
2.3 *Messages Received by Readers of the Department's Advertisement*

Regardless of whether or not they had previously seen the ad, respondents were asked to describe the principal message of the advertisement. The major response categories were:

- ▶ do not carry, get involved, or get caught carrying drugs (38%);
- ▶ do not use drugs, stop using drugs (17%);
- ▶ do not go across the border with drugs (16%);
- ▶ you could be arrested or go to prison (15%);
- ▶ do not accept to carry packages across the border, be aware of the contents of packages to be brought across the border (14%);
- ▶ you could lose everything, there is a high price to pay, the consequences are severe (14%); and,
- ▶ drugs are illegal (10%).

(See Appendix B, Question 8)

2.4 *Effectiveness of Advertising*

The majority (77%) of respondents assessed the ad as very (27%) or moderately (50%) effective in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada. Nonetheless, 19% rated it as not very (13%) or not at all (6%) effective. *(See Appendix B, Question 9)*

The table presented on the next page shows that those who had not seen the ad before the survey were only slightly more likely (not statistically more) to rate the advertisement as "effective" (very or moderately effective). Those 35 years of age or older were only slightly more likely (not statistically more) to rate the ad as "effective" than those under 35 years of age.