

Healthy Alberta Post-Campaign Survey

- Quantitative Report -

Presented to: Calder Bateman on behalf of Alberta Health and
Wellness

Presented by: Criterion Research Corp.

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EXECUTIVE SUMMARY

OBJECTIVES

In March 2003, Criterion Research Corp. (Alberta) conducted a survey of the Alberta general public for Calder Bateman on behalf of Alberta Health and Wellness. The survey followed a promotional campaign intended to positively affect Albertans' behaviour and attitudes about healthy eating and being physically active. The purpose of the survey was to determine the level of awareness and recall of promotional materials and to identify any changes in attitudes about healthy eating and being physically active since the launch of the campaign.

A total of 1600 general population interviews were conducted. The sample was designed to include 400 respondents in the Edmonton census metropolitan area, 400 in the Calgary census metropolitan area, 400 in other cities and 400 in towns and rural areas.

Telephone interviews were randomized across and within households for each geographic region. The survey was completed by the adult (18 years of age or older) in the household who had the most recent birthday.

The margin of error for 1600 interviews is ± 2.45 percentage points, 19 times out of 20. The margin of error for the sample size of 400 respondents within each of the four geographic regions is accurate to within ± 4.90 percentage points, 19 times out of 20.

SUMMARY

Awareness of Advertising

- A strong majority of respondents (86%) indicate they can recall at least one advertisement about healthy eating and being physically active.
- On a first mention basis, 43% of respondents recall, unaided, advertising or information about healthy eating, 42% refer to the media source of the advertising, and 25% refer to the importance of fitness and activities. One quarter (25%) of the respondents mention specific information content and 12% refer to general health.
- On a total mention basis, 49% of respondents refer to healthy eating. Half (49%) the respondents mention the media source of the advertising and 30% stress the importance of fitness and activities. Thirty-two (32%) percent refer to specific information content and 16% mention general health.
- Prior to being presented with any description of the Healthy Alberta advertising or sponsor, 4% of respondents identify Government advertisements regarding healthy eating and exercise, on a first mention and total mention basis.

- When respondents aware of advertising about healthy eating and physical fitness are asked to recall, unaided, any messages from advertisements they are aware of, 38% mention healthy eating and 33% mention fitness and activities. Twenty-seven percent (27%) of respondents mention general health. Six percent (6%) of respondents suggest that getting healthy does not have to be hard and another 6% mention the message “It’s your choice.”
- When respondents are asked to recall slogans or taglines of the advertisements 10% of respondents mention slogans related to general health, 7% note healthy eating, 6% note Healthy Alberta slogans and 4% mention fitness and activities. Four in ten respondents (41%) do not know or volunteer a slogan or tagline.
- When prompted with advertising slogans, few respondents can identify the sponsor of the Healthy Alberta advertising and information. Respondents most frequently the sponsor as the Government of Alberta (3%) or Alberta Health and Wellness (2%).
- Seven in ten respondents (71%) recognize at least one of the Healthy Alberta campaign components when they are described. Recognition of specific individual components ranges from 6% to 26%.
- Radio advertisements (49%) are recalled most frequently, followed by television (41%)
- One in five respondents (22%) recall the newspaper insert and 6% recall the full-page advertisement promoting the newspaper insert.
- Fifteen percent (15%) of respondents recall the Healthy Alberta Web site.
- Few respondents visited the Healthy Alberta Web site (4%). Among the reasons to visit or not visit the Web site, respondents most frequently (10%) indicate they visit to “check out the site.” Those respondents not visiting the site do not have the time (20%), do not have a household computer (17%) or already have the information (15%). Another 11% have not “gotten around to it”.
- Of those respondents who recognize any of the Healthy Alberta campaign components, half (49%) indicate they discuss the messages with other people such as family members, friends and co-workers. A higher proportion of respondents in other cities (54%) discuss the messages than respondents in Edmonton (47%) and Calgary 47%).

Perceptions of the Government of Alberta

- The Government of Alberta is in a strong position for undertaking promotional communication campaigns on healthy eating and physical activity with the majority of respondents viewing Government of Alberta with high regard. Three-quarters (78%) of respondents agree (4,5,6,7 ratings) that the Alberta Government is **a trustworthy and reliable source of information** on healthy eating and being physically active. Specifically, 27% of respondents strongly agree (6,7 ratings) and 51% moderately agree (4,5 ratings) that the ministry is a trustworthy and credible source. There is potential for increasing the level of agreement given the larger proportion of “don’t know” responses (18%) and the possibility that those expressing moderate agreement could be moved to an attitude of strong agreement.
- Almost as strongly, respondents view the Alberta Government as providing **useful and relevant information**. Three quarters (75%) of respondents agree that the Alberta Government provides useful and relevant information on healthy eating and being physically active. Twenty-nine percent (29%) of respondents strongly agree and 47% moderately agree.

Attitudes About Information on Physical Activity

- A high proportion of post-campaign survey respondents (89%), in total, agree they have enough information about **achieving and maintaining physical fitness**, including 55% who strongly agree. Nine of ten (93%) respondents, in total, agree they feel **well informed about increasing their activity**, including 62% who strongly agree. Fewer respondents (80%) agree in total that **the information that is available is useful to them personally**, including 38% who strongly agree. While most respondents (56%) agree in total with 19% strongly agreeing that recommendations about physical health are **often contradictory**, a substantial number (42%) do not agree.
- A comparison indicates some changes in responses from the pre-campaign survey to the post-campaign survey. The proportion of respondents providing strong agreement with the statement that **there is enough information available about achieving and maintaining physical fitness** decreased to 55% in post-campaign results from 58% in pre-campaign results. At the same time, the proportion of respondents providing strongly agree ratings for the statement that respondents **feel well informed about increasing their physical activity** increased to 62% from 55% and the proportion of respondents who moderately agree decreased to 31% from 37%.
- The proportion of respondents providing strongly agree ratings for the statement **information generally available to them on being physically active is useful to them, personally** increased to 38% from 32% while the proportion of respondents who moderately agree declined to 41% from 47%.

Attitudes About Increasing Physical Activity

- A high proportion of post-campaign survey respondents (92%) indicate total agreement that *if they do only small things to increase their physical activity, it will make a difference* including a majority (62%) who strongly agree and 30% who moderately agree.
- A comparison indicates changes in response from pre-campaign survey to the post-campaign survey. The proportion of respondents providing strongly agree ratings increased to 62% from 58%. The proportion of respondents who moderately agree decreased to 30% from 34%.

Attitudes About Healthy Eating

- Nine in ten respondents (91%) agree, in total, that they are well informed about nutritional information, including 52% who strongly agree. Eighty-eight percent (88%) of respondents agree, in total, that there is *enough information available* about healthy eating including 55% who strongly agree. Eighty-seven percent (87%) agree, in total that the information generally available is *useful to them* including 44% who strongly agree. Six in ten respondents (60%) agree overall that recommendations about healthy eating are *often contradictory*, with only one fifth (21%) expressing strong agreement.
- A comparison of the pre-campaign survey results to post-campaign results demonstrates the proportion of respondents who moderately agree they *feel well informed about nutrition information* increased to 39% from 36%. Fifty-eight percent (58%) of pre-campaign survey respondents strongly agree *there is enough information available about healthy eating* compared to 55% of post-campaign survey respondents. The proportion of respondents who strongly agree *information about healthy eating is often contradictory* decreased to 21% from 30%. The percentage of respondents who indicate total agreement ratings decreased to 60% from 70% and the proportion indicating they do not agree rose to 39% from 28%.
- A comparison of pre-campaign results to post-campaign results demonstrates no change in agreement with the statement that *information on nutrition is useful to me*.

Nutritional Eating Behaviors

- High proportions of respondents feel they make a conscious choice to eat healthier by *making better choices in size* (88%), *choosing a healthier food over a less healthy food* (86%) and *thinking about the benefits* of healthy eating choices (89%).

- A comparison of pre-campaign and post-campaign results shows the proportion of respondents providing total agreement ratings that they *chose a healthier food over a less healthy food* decreased to 86% from 90% including a decrease in the level of strongly agree ratings to 54% from 58%. The proportion of respondents indicating they do not agree rose to 13% from 10%.

CONCLUSIONS

Advertising and Awareness

- The Government of Alberta is in a strong position for undertaking communications campaigns in that Albertans consider the government's information on healthy eating and physical activity to be trustworthy, credible, useful and relevant.
- There is a high degree of awareness for advertising and information about healthy living among Albertans, reflecting the vast number of health and wellness messages in the media. Given the diversity of specific messages they are exposed to and the different sponsors of the information, Albertans find it difficult to remember specific details about the advertising and information they have been presented with.
- There is generally greater awareness of healthy eating as a communications theme than physical activity. However, many Albertans perceive that some of the messages relating to healthy living focus on both nutrition and exercise.
- While awareness of the Alberta Government as the sponsor of the Healthy Alberta campaign is low, most Albertans tend not to know who the sponsor is rather than perceiving it to be some organization other than the Alberta Government. Given the tendency for Albertans to perceive that the Alberta Government provides trustworthy, credible, useful and relevant information, low awareness of sponsor may limit the opportunity to capitalize on these perceptions.
- The majority (71%) of Albertans can recall at least one component of the Healthy Alberta campaign once provided with descriptions. Radio advertising is most easily recalled, with television being recalled by almost as many Albertans. While the number of television and radio spots that were used increase the overall effectiveness of these media in the mix, recall for the newspaper insert is similar to the most effective individual radio and television ads that were used.
- Awareness of the Alberta Health and Wellness Web site is 15%, with 4% incidence of use. The main reason to visit the Web site is to "check it out" rather than to find specific information, suggesting the campaign generated interest among Albertans in terms of their interest in becoming acquainted with the Web site and the information it provides.

- As a result of the Healthy Alberta campaign, half of Albertans discussed the information they were exposed to with others, such as their family, friends or co-workers, thereby creating the opportunity for considerable “pass-on” exposure to the communication messages. This also indicates the campaign generated considerable interest in healthy living issues among the Alberta public.

Impact of the Healthy Alberta Campaign on Attitudes and Behaviours

- In addition to the widespread awareness of the Healthy Alberta campaign, there are significant gains made in terms of Albertans’ attitudes regarding healthy eating and increasing physical activity, as well as perceptions of the information available to them on these topics. This immediate feedback is encouraging, as changes in attitudes are typically incremental over long periods of time, based on communications that build on previous messages.
- However, as might be anticipated, these changes in attitudes have not yet translated to positive changes in behaviours, which are typically even more incremental than attitudes and perceptions.

Attitudes About Healthy Eating and Physical Activity

- Very high proportions of Albertans perceive that even small steps taken to eat healthy and take part in physical activity make a difference to their health, and there is an increase in the strength of these perceptions relative to before the Healthy Alberta campaign took place.
- Albertans perceive more strongly that healthy eating makes a difference to their health relative to increasing their physical activity.

Attitudes About Information on Healthy Eating and Physical Activity

- Albertans perceive that they are well informed about nutritional information and physical activity and that there is enough information available to them about nutrition and physical fitness.
- While they believe that the information about nutrition and being physically active that is available is useful to them, nutrition related information is perceived to be more useful than information about physical activity. However, the strength of perception that physical activity information is useful has increased relative to before the Healthy Alberta campaign.
- Information on healthy eating and physical health is also perceived to often be contradictory. However, for information regarding healthy eating, this perception has decreased relative to results obtained prior to the Healthy Alberta campaign.

Nutritional Eating Behaviors

- Most Albertans perceive themselves to be thinking about and making healthy food choices. However, there is a decreased perception among Albertans that they choose a healthier food over a less healthy food, relative to before the Healthy Alberta campaign.

1. BACKGROUND AND INTRODUCTION

In 2003, Criterion Research Corp. was commissioned by Calder Bateman Communications to conduct a post-campaign survey on behalf of Alberta Health and Wellness. The survey was conducted to determine awareness and recognition of campaign materials and changes in attitudes and behaviors after a communication campaign was launched. The promotional campaign was intended to positively affect Albertans' behaviour and attitudes about healthy eating and being physically active.

Specifically, the post-campaign survey determines:

- Awareness and recognition of campaign materials,
- Incidence of Health and Wellness Web site visitation,
- Public perceptions of the Government of Alberta as an information source,
- Attitudes about available information on physical activity,
- Attitudes regarding increasing physical activity to achieve and maintain health,
- Attitudes about available information on healthy eating,
- Attitudes about choices to include healthy eating, and
- Nutritional eating behaviors affecting healthy eating.

A baseline survey of Albertans preceded the campaign launch. The purpose of the baseline survey was to determine self-reported behaviors, perceptions and attitudes about healthy eating and being physically active prior to the launch of the campaign.

This document provides an analytical report of the post-campaign survey. Where possible, comparisons are made between the post-campaign and baseline survey results.

2. METHODOLOGY

2.1 Sample Design

The target respondents for the research are members of the Alberta general public. A total of 1600 interviews were completed including 400 in the Edmonton census metropolitan area, 400 in the Calgary census metropolitan area, 400 in other cities and 400 in towns and rural areas.

Telephone interviews were randomized across and within households. Households were randomly selected within each geographic region. The survey was to be completed by the adult (18 years of age or older) in the household who had the most recent birthday.

2.2 Questionnaire Design

The survey instrument was designed in consultation with the client. The questionnaire was pre-tested to ensure suitability of language, flow and length. Sections of the questionnaire were consistent to the baseline survey to allow for comparisons.

A copy of the questionnaire is provided in Appendix A.

2.3 Data Collection

All data for this research was collected using the telephone interview methodology. Interviews were conducted from Criterion's office in Edmonton, Alberta between March 19 and March 31, 2003.

Prior to commencement of data collection, all interviewers and supervisors were thoroughly trained and briefed on the project requirements. The interviewing was monitored in progress with 20% of completed interviews being verified.

A total of five call attempts were made to each listing prior to excluding it from the sample base to maximize the representativeness of the sample. Busy numbers were scheduled for callback after a minimum of ten minutes. For those numbers where either an answering machine picked up or there was no answer, the call back was scheduled at a different time the following day.

2.4 Analysis of Findings

Analysis of the findings is based on the frequency of responses to each of the survey questions, organized by geographic area (Edmonton, Calgary, other cities and rural). Differences based on respondents' age are reported where they are statistically significant and have sufficient cell sizes.

2.5 Statistical Reliability

In the analysis of findings, no reference is made to statistical significance *per se* because such references can, at times, be misleading. For a given sample size, confidence bounds are set around an observed percentage so that such limits are correct 95 percent of the time (for example). These confidence limits are valuable indicators of the reliability of observed results and should be kept in mind when interpreting data. However, such tables do not provide any indicator of whether an observed percentage is meaningful, as that depends on context and interpretation, not confidence level alone.

Results for a survey with a sample size of 1600 respondents drawn from a population of 1,180,000 households are accurate to within ± 2.45 percentage points, 19 times out of 20. Results for the sample size of 400 respondents within each of the four geographic regions are accurate to within ± 4.90 percentage points, 19 times out of 20.

3. ANALYSIS OF FINDINGS

Throughout the questionnaire, a seven-point scale was used for respondents to rate their opinions. The scale used measures respondents' level of agreement where 1 means do not agree at all, 4 means agree and 7 means completely agree.

The various numerical ratings were consolidated, where appropriate for analysis and discussion, into three groups:

Rating on a scale of "1" to "7"	
6,7	"Top-box" ratings. These respondents express the strongest positive opinion with a particular element.
4,5	"Middle of the road" ratings. These respondents express neutral positive opinion with a particular element, or give a "shrug-pass" rating.
1,2,3	Negative ratings.

3.1 Demographic Profile of Respondents (Table 1)

The age of respondents is distributed over a number of age categories with 12% aged 18 to 24 years and half the respondents falling in either the 25 to 34 years (22%) and 35 to 44 years of age (24%) category. One in five respondents (21%) are in the 45 to 54 years of age group. A further 10% of respondents are 55 to 64 years of age, 7% are 65 to 74 years of age and 4% are 75 years of age or older.

More than half of respondents (58%) report having no children under 18 years of age in the household. About one in every five respondents each report having children in the household who are under six years of age (19%), six to 11 years of age (18%) or 12 to 18 years of age (20%).

Virtually all (98%) respondents have completed some or all of high school, or higher levels of education, including 14% who attended or completed technical school, 22% who attended or completed college, 27% who attended or completed university and 7% who attended or completed graduate school.

More than half of respondents describe themselves as working, either full time (45%) or part time (11%). A further 12% describe themselves as self-employed and 3% indicate they are unemployed.

Respondents report a wide variation in family income. A range of 10% to 12% of respondents have family incomes below \$20,000 (10%), \$20,000 to \$29,999 (11%), \$30,000 to \$39,999 (9%), \$50,000 to \$59,999 (12%) and \$100,000 or greater (12%). Twenty-three percent (23%) of respondents indicate having a family income in the \$60,000 to \$99,999 range and 16% do not know or refuse to answer the question.

Table 1. Demographics Profile

<i>All Respondents</i>	(N=1600)
AGE CATEGORY	
18 to 24 years of age	12%
25 to 34 years of age	22%
35 to 44 years of age	24%
45 to 54 years of age	21%
55 to 64 years of age	10%
65 to 74 years of age	7%
75 +	4%
ETHNICITY	
Canadian	38%
Caucasian	30%
British/Irish/Scottish/Welsh/English	10%
German	3%
Ukrainian	2%
Aboriginal/First Nations	2%
Asian	2%
East Indian	1%
Metis	1%
Scandinavian	1%
Other mentions (each below 1%)	6%
CHILDREN IN HOUSEHOLD	
Under 6 Years of age	19%
6 to 11 years of age	18%
12 to 18 years of age	20%
No Children	58%

Table 1. Demographics Profile Cont'd

EDUCATIONAL ATTAINMENT	
Some/completed elementary school	2%
Some/completed high school	28%
Some/completed technical school	14%
Some/completed college	22%
Some/completed university	27%
Some/completed graduate school	7%
Don't know/Refused	*
EMPLOYMENT STATUS	
Employed full time	45%
Employed part time	11%
Self-employed	12%
Unemployed	3%
Student	6%
Homemaker	8%
Retired	13%
Disability	1%
Other	*
Don't know/Refused	*
FAMILY INCOME	
Under \$20,000	10%
\$20,000 to \$29,999	11%
\$30,000 to \$39,999	9%
\$40,000 to \$49,999	8%
\$50,000 to \$59,999	12%
\$60,000 to \$99,999	23%
\$100,000 or greater	12%
Don't know/Refused	16%

*Less than 1%

3.2 Campaign Awareness and Recognition

3.2.1 Awareness of Any Advertisements or Information on Healthy Eating and Physical Activity (Table 2, Fig 1a-b)

Prior to discussing any specific information on advertising, respondents were asked if they could recall seeing or hearing any advertisements or information about healthy eating and being physically active.

More than four in five respondents (86%) indicate they can recall at least one instance of advertising or information about healthy eating and being physically active.

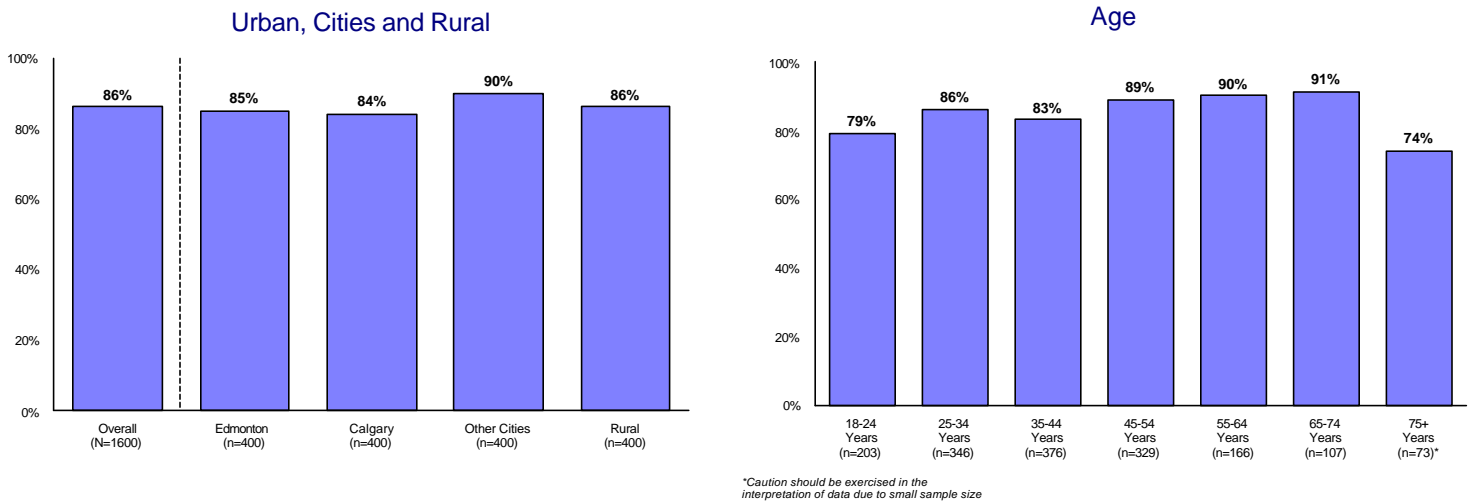
Table 2. Awareness of Advertising or Information About Healthy Eating or Being Physically Active (Q. 1)

<i>All Respondents</i>	(N=1600)
Recall Any Advertisements	
Yes	86%
No	13%
Don't Know/Not Stated	1%

Regional differences (Figure 1a) demonstrate that greater proportions of respondents in other cities (90%) are aware of advertising about healthy eating and physical activity than respondents in Edmonton (85%) and Calgary (84%).

Examination of results by age (Figure 1b) shows higher proportions of awareness indicated by respondents aged 25 to 34 years of age (86%), 45 to 54 years of age (89%), 55 to 64 years of age (90%), and 65 to 74 years of age (91%) than those aged 75 years or older (74%).

Fig. 1a-b: Awareness in Last Two Months of Advertising or Information About Healthy Eating or Being Physically Active



3.2.2 *Unaided Awareness of Healthy Alberta Advertising Components (Table 3)*

Respondents able to recall advertising or information about healthy eating and being physically active were asked to provide a description of the first advertisement that came to mind and then any other advertisements that came to mind.

Findings are analyzed on both a “top of mind” (first mentions) and total mentions basis.

Alberta Government advertisements regarding healthy eating and physical activity are mentioned by 4% of respondents on both a first mention and total mentions basis.

On a “top of mind” basis, 43% of the respondents recall advertising or information about healthy eating including the specific themes that healthy eating is important (26%) and that we should eat more vegetables and fruit (6%). A further 5% mention that we should eat a low fat/cholesterol diet “top of mind.”

Forty-two percent (42%) reference the media from which they recall the advertisement or information on a first mention basis. Another 25% mention the importance of fitness and activities.

One-quarter (25%) mention the content of specifically recalled information, including 6% referring to a “body break TV ad” about healthy eating and exercise. Twelve percent (12%) cite general health including 4% who mention changing your diet and exercise and having a healthy lifestyle. All other components are each mentioned by 4% or fewer respondents.

On a total mentions basis, half (49%) of the respondents aware of advertising or information refer to healthy eating, including that healthy eating is important (mentioned by 30%), eating more vegetables and fruit (7%), eating a low fat/cholesterol diet (6%) and reference to the number of servings from each food group (6%). Half (49%) provide comments about the media source of the advertising and 30% stress the importance of fitness and activities.

Thirty-two percent (32%) provide comments relating to specific advertising content, including 8% who refer to the “body break TV ad” and 5% who mention a television commercial about a man and woman walking a dog. All other components are each mentioned by 5% or fewer respondents.

Table 3: Unaided Awareness of "Healthy Alberta" Advertisement Components (Q. 2,3)
-First and Total Mentions-

<i>All Respondents (N=1600)</i>	First Mentions	Total Mentions
Healthy Eating (NET)	43%	49%
Healthy eating is important	26%	30%
Eat more vegetables / fruit	6%	7%
Eat a low fat / cholesterol diet	5%	6%
Number of servings from each food group daily	4%	6%
Healthy/simple choices	3%	4%
Healthy recipes	2%	4%
Milk is healthy	2%	3%
Salad instead of fries	1%	2%
Eat foods that help prevent heart disease	2%	2%
Vitamins are important	1%	2%
Other healthy eating mentions	2%	4%
Media	42%	49%
Importance of fitness and activities	25%	30%
Content (NET)	25%	32%
Body Break TV ad – eat healthy and exercise	6%	8%
TV commercial – man/woman walking a dog	4%	5%
Alberta Government campaign – healthy eating and exercise	4%	4%
Canada Food Guide	3%	5%
TV ad – get active, healthy eating and exercise	3%	4%
TV ad – man asked which burger is a better choice	1%	1%
Gym ad – the importance of physical fitness	1%	2%
Canadian Government /Healthy Canada ad – healthy lifestyle	1%	2%
Alberta Milk Producers – a big smile with healthy teeth	1%	1%
Becel commercial – stop to smell the flowers / eating right	*	1%
TV ad – “What goes into the cart goes into your body”	1%	1%
Other content mentions	6%	4%
General Health (NET)	12%	16%
Change your diet and exercise / healthy lifestyle	4%	5%
General health information	3%	4%
Lose weight	2%	2%
Smoking is not healthy	1%	2%
Other general health mentions	2%	4%
Other Mentions	5%	9%
No Response/ Don't Know	21%	21%

*Less than 1%

3.2.3 Unaided Recall of Healthy Alberta Messages (Table 4)

Respondents able to recall advertising or information about healthy eating and being physically active were asked to describe the overall message of the advertisements or information that came to mind.

Thirty-eight percent (38%) of the respondents mention advertising or information about healthy eating in particular, including 32% who specifically mention eating healthy and eating right. One-third (33%) cite fitness and activities, including 19% who mention getting out and exercising and 11% who mention keeping active. Twenty-seven percent (27%) cite general health, including 14% who mention living an active lifestyle to keep healthy. Six percent (6%) mention the message suggesting that **getting healthy does not have to be hard** and another 6% mention the message, **“It’s your choice.”** Four percent (4%) mention **“you will feel better,”** **“even a little change helps,”** and 1% mention **“simple steps.”** All other components are each mentioned by 3% or fewer respondents.

Table 4: Unaided Recall of Overall Message of Advertisement (Q. 4)
-Multiple Mentions-

<i>Respondents recalling any advertisement</i>	(n=1085)
Healthy Eating (NET)	38%
Eat healthy / right	32%
Eat extra fruits and vegetables	3%
Smart / healthy choices	3%
Stick to low fat proteins	2%
Other healthy eating mentions	2%
Fitness and Activities (NET)	33%
Get out and exercise	19%
Keep active	11%
Exercise is invaluable for controlling various diseases	2%
Other fitness and activities mentions	2%
General Health (NET)	27%
Living an active lifestyle / be healthy	14%
Live longer eating healthy and exercising	3%
Get your body in better shape / lose weight	2%
Health awareness	2%
Shouldn’t smoke	1%
Be responsible for your own health	1%
Change in concept / consciousness about eating / lifestyle	1%
Stay healthy	1%
Other general health mentions	4%

Table 4: Unaided Recall of Overall Message of Advertisement (Q. 4) Cont'd
-Multiple Mentions-

<i>Respondents recalling any advertisement</i>	(n=1085)
Getting healthy does not have to be hard	6%
Its your choice	6%
You will feel better	4%
Even a little change helps	4%
Simple steps	1%
Other Mentions	7%
Don't Know	10%

3.2.4 Unaided Recall of Slogans (Table 5)

Respondents were asked to describe the taglines, phrases or slogans they associated with the advertisements.

Ten percent (10%) of respondents mention slogans related to general health, and 7% mention healthy eating. Six percent (6%) mention specific Healthy Alberta slogans including “**Healthy U**” (2%), “**Choose Well**” (2%) and “**A change will do you good**” (2%). Fewer than 1% of respondents mention “**Visit the Web site.**” Four percent (4%) mention fitness and activities slogans, including 2% referring to participation.

Four in ten respondents (41%) do not know or volunteer a slogan or tagline.

Table 5: Unaided Recall of Advertisement Taglines, Phrases and Slogans (Q. 5)

-Multiple Mentions-

<i>All Respondents</i>	(N=1600)
General Health (NET)	10%
Be fit / be healthy	3%
Healthy choices	1%
Healthy lifestyle	1%
Keep fit and have fun	1%
Other general health mentions	4%
Healthy Eating (NET)	7%
Healthy eating	2%
5 to 10 servings of fruit and vegetables a day	2%
Eat well	1%
Got Milk?	1%
Other healthy eating mentions	2%
Healthy Alberta Slogans (NET)	6%
Healthy U	2%
Choose Well	2%
A change will do you good	2%
Visit the Healthy Alberta Web site	*
Fitness and Activities (NET)	4%
Participation	2%
Get up and be active	2%
Other fitness and activities mentions	1%
Other Mentions	4%
Don't Know	41%

3.2.5 Aided Awareness of Sponsorship (Table 6)

Respondents were asked if they knew who sponsored the advertisements using the slogans “a change will do you good”, “choose well” and “Healthy U”.

Three percent (3%) of all respondents identify the Government of Alberta as the sponsor while 2% identify Alberta Health and Wellness. One percent (1%) suggest the Canadian Government.

Table 6. Sponsor Identified for the Advertisement (Q. 6b)

<i>All Respondents</i>	(N=1600)
Government of Alberta	3%
Alberta Health and Wellness	2%
Canadian Government	1%
Other mentions (each below 5%)	27%
Don't Know/Not Stated	67%

3.2.6 Aided Advertisement Recall (Table 7)

Awareness of advertising and information increases substantially when respondents are prompted with descriptions of the advertisements and information about healthy eating and being physically active. **Seven in ten respondents (71%) are able to recall at least one Healthy Alberta advertisement.**

Advertisements and information about healthy eating and being physically active are most frequently recalled from the medium of radio (49%). The highest proportions of respondents recall “Two men waiting for an elevator” (24%) and “Man and woman discussing they are going to do for lunch” (22%). Forty-one percent of respondents (41%) recognize components appearing on the television, including “Man in vehicle ordering fast food” (26%), “Checkout counter/junk food (25%) and “Man asleep in bed” (22%). Twenty-three percent of respondents (23%) recognize the newspaper components, including 22% who saw the newspaper insert. Fifteen percent (15%) recognize the Healthy Alberta Web site.

Regional differences are demonstrated for some of the components (Table 7). Respondents in other cities provide a higher proportion of aided recall awareness (29%) of elevator than respondents in Calgary (23%) or rural areas (23%). Where other regional differences in results exist, lower proportions of rural respondents are aware of the advertising and information components.

Table 7: Aided Recall of Healthy Alberta Advertising Components (Q. 7)

<i>All Respondents</i>	(N=1600)	Edmonton (n=400)	Calgary (n=400)	Other Cities (n=400)	Rural (n=400)
Radio (NET)	49%				
Elevator	24%	26%	23%	29%	23%
Lunch plans	22%				
Bob has no energy	18%	21%	15%	17%	18%
Grocery carts items	15%				
Get-well card	14%	18%	14%	13%	10%
Medical alert bracelet	14%	16%	16%	14%	10%
Television (NET)	41%				
Man ordering fast food	26%	30%	29%	24%	20%
Checkout counter	25%	31%	26%	22%	20%
Man asleep in bed	22%	26%	23%	20%	16%
Newspaper (NET)	23%				
Newspaper insert	22%				
Newspaper ad	6%				
Web site	15%				

Note: Regional results are only shown for advertising where regional differences in awareness exist

3.2.6.1 Discussion of the Ads or Materials with Other People (Table 8, Fig 2a,b)

Respondents who recognize any of the described Healthy Alberta advertisements and components were asked if they had discussed the messages about healthy eating and being physically active with anyone else such as family members, friends or co-workers.

Half those recalling the advertising (49%) indicate they did discuss the messages about healthy eating and being physically active with someone else (Table 9).

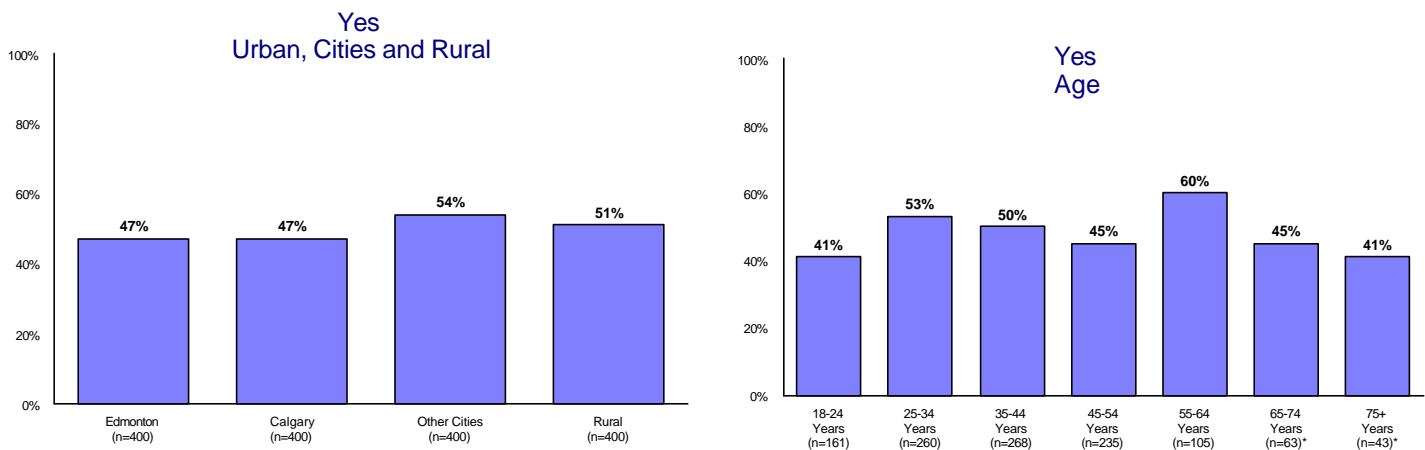
Table 8. Discussed Advertising with Others (Q. 8)

<i>All Respondents</i>	(N=1600)
Yes	49%
No	50%
Don't Know/Not Stated	1%

Regionally (Figure 2a) a higher proportion of respondents in other cities (54%) discuss the messages than urban respondents in Edmonton (47%) and Calgary (47%).

Responses vary according to respondent age (Figure 2b). A higher proportion of respondents aged 55 to 64 years (60%) discuss the messages than respondents aged 18 to 24 years (41%), 45 to 54 years (45%), 65 to 74 years (45%) and those aged 75 years and older (41%).

Fig.2a,b: Mentioned Messages to Anyone Such as Family Member, Friend, or Co-Worker (Q.10)



*Caution should be exercised in the interpretation of data due to small sample size

3.2.6.2 Visiting the Web site (Table 9, 10)

Respondents were asked if they had visited the site. Four percent (4%) of all respondents visited the Healthy Alberta Web site.

Table 9. Visiting the Health and Wellness Web site (Q. 8)

<i>All Respondents</i>	(N=1600)
Yes	4%
No	96%
Don't Know/Not Stated	*

Those respondents who are aware of the Healthy Alberta Web site, described as a component of the advertising, were asked why they had, or had not, visited the site.

Most frequently, respondents visit the Web site because they just want to check it (10%) or because they are looking for general health information (4%) (Table 10).

Respondents choose not to visit the Web site because they do not have the time (20%), the household does not have a computer (17%) or because they already have the information (15%). Eleven percent (11%) of respondents have not “gotten around” to visiting the Web site yet and 5% are not interested in visiting the site.

Table 10. Reasons to Visit/Not Visit Web site (Q. 9)

<i>Respondents recalling Web site component</i>	(n=237)
Reasons to Visit (NET)	23%
Just wanted to check out the Web site	10%
General Health Information	4%
Information about health foods	3%
Healthy recipes/Cooking ideas	3%
Information about health problems	3%
Other mentions (each under 2%)	4%
Reasons to Not Visit (NET)	75%
Don't have the time	20%
Household does not have a computer	17%
Already have the information	15%
Never heard of it/didn't know about it	10%
Haven't gotten around to it yet	11%
Not interested	5%
Other mentions	7%
Don't Know/Not Stated	3%

3.3 Changes in Attitudes and Behaviors

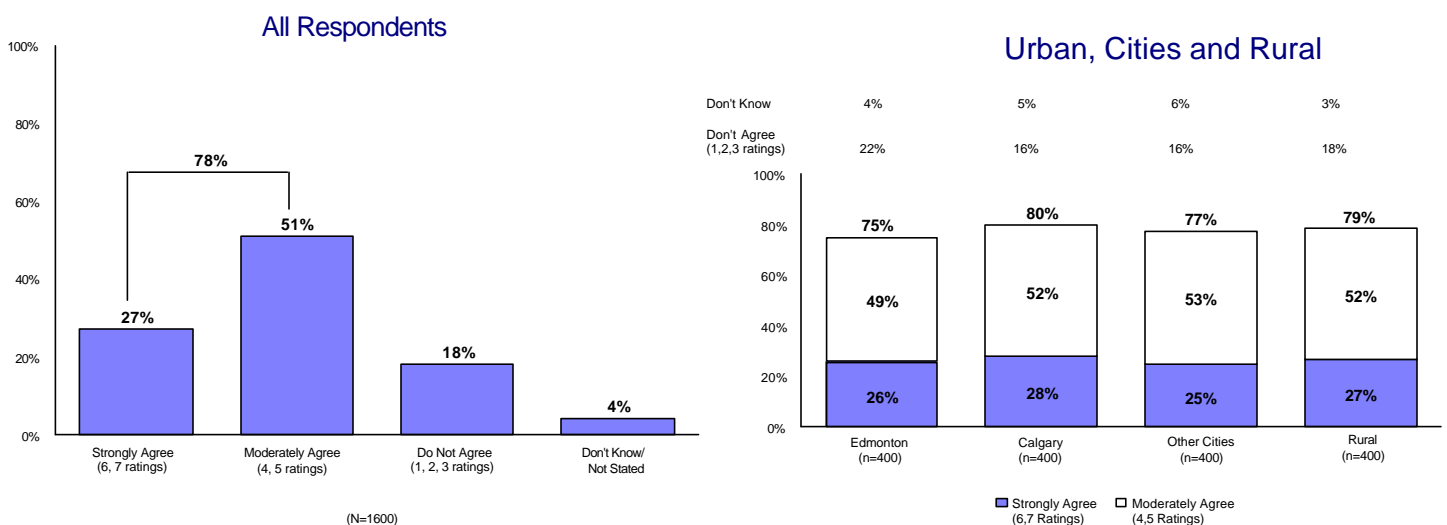
3.3.1 Perceptions of the Government of Alberta as an Information Source (Fig 3a,b & 4a-c)

Respondents were asked to rate their perceptions of the Government of Alberta as a provider of information on healthy eating and being physically active.

The majority of respondents (78%) agree (4,5,6,7 ratings) that the Alberta Government is a **trustworthy and reliable source of information** on healthy eating and being physically active (Figure 3a). Twenty-seven percent (27%) of respondents strongly agree (6,7 ratings) and 51% moderately agree (4,5 ratings) that the government is a trustworthy and credible information source. There is potential for increasing the level of agreement given the large proportion of “do not agree” responses (18%) and the possibility that those expressing moderate agreement could be moved to an attitude of strong agreement.

Regionally (Figure 3b) respondents in Edmonton (22%) provide higher proportions of “do not agree” ratings than respondents in Calgary (16%) for the Alberta Government being trustworthy and reliable source of information about healthy eating and being physically active.

Fig 3a,b: The Government of Alberta as a Trustworthy & Reliable Source of Information on Healthy Eating & Being Physically Active (Q.11)
 (Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)



Respondents were also asked to rate their level of agreement that the Alberta Government provides information on healthy eating and being physically active that is **useful and relevant**.

Three quarters (75%) of post-campaign survey respondents agree that Alberta Government provides useful and relevant information on healthy eating and being physically active (Figure 4a). Twenty-nine percent (29%) of respondents strongly agree with the statement and 47% moderately agree.

Regional differences show that respondents in other cities (80%) provide higher proportions of agreement ratings than respondents in Calgary (73%) (Figure 4b). Respondents in Calgary (22%) and rural areas (20%) provide higher proportions of “do not agree ratings than respondents in other cities (14%).

Agreement levels vary according to age (Figure 4c). Higher proportions of overall agreement are provided by respondents 18 to 24 years of age (81%) than for respondents in the 65 to 74 year old group (63%). Respondents in the 45 to 54 year old group (26%) provide higher proportions of “do not agree” ratings than respondents aged 75 years and over (13%).

Fig. 4a-c: The Government of Alberta Provides Information on Healthy Eating and Being Physically Active that is Useful and Relevant (Q.11)
(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

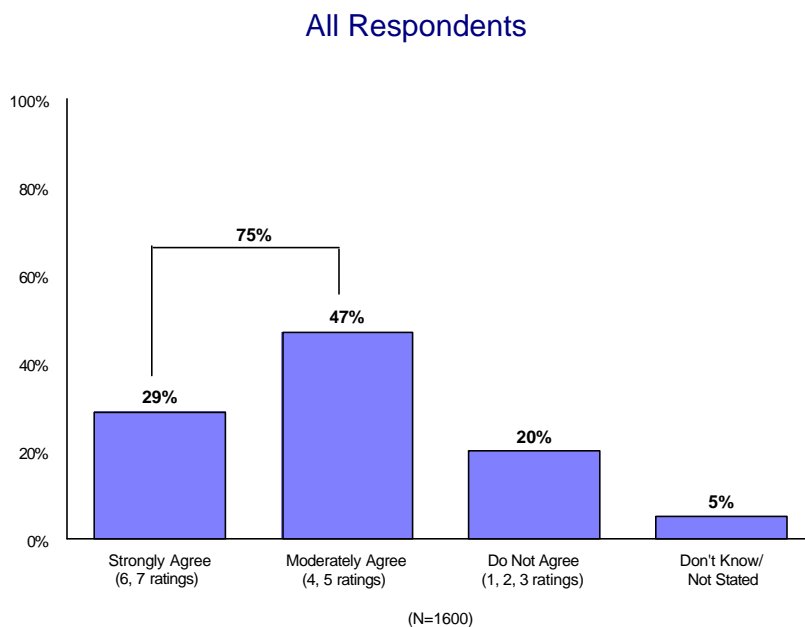
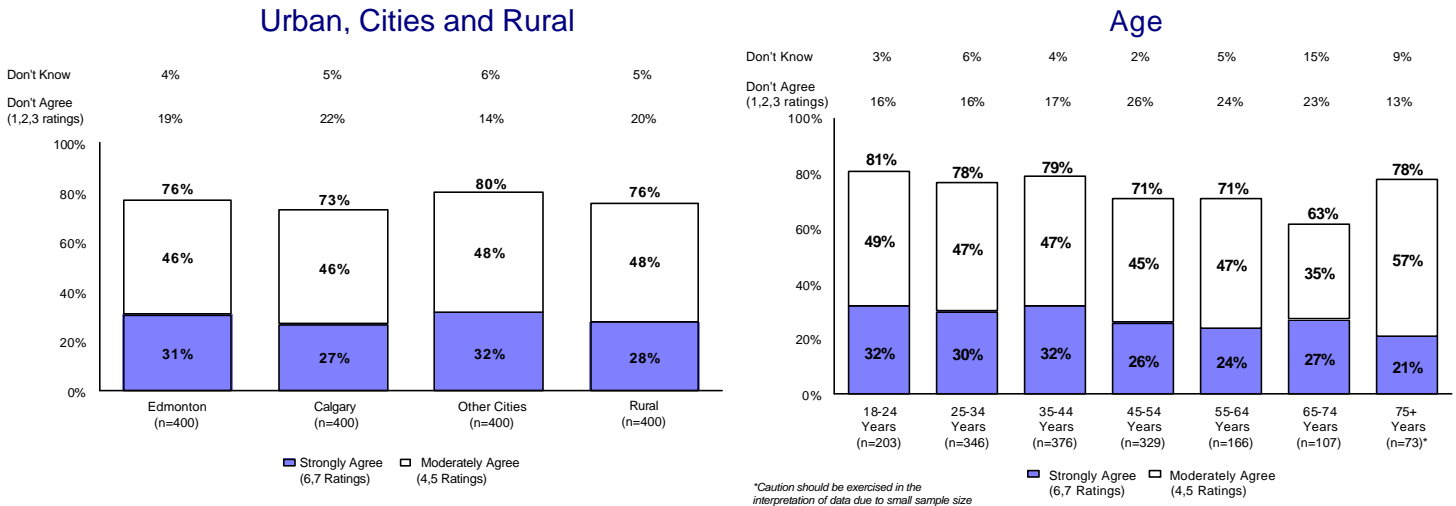


Fig. 4a-c: The Government of Alberta Provides Information on Healthy Eating and Being Physically Active that is Useful and Relevant (Q.11) Cont'd

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)



3.3.2 Attitudes About Information on Physical Activity (Fig 5a,b,c-1 & 2, d-1 & 2, e)

Respondents were asked to provide opinions about information on being physically active.

Overall Alberta

In the post-campaign survey, nine of ten respondents (89%) indicate total agreement (4,5,6,7 ratings) that *there is enough information available about achieving and maintaining physical fitness* (Figure 5a). This includes a majority (55%) who strongly agree (6,7 ratings) and 34% who moderately agree (4,5 ratings). Similar percentages of respondents agree that *they feel well informed about increasing their physical activity* (93%) with 62% strongly agreeing and 31% moderately agreeing.

Lower percentages of respondents, although still a majority, agree that the *information generally available to them on being physically active is useful to them personally*. Eighty percent (80%) in total agree with the statement including 38% who strongly agree and 41% who moderately agree. The lowest proportion of agreement ratings is provided for the statement that *recommendations about achieving and maintaining physical health are often contradictory*. Although a majority (56%) of respondents agree in total, only 19% strongly agree while the remaining 37% moderately agree.

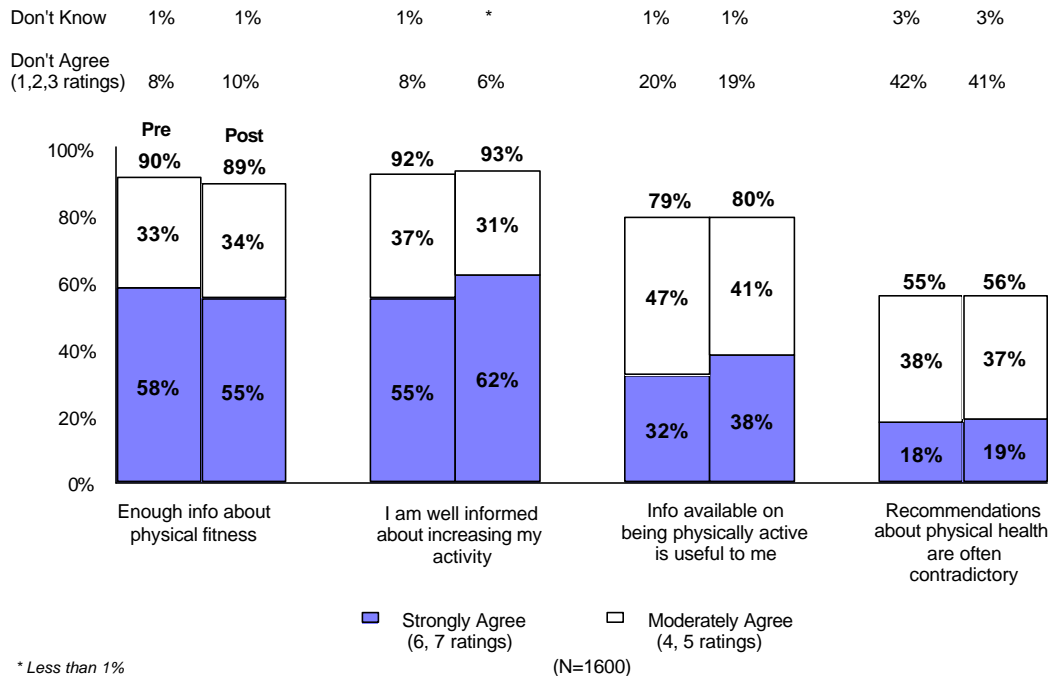
A comparison to baseline results indicates some changes in responses in the post-campaign survey from the pre-campaign survey (Figure 5a). The proportion of respondents indicating strong agreement with the statement that *there is enough information available about achieving and maintaining physical fitness* decreased to 55% in post-campaign results from 58% in pre-campaign results. At the same time, the level of strongly agree ratings for the statement that respondents *feel well informed about increasing their physical activity* increased to 62% from 55% and the proportion of respondents who moderately agree decreased to 31% from 37%.

The proportion of respondents providing strongly agree ratings for the statement *information generally available to them on being physically active is useful to them, personally* increased to 38% from 32% while the proportion of respondents who moderately agree declined to 41% from 47%.

Fig.5a: Information on Being Physically Active(Q.12)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

- All Respondents -



Well Informed About Increasing Physical Activity

Age Related Differences

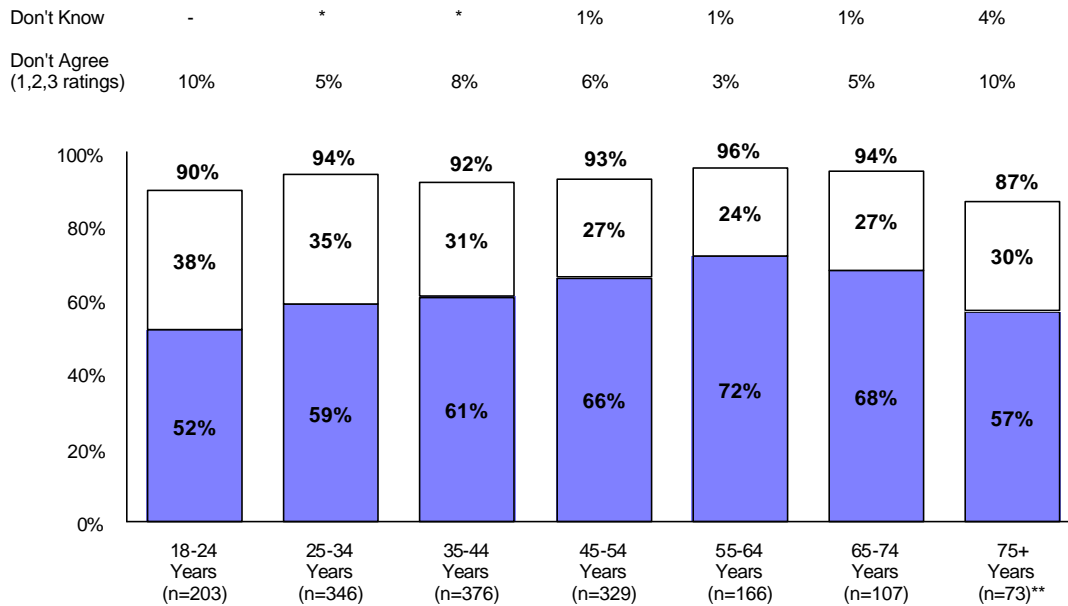
Regarding differences by age group, a higher proportion of post-campaign respondents in the 55 to 64 year old group provide strongly agree (72%) ratings for the statement *I feel I am well informed about increasing my physical activity* than those aged 18 to 24 years (52%) and those aged 75 years and older (57%) (Figure 5b).

Fig.5b: Information on Being Physically Active (Q.12)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

"I feel I am well informed about increasing my physical activity"

- Age -



* Less than 1%

**Caution should be exercised in the interpretation of data due to small sample size

Enough Information Available About Achieving and Maintaining Physical Fitness

Regional Differences

Post-campaign respondents in other cities provide a higher proportions of strongly agree (58%) ratings with the statement that *there is enough information available about achieving and maintaining physical fitness* than respondents in Edmonton (54%) (Figure 5c-1). Rural respondents moderately agree more frequently (37%) than respondents in Calgary (32%) and other cities (31%).

Age Related Differences

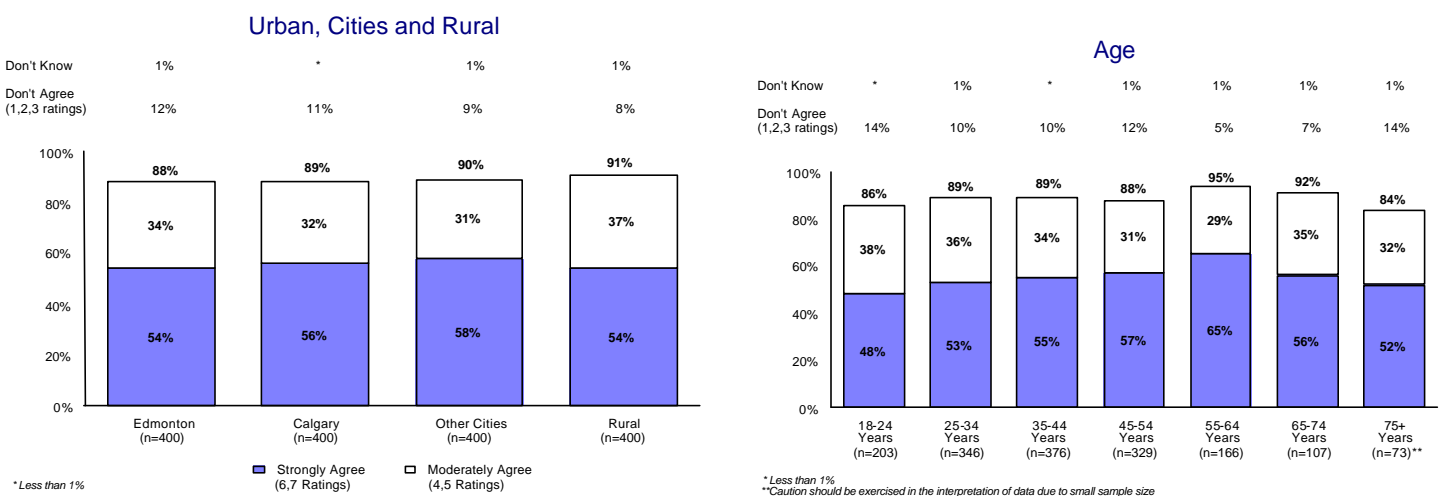
Regarding respondents' age, post-campaign survey respondents in the 55 to 64 year old group provide a higher proportion of strongly agree (65%) ratings than respondents aged 18 to 24 years (48%), 25 to 34 years (53%), and those aged 75 years and older (52%) (Figure 5c-2).

Figure 5b-2 demonstrates a trend similar to that found in Figure 5a. The proportions of both overall agreement ratings and strongly agree ratings are lower among respondents aged 18 to 24 years (86% overall agree and 48% strongly agree) than those aged 55 to 64 years (95% and 65%) and 75 years and older (84% and 52%).

Fig.5c 1 & 2: Information About Being Physically Active (Q.12)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

“There is enough information about achieving and maintaining physical fitness”



Recommendations About Achieving and Maintaining Physical Health are Often Contradictory

Baseline versus Post-Campaign

A comparison of pre-campaign to post-campaign results indicates a decrease in “do not agree” ratings to 38% from 43% in Edmonton (Figure 5d-1). Respondents indicating they moderately agree decreased in other cities (to 36% from 41%).

Regional Differences

Regional differences for post-campaign results show that higher proportions of rural respondents (40%) and those from Edmonton (39%) moderately agree with the statement *I find that recommendations about achieving and maintaining physical health are often contradictory* compared to respondents in Calgary (33%) (Figure 5d-1). Respondents in Calgary (46%) and other cities (44%) provide a higher proportion of “do not agree” ratings than those in Edmonton (38%) and rural areas 38%).

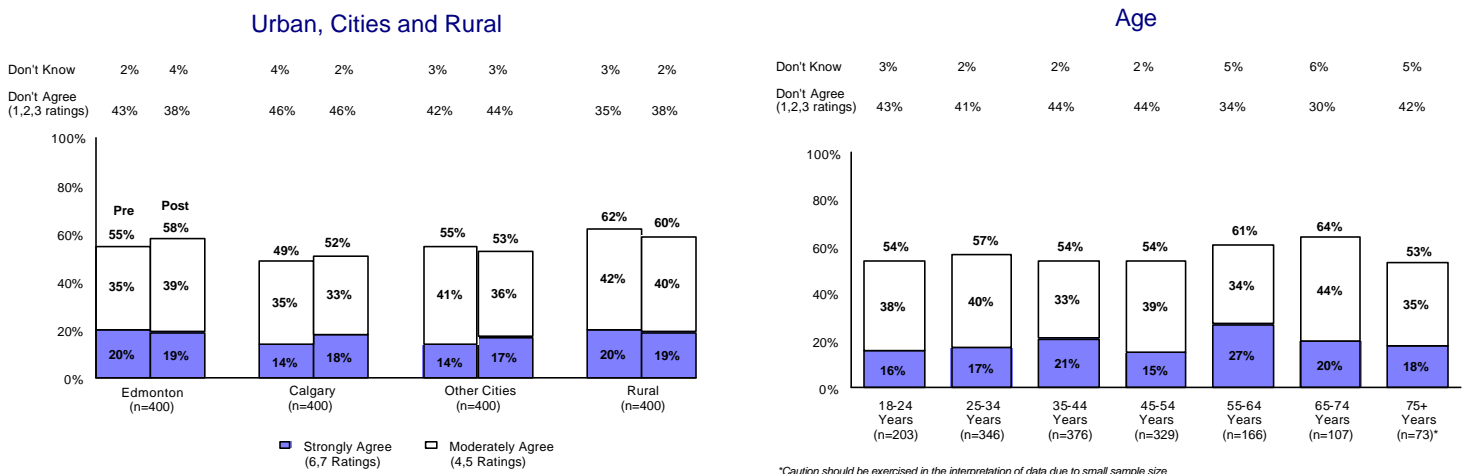
Age Related Differences

Age group differences for the post-campaign results show that in the 35 to 44 years, the 45 to 54 years and the 18 to 24 year old groups there are higher proportions of do not agree (44%, 44% and 43%) ratings than in the 65 to 74 year old group (30%) (Figure 5d-2).

Fig.5d 1 & 2: Information About Being Physically Active (Q.12)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

“I find that recommendations about achieving and maintaining physical health are often contradictory”



Information Generally Available on Being Physically Active is Useful to Me

Age Related Differences

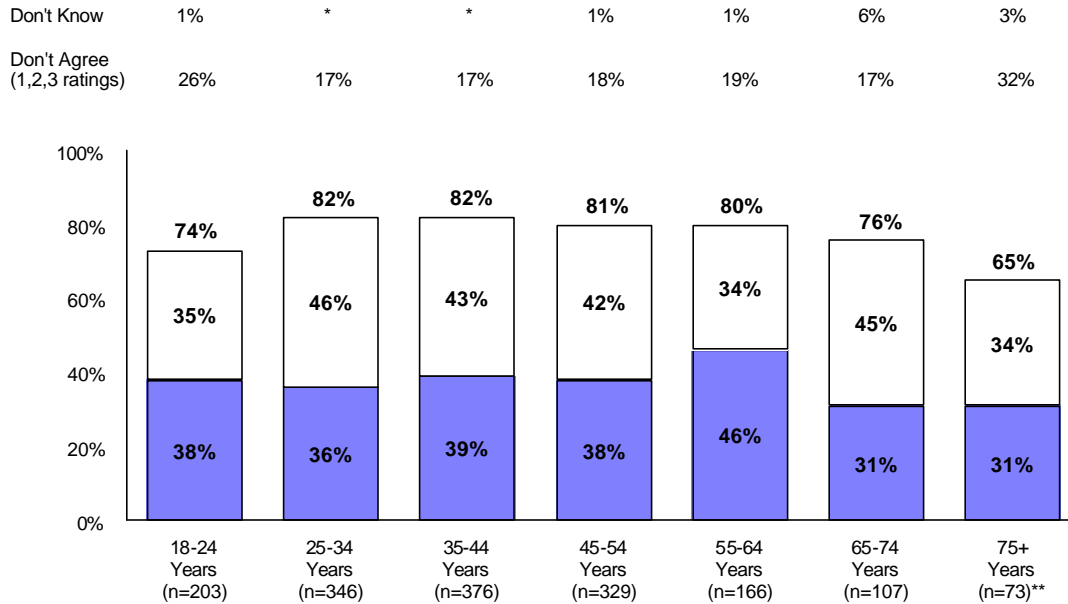
Regarding Respondents' age, post-campaign survey respondents aged 55 to 64 years provide a higher proportion of strongly agree (46%) ratings for the statement *the information generally available on being physically active is useful to me, personally* than respondents aged 65 to 74 years (31%) and 75 years and older (31%) (Figure 5e). The proportions of respondents indicating total agreement is higher in the 25 to 34 years (82%), 35 to 44 years (82%), 45 to 54 years (81%) and 55 to 64 years old (80%) segments compared to respondents aged 75 and older (65%). Respondents in the 75 and older age group provide higher proportions of do not agree (32%) ratings than respondents aged 45 to 54 years (18%), 35 to 44 years (17%), and 25 to 34 (17%) years.

Fig.5e: Information on Being Physically Active (Q.12)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

"The information generally available on being physically active is useful to me"

- Age -



* Less than 1%

**Caution should be exercised in the interpretation of data due to small sample size

3.3.3 Attitudes About Increasing Physical Activity (Fig 6a,b)

Respondents were asked questions on the topic of increasing physical activity. Specifically, respondents were asked to rate the extent with which they agree that doing only small things to increase their physical activity will make a difference (Figure 6a).

A high proportion of respondents (92%) indicate total agreement that *if they do only small things to increase their physical activity, it will make a difference* including a majority (62%) who strongly agree and 30% who moderately agree.

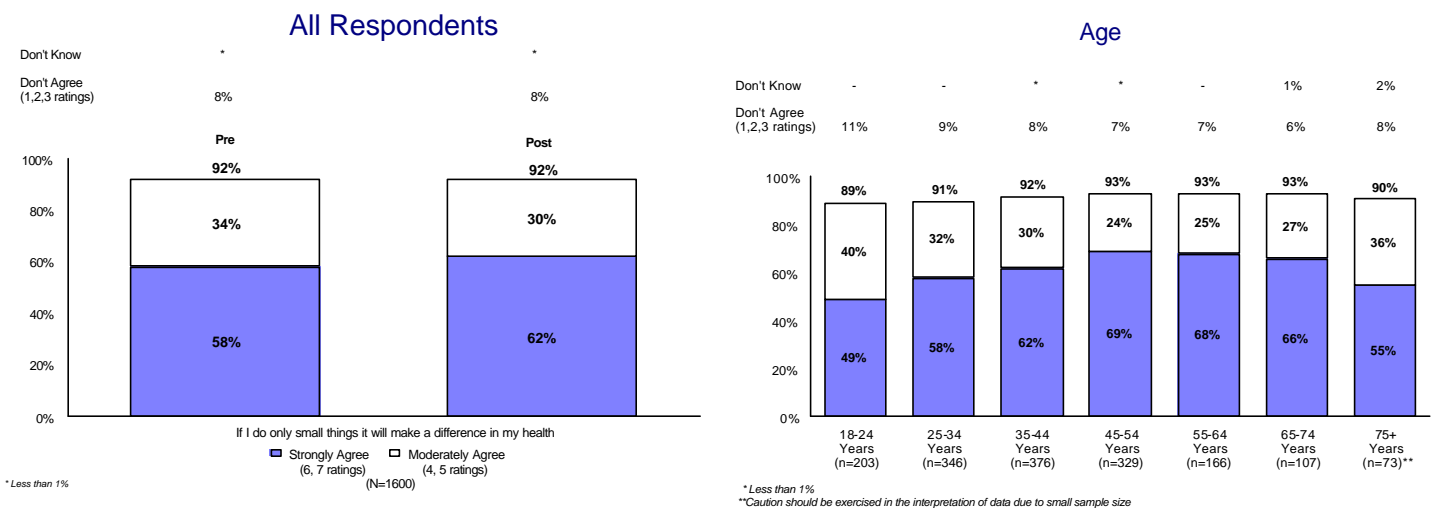
Baseline versus Post-Campaign

A comparison of pre-campaign survey results to post-campaign results shows that the proportion of respondents indicating strongly agree ratings increased to 62% from 58% (Figure 6b). At the same time, the percentage of respondents who moderately agree declined to 30% from 34%.

Age Related Differences

Analysis by age shows that post-campaign survey respondents in the 45 to 54 years (69%), 55 to 64 years (68%) and the 65 to 74 year old group (66%) indicate higher proportions of strong agreement than those aged 18 to 24 years (49%) (Figure 6b).

Fig.6a,b: Increasing Physical Activity (Q.13)
(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)



3.3.4 Attitudes About Information on Healthy Eating (Fig 7a,b,c,d-1 & 2)

Overall Alberta

Respondents were asked a series of questions about their attitudes regarding information about healthy eating (Figure 7a). A high proportion of post-campaign survey respondents provide total agreement (91%) (4, 5, 6, 7 ratings) ratings that they *feel well informed about nutrition information*. A majority (52%) strongly agree (6,7 ratings) and 39% moderately agree (4,5, ratings).

Similar levels of total agreement (88%) are expressed for the statement *there is enough information available about healthy eating*. Fifty-five percent (55%) agree strongly and 33% moderately agree.

Respondents agree somewhat less frequently (87%) that *the information generally available to them on nutrition is useful to them*. Forty-four percent (44%) of respondents strongly agree and 43% moderately agree.

A lower proportion of total agreement is provided for the statement that *information about healthy eating is often contradictory* (60%). One in every five respondents (39%) do not agree with the statement. Only 21% strongly agree with the statement.

Baseline versus Post-Campaign

A comparison indicates some changes in response from the pre-campaign survey to the post-campaign survey (Figure 7a). The proportion of respondents who moderately agree they *feel well informed about nutrition information* increased to 39% from 36%. Fifty-eight percent (58%) of pre-campaign survey respondents strongly agree *there is enough information available about healthy eating* compared to 55% of post-campaign survey respondents.

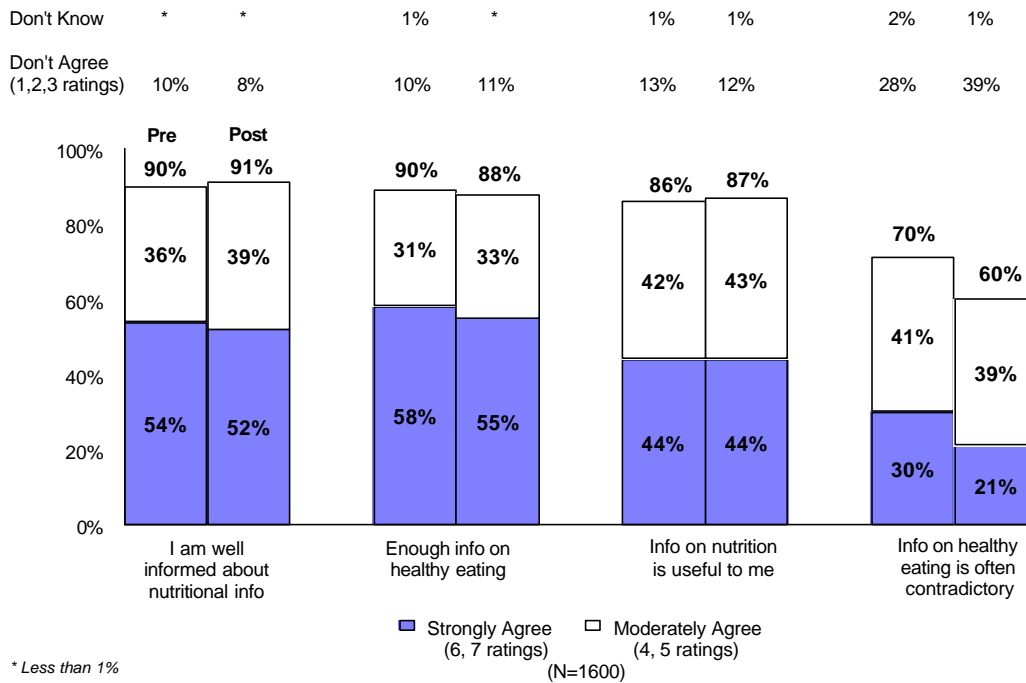
The proportion of respondents who strongly agree *information about healthy eating is often contradictory* decreased to 21% from 30%. The percentage of respondents who indicate total agreement decreased to 60% from 70% and the proportion indicating they do not agree rose to 39% from 28%.

A comparison of pre-campaign to post-campaign survey results demonstrates that the proportion of respondents in other cities who strongly agree *the information generally available to them on nutrition is useful to them* increased to 48% from 43% and the percentage of those who moderately agree decreased to 39% from 44%.

Fig.7a: Information on Healthy Eating(Q.14)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

- All Respondents -



I Feel Informed About Nutritional Information

Age Related Differences

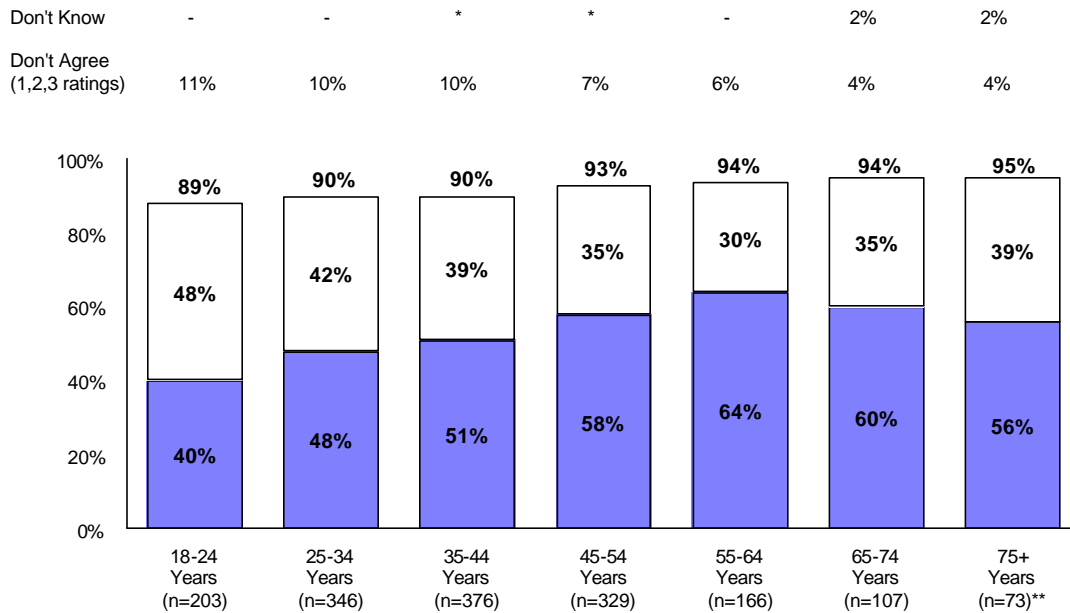
Age group differences show that a higher proportion of post-campaign respondents aged 55 to 64 years (64%) and 65 to 74 years (60%) strongly agree with the statement *I feel informed about nutritional information* compared to respondents aged 18 to 24 years (40%), 35 to 44 years (51%), and 25 to 34 years (48%) (Figure 7b). Those aged 18 to 24 years provide a higher proportion of moderate agreement (48%) ratings than respondents aged 45 to 54 years (35%), 55 to 64 years (30%) and the 65 to 74 (35%).

Fig.7b: Information on Healthy Eating (Q.14)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

“I feel informed about nutritional information”

- Age -



* Less than 1%

**Caution should be exercised in the interpretation of data due to small sample size

There is Enough Information Available About Healthy Eating

Age Related Differences

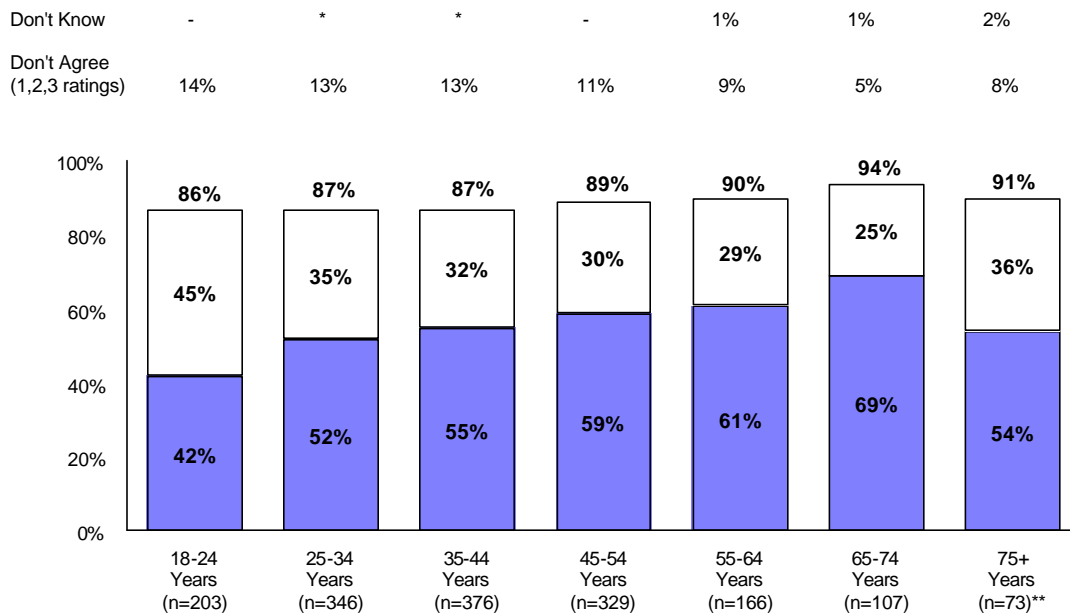
Differences in the results are evident in the post-campaign results (Figure 7c). Higher proportions of respondents aged 45 to 54 years (59%) 55 to 64 years (61%) and 65 to 74 years (69%) strongly agree that *there is enough information available about healthy eating* compared to respondents aged 18 to 24 years (42%). Similar to the results in Figure 7a, the proportion of strongly agree ratings is lower for those aged 18 to 24 (42%) and those aged 75 and older (54%) than those respondents aged 65 to 74 years (69%).

Fig.7c: Information on Healthy Eating (Q.14)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

“There is enough information available about healthy eating”

- Age -



* Less than 1%

**Caution should be exercised in the interpretation of data due to small sample size

The Information Generally Available to Them on Nutrition is Useful

Regional Differences

Regionally, post-campaign survey results show that higher proportions of respondents in other cities (48%) indicate they strongly agree that *the information generally available to them on nutrition is useful to them* compared to 42% of rural respondents (Figure 7d-1).

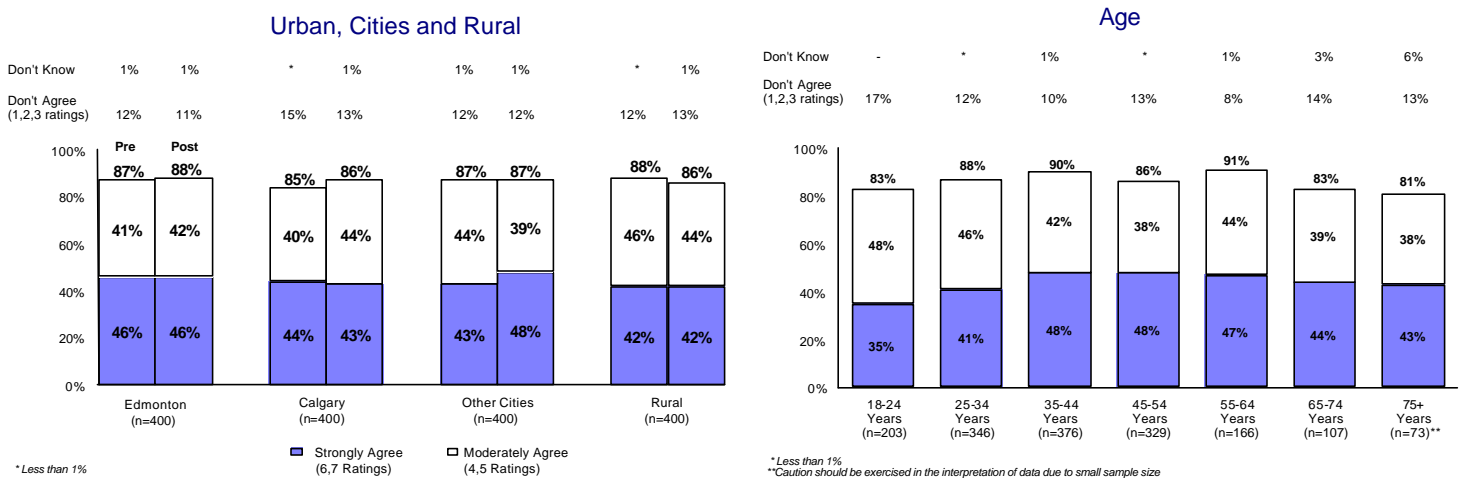
Age Related Differences

Regarding respondents' age, the post-campaign survey results show respondents aged 35 to 44 years (48%) and 45 to 54 years (48%) provide higher proportions of strong agreement that *the information generally available to them on nutrition is useful to them* compared to respondents in the 18 to 24 year old group (35%) (Figure 7d-2).

Fig.7d 1 & 2: Information on Healthy Eating (Q.13)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

“The information generally available on nutrition is useful to me personally”



* Less than 1%

**Caution should be exercised in the interpretation of data due to small sample size

3.3.5 Attitudes About Making Good Nutritional Choices (Fig. 8a,b)

Overall Alberta

Respondents were asked to express their level of agreement with the statement “*making good nutrition choices, even small ones, even occasionally, such as adding fruits and vegetables daily, can make a difference in your health.*” (Figure 8a). Respondents provide a high level of agreement with the statements.

Virtually all (98%) of post-campaign respondents agree, in total with the statement, including 81% who strongly agree and 18% who moderately agree.

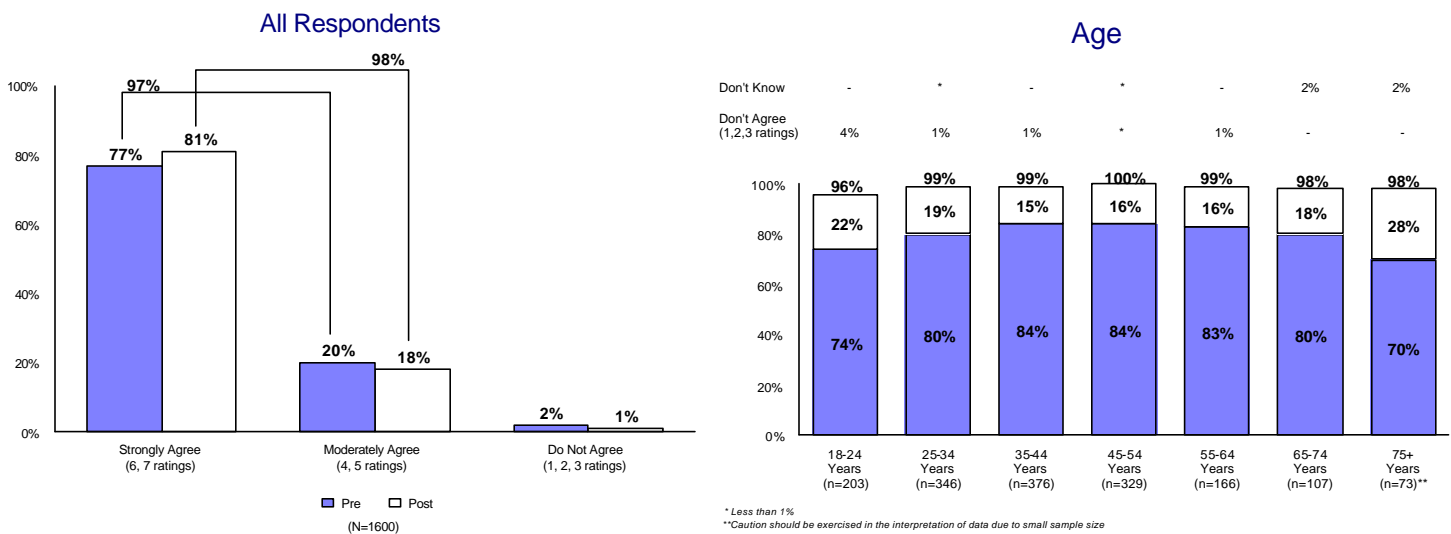
Baseline versus Post-Campaign

A comparison indicates some changes in response from the pre-campaign survey to the post-campaign survey (Figure 8a). The proportion respondents who strongly agree with the statement *making good nutrition choices, even small ones, even occasionally, such as adding fruits and vegetables daily, can make a difference in your health*” has increased to 81% from 77%.

Age Related Differences

Regarding respondents’ age, post-campaign survey results show respondents aged 35 to 44 years (84%), 45 to 54 years (84%) and 55 to 64 years (83%) provide higher proportions of strongly agree ratings than the younger group aged 18 to 24 years (74%) and those aged 75 and older (70%).

Fig.8a,b: Making Good Nutritional Choices Can Make a Difference to Your Health (Q.16)
 (Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)



3.3.6 Nutritional Eating Behaviors (Fig 9a, b 1 & 2, c 1 & 2, d 1 & 2)

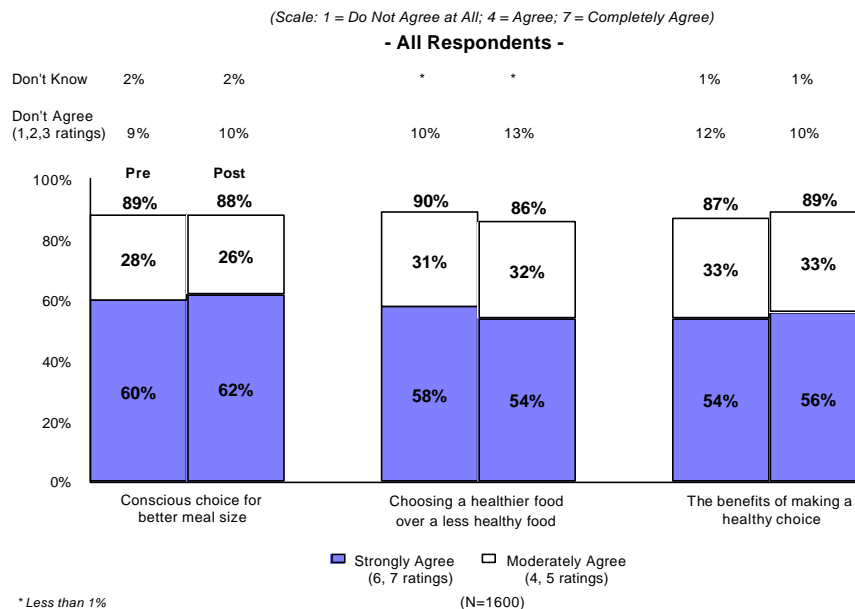
Overall Alberta

Respondents were asked to express their level of agreement with three statements regarding making choices on healthy eating in the last seven days (Figure 9a). Respondents provide a high level of agreement with all three statements.

Eighty-eight percent (88%) indicate total agreement (4,5,6,7 ratings) that *they made a conscious choice to eat healthier by making better choices in size like not supersizing the fries*. This includes 62% who strongly agree (6,7 ratings) and 26% who moderately agree (4,5 ratings). Eighty-six (86%) indicate total agreement that they frequently *chose a healthier food over a less healthy food* in the last week including 54% who agree strongly and 32% who moderately agree. Eighty-nine percent (89%) of respondents indicate total agreement that in the last seven days they *thought about the benefits of making a healthy choice* including 56% who strongly agree and 33% who agree moderately.

A comparison of pre-campaign and post-campaign surveys demonstrates change in results over time (Figure 9a). The proportion of respondents indicating total agreement that they *chose a healthier food over a less healthy food* decreased to 86% from 90% including a decrease in the level of strongly agree ratings to 54% from 58%. The proportion of respondents indicating they do not agree rose to 13% from 10%.

Fig.9a: Making Choices on Healthy Eating in the Last Seven Days (Q.15)



Chose a Healthier Food Over a Less Healthy Food

Regional Differences

Regionally, post-campaign results show that higher proportions of Edmonton (58%) and Calgary (54%) respondents strongly agree that they *chose a healthier food over a less healthy food* compared to rural (50%) respondents (Figure 9b-1).

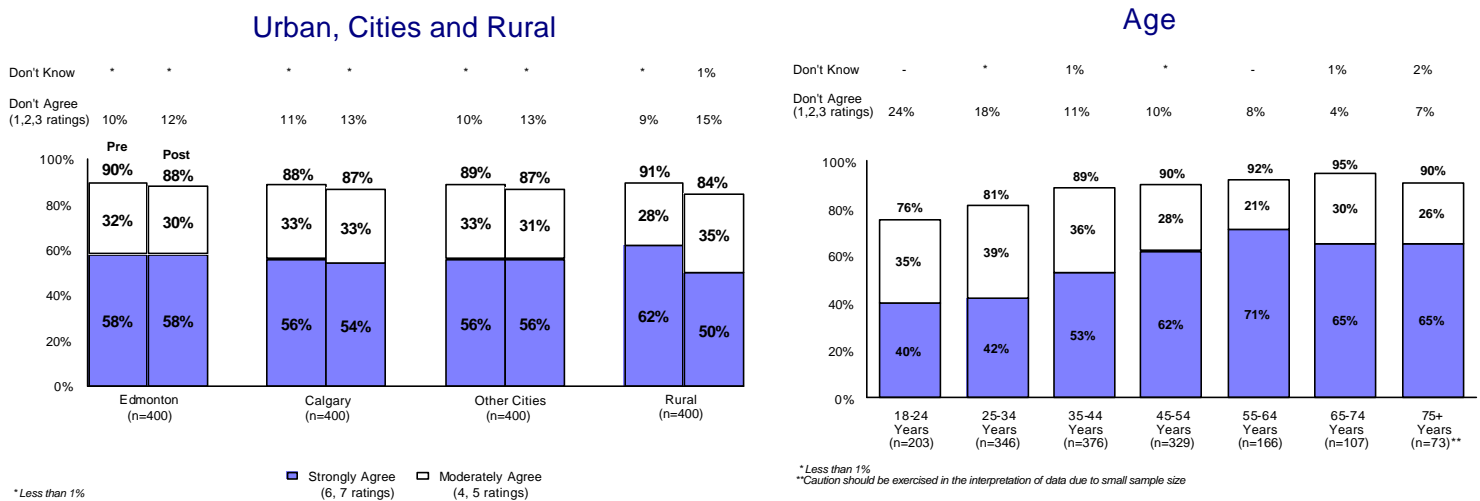
Age Related Differences

Regarding respondents' age, post-campaign survey results show respondents aged 45 to 54 years (62%), 55 to 64 years (71%), 65 to 74 years (65%), and 75 years or older (65%) provide higher proportions of strongly agree ratings than the younger groups aged 18 to 24 years (40%) and 25 to 34 years (42%).

Fig.9b 1 & 2: Making Choices on Healthy Eating in the Last Seven Days (Q.15)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

"I frequently choose a healthier food over a less healthy food such as a baked potatoe instead of fries"



Making a Better Choice in Size

Regional Differences

Regionally, post-campaign results show that higher proportions of Edmonton (67%) and Calgary (63%) respondents strongly agree that they *chose a healthier food over a less healthy food* compared to respondents in other cities (59%) and rural areas (56%) (Figure 9c-1).

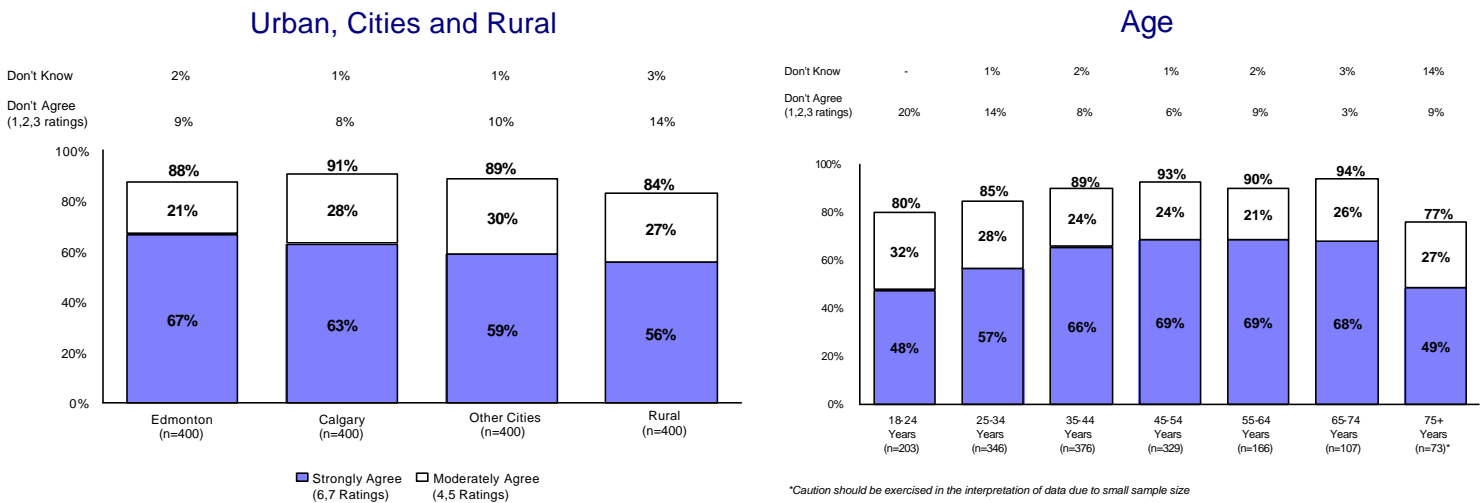
Age Related Differences

Regarding respondents' age, post-campaign survey results show respondents aged 45 to 54 years (69%), 55 to 64 years (69%) and 65 to 74 years (68%) provide higher proportions of strongly agree ratings than the younger group aged 18 to 24 years (48%) and those 74 years or older (49%).

Fig.9c 1 & 2: Making Choices on Healthy Eating in the Last Seven Days (Q.15)

(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)

"I make a conscious choice to eat healthier by making better choices in size, like not supersizing the fries"



Think About the Benefits

Regional Differences

Regionally, post-campaign results show that higher proportions of Calgary respondents (92%) agree, in total, that they *think about the benefits when they make a healthy choice*, than rural respondents (85%). Fifty seven percent (57%) of Calgary respondents strongly agree compared to 52% of rural respondents.

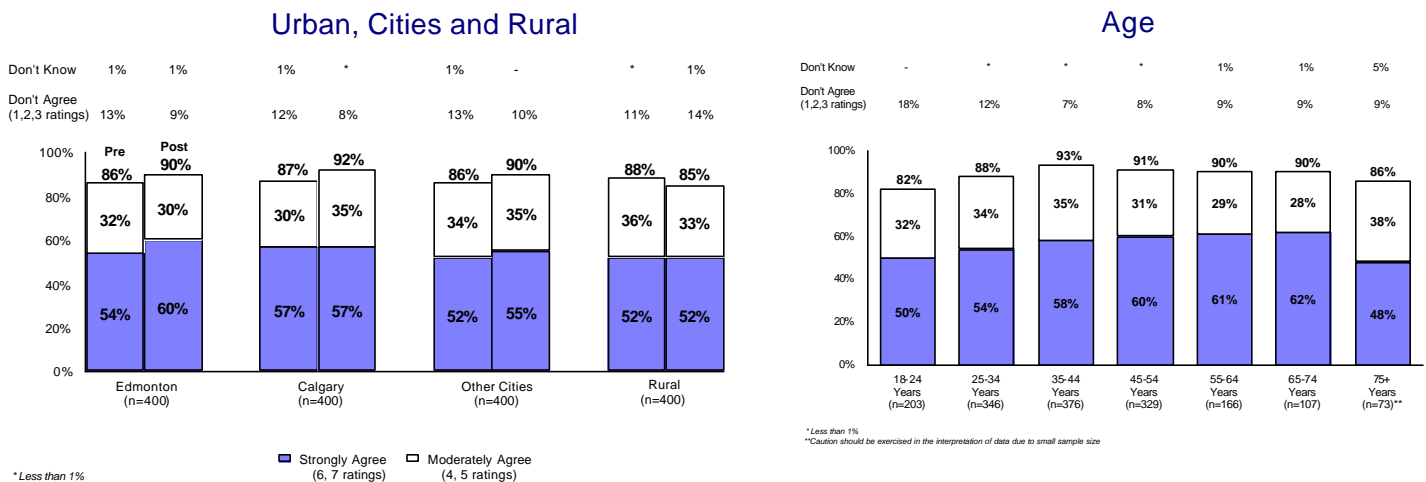
Baseline versus Post-Campaign

A comparison indicates some changes in response from the pre-campaign survey to the post-campaign survey (Figure 9d-1). The proportion Calgary respondents who moderately agree with the statement has increased to 35% from 30%.

Age related Differences

Regarding respondents' age, post-campaign survey results show respondents aged 45 to 54 years (60%), 55 to 64 years (61%) and 65 to 74 years (62%) provide higher proportions of strongly agree ratings than those 74 years or older (48%).

Fig.9c 1 & 2: Making Choices on Healthy Eating in the Last Seven Days (Q.15)
(Scale: 1 = Do Not Agree at All; 4 = Agree; 7 = Completely Agree)
"I think about the benefits when I make a healthy choice"



4. CONCLUSIONS

Advertising and Awareness

- The Government of Alberta is in a strong position for undertaking communications campaigns in that Albertans consider the government's information on healthy eating and physical activity to be trustworthy, credible, useful and relevant.
- There is a high degree of awareness for advertising and information about healthy living among Albertans, reflecting the vast number of health and wellness messages in the media. Given the diversity of specific messages they are exposed to and the different sponsors of the information, Albertans find it difficult to remember specific details about the advertising and information they have been presented with.
- There is generally greater awareness of healthy eating as a communications theme than physical activity. However, many Albertans perceive that some of the messages relating to healthy living focus on both nutrition and exercise.
- While awareness of the Alberta Government as the sponsor of the Healthy Alberta campaign is low, most Albertans tend not to know who the sponsor is rather than perceiving it to be some organization other than the Alberta Government. Given the tendency for Albertans to perceive that the Alberta Government provides trustworthy, credible, useful and relevant information, low awareness of sponsor may limit the opportunity to capitalize on these perceptions.
- The majority (71%) of Albertans can recall at least one component of the Healthy Alberta campaign once provided with descriptions. Radio advertising is most easily recalled, with television being recalled by almost as many Albertans. While the number of television and radio spots that were used increase the overall effectiveness of these media in the mix, recall for the newspaper insert is similar to the most effective individual radio and television ads that were used.
- Awareness of the Alberta Health and Wellness Web site is 15%, with 4% incidence of use. The main reason to visit the Web site is to "check it out" rather than to find specific information, suggesting the campaign generated interest among Albertans in terms of their interest in becoming acquainted with the Web site and the information it provides.
- As a result of the Healthy Alberta campaign, half of Albertans discussed the information they were exposed to with others, such as their family, friends or co-workers, thereby creating the opportunity for considerable "pass-on" exposure to the communication messages. This also indicates the campaign generated considerable interest in healthy living issues among the Alberta public.

Impact of the Healthy Alberta Campaign on Attitudes and Behaviours

- In addition to the widespread awareness of the Healthy Alberta campaign, there are significant gains made in terms of Albertans' attitudes regarding healthy eating and increasing physical activity, as well as perceptions of the information available to them on these topics. This immediate feedback is encouraging, as changes in attitudes are typically incremental over long periods of time, based on communications that build on previous messages.
- However, as might be anticipated, these changes in attitudes have not yet translated to positive changes in behaviours, which are typically even more incremental than attitudes and perceptions.

Attitudes About Healthy Eating and Physical Activity

- Very high proportions of Albertans perceive that even small steps taken to eat healthy and take part in physical activity make a difference to their health, and there is an increase in the strength of these perceptions relative to before the Healthy Alberta campaign took place.
- Albertans perceive more strongly that healthy eating makes a difference to their health relative to increasing their physical activity.

Attitudes About Information on Healthy Eating and Physical Activity

- Albertans perceive that they are well informed about nutritional information and physical activity and that there is enough information available to them about nutrition and physical fitness.
- While they believe that the information about nutrition and being physically active that is available is useful to them, nutrition related information is perceived to be more useful than information about physical activity. However, the strength of perception that physical activity information is useful has increased relative to before the Healthy Alberta campaign.
- Information on healthy eating and physical health is also perceived to often be contradictory. However, for information regarding healthy eating, this perception has decreased relative to results obtained prior to the Healthy Alberta campaign.

Nutritional Eating Behaviors

- Most Albertans perceive themselves to be thinking about and making healthy food choices. However, there is a decreased perception among Albertans that they choose a healthier food over a less healthy food, relative to before the Healthy Alberta campaign.

APPENDIX A: QUESTIONNAIRE

HEALTHY ALBERTA POST QUESTIONNAIRE

INTRODUCTION

Hello, my name is _____ from Criterion Research, an opinion research firm. We are conducting a survey on behalf of Alberta Health and Wellness, who would like to know what Albertans think about healthy eating and being physically active. Please be assured that we are not trying to sell you anything. We are just interested in your opinions. All answers are kept confidential. This survey is registered with the Canadian Survey Research Council. They can be reached at 1-800-554-9996 and will verify that we are conducting this survey.

If asked: The survey will take about 15 minutes to complete.

PAT RESPONSE (If unsure of what Alberta Health and Wellness is): Alberta Health and Wellness is the provincial government department responsible for maintaining and improving the wellness and health of Albertans. The ministry is committed to the health and well being of all Albertans.

Contact Name/Phone Number:

If you have any questions or concerns about this research project, please do not hesitate to call: Micky Elabdi, Public Affairs Officer at 415-1231

A. Do you or any member of your household currently work for...

YES NO

- | | | |
|---|---|----------------------------|
| 1 | 2 | An advertising company? |
| 1 | 2 | A market research company? |
| 1 | 2 | Radio, TV or newspapers? |

B. Have you or any member of your household ever worked for...

YES NO

- | | | |
|---|---|----------------------------|
| 1 | 2 | An advertising company? |
| 1 | 2 | A market research company? |

IF YES TO ANY, THANK & TERMINATE

IF NO TO ALL, CONTINUE

For the purposes of this survey, may I please speak to the person in your household who is 18 years of age or older and has had the most recent birthday (would that be you)? ...

- 1 Yes
- 2 No

ARRANGE CALLBACK/REINTRODUCE IF NECESSARY

AWARENESS AND RECALL RECOGNITION

OBJECTIVE: Measure awareness and recall of information/advertising campaign/messages about healthy living.

- 1. Have you seen, read or heard any advertising or information about healthy eating and being physically active in the last 2 months? ...

- 1 Yes
- 2 No _____ [GO TO Q. 6]

DO NOT READ

- F5 Don't know/Not stated [GO TO Q. 6]

- 2. Thinking about any materials you may have seen, read or heard about healthy eating and being physically active, please describe the first advertisement, information or other materials about healthy eating and being physically active that comes to mind. What was the main message? What other details can you recall? Is there anything else?

[PROBE FULLY]

DO NOT READ

- F5 Don't Know / Can't Recall [GO TO Q. 6]

3. What other advertisements or information about healthy eating and being physically active can you recall? Please describe this advertisement or information. What was the main message? What other details can you recall? Is there anything else?
[PROBE FULLY]

DO NOT READ

F5 Don't Know / Can't Recall

4. At the risk of asking you to repeat yourself, what is the main overall point or message you associate with the advertisements you just mentioned?

[DO NOT READ LIST; SELECT ALL THAT APPLY - MULTIPLE RESPONSE; PROBE FULLY]

- a. It's your choice
- b. Even a little change helps
- c. You will feel better
- d. Getting healthy does not have to be hard
- e. Visit the Web site
- f. Simple steps
- g. Other mentions (SPECIFY) _____

DO NOT READ

F5 Don't know/not stated

5. At the risk of asking you to repeat yourself, what is the phrase or slogan you associate with these advertisements?

[DO NOT READ. SELECT ALL THAT APPLY, MULTIPLE RESPONSE PROBE FULLY]

- 1. A change will do you good.
- 2. Choose well.
- 3. Healthy U
- 4. Visit the Web site
- 5. Other mentions (SPECIFY) _____

DO NOT READ

F5 Don't know/not stated

6. There were some recent advertisements that included the slogans “a change will do you good”, “choose well” and “healthy U”.

6a. Do you remember who the sponsor was for these advertisements? ...

- 1 Yes
- 2 No
- DO NOT READ
- F5 Don't know/Not stated

ASK ONLY IF YES TO 6a:

6b. Who was the sponsor? _____

ASK ALL

7. Over the past 2 months there has been a Government of Alberta initiative focusing on healthy eating and being physically active. At the risk of asking you to repeat yourself, do you recall any of the following information and advertisements about healthy eating and being physically active?

[RANDOMIZE AND READ]

- 1 Yes
- 2 No
- DO NOT READ
- F5 Don't know/not stated

- a. A TV ad with the screen split in half. In the top screen we see a checkout counter filled with junk food. In the bottom screen the checkout counter is now filled with healthy food. Action starts again with the top screen showing a boy watching TV snow. In the lower half two adults and two kids are pulling a toboggan.
- b. A TV ad with the split screen. The top half shows a man in a vehicle ordering fast food. He is frustrated. In the bottom half we see a woman eating lunch and enjoying a good book. The action starts again in the top half with a woman sitting in a chair watching TV. In the lower half a woman is out walking her dog in the park.
- c. A TV ad with the split screen. In the top screen we see a man asleep in bed with a dog at his feet. The alarm goes off, but he goes back to sleep. In the bottom frame we see a group of men and women exercising in the morning sun. Action starts again with the top frame showing a large, sloppy hamburger and greasy pile of french fries with a pink milkshake on the side. In the lower half we see a smaller hamburger with lettuce and tomato, a side salad and a glass of juice.
- d. A radio ad in which we overhear two women talking in a store about their grocery carts items from each of the four food groups. One mentions “Double Chocolate Fudge Brownie? Sorry. Five food groups!”

- e. A radio ad in which we overhear two men talking. Bob is complaining that he doesn't have any energy – “can't get up in the morning, can't fall asleep at night.” His friend suggests he might try being more active. Bob continues to complain.
- f. A radio ad in which we hear a woman enter a store and ask for a get-well card. The clerk asks if someone is in the hospital. The answer is “no - on the sofa, not recovering from an accident, but watching TV.”
- g. A radio ad in which we hear a man and woman discussing what they are going to do for lunch. He's thinking he'll have a burger, large fries and a shake. She was thinking of slipping across the street for a salad. He offers to drive. She says she'll walk. He asks her to hold a parking spot for him.
- h. A radio ad in which we hear two men talking. One asks if the other is on this Healthy U kick. The man responds by showing off his new medical alert bracelet. His friend suggests he might try eating a little less and exercising a little more. Just then the buzzer on the bracelet goes off.
- i. A radio ad in which we overhear two men waiting for an elevator. One suggests he's going to try taking the stairs. His friend suggests taking the elevator part way up and taking the stairs from there, adding a floor every few days to work his way up.
- j. A full-page newspaper advertisement that promotes a newspaper insert to appear in a later edition of the Edmonton Journal and the Calgary Herald.
- k. A newspaper insert that provides information about healthy living for a healthy you. The insert offers a variety of ideas about how to be healthy.
- l. A Web site that offers information about healthy living for a healthy you. The Web site provides a variety of suggestions, resources and links to other useful Web sites about becoming and staying healthy.

[IF YES TO 7I ASK Q.8]

8. Have you visited the Health and Wellness Web site at www.healthyalberta.com? ...

1 Yes

2 No

DO NOT READ

F5 Don't know/Not stated

9. For what reason did you choose to VISIT/NOT VISIT the Web site?

DO NOT READ

F5 Don't Know / Can't Recall

[SKIP to Q. 11 IF NO/DON'T KNOW FOR ALL OF Q. 7]

10. Sometimes when we see advertisements we talk about them with others. Thinking about the ads or other materials you previously described, did you mention messages about healthy eating and being physically active to anyone, such as family members, friends or co-workers? ...

1 Yes

2 No

DO NOT READ

F5 Don't know/Not stated

Objective: To assess changes in perceptions of Alberta Health and Wellness as a credible and helpful source for what they need and want.

SOURCES OF INFORMATION ABOUT STAYING HEALTHY

I would like to ask you some questions about health, in particular about different aspects of healthy eating and being physically active.

11. Using a scale from 1 to 7 where 1 is "Do not agree at all", 4 is "Agree" and 7 is "Completely agree" please indicate your response to the statements:

11a. The Government of Alberta is a trustworthy and reliable source of information on healthy eating and being physically active.

1 Do not agree at all

2

3

4 Agree

5

6

7 Completely agree

DO NOT READ

F5 Don't know/not stated

- 11b. The Government of Alberta provides information on healthy eating and being physically active that is useful and relevant.

Objective: To assess changes in attitudes and factors affecting physical activity.

ATTITUDES ABOUT INFORMATION ON PHYSICAL ACTIVITY

Now I would like to talk about being physically active.

12. As you answer the next few questions, please use the 1 to 7 scale where 1 is “Do not agree at all”, 4 is “Agree” and 7 is “Completely agree.”

- 1 Do not agree at all
 - 2
 - 3
 - 4 Agree
 - 5
 - 6
 - 7 Completely agree
- DO NOT READ
- F5 Don't know/not stated

[RANDOMIZE]

- 12a. I feel I am well informed about increasing my physical activity.
- 12b. There is enough information available about achieving and maintaining physical fitness.
- 12c. I find that recommendations about achieving and maintaining physical health are often contradictory.
- 12d. The information generally available on being physically active is useful to me, personally

We often hear about increasing our activity levels even in small ways, such as taking the stairs or parking the car further away than needed.

13. Using the scale of 1 to 7 where 1 is “Do not agree at all”, 4 is “Agree” and 7 is “Completely agree”, please indicate your response to the following statement:

READ

If I do only small things to increase my physical activity, it will make a difference

- 1 Do not agree at all
 - 2
 - 3
 - 4 Agree
 - 5
 - 6
 - 7 Completely agree
- DO NOT READ
- F5 Don't know/not stated

Objective: To assess changes in attitudes and factors affecting healthy eating

ATTITUDES ABOUT INFORMATION ON HEALTHY EATING

Now I would like to talk about healthy eating.

14. Using a scale of 1 to 7 where 1 is “Do no agree at all”, 4 is “Agree” and 7 is “Completely agree”, please indicate your response to the following statements:

- 1 Do not agree at all
 - 2
 - 3
 - 4 Agree
 - 5
 - 6
 - 7 Completely agree
- DO NOT READ
- F5 Don't know/not stated

[RANDOMIZE]

14a. I feel well informed about nutritional information.

14b. There is enough information available about healthy eating.

- 14c. The information generally available on nutrition is useful to me, personally.
- 14d. I find that information about healthy eating is often contradictory.

Objective: **To assess changes in lifestyle profiles.**

NUTRITIONAL EATING BEHAVIOURS

Omit
15

- 15. According to the Canada Food Guide, to achieve or maintain health, how many servings of fruits and vegetables should you have each day?
[INTERVIEWER: DO NOT PROMPT]

DO NOT READ
F4 Refused
F5 Don't know

- 16. Using a scale of 1 to 7 where 1 is "Do not agree at all", 4 is "Agree" and 7 is "Completely agree", please indicate your response to the following statements:

1 Do not agree at all
2
3
4 Agree
5
6
7 Completely agree
DO NOT READ
F4 Refused
F5 Don't know/not stated

Recognizing that our patterns may vary, please think about the last **7 days** ...

[RANDOMIZE]

- 16a. I frequently choose a healthier food over a less healthy food such as choosing a baked potato instead of fries.
- 16b. I make a conscious choice to eat healthier by making better choices in size, like not supersizing the fries.
- 16c. I think about the benefits when I make a healthy choice about my food.

ATTITUDES ABOUT HEALTHY EATING

We often hear that at the moment we are faced with a choice about what to eat, we should think about healthy eating.

17. Using a scale of 1 to 7 where 1 is “Do not agree at all”, 4 is “Agree” and 7 is “Completely agree”, please indicate your response to the following statement

...

[READ]

Making good nutrition choices, even small ones, even occasionally, such as adding fruits and vegetables daily, can make a difference in your health.

- 1 Do not agree at all
 - 2
 - 3
 - 4 Agree
 - 5
 - 6
 - 7 Completely agree
- DO NOT READ
- F5 Don't know/not stated

DEMOGRAPHICS

18. Please indicate the range that your age falls within:

- 1 18-24 years
 - 2 25-34
 - 3 35-44
 - 4 45-54
 - 5 55-64
 - 6 65-74
 - 7 75+
- DO NOT READ
- F4 Refused
 - F5 Don't know

19. We are asking about lifestyle issues that often differ among cultures or ethnic backgrounds. To help us classify our data, could you please indicate which ethnic group you most closely associate yourself with?

[IF THE RESPONDENT INDICATES "INDIAN" THEN PROBE – IS THAT "EAST INDIAN, WEST INDIAN ..?]

- 1 Aboriginal/First Nations
- 2 Metis
- 3 British/Irish/Scottish/Welsh/English
- 4 Canadian
- 5 Caucasian
- 6 Dutch
- 7 German
- 8 Scandinavian
- 9 French
- 10 Polish
- 11 Ukrainian
- 12 Asian
- 13 Francophone
- 14 West Indian
- 15 East Indian
- 16 Hispanic
- 17 Other (specify) _____

DO NOT READ

F4 Refused

F5 Don't know

20. In your household, are there children who are? [READ]

- 20a. under 6 years of age?

1 Yes

2 No

DO NOT READ

F4 Refused

F5 Don't know/not stated

- 20b. 6 to 11 years of age

1 Yes

2 No

DO NOT READ

F4 Refused

F5 Don't know/not stated

- 20c. 12 to 18 years of age

3 Yes

4 No

DO NOT READ

F4 Refused

F5 Don't know/not stated

21. Which of the following best describes the highest level of education you have completed? [READ]

- 1 Some/completed elementary school
- 2 Some/completed high school
- 3 Some/completed technical school
- 4 Some/completed college
- 5 Some/completed university
- 6 Some/completed graduate school

DO NOT READ

- F4 Refused
- F5 Don't Know

22. Which of the following best describes your level of employment? [READ]

- 1 Employed full time
- 2 Employed part time
- 3 Self-employed
- 4 Unemployed
- 5 Student
- 6 Homemaker
- 7 Retired
- 8 Other (Please Specify) _____

DO NOT READ

- F4 Refused
- F5 Don't Know

23. Which of the following best describes your total estimated annual family income, before taxes? [READ]

IF LESS THAN \$50,000

- 1 Under \$20,000
- 2 \$20,000 to \$29,999
- 3 \$30,000 to \$39,999
- 4 \$40,000 to \$49,000

IF GREATER THAN \$50,000

- 5 \$50,000 to \$59,999
- 6 \$60,000 to \$99,999
- 7 \$100,000 or greater

DO NOT READ

- F4 Refused
- F5 Don't Know

Thank you very much for your time and cooperation. Your answers have been very helpful.

APPENDIX B: TABLE OF CONFIDENCE BOUNDS

STATISTICAL TOLERANCES

Probability Level: 95% confidence interval (19 times out of 20)

Range of error is:

Where percentage shown is

With a sample size of	2% or	4% or	6% or	8% or	10% or	12% or	15% or	20% or	25% or	30% or	35% or	40% or	45% or	50%
	98%	96%	94%	92%	90%	88%	85%	80%	75%	70%	65%	60%	55%	
100		3.8	4.7	5.3	5.9	6.4	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
150		3.1	3.8	4.3	4.8	5.2	5.7	6.4	6.9	7.3	7.6	7.8	8.0	8.0
200		2.7	3.3	3.8	4.2	4.5	4.9	5.5	6.0	6.4	6.6	6.8	6.9	6.9
250	1.7	2.4	2.9	3.4	3.7	4.0	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
300	1.6	2.2	2.7	3.1	3.4	3.7	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.7
400	1.4	1.9	2.3	2.7	2.9	3.2	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
500	1.2	1.7	2.1	2.4	2.6	2.8	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
600	1.1	1.6	1.9	2.2	2.4	2.6	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0
800	.97	1.4	1.6	1.9	2.1	2.3	2.5	2.8	3.0	3.2	3.3	3.3	3.4	3.5
1,000	.87	1.2	1.5	1.7	1.9	2.0	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1
1,200	.79	1.1	1.3	1.5	1.7	1.8	2.0	2.3	2.5	2.6	2.7	2.8	2.8	2.8
1,500	.71	1.0	1.2	1.4	1.5	1.6	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.5
2,000	.61	.86	1.0	1.2	1.3	1.4	1.6	1.7	1.9	2.0	2.1	2.1	2.2	2.2

How to read: If sample is 500 then 4% could be plus or minus 1.7% 19 times out of 20

Canadian Advertising Research Foundation, Media Research Standards Procedures, 1984.