

TNS CANADA 200102664

Page	Table	Title
----	-----	-----
1	1	Q.M1A MARIJUANA AD AWARENESS BASE TOTAL QUALIFIED RESPONDENTS
2	2	Q.M1A MARIJUANA AD AWARENESS BASE TOTAL QUALIFIED RESPONDENTS
3	3	Q.M1B UNAIDED MARIJUANA AD RECALL BASE RESPONDENTS AWARE OF MARIJUANA ADVERTISING
5	4	Q.M1B UNAIDED MARIJUANA AD RECALL BASE RESPONDENTS AWARE OF MARIJUANA ADVERTISING
7	5	Q.M2A-M2C/P2A-P2C TOTAL MARIJUANA & PDA AIDED AWARENESS TABLE BASE TOTAL QUALIFIED RESPONDENTS
8	6	Q.M2A-M2C/P2A-P2C TOTAL MARIJUANA & PDA AIDED AWARENESS TABLE BASE TOTAL QUALIFIED RESPONDENTS
10	7	Q.M2A-M2C TOTAL MARIJUANA AIDED AWARENESS TABLE BASE TOTAL QUALIFIED RESPONDENTS
11	8	Q.M2A-M2C TOTAL MARIJUANA AIDED AWARENESS TABLE BASE TOTAL QUALIFIED RESPONDENTS
12	9	Q.M2A MARIJUANA TELEVISION AD RECALL BASE TOTAL QUALIFIED RESPONDENTS
13	10	Q.M2A MARIJUANA TELEVISION AD RECALL BASE TOTAL QUALIFIED RESPONDENTS
14	11	Q.M2B MARIJUANA INTERNET VIDEO RECALL BASE TOTAL QUALIFIED RESPONDENTS
15	12	Q.M2B MARIJUANA INTERNET VIDEO RECALL BASE TOTAL QUALIFIED RESPONDENTS
16	13	Q.M2C MARIJUANA BANNER AD RECALL BASE TOTAL QUALIFIED RESPONDENTS
17	14	Q.M2C MARIJUANA BANNER AD RECALL BASE TOTAL QUALIFIED RESPONDENTS
18	15	Q.M3 MAIN POINT OF MARIJUANA ADVERTISEMENT BASE RESPONDENT RECALLS SPECIFIC MARIJUANA ADS
19	16	Q.M3 MAIN POINT OF MARIJUANA ADVERTISEMENT BASE RESPONDENT RECALLS SPECIFIC MARIJUANA ADS
20	17	Q.M4 INCREASED MARIJUANA ABUSE KNOWLEDGE BASE RESPONDENT RECALLS SPECIFIC MARIJUANA ADS
21	18	Q.M4 INCREASED MARIJUANA ABUSE KNOWLEDGE BASE RESPONDENT RECALLS SPECIFIC MARIJUANA ADS

TNS CANADA 200102664

Page	Table	Title
----	-----	-----
22	19	Q.P1A PRESCRIPTION DRUG ABUSE AD AWARENESS BASE TOTAL QUALIFIED RESPONDENTS
23	20	Q.P1A PRESCRIPTION DRUG ABUSE AD AWARENESS BASE TOTAL QUALIFIED RESPONDENTS
24	21	Q.P1B UNAIDED PRESCRIPTION DRUG ABUSE AD RECALL BASE RESPONDENT RECALLS PRESCRIPTION DRUG ABUSE ADS
26	22	Q.P1B UNAIDED PRESCRIPTION DRUG ABUSE AD RECALL BASE RESPONDENT RECALLS PRESCRIPTION DRUG ABUSE ADS
28	23	Q.P2A-P2C TOTAL PDA AIDED AWARENESS TABLE BASE TOTAL QUALIFIED RESPONDENTS
29	24	Q.P2A-P2C TOTAL PDA AIDED AWARENESS TABLE BASE TOTAL QUALIFIED RESPONDENTS
30	25	Q.P2A DRUG ABUSE TELEVISION AD RECALL BASE TOTAL QUALIFIED RESPONDENTS
31	26	Q.P2A DRUG ABUSE TELEVISION AD RECALL BASE TOTAL QUALIFIED RESPONDENTS
32	27	Q.P2B DRUG ABUSE INTERNET VIDEO RECALL BASE TOTAL QUALIFIED RESPONDENTS
33	28	Q.P2B DRUG ABUSE INTERNET VIDEO RECALL BASE TOTAL QUALIFIED RESPONDENTS
34	29	Q.P2C DRUG ABUSE BANNER AD RECALL BASE TOTAL QUALIFIED RESPONDENTS
35	30	Q.P2C DRUG ABUSE BANNER AD RECALL BASE TOTAL QUALIFIED RESPONDENTS
36	31	Q.P3 MAIN POINT OF PRESCRIPTION DRUG ADVERTISEMENT BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS
38	32	Q.P3 MAIN POINT OF PRESCRIPTION DRUG ADVERTISEMENT BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS
40	33	Q.P4 INCREASED PRESCRIPTION DRUG ABUSE KNOWLEDGE BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS
41	34	Q.P4 INCREASED PRESCRIPTION DRUG ABUSE KNOWLEDGE BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS
42	35	Q.5A/5B WHO PAID FOR ADS BASE RESPONDENT RECALLS ANY AD
43	36	Q.5A/5B WHO PAID FOR ADS BASE RESPONDENT RECALLS ANY AD

TNS CANADA 200102664

Page	Table	Title
----	-----	-----
44	37	Q.6A HOW DANGEROUS IS MARIJUANA TO YOUTH BASE TOTAL QUALIFIED RESPONDENTS
45	38	Q.6A HOW DANGEROUS IS MARIJUANA TO YOUTH BASE TOTAL QUALIFIED RESPONDENTS
46	39	Q.6A HOW DANGEROUS IS MARIJUANA TO YOUTH BASE RESPONDENT AWARE TELEVISION MARIJUANA AD
47	40	Q.6A HOW DANGEROUS IS MARIJUANA TO YOUTH BASE RESPONDENT AWARE TELEVISION MARIJUANA AD
48	41	Q.6A HOW DANGEROUS IS MARIJUANA TO YOUTH BASE RESPONDENT AWARE ANY MARIJUANA AD
49	42	Q.6A HOW DANGEROUS IS MARIJUANA TO YOUTH BASE RESPONDENT AWARE ANY MARIJUANA AD
50	43	Q.6A HOW DANGEROUS IS MARIJUANA TO YOUTH BASE RESPONDENT NOT AWARE ANY MARIJUANA AD
51	44	Q.6A HOW DANGEROUS IS MARIJUANA TO YOUTH BASE RESPONDENT NOT AWARE ANY MARIJUANA AD
52	45	Q.6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH BASE TOTAL QUALIFIED RESPONDENTS
53	46	Q.6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH BASE TOTAL QUALIFIED RESPONDENTS
54	47	Q.6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH BASE RESPONDENT AWARE TELEVISION PRESCRIPTION DRUG AD
55	48	Q.6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH BASE RESPONDENT AWARE TELEVISION PRESCRIPTION DRUG AD
56	49	Q.6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH BASE RESPONDENT AWARE ANY PRESCRIPTION DRUG AD
57	50	Q.6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH BASE RESPONDENT AWARE ANY PRESCRIPTION DRUG AD
58	51	Q.6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH BASE RESPONDENT NOT AWARE ANY PRESCRIPTION DRUG AD
59	52	Q.6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH BASE RESPONDENT NOT AWARE ANY PRESCRIPTION DRUG AD
60	53	Q.D1 EMPLOYMENT STATUS BASE TOTAL QUALIFIED RESPONDENTS
61	54	Q.D1 EMPLOYMENT STATUS BASE TOTAL QUALIFIED RESPONDENTS

TNS CANADA 200102664

Page	Table	Title
----	-----	-----
62	55	Q.D2 EDUCATION LEVEL BASE TOTAL QUALIFIED RESPONDENTS
63	56	Q.D2 EDUCATION LEVEL BASE TOTAL QUALIFIED RESPONDENTS
64	57	Q.D3 AGE BASE TOTAL QUALIFIED RESPONDENTS
65	58	Q.D3 AGE BASE TOTAL QUALIFIED RESPONDENTS
66	59	Q.D4 CHILDREN UNDER AGE 18 LIVING IN HH BASE TOTAL QUALIFIED RESPONDENTS
67	60	Q.D4 CHILDREN UNDER AGE 18 LIVING IN HH BASE TOTAL QUALIFIED RESPONDENTS
68	61	Q.D4A CHILDREN UNDER 18 SPECIFIC AGE GROUP BASE RESPONDENT HAS CHILDREN UNDER AGE OF 18 LIVING IN HH
70	62	Q.D4A CHILDREN UNDER 18 SPECIFIC AGE GROUP BASE RESPONDENT HAS CHILDREN UNDER AGE OF 18 LIVING IN HH
72	63	Q.D5 HH INCOME BASE TOTAL QUALIFIED RESPONDENTS
73	64	Q.D5 HH INCOME BASE TOTAL QUALIFIED RESPONDENTS
74	65	Q.D6 BORN IN CANADA BASE TOTAL QUALIFIED RESPONDENTS
75	66	Q.D6 BORN IN CANADA BASE TOTAL QUALIFIED RESPONDENTS
76	67	Q.D7 FIRST LANGUAGE LEARNED AT HOME BASE TOTAL QUALIFIED RESPONDENTS
79	68	Q.D7 FIRST LANGUAGE LEARNED AT HOME BASE TOTAL QUALIFIED RESPONDENTS
81	69	Q.D8A MEDIA CONSUMPTION DAILY NEWSPAPER BASE TOTAL QUALIFIED RESPONDENTS
82	70	Q.D8A MEDIA CONSUMPTION DAILY NEWSPAPER BASE TOTAL QUALIFIED RESPONDENTS
83	71	Q.D8B MEDIA CONSUMPTION WEEKLY NEWSPAPER BASE TOTAL QUALIFIED RESPONDENTS
84	72	Q.D8B MEDIA CONSUMPTION WEEKLY NEWSPAPER BASE TOTAL QUALIFIED RESPONDENTS

TNS CANADA 200102664

Page	Table	Title
----	-----	-----
85	73	Q.D8C MEDIA CONSUMPTION TELEVISION BASE TOTAL QUALIFIED RESPONDENTS
86	74	Q.D8C MEDIA CONSUMPTION TELEVISION BASE TOTAL QUALIFIED RESPONDENTS
87	75	Q.D8D MEDIA CONSUMPTION RADIO BASE TOTAL QUALIFIED RESPONDENTS
88	76	Q.D8D MEDIA CONSUMPTION RADIO BASE TOTAL QUALIFIED RESPONDENTS
89	77	Q.D8E MEDIA CONSUMPTION ON PUBLIC TRANSIT BASE TOTAL QUALIFIED RESPONDENTS
90	78	Q.D8E MEDIA CONSUMPTION ON PUBLIC TRANSIT BASE TOTAL QUALIFIED RESPONDENTS
91	79	Q.D8F MEDIA CONSUMPTION MAGAZINE BASE TOTAL QUALIFIED RESPONDENTS
92	80	Q.D8F MEDIA CONSUMPTION MAGAZINE BASE TOTAL QUALIFIED RESPONDENTS
93	81	Q.D8G MEDIA CONSUMPTION INTERNET BASE TOTAL QUALIFIED RESPONDENTS
94	82	Q.D8G MEDIA CONSUMPTION INTERNET BASE TOTAL QUALIFIED RESPONDENTS
95	83	Q.D8H MEDIA CONSUMPTION FACEBOOK BASE TOTAL QUALIFIED RESPONDENTS
96	84	Q.D8H MEDIA CONSUMPTION FACEBOOK BASE TOTAL QUALIFIED RESPONDENTS
97	85	Q.D8I MEDIA CONSUMPTION YOUTUBE BASE TOTAL QUALIFIED RESPONDENTS
98	86	Q.D8I MEDIA CONSUMPTION YOUTUBE BASE TOTAL QUALIFIED RESPONDENTS
99	87	Q.D8J MEDIA CONSUMPTION TWITTER BASE TOTAL QUALIFIED RESPONDENTS
100	88	Q.D8J MEDIA CONSUMPTION TWITTER BASE TOTAL QUALIFIED RESPONDENTS
101	89	Q.D8K MEDIA CONSUMPTION MOVIE THEATRE BASE TOTAL QUALIFIED RESPONDENTS
102	90	Q.D8K MEDIA CONSUMPTION MOVIE THEATRE BASE TOTAL QUALIFIED RESPONDENTS

TNS CANADA 200102664

Page	Table	Title
----	-----	-----
103	91	MEDIA CONSUMPTION - SUMMARY BASE TOTAL QUALIFIED RESPONDENTS
104	92	MEDIA CONSUMPTION - SUMMARY BASE TOTAL QUALIFIED RESPONDENTS
105	93	GENDER BASE TOTAL QUALIFIED RESPONDENTS
106	94	GENDER BASE TOTAL QUALIFIED RESPONDENTS
107	95	LANGUAGE OF INTERVIEW BASE TOTAL QUALIFIED RESPONDENTS
108	96	LANGUAGE OF INTERVIEW BASE TOTAL QUALIFIED RESPONDENTS
109	97	DATE OF INTERVIEW BASE TOTAL QUALIFIED RESPONDENTS
111	98	DATE OF INTERVIEW BASE TOTAL QUALIFIED RESPONDENTS
112	99	PROVINCE/TERRITORY BASE TOTAL QUALIFIED RESPONDENTS
113	100	PROVINCE/TERRITORY BASE TOTAL QUALIFIED RESPONDENTS

6 Jan 2015
 Table 1
 Q.MIA MARIJUANA AD AWARENESS
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
AD AWARENESS																				
----- YES	895 44.8%	200 48.3%	695 43.8%	65 46.9% H	249 52.9% FGHI	339 44.0%	54 38.3%	77 36.2%	111 41.6%	451 45.9%	445 43.6%	208 41.1%	304 46.6%	337 47.4%	241 44.4%	354 49.0% Q	286 40.7%	203 45.2%	240 43.2%	275 47.8%
NO	1069 53.5%	205 49.5%	864 54.5%	72 52.2%	213 45.2%	416 54.0% E	85 59.7% E	130 61.5% DE	153 57.3% E	514 52.4%	555 54.5%	295 58.3% N	340 51.9%	355 50.0%	288 53.0%	356 49.2% P	408 58.2%	241 53.6%	305 54.9%	290 50.5%
DON'T KNOW	36 1.8%	9 2.1%	27 1.7%	1 0.9%	9 1.8%	15 2.0%	3 2.0%	5 2.3%	3 1.2%	17 1.7%	19 1.9%	3 0.6%	10 1.5%	19 2.6% L	14 2.6%	13 1.8%	8 1.2%	6 1.2%	11 1.9%	10 1.7%

6 Jan 2015
 Table 2
 Q.M1A MARIJUANA AD AWARENESS
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER BETWE 12 EN 12 YEARS AND		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		OLD (J)	17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
AD AWARENESS															
----- YES	895 44.8%	513 68.5%	66 70.1%	110 63.9%	540 67.3%	309 59.6%	36 61.3%	77 58.2%	335 58.5%	179 41.8%	200 48.3%	657 42.2%	238 53.7%	724 46.3%	161 38.5%
NO	1069 53.5%	226 30.2%	28 29.9%	59 34.5%	252 31.4%	200 38.7%	21 34.9%	55 41.8%	228 39.8%	245 57.3%	205 49.5%	871 56.0%	198 44.6%	810 51.9%	250 59.9%
DON'T KNOW	36 1.8%	10 1.3%	0 0	3 1.6%	10 1.3%	9 1.6%	2 3.8%	0 0	10 1.7%	4 0.9%	9 2.1%	28 1.8%	8 1.7%	28 1.8%	7 1.6%

6 Jan 2015
 Table 3
 Q.MLB UNAIDED MARIJUANA AD RECALL
 BASE RESPONDENTS AWARE OF MARIJUANA ADVERTISING

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION					HH INCOME			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)				B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVE RSITY (Q)
BASE FOR % - ACTUAL	916	190	726	196	215	184	61	88	172	467	449	131	313	431	249	363	292	216	245	275
BASE FOR % - WEIGHTED	895	200	695	65	249	339	54*	77*	111	451	445	208	304	337	241	354	286	203	240	275
AD RECALL																				
MARIJUANA IS 300% STRONGER NOW THAN IN THE PAST	16 1.7%	7 3.4%	9 1.3%	2 2.7%	5 1.9%	3 1.0%	3 6.4%	0 FH	2 1.9%	10 2.1%	6 1.3%	0 0	7 2.2%	8 2.4%	5 2.1%	6 1.8%	4 1.3%	1 0.5%	4 1.7%	8 3.0%
MARIJUANA IS STRONGER NOW THAN IN THE PAST	161 18.0%	41 20.3%	120 17.3%	14 F 21.3%	59 F 23.6%	44 12.9%	12 21.7%	16 21.2%	16 14.8%	91 20.1%	70 15.8%	25 12.2%	64 L 21.1%	62 18.3%	41 16.9%	67 19.0%	53 18.5%	32 15.8%	46 19.1%	52 18.8%
MARIJUANA CAN DAMAGE A YOUNG PERSON'S BRAIN	117 13.1%	26 13.2%	91 13.1%	9 13.3%	43 F 17.3%	30 8.8%	11 F 21.1%	11 14.2%	14 12.2%	58 12.9%	59 13.4%	32 15.4%	48 N 15.9%	33 9.7%	27 11.0%	49 13.9%	42 14.6%	27 13.2%	31 13.1%	41 14.7%
MARIJUANA IS HARMFUL/CAUSES BRAIN DAMAGE	133 14.8%	37 18.5%	96 13.8%	9 I 14.3%	50 20.0%	46 13.5%	5 9.9%	11 15.0%	11 10.0%	65 14.5%	68 15.2%	32 15.6%	42 13.7%	55 16.4%	20 PQ 20.6%	47 13.2%	36 12.7%	39 19.2%	38 16.0%	33 12.0%
SMOKE FLOWING THROUGH A BRAIN MADE OF GLASS/GLASS TUBES	122 13.7%	46 C 22.7%	77 11.1%	8 13.1%	33 13.3%	44 13.1%	9 15.7%	12 15.7%	16 14.2%	70 15.5%	52 N 11.8%	34 16.5%	60 N 19.6%	24 7.0%	20 8.4%	64 O 18.1%	35 12.4%	20 9.9%	33 13.7%	46 16.7%
HOW MARIJUANA AFFECTS BRAIN FUNCTION	60 6.7%	11 5.3%	50 7.1%	3 4.9%	22 8.9%	17 5.1%	4 6.5%	6 8.2%	8 6.8%	35 7.7%	26 5.8%	19 9.3%	16 5.3%	22 6.5%	24 Q 9.8%	27 Q 7.7%	9 3.3%	21 10.2%	15 6.3%	14 5.1%
MEDICAL MARIJUANA/MEDICAL BENEFITS/USE	59 6.6%	11 5.6%	48 6.9%	6 9.0%	15 6.0%	21 6.2%	3 5.5%	3 3.8%	11 10.3%	24 5.3%	35 7.9%	6 3.1%	20 6.6%	31 L 9.3%	6 2.7%	26 O 7.5%	26 O 9.1%	12 6.0%	15 6.4%	21 7.6%
TALKING ABOUT LEGALIZING MARIJUANA	83 9.2%	12 6.2%	70 10.1%	5 7.7%	15 6.1%	46 G 13.4%	1 1.2%	6 7.7%	10 9.3%	36 G 8.0%	47 10.5%	8 3.7%	20 6.6%	49 L 14.4%	23 M 9.6%	31 8.9%	26 9.2%	20 9.9%	22 9.3%	25 9.1%
LEGALIZED MARIJUANA IN CERTAIN US STATES.	12 1.3%	1 0.4%	11 1.5%	1 1.2%	3 1.1%	3 1.0%	0 0	1 0.8%	4 3.5%	5 1.2%	6 1.4%	0 0	5 1.5%	7 2.1%	2 0.9%	2 0.5%	8 P 2.7%	2 1.0%	1 0.4%	6 2.4%
BRAIN/TUBES TURNING BLACK/'BURNING OUT'	71 8.0%	17 8.6%	54 7.8%	6 9.8%	23 9.2%	23 6.9%	1 2.4%	8 10.3%	10 8.8%	27 6.0%	45 10.0%	20 9.7%	28 9.2%	22 6.5%	19 7.8%	28 8.0%	24 8.5%	19 9.1%	19 8.1%	20 7.3%
TALKING ABOUT TEENAGERS DRIVING HIGH	14 1.6%	2 1.2%	11 1.6%	0 0	5 2.1%	7 2.2%	0 0	1 0.9%	1 0.5%	7 1.6%	7 1.5%	4 2.0%	5 1.5%	5 2.4%	6 2.4%	4 1.3%	4 1.3%	4 1.9%	1 0.5%	7 2.6%
YOUNG PEOPLE GETTING INTO MARIJUANA	11 1.2%	2 0.8%	9 1.3%	2 E 2.5%	1 0.5%	2 0.6%	1 1.6%	3 F 4.2%	2 E 1.4%	2 0.6%	8 1.8%	4 2.0%	6 N 1.9%	* 0.1%	0 0	8 O 2.3%	2 0.9%	0 0	4 1.7%	5 2.0%
IMAGES OF MARIJUANA/PLANTS GROWING	26 2.9%	3 1.5%	23 3.3%	1 1.9%	6 2.2%	9 2.8%	5 EFT 8.9%	3 4.5%	2 1.4%	4 0.9%	22 J 5.0%	10 4.8%	8 2.6%	8 2.4%	3 1.1%	7 2.1%	16 O 5.6%	2 P 1.1%	10 4.2%	11 4.1%

6 Jan 2015
 Table 3
 Q.MLB UNAIDED MARIJUANA AD RECALL
 BASE RESPONDENTS AWARE OF MARIJUANA ADVERTISING

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	\$40K TO UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - WEIGHTED	895	200	695	65	249	339	54*	77*	111	451	445	208	304	337	241	354	286	203	240	275
GOVERNMENT AD/POLITICAL AD/PUSHING AGENDA	25 2.8%	3 1.6%	22 3.2%	3 4.1%	1 0.4%	12 3.6%	2 3.2%	6 7.4% I	2 1.7%	16 3.5%	10 2.2%	14 6.6%	7 2.2%	4 1.2%	3 1.2%	8 2.4%	14 4.8%	3 1.3%	6 2.4%	11 4.1%
SAW A NEWS REPORT/READ AN ARTICLE	10 1.1%	* 0.2%	9 1.3%	1 1.0%	0 0%	8 2.3%	0 0%	0 0%	1 1.0%	3 0.7%	7 1.5%	0 0%	2 0.7%	4 1.2%	1 0.3%	3 0.7%	4 1.2%	* 0.2%	* 0.1%	4 1.6%
OTHER	143 16.0%	30 15.0%	113 16.3%	11 17.5%	29 11.7%	64 19.0%	7 12.6%	11 13.8%	21 18.8%	78 17.2%	66 14.8%	47 22.6%	39 12.9%	53 15.7%	43 17.8%	60 16.8%	41 14.2%	39 19.0%	33 13.6%	44 16.0%
DON'T KNOW/REFUSED	81 9.0%	13 6.6%	67 9.7%	4 6.6%	23 9.3%	32 9.4%	3 5.8%	7 9.0%	11 10.2%	42 9.4%	38 8.7%	10 4.9%	23 7.4%	37 11.0%	26 10.7%	24 6.8%	25 8.8%	21 10.1%	18 7.5%	13 4.7%
NOT STATED	3 0.3%	1 0.5%	2 0.2%	0 0%	0 0%	0 0%	3 5.1% I	0 DEF	0 0%	1 0.2%	2 0.4%	2 0.8%	1 0.3%	0 0%	2 0.7%	1 0.3%	0 0%	2 0.8%	1 0.4%	0 0%

6 Jan 2015
 Table 4
 Q.MLB UNAIDED MARIJUANA AD RECALL
 BASE RESPONDENTS AWARE OF MARIJUANA ADVERTISING

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 YEARS	BETWE EN 12 AND 17	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		(J)	(K)				
BASE FOR % - ACTUAL	916	526	62	106	550	309	37	78	335	150	190	709	207	771	138
BASE FOR % - WEIGHTED	895	513	66*	110*	540	309	36**	77*	335	179	200	657	238	724	161
AD RECALL															
MARIJUANA IS 300% STRONGER NOW THAN IN THE PAST	16 1.7%	13 2.5%	0 0	0 0	13 2.4%	6 2.0%	* 0.9%	0 0	6 1.8%	2 1.0%	7 3.4%	11 1.6%	5 2.0%	13 1.8%	2 1.5%
MARIJUANA IS STRONGER NOW THAN IN THE PAST	161 18.0%	120 23.4%	7 11.0%	15 13.6%	120 22.3%	69 22.5%	7 19.3%	20 26.3%	75 22.4%	30 16.8%	41 20.3%	103 15.6%	58 24.4%	136 18.8%	24 15.2%
MARIJUANA CAN DAMAGE A YOUNG PERSON'S BRAIN	117 13.1%	88 17.2%	6 9.6%	10 9.6%	88 16.3%	51 16.5%	* 0.9%	12 15.9%	53 15.7%	23 13.1%	26 13.2%	77 11.7%	41 17.2%	102 14.1%	12 7.8%
MARIJUANA IS HARMFUL/CAUSES BRAIN DAMAGE	133 14.8%	91 17.8%	13 20.1%	24 22.0%	95 17.7%	52 16.9%	10 28.9%	20 26.3%	59 17.7%	27 15.1%	37 18.5%	83 12.6%	50 21.1%	106 14.6%	27 16.5%
SMOKE FLOWING THROUGH A BRAIN MADE OF GLASS/GLASS TUBES	122 13.7%	119 23.2%	3 4.4%	13 12.3%	119 22.0%	70 22.7%	1 3.8%	15 19.6%	70 21.0%	28 15.8%	46 22.7%	92 14.0%	30 12.8%	105 14.5%	14 8.9%
HOW MARIJUANA AFFECTS BRAIN FUNCTION	60 6.7%	47 9.2%	4 6.1%	4 3.6%	47 8.7%	21 6.7%	4 9.7%	5 6.9%	22 6.4%	9 5.1%	11 5.3%	38 5.8%	22 9.4%	49 6.8%	8 5.0%
MEDICAL MARIJUANA/MEDICAL BENEFITS/USE	59 6.6%	21 4.2%	2 3.4%	7 6.6%	22 4.1%	22 7.1%	* 1.2%	1 1.6%	22 6.6%	9 5.1%	11 5.6%	45 6.8%	14 5.9%	49 6.8%	10 6.2%
TALKING ABOUT LEGALIZING MARIJUANA	83 9.2%	25 4.8%	5 7.0%	5 4.2%	25 4.6%	15 4.7%	2 5.9%	5 6.1%	17 5.0%	7 4.1%	12 6.2%	69 10.4%	14 5.9%	55 7.5%	28 17.5%
LEGALIZED MARIJUANA IN CERTAIN US STATES.	12 1.3%	7 1.3%	2 2.3%	4 3.5%	7 1.2%	6 1.8%	0 2.0%	2 1.7%	6 1.7%	3 1.6%	1 0.4%	9 1.3%	3 1.2%	9 1.2%	3 1.6%
BRAIN/TUBES TURNING BLACK/'BURNING OUT'	71 8.0%	66 12.8%	5 6.8%	12 10.6%	67 12.3%	39 12.8%	1 2.6%	11 14.0%	39 11.8%	9 5.1%	17 8.6%	49 7.4%	23 9.6%	51 7.1%	20 12.4%
TALKING ABOUT TEENAGERS DRIVING HIGH	14 1.6%	4 0.7%	1 1.9%	0 0	4 0.7%	3 1.1%	0 0	0 0	3 1.0%	2 1.2%	2 1.2%	9 1.3%	5 2.2%	14 1.9%	0 0
YOUNG PEOPLE GETTING INTO MARIJUANA	11 1.2%	2 0.4%	* 0.5%	1 0.8%	3 0.5%	3 0.9%	2 6.3%	* 0.4%	3 0.9%	1 0.5%	2 0.8%	9 1.4%	1 0.5%	9 1.3%	1 0.9%
IMAGES OF MARIJUANA/PLANTS GROWING	26 2.9%	7 1.4%	0 0	3 2.7%	7 1.4%	4 1.4%	0 0	* 0.5%	4 1.3%	10 5.4%	3 1.5%	21 3.1%	6 2.3%	25 3.5%	1 0.4%
GOVERNMENT AD/POLITICAL AD/PUSHING AGENDA	25 2.8%	15 3.0%	4 6.3%	3 2.5%	17 3.2%	7 2.3%	1 2.9%	4 5.2%	11 3.3%	7 3.8%	3 1.6%	24 3.7%	1 0.4%	25 3.4%	* 0.1%
SAW A NEWS REPORT/READ AN ARTICLE	10 1.1%	3 0.5%	* 0.6%	2 2.1%	3 0.5%	3 0.9%	* 1.1%	0 0	3 0.8%	2 1.3%	* 0.2%	10 1.5%	0 0	6 0.8%	4 2.3%

6 Jan 2015
 Table 4
 Q.MLB UNAIDED MARIJUANA AD RECALL
 BASE RESPONDENTS AWARE OF MARIJUANA ADVERTISING

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET BANNE		NET (E)	TV (F)	INTER NET BANNE		NET (I)	UNDER 12 YEARS	BETWE 12 EN 17 AND	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		OLD (J)	AND (K)				
BASE FOR % - WEIGHTED	895	513	66*	110*	540	309	36**	77*	335	179	200	657	238	724	161
OTHER	143	64	26	35	80	31	11	16	39	46	30	117	26	114	29
	16.0%	12.5%	38.8% BE	31.9% BE	14.8%	9.9%	30.1%	20.3% F	11.6%	26.0% K	15.0%	17.9% M	10.9%	15.7%	18.3%
DON'T KNOW/REFUSED	81	25	*	4	28	18	1	1	18	8	13	59	22	59	17
	9.0%	4.9%	0.3%	3.9%	5.1%	5.8%	1.6%	0.7%	5.5%	4.6%	6.6%	8.9%	9.2%	8.2%	10.8%
NOT STATED	3	0	0	0	0	2	0	0	2	3	1	3	0	1	2
	0.3%	0	0	0	0	0.6%	0	0	0.5%	1.6%	0.5%	0.4%	0	0.1%	1.1%

6 Jan 2015
 Table 5
 Q.M2A-M2C/P2A-P2C TOTAL MARIJUANA & PDA AIDED AWARENESS TABLE
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION			HH INCOME					
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)				B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
SUMMARY TOTAL AWARENESS																				
MARIJUANA TELEVISION AD RECALL	749	186	563	54	211	263	55	80	88	438	311	176	292	256	192	300	253	169	213	245
	37.5%	44.8%	35.5%	38.8%	44.7%	34.1%	38.6%	37.5%	33.0%	44.7%	30.5%	34.9%	44.7%	36.0%	35.3%	41.5%	36.0%	37.6%	38.3%	42.7%
MARIJUANA INTERNET VIDEO RECALL	94	21	74	10	17	39	8	8	12	59	35	38	29	25	26	28	40	23	27	23
	4.7%	4.9%	4.6%	7.1%	3.7%	5.1%	5.8%	3.8%	4.4%	6.0%	3.4%	7.4%	4.4%	3.5%	4.9%	3.8%	5.7%	5.1%	4.9%	4.1%
MARIJUANA BANNER AD RECALL	172	49	122	13	49	71	7	17	15	104	68	37	68	60	47	61	63	38	43	60
	8.6%	11.9%	7.7%	9.2%	10.3%	9.2%	4.8%	8.2%	5.6%	10.6%	6.7%	7.4%	10.4%	8.5%	8.7%	8.5%	9.0%	8.5%	7.8%	10.4%
DRUG ABUSE TELEVISION DRUG ABUSE AD RECALL	517	127	390	33	134	189	45	55	62	272	245	137	203	161	141	221	152	103	150	169
	25.9%	30.7%	24.6%	23.9%	28.4%	24.6%	31.6%	25.9%	23.1%	27.7%	24.1%	27.1%	31.0%	22.7%	26.0%	30.5%	21.6%	22.9%	27.1%	29.4%
DRUG ABUSE VIDEO RECALL	59	13	46	7	14	22	4	4	8	34	25	24	19	16	22	23	15	15	25	6
	3.0%	3.1%	2.9%	5.4%	2.9%	2.9%	2.8%	1.9%	2.9%	3.5%	2.5%	4.7%	2.9%	2.2%	4.0%	3.1%	2.1%	3.3%	4.5%	1.0%
DRUG ABUSE BANNER AD RECALL	132	28	105	9	20	55	12	17	18	65	68	46	38	45	34	50	49	29	38	38
	6.6%	6.7%	6.6%	6.9%	4.3%	7.2%	8.7%	8.0%	6.7%	6.6%	6.7%	9.0%	5.8%	6.3%	6.2%	6.9%	6.9%	6.4%	6.8%	6.6%
NET RECALL ANY ADS	996	239	757	71	268	361	75	107	115	541	455	251	373	340	266	393	333	215	291	313
	49.8%	57.6%	47.8%	51.2%	56.9%	46.9%	52.4%	50.5%	42.9%	55.2%	44.7%	49.7%	57.0%	47.8%	48.9%	54.4%	47.5%	47.7%	52.3%	54.6%
NET RECALL ANY TV ADS	920	223	697	63	252	326	72	101	106	505	415	226	350	313	247	368	300	200	260	300
	46.0%	53.8%	44.0%	45.8%	53.6%	42.3%	50.3%	47.7%	39.9%	51.5%	40.8%	44.6%	53.6%	44.0%	45.4%	51.0%	42.8%	44.4%	46.8%	52.2%
NET RECALL ANY INTERNET ADS	135	29	106	15	29	55	11	10	16	84	51	54	43	35	36	48	51	32	47	26
	6.8%	7.0%	6.7%	10.5%	6.1%	7.2%	7.6%	4.6%	6.2%	8.6%	5.0%	10.7%	6.6%	4.9%	6.6%	6.6%	7.3%	7.0%	8.5%	4.5%
NET RECALL ANY BANNER ADS	266	65	201	19	62	109	18	30	28	151	115	70	92	96	70	95	100	58	70	85
	13.3%	15.7%	12.7%	13.7%	13.2%	14.2%	12.5%	14.0%	10.5%	15.4%	11.3%	13.8%	14.0%	13.5%	12.9%	13.2%	14.3%	12.9%	12.7%	14.8%
NET DO NOT RECALL ANY ADS	1004	176	828	67	203	409	68	105	152	440	564	255	281	371	278	330	369	235	265	261
	50.2%	42.4%	52.2%	48.8%	43.1%	53.1%	47.6%	49.5%	57.1%	44.8%	55.3%	50.3%	43.0%	52.2%	51.1%	45.6%	52.5%	52.3%	47.7%	45.4%

6 Jan 2015
 Table 6
 Q.M2A-M2C/P2A-P2C TOTAL MARIJUANA & PDA AIDED AWARENESS TABLE
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		TV (F)	INTER NET		NET (I)	UNDER 12 AND 17		ENGLI (L)	FRENC (M)	YES (N)	NO (O)	
			NET (C)	BANNER (D)		NET (G)	BANNER (H)		YEARS OLD (J)	AND (K)					
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
NET RECALL ANY BANNER ADS	266	180	55	172	218	125	36	132	173	59	65	207	59	209	56
	13.3%	24.0%	57.9%	100.0%	27.2%	24.2%	60.3%	100.0%	30.2%	13.8%	15.7%	13.3%	13.4%	13.4%	13.4%
			B	C			F	G							
NET DO NOT RECALL ANY ADS	1004	0	0	0	0	0	0	0	0	214	176	818	186	727	260
	50.2%	0	0	0	0	0	0	0	0	50.2%	42.4%	52.6%	41.9%	46.5%	62.3%
				E							M				N

6 Jan 2015
 Table 7
 Q.M2A-M2C TOTAL MARIJUANA AIDED AWARENESS TABLE
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION			HH INCOME					
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)				B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
SUMMARY TOTAL AWARENESS																				
MARIJUANA TELEVISION AD RECALL	749	186	563	54	211	263	55	80	88	438	311	176	292	256	192	300	253	169	213	245
	37.5%	44.8%	35.5%	38.8%	44.7%	34.1%	38.6%	37.5%	33.0%	44.7%	30.5%	34.9%	44.7%	36.0%	35.3%	41.5%	36.0%	37.6%	38.3%	42.7%
MARIJUANA INTERNET VIDEO RECALL	94	21	74	10	17	39	8	8	12	59	35	38	29	25	26	28	40	23	27	23
	4.7%	4.9%	4.6%	7.1%	3.7%	5.1%	5.8%	3.8%	4.4%	6.0%	3.4%	7.4%	4.4%	3.5%	4.9%	3.8%	5.7%	5.1%	4.9%	4.1%
MARIJUANA BANNER AD RECALL	172	49	122	13	49	71	7	17	15	104	68	37	68	60	47	61	63	38	43	60
	8.6%	11.9%	7.7%	9.2%	10.3%	9.2%	4.8%	8.2%	5.6%	10.6%	6.7%	7.4%	10.4%	8.5%	8.7%	8.5%	9.0%	8.5%	7.8%	10.4%
NET RECALL ANY ADS	802	195	607	60	220	290	55	83	95	465	338	194	308	274	207	318	272	183	230	256
	40.1%	47.1%	38.3%	43.3%	46.8%	37.6%	39.0%	39.0%	35.4%	47.4%	33.1%	38.4%	47.1%	38.6%	38.1%	44.0%	38.8%	40.8%	41.3%	44.6%
NET DO NOT RECALL ANY ADS	1198	219	978	78	251	480	87	129	172	516	681	312	346	436	336	404	430	266	326	318
	59.9%	52.9%	61.7%	56.7%	53.2%	62.4%	61.0%	61.0%	64.6%	52.6%	66.9%	61.6%	52.9%	61.4%	61.9%	56.0%	61.2%	59.2%	58.7%	55.4%

6 Jan 2015
 Table 8
 Q.M2A-M2C TOTAL MARIJUANA AIDED AWARENESS TABLE
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 17		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNER (D)			NET (G)	BANNER (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
SUMMARY TOTAL AWARENESS															

MARIJUANA TELEVISION AD RECALL	749	749	62	134	749	346	25	79	366	145	186	544	205	646	100
	37.5%	100.0%	65.9%	77.8%	93.4%	67.0%	42.1%	59.6%	63.8%	33.9%	44.8%	35.0%	46.2%	41.3%	23.8%
			C	D	CD	G				J		L	O		
		E													
MARIJUANA INTERNET VIDEO RECALL	94	62	94	50	94	38	18	22	48	27	21	77	17	73	21
	4.7%	8.3%	100.0%	29.0%	11.7%	7.4%	30.5%	16.9%	8.4%	6.2%	4.9%	4.9%	3.9%	4.7%	4.9%
			B	BE		F		F							
			D	E											
MARIJUANA BANNER AD RECALL	172	134	50	172	172	69	18	38	79	39	49	126	46	140	31
	8.6%	17.8%	52.7%	100.0%	21.4%	13.3%	30.2%	28.7%	13.7%	9.1%	11.9%	8.1%	10.3%	9.0%	7.5%
			B	C	CE	F	F								
			D	E											
NET RECALL ANY ADS	802	749	94	172	802	355	31	85	379	159	195	589	213	686	112
	40.1%	100.0%	100.0%	100.0%	100.0%	68.6%	51.9%	64.1%	66.1%	37.2%	47.1%	37.9%	48.0%	43.9%	26.9%
						G				J		L	O		
NET DO NOT RECALL ANY ADS	1198	0	0	0	0	162	28	48	194	268	219	967	231	876	305
	59.9%	0	0	0	0	31.4%	48.1%	35.9%	33.9%	62.8%	52.9%	62.1%	52.0%	56.1%	73.1%
						F	F			K		M			N

6 Jan 2015
 Table 9
 Q.M2A MARIJUANA TELEVISION AD RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION					HH INCOME			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)				B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
TELEVISION AD RECALL																				
YES	749	186	563	54	211	263	55	80	88	438	311	176	292	256	192	300	253	169	213	245
	37.5%	44.8%	35.5%	38.8%	44.7%	34.1%	38.6%	37.5%	33.0%	44.7%	30.5%	34.9%	44.7%	36.0%	35.3%	41.5%	36.0%	37.6%	38.3%	42.7%
NO	1188	213	975	80	247	494	77	126	163	515	673	313	341	432	329	404	431	264	327	318
	59.4%	51.3%	61.5%	57.9%	52.4%	64.2%	54.4%	59.7%	61.1%	52.5%	66.0%	61.9%	52.2%	60.8%	60.6%	55.9%	61.4%	58.8%	58.8%	55.4%
NOT APPLICABLE / DO NOT WATCH TELEVISION	17	4	13	1	3	2	4	0	7	5	12	8	8	2	4	4	8	3	6	*
	0.8%	1.0%	0.8%	1.0%	0.7%	0.2%	2.6%	0	2.5%	0.5%	1.2%	1.5%	1.2%	0.2%	0.8%	0.5%	1.1%	0.8%	1.0%	0.1%
REFUSED	1	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
	0.1%	0	0.1%	0	0	0	0	0	0.5%	0.1%	0	0	0	0	0	0	0	0	0	0
DON'T KNOW	41	11	31	3	10	11	4	5	8	20	21	7	11	21	16	13	11	11	10	10
	2.1%	2.5%	1.9%	2.3%	2.1%	1.5%	2.5%	2.5%	2.9%	2.1%	2.0%	1.4%	1.6%	3.0%	3.0%	1.8%	1.5%	2.5%	1.8%	1.8%
NOT STATED	3	2	2	0	0	0	3	1	0	1	2	2	2	0	2	2	0	2	1	0
	0.2%	0.4%	0.1%	0	0	0	2.0%	0.3%	0	0.1%	0.2%	0.3%	0.3%	0	0.3%	0.2%	0	0.4%	0.2%	0

6 Jan 2015
 Table 10
 Q.M2A MARIJUANA TELEVISION AD RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 17 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		OLD (J)	BETWE EN (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
TELEVISION AD RECALL															
YES	749 37.5%	749 100.0%	62 65.9%	134 77.8%	749 93.4%	346 67.0%	25 42.1%	79 59.6%	366 63.8%	145 33.9%	186 44.8%	544 61.8%	205 46.2%	646 41.3%	100 23.8%
NO	1188 59.4%	0 0	32 34.1% BE	36 21.0% E	51 6.4% B	161 31.1%	31 51.8% F	50 37.5%	192 33.5%	263 61.6% K	213 51.3%	962 61.8% M	226 51.1%	868 55.6%	305 73.0% N
NOT APPLICABLE / DO NOT WATCH TELEVISION	17 0.8%	0 0	0 0	0 0	0 0	0 0	0 0	3 2.1% F	3 0.5%	6 1.5%	4 1.0%	15 1.0%	2 0.5%	14 0.9%	3 0.8%
REFUSED	1 0.1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.1%	0 0	0 0	0 0
DON'T KNOW	41 2.1%	0 0	0 0	2 1.1% B	2 0.2%	7 1.4%	4 6.1% F	1 0.8%	10 1.8%	10 2.4%	11 2.5%	31 2.0%	10 2.2%	33 2.1%	8 2.0%
NOT STATED	3 0.2%	0 0	0 0	0 0	0 0	2 0.5%	0 0	0 0	2 0.4%	3 0.6%	2 0.4%	3 0.2%	0 0	2 0.1%	2 0.4%

6 Jan 2015
 Table 11
 Q.M2B MARIJUANA INTERNET VIDEO RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD													EDUCATION						HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME POST HIGH SCHOOL OR LESS (O)	SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)		
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571		
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574		
INTERNET VIDEO RECALL																						
YES	94 4.7%	21 4.9%	74 4.6%	10 7.1%	17 3.7%	39 5.1%	8 5.8%	8 3.8%	12 4.4%	59 6.0%	35 3.4%	38 7.4%	29 4.4%	25 3.5%	26 4.9%	28 3.8%	40 5.7%	23 5.1%	27 4.9%	23 4.1%		
NO	1809 90.5%	379 91.4%	1430 90.2%	122 88.7%	423 89.8%	690 89.6%	131 91.9%	198 93.3%	246 92.0%	871 88.8%	938 92.0%	457 90.3%	605 92.6%	623 87.7%	475 87.3%	657 91.0%	646 92.1%	384 85.4%	510 91.7%	536 93.3%		
NOT APPLICABLE / DO NOT USE THE INTERNET	74 3.7%	7 1.8%	66 4.2%	4 3.2%	24 5.2%	34 4.5%	1 0.4%	3 1.4%	7 2.6%	32 3.3%	41 4.1%	5 1.1%	10 1.5%	57 8.0%	35 6.4%	28 3.9%	11 1.5%	36 8.0%	14 2.5%	8 1.5%		
REFUSED	1 0.1%	0	1 0.1%	0	0	0	0	0	1 0.5%	1 0.1%	0	0	0	0	0	0	0	0	0	0		
DON'T KNOW	18 0.9%	6 1.4%	12 0.8%	1 1.0%	6 1.4%	7 0.9%	0	2 1.2%	1 0.5%	16 1.6%	2 0.2%	4 0.8%	8 1.2%	6 0.8%	6 1.1%	8 1.1%	5 0.7%	5 1.2%	4 0.8%	7 1.1%		
NOT STATED	3 0.2%	2 0.4%	2 0.1%	0	0	0	3 2.0%	1 0.3%	0	1 0.1%	2 0.2%	2 0.3%	2 0.3%	0	2 0.3%	2 0.2%	0	2 0.4%	1 0.2%	0		

6 Jan 2015
 Table 12
 Q.M2B MARIJUANA INTERNET VIDEO RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 AND 17 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	AND 17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
<u>INTERNET VIDEO RECALL</u>															
YES	94 4.7%	62 8.3%	94 100.0%	50 29.0%	94 11.7%	38 7.4%	18 30.5%	22 16.9%	48 8.4%	27 6.2%	21 4.9%	77 4.9%	17 3.9%	73 4.7%	21 4.9%
NO	1809 90.5%	644 85.9%	0 0	116 67.6%	663 82.7%	446 86.3%	38 64.5%	105 79.0%	489 85.3%	392 91.8%	379 91.4%	1412 90.7%	397 89.4%	1413 90.4%	377 90.4%
NOT APPLICABLE / DO NOT USE THE INTERNET	74 3.7%	34 4.5%	0 0	2 1.4%	34 4.2%	24 4.7%	0 0	3 2.1%	24 4.2%	4 0.8%	7 1.8%	50 3.2%	23 5.2%	57 3.7%	16 3.9%
REFUSED	1 0.1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.1%	0 0	0 0	0 0
DON'T KNOW	18 0.9%	10 1.3%	0 0	4 2.1%	11 1.3%	6 1.2%	3 5.0%	3 1.9%	9 1.6%	2 0.5%	6 1.4%	12 0.8%	6 1.4%	17 1.1%	2 0.4%
NOT STATED	3 0.2%	0 0	0 0	0 0	0 0	2 0.5%	0 0	0 0	2 0.4%	3 0.6%	2 0.4%	3 0.2%	0 0	2 0.1%	2 0.4%

6 Jan 2015
 Table 13
 Q.M2C MARIJUANA BANNER AD RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD										REGION		GENDER		AGE		EDUCATION			HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)		
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571		
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574		
BANNER AD RECALL																						

YES	172	49	122	13	49	71	7	17	15	104	68	37	68	60	47	61	63	38	43	60		
	8.6%	11.9%	7.7%	9.2%	10.3%	9.2%	4.8%	8.2%	5.6%	10.6%	6.7%	7.4%	10.4%	8.5%	8.7%	8.5%	9.0%	8.5%	7.8%	10.4%		
NO	1747	354	1394	120	398	672	128	190	240	850	898	458	573	599	464	633	621	376	494	505		
	87.4%	85.3%	87.9%	86.8%	84.5%	87.3%	90.3%	89.5%	89.8%	86.6%	88.1%	90.5%	87.6%	84.3%	85.3%	87.6%	88.5%	83.7%	88.9%	88.0%		
NOT APPLICABLE / DO NOT USE THE INTERNET	62	7	55	3	21	27	1	4	6	19	43	5	7	45	27	21	14	29	11	6		
	3.1%	1.6%	3.5%	1.8%	4.5%	3.5%	0.9%	1.7%	2.4%	1.9%	4.2%	1.0%	1.1%	6.3%	5.0%	2.9%	2.0%	6.4%	2.1%	1.0%		
REFUSED	1	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0		
	0.1%	0	0.1%	0	0	0	0	0	0.5%	0.1%	0	0	0	0	0	0	0	0	0	0		
DON'T KNOW	14	4	11	3	3	0	3	1	5	6	8	4	4	6	4	6	4	4	6	4		
	0.7%	0.9%	0.7%	2.1%	0.7%	0	2.1%	0.3%	1.7%	0.6%	0.8%	0.8%	0.6%	0.9%	0.6%	0.9%	0.5%	1.0%	1.0%	0.6%		
NOT STATED	3	2	2	0	0	0	3	1	0	1	2	2	2	0	2	2	0	2	1	0		
	0.2%	0.4%	0.1%	0	0	0	2.0%	0.3%	0	0.1%	0.2%	0.3%	0.3%	0	0.3%	0.2%	0	0.4%	0.2%	0		

6 Jan 2015
 Table 14
 Q.M2C MARIJUANA BANNER AD RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		TV (F)	INTER NET		NET (I)	UNDER 12 AND 17 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)	
			NET (C)	BANNER (D)		NET (G)	BANNER (H)		OLD (J)	AND 17 (K)					
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
BANNER AD RECALL															

YES	172	134	50	172	172	69	18	38	79	39	49	126	46	140	31
	8.6%	17.8%	52.7%	100.0%	21.4%	13.3%	30.2%	28.7%	13.7%	9.1%	11.9%	8.1%	10.3%	9.0%	7.5%
				B			F	F							
				C											
				E											
NO	1747	576	43	0	590	422	41	92	467	379	354	1372	376	1360	368
	87.4%	76.8%	45.5%	0	73.5%	81.6%	69.2%	69.5%	81.5%	88.6%	85.3%	88.1%	84.7%	87.1%	88.3%
		CD			CD	H									
NOT APPLICABLE / DO NOT USE THE INTERNET	62	31	0	0	31	20	0	1	20	3	7	42	20	48	13
	3.1%	4.2%	0	0	3.9%	3.8%	0	0.4%	3.5%	0.6%	1.6%	2.7%	4.5%	3.1%	3.2%
REFUSED	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0
	0.1%	0	0	0	0	0	0	0	0	0	0	0.1%	0	0	0
DON'T KNOW	14	9	2	0	10	4	*	2	5	4	4	12	2	11	3
	0.7%	1.2%	1.7%	0	1.2%	0.8%	0.6%	1.4%	0.9%	1.0%	0.9%	0.8%	0.5%	0.7%	0.7%
NOT STATED	3	0	0	0	0	2	0	0	2	3	2	3	0	2	2
	0.2%	0	0	0	0	0.5%	0	0	0.4%	0.6%	0.4%	0.2%	0	0.1%	0.4%

6 Jan 2015
 Table 15
 Q.M3 MAIN POINT OF MARIJUANA ADVERTISEMENT
 BASE RESPONDENT RECALLS SPECIFIC MARIJUANA ADS

	CHILDREN BETWEEN 12-17 YEARS OLD										GENDER		AGE		EDUCATION			HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)	B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVE RSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	815	180	635	176	189	158	64	94	134	470	345	126	313	346	219	324	267	183	229	267
BASE FOR % - WEIGHTED	802	195	607	60	220	290	55*	83*	95	465	338	194	308	274	207	318	272	183	230	256
ADVERTISEMENT																				

DON'T DO DRUGS	58 7.2%	14 7.1%	44 7.2%	2 3.4%	18 8.1%	23 8.0%	5 9.3%	3 4.0%	6 6.2%	32 7.0%	25 7.5%	14 7.1%	24 7.9%	19 6.8%	15 7.2%	28 8.8%	15 5.4%	25 13.7%	19 8.2%	6 2.4%
DON'T SMOKE MARIJUANA/MARIJUANA IS DANGEROUS	202 25.1%	51 26.1%	151 24.8%	14 23.8%	49 22.4%	76 26.1%	18 32.7%	25 30.4%	19 20.2%	126 27.1%	75 22.3%	43 22.3%	82 26.7%	72 26.2%	48 23.1%	86 26.9%	68 24.9%	25 13.4%	60 26.0%	85 33.0%
MARIJUANA CAN CAUSE BRAIN DAMAGE	153 19.0%	46 23.8%	106 17.5%	12 20.2%	57 25.8%	45 15.6%	9 15.4%	13 15.5%	17 18.3%	81 17.5%	71 21.1%	33 17.0%	55 17.9%	60 21.8%	47 22.5%	54 17.1%	51 18.9%	43 23.5%	52 22.7%	38 15.0%
MARIJUANA CAN CAUSE PSYCHOLOGICAL PROBLEMS	6 0.7%	2 0.9%	4 0.7%	1 2.1%	1 0.6%	2 0.6%	1 1.1%	0	1 1.1%	1 0.3%	5 1.4%	0	5 1.6%	1 0.3%	0	3 1.1%	0.9%	3 1.7%	1 0.6%	1 0.5%
YOUNG PEOPLE SHOULD NOT SMOKE MARIJUANA	62 7.8%	17 8.9%	45 7.4%	7 11.7%	9 3.9%	28 9.7%	3 4.7%	6 7.4%	10 10.6%	35 7.5%	28 8.2%	16 8.0%	30 9.9%	16 5.8%	17 8.2%	23 7.3%	22 7.9%	11 5.8%	23 9.8%	21 8.3%
MARIJUANA IS MORE DANGEROUS TO THE YOUNG/DAMAGES YOUNG BRAINS	90 11.2%	21 10.6%	69 11.4%	7 11.1%	19 8.5%	36 12.3%	5 9.2%	9 11.0%	15 15.8%	41 8.9%	49 14.4%	20 10.4%	37 11.9%	29 10.5%	17 8.0%	37 11.7%	35 13.0%	20 10.8%	19 8.4%	32 12.5%
MODERN MARIJUANA IS STRONGER/MORE DANGEROUS THAN IN THE PAST	58 7.3%	10 5.3%	48 7.9%	6 9.6%	18 8.0%	11 3.9%	6 11.1%	11 12.8%	7 7.4%	39 8.3%	20 5.8%	11 5.6%	24 7.9%	22 8.1%	7 3.6%	25 8.0%	26 9.5%	6 3.5%	15 6.7%	28 10.7%
THE GENERAL NEGATIVE EFFECTS OF MARIJUANA	34 4.2%	2 1.1%	32 5.3%	1 1.2%	15 6.8%	9 3.1%	1 1.2%	5 6.5%	3 3.6%	19 4.1%	15 4.5%	16 8.2%	5 1.6%	13 4.9%	12 5.7%	15 4.7%	7 2.7%	11 5.8%	11 4.6%	9 3.7%
JUSTIFICATION FOR LEGISLATION/GOVERNMENT PUSHING ITS AGENDA	43 5.3%	8 4.2%	34 5.7%	4 6.3%	4 1.8%	27 9.4%	2 4.1%	2 2.0%	4 3.8%	31 6.6%	12 3.6%	9 4.5%	13 4.1%	15 5.4%	13 6.4%	11 3.4%	15 5.7%	10 5.4%	7 2.9%	16 6.3%
OTHER	49 6.2%	16 8.3%	33 5.5%	3 4.9%	21 9.4%	9 3.2%	3 6.0%	7 8.3%	6 6.7%	28 6.1%	21 6.3%	24 12.4%	14 4.5%	11 4.0%	14 6.8%	16 4.9%	20 7.2%	10 5.6%	15 6.4%	11 4.4%
DON'T KNOW / REFUSED	47 5.9%	7 3.8%	40 6.6%	3 5.8%	10 4.7%	23 8.0%	3 5.2%	2 2.0%	6 6.3%	31 6.6%	17 5.0%	9 4.6%	19 6.0%	16 5.9%	18 8.6%	19 6.0%	11 3.9%	20 10.8%	8 3.6%	8 3.2%

6 Jan 2015
 Table 16
 Q.M3 MAIN POINT OF MARIJUANA ADVERTISEMENT
 BASE RESPONDENT RECALLS SPECIFIC MARIJUANA ADS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 12		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	BETWE 17 (K)				
BASE FOR % - ACTUAL	815	761	89	170	815	351	36	88	377	128	180	631	184	720	92
BASE FOR % - WEIGHTED	802	749	94*	172	802	355	31**	85*	379	159	195	589	213	686	112*
ADVERTISEMENT															

DON'T DO DRUGS	58 7.2%	56 7.5%D	7 7.3%	4 2.4%	58 7.2%D	23 6.4%	0	5 5.9%	23 6.0%	9 5.6%	14 7.1%	40 6.7%	18 8.4%	54 7.9%	4 3.3%
DON'T SMOKE MARIJUANA/MARIJUANA IS DANGEROUS	202 25.1%	195 26.0%	15 16.4%	39 22.7%	202 25.1%	88 24.9%	3 10.9%	23 26.7%	94 24.8%	45 28.2%	51 26.1%	156 26.4%	46 21.6%	177 25.7%	25 22.0%
MARIJUANA CAN CAUSE BRAIN DAMAGE	153 19.0%	138 18.4%	23 24.2%	46 26.7% B	153 19.0%	73 20.6%	3 9.9%	18 20.7%	76 20.0%	24 15.2%	46 23.8%	97 16.4%	56 26.3% L	127 18.6%	25 22.7%
MARIJUANA CAN CAUSE PSYCHOLOGICAL PROBLEMS	6 0.7%	6 0.8%	0	0	6 0.7%	4 1.1%	0	1 0.7%	4 1.1%	0	2 0.9%	5 0.8%	1 0.6%	5 0.7%	1 1.1%
YOUNG PEOPLE SHOULD NOT SMOKE MARIJUANA	62 7.8%	62 8.3%	8 8.7%	13 7.4%	62 7.8%	28 7.9%	2 7.8%	4 5.0%	28 7.4%	12 7.8%	17 8.9%	55 9.3%M	7 3.4%	46 6.7%	17 14.7%N
MARIJUANA IS MORE DANGEROUS TO THE YOUNG/DAMAGES YOUNG BRAINS	90 11.2%	89 11.9%	5 5.7%	10 5.9%	90 11.2%	49 13.8%	5 15.6%	5 5.6%	51 13.4%	5 3.4%	21 10.6% J	71 12.1%	19 8.8%	82 12.0%	7 6.2%
MODERN MARIJUANA IS STRONGER/MORE DANGEROUS THAN IN THE PAST	58 7.3%	56 7.5%	3 3.2%	14 8.1%	58 7.3%	27 7.6%	* 1.1%	6 6.7%	30 7.8%	13 8.0%	10 5.3%	41 6.9%	18 8.3%	50 7.2%	9 7.9%
THE GENERAL NEGATIVE EFFECTS OF MARIJUANA	34 4.2%	34 4.5%	1 1.0%	3 2.0%	34 4.2%	12 3.5%	1 3.7%	1 1.6%	13 3.3%	7 4.4%	2 1.1%	19 3.2%	15 7.0%L	31 4.5%	3 2.7%
JUSTIFICATION FOR LEGISLATION/GOVERNMENT PUSHING ITS AGENDA	43 5.3%	37 4.9%	8 8.8%	11 6.3%	43 5.3%	16 4.4%	2 8.0%	9 10.5%	19 4.9%	16 10.0%	8 4.2%	41 6.9%M	2 1.0%	29 4.2%	11 9.6%N
OTHER	49 6.2%	39 5.2%	17 17.7%B E	17 9.6%	49 6.2%	18 4.9%	7 23.1%	9 10.6%	24 6.4%	17 10.7%	16 8.3%	29 4.9%	21 9.7%L	44 6.3%	6 5.3%
DON'T KNOW / REFUSED	47 5.9%	38 5.0%	7 7.1%	15 9.0%	47 5.9%	17 4.8%	6 19.8%	5 6.0%	18 4.8%	11 6.6%	7 3.8%	37 6.3%	10 4.9%	43 6.2%	5 4.4%

6 Jan 2015
 Table 17
 Q.M4 INCREASED MARIJUANA ABUSE KNOWLEDGE
 BASE RESPONDENT RECALLS SPECIFIC MARIJUANA ADS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	REGION									GENDER		AGE		EDUCATION			HH INCOME			
TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
BASE FOR % - ACTUAL	815	180	635	176	189	158	64	94	134	470	345	126	313	346	219	324	267	183	229	267
BASE FOR % - WEIGHTED	802	195	607	60	220	290	55*	83*	95	465	338	194	308	274	207	318	272	183	230	256
ABUSE KNOWLEDGE																				

YES	209	53	156	18	55	74	16	22	24	119	89	42	86	79	69	78	62	54	59	57
	26.0%	26.9%	25.7%	29.8%	24.8%	25.5%	29.1%	27.0%	25.5%	25.7%	26.5%	21.4%	27.8%	28.7%	33.1%	24.5%	22.9%	29.5%	25.8%	22.3%
NO	575	140	435	41	161	208	39	59	68	338	238	149	219	185	126	237	207	117	168	198
	71.7%	71.7%	71.7%	68.5%	73.1%	71.8%	69.8%	71.2%	71.8%	72.7%	70.4%	76.7%	70.9%	67.4%	60.9%	74.5%	76.2%	64.0%	73.2%	77.4%
REFUSED	3	0	3	0	0	3	0	0	0	3	0	3	0	0	0	3	0	3	0	0
	0.4%	0	0.5%	0	0	1.0%	0	0	0	0.6%	0	1.5%	0	0	0	0.9%	0	1.6%	0	0
DON'T KNOW	15	3	13	1	5	5	1	2	3	5	11	1	4	11	13	*	2	9	2	1
	1.9%	1.3%	2.1%	1.8%	2.1%	1.7%	1.0%	1.8%	2.7%	1.0%	3.1%	0.4%	1.2%	3.9%	6.0%	0.1%	0.9%	4.8%	1.0%	0.3%

6 Jan 2015
 Table 18
 Q.M4 INCREASED MARIJUANA ABUSE KNOWLEDGE
 BASE RESPONDENT RECALLS SPECIFIC MARIJUANA ADS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R (C) (D)		TV (F)	INTER NET BANNE R (G) (H)		NET (I)	UNDER 12 YEARS AND 17 EN 12 (J) (K)		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)	
			NET (C)	BANNE R (D)		NET (G)	BANNE R (H)		YEARS (J)	AND (K)					
BASE FOR % - ACTUAL	815	761	89	170	815	351	36	88	377	128	180	631	184	720	92
BASE FOR % - WEIGHTED	802	749	94*	172	802	355	31**	85*	379	159	195	589	213	686	112*
ABUSE KNOWLEDGE															

YES	209 26.0%	197 26.3%	32 34.0%	52 30.3%	209 26.0%	88 24.9%	14 44.9%	26 30.1%	97 25.5%	39 24.3%	53 26.9%	154 26.2%	55 25.7%	175 25.5%	34 30.0%
NO	575 71.7%	536 71.5%	58 61.9%	120 69.7%	575 71.7%	255 71.9%	13 43.9%	58 68.3%	270 71.4%	117 73.5%	140 71.7%	422 71.6%	154 72.1%	499 72.7%	72 64.6%
REFUSED	3 0.4%	3 0.4%	0 0	0 0	3 0.4%	3 0.8%	0 0	0 0	3 0.8%	0 0	0 0	3 0.5%	0 0	0 0	3 2.6%N
DON'T KNOW	15 1.9%	13 1.8%	4 4.0%	0 0	15 1.9%	8 2.3%	3 11.2%	1 1.6%	9 2.3%	3 2.2%	3 1.3%	11 1.8%	5 2.2%	12 1.8%	3 2.9%

6 Jan 2015
 Table 19
 Q.P1A PRESCRIPTION DRUG ABUSE AD AWARENESS
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL	REGION			GENDER		AGE		EDUCATION			HH INCOME								
	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
ABUSE AD AWARENESS																				

YES	974	228	747	71	236	367	80	102	118	488	487	227	336	360	281	383	297	200	289	298
48.7%	54.9%	47.1%	51.2%	50.1%	47.7%	56.5%	48.0%	44.3%	49.7%	47.7%	44.8%	51.5%	50.6%	51.6%	53.0%	42.4%	44.5%	52.0%	51.9%	51.9%
	C					I								Q	Q		R			R
NO	978	178	800	64	231	377	58	106	141	474	503	273	307	326	248	322	391	235	257	268
48.9%	42.9%	50.5%	46.0%	49.1%	49.0%	41.1%	50.0%	53.0%	48.4%	49.4%	53.9%	47.0%	45.9%	45.5%	44.6%	55.8%	52.2%	46.2%	46.6%	46.6%
	B							G			N					OP				
DON'T KNOW	48	9	39	4	4	26	3	4	7	19	29	6	10	25	15	17	13	15	10	8
2.4%	2.2%	2.5%	2.8%	0.8%	3.3%	2.3%	2.0%	2.7%	1.9%	2.9%	1.3%	1.5%	3.5%	2.8%	2.3%	1.9%	3.3%	1.8%	1.5%	1.5%

6 Jan 2015
 Table 20
 Q.P1A PRESCRIPTION DRUG ABUSE AD AWARENESS
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	UNDER 12 YEARS (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
ABUSE AD AWARENESS															

YES	974 48.7%	513 68.5%	65 69.2%	109 63.3%	540 67.4%	393 76.0%	40 67.7%	90 67.8%	435 76.0%	220 51.5%	228 54.9%	746 47.9%	228 51.4%	819 52.4%	146 35.0%
NO	978 48.9%	225 30.0%	29 30.5%	63 36.5%	250 31.2%	115 22.2%	19 32.3%	42 32.0%	129 22.5%	203 47.4%	178 42.9%	766 49.2%	212 47.8%	704 45.1%	262 62.7%
DON'T KNOW	48 2.4%	12 1.6%	* 0.3%	* 0.2%	12 1.5%	9 1.7%	0	* 0.3%	9 1.5%	4 1.0%	9 2.2%	44 2.8%	4 0.9%	39 2.5%	10 2.3%

6 Jan 2015
 Table 21
 Q.P1B UNAIDED PRESCRIPTION DRUG ABUSE AD RECALL
 BASE RESPONDENT RECALLS PRESCRIPTION DRUG ABUSE ADS

	CHILDREN BETWEEN 12- 17 YEARS OLD			REGION					GENDER		AGE		EDUCATION			HH INCOME				
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)	B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME POST HIGH SCHOO L OR LESS (O)	SECON DARY/ COLLE GE (P)	UNIVE RSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	999	214	785	210	202	201	89	119	178	499	500	147	346	454	291	397	297	224	283	298
BASE FOR % - WEIGHTED	974	228	747	71	236	367	80*	102	118	488	487	227	336	360	281	383	297	200	289	298
ABUSE AD RECALL																				
CHILDREN/YOUTH ARE ABUSING PRESCRIPTION DRUGS	119 12.2%	34 14.8%	85 11.4%	7 9.2%	37 15.8%	38 10.3%	14 16.8%	9 9.0%	15 12.8%	53 10.9%	66 13.6%	27 12.1%	53 15.9%	36 10.0%	33 11.6%	50 13.2%	36 12.1%	24 11.8%	28 9.7%	44 14.9%
CHILDREN/YOUTH ARE ABUSING/STEALING THEIR PARENTS' PRESCRIPTION DRUGS	155 15.9%	36 15.6%	120 16.0%	14 20.0%	19 8.2%	73 19.8%	9 11.5%	24 23.3%	16 13.8%	72 14.7%	84 17.2%	23 10.0%	69 20.6%	55 15.3%	57 20.1%	53 13.9%	45 15.3%	20 10.0%	45 15.6%	63 21.2%
GLASS BUST OF PERSON FILLING WITH PILLS	81 8.3%	28 12.4%	52 7.0%	5 7.1%	20 8.4%	26 7.0%	7 9.3%	14 13.7%	9 7.2%	46 9.5%	34 7.1%	32 13.9%	34 10.0%	15 4.2%	17 6.1%	35 9.2%	28 9.5%	12 5.9%	29 10.0%	24 8.1%
GLASS BUST EXPLODES AT THE END	20 2.0%	9 3.9%	11 1.4%	1 1.2%	5 2.3%	10 2.8%	1 1.7%	1 1.3%	1 0.5%	13 2.7%	7 1.3%	7 2.9%	9 2.6%	5 1.3%	3 1.1%	9 2.4%	7 2.3%	0 0	8 2.8%	7 2.3%
PEOPLE ARE ABUSING PRESCRIPTION DRUGS	55 5.7%	17 7.7%	38 5.0%	4 5.4%	15 6.5%	25 6.8%	3 3.5%	5 4.5%	4 3.0%	25 5.2%	30 6.1%	7 3.2%	15 4.4%	26 7.2%	18 6.5%	23 6.0%	11 3.6%	13 6.4%	20 6.8%	10 3.3%
SMOKE FLOWING THROUGH A BRAIN MADE OF GLASS/GLASS TUBES	8 0.8%	1 0.5%	7 0.9%	1 1.7%	1 0.5%	3 0.9%	0 0	0 0	2 2.0%	5 1.0%	3 0.6%	2 0.8%	1 0.3%	5 1.4%	4 1.4%	1 0.3%	3 1.0%	3 1.5%	2 0.6%	3 1.1%
CLEAR/GLASS BODY BEING SPLATTERED WITH PAINT	33 3.4%	11 4.6%	22 3.0%	3 4.3%	7 2.8%	15 4.1%	1 1.3%	2 2.3%	5 4.0%	21 4.4%	11 2.3%	8 3.6%	18 5.4%	6 1.7%	3 1.2%	14 3.7%	15 5.2%	8 3.9%	8 2.7%	14 4.8%
DETAILS THE DANGERS OF PRESCRIPTION ABUSE	86 8.8%	21 9.3%	65 8.6%	2 3.4%	29 12.1%	32 8.8%	7 8.4%	6 5.6%	10 8.4%	33 6.8%	52 10.8%	26 11.4%	25 7.5%	31 8.6%	34 12.1%	30 7.7%	22 7.4%	26 12.9%	25 8.6%	21 7.0%
PRESCRIPTION DRUGS ARE TOO WIDELY AVAILABLE/OVER-PRESCRIBED	36 3.7%	5 2.0%	31 4.2%	2 3.1%	15 6.4%	10 2.8%	0 0	2 2.4%	6 5.1%	13 2.7%	23 4.7%	4 1.9%	6 1.8%	25 6.9%	10 3.5%	11 2.9%	15 5.1%	10 5.2%	11 3.9%	7 2.2%
MANY DIFFERENT COLOURS/SHAPES/SIZES OF PILLS	20 2.1%	5 2.3%	15 2.0%	2 2.2%	8 3.4%	8 2.1%	1 1.7%	0 0	2 1.4%	10 2.1%	10 2.0%	11 4.7%	11 1.8%	3 0.9%	6 2.0%	12 3.0%	3 1.0%	* 0.2%	11 3.6%	9 2.9%
HOW THE PROBLEM IS GROWING	25 2.6%	6 2.8%	19 2.6%	2 2.6%	1 0.5%	15 4.0%	2 2.8%	1 0.9%	4 3.8%	17 3.6%	8 1.6%	6 2.4%	8 2.5%	11 3.0%	9 3.2%	6 1.7%	10 3.4%	2 1.1%	2 0.8%	12 4.0%
GOVERNMENT/POLITICAL AD	19 1.9%	0 0	19 2.5%	1 1.7%	1 0.5%	9 2.5%	4 5.2%	2 2.4%	* 0.3%	14 2.8%	5 1.0%	10 4.6%	4 1.3%	4 1.1%	3 1.2%	4 1.0%	11 3.8%	2 1.0%	10 3.5%	5 1.7%
SOUND OF PILL BOTTLE BEING SHAKEN	39 4.0%	14 6.2%	25 3.3%	3 4.1%	4 1.7%	14 3.8%	6 7.7%	9 8.5%	3 2.8%	20 4.2%	19 3.8%	21 9.1%	14 4.2%	3 0.7%	14 5.2%	18 4.7%	7 2.2%	8 4.0%	10 3.5%	16 5.4%

6 Jan 2015
 Table 21
 Q.P1B UNAIDED PRESCRIPTION DRUG ABUSE AD RECALL
 BASE RESPONDENT RECALLS PRESCRIPTION DRUG ABUSE ADS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - WEIGHTED	974	228	747	71	236	367	80*	102	118	488	487	227	336	360	281	383	297	200	289	298
PRESCRIPTION DRUGS ARE ONLY GOOD IF USED PROPERLY	15 1.6%	3 1.3%	12 1.6%	1 0.9%	5 2.2%	4 1.2%	0	2 2.3%	3 2.2%	4 0.9%	11 2.2%	8 3.4%	1 0.2%	6 1.8%	3 1.0%	6 1.5%	6 2.2%	4 1.8%	7 2.4%	3 1.0%
KEEP PRESCRIPTIONS AWAY FROM KIDS	21 2.1%	9 4.1%	11 1.5%	1 1.4%	9 4.0%	6 1.6%	1 1.3%	2 2.4%	1 0.8%	9 1.9%	11 2.4%	4 1.6%	7 2.2%	9 2.5%	6 2.1%	7 1.9%	7 2.5%	5 2.7%	4 1.4%	5 1.7%
TALK TO YOUR KIDS ABOUT PRESCRIPTION DRUGS/ABUSE	10 1.0%	3 1.3%	7 0.9%	* 0.5%	1 0.4%	3 0.8%	1 1.7%	3 2.9%	1 0.9%	4 0.8%	6 1.2%	4 1.9%	2 0.6%	2 0.6%	1 0.5%	3 0.9%	5 1.6%	2 1.0%	0	6 2.0%
DISPOSE OF PRESCRIPTION DRUGS PROPERLY/ RETURN TO PHARMACY	17 1.7%	7 3.1%	10 1.3%	2 3.0%	6 2.4%	5 1.3%	1 1.3%	2 2.3%	1 0.9%	9 1.7%	8 1.7%	5 2.2%	8 2.3%	4 1.2%	4 1.3%	8 2.2%	5 1.7%	3 1.6%	1 0.4%	12 4.1%
MENTION OF MARIJUANA AD CAMPAIGN	6 0.7%	2 1.0%	4 0.6%	1 0.9%	2 0.9%	2 0.5%	1 0.7%	1 0.6%	* 0.3%	4 0.9%	2 0.4%	0	5 1.5%	1 0.4%	2 0.8%	3 0.9%	1 0.3%	3 1.6%	1 0.4%	1 0.2%
OTHER	106 10.9%	25 11.1%	80 10.8%	4 6.1%	42 17.7%	27 7.3%	2 2.7%	13 12.7%	18 15.0%	52 10.6%	54 11.1%	25 11.1%	30 9.0%	45 12.5%	30 10.7%	42 11.0%	33 11.2%	22 11.0%	44 15.1%	22 7.4%
DON'T KNOW/REFUSED	204 20.9%	38 16.6%	166 22.2%	20 28.5%	44 18.6%	79 21.5%	19 23.1%	16 15.9%	26 21.8%	108 22.1%	96 19.7%	31 13.7%	61 18.1%	92 25.5%	50 17.8%	87 22.8%	58 19.4%	51 25.4%	64 22.0%	45 15.2%
NOT STATED	2 0.2%	0	2 0.2%	0	0	2 0.4%	0	0	0	0	2 0.3%	0	0	2 0.4%	0	2 0.4%	0	0	2 0.5%	0

6 Jan 2015
 Table 22
 Q.P1B UNAIDED PRESCRIPTION DRUG ABUSE AD RECALL
 BASE RESPONDENT RECALLS PRESCRIPTION DRUG ABUSE ADS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET			TV (F)	INTER NET			NET (I)	UNDER 12 YEARS (J)	BETWE EN 12 AND 17 (K)	ENGLI FRENC		YES (N)	NO (O)
			NET (C)	BANNE (D)	NET (E)		NET (G)	BANNE (H)	SH (L)				H (M)			
BASE FOR % - ACTUAL	999	510	59	101	537	389	39	85	427	179	214	804	195	859	132	
BASE FOR % - WEIGHTED	974	513	65*	109*	540	393	40**	90*	435	220	228	746	228	819	146*	
ABUSE AD RECALL																
CHILDREN/YOUTH ARE ABUSING PRESCRIPTION DRUGS	119 12.2%	62 12.1%	6 9.0%	13 12.0%	65 12.0%	53 13.4%	2 5.1%	10 11.6%	58 13.3%	31 13.9%	34 14.8%	83 11.1%	36 15.9%	103 12.6%	16 10.9%	
CHILDREN/YOUTH ARE ABUSING/STEALING THEIR PARENTS' PRESCRIPTION DRUGS	155 15.9%	94 18.4%	11 16.5%	21 19.3%	102 18.9%	63 15.9%	2 6.2%	11 12.2%	64 14.8%	26 12.0%	36 15.6%	137 18.3%	18 8.1%	137 16.7%	18 12.5%	
GLASS BUST OF PERSON FILLING WITH PILLS	81 8.3%	52 10.0%	7 10.9%	9 8.1%	54 10.1%	63 15.9%	3 6.9%	8 8.5%	65 14.9%	17 7.9%	28 12.4%	62 8.3%	19 8.3%	75 9.1%	6 4.1%	
GLASS BUST EXPLODES AT THE END	20 2.0%	12 2.3%	1 0.8%	2 1.6%	12 2.2%	18 4.5%	0 0	2 2.7%	18 4.1%	5 2.5%	9 3.9%	14 1.9%	5 2.4%	17 2.1%	2 1.7%	
PEOPLE ARE ABUSING PRESCRIPTION DRUGS	55 5.7%	21 4.1%	5 8.2%	8 7.8%	21 4.0%	17 4.3%	3 8.3%	6 6.3%	19 4.5%	16 7.4%	17 7.7%	40 5.3%	15 6.8%	44 5.3%	10 7.0%	
SMOKE FLOWING THROUGH A BRAIN MADE OF GLASS/GLASS TUBES	8 0.8%	8 1.5%	0 0	0 0	8 1.4%	5 1.3%	0 0	5 6.1%	6 1.5%	1 0.6%	1 0.5%	7 0.9%	1 0.5%	6 0.7%	2 1.6%	
CLEAR/GLASS BODY BEING SPLATTERED WITH PAINT	33 3.4%	25 4.9%	1 0.9%	3 3.0%	25 4.6%	26 6.7%	1 1.5%	1 1.4%	27 6.1%	11 4.9%	11 4.6%	26 3.5%	7 3.0%	28 3.4%	5 3.5%	
DETAILS THE DANGERS OF PRESCRIPTION ABUSE	86 8.8%	55 10.7%	9 13.4%	8 7.2%	56 10.3%	44 11.3%	4 11.2%	10 11.0%	49 11.2%	17 7.6%	21 9.3%	57 7.7%	29 12.5%	70 8.5%	15 10.4%	
PRESCRIPTION DRUGS ARE TOO WIDELY AVAILABLE/OVER-PRESCRIBED	36 3.7%	14 2.7%	5 6.9%	4 3.8%	16 3.0%	12 3.1%	1 1.4%	5 6.0%	16 3.6%	2 1.0%	5 2.0%	23 3.1%	13 5.5%	26 3.2%	10 7.0%	
MANY DIFFERENT COLOURS/SHAPES/SIZES OF PILLS	20 2.1%	13 2.6%	4 6.5%	5 4.4%	16 3.0%	15 3.7%	3 7.2%	4 4.8%	17 4.0%	12 5.5%	5 2.3%	12 1.6%	8 3.5%	20 2.4%	* 0.2%	
HOW THE PROBLEM IS GROWING	25 2.6%	19 3.7%	3 4.7%	4 3.3%	19 3.5%	10 2.6%	0 0	2 2.2%	10 2.4%	7 3.4%	6 2.8%	24 3.2%	1 0.5%	23 2.8%	3 1.8%	
GOVERNMENT/POLITICAL AD	19 1.9%	11 2.1%	3 4.3%	* 0.3%	11 2.0%	5 1.3%	3 8.1%	6 6.5%	11 2.5%	6 2.7%	0 K	17 2.3%	1 0.5%	14 1.7%	5 3.2%	
SOUND OF PILL BOTTLE BEING SHAKEN	39 4.0%	18 3.6%	2 3.0%	7 6.1%	20 3.6%	14 3.5%	1 3.5%	5 5.2%	17 3.8%	7 3.4%	14 6.2%	35 4.7%	4 1.7%	37 4.5%	2 1.7%	
PRESCRIPTION DRUGS ARE ONLY GOOD IF USED PROPERLY	15 1.6%	10 2.0%	0 0	2 1.4%	10 1.9%	9 2.2%	1 3.1%	2 1.8%	10 2.4%	1 0.6%	3 1.3%	10 1.3%	5 2.3%	13 1.6%	2 1.5%	
KEEP PRESCRIPTIONS AWAY FROM KIDS	21 2.1%	14 2.8%	3 3.9%	5 4.6%	16 2.9%	7 1.8%	0 0	1 0.7%	8 1.8%	7 3.1%	9 4.1%	11 1.5%	9 4.1%	18 2.2%	3 1.9%	
TALK TO YOUR KIDS ABOUT PRESCRIPTION DRUGS/ABUSE	10 1.0%	2 0.5%	1 1.0%	1 0.9%	3 0.5%	8 1.9%	0 0	0 0	8 1.7%	2 0.9%	3 1.3%	9 1.2%	1 0.4%	7 0.9%	2 1.6%	

6 Jan 2015
 Table 22
 Q.P1B UNAIDED PRESCRIPTION DRUG ABUSE AD RECALL
 BASE RESPONDENT RECALLS PRESCRIPTION DRUG ABUSE ADS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE		NET (E)	TV (F)	INTER NET BANNE		NET (I)	UNDER 12 YEARS	BETWE EN 12 AND 17	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		(J)	(K)				
BASE FOR % - WEIGHTED	974	513	65*	109*	540	393	40**	90*	435	220	228	746	228	819	146*
DISPOSE OF PRESCRIPTION DRUGS PROPERLY/ RETURN TO PHARMACY	17 1.7%	7 1.5%	* 0.3%	3 2.4%	9 1.6%	3 0.8%	1 1.8%	0 0	3 0.7%	10 4.6%	7 3.1%	11 1.5%	6 2.4%	16 2.0%	1 0.4%
MENTION OF MARIJUANA AD CAMPAIGN	6 0.7%	4 0.8%	2 3.6%	* 0.4%	4 0.7%	6 1.5%	* 1.0%	2 2.2%	6 1.3%	0	2 1.0%	4 0.6%	2 1.0%	6 0.7%	* 0.3%
OTHER	106 10.9%	55 10.7%	3 5.2%	7 6.7%	57 10.6%	29 7.5%	4 9.1%	9 9.5%	33 7.7%	28 12.8%	25 11.1%	67 9.0%	39 17.1% L	95 11.6%	10 6.6%
DON'T KNOW/REFUSED	204 20.9%	82 16.0%	9 13.6%	17 16.0%	85 15.7%	53 13.4%	12 29.9%	9 10.0%	58 13.3%	33 15.2%	38 16.6%	160 21.4%	44 19.2%	157 19.1%	41 28.3%N
NOT STATED	2 0.2%	2 0.3%	0 0	0 0	2 0.3%	0 0	0 0	0 0	0 0	0 0	0 0	2 0.2%	0 0	0 0	2 1.0%N

6 Jan 2015
 Table 23
 Q.P2A-P2C TOTAL PDA AIDED AWARENESS TABLE
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD										GENDER		AGE		EDUCATION			HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
SUMMARY TOTAL AWARENESS																				
DRUG ABUSE TELEVISION DRUG ABUSE AD RECALL	517 25.9%	127 30.7%	390 24.6%	33 23.9%	134 28.4%	189 24.6%	45 31.6%	55 25.9%	62 23.1%	272 27.7%	245 24.1%	137 27.1%	203 31.0%	161 22.7%	141 26.0%	221 30.5%	152 21.6%	103 22.9%	150 27.1%	169 29.4%
DRUG ABUSE VIDEO RECALL	59 3.0%	13 3.1%	46 2.9%	7 5.4%	14 2.9%	22 2.9%	4 2.8%	4 1.9%	8 2.9%	34 3.5%	25 2.5%	24 4.7%	19 2.9%	16 2.2%	22 4.0%	23 3.1%	15 2.1%	15 3.3%	25 4.5%	6 1.0%
DRUG ABUSE BANNER AD RECALL	132 6.6%	28 6.7%	105 6.6%	9 6.9%	20 4.3%	55 7.2%	12 8.7%	17 8.0%	18 6.7%	65 6.6%	68 6.7%	46 9.0%	38 5.8%	45 6.3%	34 6.2%	50 6.9%	49 6.9%	29 6.4%	38 6.8%	38 6.6%
NET RECALL ANY ADS	573 28.6%	139 33.5%	434 27.4%	37 26.6%	147 31.1%	209 27.2%	51 36.0%	61 28.7%	68 25.6%	302 30.8%	270 26.5%	158 31.3%	215 32.9%	182 25.6%	157 29.0%	236 32.6%	176 25.0%	110 24.5%	177 31.8%	177 30.9%
NET DO NOT RECALL ANY ADS	1427 71.4%	276 66.5%	1151 72.6%	101 73.4%	324 68.9%	561 72.8%	91 64.0%	151 71.3%	199 74.4%	679 69.2%	748 73.5%	348 68.7%	439 67.1%	528 74.4%	386 71.0%	487 67.4%	526 75.0%	340 75.5%	379 68.2%	397 69.1%

6 Jan 2015
 Table 24
 Q.P2A-P2C TOTAL PDA AIDED AWARENESS TABLE
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 12		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNER (D)			NET (G)	BANNER (H)		YEARS (J)	AND 17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
SUMMARY TOTAL AWARENESS															
DRUG ABUSE TELEVISION DRUG ABUSE AD RECALL	517 25.9%	346 46.2%	38 40.6%	69 40.0%	355 44.2%	517 100.0%	35 58.9%	85 64.2%	517 90.3%	101 23.7%	127 30.7%	392 25.2%	126 28.4%	432 27.7%	82 19.5%
DRUG ABUSE VIDEO RECALL	59 3.0%	25 3.3%	18 19.1% BE	18 10.4% E	31 3.8%	35 6.7%	59 100.0%	31 23.4% F F	59 10.3%	17 3.9%	13 3.1%	46 3.0%	13 2.8%	44 2.8%	15 3.6%
DRUG ABUSE BANNER AD RECALL	132 6.6%	79 10.5%	22 23.8% BE	38 22.1% BE	85 10.6%	85 16.4%	31 52.3%	132 100.0% F G	132 23.1%	31 7.2%	28 6.7%	112 7.2%	20 4.6%	94 6.0%	38 9.0%
NET RECALL ANY ADS	573 28.6%	366 48.8%	48 51.1%	79 45.8%	379 47.2%	517 100.0%	59 100.0%	132 100.0%	573 100.0%	121 28.3%	139 33.5%	434 27.9%	139 31.3%	470 30.1%	100 23.9%
NET DO NOT RECALL ANY ADS	1427 71.4%	384 51.2%	46 48.9%	93 54.2%	424 52.8%	0	0	0	0	306 71.7%	276 66.5%	1122 72.1%	305 68.7%	1092 69.9%	318 76.1%

6 Jan 2015
 Table 25
 Q.P2A DRUG ABUSE TELEVISION AD RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
TELEVISION AD RECALL																				
YES	517 25.9%	127 30.7%	390 24.6%	33 23.9%	134 28.4%	189 24.6%	45 31.6%	55 25.9%	62 23.1%	272 27.7%	245 24.1%	137 27.1%	203 31.0%	161 22.7%	141 26.0%	221 30.5%	152 21.6%	103 22.9%	150 27.1%	169 29.4%
NO	1403 70.2%	272 65.7%	1131 71.3%	101 73.5%	320 67.9%	549 71.3%	90 63.2%	150 71.0%	193 72.1%	667 68.0%	736 72.2%	346 68.4%	432 66.1%	516 72.6%	370 68.1%	483 66.8%	522 74.4%	326 72.5%	384 69.1%	391 68.1%
NOT APPLICABLE / DO NOT WATCH TELEVISION	23 1.1%	5 1.1%	18 1.1%	* 0.2%	7 1.6%	5 0.7%	2 1.4%	1 0.3%	7 2.8%	10 1.0%	13 1.2%	10 1.9%	7 1.0%	5 0.7%	9 1.6%	5 0.7%	9 1.3%	6 1.4%	5 0.9%	3 0.6%
DON'T KNOW	55 2.8%	10 2.5%	45 2.8%	3 2.4%	10 2.2%	25 3.2%	5 3.9%	6 2.8%	5 2.0%	32 3.2%	24 2.3%	13 2.6%	12 1.8%	27 3.8%	24 4.3%	12 1.7%	19 2.7%	15 3.3%	14 2.6%	11 2.0%
NOT STATED	2 0.1%	0	2 0.1%	0	0	2 0.2%	0	0	0	0	2 0.2%	0	0	2 0.2%	0	2 0.2%	0	0	2 0.3%	0

6 Jan 2015
 Table 26
 Q.P2A DRUG ABUSE TELEVISION AD RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 AND 17 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		OLD (J)	EN 17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
TELEVISION AD RECALL															
YES	517 25.9%	346 46.2%	38 40.6%	69 40.0%	355 44.2%	517 100.0%	35 58.9%	85 64.2%	517 90.3%	101 23.7%	127 30.7%	392 25.2%	126 28.4%	432 27.7%	82 19.5%
NO	1403 70.2%	372 49.7%	52 55.1%	97 56.6%	416 51.8%	0 0	21 35.7%	41 30.9%	46 8.0%	308 72.2%	272 65.7%	1101 70.7%	302 68.1%	1063 68.1%	323 77.3%
NOT APPLICABLE / DO NOT WATCH TELEVISION	23 1.1%	2 0.2%	0	1 0.3%	2 0.2%	0	0	3 2.1%	3 0.5%	9 2.2%	5 1.1%	17 1.1%	6 1.4%	21 1.3%	2 0.4%
DON'T KNOW	55 2.8%	28 3.7%	4 4.3%	5 3.0%	28 3.5%	0	3 5.3%	4 2.8%	7 1.2%	8 1.9%	10 2.5%	46 2.9%	10 2.1%	46 2.9%	10 2.3%
NOT STATED	2 0.1%	2 0.2%	0	0	2 0.2%	0	0	0	0	0	0	2 0.1%	0	0	2 0.4%

6 Jan 2015
 Table 27
 Q.P2B DRUG ABUSE INTERNET VIDEO RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18-34 (L)	35-54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
VIDEO AD RECALL																				

YES	59	13	46	7	14	22	4	4	8	34	25	24	19	16	22	23	15	15	25	6
	3.0%	3.1%	2.9%	5.4%	2.9%	2.9%	2.8%	1.9%	2.9%	3.5%	2.5%	4.7%	2.9%	2.2%	4.0%	3.1%	2.1%	3.3%	4.5%	1.0%
NO	1843	389	1455	124	430	704	135	202	249	913	930	471	619	627	471	674	665	391	509	554
	92.2%	93.7%	91.8%	90.0%	91.2%	91.4%	95.0%	95.1%	93.3%	93.1%	91.3%	93.0%	94.7%	88.3%	86.7%	93.4%	94.8%	86.9%	91.5%	96.5%
NOT APPLICABLE / DO NOT USE THE INTERNET	73	9	64	4	25	33	1	3	7	24	49	2	10	59	40	20	14	34	16	8
	3.7%	2.2%	4.0%	3.2%	5.3%	4.3%	0.9%	1.5%	2.4%	2.5%	4.8%	0.5%	1.5%	8.3%	7.3%	2.7%	2.0%	7.7%	2.9%	1.4%
DON'T KNOW	22	4	19	2	3	9	2	3	4	10	13	9	6	7	10	4	8	10	4	6
	1.1%	0.9%	1.2%	1.3%	0.6%	1.2%	1.4%	1.5%	1.3%	1.0%	1.3%	1.8%	0.9%	1.0%	1.9%	0.6%	1.2%	2.1%	0.8%	1.1%
NOT STATED	2	0	2	*	0	2	0	0	0	*	2	0	0	2	*	2	0	0	2	0
	0.1%	0	0.1%	0.2%	0	0.2%	0	0	0	*	0.2%	0	0	0.2%	*	0.2%	0	0	0.3%	0

6 Jan 2015
 Table 28
 Q.P2B DRUG ABUSE INTERNET VIDEO RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 17 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		OLD (J)	EN 17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
VIDEO AD RECALL															

YES	59	25	18	18	31	35	59	31	59	17	13	46	13	44	15
	3.0%	3.3%	19.1% BE	10.4% E	3.8%	6.7%	100.0% F	23.4% F	10.3%	3.9%	3.1%	3.0%	2.8%	2.8%	3.6%
NO	1843	674	71	144	721	449	0	92	475	402	389	1439	404	1443	379
	92.2%	90.0% C	75.0%	84.2% C	89.9%	86.7% GH	0	69.6% G	83.0%	94.1%	93.7%	92.4%	91.2%	92.4%	90.8%
NOT APPLICABLE / DO NOT USE THE INTERNET	73	36	0	4	37	25	0	4	26	6	9	50	24	61	13
	3.7%	4.8%	0	2.4%	4.6%	4.8%	0	2.8%	4.6%	1.4%	2.2%	3.2%	5.3%	3.9%	3.1%
DON'T KNOW	22	12	6	5	12	9	0	6	12	3	4	19	3	13	9
	1.1%	1.6%	5.9% E	3.0%	1.5%	1.8%	0	4.2%	2.1%	0.6%	0.9%	1.2%	0.7%	0.8%	2.2%
NOT STATED	2	2	0	0	2	0	0	0	0	0	0	2	0	*	2
	0.1%	0.2%	0	0	0.2%	0	0	0	0	0	0	0.1%	0	*	0.4%

6 Jan 2015
 Table 29
 Q.P2C DRUG ABUSE BANNER AD RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
BANNER AD RECALL																				
YES	132	28	105	9	20	55	12	17	18	65	68	46	38	45	34	50	49	29	38	38
	6.6%	6.7%	6.6%	6.9%	4.3%	7.2%	8.7%	8.0%	6.7%	6.6%	6.7%	9.0%	5.8%	6.3%	6.2%	6.9%	6.9%	6.4%	6.8%	6.6%
NO	1777	374	1403	124	419	675	127	189	243	876	901	447	602	605	462	649	635	384	501	522
	88.9%	90.2%	88.5%	89.8%	89.0%	87.7%	89.4%	89.3%	91.0%	89.3%	88.5%	88.3%	92.2%	85.2%	84.9%	89.9%	90.5%	85.5%	90.1%	90.9%
NOT APPLICABLE / DO NOT USE THE INTERNET	63	8	55	2	24	28	1	2	5	25	38	2	8	49	38	15	10	29	11	8
	3.1%	2.0%	3.4%	1.7%	5.2%	3.6%	1.0%	0.9%	1.8%	2.6%	3.7%	0.5%	1.3%	6.9%	7.0%	2.0%	1.5%	6.4%	2.1%	1.4%
DON'T KNOW	26	5	21	2	7	10	1	4	1	15	11	11	5	10	11	7	8	8	4	6
	1.3%	1.1%	1.3%	1.6%	1.6%	1.3%	0.9%	1.7%	0.5%	1.6%	1.0%	2.1%	0.8%	1.4%	2.0%	1.0%	1.1%	1.7%	0.8%	1.1%
NOT STATED	2	0	2	0	0	2	0	0	0	0	2	0	0	2	0	2	0	0	2	0
	0.1%	0	0.1%	0	0	0.2%	0	0	0	0	0.2%	0	0	0.2%	0	0.2%	0	0	0.3%	0

6 Jan 2015
 Table 30
 Q.P2C DRUG ABUSE BANNER AD RECALL
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	UNDER 12 YEARS (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
BANNER AD RECALL															

YES	132 6.6%	79 10.5%	22 23.8% BE	38 22.1% BE	85 10.6%	85 16.4%	31 52.3%	132 100.0% F G	132 23.1%	31 7.2%	28 6.7%	112 7.2%	20 4.6%	94 6.0%	38 9.0%
NO	1777 88.9%	626 83.5% CD	67 71.3%	126 73.6%	673 83.9% CD	401 77.5%	26 44.4% GH	0	408 71.2%	388 91.0%	374 90.2%	1385 89.0%	393 88.5%	1401 89.7%	357 85.5%
NOT APPLICABLE / DO NOT USE THE INTERNET	63 3.1%	31 4.2%	1 1.4%	5 3.1%	31 3.9%	21 4.1% H	0	0	21 3.7%	4 1.0%	8 2.0%	40 2.6%	23 5.2% L	51 3.3%	11 2.7%
DON'T KNOW	26 1.3%	12 1.6%	3 3.5%	2 1.2%	12 1.5%	10 1.9%	2 3.2%	0	11 2.0%	3 0.8%	5 1.1%	19 1.2%	7 1.7%	16 1.0%	10 2.4%
NOT STATED	2 0.1%	2 0.2%	0	0	2 0.2%	0	0	0	0	0	0	2 0.1%	0	0	2 0.4%

6 Jan 2015
 Table 31
 Q.P3 MAIN POINT OF PRESCRIPTION DRUG ADVERTISEMENT
 BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS

	CHILDREN BETWEEN 12-17 YEARS OLD										REGION										GENDER		AGE		EDUCATION			HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)	B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SEC/DARY/ COLLEGE (P)	UNIVE RSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)										
BASE FOR % - ACTUAL	568	120	448	108	125	111	58	68	98	301	267	99	209	237	166	234	165	123	167	172										
BASE FOR % - WEIGHTED	573	139*	434	37*	147	209	51*	61*	68*	302	270	158*	215	182	157	236	176	110*	177	177										
DRUG ADVERTISEMENT																														
DON'T ABUSE PRESCRIPTION DRUGS/ABUSE IS DANGEROUS	138 24.0%	35 25.4%	102 23.6%	10 26.0%	39 26.8%	52 24.9%	7 14.2%	10 16.5%	20 28.5%	64 21.3%	73 27.2%	36 22.7%	57 26.5%	41 22.7%	40 25.1%	48 20.4%	50 28.6%	25 22.5%	43 24.2%	50 27.9%										
PRESCRIPTION DRUG ABUSE IS AN ONGOING/ INCREASING PROBLEM	33 5.7%	4 2.9%	29 6.6%	3 7.4%	9 5.8%	5 2.4%	4 6.9%	4 7.2%	8 12.3%	14 4.6%	19 6.9%	10 6.4%	13 5.9%	9 5.1%	8 5.2%	12 5.0%	12 7.1%	4 4.1%	12 6.8%	7 3.8%										
DISPOSE OF PRESCRIPTION DRUGS PROPERLY/ RETURN TO PHARMACY	20 3.5%	3 1.9%	17 4.0%	1 3.7%	2 1.5%	7 3.4%	3 6.1%	4 7.2%	2 2.3%	11 3.7%	9 3.2%	6 4.1%	8 3.5%	6 3.2%	9 5.9%	8 3.3%	3 1.6%	3 3.1%	6 3.4%	9 5.0%										
USE PRESCRIPTION DRUGS PROPERLY/ONLY FOR INTENDED USE	51 8.9%	13 9.3%	38 8.7%	3 8.3%	19 13.0%	12 5.7%	5 9.6%	7 11.3%	5 7.4%	27 8.9%	24 8.8%	20 12.7%	14 6.6%	16 9.0%	13 8.1%	20 8.5%	18 10.3%	9 8.2%	20 11.4%	16 9.2%										
IT'S EASY FOR YOUTH TO GET/ABUSE PRESCRIPTION DRUGS	16 2.8%	4 2.7%	12 2.8%	1 2.5%	2 1.4%	6 3.0%	2 4.7%	1 1.7%	3 4.6%	9 3.0%	7 2.5%	4 2.8%	4 1.9%	7 4.0%	1 0.4%	8 3.5%	7 3.9%	2 1.9%	3 1.7%	6 3.5%										
PARENTS NEED TO TALK TO CHILDREN ABOUT PRESCRIPTION DRUGS/ABUSE	17 2.9%	8 5.8%	9 2.0%	* 0.9%	2 1.4%	8 3.7%	4 7.2%	1 1.0%	2 3.2%	7 2.3%	10 3.6%	7 4.6%	6 2.6%	4 2.2%	10 6.2%	3 1.4%	4 2.0%	6 5.4%	1 0.8%	6 3.5%										
PARENTS NEED TO KEEP A CLOSE WATCH ON PRESCRIPTIONS TO MAKE SURE CHILDREN DON'T ABUSE THEM	70 12.3%	25 18.3%	45 10.3%	3 7.5%	16 10.6%	27 12.9%	6 11.5%	11 17.5%	8 12.3%	43 14.1%	27 10.2%	12 7.3%	38 17.5%	20 10.9%	15 9.4%	37 15.6%	19 10.6%	8 7.0%	16 9.1%	31 17.3%										
YOUTH ARE ABUSING PRESCRIPTION DRUGS	35 6.1%	5 3.9%	29 6.8%	2 5.7%	9 6.1%	18 8.6%	3 4.9%	1 2.1%	2 3.0%	17 5.7%	18 6.6%	11 6.6%	17 7.7%	8 4.1%	3 1.9%	19 8.2%	13 7.2%	11 10.0%	12 6.7%	9 5.0%										
PRESCRIPTION DRUGS ARE BAD/HARMFUL	25 4.4%	4 3.2%	21 4.8%	2 5.6%	6 4.4%	8 3.8%	4 7.5%	3 5.7%	2 2.4%	10 3.4%	15 5.6%	7 4.6%	11 5.2%	5 2.7%	6 3.9%	14 5.8%	5 3.1%	2 1.6%	11 6.2%	7 3.9%										
GIVE IMPRESSION ALL DRUGS ARE BAD/TOO NEGATIVE	6 1.0%	0 0	6 1.3%	* 0.6%	1 0.7%	2 0.9%	1 2.2%	1 2.3%	0 0	6 1.9%	0 0	1 0.9%	2 0.9%	2 1.3%	3 1.7%	2 1.0%	1 0.3%	3 2.4%	1 0.3%	0 0										
PRESCRIPTION DRUGS CAN BE AS DANGEROUS AS ILLEGAL DRUGS IF ABUSED	9 1.6%	2 1.6%	7 1.6%	1 3.6%	2 1.5%	2 0.7%	2 4.5%	2 3.3%	0 0	5 1.8%	4 1.5%	3 1.8%	4 1.9%	2 1.3%	2 1.0%	3 1.2%	5 2.8%	0 0	2 1.2%	6 3.5%										

6 Jan 2015
 Table 31
 Q.P3 MAIN POINT OF PRESCRIPTION DRUG ADVERTISEMENT
 BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - WEIGHTED	573	139*	434	37*	147	209	51*	61*	68*	302	270	158*	215	182	157	236	176	110*	177	177
TO RAISE AWARENESS AMONG PARENTS AND TEENS	27 4.7%	6 4.2%	21 4.9%	4 9.6% H	5 3.4%	12 5.8%	3 5.4%	1 1.0%	3 4.5%	15 4.9%	12 4.4%	13 8.4%	3 1.4%	11 5.8%	6 3.7%	16 6.7%	5 2.7%	3 2.5%	16 9.3%	5 2.7%
DON'T ABUSE DRUGS (IN GENERAL)	10 1.8%	3 2.4%	7 1.6%	1 2.9%	2 1.3%	5 2.3%	1 1.1%	0	2 2.9%	8 2.6%	3 0.9%	1 0.9%	3 1.5%	6 3.2%	5 3.3%	2 0.8%	3 1.9%	3 2.8%	4 2.2%	3 1.9%
GOVERNMENT AD/POLITICAL AD/PUSHING AGENDA	9 1.7%	0	9 2.2%	* 0.6%	0	8 3.6%	1 2.0%	0	1 0.9%	9 3.1%	0	3 1.8%	1 0.5%	3 1.4%	1 0.4%	1 0.5%	5 2.7%	1 0.5%	0	5 2.8%
DON'T KNOW / REFUSED	43 7.4%	9 6.4%	34 7.8%	2 4.9%	14 9.6%	18 8.4%	2 3.9%	4 6.7%	3 4.4%	24 8.0%	18 6.8%	6 3.8%	12 5.8%	20 10.7%	17 10.6%	14 6.0%	12 6.7%	11 10.4%	11 6.4%	8 4.3%
NOT STATED	64 11.2%	17 12.1%	48 11.0%	4 10.2%	18 12.3%	21 9.8%	4 8.3%	10 16.4%	8 11.3%	32 10.7%	32 11.8%	17 10.8%	23 10.6%	22 12.1%	21 13.2%	29 12.1%	15 8.6%	19 17.7%	18 10.4%	10 5.6%

6 Jan 2015
 Table 32
 Q.P3 MAIN POINT OF PRESCRIPTION DRUG ADVERTISEMENT
 BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET NET BANNE R (C) (D)		NET (E)	TV (F)	INTER NET NET BANNE R (G) (H)		NET (I)	UNDER 12 AND 12 YEARS EN 12 OLD (J) (K)		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	568	364	45	77	377	513	59	131	568	98	120	450	118	485	81
BASE FOR % - WEIGHTED	573	366	48*	79*	379	517	59*	132*	573	121*	139*	434	139	470	100*
DRUG ADVERTISEMENT															
DON'T ABUSE PRESCRIPTION DRUGS/ABUSE IS DANGEROUS	138 24.0%	87 23.7%	10 20.2%	10 12.3%	89 23.5%	129 25.0%	8 13.7%	22 16.9%	138 24.0%	35 28.6%	35 25.4%	99 22.9%	38 27.6%	122 25.9%	15 15.3%
PRESCRIPTION DRUG ABUSE IS AN ONGOING/ INCREASING PROBLEM	33 5.7%	21 5.6%	2 5.2%	5 6.7%	22 5.8%	27 5.3%	3 5.1%	11 8.0%	33 5.7%	4 3.2%	4 2.9%	24 5.5%	9 6.2%	26 5.5%	7 6.7%
DISPOSE OF PRESCRIPTION DRUGS PROPERLY/ RETURN TO PHARMACY	20 3.5%	11 3.1%	3 5.4%	4 4.6%	11 3.0%	19 3.6%	5 9.3%	5 4.1%	20 3.5%	2 2.0%	3 1.9%	19 4.3%	1 0.9%	17 3.7%	3 2.6%
USE PRESCRIPTION DRUGS PROPERLY/ONLY FOR INTENDED USE	51 8.9%	37 10.0%	4 8.0%	9 11.7%	37 9.8%	49 9.5%	2 3.4%	11 8.3%	51 8.9%	11 9.1%	13 9.3%	34 7.7%	17 12.5%	44 9.4%	7 6.8%
IT'S EASY FOR YOUTH TO GET/ABUSE PRESCRIPTION DRUGS	16 2.8%	10 2.7%	3 5.4%	2 2.7%	11 2.9%	14 2.8%	1 2.2%	3 2.0%	16 2.8%	2 1.4%	4 2.7%	14 3.2%	2 1.5%	14 3.1%	1 1.4%
PARENTS NEED TO TALK TO CHILDREN ABOUT PRESCRIPTION DRUGS/ABUSE	17 2.9%	11 2.9%	1 1.2%	* 0.4%	11 2.8%	15 2.9%	3 4.3%	2 1.5%	17 2.9%	4 3.3%	8 5.8%	15 3.4%	2 1.5%	13 2.8%	4 3.7%
PARENTS NEED TO KEEP A CLOSE WATCH ON PRESCRIPTIONS TO MAKE SURE CHILDREN DON'T ABUSE THEM	70 12.3%	49 13.4%	1 2.8%	15 18.4% C	50 13.1%	70 13.5%	4 6.5%	13 9.5%	70 12.3%	23 19.2%	25 18.3%	55 12.6%	16 11.2%	58 12.4%	12 12.1%
YOUTH ARE ABUSING PRESCRIPTION DRUGS	35 6.1%	26 7.0%	2 4.4%	5 5.9%	26 6.9%	33 6.3%	3 4.7%	7 5.1%	35 6.1%	10 7.9%	5 3.9%	26 6.0%	9 6.4%	30 6.4%	5 4.9%
PRESCRIPTION DRUGS ARE BAD/HARMFUL	25 4.4%	16 4.3%	6 12.5%B	5 6.3%	18 4.9%	21 4.0%	3 5.4%	5 4.0%	25 4.4%	5 4.5%	4 3.2%	20 4.6%	5 3.8%	20 4.3%	5 5.0%
GIVE IMPRESSION ALL DRUGS ARE BAD/TOO NEGATIVE	6 1.0%	4 1.0%	0 0	0 0	4 1.0%	6 1.1%	1 0.9%	1 0.4%	6 1.0%	2 1.6%	0 0	5 1.1%	1 0.7%	6 1.2%	0 0
PRESCRIPTION DRUGS CAN BE AS DANGEROUS AS ILLEGAL DRUGS IF ABUSED	9 1.6%	7 1.9%	0 0	* 0.4%	7 1.8%	8 1.5%	0 0	4 3.3%	9 1.6%	1 1.2%	2 1.6%	7 1.6%	2 1.6%	9 2.0%	0 0
TO RAISE AWARENESS AMONG PARENTS AND TEENS	27 4.7%	14 3.9%	3 7.1%	1 0.7%	14 3.7%	23 4.5%	6 10.4%	7 5.4%	27 4.7%	4 3.1%	6 4.2%	23 5.3%	4 2.9%	20 4.3%	7 6.7%

6 Jan 2015
 Table 32
 Q.P3 MAIN POINT OF PRESCRIPTION DRUG ADVERTISEMENT
 BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 AND 17 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		OLD (J)	AND (K)				
BASE FOR % - WEIGHTED	573	366	48*	79*	379	517	59*	132*	573	121*	139*	434	139	470	100*
DON'T ABUSE DRUGS (IN GENERAL)	10 1.8%	8 2.1%	1 2.8%	4 5.1%	8 2.1%	9 1.8%	1 1.6%	4 3.1%	10 1.8%	1 1.1%	3 2.4%	9 2.2%	1 0.7%	8 1.7%	3 2.6%
GOVERNMENT AD/POLITICAL AD/PUSHING AGENDA	9 1.7%	9 2.6%	0 0	0 0	9 2.5%	6 1.2%	* 0.4%	6 4.2%	9 1.7%	3 2.6%	0 0	9 2.2%	0 0	5 1.0%	2 1.8%
DON'T KNOW / REFUSED	43 7.4%	16 4.2%	3 6.3%	7 8.4%	19 5.0%	37 7.2%	9 14.4%	10 7.4%	43 7.4%	3 2.4%	9 6.4%	28 6.6%	14 10.1%	29 6.2%	13 13.3%
NOT STATED	64 11.2%	42 11.4%	9 18.5%	13 16.4%	42 11.2%	51 9.8%	10 17.6%	22 16.8%	64 11.2%	11 8.7%	17 12.1%	47 10.9%	17 12.4%	47 10.1%	17 17.0%

6 Jan 2015
 Table 33
 Q.P4 INCREASED PRESCRIPTION DRUG ABUSE KNOWLEDGE
 BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	568	120	448	108	125	111	58	68	98	301	267	99	209	237	166	234	165	123	167	172
BASE FOR % - WEIGHTED	573	139*	434	37*	147	209	51*	61*	68*	302	270	158*	215	182	157	236	176	110*	177	177
ABUSE KNOWLEDGE	-----																			
YES	164	42	122	12	32	59	15	20	25	86	78	49	64	48	52	69	43	46	41	44
	28.6%	30.1%	28.1%	33.1%	21.7%	28.4%	29.6%	32.4%	37.2%	28.3%	28.9%	31.2%	29.7%	26.2%	32.7%	29.1%	24.4%	42.0%	23.2%	25.0%
NO	393	95	298	24	108	143	35	41	42	208	185	107	145	126	100	159	130	59	130	133
	68.6%	68.6%	68.6%	64.3%	73.6%	68.4%	69.3%	67.6%	61.1%	68.7%	68.5%	67.5%	67.3%	69.5%	63.5%	67.6%	74.2%	54.0%	73.5%	75.0%
DON'T KNOW	16	2	14	1	7	7	1	0	1	9	7	2	6	8	6	8	2	4	6	0
	2.8%	1.3%	3.3%	2.6%	4.7%	3.1%	1.1%	0	1.7%	3.0%	2.6%	1.2%	3.0%	4.3%	3.8%	3.3%	1.4%	4.0%	3.3%	0

6 Jan 2015
 Table 34
 Q.P4 INCREASED PRESCRIPTION DRUG ABUSE KNOWLEDGE
 BASE RESPONDENT RECALLS SPECIFIC PRESCRIPTION DRUG ABUSE ADS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 AND 17 YEARS OLD		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	568	364	45	77	377	513	59	131	568	98	120	450	118	485	81
BASE FOR % - WEIGHTED	573	366	48*	79*	379	517	59*	132*	573	121*	139*	434	139	470	100*
ABUSE KNOWLEDGE															

YES	164 28.6%	108 29.5%	25 51.5%	24 30.5%	113 29.7%	150 29.0%	28 46.6%	43 32.6%	164 28.6%	20 16.9%	42 30.1%	136 31.2%	28 20.3%	131 27.9%	33 33.0%
			BDE				F				J	M			
NO	393 68.6%	248 67.9%	23 48.0%	54 68.3%	256 67.5%	355 68.6%	27 46.2%	86 64.6%	393 68.6%	101 83.1%	95 68.6%	289 66.6%	104 74.7%	328 69.9%	61 61.0%
		C		C		G				K					
DON'T KNOW	16 2.8%	10 2.6%	* 0.4%	1 1.2%	11 2.8%	12 2.4%	4 7.2%	4 2.8%	16 2.8%	0 0	2 1.3%	9 2.1%	7 5.0%	10 2.2%	6 6.0%

6 Jan 2015
 Table 35
 Q.5A/5B WHO PAID FOR ADS
 BASE RESPONDENT RECALLS ANY AD

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION			HH INCOME					
	TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA				B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	SOME HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	1006	218	788	208	230	196	84	122	166	545	461	159	376	432	281	399	321	224	287	315
BASE FOR % - WEIGHTED	996	239	757	71	268	361	75*	107	115	541	455	251	373	340	266	393	333	215	291	313
WHO PAID FOR ADS																				
GOVERNMENT OF CANADA / FEDERAL GOVERNMENT	435 43.6%	115 47.9%	320 42.3%	35 49.7%	113 42.2%	136 37.6%	41 54.8%	52 48.6%	58 50.3%	259 47.9%	175 38.5%	110 43.9%	184 49.4%	130 38.2%	99 37.2%	176 44.7%	159 47.8%	81 37.9%	121 41.7%	159 50.9%
PROVINCIAL GOVERNMENT	99 10.0%	20 8.2%	80 10.5%	1 0.9%	52 19.3%	33 9.0%	5 6.2%	4 3.5%	6 5.3%	62 11.4%	37 8.2%	31 12.4%	39 10.4%	26 7.6%	28 10.6%	38 9.7%	33 10.0%	20 9.1%	31 10.6%	33 10.5%
MUNICIPAL GOVERNMENT	6 0.6%	0 0	6 0.8%	0 0	0 0	6 1.6%	0 0	0 0	0 0	3 0.5%	3 0.6%	6 2.3%	0 0	0 0	0 0	0 0	6 1.7%	3 1.4%	0 0	3 0.9%
GOVERNMENT (GENERAL)	188 18.8%	45 19.0%	142 18.8%	11 15.6%	45 16.8%	69 19.2%	10 13.0%	27 25.2%	26 22.3%	94 17.4%	94 20.6%	48 19.1%	74 19.8%	55 16.1%	49 18.3%	84 21.3%	55 16.6%	37 17.1%	54 18.4%	61 19.6%
TAXPAYERS	7 0.7%	4 1.8%	3 0.3%	* 0.4%	0 0	5 1.3%	1 0.9%	0 0	1 1.2%	5 1.0%	2 0.4%	4 1.7%	0 0	3 0.8%	0 0	5 1.3%	2 0.5%	0 0	5 1.6%	2 0.5%
HEALTH CANADA	81 8.2%	23 9.7%	58 7.7%	5 6.7%	28 10.4%	31 8.5%	6 7.6%	5 5.1%	7 6.2%	45 8.3%	37 8.0%	25 10.0%	30 8.0%	25 7.5%	15 5.6%	34 8.8%	32 9.6%	15 6.9%	36 12.2%	25 7.8%
OTHER	86 8.7%	23 9.6%	63 8.4%	6 9.2%	24 9.0%	29 8.1%	3 3.4%	12 11.7%	11 9.9%	39 7.3%	47 10.3%	23 9.2%	28 7.6%	27 8.0%	29 11.0%	25 6.3%	30 8.9%	20 9.4%	20 7.0%	21 6.6%
NOT STATED	241 24.1%	47 19.7%	193 25.5%	23 32.3%	44 16.6%	97 26.9%	18 24.4%	28 26.4%	30 25.9%	115 21.2%	126 27.6%	35 13.8%	80 21.6%	121 35.7%	83 31.3%	95 24.1%	62 18.6%	67 31.3%	70 24.1%	58 18.4%

6 Jan 2015
 Table 36
 Q. 5A/5B WHO PAID FOR ADS
 BASE RESPONDENT RECALLS ANY AD

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 12 YEARS		ENGLI (L)	FRENC (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	1006	761	89	170	815	513	59	131	568	170	218	784	222	875	128
BASE FOR % - WEIGHTED	996	749	94*	172	802	517	59*	132*	573	213	239	738	258	835	157*
WHO PAID FOR ADS															
GOVERNMENT OF CANADA / FEDERAL GOVERNMENT	435 43.6%	360 48.1%	43 45.4%	75 43.8%	383 47.8%	229 44.4%	23 38.2%	51 38.3%	247 43.2%	88 41.3%	115 47.9%	330 44.7%	105 40.6%	368 44.1%	66 42.2%
PROVINCIAL GOVERNMENT	99 10.0%	74 9.9%	16 17.2%	22 12.7%	82 10.2%	51 9.8%	5 9.1%	10 7.8%	58 10.2%	23 10.9%	20 8.2%	49 6.6%	51 19.7%	85 10.2%	14 8.8%
MUNICIPAL GOVERNMENT	6 0.6%	0 0	3 3.1%	0 0	3 0.4%	3 0.6%	0 0	0 0	3 0.5%	0 0	0 0	6 0.8%	0 0	3 0.3%	3 1.9%
GOVERNMENT (GENERAL)	188 18.8%	136 18.2%	17 18.0%	31 18.1%	146 18.1%	93 17.9%	8 13.2%	28 21.5%	104 18.2%	49 23.2%	45 19.0%	145 19.6%	43 16.8%	161 19.3%	27 17.0%
TAXPAYERS	7 0.7%	7 0.9%	0 0	3 1.7%	7 0.9%	5 0.9%	0 0	0 0	5 0.8%	0 0	4 1.8%	7 0.9%	0 0	5 0.6%	2 1.0%
HEALTH CANADA	81 8.2%	59 7.9%	3 3.5%	8 4.5%	60 7.5%	40 7.8%	5 8.5%	9 6.7%	45 7.9%	24 11.4%	23 9.7%	54 7.3%	28 10.8%	67 8.0%	15 9.5%
OTHER	86 8.7%	59 7.9%	5 5.1%	15 8.6%	61 7.6%	51 9.8%	5 8.2%	10 7.5%	55 9.7%	28 13.1%	23 9.6%	62 8.4%	24 9.3%	67 8.0%	17 10.5%
NOT STATED	241 24.1%	166 22.1%	21 22.5%	44 25.5%	183 22.8%	109 21.0%	18 31.1%	46 34.4%	129 22.5%	35 16.3%	47 19.7%	197 26.7%	44 16.9%	207 24.8%	33 21.3%

6 Jan 2015
 Table 37
 Q. 6A HOW DANGEROUS IS MARIJUANA TO YOUTH
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD										GENDER		AGE		EDUCATION			HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME POST HIGH SCHOOL OR LESS (O)	SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
HOW DANGEROUS																				
VERY DANGEROUS	844 42.2%	212 51.2%	632 39.9%	49 35.5%	316 67.1%	256 33.2%	53 37.0%	84 39.4%	87 32.6%	355 36.2%	489 48.0%	158 31.2%	314 48.1%	331 46.6%	245 45.0%	319 44.2%	271 38.7%	217 48.2%	242 43.5%	213 37.0%
SOMEWHAT DANGEROUS	692 34.6%	142 34.3%	550 34.7%	57 41.4%	115 24.4%	298 38.7%	53 37.1%	69 32.5%	101 37.7%	352 35.9%	340 33.4%	190 37.5%	233 35.7%	233 32.8%	164 30.2%	241 33.3%	282 40.1%	142 31.6%	186 33.5%	234 40.7%
NOT VERY DANGEROUS	244 12.2%	36 8.8%	208 13.1%	19 13.4%	19 4.1%	111 14.4%	22 15.4%	34 16.3%	39 14.5%	150 15.3%	94 9.2%	99 19.6%	66 10.0%	60 8.4%	60 11.0%	77 10.7%	101 14.4%	35 7.8%	76 13.7%	91 15.9%
NOT AT ALL DANGEROUS	89 4.5%	11 2.7%	78 4.9%	7 4.9%	10 2.1%	30 4.0%	6 4.1%	16 7.5%	20 7.6%	60 6.1%	29 2.9%	35 7.0%	23 3.4%	24 3.4%	38 7.0%	37 5.2%	12 1.8%	32 7.0%	25 4.5%	16 2.8%
REFUSED	18 0.9%	4 1.0%	14 0.9%	* 0.2%	1 0.2%	9 1.2%	0 0	1 0.7%	6 2.3%	14 1.5%	4 0.4%	4 0.8%	5 0.7%	5 0.7%	3 0.6%	11 1.5%	2 0.3%	1 0.3%	2 0.3%	2 0.3%
DON'T KNOW	113 5.6%	8 2.0%	105 6.6%	6 4.6%	10 2.1%	66 8.5%	9 6.3%	8 3.7%	14 5.2%	50 5.1%	62 6.1%	19 3.8%	13 2.0%	58 8.1%	34 6.2%	37 5.1%	33 4.7%	23 5.0%	25 4.5%	19 3.4%
AVERAGE *	3.23	3.38	3.18	3.13	3.60	3.12	3.14	3.09	3.03	3.09	3.35	2.97	3.32	3.34	3.22	3.25	3.22	3.28	3.22	3.16
STANDARD DEVIATION	0.85	0.77	0.87	0.84	0.67	0.83	0.85	0.94	0.92	0.90	0.78	0.91	0.80	0.80	0.92	0.87	0.77	0.90	0.86	0.80
STANDARD ERROR	0.02	0.04	0.02	0.04	0.03	0.04	0.07	0.06	0.05	0.03	0.03	0.05	0.03	0.03	0.04	0.03	0.03	0.04	0.04	0.03

6 Jan 2015
 Table 38
 Q. 6A HOW DANGEROUS IS MARIJUANA TO YOUTH
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 AND EN 12 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		OLD (J)	BETWE 17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
HOW DANGEROUS															
VERY DANGEROUS	844 42.2%	331 44.2%	36 38.5%	82 47.7%	355 44.2%	237 45.8%	27 45.2%	60 45.1%	263 45.8%	198 46.5%	212 51.2%	539 34.6%	305 68.8%	642 41.1%	196 46.9%
SOMEWHAT DANGEROUS	692 34.6%	266 35.5%	30 32.2%	60 34.8%	287 35.7%	189 36.6%	18 30.9%	41 30.8%	202 35.3%	138 32.2%	142 34.3%	587 37.7%	105 23.7%	566 36.2%	121 29.0%
NOT VERY DANGEROUS	244 12.2%	95 12.7%	22 23.8%	26 14.9%	101 12.6%	54 10.4%	13 21.8%	24 17.8%	68 11.9%	57 13.3%	36 8.8%	227 14.6%	17 3.9%	191 12.2%	50 11.9%
NOT AT ALL DANGEROUS	89 4.5%	31 4.2%	4 4.4%	2 1.3%	33 4.1%	19 3.6%	* 0.5%	* 0.2%	19 3.3%	17 4.0%	11 2.7%	81 5.2%	8 1.8%	72 4.6%	17 4.1%
REFUSED	18 0.9%	5 0.6%	* 0.3%	0 0	5 0.6%	2 0.5%	0 0	0 0	2 0.4%	3 0.7%	4 1.0%	17 1.1%	1 0.2%	14 0.9%	3 0.7%
DON'T KNOW	113 5.6%	21 2.8%	1 0.8%	2 1.3%	22 2.8%	17 3.2%	1 1.6%	8 6.0%	19 3.3%	14 3.3%	8 2.0%	105 6.8%	7 1.7%	78 5.0%	31 7.5%
AVERAGE *	3.23	3.24	3.06	3.31	3.24	3.29	3.23	3.29	3.28	3.26	3.38	3.10	3.63L	3.21	3.29
STANDARD DEVIATION	0.85	0.84	0.90	0.77	0.84	0.81	0.81	0.78	0.81	0.85	0.77	0.87	0.65	0.85	0.86
STANDARD ERROR	0.02	0.03	0.10	0.06	0.03	0.04	0.11	0.07	0.03	0.05	0.04	0.02	0.03	0.02	0.05

6 Jan 2015
 Table 39
 Q. 6A HOW DANGEROUS IS MARIJUANA TO YOUTH
 BASE RESPONDENT AWARE TELEVISION MARIJUANA AD

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	761	172	589	160	181	144	63	91	122	442	319	114	300	319	200	306	250	165	213	258
BASE FOR % - WEIGHTED	749	186	563	54	211	263	55*	80*	88	438	311	176*	292	256	192	300	253	169	213	245
HOW DANGEROUS																				
VERY DANGEROUS	331 44.2%	98 53.0%	233 41.3%	18 34.5%	152 72.2% DFGHI	86 32.9%	17 31.7%	31 38.8%	26 29.2%	167 38.2%	164 52.6% J	55 31.3%	145 49.5% L	122 47.7% L	105 54.8% PQ	131 43.7%	93 36.8%	81 48.1%	93 43.7%	109 44.5%
SOMEWHAT DANGEROUS	266 35.5%	61 32.9%	205 36.4%	24 44.2% E	53 25.3%	102 39.0% E	23 42.1% E	30 37.4% E	34 38.5% E	158 36.1%	108 34.7%	72 40.6%	98 33.6%	88 34.4%	52 27.2%	104 34.8% O	110 43.4% O	63 37.0%	76 35.9%	90 36.6%
NOT VERY DANGEROUS	95 12.7%	23 12.2%	72 12.8%	6 11.8% E	3 1.4%	48 18.3% E	11 19.9% E	11 13.6% E	16 17.9% E	72 16.4% K	23 7.4%	32 18.1% N	37 12.7%	20 7.8%	19 10.1%	34 11.3%	39 15.3%	12 6.8%	27 12.5%	36 14.7% R
NOT AT ALL DANGEROUS	31 4.2%	1 0.5%	31 5.4% B	4 7.3% E	1 0.5%	10 3.9%	3 5.2% E	6 7.6% E	7 8.3% E	24 5.5%	8 2.4%	14 7.7%	8 2.7%	8 3.3%	11 6.0%	14 4.6%	6 2.4%	10 5.8%	8 4.0%	7 3.0%
REFUSED	5 0.6%	2 1.1%	3 0.5%	* 0.6%	0	4 1.4%	0	0	1 1.1%	4 0.9%	1 0.2%	0	2 0.6%	3 1.1%	2 0.9%	2 0.8%	* 0.1%	0	0	1 0.2%
DON'T KNOW	21 2.8%	1 0.3%	20 3.6% B	1 1.6% B	1 0.6%	12 4.5% E	1 1.0%	2 2.5%	5 5.1% E	13 2.9%	8 2.7%	4 2.3%	2 0.8%	15 5.7% M	2 1.0%	14 4.7% O	5 2.0%	4 2.3%	8 3.9%	2 1.0%
AVERAGE *	3.24	3.40C	3.18	3.08	3.70D FGHI	3.07	3.01	3.10	2.94	3.11	3.42J	2.98	3.32L	3.36L	3.33	3.25	3.17	3.31	3.24	3.24
STANDARD DEVIATION	0.84	0.72	0.87	0.88	0.52	0.84	0.86	0.92	0.93	0.89	0.74	0.91	0.80	0.78	0.89	0.85	0.78	0.84	0.83	0.82
STANDARD ERROR	0.03	0.06	0.04	0.07	0.04	0.07	0.11	0.10	0.09	0.04	0.04	0.09	0.05	0.05	0.06	0.05	0.05	0.07	0.06	0.05

6 Jan 2015
 Table 40
 Q. 6A HOW DANGEROUS IS MARIJUANA TO YOUTH
 BASE RESPONDENT AWARE TELEVISION MARIJUANA AD

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER BETWE		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS OLD (J)	EN 12 AND 17 (K)				
BASE FOR % - ACTUAL	761	761	61	129	761	343	32	80	364	119	172	584	177	678	80
BASE FOR % - WEIGHTED	749	749	62*	134*	749	346	25**	79*	366	145*	186	544	205	646	100*
HOW DANGEROUS															
VERY DANGEROUS	331 44.2%	331 44.2%	25 39.7%	64 47.7%	331 44.2%	151 43.7%	10 38.4%	33 42.4%	157 42.9%	67 46.2%	98 53.0%	181 33.3%	150 73.1%	287 44.4%	43 43.7%
SOMEWHAT DANGEROUS	266 35.5%	266 35.5%	16 26.0%	46 34.2%	266 35.5%	130 37.6%	6 25.9%	27 34.4%	137 37.5%	46 31.9%	61 32.9%	215 39.6%	51 24.7%	235 36.4%	31 31.4%
NOT VERY DANGEROUS	95 12.7%	95 12.7%	17 27.7%	21 15.7%	95 12.7%	40 11.5%	8 33.1%	15 18.4%	47 12.8%	27 18.8%	23 12.2%	92 16.8%	3 1.6%	76 11.7%	16 16.3%
NOT AT ALL DANGEROUS	31 4.2%	31 4.2%	3 4.9%	2 1.7%	31 4.2%	12 3.6%	* 1.2%	* 0.4%	12 3.4%	4 2.9%	1 0.5%	31 5.8%	0 0%	29 4.5%	2 2.4%
REFUSED	5 0.6%	5 0.6%	* 0.5%	0 0%	5 0.6%	2 0.7%	0 0%	0 0%	2 0.6%	* 0.2%	2 1.1%	5 0.9%	0 0%	5 0.7%	0 0%
DON'T KNOW	21 2.8%	21 2.8%	1 1.2%	1 0.7%	21 2.8%	10 2.9%	* 1.4%	4 4.5%	10 2.8%	0 0%	1 0.3%	20 3.6%	1 0.6%	15 2.3%	6 6.2%
AVERAGE *	3.24	3.24	3.02	3.29	3.24	3.26	3.03	3.24	3.24	3.22	3.40	3.05	3.72L	3.24	3.24
STANDARD DEVIATION	0.84	0.84	0.95	0.79	0.84	0.81	0.90	0.78	0.81	0.85	0.72	0.87	0.48	0.84	0.83
STANDARD ERROR	0.03	0.03	0.12	0.07	0.03	0.04	0.16	0.09	0.04	0.08	0.06	0.04	0.04	0.03	0.10

6 Jan 2015
 Table 41
 Q. 6A HOW DANGEROUS IS MARIJUANA TO YOUTH
 BASE RESPONDENT AWARE ANY MARIJUANA AD

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMAL	18 TO 34	35 TO 54	55+	SOME HIGH SCHOOL OR LESS	POST SECONDARY COLLEGE/UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	815	180	635	176	189	158	64	94	134	470	345	126	313	346	219	324	267	183	229	267
BASE FOR % - WEIGHTED	802	195	607	60	220	290	55*	83*	95	465	338	194	308	274	207	318	272	183	230	256
HOW DANGEROUS																				
VERY DANGEROUS	355 44.2%	100 51.4%	255 41.9%	20 34.2%	159 72.1%	96 33.2%	17 31.4%	32 39.0%	30 31.5%	178 38.4%	177 52.3%	59 30.1%	154 49.9%	133 48.5%	113 54.8%	140 44.1%	100 36.6%	89 48.8%	100 43.4%	113 44.2%
SOMEWHAT DANGEROUS	287 35.7%	69 35.2%	218 35.9%	26 43.5%	55 25.0%	117 40.3%	24 42.8%	30 36.0%	35 37.2%	170 36.6%	116 34.5%	80 41.4%	105 34.1%	93 33.9%	55 26.7%	110 34.6%	121 44.5%	67 36.8%	81 35.0%	95 37.3%
NOT VERY DANGEROUS	101 12.6%	23 11.6%	79 12.9%	7 12.5%	3 1.3%	51 17.6%	11 19.7%	13 15.2%	16 17.2%	73 15.7%	28 8.4%	37 19.1%	37 12.1%	21 7.5%	22 10.7%	37 11.5%	39 14.5%	12 6.4%	32 14.0%	37 14.3%
NOT AT ALL DANGEROUS	33 4.1%	1 0.5%	32 5.2%	4 7.5%	1 0.5%	10 3.5%	3 5.1%	6 7.3%	8 8.3%	25 5.4%	8 2.2%	14 7.3%	8 2.6%	9 3.3%	11 5.5%	14 4.5%	7 2.4%	10 5.3%	9 3.9%	8 3.1%
REFUSED	5 0.6%	2 1.1%	3 0.4%	* 0.5%	0 0	4 1.2%	0 0	0 0	1 1.0%	4 0.9%	1 0.2%	0 0	2 0.6%	3 1.0%	2 0.9%	2 0.7%	* 0.1%	0 0	0 0	1 0.2%
DON'T KNOW	22 2.8%	1 0.3%	22 3.6%	1 1.8%	2 1.0%	12 4.1%	1 1.0%	2 2.5%	5 4.8%	14 3.0%	8 2.5%	4 2.1%	2 0.8%	16 5.8%	3 1.4%	14 4.5%	5 1.8%	5 2.7%	8 3.7%	2 0.9%
AVERAGE *	3.24	3.39C	3.19	3.07	3.71D FGHI	3.09	3.01	3.09	2.97	3.12	3.40J	2.96	3.33L	3.37L	3.34	3.25	3.18	3.33	3.22	3.24
STANDARD DEVIATION	0.84	0.71	0.87	0.89	0.51	0.83	0.86	0.93	0.94	0.88	0.74	0.90	0.79	0.78	0.89	0.85	0.77	0.83	0.84	0.81
STANDARD ERROR	0.03	0.05	0.04	0.07	0.04	0.07	0.11	0.10	0.08	0.04	0.04	0.08	0.04	0.04	0.06	0.05	0.05	0.06	0.06	0.05

6 Jan 2015
 Table 42
 Q. 6A HOW DANGEROUS IS MARIJUANA TO YOUTH
 BASE RESPONDENT AWARE ANY MARIJUANA AD

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 12		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	BETWE 17 (K)				
BASE FOR % - ACTUAL	815	761	89	170	815	351	36	88	377	128	180	631	184	720	92
BASE FOR % - WEIGHTED	802	749	94*	172	802	355	31**	85*	379	159	195	589	213	686	112*
HOW DANGEROUS															
VERY DANGEROUS	355 44.2%	331 44.2%	36 38.5%	82 47.7%	355 44.2%	160 45.0%	12 39.6%	36 41.9%	166 43.9%	70 44.3%	100 51.4%	198 33.6%	157 73.6%	305 44.4%	49 43.9%
SOMEWHAT DANGEROUS	287 35.7%	266 35.5%	30 32.2%	60 34.8%	287 35.7%	130 36.8%	7 22.1%	28 33.1%	138 36.4%	52 32.9%	69 35.2%	236 40.0%	51 23.8%	250 36.4%	37 33.0%
NOT VERY DANGEROUS	101 12.6%	95 12.7%	22 23.8%	26 14.9%	101 12.6%	40 11.3%	11 36.2%	17 20.5%	50 13.1%	32 20.1%	23 11.6%	98 16.6%	3 1.5%	81 11.9%	17 15.0%
NOT AT ALL DANGEROUS	33 4.1%	31 4.2%	4 4.4%	2 1.3%	33 4.1%	12 3.5%	* 1.0%	* 0.4%	12 3.3%	4 2.6%	1 0.5%	33 5.5%	0 0%	30 4.3%	3 2.6%
REFUSED	5 0.6%	5 0.6%	* 0.3%	0 0%	5 0.6%	2 0.7%	0 0%	0 0%	2 0.6%	* 0.2%	2 1.1%	5 0.8%	0 0%	5 0.7%	0 0%
DON'T KNOW	22 2.8%	21 2.8%	1 0.8%	2 1.3%	22 2.8%	10 2.8%	* 1.1%	4 4.2%	10 2.7%	0 0%	1 0.3%	20 3.4%	2 1.1%	16 2.3%	6 5.5%
AVERAGE *	3.24	3.24	3.06	3.31	3.24	3.28	3.01	3.22	3.25	3.19	3.39	3.06	3.73	3.25	3.25
STANDARD DEVIATION	0.84	0.84	0.90	0.77	0.84	0.81	0.91	0.79	0.81	0.85	0.71	0.87	0.48	0.84	0.82
STANDARD ERROR	0.03	0.03	0.10	0.06	0.03	0.04	0.15	0.09	0.04	0.08	0.05	0.04	0.04	0.03	0.09

6 Jan 2015
 Table 43
 Q. 6A HOW DANGEROUS IS MARIJUANA TO YOUTH
 BASE RESPONDENT NOT AWARE ANY MARIJUANA AD

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)	B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVE RSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	1205	211	994	224	215	249	95	154	268	516	689	195	353	569	342	407	431	291	321	304
BASE FOR % - WEIGHTED	1198	219	978	78	251	480	87*	129	172	516	681	312	346	436	336	404	430	266	326	318
HOW DANGEROUS	-----																			
VERY DANGEROUS	489 40.9%	112 51.1%	377 38.6%	29 36.5%	157 62.8%	160 33.2%	35 40.6%	51 39.7%	57 33.3%	177 34.2%	313 45.9%	99 31.9%	160 46.4%	198 45.4%	131 39.0%	179 44.3%	172 40.0%	127 47.8%	142 43.6%	99 31.2%
SOMEWHAT DANGEROUS	405 33.8%	74 33.5%	332 33.9%	31 39.8%	60 23.8%	181 37.7%	29 33.5%	39 30.2%	66 38.0%	182 35.2%	224 32.8%	109 35.1%	128 37.1%	140 32.1%	109 32.4%	131 32.3%	160 37.3%	75 28.0%	106 32.4%	138 43.4%
NOT VERY DANGEROUS	143 11.9%	14 6.3%	129 13.2%	11 14.1%	17 6.6%	60 12.5%	11 12.7%	22 16.9%	22 13.0%	77 14.9%	66 9.7%	62 20.0%	29 8.2%	39 9.0%	37 11.1%	41 10.1%	62 14.3%	23 8.8%	44 13.5%	55 17.2%
NOT AT ALL DANGEROUS	57 4.7%	11 4.8%	46 4.7%	2 2.9%	9 3.5%	20 4.2%	3 3.5%	10 7.6%	13 7.3%	35 6.7%	22 3.2%	21 6.9%	15 4.2%	15 3.5%	26 7.9%	23 5.7%	6 1.3%	22 8.2%	16 4.9%	8 2.5%
REFUSED	13 1.1%	2 0.9%	11 1.2%	0 0	1 0.4%	6 1.2%	0 0	1 1.1%	5 3.0%	10 2.0%	3 0.5%	4 1.4%	3 0.8%	2 0.4%	1 0.4%	9 2.1%	2 0.4%	1 0.6%	2 0.5%	1 0.4%
DON'T KNOW	90 7.5%	8 3.4%	83 8.5%	5 6.7%	8 3.0%	54 11.2%	8 9.7%	6 4.6%	9 5.5%	36 7.0%	54 7.9%	15 4.8%	11 3.1%	42 9.6%	31 9.2%	22 5.5%	28 6.6%	18 6.7%	17 5.1%	17 5.3%
AVERAGE *	3.21	3.37C	3.18	3.18	3.51D FGHI	3.14	3.23	3.08	3.06	3.06	3.33J	2.98	3.31L	3.33L	3.13	3.25	3.25	3.24	3.22	3.10
STANDARD DEVIATION	0.86	0.82	0.87	0.80	0.78	0.83	0.84	0.96	0.91	0.91	0.80	0.92	0.81	0.81	0.94	0.88	0.76	0.95	0.88	0.78
STANDARD ERROR	0.03	0.06	0.03	0.06	0.05	0.06	0.09	0.08	0.06	0.04	0.03	0.07	0.04	0.04	0.05	0.05	0.04	0.06	0.05	0.05

6 Jan 2015
 Table 44
 Q. 6A HOW DANGEROUS IS MARIJUANA TO YOUTH
 BASE RESPONDENT NOT AWARE ANY MARIJUANA AD

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R NET (C) (D) (E)		TV (F)	INTER NET BANNE R NET (G) (H) (I)		NET (J)	UNDER 12 YEARS (K)	BETWE EN 12 AND 17 (L)	ENGLI SH (M)	FRENC H (N)	YES (O)	NO (P)	
			NET (C)	BANNE R (D)		NET (E)	INTER NET (G)								BANNE R (H)
BASE FOR % - ACTUAL	1205	0	0	0	0	162	23	43	191	230	211	1006	199	926	268
BASE FOR % - WEIGHTED	1198	0**	0**	0**	0**	162	28**	48**	194	268	219	967	231	876	305
HOW DANGEROUS															

VERY DANGEROUS	489 40.9%	0 0	0 0	0 0	0 0	77 47.5%	15 51.2%	24 50.9%	96 49.7%	128 47.8%	112 51.1%	341 35.3%	148 64.4%	337 38.4%	146 48.0%
SOMEWHAT DANGEROUS	405 33.8%	0 0	0 0	0 0	0 0	59 36.2%	11 40.5%	13 26.9%	64 33.1%	85 31.8%	74 33.5%	351 36.3%	54 23.5%	316 36.1%	84 27.5%
NOT VERY DANGEROUS	143 11.9%	0 0	0 0	0 0	0 0	14 8.4%	2 6.3%	6 12.9%	19 9.5%	25 9.3%	14 6.3%	129 13.3%	14 6.1%	110 12.5%	33 10.7%
NOT AT ALL DANGEROUS	57 4.7%	0 0	0 0	0 0	0 0	6 3.8%	0 0	0 0	6 3.2%	13 4.7%	11 4.8%	49 5.0%	8 3.4%	43 4.9%	14 4.6%
REFUSED	13 1.1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	3 1.1%	2 0.9%	12 1.3%	1 0.4%	9 1.0%	3 1.0%
DON'T KNOW	90 7.5%	0 0	0 0	0 0	0 0	7 4.1%	1 2.1%	4 9.3%	9 4.5%	14 5.3%	8 3.4%	85 8.8%	5 2.2%	62 7.1%	25 8.2%
AVERAGE *	3.21	0	0	0	0	3.33	3.46	3.42	3.35	3.31	3.37	3.13	3.53	3.18	3.31
STANDARD DEVIATION	0.86	0	0	0	0	0.80	0.62	0.74	0.80	0.85	0.82	0.86	0.77	0.86	0.87
STANDARD ERROR	0.03	0	0	0	0	0.06	0.13	0.11	0.06	0.06	0.06	0.03	0.06	0.03	0.06

6 Jan 2015
 Table 45
 Q. 6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
HOW SERIOUS																				
VERY SERIOUS	1145	249	896	94	216	476	83	122	155	525	620	287	384	404	326	435	372	275	310	335
	57.2%	60.1%	56.5%	67.8% EHI	45.9%	61.8% E	58.2% E	57.4% E	57.9% E	53.5% E	60.8% J	56.8%	58.7%	56.9%	59.9% Q	60.2% Q	53.0%	61.2%	55.7%	58.4%
SOMEWHAT SERIOUS	583	131	452	33	185	188	44	59	74	299	284	147	205	197	138	210	227	119	183	180
	29.2%	31.6%	28.5%	23.9% DFHI	39.2% DFHI	24.5%	30.7%	28.0%	27.6%	30.4%	27.9%	29.1%	31.3%	27.8%	25.4%	29.1% O	32.3% O	26.5% P	33.0%	31.4%
NOT VERY SERIOUS	79	13	66	3	21	29	3	8	16	54	24	22	26	27	22	15	39	18	16	29
	3.9%	3.0%	4.2%	2.0%	4.4%	3.7%	1.9%	3.9%	6.0% D	5.6% K	2.4%	4.3%	4.0%	3.8%	4.1%	2.1%	5.6% P	4.1%	2.9%	5.0%
NOT AT ALL SERIOUS	18	2	16	1	4	9	0	1	3	11	7	1	8	7	3	3	9	4	1	7
	0.9%	0.6%	1.0%	1.0%	0.9%	1.2%	0	0.3%	1.1%	1.1%	0.7%	0.1%	1.2%	1.0%	0.6%	0.5%	1.3%	0.9%	0.3%	1.2%
REFUSED	6	0	6	*	2	2	0	1	1	4	2	1	0	3	0	2	2	0	0	1
	0.3%	0	0.4%	0.2%	0.5%	0.2%	0	0.3%	0.5%	0.4%	0.2%	0.2%	0	0.4%	0	0.2%	0.3%	0	0	0.1%
DON'T KNOW	169	19	149	7	43	66	13	21	18	88	81	47	31	73	54	57	53	33	45	22
	8.4%	4.7%	9.4% B	5.2% B	9.1%	8.6%	9.2%	10.1% D	6.8%	9.0%	7.9%	9.4% M	4.8%	10.2% M	9.9%	8.0%	7.5%	7.3% T	8.1% T	3.9%
AVERAGE *	3.56	3.59	3.56	3.67 I	3.44	3.61 E	3.62 E	3.59 E	3.54	3.50	3.62 J	3.58	3.55	3.57	3.61 Q	3.62 Q	3.49	3.60	3.57	3.53
STANDARD DEVIATION	0.63	0.59	0.64	0.57	0.64	0.63	0.53	0.59	0.67	0.67	0.58	0.59	0.64	0.63	0.61	0.56	0.67	0.62	0.57	0.66
STANDARD ERROR	0.01	0.03	0.02	0.03	0.03	0.03	0.04	0.04	0.03	0.02	0.02	0.03	0.03	0.02	0.03	0.02	0.03	0.03	0.03	0.03

6 Jan 2015
 Table 46
 Q. 6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 17		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
HOW SERIOUS -----															
VERY SERIOUS	1145 57.2%	425 56.8%	55 58.3%	107 62.5%	457 57.0%	320 61.8%	37 62.3%	83 62.7%	343 60.0%	269 62.9%	249 60.1%	947 60.8%	198 44.6%	878 56.2%	259 62.0%
SOMEWHAT SERIOUS	583 29.2%	242 32.3%	24 25.2%	46 26.6%	253 31.6%	160 30.8%	16 27.6%	36 27.2%	182 31.8%	119 27.8%	131 31.6%	402 25.8%	181 40.8%	481 30.8%	96 23.1%
NOT VERY SERIOUS	79 3.9%	28 3.7%	10 10.9% E	9 5.4%	35 4.4%	9 1.8%	2 4.2%	11 8.0% F	16 2.8%	11 2.6%	13 3.0%	58 3.7%	21 4.6%	59 3.8%	20 4.7%
NOT AT ALL SERIOUS	18 0.9%	5 0.7%	0 0	2 1.3%	5 0.7%	1 0.2%	0 0	0 0	1 0.2%	2 0.4%	2 0.6%	15 1.0%	3 0.7%	8 0.5%	10 2.4% N
REFUSED	6 0.3%	2 0.2%	0 0	* 0.1%	2 0.2%	0 0	0 0	0 0	0 0	1 0.3%	0 0	5 0.3%	1 0.3%	4 0.2%	0 0
DON'T KNOW	169 8.4%	47 6.3%	5 5.6%	7 4.0%	49 6.1%	28 5.4%	3 5.8%	3 2.1%	30 5.2%	26 6.1%	19 4.7%	129 8.3%	40 9.0%	132 8.5%	33 7.8%
AVERAGE *	3.56	3.55	3.50	3.57	3.55	3.63	3.62	3.56	3.60	3.64	3.59	3.60M	3.43	3.56	3.57
STANDARD DEVIATION	0.63	0.61	0.70	0.67	0.62	0.54	0.58	0.64	0.56	0.56	0.59	0.62	0.63	0.60	0.71
STANDARD ERROR	0.01	0.02	0.08	0.05	0.02	0.02	0.08	0.06	0.02	0.03	0.03	0.02	0.03	0.02	0.04

6 Jan 2015
 Table 47
 Q. 6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH
 BASE RESPONDENT AWARE TELEVISION PRESCRIPTION DRUG AD

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	SOME HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	513	109	404	97	115	101	51	60	89	270	243	87	197	209	148	216	146	109	146	165
BASE FOR % - WEIGHTED	517	127*	390	33*	134	189*	45*	55*	62*	272	245	137*	203	161	141	221	152	103*	150	169
HOW SERIOUS																				
VERY SERIOUS	320 61.8%	85 67.1%	234 60.1%	23 70.1% E	59 43.9%	128 67.8% E	27 60.9%	38 68.6% E	45 72.4% E	164 60.5%	155 63.3%	85 61.9%	128 63.1%	98 61.0%	92 65.3%	143 64.8%	84 55.2%	64 61.9%	92 61.4%	106 62.6%
SOMEWHAT SERIOUS	160 30.8%	39 30.6%	121 30.9%	8 23.1% DFGHI	65 48.7%	49 25.7%	13 29.5%	14 25.3%	11 18.1%	83 30.6%	76 31.1%	41 29.7%	61 30.3%	50 31.1%	39 27.7%	63 28.6%	54 35.9%	34 33.4%	48 32.0%	53 31.5%
NOT VERY SERIOUS	9 1.8%	2 1.4%	7 1.9%	* 0.6%	2 1.4%	4 1.9%	0 0	1 1.9%	2 3.9%	8 3.0%	1 0.4%	1 1.0%	5 2.4%	3 1.8%	3 2.0%	* 0.1%	6 4.0% P	0 0	1 0.6%	5 3.0%
NOT AT ALL SERIOUS	1 0.2%	0 0	1 0.3%	0 0	1 1.0%	0 0	0 0	0 0	0 0	1 0.5%	0 0	0 0	1 0.6%	0 0	0 0	0 0	1 0.8%	0 0	0 0	0 0
DON'T KNOW	28 5.4%	1 0.9%	26 6.8% B	2 6.2%	7 5.1%	9 4.6%	4 9.6%	2 4.1%	3 5.6%	15 5.5%	13 5.2%	10 7.4%	7 3.6%	10 6.1%	7 5.0%	14 6.5%	6 4.1%	5 4.8%	9 6.0%	5 2.9%
AVERAGE *	3.63	3.66	3.62	3.74 E	3.43	3.69 E	3.67 E	3.70 E	3.73 E	3.60	3.66	3.66	3.62	3.63	3.67	3.69 Q	3.52	3.65	3.65	3.61
STANDARD DEVIATION	0.54	0.50	0.55	0.46	0.58	0.50	0.47	0.51	0.54	0.58	0.48	0.50	0.57	0.52	0.52	0.47	0.62	0.48	0.49	0.55
STANDARD ERROR	0.02	0.05	0.03	0.05	0.06	0.05	0.07	0.07	0.06	0.04	0.03	0.06	0.04	0.04	0.04	0.03	0.05	0.05	0.04	0.04

6 Jan 2015
 Table 48
 Q. 6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH
 BASE RESPONDENT AWARE TELEVISION PRESCRIPTION DRUG AD

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER BETWE		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS OLD (J)	EN 12 AND 17 (K)				
BASE FOR % - ACTUAL	513	343	35	67	351	513	39	85	513	85	109	405	108	447	64
BASE FOR % - WEIGHTED	517	346	38**	69*	355	517	35**	85*	517	101*	127*	392	126	432	82*
HOW SERIOUS -----															
VERY SERIOUS	320 61.8%	210 60.6%	25 65.9%	49 71.5%	217 61.0%	320 61.8%	26 74.5%	62 73.2%	320 61.8%	64 62.8%	85 67.1%	266 67.9%	54 42.9%	267 61.7%	53 65.1%
SOMEWHAT SERIOUS	160 30.8%	107 30.7%	8 21.2%	17 24.8%	108 30.5%	160 30.8%	5 14.3%	18 20.8%	160 30.8%	33 32.3%	39 30.6%	96 24.6%	63 50.1%	138 31.9%	18 22.4%
NOT VERY SERIOUS	9 1.8%	8 2.2%	1 2.8%	1 1.5%	8 2.2%	9 1.8%	1 3.0%	4 4.6%	9 1.8%	1 1.0%	2 1.4%	7 1.8%	2 1.5%	6 1.4%	3 3.7%
NOT AT ALL SERIOUS	1 0.2%	1 0.4%	0 0	0 0	1 0.4%	1 0.2%	0 0	0 0	1 0.2%	0 0	0 0	1 0.3%	0 0	0 0	1 1.6%
DON'T KNOW	28 5.4%	21 6.1%	4 10.1%	1 2.1%	21 6.0%	28 5.4%	3 8.2%	1 1.4%	28 5.4%	4 3.9%	1 0.9%	21 5.3%	7 5.4%	22 5.0%	6 7.2%
AVERAGE *	3.63	3.61	3.70	3.71	3.62	3.63	3.78	3.70	3.63	3.64	3.66	3.69M	3.44	3.64	3.63
STANDARD DEVIATION	0.54	0.56	0.53	0.49	0.55	0.54	0.50	0.55	0.54	0.50	0.50	0.52	0.53	0.51	0.65
STANDARD ERROR	0.02	0.03	0.09	0.06	0.03	0.02	0.08	0.06	0.02	0.06	0.05	0.03	0.05	0.02	0.08

6 Jan 2015
 Table 49
 Q. 6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH
 BASE RESPONDENT AWARE ANY PRESCRIPTION DRUG AD

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	SOME HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	568	120	448	108	125	111	58	68	98	301	267	99	209	237	166	234	165	123	167	172
BASE FOR % - WEIGHTED	573	139*	434	37*	147	209	51*	61*	68*	302	270	158*	215	182	157	236	176	110*	177	177
HOW SERIOUS																				
VERY SERIOUS	343 60.0%	93 66.8%	251 57.8%	26 70.2% E	64 43.5%	138 65.9% E	29 57.5%	40 65.4% E	47 68.6% E	174 57.6%	169 62.6%	92 58.3%	135 62.9%	107 58.9%	102 64.8% Q	149 63.2%	91 52.1%	65 59.4%	108 60.9%	108 60.8%
SOMEWHAT SERIOUS	182 31.8%	42 30.1%	141 32.4%	9 23.7% DFHI	71 48.8%	56 26.7%	17 33.0%	17 27.2%	13 18.7%	98 32.4%	84 31.2%	50 31.7%	66 30.9%	57 31.5%	42 26.6%	70 29.6%	68 38.5% O	37 33.8%	59 33.5%	55 31.1%
NOT VERY SERIOUS	16 2.8%	3 2.3%	13 2.9%	* 0.6%	3 2.2%	6 3.1%	1 1.1%	1 1.7%	4 6.1%	13 4.2%	3 1.1%	6 3.6%	5 2.2%	5 2.9%	5 3.3%	2 0.7%	9 5.1% P	1 0.9%	1 0.5%	9 5.3% S
NOT AT ALL SERIOUS	1 0.2%	0	1 0.3%	0	1 0.9%	0	0	0	0	1 0.4%	0	0	1 0.6%	0	0	0	1 0.7%	0	0	0
DON'T KNOW	30 5.2%	1 0.9%	29 6.6% B	2 5.5%	7 4.7%	9 4.2%	4 8.4%	3 5.7%	4 6.5%	16 5.3%	14 5.1%	10 6.4%	7 3.4%	12 6.6%	8 5.3%	15 6.5%	6 3.6%	7 5.9%	9 5.1%	5 2.8%
AVERAGE *	3.60	3.65	3.58	3.74 E	3.41	3.66 E	3.62 E	3.68 E	3.67 E	3.56	3.65	3.59	3.62	3.60	3.65 Q	3.67 Q	3.47	3.62	3.64	3.57
STANDARD DEVIATION	0.56	0.52	0.57	0.46	0.59	0.54	0.52	0.51	0.60	0.60	0.50	0.57	0.57	0.55	0.55	0.49	0.63	0.51	0.49	0.60
STANDARD ERROR	0.02	0.05	0.03	0.05	0.05	0.05	0.07	0.06	0.06	0.04	0.03	0.06	0.04	0.04	0.04	0.03	0.05	0.05	0.04	0.05

6 Jan 2015
 Table 50
 Q. 6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH
 BASE RESPONDENT AWARE ANY PRESCRIPTION DRUG AD

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER BETWE		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS OLD (J)	EN 12 AND EN 17 (K)				
BASE FOR % - ACTUAL	568	364	45	77	377	513	59	131	568	98	120	450	118	485	81
BASE FOR % - WEIGHTED	573	366	48*	79*	379	517	59*	132*	573	121*	139*	434	139	470	100*
HOW SERIOUS															
VERY SERIOUS	343 60.0%	216 59.2%	31 64.2%	55 69.7%	226 59.8%	320 61.8%	37 62.3%	83 62.7%	343 60.0%	76 62.6%	93 66.8%	284 65.5%	59 42.6%	284 60.4%	60 59.9%
SOMEWHAT SERIOUS	182 31.8%	114 31.1%	10 20.7%	20 24.8%	116 30.6%	160 30.8%	16 27.6%	36 27.2%	182 31.8%	36 29.7%	42 30.1%	113 26.0%	70 50.1%	150 31.9%	29 29.0%
NOT VERY SERIOUS	16 2.8%	13 3.4%	3 7.1%	2 3.1%	13 3.4%	9 1.8%	2 4.2%	11 8.0%	16 2.8%	5 4.4%	3 2.3%	13 2.9%	3 2.4%	12 2.6%	3 3.5%
NOT AT ALL SERIOUS	1 0.2%	1 0.3%	0 0	0 0	1 0.3%	1 0.2%	0 0	0 0	1 0.2%	0 0	0 0	1 0.3%	0 0	0 0	1 1.3%
DON'T KNOW	30 5.2%	22 6.0%	4 8.0%	2 2.4%	22 5.9%	28 5.4%	3 5.8%	3 2.1%	30 5.2%	4 3.2%	1 0.9%	23 5.3%	7 4.9%	24 5.0%	6 6.3%
AVERAGE *	3.60	3.59	3.62	3.68	3.59	3.63	3.62	3.56	3.60	3.60	3.65	3.66M	3.42	3.61	3.58
STANDARD DEVIATION	0.56	0.58	0.63	0.53	0.58	0.54	0.58	0.64	0.56	0.58	0.52	0.55	0.54	0.54	0.64
STANDARD ERROR	0.02	0.03	0.10	0.06	0.03	0.02	0.08	0.06	0.02	0.06	0.05	0.03	0.05	0.03	0.07

6 Jan 2015
 Table 51
 Q. 6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH
 BASE RESPONDENT NOT AWARE ANY PRESCRIPTION DRUG AD

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	\$40K TO \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	1452	271	1181	292	279	296	101	180	304	685	767	222	457	678	395	497	533	351	383	399
BASE FOR % - WEIGHTED	1427	276	1151	101	324	561	91*	151	199	679	748	348	439	528	386	487	526	340	379	397
HOW SERIOUS																				
VERY SERIOUS	801 56.1%	157 56.7%	645 56.0%	68 66.9% EHI	152 47.0%	338 60.3% E	53 58.6%	82 54.2%	108 54.2%	351 51.7%	450 60.2% J	195 56.1%	249 56.7%	297 56.2%	224 58.0%	286 58.8%	280 53.3%	210 61.8%	202 53.3%	227 57.3%
SOMEWHAT SERIOUS	401 28.1%	89 32.3%	312 27.1%	24 24.0% DF	113 34.9% DF	132 23.6%	27 29.5%	43 28.4%	61 30.7%	201 29.5%	200 26.7%	97 28.0%	138 31.5%	140 26.5%	96 24.9%	140 28.8%	159 30.3%	82 24.2% R	124 32.8%	125 31.5%
NOT VERY SERIOUS	63 4.4%	9 3.4%	54 4.6%	3 2.5%	17 5.3%	22 3.9%	2 2.3%	7 4.7%	12 6.0%	42 6.2% K	21 2.8%	16 4.7%	21 4.8%	21 4.1%	17 4.4%	13 2.7%	31 5.8% P	17 5.1%	15 4.0%	19 4.8%
NOT AT ALL SERIOUS	17 1.2%	2 0.9%	15 1.3%	1 1.4%	3 0.9%	9 1.6%	0	1 0.4%	3 1.5%	10 1.4%	7 1.0%	1 0.2%	6 1.5%	7 1.3%	3 0.9%	3 0.7%	8 1.4%	4 1.1%	1 0.4%	7 1.8%
REFUSED	6 0.4%	0	6 0.6%	* 0.2%	2 0.8%	2 0.3%	0	1 0.4%	1 0.7%	4 0.6%	2 0.3%	1 0.4%	0	3 0.5%	0	2 0.4%	2 0.4%	0	0	1 0.2%
DON'T KNOW	139 9.7%	18 6.6%	121 10.5%	5 5.0% D	36 11.1% D	57 10.2% D	9 9.7%	18 11.9% D	14 6.9%	72 10.6%	67 9.0%	37 10.7% M	24 5.5%	61 11.5% M	46 11.8%	42 8.7%	47 8.8%	27 7.8%	36 9.5% T	17 4.4%
AVERAGE *	3.55	3.55	3.55	3.65 I	3.45	3.59 E	3.62 E	3.55	3.49	3.48	3.61 J	3.57	3.52	3.56	3.59	3.60 Q	3.49	3.59	3.54	3.51
STANDARD DEVIATION	0.65	0.62	0.66	0.61	0.66	0.66	0.54	0.62	0.69	0.70	0.61	0.60	0.67	0.65	0.63	0.59	0.69	0.65	0.60	0.68
STANDARD ERROR	0.02	0.04	0.02	0.04	0.04	0.04	0.06	0.05	0.04	0.03	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.03

6 Jan 2015
 Table 52
 Q. 6B HOW SERIOUS ARE PRESCRIPTION DRUGS TO YOUTH
 BASE RESPONDENT NOT AWARE ANY PRESCRIPTION DRUG AD

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER BETWE		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS OLD (J)	AND EN 12 AND 17 (K)				
BASE FOR % - ACTUAL	1452	397	44	93	438	0	0	0	0	260	271	1187	265	1161	279
BASE FOR % - WEIGHTED	1427	384	46**	93*	424	0**	0**	0**	0*	306	276	1122	305	1092	318
HOW SERIOUS															
VERY SERIOUS	801 56.1%	209 54.5%	24 52.2%	52 56.5%	231 54.5%	0 0	0 0	0 0	0 0	193 63.0%	157 56.7%	662 59.0%	139 45.6%	594 54.4%	199 62.6%
SOMEWHAT SERIOUS	401 28.1%	128 33.5%	14 29.9%	26 28.1%	138 32.5%	0 0	0 0	0 0	0 0	83 27.0%	89 32.3%	289 25.8%	111 36.6%	331 30.3%	68 21.3%
NOT VERY SERIOUS	63 4.4%	15 3.9%	7 14.8%	7 7.4%	22 5.3%	0 0	0 0	0 0	0 0	6 1.8%	9 3.4%	46 4.1%	17 5.7%	46 4.2%	16 5.1%
NOT AT ALL SERIOUS	17 1.2%	4 1.1%	0 0	2 2.4%	4 1.0%	0 0	0 0	0 0	0 0	2 0.6%	2 0.9%	14 1.3%	3 1.0%	8 0.8%	9 2.7%
REFUSED	6 0.4%	2 0.5%	0 0	* 0.2%	2 0.5%	0 0	0 0	0 0	0 0	1 0.4%	0 0	5 0.5%	1 0.4%	4 0.3%	0 0
DON'T KNOW	139 9.7%	25 6.6%	1 3.1%	5 5.4%	27 6.3%	0 0	0 0	0 0	0 0	22 7.2%	18 6.6%	106 9.4%	33 10.8%	109 10.0%	26 8.3%
AVERAGE *	3.55	3.52	3.39	3.47	3.51	0	0	0	0	3.65	3.55	3.58M	3.43	3.54	3.57
STANDARD DEVIATION	0.65	0.63	0.75	0.75	0.65	0	0	0	0	0.55	0.62	0.65	0.66	0.63	0.73
STANDARD ERROR	0.02	0.03	0.12	0.08	0.03	0	0	0	0	0.04	0.04	0.02	0.04	0.02	0.05

6 Jan 2015
 Table 53
 Q.D1 EMPLOYMENT STATUS
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION	HH INCOME							
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)					B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SECONDARY/ COLLEGE (P)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
EMPLOYMENT STATUS																				
WORKING FULL-TIME (35 OR MORE HOURS PER WEEK)	837 41.8%	221 53.2%	616 38.9%	64 46.0%	195 41.4%	309 40.1%	63 44.2%	99 46.5%	109 40.7%	465 47.4%	372 36.5%	250 49.5%	415 63.4%	145 20.4%	158 29.0%	323 44.7%	356 50.7%	94 21.0%	249 44.8%	367 63.9%
WORKING PART-TIME (LESS THAN 35 HOURS PER WEEK)	180 9.0%	48 11.6%	132 8.3%	9 6.2%	41 8.8%	71 9.2%	12 8.8%	19 8.8%	28 10.3%	69 7.0%	111 10.9%	85 16.8%	52 8.0%	39 5.5%	36 6.6%	91 12.6%	53 7.5%	45 9.9%	49 8.8%	45 7.8%
SELF-EMPLOYED	163 8.2%	53 12.8%	110 6.9%	7 4.9%	39 8.3%	52 6.8%	15 10.5%	27 12.6%	23 8.8%	85 8.7%	78 7.6%	29 5.7%	78 11.9%	49 6.9%	39 7.2%	58 8.1%	64 9.1%	22 4.9%	50 9.0%	64 11.2%
STUDENT ATTENDING FULL TIME SCHOOL (NOT WORKING)	85 4.3%	21 5.1%	64 4.0%	6 4.1%	24 5.2%	25 3.3%	8 5.8%	7 3.4%	14 5.4%	55 5.6%	30 2.9%	72 14.2%	2 0.3%	1 0.2%	27 5.0%	33 4.5%	25 3.6%	34 7.6%	16 2.9%	10 1.8%
UNEMPLOYED, BUT LOOKING FOR WORK	78 3.9%	20 4.8%	58 3.7%	3 2.5%	14 3.0%	42 5.4%	3 2.2%	5 2.5%	10 3.8%	45 4.6%	33 3.2%	24 4.8%	36 5.5%	14 1.9%	28 5.2%	26 3.7%	23 3.3%	37 8.3%	21 3.7%	9 1.5%
NOT IN THE WORKFORCE (E.G. UNEMPLOYED, BUT NOT LOOKING FOR W	69 3.5%	19 4.6%	50 3.1%	7 5.0%	13 2.8%	28 3.6%	7 4.7%	3 1.5%	12 4.3%	13 1.3%	56 5.5%	19 3.8%	30 4.6%	17 2.4%	32 5.9%	20 2.8%	16 2.3%	26 5.8%	16 2.8%	13 2.2%
RETIRED	504 25.2%	17 4.0%	487 30.7%	38 27.7%	123 26.2%	212 27.5%	26 18.0%	46 21.5%	59 22.2%	222 22.6%	282 27.7%	3 0.6%	18 2.7%	425 59.9%	194 35.7%	144 19.9%	154 21.9%	165 36.8%	143 25.7%	56 9.8%
OTHER (NON-SPECIFIED)	61 3.0%	15 3.6%	46 2.9%	3 2.5%	15 3.3%	20 2.6%	8 5.4%	5 2.4%	9 3.3%	18 1.8%	43 4.2%	23 4.6%	20 3.1%	17 2.4%	25 4.6%	27 3.7%	8 1.1%	26 5.7%	12 2.1%	10 1.7%
REFUSED	23 1.2%	1 0.3%	22 1.4%	2 1.1%	5 1.1%	12 1.5%	1 0.4%	2 0.8%	3 1.1%	9 0.9%	15 1.4%	0 0	3 0.4%	2 0.3%	5 0.8%	0 0	3 0.4%	0 0	2 0.3%	0 0

6 Jan 2015
 Table 54
 Q.D1 EMPLOYMENT STATUS
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA					RECALL SEEING PRESCRIPTION DRUGS			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 12		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	BETWE 17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
EMPLOYMENT STATUS															
WORKING FULL-TIME (35 OR MORE HOURS PER WEEK)	837 41.8%	336 44.9%	49 52.4%	65 37.8%	361 45.0%	227 43.9%	20 33.3%	46 34.9%	247 43.2%	235 55.0%	221 53.2%	649 41.7%	188 42.3%	658 42.1%	177 42.5%
WORKING PART-TIME (LESS THAN 35 HOURS PER WEEK)	180 9.0%	69 9.2%	6 6.3%	19 11.3%	72 9.0%	57 11.0%	10 17.3%	20 15.2%	65 11.3%	34 7.9%	48 11.6%	140 9.0%	40 9.0%	140 9.0%	40 9.5%
SELF-EMPLOYED	163 8.2%	68 9.0%	11 12.1%	21 12.4%	76 9.4%	39 7.6%	4 6.6%	5 3.6%	41 7.2%	48 11.2%	53 12.8%	127 8.2%	36 8.0%	139 8.9%	25 5.9%
STUDENT ATTENDING FULL TIME SCHOOL (NOT WORKING)	85 4.3%	16 2.1%	8 8.0% E	12 7.0% E	22 2.7%	20 3.9%	8 13.2% F	12 9.0% F	26 4.5%	13 3.0%	21 5.1%	64 4.1%	21 4.7%	51 3.2%	35 8.3% N
UNEMPLOYED, BUT LOOKING FOR WORK	78 3.9%	32 4.3%	2 2.5%	5 2.7%	32 4.0%	27 5.1%	2 3.5%	3 2.0%	28 4.8%	26 6.0%	20 4.8%	66 4.2%	12 2.7%	55 3.5%	23 5.4%
NOT IN THE WORKFORCE (E.G. UNEMPLOYED, BUT NOT LOOKING FOR W	69 3.5%	27 3.5%	1 1.3%	5 2.8%	27 3.3%	22 4.3%	* 0.6%	8 5.8%	25 4.3%	29 6.9%	19 4.6%	57 3.7%	12 2.7%	53 3.4%	16 3.9%
RETIRED	504 25.2%	171 22.8%	14 14.8%	37 21.5%	180 22.4%	102 19.7%	12 20.1%	31 23.2%	117 20.5%	14 3.2%	17 4.0%	389 25.0%	115 25.9%	405 25.9%	93 22.4%
OTHER (NON-SPECIFIED)	61 3.0%	28 3.7%	2 1.6%	7 4.1%	29 3.6%	18 3.5%	3 4.5%	8 5.8%	19 3.3%	26 6.1%	15 3.6%	45 2.9%	15 3.5%	51 3.2%	7 1.7%
REFUSED	23 1.2%	4 0.5%	1 0.9%	1 0.3%	4 0.5%	4 0.9%	1 0.9%	1 0.4%	5 0.9%	3 0.7%	1 0.3%	18 1.2%	5 1.1%	11 0.7%	2 0.5%

6 Jan 2015
 Table 55
 Q.D2 EDUCATION LEVEL
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)	B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SECONDARY/ COLLEGE (P)	UNIVE RSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
EDUCATION																				
ELEMENTARY SCHOOL OR LESS	71 3.6%	13 3.2%	58 3.7%	5 3.3%	16 3.5%	29 3.8%	6 4.0%	8 3.9%	7 2.8%	34 3.5%	37 3.7%	3 0.6%	19 2.9%	38 5.3%	71 13.1%	0 0	0 0	36 8.1%	18 3.2%	2 0.3%
SECONDARY SCHOOL	472 23.6%	91 22.0%	381 24.0%	37 26.9%	122 25.9%	175 22.7%	32 22.7%	46 21.9%	60 22.3%	240 24.5%	232 22.8%	121 23.9%	118 18.0%	208 29.2%	472 86.9%	0 0	0 0	182 40.4%	127 22.9%	76 13.2%
SOME POST-SECONDARY	187 9.4%	38 9.1%	149 9.4%	13 9.4%	28 5.8%	68 8.8%	15 10.9%	27 12.8%	37 13.7%	92 9.3%	96 9.4%	51 10.1%	62 9.4%	67 9.4%	0 0	187 25.9%	0 0	46 10.3%	44 8.0%	53 9.3%
COLLEGE, VOCATIONAL OR TRADE SCHOOL	535 26.7%	131 31.5%	404 25.5%	39 28.3%	134 28.4%	205 26.7%	35 24.7%	55 26.0%	66 24.9%	261 26.7%	273 26.8%	150 29.6%	204 31.3%	161 22.6%	0 0	535 74.1%	0 0	112 24.9%	173 31.2%	163 28.5%
UNDERGRADUATE UNIVERSITY PROGRAM	376 18.8%	78 18.8%	299 18.8%	22 15.9%	109 23.2%	141 18.3%	24 16.9%	41 19.1%	39 14.8%	189 19.2%	188 18.4%	108 21.4%	131 20.0%	117 16.4%	0 0	0 0	376 53.6%	44 9.7%	106 19.0%	143 24.8%
GRADUATE OR PROFESSIONAL UNIVERSITY PROGRAM	325 16.3%	61 14.8%	264 16.6%	21 15.2%	56 11.9%	135 17.6%	27 19.0%	32 15.2%	54 20.1%	155 15.8%	171 16.7%	73 14.4%	118 18.1%	113 15.9%	0 0	0 0	325 46.4%	26 5.8%	87 15.7%	137 23.9%
REFUSED	32 1.6%	2 0.6%	30 1.9%	1 1.0%	6 1.3%	17 2.1%	2 1.8%	2 1.1%	4 1.4%	10 1.1%	22 2.2%	0 0	2 0.4%	8 1.1%	0 0	0 0	0 0	4 0.8%	1 0.1%	0 0

6 Jan 2015
 Table 56
 Q.D2 EDUCATION LEVEL
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 17		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
EDUCATION															

ELEMENTARY SCHOOL OR LESS	71	20	2	7	21	19	2	3	20	14	13	56	15	48	22
	3.6%	2.6%	2.4%	3.8%	2.6%	3.6%	3.8%	2.2%	3.4%	3.4%	3.2%	3.6%	3.4%	3.1%	5.4%
SECONDARY SCHOOL	472	172	24	41	186	122	20	31	138	93	91	355	117	413	56
	23.6%	23.0%	25.6%	23.8%	23.2%	23.6%	33.3%	23.1%	24.0%	21.7%	22.0%	22.8%	26.4%	26.4%	13.5%
SOME POST-SECONDARY	187	75	5	19	81	54	4	8	55	22	38	162	26	162	25
	9.4%	10.0%	5.8%	11.2%	10.1%	10.3%	6.0%	6.3%	9.6%	5.1%	9.1%	10.4%	5.8%	10.4%	6.0%
COLLEGE, VOCATIONAL OR TRADE SCHOOL	535	225	22	42	237	167	19	41	181	132	131	410	125	419	116
	26.7%	30.0%	23.4%	24.4%	29.6%	32.3%	32.1%	31.2%	31.6%	31.0%	31.5%	26.3%	28.3%	26.8%	27.9%
UNDERGRADUATE UNIVERSITY PROGRAM	376	151	20	35	164	89	8	26	100	98	78	271	105	288	85
	18.8%	20.2%	20.9%	20.2%	20.4%	17.1%	14.1%	19.3%	17.5%	22.9%	18.8%	17.4%	23.7%	18.4%	20.5%
GRADUATE OR PROFESSIONAL UNIVERSITY PROGRAM	325	102	20	28	108	63	6	23	76	67	61	276	49	221	103
	16.3%	13.6%	21.5%	16.6%	13.5%	12.2%	10.6%	17.4%	13.2%	15.7%	14.8%	17.8%	11.0%	14.2%	24.8%
REFUSED	32	5	*	0	5	4	0	1	4	1	2	26	6	11	8
	1.6%	0.6%	0.3%	0	0.6%	0.8%	0	0.5%	0.7%	0.3%	0.6%	1.7%	1.3%	0.7%	2.0%

6 Jan 2015
 Table 57
 Q.D3 AGE
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	SOME HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	\$40K TO \$80K	\$80K AND OVER
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
AGE																				

18 TO 34	581	72	509	35	131	223	53	64	75	293	288	506	0	0	148	214	202	142	151	155
	29.0%	17.2%	32.1%	25.4%	27.8%	29.0%	37.6%	30.0%	28.1%	29.9%	28.3%	100.0%	0	0	27.2%	29.7%	28.8%	31.5%	27.2%	27.0%
			B				DEI													
35 TO 54	685	302	383	48	156	267	45	78	90	346	339	0	654	0	147	273	259	102	197	275
	34.2%	72.8%	24.2%	34.5%	33.2%	34.7%	31.6%	36.9%	33.8%	35.2%	33.3%	0	100.0%	0	27.0%	37.8%	36.9%	22.6%	35.4%	47.8%
		C											LN			O			R	RS
55+	734	41	693	55	184	280	44	70	102	342	392	0	0	710	249	235	240	206	208	145
	36.7%	10.0%	43.7%	40.1%	39.0%	36.3%	30.8%	33.1%	38.1%	34.9%	38.5%	0	0	100.0%	45.8%	32.5%	34.2%	45.9%	37.4%	25.2%
			B												L	PQ		ST	T	
															M					
AVERAGE *	47.86	43.33	49.04	49.24	48.63	47.65	44.79	46.94	48.72	46.98	48.70	26.52	45.18	67.16	50.34	46.29	47.57	50.02	47.92	45.31
			B	G	G			G				L	LM		EQ			T	T	
STANDARD DEVIATION	18.04	11.08	19.28	17.39	18.14	18.01	17.42	17.69	18.80	17.83	18.21	4.85	5.49	9.43	19.90	17.10	17.01	21.24	17.26	13.77
STANDARD ERROR	0.40	0.56	0.48	0.87	0.90	0.89	1.38	1.12	0.94	0.57	0.57	0.27	0.21	0.31	0.84	0.63	0.64	0.98	0.74	0.58

6 Jan 2015
 Table 58
 Q.D3 AGE
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA					RECALL SEEING PRESCRIPTION DRUGS			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER BETWE 12 EN 12 YEARS AND		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	R (D)			NET (G)	R (H)		OLD (J)	17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
AGE ---															
18 TO 34	581 29.0%	187 24.9%	38 40.4%	39 22.5%	205 25.5%	144 27.7%	25 41.5%	47 35.4%	165 28.8%	149 34.9%	72 17.2%	460 29.6%	121 27.2%	411 26.3%	154 36.8%
35 TO 54	685 34.2%	303 40.4%	31 32.4%	71 41.4%	318 39.7%	209 40.4%	19 31.6%	40 30.0%	221 38.5%	248 58.2%	302 72.8%	536 34.4%	149 33.6%	544 34.9%	137 32.8%
55+	734 36.7%	260 34.7%	26 27.1%	62 36.1%	280 34.8%	165 31.9%	16 26.9%	46 34.6%	187 32.6%	30 6.9%	41 10.0%	560 36.0%	174 39.3%	607 38.8%	127 30.3%
AVERAGE *	47.86	47.73	42.39	47.01	47.56	46.71	41.99	45.24	46.69	38.93	43.33	47.62	48.70	48.83	44.91
STANDARD DEVIATION	18.04	16.25	18.49	16.09	16.48	16.58	18.13	18.43	16.94	10.04	11.08	18.06	17.94	17.80	18.53
STANDARD ERROR	0.40	0.59	1.96	1.23	0.58	0.73	2.36	1.61	0.71	0.53	0.56	0.45	0.92	0.44	0.98

6 Jan 2015
 Table 59
 Q.D4 CHILDREN UNDER AGE 18 LIVING IN HH
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
UNDER AGE 18																				
YES	658	415	243	32	157	236	53	92	87	309	349	188	400	51	168	248	240	99	192	270
	32.9%	100.0%	15.4%	23.3%	33.3%	30.6%	37.6%	43.6%	32.7%	31.5%	34.3%	37.1%	61.1%	7.2%	30.9%	34.3%	34.2%	22.0%	34.6%	46.9%
			C		D	D	D	DEFI	D			N	N	L				R		RS
NO	1320	0	1320	105	309	523	88	118	177	666	655	315	253	659	372	474	456	351	364	302
	66.0%	0	83.3%	76.2%	65.7%	67.9%	62.0%	55.8%	66.2%	67.8%	64.3%	62.3%	38.8%	92.8%	68.4%	65.7%	65.0%	78.0%	65.4%	52.6%
			B	EFGHI	H	H		H	H			M	LM				ST	T		
REFUSED	21	0	21	1	5	12	1	1	3	6	15	3	1	0	4	0	5	0	0	3
	1.1%	0	1.4%	0.5%	1.0%	1.5%	0.4%	0.6%	1.0%	0.6%	1.5%	0.6%	0.1%	0	0.7%	0	0.8%	P	0	0.5%

6 Jan 2015
 Table 60
 Q.D4 CHILDREN UNDER AGE 18 LIVING IN HH
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 AND 17 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		OLD (J)	AND (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
UNDER AGE 18															

YES	658 32.9%	269 35.9%	38 40.5%	65 37.6%	287 35.7%	184 35.5%	23 38.8%	49 37.3%	208 36.2%	427 100.0%	415 100.0%	510 32.7%	149 33.5%	514 32.9%	141 33.9%
NO	1320 66.0%	477 63.6%	56 59.5%	107 62.4%	512 63.8%	330 63.8%	36 61.2%	82 62.2%	362 63.1%	0	0	1030 66.2%	290 65.5%	1040 66.6%	276 66.0%
REFUSED	21 1.1%	4 0.5%	0	0	4 0.4%	4 0.7%	0	1 0.5%	4 0.6%	0	0	17 1.1%	5 1.0%	8 0.5%	* 0.1%

6 Jan 2015
 Table 61
 Q.D4A CHILDREN UNDER 18 SPECIFIC AGE GROUP
 BASE RESPONDENT HAS CHILDREN UNDER AGE OF 18 LIVING IN HH

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	592	391	201	88	137	121	53	94	99	270	322	120	383	65	145	223	220	89	165	245
BASE FOR % - WEIGHTED	658	415	243	32*	157	236	53*	92*	87*	309	349	188	400	51*	168	248	240	99*	192	270
UNDER 12 YEARS OF AGE	-----																			
NONE	220 33.4%	215 52.0%	4 1.8%	12 37.8%	42 26.9%	78 33.2%	12 23.2%	37 40.1%	38 43.2%	108 34.9%	112 32.1%	39 20.6%	153 38.3%	24 46.3%	55 32.9%	93 37.6%	70 29.3%	26 26.1%	61 31.5%	95 35.4%
1	211 32.0%	113 27.2%	98 40.3%	12 37.8%	55 34.9%	78 33.1%	15 28.5%	27 28.8%	24 27.6%	92 29.7%	119 34.1%	67 35.9%	125 31.3%	17 33.8%	52 31.2%	74 29.8%	84 35.2%	32 32.0%	71 37.1%	79 29.3%
2	147 22.3%	48 11.6%	99 40.5%	4 12.2%	39 25.1%	48 20.5%	16 29.4%	17 18.2%	23 26.0%	76 24.7%	70 20.2%	51 27.2%	88 22.1%	5 10.7%	36 21.6%	48 19.5%	61 25.5%	27 27.7%	36 19.0%	63 23.4%
3	49 7.5%	23 5.6%	26 10.8%	2 7.2%	15 9.6%	17 7.0%	5 10.1%	9 9.6%	1 1.2%	15 4.7%	35 9.9%	23 12.0%	22 5.5%	3 5.8%	11 6.5%	22 8.8%	17 6.9%	6 6.2%	15 7.8%	20 7.4%
4	11 1.7%	7 1.6%	4 1.8%	* 1.0%	1 0.8%	5 2.3%	3 5.2%	1 1.5%	0 0	9 3.0%	2 0.5%	4 2.2%	5 1.3%	2 3.5%	3 1.9%	8 3.1%	* 0.1%	5 5.0%	1 0.7%	5 1.8%
5	5 0.7%	5 1.1%	0 0	0 0	1 0.8%	2 0.7%	0 0	2 1.7%	0 0	1 0.2%	4 1.1%	1 0.7%	3 0.8%	0 0	2 1.4%	1 0.4%	1 0.5%	1 1.2%	2 0.9%	1 0.2%
6	4 0.7%	3 0.8%	1 0.5%	0 0	1 0.8%	2 0.7%	0 0	0 0	1 1.6%	1 0.4%	3 0.9%	3 1.4%	2 0.4%	0 0	2 1.0%	1 0.5%	1 0.5%	0 0	2 0.9%	1 0.5%
REFUSED	11 1.7%	1 0.2%	10 4.2%	1 4.0%	2 1.1%	6 2.5%	2 3.6%	0 0	* 0.4%	7 2.3%	4 1.2%	0 0	1 0.3%	0 0	6 3.4%	1 0.3%	5 2.0%	2 1.8%	4 2.0%	6 2.1%

6 Jan 2015
 Table 61
 Q.D4A CHILDREN UNDER 18 SPECIFIC AGE GROUP
 BASE RESPONDENT HAS CHILDREN UNDER AGE OF 18 LIVING IN HH

	CHILDREN BETWEEN 12-17 YEARS OLD																		HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)	B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVE RSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)	
BASE FOR % - WEIGHTED	658	415	243	32*	157	236	53*	92*	87*	309	349	188	400	51*	168	248	240	99*	192	270	
12 TO 17 YEARS OF AGE	226	0	226	11	58	64	26	38	30	111	115	113	100	11	51	78	97	36	75	90	
NONE	34.3%	0	92.8%	33.9%	36.6%	27.0%	48.2%	41.4%	34.2%	36.0%	32.9%	60.3%	25.1%	22.1%	30.6%	31.4%	40.3%	36.7%	39.2%	33.3%	
1	288	288	0	15	73	117	13	35	35	135	153	55	198	28	64	124	98	36	77	126	
	43.8%	69.4%	0	45.8%	46.8%	49.7%	23.9%	37.5%	40.2%	43.7%	43.8%	29.0%	49.7%	54.8%	38.1%	50.0%	40.7%	36.4%	39.8%	46.9%	
2	104	104	0	5	18	39	11	15	16	40	65	10	86	6	33	35	37	23	29	36	
	15.8%	25.1%	0	15.4%	11.5%	16.4%	20.5%	16.7%	18.5%	12.8%	18.5%	5.5%	21.5%	12.4%	19.7%	13.9%	15.2%	23.4%	14.8%	13.4%	
3	19	19	0	*	5	6	1	3	3	8	11	5	11	3	8	8	4	2	5	9	
	2.9%	4.6%	0	1.0%	3.4%	2.4%	2.4%	3.4%	4.0%	2.6%	3.2%	2.8%	2.7%	6.0%	4.5%	3.1%	1.7%	1.9%	2.7%	3.4%	
4	2	2	0	0	0	0	0	0	2	1	1	1	1	0	0	1	1	0	0	2	
	0.4%	0.6%	0	0	0	0	0	0	2.8%	0.4%	0.3%	0.7%	0.3%	0	0	0.5%	0.4%	0	0	0.9%	
5	1	1	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	
	0.1%	0.2%	0	0	0	0	0	1.0%	0	0	0.3%	0	0.2%	0	0	0.4%	0	0	0	0	
REFUSED	17	0	17	1	3	11	3	0	*	13	4	3	2	2	12	2	4	2	7	6	
	2.7%	0	7.2%	4.0%	1.7%	4.5%	4.9%	0	0.4%	4.3%	1.2%	1.6%	0.5%	4.8%	7.2%	0.6%	1.6%	1.6%	3.4%	2.1%	

6 Jan 2015
 Table 62
 Q.D4A CHILDREN UNDER 18 SPECIFIC AGE GROUP
 BASE RESPONDENT HAS CHILDREN UNDER AGE OF 18 LIVING IN HH

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 YEARS (J)	BETWE EN 12 AND 17 (K)	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)							
BASE FOR % - ACTUAL	592	239	33	51	252	158	19	38	176	358	391	461	131	474	116
BASE FOR % - WEIGHTED	658	269	38**	65*	287	184	23**	49**	208	427	415	510	149	514	141*
----- UNDER 12 YEARS OF AGE NONE															
	220	123	12	25	126	80	6	18	85	0	215	180	40	179	41
	33.4%	45.7%	30.1%	38.3%	44.1%	43.8%	28.1%	35.6%	40.9%	0	52.0%	35.3%	27.1%	34.8%	29.1%
1	211	73	14	20	77	58	14	18	71	211	113	159	52	163	45
	32.0%	27.3%	37.0%	30.3%	26.9%	31.3%	59.1%	36.9%	34.1%	49.4%	27.2%	31.1%	35.2%	31.7%	31.6%
2	147	48	6	13	55	24	2	7	27	147	48	109	38	112	35
	22.3%	17.8%	16.0%	20.3%	19.1%	13.3%	7.5%	13.3%	12.9%	34.4%	11.6%	21.4%	25.3%	21.8%	24.7%
3	49	13	4	3	16	10	1	1	11	49	23	35	14	42	8
	7.5%	4.8%	9.6%	4.9%	5.7%	5.3%	5.3%	2.5%	5.1%	11.6%	5.6%	6.9%	9.5%	8.1%	5.3%
4	11	7	1	2	7	6	0	2	6	11	7	10	1	5	6
	1.7%	2.4%	3.7%	2.7%	2.3%	3.2%	0	3.6%	2.8%	2.6%	1.6%	1.9%	0.9%	0.9%	4.5%
5	5	3	0	0	3	4	0	0	4	5	5	3	1	5	0
	0.7%	1.1%	0	0	1.0%	2.1%	0	0	1.9%	1.1%	1.1%	0.7%	0.8%	0.9%	0
6	4	1	1	1	1	0	0	3	3	4	3	4	0	4	0
	0.7%	0.5%	3.6%	2.1%	0.5%	0	0	6.3%	1.5%	1.0%	0.8%	0.9%	0	0.8%	0
REFUSED	11	1	0	1	1	2	0	1	2	0	1	9	2	4	7
	1.7%	0.4%	0	1.4%	0.4%	1.0%	0	1.8%	0.9%	0	0.2%	1.8%	1.2%	0.9%	4.8%

6 Jan 2015
 Table 62
 Q.D4A CHILDREN UNDER 18 SPECIFIC AGE GROUP
 BASE RESPONDENT HAS CHILDREN UNDER AGE OF 18 LIVING IN HH

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 YEARS (J)	BETWE EN 12 AND 17 (K)	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)							
BASE FOR % - WEIGHTED	658	269	38**	65*	287	184	23**	49**	208	427	415	510	149	514	141*
12 TO 17 YEARS OF AGE															
NONE	226 34.3%	77 28.7%	16 41.6%	15 23.9%	85 29.8%	53 28.7%	8 35.8%	21 41.7%	65 31.3%	222 51.9%	0 K	170 33.3%	56 37.9%	178 34.7%	45 31.7%
1	288 43.8%	135 50.2%	17 44.0%	42 65.0%	144 50.1%	97 52.8%	12 52.8%	23 46.1%	104 50.2%	144 33.6%	288 69.4%	221 43.3%	67 45.2%	226 44.0%	62 43.6%
2	104 15.8%	42 15.4%	2 5.3%	6 9.0%	42 14.7%	25 13.8%	1 3.7%	1 2.8%	26 12.5%	38 8.9%	104 25.1%	87 17.1%	17 11.5%	78 15.2%	26 18.5%
3	19 2.9%	8 3.0%	* 0.8%	0 0	8 2.8%	4 2.2%	0 0	2 4.9%	6 3.1%	14 3.2%	19 4.6%	14 2.7%	5 3.6%	17 3.4%	2 1.4%
4	2 0.4%	1 0.5%	1 3.6%	1 2.1%	1 0.5%	0 0	0 0	1 2.8%	1 0.7%	2 0.6%	2 0.6%	2 0.5%	0 0	2 0.5%	0 0
5	1 0.1%	0 0	0 0	0 0	0 0	1 0.5%	0 0	0 0	1 0.4%	1 0.2%	1 0.2%	1 0.2%	0 0	1 0.2%	0 0
REFUSED	17 2.7%	6 2.2%	2 4.7%	0 0	6 2.1%	4 2.0%	2 7.8%	1 1.8%	4 1.8%	7 1.7%	0 K	15 2.9%	3 1.8%	11 2.1%	7 4.8%

6 Jan 2015
 Table 63
 Q.D5 HH INCOME
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
HH INCOME																				

UNDER \$20,000	186	26	160	15	61	60	7	15	28	77	109	56	37	80	102	52	30	186	0	0
	9.3%	6.3%	10.1%	11.2%	13.0%	7.8%	5.0%	7.0%	10.4%	7.9%	10.7%	11.1%	5.7%	11.3%	18.8%	7.2%	4.3%	41.4%	0	0
			B	G	GH	F						M		M	P	Q		ST		
\$20,000 TO JUST UNDER \$40,000	263	35	229	26	68	94	22	18	37	125	139	79	57	123	116	106	39	263	0	0
	13.2%	8.4%	14.4%	18.6%	14.4%	12.2%	15.2%	8.7%	13.7%	12.7%	13.6%	15.7%	8.8%	17.3%	21.3%	14.7%	5.6%	58.6%	0	0
			B	FH	H							M		M	PQ	Q		ST		
\$40,000 TO JUST UNDER \$60,000	309	51	258	20	82	122	29	25	31	143	165	75	91	128	90	123	95	0	309	0
	15.4%	12.2%	16.3%	14.8%	17.4%	15.8%	20.1%	11.6%	11.6%	14.6%	16.2%	14.9%	13.9%	18.1%	16.5%	17.1%	13.5%	0	55.5%	0
					I		HI											0	RT	
\$60,000 TO JUST UNDER \$80,000	247	60	188	16	75	85	11	34	26	128	119	65	100	76	55	94	98	0	247	0
	12.4%	14.4%	11.8%	11.7%	16.0%	11.1%	7.7%	16.1%	9.6%	13.1%	11.7%	12.8%	15.3%	10.7%	10.1%	13.0%	14.0%	0	44.5%	0
					FGI			I				N						0	RT	
\$80,000 TO JUST UNDER \$100,000	174	46	129	6	47	63	9	26	23	84	91	51	80	42	23	86	66	0	0	174
	8.7%	11.0%	8.1%	4.6%	10.0%	8.2%	6.3%	12.3%	8.5%	8.5%	8.9%	10.0%	12.2%	5.9%	4.2%	11.8%	9.4%	0	0	30.4%
					D			D	D		N		N			O	O	0	0	RS
\$100,000 TO JUST UNDER \$120,000	128	32	96	11	19	50	13	16	19	73	55	34	46	35	25	44	60	0	0	128
	6.4%	7.7%	6.1%	8.0%	4.0%	6.5%	9.4%	7.7%	7.0%	7.4%	5.4%	6.7%	7.1%	4.9%	4.5%	6.1%	8.5%	0	0	22.3%
					E			E									O	0	0	RS
\$120,000 TO JUST UNDER \$150,000	98	36	62	10	19	44	6	7	12	57	41	21	53	22	10	43	45	0	0	98
	4.9%	8.6%	3.9%	6.9%	4.0%	5.7%	4.5%	3.4%	4.3%	5.8%	4.0%	4.1%	8.2%	3.1%	1.9%	5.9%	6.4%	0	0	17.0%
			C										L			O	O	0	0	RS
												N								
\$150,000 AND ABOVE	174	61	113	9	19	66	16	38	27	99	75	41	90	43	20	45	109	0	0	174
	8.7%	14.7%	7.1%	6.3%	4.0%	8.6%	10.9%	18.2%	10.0%	10.1%	7.3%	8.0%	13.7%	6.0%	3.7%	6.2%	15.5%	0	0	30.3%
			C			E	E	DEFT	E				L				OP	0	0	RS
REFUSED	420	69	351	25	81	186	30	32	67	195	225	84	99	161	103	130	159	0	0	0
	21.0%	16.7%	22.1%	18.0%	17.2%	24.1%	21.0%	15.0%	25.0%	19.9%	22.1%	16.6%	15.1%	22.7%	19.0%	18.0%	22.7%	0	0	0
			B			DEH			DEH					LM				0	0	0

6 Jan 2015
 Table 64
 Q.D5 HH INCOME
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA					RECALL SEEING PRESCRIPTION DRUGS			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 17		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
HH INCOME															

UNDER \$20,000	186	71	4	16	77	44	5	13	46	28	26	129	57	138	49
	9.3%	9.5%	4.5%	9.6%	9.6%	8.5%	8.2%	10.2%	8.0%	6.5%	6.3%	8.3%	12.9%	8.8%	11.6%
\$20,000 TO JUST UNDER \$40,000	263	98	19	22	107	59	10	15	64	44	35	200	64	199	64
	13.2%	13.0%	19.7%	12.8%	13.3%	11.3%	16.8%	11.5%	11.2%	10.2%	8.4%	12.8%	14.3%	12.8%	15.4%
\$40,000 TO JUST UNDER \$60,000	309	115	17	20	123	88	18	28	107	76	51	229	79	226	83
	15.4%	15.4%	18.4%	11.4%	15.4%	17.1%	30.3%	20.9%	18.7%	17.8%	12.2%	14.7%	17.9%	14.5%	19.8%
\$60,000 TO JUST UNDER \$80,000	247	97	10	24	107	62	7	10	69	52	60	178	70	211	36
	12.4%	13.0%	10.4%	13.9%	13.3%	12.0%	12.5%	7.7%	12.1%	12.1%	14.4%	11.4%	15.7%	13.5%	8.6%
\$80,000 TO JUST UNDER \$100,000	174	63	10	13	72	47	1	9	49	52	46	130	44	141	33
	8.7%	8.4%	10.7%	7.7%	8.9%	9.1%	2.0%	6.8%	8.6%	12.1%	11.0%	8.3%	10.0%	9.0%	8.0%
\$100,000 TO JUST UNDER \$120,000	128	64	7	18	66	44	3	17	49	39	32	109	19	96	32
	6.4%	8.6%	7.8%	10.8%	8.3%	8.5%	5.5%	12.6%	8.6%	9.2%	7.7%	7.0%	4.3%	6.1%	7.7%
\$120,000 TO JUST UNDER \$150,000	98	46	2	10	46	34	1	5	35	33	36	79	19	86	12
	4.9%	6.1%	2.4%	5.8%	5.7%	6.6%	1.2%	3.4%	6.0%	7.7%	8.6%	5.1%	4.3%	5.5%	2.9%
\$150,000 AND ABOVE	174	72	4	18	72	44	1	8	45	45	61	155	19	153	21
	8.7%	9.6%	3.9%	10.6%	9.0%	8.4%	1.0%	5.9%	7.8%	10.4%	14.7%	10.0%	4.2%	9.8%	5.0%
REFUSED	420	122	21	30	133	95	13	28	109	59	69	348	72	312	88
	21.0%	16.3%	22.1%	17.5%	16.6%	18.4%	22.6%	20.9%	18.9%	13.9%	16.7%	22.3%	16.3%	20.0%	21.0%

M

6 Jan 2015
 Table 65
 Q.D6 BORN IN CANADA
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	REGION							GENDER		AGE		EDUCATION			HH INCOME					
TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)	
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
BORN IN CANADA	-----																			
YES	1562	325	1237	128	404	546	118	171	195	770	792	377	526	588	461	581	509	337	437	476
	78.1%	78.3%	78.0%	92.9%	85.8%	70.9%	83.0%	80.7%	73.1%	78.5%	77.7%	74.4%	80.5%	82.8%	84.8%	80.4%	72.6%	74.9%	78.7%	82.8%
				EFGHI	FI		FI	FI						L	Q	Q				R
NO	417	90	328	9	61	213	24	40	70	205	213	126	126	122	79	141	189	113	119	99
	20.9%	21.6%	20.7%	6.8%	13.0%	27.6%	17.0%	18.7%	26.3%	20.9%	20.9%	25.0%	19.3%	17.2%	14.5%	19.6%	26.9%	25.1%	21.3%	17.2%
				D	DEGH	D	D	D	DEGH			N			O	OP	T			
REFUSED	21	*	20	*	6	12	0	1	2	7	14	3	1	0	4	0	4	0	0	0
	1.0%	0.1%	1.3%	0.2%	1.2%	1.5%	0	0.6%	0.7%	0.7%	1.4%	0.6%	0.2%	0	0.7%	0	0.5%	0	0	0

6 Jan 2015
 Table 66
 Q.D6 BORN IN CANADA
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	UNDER 12 YEARS (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
BORN IN CANADA															

YES	1562	646	73	140	686	432	44	94	470	330	325	1172	390	1562	0
	78.1%	86.2%	77.9%	81.8%	85.5%	83.5%	74.8%	71.1%	82.0%	77.4%	78.3%	75.3%	87.9%	100.0%	0
						H									
NO	417	100	21	31	112	82	15	38	100	93	90	370	48	0	417
	20.9%	13.3%	21.8%	18.2%	14.0%	15.8%	25.2%	28.4%	17.4%	21.9%	21.6%	23.8%	10.8%	0	100.0%
								F				M			N
REFUSED	21	4	*	0	4	4	0	1	4	3	*	15	6	0	0
	1.0%	0.5%	0.3%	0	0.5%	0.7%	0	0.5%	0.6%	0.7%	0.1%	1.0%	1.3%	0	0

6 Jan 2015
 Table 67
 Q.D7 FIRST LANGUAGE LEARNED AT HOME
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																				
	REGION									GENDER		AGE		EDUCATION				HH INCOME			
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)	
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571	
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574	
FIRST LANGUAGE																					
ENGLISH	1233 61.7%	262 63.1%	971 61.3%	121 87.5% FGHI	35 7.4% E	592 76.9% E	109 76.8% E	167 78.8% E	209 78.4% E	600 62.2%	633 57.0%	288 57.0%	422 64.6% L	440 62.0%	337 62.0%	479 66.4% Q	403 57.4%	252 56.1%	327 58.9%	392 68.2% RS	
FRENCH	481 24.1%	93 22.4%	388 24.5%	15 11.0% FGHI	406 86.3% D	45 5.8% I	6 4.2%	5 2.4%	3 1.3%	246 25.1%	235 23.1%	114 22.6%	153 23.4%	208 29.3% LM	151 27.7%	172 23.8%	156 22.3%	133 29.6% T	157 28.2% T	114 19.9%	
ARABIC	18 0.9%	6 1.6%	12 0.7%	1 0.4%	4 0.9%	10 1.3%	0	3 1.4%	* 0.1%	9 0.9%	9 0.9%	5 1.0%	12 1.8% N	1 0.2%	4 0.8%	3 0.4%	10 1.4%	6 1.3%	6 1.1%	4 0.8%	
CHINESE	26 1.3%	3 0.8%	22 1.4%	1 0.8%	1 0.2%	17 2.2% H	2 1.4%	0	4 1.6% E	15 1.6%	10 1.0%	11 2.2%	6 0.8%	6 0.8%	2 0.4%	3 0.5%	20 2.8% O	8 1.8%	5 1.0%	6 1.0%	
DUTCH	13 0.7%	2 0.6%	11 0.7%	* 0.2%	0	5 0.6%	1 1.0% E	3 1.5% E	3 1.2% E	11 1.1% K	2 0.2%	3 0.6%	2 0.3%	7 1.0%	1 0.2%	6 0.8%	6 0.8%	2 0.4%	3 0.5%	7 1.2%	
GAELIC	4 0.2%	0	4 0.3%	0	0	2 0.2%	0	0	2 0.9% E	3 0.3%	1 0.1%	0	2 0.3%	2 0.3%	1 0.2%	3 0.4%	* 0.1%	0	0	1 0.2%	
GERMAN	16 0.8%	4 1.0%	12 0.8%	* 0.2%	0	2 0.2%	7 4.7% D	2 1.1% E	5 2.0% D	5 0.5%	11 1.1%	6 1.1%	1 0.2%	8 1.1% M	6 1.2%	6 0.8%	3 0.5%	* 0.1%	2 0.3%	6 1.0%	
ITALIAN	14 0.7%	2 0.5%	12 0.8%	0	2 0.4%	12 1.5%	0	0	1 0.4%	6 0.7%	8 0.8%	2 0.4%	2 0.2%	9 1.3% M	4 0.7%	6 0.9%	4 0.6%	3 0.7%	4 0.8%	5 0.8%	
MANDARIN	14 0.7%	2 0.5%	12 0.7%	0	0	9 1.1%	0	1 0.6%	4 1.4% E	7 0.8%	6 0.6%	10 2.0% N	2 0.3%	2 0.2%	0	1 0.1%	13 1.9% O	6 1.3%	3 0.6%	2 0.4%	
PORTUGUESE	16 0.8%	6 1.6%	9 0.6%	0	5 1.1%	8 1.0%	2 1.2%	0	1 0.4%	6 0.6%	10 1.0%	6 1.3%	4 0.5%	6 0.8%	5 0.9%	7 0.9%	3 0.4%	4 0.9%	6 1.2%	2 0.4%	
PUNJABI	12 0.6%	2 0.4%	11 0.7%	0	0	6 0.8%	0	3 1.5% E	3 1.2% E	5 0.5%	7 0.7%	8 1.5% N	4 0.5%	1 0.2%	1 0.2%	2 0.2%	9 1.3% P	1 0.3%	4 0.7%	7 1.2%	
SPANISH	21 1.0%	7 1.7%	14 0.9%	0	5 1.1%	7 0.9%	0	8 3.7% D	1 0.4%	12 1.3%	9 0.8%	8 1.6%	10 1.5% N	3 0.4%	2 0.3%	8 1.1%	11 1.5%	1 0.1%	11 2.0% R	6 1.0%	
TAMIL	7 0.4%	1 0.3%	6 0.4%	0	0	5 0.7%	0	0	2 0.9% E	3 0.3%	4 0.4%	1 0.3%	1 0.2%	3 0.4%	2 0.3%	5 0.6%	1 0.2%	3 0.6%	2 0.3%	2 0.3%	

6 Jan 2015
 Table 67
 Q.D7 FIRST LANGUAGE LEARNED AT HOME
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD													EDUCATION							HH INCOME	
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)		
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574		
UKRAINIAN	7 0.3%	0 0	7 0.4%	* 0.2%	0 0	3 0.4%	2 1.6% I	1 0.5%	0 0	3 0.3%	4 0.4%	0 0	0 0	5 0.7% M	2 0.4%	0 0	4 0.6%	2 0.5%	2 0.3%	2 0.3%		
CREE/CREOLE	8 0.4%	2 0.5%	6 0.4%	0 0	6 1.3% F	0 0	1 0.6% F	1 0.4%	* 0.2%	2 0.2%	6 0.6%	3 0.6%	5 0.7%	* 0.1%	1 0.2%	3 0.4%	4 0.6%	1 0.3%	5 0.9%	1 0.2%		
CROATIAN	5 0.3%	2 0.5%	3 0.2%	0 0	0 0	5 0.7%	0 0	0 0	* 0.2%	4 0.4%	2 0.2%	0 0	2 0.3%	2 0.2%	0 0	1 0.2%	4 0.6%	3 0.7%	2 0.4%	0 0		
FARSI/PERSIAN	11 0.5%	3 0.7%	8 0.5%	1 0.5%	1 0.3%	5 0.6%	0 0	2 0.8%	2 0.8%	3 0.3%	8 0.8%	2 0.5%	5 0.8%	3 0.4%	2 0.3%	5 0.7%	4 0.6%	5 1.1% S	0 0	1 0.2%		
FILIPINO	5 0.3%	0 0	5 0.3%	0 0	0 0	0 0	3 2.0% EFH	0 0	3 1.0% F	3 0.9% E	2 0.3%	3 0.6%	2 0.3%	* 0	0 0	1 0.2%	4 0.6%	3 0.6%	3 0.5%	0 0		
GREEK	5 0.3%	0 0	5 0.3%	0 0	3 0.7%	2 0.3%	0 0	0 0	0 0	3 0.3%	2 0.2%	1 0.2%	4 0.6%	0 0	0 0	0 0	5 0.8% P	0 0	1 0.2%	2 0.3%		
HINDI	3 0.1%	0 0	3 0.2%	0 0	0 0	0 0	0 0	0 0	3 1.0% F	1 0.1%	2 0.2%	1 0.3%	1 0.1%	1 0.1%	0 0	2 0.3%	1 0.1%	1 0.1%	1 0.1%	1 0.2%		
KOREAN	5 0.2%	4 0.9% C	1 0.1%	0 0	0 0	0 0	2 1.2% EF	0 0	3 1.2% F	1 0.1%	4 0.3%	4 0.9% N	1 0.1%	0 0	3 0.6%	0 0	2 0.3%	1 0.1%	1 0.2%	1 0.2%		
LOW GERMAN	5 0.2%	0 0	5 0.3%	0 0	0 0	0 0	4 2.6% DEFHI	0 0	1 0.3%	2 0.2%	2 0.2%	3 0.6%	1 0.1%	1 0.1%	2 0.3%	2 0.3%	1 0.1%	3 0.7%	0 0	0 0		
POLISH	1 0.1%	0 0	1 0.1%	* 0.2%	0 0	0 0	0 0	1 0.3%	* 0.1%	* 0	1 0.1%	0 0	1 0.1%	1 0.1%	1 0	0 0	1 0.1%	* 0.1%	0 0	1 0.2%		
RUSSIAN	6 0.3%	1 0.3%	5 0.3%	0 0	1 0.3%	0 0	0 0	4 1.8% DEF	1 0.4%	1 0.1%	5 0.5%	4 0.9%	1 0.2%	1 0.1%	1 0.3%	3 0.4%	2 0.2%	2 0.4%	2 0.4%	2 0.4%		
UKRAINIAN	2 0.1%	0 0	2 0.1%	0 0	0 0	0 0	0 0	1 0.5%	1 0.3%	2 0.2%	* 0	0 0	0 0	2 0.3%	2 0.3%	0 0	0 0	1 0.2%	1 0.1%	0 0		
URDU	8 0.4%	4 0.9%	5 0.3%	0 0	0 0	5 0.7%	0 0	3 1.5% EI	0 0	3 0.3%	5 0.5%	3 0.6%	2 0.3%	2 0.2%	5 1.0%	2 0.2%	1 0.2%	4 0.8%	1 0.3%	2 0.3%		
VIETNAMESE	7 0.4%	1 0.3%	6 0.4%	0 0	1 0.3%	5 0.6%	0 0	0 0	1 0.5%	3 0.3%	4 0.4%	5 1.1% N	2 0.3%	0 0	1 0.2%	2 0.3%	4 0.6%	1 0.3%	6 1.1% T	0 0		

6 Jan 2015
 Table 67
 Q.D7 FIRST LANGUAGE LEARNED AT HOME
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD													EDUCATION						HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)		
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574		
OTHER	94	21	74	1	10	55	9	6	15	41	54	34	27	25	31	23	39	24	24	19		
	4.7%	5.0%	4.7%	1.0%	2.1%	7.1%	6.1%	2.7%	5.4%	4.1%	5.3%	6.7%	4.1%	3.5%	5.7%	3.2%	5.6%	5.3%	4.2%	3.3%		
REFUSED / NOT STATED	29	1	27	1	5	17	0	1	4	9	19	3	2	1	8	3	6	*	1	1		
	1.4%	0.3%	1.7%	0.6%	1.0%	2.3%	0	0.7%	1.6%	0.9%	1.9%	0.7%	0.2%	0.1%	1.4%	0.4%	0.8%	0.1%	0.2%	0.1%		

6 Jan 2015
 Table 68
 Q.D7 FIRST LANGUAGE LEARNED AT HOME
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 17		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS OLD (J)	BETWE EN 17 AND 12 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
FIRST LANGUAGE															
ENGLISH	1233 61.7%	474 63.2%	64 67.5%	109 63.3%	512 63.8%	342 66.2%	31 52.5%	94 70.8%	372 65.0%	241 56.5%	262 63.1%	1211 77.8%	22 5.0%	1079 69.1%	153 36.7%
FRENCH	481 24.1%	216 28.8%	18 19.1%	47 27.3%	230 28.6%	135 26.2%	17 28.8%	21 16.1%	149 26.0%	109 25.4%	93 22.4%	76 4.9%	405 91.3%	443 28.4%	38 9.1%
ARABIC	18 0.9%	8 1.1%	2 2.4%	1 0.3%	8 1.0%	6 1.2%	2 3.9%	0 0	7 1.2%	8 1.8%	6 1.6%	14 0.9%	4 1.0%	2 0.1%	15 3.7%
CHINESE	26 1.3%	1 0.1%	1 0.6%	0 0	1 0.1%	* 0.1%	0 0	0 0	* 0.1%	3 0.7%	3 0.8%	26 1.6%	0 0	5 0.3%	21 5.0%
DUTCH	13 0.7%	7 0.9%	* 0.4%	1 0.6%	7 0.9%	4 0.8%	* 0.7%	2 1.9%	5 0.8%	1 0.3%	2 0.6%	13 0.8%	0 0	2 0.1%	11 2.6%
GAELIC	4 0.2%	4 0.5%	1 1.1%	1 0.6%	4 0.5%	1 0.2%	1 1.8%	1 0.8%	1 0.2%	0 0	0 0	4 0.3%	0 0	3 0.2%	1 0.3%
GERMAN	16 0.8%	3 0.4%	0 0	1 0.7%	4 0.5%	5 0.9%	0 0	0 0	5 0.8%	4 1.0%	4 1.0%	16 1.0%	0 0	8 0.5%	8 1.9%
ITALIAN	14 0.7%	6 0.8%	0 0	2 1.4%	6 0.7%	4 0.8%	0 0	0 0	4 0.7%	0 0	2 0.5%	14 0.9%	0 0	7 0.5%	7 1.7%
MANDARIN	14 0.7%	0 0	0 0	0 0	0 0	0 0	1 1.0%	0 0	1 0.1%	1 0.2%	2 0.5%	14 0.9%	0 0	1 0.1%	12 3.0%
PORTUGUESE	16 0.8%	4 0.5%	2 1.8%	1 0.7%	4 0.5%	2 0.2%	0 0	2 1.3%	3 0.5%	8 1.8%	6 1.6%	13 0.8%	2 0.5%	3 0.2%	13 3.1%
PUNJABI	12 0.6%	5 0.6%	0 0	0 0	5 0.6%	3 0.6%	0 0	0 0	3 0.5%	6 1.4%	2 0.4%	12 0.8%	0 0	5 0.3%	8 1.8%
SPANISH	21 1.0%	3 0.4%	1 0.7%	1 0.4%	3 0.4%	1 0.1%	4 6.0%	5 3.6%	5 0.8%	6 1.4%	7 1.7%	16 1.0%	5 1.2%	0 0	21 5.0%
TAMIL	7 0.4%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.2%	1 0.3%	7 0.5%	0 0	0 0	7 1.8%
UKRAINIAN	7 0.3%	3 0.3%	0 0	0 0	3 0.3%	2 0.3%	0 0	0 0	2 0.3%	0 0	0 0	7 0.4%	0 0	7 0.4%	0 0
CREE/CREOLE	8 0.4%	1 0.2%	1 1.3%	1 0.7%	1 0.2%	1 0.2%	0 0	1 0.9%	1 0.2%	5 1.3%	2 0.5%	2 0.1%	6 1.3%	2 0.1%	6 1.4%
CROATIAN	5 0.3%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 0.5%	5 0.3%	0 0	2 0.2%	3 0.7%

6 Jan 2015
 Table 68
 Q.D7 FIRST LANGUAGE LEARNED AT HOME
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 AND EN 12 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		OLD (J)	BETWE 17 (K)				
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
FARSI/PERSIAN	11 0.5%	5 0.7%	2 1.8%	4 2.1%	5 0.6%	4 0.7%	2 2.9%	2 1.3%	4 0.6%	0 0	3 0.7%	11 0.7%	0 0	2 0.1%	9 2.2%N
FILIPINO	5 0.3%	1 0.2%	0 0	0 0	1 0.2%	0 0	0 0	0 0	0 0	3 0.8%	0 0	5 0.3%	0 0	0 0	5 1.3%N
GREEK	5 0.3%	2 0.3%	0 0	1 0.5%	2 0.3%	2 0.4%	0 0	0 0	2 0.4%	3 0.7%	0 0	3 0.2%	2 0.5%	4 0.3%	1 0.3%
HINDI	3 0.1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	3 0.2%	0 0	0 0	3 0.6%N
KOREAN	5 0.2%	0 0	0 0	0 0	0 0	1 0.3%	0 0	0 0	1 0.2%	2 0.4%	4 0.9%	5 0.3%	0 0	1 0.1%	4 0.8%N
LOW GERMAN	5 0.2%	1 0.2%	0 0	0 0	1 0.2%	3 0.6%	0 0	0 0	3 0.5%	3 0.7%	0 0	5 0.3%	0 0	1 0.1%	3 0.7%N
POLISH	1 0.1%	* *	0 0	* 0.2%	* *	* 0.1%	0 0	0 0	* 0.1%	0 0	0 0	1 0.1%	0 0	1 0.1%	* 0.1%
RUSSIAN	6 0.3%	1 0.2%	0 0	0 0	1 0.2%	0 0	0 0	1 0.8%	1 0.2%	2 0.6%	1 0.3%	6 0.4%	0 0	0 0	6 1.4%N
UKRAINIAN	2 0.1%	0 0	0 0	0 0	0 0	1 0.1%	0 0	1 0.4%	1 0.1%	0 0	0 0	2 0.1%	0 0	2 0.1%	0 0
URDU	8 0.4%	2 0.2%	0 0	0 0	2 0.2%	0 0	0 0	0 0	0 0	4 0.8%	4 0.9%	8 0.5%	0 0	0 0	8 2.0%N
VIETNAMESE	7 0.4%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 0.5%	1 0.3%	6 0.4%	1 0.3%	1 0.1%	6 1.5%N
OTHER	94 4.7%	19 2.5%	3 3.5%	6 3.3%	19 2.3%	10 2.0%	4 7.5%F	9 6.6%F	16 2.7%	21 4.9%	21 5.0%	90 5.8%M	5 1.0%	24 1.5%	71 16.9%N
REFUSED / NOT STATED	29 1.4%	4 0.5%	* 0.3%	0 0	4 0.5%	3 0.7%	0 0	0 0	3 0.6%	5 1.3%	1 0.3%	24 1.5%	5 1.0%	4 0.3%	6 1.4%N

6 Jan 2015
 Table 69
 Q.D8A MEDIA CONSUMPTION DAILY NEWSPAPER
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL	REGION						GENDER		AGE		EDUCATION			HH INCOME					
	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
DAILY NEWSPAPER																				
YES	1059	198	861	74	269	400	72	107	137	542	517	215	331	460	282	355	413	218	312	319
	53.0%	47.8%	54.3%	54.0%	57.2%	51.9%	50.6%	50.5%	51.4%	55.2%	50.8%	42.4%	50.6%	64.8%	51.8%	49.2%	58.8%	48.6%	56.1%	55.6%
NO	925	216	709	63	195	365	70	104	128	436	489	291	321	248	258	367	287	231	244	255
	46.2%	52.1%	44.7%	45.6%	41.4%	47.4%	49.0%	49.2%	48.0%	44.4%	48.0%	57.6%	49.1%	34.9%	47.4%	50.8%	40.9%	51.3%	43.9%	44.4%
REFUSED	14	*	14	*	6	6	1	0	1	3	11	0	2	0	4	0	1	0	0	0
	0.7%	0.1%	0.9%	0.2%	1.2%	0.7%	0.4%	0	0.5%	0.3%	1.1%	0	0.3%	0	0.7%	0	0.1%	0	0	0
DON'T KNOW	2	*	2	*	1	0	0	1	*	1	1	0	*	2	*	1	1	1	*	0
	0.1%	0.1%	0.1%	0.2%	0.2%	0	0	0.3%	0.1%	0.1%	0.1%	0	0.1%	0.3%	0.1%	0.1%	0.2%	0.1%	0.1%	0

6 Jan 2015
 Table 70
 Q.D8A MEDIA CONSUMPTION DAILY NEWSPAPER
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 17 YEARS		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		OLD (J)	BETWE EN (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
DAILY NEWSPAPER															

YES	1059 53.0%	429 57.3%	50 53.3%	105 61.0%	450 56.1%	296 57.2%	36 60.9%	82 62.3%	330 57.6%	202 47.4%	198 47.8%	805 51.7%	254 57.2%	850 54.4%	205 49.0%
NO	925 46.2%	320 42.7%	44 46.4%	67 39.0%	352 43.9%	221 42.8%	23 39.1%	50 37.7%	243 42.4%	225 52.6%	216 52.1%	742 47.7%	183 41.2%	710 45.4%	212 50.8%
REFUSED	14 0.7%	* *	* 0.3%	0 0	* *	0 0	0 0	0 0	0 0	* 0.1%	* 0.1%	8 0.5%	6 1.3%	0 0	1 0.2%
DON'T KNOW	2 0.1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	* 0.1%	1 0.1%	1 0.2%	2 0.1%	0 0

6 Jan 2015
 Table 71
 Q.D8B MEDIA CONSUMPTION WEEKLY NEWSPAPER
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
WEEKLY NEWSPAPER																				
YES	1165	246	919	75	273	447	78	120	172	565	600	213	396	493	297	419	436	239	345	346
	58.3%	59.4%	58.0%	54.5%	57.9%	58.1%	55.0%	56.8%	64.3%	57.6%	58.9%	42.1%	60.5%	69.4%	54.7%	58.0%	62.1%	53.3%	62.1%	60.2%
NO	816	168	648	62	190	315	63	92	93	411	405	293	255	214	241	303	262	208	208	229
	40.8%	40.5%	40.9%	45.1%	40.4%	41.0%	44.5%	43.2%	35.0%	41.9%	39.8%	57.9%	39.0%	30.1%	44.4%	41.9%	37.4%	46.3%	37.4%	39.8%
REFUSED	14	*	14	*	6	6	1	0	1	3	11	0	2	0	4	0	1	0	0	0
	0.7%	0.1%	0.9%	0.2%	1.2%	0.7%	0.4%	0	0.5%	0.3%	1.1%	0	0.3%	0	0.7%	0	0.1%	0	0	0
DON'T KNOW	4	0	4	*	2	2	0	0	1	2	2	0	1	3	1	1	3	2	2	0
	0.2%	0	0.3%	0.2%	0.4%	0.2%	0	0	0.2%	0.2%	0.2%	0	0.2%	0.4%	0.2%	0.1%	0.4%	0.4%	0.4%	0

6 Jan 2015
 Table 72
 Q.D8B MEDIA CONSUMPTION WEEKLY NEWSPAPER
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 YEARS	BETWE EN 12 AND 17	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)	
			NET (C)	BANNE R (D)		NET (G)	BANNE R (H)		OLD (J)	AND (K)					
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
WEEKLY NEWSPAPER															

YES	1165 58.3%	459 61.3%	55 58.7%	108 63.0%	485 60.4%	303 58.5%	37 63.2%	90 67.8%	335 58.5%	232 54.4%	246 59.4%	907 58.3%	259 58.3%	951 60.9%	210 50.3%
NO	816 40.8%	288 38.4%	39 40.9%	63 37.0%	315 39.3%	214 41.3%	22 36.8%	43 32.2%	237 41.3%	194 45.5%	168 40.5%	639 41.1%	177 39.9%	607 38.8%	207 49.5%
REFUSED	14 0.7%	* *	* 0.3%	0 0	* *	0 0	0 0	0 0	0 0	* 0.1%	* 0.1%	8 0.5%	6 1.3%	0 0	1 0.2%
DON'T KNOW	4 0.2%	2 0.3%	0 0	0 0	2 0.2%	1 0.2%	0 0	0 0	1 0.2%	0 0	0 0	2 0.2%	2 0.4%	4 0.3%	* 0.1%

6 Jan 2015
 Table 73
 Q.D8C MEDIA CONSUMPTION TELEVISION
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	REGION								GENDER				AGE			EDUCATION			HH INCOME	
TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)	
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
TELEVISION																				
----- YES	1713 85.7%	356 85.9%	1357 85.6%	119 86.1%	420 89.1%	653 84.8%	120 84.5%	185 87.2%	217 81.2%	831 84.7%	882 86.5%	378 74.7%	579 88.6%	664 93.5%	482 88.7%	619 85.7%	597 85.1%	373 82.9%	492 88.6%	512 89.1%
NO	272 13.6%	57 13.9%	215 13.5%	18 13.3%	44 9.4%	112 14.5%	22 15.5%	27 12.8%	49 18.3%	147 14.9%	126 12.3%	127 25.1%	72 11.0%	46 6.5%	58 10.6%	104 14.3%	103 14.7%	77 17.1%	63 11.3%	62 10.8%
REFUSED	14 0.7%	* 0.1%	13 0.9%	1 0.6%	6 1.2%	6 0.7%	0 0	0 0	1 0.5%	3 0.3%	11 1.0%	1 0.1%	1 0.2%	0 0	4 0.7%	0 0	1 0.1%	0 0	0 0	1 0.1%
DON'T KNOW	1 0.2%	1 0.2%	0 0	0 0	1 0.2%	0 0	0 0	0 0	0 0	0 0	1 0.1%	0 0	1 0.1%	0 0	0 0	0 0	1 0.1%	0 0	1 0.2%	0 0

6 Jan 2015
 Table 74
 Q.D8C MEDIA CONSUMPTION TELEVISION
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	UNDER 12 YEARS (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
TELEVISION															

YES	1713 85.7%	718 95.9%	69 73.4%	152 88.5%	753 93.8%	500 96.6%	48 81.6%	118 89.3%	541 94.5%	362 84.7%	356 85.9%	1318 84.7%	395 89.0%	1388 88.9%	318 76.3%
		CD		C	CD	GH						L	O		
NO	272 13.6%	31 4.1%	25 26.2%	20 11.5%	50 6.2%	18 3.4%	11 18.4%	14 10.7%	31 5.5%	65 15.2%	57 13.9%	230 14.8%	42 9.5%	173 11.1%	99 23.7%
			BDE	E		F						M			N
REFUSED	14 0.7%	*	*	0	*	0	0	0	0	*	*	8	6	1	0
		*	0.3%	0	*	0	0	0	0	0.1%	0.1%	0.5%	1.3%	*	0
DON'T KNOW	1 *	0	0	0	0	0	0	0	0	0	1	0	1	1	0
		0	0	0	0	0	0	0	0	0	0.2%	0	0.2%	0.1%	0

6 Jan 2015
 Table 75
 Q.D8D MEDIA CONSUMPTION RADIO
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	SOME POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
RADIO																				

YES	1607	370	1237	117	368	610	118	182	212	795	811	399	581	544	399	600	594	301	473	526
	80.3%	89.2%	78.0%	84.7%	78.1%	79.2%	83.4%	85.7%	79.4%	81.1%	79.6%	78.9%	88.8%	76.6%	73.5%	83.0%	84.6%	66.9%	85.1%	91.6%
		C		E				E					LN		O	O		R		RS
NO	376	43	334	21	96	153	23	30	54	181	195	107	68	167	140	122	106	149	81	48
	18.8%	10.3%	21.0%	15.0%	20.4%	19.8%	16.2%	14.3%	20.1%	18.5%	19.2%	21.1%	10.4%	23.4%	25.8%	16.8%	15.1%	33.1%	14.6%	8.4%
			B									M		M	PQ			ST		T
REFUSED	15	*	15	*	7	6	1	0	1	3	12	0	3	0	4	1	1	0	0	0
	0.8%	0.1%	0.9%	0.2%	1.5%	0.7%	0.4%	0	0.5%	0.3%	1.2%	0	0.5%	0	0.7%	0.2%	0.1%	0	0	0
										J										
DON'T KNOW	2	2	0	0	0	2	0	0	0	2	0	0	2	0	0	0	2	0	2	0
	0.1%	0.4%	0	0	0	0.2%	0	0	0	0.2%	0	0	0.3%	0	0	0	0.3%	0	0.3%	0

6 Jan 2015
 Table 76
 Q.D8D MEDIA CONSUMPTION RADIO
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET (C)	BANNE R (D)	NET (E)	TV (F)	INTER NET (G)	BANNE R (H)	NET (I)	UNDER 12 YEARS (J)	BETWE EN 12 AND 17 (K)	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
RADIO															
YES	1607 80.3%	637 85.1%	75 79.1%	143 83.4%	678 84.5%	435 84.0%	52 87.7%	113 85.1%	484 84.5%	381 89.3%	370 89.2%	1262 81.1%	345 77.7%	1298 83.1%	305 73.0%
NO	376 18.8%	112 14.9%	19 20.6%	28 16.6%	124 15.5%	83 16.0%	7 12.3%	20 14.9%	89 15.5%	46 10.7%	43 10.3%	285 18.3%	92 20.7%	263 16.9%	110 26.5%
REFUSED	15 0.8%	* *	* 0.3%	0 0	* *	0 0	0 0	0 0	0 0	* 0.1%	* 0.1%	8 0.5%	7 1.6%	1 0.1%	1 0.2%
DON'T KNOW	2 0.1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 0.4%	2 0.1%	0 0	0 0	2 0.4%

6 Jan 2015
 Table 77
 Q.D8E MEDIA CONSUMPTION ON PUBLIC TRANSIT
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD										REGION		GENDER		AGE		EDUCATION			HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)		
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571		
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574		
PUBLIC TRANSIT																						
YES	444 22.2%	75 18.1%	369 23.3%	19 13.4%	112 23.8% DH	187 24.3% DH	23 16.2%	30 14.1%	74 27.7% DGH	225 22.9%	220 21.6%	187 36.9% MN	129 19.7% N	100 14.1%	92 16.9%	148 20.5%	201 28.7% OP	123 27.5% T	121 21.7%	110 19.2%		
NO	1535 76.7%	339 81.9% C	1195 75.4%	119 86.3% EFI	352 74.7%	574 74.5%	119 83.8% EFI	180 85.0% EFI	191 71.5%	750 76.5%	785 77.0%	318 62.8%	521 79.6% L	608 85.6% LM	446 82.0% Q	571 79.1% Q	499 71.1%	325 72.4%	432 77.6%	464 80.8% R		
REFUSED	14 0.7%	* 0.1%	14 0.9%	* 0.2%	7 1.5%	6 0.7%	0 0	0 0	1 0.5%	3 0.3%	12 1.2% J	0 0	2 0.4%	0 0	4 0.7%	1 0.2%	0 0	0 0	0 0	0 0		
DON'T KNOW	6 0.3%	0 0	6 0.4%	0 0	0 0	4 0.5%	0 0	2 1.0% E	1 0.3%	3 0.3%	3 0.3%	1 0.3%	2 0.3%	2 0.3%	2 0.4%	2 0.3%	1 0.2%	1 0.2%	4 0.6%	0 0		

6 Jan 2015
 Table 78
 Q.D8E MEDIA CONSUMPTION ON PUBLIC TRANSIT
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	UNDER 12 YEARS (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
PUBLIC TRANSIT															
YES	444 22.2%	123 16.4%	32 34.2% BE	43 25.1% B	148 18.4%	112 21.6%	25 41.5% F	40 30.0%	130 22.7%	78 18.3%	75 18.1%	344 22.1%	100 22.6%	302 19.3%	140 33.5% N
NO	1535 76.7%	626 83.5% CD	62 65.5%	128 74.9% C	654 81.6% G	402 77.8%	35 58.5%	93 70.0%	439 76.7%	345 80.9%	339 81.9%	1199 77.0%	336 75.8%	1254 80.3% O	276 66.2%
REFUSED	14 0.7%	* *	* 0.3%	0 0	* *	0 0	0 0	0 0	0 0	* 0.1%	* 0.1%	7 0.5%	7 1.6% L	1 0.1%	0
DON'T KNOW	6 0.3%	0	0	0	0	3 0.6%	0	0	3 0.6%	3 0.8%	0	6 0.4%	0	5 0.3%	1 0.3%

6 Jan 2015
 Table 79
 Q.D8F MEDIA CONSUMPTION MAGAZINE
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	REGION								GENDER		AGE		EDUCATION			HH INCOME				
TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)	
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
MAGAZINE																				

YES	936	208	728	67	226	361	61	103	117	419	517	167	309	408	198	342	385	178	267	293
	46.8%	50.1%	45.9%	48.9%	48.1%	46.9%	43.0%	48.6%	43.7%	42.7%	50.7%	33.0%	47.2%	57.4%	36.5%	47.4%	54.9%	39.7%	48.0%	50.9%
NO	1040	205	836	70	236	397	80	108	149	558	483	336	339	301	338	377	313	271	284	280
	52.0%	49.4%	52.7%	50.9%	50.2%	51.5%	56.6%	50.8%	55.8%	56.9%	47.4%	66.4%	51.8%	42.3%	62.1%	52.2%	44.7%	60.3%	51.0%	48.8%
REFUSED	14	*	14	*	6	6	1	0	1	3	11	0	2	0	4	0	1	0	0	0
	0.7%	0.1%	0.9%	0.2%	1.2%	0.7%	0.4%	0	0.5%	0.3%	1.1%	0	0.3%	0	0.7%	0	0.1%	0	0	0
DON'T KNOW	10	2	8	0	2	7	0	1	0	2	8	3	5	2	4	3	3	0	5	2
	0.5%	0.4%	0.5%	0	0.5%	0.9%	0	0.6%	0	0.2%	0.8%	0.6%	0.7%	0.3%	0.7%	0.4%	0.4%	0	0.9%	0.3%

6 Jan 2015
 Table 80
 Q.D8F MEDIA CONSUMPTION MAGAZINE
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 17		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
MAGAZINE															

YES	936 46.8%	374 50.0%	48 50.5%	97 56.3%	396 49.4%	263 50.9%	33 55.1%	63 47.9%	290 50.6%	182 42.5%	208 50.1%	720 46.2%	216 48.7%	745 47.7%	186 44.6%
NO	1040 52.0%	370 49.3%	46 49.1%	73 42.7%	401 50.0%	251 48.4%	27 44.9%	67 50.8%	280 48.8%	240 56.3%	205 49.4%	821 52.7%	220 49.5%	812 52.0%	226 54.0%
REFUSED	14 0.7%	* *	* 0.3%	0 0	* *	0 0	0 0	0 0	0 0	* 0.1%	* 0.1%	8 0.5%	6 1.3%	0 0	1 0.2%
DON'T KNOW	10 0.5%	5 0.7%	0 0	2 1.0%	5 0.6%	3 0.6%	0 0	2 1.3%	3 0.6%	5 1.1%	2 0.4%	8 0.5%	2 0.5%	5 0.3%	5 1.2%

6 Jan 2015
 Table 81
 Q.D8G MEDIA CONSUMPTION INTERNET
 BASE TOTAL QUALIFIED RESPONDENTS

		CHILDREN BETWEEN 12- 17 YEARS OLD										REGION		GENDER		AGE		EDUCATION			HH INCOME		
		ATLAN	QUEBE	ONTAR	IO	MB/SK	ALBER	B.C.	MALE	FEMAL	18 TO	35 TO	55+	SOME POST HIGH SCHOO L OR LESS	SECON DARY/ COLLE GE	UNIVE RSITY	UNDER \$40K	UNDER \$40K \$80K	\$80K AND OVER				
TOTAL	YES	NO	TIC	C	IO	MB/SK	TA	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)				
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571			
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574			
INTERNET ----- YES	1601	377	1224	114	356	602	122	180	228	804	797	476	592	452	329	623	637	283	473	542			
	80.0%	90.9%	77.2%	82.3%	75.5%	78.1%	85.7%	85.2%	85.3%	81.9%	78.2%	94.0%	90.6%	63.6%	60.6%	86.2%	90.7%	62.9%	85.2%	94.3%			
		C	E			E	EF	EF		N	N				O	OP		R	RS				
NO	382	37	345	24	109	161	20	31	37	172	210	30	59	256	210	97	65	166	82	33			
	19.1%	9.0%	21.7%	17.5%	23.0%	20.9%	14.3%	14.8%	13.9%	17.6%	20.6%	6.0%	9.1%	36.1%	38.6%	13.4%	9.3%	37.0%	14.8%	5.7%			
		B		GHI	I								LM	PQ		Q	ST	T					
REFUSED	17	*	16	*	7	8	0	0	2	4	12	0	2	2	4	3	0	0	*	0			
	0.8%	0.1%	1.0%	0.2%	1.5%	1.0%	0	0	0.6%	0.5%	1.2%	0	0.4%	0.3%	0.7%	0.5%	0	0	0.1%	0			
DON'T KNOW	*	0	*	0	0	0	0	0	*	*	0	0	0	*	*	0	0	*	0	0			
	*	0	*	0	0	0	0	0	0.2%	*	0	0	0	0.1%	0.1%	0	0	0.1%	0	0			

6 Jan 2015
 Table 82
 Q.D8G MEDIA CONSUMPTION INTERNET
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	UNDER 12 YEARS (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
INTERNET															

YES	1601 80.0%	622 83.1%	85 90.7%	143 83.2%	667 83.1%	434 84.0%	48 82.0%	115 87.2%	484 84.5%	388 90.8%	377 90.9%	1266 81.3%	335 75.5%	1255 80.3%	339 81.3%
NO	382 19.1%	125 16.6%	8 9.0%	29 16.8%	133 16.6%	83 16.0%	11 18.0%	17 12.8%	89 15.5%	39 9.2%	37 9.0%	281 18.0%	102 22.9%	304 19.4%	78 18.7%
REFUSED	17 0.8%	2 0.3%	* 0.3%	0 0	2 0.3%	0 0	0 0	0 0	0 0	* 0.1%	* 0.1%	10 0.6%	7 1.6%	3 0.2%	0 0
DON'T KNOW	* *	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	* *	0 0	* *	0 0

6 Jan 2015
 Table 83
 Q.D8H MEDIA CONSUMPTION FACEBOOK
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
FACEBOOK																				
YES	1074	239	835	86	254	391	82	120	141	496	578	410	389	230	239	430	396	205	332	336
	53.7%	57.7%	52.7%	62.2% EFT	54.0%	50.8%	58.0%	56.6%	52.8%	50.6%	56.7% J	81.0% MN	59.5% N	32.4%	44.0% O	59.6% O	56.4% O	45.6% R	59.7% R	58.6% R
NO	587	142	444	32	122	236	40	64	92	332	255	64	210	274	132	206	246	109	153	210
	29.3%	34.3% C	28.0%	23.0%	25.9%	30.7% D	28.2%	30.1%	34.6% DE	33.8% K	25.0%	12.6%	32.1% L	38.6% LM	24.2%	28.5% OP	35.0% OP	24.3%	27.6%	36.5% RS
DON'T KNOW	3	0	3	0	0	3	0	0	1	1	3	3	0	1	0	0	3	0	0	0
	0.2%	0	0.2%	0	0	0.4%	0	0	0.2%	0.1%	0.3%	0.6%	0	0.1%	0	0	0.5%	0	0	0
NOT STATED	336	33	303	20	95	140	20	28	33	153	183	29	55	205	173	86	57	136	71	28
	16.8%	8.0%	19.1% B	14.8%	20.1% HI	18.2% I	13.9%	13.4%	12.4%	15.6%	18.0%	5.8%	8.4%	28.9% LM	31.8% PQ	11.9% Q	8.1% ST	30.2% ST	12.8% T	4.9% T

6 Jan 2015
 Table 84
 Q.D8H MEDIA CONSUMPTION FACEBOOK
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	UNDER 12 YEARS (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
FACEBOOK															

YES	1074 53.7%	413 55.1%	73 77.9%	103 60.2%	449 56.0%	291 56.2%	39 66.7%	75 56.3%	329 57.5%	282 66.1%	239 57.7%	833 53.5%	241 54.3%	839 53.7%	232 55.5%
			BDE							K					
NO	587 29.3%	235 31.4%	12 12.8%	43 25.3%	243 30.3%	163 31.5%	9 15.4%	42 31.3%	174 30.5%	107 25.1%	142 34.3%	473 30.4%	114 25.7%	469 30.0%	117 28.0%
		C		C		G				J					
DON'T KNOW	3 0.2%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	3 0.7%	0 0	3 0.2%	0 0	1 *	0 0
NOT STATED	336 16.8%	101 13.5%	9 9.3%	25 14.5%	110 13.7%	64 12.3%	11 18.0%	16 12.4%	69 12.1%	35 8.1%	33 8.0%	247 15.9%	89 20.0%	253 16.2%	69 16.5%

6 Jan 2015
 Table 85
 Q.D8I MEDIA CONSUMPTION YOUTUBE
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	TOTAL	REGION			GENDER		AGE		EDUCATION			HH INCOME								
	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
YOUTUBE																				

YES	944	204	740	67	175	360	83	115	145	537	407	385	343	178	165	382	392	172	284	318
	47.2%	49.2%	46.7%	48.8%	37.1%	46.8%	58.2%	54.2%	54.2%	54.8%	40.0%	76.0%	52.5%	25.1%	30.4%	52.9%	55.8%	38.3%	51.1%	55.3%
				E		E	EF	E	EF	K		MN	N		O	O		R		
NO	715	176	539	50	202	267	40	69	88	291	424	89	254	327	205	254	249	141	200	229
	35.8%	42.4%	34.0%	36.2%	42.8%	34.7%	27.9%	32.4%	33.0%	29.7%	41.6%	17.7%	38.9%	46.0%	37.7%	35.2%	35.5%	31.4%	36.0%	39.8%
		C			FGHI					J		L	LM							
DON'T KNOW	4	1	3	*	0	3	0	0	1	0	4	3	1	0	0	*	4	*	1	0
	0.2%	0.3%	0.2%	0.2%	0	0.4%	0	0	0.4%	0	0.4%	0.6%	0.2%	0	0	*	0.6%	0.1%	0.2%	0
NOT STATED	336	33	303	20	95	140	20	28	33	153	183	29	55	205	173	86	57	136	71	28
	16.8%	8.0%	19.1%	14.8%	20.1%	18.2%	13.9%	13.4%	12.4%	15.6%	18.0%	5.8%	8.4%	28.9%	31.8%	11.9%	8.1%	30.2%	12.8%	4.9%
			B		HI	I							LM	PQ		Q		ST	T	

6 Jan 2015
 Table 86
 Q.D8I MEDIA CONSUMPTION YOUTUBE
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	OLD (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
YOUTUBE															

YES	944 47.2%	357 47.7%	70 73.8% BDE	97 56.4%	391 48.7%	250 48.4%	42 70.8% F	72 54.2%	283 49.5%	256 59.9% K	204 49.2%	781 50.2%	164 36.9% M	703 45.0%	238 57.1% N
NO	715 35.8%	291 38.8% CD	16 16.9%	50 28.9%	302 37.6% C	203 39.3% G	7 11.2%	43 32.6% G	219 38.2%	132 31.0%	176 42.4% J	524 33.7%	191 43.1% L	606 38.8% O	109 26.1%
DON'T KNOW	4 0.2%	0	0	* 0.2%	* *	0	0	1 0.8%	1 0.2%	4 1.0%	1 0.3%	4 0.3%	0	* *	1 0.3%
NOT STATED	336 16.8%	101 13.5%	9 9.3%	25 14.5%	110 13.7%	64 12.3%	11 18.0%	16 12.4%	69 12.1%	35 8.1%	33 8.0%	247 15.9%	89 20.0%	253 16.2%	69 16.5%

6 Jan 2015
 Table 87
 Q.D8J MEDIA CONSUMPTION TWITTER
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																	HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
TWITTER																				

YES	209	42	168	18	16	100	24	22	29	98	112	80	80	36	26	51	126	27	60	76
	10.5%	10.1%	10.6%	13.2%	3.5%	13.0%	16.9%	10.3%	10.8%	9.9%	11.0%	15.8%	12.2%	5.1%	4.7%	7.1%	18.0%	5.9%	10.9%	13.2%
NO	1450	340	1110	99	359	527	98	161	205	729	721	394	519	467	343	585	515	287	423	470
	72.5%	81.9%	70.0%	72.0%	76.2%	68.4%	69.2%	76.1%	76.7%	74.3%	70.8%	77.9%	79.4%	65.8%	63.2%	81.0%	73.4%	63.9%	76.1%	81.9%
REFUSED	3	0	3	0	0	3	0	0	0	0	3	3	0	0	0	0	3	0	0	0
	0.1%	0	0.2%	0	0	0.4%	0	0	0	0	0.3%	0.6%	0	0	0	0	0.4%	0	0	0
DON'T KNOW	2	0	2	0	1	0	0	1	*	2	0	0	0	1	1	0	1	0	2	0
	0.1%	0	0.1%	0	0.2%	0	0	0.3%	0.2%	0.2%	0	0	0	0.2%	0.2%	0	0.1%	0	0.3%	0
NOT STATED	336	33	303	20	95	140	20	28	33	153	183	29	55	205	173	86	57	136	71	28
	16.8%	8.0%	19.1%	14.8%	20.1%	18.2%	13.9%	13.4%	12.4%	15.6%	18.0%	5.8%	8.4%	28.9%	31.8%	11.9%	8.1%	30.2%	12.8%	4.9%

6 Jan 2015
 Table 88
 Q.D8J MEDIA CONSUMPTION TWITTER
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA					RECALL SEEING PRESCRIPTION DRUGS			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER 12 AND 17 YEARS EN 17		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	R (D)			NET (G)	R (H)		YEARS (J)	AND (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
TWITTER															

YES	209 10.5%	80 10.7%	25 26.0%	21 12.2%	95 11.8%	67 12.9%	13 21.9%	19 14.2%	75 13.2%	42 9.8%	42 10.1%	195 12.5%	15 3.3%	161 10.3%	45 10.9%
NO	1450 72.5%	568 75.8%	61 64.7%	126 73.3%	598 74.6%	387 74.8%	36 60.1%	97 73.4%	428 74.8%	348 81.4%	340 81.9%	1111 71.4%	339 76.5%	1146 73.4%	303 72.6%
REFUSED	3 0.1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	3 0.7%	0 0	3 0.2%	0 0	0 0	0 0
DON'T KNOW	2 0.1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.1%	1 0.2%	2 0.1%	0 0
NOT STATED	336 16.8%	101 13.5%	9 9.3%	25 14.5%	110 13.7%	64 12.3%	11 18.0%	16 12.4%	69 12.1%	35 8.1%	33 8.0%	247 15.9%	89 20.0%	253 16.2%	69 16.5%

6 Jan 2015
 Table 89
 Q.D8K MEDIA CONSUMPTION MOVIE THEATRE
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD										REGION		GENDER		AGE		EDUCATION			HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$40K TO \$80K (S)	\$80K AND OVER (T)		
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571		
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574		
MOVIE THEATRE																						
----- YES	317	66	251	18	71	128	24	33	42	156	161	127	100	81	59	104	153	53	76	115		
	15.8%	15.9%	15.8%	13.4%	15.1%	16.6%	16.9%	15.6%	15.8%	15.9%	15.8%	25.1% MN	15.3% N	11.4%	10.8%	14.4%	21.8% OP	11.7%	13.7%	20.0% RS		
NO	1662	345	1317	119	392	632	117	179	223	821	841	376	549	629	480	617	544	397	478	458		
	83.1%	83.3%	83.1%	86.2%	83.2%	82.1%	82.7%	84.4%	83.7%	83.7%	82.5%	74.3%	84.0% L	88.5% LM	88.3% Q	85.3% Q	77.5% T	88.3% T	86.0% T	79.8%		
REFUSED	16	1	15	*	8	6	1	0	1	4	12	0	3	1	5	0	2	0	0	1		
	0.8%	0.3%	0.9%	0.2%	1.7%	0.7%	0.4%	0	0.5%	0.4%	1.2%	0	0.5%	0.1%	0.9% P	0	0.3%	0	0	0.2%		
DON'T KNOW	5	2	3	*	0	5	0	0	0	*	5	3	2	0	0	2	3	0	2	*		
	0.2%	0.4%	0.2%	0.2%	0	0.6%	0	0	0	*	0.5%	0.6%	0.3%	0	0	0.2%	0.5%	0	0.3%	0.1%		

6 Jan 2015
 Table 90
 Q.D8K MEDIA CONSUMPTION MOVIE THEATRE
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET (C)	BANNER (D)	NET (E)	TV (F)	INTER NET (G)	BANNER (H)	NET (I)	UNDER 12 YEARS (J)	BETWEEN 12 AND 17 (K)	ENGLISH (L)	FRENCH (M)	YES (N)	NO (O)
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
MOVIE THEATRE															

YES	317 15.8%	110 14.7%	31 33.3% BE	40 23.1% BE	126 15.7%	81 15.7%	17 27.9%	29 21.9%	98 17.1%	73 17.1%	66 15.9%	253 16.3%	64 14.3%	240 15.4%	77 18.4%
NO	1662 83.1%	637 85.1% CD	63 66.4%	131 76.2%	674 84.0% CD	436 84.3%	43 72.1%	103 78.1%	475 82.9%	350 81.9%	345 83.3%	1290 82.9%	372 83.9%	1318 84.4%	340 81.5%
REFUSED	16 0.8%	1 0.2%	* 0.3%	1 0.7%	1 0.2%	0 0	0 0	0 0	0 0	1 0.3%	1 0.3%	8 0.5%	8 1.8%	2 0.1%	1 0.2%
DON'T KNOW	5 0.2%	* *	0 0	0 0	* *	0 0	0 0	0 0	0 0	3 0.7%	2 0.4%	5 0.3%	0 0	2 0.1%	0 0

6 Jan 2015
 Table 91
 MEDIA CONSUMPTION - SUMMARY
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION			HH INCOME					
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)				B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY COLLEGE (P)	UNIVERSITY (Q)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
SUMMARY																				
DAILY NEWSPAPER	1059	198	861	74	269	400	72	107	137	542	517	215	331	460	282	355	413	218	312	319
	53.0%	47.8%	54.3%	54.0%	57.2%	51.9%	50.6%	50.5%	51.4%	55.2%	50.8%	42.4%	50.6%	64.8%	51.8%	49.2%	58.8%	48.6%	56.1%	55.6%
WEEKLY NEWSPAPER	1165	246	919	75	273	447	78	120	172	565	600	213	396	493	297	419	436	239	345	346
	58.3%	59.4%	58.0%	54.5%	57.9%	58.1%	55.0%	56.8%	64.3%	57.6%	58.9%	42.1%	60.5%	69.4%	54.7%	58.0%	62.1%	53.3%	62.1%	60.2%
TELEVISION	1713	356	1357	119	420	653	120	185	217	831	882	378	579	664	482	619	597	373	492	512
	85.7%	85.9%	85.6%	86.1%	89.1%	84.8%	84.5%	87.2%	81.2%	84.7%	86.5%	74.7%	88.6%	93.5%	88.7%	85.7%	85.1%	82.9%	88.6%	89.1%
RADIO	1607	370	1237	117	368	610	118	182	212	795	811	399	581	544	399	600	594	301	473	526
	80.3%	89.2%	78.0%	84.7%	78.1%	79.2%	83.4%	85.7%	79.4%	81.1%	79.6%	78.9%	88.8%	76.6%	73.5%	83.0%	84.6%	66.9%	85.1%	91.6%
PUBLIC TRANSIT	444	75	369	19	112	187	23	30	74	225	220	187	129	100	92	148	201	123	121	110
	22.2%	18.1%	23.3%	13.4%	23.8%	24.3%	16.2%	14.1%	27.7%	22.9%	21.6%	36.9%	19.7%	14.1%	16.9%	20.5%	28.7%	27.5%	21.7%	19.2%
MAGAZINE	936	208	728	67	226	361	61	103	117	419	517	167	309	408	198	342	385	178	267	293
	46.8%	50.1%	45.9%	48.9%	48.1%	46.9%	43.0%	48.6%	43.7%	42.7%	50.7%	33.0%	47.2%	57.4%	36.5%	47.4%	54.9%	39.7%	48.0%	50.9%
INTERNET	1601	377	1224	114	356	602	122	180	228	804	797	476	592	452	329	623	637	283	473	542
	80.0%	90.9%	77.2%	82.3%	75.5%	78.1%	85.7%	85.2%	85.3%	81.9%	78.2%	94.0%	90.6%	63.6%	60.6%	86.2%	90.7%	62.9%	85.2%	94.3%
FACEBOOK	1074	239	835	86	254	391	82	120	141	496	578	410	389	230	239	430	396	205	332	336
	53.7%	57.7%	52.7%	62.2%	54.0%	50.8%	58.0%	56.6%	52.8%	50.6%	56.7%	81.0%	59.5%	32.4%	44.0%	59.6%	56.4%	45.6%	59.7%	58.6%
YOUTUBE	944	204	740	67	175	360	83	115	145	537	407	385	343	178	165	382	392	172	284	318
	47.2%	49.2%	46.7%	48.8%	37.1%	46.8%	58.2%	54.2%	54.2%	54.8%	40.0%	76.0%	52.5%	25.1%	30.4%	52.9%	55.8%	38.3%	51.1%	55.3%
TWITTER	209	42	168	18	16	100	24	22	29	98	112	80	80	36	26	51	126	27	60	76
	10.5%	10.1%	10.6%	13.2%	3.5%	13.0%	16.9%	10.3%	10.8%	9.9%	11.0%	15.8%	12.2%	5.1%	4.7%	7.1%	18.0%	5.9%	10.9%	13.2%
MOVIE THEATRE	317	66	251	18	71	128	24	33	42	156	161	127	100	81	59	104	153	53	76	115
	15.8%	15.9%	15.8%	13.4%	15.1%	16.6%	16.9%	15.6%	15.8%	15.9%	15.8%	25.1%	15.3%	11.4%	10.8%	14.4%	21.8%	11.7%	13.7%	20.0%

6 Jan 2015
 Table 92
 MEDIA CONSUMPTION - SUMMARY
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA					RECALL SEEING PRESCRIPTION DRUGS			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 YEARS (J)	BETWE EN 12 AND 17 (K)	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)							
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
SUMMARY															
DAILY NEWSPAPER	1059 53.0%	429 57.3%	50 53.3%	105 61.0%	450 56.1%	296 57.2%	36 60.9%	82 62.3%	330 57.6%	202 47.4%	198 47.8%	805 51.7%	254 57.2%	850 54.4%	205 49.0%
WEEKLY NEWSPAPER	1165 58.3%	459 61.3%	55 58.7%	108 63.0%	485 60.4%	303 58.5%	37 63.2%	90 67.8%	335 58.5%	232 54.4%	246 59.4%	907 58.3%	259 58.3%	951 60.9%	210 50.3%
TELEVISION	1713 85.7%	718 95.9%	69 73.4%	152 88.5%	753 93.8%	500 96.6%	48 81.6%	118 89.3%	541 94.5%	362 84.7%	356 85.9%	1318 84.7%	395 89.0%	1388 88.9%	318 76.3%
RADIO	1607 80.3%	637 85.1%	75 79.1%	143 83.4%	678 84.5%	435 84.0%	52 87.7%	113 85.1%	484 84.5%	381 89.3%	370 89.2%	1262 81.1%	345 77.7%	1298 83.1%	305 73.0%
PUBLIC TRANSIT	444 22.2%	123 16.4%	32 34.2%	43 25.1%	148 18.4%	112 21.6%	25 41.5%	40 30.0%	130 22.7%	78 18.3%	75 18.1%	344 22.1%	100 22.6%	302 19.3%	140 33.5%
MAGAZINE	936 46.8%	374 50.0%	48 50.5%	97 56.3%	396 49.4%	263 50.9%	33 55.1%	63 47.9%	290 50.6%	182 42.5%	208 50.1%	720 46.2%	216 48.7%	745 47.7%	186 44.6%
INTERNET	1601 80.0%	622 83.1%	85 90.7%	143 83.2%	667 83.1%	434 84.0%	48 82.0%	115 87.2%	484 84.5%	388 90.8%	377 90.9%	1266 81.3%	335 75.5%	1255 80.3%	339 81.3%
FACEBOOK	1074 53.7%	413 55.1%	73 77.9%	103 60.2%	449 56.0%	291 56.2%	39 66.7%	75 56.3%	329 57.5%	282 66.1%	239 57.7%	833 53.5%	241 54.3%	839 53.7%	232 55.5%
YOUTUBE	944 47.2%	357 47.7%	70 73.8%	97 56.4%	391 48.7%	250 48.4%	42 70.8%	72 54.2%	283 49.5%	256 59.9%	204 49.2%	781 50.2%	164 36.9%	703 45.0%	238 57.1%
TWITTER	209 10.5%	80 10.7%	25 26.0%	21 12.2%	95 11.8%	67 12.9%	13 21.9%	19 14.2%	75 13.2%	42 9.8%	42 10.1%	195 12.5%	15 3.3%	161 10.3%	45 10.9%
MOVIE THEATRE	317 15.8%	110 14.7%	31 33.3%	40 23.1%	126 15.7%	81 15.7%	17 27.9%	29 21.9%	98 17.1%	73 17.1%	66 15.9%	253 16.3%	64 14.3%	240 15.4%	77 18.4%

6 Jan 2015
 Table 93
 GENDER
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD													REGION			GENDER		AGE			EDUCATION			HH INCOME		
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBEC (E)	ONTARIO (F)	MB/SK (G)	ALBERTA (H)	B.C. (I)	MALE (J)	FEMALE (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVERSITY (Q)	UNDER \$40K (R)	UNDER \$80K (S)	\$80K AND OVER (T)							
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571							
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574							
GENDER																											

MALE	981	184	797	67	232	373	78	100	131	981	0	262	334	336	274	353	344	202	271	313							
	49.0%	44.5%	50.3%	48.6%	49.3%	48.4%	54.9%	47.2%	49.1%	100.0%	0	51.9%	51.0%	47.2%	50.4%	48.9%	49.0%	44.9%	48.8%	54.5%							
FEMALE	1019	230	789	71	239	397	64	112	136	0	1019	244	320	375	270	369	358	248	285	261							
	50.9%	55.5%	49.7%	51.4%	50.7%	51.6%	45.1%	52.8%	50.9%	0	100.0%	48.1%	49.0%	52.8%	49.6%	51.1%	51.0%	55.1%	51.2%	45.5%							
																			J	T							

6 Jan 2015
 Table 94
 GENDER
 BASE TOTAL QUALIFIED RESPONDENTS

TOTAL (A)	RECALL SEEING MARIJUANA AD				RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TV (B)	INTER NET BANNE		NET (E)	TV (F)	INTER NET BANNE		NET (I)	UNDER 12 YEARS (J)	BETWE 12 EN 17 AND (K)	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)	
		NET (C)	BANNE (D)			NET (G)	BANNE (H)								
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
GENDER -----															
MALE	981 49.0%	438 58.5%	59 62.8%	104 60.3%	465 57.9%	272 52.6%	34 57.3%	65 48.8%	302 52.8%	194 45.5%	184 44.5%	761 48.9%	220 49.5%	770 49.3%	205 49.0%
FEMALE	1019 50.9%	311 41.5%	35 37.2%	68 39.7%	338 42.1%	245 47.4%	25 42.7%	68 51.2%	270 47.2%	233 54.5%	230 55.5%	795 51.1%	224 50.5%	792 50.7%	213 51.0%

6 Jan 2015
 Table 95
 LANGUAGE OF INTERVIEW
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD																			
	REGION							GENDER		AGE		EDUCATION			HH INCOME					
TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	HIGH SCHOOL OR LESS	POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	TO \$80K	\$80K AND OVER	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
INTERVIEW	1556	325	1231	137	28	770	142	212	267	761	795	389	510	536	411	571	548	329	407	473
ENGLISH	77.8%	78.4%	77.7%	99.6%	6.0%	100.0%	100.0%	100.0%	100.0%	77.6%	78.0%	76.9%	78.0%	75.5%	75.6%	79.1%	78.0%	73.1%	73.2%	82.4%
FRENCH	444	90	354	1	443	0	0	0	0	220	224	117	144	174	132	151	154	121	149	101
	22.2%	21.6%	22.3%	0.4%	94.0%	0	0	0	0	22.4%	22.0%	23.1%	22.0%	24.5%	24.4%	20.9%	22.0%	26.9%	26.8%	17.6%

6 Jan 2015
 Table 96
 LANGUAGE OF INTERVIEW
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA AD					RECALL SEEING PRESCRIPTION DRUGS AD				CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA	
	TOTAL (A)	TV (B)	INTER NET BANNE R		NET (E)	TV (F)	INTER NET BANNE R		NET (I)	UNDER BETWE 12 EN 12 YEARS AND		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE (D)			NET (G)	BANNE (H)		OLD (J)	17 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
INTERVIEW -----	1556	544	77	126	589	392	46	112	434	320	325	1556	0	1172	370
ENGLISH	77.8%	72.6%	81.6%	73.3%	73.5%	75.7%	78.6%	84.6%	75.8%	75.0%	78.4%	100.0%	M 0	75.0%	88.6%
FRENCH	444	205	17	46	213	126	13	20	139	107	90	0	444	390	48
	22.2%	27.4%	18.4%	26.7%	26.5%	24.3%	21.4%	15.4%	24.2%	25.0%	21.6%	0	100.0%	25.0%	11.4%
													L 0		

6 Jan 2015
 Table 97
 DATE OF INTERVIEW
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION			HH INCOME					
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)				B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)	UNIVE RSITY (Q)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
INTERVIEW																				
DECEMBER 03 2014	55 2.7%	7 1.8%	47 3.0%	0 0	28 6.0% GHI	26 3.4% DGH I	0 0	0 0	0 0	21 2.2%	33 3.3%	13 2.6%	16 2.4%	26 3.7%	13 2.4%	20 2.8%	22 3.1%	10 2.2%	12 2.2%	14 2.4%
DECEMBER 04 2014	109 5.5%	18 4.3%	92 5.8%	6 4.4% EHI	0 0	75 9.8% DEHI	26 18.2% EFHI	2 1.1% E	0 0	54 5.5%	56 5.5%	19 3.8%	39 5.9%	44 6.2%	34 6.2%	45 6.3%	28 4.0%	23 5.1%	25 4.5%	40 7.0%
DECEMBER 05 2014	139 7.0%	8 1.8%	132 8.3% B	17 12.2% EHI	0 0	95 12.3% EHI	18 12.4% EHI	0 0	10 3.9% H	79 8.1%	60 5.9%	45 8.9%	34 5.3%	57 8.0%	38 6.9%	44 6.1%	58 8.2%	35 7.8%	41 7.4%	32 5.5%
DECEMBER 06 2014	67 3.3%	4 0.9%	63 4.0% B	19 13.6% HI	0 0	16 2.1% E	2 1.4% E	14 6.8% FG	15 5.8% FG	40 4.0%	27 2.7%	15 3.1%	21 3.2%	23 3.2%	14 2.6%	31 4.3%	21 3.0%	13 2.8%	12 2.2%	24 4.2%
DECEMBER 07 2014	100 5.0%	9 2.1%	91 5.7% B	1 1.0% E	0 0	8 1.1% E	8 5.6% D	14 6.4% DEF	68 25.6% D	48 4.9%	52 5.1%	17 3.4%	36 5.6%	42 5.9%	21 3.8%	38 5.3%	40 5.7%	14 3.1%	28 5.0%	37 6.5% R
DECEMBER 08 2014	350 17.5%	51 12.4% B	299 18.8% I	29 20.7% E	26 5.5% E	183 23.8% EI	27 18.7% E	46 21.7% EI	40 15.0% E	182 18.5%	168 16.5%	100 19.8% N	109 16.6%	99 14.0%	90 16.6%	127 17.6%	131 18.7%	90 20.0%	86 15.5%	111 19.4%
DECEMBER 09 2014	289 14.4%	134 32.3% C	155 9.8%	20 14.4% HI	60 12.8% HI	161 20.9% DEHI	28 19.4% H I	12 5.6% E	8 2.9%	124 12.6%	165 16.2%	50 9.9% LN	124 19.0%	90 12.7%	79 14.6%	103 14.3%	97 13.8%	45 9.9% R	97 17.4%	77 13.4%
DECEMBER 10 2014	386 19.3%	88 21.1% C	299 18.8%	29 20.9% FHI	163 34.5% DFGHI	118 15.3% I	31 22.0% HI	24 11.6% E	21 7.8%	188 19.1%	199 19.5%	107 21.1%	127 19.4%	136 19.2%	113 20.8%	136 18.9%	130 18.5%	105 23.4% T	114 20.4%	99 17.3%
DECEMBER 11 2014	400 20.0%	73 17.5%	327 20.7%	10 7.3% G	101 21.5% DFG	87 11.2% G	0 0	99 46.8% DEFG	103 38.5% DEFG	192 19.6%	208 20.4%	116 22.9%	115 17.5%	145 20.4%	115 21.2%	136 18.8%	138 19.7%	94 20.8%	102 18.4%	116 20.2%
DECEMBER 12 2014	99 5.0%	18 4.3%	81 5.1%	5 3.6% FGHI	93 19.7% HI	0 0	0 0	0 0	1 0.5% E	49 5.0%	50 4.9%	22 4.4%	28 4.3%	48 6.7%	23 4.2%	40 5.5%	35 5.0%	19 4.3%	37 6.7%	21 3.7%
DECEMBER 13 2014	2 0.1%	2 0.5% C	0 0	2 1.5% E	0 0	0 0	0 0	0 0	0 0	2 0.2%	* *	1 0.1%	2 0.2%	0 0	1 0.2%	* *	1 0.1%	1 0.2%	1 0.2%	0 0

6 Jan 2015
 Table 97
 DATE OF INTERVIEW
 BASE TOTAL QUALIFIED RESPONDENTS

		CHILDREN BETWEEN 12-17 YEARS OLD								REGION		GENDER		AGE		EDUCATION			HH INCOME		
TOTAL	YES	NO	ATLAN TIC	QUEBEC	ONTARIO	MB/SK	ALBERTA	B.C.	MALE	FEMALE	18 TO 34	35 TO 54	55+	HIGH SCHOOL OR LESS	SOME POST SECONDARY/ COLLEGE	UNIVERSITY	UNDER \$40K	UNDER \$80K	\$80K AND OVER		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574		
BASE FOR % - WEIGHTED	4	4	0	1	0	3	0	0	2	2	0	3	0	2	1	1	1	0	2		
DECEMBER 14 2014	0.2%	0.9%	0	0.5%	0	2.3%	0	0	0.2%	0.2%	0	0.5%	0	0.4%	0.1%	0.2%	0.2%	0	0.3%		

6 Jan 2015
 Table 98
 DATE OF INTERVIEW
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA					RECALL SEEING PRESCRIPTION DRUGS			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 YEARS (J)	BETWE EN 12 AND 17 (K)	ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)							
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
<u>INTERVIEW</u>															
DECEMBER 03 2014	55	18	0	6	18	8	0	1	8	9	7	28	26	49	6
	2.7%	2.4%	0	3.6%	2.2%	1.6%	0	0.7%	1.5%	2.2%	1.8%	1.8%	5.9%	3.1%	1.4%
DECEMBER 04 2014	109	56	6	10	60	35	3	10	39	19	18	109	0	85	25
	5.5%	7.4%	6.3%	5.5%	7.4%	6.8%	4.3%	7.6%	6.8%	4.5%	4.3%	7.0%	0	5.4%	5.9%
DECEMBER 05 2014	139	44	15	12	54	35	4	3	35	21	8	139	0	116	24
	7.0%	5.9%	15.7% E	6.8%	6.7%	6.7%	7.6%	2.5%	6.1%	5.0%	1.8%	9.0%	0	7.4%	5.7%
DECEMBER 06 2014	67	25	2	4	27	18	1	7	20	17	4	67	0	53	14
	3.3%	3.4%	2.0%	2.4%	3.3%	3.4%	1.9%	5.5%	3.4%	4.0%	0.9%	4.3%	0	3.4%	3.4%
DECEMBER 07 2014	100	36	5	12	38	27	3	8	28	14	9	100	0	73	27
	5.0%	4.8%	5.2%	6.9%	4.8%	5.1%	4.5%	5.8%	4.8%	3.4%	2.1%	6.4%	0	4.7%	6.5%
DECEMBER 08 2014	350	106	15	21	114	93	13	28	99	70	51	328	22	245	105
	17.5%	14.2%	16.3%	12.4%	14.2%	17.9%	21.9%	20.9%	17.3%	16.4%	12.4%	21.1%	4.9%	15.7%	25.1%
DECEMBER 09 2014	289	114	8	40	122	89	9	23	101	86	134	230	58	221	61
	14.4%	15.2%	8.5%	23.2% BCE	15.1%	17.3%	14.7%	17.5%	17.6%	20.1%	32.3% J	14.8%	13.2%	14.1%	14.6%
DECEMBER 10 2014	386	138	21	32	146	93	16	26	111	91	88	232	155	308	76
	19.3%	18.4%	22.0%	18.6%	18.2%	18.1%	27.2%	19.5%	19.5%	21.2%	21.1%	14.9%	34.9% L	19.7%	18.1%
DECEMBER 11 2014	400	164	20	27	175	94	9	24	105	76	73	306	94	317	72
	20.0%	21.9%	21.5%	15.6%	21.8%	18.1%	14.9%	18.3%	18.3%	17.8%	17.5%	19.7%	21.2%	20.3%	17.4%
DECEMBER 12 2014	99	47	2	8	49	24	1	2	25	18	18	11	88	90	8
	5.0%	6.3%	1.9%	4.6%	6.1%	4.6%	1.6%	1.7%	4.3%	4.2%	4.3%	0.7%	19.8% L	5.8% O	1.8%
DECEMBER 13 2014	2	1	1	1	1	1	1	0	1	2	2	2	*	2	1
	0.1%	0.1%	0.6%	0.3%	0.1%	0.1%	1.4%	0	0.2%	0.4%	0.5%	0.1%	0.1%	0.1%	0.1%
DECEMBER 14 2014	4	1	0	0	1	1	0	0	1	3	4	4	0	4	0
	0.2%	0.1%	0	0	0.1%	0.2%	0	0	0.2%	0.7%	0.9%	0.2%	0	0.2%	0

6 Jan 2015
 Table 99
 PROVINCE/TERRITORY
 BASE TOTAL QUALIFIED RESPONDENTS

	CHILDREN BETWEEN 12-17 YEARS OLD								REGION	GENDER	AGE	EDUCATION	HH INCOME							
	TOTAL (A)	YES (B)	NO (C)	ATLAN TIC (D)	QUEBE C (E)	ONTAR IO (F)	MB/SK (G)	ALBER TA (H)					B.C. (I)	MALE (J)	FEMAL E (K)	18 TO 34 (L)	35 TO 54 (M)	55+ (N)	SOME HIGH SCHOOL OR LESS (O)	POST SECONDARY/ COLLEGE (P)
BASE FOR % - ACTUAL	2020	391	1629	400	404	407	159	248	402	986	1034	321	666	915	561	731	698	474	550	571
BASE FOR % - WEIGHTED	2000	415	1585	138	471	770	142	212	267	981	1019	506	654	710	543	722	702	450	556	574
PROVINCE/TERRITORY																				
NEWFOUNDLAND	34 1.7%	3 0.7%	31 1.9%	34 24.4% HI	0 0%	0 0%	0 0%	0 0%	0 0%	18 1.8%	16 1.5%	10 2.1%	9 1.4%	13 1.8%	7 1.3%	11 1.6%	14 2.0%	7 1.6%	11 1.9%	10 1.8%
PRINCE EDWARD ISLAND	9 0.5%	1 0.3%	8 0.5%	9 6.8% HI	0 0%	0 0%	0 0%	0 0%	0 0%	5 0.5%	4 0.4%	3 0.5%	3 0.4%	4 0.6%	2 0.4%	5 0.7%	2 0.3%	3 0.6%	2 0.4%	3 0.5%
NOVA SCOTIA	53 2.7%	10 2.5%	43 2.7%	53 38.5% HI	0 0%	0 0%	0 0%	0 0%	0 0%	24 2.4%	29 2.9%	8 1.6%	16 2.5%	25 3.5%	16 3.0%	21 2.9%	16 2.3%	17 3.7%	12 2.2%	14 2.5%
NEW BRUNSWICK	42 2.1%	6 1.4%	36 2.3%	42 30.3% HI	0 0%	0 0%	0 0%	0 0%	0 0%	20 2.1%	21 2.1%	11 2.2%	15 2.2%	13 1.9%	16 2.9%	15 2.1%	11 1.5%	15 3.2%	11 2.0%	9 1.5%
QUEBEC	471 23.5%	97 23.3%	374 23.6%	0 0%	471 100.0% HI	0 0%	0 0%	0 0%	0 0%	232 23.6%	239 23.5%	126 24.9%	152 23.2%	184 25.8%	138 25.5%	161 22.3%	165 23.6%	129 28.6% T	158 28.3% T	104 18.1%
ONTARIO	770 38.5%	162 39.0%	608 38.4%	0 0%	0 0%	770 100.0% HI	0 0%	0 0%	0 0%	373 38.0%	397 39.0%	162 32.1%	255 38.9%	275 38.7%	204 37.5%	273 37.8%	277 39.4%	154 34.2%	207 37.3%	223 38.8%
MANITOBA	75 3.8%	14 3.3%	62 3.9%	0 0%	0 0%	0 0%	75 53.1% HI	0 0%	0 0%	41 4.2%	34 3.4%	31 6.1% N	20 3.1%	21 3.0%	22 4.0%	26 3.6%	26 3.7%	13 2.9%	21 3.8%	21 3.7%
SASKATCHEWAN	67 3.3%	11 2.7%	55 3.5%	0 0%	0 0%	0 0%	67 46.9% HI	0 0%	0 0%	37 3.8%	30 2.9%	21 4.1%	21 3.3%	19 2.7%	16 3.0%	24 3.4%	25 3.5%	15 3.4%	18 3.3%	23 3.9%
ALBERTA	212 10.6%	54 13.1%	158 10.0%	0 0%	0 0%	0 0%	0 0%	212 100.0% GI	0 0%	100 10.2%	112 11.0%	64 12.6%	74 11.3%	66 9.3%	55 10.1%	82 11.4%	73 10.4%	33 7.4%	59 10.6%	88 15.4% RS
BRITISH COLUMBIA	267 13.3%	57 13.8%	210 13.2%	0 0%	0 0%	0 0%	0 0%	267 100.0% D E F G H	131 13.4%	136 13.3%	70 13.8%	90 13.7%	91 12.8%	67 12.3%	103 14.3%	93 13.3%	64 14.3%	56 10.2%	80 13.8%	

6 Jan 2015
 Table 100
 PROVINCE/TERRITORY
 BASE TOTAL QUALIFIED RESPONDENTS

	RECALL SEEING MARIJUANA					RECALL SEEING PRESCRIPTION DRUGS			CHILDREN AGE GROUP		INTERVIEW LANGUAGE		BORN IN CANADA		
	TOTAL (A)	TV (B)	INTER NET		NET (E)	TV (F)	INTER NET		NET (I)	UNDER 12 AND 12 EN 12		ENGLI SH (L)	FRENC H (M)	YES (N)	NO (O)
			NET (C)	BANNE R (D)			NET (G)	BANNE R (H)		YEARS (J)	BETWE 17 AND 12 (K)				
BASE FOR % - ACTUAL	2020	761	89	170	815	513	59	131	568	358	391	1637	383	1646	360
BASE FOR % - WEIGHTED	2000	749	94*	172	802	517	59*	132*	573	427	415	1556	444	1562	417
PROVINCE/TERRITORY															

NEWFOUNDLAND	34 1.7%	12 1.6%	3 2.9%	1 0.8%	13 1.7%	7 1.4%	1 1.6%	2 1.7%	8 1.4%	4 0.9%	3 0.7%	34 2.2%	0 0%	31 2.0%	2 0.6%
PRINCE EDWARD ISLAND	9 0.5%	3 0.4%	* 0.3%	* 0.1%	3 0.4%	2 0.4%	1 0.9%	* 0.3%	2 0.3%	2 0.4%	1 0.3%	9 0.6%	0 0%	9 0.6%	0 0%
NOVA SCOTIA	53 2.7%	19 2.6%	4 4.6%	4 2.1%	22 2.7%	14 2.6%	2 3.2%	5 3.5%	15 2.7%	5 1.2%	10 2.5%	53 3.4%	0 0%	50 3.2%	3 0.8%
NEW BRUNSWICK	42 2.1%	19 2.5%	2 2.6%	7 4.4%	22 2.7%	10 1.9%	4 6.7%	2 1.6%	11 2.0%	8 2.0%	6 1.4%	41 2.6%	1 0.1%	38 2.4%	4 0.9%
QUEBEC	471 23.5%	211 28.1%	17 18.4%	49 28.4%	220 27.5%	134 25.8%	14 22.9%	20 15.4%	147 25.6%	113 26.5%	97 23.3%	28 1.8%	443 99.9%	404 25.9%	61 14.7%
ONTARIO	770 38.5%	263 35.1%	39 41.4%	71 41.4%	290 36.1%	189 36.6%	22 37.8%	55 41.7%	209 36.5%	152 35.5%	162 39.0%	770 49.5%	0 0%	546 34.9%	213 51.0%
MANITOBA	75 3.8%	27 3.6%	2 2.6%	6 3.2%	27 3.4%	25 4.8%	4 6.6%	6 4.4%	28 5.0%	23 5.4%	14 3.3%	75 4.8%	0 0%	59 3.8%	16 3.9%
SASKATCHEWAN	67 3.3%	28 3.7%	6 6.1%	1 0.8%	28 3.5%	20 3.8%	0 0%	7 4.9%	23 4.0%	16 3.7%	11 2.7%	67 4.3%	0 0%	59 3.8%	8 1.9%
ALBERTA	212 10.6%	80 10.6%	8 8.6%	17 10.2%	83 10.3%	55 10.6%	4 6.9%	17 12.8%	61 10.6%	55 13.0%	54 13.1%	212 13.6%	0 0%	171 11.0%	40 9.5%
BRITISH COLUMBIA	267 13.3%	88 11.7%	12 12.4%	15 8.7%	95 11.8%	62 11.9%	8 13.3%	18 13.6%	68 11.9%	49 11.5%	57 13.8%	267 17.2%	0 0%	195 12.5%	70 16.8%