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TRACKING STUDY FOR
HEALTH PROMOTION ADVERTISING
CAMPAIGN CONCERNING,
TOBACCO USE, DWI AND DRUGS
(ENGLISH ONLY)

FINAL REPORT
(WAVE II)

July 27, 1988

Prepared For:

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EXECUTIVE SUMMARY

INTRODUCTION

Over the past several years, Health and Welfare Canada has conducted an annual advertising tracking study in order to provide diagnostic information concerning its health promotion campaigns. This report presents the results of Wave II of a two wave tracking study regarding the following 1987-88 English campaigns:

Break Free (Tobacco)
Play It Smart (Driving while impaired)
Really Me (Drugs)

A companion report presents the results of the Wave II tracking survey for the French campaigns.

The target groups for each of the campaigns were as follows:

<u>Campaign</u>	<u>Target Group</u>	
	<u>Primary</u>	<u>Secondary</u>
Break Free (Tobacco)	12 to 14	15 to 17
Play It Smart (Alcohol)	16 to 18	19 to 24
Really Me (Drugs)	11 to 13	14 to 17

In addition, a parents component of the Really Me campaign targeted the parents of 11 to 13 year olds primarily and 14 to 17 year olds secondarily. There were 5 TV advertisements used, one each for the Break Free and Play It Smart campaigns and two ads for the youth component of the Really Me campaign

- the Basketball and Sisters ads. In addition, one ad was prepared for the parents' component of the Really Me campaign. Further details concerning the campaigns are contained in Appendix V.

There were three areas of inquiry for each campaign, namely:

awareness and public reaction to the campaign;

attitudes and social content; and

behaviour, usage and behavioural intentions

METHODOLOGY

The data for this study were collected by personal interviews. One questionnaire was developed for youth and one for parents.

In all of the parent interviews, a youth from the same household was interviewed. Parent approval was sought before interviewing any youth under the age of sixteen.

The interviewing itself was done between March 7th and March 19, 1988. The first wave interviewing was done in October, 1987.

A total of 1,410 youth and 733 parent interviews were conducted. The majority of youth interviews were conducted with youth aged eleven to seventeen. Because of the target group quotas which were set 990 youth completed the tobacco portion of the questionnaire, 729 completed the DWI portion and 1,088 completed the drug portion.

The sample was distributed across each province according to the proportion of English speaking Canadians living in each province. In addition, the quotas were set by community size.

The French speaking sample is described in the companion report, Etude D'impact des Campagnes de Prevention de Sante et Bien-Etre Canada Contre L'Usage du Tabac, de L'alcool et des Droques et Centre L'alcool au Volant containing the French sample findings.

HIGHLIGHTS OF BREAK FREE CAMPAIGN FINDINGS

Details concerning the campaign itself are contained in Appendix IV. The key findings and implications concerning the Break Free campaign are given below:

Key Findings

- The social context of smoking is reflected in the proportion of smokers whose friends smoke. Almost half of daily smokers (49%) indicated that most of their friends smoke while only 12% of all respondents surveyed indicated most of their friends smoked (Table 3, Appendix IV). Only 6% of non-smokers indicated that their friends smoked.

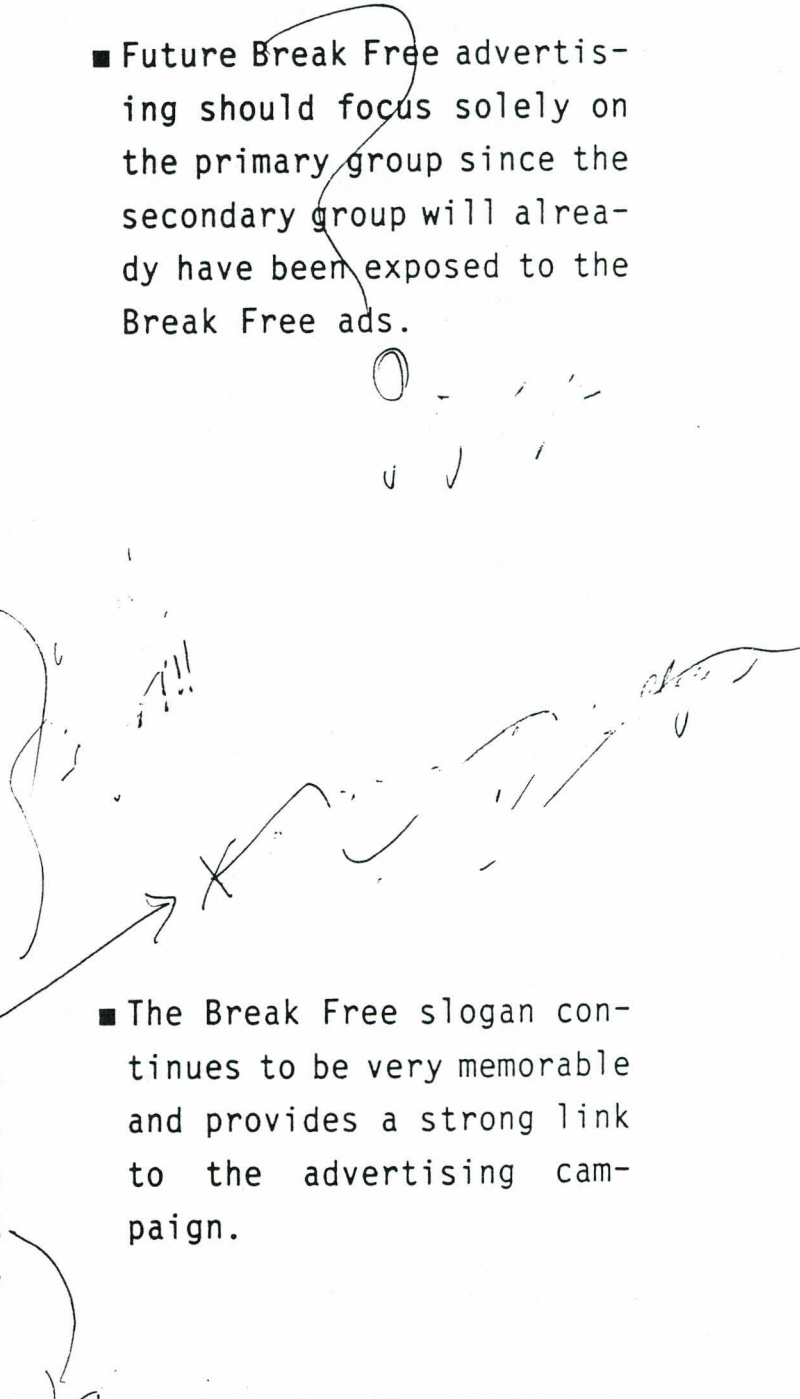
- Overall, most respondents (83%) in both target groups have seen some anti-smoking advertising (Exhibit 5). Roughly the same proportion of daily

Possible Implications

- Future anti-smoking campaigns should continue to alleviate the role of peer pressure in smoking behaviour.

- Substantial clutter exists for anti-smoking ads, therefore considerable media support is needed in order to communicate the unique Break Free message.

smokers have seen anti-smoking advertisements.

- Unaided awareness of the Break Free advertisement is 46% up from 38% in Wave I in the primary group and is 47% in the secondary target group virtually unchanged from Wave I (Exhibit 6). The unchanged awareness level in the secondary group is due undoubtedly to the fact that the Break Free campaign is not new and that many of those in the secondary group were much younger when they first saw the Break Free ad.
 - Future Break Free advertising should focus solely on the primary group since the secondary group will already have been exposed to the Break Free ads.
 - When asked whether they had heard of the "Break Free" advertisement, most respondents in both the primary (84%, up from 78% in Wave I) and secondary (85% up from 82%) target
 - The Break Free slogan continues to be very memorable and provides a strong link to the advertising campaign.
- 

groups indicated that they had (Exhibit 7). Roughly the same proportion of daily smokers were also aware of the "Break Free" advertisements.

- Respondents were shown a colour script of the Break Free advertisement and asked whether they had seen it. Aided awareness was 89%, up from 86%, in the primary group and 89% in the secondary group, up from 87% in Wave I (Exhibit 8). Aided awareness also approached similar levels for daily smokers. Aided awareness was also high for both males (87%) and females (91%) and across all regions of the country and all income levels.
- Recall of the Federal government as sponsor of the Break Free advertisement was 16% in the primary
- Since further increases in awareness levels for the Break Free campaign are unlikely, future media buys should be targetted solely to new age cohorts in the primary target group.
- Given the ages of the target groups, little improvement in sponsorship awareness levels can be

ry group and 29% in the secondary groups (Exhibit 10). Overall, 5% cited a provincial government or department.

expected.

- As in Wave I, the Break Free advertisement received very high interest ratings when compared to other ads in general. In the primary group, 74% rated the Break Free ad more interesting than other ads while 75% in the secondary group felt the same way (Exhibit 11).
- The Break Free ad also did well in terms of source credibility. The majority of primary (81%) and secondary (72%) group respondents indicated that the people in the Break Free ad were believable (Exhibit 14).

- The high level of interest in the Break Free ad undoubtedly contributes to the high recall enjoyed by the ad. These results suggest that little wearout has occurred regarding this ad at this time.
- The creative approach has worked well in terms of generating credibility.

- The prevalence of daily smoking behaviour increases with age from 5% in the primary group to 20% in the secondary group (Exhibit 19).
- Very few non-smokers (5%) in the primary group indicated that they expect to be smoking in one year's time but substantially more (18%) in the secondary group expect to be smoking (Table 14, Appendix IV).
- Among daily smokers, 37% indicated that they will probably not be smoking in a year's time (Table 15, Appendix IV).
- Prevention ads are required for the primary group while cessation ads are more appropriate for the secondary group. The current definition of the primary target group is appropriate.

- Substantially more respondents in the primary group (67%) feel that the Break Free advertisement would change whether they smoke compared to respondents in the secondary group (54%) (Exhibit 20). Fewer daily smokers (38%) feel the Break Free advertisement would be likely to change their smoking behaviour (Exhibit 21).
- A promotional strategy targeted solely to smokers is required.
- When asked whether the Break Free ad will make smoking less popular, a majority in the primary (67%) and secondary (62%) groups feel that the ad would make smoking less popular (Exhibit 22). However, among daily smokers, only 40% in the primary group and 57% in the secondary target group feel that the ad would make smoking less popular.

HIGHLIGHTS OF PLAY IT SMART FINDINGS

Details concerning the campaign itself are contained in Appendix V. The key findings and implications concerning the Play It Smart campaign are given below:

Key Findings

- As in Wave I, most respondents (89%) in both of the target groups have seen some DWI advertising (Exhibit 26). Roughly the same proportion of individuals who have ever driven after having a drink, have seen DWI advertisements.

- Unaided awareness of the Play It Smart advertisement is 29% in the primary group and 24% in the secondary group down from 31% reported for both groups in Wave I (Exhibit 27).

Implications

- The high awareness level of DWI advertisements suggests that the Play It Smart campaign occurs in an environment experiencing considerable clutter in which several DWI ads have been running. In order to convey the unique message of the Play It Smart campaign strong media support is required.

- The decline of unaided awareness Play It Smart is likely due to cessation of the TV and radio advertisements three months prior to the Wave II survey. Accordingly, continued media support is required if unaided awareness declines

are to be prevented.

- When asked whether they were aware of the "Play It Smart" advertisement, 43% in the primary group and 33% in the secondary group were aware of the "Play It Smart" advertisement (Exhibit 28). These slogan awareness levels are up slightly over the Wave I findings. Among those who have driven after having a drink, 35% were aware of the Play It Smart campaign.

- The Play It Smart slogan is memorable and continues to provide a link to the campaign.

and — — — —

- When aided by seeing a colour script of the Play It Smart advertisement, 70% in the primary group and 53% in the secondary group recalled seeing the advertisement (Exhibit 29). These aided awareness levels are up from the 60% and 46% reported in Wave I.

- This confirms that the campaign is reaching higher levels of awareness as the campaign progresses and that the media buys have been well targeted.



- As in Wave I, aided awareness did not differ greatly by sex or by community size, but did vary significantly across regions. Aided awareness ranged from a high of 69% in Ontario to a low of 54% in the Atlantic (Table 17, Appendix IV). Unlike Wave I, aided awareness of the advertisement was not substantially lower among those who have one to five drinks weekly (55%), more than five drinks weekly (57%) and have driven more than twice in the last month after drinking (55%).
 - More media support is required in some regions such as the Atlantic in order to achieve similar awareness levels across the country.
- 

- Of those who recall having seen the Play It Smart advertisement, 70% in the primary and secondary groups were able to recall one of several key messages in the ad (Exhibit 30). Across the two groups, the most frequently recalled key messages were that "you don't have to drink to have fun", "you could hurt/kill a friend if you drink and drive" and "you should think of others before you drink and drive".
- Recall of the Federal government as a sponsor of the Play It Smart advertisement was moderate - 26% in the primary group and 37% in the secondary group (Exhibit 31). Overall, 12% cited a provincial government or department.
- The creative approach has succeeded in conveying the unique messages of the Play It Smart ad.
- If sponsorship awareness is to improve, greater prominence of the sponsors is required.

- As in Wave I, the Play It Smart advertisement received moderately high interest ratings when compared to other ads in general. In the primary group 51% rated the Play It Smart ad more interesting than other ads while 40% in the secondary group feel the same way (Exhibit 32).
- The Play It Smart ad also did very well in terms of source credibility (i.e. credibility of the people in the ads). The majority of primary (86%) and secondary (79%) group respondents indicated that the people in the Play It Smart ad were believable (Exhibit 36).
- While ad interest does not necessarily drive ad persuasion, some improvements in the interest levels of the Play It Smart ads are indicated.
- The more serious line of the Play It Smart ad appears to have made the ads very believable.

■ Respondents were also asked if they agreed that drinking and driving is a serious problem in their age group. More than three-quarters (76%) of respondents in both the primary and secondary groups either agreed a lot (47%) or agreed a little (29%) (Table 26, Appendix IV). Interestingly, those who have driven after taking a drink were as likely (79%) to agree with this statement. These results indicate that drinking and driving is in fact recognized as a serious problem in the target groups.

■ Future ads should be geared to reinforcing existing attitudes that drinking and driving are inappropriate.

- Overall, more than one in ten (11%) of those in the primary target group have driven after having a drink compared with 53% in the secondary target group (Exhibit 37). Among drivers in the primary target group, 19% have driven at some time after having a drink while 62% in the secondary group have done so. In addition, among drivers 7% in the primary group and 28% in the secondary group indicated that they have driven while impaired at some time.
- Drinking and driving continues to be a problem in this age group suggesting a gap exists between attitudes and actual behaviour regarding drinking and driving. Future campaigns should work to reduce this discrepancy.

- When drivers were asked if they have driven in the last two months after drinking, 14% in the primary group and 56% in the secondary group indicated that they had done so. Respondents were also asked if they had been a passenger in a car in the last two months driven by a driver who had been drinking. One-quarter (25%) of those in the primary target group and 38% in the secondary group indicated that they had been in a car in the last two months driven by a driver who had been drinking (Exhibit 37).
- The median average age when respondents first drove a motor vehicle after having at least one drink is 17.0 years old. The mode was 16 years of age (Exhibit 38).
- This confirms the need to target 16 to 18 year olds as the primary target group.

- Among those who have driven after drinking in the past two months, the mean average number of times they have done so is 2.2 in the primary group and 2.3 in the secondary group.
- Respondents were also asked if they thought that the Play It Smart ad would make drinking and driving less popular. Substantially more individuals (75%) in the primary group than in the secondary group (63%) felt that the ad would make drinking and driving less popular (Exhibit 40).
- A promotional strategy targeted specifically to those who already drink and drive should be considered.

HIGHLIGHTS OF REALLY ME CAMPAIGN - YOUTH FINDINGS

Details concerning the campaign itself are contained in Appendix V. The key findings and implications concerning the Really Me campaign are given below:

Key Findings

- According to respondents in the primary target group (11 to 13 year olds) the main problems facing young people today are drug abuse (28%), alcohol abuse (21%), peer pressure (19%) and smoking (18%) (Exhibit 42). In the secondary group (14 to 17 year olds), the main problem cited were drug abuse (36%), alcohol abuse (32%) and peer pressure (29%).
- Overall, 77% of respondents are aware of some anti-drug ads (Exhibit 43).
- Unaided awareness of the Really Me advertisement, that is, either the Basketball or Sisters ads is 17% in the total sample, unchanged from Wave I (Exhibit 44). These re-

Implications

- Drug and alcohol abuse are clearly recognized by young people as major problems. Promotional campaigns in this area should build on this problem recognition.
- Extensive clutter also exists for anti-drug ads. Therefore, heavy media support is needed to convey Really Me's unique message.
- Because the Really Me ads have not aired for several months, the unchanged awareness levels suggest that these ads are very memorable.

sults generally hold for both the primary and secondary groups. Again, those who have ever used drugs and those who drink each month are as likely to be aware of the Really Me campaign as the rest of the sample.

■ When asked whether they were aware of the "Really Me" advertisements, roughly 47% in both groups said that they were aware of the campaign which is substantially higher than the 35% reported in Wave I (Exhibit 45). This was roughly the same result for those who have ever used drugs (46%) and those who drink each month (47%).

■ The "Really Me" slogan is memorable and continues to provide a link to the campaign.

■ Respondents were shown a colour script of the Basketball ad as an aid. In the primary target group 67% had seen the ad before, up from 59% in Wave I, while 73% in the secondary group had seen the ad before, up from 58% previously (Exhibit 46). Unlike the Wave I results, aided awareness did not differ by sex, family, income or region.

■ This suggests that the Basketball and Sisters ad are working well in the primary target and is also spilling over into the secondary groups to a considerable extent.

- Aided awareness of the Sisters ad is about the same as the Basketball ad with more than two-thirds of the primary (71%) and secondary (76%) groups having seen this ad. Many of those who have used drugs (78%) or who drink each month (76%) have seen this ad (Exhibit 47). Those most likely to be aware of Sisters ad are female (80%), live in Ontario (76%) and whose parental income is less than \$20,000 (79%). Those least likely to be aware of the Sister ad are male (68%) and live in the Prairies (71%).

- Of those who had recalled seeing the Basketball ad, 67% in the primary group and 75% in the secondary group were able to recall one of several key messages in the ad (Exhibit 48). Across the two groups, the most frequently recalled key messages were "don't be influenced by others" (33%), "can have more fun without drugs" (20%), "its not cool to use drugs" (9%), and "its not cool to use alcohol or drugs" (11%).
- Both the Basketball and Sisters ads generate a high level of comprehension successfully conveying their unique messages.

- Among those who had recalled with aid seeing the Sisters ad, 70% in the primary group and 81% in the secondary group were able to recall one of several key messages (Exhibit 49). Across the two groups, the most frequently recalled key messages were "drugs don't make you more mature" (58%), "don't be influenced by others" (17%) and "you don't need to do drugs to be cool (13%)".
- Recall of the Federal government as sponsor of the Basketball ad was 12% in the primary group and 26% in the secondary group (Exhibit 50). Recall of the Federal government as sponsor of the Sisters ad was 13% in the primary group and 21% in the secondary group.
- Given the ages of the target groups, additional sponsorship awareness cannot be easily generated.

- More than one-half (52%) of respondents in the primary target group and 47% in the secondary target group felt that the Basketball ad was more interesting than other ads (Exhibit 53). In comparison, 43% in the primary target group and 47% in the secondary target group felt that the Sisters ad was more interesting than other ads. There were no differences in the proportion of males and females who found the Basketball ad more interesting than other ads. However proportionally more females (56%) than males (33%) rated the Sisters ad as more interesting than other ads.
- The executional approaches employed are fairly interesting to the target groups.

- The Really Me ads also did very well in terms of source credibility. The large majority of respondents felt that the people in both the Basketball (84%) and Sisters (89%) ads were believable (Exhibits 54 and 55). In addition, the majority also felt that the people in both the Basketball (53%) and Sisters (52%) ads were like their friends.
- Both ads have communicated very credible messages.

■ Respondents were also asked if they agreed that there is nothing wrong with getting drunk sometimes. A small number (12%) in the primary group agreed while 39% in the secondary group agreed (Table 52, Appendix IV). Those who have ever used drugs are very likely (65%) to agree with this statement as were those who drink each month (67%).

■ Prevention should continue to be a goal for communications directed at the primary group but consideration should be given to cessation ads for the secondary group.

■ In the primary group, 40% reported that they had had at least one drink in their life compared with 83% in the secondary group. However, only 12% in the primary group had more than three drinks in the past year while 58% in the secondary group had. In terms of drinking once a month 3% in the primary group indicated that they did so while 28% in the secondary group indicated that they did so. Only 2% in the primary group have ever been drunk compared to 23% in the secondary group.

■ These results suggest two things. First, alcohol use is a serious problem among many young Canadians. Second, prevention programs should continue to be aimed at the primary group, that is 11 to 13 year olds.

- The mean average age of onset for having the first drink is 12.1 years old. Of those who have ever had a drink, 73% had this drink at age 14 or younger. Both onset ages are well below the legal drinking age. The age of onset for drinking once a month is 14.5 years old.
- Among those in both the primary and secondary groups who reported ever having been drunk, the mean number of times that they have been drunk in the past two months is 2.7 times. The term "drunk" was not defined and hence based on respondent self-perceptions.
- This result again confirms that alcohol abuse is a serious problem among young Canadians.

- In the primary target group, the use of drugs is relatively rare. The most commonly used drugs in this target group are glue/solvents (2%) and marijuana (1%) followed by speed (1%) and downers (1%) (Exhibit 59, Tables 61, 62 and 63, Appendix IV). Heroin, crack and cocaine usage is very rare in this group (less than 1%) (Tables 64, 65 and 66, Appendix IV). These results should be interpreted with some caution due to probable under-reporting of illicit substance usage among respondents.
- These results indicate that drug usage continues to be a problem in the secondary target group. Continued health promotion campaigns promoting a drug free lifestyle are required for the primary target group.
- In the secondary target group, reported drug usage is much higher. Almost one-in-five (18%) reported having used marijuana (Exhibit 59). Other less frequently reported drugs are speed (4%), glue/solvents (2%), downers (2%),

cocaine (1%), heroin (less than 1%), and crack (no usage reported) (Tables 61 to 66, Appendix IV). The caution regarding under reporting also applies to these results.

- Among those in the total sample who have tried drugs other than alcohol, the mean average age of first trying drugs is 13.9 years old (Table 67, Appendix IV).
- This again reinforces the need for a preventive program aimed at the primary target group.

■ Among those who have had an alcoholic drink, a substantial number in the primary group reported having had a serious discussion with one or both parents about drinking (38%) or drugs (41%) (Tables 68 and 69, Appendix IV). In the secondary group, 59% reported having had serious discussions about drinking and 55% reported having had serious discussions about drugs. Many in both groups reported having had these discussions in the past four months.

■ Promotional strategies should reinforce the need for continuing parental talks regarding drugs and alcohol.

- Respondents were also asked if they feel that the Really Me ads would make drug or alcohol use less popular. Almost three in four respondents in the primary groups felt that the Basketball (72%) and Sisters (72%) ads would in fact make drugs and alcohol less popular (Tables 72 and 73, Appendix IV).
- A majority in the secondary group also agreed that the Basketball (57%) and Sisters (63%) ads would make drug and alcohol use less popular. A majority of those who have ever used drugs or who drink each month also feel the Really Me ads would make alcohol and drugs less popular.
- This again suggests that the Really Me ads convey a credible message.

HIGHLIGHTS OF REALLY ME CAMPAIGN - PARENT FINDINGS

The key findings and implications concerning the parents campaign are given below:

Key Findings

- The vast majority of parents (88%) agreed either strongly (55%) or somewhat (33%) that too many teens drink these days (Table 74, Appendix IV). However, somewhat fewer (53%) agreed that too many pre-teens drink these days.
- A large majority of parents (87%) also agreed that drug use is a major problem among teens while fewer (56%) agreed that drug use is a problem among preteens (Tables 76 and 77, Appendix IV).

Implications

- These findings clearly indicate that many parents recognize alcohol and drug use is a problem among the country's youth.
- Parents' campaigns should be built on the recognized problems of teenagers.

- Parents were divided over whether they felt that most parents find it difficult to talk to their children about drugs and also about alcohol. Specifically, 48% agreed that most parents find it difficult to talk about drugs while 40% agreed that most parents find it difficult to talk about alcohol (Table 79, Appendix IV).
- Most parents indicated that they have had serious discussions with their children about alcohol (70%) and drugs (74%) (Exhibits 64 and 65). Of these parents, many have had talks in the past two months about alcohol (43%) and drug (43%) use.
- This finding suggests that a large number of parents do themselves have difficulty talking to their children about drugs and alcohol.
- Continuing programs are needed to assist parents in generating constructive dialogue with their children about drugs and alcohol.
- Promotional campaigns should be designated to reinforce the need for parental talks.

- Few parents (2%) of children in the primary target group believe that their child drinks each month while 16% of parents of children in the secondary group believe so (Exhibit 66). This perceived level of monthly drinking is accurate for the primary group based on self-reported behaviour (3%) but greatly underestimates monthly drinking in the secondary target group (28%).
- About one-third (30%) recalled with aid having seen the parents' Really Me ad. Comparative Wave I data is unavailable as this was a recent ad and had not been run previously.
- Clearly many parents are unaware of their children's alcohol usage.
- Parents should be reminded of the potential for alcohol and drug problems in their own homes.
- The parents' Really Me ads are off to a strong start.

- Of those who had seen the ad, 22% had talked to their child as a result of seeing the ad, 43% recalled the booklet and 3% had written away for the booklet (Tables 91 and 92, Appendix IV).
- Almost one-half (44%) recalled receiving notice of a booklet dealing with alcohol and drug use with their family allowance cheques and of these 7% had written away for the booklet (Tables 96 and 97, Appendix IV).
- Family allowance inserts rather than advertisements are a more effective way of generating booklet requests.

I. INTRODUCTION

A. BACKGROUND

Over the past several years, Health and Welfare Canada has conducted an annual advertising tracking study in order to provide diagnostic information concerning its health promotion campaigns. This report presents the results of Wave II of a two wave tracking study regarding the following 1987-88 English campaigns:

Break Free (Tobacco)
Play It Smart (Driving while impaired)
Really Me (Drugs)

A companion report presents the results of the Wave II tracking survey for the French campaigns.

The primary medium for each of the campaigns was television while radio was used as a secondary medium. In addition, some outdoor transit shelter sheets were used together with some magazine advertising. Blocking charts which display the media weights given to each campaign are attached in Appendix I.

The target groups for each of the campaigns were as follows:

<u>Campaign</u>	<u>Target Group</u>	
	<u>Primary</u>	<u>Secondary</u>
Break Free	12 to 14	15 to 17
Play It Smart	16 to 18	19 to 24
Really Me	11 to 13	14 to 17

In addition, a parents component of the Really Me campaign targeted the parents of 11 to 13 year olds primarily and 14 to 17 year olds secondarily.

There were 5 TV advertisements used, one each for the Break Free and DWI campaigns and two ads for the youth component of the Really Me campaign - the Basketball and Sisters ads. In addition, one ad was prepared for the parents component of the Really Me campaign. Colour scripts for each of these advertisements are attached in Appendix II.

The communications objectives for each campaign are contained in Break Free: Non-Smoking F'87/88 Media Plan (McKim Advertising, June 16, 1987). Driving While Impaired, F'87/88 Media Plan (McKim Advertising, June 10, 1987) and Public Awareness and Information Campaign Strategies for the Health and Welfare Component of the National Drug Strategy (McKim Advertising, March, 1987). These documents are attached in Appendix V.

B. RESEARCH OBJECTIVES

The research objectives were developed within the framework provided by A Proposal to Conduct a Tracking Study of Health Promotion Advertising Campaigns Concerning Tobacco Use, Drugs and Impaired Driving (Canadian Gallup Poll, April 1987). That report delineated three areas of inquiry for each campaign, namely:

awareness and public reaction to the campaign;

attitudes and social content; and

behaviour, usage and behavioural intentions

These areas of inquiry were clarified in consultation with Departmental staff. It is important to keep in mind that the overall objective of the research was to provide diagnostic information that could be used to improve the campaigns rather than to evaluate the effectiveness of the campaigns per se. In this regard the study monitored the implementation of the campaign through the use of standard media indicators. In addition, behavioural and attitude data was collected. The limitation of behaviour and attitude data is twofold. First, some behaviours such as drug use are undoubtedly under-reported given their illicit nature. Second, causality between

advertising awareness and attitude/behavioural measures
cannot be established in this type of survey design.

II. METHODOLOGY

A. OVERVIEW

The data for this study were collected by personal interviews. One questionnaire was developed for youth and one for parents. The questionnaires were designed to collect information concerning campaign awareness, attitudes and usage. After reviewing the draft questionnaires with the Department, the questionnaires were pretested. Based on the pretest results, the questionnaires were revised. Slight modifications to the questionnaires were made after Wave I (Appendix III).

In all of the parent interviews, a youth from the same household was interviewed. In this way, parent information such as household income could be linked to youth information. Parent approval was sought before interviewing any youth under the age of sixteen. Information of a confidential nature such as drug use was collected through a self-completed portion of the questionnaire which was sealed before being given to the interviewer. In this way anonymity and confidentiality were guaranteed.

The sample was based on a cluster methodology with 224 clusters distributed proportionately across English Canada. Approximately 6 youth and 3 parent interviews were done from each cluster. One interviewer was

assigned to each cluster. Quotas were set by region and community size. The interviewing itself was done between March 7th and March 19, 1988. The Wave I survey was undertaken in October, 1987.

EXHIBIT 1

SAMPLE STRUCTURE BY AGE OF CHILD *

	CHILDREN		PARENTS	
	SEPT	MARCH	SEPT	MARCH
Eleven	99	98	108	97
Twelve	149	148	105	112
Thirteen	162	166	104	108
Fourteen	124	112	100	102
Fifteen	174	157	104	107
Sixteen	209	198	102	103
Seventeen	209	209	108	104
Eighteen	44	43	-	-
Nineteen	52	46	-	-
Twenty	44	49	-	-
Twenty-one	46	46	-	-
Twenty-two	43	47	-	-
Twenty-three	42	47	-	-
Twenty-four	<u>43</u>	<u>44</u>	<u>-</u>	<u>-</u>
TOTAL SAMPLE	1440	1410	731	733

* Not all questions were asked of all age groups.

EXHIBIT 2

SAMPLE STRUCTURE BY TARGET GROUP

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	<u>1987</u>	<u>1988</u>	<u>1987</u>	<u>1988</u>	<u>1987</u>	<u>1988</u>
	#	#	#	#	#	#
TOBACCO	435	426	592	564	1027	990
DWI	462	450	270	279	732	729
DRUGS	410	412	716	676	1126	1088

EXHIBIT 3

SAMPLE STRUCTURE BY PARENT'S TOTAL HOUSEHOLD INCOME BEFORE TAXES (Q.31)

	<u>PARENTS</u>			
	<u>SEPT</u>		<u>MARCH</u>	
	<u>1987</u>		<u>1988</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Under \$20,000	125	17	108	15
\$20,000 - 30,000	139	19	126	17
\$30,000 - 40,000	115	16	125	17
Over \$40,000	259	35	267	36
Refused	93	13	107	15
TOTAL	731		733	

PARENTS INCOME BY REGION (March 1988)

	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>PRAIRIES</u>	<u>BRITISH</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>COLUMBIA</u>
Under \$20,000	33	9	11	13	15
\$20,000 - 30,000	26	17	19	14	20
\$30,000 - 40,000	8	26	14	26	17
Over \$40,000	15	34	42	35	26
Refused	18	13	15	13	13
BASE (n =)	(66)	(23)	(293)	(144)	(96)

B. SAMPLE STRUCTURE

A total of 1,410 youth and 733 parent interviews were conducted (Exhibit 1). The majority of youth interviews were conducted with youth aged eleven to seventeen.

Because of the target group quotas which were set 990 youth completed the tobacco portion of the questionnaire, 729 completed the DWI portion and 1,088 completed the drug portion (Exhibit 2).

The sample was distributed across each province according to the proportion of English speaking Canadians living in each province (Table 1, Appendix IV). In addition, the quotas were set by community size (Table 2, Appendix IV). In the parent's sample, the median total household income before taxes was approximately \$35,000 (Exhibit 3). The representativeness of the sample in terms of parental income is difficult to assess given the specialized nature of the sample (i.e. parents of children aged 11 to 17 years old).

The French speaking sample is described in the companion report containing the French sample findings.

III. TOBACCO CAMPAIGN FINDINGS

The tobacco campaign findings have been grouped into eight topics, namely:

- social context,
- advertisement awareness,
- advertisement interest,
- general attitudes,
- smoking attitudes,
- smoking behaviour,
- word of mouth, and
- school talks.

EXHIBIT 4

MAIN PROBLEMS FACING YOUNG PEOPLE TODAY (Q.1)

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Drug Abuse	32*	30*	34*	37*	33*	34*
Alcohol Abuse	24	26	28	31	26	29
Peer Pressure	20	24	24	30	22	27
Smoking	20	24	8	11	13	13
Dislike School	7	10	12	13	9	11
Family Problems	7	8	10	12	9	10
Lack of Jobs	2	2	11	11	7	7
Pressure to Do Drugs	6	6	6	4	6	5
Pressure to Drink	4	4	5	6	5	6
Drinking and Driving	1	1	2	5	2	2
Other	51	41	58	48	55	45
Don't Know	3	4	3	3	3	5
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

* Results exceed 100% due to multiple mentions, therefore results are based on respondents not frequency of mentions per se. Order of mention was not recorded.

A. SOCIAL CONTEXT

In order to establish the social context for the tobacco campaign, both target groups were asked what the main problems were facing young people today. In the primary target group (those aged 12 to 14), smoking was mentioned by 24%, behind only drug abuse (30%) and alcohol abuse (26%) (Exhibit 4). However, in the secondary target group (those aged 15 to 17), only 11% mentioned smoking, well behind drug abuse (37%), alcohol abuse (31%) and peer pressure (30%). These findings reinforce the need to focus on those aged 12 to 14 in tobacco campaigns as interest in smoking issues declines rapidly after that age.

The social context of smoking is reflected in the proportion of smokers whose friends smoke. Almost half of daily smokers (49%) indicated that most of their friends smoke while only 12% of all respondents surveyed indicated most of their friends smoked (Table 3, Appendix IV). Only 6% of non-smokers indicated that their friends smoked.

The results are consistent with the Wave I findings.

EXHIBIT 5
AWARENESS OF ANY NON-SMOKING
ADVERTISEMENT (Q.43)
(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes	79	82	81	84	80	83
No	16	14	15	12	15	13
Don't Know	5	4	4	22	5	4
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

(Base: Daily Smokers)

Yes	76*	95*	86	88	84	89
No	18	0	9	9	11	8
Don't Know	6	5	5	4	5	4
BASE (n =)	(34)	(20)	(136)	(114)	(170)	(134)

* Results should be interpreted with caution due to small sample size

EXHIBIT 6

UNAIDED AWARENESS OF BREAK FREE ADVERTISEMENT (Q.44)

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(12 - 14)		(15 - 17)		(12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Unaided Awareness *	38	46	48	47	43	47
Aware of Others	41	36	33	37	37	36
Not Aware of Any	21	18	19	16	20	17
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

(Base: Daily Smokers)

Unaided Awareness	35**	60**	47	56	45	57
Aware of Others	41	35	39	31	39	31
Not Aware of Any	25	5	14	13	16	12
BASE (n =)	(34)	(20)	(136)	(114)	(170)	(134)

* Based on respondent's ability to describe Break Free advertisement without any assistance

** Results should be interpreted with caution due to small size

EXHIBIT 7

SLOGAN AIDED AWARENESS OF BREAK FREE ADVERTISEMENT (Q.45)*

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Slogan Aided Awareness	78	84	82	85	80	85
Not Aware	16	13	14	12	15	12
Don't Know	6	3	4	3	5	3
BASE (n =)	(425)	(426)	(592)	(564)	(1027)	(990)

(Base: Daily Smokers)

Slogan Aided Awareness	79**	95	80	86	80	87
Not Aware	9	5	15	11	14	10
Don't Know	12	0	5	4	6	3
BASE (n =)	(34)	(20)	(136)	(114)	(170)	(134)

* Respondents were aided by asking them if they had seen the Break Free Ad

** Results should be interpreted with caution due to small sample size

EXHIBIT 8
AIDED AWARENESS OF BREAK FREE
ADVERTISEMENT (Q.46)*
(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes, Has Seen Ad	86	89	87	89	87	89
No, Hasn't Seen Ad	12	10	10	9	11	9
Don't Know	2	1	3	1	2	1
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

(Base: Daily Smokers)

Yes, Has Seen Ad	82**	100	87	88	87	90
No, Hasn't Seen Ad	15	0	9	11	10	9
Don't Know	3	0	4	2	3	2
BASE (n =)	(34)	(20)	(136)	(114)	(170)	(134)

* Respondents were aided by showing them a colour script of the Break Free Ad

** Results should be interpreted with caution due to small sample size

B. ADVERTISEMENT AWARENESS

Overall, most respondents (83%) in both target groups have seen some anti-smoking advertising (Exhibit 5). Roughly the same proportion of daily smokers have seen anti-smoking advertisements.

Unaided awareness of the Break Free advertisement is 46% in the primary group up from 38% in Wave I, and is 47% in the secondary target group, virtually unchanged from Wave I (Exhibit 6). The unchanged awareness level in the secondary group is due undoubtedly to the fact that the Break Free campaign is not new and that many of those in the secondary group were much younger when they first saw the Break Free ad. The awareness level of Break Free was higher among daily smokers (57%) than in the total sample.

When asked whether they had heard of the "Break Free" advertisement, most respondents in both the primary (84%, up from 78% in Wave I) and secondary (85%, up from 82%) target groups indicated that they had (Exhibit 7). Roughly the same proportion of daily smokers were also aware of the "Break Free" advertisements. The Break Free slogan continues to be very memorable and provides a strong link to the advertising campaign.

Respondents were shown a colour script of the Break Free advertisement and asked whether they had seen it. Aided

EXHIBIT 9

MESSAGE RECALL FOR BREAK FREE ADVERTISEMENT (Q.47)

(TOBACCO CAMPAIGN)

(BASE: Those who have seen Break Free ad)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Freedom Not To Smoke	21	19	25	24	24	22
Its Cool Not To Smoke	10	10	15	14	13	12
Break Free From Smoking	10	10	13	11	12	10
Fun Without Smoking	4	4	7	6	6	6
Norm Not To Smoke	4	4	6	8	5	6
Other Detailed Messages	4	3	5	4	6	4
Other Messages Recalled	62	65	52	54	56	60
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

awareness was 89% in the primary group, up from 86% in Wave I and 89% in the secondary group, up from 87% in Wave I (Exhibit 8). Aided awareness also approached similar levels for daily smokers.

Aided awareness was also high for both males (87%) and females (91%) and across all regions of the country and all income levels (Table 4, Appendix IV).

Of those who have seen the Break Free advertisement, 35% in the primary group and 46% in the secondary group were able to recall one of several detailed messages in the ad (Exhibit 9). Messages recalled by both groups included "freedom not to smoke" (22%), "its cool not to smoke" (12%), "break free from smoking" (10%), "have fun without smoking" (6%) and "norm is not to smoke" (6%).

Daily smokers were also likely to recall the "freedom not to smoke" message (20%) (Table 5, Appendix IV).

Recall of the Federal government as sponsor of the Break Free advertisement was 16% in the primary group and 29% in the secondary group (Exhibit 10). Overall, 5% cited a provincial government or department (Table 6, Appendix IV).

Federal government sponsorship recall was particularly low in British Columbia (19%) and high in the Prairies (28%) (Table 7, Appendix IV). There were no significant

EXHIBIT 10

PERCEIVED SPONSOR OF BREAK FREE ADVERTISEMENT (Q.48)

(TOBACCO CAMPAIGN)

(Base: Those who have seen Break Free ad)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(12 - 14)		(15 - 17)		(12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Federal Government	18	16	29	29	25	23
Provincial Government	8	8	13	7	10	5
Other Government	10	29	18	41	14	36
Cancer Society	8	7	12	9	10	8
Addiction Foundation	1	*	2	1	2	1
AADAC	2	*	1	*	2	*
Other	20	20	20	15	20	17
Don't know	53	53	38	47	44	50
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

* Less than 1%

differences in perceived provincial government sponsorship across the various regions.

EXHIBIT 11
INTEREST IN BREAK FREE AD COMPARED
TO OTHER ADS IN GENERAL (Q.49)
(TOBACCO CAMPAIGN)

TARGET GROUP					
PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
%	%	%	%	%	%

(Base: Those who have seen ad)

More Interesting	75	74	74	75	74	75
Same	17	18	17	17	17	17
Less Interesting	5	4	7	6	6	5
Don't Know	3	4	2	2	3	3
BASE (n =)	(374)	(379)	(517)	(504)	(881)	(883)

(Base: Daily Smokers who have seen ad)

More Interesting	61**	70**	68	68	67	68
Same	21	10	18	21	19	19
Less Interesting	7	5	12	9	11	8
Don't Know	11	15	2	2	3	4
BASE (n =)	(28)	(20)	(119)	(100)	(147)	(120)

** Results should be interpreted with caution due to small sample size

EXHIBIT 12

THINGS RESPONDENTS LIKED ABOUT
THE BREAK FREE AD (Q.50)

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Music Singing	40*	42*	37*	42*	38*	42*
Singer Luba	23	25	23	29	23	27
Kids/Teen in Ad	13	12	23	20	19	17
Action/Dancing/Energy	16	15	13	12	14	13
Appearance of Ad	13	13	11	13	12	13
Anti-Smoking Theme	11	21	5	23	8	19
Eye Catching	6	5	8	6	7	6
Other	20	4	24	6	22	25
Nothing	12	7	12	9	12	8
Don't Know	4	2	2	2	3	2
BASE (n =)	(374)	(379)	(517)	(504)	(881)	(883)

* Results exceed 100% due to multiple mentions

EXHIBIT 13

THINGS RESPONDENTS DISLIKED ABOUT
THE BREAK FREE AD (Q.51)

(TOBACCO CAMPAIGN)

(Base: Those who have seen Break Free ad)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(12 - 14)		(15 - 17)		(12 - 17)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Unrealistic	2*	2	4*	3	3*	3
Action/Dancing	2	1	2	3	2	2
Singer/Luba	2	2	2	4	2	3
Music/Singing	2	**	2	2	2	2
Other	5	7	11	13	9	10
Nothing	85	87	80	76	82	81
Don't Know	3	2	2	3	1	3
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

* Results exceed 100% due to multiple mentions

** Less than 1%

C. ADVERTISEMENT INTEREST

As in Wave I, the Break Free advertisement received very high interest ratings when compared to other ads in general. In the primary group, 74% rated the Break Free ad more interesting than other ads while 75% in the secondary group felt the same way (Exhibit 11). The high level of interest in the Break Free ad undoubtedly contributes to the high recall enjoyed by the ad. However, fewer daily smokers (68%) feel that the Break Free ad was more interesting than other ads (Table 8, Appendix IV).

Like Wave I, the main executional elements which respondents liked about the Break Free ad included the music/singing (42%), the singer/Luba (27%), the use of kids/teens in the ad (17%), the action/dancing/energy (13%) and the appearance of the ad (13%) and anti-smoking theme (19%) (Exhibit 12). There was little that the respondents did not like about the ad (Exhibit 13). This suggests that the creative approach and execution of the Break Free ad is very appropriate for this age group.

The Break Free ad also did well in terms of source credibility. The majority of primary (81%) and secondary (72%) group respondents indicated that the people in the Break Free ad were believable (Exhibit 14).

EXHIBIT 14

RATINGS OF PEOPLE IN BREAK FREE
ADVERTISEMENT (Q.52)

(TOBACCO CAMPAIGN)

BASE: Those who have seen Break Free ad

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Believable	82	81	73	72	77	76
Not Believable	14	13	21	23	18	19
Don't Know	4	6	6	4	5	5
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

EXHIBIT 15

AGREEMENT WITH STATEMENT "WHEN I'M WITH A GROUP OF FRIENDS I OFTEN GO ALONG WITH WHAT THEY DO, EVEN IF I DON'T AGREE WITH IT" (Q.2)

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Agree a lot	6	4	6	4	6	4
Agree a little	29	37	26	31	27	34
Disagree a little	26	28	27	26	27	27
Disagree a lot	34	29	38	38	36	34
Don't know	5	2	3	1	4	1
Mean	2.1	2.2	2.0	2.0	2.0	2.1
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

(Base: Daily Smokers)

Agree a lot	12*	10*	11	4	11	5
Agree a little	41	50	31	34	33	37
Disagree a little	12	10	23	21	21	19
Disagree a lot	29	20	33	40	32	37
Don't know	6	5	2	0	3	1
Mean	2.4	2.6	2.2	2.0	2.2	2.1
BASE (n =)	(34)	(20)	(136)	(114)	(170)	(134)

(Base: Those who have seen Break Free ad)

Agree a lot	5	4	6	4	5	4
Agree a little	29	37	25	31	27	34
Disagree a little	25	28	28	26	27	27
Disagree a lot	35	30	39	39	38	35
Don't know	6	2	2	1	3	1
Mean	2.1	2.2	2.0	2.0	2.0	2.1
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

* Results should be interpreted with caution due to small sample size

D. GENERAL ATTITUDES

Respondents were asked whether they agreed or disagreed with a series of attitudinal statements. The first statement was whether when they're with their friends they do things they disagree with. This is a measure of peer pressure. More than one-third of respondents (38%) either agreed a lot with this statement (4%) or agreed a little (34%) with this statement (Exhibit 15). There were no major differences between the two target groups on this question which suggests that within these age groups the level of perceived peer pressure does not increase or decrease. The implication of these results is not that the level of peer pressure is relatively low but that a lot of peer pressure is not recognized or is denied by the respondents. Accordingly, future advertising campaigns concerning tobacco use should continue to focus on the peer pressure issue.

A higher level of perceived peer pressure was found among those who smoke daily with 42% either agreeing a lot (5%) or agreeing a little (37%) with that statement.

Those who were aware of the Break Free ad were as likely to agree with this statement as those who have not seen it.

Role modeling and responsibility is the other side of the peer pressure issue. In order to assess the degree

EXHIBIT 16

AGREEMENT WITH STATEMENT "MY PARENTS RESPECT MY POINT-OF-VIEW AND LISTEN TO WHAT I HAVE TO SAY" (Q.2)

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Agree a lot	43	43	38	41	40	42
Agree a little	35	34	36	32	35	33
Disagree a little	8	16	12	16	11	16
Disagree a lot	8	5	11	9	10	7
Don't know	6	2	3	1	4	3
Mean	3.2	3.2	3.0	3.1	3.1	3.1
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

(Base: Daily Smokers)

Agree a lot	23*	15	35	37	32	34
Agree a little	29	15*	28	24	28	28
Disagree a little	18	15	14	21	15	20
Disagree a lot	17	10	20	14	20	13
Don't know	11	5	3	4	5	5
Mean	2.4	2.8	2.2	2.9	2.8	2.9
BASE (n =)	(34)	(20)	(136)	(114)	(170)	(134)

(Base: Those who have seen Break Free ad)

Agree a lot	44	44	38	41	40	42
Agree a little	35	33	36	33	36	33
Disagree a little	9	16	12	16	10	16
Disagree a lot	6	5	12	9	10	7
Don't know	6	2	2	2	4	2
Mean	3.2	3.2	3.0	3.1	3.1	3.1
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

* Results should be interpreted with caution due to small sample size

of responsibility respondents felt to be good role models, they were asked whether it was important to set examples for those who are younger than they are. Most (88%) recognize this responsibility and agreed a lot (54%) or agreed a little (34%) that it was important to set an example for younger people (Table 10, Appendix IV). As in Wave I, fewer (49%) daily smokers agreed strongly with this statement, suggesting that tobacco campaigns can profitably use these feeling of responsibility in future campaigns.

In order to assess the level of constructive parental dialogue in the target groups, respondents were asked whether their parents respected their view and listened to what they had to say. While three-quarters either agreed a lot (42%) or agreed a little (33%) with this statement, substantially fewer daily smokers (62%), agreed a lot (34%) or agreed a little (28%) (Exhibit 16). This suggests that future tobacco campaigns should continue including an element designed to promote constructive parental dialogue.

EXHIBIT 17

AGREEMENT WITH STATEMENT "MORE TEENAGERS THAN EVER BEFORE ARE SMOKING CIGARETTES" (Q.3)

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Agree a lot	54	50	46	43	50	46
Agree a little	28	26	25	22	26	24
Disagree a little	9	11	16	18	13	15
Disagree a lot	4	6	8	13	7	10
Don't know	5	7	4	4	4	6
Mean	3.4	3.3	3.2	3.0	3.3	3.3
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

(Base: Daily Smokers)

Agree a lot	68*	75	58	50	60	54
Agree a little	27	10	18	25	20	23
Disagree a little	0	10	16	17	13	16
Disagree a lot	0	5	4	7	4	7
Don't know	5	0	3	1	3	1
Mean	3.7	3.6	3.3	3.2	3.4	3.3
BASE (n =)	(34)	(20)	(136)	(114)	(170)	(134)

(Base: Those who have seen Break Free ad)

Agree a lot	55	52	48	44	51	47
Agree a little	27	24	24	20	26	21
Disagree a little	9	11	16	19	13	16
Disagree a lot	4	7	8	14	6	11
Don't know	5	7	4	4	4	6
Mean	3.4	3.6	3.2	3.0	3.3	3.1
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

* Results should be interpreted with caution due to small sample size

E. SMOKING ATTITUDES

Respondents were also asked whether they agreed or disagreed with a series of attitudinal statements concerning smoking. The first statement was whether they feel more teenagers than ever before are smoking cigarettes. This statement was designed to measure perceptions of smoking as a social norm. In the primary group, 76% agreed a lot (50%) or agreed a little (26%) that more teenagers were smoking while 65% in the secondary group agreed with this statement (Exhibit 17). Among daily smokers, substantially more in the primary (85%) and secondary groups (80%) agreed with this statement. Clearly, smokers are more likely to perceive smoking is the norm than non smokers. Future tobacco campaigns should continue to try to change this perception. Among those who have seen the Break Free ad, 76% in the primary group and 64% in the secondary group agreed with this statement.

Respondents were also asked whether they felt people their age smoked because their friends do. Most respondents in the primary (71%) and secondary (65%) groups agreed with this statement (Exhibit 18). Unlike the Wave I results, daily smokers in both the primary (75%) and secondary (75%) groups were more likely to agree that peer pressure is an underlying motivation for smoking. This suggests that many smokers are likely

EXHIBIT 18

AGREEMENT WITH STATEMENT "MOST PEOPLE MY AGE ONLY SMOKE BECAUSE THEIR FRIENDS DO" (Q.3)

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Agree a lot	37	40	34	43	36	36
Agree a little	32	31	35	22	33	32
Disagree a little	13	12	17	18	15	15
Disagree a lot	11	12	10	13	11	12
Don't know	7	6	4	4	5	5
Mean	3.0	3.1	3.0	3.0	3.0	3.0
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

(Base: Daily Smokers)

Agree a lot	29*	30*	18	50	21	19
Agree a little	29	45	30	25	30	34
Disagree a little	27	15	25	17	25	22
Disagree a lot	12	5	21	7	19	21
Don't know	3	5	6	1	5	4
Mean	2.8	3.1	2.5	3.2	2.5	2.5
BASE (n =)	(34)	(20)	(136)	(114)	(170)	(134)

(Base: Those who have seen Break Free ad)

Agree a lot	38	39	35	33	36	36
Agree a little	31	31	35	34	34	33
Disagree a little	13	12	16	17	14	15
Disagree a lot	11	12	10	12	11	12
Don't know	7	6	4	3	5	4
Mean	3.0	3.0	3.0	2.9	3.0	3.0
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

* Results should be interpreted with caution due to small sample size

to recognize peer pressure as a factor motivating their smoking behaviour. Future tobacco campaigns should continue to counteract peer pressure influence.

Those who have seen the Break Free ad did not differ from the total sample on this question.

The majority of primary (83%) and secondary (81%) group respondents disagreed a lot that smoking is a sign of growing up while fewer daily smokers in the primary (50%) and secondary (67%) groups felt this way (Table 11). Future tobacco campaigns should continue to reinforce this belief.

As in the Wave I survey, most respondents in the primary (76%) and secondary (77%) groups disagreed that smoking helps people stay slim (Table 12). Slightly fewer daily smokers disagreed with this statement. Staying slim through smoking is not a major issue in these age groups because it is not a commonly held belief. Future tobacco campaigns should not concentrate on this aspect of smoking motivation.

Respondents were also asked whether they agreed that smoking is relaxing. While the majority of respondents (67%) disagreed that smoking is relaxing, a majority (69%) of daily smokers did agree that smoking is relaxing (Table 13, Appendix IV). This suggests that the relaxation motivation is an area that can be addressed in future tobacco campaigns.

EXHIBIT 19
PREVALENCE OF SMOKING DAILY (Q.4)
(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(12 - 14)		(15 - 17)		(12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes	8	5	23	20	16	14
No	87	94	76	79	81	85
Refused	5	1	1	1	3	1
BASE (n =)	(435)	(426)	(592)	(564)	(1027)	(990)

(Base: Those aware of Break Free Ad)

Yes	7	5	23	20	16	14
No	88	93	76	79	81	85
Refused	5	1	1	1	3	1
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

F. SMOKING BEHAVIOUR

The prevalence of daily smoking behaviour increases with age from 5% in the primary group to 20% in the secondary group (Exhibit 19). These incidence rates are similar to those reported in Wave I.

Those who have seen the Break Free advertisement are as likely to be daily smokers as are respondents in the total sample. This should not be interpreted as indicating that the campaign has been ineffective but rather demonstrates that the campaign has reached both smokers and non-smokers.

Very few non-smokers (5%) in the primary group indicated that they expect to be smoking in one year's time but substantially more (18%) in the secondary group expect to be smoking (Table 14, Appendix IV). These again stress the need to direct prevention campaigns to the 12 to 14 year old age group.

Among daily smokers, 37% indicated that they will probably not be smoking in a year's time (Table 15, Appendix IV).

Substantially more respondents in the primary group (67%) feel that the Break Free advertisement would change whether they smoke compared to respondents in the secondary group (54%) (Exhibit 20). Fewer daily smokers

EXHIBIT 20

LIKELIHOOD OF CHANGING SMOKING BEHAVIOUR AS A RESULT OF SEEING BREAK FREE ADVERTISEMENT (Q.53)

(TOBACCO CAMPAIGN)

BASE: Those who have seen Break Free ad

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Likely	71	67	54	54	61	60
Unlikely	27	27	41	40	35	35
Don't Know	2	6	5	6	4	6
BASE (n =)	(374)	(379)	(517)	(504)	(891)	(883)

EXHIBIT 21

LIKELIHOOD OF CHANGING SMOKING BEHAVIOUR AS A RESULT OF SEEING BREAK FREE AD (Q.53)

(TOBACCO CAMPAIGN)

(Base: Daily smokers who have seen Break Free ad)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Likely	64*	40*	37	37	42	38
Unlikely	36	40	55	54	51	52
Don't Know	0	20	8	9	7	11
BASE (n =)	(28)	(20)	(118)	(100)	(147)	(120)

* Result should be interpreted with caution due to small sample size

(38%) feel the Break Free advertisement would be likely to change their smoking behaviour (Exhibit 21).

When asked whether the Break Free ad will make smoking less popular, a majority in the primary (67%) and secondary (62%) groups feel that the ad would make smoking less popular (Exhibit 22). However, among daily smokers, 40% in the primary group and 57% in the secondary target group feel that the ad would make smoking less popular.

EXHIBIT 22

WHETHER BREAK FREE AD WILL MAKE SMOKING LESS POPULAR (Q.55)

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes	61	67	57	62	59	64
No	25	20	33	29	29	25
Don't Know	14	13	10	10	12	11
BASE (n =)	(374)	(375)	(517)	(504)	(881)	(883)

(Base: Daily smokers who have seen Break Free ad)

Yes	47*	40*	42	57	43	54
No	39	25	47	29	46	28
Don't Know	14	35	11	14	11	18
BASE (n =)	(28)	(20)	(119)	(100)	(147)	(120)

* Results should be interpreted with caution due to small sample size

EXHIBIT 23

LIKELIHOOD OF TALKING TO FRIENDS ABOUT NOT SMOKING AS A RESULT OF SEEING BREAK FREE AD (Q.54)

(TOBACCO CAMPAIGN)

(Base: Those who have seen Break Free ad)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(12 - 14)		(15 - 17)		(12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
Likely	44	45	30	31	36	37
Unlikely	47	45	63	62	56	55
Don't Know	9	10	7	7	8	8
BASE (n =)	(374)	(379)	(617)	(504)	(891)	(883)

* Result should be interpreted with caution due to small sample size

EXHIBIT 24

LIKELIHOOD OF TALKING TO FRIENDS ABOUT NOT SMOKING AS A RESULT OF SEEING BREAK FREE AD (Q.54)

(TOBACCO CAMPAIGN)

(Base: Daily smokers who have seen Break Free ad)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(12 - 14)		(15 - 17)		(12 - 17)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Likely	28*	15*	19	23	21	22
Unlikely	61	60	73	70	71	68
Don't Know	11	25	8	7	8	10
BASE (n =)	(28)	(20)	(118)	(100)	(147)	(120)

G. WORD OF MOUTH

Substantially more respondents in the primary group (45%) indicated that they would likely talk to their friends about smoking after seeing the Break Free ad, compared with the secondary group (31%) (Exhibit 23). However, among daily smokers, only 15% in the primary group and 23% in the secondary group indicated that they would likely talk to their friends (Exhibit 24). These findings indicates that word of mouth can be generated by anti-smoking campaigns more easily among younger non-smokers than among older daily smokers.

H. SCHOOL TALK

More than one-half (53%) respondents in the primary group indicated that they had a school talk about smoking in the last twelve months, compared to 44% in Wave I (Table 16, Appendix IV). Among respondents in the secondary group, 34% have had a school talk about smoking, up from 31% in Wave I.

IV. DRIVING WHILE IMPAIRED FINDINGS

The Driving While Impaired (DWI) campaign findings have been grouped into eight topics, namely:

social context

advertisement awareness,

advertisement interest,

general attitudes,

drinking and driving attitudes,

drinking and driving behaviour,

drinking and driving intentions, and

word of mouth.

EXHIBIT 25

MAIN PROBLEMS FACING YOUNG PEOPLE TODAY (Q.1) (DWI CAMPAIGN)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Drug Abuse	32*	35*	19*	25*	27*	31*
Lack of Jobs	14	12	48	52	26	27
Alcohol Abuse	26	30	16	17	22	27
Peer Pressure	22	27	8	6	17	19
Dislike School	13	13	12	8	9	11
Financial Situation	5	6	13	14	8	9
Career Choice	8	1	13	6	11	3
Sex/Marriage	7	11	6	5	6	9
Drinking and Driving	3	5	4	3	3	4
Other	62	68	39	46	55	57
Don't Know	7	3	5	5	8	5
BASE (n =)	(462)	(450)	(270)	(279)	(732)	(729)

* Results exceed 100% due to multiple mentions, therefore results are based on respondents, not frequency of mentions per se. Order of mention was not recorded.

A. SOCIAL CONTEXT

In order to establish the social context for the DWI campaign, each target group was asked what the main problems were facing young people today. In the primary target group (those aged 16 to 18), the most frequently mentioned problems were drug abuse (35%), alcohol abuse (30%) and peer pressure (27%) (Exhibit 25). Only 5% mentioned drinking and driving.

In the secondary group, the most frequently mentioned problems were lack of jobs (52%), drug abuse (25%) and alcohol abuse (17%). Only 3% mentioned drinking and driving. These results suggest that some of the concern regarding DWI may be subsumed under a general concern for alcohol abuse which is a well recognized problem.

EXHIBIT 26
AWARENESS OF ANY DWI ADVERTISEMENTS (Q.56)
(DWI CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes	89	90	88	89	89	89
No	7	6	5	6	6	6
Don't Know	4	4	7	4	5	4
BASE (n =)	(462)	(450)	(270)	(279)	(732)	(729)

(Base: Those who have driven after having a drink)

Yes	89*	88*	88	87	88	87
No	7	6	6	8	6	7
Don't Know	4	6	6	4	6	5
BASE (n =)	(44)	(34)	(103)	(114)	(147)	(148)

* Results should be interpreted with caution due to small sample size

EXHIBIT 27

UNAIDED AWARENESS OF PLAY IT SMART ADVERTISEMENTS (Q.57)

(DWI CAMPAIGN)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(16 - 18)		(19 - 24)		(16 - 24)	
	SEPT	MARCH	SEPT	MARCH	SEPT.	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Unaided awareness	31	29	31	24	31	26
Not aware of Play It Smart but aware of others	58	61	59	66	58	64
Not aware of any DWI ads	11	10	12	10	11	10
BASE (n =)	(462)	(450)	(270)	(279)	(732)	(729)

(Base: Those who have driven after having a drink)

Unaided awareness	29*	37*	27	21	28	26
Not aware of Play It Smart but aware of others	60	51	61	67	60	62
Not aware of any DWI ads	11	12	12	12	12	12
Base (n =)	(44)	(34)	(103)	(114)	(147)	(148)

* Results should be interpreted with caution due to small sample size

EXHIBIT 28

SLOGAN AIDED AWARENESS OF PLAY IT SMART ADVERTISEMENT (Q.58)

(DWI CAMPAIGN)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Slogan Aided Awareness	41	43	30	33	37	40
Not Aware	39	37	48	46	42	40
Don't Know	24	19	22	20	21	20
BASE (n =)	(462)	(450)	(270)	(279)	(732)	(729)

(Base: Those who have driven after having a drink)

Slogan Aided Awareness	25*	41*	29	33	28	35
Not Aware	50	41	49	49	49	47
Don't Know	25	17	22	17	23	17
BASE (n =)	(44)	(34)	(103)	(114)	(147)	(148)

* Results should be interpreted with caution due to small sample size

B. ADVERTISEMENT AWARENESS

As in Wave I, most respondents (89%) in both of the target groups have seen some DWI advertising (Exhibit 26). Roughly the same proportion of individuals who have ever driven after having a drink, have seen DWI advertisements. The high awareness level of DWI advertisements suggests that the Play It Smart campaign occurs in an environment experiencing considerable clutter in which several DWI ads have been running. In order to convey the unique message of the Play It Smart campaign strong media support is required.

Unaided awareness of the Play It Smart advertisement is 29% in the primary group and 24% in the secondary group down from 31% reported for both groups in Wave I (Exhibit 27).

Among those who have driven after drinking, similar number (26%) have seen the Play It Smart campaign, suggesting that the campaign is being noticed by those who are most likely to drive after drinking.

When asked whether they were aware of the "Play It Smart" advertisement, 43% in the primary group and 33% in the secondary group were aware of the "Play It Smart" advertisement (Exhibit 28). These slogan awareness levels are up slightly over the Wave I findings. Among

EXHIBIT 29

AIDED AWARENESS OF PLAY IT SMART ADVERTISEMENT (Q.59)

(DWI CAMPAIGN)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes, has seen ad before	60	70	46	53	55	63
No, hasn't seen ad before	39	37	48	46	42	40
Don't Know	4	3	6	2	5	3
BASE (n =)	(462)	(450)	(270)	(279)	(732)	(729)

(Base: Those who have driven after having a drink)

Yes, has seen ad before	48*	68*	43	50	44	54
No, hasn't seen ad before	54	27	49	48	51	43
Don't Know	8	6	5	2	0	3
BASE (n =)	(44)	(34)	(103)	(114)	(147)	(148)

* Results should be interpreted with caution due to small sample size

those who have driven after having a drink, 35% were aware of the Play It Smart campaign.

When aided by seeing a colour script of the Play It Smart advertisement, 70% in the primary group and 53% in the secondary group recalled seeing the advertisement (Exhibit 29). These aided awareness levels are up from the 60% and 46% reported in Wave I. This confirms that the campaign is reaching higher levels of awareness as the campaign progress, and that the media buys have been well targeted.

Among those who have driven after taking a drink, only 54% recalled seeing the ad before. This again suggests that the campaign is more effective as a preventative measure rather than working to change existing behaviour.

As in Wave I, aided awareness did not differ greatly by sex or by community size, but did vary across regions. Aided awareness ranged from a high of 69% in Ontario to a low of 54% in the Atlantic (Table 17, Appendix IV). Unlike Wave I, aided awareness of the advertisement was not substantially lower among those who have one to five drinks weekly (55%), more than five drinks weekly (57%) and have driven more than twice in the last month after drinking (55%) (Table 17, Appendix IV).

Of those who recall having seen the Play It Smart advertisement, 70% in the primary and secondary groups were able to recall one of several key messages in the

EXHIBIT 30

KEY MESSAGE RECALL FOR PLAY IT SMART ADVERTISEMENT (Q.60)

(DWI CAMPAIGN)

(Base: Those who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Don't have to drink to have fun	25	27	22	21	25	25
Could hurt/kill a friend	18	22	14	20	17	21
Think of others	15	20	15	18	15	19
Don't be pressured	6	8	14	12	8	9
Drinking isn't cool	7	6	6	11	6	8
Can have friends without drinking	4	4	2	8	3	5
Its not cool to drink and drive	3	4	1	11	2	2
Be responsible	1	2	4	4	2	2
Don't let friends drink and drive	2	*	2	0	2	*
Other messages recalled	32	30	35	30	33	30
BASE (n =)	(276)	(314)	(125)	(147)	(401)	(461)

* Less than 1%

ad (Exhibit 30). Across the two groups, the most frequently recalled key messages were that "you don't have to drink to have fun", "you could hurt/kill a friend if you drink and drive" and "you should think of others before you drink and drive".

Recall of the Federal government as a sponsor of the Play It Smart advertisement was moderate - 26% in the primary group and 37% in the secondary group (Exhibit 31). Overall, 12% cited a provincial government or department (Table 19, Appendix IV).

EXHIBIT 31
PERCEIVED SPONSOR OF PLAY IT SMART
ADVERTISEMENT (Q.61)

(DWI CAMPAIGN)

(Base: Those who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Federal Government	29*	26*	34*	37*	30*	30*
Provincial Government	12	10	15	14	14	12
Other Government	20	13	22	22	21	15
Police	7	6	7	6	7	6
Addiction Foundation	3	2	2	5	2	3
AADAC	4	1	6	3	5	2
Other	12	17	11	20	11	17
Don't Know	40	51	31	29	37	44
BASE (n =)	(376)	(314)	(125)	(147)	(401)	(461)

* Less than 1%

EXHIBIT 32

INTEREST IN PLAY IT SMART COMPARED TO OTHER ADS IN GENERAL (Q.62)

(DWI CAMPAIGN)

(Base: Those who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(16 - 18)		(19 - 24)		(16 - 24)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
More Interesting	57	51	46	40	53	48
Same	24	28	33	37	27	31
Less Interesting	17	19	18	18	18	19
Don't Know	2	2	3	5	2	3
BASE (n =)	(276)	(314)	(125)	(147)	(401)	(461)

EXHIBIT 33

INTEREST IN PLAY IT SMART COMPARED TO OTHER ADS IN GENERAL (Q.62)

(DWI CAMPAIGN)

(Base: Those who have driven after having
a drink and who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
More Interesting	25*	65*	36*	33*	33*	43*
Same	35	17	43	46	41	36
Less Interesting	25	17	16	18	19	18
Don't Know	15	0	5	4	7	3
BASE (n =)	(20)	(23)	(44)	(57)	(64)	(80)

* Results should be interpreted with caution due to small sample size

EXHIBIT 34

THINGS RESPONDENT LIKED ABOUT THE PLAY IT SMART AD (Q.63)

(DWI CAMPAIGN)

(Base: Those who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(16 - 18)		(19 - 24)		(16 - 24)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Use of young people	26	22	31	22	27	22
Aimed at young people	11	7	14	14	12	10
Liked message	12	7	11	8	11	7
Directly/honestly expressed	11	14	9	15	10	12
Realistic	7	9	7	8	7	9
Got message across	5	10	9	9	6	10
Don't have to drink to have a good time	5	5	3	6	5	5
Other	35	54	33	52	35	53
Nothing	19	15	13	15	17	15
Don't Know	2	3	5	3	3	2
BASE (n =)	(276)	(314)	(125)	(147)	(401)	(461)

EXHIBIT 35

THINGS RESPONDENT DISLIKED ABOUT THE PLAY IT SMART AD (Q.64)

(DWI CAMPAIGN)

(Base: Those who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Too subtle	5	4	3	4	5	4
Layout/presentation	5	10	4	5	5	8
Aimed at too young an age group	1	2	5	8	2	4
Not realistic	2	6	2	6	2	6
Boring	3	4	0	5	2	5
Not substantial enough	3	2	2	*	2	2
Other	2	4	7	9	5	6
Nothing	76	71	70	69	74	70
Don't Know	4	1	7	*	5	1
BASE (n =)	(276)	(314)	(125)	(147)	(401)	(461)

* Less than 1%

C. ADVERTISEMENT INTEREST

As in Wave I, the Play It Smart advertisement received moderately high interest ratings when compared to other ads in general. In the primary group 51% rated the Play It Smart ad more interesting than other ads while 40% in the secondary group feel the same way (Exhibit 32).

However, slightly fewer (43%) individuals who have driven after having a drink felt that the Play It Smart ad was more interesting than other ads (Exhibit 33). As with the tobacco campaign, the DWI campaign at this early stage appears to be effective in reinforcing existing positive attitudes and behaviours.

The main executional elements which respondents liked about the Play It Smart ad included the use of young people (22%), the targeting of young people (10%), the message itself (7%), the direct/honest approach used (12%) and the realistic nature of the ad (9%) (Exhibit 34). There was little respondents did not like about the ad (Exhibit 35). This suggests that the creative approach and execution of the Play It Smart ad is very appropriate for these age groups.

The Play It Smart ad also did very well in terms of source credibility. The majority of primary (86%) and secondary (79%) group respondents indicated that the

EXHIBIT 36

RATINGS OF PEOPLE IN PLAY IT SMART ADVERTISEMENT (Q.65)

(DWI CAMPAIGN)

(Base: Those who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
People are believable	86	86	80	79	84	84
People aren't believable	11	12	14	19	12	14
Don't Know	3	2	6	2	4	2
BASE (n =)	(276)	(314)	(125)	(147)	(401)	(461)

people in the Play It Smart ad were believable (Exhibit 36).

Respondents were also asked whether the people in the Play It Smart ad were like their friends. More than half of the respondents (56%) found that the people in the ad were like their friends (Table 21, Appendix IV).

D. GENERAL ATTITUDES

Respondents aged 16 and 17 were asked whether they agreed or disagreed with a series of attitudinal statements. The first statement was "when I'm with a group of friends I often go along with what they do even if I don't agree with it". As noted earlier, this is a measure of peer pressure. One third (35%) of respondents 16 and 17 agreed with this statement (Table 22, Appendix IV). One conclusion that could be drawn from this finding is that a lot of peer pressure is not recognized or is denied by respondents rather than the level of pressure being relatively low.

Role modelling is the flip side of the peer pressure issue. The vast majority (88%) of 16 and 17 year olds either agreed a lot (52%) or agreed little (36%) that it was important for them to set an example for younger people (Table 23, Appendix IV). This suggests that future DWI promotional campaigns can profitably target these feelings of responsibility.

These same respondents were asked whether they feel that their parents respected their viewpoint. Again, this question was designed to assess the level of constructive parental dialogue. Most respondents (73%) either agreed strongly (41%) or agreed a little (32%) that their parents respected their point of view (Table 24, Appendix IV). This also suggests that campaigns designed to

capitalize on constructive parental dialogue be continued
in future DWI campaigns.

E. DRINKING AND DRIVING ATTITUDES

Respondents were asked whether they agreed that drinking and driving is cool. As in Wave I, very few (2%) agreed either a lot (1%) or a little (1%) with this statement in both the primary and secondary groups (Table 25, Appendix IV). Those who have driven after having a drink are as likely (2%) to agree with this statement. Those who have seen the Play It Smart ad are as likely as the total sample (2%) to agree that drinking and driving is cool.

These results suggest that the general anti-DWI attitude is well established and that the DWI campaign should be designed to reinforce this attitude. Additional campaign initiatives should be designed to move beyond this attitudinal reinforcement.

Respondents were also asked if they agreed that drinking and driving is a serious problem in their age group. More than three-quarters (76%) of respondents in both the primary and secondary groups either agreed a lot (47%) or agreed a little (29%) (Table 26, Appendix IV). Interestingly, those who have driven after taking a drink were as likely (79%) to agree with this statement.

These results indicate that drinking and driving is in fact recognized as a serious problem in the target groups.

Respondents were also asked whether they agreed whether you are likely to hurt someone if you drink and drive. Most respondents (89%) in both target groups agreed either a lot (76%) or a little (13%) with this statement (Table 27, Appendix IV). Those who have driven after drinking are somewhat less likely (67%) to agree a lot with this statement. Accordingly, DWI promotional campaigns should continue to reinforce this attitude. Additional campaign initiatives should be targeted to those who already drink and drive.

Finally, respondents were asked if they agreed that it is fun to ride in a car or other motor vehicle when the driver has been drinking. Few respondents (7%) agreed a lot (4%) or agreed a little (3%) with this statement (Table 28, Appendix IV). Those who have driven after drinking are also unlikely to agree (11%) either a lot (6%) or a little (5%). DWI promotional campaigns then should act to reinforce these existing attitudes. Additional campaign initiatives should be designed to move beyond this attitudinal reinforcement.

EXHIBIT 37

OCCURRENCE OF DRINKING AND DWI (Q.9, 12, 13, 17, 20, 22, 25) (DWI CAMPAIGN)

	TARGET GROUP											
	PRIMARY (16 - 18)				SECONDARY (19 - 24)				TOTAL (16 - 24)			
	SEPT '87	MAR '88	SEPT '87	MAR '88	SEPT '87	MAR '88	SEPT '87	MAR '88	SEPT '87	MAR '88	SEPT '87	MAR '88
	%	%	%	%	%	%	%	%	%	%	%	%
	ALL		AWARE ONLY		ALL		AWARE ONLY		ALL		AWARE ONLY	
Have ever driven after at least one drink	14	11	13	14	48	53	46	53	26	27	23	24
Have ever driven after at least one drink (drivers only)	24	19	NA	NA	56	62	NA	NA	37	37	NA	NA
Have ever driven while impaired	NA	4	NA	4	NA	24	NA	19	NA	12	NA	8
Have ever driven while impaired (drivers only)	NA	7	NA	NA	NA	28	NA	NA	NA	17	NA	NA
In past two months has driven after drinking	10	8	7	5	38	41	35	39	20	20	16	17
In past two months has driven after drinking (drivers only)	17	14	NA	NA	44	56	NA	NA	28	27	NA	NA
In past two months has been a passenger in a car driven by a drunk driver	33	25	32	23	48	38	50	39	39	30	38	28
BASE (n =)*	(462)	(450)	(276)	(314)	(270)	(279)	(125)	(147)	(732)	(729)	(401)	(461)

NA Not available

* Base includes both drivers, and non-drivers. Sample sizes are smaller for drivers only statistics.

F. DRINKING AND DRIVING BEHAVIOUR

In the total sample, more than one in ten (11%) of those in the primary target group have driven after having a drink compared with 53% in the secondary target group (Exhibit 37). Among drivers in the primary target group, 19% have driven after having a drink while 62% in the secondary group have done so. In addition, among drivers 7% in the primary group and 28% in the secondary group indicated that they have driven while impaired.

When drivers were asked if they have driven in the last two months after drinking, 14% in the primary group and 56% in the secondary group indicated that they had done so. Respondents were also asked if they had been a passenger in a car in the last two months driven by a driver who had been drinking. One-quarter (25%) of those in the primary target group and 38% in the secondary group indicated that they had been in a car in the last two months driven by a driver who had been drinking (Exhibit 37). Those who had seen the Play It Smart ad were no less likely to exhibit any of the behaviours described above (Table 29, Appendix IV).

The average age when respondents in both groups first had a drink was 13.6 while the average age when respondents began to drink at least once a month was 16.3 (Table 30 and 31, Appendix IV).

EXHIBIT 38

AGE WHEN RESPONDENT FIRST DROVE A MOTOR VEHICLE AFTER HAVING AT LEAST ONE DRINK (Q.21)

(DWI CAMPAIGN)

(Base: Those who have driven after having a drink)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
15 years and under	11*	16*	5	2	7	7
16 years	46	59	31	18	36	28
17 years	29	22	17	18	21	19
18 years	6	2	21	25	16	19
19 years	0	0	18	14	12	10
20 years	0	0	5	14	3	11
21 years	0	0	2	6	2	5
Don't know	9	0	1	3	4	2
BASE (n =)	(63)	(49)	(131)	(147)	(194)	(196)

* Results should be interpreted with caution due to small sample size.

The number of drinks consumed by those who drink each month was 5.1 drinks (where a drink is defined as a bottle of beer or a glass of wine or a shot of hard liquor) (Table 32, Appendix IV). As in Wave I, most (86%) of those who drink each month mainly drink on the weekends (Table 33, Appendix IV).

Among those who said they have been drunk, the mean average number of times they have been drunk in the last two months is 2.5 (Table 34, Appendix IV). The mode however was 0 times drunk in the last two months. Those in the primary group indicated a higher mean average (3.3) of times drunk in past two months than respondents in the secondary group (2.2).

The median average age when respondents first drove a motor vehicle after having at least one drink is 17 years old with a mode of 16 years old (Exhibit 38). This confirms the need to target 16 to 18 year olds as the primary target group.

The average number of times respondents who have driven after drinking in the past two months is 2.2 in the primary group and 2.3 in the secondary group (Table 36, Appendix IV). Many of those who have driven after drinking have also taken some steps to avoid driving after drinking in the past six months. These steps have included asking a friend to drive (65%), staying overnight (61%), not drinking (47%), walking home (34%)

and taking a cab or public transit home (48%) (Table 37, Appendix IV). This suggests that even among those who have driven after drinking there exists considerable support for the position that the best way to avoid driving after drinking is to not drink.

Among those who have ever had a drink, the mean average number of times that they had been passengers in cars in the past two months driven by a driver who has been drinking is 0.9 in the primary group and 1.2 in the secondary group (Table 38, Appendix IV). However 64% had not been in a car driven by a drinking driver in this period. These averages were almost identical for those who have seen the Play It Smart advertisement.

EXHIBIT 39

LIKELIHOOD OF THINKING ABOUT DRINKING AND DRIVING AS A RESULT OF SEEING PLAY IT SMART AD (Q.66)

(DWI CAMPAIGN)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Likely	74	76	66	65	71	73
Unlikely	24	21	30	32	26	24
Don't Know	2	3	4	3	3	3
BASE (n =)	(276)	(314)	(125)	(147)	(401)	(461)

(Base: Those who have driven after having a drink
and who have seen Play It Smart Ad)

Likely	50*	83*	57*	65*	55*	70*
Unlikely	45	17	39	32	40	28
Don't Know	5	0	4	4	5	3
BASE (n =)	(20)	(23)	(44)	(57)	(64)	(80)

* Results should be interpreted with caution due to small sample size

G. DRINKING AND DRIVING INTENTIONS

When asked whether they will ride in a car driven by a drinking driver in the next year, only 17% indicated some probability that they will (Table 39, Appendix IV). This is much lower than the 30% who already have been in a car driven by a drinking driver. Because intentions vary greatly from behaviour, constant communications are required to maintain those intentions which can break down in certain social contexts.

Respondents were asked whether they were likely to think about drinking and driving as a result of seeing the Play It Smart ad. The majority of both the primary (76%) and secondary (65%) group respondents said they were likely to think about drinking and driving as a result of seeing the ad (Exhibit 39).

Respondents were also asked if they thought that the Play It Smart ad would make drinking and driving less popular. Substantially more individuals (75%) in the primary group than in the secondary group (63%) felt that the ad would make drinking and driving less popular (Exhibit 40). This reinforces the earlier finding that the campaign is much more effective with the primary target group.

EXHIBIT 40

WHETHER PLAY IT SMART AD WILL MAKE DWI LESS POPULAR (Q.68)

(DWI CAMPAIGN)

(Base: Those who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Play It Smart ad will make DWI less popular	73	75	58	63	68	71
Play It Smart ad will not make DWI less popular	21	17	27	26	23	20
Don't Know	6	7	15	12	9	9
BASE (n =)	(276)	(314)	(125)	(147)	(401)	(461)

(Base: Those who have driven after having a drink
and who have seen Play It Smart Ad)

Play It Smart ad will make DWI less popular	55*	65*	61*	65*	59*	65
Play It Smart ad will not make DWI less popular	30	26	30	26	30	21
Don't Know	15	9	9	9	11	9
BASE (n =)	(20)	(23)	(44)	(57)	(64)	(80)

* Results should be interpreted with caution due to small sample size

EXHIBIT 41

LIKELIHOOD OF TALKING TO FRIENDS ABOUT DWI AS A RESULT OF PLAY IT SMART AD (Q.67) (DWI CAMPAIGN)

(Base: Those who have seen Play It Smart ad)

	TARGET GROUP					
	PRIMARY (16 - 18)		SECONDARY (19 - 24)		TOTAL (16 - 24)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Likely to talk to friends about DWI	52	51	45	48	50	49
Unlikely to talk to friends about DWI	42	43	48	45	44	44
Don't Know	6	6	7	7	6	6
BASE (n =)	(276)	(63)	(125)	(93)	(401)	(156)

(Base: Those who have driven after having a drink
and who have seen Play It Smart Ad)

Likely to talk to friends about DWI	40*	57*	34*	42	36*	46
Unlikely to talk to friends about DWI	55	30	57	53	56	46
Don't Know	5	13	9	5	8	8
BASE (n =)	(20)	(23)	(44)	(57)	(64)	(80)

* Results should be interpreted with caution due to small sample size

H. WORD OF MOUTH

About one-half (49%) of all respondents indicated that they would be likely to talk to their friends about drinking and driving as a result of seeing the Play It Smart ad (Exhibit 41). Of those who have been driving after drinking 46% said they would talk to their friends about drinking and driving as a result of seeing the ad.

V. DRUG CAMPAIGN - YOUTH FINDINGS

The drug campaign findings for the youth survey have been grouped into seven topics, namely:

social context,

advertisement awareness,

advertisement interest,

general attitudes,

drug attitudes,

alcohol and drug use, and

word of mouth.

EXHIBIT 42

MAIN PROBLEMS FACING YOUNG PEOPLE TODAY (Q.1)

(DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(11 - 13)		(14 - 17)		(11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Drug Abuse	28*	28*	35*	36*	32*	33*
Alcohol Abuse	18	21	28	32	25	28
Peer Pressure	14	19	25	29	21	25
Smoking	20	18	10	10	13	13
Dislikes School	7	10	11	12	9	11
Lack of Jobs	1	**	10	10	8	6
Pressure to do drugs	5	6	6	5	5	5
Sex/Marriage	2	4	7	10	5	8
Drinking & Driving	2	2	2	4	2	3
Other	62	60	63	59	63	57
Don't know	6	5	6	3	6	7
BASE (n =)	(410)	(412)	(716)	(676)	(1126)	(1088)

* Results exceed 100% due to multiple mentions, therefore results are based on respondents, not frequency of mentions per se.

** Less than 1%

EXHIBIT 43

AWARENESS OF ANY ANTI-DRUG ADVERTISEMENTS (Q.69)

(DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes, aware of anti-drug ads	75	75	74	77	74	77
No, not aware	18	18	17	16	18	17
Don't Know	7	6	9	7	8	6
BASE (n =)	(410)	(412)	(716)	(676)	(1126)	(1088)

(Base: Those who have ever used drugs)

Yes, aware of anti-drug ads	NA	NA	74	82	73	81
No, not aware	NA	NA	18	15	18	14
Don't know	NA	NA	8	3	9	5
BASE (n =)	(14)	(14)	(185)	(134)	(199)	(148)

(Base: Those who drink each month)

Yes, aware of anti-drug ads	NA	NA	73	76	73	76
No, not aware	NA	NA	17	16	18	16
Don't know	NA	NA	10	8	9	8
BASE (n =)	(14)	(13)	(223)	(186)	(237)	(199)

NA Not available due to small sample size

A. SOCIAL CONTEXT

According to respondents in the primary target group (11 to 13 year olds) the main problems facing young people today are drug abuse (28%), alcohol abuse (21%), peer pressure (19%) and smoking (18%) (Exhibit 42). In the secondary group (14 to 17 year olds), the main problem cited were drug abuse (36%), alcohol abuse (32%) and peer pressure (29%).

Drug and alcohol abuse are clearly recognized by young people as major problems. Promotional campaigns in this area should build on this problem recognition.

EXHIBIT 44

UNAIDED AWARENESS OF REALLY ME ADVERTISEMENTS (Q.70) (DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Unaided awareness	16	14	17	19	16	17
Not aware of Really Me ad but aware of others	59	62	57	58	58	60
Not aware of any anti-drug ads	25	24	26	23	26	23
BASE (n =)	(410)	(412)	(716)	(676)	(1126)	(1088)

(Base: Those who have ever used drugs)

Unaided awareness	NA	NA	17	23	17	20
Not aware of Really Me ad but aware of others	NA	NA	57	59	56	60
Not aware of any anti-drug ads	NA	NA	26	18	27	20
BASE (n =)	(14)	(14)	(716)	(134)	(199)	(148)

(Base: Those who drink each month)

Unaided awareness	NA	NA	19	23	19	22
Not aware of Really Me ad but aware of others	NA	NA	54	53	55	65
Not aware of any anti- drug ads	NA	NA	27	24	26	14
BASE (n =)	(14)	(13)	(223)	(186)	(237)	(199)

NA Not available due to small sample size

EXHIBIT 45

SLOGAN AIDED AWARENESS OF REALLY ME ADVERTISEMENT (Q.71)*

(DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Slogan aided awareness	35	43	34	49	35	47
Not aware	51	44	50	37	51	40
Don't know	13	13	16	14	14	14
BASE (n =)	(410)	(412)	(716)	(676)	(1126)	(1088)

(Base: Those who have ever used drugs)

Slogan aided awareness	NA	NA	38	48	39	46
Not aware	NA	NA	44	37	44	39
Don't know	NA	NA	18	16	18	15
BASE (n =)	(14)	(14)	(185)	(134)	(199)	(199)

(Base: Those who drink each month)

Slogan aided awareness	NA	NA	35	46	35	47
Not aware	NA	NA	46	38	46	40
Don't know	NA	NA	18	16	18	14
BASE (n =)	(14)	(13)	(223)	(186)	(237)	(148)

* Respondents were aided by asking them if they have seen the "Really Me" advertisement

NA Not available due to small sample size

B. ADVERTISEMENT AWARENESS

Overall, 77% of respondents are aware of some anti-drug ad which is up slightly from 74% reported in the Wave I survey (Exhibit 43).

Those who have ever used drugs and those who drink each month are equally likely to be aware of anti-drug advertisements.

Unaided awareness of the Really Me advertisements, that is, either the Basketball or Sisters ad is 17% in the total sample unchanged from Wave I (Exhibit 44). These results generally hold for both the primary and secondary groups. Again, those who have ever used drugs and those who drink each month are as likely to be aware of the Really Me campaign as the rest of the sample.

When asked whether they were aware of the "Really Me" advertisements, roughly 47% in both groups said that they were aware of the campaign which is substantially higher than the 35% reported in Wave I (Exhibit 45). This was roughly the same result for those who have ever used drugs (46%) and those who drink each month (47%).

Respondents were shown a colour script of the Basketball ad as an aid. In the primary target group 67% had seen the ad before, up from 59% in Wave I, while 73% in the secondary group had seen the ad before, up from 58%

EXHIBIT 46

AIDED AWARENESS OF BASKETBALL ADVERTISEMENT (Q.72)*

(TOBACCO CAMPAIGN)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes, Has Seen Ad Before	59	67	58	73	58	71
No, Hasn't Seen Ad Before	38	29	38	24	38	26
Don't Know	3	4	4	3	4	3
BASE (n =)	(410)	(412)	(716)	(676)	(1126)	(1088)

(Base: Those who have ever used drugs)

Yes, Has Seen Ad Before	NA	NA	58	74	58	73
No, Hasn't Seen Ad Before	NA	NA	39	23	39	24
Don't Know	NA	NA	3	3	3	3
BASE (n =)	(14)	(14)	(185)	(134)	(199)	(148)

(Base: Those who drink each month)

Yes, Has Seen Ad Before	NA	NA	54	77	52	77
No, Hasn't See Ad Before	NA	NA	41	22	43	22
Don't Know	NA	NA	5	1	5	1
(BASE (n =)	(14)	(13)	(223)	(186)	(237)	(199)

* Respondents were aided by showing them a colour script of the Basketball advertisement.

EXHIBIT 47

AIDED AWARENESS OF SISTERS ADVERTISEMENT (Q.82)*

(DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes, has seen ad before	69	71	65	76	66	74
No, hasn't seen ad before	27	27	32	22	30	24
Don't Know	4	3	3	2	4	2
BASE (N =)	(410)	(412)	(716)	(676)	(1126)	(1088)

(Base: Those who have ever used drugs)

Yes, has seen ad before	NA	NA	65	77	65	78
No, hasn't seen ad before	NA	NA	32	22	32	20
Don't Know	NA	NA	3	1	3	2
BASE (N =)	(14)	(14)	(185)	(134)	(199)	(148)

(Base: Those who drink each month)

Yes, has seen ad before	NA	NA	68	76	68	76
No, hasn't seen ad before	NA	NA	29	23	28	23
Don't Know	NA	NA	3	2	4	2
BASE (N =)	(14)	(13)	(223)	(186)	(237)	(199)

* Respondents were aided by showing them a colour script of the Sisters advertisement

NA Not available due to small sample size

EXHIBIT 48

KEY MESSAGE RECALL FOR BASKETBALL ADVERTISEMENT (Q.73)

(DRUG CAMPAIGN)

(Base: Those who have seen Basketball ad)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
<u>Key message recalled:</u>						
Don't be influenced by others	31	31	38	34	35	33
More fun without drugs	16	14	21	23	19	20
It's not cool to use drugs	11 66	5 67	10 78	11 75	10 73	9 73
Will still have friends if you don't do drugs	7	10	11	12	9	11
Drug use doesn't make you mature	2	*	3	*	3	11
<u>Other message recalled</u>	34	33	22	25	27	27
BASE (n =)	(241)	(277)	(716)	(492)	(657)	(769)

* Less than 1%

previously (Exhibit 46). This suggests that the Basketball ad is working well in the primary target and is also spilling over into the secondary group. As with previous findings, aided awareness did not differ among those who have used drugs (73%) or who drink each month (77%).

Unlike the Wave I results, aided awareness did not differ by sex, family income or region.

Aided awareness of the Sisters ad is about the same as the Basketball ad with more than two-thirds of the primary (71%) and secondary (76%) groups having seen this ad (Exhibit 47). Many of those who have used drugs (78%) or who drink each month (76%) have seen this ad.

Those most likely to be aware of the Sisters ad are female (80%), live in Ontario (76%), and have a parental income of less than \$20,000 (79%) (Table 42, Appendix IV). There were no consistent alcohol and drug usage group differences in aided awareness.

Of those who had recalled with aid seeing the Basketball ad, 67% in the primary group and 75% in the secondary group were able to recall one of several key messages in the ad (Exhibit 48). Across the two groups, the most frequently recalled key messages were "don't be influenced by others" (33%), "can have more fun without

EXHIBIT 49

KEY MESSAGE RECALL FOR SISTERS ADVERTISEMENT (Q.83)

(DRUG CAMPAIGN)

(Base: Those who have seen Sisters ad)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Key message recalled:						
Drugs don't make you more mature	52	51	64	63	59	58
Don't be influenced by others	24	14	21	19	22	17
Don't need to do drugs to be cool	10	14	12	12	11	13
	74	70	82	81	79	77
Don't have to do drugs to have fun	2	1	2	1	2	1
Don't need drugs to be popular	1	3	1	1	1	1
Other message recalled	26	30	18	19	21	23
BASE (n =)	(281)	(291)	(466)	(512)	(747)	(803)

EXHIBIT 50

PERCEIVED SPONSOR OF BASKETBALL ADVERTISEMENT (Q.74) (DRUG CAMPAIGN)

(Base: Those who have seen Basketball ad)

	TARGET GROUP					
	PRIMARY (11 - 13) SEPTEMBER 1987 %		SECONDARY (14 - 17) SEPTEMBER 1987 %		TOTAL (11 - 17) SEPTEMBER 1987 %	
Health & Welfare Federal Government	15	17	20	26	18	23
	2		8		6	
Provincial Government	2	6	5	8	4	7
Provincial Department of Health	4		4		3	
		26		42		36
Other Government	7		16		12	
Addiction Foundation/ Commission	4		7		6	
AADAC	1		2		2	
Police	1		2		2	
Other	9		5		4	
Don't know	62		48		54	
BASE (n =)	(241)		(416)		(657)	

* Less than 1%

** Percents exceed 100% due to multiple mentions

EXHIBIT 50
(Cont'd)

PERCEIVED SPONSOR OF BASKETBALL ADVERTISEMENT (Q.74)
(DRUG CAMPAIGN)

(Base: Those who have seen Basketball ad)

	TARGET GROUP					
	PRIMARY (11 - 13) MARCH 1988		SECONDARY (14 - 17) MARCH 1988		TOTAL (11 - 17) MARCH 1988	
	%		%		%	
Health & Welfare Federal Government	11	12	19	26	16	21
	2		10		7	
Provincial Government	*	1	6	10	4	7
Provincial Department of Health	1		4		3	
		22		41		34
Other Government	12		13		13	
Addiction Foundation/ Commission	10		6		5	
AADAC	*		1		1	
Police	1		4		3	
Other	11		4		3	
Don't know	69		53		59	
BASE (n =)	(277)		(492)		(769)	

* Less than 1%

EXHIBIT 51

PERCEIVED SPONSOR OF SISTERS ADVERTISEMENT (Q.84) (DRUG CAMPAIGN)

(Base: Those who have seen Sisters Ad)

	TARGET GROUP					
	PRIMARY (11 - 13) SEPTEMBER 1987 %		SECONDARY (14 - 17) SEPTEMBER 1987 %		TOTAL (11 - 17) SEPTEMBER 1987 %	
Health & Welfare Federal Government	13	15	19	25	17	21
	2		8		6	
Provincial Govenment Provincial Department of Health	2	6	6	11	4	9
	4		5		5	
		34		43		37
Other Government	8		15		12	
Addiction Foundation/ Commission	4		8		6	
AADAC	1		4		3	
Police	*		1		1	
Other	5		4		4	
Don't know	64		47		53	
BASE (n =)	(281)		(466)		(747)	

* Less than 1%

EXHIBIT 51
(Cont'd)

PERCEIVED SPONSOR OF SISTERS ADVERTISEMENT (Q.84)
(DRUG CAMPAIGN)

(Base: Those who have seen Sisters ad)

	TARGET GROUP					
	PRIMARY (11 - 13) MARCH 1988		SECONDARY (14 - 17) MARCH 1988		TOTAL (11 - 17) MARCH 1988	
	%		%		%	
Health & Welfare Federal Government	10	13	15	21	13	18
	3		6		5	
Provincial Government	*	1	2	3	1	2
Provincial Department of Health	*		2		1	
		23			36	32
Other Government	9		12		11	
Addiction Foundation	2		4		3	
ADDAC	*		1		1	
Police	2		1		2	
Other	2		3		5	
Don't know	66		53		57	
BASE (n =)	(291)		(512)		(803)	

* Less than 1%

drugs" (20%), "its not cool to use drugs" (9%), and "its not cool to use alcohol or drugs" (11%).

Among those who had recalled with aid seeing the Sisters ad, 70% in the primary group and 81% in the secondary group were able to recall one of several key messages (Exhibit 49). Across the two groups, the most frequently recalled key messages were "drugs don't make you more mature" (58%), "don't be influenced by others" (17%) and "you don't need to do drugs to be cool (13%).

Both ads, especially the Sisters ad generate a high level of comprehension. Both ads communicate the key messages very well for these target groups.

Recall of the Federal government as sponsor of the Basketball ad was 12% in the primary group and 26% in the secondary group (Exhibit 50). Only 7% in both groups recalled a provincial government sponsor. Recall of the Federal government as sponsor of the Sisters ad was 13% in the primary group and 21% in the secondary group (Exhibit 51). Only 1% in the primary group and 3% in the secondary group recalled a provincial government sponsor.

While these sponsorships recall levels are low, these results are probably due to the relatively young age groups comprising the target groups.

EXHIBIT 52

INTEREST IN BASKETBALL AD COMPARED TO OTHER ADS IN GENERAL (Q.75)

(DRUG CAMPAIGN)

(Base: Those who have seen Basketball ad)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
More interesting	57	52	45	47	49	49
Same	26	26	33	29	30	28
Less interesting	12	18	20	20	17	19
Don't know	5	4	2	3	4	3
Mean	2.5	2.4	2.3	2.3	2.3	2.3
Base (n =)	(241)	(277)	(416)	(492)	(657)	(769)

(Base: Those who have ever used drugs and who have
seen Basketball ad)

More interesting	NA	NA	40	42	42	50
Same	NA	NA	35	30	35	22
Less interesting	NA	NA	21	21	20	23
Don't know	NA	NA	4	5	3	4
Mean	NA	NA	2.2	2.2	2.2	2.3
BASE (N =)	(8)	(9)	(107)	(99)	(115)	(154)

(Base: Those who drink each month and who
have seen Basketball ad)

More interesting	NA	NA	44	49	45	45
Same	NA	NA	36	24	36	29
Less interesting	NA	NA	18	23	18	20
Don't know	NA	NA	2	4	1	5
Mean	NA	NA	2.3	2.3	2.3	2.3
Base (n =)	(4)	(10)	(120)	(144)	(124)	(108)

NA Not available due to small sample size

EXHIBIT 53

INTEREST IN SISTERS AD COMPARED TO OTHER ADS IN GENERAL (Q.85)

(DRUG CAMPAIGN)

(Base: Those who have seen Sisters ad)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
More interesting	53	43	51	47	52	45
Same	22	31	25	32	24	31
Less interesting	22	22	23	19	23	20
Don't know	3	4	1	2	1	3
Mean	2.3	2.2	2.3	2.2	2.3	2.3
Base (n =)	(281)	(291)	(466)	(512)	(747)	(803)

(Base: Those who have ever used drugs and who have
seen Sisters ad)

More interesting	NA	NA	54	56	53	57
Same	NA	NA	26	29	26	27
Less interesting	NA	NA	19	13	20	14
Don't know	NA	NA	1	2	1	3
Mean	NA	NA	2.4	2.5	2.3	2.4
Base (n =)	(8)	(12)	(121)	(103)	(129)	(115)

(Base: Those who drink each month and
who have seen Sisters ad)

More interesting	NA	NA	48	48	49	46
Same	NA	NA	27	28	27	28
Less interesting	NA	NA	24	20	23	21
Don't know	NA	NA	1	5	1	5
Mean	NA	NA	2.3	2.3	2.3	2.3
Base (n =)	(10)	(10)	(151)	(141)	(161)	(151)

EXHIBIT 54

RATINGS OF PEOPLE IN BASKETBALL ADVERTISEMENT (Q.78)

(DRUG CAMPAIGN)

(Base: Those who have seen Basketball ad)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
<u>Believable</u>						
People are believable	93	90	86	81	89	84
People aren't believable	4	7	11	16	8	13
Don't Know	3	3	3	3	3	3
BASE (n =)	(241)	(277)	(416)	(492)	(657)	(769)
<u>Like Your Friends</u>						
People are like my friends	63	62	50	48	55	53
People aren't like my friends	31	31	43	47	38	41
Don't Know	6	6	7	5	7	6
BASE (n =)	(241)	(277)	(416)	(492)	(657)	(769)

C. ADVERTISEMENT INTEREST

More than one-half (52%) of respondents in the primary target group and 47% in the secondary target group felt that the Basketball ad was more interesting than other ads (Exhibit 52). In comparison, 43% in the primary target group and 47% in the secondary target group felt that the Sisters ad was more interesting than other ads (Exhibit 53). There were no differences in the proportion of males and females who found the Basketball ad more interesting than other ads. However proportionally more females (56%) than males (33%) rated the Sisters ad as more interesting than other ads.

Interest in these ads did not differ among those who had used drugs or those who drank each month.

The main things that respondents liked about the Basketball ad were the message (29%), the use of young people (15%), the idea of playing basketball (14%) and the realistic approach (16%) (Table 43, Appendix IV). The main things respondents liked about the Sisters ad were the idea of the two sisters talking (26%), the message (27%) and the realistic approach (13%) (Table 44, Appendix IV). There was little that the respondents disliked about either ad (Table 45 and 46, Appendix IV). This suggests that the creative approaches and execution of the Really Me ads were appropriate for these age groups.

EXHIBIT 55

RATINGS OF PEOPLE IN SISTERS ADVERTISEMENT (Q.88)

(DRUG CAMPAIGN)

(Base: Those who have seen Sisters ad)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
<u>Believable</u>						
People are believable	89	90	84	88	86	89
People aren't believable	7	7	13	11	11	9
Don't Know	4	4	3	2	3	2
BASE (n =)	(281)	(291)	(466)	(512)	(747)	(803)
<u>Like Your Friends</u>						
People are like my friends	55	56	47	49	50	52
People aren't like my friends	35	35	44	46	41	42
Don't Know	10	10	9	5	9	7
BASE (n =)	(281)	(291)	(466)	(512)	(747)	(803)

The Really Me ad also did very well in terms of source credibility. The large majority of respondents felt that the people in both the Basketball (84%) and Sisters (89%) ads were believable (Exhibits 54 and 55). In addition, majority also felt that the people in both the Basketball (53%) and Sisters (52%) ad were like their friends.

D. GENERAL ATTITUDES

Respondents were asked whether they agreed or disagreed with a series of attitudinal statements. The first statement was "when I'm with a group of friends I often go along with what they do even if I don't agree with it". As with the target groups for the other campaigns, about one-third (38%) agreed a lot (4%) or agreed a little (34%) with this statement (Table 47, Appendix IV). Those who had seen either the Basketball or Sisters ad were as likely to agree with this statement.

The majority of respondents (55%), especially primary group respondents (64%) agreed strongly that it is important to set examples for younger people (Table 48, Appendix IV). Those who have seen either the Basketball or Sisters ad were as likely to agree with this statement. However, only 47% of both those who have used drugs and those who drink each month agreed strongly with this statement.

Respondents were also asked whether they agreed that their parents respected their point-of view. Overall, 76% agreed strongly (43%) or agreed a little (33%) that their point-of-view was respected (Table 49, Appendix IV). Those who had seen either Really Me ad were equally likely to agree to this statement.

Substantially fewer (64%) of those who had ever used drugs agreed with this statement, as was the case with those who drink each month (65%). Promotional efforts to generate constructive parental dialogue should be continued.

EXHIBIT 56

AGREEMENT WITH STATEMENT "MOST PEOPLE MY AGE DRINK ALCOHOLIC DRINKS SUCH AS BEER, WINE OR LIQUOR" (Q.27)

(DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Agree a lot	7	6	53	51	36	34
Agree a little	20	19	31	34	27	29
Disagree a little	19	19	9	8	13	12
Disagree a lot	42	47	4	5	18	21
Don't know	12	8	3	3	6	4
Mean	1.9	1.8	3.4	3.3	2.9	2.8
BASE (n =)	(410)	(412)	(592)	(676)	(1126)	(1088)

(Base: Those who have seen Basketball or Sisters ad)

Agree a lot	7	7	52	51	36	35
Agree a little	21	20	33	34	28	29
Disagree a little	17	19	9	8	12	12
Disagree a lot	44	46	3	5	19	20
Don't know	11	8	3	3	5	5
Mean	1.9	1.8	3.4	3.3	2.9	2.8
BASE (n =)	(327)	(345)	(556)	(596)	(883)	(941)

E. DRUG ATTITUDES

When specifically asked whether they felt that most people their age drink alcoholic drinks, only a small number (25%) in the primary target group agreed a lot (6%) or agreed a little (19%) (Exhibit 56). However, a large majority (85%) in the secondary group agreed a lot (51%) or agreed a little (34%). Clearly the increased prevalence of drinking in the older age groups is recognized by individuals in that group and acts to develop drinking as a social norm for that group. Promotional campaigns should continue to counteract this developing social norm as individuals move from the primary to secondary target groups.

Those who have ever used drugs are particularly likely to agree a lot (68%) that most people their age drink as are those who drink each month (75%).

Very few individuals in either group (1%) showed any agreement with the statement that it is cool to take drugs or make marijuana (Table 50, Appendix IV). Not surprisingly those who have used drugs were more likely (7%) to agree with this statement as were those who drink each month (5%). Even among drug users however, most disagree that taking drugs is cool.

As a direct indicator of drinking norms, respondents were asked whether they agreed that there was nothing wrong

EXHIBIT 56
(Cont'd)

AGREEMENT WITH STATEMENT
"MOST PEOPLE MY AGE DRINK ALCOHOLIC DRINKS
SUCH AS BEER, WINE OR LIQUOR" (Q.27)

(DRUG CAMPAIGN)

(Base: Those who have ever used drugs)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Agree a lot	NA	NA	76	74	73	68
Agree a little	NA	NA	20	22	21	23
Disagree a little	NA	NA	3	3	4	6
Disagree a lot	NA	NA	1	1	1	3
Don't know	NA	NA	0	0	1	0
Mean	NA	NA	3.7	3.7	3.7	3.6
BASE (n =)	(14)	(14)	(185)	(134)	(199)	(148)

(Base: Those who drink each month)

Agree a lot	NA	NA	74	78	72	75
Agree a little	NA	NA	22	17	22	18
Disagree a little	NA	NA	4	4	5	4
Disagree a lot	NA	NA	0	0	1	2
Don't know	NA	NA	0	0	5	2
Mean	NA	NA	3.7	3.8	3.7	3.7
BASE (n =)	(14)	(13)	(136)	(186)	(237)	(199)

NA Not available due to small sample size

with drinking. Few in the primary group (12%) showed any agreement with this statement while many (41%) in the secondary group agreed (Table 51, Appendix IV). This suggests that prevention should be the goal of campaigns targeted to the primary groups because drinking norms have not yet developed in that group.

Not surprisingly, those who have ever used drugs were much more likely (56%) to agree with this statement, as were those who drink each month (67%).

Respondents were also asked if they agreed that there is nothing wrong with getting drunk sometimes. A small number (12%) in the primary group agreed while 39% in the secondary group agreed (Table 52, Appendix IV). This again confirms that prevention should be an important goal of communication for the primary group. Those who have ever used drugs are very likely (65%) to agree with this statement as were those who drink each month (67%). This suggests the need for programs targeted to those who already drink each month or who have already used drugs.

Respondents were also asked if they agreed that people take drugs because their friends do. About two-thirds (68%) agreed with this statement although fewer who have used drugs (61%) or drink each month (65%) agree with this statement (Table 53, Appendix IV).

EXHIBIT 57

OCCURRENCE OF DRINKING (Q.9, 12, 13, 17) (DRUG CAMPAIGN)

(Base: Those who have ever had an alcoholic drink)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Have ever had a drink	41	40	80	83	66	67
Have had more than three drinks in past year	14	12	57	58	41	41
Have a drink once a month	3	3	31	28	21	18
Have ever been drunk	2	2	26	23	17	15
Have been drunk in past two months	NA	2	NA	18	NA	12
BASE (n =)	(410)	(412)	(716)	(676)	(1126)	(1088)

F. ALCOHOL AND DRUG USE

In the primary group, 40% reported that they had had at least one drink in their life compared with 83% in the secondary group (Exhibit 57). However, only 12% in the primary group had more than three drinks in the past year while 58% in the secondary group had. In terms of drinking once a month 3% in the primary group indicated that they did so but 28% in the secondary group so indicated. Only 2% in the primary group have ever been drunk compared to 23% in the secondary group. There were no significant differences in these results among those who have seen the Really Me ad (Table 54, Appendix IV).

These results suggest two things. First, alcohol abuse is a serious problem among many young Canadians. Second, in addition to other initiatives, prevention programs should continue to be aimed at the primary group, that is, 11 to 13 years old.

The average age of onset for having the first drink is 12.1 years old (Exhibit 58). The age of onset for drinking once a month is 14.5 years old (Table 56, Appendix IV).

Among those who drink each month, the average number of drinks consumed each week, where a drink is defined as a beer, glass of wine or two ounces of hard liquor, is 4.5 (Table 57, Appendix IV). Specifically, 7% have no

EXHIBIT 58

AGE WHEN RESPONDENT HAD FIRST DRINK (Q.11/30)

(DRUG CAMPAIGN)

(Base: Those who have had at least one drink)

	TARGET GROUP					
	PRIMARY (12 - 14)		SECONDARY (15 - 17)		TOTAL (12 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
7 or under	12	18	8	5	9	8
8	7	7	3	2	4	3
9	8	7	2	3	3	3
10	22	16	5	7	8	9
11	17	16	5	5	8	7
12	19	15	13	14	14	14
13	8	9	14	16	13	15
14	0	0	21	18	16	14
15	0	0	15	17	12	13
16	0	0	7	9	5	7
17	0	0	1	1	1	1
Don't know	7	7	6	2	6	3
BASE (n =)	(167)	(165)	(575)	(561)	(742)	(726)

drinks in an average week while 52% have between 1 and 3 drinks in an average month. Most (89%) of this drinking is done mainly on weekends (Table 58, Appendix IV).

Among those in both groups who reported ever having been drunk, the mean number of times that they have been drunk in the past two months is 2.7 times (Table 59, Appendix IV).

A substantial number of respondents (43%) who have had an alcoholic drink indicated some likelihood that they will get drunk in the next year (Table 60, Appendix IV). This is especially true in the secondary group (50%).

These results again confirm that alcohol abuse is a serious problem among many young Canadians, especially in the secondary target groups.

In the primary target group, the use of drugs is relatively rare. The most commonly used drugs in this target group are glue/solvents (2%) and marijuana (1%) followed by speed (1%) and downers (1%) (Exhibit 59, Tables 61, 62 and 63, Appendix IV). Heroin, crack and cocaine usage is very rare in this group (less than 1%) (Tables 64, 65 and 66, Appendix IV). These results should be interpreted with some caution due to probable under-reporting of illicit substance usage among respondents.

EXHIBIT 59

INCIDENCE OF MARIJUANA USAGE (Q.39/42) (DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	1987	1988	1987	1988	1987	1988
	%	%	%	%	%	%
Used in last month	*] 2	0] 1	12] 24	10] 18	7] 16	7] 11
Used in last 2 - 12 months	1] 2	1] 1	4] 24	3] 18	4] 16	1] 11
Used, not in last year	*]	*]	8]	5]	5]	3]
Not used but considered	1	1	4	5	3	4
Never considered	90	86	70	72	77	78
Refused	7	11	2	4	4	7
BASE (n =)	(410	(412)	(716)	(676)	(1126)	(1088)

(Base: Those who have seen Basketball or Sisters ad)

Used in last month	1] 2	*] *	12] 25	9] 19	8] 16	6] 12
Used in last 2 - 12 months	0] 2	*] *	5] 25	4] 19	13] 16	2] 12
Used, not in last year	1]	*]	8]	6]	5]	4]
Not used but considered	1	1	3	5	2	3
Never considered	90	86	70	72	78	78
Refused	7	11	2	5	4	7
BASE (n =)	(327)	(345)	(556)	(596)	(883)	(941)

* Less than 1%

In the secondary target group, reported drug usage is much higher. Almost one-in-five (18%) reported having used marijuana (Exhibit 59). Other less frequently reported drugs are speed (4%), glue/solvents (2%), downers (2%), cocaine (1%), heroin (less than 1%) and crack (no usage reported) (Tables 61 to 66, Appendix IV). The caution regarding under-reporting also applies to these results.

These results indicate that drug usage continues to be a problem in the secondary target group. Continued prevention campaigns promoting a drug free lifestyle are required for the primary target group.

Among those in both groups who have tried drugs other than alcohol, the mean average age of first trying drugs is 13.9 years old (Table 67, Appendix IV). This again reinforces the need for a preventive program aimed at the primary target group.

Among those who have had an alcoholic drink, a substantial number in the primary group reported having had a serious discussion with one or both parents about drinking (38%) or drugs (41%) (Tables 68 and 69, Appendix IV). In the secondary group, 59% reported having had serious discussions about drinking and 55% reported having had serious discussions about drugs. Many in both

EXHIBIT 60

LIKELIHOOD OF THINKING ABOUT WHETHER TO USE DRUGS/ ALCOHOL AS A RESULT OF SEEING BASKETBALL AD (Q.79)

(DRUG CAMPAIGN)

(Base: Those who have seen Basketball ad)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Likely to think about drugs or alcohol	76	73	61	59	67	64
Unlikely to think about drugs or alcohol	19	24	35	34	29	31
Don't know	5	3	4	7	4	5
BASE (n =)	(241)	(277)	(416)	(492)	(657)	(769)

(Base: Those who have ever used drugs and
who have seen Basketball ad)

Likely to think about drugs or alcohol	NA	NA	53	50	55	51
Unlikely to think about drugs or alcohol	NA	NA	40	41	38	41
Don't know	NA	NA	7	9	7	8
BASE (n =)	(8)	(9)	(107)	(99)	(115)	(108)

(Base: Those who drink each month and
who have seen Basketball ad)

Likely to think about drugs or alcohol	NA	NA	57	54	57	53
Unlikely to think about drugs or alcohol	NA	NA	36	40	35	39
Don't know	NA	NA	7	6	8	7
BASE (n =)	(4)	(10)	(120)	(144)	(124)	(154)

NA Not available due to small sample size

EXHIBIT 61

LIKELIHOOD OF THINKING ABOUT WHETHER TO USE DRUGS/ ALCOHOL AS A RESULT OF SEEING SISTERS AD (Q.89)

(DRUG CAMPAIGN)

(Base: Those who have seen Sisters ad)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Likely to think about drugs or alcohol	76	74	66	65	70	68
Unlikely to think about drugs or alcohol	22	23	30	30	27	28
Don't know	2	3	4	5	3	4
BASE (n =)	(281)	(291)	(466)	(512)	(747)	(803)

(Base: Those who have ever used drugs and
who have seen Sisters ad)

Likely to think about drugs or alcohol	NA	NA	57	62	57	62
Unlikely to think about drugs or alcohol	NA	NA	36	32	36	32
Don't know	NA	NA	7	6	7	6
BASE (n =)	(8)	(12)	(121)	(103)	(129)	(115)

(Base: Those who drink each month and
who have seen Sisters ad)

Likely to think about drugs or alcohol	NA	NA	60	62	60	60
Unlikely to think about drugs or alcohol	NA	NA	34	34	34	34
Don't know	NA	NA	6	4	6	5
BASE (n =)	(10)	(10)	(151)	(141)	(161)	(151)

NA Not available due to small sample size

groups reported having had these discussions in the past four months (Tables 70 and 71, Appendix IV).

The majority of respondents in both groups indicated that they were likely to think about using drugs as a result of seeing either the Basketball (64%) or Sisters (68%) ad (Exhibit 60 and 61). Those in the primary group were more likely to think about drug use after seeing the ad. Those who have ever used drugs or who drink each month were slightly less likely to think about drug use.

Both the Basketball and Sisters ads are working well with the primary group in a preventative role by getting individuals to think about drug use.

Respondents were also asked if they feel that the Really Me ad would make drug or alcohol use less popular. Almost three in four respondents in the primary groups felt that the Basketball (72%) and Sisters (72%) ads would in fact make drugs and alcohol less popular (Table 72 and 73, Appendix IV).

A majority in the secondary group also agreed that the Basketball (57%) and Sisters (63%) ad would make drug and alcohol use less popular. A majority of those who have ever used drugs or who drink each month also feel the Really Me ad would make alcohol and drugs less popular.

EXHIBIT 62

LIKELIHOOD OF TALKING TO FRIENDS ABOUT DRUGS OR ALCOHOL AS A RESULT OF SEEING BASKETBALL AD (Q.80)

(DRUG CAMPAIGN)

(Base: Those who have seen Basketball ad)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Likely to think about drugs or alcohol	47	48	38	39	41	42
Unlikely to think about drugs or alcohol	45	42	56	55	52	50
Don't know	8	10	6	7	7	8
BASE (n =)	(241)	(277)	(416)	(492)	(657)	(769)

(Base: Those who have ever used drugs and
who have seen Basketball ad)

Likely to think about drugs or alcohol	NA	NA	37	29	37	31
Unlikely to think about drugs or alcohol	NA	NA	57	68	58	66
Don't know	NA	NA	6	3	5	3
BASE (n =)	(8)	(9)	(107)	(99)	(115)	(108)

(Base: Those who drink each month and
who have seen Basketball ad)

Likely to think about drugs or alcohol	NA	NA	57	54	57	53
Unlikely to think about drugs or alcohol	NA	NA	36	40	35	39
Don't know	NA	NA	7	6	8	7
BASE (n =)	(4)	(10)	(120)	(144)	(124)	(154)

NA Not available due to small sample size

Gallup*

EXHIBIT 63

LIKELIHOOD OF TALKING TO FRIENDS ABOUT DRUGS OR ALCOHOL AS A RESULT OF SEEING SISTERS AD (Q.90)

(DRUG CAMPAIGN)

(Base: Those who have seen Sisters ad)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Likely to think about drugs or alcohol	51	47	37	40	42	43
Unlikely to think about drugs or alcohol	43	44	58	53	53	49
Don't know	6	9	5	7	5	8
BASE (n =)	(281)	(291)	(466)	(512)	(747)	(803)

(Base: Those who have ever used drugs and
who have seen Sisters ad)

Likely to think about drugs or alcohol	NA	NA	32	36	32	37
Unlikely to think about drugs or alcohol	NA	NA	65	58	64	56
Don't know	NA	NA	3	6	4	7
BASE (n =)	(8)	(8)	(121)	(103)	(129)	(115)

(Base: Those who drink each month and
who have seen Sisters ad)

Likely to think about drugs or alcohol	NA	NA	29	38	30	38
Unlikely to think about drugs or alcohol	NA	NA	67	56	65	55
Don't know	NA	NA	4	6	5	7
BASE (n =)	(10)	(10)	(151)	(141)	(161)	(151)

G. WORD OF MOUTH

Slightly more respondents in the primary group indicated that they were likely to talk to friends about drugs or alcohol after seeing the Basketball (48%) and Sisters ad (47%) compared with the secondary group (39% and 40%) respectively (Exhibit 62 and 63). Those who have ever used drugs and alcohol or who drink each month were less likely to speak to their friends.

These findings indicate that word of mouth has been generated by the Really Me campaign.

VI. DRUG CAMPAIGN - PARENT FINDINGS

Because the parents campaign had not begun by the time the Wave I survey was conducted, those findings acted as a pre-measure of parent attitudes concerning alcohol and drug use among youths. These results provide post-campaign measures and are grouped into four topics, namely:

drug attitudes,

parent talk,

perceived alcohol use, and

advertising awareness.

Primary and secondary groups refer to parents who have at least one child in the primary or secondary groups for the Really Me campaign.

EXHIBIT 64

OCCURRENCE OF SPEAKING TO CHILD ABOUT DRINKING ALCOHOL (Q.2) (PARENTS' CAMPAIGN)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Have spoken to child	86	59**	94	78**	91	70**
Haven't spoken to child	14	41	6	22	9	30
Don't know/refused	*	0	*	0	*	0
BASE (n =)	(318)	(317)	(413)	(416)	(731)	(733)

* Less than 1%

** Talk was described as a "serious discussion" in the Wave II questionnaire, but as a "talk" in Wave I.

A. DRUG ATTITUDES

The vast majority of parents (88%) agreed either strongly (55%) or somewhat (33%) that too many teens drink these days (Table 74, Appendix IV). However, somewhat fewer (53%) agreed that too many preteens drink these days (Table 75, Appendix IV).

A large majority of parents (87%) also agreed that drug use is a major problem among teens while fewer (56%) agreed that drug use is a problem among preteens (Tables 76 and 77, Appendix IV). These findings clearly indicate that parents recognize alcohol and drug use is a problem among the country's youth.

Most parents (92%) agreed that the way parents themselves use alcohol and drugs will have a big effect on their children's drinking and drug use (Table 78, Appendix IV).

Parents were divided over whether they felt that most parents find it difficult to talk to their children about drugs and alcohol. Specifically, 48% agreed that most parents find it difficult to talk about drugs while 40% agreed that most parents find it difficult to talk about alcohol (Table 79, Appendix IV). This finding suggests that a large number of parents do themselves have difficulty talking to their children about drugs and alcohol.

EXHIBIT 65

**OCCURRENCE OF SPEAKING TO CHILD ABOUT
DRUG USE (Q.6)
(PARENTS' DRUG CAMPAIGN)**

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Have spoken to child about drug use	83	70**	93	76**	89	74**
Haven't spoken to child about drug use	16	30	7	24	11	26
Don't know/refused	1	0	0	0	*	0
BASE (n =)	(318)	(317)	(413)	(416)	(731)	(733)

* Less than 1%

** Talk was described as a serious discussion in the Wave II questionnaire.

B. PARENT TALKS

Most parents indicated that they have had serious discussions with their children about alcohol (70%) and drugs (74%) (Exhibits 64 and 65). Of these parents most have had talks in the past two months about alcohol (43%) and drug (43%) use (Table 80 and 81, Appendix IV). It should be recalled that far fewer youths reported having had serious discussions with their parents about drugs and alcohol.

About half of the parents surveyed (46% and 49%) who have had talks with their children indicated the talks had a great deal of influence (Tables 82 and 83, Appendix IV). The average age of children when parents first had talks about alcohol and drugs is about eleven years old (Table 84 and 85, Appendix IV).

EXHIBIT 66

PERCEIVED KNOWLEDGE OF CHILD DRINKING AT LEAST ONCE A MONTH (Q.10)

(PARENT'S DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(11 - 13)		(14 - 17)		(11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Believes child drinks once a month	3	2	17	16	11	10
Doesn't believe child drinks once a month	95	97	76	77	84	86
Don't know	2	1	7	1	5	4
BASE (n =)	(318)	(317)	(413)	(416)	(713)	(733)

C. PERCEIVED ALCOHOL USE

Few parents (2%) of children in the primary target group believe that their child drinks each month while 16% of parents of children in the secondary group believe so (Exhibit 66). This perceived level of monthly drinking is accurate for the primary group based on self-reported behaviour (3%) but greatly underestimates monthly drinking in the secondary target group (28%) (Exhibit 57). When responses from parents and youth in the same household are analysed, the results indicated that in 46% of households where the youth drinks once a month, the parent has no knowledge of this behaviour (Table 135, Volume II, Supplementary Tables - Parents Total Target). Clearly many parents are unaware of their children's alcohol usage.

EXHIBIT 67

UNAIDED RECALL OF REALLY ME ADVERTISEMENT (Q.11/12) (PARENTS' DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY		SECONDARY		TOTAL	
	(11 - 13)		(14 - 17)		(11 - 17)	
	SEPT	MARCH	SEPT	MARCH	SEPT	MARCH
	<u>1987</u>	<u>1988</u>	<u>1987</u>	<u>1988</u>	<u>1987</u>	<u>1988</u>
	%	%	%	%	%	%
Unaided Aware:						
Youth Ad	NA	15	NA	12	NA	13
Parents Ad	NA	3	NA	2	NA	2
DWI Ad	NA	3	NA	2	NA	2
Other Ads	NA	55	NA	62	NA	60
Not Aware of any Anti-drug Ads	NA	24	NA	22	NA	23
BASE (n =)	NA	(317)	NA	(416)	NA	(733)

NA Not applicable

D. ADVERTISEMENT AWARENESS

Like the youth surveyed, most parents (77%) have seen drug and alcohol use ads (Exhibit 67). A small number (15%) were specifically aware of the "Really Me" slogan (Exhibit 68).

About one-third (30%) recalled with aid having seen the parents' Really Me ad (Exhibit 69). Most of those who have seen the ad were aware of the key message of communicating with their children about drugs (Table 86, Appendix IV).

Only one-in-five were able to recall the Federal government's sponsorship while 24% recalled a provincial government's sponsorship (Table 87, Appendix IV). About one-half (54%) found the Really Me ad to be more interesting than other ads (Table 88, Appendix IV).

The aspects of the Really Me ad which the parents liked most were the theme of communication with children (28%), the realistic approach (17%), the family feeling (10%), and the directness of the message (11%) (Table 89, Appendix IV). There was very little respondents disliked about the ad (Table 90, Appendix IV).

Of those who had seen the ad, 22% had talked to their children as a result of seeing the ad (Table 91, Appendix IV). In addition, 74% felt that the ad would make

EXHIBIT 68

SLOGAN AIDED AWARENESS OF REALLY ME ADVERTISEMENT (Q.13) (PARENTS' DRUG CAMPAIGN)

	TARGET GROUP					
	PRIMARY (11 - 13)		SECONDARY (14 - 17)		TOTAL (11 - 17)	
	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988	SEPT 1987	MARCH 1988
	%	%	%	%	%	%
Yes, aware	16	16	12	14	14	15
No, not aware	84	68	88	72	86	70
Don't know	0	15	0	14	0	15
BASE (n =)	(318)	(317)	(413)	(416)	(731)	(733)

* Respondents were aided by asking them if they have seen the "Really Me" advertisement

parents more likely to discuss drug or alcohol use with their children.

EXHIBIT 69

AIDED RECALL OF REALLY ME ADVERTISEMENT (Q.14) (PARENTS' DRUG CAMPAIGN)

	TARGET GROUP		
	PRIMARY (11 - 13) MARCH 1988 %	SECONDARY (14 - 17) MARCH 1988 %	TOTAL (11 - 17) MARCH 1988 %
Yes, have seen ad	30	30	30
No, haven't seen ad	65	65	65
Don't know	5	5	5
BASE (n =)	(317)	(416)	(733)

E. BOOKLET AWARENESS

Of those who recalled seeing the Really Me ad, 43% recalled the booklet mentioned in the ad (Table 92, Appendix IV). Only 3% had written away for the booklet while 2% had received the booklet and most found the booklet either very or somewhat useful.

Of those who had seen the ad but had not yet written away for the booklet, 28% indicated some probability of writing away for the booklet (Table 94, Appendix IV). The main reasons cited for not writing away for the booklet were: no need for the booklet because they have information already (30%), can discuss drug problems with their children already (26%), or their children don't have drug problems (26%) (Table 95, Appendix IV).

F. FAMILY ALLOWANCE INSERT

Almost one-half (44%) recalled receiving a notice of a booklet dealing with alcohol and drug use with their family allowance cheque (Table 96, Appendix IV). Of these, 7% have actually written away for the booklet while another 26% plan to write away for the booklet (Tables 97 and 98, Appendix IV). The main reasons cited for not writing away for the booklet were lack of need for the booklet because they can already discuss drug problems with their children (30%), they already have drug information (29%) or their children don't have drug problems (20%) (Table 99, Appendix IV).