



4.2 ADIP Impact

Binarius Research examined the extent to which ADIP information products influenced the decisions of Canadian travellers. Respondents who had seen an ADIP information product were compared with those who had not seen one.

As shown in Figure 5, the ADIP has positively addressed some of the myths of being involved with drugs while abroad. For example, 84.6% of respondents who had seen an ADIP information product did not believe that Canadians who are arrested in other countries for smuggling drugs usually face the same kind of punishment they would get in Canada (84.6%). This is compared with 76.1% of respondents who had not seen an ADIP information product. Other myths addressed by the program are shown below.

Figure 5

"Myths"

