



2012 National Anti-Drug Strategy (NADS) Youth Advertising Recall and Tracking Survey (HC POR 11-06)

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por-rop@hc-sc.gc.ca

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Prepared by:

Environics Research Group

33 Bloor Street East, Suite 900

Toronto, ON M4W 3H1

P7106

Table of Contents

Executive Summary.....	i
Résumé	vi
Introduction	1
Advertising Recall.....	4
UNAIDED RECALL.....	4
AIDED RECALL	6
MAIN MESSAGE OF THE ADVERTISING	8
CALL TO ACTION	9
AWARENESS OF ADVERTISING SPONSOR	10
Communication with Parents	16
DISCUSSIONS ABOUT RISKS OF DRUG USE.....	16
Awareness of and Knowledge about Drugs	18
SELF-RATED KNOWLEDGE OF DRUGS AND DRUG EFFECTS	18
AWARENESS OF DRUGS	19
Behaviour and Drug Use	22
LIKELY BEHAVIOUR AROUND DRUGS.....	22
PERSONAL EXPERIENCE WITH ILLICIT DRUGS	24
Perceptions of Harm	27
PERCEPTIONS OF DANGER TO HEALTH	27
PERCEPTIONS OF HARM FROM MARIJUANA USE	29
PERCEPTIONS OF HARM FROM ECSTASY USE	33
Website Use	36
Future Intentions	38
LIKELY ACTIONS IN NEXT THREE MONTHS	38
BENEFITS OF A DRUG-FREE LIFESTYLE	40
Advertising Impact.....	41
Segmentation: Contemplators.....	47
Survey Methodology.....	49

Appendices

A: Questionnaire (English and French)

B: Detailed banner tables (under separate cover)

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 is leading 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 aged 13 to 15 and their parents.

Three previous waves of research have been conducted in support of the youth component of this campaign, all using an online methodology:

- A baseline survey 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 (previously known as Not4Me), a return sample survey was conducted (April 23 to May 25, 2010): 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 from April 23 to May 2, 2010 based on a new sample of 300 youth aged 13 to 15 as a control group to check against the return sample findings; and,
- A third survey with 1,201 youth aged 13 to 15 conducted between March 18 and 26, 2011 to track advertising recall and changes in awareness, knowledge, attitudes and behaviours resulting from the second phase of the DrugsNot4Me campaign.

The third youth campaign ran between October 2011 and March 2012 and included the re-airing of the "Fast Forward" and "Mirror" TV ads, a "Create a Comic Contest" on YTV and VRAK youth-oriented TV networks, as well as transit, cinema and Internet ads. Research was undertaken to track advertising recall and changes in the awareness, knowledge, attitudes and behaviours related to the third campaign.

Survey methods

This most recent round of research was comprised of a 15-minute online survey conducted between February 27 and March 7, 2012 with a national sample of 1,210 Canadian youth aged 13 to 15, using the same online methodology used in the previous three research waves.

In keeping with the survey objectives, selected measures of awareness, knowledge, attitudes and behaviours regarding drug use from the baseline questionnaire were included in the 2012 survey. Added to these were the campaign recall questions used in the 2010 and 2011 surveys, 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 cannot be formally generalized 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.

A more detailed description of the methodology used to conduct this study is presented at the end of the report, along with a copy of the questionnaire (see Appendix A).

The total cost of the study is \$55,045.69, inclusive of HST.

Key findings

The following summarizes the key findings from the research:

Advertising recall

- There is very good *unaided recall* of the NADS campaign, with seven in ten (69%) youth who have seen, heard or read recent advertising about youth and drugs or youth using drugs, up from six in ten (59%) percent in 2011.
- Youth with unaided recall of the advertising describe a mix of its visual elements and its themes or messages (*content recall*). The most prominently recalled visual details include a girl whose appearance is deteriorating (14%), and a boy at a party who is offered drugs and imagines his future (8%). Others recall the themes of avoiding drugs because they are unhealthy (11%), the effects of doing drugs (9%), and peer pressure (4%).
- *Aided recall* of the NADS youth advertising has grown steadily throughout the campaign and is now remarkably high. In this third year of the campaign, more than eight in ten (84%) youth recall seeing any of the six campaign elements (television, transit, cinema, Internet, Facebook or YouTube) based on short descriptions; this is up from 53 percent in 2010, when the campaign first aired, and 67% in 2011.
- Television typically dominates recall of multi-media campaigns, and this is also the case for the NADS youth campaign. Three in four (77%) youth say they have seen at least one of the two television ads that recently aired (aided recall). Nonetheless, substantial minorities also recall the cinema (32%), Internet (30%), Facebook (26%), transit (25%) and YouTube (21%) ads. Over the length of the campaign, aided recall has grown for all campaign elements, but most noticeably for TV (up 33 points since 2010); the Facebook and transit ads are the only two elements for which recall levels have remained consistent since 2010.
- The NADS campaign effectively communicates an anti-drug message. The majority of youth who recall any advertising say it was trying to convey the message that drugs can ruin your life/future (33%) and to stay away from drugs (29%), similar to 2010 and 2011.
- The most common reaction to the advertising is to discuss it with family or friends. Youth who recall the advertising are most likely to say that, as a result of the advertising, they spoke to someone they know about drugs (40%), while smaller proportions watched the “Pick Your Path” series of YouTube videos (15%) or visited the website (14%) or Facebook page (12%) shown in the ads. These proportions have been relatively stable over the three years of the campaign.

Awareness, knowledge, attitudes and behaviour

- Conversations with a parent or guardian about the risks of drugs remain an important source of information for youth, although they are not as widespread as in 2009. The majority (73%) of youth have discussed the dangers of drugs with a parent or guardian, and half (50%) have done so in the past three months. The proportions reporting such discussions is lower than in 2009 (81% and 60%, respectively), although they have not declined any further since 2011.
- Self-rated knowledge about drugs and their effects remains fairly modest, consistent with the previous tracking waves. Youth feel most informed about the effects of drugs on relationships (40%), physical health (37%) and mental abilities (35%), compared to drugs in general (24%).
- When asked about drugs that are available and harmful to youth their age (unprompted), mentions of marijuana and cocaine have declined and mentions of ecstasy have increased since the 2009 baseline. Nonetheless, as in the previous tracking waves, marijuana remains by far the best-known drug “available” to youth in this age group (identified by 65%), but much less likely to be thought of as a harmful drug (32%).
- Most youth continue to say they would not use drugs from a sibling, from a friend or at a party, and that they would likewise try to prevent others from taking drugs, at levels essentially unchanged from the 2009 baseline.
- A substantial minority of youth have found themselves in a situation where they have had to decide whether or not to accept drugs. Consistent with 2009, four in ten (38%) report being offered drugs and one in five (19%) have tried at least one illicit drug on the list presented in the survey. Marijuana remains the most widely used, although its reported use has declined since 2009 (down 4 points to 14%), while reported use of psilocybin (i.e., magic mushrooms) has increased (up 5 points to 8%).
- Most illicit drugs, such as methamphetamines, heroin, cocaine and ecstasy, are seen as very dangerous by very large majorities of youth (between eight and nine in ten). Psilocybin (62%) and particularly marijuana (46%) clearly remain in a different category of perceived harm, despite the fact that the perceived risk associated with marijuana use has increased since 2009 (up 12 points). During the same time period, there has also been a modest decline in the perception that cocaine (down 4 points to 83%) is very dangerous.
- Youth remain much more likely to believe significant harm could result from regular marijuana use (65% very serious) than from occasional use (30%), at levels consistent with the 2009 baseline. At the same time, they acknowledge the likelihood that using it even “once in a while” would negatively affect their life, most notably in terms of their family relations. Since 2009, the proportion who believes occasional marijuana use is a precursor to heavier use has declined (down 14 points to 51%).
- In contrast to marijuana, ecstasy is seen as almost equally harmful if used regularly (88%) or occasionally (72%), and these perceptions remain consistent with 2009. Perceptions that occasional ecstasy use would harm family relations, or lead to heavier use or to addiction, have softened since the 2009 baseline (down 4 points each), although they remain in line with 2011 levels.

- Although relatively few youth report using the Internet to learn more about how to deal with drugs, reported use of the drugsnot4me.ca website is growing. One in five (22%) youth have visited a website in search of drug information, which has inched up since 2011 (17%) but remains slightly lower than in 2009 (25%). More than half (55%) of this group has been to drugsnot4me.ca specifically, up from one-quarter in 2010.
- Consistent with previous tracking waves, youth strongly believe in the benefits of choosing a drug-free lifestyle and accordingly, very few anticipate trying or using drugs in the next few months. At the same time, there are relatively few who expect to search out drug information (40% say it is very or somewhat likely); this proportion declined between 2010 (46%) and 2011 (39%) but has remained stable since, and remains slightly below the 2009 baseline (44%).

Advertising impact

The findings suggest that advertising recall is correlated with certain positive outcomes. Youth who recall the advertising (on an aided basis) are more likely than those who do not recall it to: discuss drugs with their parents; feel more knowledgeable about the effects of drugs on physical health; identify all or most drugs (unprompted) as being harmful to their health; and, have visited the drugsnot4me.ca website. However, these differences cannot be attributed with certainty to the advertising (e.g., it may be that youth who discuss drugs with their parents are also more likely to have subsequently noticed the ads).

Conclusions

To date, the NADS youth advertising campaign has been successful from a variety of perspectives. First, it has achieved an extraordinary level of recall among the target audience of youth, reaching most, if not all, of those it is possible to reach. Second, the campaign clearly communicates the desired message to stay away from drugs. Third, many youth are taking action (talking to someone, visiting the website) as a result of the ad(s). Fourth, use of the drugsnot4me.ca website has increased substantially over the past three years.

The campaign has likely benefitted from the use of secondary media (e.g., transit, Internet, cinema) with a consistent creative theme. Building upon the widespread recall of the TV ad, the secondary media provides a lower-cost alternative for keeping the key messages in front of youth in places they regularly frequent (such as Facebook and YouTube) and promoting awareness of the drugsnot4me.ca site.

In general, knowledge, attitudes and behaviour related to drugs are largely stable compared to the 2009 baseline. Given the success of the ad campaign, our conclusion is that the advertising has likely contributed to maintaining existing levels (if not yet increasing them). This is particularly relevant in light of the reported decline in parental conversations about drugs since 2009; to offset this, advertising and the drugsnot4me.ca website have an increasingly important role to play in providing youth with the information they need about the dangers of drugs.

The data suggests modest shifts in the “popularity” of specific drugs since 2009. Marijuana remains by far the best known and most widely used drug, but to a lesser extent than before. A contributing factor may be the increased perception of risk associated with marijuana (although this remains low compared to other illicit drugs). Cocaine is seen as less widely available than before, while ecstasy is perceived to

be more available. As well, reported use of psilocybin has increased, which is of concern since this drug is also seen as less dangerous than others (with the exception of marijuana).

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For more information, contact Health Canada at por-rop@hc-sc.gc.ca

Résumé

Contexte 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 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.

Trois phases de recherche ont déjà été menées en ligne auprès des jeunes dans le cadre de cette campagne :

- Un sondage de référence a été mené 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.
- À la suite du lancement initial de la campagne médiatique (auparavant connue sous le nom de Odrogue), une enquête à échantillon récurrent a été menée du 23 avril au 25 mai 2010. Pour cette enquête, un total de 317 jeunes (parmi ceux ayant participé au sondage 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 du 23 avril au 2 mai 2010.
- Un troisième sondage a ensuite été mené auprès de 1 201 jeunes de 13 à 15 ans du 18 au 26 mars 2011, dans le but d'analyser la mesure dans laquelle les répondants se souvenaient des annonces publicitaires sur le sujet, et de relever les changements notés en ce qui a trait à la sensibilisation, aux connaissances, aux attitudes et aux comportements des jeunes à la suite de la deuxième phase de la campagne Odroguepourmoi.

La troisième campagne destinée aux jeunes a été mise de l'avant entre les mois d'octobre 2011 et de mars 2012; elle incluait la rediffusion des publicités télévisées « Avance rapide » et « Miroir », le concours « Crée ta bande dessinée » (« *Create a Comic Contest* »), mis sur pied avec la participation des chaînes de télévision jeunesse VRAK et YTV, de même que des annonces publicitaires présentées dans les transports en commun, les cinémas ainsi que sur Internet. Des recherches ont été lancées pour effectuer un suivi sur le degré de rappel de 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 troisième campagne.

Méthodologie du sondage

Cette plus récente phase de recherche comprenait une enquête nationale en ligne de 15 minutes, menée entre le 27 février et le 7 mars 2012. Elle avait pour échantillon 1 210 jeunes canadiens âgés de 13 à 15 ans, et reprenait la méthodologie utilisée lors des trois phases de recherche précédentes.

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 le sondage de 2012. À ces données sont

venues s’ajouter les questions de rappel de campagne utilisées dans les sondages de 2010 et de 2011, mais adaptées à la campagne actuelle, qui utilisait une version modifiée de l’Outil d’évaluation des campagnes publicitaires (OECF) 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 être faite pour une population plus importante.

On trouvera une description plus détaillée de la méthodologie utilisée dans le présent sondage, de même qu’un exemplaire du questionnaire utilisé, à la fin du rapport complet (se reporter à l’annexe A).

Le coût total de cette étude est de 55 045,69 \$ (incluant la TVH).

Conclusions principales

Voici un résumé des principales conclusions de la recherche :

Rappel des publicités

- Un très bon *rappel spontané* des publicités de la campagne SNA est observé, alors que sept jeunes sur dix (69 %) affirment avoir vu, entendu ou lu une annonce publicitaire récente portant sur les jeunes et les drogues ou sur les jeunes consommant des drogues, en hausse par rapport au six jeunes sur dix (59 %) noté en 2011.
- Les jeunes se souvenant spontanément des annonces publicitaires mentionnent principalement un mélange d’éléments visuels, de thèmes ou de messages (*rappel du contenu*). Parmi les éléments visuels dont les répondants se souviennent le plus, on note l’image d’une jeune fille dont l’apparence se détériore (14 %) et celle d’un jeune garçon qui se voit offrir de la drogue lors d’une fête privée et imagine son avenir (8 %). D’autres répondants se souviennent de thèmes liés au fait d’éviter les drogues parce que ces dernières sont néfastes pour la santé (11 %), aux effets de la consommation de drogues (9 %) et à la pression des pairs (4 %).
- Le fait de *se souvenir avec aide* des annonces publicitaires portant sur la SNA s’est constamment accru au cours de la campagne et est maintenant remarquablement important. En cette troisième année de campagne, plus de huit jeunes sur dix (84 %) se rappellent avoir vu, en s’appuyant sur une courte description, l’un des six éléments de la campagne (télévision, transports en commun, cinéma, Internet, Facebook ou YouTube); ce pourcentage était de 53 % en 2010, lors de la première diffusion de la campagne, et de 67 % en 2011.
- La télévision est généralement l’élément des campagnes multimédias dont les répondants se souviennent le plus, et la campagne SNA destinée aux jeunes ne fait pas exception à cette règle. Trois jeunes sur quatre (77 %) disent en effet avoir vu au moins l’une des deux publicités télévisées récemment diffusées (*rappel avec aide*). D’importantes minorités se rappellent néanmoins les annonces publicitaires présentées dans les cinémas (32 %), sur Internet (30 %), sur Facebook (26 %), dans les transports en commun (25 %) et sur YouTube (21 %). Au cours de la campagne, le rappel

avec aide des annonces publicitaires s’est accru pour tous les éléments de la campagne, surtout pour ce qui est de la télévision (en hausse de 33 points depuis 2010). Les annonces publicitaires présentées sur Facebook ou dans les transports en commun sont les seules pour lesquelles le rappel est demeuré constant depuis 2010.

- La campagne SNA transmet efficacement un message antidrogue. La majorité des jeunes se souvenant d’une annonce publicitaire affirment que cette dernière visait à communiquer que les « drogues peuvent gâcher votre vie/votre avenir » (33 %) et qu’il importe de se « tenir loin des drogues » (29 %). Ces pourcentages sont similaires à ceux observés en 2010 et en 2011.
- La réaction la plus courante en réponse aux annonces publicitaires est d’en parler à des membres de la famille ou à des amis. Les jeunes qui se souviennent des annonces sont plus enclins à dire qu’après avoir vu l’une des publicités, ils ont discuté des drogues avec une personne de leur entourage (40 %), alors que de plus faibles pourcentages ont visionné les vidéos « Choisis TON parcours » sur YouTube (15 %) ou ont visité le site Web (14 %) ou la page Facebook (12 %) présentés dans les publicités. Ces pourcentages sont demeurés relativement stables durant les trois années de la campagne.

Sensibilisation, connaissances, attitudes et comportements

- Les discussions avec un parent ou un tuteur au sujet des risques associés aux drogues demeurent une importante source d’information pour les jeunes, même si elles ne sont pas aussi courantes qu’en 2009. La majorité des jeunes (73 %) ont ainsi discuté des dangers liés aux drogues avec un parent ou un tuteur, et la moitié d’entre eux (50 %) l’ont fait au cours des trois derniers mois. Le pourcentage de répondants rapportant de telles discussions est plus faible qu’en 2009 (81 % et 60 %, respectivement), même s’il n’a pas décliné depuis 2011.
- Les connaissances personnelles sur les drogues et leurs effets demeurent plutôt limitées, à l’image des résultats obtenus au cours des phases de suivi précédentes. Les jeunes ont le sentiment de connaître surtout les effets des drogues sur les relations avec les autres (40 %), sur la santé physique (37 %) et sur les capacités mentales (35 %), plutôt que les drogues en général (24 %).
- Lorsqu’interrogés à propos des drogues qui leur sont disponibles et qui sont néfastes aux jeunes de leur âge (sans aide), les répondants sont moins enclins à mentionner la marijuana et la cocaïne, et plus enclins à mentionner l’ecstasy, qu’ils ne l’étaient lors du sondage de référence de 2009. Néanmoins, tout comme lors des phases de suivi précédentes, la marijuana demeure, de loin, la drogue « disponible » la plus connue parmi les jeunes de ce groupe d’âge (elle est nommée par 65 % d’entre eux), qui sont cependant moins susceptibles de la considérer comme une drogue néfaste (32 %).
- La plupart des jeunes continuent d’affirmer qu’ils ne consommeraient pas de drogue offerte par leur frère ou leur sœur, par un ami ou lors d’une fête, et qu’ils essaieraient probablement d’empêcher d’autres personnes de consommer de la drogue, à des taux qui sont sensiblement les mêmes que ceux notés lors du sondage de référence de 2009.
- Une minorité importante de jeunes se sont déjà retrouvés dans une situation où ils ont dû décider d’accepter ou non une drogue qui leur était offerte. Quatre répondants sur dix (38 %) rapportent ainsi s’être fait offrir de la drogue, et un sur cinq (19 %) a essayé au moins une fois l’une des drogues illicites présentées dans le sondage; ces résultats correspondent à ceux de 2009. La marijuana

demeure la drogue la plus largement consommée, même si sa consommation rapportée a diminué depuis 2009 (en baisse de 4 points, à 14 %). La consommation rapportée de psilocybins (c.-à-d. les champignons magiques) a pour sa part augmenté (en hausse de 5 points, à 8 %).

- La plupart des drogues illicites comme les méthamphétamines, l'héroïne, la cocaïne et l'ecstasy sont considérées comme étant très dangereuses par la vaste majorité des jeunes (entre huit et neuf sur dix). Les psilocybins (62 %) et la marijuana (46 %) sont clairement considérées comme étant moins dangereuses et dans une catégorie à part, malgré le fait que les risques associés à la consommation de marijuana soient jugés plus importants qu'ils ne l'étaient en 2009 (en hausse de 12 points). Au cours de la même période, une légère diminution des répondants jugeant que la cocaïne est très dangereuse (en baisse de 4 points, à 83 %) a également été observée.
- Les jeunes demeurent beaucoup plus enclins à croire qu'une consommation régulière de marijuana peut être néfaste (65 % des répondants jugent qu'une telle consommation peut être très grave) par rapport à une simple consommation occasionnelle (30 %), et ce, dans des proportions comparables à celles du sondage de référence de 2009. Parallèlement, ils reconnaissent la probabilité que la consommation de marijuana « une fois de temps en temps » ait un effet négatif sur leur vie, surtout en ce qui a trait à leurs relations avec les membres de leur famille. Le pourcentage de répondants qui sont d'avis que la consommation occasionnelle de marijuana mène à une consommation plus importante est par ailleurs en diminution constante depuis 2009 (en baisse de 14 points, à 51 %).
- Contrairement à la marijuana, la consommation régulière (88 %) et la consommation occasionnelle (72 %) d'ecstasy sont jugées pratiquement aussi néfastes l'une que l'autre, et ces perceptions correspondent toujours à celles de 2009. La perception voulant qu'une consommation régulière d'ecstasy nuise à leurs relations avec les membres de leur famille, ou mène à une consommation plus importante ou à la dépendance, a légèrement décliné depuis le sondage de référence de 2009 (en baisse de 4 points chacun), même si elle demeure similaire aux résultats observés en 2011.
- Bien que peu de jeunes rapportent utiliser Internet pour en apprendre davantage sur la façon de composer avec la consommation de drogues, l'utilisation rapportée du site Web Odroguepourmoi.ca est en croissance. Un jeune sur cinq (22 %) a visité un site Web dans le but d'obtenir des informations sur les drogues, ce qui marque une légère augmentation par rapport à 2011 (17 %), mais demeure inférieur au pourcentage de 2009 (25 %). Plus de la moitié (55 %) de ce groupe s'est rendue sur le site Odroguepourmoi.ca, en hausse par rapport à la proportion d'un quart notée en 2010.
- À l'instar de ce qui avait été observé au cours des phases de suivi précédentes, les jeunes croient fermement aux avantages qu'apporte le fait de choisir un mode de vie exempt de drogues; par conséquent, très peu d'entre eux prévoient essayer ou consommer des drogues au cours des prochains mois. Parallèlement, un nombre relativement faible de jeunes s'attendent à aller chercher des informations sur les drogues (40 % d'entre eux affirment que cela est très probable ou plutôt probable). Ce pourcentage a diminué entre 2010 (46 %) et 2011 (39 %), mais est demeuré stable depuis; il est toutefois légèrement inférieur à celui observé lors du sondage de référence de 2009 (44 %).

Impact des annonces publicitaires

Les conclusions suggèrent que le rappel des annonces publicitaires est lié à certains résultats positifs. Les jeunes qui se souviennent des publicités (avec aide) sont plus susceptibles que ceux qui ne s'en souviennent pas d'avoir des discussions avec leurs parents au sujet des drogues, d'avoir le sentiment d'en savoir davantage à propos des effets des drogues sur la santé physique, de reconnaître (spontanément) que toutes les drogues ou la plupart des drogues sont néfastes pour leur santé et d'avoir visité le site Web Odroguepourmoi.ca. Ces différences ne peuvent toutefois pas être attribuées avec certitude aux annonces publicitaires (p. ex., il se peut que les jeunes qui discutent des drogues avec leurs parents soient également plus susceptibles de remarquer par la suite les publicités).

Conclusions

La campagne publicitaire SNA destinée aux jeunes s'est, à ce jour, avérée un succès sur de nombreux plans. Elle a premièrement fait en sorte que les jeunes, son audience cible, se souviennent de son message à un degré rarement atteint, parvenant à joindre la plupart des personnes (sinon toutes les personnes) qu'il est possible de joindre. Deuxièmement, elle a su clairement communiquer le message voulu, soit de se tenir loin des drogues. Troisièmement, elle a amené de nombreux jeunes à agir (p. ex. à parler à une autre personne ou à visiter le site Web). Quatrièmement, elle est parvenue à augmenter de façon significative la fréquentation du site Odroguepourmoi.ca au cours des trois dernières années.

La campagne a probablement bénéficié de l'utilisation de médias secondaires (p. ex. les transports en commun, Internet, les cinémas) présentant un thème créatif commun. Profitant du rappel généralisé des publicités télévisées, les médias secondaires s'avèrent une option peu coûteuse permettant de garder les messages clés de la campagne dans l'esprit des jeunes sur des sites qu'ils fréquentent régulièrement (comme Facebook et YouTube), et faisant la promotion du site Odroguepourmoi.ca.

En général, les connaissances, les attitudes et les comportements liés aux drogues sont demeurés en grande partie stables par rapport à ce qui avait été observé lors du sondage de référence de 2009. Le succès remporté par la campagne publicitaire nous amène à conclure que les publicités ont probablement contribué à maintenir les taux existants (ou même à les augmenter). Cet état des choses s'avère particulièrement significatif compte tenu de la diminution des discussions tenues avec les parents au sujet des drogues depuis 2009; afin de compenser ce déclin, les annonces publicitaires et le site Web Odroguepourmoi.ca ont à jouer un rôle de plus en plus important, en fournissant aux jeunes les informations dont ils ont besoin à propos des dangers liés aux drogues.

Les données recueillies suggèrent de subtils changements en ce qui a trait à la « popularité » de certaines drogues depuis 2009. La marijuana demeure, de loin, la drogue la plus connue et la plus consommée, mais dans une mesure moindre que par le passé. Un des facteurs pouvant expliquer cette évolution pourrait être que les répondants se montrent plus conscients des risques associés à la marijuana (même si cette prise de conscience demeure faible comparativement à d'autres drogues illicites). La cocaïne est perçue comme étant moins largement disponible qu'auparavant, alors que l'ecstasy semble l'être plus. De même, la consommation rapportée de psilocybins s'avère plus importante, ce qui peut s'avérer une source de préoccupation, puisque cette drogue est également perçue comme étant moins dangereuse que les autres (à l'exception de la marijuana).

Nom du fournisseur : Environics Research Group

Numéro de contrat de TPSGC : H1011-070019/001/CY

Date d'autorisation : 6 février 2012

Pour plus de renseignements, veuillez communiquer avec Santé Canada à l'adresse suivante :

por-rop@hc-sc.gc.ca

Introduction

Background

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 NADS is leading a five-year, national youth drug prevention mass media campaign with the goals of increasing awareness among youth about the dangers of experimenting with illicit drugs and encouraging youth to say no to drugs. This is the first national mass media anti-drug campaign in Canada since 1993 and the first to use innovative, new media tactics. The campaign targets two audiences: youth aged 13 to 15 and their parents. The strategy is currently in its fifth and final year.

The primary objectives of the youth strategy are to:

- Increase the number of youth aged 13 to 15 who are aware of the specific harms of illicit drug use;
- Increase the number of youth aged 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.

The first component of the campaign focused on the parents of youth aged 13 to 15, in the context of their role as influencers of their children's attitudes and behaviours, and was launched in March 2008. The second component focuses on youth 13 to 15 and launched in December 2009 with a TV ad ("Fast Forward"), transit, cinema, Internet, Facebook and shopping mall ads, driving traffic to drugsnot4me.ca/Odroguepourmoi.ca Web site. The 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.

Survey research was conducted with youth aged 13 to 15 in the Fall of 2009 to provide a baseline for information about awareness, attitudes, behaviours, knowledge and intentions as they relate to illicit drugs and drug use, prior to the mass media campaign. Follow-up research was conducted in April-May 2010 and again in March 2011 to measure changes in this target audience after the implementation of the first and second phase of the youth campaign.

The third youth campaign ran between October 2011 and March 2012 and included the re-airing of the "Fast Forward" and "Mirror" TV ads, a "Create a Comic Contest" on YTV and VRAK youth-oriented TV networks, as well as transit, cinema and Internet ads. Health Canada required research to evaluate the current advertising and to track changes from previous waves in awareness, knowledge, attitudes and behaviours related to illicit drugs.

Research objectives

The 2012 survey measures post-campaign changes relative to the pre-campaign baseline in awareness, knowledge, attitudes and behaviours of youth aged 13 to 15 related to illicit drugs and drug use. The specific research objectives are to:

- Determine the proportion of youth aged 13 to 15 who were exposed to the NADS campaign;
- Determine post-campaign attitudes, awareness, behaviours, intentions and knowledge of the target audience regarding illicit drugs and drug use;
- Assess the post-campaign level of perceived and actual 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 the level of television, transit, Internet and cinema advertising recall.

Report

This report presents the results of the 2012 NADS survey of youth ages 13 to 15, divided into two main sections: (a) recall of recent advertising for the NADS mass media campaign and (b) awareness, knowledge, attitudes and behaviour with respect to illicit drugs.

Specifically, the report examines aided and unaided recall of the various components of the October 2011 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.

The report compares the results among surveys conducted at four points in time:

- **2009 Baseline:** National Anti-Drug Strategy Quantitative Baseline Survey of Youth (HC-POR-08-07). Online survey of 1,502 youth aged 13 to 15 conducted September 27 to October 7, 2009.

- **2010:** NADS Post Campaign Survey with Youth – Return to Sample (HC-POR-09-23). Online survey with a control group of 300 youth aged 13 to 15 conducted April 23 to May 22, 2010.¹
- **2011:** NADS Youth Campaign – Ad Recall and Tracking (HC-POR-10-13). Online survey with 1,201 youth aged 13 to 15 conducted between March 18 and 26, 2011
- **2012:** NADS Youth Campaign – Ad Recall and Tracking (HC-POR-11-06). Online survey with 1,210 youth aged 13 to 15 conducted between February 27 and March 7, 2012.

A third section of the report summarizes the results of a segmentation analysis and the key differences in responses between a segment of “Contemplators” and the youth sample as a whole.

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 cannot be formally generalized 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. A more detailed description of the methodology used to conduct this study is presented at the end of the report, along with a copy of the questionnaire (see Appendix A).

All results are presented as percentages unless otherwise noted.

¹ In the 2010 research, a separate return sample (RS) survey was conducted with 317 youth who had participated in the 2009 baseline and were re-contacted to participate again in 2010. However, the 2010 control sample (conducted with “new” sample) is closest in methodology to the 2009 baseline, 2011 and 2012 surveys, and is therefore used in this report when comparing awareness, attitudes, perceptions and knowledge over time.

ADVERTISING RECALL



Advertising Recall

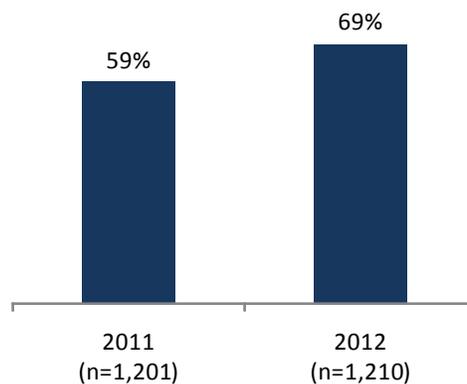
The survey examined recall of the most recent NADS advertising by measuring unprompted recall of advertising about drugs and youth, as well as aided recall based on descriptions of the advertising. A number of diagnostic questions were asked of those recalling the advertising (either unaided or aided) to gauge who is seen as the sponsor of the advertising, the extent to which the advertising communicated its intended messages, and whether the advertising encouraged youth to take action.

Unaided recall

Seven in ten youth say they have seen, heard or read recent advertising about drugs and youth. They recall a mix of creative elements and themes of the advertising, and are most likely to have noticed it on TV.

Youth aged 13 to 15 were asked if they had seen, heard or read any advertising over the past few weeks or months on the topic of youth and drugs or youth using drugs. Seven in ten (69%) youth say that they recall such advertising and this proportion has increased (up 10 points) since 2011.

Unaided recall of advertising about drugs and youth



Q.1a

Over the past few weeks or months, have you seen or heard any advertising on the topic of youth and drugs or youth using drugs?

Note: 2010 results not comparable due to a different response scale

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).

In the current survey, content recall reflects a mixture of the creative elements of the advertising and its key themes or messages. Youth who report having seen advertising about drugs and youth mention a girl deteriorating because of drug use (14%), a kid at a party who is offered drugs and imagines his

future (8%), a nursery rhyme (4%), and kids doing drugs or offering it to others (2%), all of which are elements of the current NADS advertising. A small proportion (7%) specifically recall seeing or hearing about the website drugsnot4me.ca. Some mention the themes of the advertising, such as not doing drugs because they are unhealthy (11%), the effects of doing drugs (9%) and peer pressure (4%).

Unaided content recall of advertising about drugs and youth

	2010 (n=202)	2011 (n=705)	2012 (n=829)
A girl deteriorating because of drug use	-	15	14
Not doing drugs/they are bad/unhealthy	26	23	11
Effects of doing drugs	11	30	9
Kid at party/offered drugs/imagines future	6	2	8
Odroguepourmoi.ca/drugsnot4me.ca	-	-	7
Naming different types of drugs	10	3	7
Drugs fry your brain/health effects	3	1	6
Say NO to drugs	-	-	6
Peer pressure/prevention/Pick Your Path	4	1	4
Nursery rhyme (one, two...)	-	-	4
Drugs/named substances (no details)	-	-	3
Kids Help Line/phone/website	6	1	2
Kids doing drugs/offering it to others	7	3	2
Kids taking their parents' prescription drugs	-	-	2
Other	36	26	11
dk/na	32	11	12

Q.1b

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

Subsample: Unaided recall of advertising about drugs and youth

Television remains, by far, the most common medium on which youth recall seeing the advertising. Among youth who report having seen advertising about drugs and youth, eight in ten (83%) say they noticed it on television. TV is now a more common source of unaided recall than in 2010 (up 11 points), but is essentially unchanged since 2011.

As in the past, much smaller proportions mention seeing the advertising on the Internet (16%), on public transit (14%) or in a cinema² (3%) – which are other advertising channels used in the NADS campaign. A number of other media are also mentioned.

² The cinema advertising for this current campaign only began on February 27, 2012, the same day on which the survey began.

Source of unaided recall

	2010 (n=202)	2011 (n=705)	2012 (n=829)
Television	72	80	83
Internet/website	11	12	16
Public transit/subway/bus	17	12	14
Magazines	10	10	12
Word-of-mouth	5	9	12
Newspaper	7	8	9
Radio	10	6	8
School/class	6	7	8
Shopping mall	3	6	6
Outdoor billboards	9	5	5
Pamphlet/brochure in mail	3	5	3
Cinema	2	5	3
Other	2	4	4

Q.1c

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

Subsample: Unaided recall of advertising about drugs and youth

Aided recall

More than eight in ten youth recall some element of the current NADS advertising campaign.

The television ads are the most widely recalled, but strong minorities also recall the cinema, Internet and/or transit ads.

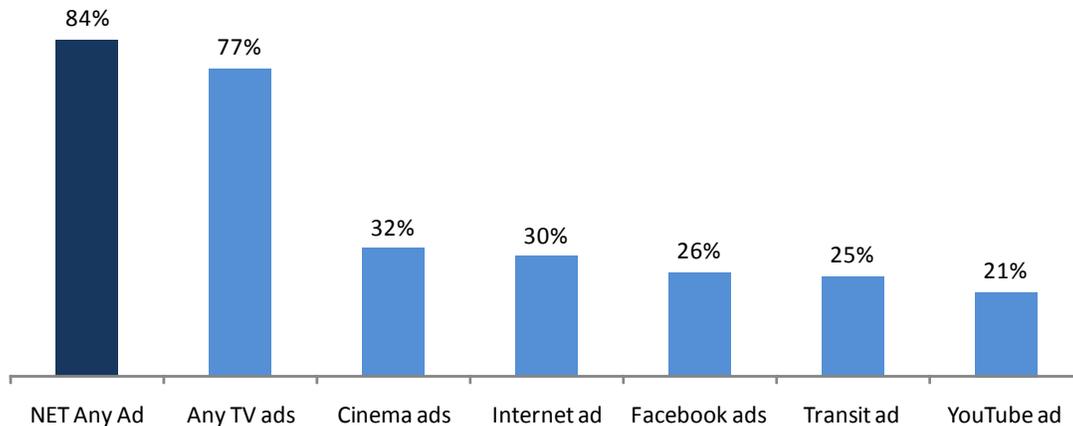
Youth were presented with descriptions of the television, transit, cinema and Internet advertising and asked if they recall seeing them over the past few weeks or months.

The overall level of aided recall of the NADS advertising campaign has built steadily over the past three years and is now remarkably high. The proportion of youth who recall some element of the NADS advertising campaign has increased from half (53%) when it first launched in 2010 to more than eight in ten (84%) in 2012.

The television advertising remains the best recalled element; three-quarters (77%) of youth recall the TV ad with the teenage girl looking in the mirror and/or the ad with the young man who imagines his future if he accepts drugs from his friends. About three in ten each recall the cinema ads (32%) and the Internet ads (30%). One in four each recall the Facebook ads (26%) and the public transit ad (25%).

Youth are least likely to recall the YouTube ad³ (21%). Over the length of the campaign, aided recall has grown for all campaign elements, but most noticeably for TV (up 33 points). The Facebook and transit ads are the only two elements for which recall levels have remained consistent since 2010.

Aided recall of advertising



Q.2-7

Do you remember seeing an ad...[INSERT MEDIUM AND DESCRIPTION]?(n=1,210)

Aided recall – trended

	2010 (n=317)	2011 (n=1,201)	2012 (n=1,210)
<i>Aided recall – Any ad</i>	53	67	84
Television	44	53	77
Cinema	n/a	22	32
Internet	14	24	30
Facebook	15	24	26
Transit	16	22	25
YouTube	n/a	15	21

Among youth who recall any advertising, unaided or aided, 10 percent could identify (without prompting) the DrugsNot4Me / Not4Me / Odroguepourmoi / Odrogue website or Facebook page shown in the ads. Recall of the correct website has increased since 2011 (up 5 points).

³ The “Pick your Path” YouTube ad only began on February 22, 2012, five days before the start of the survey.

Unaided recall of website or Facebook page in advertising

	2010 (n=167)	2011 (n=903)	2012 (n=1,067)
DrugsNot4Me / Not4Me / Odroguepourmoi / Odrogue	5	5	10
Other	4	3	1
No/dk/na	91	91	89

Q.11

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

Subsample: Recall any advertising (unaided or aided recall)

Main message of the advertising

Youth interpret the main message of the advertising to be stay away from drugs because they can ruin your life and your future.

Youth who recall any advertising, on an aided or unaided basis (88% of the total sample), were asked (unprompted) what they thought was the main point the advertising is trying to get across. Since 2010, recall has shifted away a generic “say no to drugs” message (down 16 points to 29%) and towards a more focused message about how drugs can ruin your life/future (up 10 points to 33%); both of these two messages are now recalled at almost equal levels. There continues to be smaller proportions say the message is that drugs are bad for your health (9%) or bad generally (6%), or that they can make the right choice (7%) and avoid the pressure to do drugs (4%).

Main message of advertising

	2010 (n=167)	2011 (n=903)	2012 (n=1,067)
Drugs can ruin your life/family/future	23	23	33
Say no to drugs/stay away from drugs	45	24	29
Drugs are bad for you/your health	12	29	9
Make the right choice/decision	5	1	7
Drugs are bad (non-specific)	-	-	6
Don't feel pressure to do drugs	15	1	4
Drugs are addictive/dangerous/don't start	5	3	3
Think about the consequences	10	*	2
Be informed/aware about drugs	1	1	2
Other	6	12	5
dk/na	8	6	4

Q.8

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

Subsample: Recall any advertising (unaided or aided recall)

*Less than 1%

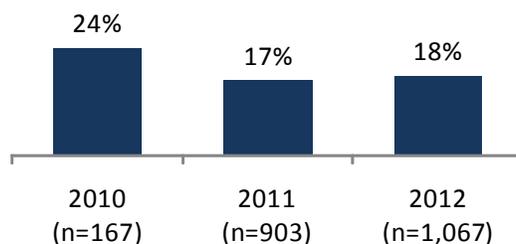
Call to action

One in five of those recalling the advertising say they took some action in response, most commonly to discuss drugs with their family or friends.

Youth who recall any advertising, on an unaided or aided basis, were asked if they did anything as a result of seeing the ads. One in five (18%) say they did something as a result, which is consistent with the 2011 results but down 6 points since 2010.

When translated to the total sample, it means that 16 percent of youth overall took some action as a result of the recent advertising; this is in fact slightly higher than in 2010 (12% of total sample) because the overall proportion of youth recalling the advertising is now so much higher.

Did something as a result of seeing this advertising



Q.9a

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

Subsample: Recall any advertising (unaided or aided recall)

Among youth who report doing something as a result of the advertising, the action most likely to be reported is discussing drugs with family or friends (45%). Others say they decided not to do drugs (27% up 5 points from 2011 and 11 points from 2010), to be careful about their decisions (8%) or keep their distance from kids who use drugs (5%). A small number say they went online and researched drugs (8%).

Actions taken (unprompted)

	2010 (n=40)	2011 (n=149)	2012 (n=191)
Talk to/warned friends/family	62	55	45
Decided not to do drugs/said no to drugs	16	22	27
Decided to be careful about decisions I make	-	7	8
Went online/researched drugs	-	-	8
Kept my distance from kids who do drugs	-	-	5
Other	12	12	4
Nothing	7	1	2
dk/na	10	3	5

Q.9b

What did you do?

Subsample: Those who did something as a result of seeing the advertising

Regardless of whether or not they claim to have done something upon seeing the advertising, youth were asked if they had taken four specific actions as a result of the advertising. Consistent with the unprompted question, they are most likely to say that they talked about drug use with friends or family (40%). Smaller proportions say they watched the “Pick Your Path” YouTube videos (15%), or went to the website (14%) or the Facebook page (12%) shown in the ads. Overall, almost half (49%) of youth who recall the advertising took at least one of these four steps, consistent with the level reported in 2011.

Actions taken (prompted)

	2010 (n=167)	2011 (n=903)	2012 (n=1,067)
Took any action	n/a	47	49
- Talked to friends/family about drug use	45	43	40
- Watched “Pick your Path” YouTube video	n/a	n/a	15
- Went to the website shown in ad	9	11	14
- Went to Facebook page shown in ad	n/a	11	12

Q.10

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

Subsample: Recall any advertising (unaided or aided recall)

Awareness of advertising sponsor

More than half of youth who recalled any advertising indicate that it was produced by the Government of Canada.

Youth who recall any advertising, aided or unaided, were asked who they thought produced the advertising. Over half (55%) correctly selected the Government of Canada/federal government as the advertising sponsor (from the list provided). Three in ten (30%) say it was some level of government, but are unclear which, while 12 percent think it was a provincial government. This awareness has remained largely the same over the past three years.

Awareness of advertising sponsor

	2010 (n=167)	2011 (n=903)	2012 (n=1,067)
Government of Canada	55	53	55
Government/not clear which level	28	35	30
Provincial government	12	10	12
Municipal government	1	1	1
Kids’ organization	-	*	*
Other	2	*	1
dk/na	2	*	1

Q.12

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

Subsample: Recall any advertising (unaided or aided recall)

**Less than 1%*

KNOWLEDGE, ATTITUDES AND BEHAVIOUR



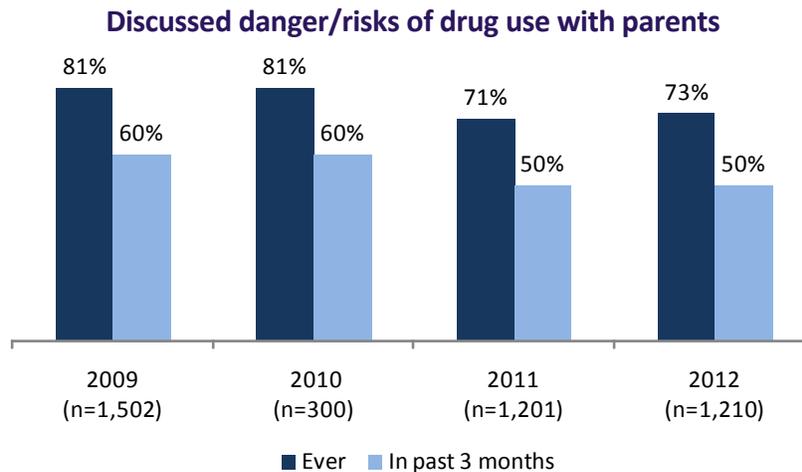
Communication with Parents

This section explores the extent to which youth are having discussions with their parents on the topic of drugs and drug use.

Discussions about risks of drug use

Most youth have had discussions with their parents about the risks of drug use, and half have done so in past three months. Among those who report having had such discussions, the average number of discussions in the past year was six.

The majority (73%) of youth in the current survey say they have discussed the dangers of drug use, or why not to use drugs, with their parents, including half (50%) who have done so in the past three months. Fewer youth than in 2009 report having such discussions (81% ever and 60% in the past three months), although these proportions have not declined any further since 2011.



Q.14

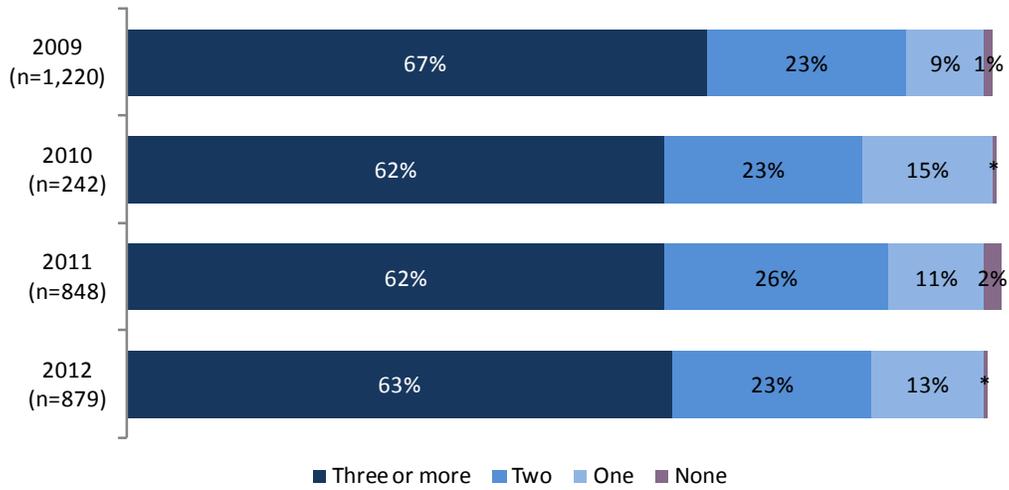
Have you ever specifically discussed the dangers or risks of drug use or why not to use drugs with your parent/guardian/step-parent?

Q.15b

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

Frequency of discussions. Youth who have discussed the risks of drugs with their parents have done so relatively frequently over the past year. In the current survey, six in ten (63%) of this group have had discussions about drug risks three or more times in the past year, which remains lower than in 2009 (down 4 points) but consistent with 2011. Another quarter (23%) have had two discussions about this topic, and 13 percent have had such a discussion only once. The average number of discussions held over the past year is approximately six, which has remained stable over the past four years.

Frequency of discussions about danger/risk of drug use in past year



Q.15a

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?

Subsample: Ever discussed dangers/risks of drug use with parent/guardian/step-parent

*Less than 1%

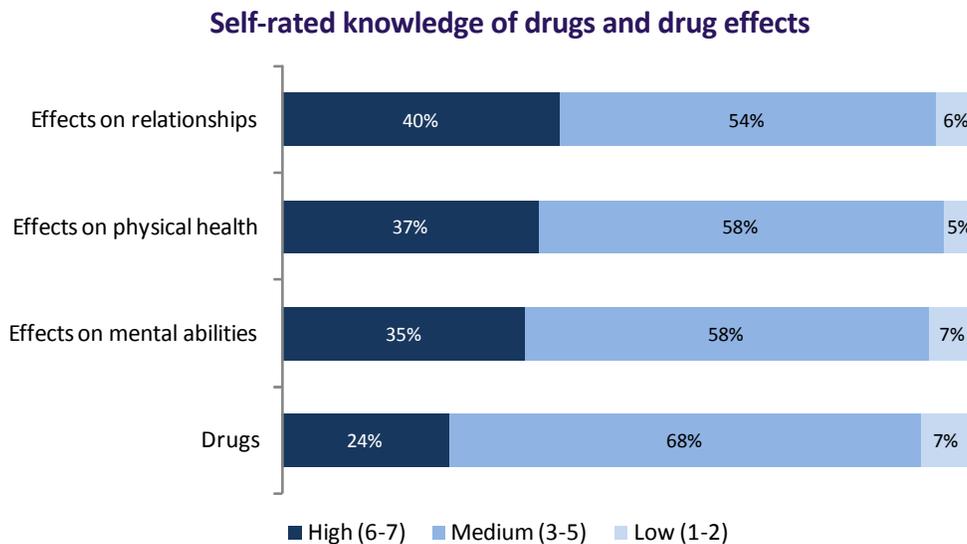
Awareness of and Knowledge about Drugs

This section explores how knowledgeable youth think they are about drugs, including their awareness of what drugs are available and/or harmful.

Self-rated knowledge of drugs and drug effects

Youth consider themselves more knowledgeable about the effects of drugs on relationships, physical health and mental abilities than about drugs in general, at levels consistent with 2009.

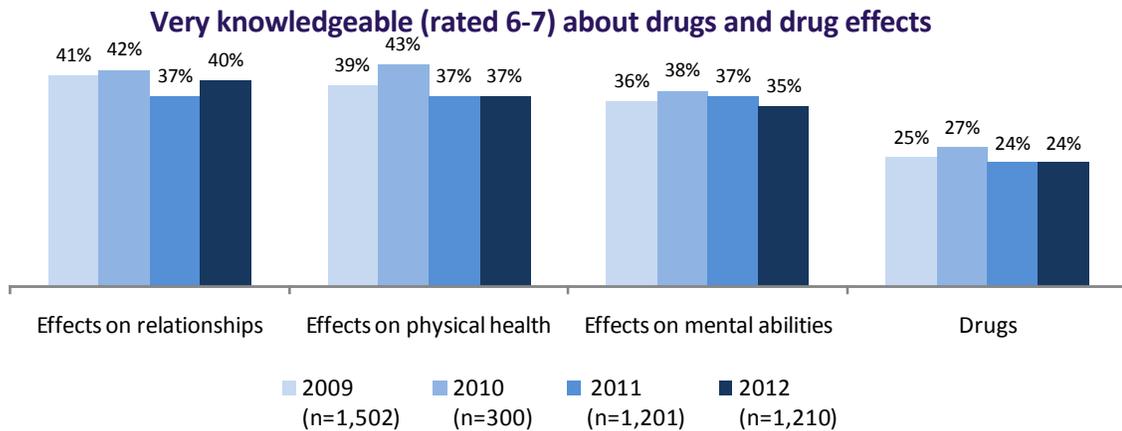
Relatively few youth feel very well-informed about drugs overall; they tend to feel more knowledgeable about the effects that drugs can have on their relationships, physical health and mental abilities. Youth are most likely to say they know a great deal about the effects of drugs on their relationships with friends and family (40%), while slightly fewer say the same about the effects on their physical health (37%) and their mental abilities (35%). By comparison, one in four (24%) say they know a great deal about drugs generally.



Q.16

Using a scale of 1 to 7 where 1 means you know nothing and 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. (n=1,210)

Self-rated knowledge about drugs and their effects remains consistent with the 2009 baseline. While the proportion of youth who feel very knowledgeable about drug effects on relationships declined between 2010 and 2011 (down 5 points to 37%), this has returned to baseline levels in the current survey.



Q.16

Using a scale of 1 to 7 where 1 means you know nothing and 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.

Awareness of drugs

Two-thirds of youth identify marijuana as available to their age group, but only half as many think of it as harmful. Compared to 2009, youth are less likely to think of marijuana and cocaine and more likely to think of ecstasy in terms of drugs that are available and harmful.

Drugs that are available. When asked, top-of-mind, what drugs might be available to people in their age group, youth are much more likely to mention marijuana than any other drug. Two-thirds (65%) mention marijuana, followed much further back by ecstasy (30%), cocaine (25%) and methamphetamine (15%). Very small proportions identify other illicit drugs such as heroin (6%), LSD (5%), prescription drugs (4%), tobacco (4%) and alcohol (3%).

There have been modest changes since 2009 in the extent to which some of these drugs are believed to be available. Youth are less likely than in 2009 to identify marijuana (down 5 points) as being available to this age group, although it remains the best known drug by a large margin. Mentions of cocaine have also declined since 2009 (down 5 points), and are now surpassed by ecstasy (up 6 points since 2009).

Unaided awareness of available drugs

	2009 (n=1,502)	2010 (n=300)	2011 (n=1,201)	2012 (n=1,210)
Marijuana/cannabis	70	64	62	65
Ecstasy	24	25	23	30
Crack/cocaine	30	26	29	25
Methamphetamine/speed	17	18	15	15

Heroin	6	6	8	6
LSD/acid	7	7	7	5
Prescription drugs/pills	4	8	3	4
Tobacco/nicotine/cigarettes	3	3	3	4
Mushrooms	6	4	4	3
Alcohol	3	3	2	3
Hashish	-	-	7	-
All/everything	3	3	2	3
Other	10	5	12	8
None	10	8	13	6
dk/na	10	16	8	17

Q.17

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

Drugs that are harmful. When asked, top-of-mind, what drugs come to mind as being harmful or a threat to people in their age group, marijuana no longer stands out, even though it ranks first. One in three (32%) youth mention marijuana, followed by cocaine (29%), ecstasy (24%) and methamphetamine (15%). Smaller proportions mention heroin (8%), LSD (4%) or hashish (1%) as harmful to their age group.

Since 2009, fewer youth identify marijuana (down 5 points) and cocaine (down 7 points) as harmful to their age group, while mentions of ecstasy have increased (up 6 points).

Unaided awareness of drugs that are harmful

	2009 (n=1,502)	2010 (n=300)	2011 (n=1,201)	2012 (n=1,210)
Marijuana/cannabis	37	38	34	32
Cocaine/crack	36	32	36	29
Ecstasy/MDMA	18	19	17	24
Methamphetamine/speed	18	16	14	15
Heroin	10	11	12	8
LSD/acid	6	5	6	4
Hashish	4	6	3	1
All/most drugs	19	19	18	20
Other	16	14	17	17
None	7	6	8	4
dk/na	7	11	7	13

Q.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.

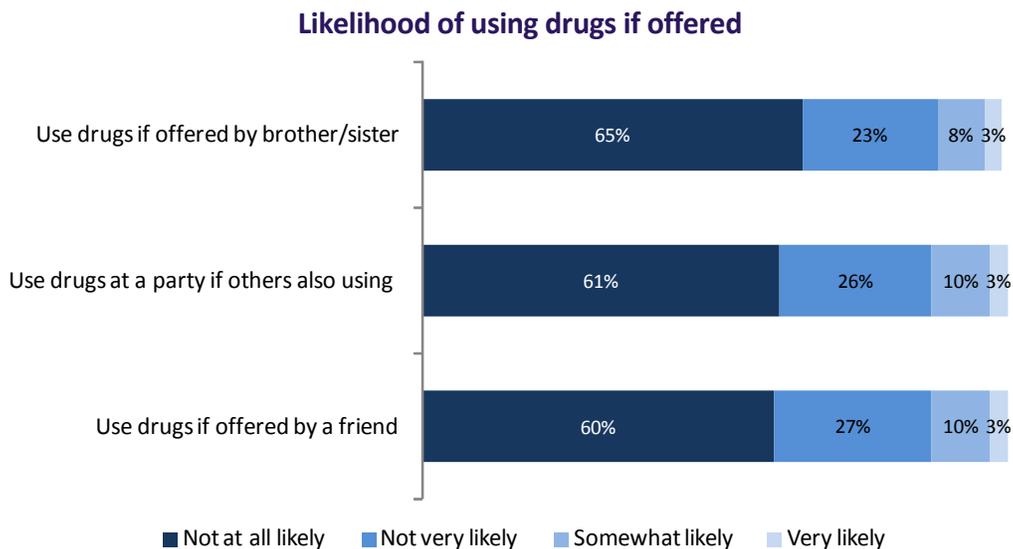
Behaviour and Drug Use

How do youth believe they would react to an offer of drugs from someone they know? How many have found themselves in this type of situation and what kinds of illicit drugs have they tried?

Likely behaviour around drugs

Unchanged from 2009, the large majority of youth say they are unlikely to accept drugs from a sibling or friend or at a party, and would likewise try to prevent others from taking drugs.

Most youth say they are unlikely to use drugs regardless of who is encouraging them. Almost nine in ten say it is not likely they will use drugs if offered by their brother or sister (88%), by a friend (87%) or at a party (87%), including close to six in ten (in all three cases) who say it is not at all likely. Across all three circumstances in which they might try drugs, only three percent each say they would be very likely to, while another one in ten would be somewhat likely.

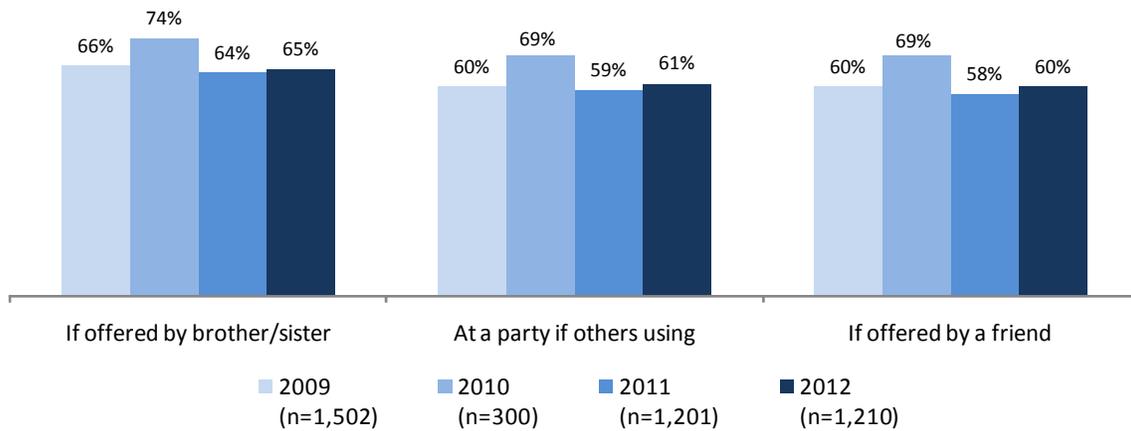


Q.19b/c/d

How likely would you be to do the following: Use drugs at a party if others were also using them / Use drugs if they were offered to you by a friend / Use drugs if they were offered to you by your brother or sister? (n=1,210)

The proportion most likely to reject drugs is essentially unchanged since the 2009 baseline and since 2011, for all three situations explored in the survey. The modest increase in 2010 in the group not at all likely to use drugs in 2010 for all three scenarios has not been maintained.

Not at all likely to use drugs if offered

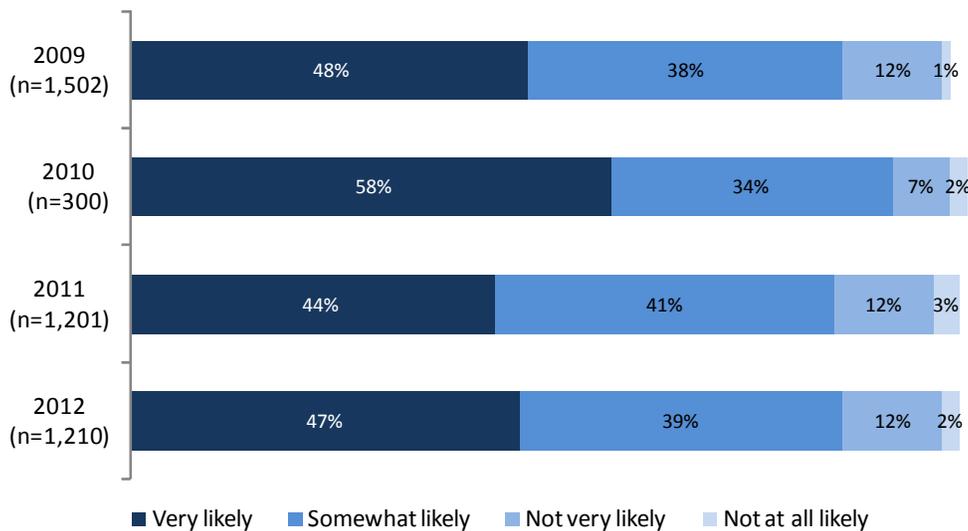


Q.19b/c/d

How likely would you be to do the following: Use drugs at a party if others were also using them / Use drugs if they were offered to you by a friend / Use drugs if they were offered to you by your brother or sister?

Not only are they unlikely to accept drugs themselves, most youth would also try to prevent others from taking drugs. More than eight in ten say they are very (47%) or somewhat (39%) likely to try to stop someone close to them from using drugs. One in ten (12%) are not very likely to do so, while two percent are not at all likely. The reported likelihood of preventing someone from using drugs is consistent with the 2009 baseline and with the 2011 results; the moderately higher proportion in 2010 who are very likely to stop others from taking drugs has not been maintained.

Likelihood of trying to stop someone close to you from using drugs



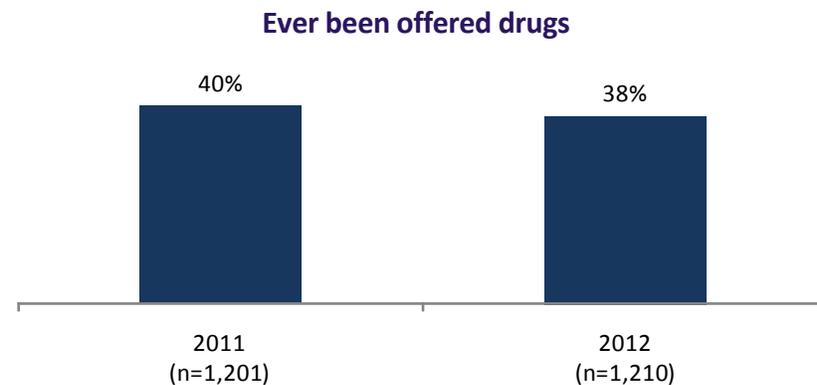
Q.19a

How likely would you be to do the following: Try to stop someone close to you from using drugs?

Personal experience with illicit drugs

Four in ten youth report being offered drugs, most of whom rejected the offer. However, one in five has tried at least one illicit drug on the list presented in the survey; the most widely used is marijuana.

Ever been offered drugs. A substantial minority of youth have in fact found themselves in a situation where drugs were offered. Four in ten (38%) say they have been offered drugs, essentially unchanged from 2011.



Q.20a
Have you ever been offered drugs?

Response when offered drugs. Among youth who have been offered drugs, a fairly small proportion (17%) say they tried the drugs (which translates to 6% of the total sample). The large majority indicate they rejected the offer, saying no (71%), ignoring it (16%) or making a joke about it (2%). This general split in response (i.e., tried vs. rejected the drugs) is consistent with 2011, although ignoring the offer is now a slightly more common answer than before.

Response when offered drugs

	2011 (n=475)	2012 (n=459)
Told them no/I don't do drugs	68	71
Tried it/used it	15	17
Ignored them/told them to go away	7	16
Made a joke about it/laughed	2	2
Told parent/relative	3	2
Other	8	8
Nothing	1	1
dk/na	3	1

Q.20b
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.
Subsample: Youth who have ever been offered drugs

Types of drugs tried. Youth were shown a list of drugs and asked if they had tried any and how often. Reported drug use is highest for marijuana (14% at least once) and psilocybin (8% at least once). The remaining drugs have been tried by only a very small proportion of youth (between two and four percent).

Frequency of trying drugs

	Never	Once	2-4 times	5 times or more
PCP	98	1	*	*
GHB	98	1	*	*
Heroin	98	1	1	*
Ketamine	98	1	1	*
LSD	98	2	*	*
Methamphetamine	97	2	1	*
Cocaine/crack cocaine	97	1	1	1
Ecstasy	96	2	1	*
Psilocybin	92	3	2	2
Marijuana	86	5	4	4

Q.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. (n=1,210)
* Less than 1%

Compared to the 2009 baseline, youth are less likely to report trying marijuana at least once (down 4 points) and more likely to report trying psilocybin at least once (up 5 points), although in both cases these levels are unchanged since 2011. Reported use of the other drugs on the list is essentially unchanged from previous tracking waves.

Tried drugs at least once

	2009 (n=1,502)	2011 (n=1,201)	2012 (n=1,210)
Marijuana	18	14	14
Psilocybin	3	7	8
Ecstasy	4	4	4
Cocaine/crack cocaine	3	3	3
Methamphetamine	2	4	3
PCP	2	3	2
GHB	2	1	2
LSD	2	3	2
Heroin	1	1	2
Ketamine	1	1	2
Tried any of the above	18	18	19

Q.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.
Note: The 2010 question differed in terms of timeframe, and therefore cannot be directly compared to the other data

Overall, one in five (19%) youth have ever tried any of the drugs on this list, while four in five (81%) have tried none of them, and these proportions are essentially unchanged from the 2009 baseline and 2011.

Youth who have previous experience with these drugs are more open to using drugs in the future, and less likely to say they would prevent others from doing so. As in previous waves, the likelihood (very or somewhat) to use drugs is higher among those who have previously tried any of these drugs than among those who have not, regardless of whether offered by a sibling (36% vs. 6%) or a friend (43% vs. 6%), or at a party (42% vs. 6%). Similarly, seven in ten (71%) youth who have tried these drugs say they would try to stop someone else from using them, compared to nine in ten (89%) youth with no previous drug experience.

Perceptions of Harm

The survey explored how harmful to their health youth believe illicit drugs to be. It also addressed the perceived harm of marijuana and ecstasy use specifically, for both regular and occasional use.

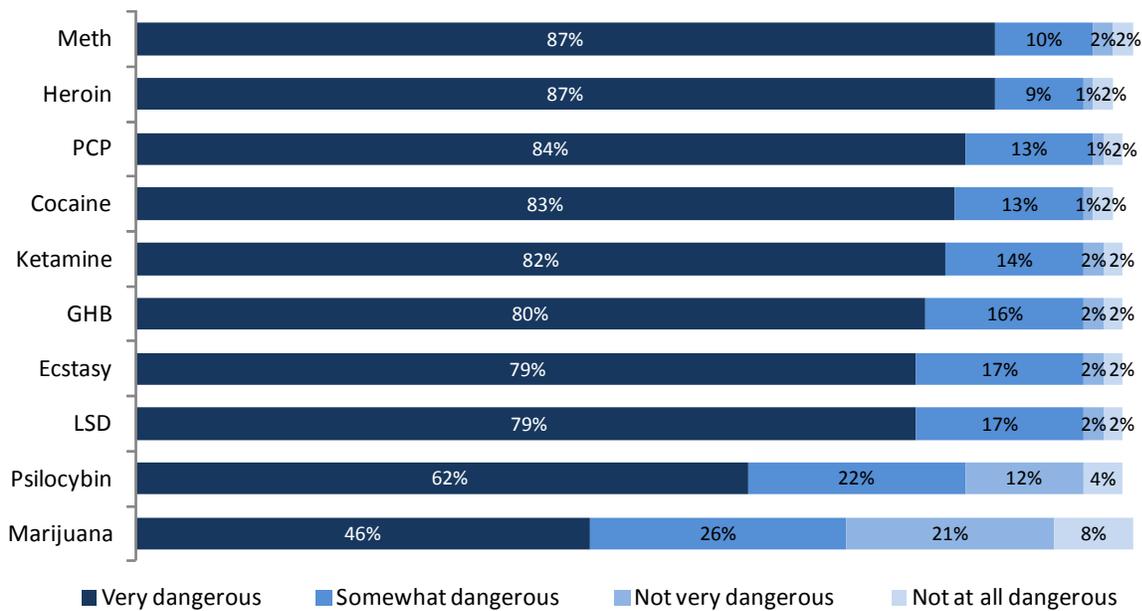
Perceptions of danger to health

A strong majority of youth believe most of the illicit drugs covered in the survey are very dangerous to their health. The degree of risk associated with psilocybin and marijuana is considerably lower than for other drugs, although the perception that marijuana is very dangerous has increased since 2009.

Youth strongly believe in the potential harm to their health from most illicit drugs, although they are less convinced in the case of psilocybin and marijuana. More than three-quarters of youth consider methamphetamines (87%), heroin (87%), PCP (84%), cocaine (83%), ketamine (82%), GHB (80%), ecstasy (79%) and LSD (79%) to be very dangerous to their health. Most of the remainder say each of these drugs is somewhat dangerous, while very few (3-4%) say they are not very or not at all dangerous.

Perceptions of the potential harm caused by psilocybin and marijuana are not as strong. A majority of youth say psilocybin and marijuana are at least somewhat dangerous to health (84% and 72%, respectively), but the view that they are very dangerous is much less common than for the other drugs (62% and 46%, respectively).

Perceptions of harm to health from drugs



Q.22a

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. (n=1,210)

Perceptions of harm to health have changed over time for some of the drugs asked about. Marijuana is now more likely (up 12 points) and cocaine (down 4 points) is slightly less likely to be considered very dangerous compared to the 2009 baseline, although these views are consistent with 2011. Views about the potential harm from methamphetamine, heroin and psilocybin were stable between 2009 and 2010, then declined in 2011, and have since rebounded and are now approaching 2009 baseline levels.

Very dangerous to health

	2009 (n=1,502)	2010 (n=300)	2011 (n=1,201)	2012 (n=1,210)
Methamphetamine	89	87	82	87
Heroin	89	89	83	87
PCP	85	85	83	84
Cocaine/crack cocaine	87	88	81	83
Ketamine	79	80	79	82
GHB	79	79	77	80
LSD	81	82	77	79
Ecstasy	77	78	76	79
Psilocybin	65	69	58	62
Marijuana	34	42	43	46

Q.22a

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.

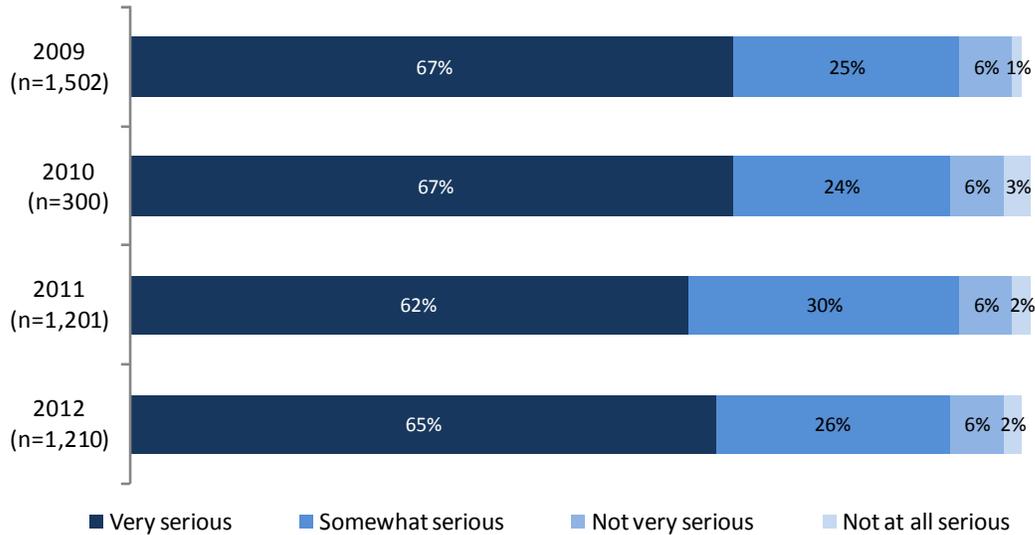
Perceptions of harm from marijuana use

Consistent with the 2009 baseline, youth are much more likely to believe significant harm could result from smoking marijuana regularly than from using it “once in a while.”

Harm from regular and occasional use. In general, youth tend to believe that both regular and occasional marijuana use is harmful, although they are less convinced about the potential for very serious harm from occasional use.

Two-thirds (65%) of youth say the potential harm to people their age from smoking marijuana on a regular basis is very serious, and another quarter (26%) say it is somewhat serious. One in ten (8%) say the potential harm is not very or not at all serious. Although the perceived seriousness of regular smoking of marijuana declined modestly between 2009 and 2011, it has now returned to within the baseline level.

Harm from smoking marijuana on a regular basis

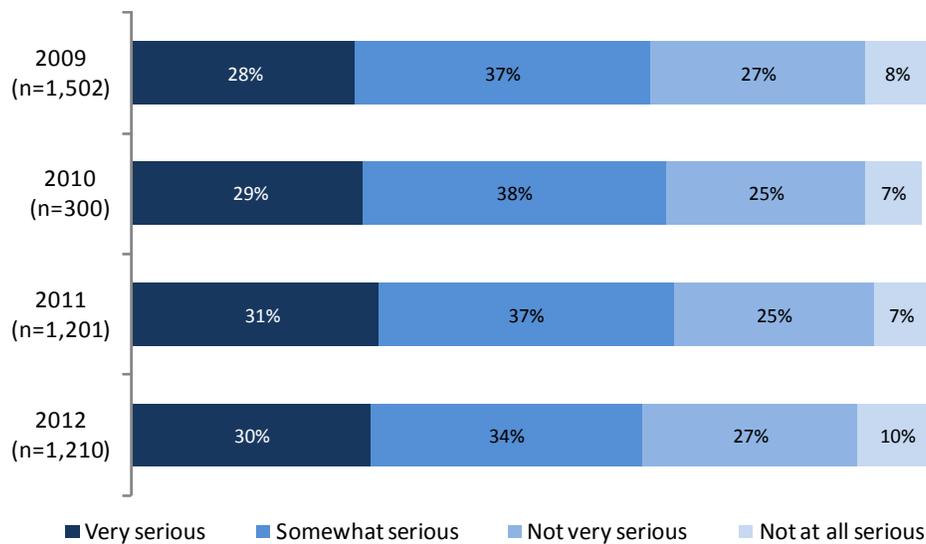


Q.23b

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...smoking marijuana on a regular basis?

Opinions about the potential harm from occasionally smoking marijuana are more mixed, with many youth who don't think that "once in a while" use is very problematic. Only three in ten (30%) youth say the potential harm to people their age from smoking marijuana once in a while is very serious, while one-third (34%) say it is somewhat serious, and almost four in ten (37%) say it is not very or not at all serious. These attitudes are essentially unchanged from the 2009 baseline.

Harm from smoking marijuana once in a while



Q.23a

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...smoking marijuana once in a while?

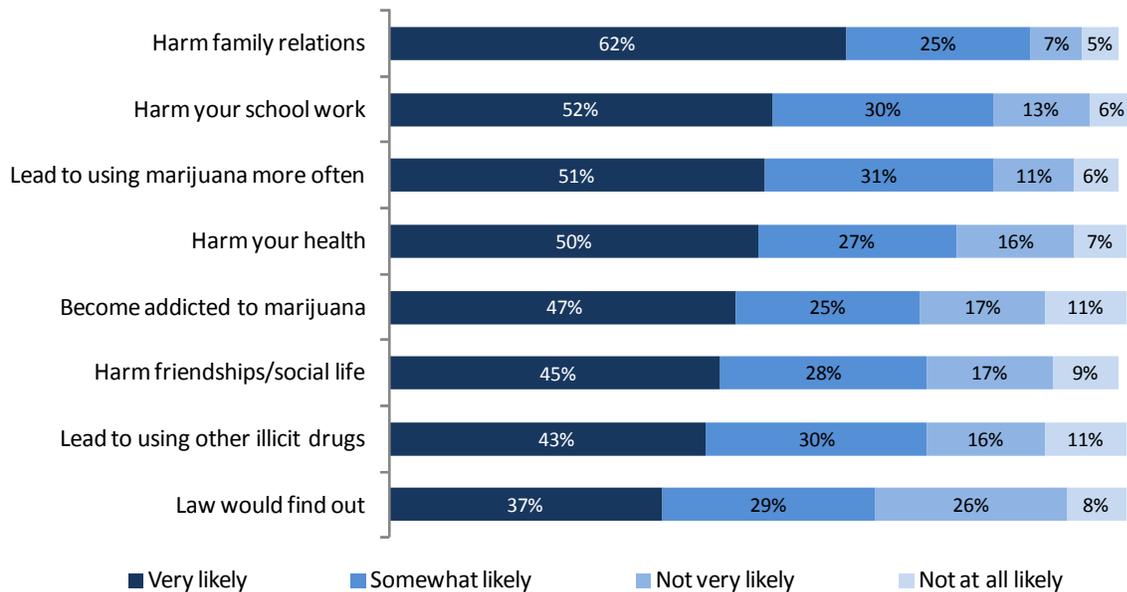
The perceived seriousness of marijuana use is much lower among youth who have tried marijuana themselves. Only one-third (33%) of those who have tried marijuana say the potential harm from regular use is very serious, compared to seven in ten (71%) of those who have not tried the drug. Similarly, fewer marijuana users (14%) than non-users (33%) believe that occasional use is very serious.

Harm from smoking marijuana

	Tried marijuana (n=169)	Not tried marijuana (n=1,041)
<i>If used on a regular basis</i>		
Very serious	33	71
Somewhat serious	40	24
Not very serious	20	4
Not at all serious	8	2
<i>If used once in a while</i>		
Very serious	14	33
Somewhat serious	13	37
Not very serious	39	25
Not at all serious	34	6

Effects of occasional marijuana use. When asked about some specific areas of their life, most youth do believe there is a moderately good chance that smoking marijuana once in a while will have a negative impact. They are most likely to believe that occasional marijuana use would harm their family relations if they found out (62% very likely). About half each say it is very likely that their school work (52%) and health (50%) would be harmed, and it would lead to using marijuana more often (51%). Slightly fewer say it is very likely they would become addicted (47%), it would harm their friendships (45%) and it would lead to using other illicit drugs (43%). Youth are least likely to believe that law enforcement authorities would find out (37%) if they were to smoke marijuana occasionally.

Perceived effects of occasional marijuana use



Q.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? (n=1,210)

Youth who have tried marijuana are consistently more likely to play down the effects of occasional marijuana use. For instance, only three in ten (30%) of those who have tried marijuana think it would very likely harm their family relations, compared to seven in ten (68%) of those who have not tried the drug. No more than one-quarter who have tried marijuana before believe that any of the other scenarios are very likely.

Perceptions of the likely impact of occasional marijuana use are mostly unchanged since the 2009 baseline, with a few exceptions. Fewer youth than in 2009 say it is very likely that occasional marijuana use is a precursor to heavier marijuana use (down 14 points), although this remains in line with 2011 levels. Perceptions that occasional marijuana use will harm family relations and lead to addiction have fluctuated over the past four years and currently sit just slightly below 2009 baseline levels (down 3 points each).

Very likely effect of occasional marijuana use

	2009 (n=1,502)	2010 (n=300)	2011 (n=1,201)	2012 (n=1,210)
Harm family relations if they found out	65	67	59	62
Harm school work	53	55	51	52
Lead to using marijuana more often	65	67	51	51
Harm your health	50	52	49	50
Become addicted to marijuana	50	52	46	47

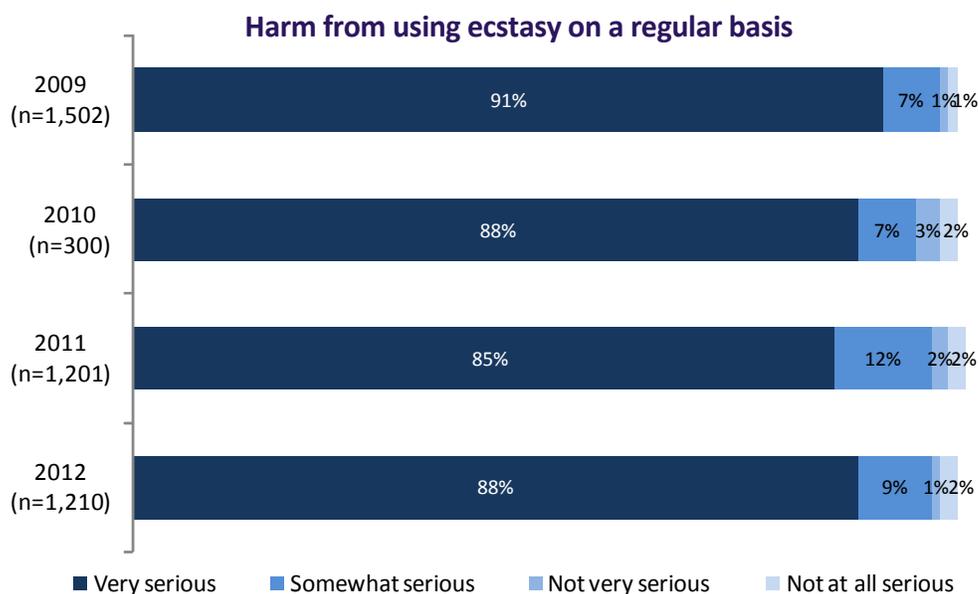
Harm friendships/social life	44	44	44	45
Lead to using other illicit drugs	43	45	45	43
Law would find out	36	41	37	37

Perceptions of harm from ecstasy use

Consistent with the 2009 baseline, most youth are convinced that serious harm can result from using ecstasy regularly or even “once in a while.”

Harm from regular and occasional use. A similar set of questions probed perceptions of ecstasy use, and found that ecstasy use is seen to be much more serious than marijuana use, especially when it comes to occasional use. Almost all youth are convinced about the harm caused by using ecstasy regularly, and a majority also believe there could be significant harm from occasional use.

Nine in ten (88%) youth say the potential harm to people their age from using ecstasy on a regular basis is very serious, and another one in ten (9%) say it is somewhat serious. Only three percent say the potential harm is not very or not at all serious. The perceived seriousness of regular ecstasy use declined between 2009 and 2011, but has edged back towards the baseline level in current survey.



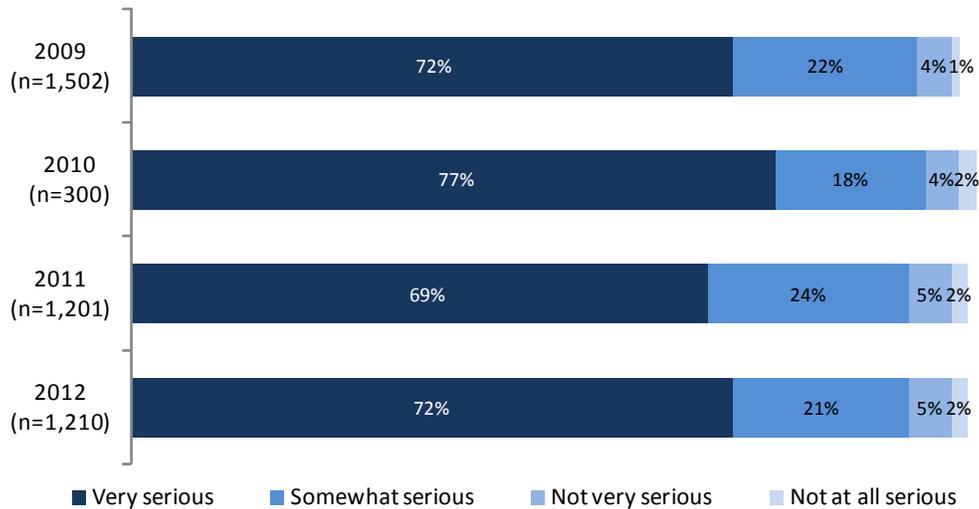
Q.25b

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...using ecstasy on a regular basis?

Occasional ecstasy use is perceived to be only slightly less serious than regular use. Seven in ten (72%) youth say the potential harm to people their age from using ecstasy once in a while is very serious, while another two in ten (21%) say it is somewhat serious. By comparison, only seven percent say it is not very

or not at all serious. These attitudes are essentially unchanged from the 2009 baseline; occasional ecstasy use was considered a more serious risk in 2010, but that level has not been maintained.

Harm from using ecstasy once in a while

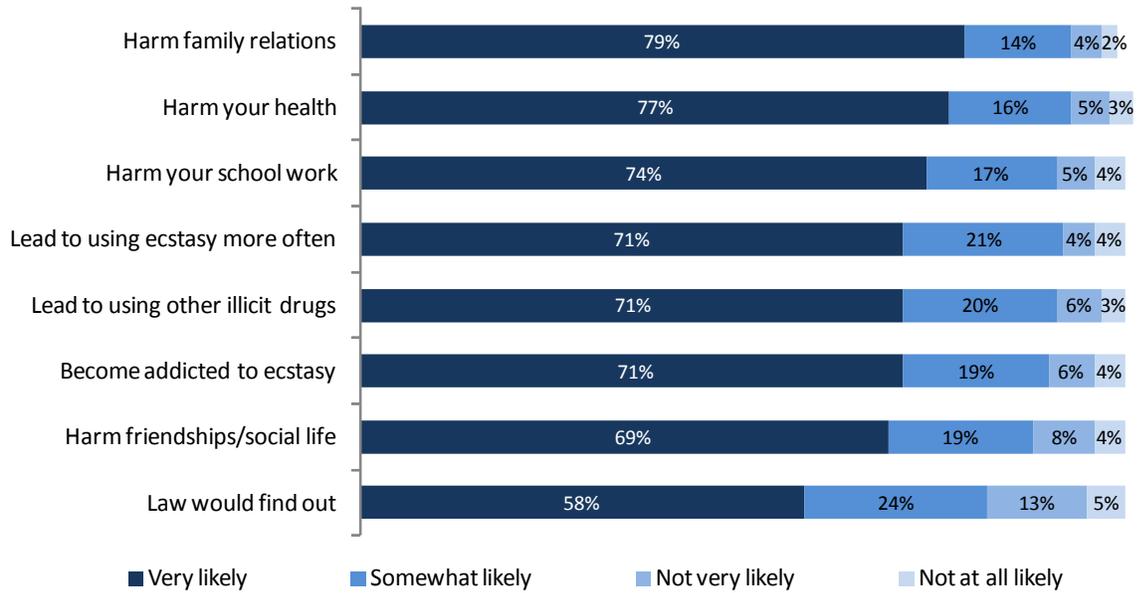


Q.25a

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...using ecstasy once in a while?

Effects of occasional ecstasy use. Similarly, most youth believe there is a very good chance that using ecstasy once in a while will have a negative impact on their lives. They are most likely to believe that occasional ecstasy use would harm their family relations if they found out (79% very likely) or harm their health (77%). About seven in ten each say it is very likely that their school work (74%) would be harmed, that it would lead to using ecstasy more often (71%), to using other illicit drugs (71%) or to addiction (71%), and that it would harm their friendships (69%). Youth are least apt to believe that law enforcement authorities would find out if they were to use ecstasy occasionally; nonetheless six in ten (58%) say this is very likely.

Perceived effects of occasional ecstasy use



Q.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?(n=1,210)

There have been some modest declines in the extent to which occasional ecstasy use is seen to lead to negative outcomes. Fewer youth than in 2009 say it is very likely that occasional ecstasy use will harm family relations, is a precursor to heavier ecstasy use and will lead to addiction (down 4 points each), although these remain in line with 2011 levels.

Very likely effect of occasional ecstasy use

	2009 (n=1,502)	2010 (n=300)	2011 (n=1,201)	2012 (n=1,210)
Harm family relations if they found out	83	83	77	79
Harm your health	79	77	75	77
Harm your school work	76	77	73	74
Lead to using ecstasy more often	75	76	72	71
Lead to using other illicit drugs	73	71	70	71
Become addicted to ecstasy	75	74	70	71
Harm friendships/social life	71	70	68	69
Law would find out	57	60	56	58

Q.26

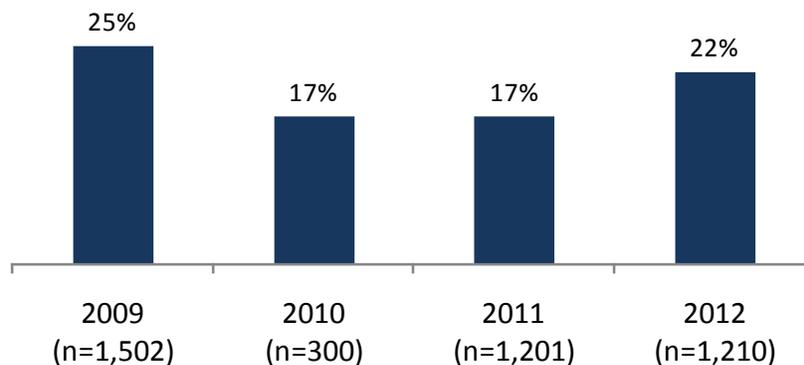
In your opinion would each of the following be very likely, somewhat likely, not very likely or not at all likely to happen if you were to use ecstasy once in a while?

Website Use

Youth who report visiting websites in search of drug information remain in the minority. However, use of the drugsnot4me.ca website has been increasing steadily over time.

One in five (22%) youth have visited a website to learn more or get information about drugs or how to deal with drugs. Reported use of a website for drug information declined between 2009 and 2010, but since then has inched up since 2011 (up 5 points) to within range of the baseline level.

Visited website to learn more about drugs/how to deal with drugs



Q.27a

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

Among those who have visited a website in search of drug information, the proportion who mention drugsnot4me.ca/not4me.ca (without prompting) has steadily increased since 2009. One in four (25%) of this group say they have visited drugsnot4me.ca, up from 10 percent in 2011. It is the single most commonly mentioned website for drug information, ahead of Google (8%), Wikipedia (5%) and Facebook (4%). There also remains a significant number (36%) who do not recall the name of the website they visited.

Websites visited for information about drugs

	2009 (n=372)	2010 (n=50)	2011 (n=202)	2012 (n=271)
drugsnot4me.ca/not4me.ca	-	2	10	25
Google	21	6	10	8
Government website (unspecified)	-	-	7	6
Wikipedia	5	5	2	5
Facebook	-	-	-	4
Health Canada website	7	9	6	1
YouTube	1	-	1	-
Drug information site (unspecified)	-	-	-	10
Other non-drug related site	-	12	3	-
Other	28	31	24	9
dk/na	44	39	43	36

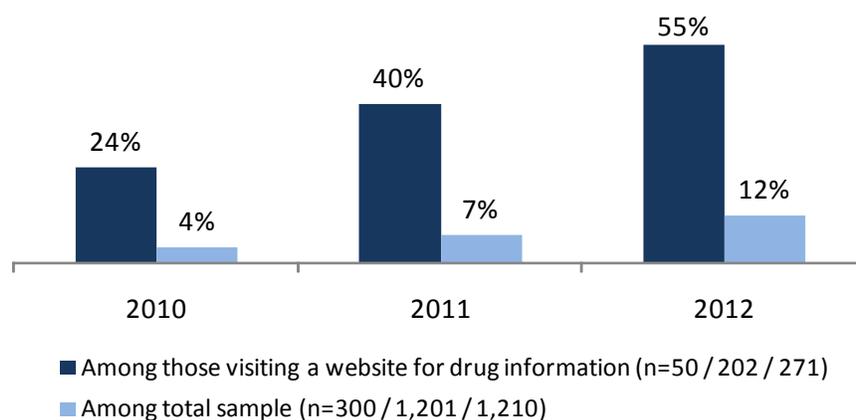
Q.27b

Which website or sites have you visited?

Subsample: Ever visited a website for information about drugs/how to deal with drugs

Youth who have visited a website in search of drug information are also asked specifically if they have ever visited drugsnot4me.ca. More than half (55%) say they have, which has increased steadily since the question was first asked in 2010 (24%). This translates to 12 percent of all youth who say they have ever visited the drugsnot4me.ca website.

Ever visited drugsnot4me.ca



Q.27c

Have you ever visited drugsnot4me.ca?

Note: Asked about not4me.ca in 2010

Future Intentions

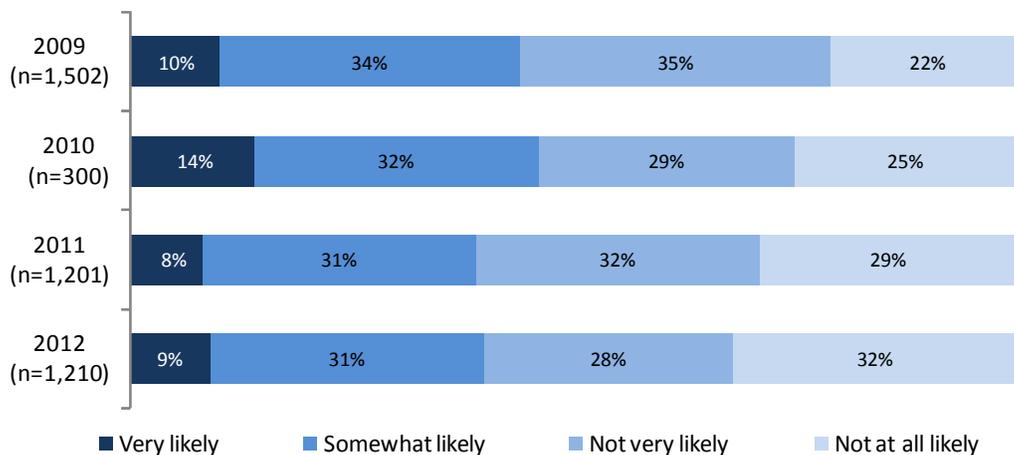
Looking ahead, youth aged 13 to 15 were asked about their likelihood to use drugs and search for drug information in the next three months (i.e., three months following the survey).

Likely actions in next three months

As in 2009, the large majority of youth say they are unlikely to try or use illicit drugs in the coming months, and a minority anticipate that they will search out drug information.

A minority of youth anticipate that they will search out drug information in the next three months, and this proportion has declined marginally since the 2009 baseline. Four in ten say they are very likely (9%) or somewhat likely (31%) to seek out information about how to avoid drugs or deal with drug use issues, while six in ten say it is not very (28%) or not at all (32%) likely. Slightly fewer youth than in 2009 say they are likely (very or somewhat) to look for drug information in coming months (down 4 points).

Likelihood in next three months to seek information about avoiding drugs



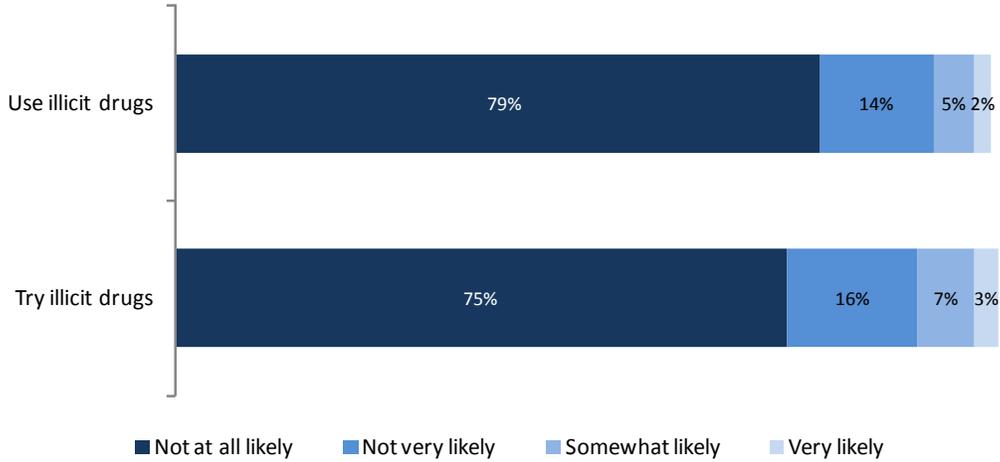
Q.28c

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...seek out information about how to avoid drugs or deal with drug use issues?

Very few youth say it is very likely that they will try (3%) or use (2%) drugs in the coming months. The large majority say they are not at all (79%) or not very (14%) likely to use illicit drugs during this timeframe. Similarly, most say they are not at all (75%) or not very (16%) likely to try illicit drugs.

Youth who have previously tried illicit drugs are much more likely than those who have not to predict they will try (33% vs. 4%) or use (29% vs. 3%) drugs in the next three months.

Likelihood to try/use illicit drugs in next three months

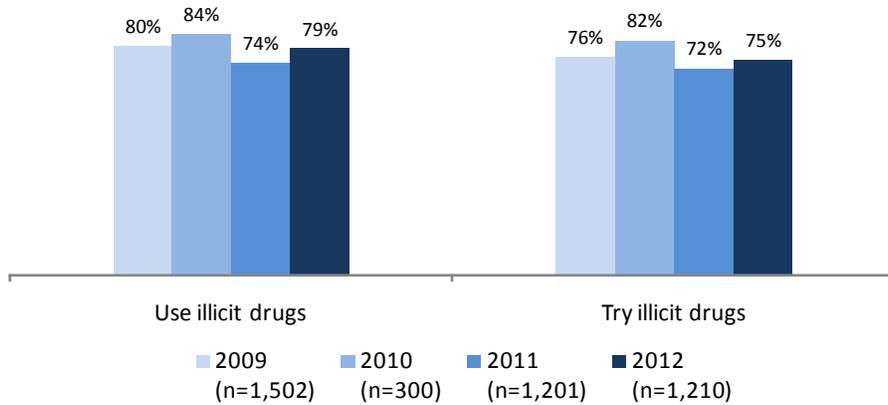


Q.28a/b

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...? (n=1,502)

The proportion of youth who say they are not at all likely to use or try drugs in the next three months declined slightly between 2009 and 2011, but has now returned to baseline levels.

Not at all likely to use/try illicit drugs in next three months



Q.28a/b

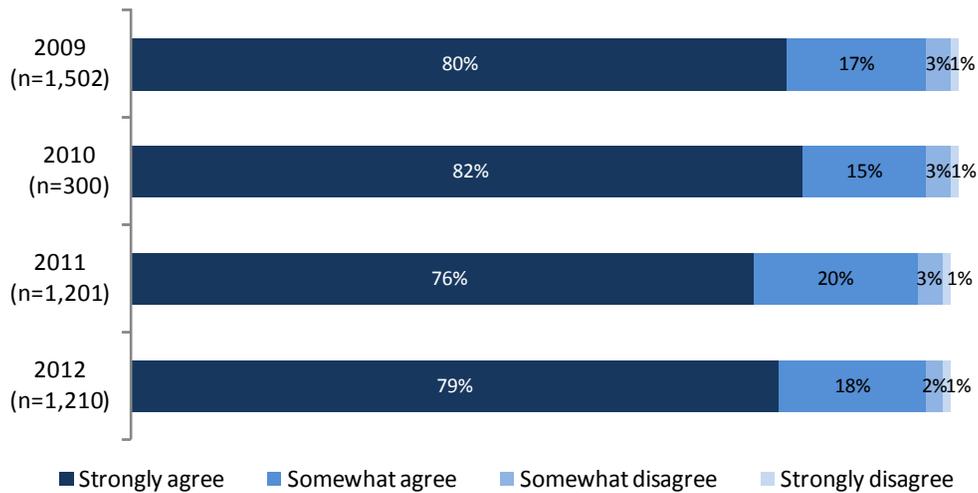
Looking ahead, how likely are you to do any of the following in the next three months. Are you very likely, somewhat likely, not very likely or not at all likely to...?

Benefits of a drug-free lifestyle

Eight in ten youth strongly believe in the benefits of choosing a drug-free lifestyle, which is consistent with the 2009 findings.

Youth continue to strongly believe in the benefits of choosing a lifestyle without drugs. Eight in ten (79%) strongly agree that the benefits of a drug-free lifestyle outweigh the perceived benefits of using drugs, and a further one in five (18%) somewhat agree; only three percent disagree. Strong agreement with this statement has returned to 2009 levels, after softening in 2011.

Agreement that benefit of drug-free lifestyle is greater than perceived benefit of using drugs



Q.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.

Advertising Impact

An objective of the research is to understand the impact of the advertising campaign on knowledge, attitudes and behaviours related to illicit drugs. The tracking nature of this research is designed to illustrate how these measures change over time, based on the assumption that the advertising contributes (at least in part) to those changes. A complementary approach is to focus specifically on youth who recall the advertising, to explore the extent to which exposure to the advertising may have influenced their knowledge, attitudes and behaviours.

By comparing youth with aided recall of the advertising versus those who do not recall it, the findings indicate that advertising recall is correlated with certain positive outcomes:

- a greater propensity to discuss drugs with parents (74% vs. 66%);
- feeling more knowledgeable about the effects of drugs on physical health (39% vs. 29%);
- identifying all or most drugs (unprompted) as being harmful to their health (21% vs. 14%);

However, these differences cannot be attributed with certainty to the advertising (e.g., it may be that youth who discuss drugs with their parents are also more likely to subsequently have noticed the ads).

Ad recall is also correlated with higher use of illicit drugs and moderately lower perceptions of their risk. In this case, it is important to note that youth who recall any advertising (84% recall at least one of the ads) now includes most youth, including those most at risk (i.e., those who have already tried drugs and who consequently do not consider them as dangerous). It is positive that the advertising is reaching such a broad range of the target audience; what cannot be determined is the extent to which the advertising may have helped prevent further drug use among the at-risk group. However, the higher propensity to visit the drugsnot4me.ca website among youth who recall any advertising (14% versus 1% of those who do not recall the advertising) indicates that they have a greater likelihood to access the information they need to make an informed decision about drug use.

Finally, there is little change in awareness, knowledge, attitudes and behaviour between 2011 and 2012 among youth who recall any advertising, with one exception. They are more likely than before to have visited the drugsnot4me.ca website (from 9% to 14%).

The following tables summarize the key measures for youth who recall the advertising and those who do not in 2011 and 2012.⁴

⁴ An analysis of knowledge, attitudes and behaviour among ad recallers cannot be conducted for 2010, since these measures are taken from two different surveys (the advertising recall measures come from the return sample (RS) survey, while the knowledge, attitudes and behaviour measures come from the control group survey).

Knowledge – by ad recall

	2011 Recall ads (n=810)	2012 Do not recall (n=391)	2012 Recall ads (n=1,015)	2012 Do not recall (n=195)
Ever discussed dangers of drugs with parents	77	58	74	66
Discussed in past 3 months	55	36	51	42
<i>Very knowledgeable (rated 6-7) about...</i>				
Drugs	26	17	25	19
Effects on physical health	42	26	39	29
Effects on relationships	42	26	40	36
Effects on mental abilities	39	31	36	32
<i>Awareness of available drugs (unprompted)</i>				
Marijuana	69	48	68	50
Ecstasy	26	17	31	29
Cocaine	30	29	26	23
Methamphetamine	16	11	16	10
<i>Drugs that are harmful to health (unprompted)</i>				
Marijuana	37	27	33	27
Cocaine	36	34	29	25
Ecstasy	19	14	24	22
Methamphetamine	16	11	15	13
All/most	19	15	21	14
Very likely to try to stop someone using drugs	48	36	47	45

Behaviour and perceptions – by ad recall

	2011 Recall ads (n=810)	2012 Do not recall (n=391)	2012 Recall ads (n=1,015)	2012 Do not recall (n=195)
Ever been offered drugs	46	27	41	24
<i>Ever tried...</i>				
Marijuana	15	9	15	9
Psilocybin	9	3	8	4
Any illicit drugs on list	21	12	20	12
<i>Very dangerous to your health...</i>				
PCP	85	77	83	89
Ketamine	82	74	81	87
GHB	79	72	79	86
Ecstasy	78	72	77	86
Psilocybin	58	60	60	73
Marijuana	43	44	44	54
<i>Harm from...is very serious</i>				
Smoking marijuana once in a while	30	33	29	38
Smoking marijuana regularly	62	61	64	73
Using ecstasy once in a while	69	70	71	78
Using ecstasy regularly	88	79	88	89

Use of information sources – by ad recall

	2011 Recall ads (n=810)	2012 Do not recall (n=391)	2012 Recall ads (n=1,015)	2012 Do not recall (n=195)
Visited any website for drug information	21	7	25	8
<i>Visited drugsnot4me.ca</i>				
Among visitors to any drug information sites	44	11	57	13
Among total sample	9	1	14	1

Very/somewhat likely to seek information about avoiding drugs in next three months	40	36	42	30
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SEGMENTATION



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 aged 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 33 percent of the sample in this survey of youth aged 13 to 15. The “Straight and Narrow” or “inactive” segment makes up 45 percent and the “Experienced” or “Active” segment makes up 22 percent of youth aged 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 and other characteristics as the total youth sample aged 13 to 15. However, Contemplators in the current survey are slightly more likely to be residents of Quebec and to be “C” students (although this represents only a minority of Contemplators at 14%), 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 sample 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, they are less likely than the youth population as a whole to report talking to friends or family about the ad or about drug use, as a result of the advertising they saw (34% vs. 40%).

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

- Be aware of marijuana as a drug available to youth (72% vs. 65%).

Contemplators are less likely to:

- Say they know a lot (rated 6-7 out of 7) about drugs (19% vs. 24%)
- Think that psilocybin is very dangerous to health (52% vs. 62%)

- Think that marijuana is very dangerous to health (32% vs. 46%)
- Think that the potential harm from smoking marijuana once in a while is very serious (16% vs. 30%)
- Think that smoking marijuana once in a while is very likely to harm family relations (49% vs. 62%), harm their school work (29% vs. 52%), lead to using marijuana more often (25% vs. 51%), harm health (28% vs. 50%), lead to becoming addicted (18% vs. 47%), lead to using other illicit drugs (12% vs. 43%), harm friendships or social life (17% vs. 45%), or result in law enforcement authorities finding out (12% vs. 37%)
- Think that the potential harm from using ecstasy once in a while is very serious (66% vs. 72%)
- Think that using ecstasy once in a while is very likely to harm their school work (69% vs. 74%), lead to using other illicit drugs (61% vs. 71%), harm friendships or social life (59% vs. 69%), lead to using ecstasy more often (62% vs. 71%), lead to addiction (61% vs. 71%) or result in law enforcement authorities finding out (43% vs. 58%).

Survey Methodology

The target population for this research is Canadian youth aged 13 to 15. This target population is estimated by Health Canada to have an incidence level in the population of four percent (4%). An online methodology 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 cannot be formally generalized 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 Confirmat. Confirmat hosted servers are located in the U.K., and Confirmat 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 aged 13 to 15. This survey was conducted between February 27 and March 7, 2012.

The survey was conducted online, using an identical sample design to the 2009 baseline survey. The sample was recruited from an online panel consisting of approximately 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 aged 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.

Quotas were set to ensure the sample is distributed by province/territory in proportion to the population sizes of each, as shown in the table below. The data presented in this report is unweighted.

	%	N
Atlantic Canada	7	85
Quebec	24	288
Ontario (incl. Nunavut)	39	476
Manitoba/Saskatchewan	7	85
Alberta (incl. NWT)	10	119

B.C. (incl. Yukon)	13	157
TOTAL	100	1,210

The questionnaire was consistent with the 2011 survey, with minor modifications to the advertising descriptions. Due to this consistency, the survey was not pre-tested before fieldwork.

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 15 minutes.

The contact results are presented in the following table.

Contact disposition

Total invitations	(c)	29,519
Total completes	(d)	1,210
Qualified break-offs	(e)	467
Disqualified	(f)	1,819
Not responded	(g)	25,694
Quota filled	(h)	329
Contact rate = (d+e+f+h)/c		12.96%
Participation rate = (d+f+h)/c		11.38%

Respondent Profile

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

Respondent Profile

	2012 (n=1,210)		2012 (n=1,210)
Age		Parents' education	
13	27	Elementary school or less	2
14	34	Some high school	18
15	39	Completed high school	11
		Some college/vocational/trade	6
Gender		Completed college/vocational/trade	19
Male	49	Some university	4
Female	51	Completed university	24
		Post-graduate	11
Household		dk/na	5
Live with two parents	70		
Live with one parent	15	Spending money (weekly)	
Live with parent and step-parent	8	\$0	16
Live part-time with one parent and part-time with another	4	\$ 1 to \$10	25
		\$11 to \$20	30
Live with a guardian	1	\$21 to \$40	16
Some other arrangement	1	\$41 to \$60	6
		More than \$60	6
Older sibling			
Yes	51	Aboriginal	
No	49	No	95
		Yes	5
School attendance			
Full-time	97	Self-reported grades in school	
Part-time	2	A (80%-100%)	50
Not in school	1	B (70%-79%)	38
		C (60%-69%)	10
Visible minority		D (50%-59%)	2
No	82	Less than D (50%)	*
Yes	18		

* Less than 1%



Questionnaire



February 10, 2012

Health Canada
POR-11-06
NADS Ad recall and tracking survey of youth- Questionnaire

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 Kids Help Phone can provide you with someone to write to or talk to about your feelings or concerns. The phone number is 1-800-668-6868 or you can visit their website at 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?

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

D. Which of the following best describes your household:

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

E. Do you have an older brother or sister?

- 01 - Yes
- 02 - No

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 1b and 1c
- 02 - No SKIP TO Q2

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

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

- 01 - Television
- 02 - Radio
- 03 - Newspaper
- 04 - Magazines
- 05 - Local weekly newspaper
- 06 - Pamphlet/brochure in the mail
- 07 - Shopping mall
- 08 - Public transit/subway/bus/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.

2a. 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

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

- 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 and getting upset as the effects of her drug use get stronger while tinkering music plays in the background, OR showing a blond youth refusing a joint at a party after he imagines what his future may be like if he uses drugs?

- 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, and 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 and the words “Drugs do you know where they’ll take you” at the top of the ad OR an ad with a purple star against a set of lockers encouraging youth to make a personalized DrugsNot4Me pledge?

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 an ad with either a purple, blue or orange star or a set of lockers with a message encouraging youth to make a personalized DrugsNot4Me pledge?

01 - Yes

02 - No

7. Do you remember seeing ads on **YouTube** over the past few weeks showing a teenage boy offering either an ecstasy tablet or a joint – with the ad saying “pick your path”?

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?

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?

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?

d) Did you watch the “Pick Your Path” videos on YouTube?

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

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

Discussions with parent(s)

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.

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.

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.

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?

c) Have you ever visited 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

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 Kids Help Phone can provide you with someone to write to or talk to about your feelings or concerns. The phone number is 1-800-668-6868 or you can visit their website at www.kidshelpphone.ca



10 février 2012

**Santé Canada
POR-11-06
SNA – Rappel des annonces publicitaires et suivi – questionnaire – français
PN7106**

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 et que tu désires en parler, tu peux appeler Jeunesse, J'écoute, où tu pourras parler à quelqu'un de tes préoccupations et de ce que tu ressens, ou lui écrire à ce sujet. Le numéro de téléphone de l'organisme est le 1-800-668-6868, et voici son site web : 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 quel territoire demeures-tu?

- 010 - Colombie-Britannique
- 011 - Alberta
- 012 - Saskatchewan
- 013 - Manitoba
- 014 - Ontario
- 015 - Québec
- 016 - Nouvelle-Écosse
- 017 - Nouveau-Brunswick
- 018 - Île-du-Prince-Édouard
- 019 - Terre-Neuve-et-Labrador
- 020 - Yukon
- 021 - Territoires du Nord-Ouest
- 022 - 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?

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.

2a. 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

2b. Te souviens-tu d'avoir vu au cours des dernières semaines ou des derniers mois une annonce publicitaire à la **télévision** qui montre des jeunes dans une fête privée où un jeune blond se voit offrir un joint par ses amis – il imagine alors des scènes de son avenir, comme de se disputer avec sa mère ou de s'endormir à l'école, et décide donc de ne pas essayer la drogue qui lui est offerte?

- 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 bouleversée alors que les effets de la drogue se font plus puissants, pendant qu'on entend une musique troublante en fond sonore, OU qui montre un jeune blond refusant un joint durant une fête après qu'il eut imaginé à quoi son avenir pourrait ressembler s'il consommait de la drogue?

- 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, la deuxième la montre bouleversée, puis la dernière la présente épuisée, son visage affichant les effets de l'utilisation de drogues?

- 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? Son visage affiche des marques causées par l'utilisation de drogues, et les mots « Sais-tu jusqu'où la drogue peut te mener? » apparaissent au haut de la bannière internet. **OU** te souviens-tu d'avoir vu au cours des dernières semaines ou des derniers mois une annonce montrant une étoile violette apposée à une rangée de cases et qui encourage les jeunes à faire un engagement personnalisé pour **0droguepourmoi**?

- 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 « **0droguepourmoi** » apparaissent en jaune au haut de la bannière, **OU** une annonce montrant une étoile violette, bleue ou orange ou une rangée de cases et dans laquelle apparaît un message encourageant les jeunes à faire un engagement personnalisé pour **0droguepourmoi**?

- 01 - Oui
- 02 - Non

7. Te souviens-tu d'avoir vu au cours des dernières semaines des annonces publicitaires sur **YouTube** qui montrent un adolescent offrant soit un comprimé d'ecstasy, soit un joint – la publicité annonçant « Choisis **TON** parcours »?

- 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?

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?

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?

d) As-tu visionné les vidéos « Choisis TON parcours » sur YouTube?

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.

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.

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.

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?

- 01 - Très grave
- 02 - Plutôt grave
- 03 - Pas très grave
- 04 - 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.

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

b) Tes relations avec les membres de ta famille se détérioreraient s'ils savaient.

c) Les forces publiques le découvriraient.

d) Ça te mènerait à consommer de la marijuana plus souvent.

e) Tes amitiés ou ta vie sociale en seraient affectées.

f) Ta santé en serait affectée.

g) Ça te mènerait à consommer d'autres drogues illicites.

h) Tu deviendrais dépendant(e) à la marijuana.

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?

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

b) Quels sites web as-tu visités?

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

- 01 - 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) Essaies des drogues illicites?

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

b) Consommes des drogues illicites?

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

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

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

Voilà 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 étaient délicates ou perturbantes et que tu aimerais en parler, tu peux appeler Jeunesse, J'écoute, où tu pourras parler à quelqu'un de tes préoccupations et de ce que tu ressens, ou lui écrire à ce sujet. Le numéro de téléphone de l'organisme est le 1-800-668-6868, et voici son site web : www.jeunessejecoute.ca.