

## EXECUTIVE SUMMARY

The Angus Reid Group conducted focus groups with Canadian travellers who might be susceptible to becoming involved in drug-related activities while abroad and who were likely to have liberal attitudes toward the use of drugs.

- Participants perceived hard drugs and soft drugs very differently. While problems derived from activities related to hard drugs were numerous, people associated very few problems with the use of soft drugs. Most participants thought soft drugs has already been decriminalized and felt soft drugs should actually be legalized.
- Drug smuggling was seen as being the transportation of a large quantity of hard drugs strictly for financial gain. It is seen as a calculated risk and people feel that smugglers know all the risks and consequences related to the activity. There is very little sympathy for the smuggler and people do not see a need for any type of information on the risks and consequences of drug smuggling.
- People relate to the user of soft drugs and transportation of soft drugs for personal use into a foreign country is not seen as "smuggling". People feel the most useful communication messages would be targetted to the soft drug user who may be considering bringing drugs for personal use while travelling into a foreign country or when returning home. It was felt that people were not always aware of the risks and consequences of crossing a border or clearing customs with a small quantity of soft drugs.
- Mode of transportation appears to be an important consideration. People find airports and clearing customs to be more intimidating than border crossings. As such, it was felt that the risks of transporting drugs via one's car was not as great as bringing drugs through customs at the airport. Furthermore, the United States is not viewed as a foreign country and, as such, transporting small quantities of soft drugs into the States is not seen as a serious offence. Together, these data suggest that communications materials should focus on the individual transporting a small amount of soft drugs while travelling to the U.S. by car.