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Ipsos Public Affairs

Baseline and Post-Campaign ACET for the Cannabis Coming into Force Campaign

Final Quantitative Executive Summary

Prepared for Health Canada

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Canada 



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A handwritten signature in black ink, appearing to read "M. Colledge".

Mike Colledge
President
Ipsos Public Affairs



Baseline and Post-Campaign ACET for the Cannabis Coming into Force Campaign Executive Summary

Prepared for Health Canada
Supplier name: Ipsos Public Affairs
March 2019

This public opinion research report presents the results of baseline and post-campaign ACET online surveys conducted by Ipsos Public Affairs on behalf of Health Canada. The research study was conducted with 4739 Canadians aged 18+ (16+ in the Post-Campaign, including 636 who were the target audience. The baseline survey was conducted between September 28-October 17, 2018, the post-campaign survey was conducted between June 10- June 30, 2019.

Cette publication est aussi disponible en français sous le titre : Sondages de l'Outil d'évaluation des campagnes publicitaires (OECF) initiaux et après-campagne pour la campagne sur l'entrée en vigueur de la légalisation du cannabis

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Executive Summary

1. Background

In anticipation of the *Cannabis Act* coming into force on October 17, 2018, Health Canada launched a multi-year public education and awareness campaign targeted at the general population and youth to ensure Canadians are well-informed about the health and safety risks of cannabis use and about the new laws. The campaigns will include partnerships with key stakeholders, public communications and outreach, and paid media (advertising).

The latest cannabis public education advertising campaigns aim to inform Canadians about:

- what will and will not be legal
- health facts, including lower-risk use guidelines of cannabis
- drug-impaired driving including new laws, impacts of driving under the influence, and law enforcement's abilities to detect and deter drug-impaired driving
- travel and border considerations
- impairment in the workplace
- provincial and territorial responsibilities

It is therefore necessary to conduct research utilizing baseline and post-campaign Advertising Campaign Evaluation Tool (ACET) surveys to measure the effectiveness of the campaign.

The research consisted of online surveys (individualized to the pre-wave and post-wave research) conducted in English and French, taking place between September 28- October 17, 2018 for the pre-wave, and June 10- June 30, 2019 for the post-wave.

Ipsos programmed, hosted and provided sample management services only, while Health Canada provided the online surveys. Ipsos was responsible for data collection and data storage in Canada, data processing, and data weighting. The total contract value of this research was \$69,718.40 including HST.

2. Research Objectives

Quantitative baseline and post-campaign Advertising Campaign Evaluation Tool (ACET) surveys are required to understand the effectiveness of the advertising campaign.

The specific research objectives are as follows:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Identify attitudinal changes because of the advertising campaign



3. Methodology

3.1 Online Sample

Respondents for both the pre- and post-wave samples were drawn from the Ipsos i-Say panel, consisting of over 200,000 Canadians recruited in all provinces and territories. The pre-wave sample of n=2376 was drawn from Canadians 18+ and included an oversample of males aged 18-24 (n=246) and an oversample of respondents aged 16-17 (n=55). The post-wave sample of n=2363 was drawn from Canadians 16+ and similarly included an oversample of males 18-24 (n=159) and respondents aged 16-17 (n=176). To appropriately survey youth respondents, a series of questions were asked to parents and/or legal guardians of children aged 16-17 to obtain consent to survey their children. By obtaining consent, we were able to safely poll youth respondents and acquire the necessary oversample. Respondents were invited to participate in the survey via email, with a unique URL link. This link could only be used once, with respondents being allowed to take pause during completion and return to complete it at a later time. Survey questionnaires took 10 minutes to complete on average.

Participant Recruitment

Sample Source

The Ipsos i-Say panel is the primary source for recruiting respondents. Where necessary, a supplemental sample from third party vendor panels is also used as a source. The Ipsos i-Say online panel is a diversely-sourced and actively maintained panel of over 200,000 Canadian adults. Utilizing this panel allows us to confidently build online samples based on known population characteristics like the ones available through Census data. Invitations to participate in each survey are adjusted to reflect the most recent Current Population Data provided by Statistics Canada.

Online panel participants are recruited and screened using rigorous double and triple opt-in checks¹ to ensure that respondents want to receive contact such as invitations to participate in research surveys. Ipsos i-Say panel Terms and Conditions of Membership details the respondents' rights to, at any time, for any reason ask to be removed from the panel and stop receiving emails from Ipsos and its clients.

Panel recruitment consists of the following steps:

- Various “wide net” methodologies (e.g., email campaigns, affiliate networks, banner ads, text ads, search engine, co-registration, offline-to-online, specialized websites); and,
- Customized incentives and materials for recruiting special targets such as mothers of babies, age group 55+, etc.

It is important to note that any panel – no matter how well recruited – does not enable random selection in the sense that not all members of the public are apt to join a panel. This applies to panels

¹ The Ipsos online panel is recruited utilizing a double and triple opt-in screening process to ensure maximum return from an engaged and representative audience. After the initial opt-in to the Ipsos online panel, respondents are sent a second and third email to confirm they want to join our panel.



recruited through online approaches as well as panels recruited via traditional telephone Random Digit Dialing.

Rigorous panel maintenance procedures mean only those participants who actively participate in online surveys, at least once every six months, are included. Participants can choose whether to enter a survey or not. While participating in a survey, the respondent can simply exit the survey by closing the survey Internet browser window at any time without submitting their responses if they no longer want to participate.

In order to capture responses from low incidence individuals, such as vaccine-hesitant women who are currently pregnant, we use what is called a Webcruiser on our iSay Panel. A Webcruiser asks a set number of questions to our entire panel and typically takes approximately three weeks to complete. Panelists who meet the criteria we are looking for are then flagged and can be contacted for further research.

Incentives and Quality Control Measures

Respondents to Ipsos' online surveys are offered a number of innovative incentive programs in the forms of a point-based system where participants can redeem points for various items. We do not reward our panelists using cash payments.

Extensive quality-control procedures are in place within IIS (*Ipsos Interactive Services*, who manage our panel) to ensure that the survey inputs (sample and questionnaire design) allow for high-quality survey outputs (survey data). These processes span the life cycle of a panelist and are in place for all Ipsos online surveys. IIS experts are constantly monitoring and reviewing the performance of our quality measures and updating and integrating new ones as respondents' behaviors and the online landscape evolve.

Are panelists who they say they are

- Double Opt-In approach to confirm identity
- Country validation via Geo-IP
- Mismatch between device settings and geolocation
- Anonymous proxy detection
- Detection of robots via Captcha code
- Detection of "5 minutes" emails (temporary email addresses)
- Detection of data anomalies and patterns
- Maintenance of Ipsos blacklist
- RealAnswer™- detection of pasted and robot answers

They have not participated recently in similar surveys

- Strict panel usage rules to avoid interviewing the same people too often and prevent them from becoming too used to a type of survey or product category
- Duplicate devices identification through digital Fingerprinting (RelevantID®) and web/flashcookie



They complete surveys seriously

- Survey taking behavior: speeding, straight lining, open-ends quality evaluation
- Panelists' history monitored across surveys and used for panel purge removing “bad” or inactive respondents

They can only take the survey once

- Duplicate emails identification
- Duplicate devices identification through digital fingerprinting (RelevantID®) and web/flashcookie
- Duplicate contact details identification

Sample Weighting

The table below indicates the unweighted and weighted distributions of the pre-and post-wave online samples. Weighting was applied to the sample to ensure that the final data reflects the population of Canada by region, age, and gender according to the 2016 Census. A Random Iterative Method (RIM) technique was applied for weighting.

Weighted and Unweighted Online Sample

	Unweighted Pre Sample Size*	Weighted Pre Sample Size*	Unweighted Post Sample Size*	Weighted Post Sample Size*
Canada	2376	2376	2363	2363
Region**				
British Columbia	317	322	324	321
Alberta	247	266	232*	265*
Sask./Man.	154	155	147	154
ON	948	913	847	910
QC	556	558	675	553
Atlantic Canada	154	162	138	161
Gender**				
Male	1252	1164	1359	1148
Female	1124	1212	1004	1215
Age**				
16-17	55	51	176	66
18-34	650	647	592	629
35-54	714	787	716	782
55+	957	892	879	886

*Includes Territories

The figures presented in the table above show minimal differences between the pre-wave unweighted and weighted samples. As previously noted, the pre-wave research was drawn from a sample of Canadians 18+. In the post-wave research the youngest age group (16 to 17 years old) is overrepresented due to the sample age range being altered to 16+ in conjunction with the requested



oversample. This resulted in a higher weight ratio of 2.6:1 which remains within acceptable ranges for a survey of the general population.

Email Statistics

The table below presents general statistics regarding the response rate for the email phase of research. Overall, a response rate 7% was achieved, which is within normal ranges for a survey of the Canadian adult population.

Calculation for Data Collection	Pre-Wave	Post-Wave
Total Email Invitations Issued	34826	52854
Invalid (incomplete/incorrect email address, email invitation bounce backs)	0	0
Unresolved (U) (no response at all)	31084	48534
In-scope - non-responding (IS)	101	771
Qualified respondent break-off (incomplete)	101	771
In-scope - Responding units (R)	3641	3549
Over quota	706	435
Other disqualified	559	751
Completed questionnaires	2376	2363
Response Rate = R/(U+IS+R)	10%	7%

Non-Response Analysis

As with any probability sample there exists within the current sample the possibility of non-response bias. In particular, this survey does not include members of the population who do not have access to a computer with an Internet connection (either at home or at work) or who are not capable of responding to a survey in either English or French. In addition, some groups within the population are systemically less likely to answer surveys.

The table below compares the unweighted pre- and post-wave samples to the 2016 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population, except for a few gaps which are described below.

	Pre-Wave Unweighted Percentage	Post- Wave Unweighted Percentage	Census 2016 Proportions (16+)
Region*			
BC	13.3%	13.7%	13.6%
Alberta	10.4%	9.8%	11.2%
Prairies (MB/SK)	6.5%	6.2%	6.5%
Ontario	39.9%	35.8%	38.5%
Quebec	23.4%	28.6%	23.4%



Atlantic	6.5%	5.8%	6.8%
Gender*			
Male	52.7%	57.5%	48.6%
Female	47.3%	42.5%	51.4%
Age*			
16-17	2.3%	7.4%	2.8%
18-34	27.4%	25.1%	26.6%
35-54	30.1%	30.3%	33.1%
55+	40.3%	37.2%	37.5%

* Denotes variables included in the weighting scheme.

The comparison for the variables used in the weighting scheme are minimal, however, there are a few notable differences. In the post-wave, the youngest age group (16-17) shows an overrepresentation in the unweighted sample. This is due to the intentional oversampling of this population and is to be expected. Additionally, men in both waves show an overrepresentation. However, this is due to the oversampling of men in the research and is also to be expected. The remaining age distribution in the online sample remains consistent with only slight differences observed between the unweighted percentages and the Canadian 2016 Census data. Regional distributions similarly demonstrate slight, but not significant, differences between the unweighted percentages and the 2016 Census data.

4. Appendix – Survey Questionnaires

4.1 Baseline English Online Questionnaire

INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur [français \[SWITCH TO FRENCH VERSION\]](#).

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete.

[START SURVEY](#)

To view our privacy policy, [click here](#).

If you require any technical assistance or if you wish to verify the authenticity of this survey, please contact Nikolas Lopez nikolas.lopez@ipsos.com.

a) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government



- none of these organizations

IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.

b) Are you...

- male
- female

c) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1900-2002
IF > 2002, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK**

d) In which of the following age categories do you belong?

SELECT ONE ONLY

- less than 16 years old
- 16 to 17
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

IF “LESS THAN 16 YEARS OLD” OR “BLANK”, THANK AND TERMINATE
In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes



no

=> GO TO T1A

Q2:

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

SELECT ALL THAT APPLY

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Other, specify _____

Q3:

What do you remember about this ad?

Q4:

How did you know that it was an ad from the Government of Canada?

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about the *Cannabis Act* coming into force?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this Government of Canada ad about the *Cannabis Act* coming into force?

SELECT ALL THAT APPLY



- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Other, specify _____

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS**CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE**

T1D: Please rate your level of knowledge on each of the following topics related to cannabis:

	1 Not at all knowledg eable	2	3	4	5 Very knowledg eable
The health effects of cannabis use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laws related to the possession and use of cannabis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact of the use of cannabis while driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laws on travelling outside Canada with cannabis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laws on using cannabis in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

T1E:

I know where to find information on...

	Yes	No
The health effects of cannabis use	<input type="radio"/>	<input type="radio"/>
Laws related to the possession and use of cannabis	<input type="radio"/>	<input type="radio"/>
Impact of the use of cannabis while driving	<input type="radio"/>	<input type="radio"/>
Laws on travelling outside Canada with cannabis	<input type="radio"/>	<input type="radio"/>
Laws on using cannabis in the workplace	<input type="radio"/>	<input type="radio"/>



DEMOGRAPHIC QUESTIONS

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (35 or more hours per week)
- working part-time (less than 35 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- retired
- not in the workforce (Full-time homemaker or unemployed but not looking for work)
- other employment status

D2:

What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- grade 8 or less
- some high school
- high school diploma or equivalent
- registered Apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D3:

Are there any children under the age of 18 currently living in your household?

- yes
- no

D4:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- under \$20,000
- between \$20,000 and \$40,000
- between \$40,000 and \$60,000
- between \$60,000 and \$80,000
- between \$80,000 and \$100,000
- between \$100,000 and \$150,000
- \$150,000 and above
- prefer not to say



D5:

Where were you born?

- born in Canada
- born outside Canada

↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2016

D7:

What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
- French
- Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Health Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

4.2 Baseline Online French Questionnaire

INTRODUCTION

Merci de remplir le présent sondage portant sur des enjeux qui intéressent actuellement les Canadiens. If you wish to complete the survey in English, please click **English**.

Votre participation est volontaire et toutes vos réponses demeureront confidentielles. Il faut environ cinq minutes pour répondre au sondage..

DÉBUT DU SONDAJE

[Cliquez ici](#) pour lire notre politique de confidentialité.

Veuillez communiquer avec Nikolas Lopez nikolas.lopez@ipsos.com pour obtenir de l'aide d'ordre technique, ou si vous souhaitez vérifier l'authenticité du présent sondage.

e) Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- une firme de recherche en marketing
- un magazine ou un quotidien



- une agence de publicité ou de conception graphique
- un parti politique
- une station radiophonique ou de télévision
- une firme de relations publiques
- le gouvernement fédéral ou provincial
- aucune de ces organisations

SI « AUCUNE DE CES ORGANISATIONS », POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

f) Êtes-vous...

- un homme
- une femme

g) Quelle est votre année de naissance?

YYYY

TRANCHE ADMISSIBLE : 1900 À 1998

SI L'ANNÉE EST 1999 ET APRÈS, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE. POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE.

h) À quelle catégorie d'âge appartenez-vous?

NE CHOISIR QU'UNE SEUL CATÉGORIE.

- moins de 18 ans
- 18 à 24
- 25 à 34
- 35 à 44
- 45 à 54
- 55 à 64
- 65 et plus

SI LE RÉPONDANT À MOINS DE 18 ANS, REMERCIEZ-LE ET METTEZ FIN AU SONDAGE.

Dans quelle province ou quel territoire habitez-vous?

NE CHOISIR QU'UN PROVINCE OU QU'UN TERRITOIRE.

- Alberta
- Colombie-Britannique
- Manitoba
- Nouveau-Brunswick
- Terre-Neuve-et-Labrador
- Territoire du Nord-Ouest
- Nouvelle-Écosse
- Nunavut
- Ontario
- Île-du-Prince-Édouard
- Québec
- Saskatchewan
- Yukon

SI AUCUNE PROVINCE OU AUCUN TERRITOIRE N'EST CHOISI(E), REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

QUESTIONS DE BASE

POSER À TOUS LES RÉPONDANTS.

Q1 :

Au cours des trois dernières semaines avez-vous vu, lu ou entendu des publicités du gouvernement du Canada?

- oui
- non

=> ALLER À T1A

Q2 :

Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- cinéma
- Facebook
- site Internet
- magazines
- journal (quotidien)
- journal (hebdomadaire ou communautaire)
- panneaux d'affichage extérieurs
- dépliant ou brochure reçu(e) par la poste
- transport public (autobus ou métro)
- radio
- télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- autre, veuillez préciser _____

Q3 :

De quoi vous souvenez-vous à propos de cette publicité?

Q4 :

Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada?

QUESTIONS SPÉCIFIQUES RELATIVES À LA CAMPAGNE

POSER À TOUS LES RÉPONDANTS.

T1A :

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet de la *Loi sur le cannabis*?

- oui

non

=> ALLEZ À T1D

T1B :

Où avez-vous vu, lu ou entendu cette publicité du gouvernement du sur l'entrée en vigueur de la *Loi sur le cannabis*?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- cinéma
- Facebook
- site Internet
- magazines
- journal (quotidien)
- journal (hebdomadaire ou communautaire)
- panneaux d'affichage extérieurs
- dépliant ou brochure reçu(e) par la poste
- transport public (autobus ou métro)
- radio
- télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- autre, veuillez préciser _____

T1C :

De quoi vous souvenez-vous à propos de cette publicité?

POSER À TOUS LES RÉPONDANTS.

ON PEUT AJOUTER ICI DES QUESTIONS PRÉCISES À LA CAMPAGNE POUR ÉVALUER LES ATTITUDES ET LES COMPORTEMENTS.

T1D :

Veuillez indiquer dans quelle mesure vous êtes renseigné sur chacun des sujets suivants liés au cannabis :

	1 Pas du tout renseigné	2	3	4	5 Très bien renseigné
Les effets de la consommation de cannabis sur la santé	o.	o.	o.	o.	o.
Lois relatives à la possession et à la consommation de cannabis	o.	o.	o.	o.	o.
Incidence de la consommation de cannabis sur la conduite	o.	o.	o.	o.	o.
Lois sur les déplacements à l'extérieur du Canada en possession de cannabis	o.	o.	o.	o.	o.
Lois sur la consommation de cannabis sur le lieu de travail	o.	o.	o.	o.	o.

T1E :

Je sais où obtenir des renseignements sur...

	Oui	Non
Les effets de la consommation de cannabis sur la santé	o.	o.
Lois relatives à la possession et à la consommation de cannabis	o.	o.
Incidence de la consommation de cannabis sur la conduite	o.	o.
Lois sur les déplacements à l'extérieur du Canada en possession de cannabis	o.	o.
Lois sur la consommation de cannabis sur le lieu de travail	o.	o.

D1 :

Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous...

NE CHOISIR QU'UNE CATÉGORIE.

- travailleur/travailleuse à temps complet (35 heures et plus par semaine)
- travailleur/travailleuse à temps partiel (moins de 35 heures par semaine)
- travailleur/travailleuse autonome
- sans emploi, mais à la recherche d'un emploi
- étudiant(e) à temps plein
- retraité(e)
- à l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- autre situation

D2 :

Quel est le plus haut niveau de scolarité que vous avez atteint?

NE CHOISIR QU'UNE SEULE OPTION.

- huitième année ou moins
- quelques années d'études secondaires
- diplôme d'études secondaires ou l'équivalent
- apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
- certificat ou diplôme inférieur au baccalauréat
- baccalauréat
- diplôme d'études universitaires supérieur au baccalauréat

D3 :

Des enfants de 18 ans et moins habitent-ils actuellement dans votre foyer?

- oui
- non



D4 :

Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer?

NE CHOISIR QU'UNE SEULE RÉPONSE.

- moins de 20 000 \$
- entre 20 000 \$ et 40 000 \$
- entre 40 000 \$ et 60 000 \$
- entre 60 000 \$ et 80 000 \$
- entre 80 000 \$ et 100 000 \$
- entre 100 000 \$ et 150 000 \$
- 150 000 \$ et plus
- préfère ne pas répondre

D5 :

Où êtes-vous né(e)?

- au Canada
- à l'étranger

↳ Précisez quel pays :

DEMANDEZ SI D5=NÉ(E) À L'ÉTRANGER

D6 :

En quelle année êtes-vous arrivé(e) au Canada?

YYYY

PÉRIODE ADMISSIBLE : 1900 à 2016

D7 :

Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours?

EN CHOISIR AU PLUS DEUX.

- anglais
- français
- autre langue; veuillez préciser _____

Voilà qui met fin au sondage que nous avons effectué pour le compte de Santé Canada.

Dans les mois à venir, le rapport sera disponible de Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.



4.3 Post-Campaign English Online Questionnaire

INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

[START SURVEY](#)

YEAR/MONTH. What is your date of birth?

YEAR

MONTH

1 January

2 February

3 March

4 April

5 May

6 June

7 July

8 August

9 September

10 October

11 November

12 December

[PN: TERMINATE IF UNDER 18]

RESP_GENDER. What is your gender?

1 Male

2 Female

How many people are living or staying at your current address? (Include yourself and any other adults or children who are currently living or staying at this address for at least two months)

1 1

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10 10

11 11

12 12+



How many children under the age of 18 are living with you in your household?
(If no persons under 18 in your household, please type 0).

Please provide us with the following information on the members in your household that are under 18 years old :

Gender

- 1 Boy
- 2 Girl

Month

- 1 January
- 2 February
- 3 March
- 4 April
- 5 May
- 6 June
- 7 July
- 8 August
- 9 September
- 10 October
- 11 November
- 12 December

Year

Relationship

- 1 Parent (biological, adopted)
- 2 Legal Guardian
- 3 Other (eg step child)

Are you the Parent or Legal Guardian of a child aged 16-17?

- 1 Yes
- 2 No,

[If NO Kids in 16-17 in the HH, please interview the parent]

IF PARENT OF 16-17-YEAR-OLD ASK QST- OTHERWISE SKIP TO Q1.

QST. We are conducting a study about [Dealing with current issues of interest to Canadians] and would like to ask your child aged [*] to take part. This study asks your child to answer questions about [Dealing with current issues of interest to Canadians]. Please remember that your child does not have to answer these questions and can exit the survey at any time.



QCONSENT. Are you happy for your child [*] to participate in this study. If so, please ask the child to come and complete this survey.

- 1 Yes, the child between [*] is now going to complete this survey.
 - 2 No, please find me another survey. [CONSIDER PARENT AS A RESPONDENT]
- [PN: If CONSENT = 'YES' SKIP to QA]
[PN: If CONSENT = 'NO' and Targeted/Allocated Sample skip to IdQCONSENT2]

IdQCONSENT2. Are you happy to participate in this survey yourself?

- 1 Yes. [CONSIDER PARENT AS A RESPONDENT, skip to QA]
- 2 No, please find me another survey. [Term]

QA. Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- Marketing research firm
- Magazine or newspaper
- Advertising agency or graphic design firm
- Political party
- Radio or television station
- Public relations company
- Federal or provincial government
- None of these organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.

Country10. In which country do you live?

[TERMINATE IF NOT CANADA]

HCAL_Region1_Label_CA. In which province or territory do you live?

- (48) Alberta
- (59) British Columbia
- (46) Manitoba
- (13) New Brunswick
- (10) Newfoundland and Labrador
- (12) Nova Scotia
- (61) Northwest Territories
- (62) Nunavut
- (35) Ontario
- (11) Prince Edward Island
- (24) Quebec
- (47) Saskatchewan
- (60) Yukon

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to



complete.

If you require any technical assistance or if you wish to verify the authenticity of this survey, please contact Daniel Kunasingam daniel.kunasingam@ipsos.com.

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes
- no

=> GO TO T1A

Q2:

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

SELECT ALL THAT APPLY

- Cinema
- Facebook
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify _____

Q3:

What do you remember about this ad?

Q4:

How did you know that it was an ad from the Government of Canada?

CAMPAIGN SPECIFIC QUESTIONS



ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about legal cannabis in Canada?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this Government of Canada ad about legal cannabis in Canada?

SELECT ALL THAT APPLY

- Cinema
- Facebook
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify _____

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D: Please rate your level of knowledge on each of the following topics related to cannabis:

	1 Not at all knowledg eable	2	3	4	5 Very knowledg eable
The health effects of cannabis use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laws related to the possession and use of cannabis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact of the use of cannabis while driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laws on travelling outside Canada with cannabis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laws on using cannabis in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



T1E:

I know where to find information on...

	Yes	No
The health effects of cannabis use	<input type="radio"/>	<input type="radio"/>
Laws related to the possession and use of cannabis	<input type="radio"/>	<input type="radio"/>
Impact of the use of cannabis while driving	<input type="radio"/>	<input type="radio"/>
Laws on travelling outside Canada with cannabis	<input type="radio"/>	<input type="radio"/>
Laws on using cannabis in the workplace	<input type="radio"/>	<input type="radio"/>

T1H:

Here are some ads that have recently been broadcast on various media. Click here to watch.

[INSERT VIDEO, PRINT AND RADIO ADS]

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard these ads?

- yes
- no

=> GO TO T1J

T1I:

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

- Cinema
- Facebook
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify _____

T1J:

What do you think is the **main** point these ads are trying to get across?



T1K:

Please indicate your level of agreement with the following statements about these ads?

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the Government of Canada wants to educate Canadians about the new laws regarding cannabis use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHIC QUESTIONS

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- Working full-time (35 or more hours per week)
- Working part-time (less than 35 hours per week)
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time
- Retired
- Not in the workforce (Full-time homemaker or unemployed but not looking for work)
- Other employment status

D2:

What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- Grade 8 or less
- Some high school
- High school diploma or equivalent
- Registered Apprenticeship or other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Postgraduate degree above bachelor's level

D4:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- Under \$20,000
- Between \$20,000 and \$40,000



- Between \$40,000 and \$60,000
 - Between \$60,000 and \$80,000
 - Between \$80,000 and \$100,000
 - Between \$100,000 and \$150,000
 - \$150,000 and above
 - Prefer not to say
-

D5:

Where were you born?

- Born in Canada
- Born outside Canada
 ↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2019

D7:

What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
 - French
 - Other language, specify _____
-

That concludes the survey. This survey was conducted on behalf of Health Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.



4.4 Post-Campaign French Online Questionnaire

INTRODUCTION

Merci de remplir le présent sondage portant sur des enjeux qui intéressent actuellement les Canadiens. If you wish to complete the survey in English, please click [English](#).

DÉBUT DU SONDAGE

YEAR/MONTH. Quelle est votre année de naissance?

ANNÉE

MOIS

- 1 Janvier
- 2 Février
- 3 Mars
- 4 Avril
- 5 Mai
- 6 Juin
- 7 Juillet
- 8 Août
- 9 Septembre
- 10 Octobre
- 11 Novembre
- 12 Décembre

TRANCHE ADMISSIBLE : 1900 À 2001

SI L'ANNÉE EST 2002 ET APRÈS, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE.

[PN: TERMINATE IF UNDER 18]

RESP_GENDER. Vous êtes...?

- 1 Un homme
- 2 Une femme

Combien de personnes habitent ou vivent à votre adresse actuelle? (Indiquez tous les adultes, y compris vous-même, et tous les enfants vivant ou habitant à cette adresse, et ce, depuis au moins deux mois)

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9



- 10 10
- 11 11
- 12 12+

Combien d'enfants âgés de moins de 18 ans vivent actuellement dans votre foyer? (Si aucun enfant âgé de moins de 18 ans ne vit dans votre foyer, indiquez « 0 ».)

Veillez nous fournir les renseignements suivants concernant les enfants de votre foyer âgés de moins de 18 ans.

Sexe

- 1 Garçon
- 2 Fille

MOIS

- 1 Janvier
- 2 Février
- 3 Mars
- 4 Avril
- 5 Mai
- 6 Juin
- 7 Juillet
- 8 Août
- 9 Septembre
- 10 Octobre
- 11 Novembre

Ans

Relationship

- 1 Parent biologique ou adopte
- 2 Tuteur legal
- 3 Autre (p. Ex. Enfant du conjoint ou de la conjointe)

Êtes-vous le parent ou le tuteur légal d'un enfant de 16-17 ans?

- 1 Oui
- 2 Non [Term]

Age range =[16-17]

[If NO Kids in 16-17 in the HH, please interview the parent]

IF PARENT OF 16-17-YEAR-OLD ASK QST- OTHERWISE SKIP TO Q1.



QST. Nous menons actuellement une étude sur le traitement des questions actuelles qui préoccupent les Canadiens] et nous aimerions demander à votre enfant de 16-17 ans d'y participer. Dans le cadre de cette étude, votre enfant répondra à des questions portant sur le traitement des questions actuelles qui préoccupent les Canadiens. Veuillez garder à l'esprit que votre enfant n'est pas obligé de répondre à ces questions et peut quitter l'enquête à tout moment.

QCONSENT. Êtes-vous d'accord qu'un de vos enfants âgés de 16-17 ans participe à cette enquête. Si oui, veuillez demander à votre enfant de venir répondre à cette enquête.

- 1 Oui, l'enfant âgé de 16-17 ans va maintenant répondre à cette enquête
- 2 Non, veuillez me proposer une autre enquête. [CONSIDER PARENT AS A RESPONDENT]

[PN: If CONSENT = 'YES' SKIP to QA]

[PN: If CONSENT = 'NO' and Targeted/Allocated Sample skip to IdQCONSENT2]

IdQCONSENT2. Voulez-vous participer à cette enquête vous-même?

- 1 Oui [CONSIDER PARENT AS A RESPONDENT]
- 2 Non, veuillez me proposer une autre enquête [Term]

QA. Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- Une entreprise de recherche en marketing
- Un magazine ou un journal
- Une agence de publicité ou de graphisme
- Un parti politique
- Une station radio ou de télévision
- Une entreprise de relations publiques
- Le gouvernement fédéral ou provincial
- Aucune de ces organisations

SI « AUCUNE DE CES ORGANISATIONS », POURSUIVEZ. SINON, REMERCEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

Country10. Dans quel pays habitez-vous?

[TERMINATE IF NOT CANADA]

Dans quelle province ou territoire habitez-vous?

- (48) Alberta
- (59) Colombie-Britannique
- (46) Manitoba
- (13) Nouveau-Brunswick
- (10) Terre-Neuve-et-Labrador
- (12) Nouvelle-Écosse
- (61) Territoire du Nord-Ouest
- (62) Nunavut
- (35) Ontario



(11) Île-du-Prince-Édouard
(24) Québec
(47) Saskatchewan
(60) Yukon

Votre participation est volontaire et toutes vos réponses demeureront confidentielles. Il faut environ cinq minutes pour répondre au sondage.

Veillez communiquer avec Daniel Kunasingam daniel.kunasingam@ipsos.com pour obtenir de l'aide d'ordre technique, ou si vous souhaitez vérifier l'authenticité du présent sondage.

QUESTIONS DE BASE

POSER À TOUS LES RÉPONDANTS.

Q1 :

Au cours des trois dernières semaines avez-vous vu, lu ou entendu des publicités du gouvernement du Canada?

- oui
- non

=> ALLER À T1A

Q2 :

Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- Cinéma
- Facebook
- Site Internet
- Magazines
- Journal (quotidien)
- Journal (hebdomadaire ou communautaire)
- Panneaux d'affichage extérieurs
- Dépliant ou brochure reçu(e) par la poste
- Transport public (autobus ou métro)
- Radio
- Télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Autre, veuillez préciser _____

Q3 :

De quoi vous souvenez-vous à propos de cette publicité?

Q4 :

Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada?

QUESTIONS SPÉCIFIQUES RELATIVES À LA CAMPAGNE

POSER À TOUS LES RÉPONDANTS.

T1A :

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet de la *Loi sur le cannabis* du cannabis légal au Canada?

- oui
- non

=> ALLEZ À T1D

T1B :

Où avez-vous vu, lu ou entendu cette publicité du gouvernement du sur l'entrée en vigueur de la *Loi* sur le cannabis légal?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- Cinéma
- Facebook
- Site Internet
- Magazines
- Journal (quotidien)
- Journal (hebdomadaire ou communautaire)
- Panneaux d'affichage extérieurs
- Dépliant ou brochure reçu(e) par la poste
- Transport public (autobus ou métro)
- Radio
- Télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Autre, veuillez préciser _____

T1C :

De quoi vous souvenez-vous à propos de cette publicité?

POSER À TOUS LES RÉPONDANTS.

ON PEUT AJOUTER ICI DES QUESTIONS PRÉCISES À LA CAMPAGNE POUR ÉVALUER LES ATTITUDES ET LES COMPORTEMENTS.

T1D :

Veillez indiquer dans quelle mesure vous êtes renseigné sur chacun des sujets suivants liés au cannabis :

	1 Pas du tout renseigné	2	3	4	5 Très bien renseigné
Les effets de la consommation de cannabis sur la santé	o.	o.	o.	o.	0
Lois relatives à la possession et à la consommation de cannabis	o.	o.	o.	o.	o.
Incidence de la consommation de cannabis sur la conduite	o.	o.	o.	o.	o.
Lois sur les déplacements à l'extérieur du Canada en possession de cannabis	o.	o.	o.	o.	o.
Lois sur la consommation de cannabis sur le lieu de travail	o.	o.	o.	o.	o.

T1E :

Je sais où obtenir des renseignements sur...

	Oui	Non
Les effets de la consommation de cannabis sur la santé	o.	o.
Lois relatives à la possession et à la consommation de cannabis	o.	o.
Incidence de la consommation de cannabis sur la conduite	o.	o.
Lois sur les déplacements à l'extérieur du Canada en possession de cannabis	o.	o.
Lois sur la consommation de cannabis sur le lieu de travail	o.	o.

T1H:

Voici quelques publicités que vous avez récemment vu diffuser sur divers médias. Cliquez ici pour voir les visionner.

[INSERT VIDEO, PRINT AND RADIO ADS]

[CLICK TO GO TO THE NEXT PAGE]

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu ces publicités?

- Oui
- Non

=> GO TO T1J

T1I:

Où avez-vous vu, lu ou entendu ces publicités?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- Cinéma
- Facebook
- Site Internet
- Magazines
- Journal (quotidien)
- Journal (hebdomadaire ou communautaire)
- Panneaux d'affichage extérieurs
- Dépliant ou brochure reçu(e) par la poste
- Transport public (autobus ou métro)
- Radio

- Télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Autre, veuillez préciser _____

T1J:

Selon vous, quel est le **principal** objectif de ces annonces?

T1K:

Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants concernant ces publicités.

RANDOMIZE STATEMENTS

	1 Tout à fait en désaccord	2	3	4	5 Tout à fait d'accord
Ces publicités attirent mon attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités sont pertinentes pour moi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités sont difficiles à suivre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités ne préfèrent pas un parti politique à un autre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités abordent un sujet important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités fournissent de nouvelles informations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités communiquent clairement que le gouvernement du Canada souhaite informer les Canadiens sur les nouvelles lois concernant la consommation du cannabis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QUESTIONS DÉMOGRAPHIQUES

D1 :

Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous...

NE CHOISIR QU'UNE CATÉGORIE.

- Travailleur/travailleuse à temps complet (35 heures et plus par semaine)
- Travailleur/travailleuse à temps partiel (moins de 35 heures par semaine)
- Travailleur/travailleuse autonome
- Sans emploi, mais à la recherche d'un emploi
- Étudiant(e) à temps plein
- Retraité(e)
- À l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- Autre situation

D2 :

Quel est le plus haut niveau de scolarité que vous avez atteint?

NE CHOISIR QU'UNE SEULE OPTION.

- Huitième année ou moins

- Quelques années d'études secondaires
- Diplôme d'études secondaires ou l'équivalent
- Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- Collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
- Certificat ou diplôme inférieur au baccalauréat
- Baccalauréat
- Diplôme d'études universitaires supérieur au baccalauréat

D4 :

Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer?

NE CHOISIR QU'UNE SEULE RÉPONSE.

- Moins de 20 000 \$
- Entre 20 000 \$ et 40 000 \$
- Entre 40 000 \$ et 60 000 \$
- Entre 60 000 \$ et 80 000 \$
- Entre 80 000 \$ et 100 000 \$
- Entre 100 000 \$ et 150 000 \$
- 150 000 \$ et plus
- Préfère ne pas répondre

D5 :

Où êtes-vous né(e)?

- Au Canada
- À l'étranger
↳ Précisez quel pays :

DEMANDEZ SI D5=NÉ(E) À L'ÉTRANGER

D6 :

En quelle année êtes-vous arrivé(e) au Canada?

YYYY

PÉRIODE ADMISSIBLE : 1900 à 2019

D7 :

Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours?

EN CHOISIR AU PLUS DEUX.

- anglais
- français
- autre langue; veuillez préciser _____

Voilà qui met fin au sondage que nous avons effectué pour le compte de Santé Canada.

Dans les mois à venir, le rapport sera disponible de Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.
