

IF "1" NOT CIRCLED IN Q.5, ASK:

6. Did you see this ad in an elevator?

Yes 1

No 2

7. Did you read the ad when you saw it?

Yes 1 ► DO NOT SHOW AD

No 2 ► SHOW AD

ASK EVERYONE:

8. What is/was the principal message in this advertisement?

9. How would you rate the effectiveness of this ad in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada? **HAND OUT CARD.**

Very effective 4

Moderately effective 3

Not very effective 2

Not at all effective 1

Don't know/no answer/refused 9

10. Using the same card, how would you rate the effectiveness of elevator advertising in general?

Very effective 4

Moderately effective 3

Not very effective 2

Not at all effective 1

Don't know/no answer/refused 9

11. DO NOT ASK BUT RECORD GENDER:

MALE 1

FEMALE 2

12. DO NOT ASK BUT RECORD LANGUAGE OF INTERVIEW:

FRENCH 1

ENGLISH 2

Thank and Terminate