



1.0 Introduction

1.1 Purpose

The Department of Foreign Affairs and International Trade (DFAIT) requested an assessment of its Anti-Drug Information Program (ADIP) in order to determine the extent to which its objectives are being met, and to suggest ways in which the program might be improved. Their objectives are to inform Canadian travellers of the consequences of involvement with drugs while abroad; and to deter Canadians from purchasing, using or transporting drugs while abroad. Interviews were conducted at airports across Canada with Canadian travellers en route to foreign destinations.

Note: This report complements research conducted by the Binarius Research Group described in the *Report on the Anti-Drug Information Program (ADIP) on the Results of Research with Consular Officers (May 14, 1996)*.

1.2 Methodology

The Binarius Research Group analysed data collected in a survey by Opinion Search. In total, 649 Canadian travellers were interviewed at airports in Halifax, Montreal, Toronto, Vancouver and Ottawa. Interviews probed for awareness, use and attitudes towards ADIP information products. Findings may be considered accurate to within plus or minus 3.8%, 19 times out of 20.

1.3 Target Group

Of special interest to the client were the views of young Canadian travellers (aged 18-24). Consequently, while this report examines the attitudes of all Canadian travellers (those aged 18-55+), special emphasis has been placed on the 18 to 24 age group.