

8. What is/was the principal message in this advertisement?									
	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
Not to go across border with drugs	24%	14%	17%	6%	13%	21%	16%	16%	16%
Avoid anything that's illegal	0%	3%	10%	6%	3%	8%	5%	5%	5%
To stop drug trafficking	0%	7%	3%	6%	3%	5%	3%	5%	4%
Drugs are not good for health	12%	10%	3%	0%	8%	5%	0%	19%	7%
If you are outside Canada, Government cannot do much for you	4%	0%	3%	0%	3%	0%	0%	5%	2%
Don't take money/incentives to get involved in drug trafficking	0%	0%	3%	6%	2%	3%	3%	0%	2%
Other	0%	0%	3%	0%	2%	0%	0%	3%	1%
Don't know	0%	3%	3%	0%	3%	0%	0%	5%	2%
<b>Number of respondents</b>	<b>25</b>	<b>29</b>	<b>29</b>	<b>17</b>	<b>62</b>	<b>38</b>	<b>63</b>	<b>37</b>	<b>100</b>