



# 18-060986 ACET Cannabis Campaign

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q1. Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Yes	826	471	355	301	221	272	176	209	105	124	92	116	148	87	86	39	361	199	54	826	0	624	202
	34.8%	40.5%	29.3%	46.5%	28.1%	30.5%	63.4%	56.4%	28.9%	32.7%	33.2%	27.4%	28.8%	27.1%	32.3%	25.1%	39.5%	35.7%	33.5%	100.0%	-	52.2%	17.1%
No	1550	693	856	346	566	620	102	161	259	255	184	307	365	235	180	116	552	358	108	0	1550	572	978
	65.2%	59.5%	70.7%	53.5%	71.9%	69.5%	36.6%	43.6%	71.1%	67.3%	66.8%	72.6%	71.2%	72.9%	67.7%	74.9%	60.5%	64.3%	66.5%	-	100.0%	47.8%	82.9%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

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?

	GENDER						AGE						GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W					
Base: Have seen ad over the past three weeks	840	509	331	309	201	294	191	225	103	145	84	98	149	87	81	39	381	199	53	840	0	636	204					
Weighted	826	471	355	301	221	272	176	209	105	124	92*	116*	148	87*	86*	39*	361	199	54*	826	**	624	202					
Cinema	16 1.9%	11 2.4%	4 1.3%	11 3.8%	3 1.5%	0 -	7 3.7%	9 4.4%	1 1.0%	0 -	2 2.4%	2 2.0%	0 -	2 2.4%	0 -	1 2.4%	7 1.9%	5 2.5%	1 1.8%	16 1.9%	0 -	15 2.4%	1 0.4%					
Facebook	201 24.3%	116 24.6%	85 23.9%	113 37.7%	35 15.9%	45 16.4%	55 31.3%	72 34.5%	18 17.6%	18 14.4%	41 45.1%	17 14.4%	27 18.1%	21 24.5%	25 29.1%	11 27.7%	86 23.7%	40 20.0%	18 32.9%	201 24.3%	0 -	156 25.0%	44 21.9%					
Internet website	136 16.5%	99 21.1%	37 10.3%	73 24.3%	26 11.8%	30 10.9%	47 26.9%	59 28.2%	14 13.6%	19 15.2%	14 15.5%	12 10.1%	11 7.3%	16 18.1%	15 17.6%	8 21.1%	59 16.4%	29 14.5%	9 16.1%	136 16.5%	0 -	117 18.7%	19 9.6%					
Magazines	34 4.2%	22 4.8%	12 3.4%	23 7.7%	8 3.5%	3 1.0%	7 4.2%	18 8.4%	3 2.9%	1 0.7%	5 5.9%	5 4.0%	2 1.3%	5 5.9%	2 2.3%	2 5.3%	17 4.8%	8 4.0%	0 -	34 4.2%	0 -	31 5.0%	3 1.5%					
Newspaper (daily)	117 14.1%	70 14.8%	47 13.2%	31 10.4%	33 14.9%	50 18.2%	19 11.0%	26 12.4%	21 20.3%	20 15.9%	5 5.9%	12 10.1%	30 20.2%	14 16.2%	11 13.1%	4 10.1%	51 14.2%	31 15.5%	5 9.4%	117 14.1%	0 -	96 15.4%	21 10.3%					
Newspaper (weekly or community)	85 10.3%	49 10.4%	36 10.1%	30 9.8%	20 9.0%	32 11.7%	18 10.0%	24 11.5%	9 8.8%	12 9.7%	5 5.9%	11 9.2%	20 13.3%	12 13.6%	7 8.6%	6 15.9%	40 11.0%	16 7.8%	4 7.7%	85 10.3%	0 -	72 11.5%	13 6.5%					
Outdoor billboards	69 8.4%	43 9.1%	26 7.4%	44 14.6%	12 5.5%	7 2.4%	26 14.7%	30 14.3%	5 4.9%	2 1.4%	14 15.5%	7 6.1%	5 3.3%	5 5.5%	6 7.4%	4 10.1%	25 6.8%	25 12.7%	4 7.4%	69 8.4%	0 -	54 8.7%	15 7.3%					
Pamphlet or brochure in the mail	90 10.9%	52 11.1%	38 10.6%	26 8.8%	23 10.2%	39 14.4%	13 7.5%	18 8.5%	13 12.5%	19 15.6%	9 9.5%	9 8.1%	20 13.3%	3 3.2%	7 8.7%	3 7.5%	54 14.9%	16 8.0%	7 13.3%	90 10.9%	0 -	85 13.6%	5 2.5%					
Public transit (bus or subway)	72 8.7%	48 10.1%	24 6.8%	48 15.9%	10 4.6%	8 3.1%	34 19.0%	36 17.1%	3 3.0%	3 2.7%	12 13.2%	7 6.2%	5 3.4%	11 12.4%	14 16.1%	2 4.9%	27 7.6%	14 7.0%	4 7.3%	72 8.7%	0 -	61 9.8%	11 5.3%					
Radio	152 18.4%	96 20.4%	56 15.7%	70 23.4%	36 16.2%	38 13.9%	37 20.9%	47 22.7%	23 21.6%	18 14.5%	23 24.9%	13 11.3%	20 13.4%	16 18.1%	13 15.4%	8 21.0%	66 18.3%	34 16.9%	15 27.8%	152 18.4%	0 -	122 19.6%	29 14.6%					
Television	472 57.2%	260 55.1%	213 59.9%	130 43.3%	136 61.4%	194 71.5%	63 35.5%	92 44.1%	67 64.1%	88 71.1%	38 41.6%	68 59.0%	106 71.8%	54 61.3%	49 57.5%	22 55.9%	198 54.8%	127 63.8%	23 42.2%	472 57.2%	0 -	354 56.7%	118 58.5%					
Twitter	68 8.2%	51 10.8%	17 4.7%	47 15.5%	13 6.1%	5 1.9%	26 14.7%	37 17.7%	6 5.9%	5 4.1%	10 10.5%	7 6.2%	0 -	8 9.2%	7 8.5%	5 13.2%	37 10.4%	6 2.9%	4 7.8%	68 8.2%	0 -	56 8.9%	12 6.1%					
YouTube	144 17.4%	127 26.9%	17 4.9%	113 37.5%	11 5.1%	6 2.2%	84 47.8%	98 46.7%	10 9.7%	5 4.0%	15 16.5%	1 1.0%	1 0.7%	17 17.0%	21 21.2%	20 20.2%	72 20.0%	24 12.1%	7 12.7%	144 17.4%	0 -	121 19.4%	23 11.2%					
Instagram	62 7.5%	49 10.5%	13 3.6%	53 17.5%	3 1.4%	4 1.4%	32 18.0%	43 20.5%	3 2.9%	1 0.7%	10 10.7%	0 -	3 2.0%	6 7.1%	7 8.3%	7 17.4%	32 8.8%	8 3.8%	3 5.4%	62 7.5%	0 -	55 8.8%	7 3.5%					
LinkedIn	25 3.0%	13 2.8%	12 3.4%	23 7.6%	2 1.0%	0 -	7 4.2%	12 5.8%	1 1.0%	0 -	11 11.8%	1 1.0%	0 -	3 3.5%	3 3.7%	1 2.9%	13 3.5%	5 2.5%	0 -	25 3.0%	0 -	20 3.2%	5 2.5%					
Other	1 0.1%	0 -	1 0.3%	0 -	0 -	1 0.4%	0 -	0 -	0 -	0 -	0 -	0 -	1 0.7%	0 -	0 -	0 -	1 0.3%	0 -	0 -	1 0.1%	0 -	0 -	1 0.5%					
(Dk/Ns)	6 0.7%	2 0.4%	4 1.2%	0 -	1 0.6%	3 1.1%	2 1.0%	0 -	0 -	0 -	0 -	1 1.1%	3 2.1%	0 -	1 1.5%	0 -	3 0.8%	0 -	2 3.8%	6 0.7%	0 -	4 0.6%	2 1.1%					

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

q3. What do you remember about this ad?

	GENDER AND AGE													REGION						Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	GENDER		AGE			GENDER AND AGE						British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No	
	A	Male B	Female C	18-34 D	35-54 E	55+ F	Male 16-24 G	Male 18-34 H	Male 35-54 I	Male 55+ J	Female 18-34 K	Female 35-54 L	Female 55+ M	N	O	P	Q	R	S	T	U	V	W
Base: Have seen ad over the past three weeks	840	509	331	309	201	294	191	225	103	145	84	98	149	87	81	39	381	199	53	840	0	636	204
Weighted	826	471	355	301	221	272	176	209	105	124	92*	116*	148	87*	86*	39*	361	199	54*	826	**	624	202
Cannabis - NET	263	145	118	81	76	93	60	60	34	39	22	42	54	19	28	11	137	55	14	263	0	254	9
	31.8%	30.8%	33.3%	27.1%	34.4%	34.2%	34.2%	28.6%	32.0%	31.2%	23.7%	36.5% N	36.7% KN	21.4%	32.4%	29.1%	38.0% NR	27.4%	25.1%	31.8%	-	40.7% W	4.4%
Cannabis/ legalization of cannabis rules/ laws	218	121	97	59	69	80	42	44	33	34	15	36	45	15	23	9	114	46	12	218	0	214	4
	26.4%	25.7%	27.3%	19.7%	31.2% D	29.3% D	23.8%	21.1%	31.0% KN	27.8% N	16.6%	31.4% KN	30.7% HKN	16.6%	26.2%	23.6%	31.8% NR	23.0%	21.4%	26.4%	-	34.3% W	2.0%
Dangers of driving under the influence of cannabis	49	26	24	24	9	13	19	17	2	4	8	7	9	4	5	3	26	9	2	49	0	44	5
	6.0%	5.4%	6.6%	8.0%	4.1%	4.9%	10.9% IJ	7.9% I	2.0%	3.4%	8.2% I	6.1% I	6.1%	4.8%	6.2%	7.9%	7.1%	4.5%	3.7%	6.0%	-	7.1% W	2.4%
Pipeline - NET	39	23	17	7	18	14	4	5	9	8	2	9	6	11	10	2	9	6	1	39	0	22	17
	4.8%	4.8%	4.7%	2.3% D	8.1% D	5.1%	2.1%	2.3%	8.8% HG	6.3% HG	2.4%	7.5% HG	4.0%	13.0% HKMQRS	11.8% QRS	4.5%	2.6%	2.9%	2.0%	4.8%	-	3.6% V	8.5%
Trans Mountain Pipeline	12	6	7	0	6	6	0	0	2	3	0	4	3	3	6	1	2	1	0	12	0	6	6
	1.5%	1.2%	1.9%	-	2.7% D	2.4% D	-	-	2.0% H	2.8% HG	-	3.3% HG	2.0% H	3.3% HQ	6.7% QR	2.2%	0.5%	0.5%	-	1.5%	-	1.0% V	3.1% V
Pipeline (unspecified)	23	13	10	6	11	6	2	4	6	3	2	5	3	7	4	0	7	4	1	23	0	14	9
	2.8%	2.8%	2.8%	2.0%	4.9%	2.4%	1.1%	1.8%	5.8% G	2.8%	2.4%	4.2%	2.0%	8.5% HJMQR	5.0%	-	1.8%	2.0%	2.0%	2.8%	-	2.3%	4.5%
Oil/ gas	4	4	0	1	1	1	2	1	1	1	0	0	0	1	0	1	1	1	0	4	0	2	2
	0.5%	0.8%	-	0.3%	0.5%	0.3%	1.0%	0.4%	1.0%	0.7%	-	-	-	1.2%	-	2.2%	0.2%	0.5%	-	0.5%	-	0.3%	0.9%
Government - NET	202	114	89	76	56	65	42	57	28	25	20	29	40	23	25	7	71	58	19	202	0	142	60
	24.5%	24.1%	24.9%	25.4%	25.4%	24.0%	24.0%	27.0%	26.3%	20.2%	21.7%	24.7%	27.1%	25.9%	29.4%	17.5%	19.7%	29.0% Q	34.6% Q	24.5%	-	22.8% V	29.8% V
Government ad (unspecified)	28	15	12	15	9	4	6	8	6	1	7	2	3	1	8	1	6	7	5	28	0	16	11
	3.4%	3.3%	3.4%	5.0% F	4.0%	1.4%	3.2%	4.0%	6.0% J	0.7%	7.4% JMN	2.1%	2.0%	1.1%	8.9% NQ	2.7%	1.8%	3.5% NQ	8.6% NQ	3.4%	-	2.6% V	5.6% V
Upcoming elections/ voting	71	41	30	30	16	20	24	26	8	3	4	8	17	6	5	1	27	27	4	71	0	56	15
	8.6%	8.7%	8.3%	10.0% JK	7.4%	7.5%	13.5% JK	12.4% JK	7.7%	2.7%	4.7%	7.1%	11.5% J	6.8%	6.0%	2.5%	7.5% PQ	13.8% PQ	7.8%	8.6%	-	8.9% V	7.3%
NAFTA/ USMCA trade deal	54	27	27	12	20	22	0	8	7	11	3	13	11	11	5	2	19	10	7	54	0	36	18
	6.6%	5.7%	7.7%	3.9% D	9.2% D	8.2% D	-	4.0%	6.7% G	9.1% HG	3.6% G	11.4% HG	7.4% G	12.2% HKQR	6.4%	4.9%	5.3%	5.0%	12.9% QR	6.6%	-	5.7% V	9.1% V
Political parties	24	18	6	10	4	9	10	9	3	4	1	1	4	1	5	3	8	5	2	24	0	17	7
	2.9%	3.7%	1.8%	3.4%	1.9%	3.2%	5.7%	4.4%	2.9%	3.6%	1.2%	1.0%	2.8%	1.2%	5.6%	7.5%	2.2%	2.6%	3.6%	2.9%	-	2.8% V	3.2% V
Ad showed Justin Trudeau	17	9	8	6	3	8	3	4	2	3	2	1	5	3	1	0	7	5	1	17	0	12	6
	2.1%	1.9%	2.3%	2.0%	1.5%	3.0%	1.6%	1.8%	2.0%	2.7%	2.4%	1.0%	3.3%	3.6%	1.3%	-	2.0%	2.5%	1.8%	2.1%	-	1.8% V	2.9% V
Government trying to better Canada	9	3	7	3	4	2	1	2	1	0	1	3	2	1	1	0	3	4	0	9	0	7	2
	1.1%	0.6%	1.9%	1.0%	2.0%	0.8%	0.5%	0.9%	1.0%	-	1.2%	3.0%	1.4%	1.3%	1.2%	-	0.9%	2.1%	-	1.1%	-	1.2% V	1.1% V
Negative mentions about the Government	4	3	1	2	0	2	1	1	0	2	1	0	0	1	0	0	2	1	0	4	0	3	1
	0.4%	0.6%	0.3%	0.7%	-	0.6%	0.5%	0.4%	-	1.4%	1.2%	-	-	1.0%	-	-	0.5%	0.5%	-	0.4%	-	0.5% V	0.4% V
Workforce - NET	19	11	7	11	2	6	6	6	2	3	4	0	3	2	3	1	5	5	3	19	0	9	10
	2.3%	2.4%	2.1%	3.6%	0.9%	2.1%	3.2%	3.1%	1.9%	2.2%	4.9% L	-	2.0%	2.3%	3.6%	2.8%	1.3%	2.5% Q	5.2% Q	2.3%	-	1.5% V	4.7% V
Workers are not getting paid	4	1	3	0	0	4	0	0	0	1	0	0	3	0	1	0	1	2	0	4	0	2	2
	0.5%	0.2%	0.8%	-	-	1.4% D	-	-	-	0.7%	-	-	2.0% H	-	1.1%	-	0.3%	1.0%	-	0.5%	-	0.3% V	0.9% V
Ad to join RCMP/ military	11	7	4	8	1	2	3	4	1	2	4	0	0	2	2	1	1	2	3	11	0	5	6
	1.3%	1.4%	1.3%	2.7%	0.5%	0.7%	1.6%	1.8%	1.0%	1.4%	4.9% LM	-	-	2.3% Q	2.5% Q	2.8% Q	0.2%	1.0%	5.2% QR	1.3%	-	0.8% V	2.9% V
Job opportunities/ recruitment	4	4	0	3	1	0	3	3	1	0	0	0	0	0	0	0	3	1	0	4	0	2	2
	0.4%	0.8%	-	0.9%	0.4%	-	1.5%	1.3%	0.9%	-	-	-	-	-	-	-	0.8%	0.5%	-	0.4%	-	0.3% V	0.9% V
Miscellaneous - NET	54	33	21	23	17	13	8	13	8	10	10	8	3	6	6	5	21	14	3	54	0	42	12
	6.6%	7.1%	5.9%	7.5%	7.5%	4.6%	4.7%	6.2%	7.8% M	7.7% M	10.6% M	7.2%	2.0%	6.8%	6.5%	12.2%	5.9%	7.1%	5.4%	6.6%	-	6.8% V	6.0% V
Canadian economy	7	4	3	2	2	3	0	1	1	2	1	1	1	0	3	1	2	1	0	7	0	5	2
	0.9%	0.8%	0.9%	0.7%	1.1%	1.0%	-	0.4%	1.0%	1.4%	1.2%	1.1%	0.7%	-	3.8% QR	2.9%	0.5%	0.5%	-	0.9%	-	0.8% V	1.2% V
Immigration/ refugees	9	6	2	3	2	3	1	2	1	3	1	1	0	0	1	2	3	2	0	9	0	8	1
	1.0%	1.3%	0.7%	1.0%	1.0%	1.3%	0.5%	0.9%	1.0%	2.7% M	1.2%	1.1%	-	-	1.5%	4.5%	1.0%	1.1%	-	1.0%	-	1.2% V	0.5% V
Asking for donations/ helping charities	5	2	3	2	0	3	1	1	0	1	1	0	2	1	0	0	1	1	2	5	0	3	2
	0.6%	0.4%	0.9%	0.7%	-	1.1%	0.5%	0.4%	-	0.7%	1.2%	-	1.4%	1.3%	-	-	0.3%	0.5%	3.6% Q	0.6%	-	0.5% V	0.9% V
Canadian national parks/ wildlife conservation	5	4	1	2	2	1	0	2	1	1	0	1	0	0	0	1	1	3	0	5	0	5	0
	0.6%	0.8%	0.3%	0.6%	1.0%	0.3%	-	0.9%	1.0%	0.7%	-	1.0%	-	-	-	2.5%	0.3%	1.4%	-	0.6%	-	0.8% V	- V
Human rights	2	2	0	0	2	0	0	0	2	0	0	0	0	0	1	0	0	1	0	2	0	2	0
	0.3%	0.4%	-	-	0.9%	-	-	-	2.0% H	-	-	-	-	-	1.3% Q	-	-	0.5%	-	0.3%	-	0.3% V	- V
Health care/ benefits	15	8	7	6	6	3	4	4	1	3	2	5	0	2	0	0	8	4	1	15	0	9	6
	1.8%	1.7%	1.9%	1.9%	2.6%	1.0%	2.1%	1.8%	1.0%	2.1%	2.3%	4.0% M	-	2.0%	-	-	2.2%	2.1%	1.8%	1.8%	-	1.4% V	3.0% V
Good/ informative ad	12	8	4	8	2	0	3	4	2	0	4	0	0	3	0	1	6	2	0	12	0	11	1
	1.4%	1.6%	1.2%	2.7% F	0.9%	-	1.6%	1.8%	1.9%	-	4.7% JLM	-	-	3.5% JM	-	2.4%	1.6%	1.0%	-	1.4%	-	1.8% V	0.4% V
Nothing	86	47	40	23	25	34	11	12	11	19	11	14											

q3. What do you remember about this ad?

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
		Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Other	85 10.3%	52 11.0%	33 9.4%	39 12.8%	20 9.0%	23 8.5%	20 11.5%	29 13.8%	8 7.7%	11 9.0%	10 10.7%	12 10.2%	12 8.0%	11 12.6%	7 8.3%	3 8.1%	40 11.0%	19 9.6%	5 9.2%	85 10.3%	0 -	61 9.7%	24 12.1%
(Dk/Ns)	92 11.1%	53 11.3%	38 10.8%	45 15.1%	17 7.5%	26 9.6%	27 15.1%	31 15.0%	8 7.9%	10 8.2%	14 15.4%	8 7.1%	16 10.8%	9 10.3%	6 7.5%	4 9.5%	41 11.4%	26 13.1%	5 9.7%	92 11.1%	0 -	53 8.5%	39 19.2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

q4. How did you know that it was an ad from the Government of Canada?

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		A	Male B	Female C	18-34 D	35-54 E	55+ F	Male 16-24 G	Male 18-34 H	Male 35-54 I	Male 55+ J	Female 18-34 K	Female 35-54 L	Female 55+ M	British Columbia N	Alberta O	Saskatchewan / Manitoba P	Ontario Q	Quebec R	Atlantic S	Yes T	No U	Yes V
Base: Have seen ad over the past three weeks	840	509	331	309	201	294	191	225	103	145	84	98	149	87	81	39	381	199	53	840	0	636	204
Weighted	826	471	355	301	221	272	176	209	105	124	92*	116*	148	87*	86*	39*	361	199	54*	826	**	624	202
Logo/ Canadian flag	184	113	72	84	44	50	41	55	28	23	28	17	27	16	17	15	72	55	9	184	0	144	40
	22.3%	23.9%	20.2%	27.8% EF	20.0%	18.4%	23.3%	26.5% L	26.3% L	18.7%	30.9% JLMN	14.3%	18.2%	18.4%	19.9%	39.5% NOQS	19.8%	27.7% Q	16.8%	22.3%	-	23.1%	19.9%
Government of Canada said verbally/ written	311	179	133	103	87	109	69	73	43	50	31	44	58	38	40	12	148	53	21	311	0	241	71
	37.7%	38.0%	37.3%	34.4%	39.2%	40.0%	38.9%	34.8%	41.0%	40.7%	33.4%	37.6%	39.4%	43.1% R	46.3% R	30.5% R	41.1% R	26.6% R	39.0% R	37.7%	-	38.6%	34.9%
Saw Justin Trudeau/ Prime Minister	48	21	27	15	14	19	5	8	2	10	7	12	9	6	3	3	15	17	4	48	0	30	18
	5.8%	4.4%	7.7% B	5.0%	6.3%	7.1%	2.7%	4.0%	1.9%	8.3% IG	7.2%	10.3% HIG	6.0%	7.2%	3.7%	7.1%	4.2%	8.4% Q	7.8%	5.8%	-	4.8%	8.9% V
Saw political figures	11	5	6	4	2	5	3	3	1	1	1	1	4	0	1	1	5	4	0	11	0	5	6
	1.3%	1.0%	1.8%	1.3%	1.0%	1.8%	1.5%	1.3%	1.0%	0.7%	1.2%	1.1%	2.7%	-	1.5%	2.6%	1.3%	2.0%	-	1.3%	-	0.7%	3.1% V
The feel/ style of ad	13	9	4	8	2	2	4	7	0	2	1	2	0	2	1	1	4	4	0	13	0	12	1
	1.5%	1.9%	1.0%	2.5% M	1.1%	0.9%	2.1%	3.1% M	-	2.0%	1.2%	2.1%	-	2.2%	1.5%	3.1%	1.2%	1.9%	-	1.5%	-	1.9%	0.5%
Mention of legalization of cannabis	16	6	10	4	5	7	3	3	1	3	1	4	5	0	2	0	9	4	1	16	0	16	0
	1.9%	1.4%	2.7%	1.3%	2.1%	2.7%	1.6%	1.3%	1.0%	2.1%	1.2%	3.1% W	3.3%	-	2.6%	-	2.4%	2.1%	1.6%	1.9%	-	2.5%	-
Was stated at the end	55	39	16	25	9	18	23	22	5	7	2	4	11	1	4	3	26	15	6	55	0	46	9
	6.7%	8.3% C	4.6%	8.2%	3.9%	6.4%	13.2% IJKL	10.7% KLN	4.9%	5.5%	2.4%	3.1%	7.2% N	1.1%	4.7%	7.1%	7.2% N	7.7% N	11.4% N	6.7%	-	7.4%	4.6%
Mention of voting/ elections	12	5	7	5	4	3	3	3	0	2	2	4	1	1	0	0	6	5	0	12	0	9	3
	1.5%	1.1%	1.9%	1.6%	1.6%	1.0%	1.6%	1.3%	-	1.4%	2.4%	3.0%	0.7%	1.1%	-	-	1.6%	2.7%	-	1.5%	-	1.5%	1.4%
The contents of the message	28	14	14	6	11	10	4	5	5	3	1	6	7	2	3	1	13	7	2	28	0	20	8
	3.4%	3.0%	3.9%	1.9%	4.9%	3.8%	2.1%	2.3%	4.7%	2.8%	1.2%	5.0%	4.7%	2.2%	3.6%	2.2%	3.6%	3.7%	3.3%	3.4%	-	3.1%	4.1%
Sponsored by political parties	5	1	4	1	0	4	1	1	0	0	0	0	4	1	0	0	3	0	1	5	0	4	1
	0.6%	0.2%	1.1%	0.3%	-	1.5%	0.5%	0.4%	-	-	-	-	2.7%	1.2%	-	-	0.8%	-	1.9%	0.6%	-	0.6%	0.5%
It was clearly identified	30	16	14	13	8	9	9	9	3	4	4	5	5	1	3	2	11	9	4	30	0	27	3
	3.6%	3.4%	3.9%	4.3%	3.5%	3.4%	4.8%	4.1%	2.9%	3.5%	4.7%	4.0%	3.4%	1.3%	3.4%	4.9%	3.0%	4.5%	7.3%	3.6%	-	4.3% W	1.4%
Saw on the government website	6	6	0	3	0	2	4	3	0	2	0	0	0	0	0	0	5	1	0	6	0	4	2
	0.8%	1.3% C	-	0.9%	-	0.6%	2.1%	1.3%	-	1.3%	-	-	-	-	-	-	1.5%	0.5%	-	0.8%	-	0.7%	0.9%
Saw an announcement on the news/ on TV	11	4	8	1	6	5	0	1	1	2	0	5	3	1	3	0	4	4	0	11	0	10	2
	1.4%	0.8%	2.2%	0.3%	2.7% D	1.7%	-	0.4%	1.0%	1.4%	-	4.2% HG	2.0%	1.4%	2.9%	-	1.1%	1.9%	-	1.4%	-	1.6%	0.8%
I made an assumption	8	4	4	1	1	5	2	1	0	2	0	1	3	2	2	0	4	0	0	8	0	5	3
	0.9%	0.8%	1.2%	0.3%	0.6%	1.7%	1.1%	0.5%	-	1.3%	-	1.1%	2.0%	2.2% R	2.7% R	-	1.0%	-	-	0.9%	-	0.8%	1.4%
Good/ informative ad/ commercial	4	1	3	4	0	0	1	1	0	0	3	0	0	0	0	1	2	1	0	4	0	3	1
	0.5%	0.2%	0.9%	1.4% F	-	-	0.5%	0.4%	-	-	3.5% HJM	-	-	-	-	2.4%	0.6%	0.5%	-	0.5%	-	0.5%	0.5%
Nothing	2	1	1	1	1	0	0	1	0	0	0	1	0	0	0	0	1	1	0	2	0	2	0
	0.3%	0.2%	0.3%	0.3%	0.5%	-	-	0.4%	-	-	-	1.0%	-	-	-	-	0.3%	0.5%	-	0.3%	-	0.3%	-
Other	52	28	24	21	10	16	13	15	4	4	6	6	12	6	5	2	26	11	2	52	0	39	13
	6.3%	5.9%	6.9%	7.1%	4.5%	6.0%	7.3%	7.1%	3.8%	3.4%	7.1%	5.0%	8.2%	7.2%	5.9%	4.9%	7.2%	5.5%	3.8%	6.3%	-	6.3%	6.3%
(Dk/Ns)	81	47	33	26	25	28	11	18	14	14	9	11	14	12	6	2	33	22	5	81	0	51	30
	9.8%	10.1%	9.4%	8.8%	11.2%	10.2%	6.2%	8.4%	13.6% G	11.1%	9.6%	9.1%	9.4%	13.9%	7.5%	5.3%	9.2%	11.1%	8.8%	9.8%	-	8.2%	14.6% V

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

t1a. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about the Cannabis Act coming into force?

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Yes	1196	598	598	343	356	468	178	226	164	179	117	192	289	121	116	74	485	312	88	624	572	1196	0
	50.3%	51.4%	49.3%	53.1%	45.2%	52.5%	63.9%	61.0%	45.1%	47.3%	42.3%	45.3%	56.4%	37.6%	43.7%	47.8%	53.1%	55.9%	54.0%	75.5%	36.9%	100.0%	-
No	1180	566	614	304	431	423	100	144	200	199	159	231	224	201	150	81	428	246	75	202	978	0	1180
	49.7%	48.6%	50.7%	46.9%	54.8%	47.5%	36.1%	39.0%	54.9%	52.7%	57.7%	54.7%	43.6%	62.4%	56.3%	52.2%	46.9%	44.1%	46.0%	24.5%	63.1%	-	100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.



t1b. Where have you seen, read or heard this Government of Canada ad about the Cannabis Act coming into force?

	TOTAL	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall	
		Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: Have seen ad about the Cannabis Act	1205	645	560	350	323	501	192	243	161	210	107	162	291	120	109	73	507	313	83	636	569	1205	0
Weighted	1196	598	598	343	356	468	178	226	164	179	117	192	289	121	116	74*	485	312	88*	624	572	1196	**
Cinema	21	15	6	13	5	2	6	10	2	2	2	3	0	2	3	2	9	5	0	21	0	21	0
Facebook	211	112	100	97	43	62	57	65	18	18	31	24	44	21	20	13	99	40	18	139	73	211	0
Internet website	205	127	78	98	41	57	58	77	18	23	22	22	34	25	25	11	94	41	8	138	67	205	0
Magazines	22	13	10	13	6	3	4	8	4	0	4	2	3	6	3	0	11	2	0	20	2	22	0
Newspaper (daily)	198	97	100	51	49	93	23	35	25	33	16	23	61	20	25	11	92	39	11	105	92	198	0
Newspaper (weekly or community)	127	69	58	40	30	54	23	31	19	17	10	12	37	21	12	10	58	18	7	75	53	127	0
Outdoor billboards	41	28	13	21	12	8	13	15	8	3	6	4	4	3	13	9	6	9	1	24	17	41	0
Pamphlet or brochure in the mail	199	89	110	37	64	94	24	24	29	33	13	36	61	10	30	5	92	46	16	108	91	199	0
Public transit (bus or subway)	44	30	14	24	8	8	20	21	3	2	3	5	6	7	12	3	14	5	4	29	16	44	0
Radio	247	134	114	77	74	90	37	53	41	33	24	33	57	27	34	13	103	50	21	135	112	247	0
Television	652	297	355	129	200	313	65	89	85	113	40	114	201	61	48	39	248	209	47	338	314	652	0
Twitter	63	51	12	42	6	9	32	34	3	7	8	2	2	10	10	2	31	6	4	48	15	63	0
YouTube	130	114	16	94	15	7	77	85	9	5	9	6	2	15	20	5	58	28	5	105	26	130	0
Instagram	58	48	11	45	3	2	34	36	3	0	9	0	2	7	8	4	30	6	3	49	10	58	0
LinkedIn	14	11	3	11	2	2	7	8	1	2	2	1	0	2	3	0	6	3	0	14	0	14	0
Word of mouth (family/ friends)	16	6	11	5	7	5	2	3	2	1	2	5	4	4	0	2	8	2	0	3	13	16	0
Email	3	0	3	1	1	1	0	0	0	0	1	1	1	0	0	1	1	0	1	1	2	3	0
Advertisements online	3	3	0	2	0	0	3	2	0	0	0	0	0	2	0	0	1	0	0	2	1	3	0
Other	7	4	3	6	1	0	2	3	1	0	3	0	0	2	2	0	2	0	1	4	3	7	0
Don't know	1	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0	1	0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

t1c. What do you remember about this ad?

	GENDER						AGE						GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W					
Base: Have seen ad about the Cannabis Act	1205	645	560	350	323	501	192	243	161	210	107	162	291	120	109	73	507	313	83	636	569	1205	0					
Weighted	1196	598	598	343	356	468	178	226	164	179	117	192	289	121	116	74*	485	312	88*	624	572	1196	**					
Cannabis - NET	830	420	411	240	231	336	124	154	112	130	86	119	206	91	80	49	326	219	65	460	371	830	0					
	69.4%	70.1%	68.7%	70.0%	64.9%	71.8%	69.8%	68.0%	68.5%	72.8%	73.9%	61.9%	71.1%	74.7%	68.6%	66.5%	67.3%	70.3%	74.5%	73.7%	64.8%	69.4%	-					
Cannabis/ legalization of cannabis	191	105	86	67	56	62	40	48	27	24	19	30	38	26	19	10	79	44	14	112	79	191	0					
	16.0%	17.6%	14.4%	19.5%	15.8%	13.2%	22.2%	21.2%	16.2%	13.3%	16.0%	15.5%	13.1%	21.3%	16.0%	13.7%	16.2%	14.1%	15.9%	18.0%	13.8%	16.0%	-					
October legalization date (cannabis)	207	96	111	34	61	107	17	21	34	36	12	27	72	27	19	9	78	54	19	101	105	207	0					
	17.3%	16.0%	18.6%	9.8%	17.2%	22.9%	9.8%	9.4%	20.7%	20.0%	10.5%	14.3%	24.7%	22.7%	16.3%	12.6%	16.2%	17.2%	21.7%	16.2%	18.4%	17.3%	-					
Don't drive under the influence of cannabis	165	84	81	56	44	61	29	35	19	26	21	25	35	18	17	14	62	41	13	79	85	165	0					
	13.8%	14.1%	13.5%	16.4%	12.4%	12.9%	16.1%	15.7%	11.8%	14.3%	17.7%	13.0%	12.1%	14.5%	14.5%	19.0%	12.7%	13.2%	15.3%	12.7%	14.9%	13.8%	-					
Laws/ regulations about cannabis	177	92	85	52	52	71	21	30	28	31	22	24	40	10	18	13	56	68	12	108	69	177	0					
	14.8%	15.4%	14.3%	15.1%	14.7%	15.1%	11.6%	13.3%	17.3%	17.1%	18.6%	12.4%	13.8%	8.6%	15.5%	18.2%	11.6%	21.8%	13.2%	17.4%	12.1%	14.8%	-					
Health and safety information on cannabis	78	41	37	23	16	32	20	14	6	13	9	10	19	6	8	2	43	12	6	56	22	78	0					
	6.5%	6.9%	6.2%	6.7%	4.4%	6.9%	11.1%	6.3%	3.6%	7.5%	7.4%	5.0%	6.5%	4.9%	7.2%	2.8%	8.9%	3.9%	7.3%	9.0%	3.8%	6.5%	-					
Legal age to consume cannabis	42	14	27	9	13	19	3	6	6	3	3	7	17	4	0	5	12	13	7	25	17	42	0					
	3.5%	2.4%	4.6%	2.6%	3.7%	4.1%	1.6%	2.5%	3.7%	1.4%	2.8%	3.8%	5.8%	3.3%	-	6.6%	2.6%	4.3%	7.8%	4.0%	2.9%	3.5%	-					
Where you can purchase cannabis	32	12	20	2	9	22	2	2	5	5	0	3	17	2	0	2	21	7	0	16	16	32	0					
	2.7%	2.0%	3.4%	0.5%	2.4%	4.6%	1.0%	0.8%	3.1%	2.8%	-	1.8%	5.8%	1.7%	-	2.7%	4.3%	2.3%	-	2.6%	2.7%	2.7%	-					
Where/ when you can consume cannabis	48	19	29	15	13	20	4	5	6	9	10	7	12	2	5	4	16	19	2	24	25	48	0					
	4.0%	3.2%	4.8%	4.3%	3.7%	4.4%	2.1%	2.1%	3.7%	4.8%	8.5%	3.6%	4.1%	1.8%	4.6%	4.9%	3.2%	6.2%	2.3%	3.8%	4.3%	4.0%	-					
Cannabis sales good for the economy	5	3	2	4	0	1	0	3	0	0	1	0	1	0	1	1	3	0	0	3	2	5	0					
	0.4%	0.5%	0.3%	1.1%	-	0.2%	-	1.2%	-	-	0.9%	-	0.3%	-	0.9%	1.4%	0.6%	-	-	0.5%	0.4%	0.4%	-					
Informative (unspecified)	6	2	4	1	1	4	1	1	1	0	0	0	4	0	1	2	3	0	0	2	4	6	0					
	0.5%	0.3%	0.7%	0.3%	0.3%	0.9%	0.5%	0.4%	0.6%	-	-	-	1.4%	-	0.9%	2.8%	0.6%	-	-	0.3%	0.7%	0.5%	-					
Good/ great/ like it	9	6	3	8	0	1	1	5	0	1	3	0	0	3	0	1	4	1	0	9	0	9	0					
	0.7%	0.9%	0.5%	2.3%	-	0.2%	0.5%	2.0%	-	0.5%	2.8%	-	-	2.4%	-	1.3%	0.8%	0.3%	-	1.4%	-	0.7%	-					
Nothing	111	52	59	17	49	43	8	10	24	15	6	25	28	7	5	9	50	27	13	37	74	111	0					
	9.3%	8.7%	9.9%	4.9%	13.8%	9.1%	4.7%	4.6%	14.8%	8.5%	5.5%	13.0%	9.5%	5.6%	3.9%	12.6%	10.3%	8.6%	15.2%	5.9%	12.9%	9.3%	-					
Other	72	41	31	30	22	17	19	26	6	7	4	16	10	3	8	3	33	20	4	39	32	72	0					
	6.0%	6.8%	5.2%	8.8%	6.3%	3.6%	10.9%	11.5%	3.7%	3.8%	3.7%	8.6%	3.5%	2.6%	7.2%	4.2%	6.8%	6.4%	4.6%	6.3%	5.7%	6.0%	-					
(Dk/Ns)	173	81	92	50	53	68	25	32	21	26	19	32	42	18	23	9	69	47	7	80	93	173	0					
	14.5%	13.5%	15.4%	14.6%	14.9%	14.4%	14.1%	14.0%	13.0%	14.4%	16.0%	16.6%	14.4%	14.7%	19.4%	12.7%	14.3%	15.0%	8.0%	12.8%	16.3%	14.5%	-					

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

t1d\_a. [The health effects of cannabis use] Please rate your level of knowledge on each of the following topics related to cannabis:

	TOTAL	GENDER		AGE			GENDER AND AGE							REGION						Government Ad Recall		Cannabis Act Ad Recall	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
5 - Very knowledgeable	333	203	130	112	95	115	68	86	55	50	25	40	65	43	31	16	131	97	15	187	145	238	95
	14.0%	17.4%	10.7%	17.3%	12.1%	12.9%	24.6%	23.3%	15.1%	13.3%	9.2%	9.4%	12.6%	13.3%	11.6%	10.2%	14.3%	17.4%	9.5%	22.7%	9.4%	19.9%	8.0%
4	572	285	288	172	173	218	65	99	82	94	72	91	125	75	63	30	220	150	33	229	343	311	262
	24.1%	24.4%	23.7%	26.5%	21.9%	24.5%	23.2%	26.8%	22.4%	24.7%	26.2%	21.5%	24.3%	23.3%	23.6%	19.5%	24.1%	27.0%	20.6%	27.7%	22.2%	26.0%	22.2%
3	764	355	409	200	280	273	73	103	126	113	96	153	159	106	87	54	288	177	51	240	523	366	397
	32.1%	30.5%	33.7%	30.9%	35.5%	30.6%	26.2%	27.9%	34.7%	29.9%	34.9%	36.2%	31.1%	32.9%	32.7%	34.8%	31.6%	31.8%	31.4%	29.1%	33.8%	30.6%	33.6%
2	410	184	226	94	136	170	36	47	57	71	47	79	99	60	44	41	156	73	36	110	300	165	245
	17.2%	15.8%	18.6%	14.6%	17.3%	19.0%	12.8%	12.7%	15.6%	18.7%	17.2%	18.7%	19.3%	18.5%	16.5%	26.8%	17.1%	13.1%	22.0%	13.3%	19.4%	13.8%	20.8%
1 - Not at all knowledgeable	298	138	160	69	104	116	37	34	44	51	35	60	65	39	41	13	117	60	27	60	238	116	181
	12.5%	11.8%	13.2%	10.7%	13.2%	13.1%	13.3%	9.3%	12.1%	13.4%	12.6%	14.1%	12.8%	12.0%	15.5%	8.7%	12.8%	10.8%	16.6%	7.3%	15.3%	9.7%	15.4%
Top 2 Box	905	487	418	283	268	333	133	186	137	144	97	131	189	118	94	46	351	247	49	416	489	548	357
	38.1%	41.9%	34.5%	43.8%	34.0%	37.3%	47.8%	50.1%	37.5%	38.0%	35.3%	31.0%	36.9%	36.6%	35.2%	29.7%	38.5%	44.3%	30.1%	50.4%	31.5%	45.9%	30.2%
Bottom 2 Box	707	322	385	164	240	286	72	81	101	122	82	139	164	98	85	55	273	133	63	170	538	281	426
	29.8%	27.7%	31.8%	25.3%	30.5%	32.1%	26.0%	22.0%	27.8%	32.2%	29.8%	32.8%	32.0%	30.5%	32.1%	35.5%	29.9%	23.9%	38.6%	20.5%	34.7%	23.5%	36.1%
Mean	3.1	3.2	3	3.3	3	3.1	3.3	3.4	3.1	3.1	3	2.9	3	3.1	3	3	3.1	3.3	2.8	3.5	2.9	3.3	2.9

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1d\_b. [Laws related to the possession and use of cannabis] Please rate your level of knowledge on each of the following topics related to cannabis:

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
		Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
5 - Very knowledgeable	208	137	71	68	57	77	48	59	34	38	9	22	40	26	18	9	91	56	9	131	77	159	48
	8.7%	11.8%	5.8%	10.5%	7.2%	8.7%	17.3%	16.0%	9.5%	9.9%	3.2%	5.3%	7.7%	8.0%	6.7%	5.6%	9.9%	10.0%	5.4%	15.8%	5.0%	13.3%	4.1%
4	400	219	181	121	115	155	53	76	58	75	45	57	79	48	38	20	167	96	29	194	206	257	143
	16.8%	18.8%	14.9%	18.7%	14.6%	17.3%	19.2%	20.6%	16.0%	19.9%	16.2%	13.4%	15.5%	15.0%	14.4%	13.2%	18.3%	17.3%	17.8%	23.5%	13.3%	21.5%	12.1%
3	754	390	364	204	263	274	84	127	128	123	78	135	151	104	85	51	273	191	50	260	495	386	368
	31.7%	33.5%	30.1%	31.6%	33.4%	30.7%	30.1%	34.2%	35.1%	32.4%	28.1%	32.0%	29.5%	32.3%	31.8%	32.9%	29.9%	34.3%	31.0%	31.4%	31.9%	32.3%	31.2%
2	530	233	297	143	180	196	49	63	82	77	79	98	119	81	69	41	190	112	37	146	384	228	302
	22.3%	20.0%	24.5%	22.1%	22.9%	22.0%	17.7%	17.1%	22.4%	20.4%	28.8%	23.3%	23.2%	25.1%	25.8%	26.4%	20.8%	20.2%	23.0%	17.7%	24.8%	19.1%	25.6%
1 - Not at all knowledgeable	484	185	299	110	172	190	43	45	62	66	66	110	124	64	57	34	192	102	37	96	389	166	318
	20.4%	15.9%	24.7%	17.1%	21.9%	21.3%	15.6%	12.1%	17.0%	17.5%	23.8%	26.1%	24.1%	19.7%	21.4%	21.8%	21.0%	18.2%	22.7%	11.6%	25.1%	13.9%	27.0%
Top 2 Box	607	356	251	189	172	232	102	136	93	113	53	79	119	74	56	29	258	152	38	325	283	416	192
	25.6%	30.6%	20.7%	29.2%	21.8%	26.0%	36.5%	36.6%	25.5%	29.8%	19.3%	18.7%	23.2%	22.9%	21.0%	18.8%	28.3%	27.3%	23.3%	39.3%	18.2%	34.8%	16.2%
Bottom 2 Box	1014	418	596	253	352	386	93	108	143	143	145	209	242	144	126	75	382	214	74	242	772	394	620
	42.7%	35.9%	49.2%	39.2%	44.7%	43.3%	33.4%	29.2%	39.4%	37.8%	52.5%	49.3%	47.3%	44.8%	47.2%	48.2%	41.8%	38.4%	45.7%	29.3%	49.8%	32.9%	52.6%
Mean	2.7	2.9	2.5	2.8	2.6	2.7	3	3.1	2.8	2.8	2.5	2.5	2.6	2.7	2.6	2.5	2.8	2.8	2.6	3.1	2.5	3	2.4

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1d\_c. [Impact of the use of cannabis while driving] Please rate your level of knowledge on each of the following topics related to cannabis:

	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
5 - Very knowledgeable	530	290	240	151	162	204	89	108	82	88	44	80	117	63	41	32	228	135	31	272	258	361	169
	22.3%	24.9%	19.8%	23.4%	20.6%	22.9%	32.1%	29.0%	22.6%	23.1%	15.8%	18.9%	22.7%	19.7%	15.3%	20.9%	25.0%	24.2%	19.3%	32.9%	16.7%	30.2%	14.3%
4	663	326	337	183	195	275	65	107	90	120	76	106	156	96	77	36	249	162	43	252	411	367	296
	27.9%	28.0%	27.8%	28.4%	24.8%	30.9%	23.2%	29.0%	24.6%	31.6%	27.6%	25.0%	30.4%	29.8%	29.0%	23.5%	27.3%	29.0%	26.6%	30.5%	26.5%	30.7%	25.1%
3	616	303	313	170	225	211	65	93	113	86	76	112	125	88	87	53	216	136	36	180	436	263	353
	25.9%	26.0%	25.9%	26.2%	28.6%	23.6%	23.3%	25.1%	30.9%	22.7%	27.7%	26.5%	24.3%	27.4%	32.7%	34.2%	23.6%	24.4%	22.3%	21.8%	28.1%	22.0%	29.9%
2	260	106	154	57	87	107	21	23	33	42	34	54	65	37	28	18	97	56	24	70	190	100	160
	10.9%	9.1%	12.7%	8.9%	11.0%	12.0%	7.4%	6.3%	8.9%	11.0%	12.4%	12.8%	12.8%	11.5%	10.4%	11.7%	10.6%	10.1%	14.5%	8.5%	12.2%	8.3%	13.6%
1 - Not at all knowledgeable	307	139	167	85	118	94	39	39	47	44	46	71	51	38	34	15	123	69	28	51	255	105	202
	12.9%	12.0%	13.8%	13.1%	15.0%	10.6%	14.0%	10.6%	12.9%	11.6%	16.6%	16.8%	9.9%	11.7%	12.7%	9.6%	13.5%	12.4%	17.4%	6.2%	16.5%	8.8%	17.1%
Top 2 Box	1193	616	577	335	357	479	154	215	172	207	120	185	272	159	118	69	477	296	74	524	669	728	465
	50.2%	52.9%	47.6%	51.8%	45.4%	53.8%	55.4%	58.0%	47.3%	54.7%	43.4%	43.8%	53.1%	49.5%	44.2%	44.5%	52.2%	53.1%	45.9%	63.4%	43.2%	60.9%	39.4%
Bottom 2 Box	566	245	321	142	205	202	59	62	79	86	80	125	116	75	61	33	220	125	52	122	445	205	362
	23.8%	21.1%	26.5%	22.0%	26.0%	22.6%	21.3%	16.8%	21.8%	22.6%	28.9%	29.6%	22.6%	23.2%	23.1%	21.3%	24.1%	22.5%	31.9%	14.7%	28.7%	17.1%	30.7%
Mean	3.4	3.4	3.3	3.4	3.3	3.4	3.5	3.6	3.4	3.4	3.1	3.2	3.4	3.3	3.2	3.3	3.4	3.4	3.2	3.8	3.1	3.7	3.1

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1d\_d. [Laws on travelling outside Canada with cannabis] Please rate your level of knowledge on each of the following topics related to cannabis:

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
5 - Very knowledgeable	413	248	165	116	113	177	64	88	67	86	28	46	91	49	40	24	183	92	24	211	202	285	128
	17.4%	21.3%	13.6%	18.0%	14.3%	19.9%	22.9%	23.7%	18.4%	22.8%	10.3%	10.8%	17.7%	15.1%	14.9%	15.8%	20.0%	16.6%	15.0%	25.6%	13.0%	23.8%	10.8%
4	419	211	208	93	135	186	43	60	67	80	34	68	106	62	46	22	172	89	28	159	260	247	172
	17.6%	18.1%	17.2%	14.4%	17.2%	20.9%	15.3%	16.1%	18.3%	21.1%	12.2%	16.2%	20.7%	19.3%	17.2%	14.2%	18.9%	15.9%	17.2%	19.2%	16.8%	20.7%	14.5%
3	556	289	267	153	195	198	56	90	98	91	62	97	108	84	65	37	207	127	36	207	349	289	267
	23.4%	24.8%	22.1%	23.6%	24.8%	22.3%	20.3%	24.4%	26.9%	24.0%	22.6%	23.0%	21.0%	26.1%	24.4%	23.7%	22.7%	22.7%	22.4%	25.0%	22.5%	24.1%	22.6%
2	404	178	226	117	139	139	49	63	56	50	54	83	89	62	47	35	150	79	29	130	274	173	231
	17.0%	15.3%	18.6%	18.1%	17.7%	15.6%	17.6%	17.1%	15.4%	13.3%	19.6%	19.7%	17.3%	19.3%	17.8%	22.9%	16.5%	14.2%	18.0%	15.7%	17.7%	14.5%	19.6%
1 - Not at all knowledgeable	584	239	345	167	204	191	67	69	76	71	98	128	120	65	68	36	200	171	44	119	465	202	382
	24.6%	20.5%	28.5%	25.8%	25.9%	21.4%	23.9%	18.7%	21.0%	18.9%	35.3%	30.2%	23.3%	20.1%	25.6%	23.4%	21.9%	30.6%	27.3%	14.4%	30.0%	16.9%	32.4%
Top 2 Box	832	458	373	210	248	363	106	148	134	166	62	114	197	111	86	46	355	181	52	370	462	532	300
	35.0%	39.4%	30.8%	32.4%	31.5%	40.7%	38.2%	39.8%	36.7%	43.9%	22.5%	27.0%	38.4%	34.4%	32.2%	30.1%	38.9%	32.5%	32.3%	44.8%	29.8%	44.5%	25.4%
Bottom 2 Box	988	417	571	284	344	330	116	133	132	122	152	211	208	127	116	72	350	250	74	249	739	375	613
	41.6%	35.8%	47.1%	44.0%	43.7%	37.0%	41.5%	35.8%	36.4%	32.1%	54.9%	50.0%	40.6%	39.5%	43.4%	46.2%	38.4%	44.8%	45.3%	30.2%	47.7%	31.4%	52.0%
Mean	2.9	3	2.7	2.8	2.8	3	3	3.1	3	3.2	2.4	2.6	2.9	2.9	2.8	2.8	3	2.7	2.7	3.3	2.7	3.2	2.5

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1d\_e. [Laws on using cannabis in the workplace] Please rate your level of knowledge on each of the following topics related to cannabis:

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
5 - Very knowledgeable	266	160	106	82	81	97	42	62	46	46	20	35	51	34	19	18	110	70	15	153	113	192	74
	11.2%	13.8%	8.7%	12.6%	10.3%	10.9%	15.3%	16.7%	12.6%	12.2%	7.1%	8.3%	9.9%	10.5%	7.2%	11.9%	12.0%	12.6%	9.0%	18.5%	7.3%	16.1%	6.3%
4	358	193	165	108	94	152	43	70	52	68	38	42	85	51	40	16	137	85	29	163	195	212	146
	15.1%	16.6%	13.6%	16.8%	11.9%	17.1%	15.6%	18.9%	14.3%	17.8%	13.9%	9.8%	16.5%	15.7%	15.0%	10.5%	15.0%	15.2%	18.0%	19.7%	12.6%	17.8%	12.3%
3	573	283	291	166	192	208	67	93	88	95	73	104	114	68	67	38	220	144	37	201	372	306	268
	24.1%	24.3%	24.0%	25.7%	24.4%	23.4%	24.0%	25.2%	24.1%	25.1%	26.5%	24.6%	22.1%	21.1%	25.1%	24.5%	24.1%	25.9%	22.7%	24.4%	24.0%	25.6%	22.7%
2	523	252	271	130	181	197	56	72	87	77	58	94	119	82	63	37	197	109	35	169	354	240	283
	22.0%	21.6%	22.4%	20.1%	23.0%	22.0%	20.3%	19.4%	23.9%	20.4%	21.1%	22.1%	23.3%	25.3%	23.6%	24.0%	21.6%	19.5%	21.8%	20.5%	22.8%	20.1%	24.0%
1 - Not at all knowledgeable	656	276	379	160	240	237	69	74	91	93	87	148	144	89	77	45	249	150	46	140	516	246	410
	27.6%	23.7%	31.3%	24.8%	30.4%	26.6%	24.9%	19.9%	25.1%	24.6%	31.3%	35.1%	28.2%	27.5%	29.1%	29.1%	27.3%	26.8%	28.5%	16.9%	33.3%	20.5%	34.7%
Top 2 Box	624	354	271	190	175	249	86	132	98	114	58	77	135	84	59	35	247	155	44	316	308	405	220
	26.3%	30.4%	22.3%	29.4%	22.2%	27.9%	30.9%	35.6%	26.9%	30.0%	21.1%	18.2%	26.4%	26.2%	22.3%	22.4%	27.0%	27.8%	27.0%	38.2%	19.9%	33.8%	18.6%
Bottom 2 Box	1179	528	650	290	420	434	126	145	178	170	145	242	264	170	140	82	446	258	82	309	869	486	693
	49.6%	45.4%	53.7%	44.9%	53.4%	48.7%	45.2%	39.2%	49.0%	44.9%	52.4%	57.2%	51.5%	52.8%	52.6%	53.1%	48.9%	46.3%	50.2%	37.4%	56.1%	40.6%	58.7%
Mean	2.6	2.8	2.5	2.7	2.5	2.6	2.8	2.9	2.7	2.7	2.4	2.3	2.6	2.6	2.5	2.5	2.6	2.7	2.6	3	2.4	2.9	2.3

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1d\_t2. [Top 2 Box] Please rate your level of knowledge on each of the following topics related to cannabis:

	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
The health effects of cannabis use	905	487	418	283	268	333	133	186	137	144	97	131	189	118	94	46	351	247	49	416	489	548	357
	38.1%	41.9%	34.5%	43.8%	34.0%	37.3%	47.8%	50.1%	37.5%	38.0%	35.3%	31.0%	36.9%	36.6%	35.2%	29.7%	38.5%	44.3%	30.1%	50.4%	31.5%	45.9%	30.2%
		C		EF			IJKLM	IJKLMN		L							PS	NO PQS		U		W	
Laws related to the possession and use of cannabis	607	356	251	189	172	232	102	136	93	113	53	79	119	74	56	29	258	152	38	325	283	416	192
	25.6%	30.6%	20.7%	29.2%	21.8%	26.0%	36.5%	36.6%	25.5%	29.8%	19.3%	18.7%	23.2%	22.9%	21.0%	18.8%	28.3%	27.3%	23.3%	39.3%	18.2%	34.8%	16.2%
		C		E		E	I KLM	IJKLMN	L	KLMN							OP	P		U		W	
Impact of the use of cannabis while driving	1193	616	577	335	357	479	154	215	172	207	120	185	272	159	118	69	477	296	74	524	669	728	465
	50.2%	52.9%	47.6%	51.8%	45.4%	53.8%	55.4%	58.0%	47.3%	54.7%	43.4%	43.8%	53.1%	49.5%	44.2%	44.5%	52.2%	53.1%	45.9%	63.4%	43.2%	60.9%	39.4%
		C		E		E	I KL	I KLN		I KL			KL				O	O		U		W	
Laws on travelling outside Canada with cannabis	832	458	373	210	248	363	106	148	134	166	62	114	197	111	86	46	355	181	52	370	462	532	300
	35.0%	39.4%	30.8%	32.4%	31.5%	40.7%	38.2%	39.8%	36.7%	43.9%	22.5%	27.0%	38.4%	34.4%	32.2%	30.1%	38.9%	32.5%	32.3%	44.8%	29.8%	44.5%	25.4%
		C		DE		DE	KL	KL	KL	I KLN			KL	KL			PR			U		W	
Laws on using cannabis in the workplace	624	354	271	190	175	249	86	132	98	114	58	77	135	84	59	35	247	155	44	316	308	405	220
	26.3%	30.4%	22.3%	29.4%	22.2%	27.9%	30.9%	35.6%	26.9%	30.0%	21.1%	18.2%	26.4%	26.2%	22.3%	22.4%	27.0%	27.8%	27.0%	38.2%	19.9%	33.8%	18.6%
		C		E		E	KL	I KLMN	L	KL		L	L	L						U		W	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.



t1d\_b2. [Bottom 2 Box] Please rate your level of knowledge on each of the following topics related to cannabis:

	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
The health effects of cannabis use	707	322	385	164	240	286	72	81	101	122	82	139	164	98	85	55	273	133	63	170	538	281	426
	29.8%	27.7%	31.8%	25.3%	30.5%	32.1%	26.0%	22.0%	27.8%	32.2%	29.8%	32.8%	32.0%	30.5%	32.1%	35.5%	29.9%	23.9%	38.6%	20.5%	34.7%	23.5%	36.1%
			B		D	D				H	H	H	H	HR	R	R	R		QR		T		V
Laws related to the possession and use of cannabis	1014	418	596	253	352	386	93	108	143	143	145	209	242	144	126	75	382	214	74	242	772	394	620
	42.7%	35.9%	49.2%	39.2%	44.7%	43.3%	33.4%	29.2%	39.4%	37.8%	52.5%	49.3%	47.3%	44.8%	47.2%	48.2%	41.8%	38.4%	45.7%	29.3%	49.8%	32.9%	52.6%
			B		D				H	H	HIJG	HIJG	HIJG	HJ	R	R				T		V	
Impact of the use of cannabis while driving	566	245	321	142	205	202	59	62	79	86	80	125	116	75	61	33	220	125	52	122	445	205	362
	23.8%	21.1%	26.5%	22.0%	26.0%	22.6%	21.3%	16.8%	21.8%	22.6%	28.9%	29.6%	22.6%	23.2%	23.1%	21.3%	24.1%	22.5%	31.9%	14.7%	28.7%	17.1%	30.7%
			B							H	HIG	HIJMNG	H	H					NPQR		T		V
Laws on travelling outside Canada with cannabis	988	417	571	284	344	330	116	133	132	122	152	211	208	127	116	72	350	250	74	249	739	375	613
	41.6%	35.8%	47.1%	44.0%	43.7%	37.0%	41.5%	35.8%	36.4%	32.1%	54.9%	50.0%	40.6%	39.5%	43.4%	46.2%	38.4%	44.8%	45.3%	30.2%	47.7%	31.4%	52.0%
			B	F	F		J			HIJMNG	HIJMNG	J	J	J				Q		T		V	
Laws on using cannabis in the workplace	1179	528	650	290	420	434	126	145	178	170	145	242	264	170	140	82	446	258	82	309	869	486	693
	49.6%	45.4%	53.7%	44.9%	53.4%	48.7%	45.2%	39.2%	49.0%	44.9%	52.4%	57.2%	51.5%	52.8%	52.6%	53.1%	48.9%	46.3%	50.2%	37.4%	56.1%	40.6%	58.7%
			B	D			H		H	H	HIJG	HJ	HJ	HJ					T		T		V

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1e\_a. [The health effects of cannabis use] I know where to find information on...

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Yes	1543	771	772	451	489	566	213	279	226	230	172	263	336	194	170	99	611	374	95	624	918	884	658
	64.9%	66.2%	63.7%	69.8%	62.1%	63.4%	76.5%	75.2%	61.9%	60.7%	62.5%	62.3%	65.5%	60.1%	63.7%	64.1%	66.9%	67.1%	58.6%	75.5%	59.3%	74.0%	55.8%
No	833	393	440	195	298	326	65	92	139	149	103	160	177	129	97	56	302	183	67	202	631	311	522
	35.1%	33.8%	36.3%	30.2%	37.9%	36.6%	23.5%	24.8%	38.1%	39.3%	37.5%	37.7%	34.5%	39.9%	36.3%	35.9%	33.1%	32.9%	41.4%	24.5%	40.7%	26.0%	44.2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1e\_b. [Laws related to the possession and use of cannabis] I know where to find information on...

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Yes	1358	695	664	399	436	494	192	250	207	208	149	229	285	164	152	88	550	315	89	570	789	811	547
	57.2%	59.7%	54.8%	61.7%	55.4%	55.4%	68.9%	67.4%	56.8%	55.0%	54.0%	54.2%	55.6%	50.9%	57.0%	57.0%	60.2%	56.6%	55.0%	69.0%	50.9%	67.8%	46.4%
No	1018	470	548	248	351	398	87	121	157	170	127	194	228	158	115	67	363	242	73	256	761	385	633
	42.8%	40.3%	45.2%	38.3%	44.6%	44.6%	31.1%	32.6%	43.2%	45.0%	46.0%	45.8%	44.4%	49.1%	43.0%	43.0%	39.8%	43.4%	45.0%	31.0%	49.1%	32.2%	53.6%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1e\_c. [Impact of the use of cannabis while driving] I know where to find information on...

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Yes	1434	733	701	426	449	526	206	263	216	220	162	233	306	176	156	92	584	337	90	592	842	836	598
	60.4%	62.9%	57.9%	65.9%	57.0%	59.0%	74.1%	71.1%	59.4%	58.2%	58.9%	55.0%	59.7%	54.5%	58.6%	59.5%	63.9%	60.5%	55.2%	71.7%	54.3%	69.9%	50.7%
No	942	431	510	221	338	365	72	107	148	158	113	190	207	147	110	63	329	220	73	234	708	360	582
	39.6%	37.1%	42.1%	34.1%	43.0%	41.0%	25.9%	28.9%	40.6%	41.8%	41.1%	45.0%	40.3%	45.5%	41.4%	40.5%	36.1%	39.5%	44.8%	28.3%	45.7%	30.1%	49.3%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1e\_d. [Laws on travelling outside Canada with cannabis] I know where to find information on...

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Yes	1293	662	631	376	405	482	182	238	197	197	138	208	285	158	137	88	526	303	82	544	750	768	525
	54.4%	56.9%	52.1%	58.1%	51.5%	54.1%	65.2%	64.1%	54.2%	52.0%	50.0%	49.1%	55.6%	48.9%	51.4%	56.8%	57.6%	54.4%	50.3%	65.8%	48.4%	64.2%	44.5%
No	1083	502	581	271	382	410	97	133	167	182	138	215	228	165	129	67	387	254	81	283	800	428	655
	45.6%	43.1%	47.9%	41.9%	48.5%	45.9%	34.8%	35.9%	45.8%	48.0%	50.0%	50.9%	44.4%	51.1%	48.6%	43.2%	42.4%	45.6%	49.7%	34.2%	51.6%	35.8%	55.5%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1e\_e. [Laws on using cannabis in the workplace] I know where to find information on...

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Yes	1203	624	579	361	384	430	171	224	192	180	137	192	249	139	130	80	491	280	82	510	693	714	489
	50.6%	53.6%	47.8%	55.8%	48.8%	48.2%	61.6%	60.3%	52.6%	47.6%	49.7%	45.5%	48.6%	43.3%	48.8%	51.7%	53.8%	50.2%	50.7%	61.8%	44.7%	59.7%	41.5%
No	1173	540	633	286	403	462	107	147	172	198	139	230	264	183	136	75	421	277	80	316	857	482	691
	49.4%	46.4%	52.2%	44.2%	51.2%	51.8%	38.4%	39.7%	47.4%	52.4%	50.3%	54.5%	51.4%	56.7%	51.2%	48.3%	46.2%	49.8%	49.3%	38.2%	55.3%	40.3%	58.5%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1e\_s1. [Yes Summary] I know where to find information on...

	GENDER			AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
The health effects of cannabis use	1543	771	772	451	489	566	213	279	226	230	172	263	336	194	170	99	611	374	95	624	918	884	658
	64.9%	66.2%	63.7%	69.8%	62.1%	63.4%	76.5%	75.2%	61.9%	60.7%	62.5%	62.3%	65.5%	60.1%	63.7%	64.1%	66.9%	67.1%	58.6%	75.5%	59.3%	74.0%	55.8%
				EF			IJKLM	IJKLMN									NS	N		U		W	
Laws related to the possession and use of cannabis	1358	695	664	399	436	494	192	250	207	208	149	229	285	164	152	88	550	315	89	570	789	811	547
	57.2%	59.7%	54.8%	61.7%	55.4%	55.4%	68.9%	67.4%	56.8%	55.0%	54.0%	54.2%	55.6%	50.9%	57.0%	57.0%	60.2%	56.6%	55.0%	69.0%	50.9%	67.8%	46.4%
		C		EF			IJKLM	IJKLMN									N			U		W	
Impact of the use of cannabis while driving	1434	733	701	426	449	526	206	263	216	220	162	233	306	176	156	92	584	337	90	592	842	836	598
	60.4%	62.9%	57.9%	65.9%	57.0%	59.0%	74.1%	71.1%	59.4%	58.2%	58.9%	55.0%	59.7%	54.5%	58.6%	59.5%	63.9%	60.5%	55.2%	71.7%	54.3%	69.9%	50.7%
		C		EF			IJKLM	IJKLMN									NS			U		W	
Laws on travelling outside Canada with cannabis	1293	662	631	376	405	482	182	238	197	197	138	208	285	158	137	88	526	303	82	544	750	768	525
	54.4%	56.9%	52.1%	58.1%	51.5%	54.1%	65.2%	64.1%	54.2%	52.0%	50.0%	49.1%	55.6%	48.9%	51.4%	56.8%	57.6%	54.4%	50.3%	65.8%	48.4%	64.2%	44.5%
		C		E			IJKLM	IJKLMN					N				N			U		W	
Laws on using cannabis in the workplace	1203	624	579	361	384	430	171	224	192	180	137	192	249	139	130	80	491	280	82	510	693	714	489
	50.6%	53.6%	47.8%	55.8%	48.8%	48.2%	61.6%	60.3%	52.6%	47.6%	49.7%	45.5%	48.6%	43.3%	48.8%	51.7%	53.8%	50.2%	50.7%	61.8%	44.7%	59.7%	41.5%
		C		EF			IJKLM	IJKLMN	N								N	N		U		W	

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

t1e\_s2. [No Summary] I know where to find information on...

	GENDER			AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
The health effects of cannabis use	833	393	440	195	298	326	65	92	139	149	103	160	177	129	97	56	302	183	67	202	631	311	522
	35.1%	33.8%	36.3%	30.2%	37.9%	36.6%	23.5%	24.8%	38.1%	39.3%	37.5%	37.7%	34.5%	39.9%	36.3%	35.9%	33.1%	32.9%	41.4%	24.5%	40.7%	26.0%	44.2%
					D	D			HG	HG	HG	HG	HG	HQR					Q		T		V
Laws related to the possession and use of cannabis	1018	470	548	248	351	398	87	121	157	170	127	194	228	158	115	67	363	242	73	256	761	385	633
	42.8%	40.3%	45.2%	38.3%	44.6%	44.6%	31.1%	32.6%	43.2%	45.0%	46.0%	45.8%	44.4%	49.1%	43.0%	43.0%	39.8%	43.4%	45.0%	31.0%	49.1%	32.2%	53.6%
			B		D	D			HG	HG	HG	HG	HG	HQ							T		V
Impact of the use of cannabis while driving	942	431	510	221	338	365	72	107	148	158	113	190	207	147	110	63	329	220	73	234	708	360	582
	39.6%	37.1%	42.1%	34.1%	43.0%	41.0%	25.9%	28.9%	40.6%	41.8%	41.1%	45.0%	40.3%	45.5%	41.4%	40.5%	36.1%	39.5%	44.8%	28.3%	45.7%	30.1%	49.3%
			B		D	D			HG	HG	HG	HG	HG	HQ					Q		T		V
Laws on travelling outside Canada with cannabis	1083	502	581	271	382	410	97	133	167	182	138	215	228	165	129	67	387	254	81	283	800	428	655
	45.6%	43.1%	47.9%	41.9%	48.5%	45.9%	34.8%	35.9%	45.8%	48.0%	50.0%	50.9%	44.4%	51.1%	48.6%	43.2%	42.4%	45.6%	49.7%	34.2%	51.6%	35.8%	55.5%
			B		D				HG	HG	HG	HG	HG	HMQ							T		V
Laws on using cannabis in the workplace	1173	540	633	286	403	462	107	147	172	198	139	230	264	183	136	75	421	277	80	316	857	482	691
	49.4%	46.4%	52.2%	44.2%	51.2%	51.8%	38.4%	39.7%	47.4%	52.4%	50.3%	54.5%	51.4%	56.7%	51.2%	48.3%	46.2%	49.8%	49.3%	38.2%	55.3%	40.3%	58.5%
			B		D	D			HG	HG	HG	HG	HG	HIQR							T		V

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.



d1. Which of the following categories best describes your current employment status? Are you ...

	GENDER						AGE						GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W					
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171					
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180					
Working full-time (35 or more hours per week)	963	528	435	333	451	176	72	173	255	98	160	196	78	140	117	68	350	224	63	334	628	474	488					
	40.5%	45.3%	35.9%	51.5%	57.3%	19.7%	25.9%	46.7%	69.9%	25.8%	57.9%	46.4%	15.3%	43.5%	44.1%	43.7%	38.3%	40.3%	38.8%	40.5%	40.5%	39.7%	41.4%					
Working part-time (less than 35 hours per week)	232	94	138	82	74	69	45	46	21	21	36	53	48	41	25	17	76	57	16	87	144	124	108					
	9.7%	8.1%	11.4%	12.6%	9.4%	7.7%	16.0%	12.3%	5.6%	5.4%	13.1%	12.6%	9.4%	12.7%	9.5%	10.8%	8.3%	10.3%	9.7%	10.6%	9.3%	10.4%	9.1%					
Self-employed	155	77	78	24	59	72	5	15	23	39	9	35	34	24	9	12	56	45	9	56	99	79	76					
	6.5%	6.6%	6.4%	3.7%	7.5%	8.1%	1.7%	4.0%	6.4%	10.2%	3.2%	8.4%	6.6%	7.5%	3.5%	7.5%	6.1%	8.0%	5.8%	6.7%	6.4%	6.6%	6.5%					
Unemployed, but looking for work	118	60	58	45	41	29	22	29	17	11	16	24	18	13	17	5	46	27	10	47	71	60	58					
	5.0%	5.2%	4.8%	7.0%	5.2%	3.3%	7.8%	7.8%	4.7%	2.9%	5.9%	5.6%	3.5%	4.1%	6.4%	3.3%	5.0%	4.9%	6.1%	5.7%	4.6%	5.1%	4.9%					
A student attending school full-time	153	123	30	114	6	0	117	88	1	0	25	5	0	16	21	10	81	21	4	82	71	82	71					
	6.4%	10.5%	2.5%	17.6%	0.7%	-	42.0%	23.9%	0.3%	-	9.1%	1.1%	-	4.9%	7.9%	6.3%	8.9%	3.7%	2.6%	9.9%	4.6%	6.8%	6.0%					
Retired	512	210	303	0	38	475	0	0	14	196	0	24	279	62	41	34	207	124	44	145	367	268	244					
	21.6%	18.0%	25.0%	-	4.8%	53.2%	-	-	3.9%	51.6%	-	5.6%	54.4%	19.2%	15.5%	21.9%	22.7%	22.3%	26.8%	17.5%	23.7%	22.4%	20.7%					
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	203	53	150	39	100	62	11	12	27	13	26	74	50	23	31	7	85	41	14	65	138	97	106					
	8.5%	4.6%	12.3%	6.0%	12.7%	7.0%	4.0%	3.2%	7.3%	3.4%	9.6%	17.4%	9.7%	7.2%	11.8%	4.6%	9.3%	7.4%	8.9%	7.9%	8.9%	8.1%	9.0%					
Other employment status	41	20	21	11	19	9	7	7	7	3	3	12	6	3	4	3	12	17	2	10	31	12	29					
	1.7%	1.7%	1.8%	1.7%	2.4%	1.0%	2.6%	2.0%	1.9%	0.7%	1.2%	2.8%	1.2%	1.0%	1.3%	1.9%	1.3%	3.1%	1.3%	1.2%	2.0%	1.0%	2.5%					

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

d2. What is the highest level of formal education that you have completed?

	GENDER			AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Grade 8 or less	16 0.7%	11 0.9%	5 0.4%	10 1.6% EF	0 -	5 0.5% E	6 2.3% IJLM	8 2.2% IJLM	0 -	2 0.5%	2 0.8%	0 -	3 0.6%	2 0.6%	0 -	1 0.6%	5 0.6%	8 1.4%	0 -	11 1.3% U	5 0.4%	10 0.9%	6 0.5%
Some high school	112 4.7%	85 7.3%	27 2.2%	29 4.4% E	16 2.1%	28 3.1%	60 21.6% IJKLM	25 6.8% IJKLM	8 2.2%	13 3.4%	3 1.2%	8 2.0%	15 2.9%	16 4.9% KL	12 4.5%	4 2.6%	46 5.0%	26 4.7%	8 4.8%	47 5.7%	65 4.2%	62 5.2%	49 4.2%
High school diploma or equivalent	576 24.2%	287 24.7%	288 23.8%	169 26.2% E	148 18.9%	248 27.8% E	111 39.9% IJKLM	119 32.1% IJKLN	68 18.7%	91 24.0%	51 18.3%	80 19.0%	157 30.7% IJKLN	77 23.9%	68 25.4%	45 28.9% S	225 24.6%	131 23.5%	30 18.7%	194 23.5%	381 24.6%	281 23.5%	295 25.0%
Registered Apprenticeship or other trades certificate or diploma	117 4.9%	59 5.1%	58 4.8%	26 4.0%	42 5.3%	49 5.5%	7 2.7%	15 4.0%	15 4.2%	28 7.5% HMG	11 3.9%	26 6.2% G	21 4.1%	17 5.3% Q	9 3.4%	10 6.6% Q	26 2.8%	46 8.2% OQ	9 5.8%	47 5.7%	70 4.5%	67 5.6%	50 4.3%
College, CEGEP or other non-university certificate or diploma	612 25.8%	272 23.3%	341 28.1% B	105 16.3%	236 30.0% D	270 30.3% D	37 13.3%	56 15.0%	107 29.4% HKG	108 28.5% HKG	50 18.0%	129 30.6% HKNG	162 31.5% HKNG	75 23.2% H	73 27.5%	35 22.9%	229 25.1%	146 26.2%	54 33.1% NPQ	199 24.1%	413 26.7%	308 25.7%	304 25.8%
University certificate or diploma below bachelor's level	158 6.6%	71 6.1%	87 7.2%	57 8.9% EF	47 6.0%	53 5.9%	21 7.7%	28 7.6%	19 5.1%	24 6.3%	29 10.6% IJM	29 6.8%	29 5.6%	22 7.0%	16 5.9%	13 8.6%	57 6.3%	40 7.1%	10 5.9%	52 6.3%	106 6.8%	79 6.6%	79 6.7%
Bachelor's degree	557 23.4%	252 21.7%	305 25.2% B	164 25.3% F	213 27.0% F	181 20.3%	25 8.9%	72 19.4%	101 27.6% HJMG	80 21.0% G	92 33.3% HJMNG	112 26.5% HMG	101 19.7% G	77 23.9%	54 20.4%	34 22.0%	240 26.3% R	114 20.4%	38 23.4%	185 22.4%	372 24.0%	275 23.0%	283 23.9%
Postgraduate degree above bachelor's level	229 9.6%	127 10.9% C	101 8.4%	86 13.3% F	85 10.7% F	58 6.5%	10 3.6%	48 12.8% M	47 12.8% MG	33 8.8%	38 13.9% JMG	38 9.0% MG	25 4.8%	36 11.1% M	34 12.9% R	12 7.9%	86 9.4%	47 8.4%	14 8.3%	91 11.0%	137 8.9%	115 9.6%	114 9.7%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

d3. Are there any children under the age of 18 currently living in your household?

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Yes	493	270	223	189	239	31	85	99	114	22	90	124	9	68	69	36	185	107	28	213	280	268	225
	20.7%	23.2%	18.4%	29.3%	30.3%	3.5%	30.7%	26.7%	31.4%	5.9%	32.7%	29.4%	1.7%	21.2%	25.9%	23.1%	20.3%	19.1%	17.5%	25.8%	18.0%	22.4%	19.1%
No	1883	894	988	457	548	861	193	272	250	356	186	299	504	254	197	119	728	451	134	613	1270	928	955
	79.3%	76.8%	81.6%	70.7%	69.7%	96.5%	69.3%	73.3%	68.6%	94.1%	67.3%	70.6%	98.3%	78.8%	74.1%	76.9%	79.7%	80.9%	82.5%	74.2%	82.0%	77.6%	80.9%
			B			DE				HIKLNG			HIJKLNG	IKL				O			T		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

d4. Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

	GENDER			AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
under \$20,000	206	104	102	50	75	77	29	33	34	32	16	41	45	32	14	7	71	66	16	66	140	107	99
	8.7%	8.9%	8.4%	7.7%	9.5%	8.6%	10.5%	9.0%	9.4%	8.4%	5.9%	9.6%	8.8%	9.8%	5.3%	4.5%	7.8%	11.9%	9.6%	7.9%	9.0%	8.9%	8.4%
between \$20,000 and \$40,000	360	178	182	100	101	155	46	64	45	64	35	56	91	40	31	28	122	108	30	117	243	184	176
	15.1%	15.3%	15.0%	15.4%	12.9%	17.4%	16.4%	17.4%	12.4%	17.0%	12.8%	13.3%	17.7%	12.6%	11.7%	18.3%	13.4%	19.4%	18.3%	14.1%	15.7%	15.4%	14.9%
between \$40,000 and \$60,000	386	182	203	103	104	172	50	64	40	72	40	64	100	55	47	29	140	92	23	141	245	205	181
	16.2%	15.7%	16.8%	15.9%	13.2%	19.3%	18.1%	17.1%	11.0%	19.1%	14.3%	15.2%	19.4%	17.1%	17.8%	18.4%	15.4%	16.5%	14.1%	17.0%	15.8%	17.2%	15.3%
between \$60,000 and \$80,000	332	162	171	89	120	120	25	40	60	59	49	60	61	37	37	23	142	66	26	124	209	158	174
	14.0%	13.9%	14.1%	13.8%	15.3%	13.4%	9.0%	10.8%	16.5%	15.5%	17.8%	14.3%	12.0%	11.5%	13.9%	15.1%	15.6%	11.9%	16.2%	15.0%	13.5%	13.2%	14.7%
between \$80,000 and \$100,000	323	169	154	99	113	105	33	52	62	48	46	51	57	59	30	17	111	81	25	109	214	175	148
	13.6%	14.5%	12.7%	15.3%	14.4%	11.8%	12.0%	14.1%	17.1%	12.7%	16.8%	12.0%	11.1%	18.3%	11.2%	11.2%	12.1%	14.6%	15.1%	13.2%	13.8%	14.6%	12.5%
between \$100,000 and \$150,000	310	170	141	92	122	95	26	50	62	55	41	59	40	48	38	21	129	62	14	108	202	152	159
	13.1%	14.6%	11.6%	14.2%	15.5%	10.7%	9.3%	13.5%	17.1%	14.7%	15.0%	14.1%	7.7%	14.9%	14.1%	13.3%	14.1%	11.1%	8.4%	13.1%	13.1%	12.7%	13.4%
\$150,000 and above	143	79	64	36	66	37	13	21	36	19	16	31	18	17	26	11	61	23	5	54	89	71	72
	6.0%	6.8%	5.3%	5.6%	8.4%	4.1%	4.7%	5.6%	9.8%	5.0%	5.6%	7.3%	3.5%	5.3%	9.7%	6.8%	6.6%	4.2%	3.3%	6.5%	5.8%	6.0%	6.1%
prefer not to say	316	121	195	79	85	131	56	46	24	29	33	61	102	34	43	19	137	59	24	109	207	144	172
	13.3%	10.4%	16.1%	12.2%	10.8%	14.7%	20.1%	12.5%	6.7%	7.7%	11.9%	14.4%	19.9%	10.4%	16.3%	12.3%	15.0%	10.5%	14.9%	13.2%	13.4%	12.0%	14.6%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

d5. Where were you born?

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Born in Canada	2051	1008	1043	551	654	806	236	322	302	344	229	352	462	267	226	144	759	504	153	710	1341	1030	1021
	86.3%	86.6%	86.1%	85.3%	83.1%	90.4%	84.9%	86.9%	82.9%	90.8%	83.1%	83.2%	90.1%	82.7%	84.7%	93.0%	83.1%	90.3%	94.3%	86.0%	86.5%	86.2%	86.5%
Born outside Canada, specify the country:						DE				IKLNG			IKLNG			NOQ		NOQ	NOQ				
	325	156	169	95	133	86	42	49	62	35	47	71	51	56	41	11	154	54	9	116	209	166	159
	13.7%	13.4%	13.9%	14.7%	16.9%	9.6%	15.1%	13.1%	17.1%	9.2%	16.9%	16.8%	9.9%	17.3%	15.3%	7.0%	16.9%	9.7%	5.7%	14.0%	13.5%	13.8%	13.5%
			F	F		JM		JM		JM		JM		JMPRS	PRS		PRS						

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

d6. In what year did you first move to Canada?

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: Born outside of Canada	320	165	155	95	121	93	45	52	61	41	43	60	52	53	37	11	157	53	9	116	204	164	156
Weighted	325	156	169	95*	133	86*	42*	49*	62*	35*	47*	71*	51*	56*	41*	11**	154	54*	9**	116	209	166	159
1946	1 0.3%	0	1 0.6%	0	0	1 1.1%	0	0	0	0	0	0	1 1.9%	0	0	0	1 0.6%	0	0	0	1 0.5%	0	1 0.6%
1950	1 0.3%	0	1 0.6%	0	0	1 1.2%	0	0	0	0	0	0	1 2.0%	1 1.8%	0	0	0	0	0	0	1 0.5%	1 0.6%	0
1954	3 0.8%	3 1.6%	0	0	0	3 3.0%	0	0	0	3 7.4% E HILM	0	0	0	1 1.6%	0	0	1 0.5%	1 1.6%	0	1 0.7%	2 0.8%	2 1.0%	1 0.5%
1956	2 0.6%	0	2 1.1%	0	0	2 2.3%	0	0	0	0	0	0	2 3.8%	0	0	0	2 1.3%	0	0	0	2 0.9%	2 1.2%	0
1957	8 2.5%	4 2.7%	4 2.4%	0	0	8 9.6%	0	0	0	4 12.1% HIKLG	0	0	4 7.9% HIL	2 3.4%	0	1 9.3%	4 2.8%	0	1 11.2%	0	8 4.0%	4 2.2%	5 2.9%
1958	1 0.3%	0	1 0.6%	0	0	1 1.1%	0	0	0	0	0	0	1 1.9%	0	0	0	1 0.6%	0	0	0	1 0.5%	0	1 0.6%
1959	4 1.2%	1 0.5%	3 1.7%	0	0	4 4.4% DE	0	0	0	1 2.4%	0	0	3 5.7%	0	0	0	4 2.4%	0	0	0	4 1.8%	2 1.2%	2 1.1%
1960	2 0.6%	1 0.5%	1 0.6%	0	0	2 2.2%	0	0	0	1 2.5%	0	0	1 2.0%	0	0	0	0	2 3.4% Q	0	1 0.9%	1 0.4%	1 0.6%	1 0.5%
1961	3 0.8%	2 1.1%	1 0.6%	0	0	3 3.1% E	0	0	0	2 4.9%	0	0	1 1.9%	0	0	1 8.0%	2 1.2%	0	0	1 0.7%	2 0.9%	1 0.6%	2 1.1%
1962	1 0.3%	0	1 0.6%	0	0	1 1.1%	0	0	0	0	0	0	1 1.9%	0	0	0	1 0.6%	0	0	1 0.8%	0	1 0.6%	0
1963	5 1.5%	1 0.5%	4 2.3%	0	0	5 5.5% DE	0	0	0	1 2.4%	0	0	4 7.7% HILN	0	0	0	4 2.4%	1 1.8%	0	1 0.7%	4 1.9%	1 0.6%	4 2.4%
1964	3 0.9%	1 0.5%	2 1.1%	0	0	3 3.2% E	0	0	0	1 2.4%	0	0	2 3.8%	0	0	0	3 1.8%	0	0	2 1.7%	1 0.4%	2 1.2%	1 0.5%
1965	2 0.6%	1 0.5%	1 0.7%	0	1 0.9%	1 1.0%	0	0	0	1 2.4%	0	1 1.6%	0	0	0	0	2 1.3%	0	0	0	2 0.9%	2 1.2%	0
1967	3 0.9%	2 1.2%	1 0.6%	0	1 0.8%	2 2.1%	0	0	1 1.6%	1 2.4%	0	0	1 1.9%	0	0	0	2 1.2%	1 1.9%	0	1 0.7%	2 0.9%	1 0.5%	2 1.2%
1968	5 1.5%	3 1.7%	2 1.3%	0	2 1.6%	3 3.1%	0	0	1 1.6%	2 4.8%	0	1 1.6%	1 1.9%	0	0	0	4 2.6%	1 1.6%	0	1 1.0%	4 1.7%	4 2.3%	1 0.6%
1969	2 0.6%	2 1.2%	0	0	1 0.8%	1 1.0%	0	0	1 1.7%	1 2.4%	0	0	0	1 1.9%	0	0	1 0.5%	0	0	0	2 0.9%	1 0.5%	1 0.6%
1970	2 0.6%	0	2 1.2%	0	0	2 2.3%	0	0	0	0	0	0	2 3.9%	0	0	0	1 0.6%	1 1.8%	0	1 0.9%	1 0.5%	2 1.2%	0
1971	1 0.3%	1 0.6%	0	0	0	1 1.0%	0	0	0	1 2.5%	0	0	0	1 1.6%	0	0	0	0	0	0	1 0.4%	0	1 0.5%
1972	3 1.0%	0	3 2.0%	0	2 1.7%	1 1.2%	0	0	0	0	0	2 3.2%	1 2.0%	1 1.8%	0	0	2 1.5%	0	0	3 2.9% U	0	2 1.3%	1 0.7%
1973	2 0.6%	1 0.6%	1 0.6%	0	1 0.7%	1 1.1%	0	0	1 1.6%	0	0	0	1 1.9%	0	0	0	2 1.3%	0	0	1 0.8%	1 0.5%	0	2 1.2%
1974	2 0.7%	1 0.7%	1 0.7%	0	2 1.7%	0	0	0	1 1.7%	0	0	1 1.7%	0	2 4.0% Q	0	0	0	0	0	1 0.9%	1 0.6%	2 1.3%	0
1975	8 2.5%	6 3.8%	2 1.3%	0	6 4.6% D	2 2.2%	0	0	5 8.0% HN	1 2.6%	0	1 1.6%	1 1.9%	0	2 2.2%	1 2.2%	6 3.9%	1 1.9%	0	1 0.8%	7 3.4%	3 1.8%	5 3.1%
1976	3 1.0%	1 0.7%	2 1.3%	0	2 1.7%	1 1.1%	0	0	1 1.7%	0	0	1 1.7%	1 1.9%	1 2.2%	0	1 9.5%	1 0.6%	0	0	1 0.8%	2 1.1%	1 0.6%	2 1.4%
1977	3 1.0%	2 1.2%	1 0.7%	0	2 1.7%	1 1.1%	0	0	1 1.7%	1 2.6%	0	1 1.7%	0	1 1.9%	1 2.2%	0	0	1 2.2%	0	1 0.8%	2 1.1%	0	3 2.0%
1978	2 0.6%	1 0.5%	1 0.6%	0	0	2 2.1%	0	0	0	1 2.5%	0	0	1 1.9%	0	0	0	1 0.6%	1 1.6%	0	1 0.7%	1 0.5%	1 0.6%	1 0.5%
1979	1 0.3%	1 0.6%	0	0	1 0.8%	0	0	0	1 1.6%	0	0	0	0	0	0	0	0	1 1.9%	0	1 0.9%	0	1 0.6%	0
1980	8 2.5%	6 3.7%	2 1.4%	2 2.1%	5 3.9%	1 1.0%	0	1 1.9%	4 6.4%	1 2.6%	1 2.4%	1 1.7%	0	1 2.0%	0	0	4 2.5%	1 2.2%	2 21.1%	4 3.3%	4 2.1%	3 1.9%	5 3.2%
1981	4 1.2%	3 1.8%	1 0.7%	0	2 1.7%	2 2.0%	0	0	1 1.7%	2 4.9%	0	1 1.7%	0	3 5.6% Q	0	0	1 0.5%	0	0	2 1.6%	2 1.0%	4 2.4%	0
1982	3 0.9%	1 0.5%	2 1.2%	0	0	3 3.3%	0	0	0	1 2.4%	0	0	2 3.9%	0	0	0	2 1.2%	1 1.8%	0	1 0.7%	2 0.9%	2 1.1%	1 0.6%

d6. In what year did you first move to Canada?

	TOTAL	GENDER		AGE			GENDER AND AGE							REGION						Government Ad Recall		Cannabis Act Ad Recall	
		Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
1984	2 0.6%	2 1.2%	0 -	0 -	1 0.7%	1 1.0%	0 -	0 -	1 1.6%	1 2.4%	0 -	0 -	0 -	0 -	0 -	0 -	2 1.2%	0 -	0 -	0 -	2 0.9%	0 -	2 1.1%
1985	5 1.6%	1 0.5%	4 2.5%	0 -	2 1.8%	3 3.3%	0 -	0 -	0 -	1 2.5%	0 -	2 3.3%	2 3.8%	1 2.2%	0 -	0 -	3 2.0%	1 1.6%	0 -	1 0.8%	4 2.0%	2 1.1%	3 2.1%
1986	7 2.3%	3 1.8%	5 2.8%	0 -	6 4.3%	2 2.0%	0 -	0 -	1 1.7%	2 4.8%	0 -	5 6.6%	0 -	0 -	2 5.8%	0 -	4 2.8%	1 1.6%	0 -	2 1.7%	5 2.6%	4 2.6%	3 1.9%
1987	6 1.9%	1 0.5%	5 3.1%	1 1.1%	2 1.7%	3 3.2%	0 -	0 -	0 -	1 2.4%	1 2.3%	2 3.2%	2 3.8%	0 -	0 -	0 -	6 4.0%	0 -	0 -	2 1.6%	4 2.1%	1 0.7%	5 3.1%
1988	4 1.2%	3 2.0%	1 0.6%	0 -	3 2.3%	1 1.1%	0 -	0 -	3 4.9%	0 -	0 -	0 -	1 1.9%	2 3.7%	0 -	0 -	2 1.3%	0 -	0 -	0 -	4 1.9%	2 1.2%	2 1.3%
1989	4 1.3%	1 0.6%	3 1.9%	2 2.1%	1 0.9%	1 1.1%	0 -	1 1.9%	0 -	0 -	1 2.3%	1 1.8%	1 1.9%	0 -	1 3.1%	0 -	3 1.9%	0 -	0 -	2 1.6%	2 1.1%	0 -	4 2.6%
1990	7 2.0%	2 1.3%	5 2.7%	1 1.1%	6 4.2%	0 -	0 -	0 -	2 3.3%	0 -	1 2.3%	3 4.9%	0 -	2 3.7%	0 -	0 -	3 2.2%	1 2.2%	0 -	2 2.0%	4 2.1%	5 2.7%	2 1.3%
1991	4 1.2%	3 2.0%	1 0.6%	1 1.0%	2 1.5%	1 1.2%	0 -	1 2.1%	2 3.3%	0 -	0 -	0 -	1 2.0%	1 1.9%	1 2.5%	0 -	0 -	2 3.7%	0 -	0 -	4 1.9%	0 -	4 2.5%
1992	8 2.6%	3 1.9%	5 3.2%	1 1.1%	4 3.4%	3 3.2%	0 -	0 -	2 3.3%	1 2.4%	1 2.3%	2 3.4%	2 3.8%	2 3.7%	1 3.1%	0 -	4 2.5%	1 2.0%	0 -	1 0.8%	7 3.5%	4 2.6%	4 2.5%
1993	1 0.4%	0 -	1 0.7%	0 -	1 0.9%	0 -	0 -	0 -	0 -	0 -	0 -	1 1.8%	0 -	0 -	1 3.1%	0 -	0 -	0 -	0 -	0 -	1 1.1%	0 -	1 0.8%
1994	5 1.6%	3 2.0%	2 1.2%	1 1.1%	3 2.3%	1 1.2%	0 -	0 -	3 4.9%	0 -	1 2.3%	0 -	1 2.0%	3 5.5%	0 -	0 -	1 0.6%	1 2.0%	0 -	1 0.9%	4 2.0%	0 -	5 3.2%
1995	3 0.9%	2 1.1%	1 0.7%	1 0.9%	1 0.9%	1 1.0%	1 2.1%	1 1.9%	0 -	1 2.4%	0 -	1 1.6%	0 -	0 -	0 -	0 -	3 1.9%	0 -	0 -	2 1.8%	1 0.4%	3 1.7%	0 -
1996	2 0.6%	1 0.7%	1 0.6%	1 1.1%	1 0.8%	0 -	0 -	0 -	1 1.7%	0 -	1 2.3%	0 -	0 -	1 1.9%	0 -	0 -	1 0.7%	0 -	0 -	1 0.9%	1 0.5%	1 0.6%	1 0.7%
1997	11 3.4%	4 2.9%	6 3.8%	6 6.5%	1 0.9%	4 4.1%	1 2.4%	2 4.0%	0 -	3 7.3%	4 9.2%	1 1.7%	1 1.9%	4 7.4%	1 2.4%	0 -	6 3.8%	0 -	0 -	5 4.3%	6 2.9%	7 4.2%	4 2.6%
1998	3 1.0%	1 0.7%	2 1.3%	1 1.2%	2 1.6%	0 -	0 -	0 -	1 1.7%	0 -	1 2.4%	1 1.6%	0 -	2 3.8%	0 -	0 -	1 0.7%	0 -	0 -	2 1.9%	1 0.5%	1 0.6%	2 1.4%
1999	5 1.5%	4 2.4%	1 0.7%	3 3.0%	1 0.9%	1 1.0%	1 2.3%	3 5.8%	0 -	1 2.6%	0 -	1 1.7%	0 -	1 2.2%	0 -	1 8.7%	1 0.6%	0 -	2 20.1%	2 1.6%	3 1.5%	1 0.6%	4 2.5%
2000	12 3.8%	9 5.6%	4 2.1%	5 5.0%	7 4.9%	1 1.0%	3 6.6%	4 7.6%	4 6.6%	1 2.5%	1 2.3%	2 3.5%	0 -	2 4.0%	3 8.2%	0 -	5 3.1%	2 3.5%	0 -	5 4.2%	7 3.5%	6 3.5%	6 4.0%
2001	11 3.4%	3 2.0%	8 4.6%	3 3.5%	7 4.9%	1 1.1%	0 -	0 -	3 4.9%	0 -	3 7.2%	3 4.9%	1 1.9%	2 4.0%	2 5.5%	1 11.0%	5 3.4%	0 -	0 -	2 2.0%	9 4.1%	6 3.3%	5 3.4%
2002	6 1.9%	3 1.9%	3 1.9%	1 1.1%	3 2.4%	2 2.1%	0 -	0 -	2 3.4%	1 2.5%	1 2.3%	1 1.6%	1 1.9%	0 -	1 2.7%	0 -	2 1.4%	3 5.5%	0 -	1 0.9%	5 2.4%	3 1.8%	3 2.0%
2003	7 2.3%	1 0.6%	7 3.9%	2 2.2%	3 2.5%	2 2.3%	0 -	0 -	1 1.6%	0 -	2 4.6%	2 3.4%	2 3.9%	0 -	1 3.1%	0 -	4 2.7%	2 3.9%	0 -	2 1.8%	5 2.6%	5 3.2%	2 1.4%
2004	7 2.2%	3 1.8%	5 2.7%	2 2.0%	4 2.7%	2 2.1%	2 4.6%	2 4.0%	0 -	1 2.4%	0 -	4 5.0%	1 1.9%	2 3.8%	1 2.4%	0 -	2 1.2%	2 4.4%	0 -	3 2.6%	4 2.1%	4 2.6%	3 1.9%
2005	13 3.9%	5 3.1%	8 4.6%	3 3.0%	7 5.1%	2 2.3%	3 6.7%	2 3.8%	2 3.3%	0 -	1 2.3%	5 6.7%	2 3.8%	1 2.2%	3 8.2%	1 8.6%	7 4.7%	0 -	0 -	3 2.8%	9 4.5%	5 3.0%	8 4.8%
2006	6 2.0%	3 1.9%	4 2.1%	1 1.0%	6 4.1%	0 -	0 -	1 1.9%	2 3.2%	0 -	0 -	4 4.9%	0 -	0 -	0 -	0 -	3 2.0%	3 6.3%	0 -	0 -	6 3.1%	3 1.9%	3 2.1%
2007	6 1.9%	3 1.8%	3 2.0%	5 5.2%	1 0.9%	0 -	3 6.7%	3 5.8%	0 -	0 -	2 4.5%	1 1.7%	0 -	0 -	1 2.4%	0 -	3 2.0%	1 1.7%	1 13.3%	5 4.4%	1 0.5%	4 2.5%	2 1.2%
2008	12 3.6%	4 2.5%	8 4.6%	6 6.4%	5 3.5%	1 1.1%	1 2.2%	3 5.8%	1 1.6%	0 -	3 6.9%	4 5.1%	1 1.9%	2 4.1%	2 5.6%	0 -	5 3.3%	2 3.6%	0 -	4 3.3%	8 3.7%	5 2.9%	7 4.3%
2009	7 2.3%	4 2.4%	4 2.2%	1 1.0%	5 3.5%	0 -	3 6.7%	1 1.9%	1 1.6%	0 -	0 -	4 5.2%	0 -	1 1.7%	1 3.1%	0 -	1 0.6%	3 5.6%	1 13.3%	7 6.4%	0 -	5 3.2%	2 1.4%
2010	10 3.1%	8 5.1%	2 1.3%	3 3.3%	4 3.1%	0 -	3 6.7%	1 2.0%	4 6.6%	0 -	2 4.7%	0 -	0 -	1 1.9%	2 5.1%	2 17.4%	1 0.6%	4 7.8%	0 -	5 4.2%	5 2.5%	6 3.7%	4 2.5%
2011	5 1.5%	2 1.2%	3 1.9%	3 3.2%	0 -	1 1.2%	2 4.3%	1 1.9%	0 -	0 -	2 4.5%	0 -	1 2.0%	1 1.8%	0 -	0 -	3 2.0%	1 1.7%	0 -	3 2.5%	2 1.0%	3 1.7%	2 1.3%
2012	7 2.1%	5 3.0%	2 1.3%	6 6.0%	1 0.9%	0 -	4 8.9%	5 9.5%	0 -	0 -	1 2.3%	1 1.7%	0 -	2 3.4%	0 -	1 8.6%	2 1.2%	2 4.2%	0 -	2 1.8%	5 2.3%	3 1.8%	4 2.5%
	5	2	3	3	2	0	1	1	1	0	2	1	0	1	2	0	1	1	0	3	2	4	1

d6. In what year did you first move to Canada?

	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
2013	1.7%	1.3%	2.1%	3.3%	1.7%	-	2.1%	1.9%	1.7%	-	4.8%	1.7%	-	2.2%	5.5%	-	0.6%	2.0%	-	2.6%	1.1%	2.6%	0.7%
	8	4	4	7	1	0	1	3	1	0	4	0	0	0	2	0	4	1	1	2	6	3	5
2014	2.5%	2.5%	2.6%	7.6%	0.8%	-	2.4%	5.9%	1.6%	-	9.3%	-	-	-	5.3%	-	2.7%	1.9%	10.6%	1.8%	3.0%	2.0%	3.1%
	13	8	6	8	5	0	4	5	3	0	3	2	0	2	3	1	4	3	0	6	7	11	2
2015	4.1%	5.0%	3.4%	8.4%	4.1%	-	8.9%	9.6%	4.9%	-	7.0%	3.4%	-	3.7%	8.2%	8.6%	2.6%	5.9%	-	5.3%	3.5%	6.8%	1.3%
	23	16	7	15	4	0	11	10	2	0	4	2	0	2	4	1	11	3	1	12	11	12	11
2016	7.0%	10.2%	4.0%	15.3%	3.3%	-	26.3%	20.9%	3.4%	-	9.5%	3.2%	-	3.8%	10.4%	10.2%	7.5%	5.2%	10.4%	10.1%	5.3%	7.1%	6.9%
		C		EF			IJKLM	IJLMN			M												
Summary																							
Mean	1993.9	1995.2	1992.6	2006.5	1995	1976	2009.9	2007.9	1993.7	1975.4	2005	1996.1	1976.4	1992.6	2003.5	1996.8	1990.3	1997.1	1996	1997.7	1991.7	1994.7	1992.9
				EF	F		IJKLM	IJLMN	JM		IJLMN	JM		JM	NQR			Q		U			
Sum	647175	311319	335856	191237	265893	169391	84401	97652	124164	68849	93585	141729	100542	111234	81485	21727	306573	107611	18545	231640	415535	330288	316887

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



d7. What is the language you first learned at home as a child and still understand?

	GENDER						AGE						GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No					
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171					
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180					
English	1758	888	870	507	557	652	240	306	256	284	202	300	368	290	251	145	822	103	148	635	1123	865	893					
	74.0%	76.3%	71.8%	78.5%	70.7%	73.1%	86.3%	82.4%	70.4%	74.9%	73.2%	71.0%	71.7%	90.0%	94.1%	93.6%	90.1%	18.4%	91.0%	76.8%	72.5%	72.4%	75.7%					
French	531	243	288	131	191	203	42	65	89	82	66	102	121	5	7	7	45	453	15	184	347	293	239					
	22.4%	20.9%	23.8%	20.3%	24.3%	22.7%	15.0%	17.6%	24.5%	21.7%	24.0%	24.0%	23.5%	1.6%	2.6%	4.2%	5.0%	81.2%	9.1%	22.3%	22.4%	24.5%	20.2%					
Arabic	6	4	2	3	2	1	2	2	1	1	1	1	0	0	2	0	2	2	0	3	3	4	2					
	0.3%	0.3%	0.2%	0.5%	0.3%	0.1%	0.7%	0.5%	0.3%	0.2%	0.4%	0.3%	-	-	0.8%	-	0.2%	0.3%	-	0.4%	0.2%	0.3%	0.2%					
Bulgarian	3	0	3	1	2	0	0	0	0	0	1	2	0	0	0	0	2	1	0	0	3	1	2					
	0.1%	-	0.3%	0.2%	0.3%	-	-	-	-	-	0.4%	0.5%	-	-	-	-	0.2%	0.2%	-	-	0.2%	0.1%	0.2%					
Cantonese	28	12	16	13	10	5	4	6	3	3	7	7	2	13	2	1	10	1	0	6	22	13	14					
	1.2%	1.0%	1.3%	2.0%	1.3%	0.5%	1.3%	1.7%	0.9%	0.7%	2.4%	1.7%	0.4%	4.2%	0.9%	0.6%	1.1%	0.2%	-	0.7%	1.4%	1.1%	1.2%					
Mandarin	14	9	5	7	7	0	6	5	3	0	1	4	0	5	1	0	7	1	0	6	8	5	9					
	0.6%	0.8%	0.4%	1.0%	0.8%	-	2.3%	1.5%	0.8%	-	0.4%	0.8%	-	1.7%	0.4%	-	0.7%	0.2%	-	0.7%	0.5%	0.4%	0.8%					
Chinese (unspecified)	12	6	6	4	6	0	2	2	2	0	2	3	0	4	2	0	4	1	0	2	10	3	8					
	0.5%	0.5%	0.5%	0.6%	0.7%	-	0.7%	0.5%	0.6%	-	0.8%	0.8%	-	1.3%	0.8%	-	0.5%	0.2%	-	0.2%	0.6%	0.3%	0.7%					
Tagalog	8	4	4	4	3	1	1	1	3	0	3	0	1	1	1	3	2	1	0	1	7	2	6					
	0.3%	0.3%	0.3%	0.6%	0.4%	0.1%	0.3%	0.3%	0.9%	-	1.2%	-	0.2%	0.3%	0.4%	2.0%	0.2%	0.2%	-	0.1%	0.5%	0.2%	0.5%					
Spanish	12	4	8	6	6	0	3	3	1	0	3	5	0	1	0	0	5	5	0	6	5	6	5					
	0.5%	0.3%	0.6%	0.9%	0.7%	-	1.0%	0.7%	0.3%	-	1.2%	1.1%	-	0.4%	-	-	0.6%	0.9%	-	0.7%	0.4%	0.5%	0.5%					
Russian	10	4	6	2	6	3	2	2	2	0	0	4	3	0	0	0	6	3	1	3	7	7	3					
	0.4%	0.3%	0.5%	0.3%	0.7%	0.3%	0.6%	0.5%	0.5%	-	-	0.8%	0.6%	-	-	-	0.6%	0.6%	0.8%	0.4%	0.4%	0.6%	0.2%					
Italian	18	8	10	0	5	13	0	0	3	5	0	2	8	0	0	0	10	8	0	5	13	9	9					
	0.8%	0.7%	0.8%	-	0.7%	1.4%	-	-	0.8%	1.3%	-	0.6%	1.5%	-	-	-	1.1%	1.4%	-	0.6%	0.8%	0.8%	0.7%					
German	21	9	12	3	4	13	0	0	3	6	3	1	7	6	4	2	7	1	2	5	16	10	11					
	0.9%	0.8%	1.0%	0.5%	0.6%	1.5%	-	-	0.9%	1.6%	1.2%	0.3%	1.4%	1.9%	1.3%	1.2%	0.7%	0.2%	1.2%	0.6%	1.0%	0.8%	0.9%					
Greek	7	3	4	0	3	4	0	0	1	2	0	2	2	0	0	0	5	2	0	3	4	4	3					
	0.3%	0.2%	0.3%	-	0.4%	0.4%	-	-	0.3%	0.4%	-	0.5%	0.4%	-	-	-	0.6%	0.3%	-	0.4%	0.2%	0.4%	0.2%					
Hungarian	4	2	2	1	0	2	1	1	0	0	0	0	2	0	0	0	3	0	1	1	3	1	3					
	0.2%	0.2%	0.2%	0.1%	-	0.2%	0.3%	0.2%	-	-	-	-	0.4%	-	-	-	0.3%	-	0.6%	0.1%	0.2%	0.1%	0.2%					
Korean	3	3	0	1	2	0	0	1	2	0	0	0	0	1	1	0	1	0	0	0	3	2	1					
	0.1%	0.3%	-	0.1%	0.3%	-	-	0.2%	0.6%	-	-	-	-	0.3%	0.4%	-	0.1%	-	-	-	0.2%	0.2%	0.1%					
Punjabi	7	5	2	6	0	1	3	4	0	1	2	0	0	3	0	1	3	0	0	4	3	2	5					
	0.3%	0.4%	0.2%	0.9%	-	0.1%	1.0%	1.0%	-	0.2%	0.8%	-	-	0.9%	-	0.6%	0.3%	-	-	0.4%	0.2%	0.2%	0.4%					
Vietnamese	3	2	1	0	2	1	0	0	1	1	0	1	0	0	1	0	0	2	0	0	3	2	1					
	0.1%	0.2%	0.1%	-	0.3%	0.1%	-	-	0.3%	0.2%	-	0.3%	-	-	0.5%	-	-	0.3%	-	-	0.2%	0.2%	0.1%					
Hindi	6	6	0	2	3	1	2	2	3	1	0	0	0	1	2	0	1	2	0	4	2	4	2					
	0.2%	0.5%	-	0.3%	0.4%	0.1%	0.7%	0.5%	0.9%	0.2%	-	-	-	0.3%	0.8%	-	0.1%	0.3%	-	0.5%	0.1%	0.3%	0.2%					
Portuguese	3	1	2	2	1	0	0	1	0	0	1	1	0	1	0	0	2	0	0	0	3	1	2					
	0.1%	0.1%	0.2%	0.3%	0.1%	-	-	0.2%	-	-	0.4%	0.3%	-	0.3%	-	-	0.2%	-	-	-	0.2%	0.1%	0.2%					
Romanian	5	3	2	2	3	0	1	1	2	0	1	1	0	3	1	0	1	0	0	1	4	2	3					
	0.2%	0.3%	0.2%	0.3%	0.4%	-	0.4%	0.3%	0.6%	-	0.4%	0.3%	-	1.0%	0.4%	-	0.1%	-	-	0.1%	0.3%	0.2%	0.3%					
Ukrainian	4	4	0	1	1	2	1	1	1	2	0	0	0	2	0	1	1	0	0	1	3	2	2					
	0.2%	0.3%	-	0.1%	0.1%	0.2%	0.3%	0.3%	0.3%	0.4%	-	-	-	0.6%	-	0.6%	0.1%	-	-	0.1%	0.2%	0.1%	0.2%					
Gujarati	5	4	1	3	1	0	2	3	0	0	0	1	0	2	0	0	3	0	0	1	4	0	5					
	0.2%	0.3%	0.1%	0.4%	0.2%	-	0.6%	0.7%	-	-	-	0.3%	-	0.7%	-	-	0.3%	-	-	0.1%	0.3%	-	0.4%					
Other	47	28	19	13	16	14	10	9	8	6	3	8	8	4	8	3	29	4	0	18	29	29	18					
	2.0%	2.4%	1.6%	2.0%	2.1%	1.5%	3.7%	2.5%	2.2%	1.5%	1.2%	1.9%	1.5%	1.3%	2.8%	1.9%	3.2%	0.7%	-	2.2%	1.9%	2.4%	1.5%					
Don't know	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	1					
	0	-	0.1%	-	-	0.1%	-	-	-	-	-	-	0.2%	-	-	-	0.1%	-	-	-	0.1%	-	0.1%					

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

Age

	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
16	16	16	0	0	0	0	16	0	0	0	0	0	0	1	2	0	9	2	2	9	7	9	7
	0.7%	1.4%	-	-	-	-	5.6%	-	-	-	-	-	-	0.3%	0.7%	-	1.0%	0.3%	1.2%	1.1%	0.4%	0.8%	0.6%
17	35	35	0	0	0	0	35	0	0	0	0	0	0	5	4	3	19	4	1	24	11	19	16
	1.5%	3.0%	-	-	-	-	12.6%	-	-	-	-	-	-	1.5%	1.5%	1.8%	2.1%	0.7%	0.6%	2.9%	0.7%	1.6%	1.3%
18	36	36	0	36	0	0	36	36	0	0	0	0	0	8	6	2	13	6	2	20	16	21	16
	1.5%	3.1%	-	5.6%	-	-	13.1%	9.8%	-	-	-	-	-	2.3%	2.2%	1.2%	1.4%	1.2%	1.2%	2.5%	1.0%	1.7%	1.3%
19	35	32	3	35	0	0	32	32	0	0	3	0	0	3	1	3	25	2	2	21	14	23	12
	1.5%	2.8%	0.3%	5.4%	-	-	11.5%	8.6%	-	-	1.1%	-	-	0.9%	0.4%	1.8%	2.7%	0.3%	1.2%	2.6%	0.9%	1.9%	1.0%
20	29	27	2	29	0	0	27	27	0	0	2	0	0	2	5	1	11	8	3	22	8	20	10
	1.2%	2.3%	0.2%	4.5%	-	-	9.7%	7.3%	-	-	0.8%	-	-	0.6%	1.9%	0.6%	1.2%	1.4%	1.8%	2.6%	0.5%	1.6%	0.8%
21	42	37	5	42	0	0	37	37	0	0	5	0	0	6	5	3	23	6	0	23	19	23	19
	1.8%	3.2%	0.4%	6.5%	-	-	13.2%	9.9%	-	-	2.0%	-	-	1.8%	1.9%	1.9%	2.5%	1.0%	-	2.8%	1.2%	2.0%	1.6%
22	44	33	11	44	0	0	33	33	0	0	11	0	0	11	5	5	13	7	3	25	19	25	19
	1.8%	2.8%	0.9%	6.7%	-	-	11.7%	8.8%	-	-	4.0%	-	-	3.4%	1.9%	3.1%	1.4%	1.2%	1.9%	3.0%	1.2%	2.1%	1.6%
23	37	29	9	37	0	0	29	29	0	0	9	0	0	2	5	3	15	10	2	25	12	26	11
	1.6%	2.5%	0.7%	5.8%	-	-	10.3%	7.7%	-	-	3.2%	-	-	0.6%	1.9%	1.9%	1.7%	1.8%	1.3%	3.1%	0.8%	2.2%	0.9%
24	44	34	10	44	0	0	34	34	0	0	10	0	0	5	4	3	22	8	2	20	24	25	18
	1.8%	2.9%	0.8%	6.8%	-	-	12.2%	9.2%	-	-	3.5%	-	-	1.5%	1.5%	1.8%	2.4%	1.4%	1.3%	2.4%	1.6%	2.1%	1.6%
25	21	8	13	21	0	0	0	8	0	0	13	0	0	2	4	2	7	4	1	7	13	11	9
	0.9%	0.6%	1.1%	3.2%	-	-	-	2.0%	-	-	4.8%	-	-	0.7%	1.7%	1.2%	0.8%	0.7%	0.7%	0.9%	0.9%	1.0%	0.8%
26	25	7	19	25	0	0	0	7	0	0	19	0	0	4	3	1	9	6	1	13	12	16	10
	1.1%	0.6%	1.5%	3.9%	-	-	-	1.8%	-	-	6.7%	-	-	1.3%	1.2%	0.7%	1.0%	1.1%	0.7%	1.6%	0.8%	1.3%	0.8%
27	26	9	17	26	0	0	0	9	0	0	17	0	0	2	3	2	8	4	6	5	21	15	11
	1.1%	0.8%	1.4%	4.0%	-	-	-	2.5%	-	-	6.0%	-	-	0.6%	1.3%	1.4%	0.9%	0.7%	3.9%	0.7%	1.3%	1.3%	0.9%
28	30	9	21	30	0	0	0	9	0	0	21	0	0	3	3	4	13	6	0	14	16	13	17
	1.3%	0.8%	1.7%	4.6%	-	-	-	2.5%	-	-	7.5%	-	-	1.0%	1.2%	2.8%	1.4%	1.1%	-	1.7%	1.0%	1.1%	1.4%
29	34	7	27	34	0	0	0	7	0	0	27	0	0	2	4	0	18	10	0	8	25	16	18
	1.4%	0.6%	2.2%	5.2%	-	-	-	1.8%	-	-	9.8%	-	-	0.6%	1.6%	-	1.9%	1.7%	-	1.0%	1.6%	1.3%	1.5%
30	43	13	30	43	0	0	0	13	0	0	30	0	0	6	4	2	15	11	4	15	28	15	28
	1.8%	1.1%	2.4%	6.6%	-	-	-	3.5%	-	-	10.8%	-	-	2.0%	1.7%	1.3%	1.6%	1.9%	2.7%	1.8%	1.8%	1.3%	2.3%
31	50	25	24	50	0	0	0	25	0	0	24	0	0	4	13	1	17	11	3	25	25	24	25
	2.1%	2.2%	2.0%	7.7%	-	-	-	6.9%	-	-	8.9%	-	-	1.3%	4.9%	0.6%	1.9%	2.0%	2.0%	3.0%	1.6%	2.0%	2.2%
32	38	19	19	38	0	0	0	19	0	0	19	0	0	9	6	3	8	8	2	14	24	16	22
	1.6%	1.6%	1.6%	5.8%	-	-	-	5.1%	-	-	6.8%	-	-	2.9%	2.4%	2.0%	0.9%	1.5%	1.3%	1.7%	1.5%	1.3%	1.9%
33	48	23	24	48	0	0	0	23	0	0	24	0	0	6	6	3	17	14	2	17	31	20	28
	2.0%	2.0%	2.0%	7.4%	-	-	-	6.3%	-	-	8.7%	-	-	1.8%	2.1%	1.9%	1.8%	2.5%	1.2%	2.0%	2.0%	1.7%	2.3%
34	65	22	43	65	0	0	0	22	0	0	43	0	0	14	3	3	20	23	2	25	40	33	32
	2.7%	1.9%	3.5%	10.1%	-	-	-	6.1%	-	-	15.4%	-	-	4.3%	1.3%	1.9%	2.2%	4.1%	1.3%	3.0%	2.6%	2.8%	2.7%
35	20	7	13	0	20	0	0	0	7	0	0	13	0	2	5	2	5	4	1	4	16	11	10
	0.9%	0.6%	1.1%	-	2.6%	-	-	-	2.0%	-	-	3.1%	-	0.6%	1.8%	1.5%	0.6%	0.8%	0.8%	0.5%	1.0%	0.9%	0.8%
36	24	17	7	0	24	0	0	0	17	0	0	7	0	4	5	1	3	8	3	6	18	9	15
	1.0%	1.4%	0.6%	-	3.0%	-	-	-	4.6%	-	-	1.7%	-	1.3%	1.7%	0.8%	0.3%	1.4%	2.0%	0.7%	1.2%	0.7%	1.3%
37	23	10	13	0	23	0	0	0	10	0	0	13	0	5	1	1	6	10	0	6	17	10	13
	1.0%	0.9%	1.1%	-	2.9%	-	-	-	2.8%	-	-	3.1%	-	1.4%	0.5%	0.7%	0.7%	1.8%	-	0.7%	1.1%	0.8%	1.1%
38	24	7	17	0	24	0	0	0	7	0	0	17	0	5	3	1	9	5	2	10	13	10	13
	1.0%	0.6%	1.4%	-	3.0%	-	-	-	1.9%	-	-	3.9%	-	1.4%	0.9%	0.7%	1.0%	0.8%	1.4%	1.3%	0.9%	0.9%	1.1%
39	24	10	14	0	24	0	0	0	10	0	0	14	0	3	1	0	8	11	1	8	17	11	13
	1.0%	0.9%	1.2%	-	3.1%	-	-	-	2.8%	-	-	3.3%	-	1.0%	0.4%	-	0.9%	2.0%	0.7%	0.9%	1.1%	0.9%	1.1%
40	27	10	17	0	27	0	0	0	10	0	0	17	0	3	7	1	6	9	1	10	17	10	17
	1.1%	0.9%	1.4%	-	3.4%	-	-	-	2.9%	-	-	3.9%	-	1.0%	2.6%	0.7%	0.6%	1.6%	0.8%	1.2%	1.1%	0.8%	1.4%
41	38	22	17	0	38	0	0	0	22	0	0	17	0	3	8	2	14	6	5	5	33	12	26
	1.6%	1.8%	1.4%	-	4.9%	-	-	-	5.9%	-	-	3.9%	-	1.0%	3.0%	1.5%	1.5%	1.1%	2.8%	0.6%	2.1%	1.0%	2.2%
42	21	10	11	0	21	0	0	0	10	0	0	11	0	6	3	1	4	5	1	3	18	11	10
	0.9%	0.9%	0.9%	-	2.7%	-	-	-	2.8%	-	-	2.5%	-	1.7%	1.3%	0.8%	0.5%	1.0%	0.7%	0.4%	1.1%	0.9%	0.8%
43	19	14	5	0	19	0	0	0	14	0	0	5	0	3	2	1	6	6	0	1	18	8	11
	0.8%	1.2%	0.4%	-	2.4%	-	-	-	3.9%	-	-	1.1%	-	1.0%	0.8%	0.7%	0.7%	1.1%	-	0.1%	1.2%	0.7%	0.9%
44	31	12	19	0	31	0	0	0	12	0	0	19	0	7	1	5	9	6	4	12	19	16	15
	1.3%	1.1%	1.6%	-	4.0%	-	-	-	3.4%	-	-	4.5%	-	2.0%	0.5%	3.5%	1.0%	1.0%	2.2%	1.5%	1.2%	1.3%	1.3%

Age

	GENDER						AGE						GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No					
45	42 1.8%	25 2.1%	18 1.4%	0 -	42 5.3% DF	0 -	0 -	0 -	25 6.7% HJKMNG	0 -	0 -	18 4.2% HJKMG	0 -	7 2.3% HJKM	6 2.2%	1 0.8%	18 2.0%	7 1.3%	2 1.3%	7 0.9%	35 2.2%	19 1.6%	23 2.0%					
46	39 1.6%	15 1.3%	24 2.0%	0 -	39 5.0% DF	0 -	0 -	0 -	15 4.2% HJKMNG	0 -	0 -	24 5.7% HJKMNG	0 -	3 1.0% JM	8 3.2% PR	0 -	17 1.9%	4 0.7%	6 3.8% NPR	13 1.6%	26 1.7%	20 1.6%	19 1.7%					
47	40 1.7%	15 1.3%	25 2.1%	0 -	40 5.1% DF	0 -	0 -	0 -	15 4.2% HJKMNG	0 -	0 -	25 5.9% HJKMNG	0 -	5 1.5% HJKM	5 1.8%	3 2.2%	11 1.3%	13 2.4%	2 1.4%	12 1.5%	28 1.8%	21 1.8%	19 1.6%					
48	50 2.1%	22 1.9%	28 2.3%	0 -	50 6.4% DF	0 -	0 -	0 -	22 6.1% HJKMNG	0 -	0 -	28 6.6% HJKMNG	0 -	6 1.7% HJKM	2 0.9%	2 1.3%	23 2.5%	14 2.5%	4 2.2%	11 1.3%	40 2.6%	21 1.8%	29 2.5%					
49	58 2.5%	23 1.9%	36 2.9%	0 -	58 7.4% DF	0 -	0 -	0 -	23 6.2% HJKMNG	0 -	0 -	36 8.4% HJKMNG	0 -	7 2.1% HJKM	10 3.6%	5 3.0%	18 1.9%	13 2.3%	7 4.2%	20 2.4%	38 2.5%	28 2.4%	30 2.5%					
50	58 2.4%	27 2.3%	31 2.5%	0 -	58 7.4% DF	0 -	0 -	0 -	27 7.5% HJKMNG	0 -	0 -	31 7.3% HJKMNG	0 -	7 2.1% HJKM	6 2.2%	2 1.5%	20 2.2%	18 3.3%	5 2.9%	18 2.2%	40 2.6%	30 2.5%	29 2.4%					
51	51 2.1%	21 1.8%	30 2.5%	0 -	51 6.5% DF	0 -	0 -	0 -	21 5.8% HJKMG	0 -	0 -	30 7.0% HJKMG	0 -	13 4.0% HJKMQS	6 2.2%	1 0.8%	18 2.0%	12 2.1%	1 0.7%	16 1.9%	35 2.3%	22 1.9%	29 2.4%					
52	65 2.7%	33 2.8%	32 2.7%	0 -	65 8.2% DF	0 -	0 -	0 -	33 9.0% HJKMNG	0 -	0 -	32 7.6% HJKMNG	0 -	8 2.5% HJKM	8 3.0%	3 2.2%	20 2.2%	17 3.1%	8 5.0% Q	18 2.1%	47 3.0%	26 2.2%	38 3.3%					
53	64 2.7%	35 3.0%	29 2.4%	0 -	64 8.1% DF	0 -	0 -	0 -	35 9.5% HJKMNG	0 -	0 -	29 6.9% HJKMNG	0 -	6 2.0% HJKM	5 1.7%	5 3.4%	23 2.5%	17 3.1%	8 4.9%	21 2.6%	43 2.8%	30 2.5%	34 2.8%					
54	67 2.8%	28 2.4%	39 3.2%	0 -	67 8.6% DF	0 -	0 -	0 -	28 7.8% HJKMNG	0 -	0 -	39 9.2% HJKMNG	0 -	7 2.1% HJKM	4 4.0%	6 3.7%	27 2.9%	17 3.0%	1 0.7%	20 2.4%	48 3.1%	30 2.5%	38 3.2%					
55	49 2.1%	16 1.4%	33 2.7% B	0 -	49 5.5% DE	0 -	0 -	0 -	16 4.3% HIKLG	0 -	0 -	33 6.4% HIKLG	0 -	9 2.8% HIKLS	5 1.9%	5 3.2% S	18 1.9%	13 2.2%	0 -	17 2.1%	32 2.1%	23 1.9%	26 2.2%					
56	45 1.9%	17 1.5%	28 2.3%	0 -	45 5.1% DE	0 -	0 -	0 -	17 4.6% HIKLG	0 -	0 -	28 5.4% HIKLG	0 -	7 2.1% HIKL	4 1.5%	3 1.9%	18 1.9%	11 2.0%	3 1.7%	14 1.7%	31 2.0%	27 2.2%	19 1.6%					
57	53 2.3%	23 1.9%	31 2.6%	0 -	53 6.0% DE	0 -	0 -	0 -	23 6.0% HIKLG	0 -	0 -	31 6.0% HIKLG	0 -	6 2.0% HIKL	8 3.0%	4 2.4%	17 1.8%	16 2.9%	3 1.7%	22 2.7%	31 2.0%	32 2.7%	21 1.8%					
58	64 2.7%	32 2.8%	31 2.6%	0 -	64 7.1% DE	0 -	0 -	0 -	32 8.5% HIKLG	0 -	0 -	31 6.1% HIKLG	0 -	9 2.7% HIKL	5 1.9%	4 2.4%	25 2.8%	15 2.6%	6 3.8%	24 2.9%	40 2.6%	37 3.1%	27 2.2%					
59	76 3.2%	31 2.7%	45 3.7%	0 -	76 8.5% DE	0 -	0 -	0 -	31 8.2% HIKLG	0 -	0 -	45 8.7% HIKLG	0 -	4 1.1% HIL	9 3.3%	3 2.2%	35 3.9% N	17 3.0%	8 4.9% N	18 2.1%	58 3.7% T	41 3.5%	34 2.9%					
60	80 3.4%	29 2.5%	51 4.2% B	0 -	80 8.9% DE	0 -	0 -	0 -	29 7.7% HIKLG	0 -	0 -	51 9.9% HIKLG	0 -	16 4.8% HIKLO	4 1.4%	7 4.4%	31 3.4%	21 3.7%	2 1.3%	20 2.5%	59 3.8%	38 3.2%	41 3.5%					
61	89 3.7%	42 3.6%	47 3.9%	0 -	89 9.9% DE	0 -	0 -	0 -	42 11.0% HIKLG	0 -	0 -	47 9.1% HIKLG	0 -	10 3.1% HIKL	5 1.9%	8 5.4%	37 4.0%	24 4.2%	5 2.9%	27 3.3%	61 4.0%	43 3.6%	46 3.9%					
62	91 3.8%	40 3.4%	51 4.2%	0 -	91 10.2% DE	0 -	0 -	0 -	40 10.6% HIKLG	0 -	0 -	51 10.0% HIKLG	0 -	10 3.2% HIKL	10 3.9%	8 4.9%	37 4.1%	18 3.2%	8 5.0%	27 3.2%	65 4.2%	43 3.6%	48 4.1%					
63	101 4.3%	48 4.1%	53 4.4%	0 -	101 11.4% DE	0 -	0 -	0 -	48 12.6% HIKLG	0 -	0 -	53 10.4% HIKLG	0 -	8 2.3% HIKL	7 2.6%	6 3.6%	52 5.7% NO	23 4.0%	7 4.2%	23 2.8%	78 5.0% T	55 4.6%	46 3.9%					
64	98 4.1%	33 2.8%	66 5.4% B	0 -	98 11.0% DE	0 -	0 -	0 -	33 8.6% HIKLG	0 -	0 -	66 12.8% HIKLG	0 -	12 3.9% HIKL	7 2.6%	8 5.0%	44 4.9%	19 3.3%	8 5.0%	33 4.0%	65 4.2%	53 4.4%	45 3.8%					
65	122 5.1%	59 5.0%	64 5.2%	0 -	122 13.7% DE	0 -	0 -	0 -	59 15.5% HIKLG	0 -	0 -	64 12.4% HIKLG	0 -	24 7.3% HIKLR	10 3.7%	8 5.3%	49 5.3%	22 3.9%	10 6.2%	41 4.9%	82 5.3%	67 5.6%	55 4.7%					
66	4 0.2%	3 0.3%	1 0.1%	0 -	4 0.5% E	0 -	0 -	0 -	3 0.9% L	0 -	0 -	1 0.2% L	0 -	1 0.3%	1 0.3%	1 0.6%	1 0.1%	1 0.2%	0 -	2 0.2%	3 0.2%	3 0.2%	2 0.1%					
67	3 0.1%	1 0.1%	2 0.2%	0 -	3 0.3% E	0 -	0 -	0 -	1 0.2% L	0 -	0 -	2 0.4% L	0 -	1 0.3%	0 -	0 -	1 0.1%	1 0.2%	0 -	1 0.1%	2 0.1%	1 0.1%	2 0.2%					
68	1 0	0 -	1 0.1%	0 -	1 0.1% E	0 -	0 -	0 -	0 -	0 -	0 -	1 0.2% L	0 -	0 -	0 -	0 -	0 -	1 0.2%	0 -	0 -	1 0.1%	1 0.1%	0 -					
69	2 0.1%	0 -	2 0.2%	0 -	2 0.2% E	0 -	0 -	0 -	0 -	0 -	0 -	2 0.4% L	0 -	0 -	0 -	0 -	1 0.1%	1 0.2%	0 -	0 -	2 0.1%	0 -	2 0.2%					
70	1 0	0 -	1 0.1%	0 -	1 0.1% E	0 -	0 -	0 -	0 -	0 -	0 -	1 0.2% L	0 -	0 -	0 -	0 -	0 -	1 0.2%	0 -	1 0.1%	0 -	0 -	1 0.1%					
71	1 0	0 -	1 0.1%	0 -	1 0.1% E	0 -	0 -	0 -	0 -	0 -	0 -	1 0.2% L	1 0.3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0.1%	0 -	0 -					
72	3 0.1%	2 0.1%	1 0.1%	0 -	3 0.3% E	0 -	0 -	0 -	2 0.5% L	0 -	0 -	1 0.2% L	1 0.3%	0 -	0 -	0 -	2 0.3%	0 -	0 -	0 -	3 0.2%	1 0.1%	2 0.2%					
73	1 0	1 0.1%	0 -	0 -	1 0.1% E	0 -	0 -	0 -	1 0.2% L	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0.1%	0 -	0 -	0 -	1 0.1%	0 -	1 0.1%					
74	1 0	0 -	1 0.1%	0 -	1 0.1% E	0 -	0 -	0 -	0 -	0 -	0 -	1 0.2% L	0 -	0 -	0 -	0 -	1 0.2%	0 -	0 -	0 -	1 0.1%	1 0.1%	0 -					

Age

	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall			
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No	
75	2 0.1%	1 0.1%	1 0.1%	0 -	0 -	2 0.2%	0 -	0 -	0 -	1 0.2%	0 -	0 -	1 0.2%	0 -	0 -	1 0.6%	1 0.1%	0 -	0 -	0 -	2 0.1%	0 -	0 -	2 0.2%
76	2 0.1%	1 0.1%	1 0.1%	0 -	0 -	2 0.2%	0 -	0 -	0 -	1 0.2%	0 -	0 -	1 0.2%	0 -	0 -	0 -	0 -	2 0.3%	0 -	1 0.1%	1 0.1%	1 0.1%	1 0.1%	
80	1 0	1 0.1%	0 -	0 -	0 -	1 0.1%	0 -	0 -	0 -	1 0.2%	0 -	0 -	0 -	0 -	1 0.3%	0 -	0 -	0 -	0 -	1 0.1%	0 -	1 0.1%	0 -	
81	2 0.1%	0 -	2 0.2%	0 -	0 -	2 0.2%	0 -	0 -	0 -	0 -	0 -	0 -	2 0.4%	1 0.3%	0 -	0 -	0 -	0 -	1 0.6% Q	0 -	2 0.1%	1 0.1%	1 0.1%	
<b>Summary</b>																								
Mean	46	43.1	48.8	26.6	46.7	61.2	20.2	24.7	46.7	61.3	29	46.7	61.1	46	43.5	46.8	46	46.8	47.2	42.6	47.8	45.7	46.3	
Sum	109341	50210	59131	17179	36752	54562	5619	9167	16992	23204	8012	19760	31358	14816	11591	7236	41942	26089	7666	35201	74140	54647	54693	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

Gender

	GENDER			AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Male	1164	1164	0	371	364	379	278	371	364	379	0	0	0	160	129	77	455	267	75	471	693	598	566
	49.0%	100.0%	-	57.3%	46.3%	42.5%	100.0%	100.0%	100.0%	100.0%	-	-	-	49.8%	48.5%	50.0%	49.9%	47.9%	46.3%	57.0%	44.7%	50.0%	48.0%
		C		EF			KLM	KLMN	KLMN	KLMN				KLM						U			
Female	1212	0	1212	276	423	513	0	0	0	0	276	423	513	162	137	77	457	291	87	355	856	598	614
	51.0%	-	100.0%	42.7%	53.7%	57.5%	-	-	-	-	100.0%	100.0%	100.0%	50.2%	51.5%	50.0%	50.1%	52.1%	53.7%	43.0%	55.3%	50.0%	52.0%
		B		D		D					HIJNG	HIJNG	HIJNG	HIJ						T			

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

Region

	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Base: All respondents	2376	1252	1124	650	714	957	301	398	357	442	252	357	515	317	247	154	948	556	154	840	1536	1205	1171
Weighted	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
BC	322	160	162	89	109	119	35	50	55	50	39	54	69	322	0	0	0	0	0	87	235	121	201
	13.6%	13.8%	13.4%	13.8%	13.8%	13.3%	12.5%	13.6%	15.0%	13.1%	14.1%	12.8%	13.5%	100.0%	-	-	-	-	-	10.6%	15.2%	10.1%	17.0%
AB	266	129	137	83	102	75	32	43	48	33	41	54	43	0	266	0	0	0	0	86	180	116	150
	11.2%	11.1%	11.3%	12.9%	12.9%	8.5%	11.4%	11.5%	13.1%	8.7%	14.7%	12.8%	8.3%	-	100.0%	-	-	-	-	10.4%	11.6%	9.7%	12.7%
MB/SK	155	77	77	41	46	65	19	26	19	30	15	28	34	0	0	155	0	0	0	39	116	74	81
	6.5%	6.6%	6.4%	6.3%	5.9%	7.3%	6.8%	6.9%	5.1%	8.0%	5.6%	6.5%	6.7%	-	-	100.0%	-	-	-	4.7%	7.5%	6.2%	6.8%
ON	913	455	457	254	265	366	138	163	112	152	91	152	214	0	0	0	913	0	0	361	552	485	428
	38.4%	39.1%	37.7%	39.2%	33.6%	41.1%	49.5%	43.9%	30.8%	40.2%	33.0%	36.0%	41.7%	-	-	-	100.0%	-	-	43.6%	35.6%	40.6%	36.2%
QC	558	267	291	143	204	206	42	70	103	88	73	100	118	0	0	0	0	558	0	199	358	312	246
	23.5%	22.9%	24.0%	22.1%	25.9%	23.1%	15.0%	18.9%	28.4%	23.3%	26.4%	23.7%	22.9%	-	-	-	-	100.0%	-	24.1%	23.1%	26.1%	20.8%
AT	162	75	87	37	62	61	14	20	28	25	17	35	35	0	0	0	0	0	162	54	108	88	75
	6.8%	6.5%	7.2%	5.7%	7.9%	6.8%	4.9%	5.3%	7.6%	6.6%	6.2%	8.2%	6.9%	-	-	-	-	-	100.0%	6.6%	7.0%	7.3%	6.3%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

Weight Matrix - Region

	GENDER			AGE			GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Total	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
BC	322 13.6%	160 13.8%	162 13.4%	89 13.8%	109 13.8%	119 13.3%	35 12.5%	50 13.6%	55 15.0%	50 13.1%	39 14.1%	54 12.8%	69 13.5%	322 100.0%	0	0	0	0	0	87 10.6%	235 15.2%	121 10.1%	201 17.0%
AB	266 11.2%	129 11.1%	137 11.3%	83 12.9%	102 12.9%	75 8.5%	32 11.4%	43 11.5%	48 13.1%	33 8.7%	41 14.7%	54 12.8%	43 8.3%	0	266 100.0%	0	0	0	0	86 10.4%	180 11.6%	116 9.7%	150 12.7%
MB/SK	155 6.5%	77 6.6%	77 6.4%	41 6.3%	46 5.9%	65 7.3%	19 6.8%	26 6.9%	19 5.1%	30 8.0%	15 5.6%	28 6.5%	34 6.7%	0	0	155 100.0%	0	0	0	39 4.7%	116 7.5%	74 6.2%	81 6.8%
ON	913 38.4%	455 39.1%	457 37.7%	254 39.2%	265 33.6%	366 41.1%	138 49.5%	163 43.9%	112 30.8%	152 40.2%	91 33.0%	152 36.0%	214 41.7%	0	0	0	913 100.0%	0	0	361 43.6%	552 35.6%	485 40.6%	428 36.2%
QC	558 23.5%	267 22.9%	291 24.0%	143 22.1%	204 25.9%	206 23.1%	42 15.0%	70 18.9%	103 28.4%	88 23.3%	73 26.4%	100 23.7%	118 22.9%	0	0	0	0	558 100.0%	0	199 24.1%	358 23.1%	312 26.1%	246 20.8%
AT	162 6.8%	75 6.5%	87 7.2%	37 5.7%	62 7.9%	61 6.8%	14 4.9%	20 5.3%	28 7.6%	25 6.6%	17 6.2%	35 8.2%	35 6.9%	0	0	0	0	0	162 100.0%	54 6.6%	108 7.0%	88 7.3%	75 6.3%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

Weight Matrix - Gender

	TOTAL	GENDER		AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
		A	Male B	Female C	18-34 D	35-54 E	55+ F	Male 16-24 G	Male 18-34 H	Male 35-54 I	Male 55+ J	Female 18-34 K	Female 35-54 L	Female 55+ M	British Columbia N	Alberta O	Saskatchewan / Manitoba P	Ontario Q	Quebec R	Atlantic S	Yes T	No U	Yes V
Total	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
Male	1164	1164	0	371	364	379	278	371	364	379	0	0	0	160	129	77	455	267	75	471	693	598	566
	49.0%	100.0%	-	57.3%	46.3%	42.5%	100.0%	100.0%	100.0%	100.0%	-	-	-	49.8%	48.5%	50.0%	49.9%	47.9%	46.3%	57.0%	44.7%	50.0%	48.0%
		C		EF			KLM	KLMN	KLMN	KLMN				KLM						U			
Female	1212	0	1212	276	423	513	0	0	0	0	276	423	513	162	137	77	457	291	87	355	856	598	614
	51.0%	-	100.0%	42.7%	53.7%	57.5%	-	-	-	-	100.0%	100.0%	100.0%	50.2%	51.5%	50.0%	50.1%	52.1%	53.7%	43.0%	55.3%	50.0%	52.0%
			B		D	D					HIJNG	HIJNG	HIJNG	HIJ						T			

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.



Weight Matrix - Age

	GENDER			AGE			GENDER AND AGE						REGION					Government Ad Recall		Cannabis Act Ad Recall			
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Total	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
16-24	319	278	40	268	0	0	278	228	0	0	40	0	0	42	37	22	149	51	17	189	129	192	127
	13.4%	23.9%	3.3%	41.4%	-	-	100.0%	61.4%	-	-	14.6%	-	-	12.9%	14.0%	14.3%	16.4%	9.2%	10.5%	22.9%	8.3%	16.0%	10.7%
		C		EF			IJKLM	IJKLMN			IJLM			IJLM	R		R			U		W	
25-34	379	143	236	379	0	0	0	143	0	0	236	0	0	53	52	22	132	97	23	144	234	180	199
	15.9%	12.3%	19.5%	58.6%	-	-	-	38.6%	-	-	85.4%	-	-	16.5%	19.5%	14.0%	14.5%	17.4%	13.9%	17.5%	15.1%	15.0%	16.9%
		B		EF			IJLMN			HIJLMNG			IJLM										
35-54	787	364	423	0	787	0	0	0	364	0	0	423	0	109	102	46	265	204	62	221	566	356	431
	33.1%	31.3%	34.9%	-	100.0%	-	-	-	100.0%	-	-	100.0%	-	33.8%	38.2%	29.8%	29.0%	36.5%	38.3%	26.7%	36.5%	29.8%	36.5%
					DF				HJKMNG				HJKM	Q		Q	Q	Q	T		T	V	
55+	892	379	513	0	0	892	0	0	0	379	0	0	513	119	75	65	366	206	61	272	620	468	423
	37.5%	32.5%	42.3%	-	-	100.0%	-	-	-	100.0%	-	-	100.0%	36.9%	28.3%	41.9%	40.1%	36.9%	37.3%	32.9%	40.0%	39.2%	35.9%
		B				DE				HIKLNG			HIKLNG	HIKLO		O	O	O		T			

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

ban1

	GENDER			AGE			GENDER AND AGE							REGION						Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
TOTAL	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180
GENDER Male	1164	1164	0	371	364	379	278	371	364	379	0	0	0	160	129	77	455	267	75	471	693	598	566
GENDER Female	1212	0	1212	276	423	513	0	0	0	0	276	423	513	162	137	77	457	291	87	355	856	598	614
AGE 18-34	647	371	276	647	0	0	228	371	0	0	276	0	0	89	83	41	254	143	37	301	346	343	304
AGE 35-54	787	364	423	0	787	0	0	0	364	0	0	423	0	109	102	46	265	204	62	221	566	356	431
AGE 55+	892	379	513	0	0	892	0	0	0	0	0	513	119	75	65	366	206	61	272	620	468	423	
GENDER AND AGE Male 16-24	278	278	0	228	0	0	278	228	0	0	0	0	35	32	19	138	42	14	176	102	178	100	
GENDER AND AGE Male 18-34	371	371	0	371	0	0	228	371	0	0	0	0	50	43	26	163	70	20	209	161	226	144	
GENDER AND AGE Male 35-54	364	364	0	0	364	0	0	0	364	0	0	0	55	48	19	112	103	28	105	259	164	200	
GENDER AND AGE Male 55+	379	379	0	0	0	379	0	0	0	379	0	0	50	33	30	152	88	25	124	255	179	199	
GENDER AND AGE Female 18-34	276	0	276	276	0	0	0	0	0	0	276	0	39	41	15	91	73	17	92	184	117	159	
GENDER AND AGE Female 35-54	423	0	423	0	423	0	0	0	0	0	0	423	54	54	28	152	100	35	116	307	192	231	
GENDER AND AGE Female 55+	513	0	513	0	0	513	0	0	0	0	0	513	69	43	34	214	118	35	148	365	289	224	
REGION British Columbia	322	160	162	89	109	119	35	50	55	50	39	54	69	322	0	0	0	0	0	87	235	121	201
REGION Alberta	266	129	137	83	102	75	32	43	48	33	41	54	43	0	266	0	0	0	0	86	180	116	150
REGION Saskatchewan / Manitoba	155	77	77	41	46	65	19	26	19	30	15	28	34	0	0	155	0	0	0	39	116	74	81
REGION Ontario	913	455	457	254	265	366	138	163	112	152	91	152	214	0	0	0	913	0	0	361	552	485	428
REGION Quebec	558	267	291	143	204	206	42	70	103	88	73	100	118	0	0	0	0	558	0	199	358	312	246
REGION Atlantic	162	75	87	37	62	61	14	20	28	25	17	35	35	0	0	0	0	0	162	54	108	88	75
Government Ad Recall Yes	826	471	355	301	221	272	176	209	105	124	92	116	148	87	86	39	361	199	54	826	0	624	202
Government Ad Recall No	1550	693	856	346	566	620	102	161	259	255	184	307	365	235	180	116	552	358	108	0	1550	572	978
Cannabis Act Ad Recall Yes	1196	598	598	343	356	468	178	226	164	179	117	192	289	121	116	74	485	312	88	624	572	1196	0
Cannabis Act Ad Recall No	1180	566	614	304	431	423	100	144	200	199	159	231	224	201	150	81	428	246	75	202	978	0	1180

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.

ban2

	GENDER						AGE						GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	18-34	35-54	55+	Male 16-24	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	British Columbia	Alberta	Saskatchewan / Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No					
TOTAL	2376	1164	1212	647	787	892	278	371	364	379	276	423	513	322	266	155	913	558	162	826	1550	1196	1180					
Employment Status Employed	1349 56.8%	699 60.0%	650 53.6%	438 67.8%	584 74.2%	317 35.5%	121 43.6%	234 63.0%	298 82.0%	157 41.4%	205 74.1%	285 67.5%	160 31.2%	205 63.7%	152 57.1%	96 62.0%	481 52.7%	326 58.5%	88 54.3%	477 57.8%	872 56.3%	677 56.6%	672 57.0%					
Employment Status Unemployed/Not in the Workforce	321 13.5%	113 9.7%	208 17.1%	84 13.0%	141 17.9%	92 10.3%	33 11.7%	41 11.1%	44 12.0%	24 6.3%	43 15.5%	97 23.0%	68 13.2%	36 11.3%	48 18.2%	12 7.9%	131 14.4%	69 12.4%	24 15.0%	112 13.6%	209 13.5%	158 13.2%	164 13.9%					
Employment Status Student	153 6.4%	123 10.5%	30 2.5%	114 17.6%	6 0.7%	0 -	117 42.0%	88 23.9%	1 0.3%	0 -	25 9.1%	5 1.1%	0 -	16 4.9%	21 7.9%	10 6.3%	81 8.9%	21 3.7%	4 2.6%	82 9.9%	71 4.6%	82 6.8%	71 6.0%					
Employment Status Retired	512 21.6%	210 18.0%	303 25.0%	0 -	38 4.8%	475 53.2%	0 -	0 -	14 3.9%	196 51.6%	0 -	24 5.6%	279 54.4%	62 19.2%	41 15.5%	34 21.9%	207 22.7%	124 22.3%	44 26.8%	145 17.5%	367 23.7%	268 22.4%	244 20.7%					
Employment Status Other Employment Status	41 1.7%	20 1.7%	21 1.8%	11 1.7%	19 2.4%	9 1.0%	7 2.6%	7 2.0%	7 1.9%	3 0.7%	3 1.2%	12 2.8%	6 1.2%	3 1.0%	4 1.3%	3 1.9%	12 1.3%	17 3.1%	2 1.3%	10 1.2%	31 2.0%	12 1.0%	29 2.5%					
Education High School or Less	703 29.6%	383 32.9%	320 26.4%	208 32.2%	165 21.0%	281 31.5%	178 63.8%	152 41.1%	76 20.9%	106 27.9%	56 20.3%	89 21.0%	175 34.2%	95 29.4%	80 29.9%	50 32.1%	276 30.2%	165 29.6%	38 23.5%	252 30.5%	451 29.1%	353 29.6%	350 29.6%					
Education Trade/College	729 30.7%	330 28.4%	399 32.9%	131 20.3%	278 35.3%	319 35.8%	44 16.0%	71 19.1%	122 33.6%	136 36.0%	61 21.9%	155 36.8%	183 35.6%	92 28.6%	30.9%	46 29.4%	254 27.9%	192 34.4%	63 38.9%	246 29.8%	483 31.2%	374 31.3%	355 30.0%					
Education University	944 39.7%	451 38.7%	493 40.7%	307 47.5%	344 43.7%	292 32.7%	56 20.3%	148 39.8%	166 45.5%	137 36.1%	159 57.8%	179 42.2%	135 30.2%	60 42.0%	105 39.2%	60 38.5%	383 41.9%	201 36.0%	61 37.6%	328 39.7%	615 39.7%	468 39.1%	476 40.3%					
Income Under \$40K	565 23.8%	281 24.2%	284 23.4%	149 23.1%	176 22.4%	232 26.0%	75 26.9%	98 26.3%	79 21.8%	96 25.4%	97 18.7%	136 22.9%	72 26.5%	45 22.3%	35 17.0%	193 22.8%	174 21.2%	45 31.2%	182 27.9%	383 22.1%	291 24.7%	275 24.3%	275 23.3%					
Income \$40K-<\$60K	386 16.2%	182 15.7%	203 16.8%	103 15.9%	104 13.2%	172 19.3%	50 18.1%	64 17.1%	40 11.0%	72 19.1%	40 14.3%	64 15.2%	100 19.4%	55 17.1%	47 17.8%	29 18.4%	140 15.4%	92 16.5%	23 14.1%	141 17.0%	245 15.8%	205 17.2%	181 15.3%					
Income \$60K-<\$100K	655 27.6%	331 28.4%	324 26.8%	188 29.0%	233 29.7%	225 25.2%	58 21.0%	92 24.9%	122 33.6%	107 28.1%	95 34.5%	111 26.2%	118 23.0%	96 29.8%	67 25.1%	41 26.3%	253 27.7%	148 26.5%	51 31.3%	233 28.2%	422 27.3%	333 27.9%	322 27.3%					
Income \$100K+	453 19.1%	249 21.4%	205 16.9%	128 19.8%	188 23.9%	132 14.8%	39 13.9%	71 19.1%	98 26.9%	74 19.6%	57 20.6%	90 21.3%	57 11.2%	65 20.3%	63 23.8%	31 20.1%	189 20.7%	85 15.3%	19 11.7%	162 19.6%	292 18.8%	223 18.6%	230 19.5%					
Children under 18 in house Children under 18 in house	493 20.7%	270 23.2%	223 18.4%	189 29.3%	239 30.3%	31 3.5%	85 30.7%	99 26.7%	114 31.4%	22 5.9%	90 32.7%	124 29.4%	9 1.7%	68 21.2%	69 25.9%	36 23.1%	185 20.3%	107 19.1%	28 17.5%	213 25.8%	280 18.0%	268 22.4%	225 19.1%					
Children under 18 in house No	1883 79.3%	894 76.8%	988 81.6%	457 70.7%	548 69.7%	861 96.5%	193 69.3%	272 73.3%	250 68.6%	356 94.1%	186 67.3%	299 70.6%	504 98.3%	254 78.8%	197 74.1%	119 76.9%	728 79.7%	451 80.9%	134 82.5%	613 74.2%	1270 82.0%	928 77.6%	955 80.9%					
Immigration Status Born in Canada	2051 86.3%	1008 86.6%	1043 86.1%	551 85.3%	654 83.1%	806 90.4%	236 84.9%	322 86.9%	302 82.9%	344 90.8%	229 83.1%	352 83.2%	462 90.1%	267 82.7%	226 84.7%	144 93.0%	759 83.1%	504 90.3%	153 94.3%	710 86.0%	1341 86.5%	1030 86.2%	1021 86.5%					
Immigration Status Born outside of Canada	325 13.7%	156 13.4%	169 13.9%	95 14.7%	133 16.9%	86 9.6%	42 15.1%	49 13.1%	62 17.1%	35 9.2%	47 16.9%	71 16.8%	51 9.9%	56 17.3%	41 15.3%	11 7.0%	154 16.9%	54 9.7%	9 5.7%	116 14.0%	209 13.5%	166 13.8%	159 13.5%					
Language English	1757 74.0%	888 76.3%	869 71.7%	507 78.5%	557 70.7%	651 73.0%	240 86.3%	306 82.4%	256 70.4%	284 74.9%	202 73.2%	300 71.0%	367 71.5%	289 89.6%	251 94.1%	145 93.6%	822 90.1%	103 18.4%	148 91.0%	635 76.8%	1122 72.4%	864 72.3%	893 75.7%					
Language French	531 22.4%	243 20.9%	288 23.8%	131 20.3%	191 24.3%	203 22.7%	42 15.0%	65 17.6%	89 24.5%	82 21.7%	66 24.0%	102 24.0%	121 23.5%	5 1.6%	7 2.6%	7 4.2%	45 5.0%	453 81.2%	15 9.1%	184 22.3%	347 22.4%	293 24.5%	239 20.2%					
Language Other language	227 9.6%	118 10.2%	109 9.0%	73 11.3%	84 10.6%	61 6.8%	39 14.0%	44 11.8%	39 10.7%	26 7.0%	30 10.7%	45 10.6%	34 6.7%	50 15.5%	25 9.5%	11 6.9%	103 11.3%	34 6.0%	4 2.6%	70 8.5%	156 10.1%	111 9.3%	116 9.8%					

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F - H/I/J/K/L/M/N - G/I - G/J - G/K - G/L - G/M - N/O/P/Q/R/S - T/U - V/W Overlap formulae used.