

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?	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
	Not at all effective	0%	7%	7%	12%	8%	3%	8%	
Not very effective	16%	14%	14%	6%	13%	13%	11%	16%	13%
Moderately effective	60%	48%	45%	47%	50%	50%	51%	49%	50%
Very effective	24%	31%	35%	12%	24%	32%	25%	30%	27%
Don't know/no answer/refused	0%	0%	0%	24%	5%	3%	5%	3%	4%
Number of respondents	25	29	29	17	62	38	63	37	100