



Moderately effective	+1
Not very effective	-1
Not at all effective	-2
No answer/refused	9

9A Have you seen this one?

**SHOW AD 2**

Yes (ASK 9B)	1
No (SKIP TO 10A)	2

9B (IF YES) And how would you rate the effectiveness of this piece in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada: very effective, moderately effective, not very effective or not at all effective?

Very effective	+2
Moderately effective	+1
Not very effective	-1
Not at all effective	-2
No answer/refused	9

10A. Have you seen this one?

**SHOW AD 3**

Yes (ASK 10B)	1
No (SKIP TO 11)	2

10B (IF YES) And how would you rate the effectiveness of this piece in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada: very effective, moderately effective, not very effective or not at all effective?

Very effective	+2
Moderately effective	+1
Not very effective	-1