

Survey of Apartment Dwellers

Hello, I am ... of Young & Wiltshire. We are doing a short survey for the federal Department of Foreign Affairs and International Trade. We would like to ask if you could participate in a survey that will assist the Department of Foreign Affairs and International Trade provide useful and helpful information for Canadian travellers.

1. Are you ... **READ LIST.**

- Under 16 years of age 0 ▶ **THANK & TERMINATE**
- 16 to 24 years old 1
- 25 to 34 2
- 35 to 54 3 ▶ **CHECK QUOTA**
- 55 and over 4 ▶ **CHECK QUOTA**

2. 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 1 ▶ **ASK Q.3**
- No 2 ▶ **SKIP TO Q.4**

3. Where did you see, read or hear the ad? **DO NOT READ LIST. CIRCLE THE FIRST THREE MENTIONS ONLY.**

Where saw, read or heard	1st mention	2nd mention	3rd mention
Ad in elevator	1	1	1
TV ad	2	2	2
Brochure	3	3	3
Poster	4	4	4
Radio ad	5	5	5
Print advertisement in inflight magazine	6	6	6
Video/movie	7	7	7
Other (Specify)	8	8	8
Don't know/no answer	9	9	9

4. Have you seen this advertisement? **SHOW ADVERTISEMENT.**

- Yes 1 ▶ **PUT AD AWAY & CONTINUE WITH Q.5**
- No 2 ▶ **SHOW AD & SKIP TO Q.8**

5. Where? **DO NOT READ LIST. CIRCLE ALL THAT APPLY.**

- In elevator 1
- Print advertisement in inflight magazine 2
- Other (Specify) _____