

# Evaluation of the Preventing Drug Use Marketing Campaign – ACET Survey 2014 (HC-POR-14-07)

December 2014

Prepared for Health Canada

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# 1. Background and Objectives

## 1.1 Background and Objectives of the Ad Campaign

Drug prevention is an ongoing priority for the Government of Canada. The 2013 Speech from the Throne confirmed the Government's commitment to Safeguarding Families and Communities and therefore expanded the National Anti-Drug Strategy (NADS) to address the growing problem of prescription drug abuse (PDA). This was followed by \$44.9M in funding to address prescription drug abuse through the 2014 Budget.

In addition to PDA, the government has prioritized the prevention of marijuana use among youth. This is part of an on-going campaign focused on the health and safety of Canadian families that began in 2010 and is continuing through to 2014-15. This focus on youth drug prevention will build on the success of the five-year drug prevention mass media campaign that ran between 2007-2012 (under NADS).

Scientific evidence demonstrates that marijuana use poses particular health risks to youth: marijuana contains hundreds of substances, some of which can affect the proper functioning of the brain and central nervous system, and using marijuana during adolescence may have long-lasting effects on proper brain development.

However, mixed messages and confusion continue to surround the safety and health effects of marijuana use. Media coverage of the changes to medical marijuana regulations in Canada (April 2014), and the legalization of recreational use of marijuana in Colorado and Washington (and proposed legalization in Oregon and California) have led to the potential to normalize discussions around the use of marijuana. There is a need to raise awareness and understanding of the harmful effects of marijuana use (especially with youth).

The rate of drug use by youth 15 – 24 years of age remains much higher than that reported by adults 25 years and older. It's almost three times higher for marijuana use (20.3% vs. 8.4%). Marijuana is the second most commonly-abused substance, after alcohol, among Canadian youth 13-19 years of age. The age of initiation for marijuana use is 16 years of age.

Research has identified that Canadian youth have misperceptions regarding marijuana. Three knowledge gaps have been identified:

- Marijuana is not a drug. It's seen as natural and safe;
- Marijuana and driving; and,
- The legality of marijuana.

In addition to concerns regarding marijuana use, there is evidence to suggest that prescription drug abuse is a growing problem in Canada. Canadians are now the world's second-largest per capita consumers of prescription opioids after Americans. Additionally, recent surveys indicate that prescription drugs are now the

third most commonly used substances in both youth and the general population after alcohol and marijuana. The misuse or non-medical use of prescription drugs often involves obtaining medications from a friend or relative. Parents may not realize that they can be a contributing factor to this growing problem in Canada.

Moreover, there may be a misperception among youth that prescription drugs are less dangerous when abused than illicit drugs because they are prescribed by physicians and more attractive because the substances are legal versus illicit. This misperception could lead youth to believe that using these medications without a prescription is safe, when in fact they can be just as dangerous as illicit drugs.

Consequently, Health Canada launched the Preventing Drug Use marketing campaign including two new television ads related to the topics of marijuana and prescription drug abuse (as well as related web and social media tactics) aimed at parents of youth ages 13-15.

The objectives of the ad campaign were to:

- Increase awareness about the harmful health effects and negative consequences of marijuana use, especially on youth.
- Increase awareness about the harmful effects of abusing prescription drugs.
- Increase knowledge about how to properly and securely store, monitor and dispose of prescription drugs.

Media Tactics:

- Television: a mix of conventional, speciality, ethnic networks. On air from October 20 to December 7, 2014.
- Web: online advertising on top Canadian, parenting and health sites, and ethnic sites from October 20 to December 31, 2014.
- Social media: sponsored posts and banner ads from October 20 to December 21, 2014.

## **1.2 Research Objectives**

The research was undertaken to adhere to the Government of Canada's requirement that all major ad campaigns be assessed using the Advertising Campaign Evaluation Tool. The information gathered will be used to assist in determining the success of the campaign.

Specific research objectives included:

- Determining unaided/aided recall of the Preventing Drug Use marketing campaign
- Determining recall of key messages of the campaign
- Determining awareness of who was responsible for creating the ads

## **1.3 Total Expenditures**

The total cost of this research was \$47,890.56 including HST.

## 2. Methodology

A seven-minute telephone survey was conducted with a nationally representative sample of 2,000 Canadians eighteen years of age or older (18+), including an oversample of 200 parents of children ages 12-17, as well as 200 “cell phone only” respondents to ensure sample was representative of population. Respondents were selected by interviewers asking to speak with the person in each household who was 18 years of age or older and who had the most recent birthday.

The standardized Government of Canada ACET questionnaire was used with the addition of campaign-specific questions.

As a Gold Seal member of the Marketing Research and Intelligence Association (MRIA), TNS strictly complies with all industry standards. As such, the survey complied with both MRIA and Public Opinion Research Directorate (PORD) requirements such as: providing privacy and confidentiality assurances (as per the Privacy Act); informing respondents that the survey is registered with the National Survey Registration System; stating the length of the survey; and, informing respondents how to obtain a copy of the final report.

### 2.1 Sampling

The telephone sample was a national proportionate sample drawn to achieve a national margin of error of no greater than +/- 5%. The actual margin of error was 2.2 per cent 19 times out of 20. Regional and other sub-samples will have correspondingly higher margins of error. Details of the margin of error by region can be found in Table 2.1b. The number of calls made by region can be found in Table 2.1a.

**Table 2.1a Sample Distribution**

Total	Atlantic	Quebec	Ontario	Prairies	BC
173358	41053	15830	27141	39400	49934

**Table 2.1b: Margin of Error**

Canada	Atlantic	Quebec	Ontario	Prairies	BC
2.18	4.90	4.88	4.86	4.86	4.89

## 2.2 Fieldwork

A Random Digit Dialling plus digit<sup>1</sup> telephone survey was conducted with Canadians aged 18 and older. In total, 2020 surveys were completed from December 3-December 13, 2014. A total response rate of 5.72% was obtained (see Table 2.4a for details).

## 2.3 Weighting

Weighting adjustments (age, gender and region) were applied to the final edited, clean data to ensure that the data were representative of the 18+ population of Canada based on the 2011 Census. In cases where the respondent refused to provide their age, an age was randomly assigned. The following is the breakdown of actual and weighted completions.

**Table 2.3a: Actual**

	Total	Atlantic	Quebec	Ontario	Prairies	BC
M 18-34	178	33	36	38	43	28
M 35-49	239	55	47	51	46	40
M 50-64	311	62	68	55	67	59
M 65+	258	61	42	49	45	61
F 18-34	177	23	53	39	33	29
F 35-49	260	54	65	58	51	32
F 50-64	321	65	56	66	68	66
F 65+	276	47	37	51	54	87

<sup>1</sup> Random Digit Dialling plus digit involves selecting household telephone numbers at random from a landline telephone directory and adding one to the last number in each telephone number selected.

**Table 2.3b: Weighted**

	Total	Atlantic	Quebec	Ontario	Prairies	BC
M 18-34	293	18	66	111	60	38
M 35-49	257	17	60	99	48	33
M 50-64	260	19	63	98	45	35
M 65+	171	13	43	65	25	25
F 18-34	288	17	65	112	57	37
F 35-49	257	18	58	102	45	34
F 50-64	262	20	63	101	43	35
F 65+	212	16	53	82	31	30

## 2.4 Record of Call

The following is a breakdown of all calls attempted and the result of the call.

**Table 2.4a**

Total Numbers Attempted	173358
<b>Invalid</b>	<b>97668</b>
NIS	91485
Fax	4710
Business/Non-Residential	1473
<b>Unresolved (U)</b>	<b>60737</b>
Busy	3894
No Answer	15941
Answering Machine	31139
Appointments	9763
<b>Unresolved (IS)</b>	<b>10626</b>
Language Problem	591
Illness, incapable	146
Selected Respondent not Available	1634
Household Refusal	8109
Qualified Respondent Break-off	146
<b>In-scope Responding Units (R)</b>	<b>4327</b>
No one 18+	2
Other disqualify	2305
Completed Interviews	2020
<b>Response Rate (R/U+IS+R)</b>	<b>5.72%</b>



# 3. Certification

## 3.1 Political Neutrality Requirement

We hereby attest that the final deliverables comply with the political neutrality requirement in section 6.2.4 of the revised Procedures for Planning and Contracting Public Opinion Research in the Government of Canada.



David Ang, CMRP  
Senior Research Director, Ottawa Team Leader

Dec 17, 2014  
Date

## 4. Appendix

### 4.1 English Survey

**Health Canada  
Marijuana and PDA Advertising Campaign  
ACET Survey**

**INTRODUCTION**

**INTRODUCTION FOR RDD SAMPLE**

Hello, my name is \_\_\_\_\_. I'm calling on behalf of TNS Canada. I'd like to ask you a few questions on current issues of interest to Canadians. The sponsor will be revealed at the end of the survey. Would you prefer I continue in French or English?

Please note that your responses will be kept entirely confidential and anonymous and that this survey is registered with the Marketing Research and Intelligence Association (MRIA).

- a) May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes	<b>=&gt; CONTINUE</b>
No	<b>=&gt; ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN</b>
REFUSED	<b>=&gt; THANK AND TERMINATE</b>

**[IF ASKED]** The survey will take about 7 minutes to complete.

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**INTRODUCTION FOR CELLULAR PHONE ONLY SAMPLE**

Hello, my name is \_\_\_\_\_. I'm calling on behalf of TNS Canada. I'd like to ask you a few questions on current issues of interest to Canadians. The sponsor will be revealed at the end of the survey. Would you prefer I continue in French or English?

Please note that your responses will be kept entirely confidential and anonymous and that this survey is registered with the Marketing Research and Intelligence Association (MRIA).

**[IF ASKED]** The survey will take about 7 minutes to complete.

a) Have I reached you on a cellular phone or a traditional telephone line?

Cellular phone	=> <b>CONTINUE</b>
Traditional phone	=> <b>THANK AND TERMINATE</b>
REFUSED	=> <b>THANK AND TERMINATE</b>

b) Are you in a safe place to answer a survey?

Yes	=> <b>CONTINUE</b>
No	=> <b>SCHEDULE CALLBACK DATE AND TIME</b>
REFUSED	=> <b>THANK AND TERMINATE</b>

c) Are you 18 years of age or older?

Yes	=> <b>CONTINUE</b>
No	=> <b>THANK AND TERMINATE</b>
REFUSED	=> <b>THANK AND TERMINATE</b>

d) At home, do you have a traditional telephone line other than a cell phone?

Yes	=> <b>THANK AND TERMINATE</b>
No	=> <b>CONTINUE</b>
REFUSED	=> <b>THANK AND TERMINATE</b>

e) In which province or territory do you live?

Newfoundland	1
Prince Edward Island	2
Nova Scotia	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Northwest Territories	12
Nunavut	13

**CORE QUESTIONS**

**RANDOMIZE THE ORDER OF PRESENTATION OF "M" AND "P" SERIES OF QUESTIONS**

**M = MARIJUANA AD**

MARIJUANA AD

ASK ALL RESPONDENTS

M1A:

Over the past few weeks or so, have you seen, heard or read any advertising about marijuana?

- Yes
- No => GO TO M2
- DON'T KNOW => GO TO M2
- REFUSED => GO TO M2

M1B:

What can you remember about this advertising? What words, sounds or images come to mind? [RECORD VERBATIMS - ACCEPT MULTIPLE RESPONSES]

INSERT RESPONSE .....	.77	O
DON'T KNOW/REFUSED .....	.99	X

ASK ALL RESPONDENTS

RANDOMIZE BLOCK [M2A, M2B] AND [M2C] - please ensure that M2B is always asked after M2A

M2. More precisely...

M2A:

Do you remember seeing a **television** ad over the past few weeks or so in which we see smoke moving through a glass tube that is part of a glass brain? The ad talks about marijuana and ends with the glass brain completely stained by marijuana smoke.

- Yes
- No
- DON'T KNOW
- REFUSED
- VOLUNTEERED: Not applicable/do not watch television

M2B:

And do you remember seeing this same ad as a video on the Internet over the past few weeks or so?

- Yes
- No

DON'T KNOW  
REFUSED  
VOLUNTEERED: Not applicable/do not use the Internet

**M2C:**

Do you remember seeing an **Internet banner** ad over the past few weeks or so about marijuana that featured smoke and a glass brain?

Yes  
No  
DON'T KNOW  
REFUSED  
VOLUNTEERED: Not applicable/do not use the Internet

**IF RESPONDENT RECALLS ANY OF THE ADS IN M2A-M2C SERIES OF QUESTIONS, CONTINUE; OTHERWISE SKIP TO NEXT SERIE.**

**M3:**

Thinking about the advertising that you saw, what do you think was the **main** point this advertisement was trying to get across? **[RECORD VERBATIMS - ACCEPT ONE RESPONSE]**

INSERT RESPONSE .....77 O  
Don't Know / Refused.....99 X

**M4:**

Did your knowledge about marijuana increase as a result of seeing this ad?

Yes  
No  
DON'T KNOW  
REFUSED

**PDA AD**

**P1A:**

Over the past few weeks or so, have you seen, heard or read any advertising about prescription drug abuse?

Yes  
No => GO TO P2  
DON'T KNOW => GO TO P2  
REFUSED => GO TO P2

**P1B:**

What can you remember about this advertising? What words, sounds or images come to mind? **[RECORD VERBATIMS - ACCEPT MULTIPLE RESPONSES]**

INSERT RESPONSE .....	77	O
DON'T KNOW/REFUSED .....	99	X

---

**ASK ALL RESPONDENTS**

**RANDOMIZE BLOCK [P2A, P2B] AND [P2C] - please ensure that P2B is always asked after P2A**

**P2.** More precisely...

---

**P2A:**

Do you remember seeing a **television** ad over the past few weeks or so in which we see pills of various colors falling down on a glass mannequin? The ad talks about prescription drug abuse and ends with the glass mannequin exploding into pieces.

- Yes
  - No
  - DON'T KNOW
  - REFUSED
  - VOLUNTEERED: Not applicable/do not watch television
- 

**P2B:**

And do you remember seeing this same ad as a **video on the Internet** over the past few weeks or so?

- Yes
  - No
  - DON'T KNOW
  - REFUSED
  - VOLUNTEERED: Not applicable/do not use the Internet
- 

**P2C:**

Do you remember seeing an **Internet banner** ad over the past few weeks or so about prescription drug abuse that featured pills of various colors and a glass mannequin?

- Yes
  - No
  - DON'T KNOW
  - REFUSED
  - VOLUNTEERED: Not applicable/do not use the Internet
- 

**IF RESPONDENT RECALLS ANY OF THE ADS IN P2A-P2C SERIES OF QUESTIONS, CONTINUE; OTHERWISE SKIP TO NEXT BLOCK.**

**P3:**

Thinking about the advertising that you saw, what do you think was the **main** point this advertisement was trying to get across? **[RECORD VERBATIMS - ACCEPT ONE RESPONSE]**

INSERT RESPONSE .....77 O  
DON'T KNOW/REFUSED .....99 X

**P4:**

Did your knowledge about prescription drug abuse increase as a result of seeing this ad?

- Yes
- No
- DON'T KNOW
- REFUSED

---

**IF RESPONDENT RECALLS ANY OF THE ADS IN M2A-M2C OR P2A-P2C SERIES OF QUESTIONS, CONTINUE; OTHERWISE SKIP TO Q6A**

**Q5A:**

With regard to the ads you have seen, in your opinion, who produced them? In other words, who funded them? **[DO NOT READ LIST, ACCEPT ONE RESPONSE]**

- Government of Canada / Federal Government
- Provincial Government
- Municipal Government
- Government (General)
- Taxpayers
- Other (Specify) \_\_\_\_\_
- DON'T KNOW
- REFUSED

---

**[ASK Q5B IF Q5A = 'Government (General) OTHERWISE GO TO Q6A]**

**Q5B: Which level of government? [READ LIST, ACCEPT ONE RESPONSE]**

- Federal government
- Provincial government
- Municipal government
- Other
- DON'T KNOW
- REFUSED

---

**CAMPAIGN SPECIFIC QUESTION**

**ASK ALL RESPONDENTS**

**Q6A:**

How dangerous do you think marijuana use is for youth? Would you say it is very dangerous, somewhat dangerous, not very dangerous, not at all dangerous?

- Very dangerous
- Somewhat dangerous
- Not very dangerous
- Not at all dangerous
- DON'T KNOW
- REFUSED

**Q6B:**

Do you think the abuse of prescription drugs among youth today is a very, somewhat, not very or not at all serious problem?

- Very serious
- Somewhat serious
- Not very serious
- Not at all serious
- DON'T KNOW
- REFUSED

**DEMOGRAPHIC QUESTIONS**

**ASK ALL RESPONDENTS**

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

**D1:**

Which of the following categories best describes your current employment status? Are you...? **[READ LIST, ACCEPT ONE RESPONSE]**

- Working full-time (35 or more hours per week)
- Working part-time (less than 35 hours per week)
- Self-employed
- Student attending full time school (not working)
- Unemployed, but looking for work
- Not in the workforce (e.g. unemployed, but not looking for work, a full-time homemaker or parent)
- Retired
- Other
- REFUSED

**D2:**

What is the highest level of formal education that you have completed to date? **[READ LIST, ACCEPT ONE RESPONSE]**

- Elementary school or less
- Secondary school



Some post-secondary  
College, vocational or trade school  
Undergraduate university program  
Graduate or professional university program  
REFUSED

---

**D3:**

In what year were you born?

RECORD YEAR: \_ \_ \_ \_

REFUSED

---

**D4:**

Are there any children under the age of 18 currently living in your household?

Yes

No

REFUSED

=> GO TO D5

=> GO TO D5

---

**D4A: How many are...? [RECORD NUMBER]**

Under 12 year old

Between 12 & 17 years old

REFUSED

—

—

---

**D5:**

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes? **[READ LIST, ACCEPT ONE RESPONSE]**

Under \$20,000

\$20,000 to just under \$40,000

\$40,000 to just under \$60,000

\$60,000 to just under \$80,000

\$80,000 to just under \$100,000

\$100,000 to just under \$120,000

\$120,000 to just under \$150,000

\$150,000 and above

REFUSED

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**D6:**

Were you born in Canada?

- Yes
  - No
  - REFUSED
- 

**D7:**

What is the language you first learned at home as a child and still understand? [**DO NOT READ LIST, ACCEPT UP TO TWO RESPONSES**]

- English
- French
- Other (Specify)
- REFUSED

**MEDIA CONSUMPTION QUESTION**

**D8:**

In the last two weeks, have you...

**RANDOMIZE MEDIA CHANNELS**

- a. Read the paper copy of a daily newspaper?
- b. Read the paper copy of a weekly or community newspaper?
- c. Watched television?
- d. Listened to the radio?
- e. Used public transit?
- f. Read a magazine?
- g. Used the Internet?
- h. **(SI LE RÉPONDANT UTILISE INTERNET)** Used Facebook?
- i. **(SI LE RÉPONDANT UTILISE INTERNET)** Watched videos on Youtube?
- j. **(SI LE RÉPONDANT UTILISE INTERNET)** Used Twitter?
- k. Watched a movie at a movie theatre?

- Yes
  - No
  - DON'T KNOW
  - REFUSED
- 

**That concludes the survey. This survey was conducted on behalf of Health Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to participate, it is greatly appreciated.**

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**INTERVIEWER RECORDS:**

- **INSERT GENDER**
- **INSERT LANGUAGE OF INTERVIEW**
- **INSERT DATE OF THE INTERVIEW**

## 4.2 French Survey

### Santé Canada Campagne de publicité sur la marijuana et l'abus de médicaments d'ordonnance Sondage OECP

#### INTRODUCTION

#### INTRO POUR L'ÉCHANTILLON RDD

Bonjour, je m'appelle \_\_\_\_\_. Je vous appelle au nom de TNS Canada. J'aimerais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. Le nom du commanditaire sera révélé à la fin du sondage. Préférez-vous que je continue en anglais ou en français?

Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est enregistré auprès de l'Association de la recherche et de l'intelligence marketing (ARIM).

**b)** Pourrais-je parler à un membre de votre foyer qui a 18 ans ou plus ayant le plus récemment célébré son anniversaire? Seriez-vous cette personne? **[SI LA PERSONNE N'EST PAS DISPONIBLE, FIXER UN MOMENT POUR LE RAPPEL]**

Oui => CONTINUER  
Non => DEMANDER LA PERSONNE ÉLIGIBLE ET RECOMMENCER

REFUS [DÉCLARATION SPONTANÉE] => REMERCIER ET TERMINER

**[SI DEMANDÉ]** Le sondage est d'une durée d'environ 7 minutes

---

#### INTRODUCTION POUR L'ÉCHANTILLON DES GENS QUI UTILISENT UN TÉLÉPHONE CELLULAIRE SEULEMENT

Bonjour, je m'appelle \_\_\_\_\_. Je vous appelle au nom de TNS Canada. J'aimerais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. Le nom du commanditaire sera révélé à la fin du sondage. Préférez-vous que je continue en anglais ou en français?

Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est enregistré auprès de l'Association de la recherche et de l'intelligence marketing (ARIM).

**[SI DEMANDÉ]** Le sondage est d'une durée d'environ 7 minutes.

a) Est-ce que je vous ai rejoint sur un téléphone cellulaire ou un téléphone traditionnel ?

Téléphone cellulaire => CONTINUER  
Téléphone traditionnel => REMERCIER ET TERMINER  
REFUS => REMERCIER ET TERMINER

b) Êtes-vous à un endroit sécuritaire pour répondre à un sondage ?

Oui => CONTINUER  
Non => CÉDULER LA DATE ET L'HEURE POUR UN RAPPEL

REFUS => **REMERCIER ET TERMINER**

c) Êtes-vous âgée de 18 ans ou plus ?

Oui => **CONTINUER**

Non => **REMERCIER ET TERMINER**

REFUS => **REMERCIER ET TERMINER**

d) A la maison, avez-vous une ligne téléphonique traditionnelle autre qu'un cellulaire ?

Oui => **REMERCIER ET TERMINER**

Non => **CONTINUER**

REFUS => **REMERCIER ET TERMINER**

e) Dans quelle province ou territoire demeurez-vous ?

Terre-Neuve	1	
Île-du-Prince-Édouard	2	
Nouvelle Écosse	3	
Nouveau Brunswick		4
Québec	5	
Ontario	6	
Manitoba		7
Saskatchewan	8	
Alberta	9	
Colombie-Britannique	10	
Yukon	11	
Territoire du Nord-Ouest	12	
Nunavut	13	

## QUESTIONS GÉNÉRIQUES

**PRÉSENTER ALÉATOIREMENT L'ORDRE DES SÉRIES DE QUESTIONS "M" ET "P"**

**M = PUBLICITÉ SUR LA MARIJUANA**

**P = PUBLICITÉ SUR L'ABUS DE MÉDICAMENTS D'ORDONNANCE**

## PUBLICITÉ SUR LA MARIJUANA

### DEMANDER À TOUS

#### M1A:

Au cours des dernières semaines, vous souvenez-vous avoir vu, lu ou entendu des annonces au sujet de la marijuana?

Oui

Non

NE SAIS PAS

=> **PASSER À M2**

=> **PASSER À M2**

REFUS

=> PASSER À M2

---

**M1B:**

De quoi vous souvenez-vous à propos de cette (ces) annonce(s)? Quels sont les mots, les sons ou les images qui vous viennent à l'esprit? **[NOTER LA RÉPONSE MOT POUR MOT - ACCEPTER PLUSIEURS RÉPONSES]**

INSCRIRE LA RÉPONSE.....77      O  
.....  
NE SAIT PAS/REFUS.....99      X

---

**DEMANDER À TOUS**

**PRÉSENTER LES BLOCS [M2A, M2B] et [M2C] ALÉATOIREMENT– Veuillez vous assurer que M2B soit toujours demandé après M2A**

**M2.** Plus précisément...

---

**M2A:**

Vous souvenez-vous avoir vu au cours des dernières semaines une annonce à la **télévision** dans laquelle nous voyons de la fumée se déplaçant à travers un tube de verre qui fait partie d'un cerveau en tube de verre ? L'annonce parle de la marijuana et se termine alors que le cerveau de verre est complètement noirci par la fumée de marijuana.

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/ne regarde pas la télévision

---

**M2B:**

Et vous souvenez-vous avoir vu cette même annonce sous forme de **vidéo sur Internet** au cours des dernières semaines?

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/n'utilise pas l'Internet

---

**M2C:**

Vous souvenez-vous avoir vu une annonce sous forme de **bannière Internet** au cours des dernières semaines au sujet de la marijuana dans laquelle il y avait de la fumée et un cerveau en tube de verre?

Oui



INSCRIRE LA RÉPONSE.....	77	O
NE SAIT PAS/REFUS.....	99	X

---

## DEMANDER À TOUS

**PRÉSENTER LES BLOCS [P2A, P2B] et [P2C] ALÉATOIREMENT– Veuillez vous assurer que P2B soit toujours demandé après P2A P2. Plus précisément...**

---

### P2A:

Vous souvenez-vous avoir vu au cours des dernières semaines une annonce à la **télévision** dans laquelle nous voyons des pilules de différentes couleurs tombant sur un mannequin en verre. L'annonce parle de l'abus de médicaments d'ordonnance et se termine alors que le mannequin en verre explose en morceaux.

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/ne regarde pas la télévision

---

### P2B:

Et vous souvenez-vous avoir vu cette même annonce sous forme de **vidéo sur Internet** au cours des dernières semaines?

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/n'utilise pas l'Internet

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### P2C:

Vous souvenez-vous avoir vu une annonce sous forme de **bannière Internet** au cours des dernières semaines au sujet de l'abus de médicaments d'ordonnance dans laquelle il y avait des pilules de différentes couleurs et un mannequin en verre?

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/n'utilise pas l'Internet

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**SI LE/LA RÉPONDANT(E) SE SOUVIENT D'UNE DES ANNONCES AUX QUESTIONS P2A à P2C, CONTINUER; SINON PASSER À LA PROCHAINE SÉRIE.**

**P3:**

En ce qui concerne l'annonce que vous avez vue à votre avis, quel était le message **principal** que cette annonce voulait communiquer? [**NOTER LA RÉPONSE MOT POUR MOT - ACCEPTER UNE SEULE RÉPONSE**]

INSCRIRE LA RÉPONSE.....77            O  
.....  
Ne sais pas / Refus .....99            X

**P4:**

Vos connaissances sur l'abus de médicaments d'ordonnance ont-elles augmenté après avoir vu cette annonce?

- Oui
- Non
- NE SAIS PAS
- REFUS

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**SI LE/LA RÉPONDANT(E) SE SOUVIENT D'UNE DES ANNONCES AUX QUESTIONS M2A à M2C OU P2A à P2C, CONTINUER; SINON PASSER À Q6A.**

**Q5A:**

A votre avis, qui a conçues ces annonces? Autrement dit, qui les a financées? [**NE PAS LIRE, ACCEPTER UNE SEULE RÉPONSE**]

- Gouvernement du Canada / Gouvernement fédéral
- Gouvernement provincial
- Administration municipale
- Gouvernement – en général
- Contribuables
- Autre (préciser) \_\_\_\_\_
- NE SAIS PAS
- REFUS

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**SI LE/LA RÉPONDANT(E) A RÉPONDU « GOUVERNEMENT – EN GÉNÉRAL » À Q5A, DEMANDER Q5B, SINON PASSER À Q6A.**

**Q5B:**

Quel ordre de gouvernement? [**LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE**]

- Gouvernement fédéral
- Gouvernement provincial
- Administration municipale
- Autre



NE SAIS PAS  
REFUS

## QUESTIONS SPÉCIFIQUES A LA CAMPAGNE

### DEMANDER À TOUS

#### Q6A:

A quel point croyez-vous que la consommation de marijuana est dangereuse pour les jeunes? Diriez-vous qu'elle est très dangereuse, un peu dangereuse, pas très dangereuse, pas du tout dangereuse ?

Très dangereuse  
Un peu dangereuse  
Pas très dangereuse  
Pas du tout dangereuse  
NE SAIS PAS  
REFUS

#### Q6B:

De nos jours, pensez-vous que l'abus de médicaments d'ordonnance chez les jeunes est un problème très grave, assez grave, pas très grave ou pas grave du tout?

Très grave  
Un peu grave  
Pas très grave  
Pas grave du tout  
NE SAIS PAS  
REFUS

## QUESTIONS DÉMOGRAPHIQUES DE BASE

### DEMANDER À TOUS

En terminant, j'aimerais vous poser certaines questions pour les besoins de la compilation de statistiques. Je tiens à vous rappeler que toutes vos réponses demeureront entièrement confidentielles.

#### D1:

À l'heure actuelle, quelle est votre situation dans le contexte de l'emploi? Êtes-vous...? **[LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE]**

Employé(e) à temps plein (au moins 35 heures par semaine)  
Employé(e) à temps partiel (moins de 35 heures par semaine)  
Travailleur/travailleuse autonome  
Étudiant(e) à l'école à temps plein (sans emploi)  
Sans emploi, mais à la recherche d'un emploi

En dehors de la population active (p. ex., sans emploi, mais pas à la recherche d'un emploi; personne au foyer ou parent à temps plein)  
À la retraite  
Autre  
REFUS

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**D2:**

Quel est le plus haut niveau de scolarité que vous avez atteint? **[LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE]**

École primaire ou moins  
Études secondaires  
Études post-secondaires en partie  
Diplôme d'un collège, d'une école technique ou d'une école de métiers  
Diplôme d'études universitaires de premier cycle  
Diplôme d'études universitaires de deuxième ou de troisième cycle  
REFUS

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**D3:**

En quelle année êtes-vous né(e)?

INSCRIRE L'ANNÉE : \_ \_ \_ \_ \_  
REFUS

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**D4:**

Est-ce qu'il y a des enfants de moins de 18 ans qui vivent dans votre foyer ?

Oui  
Non  
REFUS

=> GO TO D5  
=> GO TO D5

---

**D4A:** Combien y en a-t-il qui ont ...? **[RECORD NUMBER]**

Moins de 12 ans —  
Entre 12 et 17 ans —  
REFUSED

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**D5:**

Laquelle des catégories suivantes décrit le mieux la somme des revenus avant impôts de tous les membres de votre foyer?  
**[LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE]**

Moins de 20 000 \$  
20 000 \$ à un peu moins de 40 000 \$  
40 000 \$ à un peu moins de 60 000 \$

60 000 \$ à un peu moins de 80 000 \$  
80 000 \$ à un peu moins de 100 000 \$  
100 000 \$ à un peu moins de 120 000 \$  
120 000 \$ à un peu moins de 150 000 \$  
150 000 \$ ou plus  
REFUS

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**D6:**

Êtes-vous né(e) au Canada?

Oui  
Non  
REFUS

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**D7:**

Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours? **[NE PAS LIRE LA LISTE. ACCEPTER JUSQU'À DEUX RÉPONSES]**

Anglais  
Français  
Autre (Préciser)  
REFUS

## QUESTIONS PORTANT SUR L'UTILISATION DES MEDIAS

**D8 :**

Au cours des deux dernières semaines, avez-vous...

**PRÉSENTER LES MÉDIAS ALÉATOIREMENT**

- a. lu un journal quotidien version papier ?
- b. lu un journal hebdomadaire ou communautaire version papier ?
- c. regardé la télévision ?
- d. écouté la radio ?
- e. utilisé le transport en commun ?
- f. lu une revue ou un magazine ?
- g. utilisé l'Internet ?
- h. **(SI LE RÉPONDANT UTILISE INTERNET)** utilisé Facebook ?
- i. **(SI LE RÉPONDANT UTILISE INTERNET)** visionné des vidéos sur YouTube ?
- j. **(SI LE RÉPONDANT UTILISE INTERNET)** utilisé Twitter ?
- k. regardé un film dans une salle de cinéma?

Oui  
Non

NE SAIS PAS  
REFUS

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Voilà qui met fin au sondage que nous avons effectué pour le compte de Santé Canada.  
Dans les mois à venir, le rapport sera disponible de Bibliothèque et archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.

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**POUR LES DOSSIERS DE L'ENQUÊTEUR :**

- **INSCRIRE LE SEXE**
- **INSCRIRE LA LANGUE DE L'ENTREVUE**
- **INSCRIRE LA DATE DE L'ENTREVUE**