



6. Have you seen, read or heard any advertisement or information from the Government on the risks and consequences of using, buying, selling or carrying illegal drugs in foreign countries or on the precautions to take while abroad to avoid being implicated in drug-related crimes?

- | | |
|--------------------------|---|
| Yes (ASK QUESTION 7) | 1 |
| No (SKIP TO QUESTION 8A) | 2 |

7. What did you see, read or hear?

(DO NOT READ; CIRCLE UP TO THREE)

- | | |
|--|---|
| Radio ad | 1 |
| TV ad | 2 |
| Brochure | 3 |
| Poster/general | 4 |
| Poster in airport | 5 |
| Print advertisement in inflight magazine | 6 |
| Video/movie | 7 |
| Other | 8 |
| Don't know/no answer | 9 |

8A. I would like to show you a series of information materials and I would like you to tell me if you have seen the following...

Have you seen this one?

SHOW AD 1

- | | |
|-----------------|---|
| Yes (ASK 8B) | 1 |
| No (SKIP TO 9A) | 2 |

8B (IF YES) And how would you rate the effectiveness of this piece in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada: very effective, moderately effective, not very effective or not at all effective?

Very effective	+2
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