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Binarius Research Group
Two Working Together

Report on the
Anti-Drug Information Program (ADIP)
on the Results of Research
with Canadians Travelling Abroad

August 19, 1996

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Executive Summary

- This research shows that the ADIP message is effective in providing Canadian travellers with a greater understanding of the risks involved with being involved with drugs abroad. Approximately one-half of all Canadian travellers have seen, read or heard an **communications product** on the risks of drug involvement while abroad.
- Most Canadian and young Canadian travellers reveal an intuitive understanding of the risks of drug-involvement. However, a substantial number of young travellers believe their Canadian status provides them with varying degrees of influence and protection. For example, if arrested in a foreign country on drug-related charges,
 - one in six young Canadian travellers believe that embassy officials would provide them with a lawyer;
 - one in four young Canadian travellers believe they would face the same type of punishment administered in Canada;
 - one in five young Canadian travellers believe that they would be sent home to Canada.
- ADIP communications products have a positive affect in addressing some of the myths of being involved with drugs while abroad. Those who saw an ADIP communications product were more likely to disbelieve common myths.
- Most respondents felt all three communications products were effective in transmitting information about the risks and consequences of becoming involved in illegal drugs outside Canada.
- Respondents were not very helpful in providing suggestions for the ADIP. Approximately four out of 10 respondents had no suggestions, 23% suggested more advertising especially on TV and at airports, 7% suggested more real-life experience in ads and 7% suggested more education especially at a younger age.

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Notes ...





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.



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2.0 ADIP: Understanding

2.1 Background

The ADIP provides a variety of information products designed to inform Canadian travellers of the extent to which embassy officials can intervene in the event of arrest in a foreign country. *Drugs=Jail*, a pamphlet published by DFAIT, lists the various actions that Canadian embassy officials can undertake on behalf of a Canadian arrested abroad; these include contacting relatives or next of kin; directing the individual to sources of information about local laws; providing a list of local lawyers and doctors; attempting to ensure that the judicial hearing and detention meet local standards, and that equitable treatment, as defined by local laws, is provided.

Embassy officials are unable to intervene in the local justice system; they are unable to pay fines, cash cheques, provide loans, make travel arrangements or secure personal belongings.

2.2 Understanding

The Binarius Research Group tested for Canadian travellers' knowledge and understanding of what Canadian embassy officials can do in the event of an arrest in a foreign country. We also tested for awareness and impact of ADIP information products.

Traveling Canadians were asked what they thought Canadian embassy officials could do if they were arrested on drug-related charges in a foreign country; respondents were provided with three possible answers.

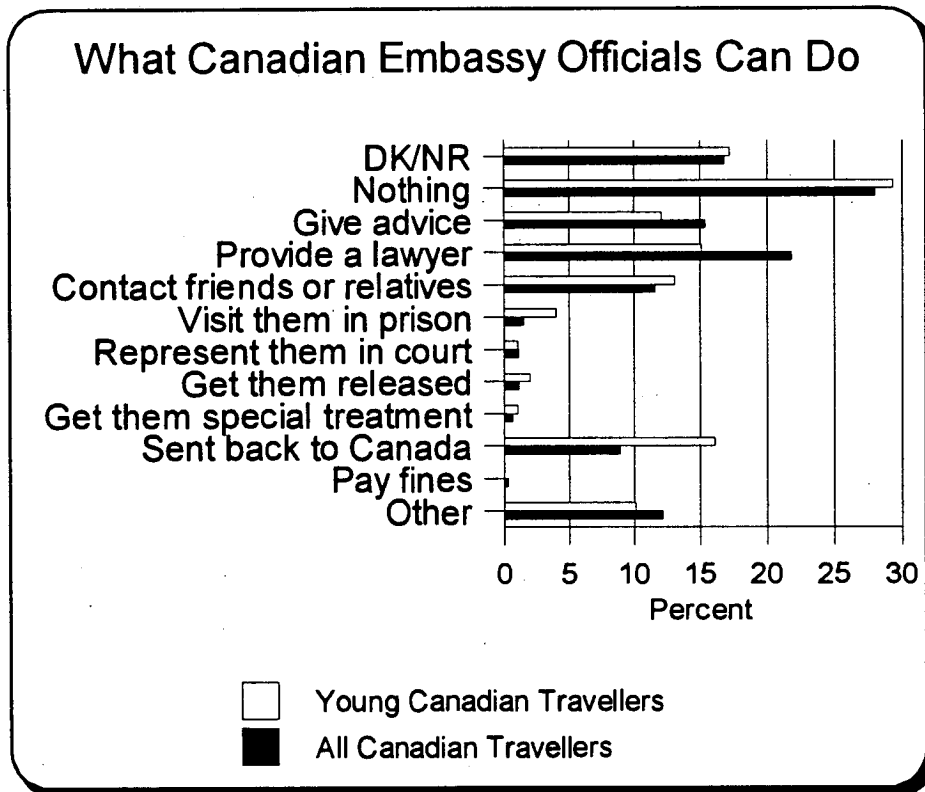
As Figure 1 shows (page 4), more than one-quarter of all Canadian travellers (28%) feel that Canadian embassy officials can do nothing for them; 22% felt they could provide a lawyer; 16% said they could provide advice; 12% said they could contact friends or relatives; and, 17% were unable to answer the question.

Young Canadian travellers views were, for the most part, consistent with these findings; 29% feel that Canadian embassy officials can do nothing for them; 16% feel that embassy officials can arrange for them to be sent back to Canada; 13% said they could contact friends or relatives; and 17% were unable to answer the question.



Figure 1

“When Canadians are arrested on drug-related charges in a foreign country, what do you think Canadian embassy officials can do for them? (Q2)”





3.0 Myths

Myths about how Canadians are treated if arrested on drug-related charges abroad were also investigated by Binarius Research. Canadian travellers were asked about their expectations should they be arrested in a foreign country. Specifically, they were queried about whether they anticipated being sent back to Canada, what they expected in terms of punishment, and whether they thought being Canadian might get them released.

The research revealed that 9% of all Canadian travellers mistakenly believe that the Canadian Embassy could arrange for them to be sent back to Canada; 16% of young Canadian travellers believe this to be true.

Table 1 below shows the results for the question: *“in most cases, Canadian embassy officials can get Canadians released from prison within a week because of Canada’s good international reputation.”* As shown, the following types of people are more likely to entertain myths: those aged 18-24, francophones, women, non-university educated and those earning less than \$30,000.

Table 1

Variable	Criteria	Percent
Age	18-24	18
	All ages	16
Language	French	21
	English	15
Sex	Female	20
	Male	13
Education	Some university +	13
	No university	21
Income	< \$30,000	23
	\$30,000-\$70,000	18
	> \$70,000	9

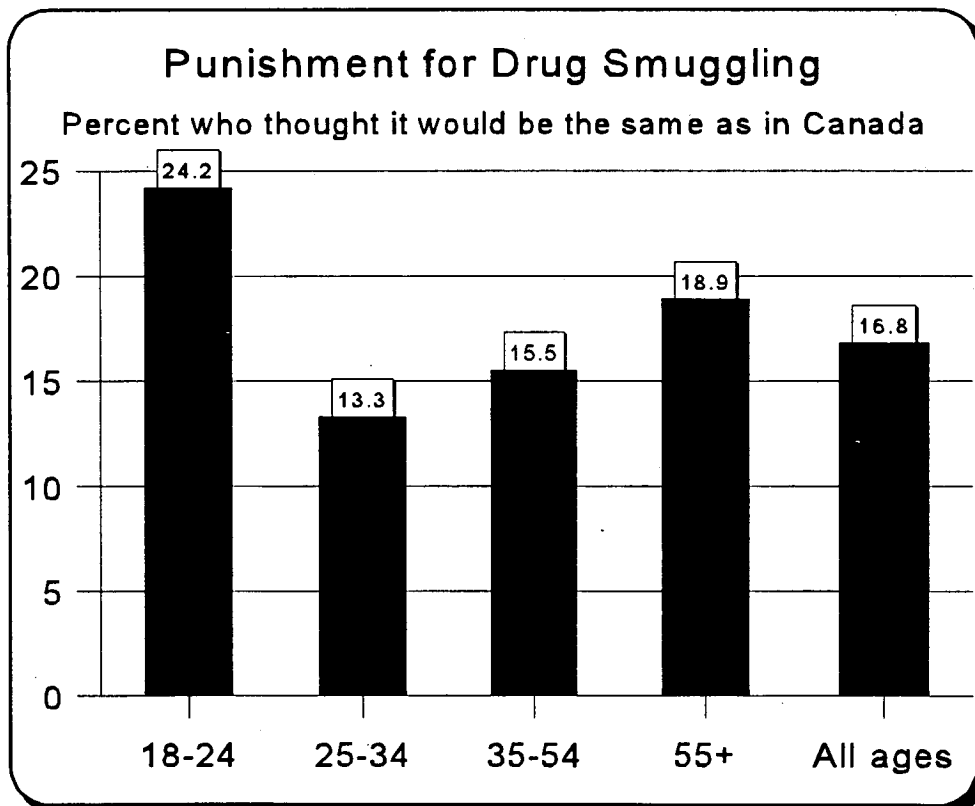


Furthermore,

- 15% of young Canadian travellers mistakenly believe that embassy officials can provide a lawyer, while 25% of all Canadian travellers believe this is true.
- 24% of young Canadian travellers believe that if arrested for smuggling drugs in other countries, they would face the same kind of punishment as they would in Canada. Interestingly, this compares to 13% of those in the 25-34 age bracket; 16% of those aged 35-54; and 19% of those 55 and over (see Figure 2 on page 5).

Figure 2

"Canadians who are arrested abroad for smuggling drugs usually face the same kind of punishment as they would receive in Canada." (Q3)

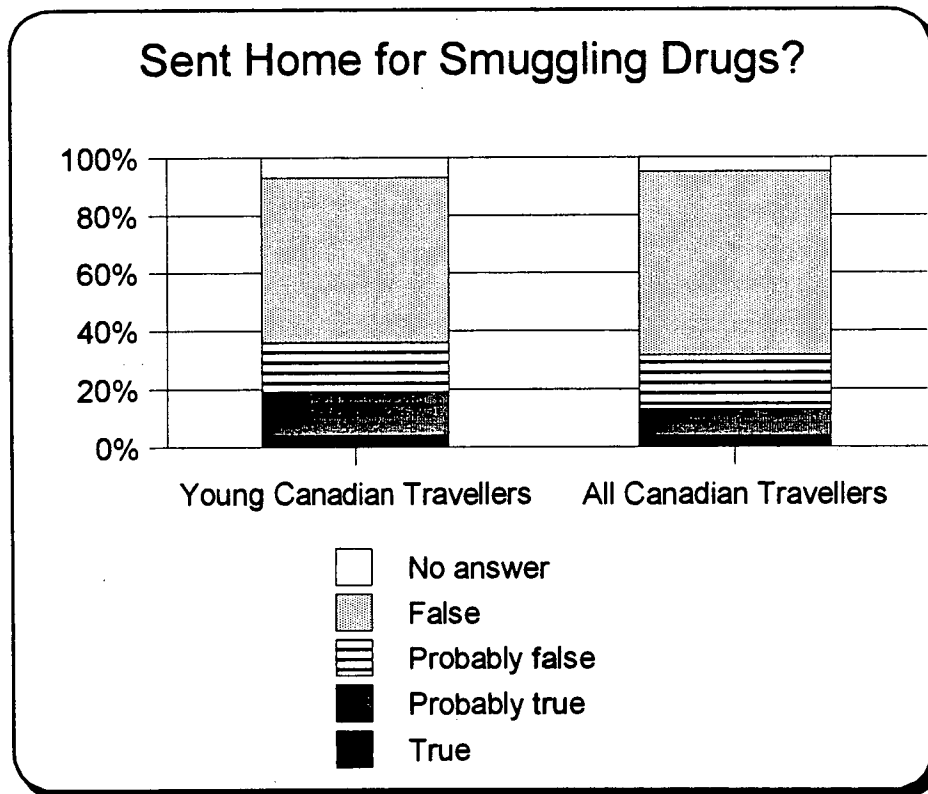




Respondents were asked whether they believe those arrested for smuggling drugs abroad would be sent back to Canada. As Figure 3 reports, 19% of young Canadian travellers believe this is likely, while 13% of all Canadian travellers believe this to be the case.

Figure 3

"Canadians who are arrested in other countries for smuggling drugs are usually sent back to Canada." (Q4)





Respondents were asked whether they believe that Canadian embassy officials can, in most cases, have Canadians who have been arrested on drug-related charges released from prison, within a week, because of Canada's good international reputation.

- 18% of young Canadian travellers believe they would be released within a week. This does not vary by age.

Notes ...



4.0 The Anti-Drug Information Program

4.1 Recall

Respondents were asked if they had seen, read or heard any communications products that informed them of the risks and consequences of using, buying, selling or carrying illegal drugs in foreign countries, and of precautions they should take in order to avoid being implicated in drug-related crimes. Approximately one-half of respondents (51% of all Canadian travellers and 52% of young Canadian travellers) answered yes.

Table 2 below breaks these results down by various demographic variables. As shown, the following types of people are more likely to have not seen, read or heard advertising: those who speak English, females, those with no university education, and those earning between \$30,000 and \$70,000.

Table 2

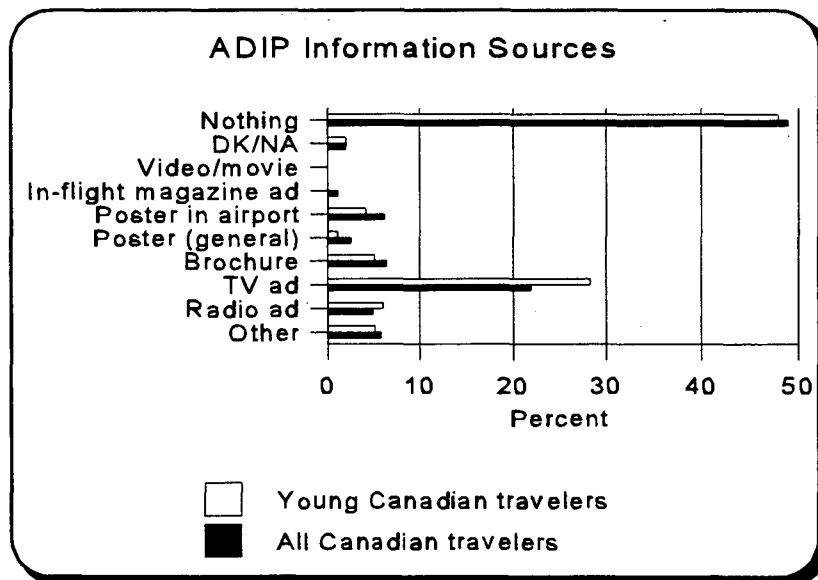
Variable	Criteria	Percent
Age	18-24	48
	All ages	49
Language	French	41
	English	52
Sex	Female	53
	Male	45
Education	Some university +	45
	No university	54
Income	< \$30,000	51
	\$30,000-\$70,000	53
	> \$70,000	44



When probed for specific information sources, television ads were by far the most popular response with 22% of all Canadian travellers, rising to 28% for young Canadian travellers. This reinforces the significance of television as a medium in reaching this audience. Of the remainder, 6% saw a brochure (5% of young Canadian travellers); 6% saw a poster in the airport (4% of young Canadian travellers); and 5% heard a radio ad (6% of young Canadian travellers).

Figure 4

"What did you see, read or hear?" (Q7)





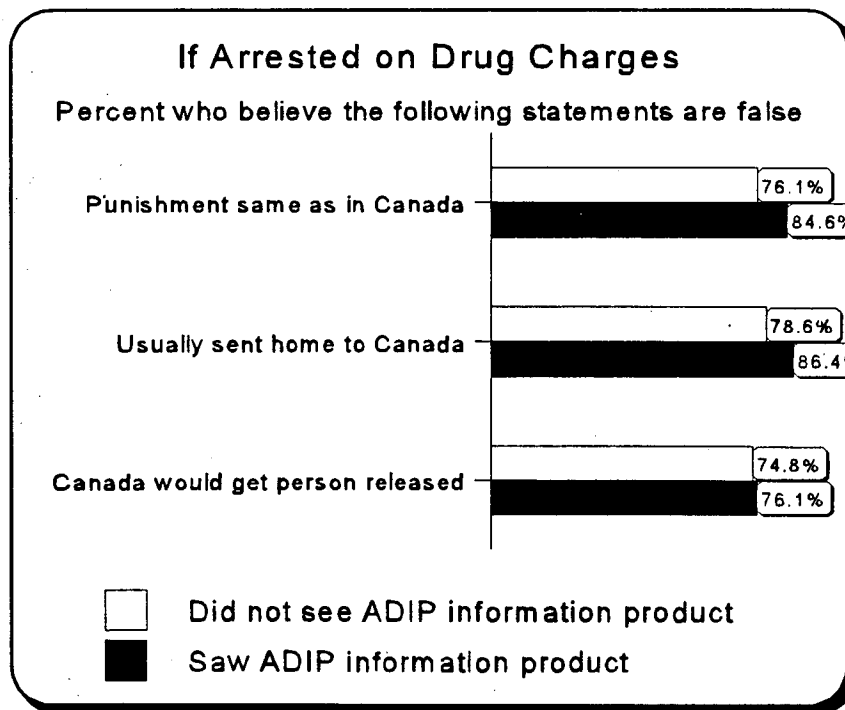
4.2 ADIP Impact

Binarius Research examined the extent to which ADIP information products influenced the decisions of Canadian travellers. Respondents who had seen an ADIP information product were compared with those who had not seen one.

As shown in Figure 5, the ADIP has positively addressed some of the myths of being involved with drugs while abroad. For example, 84.6% of respondents who had seen an ADIP information product did not believe that Canadians who are arrested in other countries for smuggling drugs usually face the same kind of punishment they would get in Canada (84.6%). This is compared with 76.1% of respondents who had not seen an ADIP information product. Other myths addressed by the program are shown below.

Figure 5

"Myths"





Notes ...



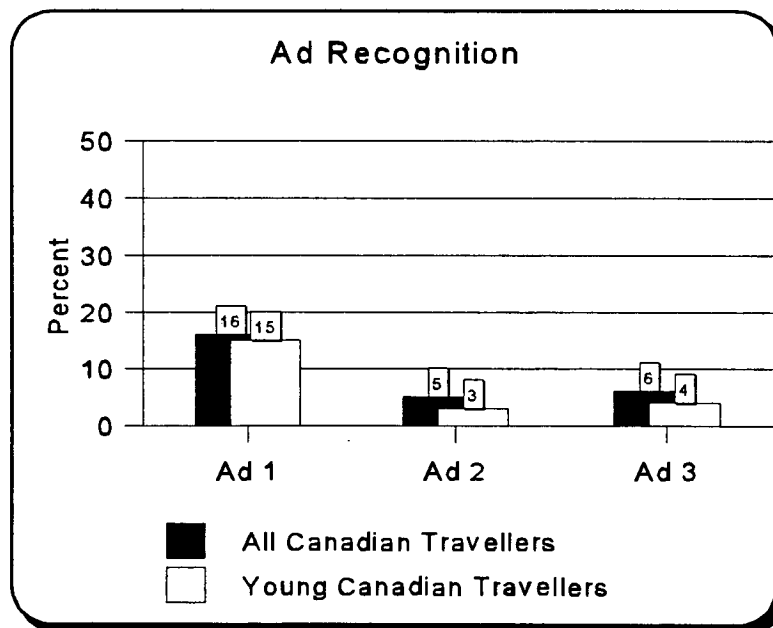
5.0 Advertisement Assessments

5.1 Recall

About 80% of all Canadian travellers (also 80% of young Canadian travellers) interviewed had not seen any of the advertisements presented to them. Advertisement 1 (*Room with a View*) was recognized by 16% of all Canadian travellers (15% for young Canadian travellers); advertisement 2¹ (*See the Sights and Come Home Free*) was recalled by 5% of all Canadian travellers (3% of young Canadian travellers); and advertisement 3 (*Two Ways Folks Back Home Can Read about Your Trip*) was remembered by 6% of all Canadian travellers (4% of young Canadian travellers).

Figure 6

"I am going to show you a series of information materials and I would like you to tell me if you have seen Ad 1, 2, 3"
(Q8-10)



¹ Advertisement 2 and 3 had limited distribution. The former was displayed in a booklet for travellers and a travel magazine aimed at university students. The latter was shown only in the travel magazine for university students.



5.2 Effectiveness

When rating the effectiveness of advertisements 1 (*Room with a View*), 2 (*See the Sights and Come Home Free*) and 3 (*Two Ways Folks Back Home Can Read about Your Trip*) in transmitting information about the risks and consequences of becoming involved in illegal drugs in outside Canada, four out of five Canadian travellers (83%) rated advertisement 1 (*Room with a View*) as effective; two out of three (68%) respondents rated advertisement 2 (*See the Sights and Come Home Free*) as effective; and 81% rated advertisement 3 (*Two Ways Folks Back Home Can Read about Your Trip*) as effective.

Respondents who recalled at least one advertisement were asked how this information affected their travel plans. The overwhelming majority stated that it did not affect their travel plans.

Notes ...



6.0 Suggestions by Respondents for Improving the ADIP

Respondents were not very helpful in providing suggestions for the ADIP. Approximately four out of 10 respondents had no suggestions. Of the remainder:

- 23% suggested more advertising especially on TV and at airports;
- 7% suggested more real-life experience in ads;
- 7% suggested more education especially at a younger age;
- 5% suggested harsher penalties; and
- 18% had other suggestions.



Notes ...



7.0 Conclusion and Recommendations

1. This research shows that the ADIP message is effective in providing Canadian travellers with a greater understanding of the risks involved with being involved with drugs abroad.

Approximately one-half of all Canadian travellers have seen, read or heard a communications product dealing with the risks of being involved with drugs while abroad. This suggests the program has been effective in raising awareness levels among all Canadians of what Canadian embassy officials are actually able to do for them in the event that they are arrested for drug involvement while abroad. However, the ADIP should continue to seek venues where young Canadian travellers can most effectively be reached, including domestic and foreign schools as well as youth-oriented travel agencies.

2. Most Canadian and young Canadian travellers reveal an intuitive understanding of the risks of being involved in illegal drugs while travelling in foreign countries. At the same time, a substantial number of young travelling Canadians reveal beliefs in myths of invincibility and protection resulting from being Canadian. For example, upon arrest in a foreign country for an illegal drug-related offense,

- one in six young Canadian travellers believe that Canadian embassy officials would provide them with a lawyer;
- one in four young Canadian travellers believe they would face the same form of punishment as they would receive in Canada;
- one in five young Canadian travellers believe they would be sent back to Canada.

3. ADIP communications products have a positive affect in addressing some of the myths of being involved with drugs while abroad. Those who saw an ADIP communications product were more likely to disbelieve common myths.

4. More than one in four young Canadians mentioned seeing a television advertisement dealing with the consequences of being involved in drugs while abroad. In comparison, other information mediums had very low recall. When



respondents were asked for suggestions for the ADIP, 23% suggested more advertising especially on TV and at airports. Taken together, this suggests that future information strategies should emphasize the importance and use of film and video.

5. Three advertisements were tested for recall on travellers. More than 80% of respondents did not recognize any of the advertisements. Advertisement 1 (*Room with a View*) received the highest recall rating with one in six travellers recognizing it, while advertisement 2 (*See the Sights and Come Home Free*) and advertisement 3 (*Two Ways Folks Back Home Can Read about Your Trip*) were recognized by less than one in 20 respondents. These results suggest that the critical role played by airlines and airport authorities in the success of ADIP information programs should be reinforced. Conclusion 4 and 5, taken together, suggest that a video shown continuously at airport departure lounges may prove effective. However, it is recommended that it be pre-tested for effectiveness.
6. Most respondents felt that all three advertisements were effective in transmitting information about the risks and consequences of becoming involved in illegal drugs outside Canada. This suggests that the message being given through the communication products is effective, but the venues for transmitting that message to Canadian travellers should be reviewed.



APPENDIX
QUESTIONNAIRE





SURVEY OF AIRPORT TRAVELERS

Hello, I am... of Opinion Search and...

We are doing a short survey for the federal **Department of Foreign Affairs and International Trade**. We would like to ask if you could participate in a survey that will help the **Department of Foreign Affairs and International Trade** provide useful information for Canadian travelers.

Are you a Canadian citizen?

Yes (**CONTINUE**)

No (**TERMINATE**)

1. Are you...?

READ LIST

18 to 24	1
25 to 34	2
35 to 54	3
55 and over	4

2. When Canadians are arrested on drug-related charges in a foreign country, what do you think Canadian embassy officials can do for them?

DO NOT READ (CIRCLE UP TO THREE)

Nothing	1
Give advice	2
Provide a lawyer	3
Contact friends or relatives in Canada	4
Visit them in prison	5
Represent them in court	6



Get them released	7
Get them special treatment	8
Get them sent back to Canada	9
Pay bail	10
Pay fines	11
Other	12
No answer/refused	13

Please indicate if you think the following statements are true, probably true, probably false, false.

3. "Canadians who are arrested in other countries for smuggling drugs usually face the same kind of punishment as they would get in Canada."

True	+2
Probably true	+1
Probably false	-1
False	-2
No answer/Refused	9

4. "Canadians who are arrested in other countries for smuggling drugs are usually sent home to Canada."

True	+2
Probably true	+1
Probably false	-1
False	-2
No answer/Refused	9

5. "In most cases, Canadian embassy officials can get Canadians released from prison within a week because of Canada's good international reputation."

True	+2
Probably true	+1
Probably false	-1
False	-2
No answer/Refused	9



6. Have you seen, read or heard any advertisement or information from the Government on the risks and consequences of using, buying, selling or carrying illegal drugs in foreign countries or on the precautions to take while abroad to avoid being implicated in drug-related crimes?

Yes (ASK QUESTION 7)	1
No (SKIP TO QUESTION 8A)	2

7. What did you see, read or hear?

(DO NOT READ; CIRCLE UP TO THREE)

Radio ad	1
TV ad	2
Brochure	3
Poster/general	4
Poster in airport	5
Print advertisement in inflight magazine	6
Video/movie	7
Other	8
Don't know/no answer	9

8A. I would like to show you a series of information materials and I would like you to tell me if you have seen the following...

Have you seen this one?

SHOW AD 1

Yes (ASK 8B)	1
No (SKIP TO 9A)	2

8B (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

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



Not at all effective -2
No answer/refused 9

11. (IF RESPONDENT HAS SEEN AT LEAST ONE OF AD1, AD2, or AD3) How did this information affect your travel plans (PROBE)?

What else?

12. Thinking about the Anti-Drug Information Program, do have any recommendations or suggestions for the program (PROBE)?

What else?

I would like to ask you a few questions for statistical purposes.

13. Are you taking this trip for business, vacation or to visit friends or relatives?

DO NOT READ

Business	1
Vacation	2
Visit Friends or relatives	3
Combination	4
Other	5
No answer/refused	6



14. What is the final destination of your trip: the United States, Mexico, the Caribbean, Central America, South America, Europe, Asia, Africa or Australia?

The United States	1
Mexico	2
Caribbean (Cuba, Dominican Republic, Jamaica, Barbados, Cayman Islands, Antigua, Puerto Rico, Virgin Islands, Trinidad, Tobago, Barbados, Dominica, Grenada, Guadeloupe, Martinique)	3
Central America (Guatemala, Honduras, El Salvador, Belize, Nicaragua, Costa Rica, Panama)	4
South America	5
Europe	6
Asia	7
Africa	8
Australia	9
No answer/refused	10

15. What is the highest level of education you have completed? Is it no formal education, elementary education, some high school, graduated high school, apprenticeship, technical or community college, CEGEP, some university, graduated university or post-graduate university?

No formal education	1
Elementary Education (Grade 8 or less)	2
Some High School (Grades 9 through 11)	3
Graduated High School (Grades 12 and 13)	4
Apprenticeship, Technical, CEGEP or Community College	5
Some University	6
Graduated University	7
Post-Graduate	8
No answer/refused	9



16. Which one of the following income groups would best represent your annual household income?

READ

less than \$30,000	1
\$30,000 to \$50,000	2
\$50,001 to \$70,000	3
more than \$70,000	4
No answer/refused	5

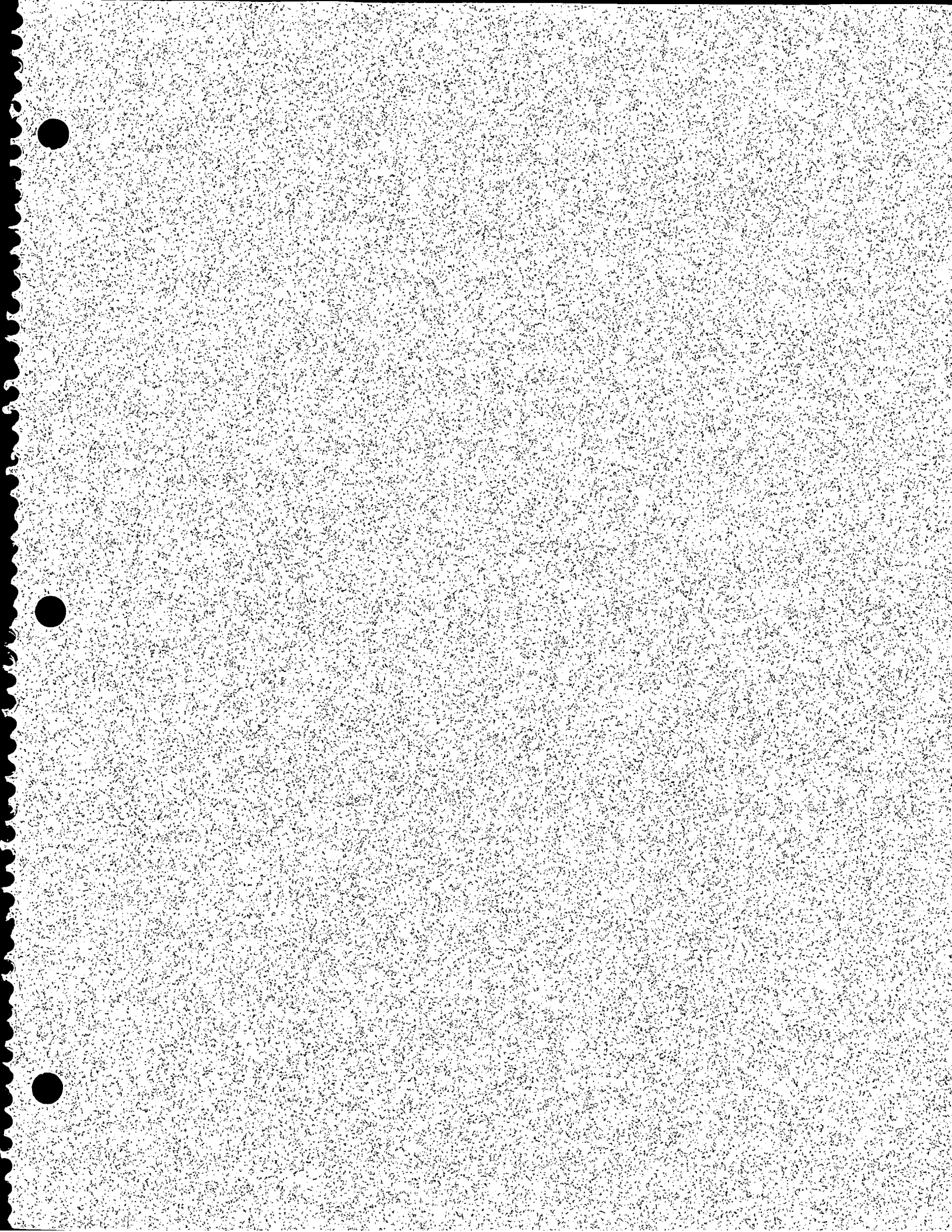
17. LANGUAGE OF INTERVIEW (BY OBSERVATION)

ENGLISH	1
FRENCH	2

18. GENDER (BY OBSERVATION)

MALE	1
FEMALE	2

This brings us to the end of the survey. We thank you for your time and we hope you have a pleasant trip.



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