

doc
CA1
EA
96S71
ENG

DOCS
CA1 EA 96S71 ENG
Survey of apartment dwellers for
the Anti-Drug Information Program
62717965

.63555367(A)

Dept. of Foreign Affairs
Min. des Affaires étrangères

DEC 20 2001

Return to Departmental Library
Retourner à la bibliothèque du Ministère

62217965-

*Survey of Apartment Dwellers for the
Anti-Drug Information Program*

*Department of Foreign Affairs
and International Trade*

March 29, 1996

255 Albert Street, Suite 703
Ottawa, Ontario, K1P 6A9
(613) 236-8270

*Survey of Apartment Dwellers for the
Anti-Drug Information Program*

Table of Contents

	<i>Page</i>
<i>1.0 Introduction</i>	1
<i>2.0 Findings</i>	2
<i>2.1 Awareness of Drug Awareness Advertising</i>	2
<i>2.2 Recognition of the Department's Elevator Advertisement</i>	2
<i>2.3 Messages Received by Readers of the Department's Advertisement</i>	3
<i>2.4 Effectiveness of Advertising</i>	3
<i>3.0 Conclusions</i>	5
<i>Appendix A - Survey Questionnaire</i>	A-1
<i>Appendix B - Detailed Tables</i>	B-1

1.0 Introduction

This study was undertaken to assess the effectiveness of an elevator advertisement "See the sights and come home free" particularly among respondents under 35 years of age. The campaign is currently in its pilot phase and needs to be assessed to help the Department of Foreign Affairs and International Trade determine whether it should be expanded to a national campaign.

A total of 100 intercept interviews were completed, 50 in each of two apartment buildings in Montreal. The interviews were completed on Monday, March 25, 1996, between 6:00 AM and 5:00 PM. All interviews were completed by fully briefed, bilingual interviewers. A copy of the survey instrument is provided in *Appendix A*.

The report analyzes the results only in total, not according to the age, gender or language of the respondent. This is due to the fact that the sample size is limited, and therefore further breakdowns are unreliable. However, for the interest of the reader, detailed tables are provided in *Appendix B*.

2.0 Findings

2.1 Awareness of Drug Awareness Advertising

The level of awareness related to anti-drug advertising is high. When asked if they had seen, read or heard any advertisement of 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, two out of three (64%) respondents indicated that they had. (*See Appendix B, Question 2*)

Respondents who had seen, read or heard anti-drug advertising were most likely to have seen this advertisement on television (63%) or in an elevator (22%). (*See Appendix B, Question 3*)

2.2 Recognition of the Department's Elevator Advertisement

Most (61%) respondents indicated that they had not seen the advertisement before the survey. (*See Appendix B, Question 4*)

Of those who had seen the ad, 40% indicated that they had seen the ad in an elevator without being specifically probed about elevator ads in particular. (*See Appendix B, Question 5*)

Another 24% stated that they had seen it in an elevator, but only once the interviewer probed into elevator ads. (*See Appendix B, Question 6*)

Most (61%) of those who had seen the ad, read it when they saw it. (*See Appendix B, Question 7*)

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.

	Effective	Not effective
Seen advertisement before survey		
Yes	79%	21%
No	82%	18%
Age		
Under 35	81%	19%
35 and over	79%	21%

In general, elevator ads are considered somewhat effective by the entire sample. That is, 32% of the respondents believed that they are very effective, 32% that it is moderately effective, 21% not very effective and 10% not at all effective. As previously noted, it is difficult to reliably assess the findings for a smaller portion of those surveyed. (See Appendix B, Question 10)

The table presented below shows that those who rated the Department's advertisement as effective were more likely to rate elevator ads in general as effective (statistically significant). Also, younger respondents (under 35) were more likely than older ones to rate elevator advertisement in general as effective.

	Elevator Advertisement in General	
	Effective	Not effective
Department's Elevator Ad		
Effective	72%	28%
Not effective	44%	56%
Age		
Under 35	77%	23%
35 and over	55%	45%

3.0 Conclusions

1. Most people had never seen the advertisement before the survey, and another large proportion had not seen it in an elevator. Two out of three (and approximately three quarters of people under 35) consider elevator ads to be effective. It can therefore be concluded that:

there was moderate recognition of the elevator advertisement by the target group (persons aged 16 to 35). Nonetheless, younger adults would appear to have a more favourable response to elevator advertising in general.

2. The majority of respondents were able to identify, in some fashion, that the ad was transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada. Also, three quarters believed that the ad was effective in transmitting this message. It can therefore be concluded that:

the advertisement is effective in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada.

Appendix A - Survey Questionnaire

Survey of Apartment Dwellers

Hello, I am ... of Young & Wiltshire. 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 assist the Department of Foreign Affairs and International Trade provide useful and helpful information for Canadian travellers.

1. Are you ... **READ LIST.**

- Under 16 years of age 0 ▶ **THANK & TERMINATE**
- 16 to 24 years old 1
- 25 to 34 2
- 35 to 54 3 ▶ **CHECK QUOTA**
- 55 and over 4 ▶ **CHECK QUOTA**

2. 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 1 ▶ **ASK Q.3**
- No 2 ▶ **SKIP TO Q.4**

3. Where did you see, read or hear the ad? **DO NOT READ LIST. CIRCLE THE FIRST THREE MENTIONS ONLY.**

Where saw, read or heard	1st mention	2nd mention	3rd mention
Ad in elevator	1	1	1
TV ad	2	2	2
Brochure	3	3	3
Poster	4	4	4
Radio ad	5	5	5
Print advertisement in inflight magazine	6	6	6
Video/movie	7	7	7
Other (Specify)	8	8	8
Don't know/no answer	9	9	9

4. Have you seen this advertisement? **SHOW ADVERTISEMENT.**

- Yes 1 ▶ **PUT AD AWAY & CONTINUE WITH Q.5**
- No 2 ▶ **SHOW AD & SKIP TO Q.8**

5. Where? **DO NOT READ LIST. CIRCLE ALL THAT APPLY.**

- In elevator 1
- Print advertisement in inflight magazine 2
- Other (Specify) _____

IF "1" NOT CIRCLED IN Q.5, ASK:

6. Did you see this ad in an elevator?
Yes 1
No 2
7. Did you read the ad when you saw it?
Yes 1 ▶ DO NOT SHOW AD
No 2 ▶ SHOW AD

ASK EVERYONE:

8. What is/was the principal message in this advertisement?

9. How would you rate the effectiveness of this ad in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada? **HAND OUT CARD.**
Very effective 4
Moderately effective 3
Not very effective 2
Not at all effective 1
Don't know/no answer/refused 9
10. Using the same card, how would you rate the effectiveness of elevator advertising in general?
Very effective 4
Moderately effective 3
Not very effective 2
Not at all effective 1
Don't know/no answer/refused 9
11. **DO NOT ASK BUT RECORD GENDER:**
MALE 1
FEMALE 2
12. **DO NOT ASK BUT RECORD LANGUAGE OF INTERVIEW:**
FRENCH 1
ENGLISH 2

Thank and Terminate

Sondage auprès des habitants d'appartements

Bonjour, je suis ... de Young & Wiltshire. Nous effectuons une brève enquête pour le compte du Ministère fédéral des Affaires étrangères et du Commerce international. Votre participation aidera le Ministère des Affaires étrangères et du Commerce international à donner des renseignements utiles aux voyageurs canadiens.

1. À quel groupe d'âge appartenez-vous ... **LIRE LA LISTE.**

- Moins de 16 ans 0 ▶ **REMERCIEZ ET TERMINEZ**
- 16 à 24 ans 1
- 25 à 34 ans 2
- 35 à 54 ans 3 ▶ **VÉRIFIEZ LE QUOTA**
- 55 ans et plus 4 ▶ **VÉRIFIEZ LE QUOTA**

2. Avez-vous vu, lu, ou entendu de la publicité ou de l'information du gouvernement sur les risques et conséquences d'utiliser, d'acheter, de vendre ou de transporter des drogues illégales dans à l'étranger ou sur les précautions à prendre lorsque l'on voyage à l'extérieur du Canada, pour éviter de se trouver impliqué dans des crimes liés à la drogue?

- Oui 1 ▶ **POSEZ LA Q.3**
- Non 2 ▶ **PASSEZ À LA Q.4**

3. Où avez-vous vu, lu ou entendu cette publicité? **NE PAS LIRE LA LISTE. ENREGISTREZ SEULEMENT LES TROIS PREMIÈRES MENTIONS.**

Où vu, lu ou entendu	1 ^{ère} mention	2 ^{ème} mention	3 ^{ème} mention
Dans un ascenseur	1	1	1
À la télévision	2	2	2
Dans un pamphlet / brochure	3	3	3
Affiche	4	4	4
À la radio	5	5	5
Dans un magazine / une revue dans l'avion	6	6	6
Un vidéo / film	7	7	7
Autre (Précisez)	8	8	8
Ne sait pas / pas de réponse	9	9	9

4. Avez-vous vu cette annonce? **MONTREZ L'ANNONCE.**

- Oui 1 ▶ **METTEZ L'ANNONCE DE CÔTÉ ET CONTINUEZ AVEC LA Q.5**
- Non 2 ▶ **MONTREZ L'ANNONCE ET PASSEZ À LA Q.8**

5. Où? **NE PAS LIRE LA LISTE. ENCERCLEZ TOUTES LES RÉPONSES.**

- Dans un ascenseur 1
- Dans un magazine / une revue dans l'avion 2
- Autre (Précisez) _____

SI "1" N'EST PAS ENCERCLÉ À LA Q.5, DEMANDEZ:

6. Avez-vous vu cette annonce dans un ascenseur?
- Oui 1
- Non 2
7. Avez-vous lu cette annonce quand vous l'avez vu?
- Oui 1 ► NE MONTREZ PAS L'ANNONCE
- Non 2 ► MONTREZ L'ANNONCE

DEMANDEZ À TOUS LES RÉPONDANTS:

8. Quel est le message principal de cette annonce?
- _____
- _____
- _____
9. À votre avis, quelle est l'efficacité de cette annonce pour ce qui est de renseigner sur les risques et conséquences que comportent la possession ou le trafic de drogues illégales à l'extérieur du Canada?
REMETTEZ LA CARTE.
- Très efficace 4
- Relativement efficace 3
- Pas très efficace 2
- Pas du tout efficace 1
- Ne sait pas/pas de réponse/refus 9
10. Tout en utilisant la même carte, en général, quelle est l'efficacité des annonces dans les ascenseurs?
- Très efficace 4
- Relativement efficace 3
- Pas très efficace 2
- Pas du tout efficace 1
- Ne sait pas/pas de réponse/refus 9
11. NE PAS LIRE MAIS ENREGISTRER LE SEXE DU RÉPONDANT:
- HOMME 1
- FEMME 2
12. NE PAS LIRE MAIS ENREGISTRER LA LANGUE DE L'ENTREVUE:
- FRANÇAIS 1
- ANGLAIS 2

Remerciez et Terminez

Appendix B - Detailed Tables

2. 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?	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
	Yes	52%	62%	76%	65%	71%	53%	64%	65%
No	48%	38%	24%	35%	29%	47%	36%	35%	36%
Number of respondents	25	29	29	17	62	38	63	37	100

3. Where did you see, read or hear the ad?									
	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
Ad in elevator	23%	28%	26%	0%	24%	15%	22%	21%	22%
TV ad	62%	67%	57%	73%	62%	65%	63%	63%	63%
Brochure	0%	0%	9%	18%	7%	5%	10%	0%	6%
Poster	0%	11%	17%	9%	13%	5%	10%	13%	11%
Radio ad	15%	22%	22%	9%	20%	15%	20%	17%	18%
Print advertisement in inflight magazine	0%	6%	9%	9%	4%	10%	5%	8%	6%
Other	62%	33%	13%	36%	29%	40%	29%	38%	32%
Don't know/no answer	0%	11%	0%	9%	7%	0%	5%	4%	5%
Number of respondents	13	18	23	11	45	20	41	24	65

4. Have you seen this advertisement?									
	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
Yes	33%	41%	57%	12%	43%	32%	44%	31%	39%
No	67%	59%	43%	88%	57%	68%	57%	69%	61%
Number of respondents	24	29	28	17	61	37	62	36	98

5. Where?	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
In elevator	38%	42%	44%	0%	46%	25%	33%	55%	40%
Print advertisement in inflight magazine	0%	0%	6%	0%	4%	0%	4%	0%	3%
TV	13%	8%	13%	50%	8%	25%	11%	18%	13%
Bus/metro stop	13%	8%	13%	0%	4%	25%	11%	9%	11%
Pamphlet	13%	0%	0%	0%	4%	0%	0%	9%	3%
Newspaper	0%	0%	0%	50%	4%	0%	4%	0%	3%
Airport	0%	8%	6%	0%	4%	8%	7%	0%	5%
Don't know	25%	33%	19%	0%	27%	17%	30%	9%	24%
Number of respondents	8	12	16	2	26	12	27	11	38

6. Did you see this ad in an elevator?									
	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
Yes	40%	57%	33%	0%	43%	33%	39%	40%	39%
No	60%	43%	56%	100%	50%	67%	56%	60%	57%
Don't know	0%	0%	11%	0%	7%	0%	6%	0%	4%
Number of respondents	5	7	9	2	14	9	18	5	23

7. Did you read the ad when you saw it?									
	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
Yes	83%	64%	53%	0%	67%	50%	59%	67%	61%
No	17%	36%	47%	100%	33%	50%	41%	33%	39%
Number of respondents	6	11	15	1	21	12	27	6	33

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 carry/be involved/get caught carrying drugs	44%	48%	28%	29%	39%	37%	43%	
Not to use drugs/stop using drugs	24%	10%	7%	35%	18%	16%	17%	16%	17%
Not accept to carry/be aware of content of packages to be brought across border	0%	17%	24%	12%	13%	16%	19%	5%	14%
Laws of other countries	8%	10%	7%	6%	8%	8%	3%	16%	8%
Could be arrested/go to prison	20%	17%	3%	24%	15%	16%	16%	14%	15%
Could get a fine	4%	3%	0%	12%	5%	3%	6%	0%	4%
Be careful about drug trafficking	8%	3%	0%	6%	2%	8%	3%	5%	4%
Could lose everything/high price to pay/severe consequences	12%	17%	17%	6%	16%	11%	17%	8%	14%
Drugs are illegal	12%	7%	10%	12%	13%	5%	8%	14%	10%
Keep Canadians from getting involved in drugs	0%	0%	0%	6%	2%	0%	2%	0%	1%

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%
Number of respondents	25	29	29	17	62	38	63	37	100

9. How would you rate the effectiveness of this ad in transmitting information about the risks and consequences of getting involved with illegal drugs outside Canada?	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
	Not at all effective	0%	7%	7%	12%	8%	3%	8%	
Not very effective	16%	14%	14%	6%	13%	13%	11%	16%	13%
Moderately effective	60%	48%	45%	47%	50%	50%	51%	49%	50%
Very effective	24%	31%	35%	12%	24%	32%	25%	30%	27%
Don't know/no answer/refused	0%	0%	0%	24%	5%	3%	5%	3%	4%
Number of respondents	25	29	29	17	62	38	63	37	100

10. How would you rate the effectiveness of elevator advertising in general?									
	Age				Gender		Language		Total
	16 to 24	25 to 34	35 to 54	55 and over	Male	Female	French	English	
Not at all effective	12%	10%	7%	12%	7%	16%	13%	5%	10%
Not very effective	8%	14%	35%	29%	16%	29%	21%	22%	21%
Moderately effective	32%	35%	35%	24%	34%	29%	35%	27%	32%
Very effective	48%	38%	21%	18%	38%	24%	24%	46%	32%
Don't know/no answer/refused	0%	3%	3%	18%	7%	3%	8%	0%	5%
Number of respondents	25	29	29	17	62	38	63	37	100

LIBRARY E A/BIBLIOTHEQUE A E



3 5036 20096706 8

DOCS
CA1 EA 96S71 ENG
Survey of apartment dwellers for
the Anti-Drug Information Program
62717965