80	79
Medical brochures	41	17	16	30	61
Web campaign	40	21	25	36	51
News paper	39	21	18	28	56
Radio	38	14	23	33	50
Online communities or chats or forums	31	19	15	23	43
Mobile phone	21	10	12	18	29
None of the above	5	5	6	5	4
DK	3	6	5	3	1

© 2009 Ipsos

2009

*In your opinion, which medium(s) is/are the most appropriate for giving advice on quitting smoking or on the issue of passive smoking?*

New question		Whole Europe		North		South		East		West	
		smokers	Less than 25 y.o	smokers	Less than 25 y.o	smokers	Less than 25 y.o	smokers	Less than 25 y.o	smokers	Less than 25 y.o
In %	bases	4094	6417	610	315	1388	1061	2790	1823	1629	895
	TV	74	82	59	75	73	83	76	79	74	84
	Medical brochures	41	40	17	19	18	18	30	26	64	67
	Web campaign	37	52	17	31	25	38	33	48	48	67
	Newspapers	34	31	17	15	17	17	25	24	50	48
	Radio	35	33	15	17	24	22	30	27	45	47
	Online communities or chat forums	28	37	14	29	16	21	21	29	39	53
	Mobile phone	17	21	8	11	11	12	18	20	20	28
	None of the above	7	2	6	1	9	2	6	2	6	2
	DK	3	1	9	3	4	1	3	1	1	0

© 2009 Ipsos

2009

*In your opinion, who is/are the most capable of giving advice on stopping smoking or on protection from the risks of passive smoking?*

**New question**



© 2009 Ipsos



# The most capable of giving advice on stopping smoking or on protection from the risks of passive smoking (per target)



2009

*In your opinion, who is/are the most capable of giving advice on stopping smoking or on protection from the risks of passive smoking?*

**New question**

In %	Bases	Whole Europe		North		South		East		West	
		smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.
		4094	6417	610	315	1388	1061	2790	1823	1629	895
Health experience		52	50	29	33	41	45	49	47	61	58
People suffering from passive smoking health consequences		45	52	31	30	38	46	39	46	54	63
Ex-smokers		44	55	41	34	37	50	44	50	50	62
Friends / social networks		35	40	32	26	19	26	26	28	50	60
NGOs, public health associations		29	31	17	19	15	17	21	23	43	47
People your age		25	28	16	10	10	18	16	17	41	43
None of these		5	1	0	3	7	2	4	1	3	1
DK		7	5	15	13	17	12	4	2	2	1

© 2009 Ipsos



2009

*In your opinion, what form(s) should advice on stopping smoking or on protection from the risks of passive smoking take in order to be as efficient as possible?*

**New question**



© 2009 Ipsos

2009

*In your opinion, what form(s) should advice on stopping smoking or on protection from the risks of passive smoking take in order to be as efficient as possible?*

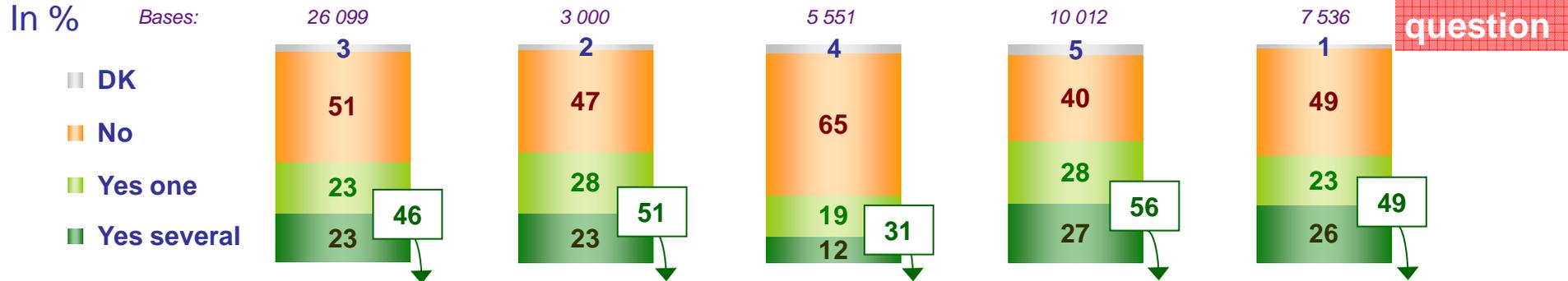
**New question**

		Whole Europe		North		South		East		West	
		smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.
In %	Bases	4094	6417	610	315	1388	1061	2790	1823	1629	895
	Personal experience	61	59	43	51	49	60	59	56	63	66
	Practical advice tip	40	42	26	28	23	28	34	34	56	55
	Scientific opinion	38	40	24	37	30	31	30	32	41	46
	Humour	40	39	35	39	25	27	29	40	50	50
	Coaching	29	29	18	19	15	16	24	24	40	42
	None of these items	1	3	3	1	5	1	3	1	4	1
	DK	2	5	9	2	7	2	4	2	3	2

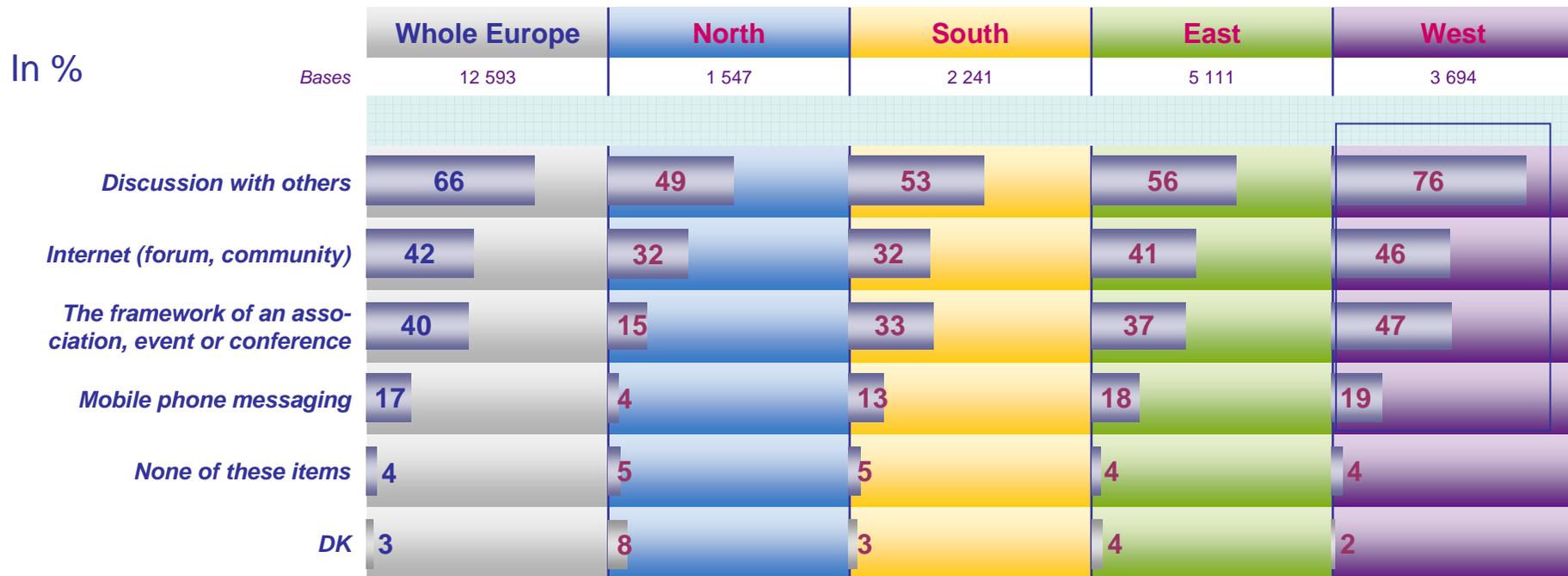
© 2009 Ipsos

2009

Do you know one or several tips for stopping smoking or helping smokers to stop smoking?



What method (s) would you consider the most efficient for sharing your tips on tobacco-related subjects?



2009

*Do you know one or several tips for stopping smoking or helping smokers to stop smoking?*

**New question**

	Bases	Whole Europe		North		South		East		West	
		smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.	smokers	Less than 25 y.o.
In %		3348	1959	377	162	581	487	1523	897	867	413
Discussion with others		64	63	50	47	54	58	52	55	75	73
Internet (forum, community)		40	54	29	40	30	46	41	51	44	61
The framework of an association, event or conference		38	44	15	18	33	33	34	38	45	55
Mobile phone messaging		15	12	5	7	11	8	18	18	16	10
None of the above		6	1	6	1	7	0	5	1	7	1
DK		2	1	10	3	2	2	4	1	1	0

© 2009 Ipsos

2009

Online, what kind of contribution (s) would you be most likely to make if you had the opportunity on tobacco-related subjects?

New question



© 2009 Ipsos

## Conclusion & Ipsos Health views

# Main key indicators of the Help Campaign

		Whole Europe		Smokers		Young less than 25 y.o	
		2009	2005	2009	2005	2009	2005
<b>Recall</b> (remember having seen one or more information)		35	↘ -5pts	46	↘ -6pts	39	↘ -5pts
<b>Awareness</b> (remember having seen the adverts)	<b>At least one of the 3 ads</b>	48	↗ +19pts	56	↗ +22pts	68	↗ +20pts
	<b>Prevention</b>	29	↗ +12pts	36	↗ +16pts	45	↗ +15pts
	<b>Cessation</b>	21	↗ +10pts	26	↗ +12pts	33	↗ +9pts
	<b>Passive smoking</b>	28	↗ +11pts	35	↗ +15pts	42	↗ +13pts
<b>Image</b> (Yes, quite a lot + Yes, a little)	<b>Is interesting</b>	82	↗ +7pts	78	↗ +6pts	89	↗ +8pts
	<b>Easy to understand</b>	91	↗ +5pts	91	↗ +9pts	94	↗ +5pts
	<b>Uses humour to convey the message</b>	86	↗ +9pts	85	↗ +9pts	88	↗ +11pts
<b>Appreciation</b> (like the campaign) (Yes quite a lot + yes a little)		81	↗ +5pts	78	↗ +8pts	88	↗ +5pts
<b>Attribution</b>	<b>European Union</b>	32	↗ +13pts	33	↗ +12pts	35	↗ +12pts
<b>HELP message</b> (Strongly agree + Somewhat agree)	<b>There is a help available</b>	84	↗ +9pts	81	↗ +9pts	89	↗ +14pts
	<b>There is a telephone and/or a website</b>	80	↗ +10pts	82	↗ +16pts	88	↗ +20pts
	<b>The campaign is an incentive to look for information/ help</b>	76	↗ +13pts	71	↗ +12pts	82	↗ +20pts



- The new campaign 'tips' is an **efficient campaign**.
  - A new campaign with a new communication territory was a good news in a context of wear out effect of the former 'paperwhistle' campaign.
  - It is in overall better performing than the 2005 campaign.
  
- The **strength** of the new campaign is in its new communication territory:
  - A **humoristic communication tone** which is well recognized: strongly appreciated, interesting and easy to understand; supported by the tips and the personal experience approach.
    - ⇒ driving **strong awareness** of the 'Tip' campaign and **good attribution to European Union**
    - ⇒ driving a good understanding of the **intended communication of 'Help'**
  - A campaign which works **for all regions and specific targets (incl. gender, social class)**.
  
- It offers nevertheless **some opportunities for further improvement** of the campaign:
  - To **replace the current Cessation** ad by another and stronger ad in order to strengthen the campaign for the next year
  - To **explore further media** (ie internet touch points) especially in Western European countries
  - The **notion of help** is more and more in mind. However, some countries might need more effort because of cultural/social background (cluster 2).

- If we can observe some differences amongst the regions, we should not forget that
  - In all regions 'Tips' has built on its key measures
  - South and East are regions that usually 'score' higher compared to the more 'demanding' regions North and West.

THANK YOU!

## Appendix : sample profiles

Vertical %	Whole Europe	North	South	East	West
<i>Bases: all</i>	26 099	3 000	5 551	10 012	7 536
<b>Gender</b>					
Male	47	47	46	48	46
Female	53	53	54	52	54
<b>Age</b>					
Less than 25 years old	16	10	19	18	12
25-34	16	14	17	17	14
35-44	17	18	19	16	19
45-54	18	18	17	18	18
55-64	16	19	14	16	16
65 years old and over	17	21	14	15	21
<b>Smoking status</b>					
Heavy smoker*	13	12	15	16	12
Light smoker**	11	8	10	11	9
<b>SUB-TOTAL SMOKERS</b>	<b>24</b>	<b>20</b>	<b>25</b>	<b>28</b>	<b>22</b>
SUB-TOTAL Young smoker	4	2	4	5	3
Former smoker	18	23	15	18	20
Non-smoker	57	57	60	54	58

*The prevalence of smokers has increased from 2005 to 2009 in the eastern Europe.*

\* Heavy smoker: more than 20 cigarets per day

\*\* Light smoker: less than 20 cigarets per day (1 cigar/1pipe = 4 cigarets)

Vertical %	Whole Europe 25 countries	North	South	East Without Bulgaria and Romania	West
<b>Gender</b>					
Male	47	47	48	47	46
Female	53	53	52	53	54
<b>Age</b>					
Less than 25 years old	16	12	17	19	13
25-34	16	16	18	16	14
35-44	19	20	19	16	21
45-54	17	7	17	17	18
55-64	15	19	13	15	15
65 years old and over	17	16	16	17	19
<b>Smoking status</b>					
Heavy smoker*	14	13	15	14	14
Light smoker*	10	10	9	10	10
<b>SUB-TOTAL SMOKERS</b>	<b>24</b>	<b>23</b>	<b>24</b>	<b>24</b>	<b>24</b>
<b>SUB-TOTAL Young smoker</b>	<b>24</b>	<b>17</b>	<b>24</b>	<b>21</b>	<b>28</b>
Former smoker	18	21	16	16	21
Non-smoker	58	56	60	60	55

\* Heavy smoker : more than 20 cigarets per day

\*Light smoker :less than 20 cigarets per day (1 cigar/1cigar=4 cigarets)

## Appendix : margin of error

The level of confidence of the results depends on the sample size and on the observed percentage

Sample bases	Percentages (p)									
	5% or 95%	8% or 92%	10% or 90%	15% or 85%	20% or 80%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	50%
<b>500</b>	2	2.4	2.7	3.2	3.6	3.9	4.1	4.3	<b>4.4</b>	5
<b>600</b>	1.8	2.2	2.4	3	3.3	3.5	3.8	3.9	4	4.1
<b>700</b>	1.7	2.1	2.3	2.7	3	<b>3.3</b>	3.5	3.5	3.7	3.8
<b>800</b>	1.5	1.9	2.1	2.5	2.8	3	3.2	3.3	3.4	3.5
<b>900</b>	1.5	1.8	2	2.4	2.7	2.9	3	3.1	3.2	3.3
<b>1000</b>	1.4	1.7	1.8	2.3	2.5	2.7	2.9	3	<b>3</b>	3.1
<b>1500</b>	1.2	1.4	1.5	1.9	2.1	2.3	2.4	2.5	2.6	2.6
<b>2000</b>	1	1.2	1.3	1.6	1.8	2	2.1	2.2	2.2	2.3
<b>3000</b>	0.8	1	1.1	1.3	1.4	1.5	1.6	1.7	1.8	1.8
<b>5000</b>	0.6	0.8	0.8	1	1.1	1.2	1.3	1.4	1.4	1.4
<b>10000</b>	0.4	0.5	0.6	0.7	0.8	0.9	0.9	1	1	1

Example of interpreting the results

<p><b>If n = 500</b> p = 40%</p>				
40 - <b>4.4</b>	<	P	<	40 + <b>4.4</b>
35.6%	<	P	<	44.4%
<p><b>If n = 1000</b> p = 40%</p>				
40 - <b>3.0</b>	<	P	<	40 + <b>3.0</b>
37%	<	P	<	43%

## Whole Europe

	2005	2006	2007	2008	2009
<b>Total</b>	25113	24125	24161	26 127	26 099
<b>Smokers</b>	6139	5820	5587	6 310	6 417
<b>Less than 25 y.o.</b>	3968	3767	3640	3 943	4 094

## North

<b>Total</b>	3008	3006	3003	3006	3 000
<b>Smokers</b>	702	683	660	612	610
<b>Less than 25 y.o.</b>	357	344	310	282	315

## South

<b>Total</b>	5998	5492	5542	5546	5 551
<b>Smokers</b>	1463	1311	1270	1278	1 388
<b>Less than 25 y.o.</b>	1033	914	934	897	1 061

## East

<b>Total</b>	8 047	8 081	8 033	10 042	10 012
<b>Smokers</b>	1985	2002	2015	2810	2 790
<b>Less than 25 y.o.</b>	1546	1525	1465	1770	1 823

## West

<b>Total</b>	8060	7546	7583	7533	7 536
<b>Smokers</b>	1989	1824	1642	1610	1 629
<b>Less than 25 y.o.</b>	1032	984	931	994	895