



4.0 The Anti-Drug Information Program

4.1 Recall

Respondents were asked if they had seen, read or heard any communications products that informed them of the risks and consequences of using, buying, selling or carrying illegal drugs in foreign countries, and of precautions they should take in order to avoid being implicated in drug-related crimes. Approximately one-half of respondents (51% of all Canadian travellers and 52% of young Canadian travellers) answered yes.

Table 2 below breaks these results down by various demographic variables. As shown, the following types of people are more likely to have not seen, read or heard advertising: those who speak English, females, those with no university education, and those earning between \$30,000 and \$70,000.

Table 2

Variable	Criteria	Percent
Age	18-24	48
	All ages	49
Language	French	41
	English	52
Sex	Female	53
	Male	45
Education	Some university +	45
	No university	54
Income	< \$30,000	51
	\$30,000-\$70,000	53
	> \$70,000	44