

FINAL
REPORT

National Anti-Drug Strategy (NADS) Post-
Campaign Survey with Youth - Return to
Sample (HC-POR- 09-23)

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EXECUTIVE SUMMARY

Background and Objectives

The National Anti-Drug Strategy (NADS) is a Government of Canada initiative aimed at reducing the supply of and demand for illicit drugs. Part of Health Canada's role in the National Anti-Drug Strategy is to develop a five-year, national youth drug prevention mass media campaign with the role of increasing the awareness among youth about the dangers of experimenting with illicit drugs. The campaign targets two audiences: youth ages 13 to 15 and their parents.

A baseline online survey was conducted with youth from September 27, 2009 to October 7, 2009 to measure awareness, attitudes, knowledge, and behaviours about illicit drugs. A return sample survey was needed to measure awareness of the not4me campaign advertisements and to track changes in a number of these measures after the implementation of the campaign.

The objectives of the return sample survey are to:

- Determine the proportion of youth ages 13-15 who were exposed to the not4me campaign;
- Determine post-campaign attitudes, awareness, behaviours, intentions and knowledge of the target audience regarding illicit drugs and drug use;
- Assess the post-campaign level of perceived awareness and knowledge of illicit drugs;
- Assess the post-campaign actual level of awareness and knowledge of illicit drugs;
- Determine the post-campaign perceptions of risk associated with various illicit drugs, especially marijuana and ecstasy (risks include health, school, social, family and legal);
- Assess the post-campaign perceptions of various illicit drug use by youth their own age;
- Determine the post-campaign proportion of youth who have discussed the subject of drugs with their parents; and
- Determine the post-campaign information needs and other supports, as they relate to drugs.

Survey Methods

Environics was retained to conduct a follow-up online survey research with Canadian youth ages 13 to 15 who participated in the pre-campaign baseline survey. A total of 1,502 youth participated in the baseline survey and were re-contacted to participate in the return survey resulting in a total of 317 youth who were re-interviewed for the return sample (RS) survey.

As well, we conducted a parallel online survey based on a new sample of 300 youth ages 13 to 15 who did not participate in the baseline survey. This new sample is considered a control group to check against the return sample findings.

The return sample survey was in the field from April 23, 2010 to May 25, 2010. The new sample survey was in field from April 23, 2010 to May 2, 2010.

In keeping with the survey objectives, selected measures of awareness, knowledge, attitudes and appropriate behaviours regarding drug use, from the baseline questionnaire, were included in the return and new surveys. The survey, approximately 15 minutes, included over half of the original questions from the baseline survey. Added to these were the campaign recall questions, the use of a modified Advertising Campaign Evaluation Tool (ACET) instrument. The same questions were also asked of the new sample of youth.

Because the samples used in panel surveys are based on self-selection and not a probability sample, no formal estimates of sampling error can be calculated. Any statistics in this report are not formally generalizable to any group other than the sample studied; as such no formal statistical inferences can be made about how the descriptive statistics for the sample represent any larger population.

Survey Findings

The research finds that recall of elements of the NADS not4me youth drug prevention campaign, particularly of the television ad, is high among youth, and significant numbers of youth took action (talked to someone, went to the website) as a result of seeing the ad(s). The campaign appears to have reinforced or strengthened views among the youth surveyed that many illicit drugs are harmful and dangerous, and re-confirmed the smart choice that many have made to choose a drug-free life. As well, the campaign may have made youth in this study more willing to stop friends from using drugs, and it may also have led them to seek more information about the dangers of drugs.

AD RECALL COMPONENT

The findings from the return sample show that recall of elements of the NADS not4me campaign, particularly of the television ad, is high among youth. The key findings from the ad recall questions (for the return sample) are as follows:

- Over four in ten (46%) youth ages 13 to 15 have seen, heard or read recent advertising about youth and drugs or youth using drugs (unaided recall).
- In terms of content recall, 26 percent of youth who report unaided recall of advertising mention the general idea of the advertising, which was not doing drugs/they are bad/they are unhealthy. Other responses which may refer to the NADS advertising include: effects of doing drugs

(11%), kids doing drugs/offering it to others (7%), kids at party/offered drugs/imagines future (6%), peer pressure/prevention/don't give in (4%) and pill with a happy face (3%).

- A high percentage of youth (44%) recall seeing the television ad (aided recall), based on a short description.
- A total of 16 percent of youth recall the transit ad (aided).
- A total of 10 percent of youth recall the shopping mall ad (aided).
- A total of 14 percent of youth recall the internet ad (aided).
- A total of 15 percent of youth recall the Facebook ad (aided).
- Overall a total of 53 percent of youth recall seeing any of the five ads (television, transit, mall, internet or Facebook), on an aided basis.
- The vast majority of youth who report aided recall of any ad are able to identify an anti-drug message, such as “say no to drugs” (45%) , “drugs can ruin your life” (23%) and “don’t feel pressure to do drugs” (15%).
- One-quarter (24%) of those who report aided recall of any ad indicate that they took action in response; the most common action cited was that they talked to someone or warned someone about drugs.
- When asked if they had taken two specific actions as a result of seeing the advertising, 45 percent of those who saw any ad say they talked to family, friends, or someone else about the ad or the topic of drug use, and nine percent said they went to the website shown in the ad.

KNOWLEDGE, ATTITUDES AND BEHAVIOURS

In addition to the ad recall questions, youth were asked about their awareness, knowledge, attitudes and behaviours as they relate to illicit drugs and youth – questions that were originally asked in the baseline survey.

For the most part, the findings from the return sample suggest similar attitudes and perceptions about illicit drugs and the harm they cause to those found in the baseline survey. Below are some

differences between the return sample and the baseline survey that might be expected as a result of a media campaign, although it must be noted that these differences are not always statistically significant. The key findings are:

- There has been a nine point increase in the proportion who say they know a great deal about the potential effects of drugs on relationships with friends and family (from 35% to 44%).
- The proportion of youth who say they would be very likely to try to stop someone close to them from using drugs has increased from 47% to 54%.
- Generally, there has been an increase in the proportion of youth who mention various drugs that may be available to youth, such as marijuana (increase from 69% to 73%), crack (increase from 33% to 36%) and ecstasy (increase from 26% to 33%).
- The proportion of youth mentioning, top-of-mind, that all/most drugs are harmful or a threat to people in their age group has increased from 16% to 26%; those mentioning that LSD is harmful or a threat has increased from 6% to 10%.
- Generally, there has been an increase in the proportion of youth who say various drugs are very dangerous to their health.

The impact of the campaign can be measured by identifying differences between those who recall campaign advertising and those who do not. Below are the findings from the return sample, supported by the findings from the new sample, that show differences between those who recall any of the NADS advertising (on an aided basis) and those who do not, although it must be noted that these differences are not always statistically significant. The key findings are:

- Youth who report any aided recall indicate that they are more likely to be knowledgeable about the effects of drugs in general (28%) and on friends and family (49%), on physical health (45%), and on mental health (43%), than those who do not recall ads (respectively 15%, 39%, 31% and 28%).
- Youth who report any aided recall indicate that they are more likely to be aware of drugs that are both available to youth, and harmful to youth, than those who do not recall ads. For example, awareness of marijuana being available is higher among those who recall ad(s) than among those who do not (77% vs 68%), as is crack (40% vs 31%) ecstasy (38% vs. 29%) and others. Awareness of cocaine as a harmful drug is higher among those who recall ad(s) than among

those who do not (34% vs 28%), as are amphetamines (23% vs 11%) ecstasy (27% vs. 16%), LSD (13% vs 4%) and others.

- Youth who report any aided recall indicate that they are somewhat more likely to think that marijuana (35%) and ecstasy (79%) are very dangerous, than those who do not recall ads (27%, 74%).
- Youth who report any aided recall are more likely to be willing to stop someone close to them from using drugs (58% very likely), than those who do not recall ads (50% very likely).
- Youth who report any aided recall are much more likely to have visited a website to look for information (27%) than those who do not recall ads (10%).
- Youth who report any aided recall are more likely to seek out information in the next three months about how to avoid drugs than those who do not recall ads (44% versus 31% very or somewhat likely).

The final cost of the project, including GST is \$47,999.70.

RESUME

Contexte et objectifs de la recherche

Le gouvernement du Canada a mis en place la stratégie nationale antidrogue (SNA) dans le but de réduire l'offre et la demande de drogues illicites. Dans le cadre de la stratégie nationale antidrogue, Santé Canada est responsable notamment de l'élaboration d'une campagne médiatique nationale sur cinq ans visant à prévenir la consommation de drogues chez les jeunes et à sensibiliser les jeunes aux risques que pose l'essai de drogues illicites. La campagne vise deux groupes : les adolescents de 13 à 15 ans et leurs parents.

Du 27 septembre 2009 au 7 octobre 2009, un sondage de référence a été effectué en ligne auprès d'adolescents en vue de mesurer le degré de sensibilisation, l'attitude, la connaissance et le comportement des jeunes relativement aux drogues illicites. Un sondage de suivi s'est avéré nécessaire pour pouvoir mesurer le degré de connaissance de la campagne publicitaire Odroguepourmoi et suivre de près toute modification de plusieurs de ces mesures après le déclenchement de la campagne.

Le sondage de suivi avait pour objet de :

- déterminer le pourcentage de jeunes de 13 à 15 ans qui avaient été exposés à la campagne Odroguepourmoi;
- déterminer les attitudes, la sensibilisation, les comportements, les intentions et la connaissance de la population cible relativement aux drogues illicites et à la consommation de drogues;
- évaluer le degré de sensibilisation et de connaissance perçu relativement aux drogues illicites, après la campagne;
- évaluer le degré de sensibilisation et de connaissance réel relativement aux drogues illicites, après la campagne;
- déterminer la perception des jeunes, après la campagne, relativement aux risques associés à diverses drogues illicites, plus particulièrement la marijuana et l'ecstasy (notamment pour ce qui concerne la santé, les études, ainsi que sur les plans social, familial et juridique);
- évaluer la perception des jeunes, après la campagne, relativement à la consommation de drogues illicites par les jeunes de leur âge;
- déterminer le pourcentage de jeunes qui ont abordé la question des drogues avec leurs parents après la campagne;
- déterminer les besoins en information et d'autres formes de soutien liés aux drogues après la campagne.

Méthodologie

La société Environics a été chargée d'effectuer un sondage de suivi en ligne auprès des jeunes Canadiens et Canadiennes de 13 à 15 ans qui avaient participé au sondage de référence avant la

campagne. Au total, 1 502 jeunes qui avaient participé au sondage de référence ont été contactés de nouveau afin de participer au sondage de suivi et en tout, 317 jeunes ont été interviewés une deuxième fois, dans le cadre de ce sondage.

De plus, Environics a effectué un sondage parallèle en ligne auprès d'un nouvel échantillon de 300 jeunes âgés de 13 à 15 ans qui n'avaient pas participé au sondage de référence. Ce nouvel échantillon est considéré comme un groupe de contrôle relativement aux conclusions du sondage de suivi.

Le sondage de suivi a été mené sur le terrain du 23 avril 2010 au 25 mai 2010. Le sondage auprès du nouvel échantillon a été effectué sur le terrain du 23 avril 2010 au 2 mai 2010.

Conformément aux objectifs du sondage, certaines mesures du degré de sensibilisation, de connaissance, ainsi que des attitudes et des comportements opportuns relativement à la consommation de drogues tirées du questionnaire initial ont été reprises dans le sondage de suivi ainsi que dans le nouveau sondage. Le sondage d'environ 15 minutes comprenait plus de la moitié des questions initiales tirées du sondage de référence. À celles-ci se sont ajoutées les questions relatives au rappel de la campagne, à l'aide de l'outil d'évaluation de campagnes publicitaires (OECF) modifié. Les mêmes questions ont été posées au nouvel échantillon de jeunes.

Les échantillons retenus dans les sondages par panel étant formés à partir d'une autosélection et n'étant donc pas des échantillons aléatoires, il est impossible de calculer avec précision l'erreur d'échantillonnage. Par conséquent, les statistiques contenues dans le présent rapport ne peuvent être appliquées à un autre groupe que celui de l'échantillon étudié; comme tel, il est impossible de tirer quelque inférence statistique précise que ce soit concernant la manière dont les statistiques descriptives relatives à l'échantillon sont représentatives de la population générale.

Conclusions tirées du sondage

Selon la recherche, le rappel des éléments de la campagne de prévention 0droguepourmoi de la SNA relative aux jeunes, tout particulièrement de l'annonce télévisée, est élevé chez les jeunes et un nombre significatif de jeunes ont agi (en se confiant à quelqu'un, en visitant le site Web) après avoir vu une ou des annonces. La campagne semble avoir renforcé ou confirmé l'opinion des jeunes qui ont participé au sondage selon laquelle nombre de drogues illicites sont nocives et dangereuses et elle a renforcé le choix de vie intelligent que plusieurs ont fait de ne pas prendre de drogues. De surcroît, la campagne a peut-être rendu les jeunes qui ont participé à l'étude plus disposés à empêcher leurs amis de consommer de la drogue et les a peut-être également amenés à se renseigner davantage sur les risques liés à la consommation de drogues.

RAPPEL DES ANNONCES

Les conclusions tirées de l'échantillon de suivi révèlent que le rappel d'éléments de la campagne de la SNA, Odroguepourmoi, tout particulièrement la campagne télévisée, est très élevé chez les jeunes. Voici les principales conclusions tirées des questions de rappel (pour à l'échantillon de suivi) :

- Plus de quatre jeunes sur dix (46 %) âgés de 13 à 15 ans ont vu, entendu ou lu une annonce récente concernant les jeunes et la drogue ou la consommation de drogues par les jeunes (rappel non assisté).
- Concernant le rappel du contenu, 26 % des jeunes qui se rappellent les annonces mentionnent l'idée générale de celles-ci, soit, ne pas consommer de drogues/les drogues sont nocives/elles nuisent à la santé. D'autres réponses qui peuvent avoir un lien avec les annonces de la SNA comprennent notamment les conséquences qu'entraîne la consommation de drogues (11 %), les jeunes qui consomment de la drogue/qui offrent de la drogue aux autres (7 %), les jeunes qui participent à une fête/à qui on offre de la drogue/qui s'imaginent ce que sera l'avenir (6 %), pression du groupe/la prévention/ne pas céder (4 %) et la pilule souriante (3 %).
- Un pourcentage élevé de jeunes (44 %) se rappellent avoir vu l'annonce télévisée (rappel assisté) à partir d'une brève description.
- Au total, 16 % des jeunes se rappellent l'annonce dans les transports en commun (rappel assisté).
- Au total, 10 % des jeunes se rappellent l'annonce dans le centre commercial (rappel assisté).
- Au total, 14 % des jeunes se rappellent l'annonce sur internet (rappel assisté).
- Au total, 15 % des jeunes se rappellent l'annonce sur Facebook (rappel assisté).
- Dans l'ensemble, 53 % des jeunes se rappellent avoir vu l'une ou l'autre des cinq annonces (télévision, transports en commun, publicité imprimée, internet ou Facebook) (rappel assisté).
- La grande majorité des jeunes qui affirment se rappeler (rappel assisté) une annonce sont en mesure de décrire un message antidrogue notamment « apprendre à dire non » (45 %) « la drogue peut vous ruiner la vie » (23 %) et « ne pas se sentir obligé de consommer » (15 %).

- Le quart (24 %) des jeunes qui disent se rappeler (rappel assisté) une annonce affirment avoir agi par la suite, le plus souvent en parlant à quelqu'un ou en prévenant quelqu'un au sujet de la drogue.
- À la question de savoir s'ils avaient pris deux mesures précises après avoir vu une annonce, 45 % des jeunes qui ont vu une annonce affirment avoir parlé à leur famille, à des amis ou encore à une autre personne au sujet de l'annonce ou de la consommation de drogues et 9 % soutiennent avoir visité le site Web qui figurait dans l'annonce.

CONNAISSANCE, ATTITUDES ET COMPORTEMENTS

En plus des questions de rappel des annonces, les jeunes ont été invités à répondre à des questions concernant leurs sensibilisation, connaissance, attitudes et comportements relativement aux drogues illicites et les jeunes, questions qui avaient été posées dans le sondage de référence.

Pour la plupart, les conclusions tirées de l'échantillon de suivi révèlent des attitudes et perceptions semblables à l'égard des drogues illicites et du tort qu'elles causent à celles du sondage de référence. On trouvera ci-dessous quelques différences entre le sondage de suivi et le sondage de référence qui peuvent s'expliquer par la campagne médiatique même si ces divergences ne sont pas toutes statistiquement significatives. Voici les principales conclusions :

- Il y a eu une augmentation de neuf points du pourcentage de jeunes qui affirment avoir une grande connaissance des effets potentiels des drogues sur leurs relations avec leurs amis et les membres de leur famille (de 35 % à 44 %).
- Le pourcentage de jeunes qui disent qu'il serait très probable qu'ils tentent d'empêcher une autre personne de consommer de la drogue a augmenté de 47 % à 54 %.
- En règle générale, il y a eu une augmentation du pourcentage de jeunes qui mentionnent diverses drogues auxquelles les jeunes ont accès, notamment la marijuana (augmentation de 69 % à 73 %), le crack (augmentation de 33 % à 36 %) et l'ecstasy (augmentation de 26 % à 33 %).
- Le pourcentage de jeunes qui mentionnent, en tout premier, que la plupart, voire toutes les drogues sont nocives ou constituent une menace pour les jeunes de leur âge a connu une augmentation de 16 % à 26 %; le pourcentage de ceux qui mentionnent que le LSD est nocif ou constitue une menace est passé de 6 % à 10 %.

- De façon générale, il y a eu une augmentation du pourcentage de jeunes qui reconnaissent que diverses drogues sont très mauvaises pour la santé.

Il est possible de mesurer l'impact de la campagne en déterminant les différences entre les jeunes qui se rappellent une annonce et ceux qui n'y parviennent pas. On trouvera ci-dessous les conclusions tirées de l'échantillon de suivi, appuyées par les conclusions tirées du nouvel échantillon, qui révèlent les différences entre les jeunes qui se souviennent de l'une ou l'autre des annonces de la SNA (rappel assisté) et ceux qui ne s'en souviennent pas; toutefois, soulignons que ces différences ne sont pas toutes statistiquement significatives. Voici les principales conclusions :

- Les jeunes qui se sont rappelés une annonce (rappel assisté) sont plus susceptibles de connaître les effets des drogues en général (28 %), sur leurs amis et famille (49 %) et sur la santé physique (45 %) et mentale (43 %), que les jeunes qui n'en ont aucun souvenir (respectivement 15 %, 39 %, 31 % et 28 %).
- Les jeunes qui se sont rappelés une annonce (rappel assisté) sont plus susceptibles de connaître les drogues qui sont accessibles aux jeunes et qui leur sont nuisibles que le groupe de jeunes qui ne s'en souviennent pas. Par exemple, les jeunes qui se souviennent d'une annonce sont plus conscients que les autres du fait que certaines drogues sont accessibles, notamment la marijuana (77 % par rapport à 68 %), le crack (40 % par rapport à 31 %) et l'ecstasy (38 % par rapport à 29 %). Les jeunes qui se souviennent d'une annonce sont plus nombreux que les autres à savoir que certaines drogues sont nocives, notamment la cocaïne (34 % par rapport à 28 %), les amphétamines (23 % par rapport à 11 %), l'ecstasy (27 % par rapport à 16 %) et le LSD (13 % par rapport à 4 %).
- Les jeunes qui se rappellent une annonce (rappel assisté) sont plus nombreux à être convaincus que la marijuana (35 %) et l'ecstasy (79 %) sont des drogues très dangereuses que ceux qui ne s'en souviennent pas (27 %, 74 %).
- Les jeunes qui se rappellent une annonce (rappel assisté) sont un peu plus nombreux à être prêts à empêcher un ami proche de consommer de la drogue (58 % très probable), que ceux qui ne s'en souviennent pas (50 % très probable).
- Les jeunes qui se rappellent une annonce (rappel assisté) sont beaucoup plus nombreux à avoir visité un site web pour obtenir de l'information (27 %) que ceux qui ne s'en souviennent pas (10 %).

- Les jeunes qui se rappellent une annonce (rappel assisté) sont plus nombreux à tenter d'obtenir de l'information dans les trois mois qui suivent sur comment éviter les drogues que ceux qui ne s'en souviennent pas (44 % par rapport à 31 % très ou quelque peu probable).

Le coût final du projet, y compris la TPS, a été de 47 999,70 \$.

INTRODUCTION

Environics Research Group is pleased to present this report of key results from quantitative research conducted in support of the development and assessment of the National Anti-Drug Strategy (NADS) not4me youth drug prevention mass media advertising and social marketing campaign.

Background and Objectives

The National Anti-Drug Strategy (NADS) is a Government of Canada initiative aimed at reducing the supply of and demand for illicit drugs. Part of Health Canada's role in the National Anti-Drug Strategy is to develop a five-year, national youth drug prevention mass media campaign with a goal of increasing the awareness among youth about the dangers of experimenting with illicit drugs. The campaign targets two audiences: youth ages 13 to 15 and their parents.

The first component of the strategy focused on the parents of youth ages 13 to 15 and launched in March 2008. The second component of the strategy focuses on youth ages 13 to 15 and includes a mass media advertising campaign called not4me comprised of a TV ad, out-of-home and digital ads, as well as a youth-focused Website.

The primary objectives of the youth strategy are to:

- Increase the number of youth ages 13-15 who are aware of the specific harms of illicit drug use;
- Increase the number of youth ages 13-15 who believe that the perceived benefits of choosing a drug-free lifestyle outweigh the perceived benefits of using illicit drugs; and
- Increase the number of youth who state that they will avoid illicit drugs in the future.

A baseline online survey was conducted with a sample of 1502 youth from September 27, 2009 to October 7, 2009, to measure awareness, attitudes, behaviours and knowledge of youth ages 13-15 related to illicit drugs and drug use. The advertising campaign ran from December 28, 2009 to March 31, 2010.

A return sample survey was needed to measure advertising recall and to track changes in a number of these measures after the implementation of the advertising campaign.

The objectives of the return sample survey are:

- Determine the proportion of youth ages 13-15 who were exposed to the NADS not4me campaign;

- Determine post-campaign attitudes, awareness, behaviours, intentions and knowledge of the target audience regarding illicit drugs and drug use;
- Assess the post-campaign level of perceived awareness and knowledge of illicit drugs;
- Assess the post-campaign actual level of awareness and knowledge of illicit drugs;
- Determine the post-campaign perceptions of risk associated with various illicit drugs, especially marijuana and ecstasy (risks include health, school, social, family and legal);
- Assess the post-campaign perceptions of various illicit drug use by youth their own age;
- Determine the post-campaign proportion of youth who have discussed the subject of drugs with their parents; and
- Determine the post-campaign information needs and other supports, as they relate to drugs.

Survey Methods

The target audience for this research was Canadian youth ages 13 to 15 who participated in the pre-campaign baseline survey. A total of 1,502 youth participated in the baseline survey and were re-contacted to participate in the return survey. A total of 317 youth were re-interviewed for the return sample (RS) survey.

As well, we conducted a parallel online survey based on a new sample of 300 youth ages 13 to 15, who did not participate in the baseline survey. This new sample is considered a control group to check against the return sample findings.

The new sample of youth was recruited according to the same procedures used in the baseline survey. This sample was recruited from an online panel consisting of 170,000 adults (aged 18 and over). Panellists who are profiled as parents were randomly selected in accordance with regional quotas, and were sent invitations for youth ages 13 to 15 to participate in the survey. Since membership on the panel is limited to those who are at least 18 years of age, the youth surveyed were recruited with the knowledge and permission of their respective parent or guardian.

The return sample survey was in the field from April 23, 2010 to May 25, 2010. The new sample survey was in field from April 23, 2010 to May 2, 2010.

Because the samples used in panel surveys are based on self-selection and not a probability sample, no formal estimates of sampling error can be calculated. Any statistics in this report are not formally generalizable to any group other than the sample studied; as such no formal statistical inferences can be made about how the descriptive statistics for the sample represent any larger population.

In keeping with the survey objectives, specific questions were selected from the baseline questionnaire to measure awareness, knowledge, attitudes and appropriate behaviours regarding drug use with the return sample and the new sample. The survey, approximately 15 minutes, included

over half of the original questions from the baseline survey. Added to these were the campaign recall questions, using a modified Government of Canada Advertising Campaign Evaluation Tool (ACET).

Central to the analysis, and central to this report, are the differences between those respondents in the return survey who recalled the ad(s) or had other exposure to the campaign and those who did not, for all relevant questions.

In the questionnaire for this survey, respondents were reminded that the questions about drugs and drug use referred to illicit or illegal drugs, not prescription drugs, tobacco or alcohol. The findings of the survey should be interpreted in this light.

The tables presented in this report present percentages, unless otherwise noted. For the baseline survey findings, we use data for the same sample as the return sample (N=317), not the entire baseline sample.

Further details of the survey methods are provided in the Appendix.

DETAILED FINDINGS

This report presents the findings for the NADS youth return sample (RS) survey and the new sample survey, as described above.

Respondent Profile

The demographic profile of the return sample respondents to this survey is presented in the following table, along with the profile of the original baseline sample (N=1,502).

The table shows that the return sample is close to the original baseline sample on most characteristics; it is slightly more female, has a slightly greater proportion of youth living with parents, and has slightly more “A” students and fewer “B” students than the baseline.

Respondent profile

	Baseline N = 1502	RS N = 317		Baseline N = 1502	RS N = 317
<i>Age</i>			<i>Parents' education</i>		
13	32	29	Elementary school or less	2	1
14	37	37	Some high school	17	12
15	31	34	Completed high school	14	12
			Some community college, vocational or trade	8	9
<i>Gender</i>			Completed community college, vocational or trade	23	20
Male	50	45	Some university	8	9
Female	50	55	Completed university	19	23
			Post-graduate university	8	10
<i>Household</i>			dk/na	2	2
Live with two parents	64	72			
Live with one parent	16	12	<i>Spending money (weekly)</i>		
Live with a parent and step-parent	13	9	\$0	14	15
Live part-time with one parent and PT with another	5	6	\$1 to \$10	29	30
Live with a guardian	1	*	\$11 to \$20	29	28
Some other arrangement	1	*	\$21 to \$40	16	16
			\$41 to \$60	6	6
<i>Older sibling</i>			\$61 to \$80	2	2
Yes	57	59	\$81 to \$100	2	2
No	43	41	More than \$100	2	2
<i>School attendance</i>			<i>Aboriginal</i>		
Full-time	98	98	No	96	98
Part-time	1	2	Yes	4	2
Not in school	1	-			
			<i>Visible minority</i>		
<i>Self-reported grades in school</i>			No	84	80
A (80% - 100%)	43	50	Yes	16	20
B (70% - 79%)	43	35			
C (60% - 69%)	13	14			
D (50% - 59%)	2	1			
Less than D (50%)	1	-			

Advertising Recall

This section of the survey examined unaided recall of advertising about youth and drugs or youth using drugs to measure the extent to which advertising on this topic – including advertising that is part of the NADS not4me campaign – reached youth ages 13 to 15. The survey also measured aided recall by describing the television, transit, mall and Internet ads, and asking respondents to indicate whether they recognized them from the description.

UNAIDED RECALL

Youth ages 13 to 15 were initially asked if they had seen, heard or read any advertising on the topic of youth and drugs or youth using drugs. About half of the return sample (46%) say they do recall seeing such advertising; just under four in ten (36%) do not recall any such advertising.

A larger number of the new sample say they recall seeing such advertising (67%) while only sixteen percent do not recall any such advertising.

Unaided Recall of Advertising		
	Total RS	Total New
	N=317	N=300
Yes	46	67
Maybe	18	18
No	36	16

This result provides a good measure of what people believe they saw or heard. However, the more important measure of recall is whether they have sufficiently internalized the advertising to be able to describe it in their own words. This is considered a prerequisite for the advertising to have an impact on people’s attitudes, and thus, their behaviours. To measure this, a follow-up question was asked of those with unaided recall, asking them to describe in their own words everything they could remember about the advertising in question (i.e., content recall).

Based on responses to this question, there is significant unaided recall of the advertising campaign. Twenty-six percent of the return sample who report unaided recall of advertising about youth and drugs or youth using drugs (representing 16% of total respondents or 52 respondents) mention the general idea of the advertising, which was not doing drugs/they are bad/they are unhealthy. Other responses which may refer to the NADS not4me advertising include: effects of doing drugs (11%), kids doing drugs/offering it to others (7%), kids at party/offered drugs/imagines future (6%), peer pressure/prevention/don’t give in (4%) and pill with a happy face (3%).

Unaided Content Recall	Total RS N=202	Total New N=253
Not doing drugs/they are bad/unhealthy	26	36
Effects of doing drugs	11	14
Naming different types of drugs	10	10
Teenagers	8	5
Kids doing drugs/offering it to others	7	10
Kids at party/offered drugs/imagines future	6	10
Kids help line/phone/website	6	2
Alcohol/drug abuse/addiction	4	6
Peer pressure/prevention/don't give in	4	6
Drugs fry your brain/health effects	3	4
Pill with happy face	3	*
Parents talking to kids about drugs	3	1
Kids doing sports, etc. instead of drugs	3	2
Marijuana leading to other drugs	2	1
Death/drugs kill	2	3
Bad	2	1
School	2	5
Not for me	2	*
Sad/alone	-	4
Cigarette falls on boy after he smokes it	-	2
Other	5	7
Nothing	11	7
dk/na	21	14
<i>Subsample: Those who have seen, heard or read any advertising on the topic of youth and drugs or youth using drugs – unaided. *Less than one percent</i>		

When asked where they noticed the advertising about youth and drugs or youth using drugs, seven in ten of the return sample with unaided recall (72%), mention seeing it on television; much smaller proportions mention seeing it on public transit (17%), the Internet (11%) or in a shopping mall (3%)

– the other advertising channels utilized in the NADS not4me campaign. A number of other advertising venues are also mentioned.

In general, similar responses are found for the new sample, but the new sample is slightly more likely to mention seeing these ads in a shopping mall (8%) or by word-of-mouth (14%).

Advertising Source of Unaided Recall	Total RS N=202	Total New N=253
Television	72	78
Public transit/subway/bus	17	11
Internet/website banner	11	14
Radio	10	8
Magazines	10	11
Outdoor billboards	9	7
Newspaper	7	10
School/class	6	7
Word-of-mouth	5	14
Malls/stores	3	8
Pamphlet/brochure in the mail	3	5
Local weekly newspaper	2	6
Cinema	2	4
Fair/exhibition	1	2
Other	1	1
dk/na	8	-
<i>Subsample: Those who have seen, heard or read any advertising on the topic of youth and drugs or youth using drugs – unaided recall.</i>		

AIDED RECALL – TELEVISION AD

In addition to evaluating unaided recall of this advertising, the survey also measured “aided recall” which is the recognition of an ad based upon a description.

After hearing the description of the television ad (i.e., several young people at a house party, where a blond youth is offered a joint by his friends – he imagines future scenes including arguing with his mother and falling asleep in school and then decides not to try the drug that is offered), more than four in ten of the return sample (44%) say they saw the television ad. A similar number (45%) do not recall the ad.

A similar number of the new sample recall seeing the television ad (47%).

Aided Recall of Television Ad

	Total RS	Total New
	N=317	N=300
Yes	44	47
Maybe	11	14
No	45	40

Aided recall of the television ad is higher among girls (50%) than boys (36%)

AIDED RECALL – TRANSIT AD

The transit ad was described to youth ages 13 to 15 (i.e., showing some pills on a piece of tin foil or showing a hand offering a joint, and the ad had information highlighted in bright yellow) to assess the level of aided recall. Just under two in ten of the return sample (16%) recall seeing the ad; three-quarters (77%) do not recall the ad.

A similar proportion of the new sample recall seeing the transit ad (17%).

Aided Recall of Transit Ad		
	Total RS	Total New
	N=317	N=300
Yes	16	17
Maybe	7	10
No	77	72

AIDED RECALL – SHOPPING MALL AD

The shopping mall ad was described to youth ages 13 to 15 (i.e., showing some pills on a piece of tin foil or showing a hand offering a joint, and the ad had information highlighted in bright yellow) to assess the level of aided recall. One in ten of the return sample (10%) recall seeing the ad; eight in ten (81%); do not recall the ad.

The same proportion of the new sample recall seeing the shopping mall ad (10%).

Aided Recall of Shopping Mall Ad

	Total RS	Total New
	N=317	N=300
Yes	10	10
Maybe	9	11
No	81	79

AIDED RECALL – INTERNET AD

The Internet ad was described to youth ages 13 to 15 (i.e., showing either a joint being offered and that expands to a full TV ad or a joint being offered with the question “what2do?” that expands to show three statements: Get Help; Find Out the Risks; Looking for Answers) to assess the level of aided recall. More than one in ten of the return sample (14%) recall seeing the ad; eight in ten (78%) do not recall the ad.

A higher proportion of the new sample recall seeing the Internet ad (21%).

Aided Recall of Internet Ad		
	Total RS	Total New
	N=317	N=300
Yes	14	21
Maybe	9	13
No	78	66

AIDED RECALL – FACEBOOK AD

An ad on Facebook was described to youth ages 13 to 15 (i.e., showing either a joint being offered by a group of teens or a blond youth saying no to a joint being offered by his friends) to assess the level of aided recall. More than one in ten of the return sample (15%) recall seeing the ad; eight in ten (79%) do not recall the ad.

A similar number of the new sample recall seeing the Facebook ad (17%).

Aided Recall of Facebook Ad

	Total RS	Total New
	N=317	N=300
Yes	15	17
Maybe	6	15
No	79	68

FOLLOW-UP QUESTIONS - ADVERTISING

In the next section of the questionnaire, those who answered yes or maybe to any of the advertising recall questions (including unaided or aided recall) were asked a series of follow-up questions about the advertising, including the main message, whether the advertising led them to action, recall of the website and advertising sponsor.

To maintain consistency with the reporting in other sections of this report, however, we report the figures in these sections for those who answered yes (not maybe) to any of the aided ad recall questions.

Overall, 53 percent of the return sample (N=167) and 60 percent of the new sample (N=181) recall any of the ads, on an aided basis.

MAIN MESSAGE - ADVERTISING

Youth ages 13 to 15 who recall advertising were asked what they think was the main point the advertising was trying to get across. The most common message cited by the return sample is say no to drugs or stay away from drugs (45%). Smaller proportions mention messages about how drugs can ruin your life, family or future (23%), don't feel pressure to do drugs (15%), drugs are bad for you or your health (12%). Other mentions include: think about the consequences (10%), get help, help line or talk to someone (4%), make the right choice or decision (5%), drugs are addictive, dangerous or don't start (5%), and be informed or aware about drugs (1%). Two percent mention other messages. Six percent are unable to identify a main message of the advertising.

The responses for the new sample do not differ greatly from the return sample as to what they think was the main point of the advertising, for most categories. Slightly more think the main message is say no to drugs or stay away from drugs (53%) and fewer mention don't feel pressure (6%).

Main Message of Advertising	Total RS N=167	Total New N=181
Say no to drugs/stay away from drugs	45	53
Drugs can ruin your life/family/future	23	18
Don't feel pressure to do drugs	15	6
Drugs are bad for you/your health	12	15
Think about the consequences	10	11
Get help/helpline/talk to someone	4	1
Make the right choice/decision	5	4
Drugs are addictive/dangerous/don't start	5	4
Be informed/aware about drugs	1	1
Other	2	9
None/nothing	2	-
dk/na	6	4
<i>Subsample: Those who have seen, heard or read (yes) any advertising (aided).</i>		
*Less than one percent		

CALL TO ACTION – ADVERTISING

Youth ages 13 to 15 who recall advertising were asked if they did anything as a result. Just over two in ten of the return sample (24%) who recall the advertising say they have done something as a result; three quarters (76%) say they did not.

A similar proportion of the new sample say they did anything as a result of seeing the advertising (20%).

Call to Action		
	Total RS	Total New
	N=167	N=181
Yes	24	20
No	76	80
<i>Subsample: Those who have seen, heard or read (yes) any advertising (aided).</i>		

Among those (N=40) who claim they did something as a result of the advertising, six in ten of the return sample (62%) say the advertising prompted them to talk to or warn friends/family. A smaller proportion (16%) mentions deciding not to do drugs or saying no to drugs. Seven percent say they did nothing and ten percent are unable to say what action they took.

Similar numbers are found for the new sample for most categories of response.

Actions Taken (open-ended)	Total RS N=40	Total New N=36
Talked to/warned friends/family	62	53
Decided not to do drugs/said no to drugs	16	20
Other	12	17
Nothing	7	3
dk/na	10	6
<i>Subsample: Those who did something as a result of seeing this advertising.</i>		

Youth ages 13 to 15 who recall any advertising were also asked if they have taken two specific actions as a result of seeing the advertising: talked to their family, friends or anyone else and went to the website shown in the ad.

Four in ten of the return sample (45%) say they talked to their family, friends or anyone else; six in ten (55%) say they did not.

A slightly higher proportion of the new sample say they talked to family or friends or anyone else about the ad or about the topic of drug use (55%).

Talked to Family/Friends/Anyone Else about Advertising	Total RS N=167	Total New N=181
Yes	45	55
No	55	45
<i>Subsample: Those who have seen, heard or read (yes) any advertising (aided).</i>		

One in ten of the return sample (9%) say they went to the website that was shown in the ad.; nine in ten (91%) say they did not.

A similar proportion of the new sample say they went to the website shown in the advertising (10%).

Went to Website Shown in the Advertising	Total RS N=167	Total New N=181
Yes	9	10
No	91	90
<i>Subsample: Those who have seen, heard or read (yes) any advertising (aided).</i>		

RECALL OF WEBSITE

Youth ages 13 to 15 who recall any advertising were asked if they remember the name of the website that was shown in the ad. Fewer than one in ten of the return sample (9%) say they do recall the website; more than nine in ten (91%) say they do not.

A similar proportion of the new sample say they recall the name of the website that was shown in the ad (11%).

Recall Name of Website Shown in the Advertising	Total RS N=167	Total New N=181
Yes	9	11
No	91	89
<i>Subsample: Those who have seen, heard or read (yes) any advertising (aided).</i>		

Among those (N=14) who claim to remember the name of the website that was shown in the ad, half of the return sample (50%) say the name of the website is not4me.ca/0drogue.ca. A smaller proportion say Kids Help Phone (6%). Eight percent are unable to mention the website name.

Among the new sample who claim to remember, (N=20) almost one-third (30%) say the name.

Name of Website	Total RS N=14	Total New N=20
0drogue.ca/not4me.ca	50	30
Kids help phone	6	-
Non a la drogue	-	5
Other	37	46
dk/na	8	19

ADVERTISING SPONSOR

Youth ages 13 to 15 who recall any advertising were asked who they thought produced the advertising. More than half of the youth return sample (55%) correctly cite the Government of Canada/federal government as the sponsor of the advertising. One-third (28%) say some unspecified level of government and twelve percent say the provincial government.

The findings are similar for the new sample.

Sponsor of Television Ad	Total RS N=167	Total New N=181
Government of Canada/federal government	55	56
Some level of government, but not clear which one	28	28
Provincial government	12	10
Municipal government	1	1
Anti-drug groups/organizations	2	-
Kids organization	-	2
Other	*	3
dk/na	2	1
<i>Subsample: Those who have seen, heard or read (yes) any advertising (aided). *Less than one percent</i>		

Communication with Parents

This section examines the nature and frequency of discussions between youth and their parents on the topic of drugs and drug use. Most youth ages 13 to 15 have had discussions with a parent about the risks or dangers of drug use in particular; among those who report having had such discussions, the average number of discussions in the past year was six.

FREQUENCY OF DISCUSSIONS OF THE RISKS OF DRUG USE

Seven in ten of the youth return sample (69%) report that they have specifically discussed the dangers or risks of drug use, or why not to use drugs, with their parent. This finding is essentially unchanged from the baseline survey. There is no statistically significant difference between youth who recall any advertising and those who do not.

A higher proportion of the new sample vs. baseline report that they have specifically discussed the dangers or risks of drug use (81%). Although not statistically significant, those who have seen ads are more likely to have discussed the risks of drug use with their parents than those who have not.

Ever Discussed Dangers/Risks of Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Yes	76	69	81	69	65	83	75
No	24	31	19	31	35	17	25

Among those who have had such discussions of the risks of drug use, just under six in ten (57%) have had three or more such discussions in the past year, one-quarter (25%) have had two such discussions, and just under two in ten (16%) have had only one such discussion. The average number of discussions held over the past year is approximately six. These findings are essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

The new sample report similar frequency of discussions of the risks of drug use with their parent.

Frequency of Discussions about Dangers/Risks of Drugs – In Past Year							
	Total Baseline N=242	Total RS N=219	Total New N=242	Aided Recall RS		Aided Recall New	
				Any N=115	None N=71	Any N=151	None N=51
None	*	2	*	1	4	1	-
1	12	16	15	17	8	13	23
2	26	25	23	22	30	26	12
3 or more	62	57	62	60	58	60	65
<i>Subsample: Those who have discussed the dangers/risks of drugs with a parent/guardian/step-parent. *Less than one percent</i>							

Discussions appear to be quite frequent within the most recent three-month period. More than six in ten (63%) of the youth return sample, who have discussed the risks of drug use with their parent, have had such a discussion in the past three months. Since the baseline survey, there has been a decline of 11 points in the proportion who report having had such a discussion in the past three months. Those who have seen ads are more likely to have discussed the dangers and risks of drugs with a parent/guardian/step-parent in the past three months than those who have not seen ads, although not statistically significant.

A similar proportion of the new sample report discussing the risks of drug use with their parent in the past three months. The pattern between those who have and have not seen advertising is similar to the return sample.

Discussed Dangers/Risks of Drugs – Past Three Months							
	Total Baseline N=242	Total RS N=219	Total New N=242	Aided Recall RS		Aided Recall New	
				Any N=115	None N=71	Any N=151	None N=51
Yes	74	63	74	70	60	78	68
No	26	37	26	30	40	22	32
<i>Subsample: Those who have discussed the dangers/risks of drugs with a parent/guardian/step-parent.</i>							

General Knowledge and Awareness

This section explores knowledge and perceptions of drugs.

GENERAL KNOWLEDGE ABOUT DRUGS AND DRUG EFFECTS

Youth ages 13 to 15 were asked to indicate (on a 7-point scale, where 7 is “a great deal” and 1 is “nothing”) how much they know about drugs and various kinds of drug effects.

Knowledge of effects on friends and family. More than four in ten of the return sample (44%) know a great deal (a rating of 6 or 7) about the potential effects of drugs on relationships with friends and family. Since the baseline survey, there has been a nine point increase in the proportion who say they know a great deal about this topic. Those who have seen ads are more likely to have higher knowledge than those who have not, although not statistically significant.

A similar proportion of the new sample say they know a great deal about the potential effects of drugs on relationships with friends and family (42%). The pattern between those who have and have not seen advertising is similar to the return sample.

Knowledge About the Potential Effects of Drugs on Relationships with Friends and Family							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Low (1-2)	9	6	8	5	6	7	9
Medium (3-5)	56	50	50	45	55	44	55
High (6-7)	35	44	42	49	39	49	35

Knowledge of effects on physical health. Four in ten of the return sample (39%) know a great deal about the effects of drugs on physical health. These findings are essentially unchanged from the baseline survey. Those who have seen ads are more likely to have higher knowledge than those who have not, although not statistically significant.

A similar proportion of the new sample say they know a great deal about the effects of drugs on physical health (43%). The pattern between those who have and have not seen advertising is similar to the return sample.

Knowledge About Effects of Drugs on Physical Health							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Low (1-2)	7	6	6	4	8	5	5
Medium (3-5)	58	56	51	50	61	44	58
High (6-7)	35	39	43	45	31	51	37

Knowledge of effects on mental abilities. Just under four in ten of the return sample (36%) know a great deal about the effects of drugs on mental abilities. These findings are essentially unchanged from the baseline survey. Youth who recall any of the advertising are more likely than those who do not to have high knowledge about the effects of drugs on mental health.

A similar proportion of the new sample say they know a great deal about the effects of drugs on mental abilities (38%). The pattern between those who have and have not seen advertising is similar to the return sample.

Knowledge About Effects of Drugs on Mental Abilities							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Low (1-2)	6	6	9	3	10	7	11
Medium (3-5)	60	59	53	54	61	50	52
High (6-7)	33	36	38	43	28	43	37

Knowledge of drugs in general. Two in ten of the return sample (22%) say they know a great deal about drugs in general. These findings are essentially unchanged from the baseline survey. Those who have seen ads are more likely to have high knowledge than those who have not although not statistically significant.

A similar proportion of the new sample say they know a great deal about drugs in general (27%). The pattern between those who have and have not seen advertising is similar to the return sample.

Knowledge About Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Low (1-2)	7	9	11	8	11	10	10
Medium (3-5)	69	69	62	64	74	59	69
High (6-7)	24	22	27	28	15	32	22

AWARENESS OF AVAILABLE DRUGS

When youth aged 13 to 15 are asked, top-of-mind, what drugs might be available to people in their age group, youth continue to be more likely to mention marijuana than any other drug.

Drugs mentioned top-of-mind by the youth return sample as being available to people in their age group include marijuana (73%), followed by cocaine or crack (36%), then ecstasy (33%) and amphetamines (21%). Much further behind are LSD (10%), heroin (9%), mushrooms (6%), prescription drugs/pills and others. Awareness of most drugs is higher than in the baseline survey, although not statistically significant. Those who have seen ads are more likely to show higher awareness of a number of drugs than those who have not, although not statistically significant.

The new sample is less likely to mention marijuana (64%) and crack cocaine (26%). The pattern between those who have and have not seen advertising is similar to the return sample.

Awareness of Available Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Marijuana/ cannabis	69	73	64	77	68	67	63
Crack/cocaine	33	36	26	40	31	29	22
Ecstasy	26	33	25	38	29	31	19
Amphetamines /speed	19	21	18	23	19	19	16
LSD/acid	7	10	7	11	6	9	6
Heroin	6	9	6	11	7	6	5
Mushrooms	4	6	4	6	4	4	4
Prescription drugs/pills	3	6	8	7	5	9	3
Tobacco/ nicotine/ cigarettes	2	2	3	2	3	4	2
Alcohol	2	2	3	3	1	4	2
All/everything	-	3	3	3	3	4	-
Other	9	5	5	6	7	7	4
None	14	8	8	5	12	5	14
dk/na	10	7	16	8	7	15	17

AWARENESS OF HARMFUL DRUGS

When asked, top-of-mind, what drugs come to mind as being harmful or a threat to people in their age group, marijuana no longer stands out among youth, even though it ranks first. A total of 34 percent mention marijuana, followed by cocaine or crack (31%), ecstasy (22%), amphetamines (18%), LSD (10%), and heroin (9%).

A variety of other drugs are mentioned, including hashish, mushrooms, pills, OxyContin, and PCP, but none by more than two percent. One-quarter (26%) say most or all drugs are harmful. More than one in ten say none (5%) or offer no opinion (9%).

Since the baseline survey, there has been an increase in the proportions who mention all/most drugs (up 10 points) and LSD (up 4), and a decline in the number who mention cocaine or crack (down 10). Youth who recall any of the advertising are more likely than those who do not to mention

amphetamines and LSD. Those who have seen ads are more likely to show higher awareness of some other drugs than those who have not, although not statistically significant.

In general, similar responses are found for the new sample, but the new sample is slightly less likely to mention LSD (5%). The pattern between those who have and have not seen advertising is similar to the return sample.

Awareness of Harmful Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Cocaine/crack	41	31	32	34	28	33	28
Marijuana/ cannabis	40	34	38	32	33	40	35
Amphetamine / speed	22	18	16	23	11	18	11
Ecstasy/MDM A	19	22	19	27	16	23	12
Heroin	13	9	11	11	7	13	8
LSD/acid	6	10	5	13	4	8	-
Hashish	2	2	6	-	3	7	5
All/most drugs	16	26	19	25	29	22	17
Other	18	13	14	10	10	18	12
None	6	5	6	4	9	4	9
dk/na	8	9	11	8	9	8	21

Drug Use Behaviour

This section explores personal behaviours of youth ages 13 to 15 associated with illicit drugs, including personal experience with such drugs.

BEHAVIOURS IN DIFFERENT SCENARIOS

When asked about their behaviour in specific scenarios associated with illicit drug use, youth ages 13 to 15 are strong in their rejection of experimentation with drugs, and many would try to prevent others they know from taking drugs.

Stop someone close to them from using drugs. More than half of the return sample (54%) say they would be very likely to try to stop someone close to them from using drugs; 37 percent say they are somewhat likely, and the remainder are not very (5%) or not at all (1%) likely to do this.

The number of respondents who say they are very likely to stop someone from using drugs is slightly higher than in the baseline survey, although not statistically significant. Additionally, those who have seen the ads are more likely to say they would be very likely to stop someone than those who have not, although not statistically significant.

A similar proportion of the new sample say they would be very likely to try to stop someone close to them from using drugs (58%). The pattern between those who have and have not seen advertising is similar to the return sample.

Likelihood of Trying to Stop Someone Close to You from Using Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	47	54	58	58	50	62	51
Somewhat likely	40	37	34	33	40	30	39
Not very likely	11	5	7	7	3	6	6
Not at all likely	2	3	2	2	7	2	4

Use drugs at party if others were also using them. When it comes to circumstances in which they might try drugs, only five percent say they would be very likely to use drugs at a party if others were also using them; eight percent are somewhat likely, and the remainder are not very (27%) or not at all (60%) likely to try drugs if offered at a party. These findings are essentially unchanged from the baseline survey. Youth who recall any of the advertising are more likely than those who do not to say they are somewhat likely to use drugs at a party if others were also using them (12% vs. 5%).

A similar proportion of the new sample say they would be very likely to use drugs at a party if others were also using them (3%), but a higher proportion of the new sample say they would be not at all likely to do this (69%). The pattern between those who have and have not seen advertising also differs somewhat from the return sample.

Likelihood of Using Drugs at a Party if Others were also Using Them							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	3	5	3	6	5	3	3
Somewhat likely	10	8	7	12	5	7	5
Not very likely	30	27	22	23	29	19	30
Not at all likely	57	60	69	59	60	71	62

Use drugs if they were offered by a friend. Only four percent of the return sample say they would be very likely to use drugs if they were offered by a friend, and 10 percent say somewhat likely; the remainder are not very (29%) or not at all (57%) likely to do this. These findings are essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample say they would be very likely to use drugs if they were offered by a friend (2%), but a higher proportion of the new sample say they would be not at all likely to do this (69%). The pattern between those who have and have not seen advertising is similar to the return sample in terms of the “very likely” responses.

Likelihood of Using Drugs if they were Offered to You by a Friend							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	3	4	2	4	5	3	3
Somewhat likely	10	10	7	11	9	8	2
Not very likely	29	29	22	27	31	19	31
Not at all likely	58	57	69	57	54	71	64

Use drugs if they were offered by a brother/sister. Three percent of the return sample say they are very likely to use drugs if they were offered by a sibling and 11 percent are somewhat likely; the remainder are not very (27%) or not at all (59%) likely to do this. These findings are essentially unchanged from the baseline survey. Youth who recall any of the advertising are less likely than those who do not to say they are very likely to use drugs if they were offered by a sibling (1% vs. 7%).

A similar proportion of the new sample say they would be very likely to use drugs if they were offered by a sibling (1%), but a higher proportion of the new sample say they would be not at all likely to do this (74%). The pattern between those who have and have not seen advertising is similar to the return sample.

Likelihood of Using Drugs if they were Offered to You by Your Brother or Sister							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	2	3	1	1	7	1	3
Somewhat likely	10	11	6	14	7	7	4
Not very likely	23	27	18	23	31	15	26
Not at all likely	65	59	74	62	55	77	67

PERSONAL EXPERIENCE WITH ILLICIT DRUGS

Youth ages 13 to 15 were asked if they have been offered drugs since the beginning of this year and, if so, how they responded when they were offered drugs. This question was not asked in the baseline survey.

One-third of the return sample (35%) report having been offered drugs since the beginning of this year. Those who have seen ads are more likely to say they have been offered drugs than those who have not, although not statistically significant.

The same proportion of the new sample report having been offered drugs since the beginning of this year (35%). The pattern between those who have and have not seen advertising is similar to the return sample.

Offered Drugs Since the Beginning of This Year							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Yes	-	35	35	40	31	42	21
No	-	65	65	60	69	58	79

Those who report having been offered drugs since the beginning of this year were asked what they did when they were offered drugs. Among the return sample (N=109) who report having been offered drugs since the beginning of this year, seven in ten (72%) say they told them no/they don't do drugs. Smaller proportions say they tried/used it (19%), or they ignored them/told them to go

away. (15%) There is no significant difference between youth who recall any of the advertising and those who do not.

Similar responses are found for the new sample on what they did when they were offered drugs.

Action Taken When Offered Drugs *							
	Total Baseline N=317	Total RS N=109	Total New N=105	Aided Recall RS		Aided Recall New	
				Any N=67	None N=34	Any N=76	None N=15
Told them no/I don't do drugs	-	72	74	74	67	74	71
Tried it/used it	-	19	10	20	17	12	-
Ignore them/told them to go away	-	15	17	18	13	16	31
Said he/she was a loser/idiot	-	3	3	2	5	4	-
Told parent/relative	-	-	5	-	-	7	-
Other	-	11	9	14	6	9	8
Nothing	-	1	1	1	-	2	-
dk/na	-	3	5	2	7	4	6

*Subsample: Those who have been offered drugs since the beginning of this year. *More than one answer is possible*

Youth ages 13 to 15 were read a list of drugs and asked if they have tried any of the drugs since the beginning of this year. These questions differ from those asked in the baseline survey because of the differing time frame and reference point for the return and new samples. Therefore, no direct comparisons can be made with baseline measures.

Marijuana. Two in ten of the return sample (20%) have tried marijuana/cannabis at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A smaller proportion of the new sample have tried marijuana/cannabis at least once or more since the beginning of this year (11%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried Marijuana (aka Cannabis, Hash, Weed, Pot, Mary Jane)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	8	4	10	5	5	5
More than once	-	12	7	14	11	8	5
Not at all since the beginning of this year	-	80	89	76	84	87	91

Cocaine. Seven percent of the return sample have tried cocaine at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample have tried cocaine at least once or more since the beginning of this year (5%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried Cocaine/Crack Cocaine (aka Coke, Crack)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	2	3	1	4	3	3
More than once	-	5	2	7	-	2	3
Not at all since the beginning of this year	-	93	95	91	96	95	94

Ecstasy. Six percent of the return sample have tried ecstasy at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample have tried ecstasy at least once or more since the beginning of this year (4%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried Ecstasy (aka E, XTC)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	3	1	4	-	1	1
More than once	-	3	3	4	4	4	3
Not at all since the beginning of this year	-	94	96	92	96	95	96

LSD. Six percent of the return sample have tried LSD at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A slightly smaller proportion of the new sample have tried LSD at least once or more since the beginning of this year (3%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried LSD (aka Acid, Dots)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	2	1	2	1	1	-
More than once	-	4	2	4	4	2	3
Not at all since the beginning of this year	-	95	98	93	95	97	97

Psilocybin. Six percent of the return sample have tried psilocybin at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A slightly smaller proportion of the new sample have tried psilocybin at least once or more since the beginning of this year (3%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried Psilocybin (aka Magic Mushrooms, Shrooms)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	2	2	3	2	3	1
More than once	-	4	1	5	-	1	3
Not at all since the beginning of this year	-	94	96	92	98	96	96

GHB. Five percent of the return sample have tried GHB at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample have tried GHB at least once or more since the beginning of this year (3%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried GHB (aka G, Liquid X)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	3	1	2	2	1	2
More than once	-	2	2	3	-	2	3
Not at all since the beginning of this year	-	96	97	95	98	97	96

Heroin. Four percent of the return sample have tried heroin at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample have tried heroin at least once or more since the beginning of this year (3%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried Heroin (aka Junk, Smack)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	1	1	2	1	1	-
More than once	-	3	2	4	2	2	4
Not at all since the beginning of this year	-	96	97	94	97	97	96

PCP. Four percent of the return sample have tried PCP at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample have tried PCP at least once or more since the beginning of this year (3%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried PCP (aka Angel Dust, Crystal)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	1	2	3	-	3	2
More than once	-	3	1	3	2	1	3
Not at all since the beginning of this year	-	96	97	94	98	97	96

Ketamine. Three percent have tried ketamine at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample have tried ketamine at least once or more since the beginning of this year (2%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried Ketamine (Special K, Super K)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	2	1	3	-	2	1
More than once	-	1	1	2	-	1	3
Not at all since the beginning of this year	-	97	98	95	100	98	96

Methamphetamine. Three percent have tried methamphetamine at least once or more since the beginning of this year. There is no significant difference between youth who recall any of the advertising and those who do not.

The same proportion of the new sample have tried methamphetamine at least once or more since the beginning of this year (3%). The pattern between those who have and have not seen advertising is similar to the return sample.

Since Beginning of Year Tried Methamphetamine (aka Meth, Crystal Meth)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Once	-	2	1	3	3	2	-
More than once	-	1	2	3	-	2	1
Not at all since the beginning of this year	-	96	97	95	97	96	99

Overall Perceptions of Harm

The survey asked a series of questions about perceived dangers to health of a number of illicit drugs. As well, further probing was done on the perceived harm of marijuana use and ecstasy use.

PERCEPTIONS OF DANGER TO HEALTH

Youth ages 13 to 15 were asked to indicate how dangerous they believed a variety of drugs are to their health. Ninety percent or more of the return sample think heroin (junk, smack), methamphetamine (meth, crystal meth) and cocaine (coke, crack) are very dangerous. Over 80 percent of the return sample think PCP (angel dust, crystal), GHB (G, Liquid X), ecstasy (e, xtc), ketamine (special K, super K) and LSD (acid, dots) are very dangerous. Two-thirds (66%) say psilocybin (magic mushrooms, shrooms) is very dangerous. However, only 35 percent say marijuana (cannabis, hash, weed, pot, Mary Jane) is very dangerous.

Since the baseline survey, there has been an increase of eight points, from 82 percent to 90 percent, in the proportion who think cocaine is very dangerous. As well, although not statistically significant, the numbers who say that most drugs are very dangerous are slightly higher than in the baseline survey. There are no significant differences between youth who recall any of the advertising and those who do not. For both marijuana and ecstasy, those who have seen ads are slightly more likely to say they are very dangerous than those who have not seen ads, although not statistically significant.

In general, similar responses are found for the new sample, but a smaller proportion of the new sample think methamphetamine is very dangerous (87%). The pattern between those who have and have not seen advertising is similar to the return sample.

Perceptions of Danger to Health – Heroin (aka Junk, Smack)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very dangerous	88	92	89	90	95	88	90
Somewhat dangerous	9	5	9	7	4	10	10
Not very dangerous	1	2	*	2	-	1	-
Not at all dangerous	2	1	1	1	1	2	-
*Less than one percent							

Perceptions of Danger to Health – Methamphetamine (aka Meth, Crystal Meth)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very dangerous	88	92	87	91	94	88	80
Somewhat dangerous	9	6	11	8	2	8	19
Not very dangerous	1	1	1	*	2	1	1
Not at all dangerous	2	1	1	*	1	2	-
*Less than one percent							

Perceptions of Danger to Health – Cocaine and Crack Cocaine (aka Coke, Crack)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very dangerous	82	90	88	88	88	85	92
Somewhat dangerous	15	8	9	11	6	11	7
Not very dangerous	2	2	1	1	4	2	1
Not at all dangerous	2	1	2	*	1	2	-
*Less than one percent							

Perceptions of Danger to Health – GHB (aka G, Liquid X)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very dangerous	77	83	79	84	83	77	78
Somewhat dangerous	19	14	18	13	15	19	21
Not very dangerous	2	2	2	1	1	2	1
Not at all dangerous	2	2	1	3	1	2	-

Perceptions of Danger to Health – Ecstasy (aka E, XTC)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very dangerous	76	78	78	79	74	78	71
Somewhat dangerous	17	18	18	16	20	16	28
Not very dangerous	6	3	3	4	2	4	1
Not at all dangerous	2	2	1	2	4	2	-

Perceptions of Danger to Health – Ketamine (aka Special K, Super K)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very dangerous	76	83	80	83	81	79	78
Somewhat dangerous	19	15	16	16	15	15	21
Not very dangerous	3	1	3	1	2	4	1
Not at all dangerous	2	1	1	*	1	2	-
*Less than one percent							

Perceptions of Danger to Health – Psilocybin (aka Magic Mushrooms, Shrooms)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very dangerous	64	66	69	64	65	68	64
Somewhat dangerous	27	23	23	22	23	21	31
Not very dangerous	7	10	6	11	11	8	3
Not at all dangerous	3	2	2	3	1	3	1

Perceptions of Danger to Health – Marijuana (aka Cannabis, Hash, Weed, Pot, Mary Jane)							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very dangerous	31	35	42	35	27	42	38
Somewhat dangerous	42	37	32	35	44	31	39
Not very dangerous	19	24	20	26	24	19	22
Not at all dangerous	8	4	6	4	5	9	1

PERCEPTIONS OF HARM FROM MARIJUANA USE

The survey asked a series of questions about the harm caused by marijuana.

Perceived harm from smoking marijuana once in a while. The survey finds that 30 percent of the return sample say the potential harm of smoking marijuana “once in a while” is very serious, 34 percent say it is somewhat serious, 27 percent say it is not very serious and nine percent say it is not at all serious. These findings are essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample say the potential harm of smoking marijuana “once in a while” is very serious (29%), 38 percent say it is somewhat serious, 25 percent say it is not very serious and seven percent say it is not at all serious.. The pattern between those who have and have not seen advertising is similar to the return sample.

Perceptions of Harm from Smoking Marijuana Once in a While							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very serious	27	30	29	30	29	29	30
Somewhat serious	44	34	38	31	38	38	37
Not very serious	22	27	25	27	27	24	28
Not at all serious	8	9	7	12	6	9	4

Perceived harm from smoking marijuana on a regular basis. Two-thirds of the return sample (66%) say that the potential harm of smoking marijuana “on a regular basis” is very serious, 25 percent say it is somewhat serious, six percent say it is not very serious and two percent say it is not at all serious. These findings are essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample say that the potential harm of smoking marijuana “on a regular basis” is very serious (67%), 24 percent say it is somewhat serious, six percent say it is not very serious and three percent say it is not at all serious.. The pattern between those who have and have not seen advertising is similar to the return sample.

Perceptions of Harm from Smoking Marijuana on a Regular Basis							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very serious	74	66	67	65	64	67	69
Somewhat serious	19	25	24	25	28	23	25
Not very serious	6	6	6	6	7	5	5
Not at all serious	1	2	3	4	1	4	1

Effects of once in a while marijuana use. Further questions were asked about harm in a number of specific areas if they were to smoke marijuana once in a while. A total of 64 percent of the return sample say it is very likely that their relations with their family would be harmed if they found out, 55 percent say it is very likely that their school work would be harmed, 53 percent say it is very likely that it would lead to using marijuana more often if they were to smoke marijuana once in a while.

Just over four in ten say it is very likely that their health would be harmed (47%), that they would become addicted to marijuana (46%), or that it would lead to using other illicit drugs (42%) if they were to smoke marijuana once in a while. Finally, about four in ten say it is very likely that their friendships or social life would be harmed (40%) or that law enforcement authorities would find out (37%).

These findings are essentially unchanged from the baseline survey. In general, there are no significant differences between youth who recall any of the advertising and those who do not, but

those who do not recall any advertising are more likely than those who do to say it is very likely that their relations with their family would be harmed if they found out (73% vs. 58%).

Similar responses are found for the new sample on the harm they perceive in a number of specific areas if they were to smoke marijuana once in a while. Generally speaking, the pattern between those who have and have not seen advertising is similar to the return sample on most of these questions.

“Once in a While” Marijuana Use – Harm Relations with Family if They Found Out							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	68	64	67	58	73	66	64
Somewhat likely	22	25	20	29	17	21	22
Not very likely	5	9	8	10	7	8	7
Not at all likely	5	3	5	3	3	5	7

“Once in a While” Marijuana Use – Harm Your School Work							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	49	55	55	53	53	54	53
Somewhat likely	33	26	27	25	30	26	29
Not very likely	10	15	14	18	13	15	13
Not at all likely	8	4	5	4	5	5	5

“Once in a While” Marijuana Use – Lead to Using Marijuana More Often							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	47	53	54	54	47	55	52
Somewhat likely	37	35	29	37	38	28	30
Not very likely	9	10	9	8	11	11	10
Not at all likely	7	3	8	2	3	6	9

“Once in a While” Marijuana Use – Harm Health							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	51	47	52	41	49	55	50
Somewhat likely	29	30	26	33	29	24	28
Not very likely	13	18	17	21	18	16	17
Not at all likely	8	4	5	5	4	4	6

“Once in a While” Marijuana Use – Become Addicted to Marijuana							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	41	46	48	46	43	47	49
Somewhat likely	34	29	29	25	34	31	24
Not very likely	14	15	15	18	12	14	18
Not at all likely	11	10	8	11	11	8	9

“Once in a While” Marijuana Use – Lead to Using Other Illicit Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	40	42	45	41	40	43	47
Somewhat likely	32	33	31	30	36	33	26
Not very likely	17	18	16	21	18	16	15
Not at all likely	10	7	9	8	6	8	11

“Once in a While” Marijuana Use – Harm Friendships or Social Life							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	41	40	44	37	38	45	38
Somewhat likely	33	32	28	34	31	26	33
Not very likely	18	21	19	23	24	19	22
Not at all likely	8	6	9	6	7	9	7

“Once in a While” Marijuana Use – Law Enforcement Authorities Would Find Out							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	37	37	41	32	38	39	40
Somewhat likely	33	31	32	35	26	31	33
Not very likely	23	23	19	22	27	22	18
Not at all likely	7	10	8	11	9	8	9

PERCEPTIONS OF HARM FROM ECSTASY USE

A similar set of questions probed attitudes among youth toward ecstasy use.

Perceived harm from using ecstasy once in a while. The survey finds that 73 percent of the return sample say the potential harm of using ecstasy “once in a while” is very serious, 21 percent say it is somewhat serious, four percent say it is not very serious, and two percent say it is not at all serious. These findings are essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample say the potential harm of using ecstasy “once in a while” is very serious (77%), 18 percent say it is somewhat serious, four percent say it is not very serious and two percent say it is not at all serious. The pattern between those who have and have not seen advertising is similar to the return sample.

Perceptions of Harm from Using Ecstasy Once in a While							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very serious	70	73	77	74	73	77	76
Somewhat serious	24	21	18	19	23	16	22
Not very serious	3	4	4	5	3	5	2
Not at all serious	3	2	2	2	1	2	-

Perceived harm from using ecstasy on a regular basis. Nine in ten of the return sample (90%) say that the potential harm of using ecstasy “on a regular basis” is very serious, seven percent say it is somewhat serious, one percent say it is not very serious and one percent say it is not at all serious. These findings are essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample say the potential harm of using ecstasy “once in a while” is very serious (88%), seven percent say it is somewhat serious, three percent say it is not very serious and two percent say it is not at all serious.. The pattern between those who have and have not seen advertising is similar to the return sample.

Perceptions of Harm from Using Ecstasy on a Regular Basis							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very serious	91	90	88	89	90	90	87
Somewhat serious	6	7	7	7	9	4	12
Not very serious	1	1	3	3	-	4	2
Not at all serious	2	1	2	2	1	2	-

Effects of once in a while ecstasy use. Large majorities of youth see harm from once in a while ecstasy use in almost all areas. We see that 79 percent of the return sample say it is very likely that their relations with their family would be harmed if they found out; 79 percent say it is very likely that their health would be harmed; 77 percent say it is very likely that their school work would be harmed; 74 percent say it is very likely that it would lead to using ecstasy more often; 73 percent say it is very likely that they would become addicted to ecstasy; 73 percent say it is very likely that it would lead to using other illicit drugs; and 69 percent say it is very likely that their friendships or social life would be harmed.

Fewer, 58 percent, say it is very likely that law enforcement authorities would find out.

Since the baseline survey, there has been a decline of seven points in the proportion of the return sample who think it is very likely that their relations with their family would be harmed if they found out. There are no significant differences between youth who recall any of the advertising and those who do not. When it comes to harming friendships and the likelihood of authorities finding out, those who have seen ads are more likely to say they are very likely to happen, but the differences are not statistically significant.

Similar responses are found for the new sample on the harm they perceive in a number of specific areas if they were to use ecstasy once in a while. For the most part, the pattern between those who have and have not seen advertising is similar to the return sample; however those who have seen any ad are more likely to think ecstasy use causes harm to health than those who have not seen any ad.

“Once in a While” Ecstasy Use – Harm Relations with Family if They Found Out							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	86	79	83	76	84	83	81
Somewhat likely	10	15	12	16	11	13	10
Not very likely	1	4	4	5	3	2	8
Not at all likely	3	2	2	2	2	2	1

“Once in a While” Ecstasy Use – Harm Health							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	79	79	77	78	77	83	68
Somewhat likely	16	16	16	16	20	11	22
Not very likely	3	2	5	4	-	3	10
Not at all likely	2	2	2	2	2	3	1

“Once in a While” Ecstasy Use – Harm Your School Work							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	78	77	77	73	79	77	73
Somewhat likely	15	16	15	19	17	15	19
Not very likely	4	4	6	6	2	6	7
Not at all likely	3	2	2	2	2	2	1

“Once in a While” Ecstasy Use – Lead to Using Ecstasy More Often							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	76	74	76	72	71	79	68
Somewhat likely	16	20	15	21	23	15	17
Not very likely	5	4	5	5	4	3	11
Not at all likely	3	2	3	2	2	3	5

“Once in a While” Ecstasy Use – Become Addicted to Ecstasy							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	76	73	74	68	75	77	70
Somewhat likely	16	20	18	22	20	16	18
Not very likely	3	4	6	6	3	5	9
Not at all likely	4	4	2	4	3	3	2

“Once in a While” Ecstasy Use – Lead to Using Other Illicit Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	74	73	71	70	73	71	72
Somewhat likely	17	19	20	19	20	21	15
Not very likely	6	5	7	7	4	6	10
Not at all likely	4	3	2	4	2	2	2

“Once in a While” Ecstasy Use – Harm Friendships or Social Life							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	74	69	70	70	61	71	67
Somewhat likely	18	22	18	20	30	17	17
Not very likely	5	7	8	9	7	9	9
Not at all likely	3	1	4	1	2	3	7

“Once in a While” Ecstasy Use – Law Enforcement Authorities Would Find Out							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	58	58	60	56	50	60	60
Somewhat likely	22	22	24	21	28	24	21
Not very likely	16	15	12	18	15	11	17
Not at all likely	4	5	4	5	7	5	2

Website Use

Two in ten of the return sample of youth ages 13 to 15 (21%) say they have visited a website in search of drug information. Since the baseline survey, there has been a decline of six points in the proportion who say they visited a website in search of drug information. However, those who recall any advertising are much more likely than those who do not to say they have visited a website in search of drug information (27% vs. 10%).

A similar proportion of the new sample say they have visited a website in search of drug information (17%). The pattern between those who have and have not seen advertising is similar to the return sample, with those have seen any ad more likely to have visited a website (22% vs. 5%).

Visited a Website to Get Information about Drugs/How to Deal with Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Yes	27	21	17	27	10	22	5
No	73	79	83	73	90	78	95

Among those who have visited a website, 16 percent of the return samplesay they visited Canada.ca, ten percent visited Google, six percent visited Wikipedia and one percent visited Health Canada. A large number (49%) do not remember the name of the website. Since the baseline survey, there has been a decline of nine points in the proportion who say they visited Health Canada, an increase of 16 points in the proportion who say they visited Canada.ca, and an increase of 19 points in the proportion who do not remember the name of the website.

Similar responses are found for the new sample as to which websites they have visited to learn more about drug information.

Websites Visited (among those who have visited a website)							
	Total Baseline N=86	Total RS N=66	Total New N=50	Aided Recall RS		Aided Recall New	
				Any N=45	None N=11	Any N=39	None N=3
Google	16	10	6	14	8	8	-
Health Canada	10	1	9	2	-	9	-
Wikipedia	6	6	5	8	-	4	-
Schools website/ recommended by school	4	-	-	-	-	-	-
abovetheinfluence.com	3	-	-	-	-	-	-
erowid.com	3	-	-	-	-	-	-
Drugs.com	2	-	-	-	-	-	-
Go Ask Alice	2	-	-	-	-	-	-
YouTube	1	-	-	-	-	-	-
Canada.ca	-	16	9	20	10	9	-
not4me.ca	-	4	2	6	-	3	-
Other non-drug-related site	-	2	12	2	6	15	-
Other	31	16	22	19	10	23	-
None	1	-	-	-	-	-	-
dk/na	30	49	39	37	65	33	100
<i>Subsample: Those who have visited a website to learn more or get information about drugs or how to deal with drugs</i>							

Among those who have visited a website, over one-quarter of the return sample say they have visited not4me.ca (23% of the 21%). Although not statistically significant, those who have seen ads are much more likely to say they have visited the site than those who have not.

A similar proportion of the new sample say they have visited not4me.ca (24% of the 17%). The pattern between those who have and have not seen advertising is similar to the return sample.

Visited not4me.ca (among those who have visited a website)							
	Total Baseline N=86	Total RS N=66	Total New N=50	Aided Recall RS		Aided Recall New	
				Any N=45	None N=11	Any N=39	None N=3
Yes	-	23	24	31	10	28	-
No	-	77	76	69	90	72	100
<i>Subsample: Those who have visited a website to learn more or get information about drugs or how to deal with drugs</i>							

Future Intentions

Youth ages 13 to 15 were asked to indicate, looking ahead, how they expect to engage in specific activities in the next three months (i.e., three months following the survey).

Very few of the youth return sample say they are very likely to try illicit drugs in the next three months (5%) or to use illicit drugs in the next three months (4%). Seven percent say they are very likely to seek out information about how to avoid drugs or deal with drug use issues. These findings are essentially unchanged from the baseline survey. Those who have seen ads are more likely to say they would seek out information than those who have not, although not statistically significant.

A lower proportion of the new sample say they are very likely to try illicit drugs in the next three months (1%). A similar proportion of the new sample say they are very likely to use illicit drugs (1%). A higher proportion of the new sample say they are very likely to seek out information about how to avoid drugs or deal with drug use issues (14%). The pattern between those who have and have not seen advertising is similar to the return sample for those with “very likely” responses.

Likelihood of Trying Illicit Drugs in the Next Three Months							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	3	5	1	6	6	2	-
Somewhat likely	6	8	4	12	4	5	5
Not very likely	14	14	12	13	15	9	16
Not at all likely	76	73	82	70	75	85	79

Likelihood of Using Illicit Drugs in the Next Three Months							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	2	4	1	5	4	2	2
Somewhat likely	3	8	3	12	5	5	1
Not very likely	14	11	12	10	12	7	17
Not at all likely	81	77	84	73	79	87	80

Likelihood of Seeking Information on How to Avoid Drugs/Deal with Drug Use Issue in the Next Three Months							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Very likely	10	7	14	10	4	15	11
Somewhat likely	36	32	32	34	27	32	37
Not very likely	33	34	29	30	39	28	30
Not at all likely	21	27	25	26	29	25	22

There remains a strong belief among youth in the benefits of choosing a lifestyle without drugs. When asked to indicate whether or not they agree with the statement “The benefits of choosing a lifestyle without drugs are greater than the perceived benefits of using drugs,” 79 percent of the return sample of youth ages 13 to 15 agree strongly, 17 percent agree somewhat, three percent disagree somewhat and less than one percent disagree strongly. These findings are essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

A similar proportion of the new sample agree strongly with the statement “The benefits of choosing a lifestyle without drugs are greater than the perceived benefits of using drugs” (82%). The pattern between those who have and have not seen advertising differs somewhat from the return sample; however there is no difference between those who recall any advertising and those who do not.

Benefits of Drug Free Lifestyle Greater than Perceived Benefits of Using Drugs							
	Total Baseline N=317	Total RS N=317	Total New N=300	Aided Recall RS		Aided Recall New	
				Any N=167	None N=110	Any N=181	None N=69
Strongly agree	79	79	82	73	83	80	81
Somewhat agree	17	17	15	22	13	17	16
Somewhat disagree	3	3	3	4	3	3	3
Strongly disagree	1	*	1	-	1	1	-

*Less than one percent

CONCLUSIONS

The findings from the return survey show that recall of elements of the NADS not4me youth drug prevention campaign, particularly of the television ad, is high among youth. A significant number, 44 percent, of the return sample recall the NADS television ad (on an aided basis) and overall 53 percent of youth recall seeing any of the five ads (television, mall, transit, internet or Facebook). The vast majority of youth who report aided recall of any ad are able to identify an anti-drug message, such as “say no to drugs” (45%) , “drugs can ruin your life” (23%) and “don’t feel pressure to do drugs” (15%). Results from the new survey show similar results, with 47 percent aided recall of the television ad and a total of 60 percent who have seen any of the five ads.

Looking at the possible influence of the advertising on the awareness and behaviours of youth, the return survey findings suggest that those who recall any of the NADS advertisements, in comparison to those who do not recall any of the ads, vary in response in some ways that are consistent with the overall messages and content of the campaign, although these differences are not often statistically significant. Those who report any aided recall indicate that they are more likely to be knowledgeable about the effects of drugs in general and on friends and family, on physical health, and on mental health, they are more aware of drugs that are available to youth, they are more aware of drugs that are harmful to youth, and they are somewhat more likely to think that marijuana and ecstasy are very dangerous. In terms of behaviours, those who report any aided recall are more likely than those who have not, to be willing to stop someone close to them from using drugs and to seek out information in the next three months about how to avoid drugs. As well, they are much more likely to have visited a website to look for information about drugs. These findings also apply to the new sample.

Differences between those who were exposed to the ad(s) and those who were not cannot with certainty be attributed to the advertising. However, with this qualification, we might conclude that this campaign has been successful in reaching a large audience of youth surveyed in this study in terms of ad recall, as well as in influencing some aspects of awareness, attitudes and behaviour.

APPENDIX SURVEY METHODS

The target population for this research is Canadian youth ages 13 to 15. This target population is estimated by Health Canada to have an incidence level in the population of four percent (4%).

A follow-up online survey was conducted with Canadian youth ages 13 to 15 who participated in the pre-campaign baseline survey, and another online survey was conducted based on a new sample of Canadian youth ages 13 to 15.

The online survey method was chosen as the most cost-effective way to survey this low-incidence population.

Because the samples used in online panel surveys are based on self-selection and not a probability sample, no formal estimates of sampling error can be calculated. Any statistics in this report are not formally generalizable to any group other than the sample studied; as such no formal statistical inferences can be made about how the descriptive statistics for the sample represent any larger population.

All survey responses were captured via Environics' online data collection software called Conformat. Conformat hosted servers are located in the UK, and Conformat is recognized as the global leader in online data collection.

Return Sample Survey

A total of 1,502 youth participated in the baseline survey which was conducted from September 27 to October 7, 2009. The sample was re-contacted to participate in the return survey, and a total of 317 youth were re-interviewed for the return sample survey. The return sample survey was in the field from April 23 to May 25, 2010.

Nine request-to-participate reminders were sent to the baseline respondents after the first invitation, in the survey time period, to encourage participation in the return survey. Respondents to the return sample survey are incented using the same methods as the new sample and the baseline sample (see description below).

On average, the survey took respondents between 13 minutes (based on 94% of the sample) to 55 minutes (based on 96% of the sample) to complete.

The contact results are presented in the following table.

Contact disposition	
Total invitations (a)	1502
Undeliverables (b)	NA
Net usable invitations (c)	1502
Total completes (d)	317
Qualified breakoffs (e)	23
Disqualified (f)	0
Not responded (g)	1162
Quota filled (h)	0
Contact rate = $(d+e+f+h)/c$	22.64%
Participation rate = $(d+f+h)/c$	21.11%

In the data analysis, the data were weighted to the proportions (on the basis of 2006 census data) of the population for the 10 provinces, based on 2006 census data for the provinces.

New Sample Survey

Environics conducted an online survey based on a new sample of 300 youth ages 13 to 15 who did not participate in the baseline survey. This new sample is considered a control group to check against the return sample findings.

This survey was conducted with 300 youth ages 13 to 15, between April 23 and May 2, 2010.

The survey was conducted online, using the same sample design as was used in the baseline survey. The online sample was recruited from an online panel consisting of 170,000 adults (aged 18 and over) who have been recruited to the panel via a number of different websites including pop-ups, banners and text links. Panellists are provided a variety of incentives including charitable donations, money, sweepstakes and the accumulation of points.

Panellists who are profiled as parents were randomly selected in accordance with regional quotas, and were sent invitations for youth ages 13 to 15 to participate in the survey. Since membership on

the panel is limited to those who are at least 18 years of age, all youth surveyed in this research were recruited with the knowledge and permission of their parent or guardian.

On a regional basis, the sample was designed to over sample slightly in Manitoba, Saskatchewan and the Atlantic region, to create larger sample sizes for these small size jurisdictions. Ontario was under sampled slightly as a result. The regional targets and actual sample sizes are presented in the table below.

	Target	Actual
Atlantic Canada	30	30
Quebec	76	76
Ontario (incl. Nunavut)	97	98
Manitoba	15	15
Saskatchewan	14	13
Alberta (incl. NWT)	30	30
B.C. (incl. Yukon)	38	38

In the data analysis, the data were weighted to the proportions (on the basis of 2006 census data) of the population for the 10 provinces, based on 2006 census data for the provinces.

Based on 94 percent of the sample, excluding three percent of the sample at the top and bottom of the distribution, to exclude outliers, the average length of the survey was 11 minutes.

The contact results are presented in the following table.

Contact disposition	
Total invitations (a)	12000
Undeliverables (b)	NA
Net usable invitations (c)	12000
Total completes (d)	300
Qualified breakoffs (e)	47
Disqualified (f)	41
Not responded (g)	11128
Quota filled (h)	484

Contact rate = $(d+e+f+h)/c$	7.27%
Participation rate = $(d+f+h)/c$	6.88%

APPENDIX
QUESTIONNAIRE

April 15, 2010

Health Canada
POR-09-23
NADS return to sample youth - Questionnaire – Draft 3 - Final
PN6654

INTRODUCTION – RETURN TO SAMPLE RESPONDENTS

Last fall you agreed to participate in two surveys conducted on behalf of Health Canada on the topic of drugs and drug use. The first survey was conducted at that time and this is the follow-up survey. Thank you so much for agreeing to take part in this follow-up survey. Please be assured that your individual answers will remain completely confidential and will be administered in accordance with the Privacy Act. **Your answers will not be shown to your parents, teachers or anyone else.**

Your participation in this survey is voluntary and your decision to participate or not will not affect any dealings you may have with Health Canada or the Government of Canada. This survey is registered with the national survey registration system.

Some of the questions in the survey may be sensitive or upsetting for various reasons. If you feel this and want to talk to someone about it, the Kid's Help Line can provide you with someone to write to or talk to about your feelings or concerns. Their website is www.kidshelpphone.ca

To begin please click the > button below and after you respond to each question, click the > to continue.

GO TO MAIN SURVEY

INTRODUCTION – NEW SAMPLE RESPONDENTS

Thank you for agreeing to take part in this survey that we are conducting on behalf of Health Canada. Please be assured that your individual answers will remain completely confidential and will be administered in accordance with the Privacy Act. **Your answers will not be shown to your parents, teachers or anyone else.**

Your participation in this survey is voluntary and your decision to participate or not will not affect any dealings you may have with Health Canada or the Government of Canada. This survey is registered with the national survey registration system.

Some of the questions in the survey may be sensitive or upsetting for various reasons. If you feel this and want to talk to someone about it, the Kid's Help Line can provide you with someone to write to or talk to about your feelings or concerns. Their website is www.kidshelpphone.ca

To begin please click the > button below and after you respond to each question, click the > to continue.

GO TO QA

A. What is your exact age?

- 01 - 13
- 02 - 14
- 03 - 15

B. Are you male or female?

- 01 - Male
- 02 - Female

C. What province or territory do you live in?

- 01 - British Columbia
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Quebec
- 07 - Nova Scotia
- 08 - New Brunswick
- 09 - Prince Edward Island
- 10- Newfoundland and Labrador
- 11- Yukon
- 12- Northwest Territories
- 13- Nunavut

D. Which of the following best describes your household:

- 01 - You live with two parents
- 02 - You live with one parent

- 03 - You live with a parent and a step- parent
- 04 - You live part time with one parent and part time with another parent
- 05 - You live with a guardian
- 06 - You have some other arrangement

E. Do you have an older brother or sister?

- 01 - Yes
- 02 - No
- 03 -

MAIN SURVEY

ASK ALL

1.a) Over the past few months, have you seen heard or read any advertising on the topic of youth and drugs or youth using drugs?

- 01 – Yes ASK b and c
- 02 - No SKIP TO Q2
- 03 - Maybe ASK b and c

1 b) What can you remember about this advertising? What words, sounds, pictures or images come to mind?

1 c). Where did you notice this advertising? Please check all that apply.

- 01 - Television
- 02 - Radio
- 03 - Newspaper
- 04 - Magazines
- 05 - Local weekly newspaper
- 06 - Pamphlet/brochure in the mail
- 07 – Shopping mall
- 08 - Public transit/subway/bus
- 09 - Internet/Website
- 10 - Word of mouth
- 11 - Outdoor billboards

- 12 - Fair/exhibition
- 13 - Cinema
- 14 - Other (SPECIFY _____)

ASK ALL

Here are some questions about specific ads.

2. Do you remember seeing a television ad over the past few months showing several young people at a house party? A blond youth is offered a joint by his friends – he imagines future scenes including arguing with his mother and falling asleep in school and then he decides not to try the drug that is offered?

- 01 - Yes
- 02 - No
- 03 – Maybe

3. Do you remember seeing an ad on a bus or subway over the past few months showing some pills on a piece of tin foil or showing a hand offering a joint? The ad had information highlighted in bright yellow?

- 01 - Yes
- 02 - No
- 03 - Maybe

4. Do you remember seeing an ad on the entrance door to a shopping mall over the past few months showing some pills on a piece of tin foil or showing a hand offering a joint? The ad had information highlighted in bright yellow?

- 01 - Yes
- 02 - No
- 03 – Maybe

5. Do you remember seeing an ad on the internet over the past few months showing either a joint being offered and that expands to a full TV ad OR a joint being offered with the question "What2do?" that expands to show three statements: Get Help; Find Out the Risks; Looking for Answers?

- 01 - Yes
- 02 - No
- 03 - Maybe

6. Do you remember seeing an ad on Facebook over the past few months showing either a joint being offered by a group of teens OR a blond youth saying no to a joint being offered by his friends?

- 01 - Yes
- 02 - No
- 03 - Maybe

IF RESPONDENT SAYS YES OR MAYBE TO ANY ADS FROM Q 1 TO 6 ASK Q 7 TO 11 / OTHERS GO TO Q 12

7. Thinking about the advertising that you saw, what do you think was the main point this advertising was trying to get across?

8. a) Did you do anything as a result of seeing this advertising?

- 01 – Yes **ASK b**
- 02 - No **SKIP TO Q 9**

b) What did you do?

9. Thinking about the advertising that you saw, did you do any of the following as the result of the ad? **ROTATE**

a) Did you talk to family or friends or anyone else about the ad or about the topic of drug use?

01 - Yes

02 - No

b) Did you go to the website that was shown in the ad?

10. Do you remember the name of the website that was shown in the ad?

01 - No

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

01 - Government of Canada/federal government

02 - Provincial government

03 – Municipal government

04 - Some level of government, but not clear which one, or

05 –Another organization? (Which one?_____)

Parents

ASK ALL

The following questions are about the topic of drugs and drug use. **The questions are about illicit or illegal drugs, not about prescription drugs, tobacco or alcohol.**

12. Have you ever specifically discussed the dangers or risks of drug use or why not to use drugs with your parent/guardian/step-parent?

01 - Yes **GO TO Q 13**

02 - No **GO TO Q 14**

13. a) About how many discussions about the dangers or risks of drug use have you had with your parent/guardian/step-parent over the past year?

1____1 NUMBER

b) Have you had any discussions about the dangers or risks of drug use with your parent/guardian/step-parent within the past three months?

- 01 - Yes
- 02 - No

Awareness/Knowledge

Please remember that these questions are about illicit drugs not prescription drugs, tobacco or alcohol.

14. Using a scale of 1 to 7 where 1 means you know nothing, 7 means you know a great deal, and the mid-point 4 is neither, please rate how much you know about each of the following

a) How much do you know about drugs?

Nothing							A great deal
1	2	3	4	5	6	7	

[ROTATE b) to d)]

- b) How much do you know about the effects of drugs on **physical health** (the brain and the body)?
- c) How much do you know about the effects of drugs on **mental abilities** (memory, judgment, emotions, etc)?
- d) How much do you know about the potential effects of drugs on **relationships with friends and family**?

15. Have you heard of any drugs that might be available to people in your age group (age 13 to 15)? What are they? Please mention all those that you think might be available.

16. What drugs, if any, come to mind as harmful or a threat to people in your age group (age 13 to 15)? Have you heard of any? Please mention all those that you think might be harmful.

Behaviour

17. How likely would you be to do the following?

a) Try to stop someone close to you from using drugs?

- 01 - Very likely
- 02 - Somewhat likely
- 03 - Not very likely
- 04 - Not at all likely

b) Use drugs at a party if others were also using them?

c) Use drugs if they were offered to you by a friend?

d) Use drugs if they were offered to you by your brother or sister?

18. a) Have you been offered drugs **since the beginning of this year?**

- 01 – Yes GO TO Q18b
- 02 – No GO TO Q19

. b) What did you do? **Please remember that your answers are private and will not be shown to your parents, teachers or anyone else.**

19. Here is a list of different types of drugs. Please say if you have tried any of the following drugs **since the beginning of this year? ROTATE Please remember that your answers are private and will not be shown to your parents, teachers or anyone else.**

a) **Marijuana** aka Cannabis, Hash, Weed, Pot, Mary Jane

- 01 - Once
- 02 - More than once
- 03 - Not at all since the beginning of this year

- b) **Cocaine and Crack Cocaine** aka Coke, Crack
- c) **Ecstasy** aka E, XTC
- d) **GHB** aka G, Liquid X
- e) **Heroin** aka Junk, Smack
- f) **Ketamine** aka Special K, Super K
- g) **LSD** aka Acid, Dots
- h) **Methamphetamine** aka Meth, Crystal Meth
- i) **PCP** aka Angel Dust, Crystal
- j) **Psilocybin** aka Magic Mushrooms, Shrooms

Perceptions of harm

20. Here again is a list of different types of drugs. Please say if you think each one is very dangerous, somewhat dangerous, not very dangerous or not at all dangerous to your health.

ROTATE

- a) **Marijuana** aka Cannabis, Hash, Weed, Pot, Mary Jane

- 01 - Very dangerous to your health
- 02 - Somewhat dangerous to your health
- 03 - Not very dangerous to your health
- 04 - Not at all dangerous to your health

- b) **Cocaine and Crack Cocaine** aka Coke, Crack
- c) **Ecstasy** aka E, XTC
- d) **GHB** aka G, Liquid X
- e) **Heroin** aka Junk, Smack
- f) **Ketamine** aka Special K, Super K
- g) **LSD** aka Acid, Dots
- h) **Methamphetamine** aka Meth, Crystal Meth
- i) **PCP** aka Angel Dust, Crystal
- j) **Psilocybin** aka Magic Mushrooms, Shrooms

21. In your opinion is the potential harm to people age 13 to 15 from each of the following very, somewhat, not very or not at all serious? How about.....

- a) Smoking marijuana once in a while?

- 01 - Very serious
- 02 - Somewhat serious
- 03 - Not very serious
- 04 - Not at all serious

b) Smoking marijuana on a regular basis?

22. In your opinion would each of the following be very likely, somewhat likely, not very likely or not at all likely to happen **if you were to smoke marijuana once in a while**.

ROTATE

a) Your school work would be harmed.

- 01 - Very likely
- 02 - Somewhat likely
- 03 - Not very likely
- 04 - Not at all likely

b) Your relations with your family would be harmed if they found out.

c) Law enforcement authorities would find out.

d) It would lead to using marijuana more often.

e) Your friendships or social life would be harmed.

f) Your health would be harmed.

g) It would lead to using other illicit drugs.

h) You would become addicted to marijuana.

23. In your opinion is the potential harm to people age 13 to 15 from each of the following very, somewhat, not very or not at all serious? How about...

a) Using ecstasy once in a while?

- 01 - Very serious
- 02 - Somewhat serious
- 03 - Not very serious
- 04 - Not at all serious

b) Using ecstasy on a regular basis?

24. In your opinion would each of the following be very likely, somewhat likely, not very likely or not at all likely to happen **if you were to use ecstasy once in a while**?

ROTATE

a) Your school work would be harmed.

- 01 - Very likely
- 02 - Somewhat likely
- 03 - Not very likely
- 04 - Not at all likely

- b) Your relations with your family would be harmed if they found out.
- c) Law enforcement authorities would find out.
- d) It would lead to using ecstasy more often.
- e) Your friendships or social life would be harmed.
- f) Your health would be harmed.
- g) It would lead to using other illicit drugs.
- h) You would become addicted to ecstasy.

Website

25. a) Have you ever visited a website to learn more or get information about drugs or how to deal with drugs?

- 01 - Yes **ASK b and c**
- 02 - No

b) Which website or sites have you visited?

c) Have you ever visited not4me.ca?

- 01 - Yes
- 02 - No

Future

26. Looking ahead, how likely are you to do any of the following in the next three months. Are you very likely, somewhat likely, not very likely, or not at all likely to...

a) **try** illicit drugs?

- 01 - Very likely
- 02 - Somewhat likely
- 03 - Not very likely
- 04 - Not at all likely

- b) **use** illicit drugs?
- c) **seek out** information about how to avoid drugs or deal with drug use issues?
27. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement.....The benefits of choosing a lifestyle without drugs are greater than the perceived benefits of using drugs.
- 01 - Strongly agree
 - 02 - Somewhat agree
 - 03 - Somewhat disagree
 - 04 - Strongly disagree

Demographics

ASK NEW SAMPLE Q 28 TO Q 33 / OTHERS GO TO Q 34

28. ARE YOU CURRENTLY ATTENDING SCHOOL?
- 01 - Yes, in school full-time
 - 02 - Yes, in school part-time
 - 03 - No, not in school
29. What kind of grades do you **usually** get in school?
- 01 - A (80% to 100%)
 - 02 - B (70% to 79%)
 - 03 - C (60% to 69%)
 - 04 - D (50% to 59%)
 - 05 - Less than D (less than 50%)
 - 06 - Don't know / Not sure

30. WHAT IS THE HIGHEST LEVEL OF EDUCATION THAT **EITHER OF YOUR PARENTS, STEP-PARENTS OR GUARDIANS** HAVE REACHED?
- 01 - Elementary school or less (no schooling to grade 7)
 - 02 - Some high school (grades 8 - 11)
 - 03 - Completed high school (grades 11 in Quebec or 12 or 13 or OAC)
 - 04 - Some community college, vocational or trade school (or some CEGEP)

- 05 - Completed community college, vocational or trade school (or complete CEGEP)
- 06 - Some university (no degree)
- 07 - Completed university (Bachelor's degree)
- 08 - Post graduate university (Master's, Ph.D., completed or not)
- 09 - Not sure / Don't know

31. How much money do you usually get each week to spend on yourself or to save? Please include all money from allowances and jobs like babysitting, delivering papers, or anything else.

- 01 - Zero
- 02 - \$1 to \$10
- 03 - \$11 to \$20
- 04 - \$21 to \$40
- 05 - \$41 to \$60
- 06 - \$61 to \$80
- 07 - \$81 to \$100
- 08 - More than \$100

32. Are you an Aboriginal person (that is, native Indian from a specific band, Inuit or Métis)?

- 01 - Yes
- 02 - No

33. Do you consider yourself a member of a visible minority by virtue of your race or colour?

- 01 - Yes
- 02 - No

ASK RETURN TO SAMPLE RESPONDENTS Q 34

34. What is your exact age?

- 01 - 13
- 02 - 14
- 03 - 15
- 04 - 16

This concludes the survey. Thank you very much for participating!

Thank you!

If you found any of the questions in this survey to be sensitive or upsetting for any reason and if you want to talk to someone about it, the Kid's Help Line can provide you with someone to write to or talk to about your feelings or concerns. Their website is www.kidshelpphone.ca

16 avril 2010

Santé Canada

POR-09-23

SNA – retour à l'échantillon – questionnaire – Final — français

PN6654

INTRODUCTION – RETOUR À L'ÉCHANTILLON DE RÉPONDANTS

L'automne dernier, tu as accepté de participer à deux sondages portant sur les drogues et la consommation de drogues. Le premier sondage a été mené durant cette période; ceci se veut maintenant le sondage de suivi. Nous te remercions de bien vouloir prendre part à ce sondage de suivi. Sois assuré que tes réponses demeureront entièrement confidentielles et qu'elles seront traitées conformément à la Loi sur la protection des renseignements personnels. **Nous ne montrerons pas tes réponses à tes parents, à tes enseignants ou à une autre personne.**

Ta participation est volontaire et ton choix de participer ou non à ce sondage n'affectera pas tes relations avec Santé Canada ou le gouvernement du Canada. Ce sondage est enregistré auprès du système national d'enregistrement des sondages.

Il se peut que, pour différentes raisons, certaines questions de la dernière section du sondage soient délicates ou perturbantes. Si c'est le cas ou si tu désires en parler à quelqu'un, tu peux appeler Jeunesse, J'écoute où tu pourras parler ou écrire à quelqu'un au sujet de tes préoccupations ou de ce que tu ressens. Voici leur site web : www.jeunessejecoute.ca.

Pour commencer, clique sur le bouton > ci-dessous. Après avoir répondu à chaque question, clique sur > pour continuer.

PASSER AU SONDAGE PRINCIPAL

INTRODUCTION – NOUVEL ÉCHANTILLON DE RÉPONDANTS

Merci d'avoir accepté de participer à ce sondage que nous menons pour Santé Canada. Sois assuré que tes réponses demeureront entièrement confidentielles et qu'elles seront traitées conformément à la Loi sur la protection des renseignements personnels. **Nous ne montrerons pas tes réponses à tes parents, à tes enseignants ou à une autre personne.**

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Pour commencer, clique sur le bouton > ci-dessous. Après avoir répondu à chaque question, clique sur > pour continuer.

PASSER À QA

A. Quel est ton âge exact?

- 01 - 13
- 02 - 14
- 03 - 15

B. Es-tu un garçon ou une fille?

- 01 - Garçon
- 02 - Fille

C. Dans quelle province ou territoire demeures-tu?

- 01 - Colombie-Britannique
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba

- 05 - Ontario
- 06 - Québec
- 07 - Nouvelle-Écosse
- 08 - Nouveau-Brunswick
- 09 - Île-du-Prince-Édouard
- 010 - Terre-Neuve-et-Labrador
- 011 - Yukon
- 012 - Territoires du Nord-Ouest
- 013 - Nunavut

D. Lequel des énoncés suivants décrit le mieux ton foyer :

- 01 - Tu vis avec tes deux parents
- 02 - Tu vis avec un parent
- 03 - Tu vis avec un parent et un beau-parent
- 04 - Tu vis la moitié du temps avec un parent et l'autre moitié avec l'autre parent
- 05 - Tu vis avec un tuteur
- 06 - Tu vis selon d'autres arrangements

E. As-tu une sœur ou un frère plus vieux?

- 01 - Oui
- 02 - Non

SONDAGE PRINCIPAL DEMANDER À TOUS

1.a) Au cours des derniers mois, as-tu vu, entendu ou lu une annonce publicitaire portant sur les jeunes et les drogues ou sur les jeunes consommant des drogues?

- 01 - Oui DEMANDER b et c
- 02 - Non PASSER À Q2
- 03 - Peut-être DEMANDER b et c

1 b) De quoi te rappelles-tu à propos de cette annonce publicitaire? Quels mots, sons, photos ou images te viennent en tête?

1 c) Où as-tu vu, entendu ou lu cette annonce publicitaire? Coche tout ce qui s'applique.

- 01 - Télévision
- 02 - Radio
- 03 - Journaux
- 04 - Revues
- 05 - Hebdomadaires locaux
- 06 - Dépliants/brochures reçus par la poste
- 07 - Centre commercial
- 08 - Transport en commun/métro/autobus
- 09 - Internet/site web
- 10 - Bouche à oreille
- 11 - Panneaux d'affichage extérieurs
- 12 - Foire/exposition
- 13 - Cinéma
- 14 - Autre (PRÉCISER _____)

DEMANDER À TOUS

Nous allons maintenant te poser quelques questions portant sur des annonces publicitaires précises.

2. Te souviens-tu avoir vu au cours des derniers mois une annonce publicitaire à la télévision montrant plusieurs jeunes participant à un party donné dans un domicile? Un jeune garçon blond se voit offrir un joint par ses amis – il imagine alors différentes scènes se déroulant dans le futur; entre autres, il s'imagine se disputer avec sa mère et s'endormir à l'école. Il décide alors de ne pas prendre la drogue qui lui est offerte.

- 01 - Oui
- 02 - Non
- 03 - Peut-être

3. Te souviens-tu avoir vu au cours des derniers mois une annonce publicitaire dans l'autobus ou le métro montrant des pilules sur une feuille de papier d'aluminium ou encore une main offrant un joint? L'annonce publicitaire comportait des renseignements surlignés en jaune.

- 01 - Oui
- 02 - Non

03 - Peut-être

4. Te souviens-tu avoir vu au cours des derniers mois une annonce publicitaire sur la porte d'entrée d'un centre commercial montrant des pilules sur une feuille de papier d'aluminium ou encore une main offrant un joint? L'annonce publicitaire comportait des renseignements surlignés en jaune.

01 - Oui

02 - Non

03 - Peut-être

5. Te souviens-tu avoir vu au cours des derniers mois une annonce publicitaire sur internet montrant, soit un joint que l'on offre et qui annonce une publicité télévisée complète, OU un joint que l'on offre alors qu'on voit la question « Quoi faire? », suivie de trois énoncés : Obtiens de l'aide, Découvre les risques, Trouve des réponses?

01 - Oui

02 - Non

03 - Peut-être

6. Te souviens-tu avoir vu au cours des derniers mois une annonce publicitaire sur Facebook montrant, soit un joint offert par un groupe d'adolescents, OU un jeune garçon blond qui refuse un joint offert pas ses amis?

01 - Oui

02 - Non

03 - Peut-être

**SI LE RÉPONDANT DIT OUI OU PEUT-ÊTRE À UNE OU DES ANNONCE(S)
PUBLICITAIRE(S) MENTIONNÉE(S) AUX Q 1 À 6, DEMANDER Q 7 À 11 / AUTRES
PASSENT À Q 12**

7. Pour ce qui concerne l'annonce publicitaire que tu as vu, quel était, à ton avis, le message principal que tentait de véhiculer l'annonce publicitaire?

8. a) As-tu fait quelque chose après avoir vu cette annonce publicitaire?

01 - Oui **DEMANDER b**

02 - Non **PASSER À Q 9**

b) Qu'as-tu fait?

9. En pensant à l'annonce publicitaire que tu as vue, as-tu effectué l'une des choses suivantes en réponse à cette annonce publicitaire?

FAIRE LA ROTATION

a) As-tu parlé à des membres de ta famille, à des amis ou à toute autre personne de cette annonce publicitaire ou de la consommation de drogues?

01 - Oui

02 - Non

b) Es-tu allé visiter le site web présenté dans l'annonce publicitaire?

10. Te souviens-tu du nom du site web présenté dans l'annonce publicitaire?

01 - Non

11. À ton avis, qui a produit l'annonce publicitaire que tu as vue? En d'autres mots, qui à ton avis a payé pour celle-ci?

01 – Gouvernement du Canada/gouvernement fédéral

02 – Gouvernement provincial

03 – Gouvernement municipal

- 04 – Un niveau de gouvernement quelconque, mais tu n’es pas certain du niveau, ou
 05 – Une autre organisation? (Laquelle?_____)

Parents

DEMANDER À TOUS

Ce sondage te posera des questions sur les drogues et la consommation de drogues. **Les questions portent sur les drogues illicites ou illégales et non sur les médicaments d’ordonnance, le tabac ou l’alcool.**

12. Précisément, as-tu déjà discuté des dangers ou des risques de la consommation de drogues ou pourquoi ne pas consommer des drogues avec un parent, un tuteur ou un beau-parent?

- 01 - Oui PASSER À Q13
 02 - Non PASSER À Q14

13. a) Dans la dernière année, combien de fois as-tu parlé des dangers ou des risques de la consommation de drogues avec un parent, un tuteur ou un beau-parent?

1____1 NOMBRE

b) Dans les trois derniers mois, as-tu parlé des dangers ou des risques de la consommation de drogues avec un parent, un tuteur ou avec un beau-parent?

- 01 - Oui
 02 - Non

Sensibilisation/connaissance

Rappelle-toi que ces questions portent sur les drogues illicites et non sur les médicaments d’ordonnance, le tabac ou l’alcool.

14. À l’aide d’une échelle de 1 à 7, où 1 veut dire que tu ne sais rien, où 7 veut dire que tu connais beaucoup de choses et où 4 veut dire ni l’un ni l’autre, indique à quel point tu connais les choses suivantes.

a) Que sais-tu des drogues?

Rien							Beaucoup de choses
1	2	3	4	5	6	7	

[FAIRE LA ROTATION]

- b) Que sais-tu des effets des drogues sur la **santé physique** (le cerveau et le corps)?
- c) Que sais-tu des effets des drogues sur les **capacités mentales** (mémoire, jugement, émotions, etc.)?
- d) Que sais-tu des effets potentiels des drogues sur les **relations avec les amis et la famille**?

15. Sais-tu s'il y a des drogues disponibles pour des jeunes de ton âge (13 à 15 ans)? Quelles sont-elles? Indique toutes celles qui, selon toi, sont disponibles.

16. S'il y a lieu, à quelles drogues penses-tu si je te dis drogues néfastes ou drogues qui sont une menace pour les jeunes de ton âge (13 à 15 ans)? As-tu entendu parler de certaines de ces drogues? Indique toutes les drogues qui sont, selon toi, néfastes.

Comportement

17. Quelle est la probabilité que tu fasses les choses suivantes?

- a) Essayer d'empêcher une personne de ton entourage de consommer des drogues?

- 01 - Très probable
- 02 - Plutôt probable
- 03 - Pas très probable
- 04 - Pas probable du tout

- b) Consommer des drogues à un party si d'autres personnes en consomment aussi?

- c) Consommer de la drogue si un ami t'en offre?
- d) Consommer de la drogue si ton frère ou ta sœur t'en offre?

18. a) **Depuis le début de l'année en cours**, est-ce qu'on t'a offert des drogues?

- 01 – Oui **PASSER À Q18b**
- 02 – Non **PASSER À Q19**

. b) Qu'as-tu fait? **Rappelle-toi que tes réponses demeurent confidentielles et qu'elles ne seront pas montrées à tes parents, à tes enseignants ou à toute autre personne.**

19. Voici une liste de différents types de drogues. Indique si tu as essayé les drogues suivantes

depuis le début de l'année en cours? FAIRE LA ROTATION

Rappelle-toi que tes réponses demeurent confidentielles et qu'elles ne seront pas montrées à tes parents, à tes enseignants ou à toute autre personne.

a) **Marijuana** aussi appelée cannabis, hash, herbe, pot, marie-jeanne

- 01 - Une fois
- 02 - Plus d'une fois
- 03 - Pas du tout depuis le début de l'année en cours

b) **Cocaïne et crack** aussi appelée coke, crack

c) **Ecstasy** aussi appelée E, XTC

d) **GHB** aussi appelé G, X liquide

e) **Héroïne** aussi appelée junk, smack

f) **Kétamine** aussi appelée Special K, Super K

g) **LSD** aussi appelé acide, dots

h) **Méthamphétamine** aussi appelée meth, crystal meth

i) **PCP** aussi appelée poussière d'ange, crystal

j) **Psilocybins** aussi appelées champignons magiques, shrooms

Perceptions de l'effet néfaste

20. Encore une fois, voici différents types de drogues. Pour chacune des drogues, indique si tu penses qu'elle est très dangereuse, plutôt dangereuse, pas très dangereuse ou pas dangereuse du tout pour ta santé. **FAIRE LA ROTATION**

- a. **Marijuana** aussi appelée cannabis, hash, herbe, pot, marie-jeanne

- 01 - Très dangereuse pour ta santé
- 02 - Plutôt dangereuse pour ta santé
- 03 - Pas très dangereuse pour ta santé
- 04 - Pas dangereuse du tout pour ta santé

- b. **Cocaïne et crack** aussi appelée coke, crack
- c. **Ecstasy** aussi appelée E, XTC
- d. **GHB** aussi appelé G, X liquide
- e. **Héroïne** aussi appelée junk, smack
- f. **Kétamine** aussi appelée Special K, Super K
- g. **LSD** aussi appelé acide, dots
- h. **Méthamphétamine** aussi appelée meth, crystal meth
- i. **PCP** aussi appelée poussière d'ange, crystal
- j. **Psilocybins** aussi appelées champignons magiques, shrooms

21. Selon toi, est-ce que l'effet néfaste des éléments suivants pour des jeunes de ton âge (13 à 15 ans) est très grave, plutôt grave, pas très grave ou pas grave du tout?

- a. Fumer de la marijuana une fois de temps en temps?

- 01 - Très grave
- 02 - Plutôt grave
- 03 - Pas très grave
- 04 - Pas grave du tout

- b. Fumer de la marijuana régulièrement?

22. Selon toi, est-ce qu'il est très probable, plutôt probable, pas très probable ou pas probable du tout que les éléments suivants surviennent **si tu consommes de la marijuana une fois de temps en temps**?

FAIRE LA ROTATION

- a. Tes travaux scolaires en seraient affectés.

- 01 - Très probable
- 02 - Plutôt probable
- 03 - Pas très probable
- 04 - Pas probable du tout

- b. Tes relations avec les membres de ta famille se détérioreraient s'ils savaient.
- c. Les forces publiques le découvriraient.

- d. Ça te mènerait à consommer de la marijuana plus souvent.
 - e. Tes amitiés ou ta vie sociale en seraient affectées.
 - f. Ta santé en serait affectée.
 - g. Ça te mènerait à consommer d'autres drogues illicites.
 - h. Tu deviendrais dépendant(e) à la marijuana.
23. Selon toi, est-ce que l'effet néfaste des éléments suivants pour des jeunes de ton âge (13 à 15 ans) est très grave, plutôt grave, pas très grave ou pas grave du tout?
- a. Consommer de l'ecstasy une fois de temps en temps?
 - 01-Très grave
 - 02-Plutôt grave
 - 03-Pas très grave
 - 04-Pas grave du tout
 - b. Consommer de l'ecstasy régulièrement?
24. Selon toi, est-ce qu'il est très probable, plutôt probable, pas très probable ou pas probable du tout que les éléments suivants surviennent **si tu consommes de l'ecstasy une fois de temps en temps**?

FAIRE LA ROTATION

- a. Tes travaux scolaires en seraient affectés.
 - 01-Très probable
 - 02-Plutôt probable
 - 03-Pas très probable
 - 04-Pas probable du tout
- b. Tes relations avec les membres de ta famille se détérioreraient s'ils savaient.
- c. Les forces publiques le découvriraient.
- d. Ça te mènerait à consommer de l'ecstasy plus souvent.
- e. Tes amitiés ou ta vie sociale en seraient affectées.
- f. Ta santé en serait affectée.
- g. Ça te mènerait à consommer d'autres drogues illicites.
- h. Tu deviendrais dépendant(e) à l'ecstasy.

Site web

25. a) As-tu déjà visité un site web pour en apprendre davantage ou pour obtenir des informations sur les drogues ou sur comment faire face aux drogues?

- 01 - Oui **DEMANDER b ET c**
- 02 - Non

b) Quels sites web as-tu visités?

c) As-tu déjà visité Odrogue.ca?

- 01 - Oui
- 02 - Non

Avenir

26. Lorsque tu penses à l'avenir, quelle est la probabilité que tu fasses les choses suivantes dans les trois prochains mois? Est-il très probable, plutôt probable, pas très probable ou pas probable du tout que tu...

a. **Essais** des drogues illicites?

- 01 - Très probable
- 02 - Plutôt probable
- 03 - Pas très probable
- 04 - Pas probable du tout

b. **Consommes** des drogues illicites?

c. **Ailles** chercher des informations sur comment éviter les drogues ou comment faire face à des problèmes de consommation de drogues?

27. Es-tu fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec l'énoncé suivant? Il y a plus d'avantages à choisir un mode de vie sans drogues que d'avantages à consommer des drogues.

- 01 - Fortement d'accord

- 02 - Plutôt d'accord
- 03 - Plutôt en désaccord
- 04 - Fortement en désaccord

Données démographiques

DEMANDER AU NOUVEL ÉCHANTILLON LES Q 28 À 33/LES AUTRES PASSENT À Q 34

28. ACTUELLEMENT, VAS-TU À L'ÉCOLE?

- 01 - Oui, je vais à l'école à temps plein
- 02 - Oui, je vais à l'école à temps partiel
- 03 - Non, je ne vais pas à l'école

29. Habituellement, quelles notes obtiens-tu à l'école?

- 01 - A (80 % à 100 %)
- 02 - B (70 % à 79 %)
- 03 - C (60 % à 69 %)
- 04 - D (50 % à 59 %)
- 05 - Plus bas que D (moins de 50 %)
- 06 - Ne sais pas / incertain(e)

30. QUEL EST LE NIVEAU SCOLAIRE LE PLUS ÉLEVÉ QUE TES PARENTS, TES BEAUX-PARENTS OU TON TUTEUR ONT COMPLÉTÉ?

- 01 - École primaire ou moins (pas été à l'école à jusqu'à la 7^e année)
- 02 - Études secondaires (secondaires 2 à 5)
- 03 - Études secondaires complétées (secondaire V au Québec ou 12^e ou 13^e année ou CPO)
- 04 - Études collégiales, école professionnelle ou école de métiers non complétées (ou études au CÉGEP)
- 05 - Études collégiales, école professionnelle ou école de métiers complétées (ou CÉGEP complété)
- 06 - Études universitaires (sans obtention de diplôme)
- 07 - Études universitaires complétées (baccalauréat)
- 08 - Études supérieures (maîtrise, doctorat, complété ou non)
- 09 - Incertain(e) / Ne sais pas

31. Habituellement, combien d'argent reçois-tu par semaine pour économiser ou pour tes dépenses personnelles? Indique tout l'argent que tu reçois : allocations, emplois comme garder des enfants, livrer le journal ou toute autre source.

- 010 - Zéro
- 011 - 1 \$ à 10 \$
- 012 - 11 \$ à 20 \$
- 013 - 21 \$ à 40 \$
- 014 - 41 \$ à 60 \$
- 015 - 61 \$ à 80 \$
- 016 - 81 \$ à 100 \$
- 017 - Plus de 100 \$

32. Es-tu un(e) autochtone (c'est-à-dire un(e) autochtone provenant d'une bande précise, Inuit ou Métis)?

- 018 - Oui
- 019 - Non

33. Considères-tu que tu fais partie d'une minorité visible en vertu de ta race ou de ta couleur?

- a) Oui
- b) Non

DEMANDER RETOUR À L'ÉCHANTILLON Q 34

34. Quel est ton âge exact?

- 01 - 13
- 02 - 14
- 03 - 15
- 04 - 16

Voici ce qui termine le sondage. Je te remercie beaucoup d'y avoir participé!

Merci!

Si, pour quelque raison que ce soit, tu as trouvé que certaines questions de ce sondage étaient délicates ou perturbantes et que tu aimerais en parler à quelqu'un, appelle Jeunesse, J'écoute où tu pourras parler ou écrire à quelqu'un au sujet de tes préoccupations ou de ce que tu as ressenti. Voici leur site web : www.jeunessejecoute.ca.