

FINAL  
REPORT

National Anti-Drug Strategy (NADS) Ad  
Recall and Tracking Survey of Youth  
(HC POR 10-13)

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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.

In support of the youth component of this campaign, a baseline online survey was conducted with 1,502 youth from September 27 to October 7, 2009 to measure awareness, attitudes, knowledge, and behaviours about illicit drugs. Following the initial launch of the media campaign, a return sample survey was conducted; a total of 317 youth were re-interviewed for the return sample (RS) survey from among those who participated in the baseline survey. As well, a parallel online survey was conducted based on a new sample of 300 youth ages 13 to 15 as a control group to check against the return sample findings. The return sample survey was in the field from April 23 to May 25, 2010, and the new sample survey was in field from April 23 to May 2, 2010.

The second youth campaign was launched in November 2010 with new creative materials including a TV ad ("Mirror") as well as transit, Internet, Facebook, YouTube and cinema ads. Research was undertaken to track advertising awareness and changes in the awareness, knowledge, attitudes and behaviours related to the second campaign.

### **Survey Methods**

This most recent round of research was comprised of a 16-minute online survey conducted between March 18 and 26, 2011 with a national sample of 1,201 Canadian youth aged 13 to 15, using the same online methodology used in the previous survey waves (baseline and first post-campaign surveys).

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 2011 survey. Added to these were the campaign recall questions used in the 2010 survey, adapted to the current campaign, which used a modified Government of Canada Advertising Campaign Evaluation Tool (ACET).

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 the NADS youth drug prevention campaign elements, particularly the television ad, is high among youth, and significant numbers of youth took action (talked to someone, visited the website) as a result of seeing the ad(s). While increased awareness of the dangers of drugs in the overall population of youth is not yet evident (from the comparison of baseline and current surveys), the campaign appears to have an impact on many of those youth who have seen elements of it.

#### AD RECALL COMPONENT

The findings from the second campaign survey show that recall of elements of the NADS campaign, particularly of the television ad, is high among youth. The key findings from the ad recall questions are as follows:

- Six in ten (59%) 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, 30 percent of those who report unaided recall of advertising about youth and drugs or youth using drugs mention the effects of drugs in general, and a further 23 percent mention not doing drugs/they are bad/they are unhealthy – both of which are key themes of the NADS advertising; 15 percent describe the ad in detail – girl looking in mirror/changing appearance/rhyme.
- A high percentage of youth (53%) recall seeing the television ad (aided recall), based on a short description.
- A total of 22 percent of youth recall the transit ad (aided).
- A total of 22 percent of youth recall the cinema ad (aided).
- A total of 24 percent of youth recall an Internet ad (aided).

- A total of 24 percent of youth recall a Facebook ad (aided).
- A total of 15 percent of youth recall the YouTube ad (aided)
- Overall, a total of 67 percent of youth recall seeing any of the six ads (television, transit, cinema, Internet, Facebook or YouTube), on an aided basis. Including both aided and unaided responses, 75 percent recall some kind of advertising on the topic of youth and drugs or youth using drugs.
- The vast majority of youth who report recall of any ad are able to identify an anti-drug message, such as “drugs are bad for you/your health” (29%), “say no to drugs” (24%) and “drugs can ruin your life” (23%).
- Two in ten (17%) of those who report 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 three specific actions as a result of seeing the advertising, 43 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, 11 percent said they went to the website shown in the ad, and 11 percent said they went to the Facebook page.
- Recall of the components of the 2011 campaign is higher than components of the 2010 campaign.

### **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. Some of the findings from the current survey suggest similar attitudes and perceptions about illicit drugs and the harm they cause to those found in the baseline survey; other findings suggest a pattern of slight declines. The key findings are:

- There has been a ten-point decrease since the baseline survey in the proportion of youth who have ever discussed the dangers of drugs with a parent/guardian (from 81% to 71%).

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- There has been a nine-point increase since the baseline survey in the proportion who think that marijuana is very dangerous to health (from 34% to 43%).
- The proportion of youth who profess a high degree of knowledge about the potential effects of drugs on relationships with friends and family has declined (from 41% to 37%).
- There has been a decline in the proportion of youth who mention marijuana as a drug that may be available to youth (from 70% to 62%).
- There has been a decrease in the proportion of youth who are very likely to try to stop someone close to them from taking drugs (from 48% to 44%).
- There have been decreases in the proportions of youth who think that heroin (from 89% to 83%), methamphetamine (from 89% to 82%), cocaine (from 87% to 81%), psilocybin (from 65% to 58%) and LSD (from 81% to 77%) are very dangerous to their health.
- There has been a decline in the proportion who think that the potential harm of smoking marijuana on a regular basis is very serious (from 67% to 62%).
- There have been declines in the proportions who think that if they were to smoke marijuana once in a while, it would be very likely to harm their relations with family if they found out (from 65% to 59%), lead to using marijuana more often (from 65% to 51%) and lead to addiction (from 50% to 46%).
- There have been declines in the proportions who think that if they were to use ecstasy once in a while, it would be very likely to harm their relations with family if they found out (from 83% to 77%), to harm their health (from 79% to 75%) and lead to addiction (from 75% to 70%).

### **CAMPAIGN IMPACT**

The impact of the campaign can be measured by identifying differences between those who recall campaign advertising and those who do not. There appears to be a number of differences between those who recall any of the NADS advertising (on an aided basis) and those who do not. The key findings are:

Youth who report any aided recall are more likely than those who do not to ...:

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- ever have discussed the dangers of drugs with their parents (77% vs. 58%) and to have done so in the past three months (72% vs. 62%).
- be knowledgeable about the effects of drugs in general (26% vs. 17%), on relationships with friends and family (42% vs. 26%), on physical health (42% vs. 26%) and on mental health (39% vs. 31%).
- be aware of some of the drugs that are both available to youth, and harmful to youth. For example, awareness of marijuana being available is higher among those who recall ad(s) than among those who do not (69% vs. 48%), as is awareness of ecstasy (26% vs. 17%) and others. Awareness of marijuana as a harmful drug is higher among those who recall ad(s) than among those who do not (37% vs. 27%), as is awareness of methamphetamine (16% vs. 11%) and ecstasy (19% vs. 14%).
- think that many illicit drugs (including heroin, cocaine, methamphetamine and others) are very dangerous. However, they are no more likely to think that marijuana and psilocybin are very dangerous.
- say they are very likely to try to stop someone close to them from using drugs (48% vs. 36%), and to say they are not at all likely to use drugs at a party if others are using them (61% vs. 56%), use drugs if offered by a friend (60% vs. 54%) or use drugs if offered by a sibling (66% vs. 58%).
- think that if they were to smoke marijuana once in a while, it would be very likely to harm their relations with family if they found out (62% vs. 53%), harm their schoolwork (52% vs. 47%), lead to using marijuana more often (53% to 46%) and harm their health (51% vs. 46%).
- think that the potential harm of using ecstasy on a regular basis is very serious (88% vs. 79%).
- think that if they were to use ecstasy once in a while, it would be very likely to harm their relations with family if they found out (80% vs. 72%), harm their schoolwork (75% vs. 70%), lead to using ecstasy more often (74% to 67%), harm their health (77% vs. 70%), lead to using other illicit drugs (71% vs. 67%), harm friendships or social life (70% vs. 64%), and lead to addiction (72% vs. 66%).
- have visited a website to look for information (21% vs. 7%).
- say it is not at all likely that they will try illicit drugs (74% vs. 68%) or use illicit drugs (77% vs. 70%) in the next three months.

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- strongly agree that the benefits of a drug-free lifestyle are greater than the perceived benefits of using drugs (80% vs. 68%).

The final cost of the project, including HST is \$54,997.10.



## RÉSUMÉ

### Contextes et objectifs

La Stratégie nationale antidrogue (SNA) est une initiative du gouvernement du Canada visant à réduire l'offre et la demande de drogues illicites. Une partie du rôle de Santé Canada dans la Stratégie nationale antidrogue est de mettre sur pied une campagne médiatique nationale de 5 ans sur la prévention de la toxicomanie chez les jeunes, dans le but de sensibiliser ces derniers aux dangers liés à la consommation de drogues illicites. La campagne cible deux auditoires : les jeunes de 13 à 15 ans et leurs parents.

À l'appui de la composante jeunesse de cette campagne, un sondage de référence a été mené en ligne auprès de 1 502 jeunes entre le 27 septembre et le 7 octobre 2009, dans le but de mesurer la sensibilisation, les connaissances, les attitudes et les comportements liés aux drogues illicites. Après le lancement initial de la campagne médiatique, une enquête à échantillon récurrent a été menée. Pour cette enquête, un total de 317 jeunes (parmi ceux ayant participé à l'enquête de référence) ont été interviewés de nouveau. De même, une enquête parallèle en ligne, basée sur un nouvel échantillon de 300 jeunes de 13 à 15 ans servant de groupe témoin pour contre-vérifier les conclusions de l'échantillon récurrent, a été effectuée. L'enquête à échantillon récurrent a été réalisée entre le 23 avril et le 25 mai 2010, et celle auprès du nouvel échantillon, du 23 avril au 2 mai 2010.

La seconde campagne adressée aux jeunes a été lancée en novembre 2010 et incluait de nouveaux concepts créatifs, dont des annonces publicitaires à la télévision (« Miroir »), dans les transports en commun, sur internet, Facebook et YouTube, ainsi qu'au cinéma. Des recherches ont été lancées pour effectuer un suivi sur le niveau de conscientisation à ces publicités, ainsi que sur les changements notés en ce qui a trait à la sensibilisation, aux connaissances, aux attitudes et aux comportements liés à la seconde campagne.

### Méthodologie du sondage

Cette plus récente phase de recherche comprenait une enquête nationale en ligne de 16 minutes, menée entre le 18 et le 26 mars 2011. Elle avait pour échantillon 1 201 Canadiens âgés entre 13 à 15 ans et reprenait la méthodologie utilisée lors des sondages précédents (l'enquête de référence et la première enquête postcampagne).

Conformément aux objectifs de l'enquête, les mesures retenues dans le questionnaire de référence pour évaluer la sensibilisation, les connaissances, les attitudes et les comportements appropriés à

L'égard de la consommation de drogues ont été incluses dans l'enquête de 2011. À ces données sont venues s'ajouter les questions de rappel de campagne utilisées dans le sondage de 2010 (adaptées à la campagne actuelle). Le sondage de 2010 utilisait une version modifiée de l'Outil d'évaluation des campagnes publicitaires (OECP) du gouvernement du Canada.

Puisque les échantillons utilisés dans les enquêtes par panel sont basés sur l'autosélection et non sur un échantillon aléatoire, aucune estimation formelle de l'erreur d'échantillonnage ne peut être calculée. Les statistiques contenues dans ce rapport ne peuvent être formellement généralisées à un groupe autre que celui étudié; ainsi, aucune inférence statistique basée sur les données descriptives présentées ici ne peut donc être faite pour une population plus importante.

### Résultats du sondage

Le sondage révèle que le rappel des éléments de la campagne de la Stratégie nationale antidrogue (SNA) pour la prévention de la toxicomanie chez les jeunes, en particulier l'annonce publicitaire télévisée, est élevé chez les jeunes, et qu'un nombre significatif d'entre eux ont décidé d'agir (parler à quelqu'un, visiter le site web) après avoir vu l'annonce publicitaire. Alors que l'accroissement de la sensibilisation aux dangers liés aux drogues dans l'ensemble de la population des jeunes n'est pas encore évident (selon la comparaison entre l'enquête de référence et la présente enquête), la campagne semble avoir une incidence sur plusieurs des jeunes qui en ont vu des éléments.

### COMPOSANTES DU RAPPEL DE LA PUBLICITÉ

Les conclusions de la seconde enquête portant sur la campagne montrent que le rappel des éléments de la campagne de la SNA, en particulier l'annonce publicitaire télévisée, est élevé chez les jeunes. Les conclusions principales tirées des questions sur le rappel de la publicité sont les suivantes :

- Six jeunes âgés de 13 et 15 ans sur dix (59 %) ont vu, entendu ou lu une annonce publicitaire récente portant sur les jeunes et les drogues ou sur les jeunes consommant des drogues (rappel spontané).
- En ce qui concerne le rappel du contenu, 30 pour cent de ceux qui rapportent le rappel spontané d'une annonce publicitaire portant sur les jeunes et les drogues ou sur les jeunes consommant des drogues mentionnent les effets des drogues en général, et un autre 23 pour cent des répondants mentionnent le fait de ne pas consommer de drogues/qu'elles sont mauvaises/qu'elles sont malsaines, tous des thèmes clés de la publicité de la SNA. Quinze pour

cent décrivent la publicité en détail : la fille qui se regarde dans le miroir/le changement d'apparence/la chanson aux airs de comptine.

- Un pourcentage élevé (53 %) des jeunes se souviennent d'avoir vu l'annonce publicitaire télévisée (avec aide) à partir d'une courte description.
- Au total, 22 pour cent des jeunes se souviennent d'avoir vu l'annonce publicitaire dans les transports en commun (avec aide).
- Au total, 22 pour cent des jeunes se souviennent d'avoir vu l'annonce publicitaire au cinéma (avec aide).
- Au total, 24 pour cent des jeunes se souviennent d'avoir vu l'annonce publicitaire sur internet (avec aide).
- Au total, 24 pour cent des jeunes se souviennent d'avoir vu l'annonce publicitaire sur Facebook (avec aide).
- Au total, 15 pour cent des jeunes se souviennent d'avoir vu l'annonce publicitaire sur YouTube (avec aide).
- Dans l'ensemble, un total de 67 pour cent des jeunes se souviennent d'avoir vu l'une des six annonces publicitaires (à la télévision, dans les transports en commun, au cinéma, sur internet, Facebook ou YouTube) (avec aide). En tenant compte des réponses fournies avec aide et sans aide, 75 pour cent des répondants se souviennent d'une forme de publicité portant sur les jeunes et les drogues ou sur les jeunes consommant des drogues.
- La vaste majorité des jeunes qui ont rapporté se souvenir de l'une des publicités sont en mesure d'identifier un message antidrogue, tel que « les drogues sont mauvaises pour vous/pour votre santé » (29 %), « dites non aux drogues » (24 %) et « les drogues peuvent gâcher votre vie » (23 %).
- Deux personnes rapportant le rappel d'une annonce sur 10 (17 %) indiquent qu'elles ont fait quelque chose après avoir vu l'annonce publicitaire; la mesure citée la plus courante était une discussion avec une autre personne au sujet des drogues, ou une mise en garde lancée à une personne au sujet des drogues.

- Lorsqu'on leur a demandé s'ils avaient fait, en réponse à ces annonces publicitaires, trois actions précises, 43 pour cent des répondants ayant vu l'une des annonces publicitaires ont dit avoir parlé à des membres de leur famille, à des amis ou à quelqu'un d'autre de l'annonce ou de la consommation de drogues, 11 pour cent ont dit être allés sur le site web mentionné dans l'annonce, et 11 pour cent ont affirmé avoir visité la page Facebook présentée.
- Le rappel des composantes de la campagne 2011 est plus élevé que le rappel de celles de la campagne de 2010.

### CONNAISSANCES, ATTITUDES ET COMPORTEMENTS

En plus des questions sur le rappel des publicités, les jeunes ont été interrogés sur leur niveau de sensibilisation et leurs connaissances, leurs attitudes et leurs comportements à l'égard des drogues illicites et des jeunes — toutes des questions qui avaient été posées dans l'enquête initiale. Certaines des conclusions de la présente enquête suggèrent des attitudes et des perceptions à l'égard des drogues illicites et des dommages qu'elles causent qui sont similaires à celles observées dans le cadre du sondage de référence; d'autres conclusions suggèrent une tendance vers de légers déclin. Voici un résumé des principales conclusions de l'enquête :

- Une baisse de dix points depuis l'enquête de référence est notée dans la proportion de jeunes qui ont déjà discuté des dangers de la consommation de drogues avec un parent/un tuteur (de 81 % à 71 %).
- Une augmentation de neuf points depuis l'enquête de référence est notée dans la proportion de jeunes qui pensent que la marijuana est très dangereuse pour la santé (de 34 % à 43 %).
- La proportion de jeunes qui professent un haut niveau de connaissances à propos des effets potentiels des drogues sur leurs relations avec leurs amis et leur famille a diminué (de 41 % à 37 %).
- Il y a eu une diminution dans la proportion de jeunes qui mentionnent la marijuana comme une drogue qui peut être accessible aux jeunes (de 70 % à 62 %).
- Il y a eu une diminution dans la proportion de jeunes qui sont très susceptibles de tenter d'empêcher une personne de leur entourage de consommer des drogues (de 48 % à 44 %).

- Des baisses sont observées dans la proportion de jeunes qui pensent que l'héroïne (de 89 % à 83 %), la méthamphétamine (de 89 % à 82 %), la cocaïne (de 87 % à 81 %), la psilocybine (de 65 % à 58 %) et le LSD (de 81 % à 77 %) sont très dangereux pour leur santé.
- Un déclin est observé dans la proportion de jeunes qui pensent que le danger potentiel associé à la consommation de marijuana sur une base régulière est très sérieux (de 67 % à 62 %).
- Ce même déclin est également noté dans la proportion de jeunes qui croient que s'ils consommaient de la marijuana une fois de temps en temps, il serait très probable que leurs relations avec les membres de leur famille se détériorent si ces derniers venaient à le savoir (de 65 % à 59 %), que cela les mène à consommer de la marijuana plus souvent (de 65 % à 51 %) et qu'ils en deviennent dépendants (50 % à 46 %).
- Des diminutions sont observées dans la proportion de jeunes qui pensent que s'ils consommaient de l'ecstasy une fois de temps en temps, il serait très probable que leurs relations avec les membres de leur famille se détériorent si ces derniers venaient à le savoir (de 83 % à 77 %), que leur santé en soit affectée (de 79 % à 75 %) et qu'ils en deviennent dépendants (de 75 % à 70 %).

### IMPACT DE LA CAMPAGNE

L'impact de la campagne peut être mesuré en déterminant les différences entre ceux qui se souviennent des campagnes publicitaires et ceux qui ne s'en souviennent pas. Il semble y avoir un certain nombre de différences entre ceux qui se souviennent d'une annonce publicitaire de la SNA (avec aide) et ceux qui ne s'en souviennent pas. Voici un résumé des principaux résultats observés :

Les jeunes qui rapportent un rappel avec aide sont plus susceptibles que ceux qui n'en rapportent pas...

- d'avoir déjà discuté des dangers de la consommation de drogues avec leurs parents (77 % contre 58 %), et d'en avoir discuté au cours des trois derniers mois (72 % contre 62 %);
- d'être bien renseignés sur les effets des drogues en général (26 % contre 17 %), sur les effets des drogues sur leurs relations avec leurs amis et leur famille (42 % contre 26 %), leur santé physique (42 % contre 26 %) et leur santé mentale (39 % contre 31 %);

- d'être conscients que certaines drogues accessibles aux jeunes sont également néfastes. Par exemple, le fait de savoir que la marijuana est une drogue accessible est plus répandu chez ceux qui se souviennent d'avoir vu une annonce publicitaire que chez ceux qui ne s'en souviennent pas (69 % contre 48 %); c'est aussi le cas pour l'ecstasy (26 % contre 17 %) et d'autres drogues. La prise de conscience de la nocivité de la marijuana est plus élevée chez ceux qui se souviennent d'une annonce publicitaire que chez ceux qui ne s'en souviennent pas (37 % contre 27 %); le même phénomène est observé dans le cas de la méthamphétamine (16 % contre 11 %) et de l'ecstasy (19 % contre 14 %);
- de penser que beaucoup de drogues illicites (y compris l'héroïne, la cocaïne, la méthamphétamine et autres) sont très dangereuses. Cependant, ils ne sont pas plus susceptibles de penser que la marijuana et la psilocybine sont très dangereuses;
- d'affirmer qu'ils sont très susceptibles d'empêcher une personne de leur entourage de consommer des drogues (48 % contre 36 %) et de dire qu'ils ne sont pas du tout susceptibles de consommer des drogues lors d'une fête, même si d'autres en consomment (61 % contre 56 %), consommer des drogues si des amis leur en offrent (60 % contre 54 %) ou consommer des drogues si leur frère ou leur sœur leur en proposent (66 % contre 58 %);
- de penser que s'ils consommaient de la marijuana une fois de temps en temps, il serait très probable que leurs relations avec les membres de leur famille se détériorent si ces derniers le savaient (62 % contre 53 %), que leurs travaux scolaires en soient affectés (52 % contre 47 %), que cela les mène à consommer de la marijuana plus souvent (53 % contre 46 %) et que leur santé soit touchée (51 % contre 46 %);
- de penser que les dommages potentiels causés par la consommation d'ecstasy sur une base régulière sont très graves (88 % contre 79 %);
- de penser que s'ils consommaient de l'ecstasy une fois de temps en temps, il serait très probable que leurs relations avec les membres de leur famille se détériorent si ces derniers le savaient (80 % contre 72 %), que leurs travaux scolaires en soient affectés (75 % contre 70 %), que cela les mène à consommer de l'ecstasy plus souvent (74 % contre 67 %), que leur santé soit touchée (77 % contre 70 %), que cela les mène à consommer d'autres drogues illicites (71 % contre 67 %), que leurs amitiés ou leur vie sociale en soient affectées (70 % contre 64 %) et qu'ils en deviennent dépendants (72 % contre 66 %);
- d'avoir visité un site web pour obtenir des informations (21 % contre 7 %);

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- d'affirmer qu'il n'est pas du tout probable qu'ils essaient des drogues illicites (74 % contre 68 %) ou qu'ils en consomment (77 % contre 70 %) au cours des trois prochains mois;
- d'être fortement en accord avec l'idée que les avantages d'un style de vie exempt de drogue sont plus importants que les avantages perçus de la consommation de drogues (80 % contre 68 %).

Le coût final de ce projet, incluant la TVH, est 54 997,10 \$.

### **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) 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 comprised of a TV ad, out-of-home and Internet ads, as well as a youth-focused website.

The primary objectives of the youth strategy are to:

- Increase the number of youth ages 13 to 15 who are aware of the specific harms of illicit drug use;
- Increase the number of youth ages 13 to 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 1,502 youth from September 27 to October 7, 2009, to measure awareness, attitudes, behaviours and knowledge of youth ages 13 to 15 related to illicit drugs and drug use. The first youth advertising campaign ran from December 28, 2009 to March 31, 2010.

Following the initial campaign launch, a return to sample survey was undertaken to measure advertising recall and to track changes in a number of these measures after the implementation of the advertising campaign, including post-campaign attitudes, awareness, behaviours, and knowledge regarding illicit drugs and drug use, perceived and actual awareness and knowledge of illicit drugs, perceptions of risk associated with various illicit drugs, and proportion of youth who had discussed the subject of drugs with their parents. Among the 1,502 youth who participated in the baseline



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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, a parallel online survey based on a new sample of 300 youth ages 13 to 15, who did not participate in the baseline survey, was conducted. 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 to May 25, 2010. The new sample survey was in field from April 23 to May 2, 2010.

The second youth campaign was re-launched in November 2010 with new creative materials including a TV ad (“Mirror”) as well as transit, Internet, Facebook and cinema ads. Research was needed to track advertising awareness and changes in the awareness, knowledge, attitudes and behaviours related to the second campaign. The survey measures post-campaign changes relative to the pre-campaign baseline in awareness, knowledge, attitudes and behaviours of youth ages 13 to 15 related to illicit drugs and drug use. The specific research objectives are to:

- Determine the proportion of youth ages 13 to 15 who were exposed to the NADS campaign;
- Determine post-campaign attitudes, awareness, behaviours, 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;
- Determine the post-campaign information needs and other supports, as they relate to drugs; and
- Determine level of television, transit, Internet and cinema advertising recall.

The questionnaire included selected measures from the baseline and from the first follow-up research, as well as new questions that measure exposure to the second campaign. In terms of the survey analysis and report, the report examines differences among surveys at three points in time:

A. National Anti-Drug Strategy Quantitative Baseline Survey of Youth (HC-POR-08-07) – the baseline survey.

B. NADS Post Campaign Survey with Youth – Return to Sample (HC-POR-09-23) – the first youth campaign follow-up research.

C. NADS Youth Campaign – Ad Recall and Tracking (HC-POR-10-13) – the second youth campaign research.

Note that when comparing awareness, attitudes, perceptions, and knowledge levels over time between the baseline, second campaign, and first campaign surveys, the control sample from the first campaign survey (N=300) will be used, since this survey is closest in methodology (i.e., a “new” survey) to the baseline and second campaign surveys. These three surveys provide the best measures to assess whether changes are or have taken place over time in the overall population of youth ages 13 to 15 when it comes to perceptions, attitudes and behaviours. Indeed these three surveys can assist in measuring whether the goals of the youth strategy, as described above, are being achieved.

In addition to assessing whether the goals of the youth strategy are being achieved over time, the surveys give a clear indication as to whether the advertising campaigns are having an impact on youth awareness, knowledge, attitudes and behaviours regarding drugs.

When discussing the impact of the two ad campaigns, we use the return sample (RS) survey results from the first campaign survey.

### **Survey Methods**

The target audience for this research is Canadian youth ages 13 to 15. Based on data available from Statistics Canada, supplied to us by Health Canada, this target population is estimated to have an incidence level in the population of four percent (4%). Of particular interest within this segment are youth “contemplators,” a middle segment of youth in terms of their attitudes toward illicit drugs, who made up approximately 40 percent of respondents in the baseline survey.

The research is comprised of a 16-minute online survey conducted between March 18 and 26, 2011, with a national sample of 1,201, using the same online methodology used in the previous survey waves (baseline and first post-campaign surveys).

Participants in the survey were recruited according to the same procedures used in the baseline survey and in the new or control sample of the 2010 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.

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. Added to these were the campaign recall questions used in the 2010 survey, adapted to the current campaign, which used 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 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.

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

This and the previous survey research projects assessing the NADS campaigns were led by Dr. Donna Dasko, Senior Vice-President.

## **DETAILED FINDINGS**

This report presents the findings for the 2011 NADS survey of youth ages 13 to 15 concerning their awareness, knowledge, attitudes and behaviours with respect to illicit drugs and drug use, as well as recall of recent advertising for the NADS mass media campaign.

Specifically, the report examines aided and unaided recall of the various components of the November 2010 NADS mass media campaign, the discussions youth have with their parents on the subject of drugs, their general knowledge and awareness concerning illicit drugs, their behaviours with respect to drug use, their perceptions of the harm caused by illicit drugs and drug use, their use of websites to find information on illicit drug use, and their anticipated future behaviours with respect to drug use issues.

### **Respondent Profile**

The demographic profile of the respondents to this survey is presented in the following table.

## NADS Ad Recall and Tracking Survey of Youth

### Respondent Profile

	2011 N = 1,201		2011 N = 1,201
<i>Age</i>		<i>Parents' education</i>	
13	36	Elementary school or less	2
14	33	Some high school	23
15	31	Completed high school	11
		Some community college, vocational or trade	7
<i>Gender</i>		Completed community college, vocational or trade	20
Male	56	Some university	6
Female	44	Completed university	20
		Post-graduate university	8
<i>Household</i>		dk/na	3
Live with two parents	68		
Live with one parent	14	<i>Spending money (weekly)</i>	
Live with a parent and step-parent	11	\$0	13
Live part-time with one parent and part-time with another	4	\$1 to \$10	28
Live with a guardian	2	\$11 to \$20	30
Some other arrangement	1	\$21 to \$40	16
		\$41 to \$60	7
<i>Older sibling</i>		\$61 to \$80	2
Yes	47	\$81 to \$100	1
No	53	More than \$100	3
<i>School attendance</i>		<i>Aboriginal</i>	
Full-time	98	No	96
Part-time	1	Yes	4
Not in school	1		
		<i>Self-reported grades in school</i>	
<i>Visible minority</i>		A (80% - 100%)	43
No	81	B (70% - 79%)	41
Yes	19	C (60% - 69%)	12
		D (50% - 59%)	2
		Less than D (50%)	*

\* Less than one percent

## Advertising Recall

This section of the survey examines 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 DrugsNot4Me campaign – reached youth ages 13 to 15. The survey also measured aided recall by describing the television, transit, cinema 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. Six in ten (59%) say they do recall seeing such advertising; four in ten (41%) do not recall any such advertising.

Unaided Recall of Any Advertisements	
	N= 1,201
Yes	59
No	41

This result provides a good measure of what youth 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. Of those who report unaided recall of advertising about youth and drugs or youth using drugs, 30 percent mention the effects of drugs in general; 23 percent mention not doing drugs/they are bad/they are unhealthy – both of which are key themes of the NADS advertising; 15 percent describe aspects of the TV ad – girl looking in mirror/changing appearance/rhyme. Smaller proportions give other responses which may be related to this or other NADS advertising, including: bad (3%), kids doing drugs/offering it to others (3%), naming different types of drugs (3%), not for me (2%) and kid at party/offered drugs/imagines future (2%).

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<b>Unaided Content Recall</b>	N=705
Effects of doing drugs	30
Not doing drugs/they are bad/unhealthy	23
Girl looking in mirror/changing appearance/rhyme	15
Naming different types of drugs	3
Kids doing drugs/offering it to others	3
Bad	3
Kid at party/offered drugs/imagines future	2
Death/drugs kill	2
School	2
Not for me	2
Smoking/lung cancer	2
Teenagers	1
Kids help line/phone/website	1
Alcohol/drug abuse/addiction	1
Health Canada/government	1
Peer pressure/prevention/don't give in	1
Drugs fry your brain/health effects	1
Parents talking to kids about drugs	1
Kids doing sports, etc. instead of drugs	1
Pill with happy face	*
Sad/alone	*
Other	10
Nothing	2
dk/na	9
<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, eight in ten of those with unaided recall mention seeing it on television (80%); much smaller proportions mention seeing it on public transit (12%), the Internet (12%) or in a cinema (5%) – which are other advertising channels utilized in the NADS campaign. A number of other advertising venues are also mentioned.

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Advertising Source of Unaided Recall	N = 705
Television	80
Public transit/subway/bus	12
Internet/website banner	12
Magazines	10
Word-of-mouth	9
Newspaper	8
School/class	7
Radio	6
Malls/stores	6
Outdoor billboards	5
Pamphlet/brochure in the mail	5
Cinema	5
Local weekly newspaper	2
Fair/exhibition	1
Other	1
dk/na	*
<i>Subsample: Those who have seen, heard or read any advertising on the topic of youth and drugs or youth using drugs – unaided recall. * Less than one percent</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 reading the description of the television ad (i.e., teenage girl in her bedroom looking at her reflection in the mirror, she becomes hostile – smashing items in her room and getting upset as the effects of her drug use get stronger – while a nursery rhyme-like tune plays “one, two, kicked out of school...” in the background), just over one-half (53%) say they saw the television ad. A somewhat smaller number (47%) do not remember seeing the ad.

Aided Recall of Television Ad	
	N= 1,201
Yes	53
No	47

**AIDED RECALL – TRANSIT AD**

The transit ad was described (i.e., a series of three photos, side-by-side, of a teenage girl – the first shows her smiling, then looking upset, then ending with her looking worn-out, her face showing the



effects of drug use), to assess the level of aided recall. Two in ten (22%) remember seeing this ad on a bus, subway or sky train; eight in ten (78%) do not recall seeing the ad.

<b>Aided Recall of Transit Ad</b>	
	N= 1,201
Yes	22
No	78

**AIDED RECALL – CINEMA AD**

The cinema ad was described (i.e., showing a teenage girl in her bedroom looking at her reflection in the mirror, she becomes hostile – smashing items in her room and getting upset as the effects of her drug use get stronger – while tinkering music plays in the background), to assess the level of aided recall. Two in ten (22%) remember seeing the ad; eight in ten (78%) do not recall the ad.

<b>Aided Recall of Cinema Ad</b>	
	N= 1,201
Yes	22
No	78

**AIDED RECALL – INTERNET AD**

The Internet ad was described (i.e., showing scenes from a video where a teenage girl changes from smiling to angry and hostile with marks on her face because of drug use, with the words “Drugs do you know where they’ll take you” at the top of the Internet ad) to assess the level of aided recall. One-quarter (24%) remember seeing the ad; three-quarters (76%) do not recall the ad.

<b>Aided Recall of Internet Ad</b>	
	N= 1,201
Yes	24
No	76

**AIDED RECALL – FACEBOOK AD**

An ad on Facebook was described (i.e., showing either a picture of a teenage girl with marks on her face and the words, “Where will they take you” and “DrugsNot4Me” in yellow at the top of the ad OR a picture of a teenage boy and girl with “DrugsNot4Me” at the top of the ad OR a cartoon picture of a boy and a girl with “Help Johnny Make a Choice” at the top of the ad), to assess the

level of aided recall. One-quarter (24%) remember seeing the ad; three-quarters (76%) do not recall the ad.

Aided Recall of Facebook Ad	
	N= 1,201
Yes	24
No	76

**AIDED RECALL – YOUTUBE AD**

An ad on YouTube was described (i.e., showing a series of scenes where you see a teenage girl changing from smiling to upset and hostile with marks on her face because of drug use, with the words “Drugs do you know where they’ll take you” at the top of the Internet ad), to assess the level of aided recall. Fewer than two in ten (15%) remember seeing the ad; more than eight in ten (85%) do not recall the ad.

Aided Recall of YouTube Ad	
	N= 1,201
Yes	15
No	85

**FOLLOW-UP QUESTIONS – ADVERTISING**

In the next section of the questionnaire, those who answered yes to any of the advertising recall questions (including unaided or aided recall: N=903, or 75% of all respondents) 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. Overall, 67 percent (N=810) recall seeing any of the ads, on an aided basis.

**MAIN MESSAGE – ADVERTISING**

Youth ages 13 to 15 who recall any advertising, on an unaided or aided basis (75% of respondents), were asked what they think was the main point the advertising was trying to get across. The most common message mentioned is drugs are bad for you or your health (29%). Smaller proportions mention messages such as, say no to drugs or stay away from drugs (24%), and how drugs can ruin your life, family or future (23%). Other mentions include: drugs change your personality (8%) and drugs are addictive, dangerous or don’t start (3%). Seven percent mention other messages. Six percent are unable to identify a main message of the advertising.

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Main Message of Advertising	N=903
Drugs are bad for you/your health	29
Say no to drugs/stay away from drugs	24
Drugs can ruin your life/family/future	23
Drugs change your personality	8
Drugs are addictive/dangerous/don't start	3
Don't feel pressure to do drugs	1
Drugs are not cool – don't need drugs to be cool	1
Get help/helpline/talk to someone	1
Make the right choice/decision	1
Be informed/aware about drugs	1
Think about the consequences	*
Other	2
None/nothing	1
dk/na	5
<i>Subsample: Those who have seen, heard or read (yes) any advertising.</i>	
<i>* Less than one percent</i>	

**CALL TO ACTION – ADVERTISING**

Youth ages 13 to 15 who recall any advertising were asked if they did anything as a result. Almost two in ten (17%) who recall the advertising say they have done something as a result; just over eight in ten (83%) say they did not.

Call to Action	
	N=903
Yes	17
No	83

Among those (N=149) who claim they did something as a result of seeing the advertising, more than one-half (55%) say the advertising prompted them to talk to or warn friends/family about drugs. Smaller proportions mention deciding not to do drugs or saying no to drugs (22%), and thinking about drugs or their future (7%). Twelve percent mention other actions. One percent say they did nothing and three percent are unable to say what action they took.

Actions Taken (open-ended)	N=149
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## NADS Ad Recall and Tracking Survey of Youth

Talked to/warned friends, family	55
Decided not to do drugs/said no to drugs	22
Made me think about the drugs/my future	7
Other	12
Nothing	1
dk/na	3
<i>Subsample: Those who did something as a result of seeing the advertising.</i>	

Youth ages 13 to 15 who recall any advertising were also asked if they have taken any of three specific actions as a result of seeing the advertising: talked to their family, friends or anyone else, went to the website shown in the ad, or went to the Facebook page shown in the ad. Just over four in ten (43%) say they talked to their family, friends or anyone else; one in ten each went to the website (11%) or the Facebook page (11%). Just over one-half (53%) did none of these actions.

<b>Actions Taken (closed-ended)</b>	N=903
Talked to friends, family or anyone else	43
Went to Website	11
Went to Facebook page	11
None of the above	53
<i>Subsample: Those who have seen, heard or read (yes) any advertising.</i>	

### RECALL OF WEBSITE AND FACEBOOK PAGE

Youth ages 13 to 15 who recall any advertising were asked if they remember the name of the website or Facebook page that was shown in the ad. One in ten (10%) say they do recall the name of the website or Facebook page; nine in ten (90%) say they do not.

<b>Recall Name of Website or Facebook Page Shown in the Advertising</b>	N=903
Yes	10
No	90
<i>Subsample: Those who have seen, heard or read (yes) any advertising</i>	

Among the ten percent of youth (N=91) who claim to remember the name of the website or Facebook page that was shown in the ad, just under six in ten (56%, N=51) say the name of the

## NADS Ad Recall and Tracking Survey of Youth

website is DrugsNot4Me/Not4Me/0droguepourmoi/0drogue (N=37 say DrugsNot4Me). Twenty-eight percent mention other names. Fifteen percent are unable to mention the website name.

Name of Website or Facebook Page	N=91
DrugsNot4Me/Not4Me/0droguepourmoi/0drogue	56
Non a la drogue	1
Other	28
dk/na	15
<i>Subsample: Those who remember the name of the website or Facebook page that was shown in the ad</i>	

### ADVERTISING SPONSOR

Youth ages 13 to 15 who recall any advertising, aided or unaided (75% of respondents) were asked who they thought produced the advertising. Just over half (53%) correctly cite the Government of Canada/federal government as the sponsor of the advertising. One-third (35%) say some unspecified level of government and 10 percent say the provincial government.

Sponsor of Television Ad	N=903
Government of Canada/federal government	53
Some level of government, but not clear which one	35
Provincial government	10
Municipal government	1
Anti-drug groups/organizations	*
Kids organization	*
Other	*
dk/na	*
<i>Subsample: Those who have seen, heard or read (yes) any advertising. * Less than one percent</i>	

### SUMMARY OF ADVERTISING CAMPAIGNS

This section summarizes the findings concerning aided recall of the components of the NADS advertising in the 2010 and 2011 surveys. It must be noted that in 2010 these data are taken from the return sample (RS) survey (N=317), which was the central measure of ad recall in the 2010 survey.

Recall of all advertising campaign components is higher for the 2011 campaign than for the 2010 campaign:

In the 2011 survey...:

## NADS Ad Recall and Tracking Survey of Youth

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- 67 percent report aided recall of any of the six ads in the second campaign (television, transit, cinema, Internet, Facebook and YouTube); in the 2010 survey, 53 percent recalled seeing any of the five ads (television, transit, mall, Internet or Facebook).
- 53 percent report aided recall of the television ad; in the 2010 survey, 44 percent recalled the television ad.
- 22 percent report aided recall of the transit ad; in the 2010 survey, 16 percent recalled the transit ad.
- 22 percent report aided recall of the cinema ad; this was not a component of the 2010 initial launch.
- 24 percent report aided recall of the Internet ad; in the 2010 survey, 14 percent recalled the Internet ad.
- 24 percent report aided recall of the Facebook ad; in the 2010 survey, 15 percent recalled the Facebook ad.
- 15 percent report aided recall of the YouTube ad; this was not a component of the 2010 initial launch.

**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 youth in the current survey (71%) 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 down 10 points from the 2009 baseline survey and from the 2010 survey. Youth who recall any advertising are more likely than those who have not to have discussed these issues with a parent (77% vs. 58%).

<b>Ever Discussed Dangers/Risks of Drugs</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Yes	81	81	71	77	58
No	19	19	29	23	42

Among those who have had such discussions of the risks of drug use, six in ten (62%) have had three or more such discussions in the past year, one-quarter (26%) have had two such discussions, and one in ten (11%) have had only one such discussion. The average number of discussions held over the past year is approximately six. The proportion of those who have had three or more conversations is down five points from the baseline survey. Youth who recall any of the advertising are somewhat more likely than those who do not to have had three or more discussions (62% vs. 57%).

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<b>Frequency of Discussions about Dangers/Risks of Drugs – In Past Year</b>					
	Total Baseline 2009 N=1,220	Total 2010 N=242	Total 2011 N=848	Aided Recall 2011	
				Any N=622	None N=226
None	1	*	2	2	1
1	9	15	11	9	16
2	23	23	26	26	25
3 or more	67	62	62	62	57
<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. Seven in ten (70%) of those who have discussed the risks of drug use with their parent, have had such a discussion in the past three months. These findings are down four points from the baseline survey. 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 (72% vs. 62%).

<b>Discussed Dangers/Risks of Drugs – Past Three Months</b>					
	Total Baseline 2009 N=1,220	Total 2010 N=242	Total 2011 N=848	Aided Recall 2011	
				Any N=622	None N=226
Yes	74	74	70	72	62
No	26	26	30	28	38
<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.** Almost four in ten (37%) 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 decline of four points 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 (42% vs. 26%).

<b>Knowledge About the Potential Effects of Drugs on Relationships with Friends and Family</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Low (1-2)	7	8	5	4	7
Medium (3-5)	53	50	57	53	67
High (6-7)	41	42	37	42	26

**Knowledge of effects on physical health.** Almost four in ten youth (37%) 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 (42% vs. 26%).

<b>Knowledge About Effects of Drugs on Physical Health</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Low (1-2)	6	6	6	5	9
Medium (3-5)	54	51	58	54	65
High (6-7)	39	43	37	42	26

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**Knowledge of effects on mental abilities.** Just under four in ten youth (37%) 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 somewhat more likely than those who do not to have high knowledge about the effects of drugs on mental health (39% vs. 31%).

<b>Knowledge About Effects of Drugs on Mental Abilities</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Low (1-2)	6	9	9	7	11
Medium (3-5)	57	53	56	53	57
High (6-7)	36	38	37	39	31

**Knowledge of drugs in general.** One-quarter (24%) 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 somewhat more likely to have high knowledge than those who have not (26% vs. 17%)

<b>Knowledge About Drugs</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Low (1-2)	7	11	7	5	10
Medium (3-5)	68	62	70	68	73
High (6-7)	25	27	24	26	17

### **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 youth as being available to people in their age group include marijuana (62%), followed by cocaine or crack (29%), then ecstasy (23%) and methamphetamine (15%). Much further behind are heroin (8%), LSD (7%), hashish (7%), mushrooms (4%), prescription drugs/pills (3%), tobacco (3%) and others. Awareness of most drugs is similar to that found in the baseline survey, with the exception of marijuana, which has declined eight points. Those who have seen ads are more likely to show higher awareness of several drugs, including

## NADS Ad Recall and Tracking Survey of Youth

marijuana (69% vs. 48%), ecstasy (25% vs. 17%) and methamphetamine (16% vs. 11%), than those who have not.

<b>Awareness of Available Drugs</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Marijuana/ cannabis	70	64	62	69	48
Crack/cocaine	30	26	29	30	29
Ecstasy	24	25	23	26	17
Methamphetam ines/speed	17	18	15	16	11
Heroin	6	6	8	7	11
LSD/acid	7	7	7	6	9
Hashish	-	-	7	8	4
Mushrooms	6	4	4	5	2
Prescription drugs/pills	4	8	3	3	2
Tobacco/ nicotine/ cigarettes	3	3	3	4	2
Alcohol	3	3	2	2	1
All/everything	3	3	2	3	2
Other	10	5	12	14	8
None	10	8	13	10	17
dk/na	10	16	8	8	8

### **AWARENESS OF HARMFUL DRUGS**

When asked what drugs come to mind as being harmful or a threat to people in their age group, marijuana does not stand out among youth, even though it ranks second behind cocaine/crack. A total of 36 percent mention cocaine, followed by marijuana (34%), ecstasy (17%), methamphetamine (14%), heroin (12%), LSD or acid (6%) and hashish (3%). Seventeen percent mention a variety of other drugs.

Two in ten (18%) say most or all drugs are harmful. More than one in ten say none (8%) or offer no opinion (7%).

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These findings are similar to those of the baseline survey. Youth who recall any of the advertising are more likely than those who do not to mention marijuana (37% vs. 27%), ecstasy (19% vs. 14%) and methamphetamine (16% vs. 14%).

<b>Awareness of Drugs Being Harmful</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Cocaine/crack	36	32	36	36	34
Marijuana/ cannabis	37	38	34	37	27
Ecstasy/MDMA	18	19	17	19	14
Methamphetamine/ speed	18	16	14	16	11
Heroin	10	11	12	10	14
LSD/acid	6	5	6	5	8
Hashish	4	6	3	3	2
All/most drugs	19	19	18	19	15
Other	16	14	17	18	13
None	7	6	8	6	12
dk/na	7	11	7	7	7

## 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 four in ten (44%) say they would be very likely to try to stop someone close to them from using drugs; 41 percent say they are somewhat likely, and the remainder are not very (12%) or not at all (3%) likely to do this.

The number of respondents who say they are very likely to stop someone from using drugs is slightly lower – down four points – than in the baseline survey, and is 14 points lower than in the 2010 survey. Those who have seen the ads are more likely to say they would be very likely to stop someone than those who have not (48% vs. 36%).

<b>Likelihood of Trying to Stop Someone Close to You from Using Drugs</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	48	58	44	48	36
Somewhat likely	38	34	41	37	50
Not very likely	12	7	12	12	12
Not at all likely	1	2	3	3	2

**Use drugs at party if others were also using them.** When it comes to circumstances in which they might try drugs, only two percent say they would be very likely to use drugs at a party if others were also using them; nine percent are somewhat likely, and the remainder are not very (31%) or not at all (59%) likely to try drugs if offered at a party. These findings are essentially unchanged from the baseline survey; however, the proportion who are not at all likely to use drugs is 10 points lower than that found in the 2010 survey, and the proportion who are not very likely is nine points higher.

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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 (10% vs. 5%).

<b>Likelihood of Using Drugs at a Party if Others were also Using Them</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	3	3	2	2	*
Somewhat likely	9	7	9	10	5
Not very likely	28	22	31	27	39
Not at all likely	60	69	59	61	56
* <i>Less than one percent</i>					

**Use drugs if they were offered by a friend.** Only two percent say they would be very likely to use drugs if they were offered by a friend, and eight percent say somewhat likely; the remainder are not very (32%) or not at all (58%) likely to do this. These findings are essentially unchanged from the baseline survey; however the proportion of those not at all likely is down 11 points from the 2010 survey and the proportion of those not very likely is up 10 points. Youth who recall any of the advertising are somewhat more likely than those who do not to say they are somewhat likely to use drugs if offered by a friend (10% vs. 6%).

<b>Likelihood of Using Drugs if they were Offered to You by a Friend</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	2	2	2	2	*
Somewhat likely	9	7	8	10	6
Not very likely	28	22	32	28	39
Not at all likely	60	69	58	60	54
* <i>Less than one percent</i>					

**Use drugs if they were offered by a brother/sister.** Two percent say they are very likely to use drugs if they were offered by a sibling and eight percent are somewhat likely; the remainder are not very (27%) or not at all (64%) likely to do this. These findings are essentially unchanged from the

## NADS Ad Recall and Tracking Survey of Youth

baseline survey; however, the proportion of those not at all likely is 10 points lower than that found in the 2010 survey, and the proportion of those not very likely has increased nine points. Youth who recall any of the advertising are more likely than those who do not to say they are somewhat likely to use drugs if they were offered by a sibling (9% vs. 5%).

<b>Likelihood of Using Drugs if they were Offered to You by Your Brother or Sister</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	2	1	2	2	1
Somewhat likely	9	6	8	9	5
Not very likely	23	18	27	22	36
Not at all likely	66	74	64	66	58

### PERSONAL EXPERIENCE WITH ILLICIT DRUGS

**Ever been offered drugs.** Youth ages 13 to 15 were asked if they have ever been offered drugs and, if so, how they responded when they were offered drugs. This question was not asked in the baseline survey and a different question was asked in the 2010 survey.

Four in ten (40%) report having ever been offered drugs.

<b>Ever Been Offered Drugs</b>			
	Total 2011 N=1,201	Aided Recall 2011	
		Any N=810	None N=391
Yes	40	46	27
No	60	54	73

Those who report having been offered drugs were asked what they did when they were offered drugs. Among those (N=475) who report having been offered drugs, seven in ten (68%) say they told them no/they don't do drugs. Smaller proportions say they tried/used it (15%) or they ignored them/told them to go away. (7%) There is no significant difference between youth who recall any of the advertising and those who do not.

<b>Action Taken When Offered Drugs *</b>			
	Total 2011 N=475	Aided Recall 2011	
		Any N=370	None N=104
Told them no/I don't do drugs	68	68	67
Tried it/used it	15	14	17
Ignore them/told them to go away	7	6	8
Made a joke about it/laughed	2	1	5
Told parent/relative	3	3	3
Other	8	10	4
Nothing	1	1	-
dk/na	3	3	5
<i>Subsample: Those who have ever been offered drugs. *More than one answer is possible</i>			

**Ever tried drugs.** Youth ages 13 to 15 were shown a list of drugs and asked if they have tried any of the drugs. These questions differ from those asked in the 2010 survey in terms of time frame, and therefore direct comparisons can only be made with the baseline survey findings.

**Marijuana.** Less than two in ten (14%) have tried marijuana/cannabis at least once; this is down four points from the baseline survey (18%). There is no significant difference between youth who recall any of the advertising and those who do not.



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<b>Tried Marijuana (aka Cannabis, Hash, Weed, Pot, Mary Jane)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	8	5	6	4
2 - 4 times	5	4	4	2
5 times or more	5	5	5	3
Not at all	82	86	84	91

**Cocaine.** Three percent have tried cocaine at least once; this is unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

<b>Tried Cocaine/Crack Cocaine (aka Coke, Crack)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	1	1	2	*
2 – 4 times	1	1	*	1
5 times or more	1	1	1	*
Not at all	98	97	97	99
<i>* Less than one percent</i>				

**Ecstasy.** Four percent have tried ecstasy at least once; this is unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

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<b>Tried Ecstasy (aka E, XTC)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	2	2	2	1
2 – 4 times	1	1	2	*
5 times or more	1	1	1	-
Not at all	96	96	95	98
<i>* Less than one percent</i>				

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**LSD.** Three percent have tried LSD at least once; this is essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

<b>Tried LSD (aka Acid, Dots)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	1	1	1	*
2 – 4 times	1	1	1	*
5 times or more	*	1	1	-
Not at all	98	98	97	99
<i>* Less than one percent</i>				

**Psilocybin.** Seven percent have tried psilocybin at least once; this is up four points from the baseline survey. Youth who recall any of the advertising are more likely than those who do not to have tried psilocybin (9% vs. 3%).

<b>Tried Psilocybin (aka Magic Mushrooms, Shrooms)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	2	3	4	1
2 – 4 times	1	2	3	1
5 times or more	*	2	2	1
Not at all	97	93	91	97
<i>* Less than one percent</i>				

**GHB.** One percent have tried GHB at least once; this is unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

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<b>Tried GHB (aka G, Liquid X)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	1	1	1	*
2 – 4 times	*	*	1	-
5 times or more	*	*	*	*
Not at all	98	98	98	99
<i>* Less than one percent</i>				

**Heroin.** One percent have tried heroin at least once; this is unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

<b>Tried Heroin (aka Junk, Smack)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	*	1	1	1
2 – 4 times	1	*	*	*
5 times or more	*	*	1	-
Not at all	99	99	98	99
<i>* Less than one percent</i>				

**PCP.** Three percent have tried PCP at least once; this is essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

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<b>Tried PCP (aka Angel Dust, Crystal)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	1	1	1	*
2 – 4 times	1	1	1	*
5 times or more	*	1	1	*
Not at all	99	98	98	99
<i>* Less than one percent</i>				

**Ketamine.** One percent have tried ketamine at least once; this is essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

<b>Tried Ketamine (Special K, Super K)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	*	1	2	*
2 – 4 times	*	*	1	-
5 times or more	*	*	1	-
Not at all	99	98	97	100
<i>* Less than one percent</i>				

**Methamphetamine.** Four percent have tried methamphetamine at least once; this is essentially unchanged from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

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<b>Tried Methamphetamine (aka Meth, Crystal Meth)</b>				
	Total Baseline 2009 N=1,502	Total 2011 N=1,201	Aided Recall 2011	
			Any N=810	None N=391
Once	1	2	2	1
2 – 4 times	1	1	1	-
5 times or more	*	1	1	*
Not at all	98	97	96	99
<i>* Less than one percent</i>				

## Overall Perceptions of Harm

The survey asked a series of questions about perceived dangers to health of a number of illicit drugs. As well, more extensive 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. More than 80 percent think heroin (junk, smack) and PCP (angel dust, crystal) are very dangerous. About 80 percent think methamphetamine (meth, crystal meth), cocaine (coke, crack), GHB (G, Liquid X), ecstasy (e, xtc), ketamine (special K, super K) and LSD (acid, dots) are very dangerous. Six in ten (58%) say psilocybin (magic mushrooms, shrooms) is very dangerous. Only 43 percent say marijuana (cannabis, hash, weed, pot, Mary Jane) is very dangerous.

Since the baseline survey, there have been declines of six to seven points in the proportions who think cocaine, heroin, methamphetamine and psilocybin are very dangerous, and a decline of four points in the proportion who think LSD is very dangerous. There has been a significant increase of nine points in the proportion who say marijuana is very dangerous. Since the 2010 survey, there has been a decline of 11 points in the proportion who think that psilocybin is very dangerous.

Youth who recall any of the advertising are more likely than those who do not to think that heroin (86 vs. 78%), methamphetamine (84% vs. 77%), cocaine (84% vs. 77%), GHB (79% vs. 72%), ketamine (82% vs. 74%), LSD (78% vs. 73%), ecstasy (78% vs. 72%) and PCP (85% vs. 77%) are very dangerous.

Perceptions of Danger to Health – Heroin (aka Junk, Smack)					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391

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Very dangerous	89	89	83	86	78
Somewhat dangerous	7	9	14	12	20
Not very dangerous	1	*	1	*	1
Not at all dangerous	2	1	2	2	1
<i>* Less than one percent</i>					

<b>Perceptions of Danger to Health – Methamphetamine (aka Meth, Crystal Meth)</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very dangerous	89	87	82	84	77
Somewhat dangerous	8	11	14	11	21
Not very dangerous	1	1	2	2	1
Not at all dangerous	2	1	2	2	1

<b>Perceptions of Danger to Health – Cocaine and Crack Cocaine (aka Coke, Crack)</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very dangerous	87	88	81	84	77
Somewhat dangerous	10	9	16	13	22
Not very dangerous	1	1	1	1	*
Not at all dangerous	2	2	2	2	1
<i>* Less than one percent</i>					

<b>Perceptions of Danger to Health – GHB (aka G, Liquid X)</b>				
	Total Baseline	Total	Total	Aided Recall 2011



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	2009 N=1,502	2010 N=300	2011 N=1,201	Any N=810	None N=391
Very dangerous	79	79	77	79	72
Somewhat dangerous	17	18	20	17	25
Not very dangerous	2	2	1	1	1
Not at all dangerous	2	1	2	2	1

<b>Perceptions of Danger to Health – Ecstasy (aka E, XTC)</b>					
	Total Baseline 2009 N=1,509	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very dangerous	77	78	76	78	72
Somewhat dangerous	17	18	19	17	25
Not very dangerous	4	3	3	3	2
Not at all dangerous	2	1	2	2	2

<b>Perceptions of Danger to Health – Ketamine (aka Special K, Super K)</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very dangerous	79	80	79	82	74
Somewhat dangerous	17	16	17	15	22
Not very dangerous	2	3	1	1	2
Not at all dangerous	2	1	2	2	1

<b>Perceptions of Danger to Health – Psilocybin (aka Magic Mushrooms, Shrooms)</b>					
	Total Baseline	Total	Total	Aided Recall 2011	

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	2009 N=1,502	2010 N=300	2011 N=1,201	Any N=810	None N=391
Very dangerous	65	69	58	58	60
Somewhat dangerous	25	23	26	23	30
Not very dangerous	8	6	12	14	8
Not at all dangerous	3	2	4	4	2

### Perceptions of Danger to Health – LSD (aka Acid, Dots)

	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very dangerous	81	82	77	78	73
Somewhat dangerous	14	15	19	16	24
Not very dangerous	2	2	3	3	2
Not at all dangerous	2	1	2	2	2

### Perceptions of Danger to Health – PCP (aka Angel Dust, Crystal)

	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very dangerous	85	85	83	85	77
Somewhat dangerous	12	12	15	12	21
Not very dangerous	1	1	1	1	1
Not at all dangerous	2	2	2	2	1

### Perceptions of Danger to Health – Marijuana (aka Cannabis, Hash, Weed, Pot, Mary Jane)

	Total Baseline	Total	Total	Aided Recall 2011

## NADS Ad Recall and Tracking Survey of Youth

	2009 N=1,502	2010 N=300	2011 N=1,201	Any N=810	None N=391
Very dangerous	34	42	43	43	44
Somewhat dangerous	34	32	32	30	37
Not very dangerous	24	20	18	20	15
Not at all dangerous	7	6	6	7	5

### 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 31 percent of youth say the potential harm of smoking marijuana “once in a while” is very serious, 37 percent say it is somewhat serious, 25 percent say it is not very serious and seven percent say it is not at all serious. 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 think that smoking marijuana is not very serious (29% vs. 18%), while those who have not seen any advertising are more likely to think smoking marijuana is somewhat serious (45% vs. 33%).

Perceptions of Harm from Smoking Marijuana Once in a While					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very serious	28	29	31	30	33
Somewhat serious	37	38	37	33	45
Not very serious	27	25	25	29	18
Not at all serious	8	7	7	8	4

**Perceived harm from smoking marijuana on a regular basis.** Six in ten (62%) say that the potential harm of smoking marijuana “on a regular basis” is very serious, 30 percent say it is somewhat serious, six percent say it is not very serious and two percent say it is not at all serious.

## NADS Ad Recall and Tracking Survey of Youth

The proportion who think that smoking marijuana on a regular basis is very serious has declined five points from the baseline survey. There is no significant difference between youth who recall any of the advertising and those who do not.

<b>Perceptions of Harm from Smoking Marijuana on a Regular Basis</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very serious	67	67	62	62	61
Somewhat serious	25	24	30	28	33
Not very serious	6	6	6	7	4
Not at all serious	1	3	2	2	2

**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. Fifty-nine percent say it is very likely that their relations with their family would be harmed if they found out, 51 percent say it is very likely that their school work would be harmed, 51 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, and 49 percent say it is very likely that their health would be harmed. More than four in ten say that they would become addicted to marijuana (46%), that it would lead to using other illicit drugs (45%), or that their friendships or social life would be harmed (44%) if they were to smoke marijuana once in a while. Just under four in ten say that law enforcement authorities would find out (37%) if they were to smoke marijuana once in a while.

Since the baseline survey, there have been declines in the proportion who think it is very likely that use of marijuana “once in a while” would harm relations with their family if they found out (down 6 points), lead to using marijuana more often (down 14 points) and lead to addiction (down 4 points).

Since the 2010 survey, there have been declines in the proportions who think it is very likely that use of marijuana “once in a while” would harm relations with their family (down 8 points) and lead to using marijuana more often (down 16 points).

For most of these consequences, youth who recall any of the advertising are more likely than those who do not to say it is very likely that these consequences might follow their using marijuana once in a while.

**NADS Ad Recall and Tracking Survey of Youth**

<b>“Once in a While” Marijuana Use – Harm Relations with Family if They Found Out</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	65	67	59	62	53
Somewhat likely	24	20	25	25	24
Not very likely	7	8	12	8	20
Not at all likely	4	5	4	5	3

<b>“Once in a While” Marijuana Use – Harm Your School Work</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	53	55	51	52	47
Somewhat likely	30	27	25	26	25
Not very likely	13	14	19	16	24
Not at all likely	5	5	5	6	4

<b>“Once in a While” Marijuana Use – Lead to Using Marijuana More Often</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	65	67	51	53	46
Somewhat likely	24	20	28	29	26
Not very likely	7	8	17	13	24
Not at all likely	4	5	5	5	4

<b>“Once in a While” Marijuana Use – Harm Health</b>					
					Aided Recall 2011

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	2009 N=1,502	2010 N=300	2011 N=1,201	Any N=810	None N=391
Very likely	50	52	49	51	46
Somewhat likely	29	26	25	26	25
Not very likely	16	17	21	19	26
Not at all likely	5	5	4	5	3

<b>“Once in a While” Marijuana Use – Become Addicted to Marijuana</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	50	52	46	47	44
Somewhat likely	29	26	25	26	23
Not very likely	16	17	21	19	26
Not at all likely	5	5	8	8	7

<b>“Once in a While” Marijuana Use – Lead to Using Other Illicit Drugs</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	43	45	45	46	42
Somewhat likely	30	31	26	27	24
Not very likely	20	16	21	18	27
Not at all likely	8	9	8	9	7

<b>“Once in a While” Marijuana Use – Harm Friendships or Social Life</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	44	44	44	45	41
Somewhat likely	31	28	27	28	26
Not very likely	18	19	22	19	29
Not at all likely	7	9	6	7	4

<b>“Once in a While” Marijuana Use – Law Enforcement Authorities Would Find Out</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	36	41	37	38	36
Somewhat likely	32	32	29	30	28
Not very likely	26	19	27	25	30
Not at all likely	6	8	7	7	6

**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 69 percent of youth say the potential harm of using ecstasy “once in a while” is very serious, 24 percent say it is somewhat serious, five 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; however, the proportion who say using ecstasy once in a while is very serious has declined eight points from the 2010 survey. There is no significant difference between youth who recall any of the advertising and those who do not.

<b>Perceptions of Harm from Using Ecstasy Once in a While</b>
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## NADS Ad Recall and Tracking Survey of Youth

	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very serious	72	77	69	69	70
Somewhat serious	22	18	24	23	26
Not very serious	4	4	5	6	3
Not at all serious	1	2	2	2	1

**Perceived harm from using ecstasy on a regular basis.** Over eight in ten youth (85%) say that the potential harm of using ecstasy “on a regular basis” is very serious, 12 percent say it is somewhat serious, two percent say it is not very serious and two percent say it is not at all serious. The number who say the potential harm is very serious is down six points from the baseline survey. However, those who recall any of the advertising are more likely than those who have not to think the potential harm is very serious (88% vs. 79%).

Perceptions of Harm from Using Ecstasy on a Regular Basis					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very serious	91	88	85	88	79
Somewhat serious	7	7	12	8	19
Not very serious	1	3	2	2	2
Not at all serious	1	2	2	2	1

**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 77 percent say it is very likely that their relations with their family would be harmed if they found out; 75 percent say it is very likely that their health would be harmed; 73 percent say it is very likely that their school work would be harmed; 72 percent say it is very likely that it would lead to using ecstasy more often; 70 percent say it is very likely that they would become addicted to ecstasy; 70 percent say it is very likely that it would lead to using other illicit drugs; and 68 percent say it is very likely that their friendships or social life would be harmed. Fewer, 56 percent, say it is very likely that law enforcement authorities would find out.



## NADS Ad Recall and Tracking Survey of Youth

Since the baseline survey, there have been declines in the proportions who think it is very likely that their relations with their family would be harmed if they found out (down 6 points), that it would harm their health (down 4 points) and that they would become addicted (down 5 points).

Youth who have seen ads are more likely than those who have not to say most of these effects are very likely to happen, with the exception of authorities finding out, where there is no significant difference.

<b>“Once in a While” Ecstasy Use – Harm Relations with Family if They Found Out</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	83	83	77	80	72
Somewhat likely	13	12	13	15	10
Not very likely	2	4	8	3	17
Not at all likely	2	2	2	2	1

<b>“Once in a While” Ecstasy Use – Harm Health</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	79	77	75	77	70
Somewhat likely	15	16	16	17	12
Not very likely	4	5	8	4	17
Not at all likely	1	2	2	2	1

NADS Ad Recall and Tracking Survey of Youth

<b>“Once in a While” Ecstasy Use – Harm Your School Work</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	76	77	73	75	70
Somewhat likely	18	15	16	19	12
Not very likely	4	6	9	5	18
Not at all likely	2	2	2	2	1

<b>“Once in a While” Ecstasy Use – Lead to Using Ecstasy More Often</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	75	76	72	74	67
Somewhat likely	18	15	17	19	13
Not very likely	4	5	8	4	18
Not at all likely	3	3	3	3	2

<b>“Once in a While” Ecstasy Use – Become Addicted to Ecstasy</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	75	74	70	72	66
Somewhat likely	18	18	17	19	14
Not very likely	5	6	10	6	18
Not at all likely	3	2	3	3	2

NADS Ad Recall and Tracking Survey of Youth

<b>“Once in a While” Ecstasy Use – Lead to Using Other Illicit Drugs</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	73	71	70	71	67
Somewhat likely	18	20	17	20	12
Not very likely	5	7	10	7	19
Not at all likely	3	2	3	3	2

<b>“Once in a While” Ecstasy Use – Harm Friendships or Social Life</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	71	70	68	70	64
Somewhat likely	20	18	18	20	15
Not very likely	7	8	11	7	19
Not at all likely	3	4	2	3	2

<b>“Once in a While” Ecstasy Use – Law Enforcement Authorities Would Find Out</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	57	60	56	57	54
Somewhat likely	26	24	24	26	21
Not very likely	14	12	16	13	22
Not at all likely	3	4	4	4	3

**Website Use**

Just under two in ten youth ages 13 to 15 (17%) say they have visited a website in search of drug information. Since the baseline survey, there has been a decline of eight 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 (21% vs. 7%).

<b>Visited a Website to Get Information about Drugs/How to Deal with Drugs</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Yes	25	17	17	21	7
No	75	83	83	79	93

Among those who have visited a website (n=202), 10 percent visited [drugsnot4me.ca/not4me.ca](http://drugsnot4me.ca/not4me.ca), 10 percent visited Google, seven percent visited a government site in general, six percent visited Health Canada, five percent visited Drugs Canada/[Drugs.ca/droque.ca](http://Drugs.ca/droque.ca), two percent visited Wikipedia and one percent visited YouTube. Nineteen percent mentioned other drug-related sites, and three percent mentioned other non-drug related sites. A large number (43%) do not remember the name of the website. Since the baseline survey, there has been a decline of 11 points in the proportion of those who mention Google; there has been an increase in the proportion of those who mention [drugsnot4me.ca](http://drugsnot4me.ca) website (up 10 points; these sites did not exist in 2009).

Youth who recall any advertising are more likely than those who do not to recall visiting [drugsnot4me.ca](http://drugsnot4me.ca) (11% vs. 0%), although due to the small sample sizes, this is not statistically significant).

**Websites Visited (among those who have visited a website)**

NADS Ad Recall and Tracking Survey of Youth

	Total Baseline 2009 N=372	Total 2010 N=50	Total 2011 N=202	Aided Recall 2011	
				Any N=173	None N=29
Google	21	6	10	11	4
drugsnot4me.ca/ not4me.ca	-	2	10	11	-
Government	-	-	7	6	14
Health Canada	7	9	6	6	4
Drugscanada/drugs.ca/ drogue.ca	-	-	5	5	4
Wikipedia	5	5	2	2	3
YouTube	1	-	1	1	-
School's website/ recommended by school	3	-	-	-	-
abovetheinfluence.com	1	-	-	-	-
erowid.com	1	-	-	-	-
Drugs.com	3	-	-	-	-
Go Ask Alice	1	-	-	-	-
Canada.ca	-	9	-	-	-
Other non-drug-related site	-	12	3	4	-
Other	19	22	19	20	13
None	*	-	-	-	-
dk/na	44	39	43	40	58
<i>Subsample: Those who have visited a website to learn more or get information about drugs or how to deal with drugs</i>					
<i>* Less than one percent</i>					

When asked specifically, among those who have visited a website, four in ten (40%) say they have visited drugsnot4me.ca. Those who have seen ads are much more likely to say they have visited the site than those who have not (44% vs. 11%).

<b>Visited drugsnot4me.ca? (not4me.ca in 2010) (among those who have visited a website)</b>					
	Total Baseline 2009 N=372	Total 2010 N=50	Total 2011 N=202	Aided Recall 2011	
				Any N=173	None N=29
Yes	-	24	40	44	11
No	-	76	60	56	89
<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 youth say they are very likely to try illicit drugs in the next three months (2%) or to use illicit drugs in the next three months (2%). Eight percent say they are very likely to seek out information about how to avoid drugs or deal with drug use issues. The proportions who say they are very likely to try or use illicit drugs or seek out information are essentially unchanged from the baseline survey. Those who have seen ads are more likely than those who have not seen ads to say that they are “not at all likely” to try or use illicit drugs (74% vs. 68%), and more likely to say they would seek out information (80% vs. 68%),.

<b>Likelihood of Trying Illicit Drugs in the Next Three Months</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	2	1	2	3	1
Somewhat likely	5	4	6	7	5
Not very likely	16	12	20	17	27
Not at all likely	76	82	72	74	68

<b>Likelihood of Using Illicit Drugs in the Next Three Months</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	2	1	2	3	1
Somewhat likely	4	3	4	5	2
Not very likely	14	12	20	16	27
Not at all likely	80	84	74	77	70

<b>Likelihood of Seeking Information on How to Avoid Drugs/Deal with Drug Use Issue in the Next Three Months</b>					
	Total Baseline N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Very likely	10	14	8	10	5
Somewhat likely	34	32	31	30	31
Not very likely	35	29	32	32	34
Not at all likely	22	25	29	28	30

### Benefits of a Drug-Free Lifestyle

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,” 76 percent of youth ages 13 to 15 agree strongly, 20 percent agree somewhat, three percent disagree somewhat and one percent disagree strongly. These findings are similar to the baseline survey; however there has been a decline of four points in the proportion who strongly agree. Youth who recall any of the advertising are more likely to agree strongly than those who do not (80% vs. 68%).

<b>Benefits of Drug Free Lifestyle Greater than Perceived Benefits of Using Drugs</b>					
	Total Baseline 2009 N=1,502	Total 2010 N=300	Total 2011 N=1,201	Aided Recall 2011	
				Any N=810	None N=391
Strongly agree	80	82	76	80	68
Somewhat agree	17	15	20	16	28
Somewhat disagree	3	3	3	3	3
Strongly disagree	1	1	1	1	2

### **Segmentation: Contemplators**

The segment of youth labelled “Contemplators” are of particular interest in this research. This is a middle segment of youth in terms of their attitudes toward illicit drugs and drug use. Contemplators have been identified in previous Health Canada research as an important segment: they tend to be less adamant that drug use and other potentially risk-laden activities should be rejected, but they are also not as inclined to try or use marijuana regularly as more “experienced” segments of youth. This middle ground is most clearly illustrated by the tendency of this segment not to express extreme levels of agreement or disagreement with belief statements. From past research, the influence of girlfriends/boyfriends and friends and a desire to be sociable are the main reasons given by Contemplators for having smoked marijuana. This illustrates the tendency for this segment to “go along” with whatever “the crowd” is doing in a given situation and the potential vulnerability to imitating other people, particularly peers. Past research suggests that they make up approximately 40 percent of the youth population ages 13 to 15.

To identify Contemplators within this survey, we performed a cluster analysis using two sets of questions (Q13 and Q24); the same questions as used in the baseline survey and chosen because they approximated measures used in previous Health Canada research. The cluster analysis revealed three segments, including a middle segment with an attitudinal profile that describes this segment. We label this segment Contemplators; they make up 30.5 percent of the sample in this survey of youth ages 13 to 15. The “Straight and Narrow” or “inactive” segment makes up 44.5 percent and the “Experienced” or “Active” segment makes up 25 percent of youth ages 13 to 15.

In terms of demographics, Contemplators do not differ greatly from the youth population as a whole. They have the same gender distribution, age distribution, household composition, schooling and other characteristics as the overall youth population ages 13 to 15. However, Contemplators in the current survey are slightly more likely to be residents of Quebec, and slightly less likely to be members of a visible minority group.

Below we summarize the key differences in responses between the Contemplators segment and the youth population as a whole with regard to attitudes, drug use, knowledge and other measures.

With respect to ad recall, Contemplators do not differ from the total sample of youth in the current survey, either in unaided recall or in aided recall. However, there are differences in their response to the call to action – they are less likely than the youth population as a whole to report any of the following:

- Doing anything as a result of seeing any advertising (11% vs. 17%)



- Talk to friends or family (35% vs. 43%)
- Visit the website mentioned in the ads (6% vs. 11%)

With respect to knowledge, attitudes and behaviour, Contemplators are more likely to:

- Be aware of marijuana as a drug available to youth (71% vs. 62%)
- Be aware of ecstasy as a harmful drug (22% vs. 17%)
- Have said “no/I don’t do drugs” when offered drugs (78% vs. 68%)

Contemplators are less likely to:

- Think that psilocybin is very dangerous to health (49% vs. 58%)
- Think that marijuana is very dangerous to health (30% vs. 43%)
- Think that the potential harm from smoking marijuana once in a while is very serious (15% vs. 31%)
- Think that smoking marijuana once in a while is very likely to harm their school work (28% vs. 51%), lead to using marijuana more often (28% vs. 51%), harm health (27% vs. 49%), lead to becoming addicted (17% vs. 46%), lead to using other illicit drugs (12% vs. 45%), harm friendships or social life (16% vs. 44%), or result in law enforcement authorities finding out (12% vs. 37%)
- Think that using ecstasy once in a while is very likely to lead to using other illicit drugs (62% vs. 70%), harm friendships or social life (63% vs. 68%), or result in law enforcement authorities finding out (45% vs. 56%)
- Have visited the not4me.ca website (23% vs. 40% among those who have visited a website)
- Seek out information on how to avoid drugs or deal with drug issues in the next three months (30% very likely + somewhat likely vs. 39%)

## CONCLUSIONS

The primary objectives of the National Anti-Drug Strategy aimed at youth ages 13 to 15 are to increase awareness of the specific harms of illicit drug use, increase the belief in the benefits of a drug-free lifestyle, and increase avoidance of illicit drugs. The comparison of the findings of the current 2011 survey and the baseline 2009 surveys on most of these indicators, for the overall population of youth ages 13 to 15, suggests that these objectives may have not yet been achieved. The time frame – less than two years between these surveys– is still very short to see significant attitudinal and behavioural change. A longer time frame and further social marketing and educational efforts may show greater changes in future surveys.

However, when it comes to the impact of the campaigns themselves (the first youth campaign and the second campaign), the research suggests that the social marketing campaigns may be having a significant impact on those youth who have seen them. This survey shows that recall of the elements of the second campaign are high; for example, a significant number, 53 percent, of the sample recall the NADS television ad (on an aided basis) and 67 percent of youth overall recall seeing any of the six ads (television, cinema, transit, Internet, Facebook or YouTube). Looking at the possible influence of the advertising on the awareness and behaviours of youth, the current survey findings show that youth who recall any of the NADS advertisements, in comparison to those who do not recall any of the ads, are more likely to be knowledgeable about the negative effects of drugs in general, on friends and family, on physical health and on mental health, and are more aware of some of the drugs that are available to youth. They are also more inclined to see a variety of potential harmful consequences that might occur as the result of using marijuana or ecstasy on an occasional basis. In terms of behaviours, youth who recall any of the NADS ads are more likely than those who have not to be willing to stop someone close to them from using drugs and to refuse drugs if they are used at a party, offered to them by friends or by siblings. They are more likely to say that they will avoid trying or using illicit drugs in the near future. As well, they are much more likely to have visited a website to look for information about drugs, and to do so in the future. They more strongly agree that there are benefits of a drug-free lifestyle.

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 and could be a factor leading to a sustained change in youth awareness, attitudes and behaviour down the road.

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APPENDIX  
SURVEY METHODS

### **Survey methodology**

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%).

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.

### **Sample**

Environics conducted an online survey based on a new sample of 1,201 youth ages 13 to 15. This survey was conducted between March 18 and 26, 2011.

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 be proportional to the population sizes of each province, as shown in the table below. The actual sample sizes are presented in the table below as well.

## NADS Ad Recall and Tracking Survey of Youth

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	Target	Actual
Atlantic Canada	84	89
Quebec	288	292
Ontario (incl. Nunavut)	468	460
Manitoba/Saskatchewan	84	78
Alberta (incl. NWT)	120	123
B.C. (incl. Yukon)	156	159

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 98 percent of the sample, excluding one percent of the sample at the top and bottom of the distribution, to exclude outliers, the average length of the survey was 16 minutes.

The contact results are presented in the following table.

Contact disposition	
Total invitations	32,488
Total completes	1,201
Qualified break-offs	649
Disqualified	1,643
Not responded	28,913
Quota filled	82
Contact rate = $(d+e+f+h)/c$	11.00%
Participation rate = $(d+f+h)/c$	9.01%

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APPENDIX  
QUESTIONNAIRE

March 14, 2011

Health Canada  
POR-10-13  
NADS Ad recall and tracking survey of youth- Questionnaire – Draft 4  
PN6880

*INTRODUCTION*

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](http://www.kidshelpphone.ca)

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

**GO TO Q A**

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?

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- 01 - British Columbia
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Quebec
- 07 - Nova Scotia
- 08 - New Brunswick
- 09 - Prince Edward Island
- 010 - Newfoundland and Labrador
- 011 - Yukon
- 012 - Northwest Territories
- 013 - 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

## MAIN SURVEY

1.a) Over the past few weeks or 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

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



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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/sky train
- 09 – Internet banner/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 an ad on **television** over the past few weeks or months showing a teenage girl in her bedroom looking at her reflection in the mirror, as she becomes hostile – smashing items in her room and getting upset as the effects of her drug use get stronger - while a nursery rhyme-like tune plays “one, two, kicked of school...” in the background?

- 01 - Yes
- 02 - No

3. Do you remember seeing an ad at the **movie theatre or cinema** over the past few weeks or months showing a teenage girl in her bedroom looking at her reflection in the mirror, as she becomes hostile

– smashing items in her room and getting upset as the effects of her drug use get stronger – while tinkering music plays in the background?

01 - Yes

02 - No

4. Do you remember seeing an ad on a **bus or subway or sky train** over the past few weeks or months showing a series of three photos, side-by-side, of a teenage girl? The first shows her smiling, then looking upset, then ending with her looking worn-out, her face showing the effects of drug use?

01 - Yes

02 - No

5. Do you remember seeing an ad on the **Internet** over the past few weeks or months showing scenes from a video where a teenage girl changes from smiling to angry and hostile with marks on her face because of drug use? The words “Drugs do you know where they’ll take you” are at the top of the Internet ad?

01 - Yes

02 - No

6. Do you remember seeing an ad on **Facebook** over the past few weeks or months showing either a picture of a teenage girl with marks on her face and the words, “Where will they take you” and “DrugsNot4Me” in yellow at the top of the ad OR a picture of a teenage boy and girl with “DrugsNot4 Me” at the top of the ad OR a cartoon picture of a boy and a girl with “Help Johnny Make a Choice” at the top of the ad?

01 - Yes

02 - No

7. Do you remember seeing an ad on **YouTube** over the past few weeks showing a series scenes where you see a teenage girl changing from smiling to upset and hostile with marks on her face because of drug use? The words “Drugs do you know where they’ll take you” are at the top of the Internet ad?

01 - Yes

02 - No

**IF RESPONDENT SAYS YES TO ANY ADS FROM Q 1 TO 7 ASK Q 8 TO 12 / OTHERS GO TO Q 13**

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

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

- 01 – Yes           **ASK b**
- 02 - No           **SKIP TO Q 10**

b) What did you do?

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10. 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?

c) Did you go to the Facebook page that was shown in the ad?

11. Do you remember the name of the website or Facebook page that was shown in the ad?

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01 – No

12. 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?\_\_\_\_\_)

**ASK ALL**

**Contemplator's measurement**

13. Here is a list of statements. For each statement please indicate if you strongly agree, agree, disagree or strongly disagree that the statement describes you. There are there are no right or wrong answers.

**RANDOMIZE**

a) You enjoy school

- 01 - Strongly agree
- 02 - Somewhat agree
- 03 - Somewhat disagree
- 04 - Strongly disagree

b) You care about how you look

c) You like to experiment and take risks

d) You do not want to disappoint your parents

e) You often feel your parents don't understand you

f) You don't like most of your teachers

g) You feel that you are part of the school you attend

h) You like meeting new people

i) You are more a leader than a follower

j) You usually go along with your friends even though it doesn't feel quite right

k) You don't like being with people who use drugs

**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.**

14. 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 15**
- 02 - No       **GO TO Q 16**

15. 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

**ASK ALL**

**Awareness/Knowledge**

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

16. 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**?

17. 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.

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18. 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.

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**Behaviour**

19. 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?

20 a) Have you ever been offered drugs?

01 – Yes **GO TO Q20b**

02 – No **GO TO Q21**

b) Thinking of the only time, or the most recent time, you were offered drugs, what did you do?

**Please remember that your answers are private and will not be shown to your parents, teachers or anyone else.**

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### **ASK ALL**

21. Here is a list of different types of drugs. Please say if you have tried any of the following drugs and if so, how often. **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 - 2 - 4 times

03 - 5 times or more

04 - Not at all

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**

22. 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

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) 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?

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 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.

25. 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?

26. 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

27. 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?

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c) Have you ever visited [drugsnot4me.ca](http://drugsnot4me.ca)?

01 - Yes

02 - No

## Future

28. 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?

29. 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

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## Demographics

30. Are you currently attending school?

- 01 - Yes, in school full-time
- 02 - Yes, in school part-time
- 03 - No, not in school

31. 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

32. What is the highest level of education that either of your parents, step-parents or guardians has 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

33. 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

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

01 - Yes

02 - No

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

01 - Yes

02 - No

**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](http://www.kidshelpphone.ca)

14 mars 2011

**Santé Canada**  
**POR-10-13**  
**SNA – Ad Recall and tracking – questionnaire – français**  
**PN6880**

*INTRODUCTION*

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.**

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 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](http://www.jeunessejecoute.ca).

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?

04 - 13

05 - 14

06 - 15

B. Es-tu un garçon ou une fille?

03 - Garçon

04 - Fille

C. Dans quelle province ou territoire demeures-tu?

- 014 - Colombie-Britannique
- 015 - Alberta
- 016 - Saskatchewan
- 017 - Manitoba
- 018 - Ontario
- 019 - Québec
- 020 - Nouvelle-Écosse
- 021 - Nouveau-Brunswick
- 022 - Île-du-Prince-Édouard
- 023 - Terre-Neuve-et-Labrador
- 024 - Yukon
- 025 - Territoires du Nord-Ouest
- 026 - Nunavut

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

- 07 - Tu vis avec tes deux parents
- 08 - Tu vis avec un parent
- 09 - Tu vis avec un parent et un beau-parent
- 010 - Tu vis la moitié du temps avec un parent et l'autre moitié avec l'autre parent
- 011 - Tu vis avec un tuteur
- 012 - Tu vis selon d'autres arrangements

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

- 03 - Oui
- 04 - Non

**SONDAGE PRINCIPAL**  
**DEMANDER À TOUS**

1.a) Au cours des dernières semaines ou 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

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

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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/aérotrain
- 09 - Bannière publicitaire sur internet/site web
- 10 - Bouche à oreille
- 11 - Panneaux d'affichage extérieurs
- 12 - Foire/exposition
- 13 - Cinéma
- 14 - Autre (PRÉCISER \_\_\_\_\_)

## DEMANDER À TOUS

Voici quelques questions portant sur des annonces publicitaires précises.

2. Te souviens-tu d'avoir vu au cours des dernières semaines ou des derniers mois une annonce publicitaire à la **télévision** qui montre une adolescente dans sa chambre, qui se regarde dans le miroir et devient de plus en plus agressive – elle brise des objets dans sa chambre et est de plus en plus bouleversée alors que les effets de la drogue se font plus puissants – alors qu'on entend une chanson aux airs de comptine disant « Un, deux, trois, l'école te renvoie... » en fond sonore?

- 01 - Oui
- 02 - Non

3. Te souviens-tu d'avoir vu au cours des dernières semaines ou des derniers mois une annonce publicitaire au **cinéma** qui montre une adolescente dans sa chambre, qui se regarde dans le miroir et devient de plus en plus agressive – elle brise des objets dans sa chambre et est de plus en plus bouleversée alors que les effets de la drogue se font plus puissants – alors qu'on entend une musique troublante en fond sonore?

01 - Oui

02 - Non

4. Te souviens-tu d'avoir vu au cours des dernières semaines ou des derniers mois une annonce publicitaire sur **un autobus, dans le métro ou sur un aérotrain** qui montre une série de trois photos, côte à côte, d'une adolescente? La première photo la montre en train de sourire, puis la deuxième la montre bouleversée, et la dernière la présente épuisée, son visage affichant les effets de l'utilisation de drogue?

01 - Oui

02 - Non

5. Te souviens-tu d'avoir vu au cours des dernières semaines ou des derniers mois une annonce publicitaire sur **internet** qui montre des scènes tirées d'une vidéo dans lesquelles une adolescente d'abord souriante devient fâchée et agressive, et dont le visage affiche des marques causées par l'utilisation de drogue? Les mots « Sais-tu jusqu'où la drogue peut te mener? » apparaissent au haut de la bannière internet.

01 - Oui

02 - Non

6. Te souviens-tu d'avoir vu au cours des dernières semaines ou des derniers mois une annonce publicitaire sur **Facebook** qui montre des photos d'une adolescente affichant des marques sur son visage, et dans laquelle les mots « Sais-tu jusqu'où la drogue peut te mener? » et « Odroguepourmoi » apparaissent en jaune au haut de la bannière, OU une annonce qui montre une photo d'un adolescent et d'une adolescente, et dans laquelle les mots « Odroguepourmoi » apparaissent au haut de la bannière, OU une photo d'une bande dessinée qui montre un adolescent et une adolescente et dans laquelle apparaissent les mots « Aide Johnny à faire un choix » au haut de la bannière?

01 - Oui

02 - Non



7. Te souviens-tu d'avoir vu au cours des dernières semaines ou des derniers mois une annonce publicitaire sur **YouTub**e qui montre des scènes dans lesquelles une adolescente d'abord souriante devient fâchée et agressive, et dont le visage affiche des marques causées par l'utilisation de drogue? Les mots « Sais-tu jusqu'où la drogue peut te mener? » apparaissent au haut de la bannière internet.

01 - Oui

02 - Non

**SI LE RÉPONDANT DIT OUI OU PEUT-ÊTRE À UNE OU DES ANNONCE(S) PUBLICITAIRE(S) MENTIONNÉE(S) AUX Q 1 À 7, DEMANDER Q 8 À 12 / AUTRES PASSENT À Q 13**

- 8.. 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?

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

01 - Oui

**DEMANDER b**

02 - Non

**PASSER À Q 10**

b) Qu'as-tu fait?

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10. 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?
- c) Es-tu allé sur la page Facebook qui était présentée dans l'annonce?

11. Te souviens-tu du nom du site web ou de la page Facebook présenté dans l'annonce publicitaire?

---

01 - Non

12. 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? \_\_\_\_\_)

## **DEMANDER A TOUS**

### **Évaluation des « contemplateurs »**

13. Voici une liste d'affirmations. Indique si chacune des affirmations suivantes te décrit en disant si tu es fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord. Il n'y a ni bonne ni mauvaise réponse. **FAIRE LA ROTATION**

l) Tu aimes l'école

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

- m) Tu te soucies de ton apparence
- n) Tu aimes expérimenter et prendre des risques
- o) Tu ne veux pas décevoir tes parents
- p) Souvent, tu trouves que tes parents ne te comprennent pas
- q) Tu n'aimes pas la plupart de tes enseignants
- r) Tu sens que tu fais partie de l'école à laquelle tu vas

- s) Tu aimes rencontrer des nouvelles personnes
- t) Tu es plus un leader qu'un suiveur
- u) Habituellement, tu suis tes amis même si tu penses que ce n'est pas une bonne chose
- v) Tu n'aimes pas être avec des gens qui prennent de la drogue

## **Parents**

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.**

14. 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 **Q15**
- 02 - Non      PASSER À **Q16**

15.. 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

c) 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

## **DEMANDER À TOUS**

### **Sensibilisation/connaissance**

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

16. 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) a d)]

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**?

17. 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.

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18 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.

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### Comportement

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

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

- 05 - Très probable
- 06 - Plutôt probable
- 07 - Pas très probable
- 08 - 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?

20) a) Est-ce qu'on t'a déjà offert des drogues?

01 – Oui **PASSER A Q20b**

02 – Non **PASSER A Q21**

b) Pense à la seule fois ou à la plus récente fois où on t'a offert des drogues; 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.**

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## **DEMANDER À TOUS**

21 Voici une liste de différents types de drogues. Indique si tu as essayé les drogues suivantes et si c'est le cas, indique à quelle fréquence. **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

05 - Une fois

06 - 2 - 4 fois

07 - 5 fois ou plus

08 - Jamais

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

22. 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

- 05 - Très dangereuse pour ta santé
- 06 - Plutôt dangereuse pour ta santé
- 07 - Pas très dangereuse pour ta santé
- 08 - 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

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) Fumer de la marijuana une fois de temps en temps?

- 05 - Très grave
- 06 - Plutôt grave
- 07 - Pas très grave
- 08 - Pas grave du tout

b) Fumer de la marijuana 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 la marijuana une fois de temps en temps**?

**FAIRE LA ROTATION**

a) Tes travaux scolaires en seraient affectés.

- 05 - Très probable
- 06 - Plutôt probable
- 07 - Pas très probable
- 08 - 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.

25. 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?

26. 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**

27 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?

- 03 - Oui **DEMANDER b ET c**
- 04 - Non

b) Quels sites web as-tu visités?

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d) As-tu déjà visité [Odroguepourmoi.ca](http://droguepourmoi.ca)?

- 02 - Oui
- 02 - Non

### **Avenir**

28. 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) Consommations** des drogues illicites?

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

29. 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**

30 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

31 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)

32. 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<sup>e</sup> année)
- 02 - Études secondaires (secondaires 2 à 5)
- 03 - Études secondaires complétées (secondaire V au Québec ou 12<sup>e</sup> ou 13<sup>e</sup> 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

33. 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.

- 01 - Zéro
- 02 - 1 \$ à 10 \$
- 03 - 11 \$ à 20 \$
- 04 - 21 \$ à 40 \$
- 05 - 41 \$ à 60 \$
- 06 - 61 \$ à 80 \$
- 07 - 81 \$ à 100 \$
- 08 - Plus de 100 \$

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

- 05 - Oui
- 06 - Non

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

- a) Oui
- b) Non

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](http://www.jeunessejecoute.ca).