

8. What is/was the principal message in this advertisement?	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
	Not to carry/be involved/get caught carrying drugs	44%	48%	28%	29%	39%	37%	43%	
Not to use drugs/stop using drugs	24%	10%	7%	35%	18%	16%	17%	16%	17%
Not accept to carry/be aware of content of packages to be brought across border	0%	17%	24%	12%	13%	16%	19%	5%	14%
Laws of other countries	8%	10%	7%	6%	8%	8%	3%	16%	8%
Could be arrested/go to prison	20%	17%	3%	24%	15%	16%	16%	14%	15%
Could get a fine	4%	3%	0%	12%	5%	3%	6%	0%	4%
Be careful about drug trafficking	8%	3%	0%	6%	2%	8%	3%	5%	4%
Could lose everything/high price to pay/severe consequences	12%	17%	17%	6%	16%	11%	17%	8%	14%
Drugs are illegal	12%	7%	10%	12%	13%	5%	8%	14%	10%
Keep Canadians from getting involved in drugs	0%	0%	0%	6%	2%	0%	2%	0%	1%