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Action Plan on Public Safety – ACET

FINAL REPORT

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Ce rapport est aussi disponible en français sur demande

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1. Introduction & Methodology

In recent months, Canadians have been witness to warnings and recalls on a wide variety of consumer, health and food products. As a result, Canadians have become increasingly suspicious of the safety of these products. This environment has led the Government of Canada to develop the Food and Consumer Safety Action Plan. This Action Plan proposes to change the regulatory system so that the Government can successfully respond to rapid changes in the regulatory environment and better protect the health and safety of Canadians.

In order to promote the existence of Food and Consumer Safety Action Plan, Health Canada undertook an advertising campaign with the goals of:

- reassuring Canadians that the government has a plan to address issues related to unsafe consumer, health and food products;
- communicating key elements of the plan; and
- driving Canadians to a 1-800 number and website to obtain more information and a copy of the plan.

EKOS Research Associates was commissioned to conduct a telephone survey of the Canadian general public to gauge the campaign's effectiveness. The survey evaluated awareness and understanding of the three key components of the campaign: an Internet banner advertisement, advertisements in the newspaper, and radio advertisements. The survey also examined views on the performance of the Government of Canada (both overall and in terms of providing information to Canadians). A copy of this survey in both official languages is included in Appendix A of this report.

The methodology for this study involved conducting a 12-minute survey with 1,005 randomly selected respondents from across Canada, aged 18 years of age and older, from May 20 to May 30, 2008. The sample was stratified to ensure adequate representation of key population segments (e.g., region, gender, age). The margin of error associated with a sample this size is +/- 3.1 per cent, 19 times out of 20. The margin of error increases for population sub-group results. The data was weighted to ensure that the sample is representative of the Canadian general public aged 18 years and over. A more detailed field report is provided in Appendix B.

2. Executive Summary

EKOS Research Associates was commissioned to conduct a telephone survey of the Canadian general public to gauge the effectiveness of the advertising campaign for the Food and Consumer Safety Action Plan. The survey evaluated awareness and understanding of the three key components of the campaign: an Internet banner advertisement, a print advertisement (i.e., in newspapers), and a radio advertisement. The survey also examined views on the performance of the Government of Canada both overall and in terms of providing information to Canadians.

The methodology for this study involved conducting a 12-minute survey with 1,005 randomly selected respondents from across Canada, aged 18 years of age and older, from May 20 to May 30, 2008. The sample was stratified to ensure adequate representation of key population segments (e.g., region, gender, age). The margin of error associated with a sample this size is +/- 3.1 per cent, 19 times out of 20. The margin of error increases for population sub-group results. The data was weighted to ensure that the sample is representative of the Canadian general public aged 18 years and over.

Views on the Advertising Campaign

Respondents were first asked if they had read, seen or heard any advertising about food and consumer product safety over the past few weeks. Results reveal that claimed recall is fairly high, with four in ten Canadians (42 per cent) saying they recall advertising of this nature.

Those who recalled this advertising were asked what they remembered about the ads they saw. The most top-of-mind responses (each mentioned by about 1 in 10) pertained to issues of food labelling (i.e., origin of food), general product and food advertising, the regulation of food and consumer products by the Government (e.g. introduction of new legislation), and non-food related product safety. Notably, a plurality (32 per cent) could not remember anything specific about the ads they saw. It is also important to note that there was no specific recall of actual images from the advertisements that would verify that respondents were indeed recalling advertising from this particular campaign.

When asked where they had seen these advertisements, a majority (55 per cent) cited television as the source. A few others said they noticed these ads in the newspaper (23 per cent), on the radio (14 per cent), in a magazine (8 per cent), or online (7 per cent).

Following the questions about top-of-mind awareness of advertising relating to food and consumer safety in general, respondents were asked if they had seen some specific advertising on the Food and Consumer Safety Action Plan in recent weeks.

Internet Banner Advertisement

One ad respondents were asked about was an Internet banner that featured pictures of a sleeping baby, a women cooking, a father working on a computer with his daughter, and a women playing with her child. Results reveal that only 4 per cent of respondents remembered seeing this particular ad (while 95 per cent did not).

Respondents who recalled seeing the Internet banner were then asked a number of follow-up questions. When asked who they thought produced the advertisement, about 1 in 3 (34 per cent) correctly surmised that it was produced by the Government of Canada.¹ However, close to half (46 per cent) were unable to provide a response to this question.

These respondents were also asked what they perceived to be the main point of this advertisement.² About half (47 per cent) thought that the banner was intended to raise awareness of and promote healthy eating habits and lifestyles. Only about 1 in 10 (13 per cent) understood that the ad was designed to raise awareness of measures being taken by government to improve food and consumer safety, and 1 in 3 (30 per cent) could not identify the main message.

When asked if they did anything as a result of seeing this ad, only about 1 in 10 (14 per cent) indicated that they had changed their behaviour as a result of what they saw.³ For those that had altered their behaviour, the most common response was to have made healthier choices by altering their eating and shopping habits.⁴

Print Advertisement

All respondents were also asked if they remembered seeing a specific newspaper ad that featured images of a sleeping baby, a woman cooking, a father working on a computer with his daughter, and included advice on how to get more information on the subject (e.g., a website address and a toll-free number).

Overall recall of the newspaper advertisement is slightly better than recall of the Internet banner (9 per cent vs. 4 per cent, respectively); however, a strong majority (90 per cent) did not recall this advertisement either.

¹ Please note that due to the small sample size associated with this question, results should be interpreted with caution.

² Ibid.

³ Ibid.

⁴ Ibid.

Those who recalled seeing the newspaper advertisement were asked who they thought produced them.⁵ A majority of these respondents (51 per cent) correctly attributed the production of this ad to the Government of Canada. A few others (less than 1 in 10) thought that the ad was produced by individual Canadians (i.e., taxpayers), their provincial government, or the private sector. About 1 in 4 (26 per cent) said that they were not sure who produced the advertisement.

These respondents were then asked about the purpose of the ad.⁶ Like those who saw the internet banner, the most common response (mentioned by 54 per cent) was that the ads were intended to raise awareness of and promote healthy eating habits and lifestyles. Less than 1 in 10 (8 per cent) recognized that the ads were designed to raise awareness of measures being taken by government to improve food and consumer safety. A sizable proportion of those who saw the print ad (25 per cent) indicated that they did not know what message the ad was trying to convey.

When asked if they altered their behaviour in any way as a result of what they had seen, slightly less than 1 in 5 (16 per cent) indicated that they had done something. The most common response to the advertisement was to have become more conscious of eating and shopping habits (e.g., read labels).⁷

Radio Advertisement

Respondents were also asked whether or not they remembered hearing a radio ad about the Food and Consumer Safety Action Plan over the past few weeks. Results reveal a higher level recall of the radio ad relative to the other ads examined in this survey (18 per cent vs. 9 per cent recall of the newspaper ad, and 4 per cent recall of the Internet banner).

Respondents who recalled hearing the radio ad were asked who they thought produced it. Once again, a majority (68 per cent) correctly attributed the production of the ad to the Government of Canada. Less than 1 in 10 thought that anyone else (e.g., provincial governments, taxpayers, private companies) had produced the ad.

Not only did the radio advertisement have the highest recall, it was also the one that seemed to be most effective in conveying the intended message. When those who had heard the radio ad were asked to identify its main point, 1 in 4 (25 per cent) understood that the ad was designed to raise awareness of measures being taken

⁵ Please note that due to the small sample size associated with this question, results should be interpreted with caution.

⁶ Ibid.

⁷

by government to improve food and consumer safety and an additional 1 in 5 (18 per cent) thought that the ad was aimed at raising awareness of these issues in general (without mentioning the federal government's involvement). About 1 in 10 of these respondents (12 per cent) also recalled that the ad mentioned where to get more information on food and consumer product safety (e.g., websites, who to contact).

Finally, those that had heard the radio ad were then asked if they had taken any action as a result of what they had heard. Despite having higher recall, only 1 in 10 of these respondents (10 per cent) said they did something as a result of the ad, while 90 per cent did not. As with the other types of advertisements, the most common response is to have become more conscious of and altered eating and shopping habits (e.g., read labels).

Conclusions and Implications

Survey results suggest that overall awareness of the Food and Consumer Safety Action Plan advertising campaign is quite modest. While unprompted recall of ads on food and consumer safety was fairly high, more often than not, respondents recalled advertising that was not conducted by the Government of Canada (e.g., product advertising, food labelling, diets, etc.). Moreover, prompted recall of specific advertising is very low, and apart from the radio advertisement, the intended message of the campaign was not entirely clear to most respondents (e.g., very few mentioned the Action Plan specifically, recall of the www.healthycanadians.com website was very low). In addition, few said they were prompted to action as a result of the advertising campaign. Most of those who saw the ads, however, correctly attributed them to the federal government.

While recall of the Food and Consumer Safety Action Plan advertising campaign may have been quite modest overall, it is worth noting that Canadians who recall at least one of the ads are more likely to be satisfied with the Government of Canada's performance in general and in terms of its ability to create public awareness of food and product safety. Awareness of the ad campaign is also linked to more a positive assessment of the federal government as a service provider.

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3. Sommaire

Les Associés de recherche EKOS ont reçu le mandat de mener auprès du grand public canadien un sondage téléphonique sur le Plan d'action pour assurer la sécurité des produits alimentaires et de consommation. Le sondage évaluait la connaissance et la compréhension des trois composantes clés de la campagne : une bannière publicitaire sur l'Internet, une publicité imprimée (c.-à-d., dans des journaux) et une publicité radiophonique. Le sondage examinait également les points de vue des répondants à l'égard de la performance globale du gouvernement du Canada et de son rendement pour fournir de l'information aux Canadiens et Canadiennes.

La méthodologie de cette étude consistait à mener des entrevues de 12 minutes auprès de 1005 répondants âgés de 18 ans ou plus, choisis au hasard partout au Canada, du 20 au 30 mai 2008. L'échantillon a été stratifié afin d'assurer une représentation adéquate des segments clés de la population (p. ex., selon la région, le sexe, l'âge). La marge d'erreur de cet échantillon est de +/- 3,1 p. cent, 19 fois sur 20. La marge d'erreur augmente pour les résultats des sous-groupes de la population. Les données ont été pondérées afin de veiller à ce que l'échantillon soit représentatif des membres du grand public canadien âgés de 18 ans ou plus.

Points de vue sur la campagne publicitaire

La première question posée aux répondants visait à savoir s'ils avaient lu, vu ou entendu une publicité concernant la sécurité des produits alimentaires et de consommation au cours des semaines précédentes. Les résultats démontrent que le taux de rappel est plutôt élevé, avec quatre Canadiens sur dix (42 p. cent) affirmant se rappeler une publicité de cette nature.

Ceux qui se rappelaient les publicités ont été invités à rapporter ce dont ils se souvenaient des annonces qu'ils avaient vues. Les réponses les plus souvent formulées (chacune étant mentionnée par environ une personne sur dix) avaient un lien avec l'étiquetage des aliments (c.-à-d. l'origine des aliments), les publicités sur des aliments ou des produits généraux, la régulation des aliments et des produits de consommation par le gouvernement (p. ex., l'introduction d'une nouvelle législation) ainsi que la sécurité des produits non alimentaires. Il est à noter que de nombreux répondants (32 p. cent) ne se rappelaient rien de particulier des publicités qu'ils avaient vues. Il importe également de noter qu'aucun rappel précis des images réelles utilisées dans les publicités n'a permis de vérifier si les répondants se souvenaient bel et bien des publicités de cette campagne.

Lorsque nous leur avons demandé où ils avaient vu ces publicités, la majorité (55 p. cent) a cité comme source la télévision. Quelques autres ont affirmé qu'ils avaient remarqué les annonces dans les journaux (23 p. cent), à la radio (14 p. cent), dans un magazine (8 p. cent) ou en ligne (7 p. cent).

Après les questions sur la reconnaissance des publicités sur la sécurité des produits alimentaires et de consommation en général, nous avons demandé aux répondants s'ils avaient vu au cours des semaines précédentes des annonces particulières du Plan d'action pour assurer la sécurité des produits alimentaires et de consommation.

Bannière publicitaire sur l'Internet

L'une des annonces sur lesquelles les répondants ont été interrogés consistait en une bannière électronique sur laquelle apparaissent des photos d'un bébé endormi, d'une femme cuisinant, d'un père travaillant à l'ordinateur en compagnie de sa fille et d'une femme jouant avec son enfant. Les résultats révèlent que seulement 4 p. cent des répondants se rappelaient avoir vu cette annonce en particulier (alors que 95 p. cent ne s'en souvenaient pas).

Les répondants qui se rappelaient avoir vu la bannière électronique ont ensuite répondu à une série de questions de suivi. Lorsque nous leur avons demandé qui, selon eux, était l'auteur de la publicité, environ une personne sur trois (34 p. cent) a vu juste en avançant l'hypothèse que l'annonce avait été produite par le gouvernement du Canada⁸. Toutefois, près de la moitié (46 p. cent) des participants ont été incapables de répondre à cette question.

Nous avons également demandé à ces répondants quel était, selon eux, le principal message de cette publicité⁹. Près de la moitié (47 p. cent) croyait que la bannière visait à conscientiser la population et à promouvoir de saines habitudes alimentaires et de vie. Seulement un répondant sur dix (13 p. cent) avait compris que la publicité était conçue afin de faire connaître les mesures adoptées par le gouvernement pour améliorer la sécurité des produits alimentaires et de consommation, et une personne sur trois (30 p. cent) n'a pas été en mesure de cerner le message principal de la publicité.

Lorsque nous leur avons demandé s'ils avaient posé des gestes en réaction à cette publicité, à peine un peu plus d'un répondant sur dix (14 p. cent) a indiqué avoir modifié son comportement après avoir vu l'annonce¹⁰. Pour ceux qui avaient modifié leur comportement, la réponse la plus commune était qu'ils faisaient des choix plus sains en matière d'habitudes alimentaires et de consommation¹¹.

⁸ Veuillez noter qu'en raison de la faible taille de l'échantillon ayant répondu à cette question, les résultats doivent être interprétés avec circonspection.

⁹ Idem

¹⁰ Idem

¹¹ Idem

Publicité imprimée

Nous avons également demandé à tous les répondants s'ils se rappelaient avoir vu une annonce dans les journaux sur laquelle apparaissent des photos d'un bébé endormi, d'une femme cuisinant et d'un père travaillant à l'ordinateur en compagnie de sa fille. L'annonce permettait également de savoir comment obtenir de plus amples renseignements sur le sujet (p. ex., adresse électronique et numéro sans frais).

Le taux de rappel global de l'annonce dans les journaux est légèrement supérieur à celui de la bannière électronique (9 p. cent et 4 p. cent respectivement); cependant, la grande majorité (90 p. cent) ne se rappelait pas non plus cette annonce.

Nous avons demandé à ceux qui se souvenaient d'avoir vu la publicité imprimée qui, selon eux, en était l'auteur¹². La majorité de ces répondants (51 p. cent) ont attribué avec justesse la publication de cette annonce au gouvernement du Canada. Quelques autres participants (moins d'un sur dix) croyaient que l'annonce avait été créée par des particuliers canadiens (c.-à-d. des contribuables), un gouvernement provincial ou le secteur privé. Environ une personne sur quatre (26 p. cent) a affirmé ne pas être sûre qui en était l'auteur.

Ces répondants ont ensuite été interrogés sur le but de l'annonce¹³. À l'instar de ceux qui ont vu la bannière sur l'Internet, la réponse la plus commune (fournie par 54 p. cent des participants) était que les publicités visaient à conscientiser la population et à promouvoir de saines habitudes alimentaires et de vie. Moins d'un répondant sur dix (8 p. cent) avait compris que les annonces servaient à faire connaître les mesures adoptées par le gouvernement pour améliorer la sécurité des produits alimentaires et de consommation. Une proportion appréciable des répondants ayant vu l'annonce (25 p. cent) ont avoué ne pas saisir le message qu'elle tentait de véhiculer.

Lorsque nous leur avons demandé s'ils avaient posé des gestes en réaction à qu'ils avaient vu, un peu moins d'un répondant sur six (16 p. cent) a indiqué avoir agi d'une manière quelconque. La réaction la plus commune était qu'ils étaient plus conscients de leurs habitudes alimentaires et de consommation (p. ex., ils lisaient maintenant les étiquettes)¹⁴.

¹² Veuillez noter qu'en raison de la faible taille de l'échantillon ayant répondu à cette question, les résultats doivent être interprétés avec circonspection.

¹³ Idem

¹⁴ Idem

Publicité radiophonique

Nous avons également demandé aux répondants s'ils se rappelaient ou non avoir entendu au cours des dernières semaines une annonce à la radio sur le Plan d'action pour assurer la sécurité des produits alimentaires et de consommation. Les résultats indiquent un taux de rappel un peu plus élevé pour l'annonce radiophonique que pour les autres publicités évaluées dans le cadre du présent sondage (18 p. cent comparativement à 9 p. cent pour la publicité imprimée et 4 p. cent pour la bannière électronique).

Nous avons demandé aux répondants qui se rappelaient avoir entendu l'annonce à la radio qui, selon eux, en était l'auteur. Encore une fois, la majorité (68 p. cent) a attribué avec justesse la diffusion de cette annonce au gouvernement du Canada. Moins d'une personne sur dix croyait qu'elle avait été créée par quelqu'un d'autre (p. ex., un gouvernement provincial, des contribuables, une entreprise privée).

Non seulement la publicité radiophonique a-t-elle enregistré le plus haut taux de rappel, mais elle semble également être celle qui a fait preuve de la plus grande efficacité pour véhiculer le message voulu. Lorsque nous avons demandé aux répondants qui avaient entendu l'annonce à la radio d'en cerner le principal objectif, une personne sur quatre (25 p. cent) a répondu que les annonces étaient conçues pour faire connaître les mesures adoptées par le gouvernement afin d'améliorer la sécurité des produits alimentaires et de consommation, et une personne sur cinq (18 p. cent) croyait que l'objectif de l'annonce consistait à sensibiliser l'ensemble de la population à ces questions (sans mentionner la participation du gouvernement fédéral). Environ un de ces répondants sur dix (12 p. cent) se rappelait également que la publicité permettait de savoir où obtenir de plus amples renseignements sur la sécurité des produits alimentaires et de consommation (p. ex., quels sites Web visiter, avec qui communiquer).

Finalement, nous avons demandé à ceux qui avaient entendu l'annonce à la radio s'ils avaient posé des gestes en réaction à cette publicité. Malgré le taux de rappel plus élevé, seulement un de ces répondants sur dix (10 p. cent) a affirmé avoir fait quelque chose en réaction à l'annonce, bien que la grande majorité (90 p. cent) n'ait rien fait. À l'instar des autres types de publicités, le geste le plus commun était d'avoir pris plus conscience de ses habitudes alimentaires et de consommation et de les avoir changées (p. ex., ils lisaient maintenant les étiquettes).

Conclusions et conséquences

Les résultats du sondage suggèrent que la conscientisation globale concernant le Plan d'action pour assurer la sécurité des produits alimentaires et de consommation est plutôt modeste. Bien que le taux de rappel spontané concernant les publicités sur la sécurité des produits alimentaires et de consommation était élevé la plupart du temps, les répondants se souvenaient de publicités n'ayant pas été diffusées par le gouvernement du Canada (p. ex., publicité générique, étiquetage alimentaire, diètes, etc.). En outre, le taux de rappel assisté de certaines publicités en particulier

était très bas et, hormis la publicité radiophonique, la plupart des répondants considéraient que le message que la campagne tentait de véhiculer n'était pas tout à fait clair (p. ex., très peu d'entre eux ont mentionné précisément le Plan d'action et le taux de rappel concernant le site Web www.healthycanadians.com était très bas). De plus, peu de répondants ont affirmé avoir été encouragés à poser des gestes en réaction à la campagne publicitaire. Toutefois, la plupart de ceux qui ont vu les annonces ont attribué avec justesse leur diffusion au gouvernement du Canada.

Bien que les taux de rappel de la campagne publicitaire concernant le Plan d'action pour assurer la sécurité des produits alimentaires et de consommation aient été plutôt modestes dans l'ensemble, il vaut la peine de souligner que les Canadiens qui se rappelaient au moins une des annonces étaient plus susceptibles d'être satisfaits de la performance du gouvernement du Canada en général et de sa capacité à sensibiliser le public sur la sécurité des produits alimentaires et de consommation. La reconnaissance de la campagne publicitaire a également un lien avec les évaluations positives qui ont été émises à l'égard du gouvernement fédéral en tant que fournisseur de services.

Nom du fournisseur : Les Associés de recherche EKOS

Numéro de contrat à TPSGC : H1015-070047/001/CY

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Date d'attribution du contrat : 26 mars 2008

Pour de plus amples renseignements sur cette étude, veuillez écrire à por-rop@hc-sc.gc.ca

4. Views on the Advertising Campaign

Advertising on Food & Consumer Safety

General recall:

Respondents were first asked if they had read, seen or heard any advertising about food and consumer safety over the past few weeks. Results reveal that unprompted recall is fairly high, with four in ten Canadians (42 per cent) saying they recall advertising of this nature.

- Across the country, residents of Alberta are the most likely to recall this advertising (54 per cent).
- Residents of Quebec, on the other hand, are the least likely to say that they have seen, heard, or read any advertising about food and consumer safety (35 per cent).
- Recall of these types of ads is significantly higher among older Canadians (58 per cent recall vs. 34 per cent among those under 35 years of age).

Top-of-mind recall:

Those who said they could recall advertising of this nature were asked what they remembered about the ads. The most top-of-mind responses (each mentioned by about 1 in 10) pertained to issues of food labelling (i.e., origin of food), general product and food advertising, the regulation of food and consumer products by the Government (e.g. introduction of new legislation), and non-food related product safety. Slightly less than 1 in 10 said that the ads they had seen were about dieting / food content and food safety concerns (9 per cent and 7 per cent, respectively). All other responses were mentioned by 5 per cent of these respondents or fewer. Notably, a plurality (32 per cent) could not remember anything specific about the ads they saw. It is also important to note that there was no specific recall of actual images from the advertisements that would verify that respondents were indeed recalling advertising from this particular campaign.

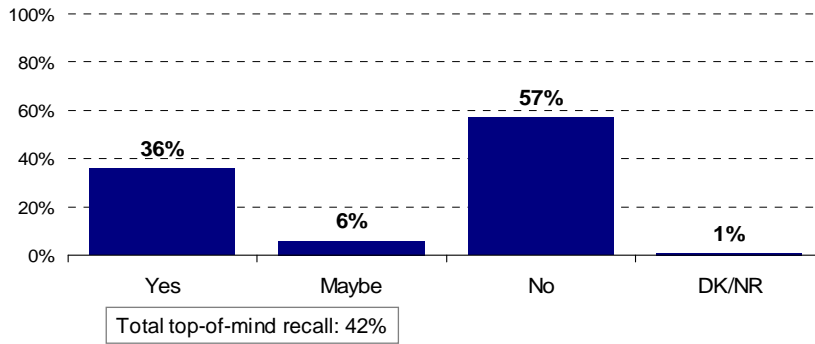
- Although Canadian seniors are the most likely to say they recall advertising on food and consumer safety, they are the least likely to be able to describe the ads in any detail (46 per cent “don’t know”).

Source:

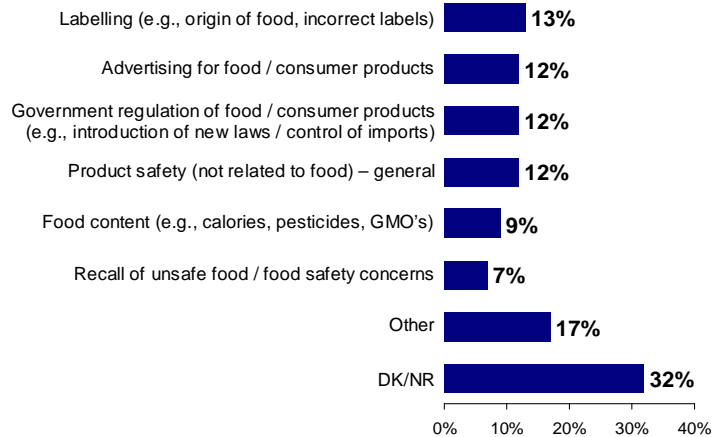
When asked where they had seen these advertisements, a majority (55 per cent) cited television as the source. A few others said they noticed these ads in the newspaper (23 per cent), on the radio (14 per cent), in a magazine (8 per cent), or online (7 per cent).

Recall of advertising on food / consumer product safety:

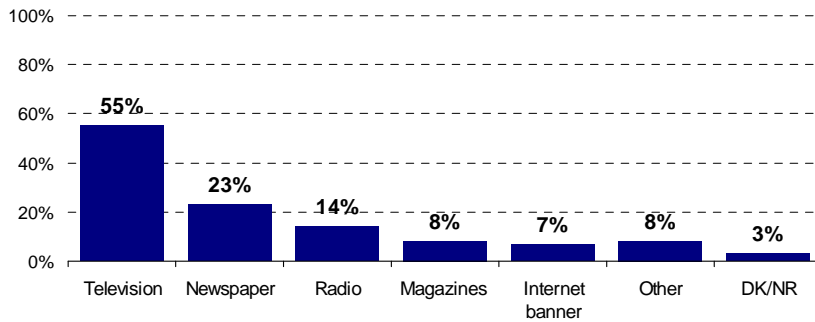
Q. Over the past few weeks or so, have you seen, heard, or read any advertising about food and consumer product safety?



Q. [If yes/maybe on ad recall] Please tell me everything you can remember about this advertisement. What pictures or images come to mind?



Q. Where did you notice this advertisement?*



Base – Canadians; May 2008 n=1005 / *Those that recall ad n=435

Internet Banner Advertisement

Following the questions about top-of-mind awareness of advertising relating to food and consumer safety in general, respondents were asked if they had seen some specific advertising on the Food and Consumer Safety Action Plan in recent weeks.

Specific recall

One of ad respondents were asked about was an Internet banner that featured pictures of a sleeping baby, a women cooking, a father working on a computer with his daughter, and a women playing with her child. Results reveal that only 4 per cent of respondents remembered seeing this ad, while more than 9 in 10 (95 per cent) did not recall seeing it.

- Regionally, residents of Ontario are slightly more likely than those living elsewhere in Canada to say that they noticed the banner advertisement. (5 per cent).
- It is notable that no one living in Atlantic Canada reported seeing the banner.
- Seniors are most likely to report seeing the banner advertisement (7 per cent vs. 4 per cent of younger Canadians).

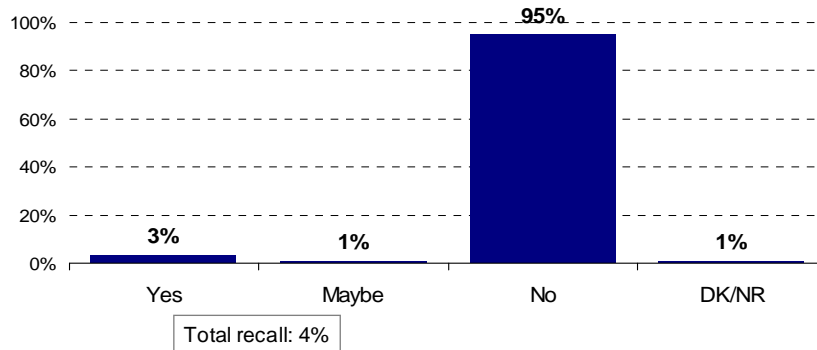
Attribution

Respondents who recalled seeing the Internet banner were asked who they thought produced the advertisement (i.e., who paid for it).¹⁵ About 1 in 3 of these respondents (34 per cent) correctly surmised that it was produced by the Government of Canada. A few others (less than 1 in 10) thought that the banner could have been produced by consumer advocacy groups or associations, individual Canadians (i.e., taxpayers), private companies, or their provincial government. However, close to half of these respondents (46 per cent) were unable to provide a response to this question.

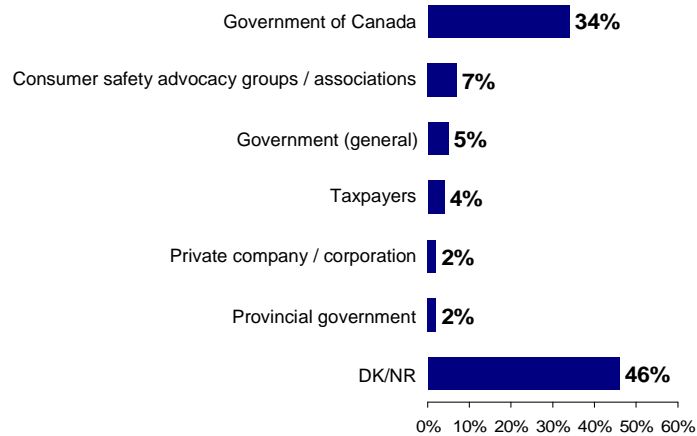
¹⁵ Please note that due to the small sample size associated with this question, results should be interpreted with caution.

Internet banner advertisement – recall & attribution:

- Q.** Do you remember seeing banner ads on the Internet about the Food and Consumer Safety Action Plan over the past few weeks? The ads featured photos of a sleeping baby, a woman cooking, a father working on a computer with his daughter, and a woman playing with her child. The ads also showed an address to the website, www.healthycanadians.ca?



- Q.** Thinking about the ad that you saw, who do you think produced it - that is, who paid for it?*



Base – Canadians; May 2008 n=1005 / *Those that recall banner ad, n=39

Internet Banner Advertisement (continued)

Main message

Respondents who said they remembered seeing the Internet banner were also asked what they perceived to be the main point of this advertisement.¹⁶ About half of these respondents (47 per cent) thought that the banner was intended to raise awareness of and promote healthy eating habits and lifestyles. Only about 1 in 10 (13 per cent) understood that the ad was designed to raise awareness of measures being taken by government to improve food and consumer safety. A few others (6 per cent) thought that the ad related to keeping children healthy and 1 in 3 (30 per cent) was unable to provide a response to this question.

Action taken

Respondents aware of the Internet banner were then asked if they did anything as a result of seeing this ad.¹⁷ The impact of this ad is almost negligible, with only about 1 in 10 (14 per cent) of these respondents indicating that they had changed their behaviour as a result of what they saw. Instead, most (86 per cent) said they did not take any action.

For those that indicated that they had altered their behaviour, the most common response was to have made healthier choices by altering their eating and shopping habits.¹⁸

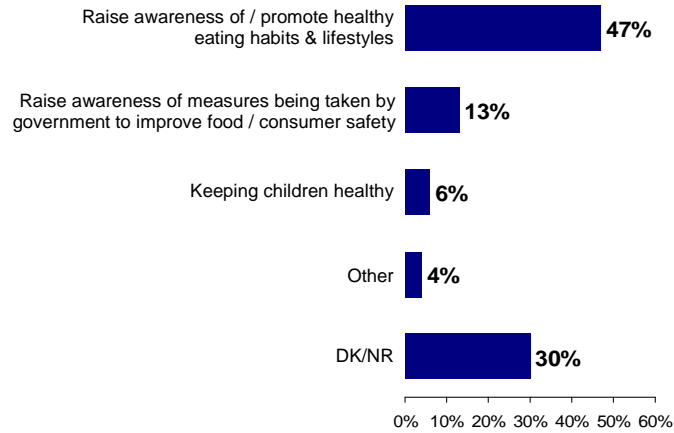
¹⁶ Please note that due to the small sample size associated with this question, results should be interpreted with caution.

¹⁷ Ibid.

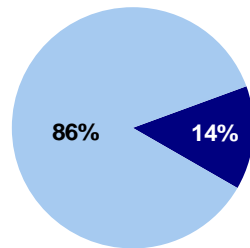
¹⁸ Ibid.

Internet banner advertisement – main message & action taken:

Q. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?



Q. Did you do anything as a result of seeing this ad? Q. [If yes] What did you do?*



■ Yes ■ No

Action taken	%
Made healthier choices; altered eating & shopping habits	76
Other	24

Base – Those that recall banner ad; May 2008 n=39 / * Those that took action; n=6

Newspaper Advertisement

Specific recall

All respondents were asked if they remembered seeing a specific newspaper ad about the Food and Consumer Safety Action Plan. The ad was described as featuring images of a sleeping baby, a woman cooking, a father working on a computer with his daughter, and included advice on how to get more information on the subject matter (i.e., by calling 1-800 O'Canada or visiting the www.healthycanadians.com website).

With almost 1 in 10 of respondents claiming awareness, overall recall of the newspaper advertisement is slightly better than recall of the Internet banner (9 per cent vs. 4 per cent, respectively). A strong majority (90 per cent), however, did not recall the newspaper advertisement.

- Seniors are most likely to report seeing the newspaper advertisement (16 per cent vs. 8 per cent of the youngest Canadians).

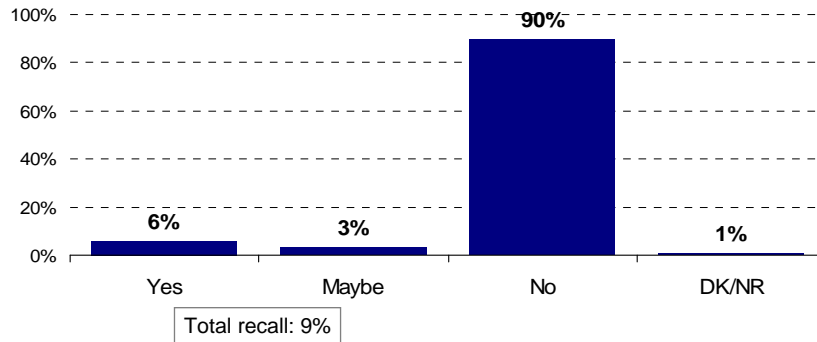
Attribution

Respondents who recalled seeing the newspaper ad were asked who they thought produced them.¹⁹ A majority of respondents (51 per cent) correctly attributed the production of the ad to the Government of Canada. A few others (less than 1 in 10) thought that the ad was produced by individual Canadians (i.e., taxpayers), their provincial government, or the private sector. Just about 1 in 4 (26 per cent) said that they were not sure who produced the advertisement.

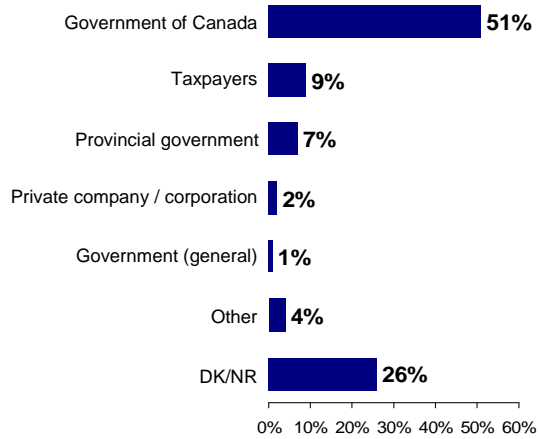
¹⁹ Please note that due to the small sample size associated with this question, results should be interpreted with caution.

Newspaper advertisement – recall & attribution:

- Q.** Do you remember seeing an ad in newspapers about the Food and Consumer Safety Action Plan over the past few weeks? The ad featured photos of a sleeping baby, a woman cooking, and a father working on a computer with his daughter. The ad also showed an address to the website www.healthycanadians.ca and the 1-800 O'Canada telephone number.



- Q.** Thinking about the ad that you saw, who do you think produced it - that is, who paid for it?*



Base – Canadians; May 2008 n=1005 / *Those that recall newspaper ad, n=89

Newspaper Advertisement (continued)

Main message

Respondents who said they had seen the newspaper ad were asked what they thought was its main point.²⁰ Similar to the banner advertisement, about half of these respondents (54 per cent) thought that the ad was intended to raise awareness of and promote healthy eating habits and lifestyles. Less than 1 in 10 (8 per cent) recognized that the ad was designed to raise awareness of measures being taken by government to improve food and consumer safety. A few others (7 per cent) thought that the ad pertained to products that were being marketed. There was also 1 in 4 (25 per cent) that said that they did not know what the ad was trying to convey.

Action taken

These respondents were then asked if they altered their behaviour in any way as a result of what they had seen.²¹ Overall, slightly less than 1 in 5 (16 per cent) indicated that they had done something, whereas most (85 per cent) said they did not take any action.

For those that indicated that they had altered their behaviour, most reported becoming more conscious of and altering their eating and shopping habits (e.g., they read labels now).²²

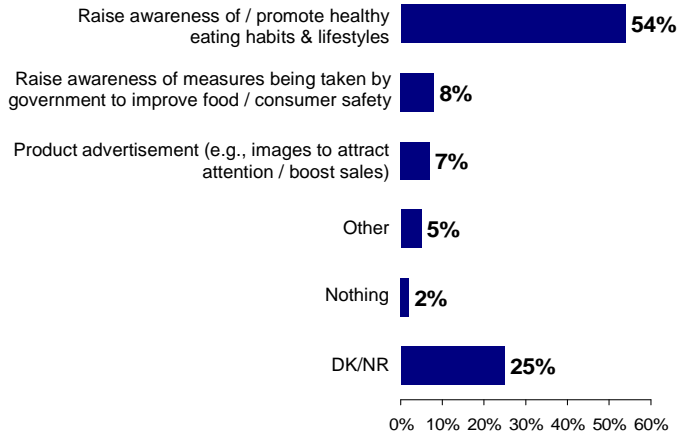
²⁰ Please note that due to the small sample size associated with this question, results should be interpreted with caution.

²¹ Ibid.

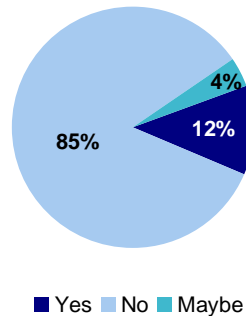
²² Ibid.

Newspaper advertisement – main message & action taken:

Q. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?



Q. Did you do anything as a result of seeing this ad? Q. [If yes / maybe] What did you do?*



Action taken	%
Became more conscious of / altered eating & shopping habits (e.g., read labels now)	75
Other	6
DK/NR	19

Base – Those that recall newspaper ad; May 2008 n=89 / * Those that took action; n=13

Radio Advertisement

Specific recall

Respondents were asked whether or not they remembered hearing a radio ad about the Food and Consumer Safety Action Plan over the past few weeks. They were prompted with a description of the ad as featuring two women talking about the safety of food and consumer products in Canada and a directive to visit the website www.healthycanadians.ca or call 1-800 O'Canada for more information.

Results reveal a higher level recall of the radio ad relative to the other ads examined in this survey (18 per cent vs. 9 per cent recall of the newspaper ad, and 4 per cent recall of the Internet banner).

- Across the country, residents of Ontario and Atlantic Canada are the most likely to report having heard this ad (21 per cent and 26 per cent respectively).
- Those living in Quebec, on the other hand, are the least likely to have heard the radio advertisement for the Food and Consumer Safety Action Plan (12 per cent).
- Contrary to the other mediums used to disseminate the advertisements on the Food and Consumer Safety Action Plan, the radio appears to have had more resonance with younger Canadians (i.e., 23 per cent of those under 35 years of age and 26 per cent of the 35-44 age cohort recall the radio ad vs. 8 per cent of seniors).

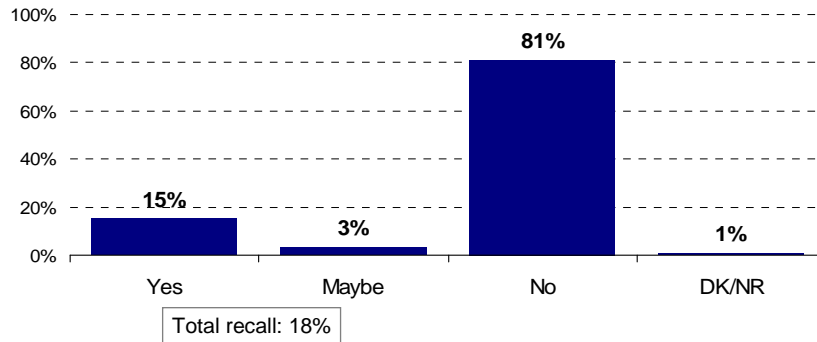
Attribution

Respondents who recalled hearing the radio ad were asked who they thought produced them. **More than 2 in 3 of these respondents (68 per cent) correctly surmised that the ads had in fact been produced by the Government of Canada.** Less than 1 in 10 attributed the production of the ads to anyone else (e.g., their provincial governments, taxpayers, private companies).

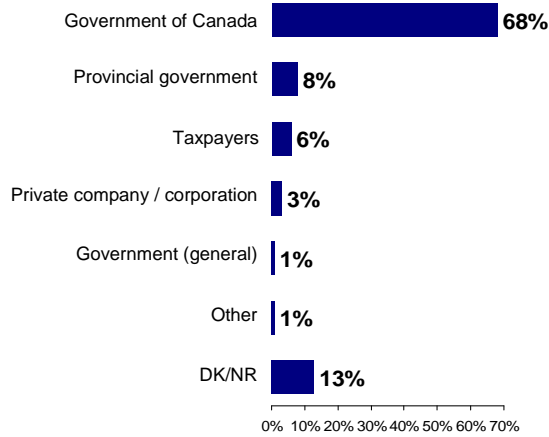
- Residents of Ontario are the most likely to have assumed that their provincial government produced the radio ad (14 per cent of those who had heard the ad vs. 8 per cent overall); however, most in this province assumed that the federal government was behind the production.
- Men who had heard the radio advertisement were slightly more likely to have correctly identified the federal government as having produced these ads (77 per cent vs. 60 per cent of women aware of the radio ad).

Radio advertisement – recall & attribution:

Q. Do you remember hearing a radio ad about the Food and Consumer Safety Action Plan over the past few weeks? The ad featured two women talking about the safety of food and consumer products in Canada. At the end of the ad, listeners are told they can visit the website www.healthycanadians.ca or call 1-800 O'Canada for more information.



Q. Thinking about the ad that you heard, who do you think produced it - that is, who paid for it?*



Base – Canadians; May 2008 n=1005 / *Those that recall radio ad, n=173

Radio Advertisement (continued)

Main message

Not only did the radio advertisement have the highest recall, it is also the one that seems to be most effective in conveying the intended message. When those who had heard the radio ad were asked to identify its main point, 1 in 4 (25 per cent) understood that the ads were designed to raise awareness of measures being taken by government to improve food and consumer safety and an additional 1 in 5 (18 per cent) thought that the ads were intended to raise awareness of these issues in general (without mentioning the federal government's involvement). About 1 in 10 of these respondents (12 per cent) indicated that the ad mentioned where to get more information on food and product safety (e.g., websites, who to contact).

A few other respondents (13 per cent) thought that the radio ad was intended to promote healthier choices and lifestyles (e.g., diets) and 1 in 5 (19 per cent) was unable to say what they thought the point of this ad was.

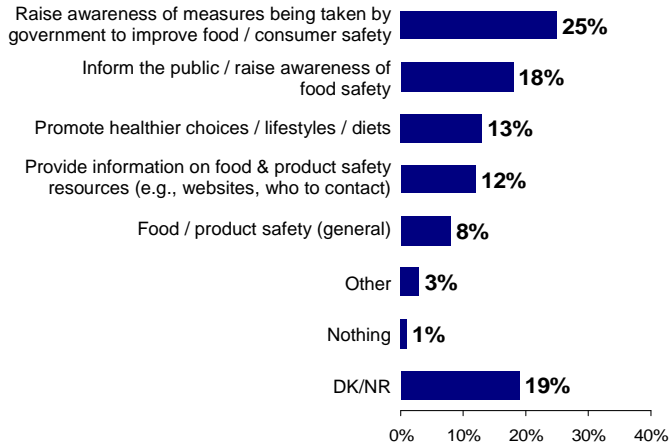
Action taken

These respondents were then asked if they had taken any action as a result of what they had heard. Despite having higher recall, only 1 in 10 (10 per cent) said they did something, while 90 per cent did not.

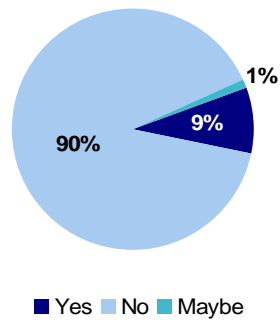
As with the other types of advertisements, most of those who had been prompted to act as a result of hearing the radio ad reported becoming more conscious of and altering their eating and shopping habits (e.g., they read labels now). A few others indicated that they discussed the ad and took note of the website address that was mentioned.

Radio advertisement – main message & action taken:

Q. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?



Q. Did you do anything as a result of seeing this ad? Q. [If yes / maybe] What did you do?*



Action taken	%
Became more conscious of / altered eating & shopping habits (e.g., read labels now)	61
Discussed / thought about ad (e.g., took note of website address)	19
Other	14
DK/NR	7

Base – Those that recall radio ad; May 2008 n=173 / * Those that took action; n=17

5. Satisfaction with Government

Satisfaction with Government

Following the questions testing awareness of the Food and Consumer Safety Action Plan ad campaign, respondents were asked to rate their satisfaction with the Government of Canada in a number of related areas.

Raising awareness of food and product safety

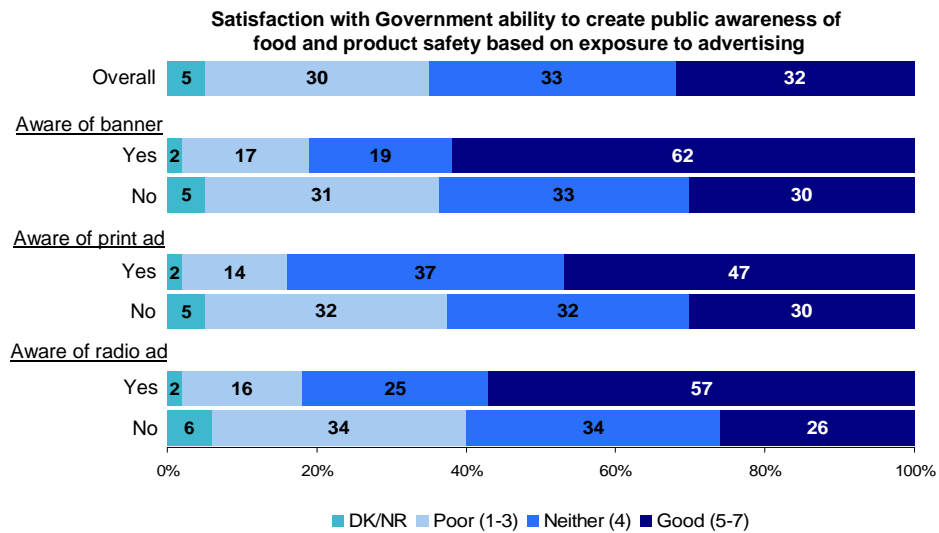
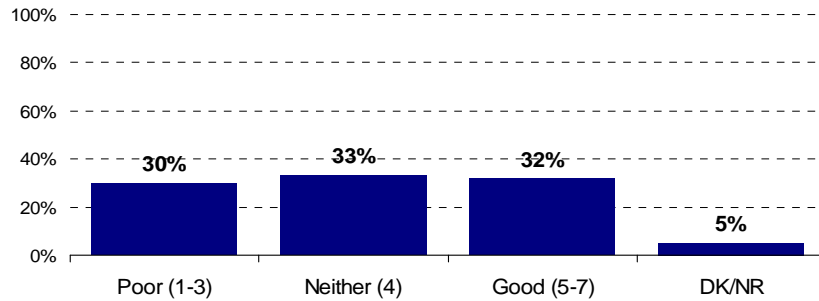
Respondents were first informed that the ads they had been asked about were indeed produced by the Government of Canada. They were then asked to rate the performance of the Government when it comes to creating public awareness of food and product safety.

Given the generally low levels of awareness of the ad campaign in question, it is not surprising to find that the Government receives mixed marks for its performance in this area. While approximately 1 in 3 (32 per cent) rates the Government's performance as being "good", almost as many rates the performance as being "poor" (30 per cent), and a plurality (33 per cent) are ambivalent (i.e., they say that the performance is neither "good" nor "poor").

- Regionally, residents of Ontario are the most critical of the federal Government's performance in this area (35 per cent "poor" vs. 30 per cent at the national level).
- Canadian seniors are the most likely to think that the Government does a "good" job of raising public awareness of this issue (42 per cent vs. 32 per cent overall).
- Satisfaction with the Government of Canada's ability to create public awareness of food and consumer safety decreases with level of educational attainment: 37 per cent of those with a high school education or less says the government does a "good" job in this area, compared to 26 per cent of those with a university-education.
- Respondents who are aware of at least one aspect of the ad campaign (i.e., the banner, print ad, or radio spot) are significantly more likely to afford the government positive scores in this area (52 per cent "good" vs. 24 per cent who had not seen, read or heard any of the ads).
- The same is true for each of the individual ads: those who recall them are more likely to be satisfied with the Government's performance in this area compared to those that *do not*.

Satisfaction with Government – creating public awareness:

Q. These ads were in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada when it comes to creating public awareness of food and product safety?



Base – Canadians; May 2008 n=1005

Satisfaction with Government (continued)

Providing information to the public on available services

Respondents were also asked to rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians. The marks in this area are decidedly more positive than the marks for creating public awareness of food and product safety, with close to 1 in 2 respondents (49 per cent) rating the performance as “good” (compared to the 26 per cent that say the government does a “poor” job in this area). There is also 1 in 4 (23 per cent) that is undecided on the matter (i.e., they say that the performance is neither “good” nor “poor”).

- Younger Canadians are the most likely to think that the Government does a “good” job of providing information (59 per cent vs. 49 per cent overall).
- In this case, awareness of the different ads has almost no impact on assessment of the Government of Canada’s performance (i.e., those aware of the ad campaign afford essentially the same marks as those not aware).

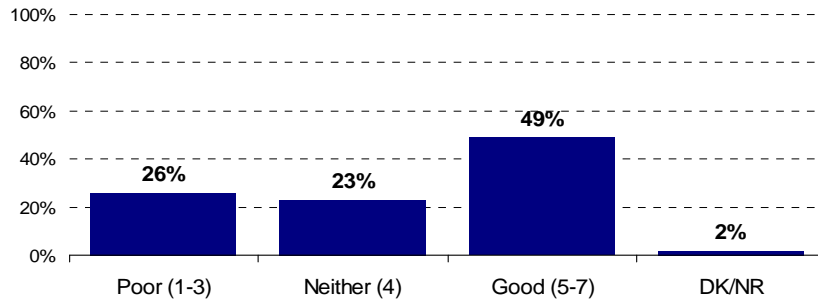
Overall

All respondents were also asked to rate the overall performance of the Government of Canada. A plurality of Canadians (46 per cent) rates the federal government performance as “good” overall, and only 1 in 4 (24 per cent) rates the federal performance as “poor”. There is also close to 1 in 3 (27 per cent) that says that the government’s performance is neither “good” nor “poor”.

- Regionally, residents of Alberta are the most likely to rate the performance of the Government of Canada as “good” (57 per cent).
- Those living in British Columbia, on the other hand, are the most likely say that the federal government is doing a “poor job” (33 per cent); however, a slight plurality actually rates the government performance as “good” (36 per cent).
- Men are considerably more likely to approve of the Government’s overall performance (52 per cent vs. 41 per cent of women).
- Interestingly, the youngest and oldest age cohorts share a similar outlook (53 per cent say the Government is doing a “good job”).
- Those who indicate that they have seen at least one of the ads on the Food and Consumer Safety Action Plan are particularly likely to rate the overall government performance as “good” (57 per cent).
- Interestingly, of these individuals, those who saw the Internet banner are the most positive (68 per cent “good” vs. 60 per cent for the radio or print ad).

Satisfaction with Government – providing information on services:

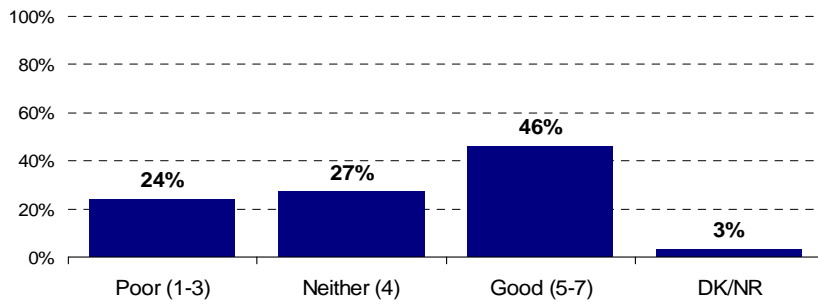
Q. How would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?



Base – Canadians; May 2008 n=1005

Satisfaction with Government – overall:

Q. Generally speaking, how do you rate the performance of the Government of Canada?



Base – Canadians; May 2008 n=1005

Assessment of Government as a Service Provider

Just before the close of the survey, respondents were asked to rate the extent to which they agreed or disagreed with several statements assessing the Government of Canada's role as a service provider.

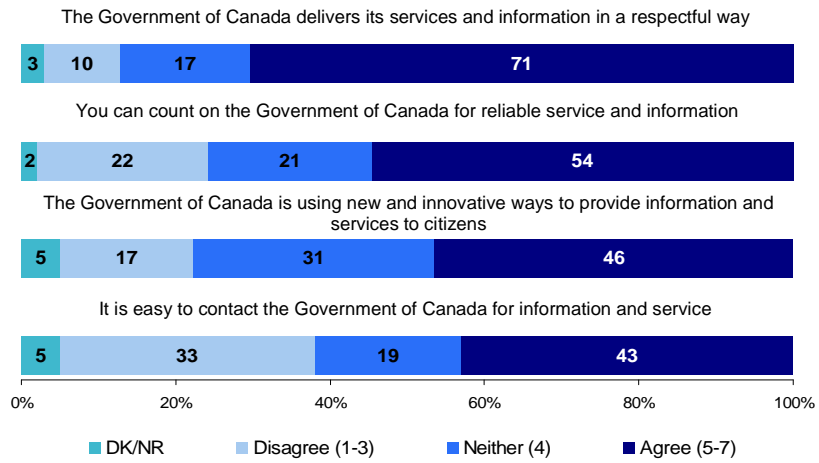
Canadians are most likely to agree that the Government delivers its services and information in a respectful way (71 per cent agree vs. 10 per cent who disagree). A majority (54 per cent) also agrees that the Government of Canada can be counted on for reliable service and information (compared to 22 per cent who disagree with this statement).

The public are slightly more divided on other aspects of the Government's service delivery platform. While a plurality (46 per cent) agrees that the government uses new and innovative ways to provide information and services to Canadians, close to 1 in 5 says this is not the case and 1 in 3 is ambivalent (i.e., they neither agree nor disagree). Likewise, an even smaller plurality (43 per cent) agrees that it is easy to contact the Government for information and service (vs. 33 per cent that disagrees).

- Younger Canadians (i.e., those under 35 years of age) are more likely than older Canadians to agree that the government is easy to contact, delivers services in a respectful manner, and can be counted on for reliable service and information.
- Men also tend to be more positive in their assessment: 48 per cent say the Government is easy to contact (vs. 39 per cent of women) and 58 per cent agree that it provides service that is reliable (vs. 50 per cent of women).
- Interestingly, Canadians who recalled at least one of the ads are more likely than those who do not to provide a positive assessment of the Government in its role as service delivery provider in each of the examined areas.
- There are some differences based on the type of ad as well. For example, those who recall hearing the radio ad are the most likely to agree that the Government of Canada is innovative in the way it provides information and services to Canadians. Similarly, those that saw the newspaper advertisement are the most inclined to say that the Government delivers services and information in a respectful way.

Assessment of the Government of Canada:

Q. Please tell me the extent to which you agree or disagree with each of the following statements.



Base – Canadians; May 2008 n=1005

Appendix A: Survey Instrument (English & French)

INTRO [0,0]

Hello, my name is...and I work for Ekos Research Associates. We are conducting a survey to hear your views on a range of important issues. It will take approximately 12 minutes to complete and we are really hoping that you can spare the time. May I continue?

SEX

Record gender of respondent
DO NOT ASK
Male 1
Female 2

LANGI

Record language of correspondence
DO NOT ASK
English 1
French 2

PRIV [0,0]

This call may be recorded for quality control or training purposes.

Q1

Over the past few weeks or so, have you seen, heard, or read any advertising about food and consumer product safety?
Yes 1
No 2
Maybe 3
DONT KNOW/REFUSED 9

Q1B

If... Q1.EQ.1,3

Please tell me everything you can remember about this advertisement. What pictures or images come to mind? PROBE Anything else?
OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY.
Specify -> AQ1B; C350 L2 C75 77
DONT KNOW/REFUSED 99 X

Q1C [1,14]

If... Q1.EQ.1,3

Where did you notice this advertisement?
PROBE. OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY .
Television 1
Radio 2
Newspaper (e.g.,Globe and Mail, National Post) 3
Magazines (e.g, MacLean's, People, TV Guide, TimeCanada) 4
Pamphlet/brochure in the mail..... 5
Outdoor billboards/signs/posters 6
Public transit 7
Internet/Website banner (e.g., canoe, weather network, canada.com, cbc, yahoo, today'sparent)8
Local weekly papers 9
Ethnic/Aboriginal media 10
Word of mouth 11
In the cinema before a movie 12
Banks 13
Other-Specify -> AQ1C; C350 L2 C75 77
DONT KNOW/REFUSED 99 X

Q4 [0,0]

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

Q4A

Do you remember seeing banner ads on the Internet about the Food and Consumer Safety Action Plan over the past few weeks? The ads featured photos of a sleeping baby, a woman cooking, a father working on a computer with his daughter, and a woman playing with her child. The ads also showed an address to the website, www.healthycanadians.ca.

Yes	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

Q4B

If... Q4A.EQ.1,3

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

PROBE. OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE

Government of Canada.....	1	
Provincial government.....	2	
Government General	3	
TAXPAYERS	4	I
PRIVATE CORPORATION/COMPANY.....	5	I
Banks/Other financial institutions	6	I
Other -> AQ4B; C350 L2 C75	77	
DON'T KNOW/REFUSED	99	X

Q4C

If... Q4B.EQ.3

Which level of government?

READ. ACCEPT ONE RESPONSE

Federal government.....	1	
Provincial government.....	2	
(DO NOT READ) Other -> AQ4C; C150 L1 C50.....	77	
(DO NOT READ) DON'T KNOW/REFUSED	99	X

Q4D

If... Q4A.EQ.1,3

Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?

OPEN-ENDED. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS

Specify -> AQ4D; C350 L2 C75.....	77	
Nothing.....	98	
DON'T KNOW/REFUSED	99	

Q4E

If... Q4A.EQ.1,3

Did you do anything as a result of seeing this ad?

Yes.....	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

Q4F [1,3]

If... Q4E.EQ.1,3

What did you do? Anything else?

OPEN-ENDED. DO NOT READ

Specify -> AQ4F; C350 L2 C75	77	
DON'T KNOW/REFUSED	99	X

Q5A

Do you remember seeing an ad in newspapers about the Food and Consumer Safety Action Plan over the past few weeks? The ad featured photos of a sleeping baby, a woman cooking, and a father working on a computer with his daughter. The ad also showed an address to the website www.healthycanadians.ca and the 1-800 O'Canada telephone number.

Yes	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

Q5B

If... Q5A.EQ.1,3

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

PROBE. OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE

Government of Canada	1
Provincial government	2
Government General	3
TAXPAYERS	4 I
PRIVATE CORPORATION/COMPANY	5 I
Banks/Other financial institutions	6 I
Other -> AQ5B; C350 L2 C75	77
DON'T KNOW/REFUSED	99 X

Q5C

If... Q5B.EQ.3

Which level of government?

READ. ACCEPT ONE RESPONSE

Federal government	1
Provincial government	2
(DO NOT READ) Other -> AQ5C; C150 L1 C50	77
(DO NOT READ) DON'T KNOW/REFUSED	99 X

Q5D

If... Q5A.EQ.1,3

Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?

OPEN-ENDED. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS

Specify -> AQ5D; C350 L2 C75	77
Nothing	98
DON'T KNOW/REFUSED	99

Q5E

If... Q5A.EQ.1,3

Did you do anything as a result of seeing this ad?

Yes	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

Q5F [1,3]

If... Q5E.EQ.1,3

What did you do? Anything else?

OPEN-ENDED. DO NOT READ

Specify -> AQ5F; C350 L2 C75	77
DON'T KNOW/REFUSED	99 X

Q6A

Do you remember hearing a radio ad about the Food and Consumer Safety Action Plan over the past few weeks? The ad featured two women talking about the safety of food and consumer products in Canada. At the end of the ad, listeners are told they can visit the website www.healthycanadians.ca or call 1-800 O'Canada for more information.

Yes.....	1
No.....	2
Maybe.....	3
DON'T KNOW/REFUSED.....	9

Q6B

If... Q6A.EQ.1,3

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

PROBE. OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE

Government of Canada.....	1	
Provincial government.....	2	
Government General.....	3	
TAXPAYERS.....	4	1
PRIVATE CORPORATION/COMPANY.....	5	1
Banks/Other financial institutions.....	6	1
Other -> AQ6B; C350 L2 C75.....	77	
DON'T KNOW/REFUSED.....	99	X

Q6C

If... Q6B.EQ.3

Which level of government?

READ. ACCEPT ONE RESPONSE

Federal government.....	1	
Provincial government.....	2	
(DO NOT READ) Other -> AQ6C; C150 L1 C50.....	77	
DON'T KNOW/REFUSED.....	99	X

Q6D

If... Q6A.EQ.1,3

Thinking about the ad that you heard, what do you think was the MAIN point this advertisement was trying to get across?

OPEN-ENDED. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS

Specify -> AQ6D; C350 L2 C75.....	77
Nothing.....	98
DON'T KNOW/REFUSED.....	99

Q6E

If... Q6A.EQ.1,3

Did you do anything as a result of hearing this ad?

Yes.....	1
No.....	2
Maybe.....	3
DON'T KNOW/REFUSED.....	9

Q6F [1,3]

If... Q6E.EQ.1,3

What did you do? Anything else?

OPEN-ENDED. DO NOT READ

Specify -> AQ6F; C350 L2 C75.....	77	
DON'T KNOW/REFUSED.....	99	X

Q9

These ads were in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada when it comes to creating public awareness of food and product safety? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

1.Terrible	1
2.....	2
3.....	3
4.Neither good nor bad	4
5.....	5
6.....	6
7.Excellent.....	7
DONT KNOW/REFUSED.....	9

Q10

Generally speaking, how do you rate the performance of the Government of Canada (using the same scale)?

1.Terrible	1
2.....	2
3.....	3
4.Neither good nor bad	4
5.....	5
6.....	6
7.Excellent.....	7
DONT KNOW/REFUSED.....	9

Q11

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

1.Terrible	1
2.....	2
3.....	3
4.Neither good nor bad	4
5.....	5
6.....	6
7.Excellent.....	7
DONT KNOW/REFUSED.....	9

Q12 [0,0]

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

Q12A

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

1.Totally disagree	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Totally agree.....	7
DONT KNOW/REFUSED.....	9

Q12B

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

1.Totally disagree	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Totally agree.....	7
DONT KNOW/REFUSED.....	9

Q12C

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

1.Totally disagree	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Totally agree.....	7
DONT KNOW/REFUSED.....	9

Q12D

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

1.Totally disagree	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Totally agree.....	7
DONT KNOW/REFUSED.....	9

DEMIN [0,0]

Finally, I would like to ask some questions for statistical purposes. I would like to remind you that all your answers are completely confidential.

QAGEX

In what year were you born?NOTE: ANSWER THE FULL YEAR, I.E. 1977 as "1977"
IF HESITANT MOVE ONTO NEXT QUESTION

Year -> AQAGEX; N4.0 [1900-1991]	1
HESITANT.....	9

QAGEY

If... QAGEX.EQ.9

May I place your age into one of the following general age categories?

Under 25.....	1
25-34 years.....	2
35-44 years.....	3
45-54 years.....	4
55-64 years.....	5
65-74 years.....	6
75 years or older.....	7
(DO NOT READ) DK/NR.....	9

D3

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

READ LIST	
Grade 8 or less	1
Some high school	2
Complete high school	3
Technical, vocational post-secondary, college	4
Some university	5
Complete university degree	6
Post graduate degree	7
DON'T KNOW/REFUSED	9

D4

What is your current employment status? Are you...

READ LIST - ACCEPT ONE ANSWER ONLY	
Working full-time (35 or more hours per week)	1
Working part-time (less than 35 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
Attending school full-time/A student	5
Retired	6
Not in workforce (Homemaker)/Unemployed, not looking for work	7
MATERNITY/PATERNITY LEAVE	8 I
DISABILITY PENSION	9 I
SEASONALLY EMPLOYED	10 I
Other (DO NOT READ)	77
DON'T KNOW/REFUSED	99

D5

Are you, or is anyone in your household, worried about losing their job or being laid off?

Yes	1
No	2
DON'T KNOW/REFUSED	9

D6

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

Yes	1
No	2
DON'T KNOW/REFUSED	9

D7 [1,2]

What is the language you FIRST learned as a child and still understand?

DO NOT READ LIST. ACCEPT UP TO TWO RESPONSES.	
English	1
French	2
Arabic	3
Cantonese	4
Dutch	5
German	6
Italian	7
Phillipino	8
Polish	9
Russian	10
Spanish	11
Chinese/Mandarin	12
Other (specify) -> AD7; C150 L1 C75	77
DON'T KNOW/REFUSED	99 X

D8

Were you born in Canada?

Yes	1	->D11
No	2	
DK/NR	9	

D9

Are you a Canadian citizen?	
Yes	1
No	2
DK/NR	9

D10

Did you come to Canada as a child, as a teenager or as an adult?	
Child	1
Teenager	2
Adult	3
DK/NR	9

D11

Do you consider yourself a member of a visible minority by virtue of your race or color?	
Yes	1
No	2
DK/NR	9

D12

Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?

READ LIST	
Under \$10,000	1
\$10,000 to \$19,999	2
\$20,000 to \$29,999	3
\$30,000 to \$39,999	4
\$40,000 to \$49,999	5
\$50,000 to \$59,999	6
\$60,000 to \$69,999	7
\$70,000 to \$79,999	8
\$80,000 to \$99,999	9
\$100,000 and over	10
DON'T KNOW/REFUSED	99

D13

Do you have any children under the age of 18 currently living in the household?	
Yes	1
No	2
DONT KNOW/REFUSED	9 X

CONF [0,0]

This survey was conducted for the Government of Canada. When the study is complete, the results are published and become public information. If you wish to obtain information about this survey or a copy of the final report, it will be available through Library and Archives Canada. A request can be made by calling 1-866-578-7777 or visiting the website www.porr-rrop.gc.ca. When requesting information, please refer to the study name: Food and Consumer Safety Action Plan.

THNK

Thank you for completing our survey!	
End of Interview	
Completion	1 D

INTRO [0,0]

Bonjour. Je suis... et je travaille pour les Associés de recherche Ekos. Nous faisons un sondage pour connaître l'opinion des Canadiens et Canadiennes sur des questions importantes. Le sondage est d'environ 12 minutes et nous espérons que vous pourrez prendre le temps d'y répondre. Je peux continuer?

SEX

Inscrire le sexe du répondant
NE PAS DEMANDER

Homme..... 1
Femme 2

LANGI

Inscrire la langue de correspondance
NE PAS DEMANDER

Anglais 1
Français..... 2

PRIV [0,0]

Cet appel peut être enregistré pour contrôle de la qualité ou formation.

Q1

Au cours des dernières semaines, est-ce que vous avez vus, entendu ou lu des annonces sur la sécurité des produits alimentaires et de consommation?

Oui 1
Non 2
Peut-être..... 3
NE SAIT PAS/REFUS DE RÉPONDRE 9

Q1B

If... Q1.EQ.1,3

Dites-moi tout ce dont vous vous souvenez à propos de cette annonce. Quelles sont les images qui vous viennent à l'esprit? APPROFONDIR Y a-t-il autre chose?

QUESTION OUVERTE. NE PAS LIRE. CODER TOUTE RÉPONSE PERTINENTE.

Préciser -> AQ1B; C350 L2 C75 77
NE SAIT PAS/REFUS DE RÉPONDRE 99 X

Q1C [1,14]

If... Q1.EQ.1,3

Où avez-vous remarqué cette annonce?

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. CODER TOUTE RÉPONSE PERTINENTE.

Télévision 1
Radio 2
Journal 3
Magazine..... 4
Dépliant/brochure dans le courrier..... 5
Panneaux publicitaires/affiches 6
Transports en commun 7
Internet ou bandeau de site Web (canoe, météo média, canada.com, cbc, yahoo, today's parent) 8
Hebdomadaires 9
Journal ethnique/autochtone 10
Bouche-à-oreille..... 11
Au cinéma avant un film..... 12
À la banque 13
Autre-Préciser -> AQ1C; C350 L2 C75..... 77
NE SAIT PAS/REFUS DE RÉPONDRE 99 X

Q4 [0,0]

Je vais maintenant vous poser quelques questions sur des campagnes en particulier.

Q4A

Vous rappelez-vous avoir vu au cours des dernières semaines des bandes-annonces dans Internet au sujet du Plan d'action pour assurer la sécurité des produits alimentaires et de consommation? L'annonce se composait de photos montrant un bébé endormi, une femme qui fait la cuisine, un papa qui travaille à l'ordinateur avec sa fille et une femme qui joue avec son enfant. L'annonce comportait aussi l'adresse d'un site Web, www.canadiensensante.ca.

Oui	1
Non	2
Peut-être.....	3
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q4B

If... Q4A.EQ.1,3

Si vous pensez à la publicité que vous avez vue, qui, selon vous, en était l'auteur, c'est-à-dire qui l'a financée?

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement du Canada.....	1	
Gouvernement provincial	2	
Gouvernement en général.....	3	
CONTRIBUABLES.....	4	I
ENTREPRISE PRIVÉE/COMPAGNIE	5	I
Banques/Autres institutions financières	6	I
Autre -> AQ4B; C350 L2 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q4C

If... Q4B.EQ.3

Quel ordre de gouvernement?

LIRE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement fédéral	1	
Gouvernement provincial	2	
(NE PAS LIRE) Autre -> AQ4C; C150 L1 C50.....	77	
(NE PAS LIRE) NE SAIT PAS/REFUS DE RÉPONDRE.....	99	X

Q4D

If... Q4A.EQ.1,3

Si vous pensez à la publicité que vous avez vue, quel en était le message PRINCIPAL, selon vous?

OUVERTE. ACCEPTER UNE SEULE RÉPONSE. RÉPONSE D'AU MOINS CINQ MOTS

Préciser -> AQ4D; C350 L2 C75	77
Rien.....	98
NE SAIT PAS/REFUS DE RÉPONDRE	99

Q4E

If... Q4A.EQ.1,3

Avez-vous fait quelque chose en réponse à cette annonce?

Oui	1
Non	2
Peut-être.....	3
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q4F [1,3]

If... Q4E.EQ.1,3

Qu'avez-vous fait? Autre chose?

QUESTION OUVERTE. NE PAS LIRE

Préciser -> AQ4F; C350 L2 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q5A

Vous rappelez-vous avoir vu au cours des dernières semaines, un annonce dans les journaux au sujet du Plan d'action pour assurer la sécurité des produits alimentaires et de consommation? L'annonce se composait de photos d'un bébé endormi, d'une femme qui fait la cuisine et d'un papa qui travaille à l'ordinateur avec sa fille. L'annonce comportait aussi l'adresse d'un site Web www.canadiensensante.ca et le numéro de téléphone 1-800 O'Canada.

Oui	1
Non	2
Peut-être.....	3
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q5B

If... Q5A.EQ.1,3

Si vous pensez à la publicité que vous avez vue, qui, selon vous, en était l'auteur, c'est-à-dire qui l'a financée?

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement du Canada.....	1	
Gouvernement provincial	2	
Gouvernement en général.....	3	
CONTRIBUABLES.....	4	I
ENTREPRISE PRIVÉE/COMPAGNIE	5	I
Banques/Autres institutions financières	6	I
Autre -> AQ5B; C350 L2 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q5C

If... Q5B.EQ.3

Quel ordre de gouvernement?

LIRE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement fédéral	1	
Gouvernement provincial	2	
(NE PAS LIRE) Autre -> AQ5C; C150 L1 C50.....	77	
(NE PAS LIRE) NE SAIT PAS/REFUS DE RÉPONDRE.....	99	X

Q5D

If... Q5A.EQ.1,3

Si vous pensez à la publicité que vous avez vue, quel en était le message PRINCIPAL, selon vous?

OUVERTE. ACCEPTER UNE SEULE RÉPONSE. RÉPONSE D'AU MOINS CINQ MOTS

Préciser -> AQ5D; C350 L2 C75	77
Rien.....	98
NE SAIT PAS/REFUS DE RÉPONDRE	99

Q5E

If... Q5A.EQ.1,3

Avez-vous fait quelque chose en réponse à cette annonce?

Oui	1
Non	2
Peut-être.....	3
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q5F [1,3]

If... Q5E.EQ.1,3

Qu'avez-vous fait? Autre chose?

QUESTION OUVERTE. NE PAS LIRE

Préciser -> AQ5F; C350 L2 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q6A

Vous rappelez-vous avoir entendu au cours des dernières semaines un annonce à la radio au sujet du Plan d'action pour assurer la sécurité des produits alimentaires et de consommation? Il s'agissait de deux femmes qui parlent de la sécurité des produits alimentaires et de consommation au Canada. À la toute fin, les auditeurs étaient invités à consulter le site Web www.canadiensensante.ca ou à composer le 1-800 O'Canada pour de plus amples renseignements.

Oui	1
Non	2
Peut-être.....	3
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q6B

If... Q6A.EQ.1,3

Si vous pensez à la publicité que vous avez entendue, qui, selon vous, en était l'auteur, c'est-à-dire qui l'a financée?

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement du Canada.....	1	
Gouvernement provincial	2	
Gouvernement en général.....	3	
CONTRIBUABLES.....	4	1
ENTREPRISE PRIVÉE/COMPAGNIE	5	1
Banques/Autres institutions financières	6	1
Autre -> AQ6B; C350 L2 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q6C

If... Q6B.EQ.3

Quel ordre de gouvernement?

LIRE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement fédéral	1	
Gouvernement provincial	2	
NE PAS LIRE) Autre -> AQ6C; C150 L1 C50.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

Q6D

If... Q6A.EQ.1,3

Si vous pensez à la publicité que vous avez entendue, quel en était le message PRINCIPAL, selon vous?

OUVERTE. ACCEPTER UNE SEULE RÉPONSE. RÉPONSE D'AU MOINS CINQ MOTS

Préciser -> AQ6D; C350 L2 C75	77
Rien.....	98
NE SAIT PAS/REFUS DE RÉPONDRE	99

Q6E

If... Q6A.EQ.1,3

Avez-vous fait quelque chose en réponse à cette annonce?

Oui	1
Non	2
Peut-être.....	3
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q6F [1,3]

If... Q6E.EQ.1,3

Qu'avez-vous fait? Autre chose?

QUESTION OUVERTE. NE PAS LIRE

Préciser -> AQ6F; C350 L2 C75.....77
NE SAIT PAS/REFUS DE RÉPONDRE99

X

Q9

Ces annonces étaient en fait produites par le gouvernement du Canada. Comment évalueriez-vous la performance du gouvernement du Canada pour ce qui est de sensibiliser le public à la sécurité des produits alimentaires et de consommation? Veuillez répondre selon une échelle de 7 points où 1 veut dire « affreuse », 7 veut dire « excellente » et le point milieu, 4, ni bonne ni mauvaise.

1.Affreuse..... 1
2..... 2
3..... 3
4.Ni bonne ni mauvaise..... 4
5..... 5
6..... 6
7.Excellente..... 7
NE SAIT PAS/REFUS DE RÉPONDRE9

Q10

De façon générale, comment évaluez-vous la performance du gouvernement du Canada (selon la même échelle)?

1.Affreuse..... 1
2..... 2
3..... 3
4.Ni bonne ni mauvaise..... 4
5..... 5
6..... 6
7.Excellente..... 7
NE SAIT PAS/REFUS DE RÉPONDRE9

Q11

En utilisant la même échelle, comment évalueriez-vous la performance du gouvernement du Canada pour ce qui est de fournir aux Canadiens de l'information sur les services qui leur sont offerts?

1.Affreuse..... 1
2..... 2
3..... 3
4.Ni bonne ni mauvaise..... 4
5..... 5
6..... 6
7.Excellente..... 7
NE SAIT PAS/REFUS DE RÉPONDRE9

Q12 [0,0]

Dans quelle mesure vous êtes d'accord avec les énoncés suivants, en utilisant une échelle de 7 points où 1 signifie « entièrement en désaccord », 7 signifie « entièrement d'accord » et le point milieu, 4, ni d'accord ni en désaccord. Voici les énoncés.

Q12A

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

1. Entièrement en désaccord	1
2	2
3	3
4. Ni d'accord ni en désaccord	4
5	5
6	6
7. Entièrement d'accord	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q12B

Le gouvernement du Canada utilise des façons novatrices pour fournir des informations et des services aux citoyens.

1. Entièrement en désaccord	1
2	2
3	3
4. Ni d'accord ni en désaccord	4
5	5
6	6
7. Entièrement d'accord	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q12C

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

1. Entièrement en désaccord	1
2	2
3	3
4. Ni d'accord ni en désaccord	4
5	5
6	6
7. Entièrement d'accord	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

Q12D

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

1. Entièrement en désaccord	1
2	2
3	3
4. Ni d'accord ni en désaccord	4
5	5
6	6
7. Entièrement d'accord	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

DEMIN [0,0]

Finalement, j'aimerais vous poser quelques questions pour fins de statistiques. Je tiens à vous rappeler que vos réponses demeureront entièrement confidentielles.

QAGEX

En quelle année êtes-vous né(e)? NOTE: INSCRIRE L'ANNÉE AU COMPLET, P. EX., "1977"

EN CAS D'HÉSITATION PASSER À LA QUESTION SUIVANTE	
Année -> AQAGEX; N4.0 [1900-1991]	1
HÉSITATION	9

QAGEY

If... QAGEX.EQ.9

Puis-je vous situer dans l'un des groupes d'âges suivants?	
Moins de 25 ans	1
25-34 ans	2
35-44 ans	3
45-54 ans	4
55-64 ans	5
65-74 ans	6
75 ans ou plus	7
(NE PAS LIRE) NSP/PDR.....	9

D3

Quel est le plus haut niveau de scolarité que vous ayez atteint?

LIRE LA LISTE	
Huitième année ou moins	1
Études secondaires (commencées)	2
Diplôme d'études secondaires	3
Technique, formation professionnelle, collège	4
Études universitaires (commencées)	5
Diplôme d'études universitaires de 1er cycle	6
Diplôme d'études universitaires de 2e et 3e cycle	7
NE SAIT PAS/REFUS DE RÉPONDRE	9

D4

Quelle est votre situation professionnelle actuelle? Êtes-vous...

LIRE LA LISTE - ACCEPTER UNE SEULE RÉPONSE	
Employé à temps plein (35 heures ou plus par semaine).....	1
Employé à temps partiel (moins de 35 heures par semaine).....	2
Travailleur autonome	3
Au chômage mais à la recherche d'emploi	4
Aux études à temps plein/étudiant.....	5
À la retraite	6
Pas sur le marché du travail (personne à la maison)/au chômage mais pas à la recherche d'un emploi)	7
EN CONGÉ DE MATERNITÉ/PATERNITÉ	8 I
PENSION D'INVALIDITÉ	9 I
EMPLOYÉ SAISONNIER.....	10 I
Autre (NE PAS LIRE).....	77
NE SAIT PAS/REFUS DE RÉPONDRE	99

D5

Est-ce que vous, ou une autre personne vivant avec vous, craignez de perdre votre emploi ou d'être mis à pied?

Oui	1
Non	2
NE SAIT PAS/REFUS DE RÉPONDRE	9

D6

Êtes-vous Autochtone (p. ex., Autochtone faisant partie d'une bande, Inuit ou Métis(se))?

Oui	1
Non	2
NE SAIT PAS/REFUS DE RÉPONDRE	9

D7 [1,2]

Quelle est la première langue que vous avez apprise enfant et que vous comprenez toujours?

NÉ PAS LIRE LA LISTE. ACCEPTER JUSQU'A DEUX RÉPONSES.

Anglais	1	
Français.....	2	
Arabe.....	3	
Cantonais	4	
Hollandais.....	5	
Allemand	6	
Italien.....	7	
Phillipino	8	
Poli	9	
Russe.....	10	
Espagnol	11	
Chinese/Mandarin.....	12	
Autre (préciser) -> AD7; C150 L1 C75.....	77	
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

D8

Êtes-vous né(e) au Canada?

Oui	1	->D11
Non	2	
NSP/PDR	9	

D9

Êtes-vous citoyen(ne) canadien(ne)?

Oui	1	
Non	2	
NSP/PDR	9	

D10

Lors de votre arrivée au Canada, étiez-vous enfant, adolescent(e) ou adulte?

Enfant.....	1	
Adolescent.....	2	
Adulte	3	
NSP/PDR	9	

D11

Vous considérez-vous comme membre d'une minorité visible en raison de la couleur de votre peau ou de votre race?

Oui	1	
Non	2	
NSP/PDR	9	

D12

Laquelle des catégories suivantes décrit le mieux le total de vos revenus familiaux, c'est-à-dire, la somme des revenus avant impôts de tous les membres de votre foyer?

LIRE LA LISTE

Moins de 10 000\$	1	
10 000\$ à 19 999\$.....	2	
20 000\$ à 29 999\$.....	3	
30 000\$ à 39 999\$.....	4	
40 000\$ à 49 999\$.....	5	
50 000\$ à 59 999\$.....	6	
60 000\$ à 69 999\$.....	7	
70 000\$ à 79 999\$.....	8	
80 000\$ à 99 999\$.....	9	
100 000\$ et plus	10	
NE SAIT PAS/REFUS DE RÉPONDRE	99	

D13

Avez-vous des enfants de 18 ans ou moins qui vivent avec vous?
Oui 1
Non 2
NE SAIT PAS/REFUS DE RÉPONDRE 9 X

CONF [0,0]

Ce sondage a été effectué pour le compte du gouvernement du Canada. Lorsque l'étude sera terminée, les résultats seront publiés et deviendront d'intérêt public. Pour de l'information sur le présent sondage ou pour obtenir un exemplaire du rapport final qui sera rendu disponible par l'intermédiaire de Bibliothèque et Archives Canada, vous pouvez composer le 1-866-578-7777 ou consulter le site Web www.porr-rrop.gc.ca. Si vous faites une demande, veuillez citer le titre de l'étude : Plan d'action pour assurer la sécurité des produits alimentaires et de consommation.

THNK

Merci d'avoir participé à notre sondage!
Fin de l'entrevue
Complet..... 1 D

Appendix B: Field Report

Field Report

The research findings for this study have been drawn from the results of a telephone survey with a random sample of 1,005 Canadians. Surveying on the study was undertaken from May 20 to May 30, 2008.

Sampling Strategy

The study involved a random sample of Canadians, 18 years of age and older. The sample was stratified to ensure a certain sub-sample in each province.

EKOS used Survey Sample software to produce the sample for this project. This software samples by Random Digit Dial (RDD) methodology and checks its samples against published phone lists to divide the RDD into "Directory Listed" (DL) and "Directory Not Listed" (DNL) RDD components.

Once the sample was determined, the telephone numbers were imported into our CATI system. Additional criteria were then added to the introduction of the questionnaire to select the individual respondent in the household. For this survey, the respondent had to be at least 18 years of age.

Survey Administration

Fieldwork for this project was conducted by highly trained interviewers at EKOS' call centre in Ottawa. Throughout the data collection, survey supervisors continuously monitored interviewing to ensure consistency of questionnaire administration and interviewing techniques.

Weighting

Once data collection was complete, the results were statistically weighted by age, sex and region to ensure that the findings were representative of the Canadian population 18 years of age and over.

Weighting was done using the statistical software package, StatXP. This program carries out this task on the basis of the distribution of the population for each variable considered in the weighting scheme (i.e., age, sex, and region). Weights were developed in an iterative fashion so that the differences between the survey sample and the actual population were reduced.

With a sample size of 1,005, results from questions asked of the full sample of this survey may be considered statistically accurate to within +/- 3.1 per cent, 19 times out of 20.

Response Rate

The response rate for this survey was 10.5 per cent. This is calculated by dividing the cooperative call backs (i.e. those who completed the survey, those who we spoke to but were ineligible, and the quota filled) by the functional sample. The functional sample is the sample remaining after numbers not in service, business/fax numbers, duplicate numbers, and numbers blocked by the phone company are removed. Details are provided in Table 1.

Table 1 – Call Dispositions and Response Rate

Total numbers attempted	13597
Invalid (i.e., not in service, fax/modem, business/non-residential)	1864
Total functional sample	11733
Unresolved (i.e., busy, no answer, answering machine)	6421
Other (e.g., require TDD telephone for deaf or hearing impaired)	0
Unavailable	0
Break-offs (i.e., survey started but not completed)	30
Refusals	4045
Cooperative call-backs	1237
Completes (i.e., all completed surveys)	1005
Ineligible (e.g., no one old enough to complete survey, language barrier)	214
Quota filled (i.e., needed sample distribution filled)	18
Response rate	10.5