

2.0 Findings

2.1 Awareness of Drug Awareness Advertising

The level of awareness related to anti-drug advertising is high. When asked if they had seen, read or heard any advertisement of 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, two out of three (64%) respondents indicated that they had. (*See Appendix B, Question 2*)

Respondents who had seen, read or heard anti-drug advertising were most likely to have seen this advertisement on television (63%) or in an elevator (22%). (*See Appendix B, Question 3*)

2.2 Recognition of the Department's Elevator Advertisement

Most (61%) respondents indicated that they had not seen the advertisement before the survey. (*See Appendix B, Question 4*)

Of those who had seen the ad, 40% indicated that they had seen the ad in an elevator without being specifically probed about elevator ads in particular. (*See Appendix B, Question 5*)

Another 24% stated that they had seen it in an elevator, but only once the interviewer probed into elevator ads. (*See Appendix B, Question 6*)

Most (61%) of those who had seen the ad, read it when they saw it. (*See Appendix B, Question 7*)