



Convenience Advertising

Evaluation: X-Smoker campaign -summary results

November 1999/ November 1998

Demographic Data

1999		1998
870	total sample	919
226	<i>smokers interviewed</i>	271
35%	Maori	24%
19%	Pacific Island	34%
44%	European	37%
69%	Female	46%
31%	Male	54%
43%	Form 3	42%
57%	Form 4	57%

They saw the posters

Recognition of Posters

1999		1998
98%	<i>(had seen posters)</i>	88%(recalled seeing poster1)
36%	able to describe some graphic element(s) from the posters	54%

They liked the posters

Acceptability/Attractiveness

1999		1998
76%	liked the way the posters looked	75%
77%	agreed the comic book style is a good idea	73%
6.3	the mean rating Out of 1 to 10, where 10 is "very cool!"	6.7

They remembered the messages

Message recall (unprompted)		
1999		1998
53%	<i>"you should stop / cut down smoking / Auahi kore*</i>	46%
20%	<i>"You should become an X-Smoker or the words 'X Smoker'"</i>	40%
23%	<i>"You're not trapped / you can do it"</i>	29%
24%	<i>"tell/ warn smokers how bad it is"</i>	<i>n a</i>
20%	<i>"smoking/tobacco/nicotine is bad for you (evil)"</i>	<i>n a</i>
19%	<i>"reasons for stopping smoking"</i>	<i>n a</i>

The Posters Helped

Encouragement & support for cutting down or quitting smoking		
1999		1998
60%	<i>"the posters would encourage a smoker to think about stopping or cutting down smoking"</i>	50%
50%	<i>"the posters made me <u>think</u> maybe I should stop or cut down smoking"</i>	50%
57%	<i>"the posters helped me <u>believe</u> I could stop or cut down on my smoking"</i>	59%
62%	<i>"I would like to <u>become</u> an X- Smoker"</i>	68%
77%	reported changing or trying to change their smoking	80%

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Stopping or cutting down on smoking

At the time of the evaluation:

1999*		1998
* Multiple choices possible; total more than 100%		
32%	had stopped smoking	32%
43%	had cut down	31%
23%	reported no change,	20%
13%	had tried but failed to stop or cut down,	7%
10%	had increased their smoking	3%

So

75%*	of those who smoked at the start of the project had reported reducing or stopped smoking at the evaluation	63%
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of those who had stopped or reduced smoking:

1999		1998
36%	<i>the posters had some influence on their decision to reduce or stop smoking and/or felt encouraged by posters,</i>	41%

50%	smokers wanted more information or assistance with giving up or cutting down	70%
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