

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Are you...
Base: All Respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Male	1006 49%	1006 100%	-	135 49%	109 47%	34 55%	40 55%	385 48%	235 49%	68 48%	69 51%	155 56%	783 47%	629 48%	234 49%	13 43%	129 54%
Female	1059 51%	-	1059 100%	143 51%	124 53%	28 45%	33 45%	411 52%	247 51%	72 52%	65 49%	123 44%	870 53%	691 52%	239 51%	18 57%	111 46%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In which province or territory do you live?
Base: All Respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
Alberta	233 11%	109 11%	124 12%	-	233 100%	-	-	-	-	-	19 14%	21 8%	193 12%	194 15%	8 2%	4 13%	26 11%	
British Columbia	279 13%	135 13%	143 14%	279 100%	-	-	-	-	-	-	17 13%	47 17%	215 13%	226 17%	6 1%	2 5%	45 19%	
Manitoba	73 4%	40 4%	33 3%	-	-	-	73 100%	-	-	-	4 3%	9 3%	60 4%	67 5%	0 *	1 3%	5 2%	
New Brunswick	45 2%	22 2%	23 2%	-	-	-	-	-	-	45 32%	1 1%	3 1%	41 2%	36 3%	7 2%	1 2%	1 1%	
Newfoundland and Labrador	31 2%	25 3%	6 1%	-	-	-	-	-	-	31 22%	4 3%	6 2%	21 1%	31 2%	-	0 2%	-	
Nova Scotia	56 3%	14 1%	42 4%	-	-	-	-	-	-	56 40%	2 1%	3 1%	51 3%	55 4%	-	0 *	1 *	
Ontario	795 39%	385 38%	411 39%	-	-	-	-	795 100%	-	-	53 40%	132 47%	610 37%	627 47%	27 6%	13 42%	129 54%	
Prince Edward Island	8 *	7 1%	2 *	-	-	-	-	-	-	8 6%	1 1%	1 *	6 *	8 1%	-	-	-	
Quebec	482 23%	235 23%	247 23%	-	-	-	-	-	482 100%	-	28 21%	47 17%	406 25%	22 2%	422 89%	9 30%	29 12%	
Saskatchewan	63 3%	34 3%	28 3%	-	-	63 100%	-	-	-	-	4 3%	9 3%	50 3%	53 4%	4 1%	1 3%	5 2%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In which of the following age categories do you belong?
Base: All Respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
13 to 15	79 4%	40 4%	38 4%	10 3%	11 5%	3 4%	2 3%	31 4%	17 4%	5 4%	79 59%	-	-	54 4%	15 3%	2 7%	7 3%
16 to 17	55 3%	28 3%	27 3%	7 3%	8 3%	1 2%	2 2%	22 3%	12 2%	4 2%	55 41%	-	-	36 3%	11 2%	3 10%	5 2%
18 to 24	278 13%	155 15%	123 12%	47 17%	21 9%	9 14%	9 13%	132 17%	47 10%	13 9%	-	278 100%	-	175 13%	40 8%	13 43%	50 21%
25 to 34	252 12%	113 11%	140 13%	23 8%	53 23%	-	14 19%	73 9%	70 14%	20 14%	-	-	252 15%	143 11%	65 14%	6 20%	38 16%
35 to 44	316 15%	151 15%	165 16%	30 11%	41 18%	11 18%	11 15%	133 17%	73 15%	17 12%	-	-	316 19%	211 16%	65 14%	-	40 17%
45 to 54	335 16%	165 16%	170 16%	57 21%	33 14%	10 16%	14 20%	123 15%	78 16%	20 14%	-	-	335 20%	218 16%	66 14%	3 11%	49 20%
55 to 64	293 14%	169 17%	124 12%	36 13%	22 10%	8 12%	13 17%	126 16%	66 14%	22 15%	-	-	293 18%	193 15%	77 16%	3 9%	20 8%
65 or older	456 22%	185 18%	271 26%	69 25%	44 19%	21 34%	8 10%	155 20%	119 25%	40 28%	-	-	456 28%	291 22%	135 28%	-	30 13%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Yes	896 43%	439 44%	456 43%	113 40%	106 46%	29 46%	30 41%	323 41%	218 45%	76 54%	61 45%	171 62%	664 40%	562 43%	211 45%	18 57%	105 44%
No	1169 57%	567 56%	602 57%	166 60%	126 54%	34 54%	43 59%	472 59%	264 55%	64 46%	73 55%	107 38%	989 60%	758 57%	263 55%	13 43%	135 56%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	896 100%	439 100%	456 100%	113 100%	106 100%	29 100%	30 100%	323 100%	218 100%	76 100%	61 100%	171 100%	664 100%	562 100%	211 100%	18 100%	105 100%
Unweighted Total	1052	445	607	98	117	22	41	405	293	76	344	481	227	611	268	50	123
Television	505 56%	249 57%	256 56%	65 57%	50 47%	23 80%	12 40%	159 49%	142 65%	55 71%	31 52%	62 36%	413 62%	317 56%	138 65%	10 55%	41 39%
Facebook	247 28%	112 25%	135 30%	27 24%	34 32%	11 40%	3 10%	74 23%	55 25%	43 57%	20 34%	73 43%	153 23%	169 30%	58 27%	3 19%	16 16%
Internet website	196 22%	96 22%	100 22%	9 8%	19 18%	7 24%	6 21%	90 28%	43 20%	22 28%	15 25%	49 29%	132 20%	119 21%	41 19%	4 21%	33 32%
Radio	190 21%	87 20%	103 23%	29 26%	32 30%	11 39%	7 23%	69 21%	36 16%	6 7%	11 18%	36 21%	143 21%	134 24%	37 18%	4 23%	14 14%
Newspaper (daily)	155 17%	74 17%	81 18%	32 28%	20 19%	3 11%	4 14%	38 12%	46 21%	12 16%	4 7%	19 11%	131 20%	92 16%	41 19%	7 37%	15 14%
Outdoor billboards	104 12%	54 12%	50 11%	4 4%	11 11%	7 24%	4 15%	32 10%	38 17%	7 10%	6 9%	29 17%	69 10%	55 10%	38 18%	2 14%	8 8%
YouTube	93 10%	59 13%	34 7%	12 10%	8 7%	2 7%	6 20%	42 13%	18 8%	6 8%	15 24%	39 23%	39 6%	52 9%	17 8%	5 28%	18 18%
Public transit (bus or subway)	64 7%	25 6%	39 9%	13 11%	5 4%	1 2%	2 8%	35 11%	7 3%	1 1%	6 9%	35 20%	23 4%	45 8%	7 3%	2 12%	10 9%
Pamphlet or brochure in the mail	47 5%	17 4%	30 6%	3 2%	2 2%	1 3%	3 10%	19 6%	18 8%	1 2%	2 3%	14 8%	32 5%	22 4%	18 8%	2 11%	5 5%
Newspaper (weekly or community)	43 5%	18 4%	25 5%	7 6%	2 2%	4 15%	1 3%	19 6%	9 4%	0 *	2 3%	11 6%	30 4%	25 4%	9 4%	2 14%	6 6%
Twitter	39 4%	26 6%	13 3%	3 3%	4 3%	-	0 1%	16 5%	6 3%	11 14%	4 7%	12 7%	23 3%	30 5%	1 *	1 3%	8 7%
Instagram	37 4%	18 4%	19 4%	6 6%	7 7%	0 1%	1 4%	15 5%	2 1%	5 7%	9 15%	14 8%	14 2%	27 5%	2 1%	0 2%	7 7%
Cinema	35 4%	21 5%	14 3%	8 7%	1 1%	0 1%	0 1%	19 6%	6 3%	1 1%	3 6%	18 10%	14 2%	22 4%	3 1%	0 *	10 9%
Magazines	32 4%	20 5%	12 3%	5 5%	4 4%	1 3%	0 1%	12 4%	9 4%	0 *	2 4%	8 5%	21 3%	19 3%	9 4%	0 1%	4 3%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
LinkedIn	10 1%	9 2%	0 *%	3 3%	2 1%	-	-	5 2%	-	-	0 1%	2 1%	7 1%	4 1%	-	1 6%	5 4%	
Other	5 1%	0 *%	5 1%	0 *%	0 *%	-	0 1%	4 1%	0 *%	0 *%	1 2%	1 1%	3 *%	4 1%	0 *%	1 3%	1 1%	
Don't know	3 *%	3 1%	-	3 3%	-	-	-	-	-	-	-	-	3 *%	3 1%	-	-	-	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you remember about this ad?
 Base: Respondents aware of any advertising from the Government of Canada

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	896 100%	439 100%	456 100%	113 100%	106 100%	29 100%	30 100%	323 100%	218 100%	76 100%	61 100%	171 100%	664 100%	562 100%	211 100%	18 100%	105 100%
Unweighted Total	1052	445	607	98	117	22	41	405	293	76	344	481	227	611	268	50	123
CANNABIS-RELATED (NET)	161 18%	72 16%	90 20%	19 17%	31 29%	2 7%	12 40%	50 15%	35 16%	13 17%	27 44%	39 23%	95 14%	105 19%	38 18%	5 29%	14 13%
Canada will legalize cannabis	58 6%	19 4%	39 8%	8 7%	6 6%	1 3%	3 11%	24 7%	10 4%	6 8%	14 23%	13 8%	30 5%	40 7%	10 5%	2 9%	6 6%
Don't drive high / Don't smoke and drive	55 6%	21 5%	34 8%	7 6%	15 14%	1 5%	8 25%	15 4%	9 4%	2 2%	6 10%	13 8%	36 5%	38 7%	12 6%	1 6%	5 5%
It was about cannabis (unspecified)	49 5%	32 7%	17 4%	5 4%	10 10%	-	1 4%	12 4%	16 8%	5 7%	7 12%	13 8%	28 4%	27 5%	16 8%	2 14%	3 3%
Elections / Voting	62 7%	29 7%	33 7%	7 6%	6 6%	-	1 2%	20 6%	23 10%	6 8%	4 6%	20 12%	39 6%	32 6%	20 9%	2 9%	9 9%
Pipeline (Trans Mountain/Kinder Morgan)	37 4%	22 5%	15 3%	17 15%	7 6%	4 13%	0 1%	3 1%	0 *	5 7%	1 1%	3 2%	33 5%	24 4%	-	3 18%	9 9%
Various political party advertisements	34 4%	9 2%	25 5%	8 7%	-	-	-	5 1%	13 6%	8 11%	0 *	7 4%	26 4%	22 4%	10 5%	0 1%	1 1%
Message from the Government of Canada	32 4%	18 4%	14 3%	0 *	3 3%	0 1%	0 1%	15 5%	6 3%	6 8%	1 1%	3 2%	28 4%	22 4%	6 3%	0 2%	3 3%
Healthcare (unspecified)	23 3%	8 2%	16 3%	0 *	7 7%	-	-	4 1%	12 5%	0 *	1 1%	1 1%	21 3%	11 2%	12 6%	0 1%	0 *
Canadian Armed Forces recruitment	16 2%	13 3%	3 1%	-	0 *	-	-	10 3%	6 3%	-	0 1%	4 2%	12 2%	5 1%	7 3%	-	4 4%
Don't drink and drive	16 2%	7 2%	8 2%	1 1%	4 4%	-	-	11 3%	-	-	-	6 3%	10 2%	8 1%	-	-	8 7%
Job opportunities	14 2%	6 1%	8 2%	8 7%	1 1%	-	0 1%	3 1%	2 1%	0 *	0 1%	4 2%	11 2%	10 2%	2 1%	-	2 2%
Immigration policy	13 1%	9 2%	3 1%	-	0 *	-	-	4 1%	-	9 11%	0 1%	1 *	12 2%	9 2%	4 2%	-	-
Various government programs (youth, social, etc.)	11 1%	5 1%	6 1%	1 1%	1 1%	0 1%	-	9 3%	0 *	-	-	3 2%	8 1%	11 2%	0 *	-	-

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you remember about this ad?
 Base: Respondents aware of any advertising from the Government of Canada

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Anti tobacco campaign	6 1%	1 *%	6 1%	0 *%	-	-	-	3 1%	3 1%	-	0 1%	1 *%	5 1%	3 1%	3 1%	-	-
Dangers / Risks of drug use	5 1%	4 1%	2 *%	0 *%	0 *%	-	-	2 1%	2 1%	0 *%	1 2%	2 1%	2 *%	3 1%	2 1%	-	0 *%
It was about taxes (unspecified)	5 1%	5 1%	0 *%	-	-	-	0 1%	5 1%	-	-	-	1 1%	3 1%	4 1%	-	0 1%	1 1%
It was good / great / interesting / amazing / etc.	5 1%	1 *%	4 1%	-	-	1 2%	1 2%	3 1%	-	0 *%	0 *%	2 1%	3 *%	4 1%	-	1 4%	-
Canadian National Parks (in general)	4 *%	1 *%	3 1%	-	0 *%	-	0 1%	1 *%	3 1%	0 *%	-	2 1%	2 *%	1 *%	3 1%	0 1%	0 *%
Fentanyl ads / Opioid crisis	2 *%	1 *%	1 *%	-	0 *%	-	-	1 *%	-	-	-	2 1%	-	0 *%	-	1 6%	0 *%
It was regarding OSAP and free tuition	1 *%	1 *%	0 *%	-	-	-	-	1 *%	-	-	-	1 1%	-	1 *%	-	-	-
It was about tax season / Filing taxes	1 *%	1 *%	-	-	-	-	-	1 *%	-	-	-	1 1%	-	1 *%	-	-	-
RCMP recruitment	1 *%	1 *%	-	-	-	-	-	1 *%	-	-	-	1 1%	-	1 *%	-	-	-
General ad promoting the Government of Canada	1 *%	1 *%	-	-	-	-	-	1 *%	-	-	-	1 1%	-	-	-	-	1 1%
Other	175 20%	84 19%	91 20%	9 8%	20 19%	8 26%	2 7%	85 26% DGJ	44 20% D	7 10%	10 16%	26 15%	139 21%	114 20% Q	41 20% Q	1 5%	19 18%
None / Nothing	184 21%	104 24%	80 17%	28 25%	17 16%	8 29%	4 14%	60 18%	48 22%	19 25%	8 13%	28 16%	148 22% L	111 20%	50 24%	3 17%	20 19%
Don't know / Refused / Don't remember	109 12%	46 10%	63 14%	15 14%	11 10%	6 21%	10 33% EHIJ	41 13%	25 11%	2 2%	8 13%	20 12%	81 12%	75 13%	16 7%	2 11%	17 17%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

How did you know that it was an ad from the Government of Canada?
 Base: Respondents aware of any advertising from the Government of Canada

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	896 100%	439 100%	456 100%	113 100%	106 100%	29 100%	30 100%	323 100%	218 100%	76 100%	61 100%	171 100%	664 100%	562 100%	211 100%	18 100%	105 100%
Unweighted Total	1052	445	607	98	117	22	41	405	293	76	344	481	227	611	268	50	123
Mentioned / Seen in the advertisement	366 41%	193 44%	173 38%	44 39%	45 42%	3 10%	15 49%	141 43%	84 39%	35 45%	28 N	91 N	246 37%	252 45%	78 37%	8 48%	27 26%
The logo	174 19%	97 22%	77 17%	20 17%	21 20%	1 4%	0 1%	64 20%	49 22%	19 25%	12 20%	44 26%	117 18%	87 16%	61 29%	4 25%	21 20%
The topic relates to the government	62 7%	28 6%	34 7%	12 10%	12 11%	0 1%	2 5%	16 5%	18 8%	3 4%	3 4%	9 5%	51 8%	35 6%	18 8%	2 10%	7 7%
The topic relates to party and politics	47 5%	21 5%	26 6%	2 2%	0 *	8 28% DEHI	-	18 6%	10 4%	9 12%	0 1%	6 4%	40 6%	30 5%	9 4%	-	7 7%
Justin Trudeau/Prime Minister was speaking / mentioned	35 4%	20 5%	15 3%	1 1%	0 *	14 48% DEHIJ	-	7 2%	13 6%	0 *	1 2%	2 1%	32 5%	23 4%	11 5%	-	1 1%
It was obvious (unspecified)	17 2%	7 2%	10 2%	3 3%	1 1%	1 2%	1 2%	9 3%	3 1%	-	1 2%	2 1%	14 2%	14 2%	2 1%	0 1%	1 1%
Had the Canadian flag	14 2%	2 1%	12 3%	1 1%	0 *	-	-	5 1%	9 4%	-	2 3%	4 2%	9 1%	3 1%	1 1%	1 5%	9 8% OP
The music / jingle	13 1%	8 2%	5 1%	1 1%	3 3%	-	0 1%	5 2%	4 2%	-	0 1%	3 2%	10 1%	10 2%	0 *	0 1%	3 3%
Website address	12 1%	8 2%	4 1%	1 1%	2 2%	-	0 1%	3 1%	3 1%	4 5%	0 *	5 3%	8 1%	8 1%	2 1%	1 6%	1 *
Noticed / recognized politician (in general)	12 1%	5 1%	7 1%	-	0 *	-	2 6%	3 1%	6 3%	1 2%	1 1%	1 *	11 2%	6 1%	6 3%	-	-
Other	56 6%	22 5%	34 7%	6 5%	9 8%	4 16%	0 1%	25 8%	11 5%	0 *	3 5%	6 4%	46 7%	33 6%	8 4%	1 5%	14 13%
None / Nothing	15 2%	8 2%	7 2%	1 *	5 4%	-	3 11%	6 2%	0 *	0 *	3 4% N	4 2%	9 1%	10 2%	0 *	1 6%	3 3%
Don't know / Refused	112 13%	41 9%	71 16% B	28 24% HIJ	12 11%	4 13%	7 24% IJ	38 12%	18 8%	5 7%	8 13% M	8 4%	97 15% M	75 13% Q	20 9%	0 2%	17 17% Q

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about legalizing cannabis?
 Base: All Respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Yes	1110 54%	520 52%	590 56%	133 48%	114 49%	32 51%	45 61%	392 49%	312 65% DEH	82 59%	76 57%	162 58%	872 53%	667 51%	310 65% OR	14 46%	119 50%
No	955 46%	486 48%	468 44%	146 52% I	119 51% I	31 49%	28 39%	404 51% I	170 35%	58 41%	57 43%	116 42%	781 47%	653 49% P	164 35%	17 54%	121 50% P

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where have you seen, read or heard this Government of Canada ad about legalizing cannabis?
 Base: Respondents aware of Government of Canada ads about legalizing cannabis

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	1101 100%	519 100%	582 100%	133 100%	110 100%	32 100%	45 100%	390 100%	309 100%	82 100%	76 100%	161 100%	864 100%	662 100%	306 100%	14 100%	119 100%
Unweighted Total	1202	515	687	113	131	27	54	454	332	91	437	473	292	710	303	47	142
Television	613 56%	299 58%	313 54%	71 E	33 30%	18 57%	25 57%	191 49%	219 71%	55 66%	37 49%	63 39%	513 59%	324 49%	228 75%	6 42%	55 46%
Radio	351 32%	163 31%	189 32%	42 31%	58 52%	7 23%	8 17%	140 36%	74 24%	24 29%	19 25%	40 25%	292 34%	233 35%	70 23%	3 21%	46 38%
Facebook	234 21%	111 21%	123 21%	25 19%	30 27%	9 27%	4 9%	80 21%	49 16%	37 45%	22 29%	58 36%	153 18%	168 25%	42 14%	2 17%	22 18%
Internet website	226 21%	115 22%	111 19%	22 17%	20 18%	8 24%	6 14%	101 26%	46 15%	23 28%	17 23%	49 31%	159 18%	152 23%	45 15%	4 27%	25 21%
Newspaper (daily)	219 20%	100 19%	119 20%	40 EH	13 12%	10 31%	6 14%	71 18%	61 20%	18 21%	8 10%	17 11%	194 22%	135 20%	57 19%	2 14%	25 21%
YouTube	95 9%	56 11%	39 7%	11 9%	5 5%	4 11%	6 12%	42 11%	25 8%	2 3%	14 19%	42 26%	40 5%	54 8%	24 8%	4 29%	14 12%
Newspaper (weekly or community)	82 7%	46 9%	36 6%	27 EHIJ	2 2%	1 2%	4 8%	34 9%	9 3%	5 6%	4 5%	9 6%	69 8%	65 10%	12 4%	1 11%	3 3%
Public transit (bus or subway)	72 7%	29 5%	43 7%	10 7%	13 12%	1 3%	7 15%	23 6%	13 4%	6 7%	5 7%	22 14%	45 5%	45 7%	9 3%	3 20%	15 13%
Outdoor billboards	52 5%	22 4%	30 5%	2 2%	4 4%	2 5%	3 7%	28 7%	12 4%	1 1%	4 5%	14 9%	34 4%	33 5%	15 5%	1 5%	3 3%
Instagram	45 4%	16 3%	29 5%	5 4%	4 4%	1 4%	2 4%	27 7%	4 1%	1 2%	9 12%	21 13%	15 2%	30 5%	4 1%	1 6%	10 8%
Twitter	43 4%	25 5%	18 3%	12 9%	1 1%	0 1%	1 1%	22 6%	1 *	7 8%	4 6%	16 10%	23 3%	38 6%	1 *	0 3%	4 3%
Magazines	34 3%	21 4%	13 2%	6 4%	2 2%	1 4%	2 4%	12 3%	5 2%	6 7%	2 2%	7 5%	25 3%	24 4%	5 2%	0 2%	5 4%
Pamphlet or brochure in the mail	24 2%	15 3%	9 2%	5 3%	1 1%	1 2%	1 2%	9 2%	8 2%	0 *	2 2%	7 4%	15 2%	15 2%	8 2%	0 3%	1 1%
Cinema	24 2%	12 2%	12 2%	4 3%	0 *	1 5%	-	9 2%	9 3%	0 *	2 2%	9 5%	14 2%	13 2%	6 2%	0 1%	5 4%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where have you seen, read or heard this Government of Canada ad about legalizing cannabis?
 Base: Respondents aware of Government of Canada ads about legalizing cannabis

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Friends / Family	13 1%	10 2%	4 1%	2 1%	1 1%	-	0 *	2 *	5 2%	4 4%	2 3%	3 2%	8 1%	4 1%	9 3%	-	0 *	
LinkedIn	8 1%	4 1%	3 1%	-	-	-	0 *	7 2%	-	-	0 *	3 2%	5 1%	6 1%	-	1 8%	-	
School / Teachers	2 *	2 *	0 *	0 *	0 *	-	0 *	2 *	-	0 *	1 1%	1 1%	-	1 *	-	-	2 1%	
Other, specify	16 1%	7 1%	9 1%	2 1%	4 3%	-	4 8%	5 1%	1 *	0 1%	1 1%	4 3%	11 1%	14 2%	1 *	0 3%	1 1%	

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you remember about this ad?
 Base: Respondents aware of Government of Canada ads about legalizing cannabis

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	1110 100%	520 100%	590 100%	133 100%	114 100%	32 100%	45 100%	392 100%	312 100%	82 100%	76 100%	162 100%	872 100%	667 100%	310 100%	14 100%	119 100%
Unweighted Total	1207	517	690	113	132	27	54	457	333	91	439	474	294	713	304	47	143
Cannabis is legalized on October 17, 2018	215 19%	101 19%	114 19%	34 26%	29 26%	10 30%	7 16%	74 19%	52 17%	8 10%	13 17%	31 19%	171 20%	126 19%	61 20%	3 20%	24 20%
Don't drive high / Don't smoke and drive	180 16%	73 14%	107 18%	15 11%	18 16%	4 14%	7 16%	47 12%	68 22%	20 24%	5 6%	37 23%	138 16%	101 15%	58 19%	3 22%	17 15%
Legalization of cannabis (in general)	149 13%	69 13%	80 14%	29 22%	13 11%	1 2%	3 6%	68 17%	30 10%	5 7%	22 28%	20 12%	108 12%	99 15%	26 8%	2 16%	22 19%
Laws on cannabis use (general regulations)	128 12%	54 10%	74 13%	13 10%	15 14%	-	9 20%	16 4%	59 19%	16 19%	7 9%	15 10%	106 12%	57 9%	63 20%	1 8%	6 5%
Cannabis commercialization (retail, etc)	54 5%	10 2%	44 7%	0 *	1 1%	-	-	22 6%	16 5%	14 17%	2 3%	5 3%	47 5%	37 5%	16 5%	0 1%	1 1%
Raise awareness on cannabis use	48 4%	22 4%	26 4%	1 *	8 7%	1 2%	3 7%	12 3%	18 6%	6 7%	2 3%	12 7%	34 4%	24 4%	16 5%	2 15%	6 5%
US restrictions on Canadian cannabis users	39 4%	14 3%	25 4%	3 2%	3 3%	2 7%	4 9%	21 5%	0 *	5 6%	1 1%	4 2%	35 4%	35 5%	1 *	-	2 2%
Cannabis (in general)	38 3%	22 4%	16 3%	7 6%	2 2%	0 1%	0 *	18 5%	5 2%	5 6%	1 2%	11 7%	25 3%	26 4%	9 3%	1 5%	2 2%
Risks of cannabis use (in general)	31 3%	15 3%	17 3%	4 3%	10 9%	-	3 7%	2 1%	12 4%	0 *	2 3%	4 2%	25 3%	15 2%	16 5%	0 2%	0 *
Youth and cannabis prevention	17 2%	6 1%	12 2%	0 *	0 *	-	-	7 2%	5 2%	5 6%	2 2%	1 1%	15 2%	14 2%	4 1%	-	0 *
Be responsible with cannabis use	8 1%	4 1%	4 1%	1 1%	3 2%	-	0 1%	1 *	2 1%	1 1%	1 2%	5 3%	2 *	5 1%	1 *	1 4%	0 *
Advances in medical marijuana	8 1%	1 *	7 1%	3 3%	-	-	-	4 1%	-	-	0 *	0 *	7 1%	5 1%	-	-	3 2%
Don't use drugs / Drugs are bad	4 *	3 1%	1 *	0 *	0 *	-	-	0 *	3 1%	-	1 1%	1 1%	2 *	0 *	3 1%	0 2%	0 *
Other	60 5%	47 9%	13 2%	8 6%	17 15%	6 18%	0 1%	21 5%	8 3%	0 *	4 5%	8 5%	47 5%	48 7%	4 1%	1 8%	6 5%
Don't know	260 23%	126 24%	134 23%	31 23%	22 19%	9 29%	9 19%	107 27%	59 19%	23 28%	18 23%	30 18%	212 24%	166 25%	56 18%	3 18%	35 30%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please state your level of agreement with the following statements about cannabis. - I understand the health impacts of using cannabis.
Base: All Respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Strongly disagree	111 5%	54 5%	57 5%	11 4%	7 3%	4 7%	5 7%	53 7%	26 5%	5 4%	8 6%	16 6%	88 5%	60 5%	26 6%	4 14%	20 8%
Somewhat disagree	172 8%	86 8%	86 8%	17 6%	28 12%	14 23%	4 6%	70 9%	27 6%	10 7%	9 7%	27 10%	135 8%	122 9%	32 7%	2 6%	16 7%
Neither agree nor disagree	340 16%	148 15%	192 18%	52 19%	42 18%	11 17%	19 26%	141 18%	46 10%	29 21%	19 14%	40 14%	281 17%	243 18%	38 8%	4 14%	55 23%
Somewhat agree	853 41%	431 43%	421 40%	125 45%	87 37%	24 38%	26 35%	319 40%	210 44%	63 45%	64 48%	110 39%	679 41%	540 41%	194 41%	9 28%	109 46%
Strongly agree	589 29%	288 29%	302 29%	73 26%	69 30%	10 16%	19 26%	213 27%	172 36%	34 24%	34 26%	85 31%	470 28%	355 27%	183 39%	12 38%	40 17%
TOP-TWO BOX	1442 70%	719 71%	723 68%	198 71%	155 67%	33 53%	45 61%	532 67%	383 79%	96 69%	98 73%	195 70%	1149 69%	895 68%	377 80%	20 66%	149 62%
BOTTOM-TWO BOX	283 14%	139 14%	143 14%	29 10%	35 15%	19 30%	9 12%	123 15%	53 11%	15 11%	16 12%	43 15%	223 13%	182 14%	59 12%	6 20%	36 15%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please state your level of agreement with the following statements about cannabis. - I know where to find information about the health impacts of cannabis.
Base: All Respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
Strongly disagree	139 7%	61 6%	78 7%	14 5%	13 6%	1 1%	5 7%	71 9%	30 6%	5 3%	10 8%	15 5%	114 7%	75 6%	30 6%	4 14%	29 12%	
Somewhat disagree	240 12%	126 13%	114 11%	31 11%	16 7%	17 27%	9 12%	105 13%	38 8%	23 17%	17 13%	40 14%	184 11%	174 13%	40 8%	2 5%	25 10%	
Neither agree nor disagree	472 23%	235 23%	237 22%	64 23%	60 26%	14 23%	16 21%	201 25%	98 20%	18 13%	26 19%	51 18%	396 24%	305 23%	91 19%	8 26%	69 29%	
Somewhat agree	715 35%	350 35%	365 34%	97 35%	81 35%	22 35%	26 35%	244 31%	179 37%	67 48%	51 38%	83 30%	581 35%	461 35%	167 35%	6 20%	81 34%	
Strongly agree	499 24%	234 23%	264 25%	71 25%	63 27%	9 14%	18 25%	174 22%	137 28%	27 19%	30 22%	90 32%	379 23%	307 23%	145 31%	11 35%	36 15%	
TOP-TWO BOX	1214 59%	584 58%	629 59%	168 60%	143 62%	31 49%	44 60%	418 53%	315 65%	94 67%	81 61%	173 62%	960 58%	768 58%	313 66%	17 54%	117 49%	
BOTTOM-TWO BOX	379 18%	187 19%	192 18%	46 16%	29 13%	18 28%	14 19%	176 22%	68 14%	28 20%	27 20%	55 20%	297 18%	248 19%	70 15%	6 20%	54 23%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In the last year, have you accessed any information online about: - the Government's work to legalize cannabis
 Base: All Respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Yes	701 34%	357 35%	345 33%	94 34%	61 26%	11 17%	19 26%	235 30%	240 50%	41 29%	36 27%	126 45%	540 33%	362 27%	232 49%	11 35%	97 40%
No	1364 66%	650 65%	714 67%	184 66%	172 74%	52 83%	54 74%	560 70%	242 50%	99 71%	98 73%	152 55%	1114 67%	958 73%	242 51%	20 65%	143 60%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In the last year, have you accessed any information online about: the health impacts of cannabis
 Base: All Respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
Yes	737 36%	367 36%	370 35%	101 36% F	71 31%	7 12%	21 29%	254 32%	236 49% DEFGH	48 34%	44 33%	147 53%	546 33%	375 28%	237 50% O	14 44%	111 46% O	
No	1328 64%	640 64%	688 65%	178 64% I	162 69% I	55 88% DI	52 71% I	542 68% I	246 51%	93 66%	90 67% M	131 47%	1107 67% M	945 72% PR	236 50%	17 56%	129 54%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Over the past three weeks, have you seen, read or heard any of these ads?
 Base: All respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total Answering	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Yes	346 17%	179 18%	167 16%	36 13%	42 18%	7 11%	8 11%	144 18%	88 18%	21 15%	32 24% N	81 29% N	233 14%	205 16%	82 17%	9 29%	50 21%
No	1719 83%	827 82%	891 84%	243 87%	191 82%	55 89%	65 89%	651 82%	394 82%	119 85%	102 76%	197 71%	1420 86% LM	1115 84%	392 83%	22 71%	190 79%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where have you seen, read or heard these ads?
Base: Respondents who have seen ads

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	346 100%	179 100%	167 100%	36 100%	42 100%	7 100%	8 100%	144 100%	88 100%	21 100%	32 100%	81 100%	233 100%	205 100%	82 100%	9 100%	50 100%	
Unweighted Total	484	219	265	41	56	11	18	191	133	34	181	222	81	273	114	29	68	
Television	214 62%	116 65%	98 59%	22 61%	27 64%	5 66%	5 67%	86 59%	57 65%	12 59%	15 48%	33 41%	166 71% LM	132 64%	55 67%	4 49%	23 46%	
Facebook	83 24%	31 17%	52 31%	6 16%	14 34%	2 23%	1 7%	33 23%	21 24%	7 31%	10 31%	26 32% N	47 20%	50 25%	21 25%	1 15%	11 22%	
Internet website	78 23%	43 24%	36 21%	9 26%	9 21%	1 15%	1 11%	28 20%	25 29%	5 23%	8 25%	22 27%	48 21%	38 19%	21 26%	1 10%	18 36% Q	
YouTube	65 19%	38 21%	27 16%	11 29%	3 8%	2 34%	1 8%	33 23%	13 15%	2 8%	10 32% N	36 44% LN	19 8%	31 15%	13 16%	3 30%	19 37% O	
Radio	34 10%	11 6%	23 14%	0 *	7 16%	0 4%	2 21%	16 11% D	8 9%	1 6%	2 7%	6 7%	27 11%	16 8%	8 10%	0 2%	10 20% Q	
Cinema	27 8%	12 7%	16 9%	4 12%	4 9%	1 8%	-	14 9%	5 5%	0 1%	2 5%	7 9%	18 8%	21 10%	5 6%	-	2 3%	
Newspaper (daily)	17 5%	4 2%	13 8%	-	1 2%	-	1 18%	9 6%	5 5%	1 5%	1 4%	1 1%	15 6%	13 6%	4 5%	-	0 *%	
Instagram	13 4%	7 4%	6 4%	2 6%	1 2%	0 4%	0 5%	8 5%	1 1%	0 2%	3 8%	10 13%	-	9 5%	1 1%	0 4%	3 6%	
Public transit (bus or subway)	12 3%	4 2%	8 5%	1 4%	1 1%	-	0 3%	6 4%	4 4%	-	1 3%	5 6%	6 2%	7 3%	4 5%	-	1 2%	
Twitter	8 2%	6 3%	2 1%	1 4%	1 2%	0 4%	-	5 3%	1 1%	0 *%	2 6%	6 7%	-	5 2%	0 *%	0 3%	3 5%	
Outdoor billboards	8 2%	3 2%	5 3%	1 4%	-	-	2 20%	5 4%	-	-	1 3%	3 3%	5 2%	7 3%	-	-	1 2%	
Newspaper (weekly or community)	8 2%	4 2%	4 2%	-	2 4%	-	-	6 4%	-	-	1 2%	1 2%	6 2%	5 2%	-	-	3 6%	
Pamphlet or brochure in the mail	6 2%	2 1%	4 2%	4 11% I	0 1%	-	-	1 1%	0 *%	-	0 1%	3 3%	3 1%	4 2%	0 *%	1 13% OPR	1 2%	
LinkedIn	3 1%	2 1%	0 *%	1 3%	-	-	-	2 1%	-	-	0 1%	2 3%	-	2 1%	-	-	1 2%	
Magazines	1 *%	1 1%	1 *%	-	0 *%	0 3%	-	1 *%	1 1%	-	1 3%	1 1%	-	1 *%	1 1%	-	0 *%	
Other	1 *%	-	1 1%	0 1%	-	-	0 3%	1 *%	-	-	0 1%	1 1%	-	0 *%	-	-	1 1%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where have you seen, read or heard these ads?
 Base: Respondents who have seen ads

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Don't know	3 1%	0 **%	3 2%	-	-	-	0 2%	-	3 3%	-	0 1%	-	2 1%	0 **%	3 3%	-	-

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you think is the main point these ads are trying to get across?
Base: All respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Health effects from cannabis	647 31%	291 29%	356 34%	91 33%	75 32%	13 21%	14 19%	234 29%	161 33%	58 42%	38 29%	81 29%	527 32%	399 30%	166 35%	9 28%	73 30%
Ask/Get information from government	451 22%	193 19%	258 24%	60 22%	59 25%	21 33%	21 29%	179 22%	85 18%	27 19%	32 24%	70 25%	349 21%	329 25%	76 16%	6 19%	41 17%
Ask/Get information from government	451 22%	193 19%	258 24%	60 22%	59 25%	21 33%	21 29%	179 22%	85 18%	27 19%	32 24%	70 25%	349 21%	329 25%	76 16%	6 19%	41 17%
Impact/Risks of drug/cannabis (ab)use	275 13%	135 13%	140 13%	22 8%	35 15%	12 19%	13 17%	110 14%	79 16%	5 4%	19 14%	34 12%	223 13%	164 12%	76 16%	5 16%	30 12%
Referral to government website	145 7%	58 6%	87 8%	20 7%	15 7%	10 16%	1 1%	60 7%	31 6%	8 6%	11 8%	15 6%	119 7%	99 8%	31 7%	4 12%	11 5%
Say no to drugs / Don't use cannabis / is bad	105 5%	59 6%	47 4%	21 7%	7 3%	3 5%	6 9%	40 5%	21 4%	7 5%	10 8%	10 4%	85 5%	74 6%	20 4%	1 2%	11 5%
Be careful/cautious when using cannabis	101 5%	58 6%	43 4%	21 8%	6 3%	3 4%	2 3%	27 3%	38 8%	4 3%	5 4%	14 5%	82 5%	43 3%	35 7%	4 13%	18 8%
Be responsible when using cannabis	97 5%	52 5%	45 4%	13 5%	9 4%	1 2%	5 7%	46 6%	10 2%	12 8%	4 3%	23 8%	70 4%	79 6%	10 2%	1 3%	8 3%
Cannabis legislation / Cannabis will be legal	93 5%	44 4%	49 5%	15 5%	13 6%	2 3%	6 8%	43 5%	12 3%	3 2%	5 4%	22 8%	66 4%	60 5%	12 3%	2 6%	20 8%
Cannabis leads to addiction	92 4%	34 3%	58 5%	16 6%	5 2%	0 *%	4 6%	32 4%	23 5%	11 8%	7 5%	6 2%	79 5%	58 4%	25 5%	0 1%	7 3%
Don't drive high/on drugs	56 3%	21 2%	34 3%	3 1%	6 3%	0 *%	5 6%	21 3%	20 4%	1 1%	4 3%	9 3%	43 3%	33 3%	18 4%	1 3%	3 1%
Cannabis and youth (in general)	51 2%	21 2%	29 3%	7 2%	5 2%	0 *%	1 1%	13 2%	8 2%	17 12%	8 6%	5 2%	38 2%	43 3%	8 2%	0 1%	0 *%
Cannabis (in general)	26 1%	23 2%	3 *%	1 *%	5 2%	1 1%	0 *%	8 1%	2 *%	9 7%	2 1%	8 3%	16 1%	18 1%	2 *%	0 1%	6 2%
Other	68 3%	33 3%	35 3%	3 1%	0 *%	-	1 2%	43 5%	12 2%	9 6%	2 2%	6 2%	60 4%	47 4%	12 3%	-	9 4%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you think is the main point these ads are trying to get across?
 Base: All respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Don't know / No answer	153 7%	81 8%	72 7%	23 8%	21 9%	2 3%	4 6%	64 8%	33 7%	6 4%	11 8%	19 7%	123 7%	93 7%	30 6%	2 7%	28 12%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? - These ads catch my attention
 Base: All respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
1 - Strongly Disagree	235 11%	119 12%	116 11%	26 9%	28 12%	4 6%	3 4%	62 8%	92 19%	20 14%	12 9%	24 9%	199 12%	122 9%	95 20%	6 18%	12 5%	
2	322 16%	163 16%	159 15%	33 12%	34 15%	10 16%	9 13%	124 16%	81 17%	30 22%	18 14%	41 15%	262 16%	219 17%	80 17%	3 11%	19 8%	
3	712 34%	367 37%	344 33%	97 35%	89 38%	27 43%	37 51%	271 34%	152 31%	39 28%	49 36%	105 38%	558 34%	477 36%	145 31%	10 34%	79 33%	
4	516 25%	247 25%	269 25%	81 29%	66 28%	17 28%	20 27%	212 27%	94 20%	26 18%	34 25%	79 28%	404 24%	352 27%	92 19%	9 30%	63 26%	
5 - Strongly Agree	280 14%	110 11%	170 16%	42 15%	15 7%	4 7%	4 5%	126 16%	62 13%	26 18%	21 16%	29 11%	230 14%	150 11%	62 13%	2 7%	66 28%	
TOP-TWO BOX	797 39%	358 36%	439 41%	123 44%	82 35%	22 35%	24 32%	338 43%	157 33%	51 37%	55 41%	108 39%	634 38%	502 38%	154 32%	11 37%	130 54%	
BOTTOM-TWO BOX	557 27%	281 28%	275 26%	59 21%	62 27%	13 22%	13 17%	186 23%	173 36%	50 36%	30 23%	66 24%	461 28%	341 26%	175 37%	9 29%	31 13%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads are relevant to me
Base: All respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
1 - Strongly Disagree	718 35%	362 36%	356 34%	94 34% G	91 39% GH	30 48% G	10 13%	218 27%	219 46% DGH	55 39% G	27 20%	62 22%	629 38% LM	427 32% R	227 48% OR	13 41% R	51 21%	
2	345 17%	197 20% C	149 14%	38 14%	36 16%	7 12%	21 29% J	138 17% J	97 20% J	8 5%	20 15%	48 17%	278 17%	222 17%	86 18%	6 20%	31 13%	
3	521 25%	219 22%	302 28% B	64 23%	56 24%	10 16%	22 30%	266 33% DI	74 15%	30 21%	41 30% N	84 30% N	396 24%	373 28% P	68 14%	5 15%	75 31% P	
4	281 14%	135 13%	145 14%	42 15%	36 16%	7 11%	14 19%	97 12%	49 10%	35 25% I	28 21% N	49 18% N	204 12%	187 14%	48 10%	3 11%	42 17%	
5 - Strongly Agree	201 10%	94 9%	107 10%	40 14%	13 6%	8 13%	7 9%	76 10%	43 9%	14 10%	19 14% N	35 13%	147 9%	112 8%	44 9%	4 14%	41 17% O	
TOP-TWO BOX	482 23%	229 23%	253 24%	83 30%	49 21%	15 25%	21 28%	173 22%	92 19%	48 34%	47 35% N	84 30% N	351 21%	299 23%	93 20%	8 24%	83 34% OP	
BOTTOM-TWO BOX	1063 51%	559 55% C	504 48%	132 48%	128 55%	37 60%	31 42%	356 45%	316 66% DGHJ	62 44%	46 35%	110 40%	906 55% LM	649 49% R	313 66% OR	19 61% R	83 34%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads are difficult to follow
 Base: All respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
1 - Strongly Disagree	871 42%	389 39%	482 46%	117 42%	91 39%	24 39%	30 41%	380 48%	171 35%	58 41%	57 43%	126 45%	689 42%	592 45%	167 35%	12 38%	100 42%	
2	528 26%	273 27%	255 24%	73 26%	64 27%	14 23%	25 34%	211 27%	116 24%	24 17%	35 27%	79 28%	413 25%	365 28%	108 23%	10 33%	45 19%	
3	458 22%	231 23%	226 21%	61 22%	55 24%	18 28%	13 18%	138 17%	126 26%	47 33%	28 21%	48 17%	381 23%	260 20%	129 27%	3 8%	65 27%	
4	136 7%	67 7%	69 7%	24 9%	14 6%	5 9%	3 5%	31 4%	50 10%	8 6%	9 7%	19 7%	107 7%	63 5%	53 11%	3 11%	17 7%	
5 - Strongly Agree	73 4%	47 5%	26 2%	3 1%	9 4%	1 1%	2 2%	35 4%	19 4%	4 3%	4 3%	6 2%	62 4%	41 3%	17 4%	3 10%	12 5%	
TOP-TWO BOX	208 10%	113 11%	95 9%	28 10%	23 10%	6 10%	5 7%	66 8%	69 14%	12 8%	13 10%	25 9%	170 10%	103 8%	69 15%	6 21%	29 12%	
BOTTOM-TWO BOX	1399 68%	662 66%	737 70%	190 68%	155 67%	39 62%	55 75%	591 74%	287 60%	82 58%	92 69%	205 74%	1102 67%	957 72%	275 58%	22 71%	146 61%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads do not favour one political party over another
Base: All respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
1 - Strongly Disagree	136 7%	87 9% C	49 5%	11 4%	23 10%	5 8%	6 8%	34 4%	47 10%	10 7%	7 5%	21 7%	109 7%	76 6%	48 10%	1 3%	12 5%	
2	121 6%	66 7%	55 5%	18 6%	15 6%	3 5%	1 1%	64 8%	20 4%	1 1%	9 7%	21 7%	91 6%	85 6%	21 4%	2 7%	13 6%	
3	483 23%	238 24%	245 23%	51 18%	39 17%	10 15%	19 26%	209 26%	129 27%	27 19%	34 26%	74 27%	375 23%	289 22%	116 25%	5 16%	73 30%	
4	460 22%	245 24%	215 20%	60 21%	66 29%	21 34%	17 23%	160 20%	105 22%	31 22%	32 24%	57 20%	371 22%	306 23%	111 23%	6 19%	38 16%	
5 - Strongly Agree	865 42%	371 37%	494 47% B	139 50% I	89 38%	24 38%	31 42%	329 41%	181 37%	72 51%	52 39%	106 38%	707 43%	565 43%	179 38%	17 55%	104 43%	
TOP-TWO BOX	1325 64%	616 61%	709 67%	199 71% I	156 67%	45 71%	48 65%	488 61%	286 59%	103 73%	84 63%	163 58%	1078 65% M	871 66%	289 61%	23 74%	141 59%	
BOTTOM-TWO BOX	257 12%	153 15% C	104 10%	29 10%	38 16%	8 13%	7 9%	98 12%	67 14%	11 8%	16 12%	42 15%	200 12%	161 12%	68 14%	3 10%	25 11%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads talk about an important topic
Base: All respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
1 - Strongly Disagree	85 4%	51 5%	34 3%	9 3%	13 6%	4 7%	2 2%	20 2%	35 7%	1 *	4 3%	10 4%	70 4%	45 3%	33 7%	1 3%	5 2%
2	87 4%	52 5%	35 3%	18 6%	1 1%	3 4%	0 *	40 5%	23 5%	2 1%	6 4%	16 6%	65 4%	59 4%	20 4%	3 10%	5 2%
3	349 17%	179 18%	170 16%	45 16%	35 15%	10 17%	21 28%	156 20%	63 13%	19 14%	24 18%	56 20%	269 16%	234 18%	59 12%	7 23%	48 20%
4	625 30%	322 32%	303 29%	78 28%	74 32%	18 29%	19 26%	234 29%	125 26%	76 54%	47 35%	86 31%	492 30%	429 33%	119 25%	4 13%	72 30%
5 - Strongly Agree	920 45%	402 40%	518 49%	128 46%	109 47%	27 43%	32 43%	345 43%	235 49%	43 31%	53 40%	111 40%	756 46%	552 42%	242 51%	16 52%	109 46%
TOP-TWO BOX	1545 75%	725 72%	820 77%	207 74%	183 79%	45 72%	51 69%	580 73%	360 75%	119 85%	100 75%	197 71%	1248 75%	982 74%	362 76%	20 64%	181 76%
BOTTOM-TWO BOX	171 8%	103 10%	69 6%	27 10%	15 6%	7 11%	2 3%	60 8%	59 12%	2 2%	10 8%	25 9%	136 8%	104 8%	53 11%	4 12%	10 4%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads provide new information
Base: All respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
1 - Strongly Disagree	254 12%	139 14%	115 11%	37 13%	36 16%	6 10%	7 9%	78 10%	69 14%	20 14%	12 9%	29 11%	213 13%	172 13%	66 14%	6 21%	9 4%	
2	307 15%	163 16%	144 14%	26 9%	30 13%	13 20%	12 17%	128 16%	78 16%	21 15%	18 13%	49 18%	241 15%	190 14%	85 18%	6 19%	27 11%	
3	766 37%	370 37%	396 37%	98 35%	101 43%	25 41%	30 41%	287 36%	191 40%	33 24%	45 34%	87 31%	634 38%	487 37%	189 40%	3 11%	87 36%	
4	464 22%	221 22%	243 23%	70 25%	42 18%	13 22%	18 25%	190 24%	85 18%	46 32%	37 27%	75 27%	352 21%	319 24%	77 16%	9 30%	59 25%	
5 - Strongly Agree	274 13%	113 11%	160 15%	48 17%	25 11%	5 8%	5 7%	112 14%	58 12%	21 15%	22 17%	38 13%	214 13%	153 12%	57 12%	6 20%	58 24%	
TOP-TWO BOX	738 36%	334 33%	403 38%	117 42%	66 28%	18 29%	24 33%	302 38%	143 30%	67 48%	59 44%	113 41%	566 34%	472 36%	134 28%	15 50%	117 49%	
BOTTOM-TWO BOX	561 27%	302 30%	259 24%	63 23%	66 28%	19 30%	19 26%	206 26%	147 31%	41 29%	30 22%	78 28%	454 27%	362 27%	151 32%	12 40%	36 15%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads clearly convey that the Government of Canada wants to educate Canadians about the legalization of cannabis.
 Base: All respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
1 - Strongly Disagree	81 4%	43 4%	38 4%	10 4%	12 5%	1 1%	2 3%	21 3%	33 7% HJ	1 1%	4 3%	11 4%	65 4%	42 3%	31 7% OR	4 12% OR	4 1%	
2	141 7%	79 8%	62 6%	15 5%	16 7%	1 1%	9 12%	49 6%	38 8%	13 9%	8 6%	14 5%	119 7%	92 7%	34 7%	1 2%	14 6%	
3	445 22%	212 21%	232 22%	56 20%	56 24%	29 46% DHJ	18 24%	168 21%	97 20%	21 15%	27 21%	55 20%	362 22%	291 22%	88 18%	5 18%	61 25%	
4	687 33%	361 36%	326 31%	100 36%	88 38%	20 32%	18 24%	254 32%	162 34%	45 32%	44 33%	79 28%	564 34%	456 35% R	166 35%	6 20%	59 24%	
5 - Strongly Agree	711 34%	311 31%	400 38%	98 35%	60 26%	12 20%	27 37%	303 38%	152 32% E	59 42%	50 37%	119 43%	542 33%	440 33%	154 33%	15 48%	103 43%	
TOP-TWO BOX	1398 68%	672 67%	726 69%	197 71%	148 64%	32 52%	45 61%	557 70%	314 65%	105 75%	94 70%	198 71%	1107 67%	896 68%	320 68%	21 68%	162 67%	
BOTTOM-TWO BOX	222 11%	122 12%	100 9%	25 9%	28 12%	2 3%	11 15%	70 9%	71 15% H	14 10%	12 9%	25 9%	185 11%	134 10%	66 14%	4 14%	18 7%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Which of the following categories best describes your current employment status? Are you...
Base: All Respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
Working full-time (35 or more hours per week)	737 36%	390 39% C	347 33%	93 33%	89 38%	18 29%	30 41%	289 36%	178 37%	40 29%	20 15%	47 17%	671 41% LM	485 37%	156 33%	11 36%	85 36%	
Working part-time (less than 35 hours per week)	214 10%	101 10%	112 11%	39 14%	29 12%	8 13%	8 11%	75 9%	35 7%	20 14%	11 8%	34 12% L	169 10%	139 11%	30 6%	4 13%	41 17% P	
Self-employed	78 4%	44 4%	34 3%	4 1%	14 6%	3 5%	1 1%	37 5% D	18 4%	1 1%	3 2%	4 1%	70 4% M	43 3%	20 4%	-	15 6%	
Unemployed, but looking for work	79 4%	45 5%	34 3%	8 3%	7 3%	2 3%	8 10%	34 4%	15 3%	6 4%	1 1%	20 7% LN	58 4% L	47 4%	18 4%	1 2%	13 5%	
A student attending school full-time	299 14%	149 15%	150 14%	39 14%	40 17%	5 8%	7 9%	128 16%	67 14%	14 10%	92 69% MN	161 58% N	46 3%	178 13%	58 12%	14 46% OPR	49 21%	
Retired	511 25%	235 23%	276 26%	69 25%	50 21%	19 31%	13 18%	164 21%	144 30% EH	51 37% DEGH	1 1%	-	510 31% L	316 24% R	169 36% OR	-	26 11%	
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	114 6%	21 2%	93 9% B	22 8% E	1 1%	1 1%	7 10% E	59 7% E	20 4%	5 3%	5 3%	6 2%	103 6% LM	89 7% P	15 3%	0 1%	10 4%	
Other employment status	33 2%	21 2%	12 1%	6 2%	4 2%	6 10%	-	10 1%	5 1%	3 2%	1 *% L	6 2% L	26 2% L	24 2%	8 2%	1 2%	1 *%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What is the highest level of formal education that you have completed?
Base: All Respondents

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
Grade 8 or less	29 1%	20 2%	10 1%	2 1%	3 1%	0 *%	1 1%	11 1%	10 2%	2 1%	18 14%	1 *%	10 1%	16 1%	9 2%	0 1%	4 2%	
Some high school	164 8%	75 7%	89 8%	25 9%	23 10%	6 10%	2 3%	53 7%	46 10%	9 6%	70 52%	21 7%	73 4%	101 8%	50 10%	4 14%	9 4%	
High school diploma or equivalent	479 23%	214 21%	265 25%	71 25%	47 20%	11 17%	24 33%	197 25%	108 22%	22 16%	17 13%	125 45%	336 20%	327 25%	100 21%	6 18%	47 20%	
Registered Apprenticeship or other trades certificate or diploma	124 6%	72 7%	52 5%	9 3%	18 8%	13 21%	0 1%	23 3%	45 9%	15 11%	3 2%	6 2%	115 7%	70 5%	47 10%	-	8 3%	
College, CEGEP or other non-university certificate or diploma	541 26%	253 25%	288 27%	68 24%	55 24%	15 24%	32 44%	177 22%	141 29%	54 38%	8 6%	49 17%	484 29%	339 26%	143 30%	9 29%	50 21%	
University certificate or diploma below bachelor's level	166 8%	96 10%	70 7%	32 11%	12 5%	6 9%	5 6%	74 9%	37 8%	2 1%	3 2%	23 8%	139 8%	103 8%	34 7%	1 2%	28 12%	
Bachelor's degree	366 18%	184 18%	183 17%	58 21%	52 22%	12 18%	9 12%	167 21%	53 11%	16 11%	10 7%	43 15%	314 19%	251 19%	47 10%	9 30%	60 25%	
Postgraduate degree above bachelor's level	196 9%	93 9%	103 10%	14 5%	23 10%	-	-	95 12%	43 9%	21 15%	4 3%	11 4%	181 11%	116 9%	44 9%	2 5%	34 14%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Are there any children under the age of 18 currently living in your household?
 Base: All respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Yes	713 35%	340 34%	372 35%	88 32%	97 42%	25 40%	22 31%	286 36%	154 32%	40 29%	128 95% MN	75 27%	510 31%	470 36%	135 28%	11 36%	97 40%
No	1352 65%	666 66%	686 65%	191 68%	136 58%	37 60%	51 69%	509 64%	328 68%	100 71%	6 5%	203 73% L	1143 69% L	851 64%	339 72%	20 64%	143 60%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
Under \$20,000	192 9%	102 10%	89 8%	36 13% H	19 8%	4 6%	6 8%	47 6%	63 13% H	16 12%	7 5%	60 22% LN	124 8%	103 8%	63 13%	5 17%	21 9%	
Between \$20,000 and \$40,000	306 15%	140 14%	166 16%	33 12%	31 14%	8 12%	20 27%	105 13%	87 18%	22 16%	13 10%	43 16% L	250 15% L	190 14%	86 18%	2 8%	28 12%	
Between \$40,000 and \$60,000	357 17%	164 16%	192 18%	43 15%	26 11%	18 29%	19 25%	127 16%	104 22% E	19 14%	18 14%	37 13%	302 18% LM	199 15%	107 23% O	5 15%	46 19%	
Between \$60,000 and \$80,000	253 12%	122 12%	131 12%	50 18%	38 16%	12 20%	4 6%	83 10%	46 10%	19 14%	18 13%	35 13%	200 12%	166 13%	46 10%	2 7%	38 16%	
Between \$80,000 and \$100,000	239 12%	142 14% C	97 9%	32 11%	35 15% F	0 1%	4 5%	116 15% FI	38 8%	13 9%	24 18% MN	20 7%	195 12% M	168 13%	38 8%	6 19%	27 11%	
Between \$100,000 and \$150,000	289 14%	159 16%	130 12%	47 17%	20 9%	10 17%	5 7%	130 16%	53 11%	23 17%	22 17% M	26 9%	241 15% M	208 16% P	47 10%	4 14%	29 12%	
\$150,000 and above	165 8%	92 9%	72 7%	9 3%	27 12%	2 4%	13 17% DJ	68 9%	38 8%	7 5%	14 10% M	15 5%	136 8%	113 9%	34 7%	1 4%	16 7%	
Prefer not to say	266 13%	84 8%	181 17% B	28 10%	35 15%	7 12%	3 4%	118 15%	52 11%	21 15%	17 13%	43 15%	206 12%	174 13%	52 11%	5 16%	34 14%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where were you born?
Base: All Respondents

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247
Born in Canada	1693 82%	789 78%	904 85% B	205 74%	197 84% H	56 90%	62 85%	592 74%	446 93% DH	134 96% DEH	116 87% MN	216 78%	1361 82%	1158 88% R	451 95% OR	26 85% R	58 24%
Born outside Canada	372 18%	218 22% C	154 15%	73 26% IJ	36 16% J	6 10%	11 15%	203 26% EIJ	36 7%	6 4%	18 13%	62 22% L	292 18% L	162 12% P	23 5%	5 15%	182 76% OPQ

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In what year did you first move to Canada?
 Base: Respondents born outside of Canada

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	372 100%	218 100%	154 100%	73 100%	36 100%	6 100%	11 100%	203 100%	36 100%	6 100%	18 100%	62 100%	292 100%	162 100%	23 100%	5 100%	182 100%	
Unweighted Total	347	175	172	53	36	8	19	184	40	7	98	148	101	140	27	6	174	
1945	3 1%	-	3 2%	3 5%	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-	
1949	4 1%	4 2%	-	4 5%	-	-	-	-	-	-	-	-	4 1%	4 2%	-	-	-	
1950	3 1%	-	3 2%	-	-	-	-	3 1%	-	-	-	-	3 1%	-	-	-	3 2%	
1951	3 1%	-	3 2%	-	-	-	-	3 1%	-	-	-	-	3 1%	-	-	-	3 2%	
1953	2 *%	2 1%	-	-	-	-	2 15%	-	-	-	-	-	2 1%	2 1%	-	-	-	
1954	5 1%	2 1%	3 2%	-	2 5%	-	-	3 1%	-	-	-	-	5 2%	3 2%	-	-	2 1%	
1957	5 1%	2 1%	3 2%	-	-	-	-	5 2%	-	-	-	-	5 2%	2 1%	-	-	3 2%	
1958	5 1%	2 1%	3 2%	3 5%	-	-	-	2 1%	-	-	-	-	5 2%	3 2%	-	-	2 1%	
1964	5 1%	-	5 3%	-	-	-	-	5 2%	-	-	-	-	5 2%	5 3%	-	-	-	
1965	0 *%	-	0 *%	-	-	-	0 2%	-	-	-	0 1%	-	-	0 *%	-	-	-	
1966	7 2%	7 3%	-	-	-	-	-	7 3%	-	-	0 1%	-	7 2%	7 4%	-	-	0 *%	
1968	7 2%	7 3%	-	-	2 4%	-	-	5 3%	-	-	0 1%	-	6 2%	2 1%	-	-	5 3%	
1969	6 2%	3 2%	3 2%	-	-	-	-	6 3%	-	-	-	-	6 2%	6 4%	-	-	-	
1970	3 1%	3 2%	-	-	-	-	-	3 2%	-	-	-	-	3 1%	-	-	-	3 2%	
1971	4 1%	4 2%	-	4 5%	-	-	-	-	-	-	-	-	4 1%	4 2%	-	-	-	
1972	9 2%	3 1%	6 4%	3 4%	-	-	-	6 3%	-	-	0 1%	-	9 3%	3 2%	-	-	6 3%	
1973	7 2%	0 *%	7 4%	-	-	4 58%	-	3 2%	-	-	0 1%	-	7 2%	3 2%	-	-	4 2%	
1974	3 1%	-	3 2%	3 5%	-	-	-	-	-	-	-	-	3 1%	-	-	-	3 2%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In what year did you first move to Canada?
Base: Respondents born outside of Canada

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
1975	3 1%	3 1%	-	3 4%	-	-	-	-	-	-	-	-	3 1%	-	-	-	3 2%
1976	11 3%	4 2%	7 4%	-	4 11%	-	0 2%	6 3%	-	-	0 1%	-	10 4%	4 2%	-	-	7 4%
1977	8 2%	-	8 5%	-	-	-	-	8 4%	-	-	0 1%	-	8 3%	5 3%	-	-	3 2%
1978	0 *%	0 *%	-	-	0 *%	-	-	-	-	-	0 1%	-	-	0 *%	-	-	-
1979	3 1%	-	3 2%	-	-	-	-	3 1%	-	-	-	-	3 1%	3 2%	-	-	-
1980	0 *%	0 *%	-	-	-	-	-	0 *%	-	-	0 1%	-	-	0 *%	-	-	-
1981	6 2%	3 1%	3 2%	-	-	-	-	3 2%	3 9%	-	0 1%	-	6 2%	3 2%	-	-	3 2%
1982	4 1%	2 1%	3 2%	-	2 5%	-	3 24%	-	-	-	-	-	4 2%	-	-	-	4 2%
1983	0 *%	0 *%	-	-	-	-	-	0 *%	-	-	0 1%	-	-	0 *%	-	-	-
1984	0 *%	0 *%	0 *%	-	0 *%	-	-	0 *%	-	-	0 2%	-	-	0 *%	-	-	-
1985	6 2%	3 1%	3 2%	3 4%	-	-	-	3 2%	-	-	-	-	6 2%	6 4%	-	-	-
1986	1 *%	1 1%	-	-	-	-	-	1 1%	-	-	0 1%	-	1 *%	1 1%	-	-	0 *%
1987	3 1%	-	3 2%	3 5%	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-
1988	4 1%	4 2%	-	-	0 *%	-	-	3 2%	-	-	0 1%	-	3 1%	3 2%	-	-	0 *%
1989	10 3%	5 2%	5 3%	-	-	-	-	10 5%	-	-	-	-	10 4%	5 3%	-	-	5 3%
1990	3 1%	3 1%	0 *%	-	-	-	-	3 2%	-	-	0 2%	-	3 1%	0 *%	-	-	3 2%
1991	6 2%	5 2%	0 *%	-	-	-	-	4 2%	2 6%	-	0 1%	-	5 2%	-	2 9%	-	4 2%
1992	3 1%	0 *%	2 2%	0 *%	-	-	-	-	3 8%	-	0 2%	-	2 1%	-	0 1%	-	3 1%
1993	0 *%	0 *%	0 *%	-	-	-	-	0 *%	0 *%	-	0 2%	-	-	0 *%	-	-	0 *%
1994	1 *%	0 *%	0 *%	0 1%	-	-	-	0 *%	-	-	1 3%	-	-	0 *%	-	-	0 *%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In what year did you first move to Canada?
 Base: Respondents born outside of Canada

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
1995	6 2%	6 3%	-	3 4%	-	-	-	3 1%	-	-	-	-	6 2%	-	-	-	6 3%
1996	12 3%	11 5%	1 1%	0 1%	-	-	-	4 2%	8 22% DH	0 8%	1 5%	1 1%	11 4%	4 2%	2 9%	-	7 4%
1997	5 1%	4 2%	1 1%	1 1%	-	-	-	1 1%	2 7%	-	0 2%	1 2%	3 1%	0 *%	0 1%	1 13%	4 2%
1998	6 2%	2 1%	4 2%	1 1%	-	-	-	3 1%	2 7%	-	0 1%	1 2%	4 2%	0 *%	-	2 52% OR	3 2%
1999	4 1%	3 2%	1 *%	-	0 1%	-	-	4 2%	0 1%	-	1 3%	1 1%	3 1%	0 *%	0 1%	-	4 2%
2000	11 3%	7 3%	3 2%	2 3%	0 1%	-	-	7 3%	2 5%	-	1 4%	3 4%	7 3%	4 2%	2 7%	-	6 3%
2001	13 3%	4 2%	9 6%	8 11% H	-	-	0 2%	4 2%	1 1%	0 1%	0 2%	1 2%	11 4%	1 *%	1 2%	-	11 6%
2002	6 2%	4 2%	2 1%	0 *%	1 2%	-	-	5 2%	0 1%	-	1 8%	5 8%	-	2 1%	0 2%	0 4%	4 2%
2003	1 *%	0 *%	1 *%	-	0 1%	-	-	1 *%	-	-	0 2%	1 1%	-	0 *%	-	-	1 *%
2004	12 3%	7 3%	5 3%	1 1%	3 9%	-	-	8 4%	0 1%	-	0 2%	1 2%	10 3%	4 2%	-	-	8 4%
2005	14 4%	9 4%	5 3%	7 9%	4 10%	-	0 2%	2 1%	2 6%	-	0 1%	3 5%	11 4%	5 3%	-	-	9 5%
2006	9 2%	4 2%	5 3%	1 1%	1 2%	-	-	7 3%	-	-	1 7%	3 5%	5 2%	2 1%	-	-	7 4%
2007	5 1%	4 2%	1 1%	-	0 1%	-	0 3%	3 1%	2 5%	-	1 3%	3 5%	2 1%	3 2%	-	-	2 1%
2008	5 1%	4 2%	1 1%	1 2%	-	-	0 2%	3 1%	-	-	1 3%	4 6%	-	1 1%	0 2%	-	3 2%
2009	6 2%	5 2%	1 *%	0 *%	3 9%	0 3%	-	1 *%	-	1 21%	1 4%	0 1%	5 2%	4 2%	-	-	2 1%
2010	15 4%	6 3%	9 6%	4 5%	4 11%	1 9%	0 3%	6 3%	-	-	1 7%	4 6%	9 3%	11 7%	-	-	3 2%
2011	10 3%	9 4%	0 *%	1 1%	0 1%	-	-	8 4%	0 1%	-	0 3%	3 4%	7 2%	6 4%	-	-	4 2%
2012	12 3%	8 3%	4 3%	3 4%	-	-	0 2%	4 2%	4 12% H	-	0 2%	1 1%	10 4%	1 *%	4 19% OR	-	7 4%
2013	3 1%	3 1%	0 *%	1 2%	0 1%	-	-	1 1%	-	-	0 2%	2 3%	1 *%	3 2%	-	-	1 *%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In what year did you first move to Canada?
 Base: Respondents born outside of Canada

	GENDER			REGION							AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
2014	4 1%	0 *%	4 2%	-	0 1%	0 3%	0 4%	3 1%	-	-	0 1%	1 2%	3 1%	0 *%	-	0 7%	3 2%
2015	6 2%	3 1%	4 2%	4 6%	-	1 13%	0 2%	0 *%	1 1%	-	1 3%	3 5%	3 1%	3 2%	1 2%	-	2 1%
2016	12 3%	9 4%	3 2%	1 1%	5 13%	-	-	5 2%	1 1%	1 9%	0 *%	4 6% L	8 3%	2 1%	5 22%	1 23%	4 2%
2017	20 6%	14 7%	6 4%	2 3%	1 2%	1 9%	3 31% DEI	13 6%	1 2%	-	1 6%	10 17% LN	9 3%	13 8%	1 4%	-	7 4%
2018	21 6%	17 8%	4 3%	-	3 9%	0 5%	1 7%	11 6%	1 4%	4 61% EGHI	0 1%	8 12% LN	13 4%	10 6%	5 21%	-	6 3%
MEAN	1993.27	1996.46 C	1988.78	1990.11	2000.29 H	1990.47	1996.30	1991.33	1999.81 DH	2014.00 DFHI	2000.46 N	2010.08 LN	1989.25	1990.21	2009.48 OR	2003.35	1993.70

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	GENDER			REGION								AGE			LANGUAGE			
	TOTAL	Men	Women	BC	AB	SK	MB	ON	QC	ATL	13-17	18-24	25+	English only	French only	Bilingual	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
TOTAL	2065 100%	1006 100%	1059 100%	279 100%	233 100%	63 100%	73 100%	795 100%	482 100%	140 100%	134 100%	278 100%	1653 100%	1321 100%	474 100%	31 100%	240 100%	
Unweighted Total	2065	905	1160	217	234	51	80	836	499	148	751	750	564	1285	455	78	247	
English	1431 69%	695 69%	737 70%	246 88% I	206 89% I	55 88% I	69 94% I	684 86% I	40 8% I	131 94% I	99 74% N	214 77% N	1119 68%	1321 100% R	-	31 100% R	80 33%	
French	505 24%	248 25%	257 24%	8 3%	13 5%	4 7%	1 2%	40 5%	432 90% DEFGHJ	8 6%	31 24%	54 19%	420 25% M	-	474 100% R	31 100% R	1 **%	
Chinese / Mandarin / Cantonese	50 2%	30 3%	20 2%	15 5%	7 3%	-	-	28 4%	-	-	2 1%	12 4% L	37 2%	-	-	-	50 21%	
Spanish	20 1%	10 1%	10 1%	1 **%	-	0 **%	-	16 2%	3 1%	-	0 **%	6 2% L	14 1%	-	-	-	20 8%	
Other language	166 8%	89 9%	77 7%	29 10% J	19 8%	5 8%	5 6%	84 11% IJ	23 5%	2 1%	10 7%	32 12% LN	124 8%	-	-	-	166 69%	
Don't know/Refused	6 **%	-	6 1%	-	-	-	-	3 **%	3 1%	-	-	-	6 **%	-	-	-	6 2%	

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Are you...
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Male	1006 49%	492 52% A1	44 57% A1	45 57% A1	149 50% A1	21 18%	256 47% A1	308 46%	421 51%	277 49%	102 53%	140 46%	164 46%	122 48%	142 59%	252 55%
Female	1059 51%	459 48%	34 43%	34 43%	150 50%	93 82% BCDEF	288 53%	364 54%	409 49%	285 51%	89 47%	166 54%	192 54%	131 52%	97 41%	202 45%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In which province or territory do you live?
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Alberta	233 11%	118 12% A1	14 18% A1	7 8%	40 13% A1	1 1%	53 10%	73 11%	85 10%	75 13%	19 10%	31 10%	26 7%	38 15%	35 15%	48 10%
British Columbia	279 13%	131 14%	4 5%	8 11%	39 13%	22 19% C	74 14%	98 15%	108 13%	72 13%	36 19%	33 11%	43 12%	50 20% K	32 13%	57 12%
Manitoba	73 4%	38 4%	1 1%	8 10%	7 2%	7 7%	13 2%	27 4%	37 5%	9 2%	6 3%	20 6%	19 5%	4 2%	4 2%	18 4%
New Brunswick	45 2%	23 2%	-	1 1%	1 *%	1 1%	19 4% E	14 2%	19 2%	12 2%	4 2%	13 4%	9 2%	5 2%	1 1%	12 3%
Newfoundland and Labrador	31 2%	8 1%	-	5 7% BA1F	8 3%	0 *%	10 2%	7 1%	18 2%	6 1%	5 2%	2 1%	1 *%	1 *%	6 2%	11 2%
Nova Scotia	56 3%	30 3%	1 2%	-	3 1%	3 3%	19 3%	9 1%	28 3%	19 3%	6 3%	8 2%	9 3%	7 3%	6 2%	6 1%
Ontario	795 39%	364 38%	37 48%	34 43%	128 43% F	59 51% F	174 32%	260 39%	274 33%	262 47% H	47 25%	105 34%	127 36%	83 33%	116 49% JKM	198 44% J
Prince Edward Island	8 *%	-	-	-	2 1%	-	6 1%	2 *%	6 1%	-	1 1%	0 *%	-	6 2% KNO	0 *%	1 *%
Quebec	482 23%	213 22%	18 23%	15 19%	67 22%	20 17%	148 27%	164 24%	222 27% I	96 17%	63 33% MNO	87 29% N	104 29% N	46 18%	38 16%	91 20%
Saskatchewan	63 3%	27 3%	3 4%	2 2%	5 2%	1 *%	25 5%	17 3%	34 4%	12 2%	4 2%	8 2%	18 5% N	12 5% N	0 *%	13 3%

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In which of the following age categories do you belong?
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065	951	78	79	299	114	544	672	831	562	192	306	357	253	239	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
13 to 15	79	18	3	1	53	4	1	59	10	10	5	9	11	10	14	21
	4%	2%	3%	1%	18%	3%	1%	9%	1%	2%	2%	3%	3%	4%	6%	5%
					BDF			H								
16 to 17	55	13	0	1	39	1	1	47	4	4	3	4	8	7	10	15
	3%	1%	1%	1%	13%	1%	1%	7%	1%	1%	1%	1%	2%	3%	4%	3%
					BCDA1F			HI								
18 to 24	278	80	4	20	161	6	6	147	78	53	60	43	37	35	20	40
	13%	8%	5%	25%	54%	6%	1%	22%	9%	9%	31%	14%	10%	14%	8%	9%
		F		F	BCDA1F			HI			KLMNO					
25 to 34	252	167	2	25	35	13	10	64	102	87	31	54	45	33	20	36
	12%	18%	3%	32%	12%	11%	2%	10%	12%	15%	16%	18%	13%	13%	8%	8%
		CEF		BCEA1F	CF	F				G	NO	NO				
35 to 44	316	239	9	12	11	36	9	79	129	109	18	45	48	62	34	77
	15%	25%	11%	15%	4%	32%	2%	12%	15%	19%	10%	15%	13%	25%	14%	17%
		CDEF	F	EF	F	CDEF			G	G				JKLNO		J
45 to 54	335	260	18	10	-	28	20	71	158	106	24	42	50	19	53	106
	16%	27%	23%	13%		25%	4%	11%	19%	19%	12%	14%	14%	8%	22%	23%
		DF	F	F		F			G	G		M	M		JKLM	JKLM
55 to 64	293	117	24	4	-	22	126	88	140	66	15	42	51	28	50	84
	14%	12%	31%	6%		19%	23%	13%	17%	12%	8%	14%	14%	11%	21%	19%
		D	BD			D	BD		GI			J	J		JKLM	JM
65 or older	456	57	18	6	-	3	372	117	210	129	36	66	108	58	38	74
	22%	6%	23%	7%		3%	68%	17%	25%	23%	19%	22%	30%	23%	16%	16%
			BDA1				BCDA1		G	G			JKNO	O		

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Yes	896 43%	471 50% F	28 36%	32 40%	162 54% F	43 38%	159 29%	286 43%	368 44%	242 43%	72 37%	146 48%	177 50%	130 51%	90 38%	178 39%
No	1169 57%	480 50%	50 64%	48 60%	137 46%	71 62%	384 71% BE	386 57%	463 56%	320 57%	120 63%	160 52%	180 50%	123 49%	149 62%	276 61%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	896	471	28	32	162	43	159	286	368	242	72	146	177	130	90	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1052	377	25	36	513	38	63	531	311	210	131	163	159	142	119	210
Television	505	272	18	15	68	14	119	165	219	122	33	81	98	85	45	108
	56%	58%	64%	48%	42%	31%	75%	58%	60%	50%	46%	56%	55%	66%	50%	61%
		EA1					BEA1									
Facebook	247	130	6	13	54	14	30	80	106	61	26	49	63	42	21	31
	28%	28%	20%	42%	33%	32%	19%	28%	29%	25%	36%	33%	35%	32%	23%	18%
					F								O			
Internet website	196	104	10	16	43	6	18	69	71	56	15	34	40	33	13	36
	22%	22%	34%	49%	27%	14%	11%	24%	19%	23%	21%	23%	22%	26%	15%	20%
		F		BA1F	F											
Radio	190	119	6	6	29	10	20	69	78	43	10	23	37	21	28	47
	21%	25%	23%	20%	18%	22%	12%	24%	21%	18%	15%	16%	21%	16%	31%	26%
		F														
Newspaper (daily)	155	75	9	1	11	1	58	49	67	39	8	19	47	26	11	28
	17%	16%	33%	3%	7%	2%	36%	17%	18%	16%	12%	13%	26%	20%	12%	16%
		EA1	DEA1				BDEA1						JKN			
Outdoor billboards	104	62	9	9	20	2	2	36	57	11	15	9	27	7	8	26
	12%	13%	33%	28%	12%	4%	1%	12%	16%	4%	21%	6%	15%	5%	9%	15%
		F	A1F	F	F				I							
YouTube	93	38	6	7	34	5	3	41	35	16	14	9	16	12	18	14
	10%	8%	22%	21%	21%	10%	2%	14%	10%	7%	20%	6%	9%	9%	20%	8%
		F			BF											
Public transit (bus or subway)	64	34	3	1	25	1	1	21	18	25	10	6	13	10	6	5
	7%	7%	9%	3%	16%	3%	*%	8%	5%	10%	13%	4%	7%	8%	7%	3%
		F			BA1F											
Pamphlet or brochure in the mail	47	24	5	0	9	2	6	19	13	15	6	6	14	1	5	4
	5%	5%	17%	2%	6%	4%	4%	7%	4%	6%	8%	4%	8%	1%	6%	2%
Newspaper (weekly or community)	43	22	5	1	6	1	8	7	23	12	8	2	11	6	4	11
	5%	5%	16%	2%	4%	2%	5%	3%	6%	5%	11%	1%	6%	4%	4%	6%
Twitter	39	17	-	1	14	1	6	7	27	5	3	8	7	9	2	6
	4%	4%		3%	9%	3%	4%	3%	7%	2%	4%	5%	4%	7%	2%	3%
					B											
Instagram	37	17	1	-	15	4	-	15	9	13	6	2	13	7	2	4
	4%	4%	5%		9%	9%		5%	2%	5%	9%	1%	8%	5%	2%	2%
Cinema	35	22	0	1	8	1	2	14	10	11	6	5	3	9	2	2
	4%	5%	1%	4%	5%	2%	1%	5%	3%	5%	8%	4%	1%	7%	3%	1%
Magazines	32	17	4	0	3	5	2	13	11	8	5	7	8	8	3	1
	4%	4%	15%	1%	2%	13%	1%	4%	3%	3%	6%	5%	5%	6%	3%	*%
LinkedIn	10	10	-	-	-	-	-	1	4	4	1	-	2	3	2	1
	1%	2%						*%	1%	2%	2%		1%	2%	2%	1%

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Other	5 1%	4 1%	-	-	2 1%	-	-	1 **%	0 **%	4 2%	-	0 **%	0 **%	0 **%	-	4 2%
Don't know	3 **%	3 1%	-	-	-	-	-	-	3 1%	-	-	-	-	-	3 3%	-

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you remember about this ad?
 Base: Respondents aware of any advertising from the Government of Canada

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	896	471	28	32	162	43	159	286	368	242	72	146	177	130	90	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1052	377	25	36	513	38	63	531	311	210	131	163	159	142	119	210
CANNABIS-RELATED (NET)	161	86	1	3	45	11	16	70	52	39	12	22	26	26	17	43
	18%	18%	2%	8%	28%	24%	10%	25%	14%	16%	16%	15%	15%	20%	18%	24%
Canada will legalize cannabis	58	28	-	1	16	5	8	36	11	11	2	8	2	14	9	19
	6%	6%		2%	10%	12%	5%	13%	3%	4%	3%	5%	1%	10%	10%	10%
Don't drive high / Don't smoke and drive	55	33	0	1	14	3	3	20	24	11	6	8	9	9	5	14
	6%	7%	0%	4%	9%	8%	2%	7%	7%	5%	8%	6%	5%	7%	5%	8%
It was about cannabis (unspecified)	49	26	0	1	16	2	5	15	17	17	4	6	15	4	2	11
	5%	5%	1%	2%	10%	5%	3%	5%	5%	7%	5%	4%	8%	3%	3%	6%
Elections / Voting	62	34	2	5	16	1	5	32	23	8	11	14	8	12	7	9
	7%	7%	6%	17%	10%	1%	3%	11%	6%	3%	15%	10%	5%	9%	8%	5%
Pipeline (Trans Mountain/Kinder Morgan)	37	25	-	-	2	0	10	6	26	5	5	0	6	7	3	13
	4%	5%			1%	1%	6%	2%	7%	2%	7%	0%	3%	5%	3%	7%
Various political party advertisements	34	13	-	0	4	8	9	4	16	14	2	3	7	5	1	7
	4%	3%		1%	2%	18%	5%	1%	4%	6%	3%	2%	4%	4%	1%	4%
Message from the Government of Canada	32	17	-	3	2	4	6	13	14	4	0	0	14	6	4	7
	4%	4%		8%	1%	9%	4%	5%	4%	2%	1%	0%	8%	5%	4%	4%
Healthcare (unspecified)	23	11	2	0	4	3	4	4	13	6	4	3	3	4	6	4
	3%	2%	8%	1%	2%	7%	2%	1%	3%	3%	5%	2%	2%	3%	6%	2%
Canadian Armed Forces recruitment	16	13	-	-	3	-	-	3	9	4	1	2	4	0	4	4
	2%	3%			2%			1%	3%	2%	2%	2%	2%	0%	4%	2%
Don't drink and drive	16	2	-	-	7	3	4	12	4	-	4	1	3	1	-	1
	2%	0%			4%	7%	3%	4%	1%		6%	1%	2%	1%		1%
Job opportunities	14	5	-	-	2	7	-	2	0	12	2	3	3	0	1	5
	2%	1%			1%	16%		1%	0%	5%	3%	2%	2%	0%	1%	3%
Immigration policy	13	7	-	-	1	0	5	1	1	11	-	4	4	1	-	4
	1%	2%			0%	0%	3%	0%	0%	4%		3%	2%	1%		2%
Various government programs (youth, social, etc.)	11	9	-	0	2	-	-	2	8	1	1	-	5	3	1	0
	1%	2%		1%	1%			1%	2%	0%	1%		3%	3%	1%	0%
Anti tobacco campaign	6	6	-	-	1	-	-	0	3	3	-	1	-	5	-	-
	1%	1%			0%			0%	1%	1%		0%		4%		

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you remember about this ad?
 Base: Respondents aware of any advertising from the Government of Canada

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Dangers / Risks of drug use	5 1%	3 1%	-	-	2 1%	-	0 *	1 *	3 1%	1 *	2 2%	0 *	0 *	0 *	3 3%	0 *
It was about taxes (unspecified)	5 1%	3 1%	-	-	1 1%	-	-	1 1%	-	3 1%	-	4 2%	0 *	1 1%	-	-
It was good / great / interesting / amazing / etc.	5 1%	1 *	0 1%	-	1 *	3 7%	-	1 *	1 *	3 1%	0 1%	1 1%	0 *	3 2%	-	-
Canadian National Parks (in general)	4 *	2 1%	0 1%	0 1%	1 1%	-	-	0 *	3 1%	1 *	0 *	-	-	1 1%	-	1 *
Fentanyl ads / Opioid crisis	2 *	1 *	-	-	1 *	-	-	0 *	-	1 1%	0 *	-	0 *	1 1%	-	-
It was regarding OSAP and free tuition	1 *	-	-	-	1 1%	-	-	1 *	-	-	-	-	-	-	1 1%	0 *
It was about tax season / Filing taxes	1 *	-	-	-	1 1%	-	-	1 *	-	-	-	-	-	-	-	-
RCMP recruitment	1 *	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	1 1%
General ad promoting the Government of Canada	1 *	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	1 1%	-	-
Other	175 20%	84 18%	7 24%	1 2%	32 19%	5 13%	47 29%	65 23%	65 18%	44 18%	10 14%	39 26%	49 27%	12 9%	17 19%	24 13%
None / Nothing	184 21%	95 20%	11 41%	16 52%	23 14%	1 2%	38 24%	44 16%	68 19%	71 29%	12 16%	27 18%	21 12%	35 27%	15 17%	49 27%
Don't know / Refused / Don't remember	109 12%	65 14%	5 16%	6 18%	17 11%	1 2%	16 10%	34 12%	59 16%	17 7%	10 14%	24 17%	27 15%	9 7%	13 15%	11 6%

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

How did you know that it was an ad from the Government of Canada?
 Base: Respondents aware of any advertising from the Government of Canada

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	896	471	28	32	162	43	159	286	368	242	72	146	177	130	90	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1052	377	25	36	513	38	63	531	311	210	131	163	159	142	119	210
Mentioned / Seen in the advertisement	366	208	7	13	73	16	49	144	122	100	24	58	82	52	42	75
	41%	44%	25%	40%	45%	37%	31%	50%	33%	41%	34%	40%	46%	40%	46%	42%
The logo	174	89	6	6	41	7	25	45	70	58	11	21	35	29	14	46
	19%	19%	20%	18%	25%	16%	16%	16%	19%	24%	16%	15%	20%	22%	15%	26%
The topic relates to the government	62	28	6	4	6	8	11	20	25	17	6	9	10	13	8	15
	7%	6%	20%	12%	3%	19%	7%	7%	7%	7%	9%	6%	5%	10%	9%	9%
The topic relates to party and politics	47	22	2	0	7	5	11	5	27	15	7	9	8	8	4	4
	5%	5%	8%	1%	4%	12%	7%	2%	7%	6%	10%	6%	5%	6%	5%	2%
Justin Trudeau/Prime Minister was speaking / mentioned	35	19	-	-	1	1	14	5	24	5	1	9	4	3	3	12
	4%	4%			1%	2%	9%	2%	7%	2%	2%	6%	2%	2%	3%	7%
It was obvious (unspecified)	17	7	5	-	3	-	3	4	10	3	0	2	-	4	3	3
	2%	1%	17%		2%		2%	1%	3%	1%	*	2%		3%	4%	2%
Had the Canadian flag	14	7	-	3	4	-	-	4	4	7	0	1	4	0	4	2
	2%	1%		10%	3%			1%	1%	3%	*	1%	2%	*	5%	1%
The music / jingle	13	7	-	3	3	-	-	2	5	6	-	4	-	1	4	2
	1%	1%		11%	2%			1%	1%	3%		2%		*	4%	1%
Website address	12	7	-	-	5	0	-	4	2	6	2	6	0	1	-	2
	1%	1%			3%	*		1%	1%	3%	3%	4%	*	1%		1%
Noticed / recognized politician (in general)	12	3	2	-	1	-	6	5	7	-	1	4	3	1	-	2
	1%	1%	9%		1%		4%	2%	2%		1%	3%	2%	1%		1%
Other	56	34	-	1	8	0	12	18	24	13	4	9	12	6	6	10
	6%	7%		5%	5%	*	7%	6%	7%	5%	6%	6%	7%	5%	7%	6%
None / Nothing	15	5	-	0	4	1	5	8	3	4	1	5	4	3	1	1
	2%	1%		1%	3%	1%	3%	3%	1%	2%	2%	3%	2%	2%	2%	*
Don't know / Refused	112	54	0	5	20	5	29	27	62	23	15	19	20	14	7	14
	13%	11%	1%	14%	12%	11%	18%	9%	17%	10%	21%	13%	11%	10%	8%	8%

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about legalizing cannabis?
 Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065	951	78	79	299	114	544	672	831	562	192	306	357	253	239	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Yes	1110	506	38	41	169	55	302	377	451	283	109	167	236	140	116	212
	54%	53%	48%	51%	57%	48%	56%	56%	54%	50%	57%	54%	66%	55%	48%	47%
													NO			
No	955	446	40	39	130	59	241	295	380	279	83	140	120	113	123	242
	46%	47%	52%	49%	43%	52%	44%	44%	46%	50%	43%	46%	34%	45%	52%	53%
															L	L

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where have you seen, read or heard this Government of Canada ad about legalizing cannabis?
 Base: Respondents aware of Government of Canada ads about legalizing cannabis

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1101	502	38	41	168	51	302	369	451	282	107	167	232	140	116	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1202	416	30	42	563	40	111	632	334	236	148	171	196	145	148	244
Television	613	231	14	21	77	20	249	212	286	115	62	94	142	87	51	104
	56%	46%	38%	53%	46%	40%	82%	57%	63%	41%	57%	56%	61%	62%	44%	50%
							BCDEA1	I	I							
Radio	351	189	24	7	48	16	68	119	144	89	20	30	72	44	64	87
	32%	38%	64%	16%	29%	32%	22%	32%	32%	31%	19%	18%	31%	32%	56%	42%
		F	DEF												JKLM	JK
Facebook	234	116	8	16	49	12	33	100	77	56	31	55	51	34	14	40
	21%	23%	22%	38%	29%	24%	11%	27%	17%	20%	29%	33%	22%	24%	12%	19%
		F		F	F			H				N				
Internet website	226	115	6	10	55	15	25	91	92	43	31	48	66	26	16	25
	21%	23%	17%	24%	33%	29%	8%	25%	20%	15%	29%	29%	28%	19%	13%	12%
		F			BF	F					O	O	O			
Newspaper (daily)	219	92	11	4	18	1	92	65	97	58	13	19	53	28	22	52
	20%	18%	29%	9%	11%	3%	30%	18%	21%	21%	12%	11%	23%	20%	19%	25%
		EA1	A1				BDEA1						K			JK
YouTube	95	29	7	10	35	10	5	49	29	17	21	16	10	17	11	15
	9%	6%	17%	24%	21%	19%	2%	13%	6%	6%	20%	9%	4%	12%	9%	7%
					BF						L					
Newspaper (weekly or community)	82	33	1	4	9	4	32	28	26	29	12	6	19	12	7	16
	7%	7%	2%	9%	5%	8%	11%	7%	6%	10%	11%	4%	8%	9%	6%	8%
Public transit (bus or subway)	72	25	4	4	23	2	15	25	16	31	9	4	10	12	6	21
	7%	5%	11%	9%	14%	3%	5%	7%	3%	11%	9%	2%	4%	9%	5%	10%
					BF					H						
Outdoor billboards	52	23	5	6	12	1	5	18	22	12	7	5	14	9	3	5
	5%	5%	12%	15%	7%	2%	2%	5%	5%	4%	7%	3%	6%	6%	3%	3%
					F											
Instagram	45	15	5	4	14	1	5	21	15	8	5	5	9	2	5	17
	4%	3%	12%	10%	9%	3%	2%	6%	3%	3%	5%	3%	4%	2%	4%	8%
					F											
Twitter	43	13	0	7	9	6	8	19	13	10	4	9	9	7	1	9
	4%	3%	*%	17%	5%	11%	3%	5%	3%	4%	3%	5%	4%	5%	1%	4%
Magazines	34	14	1	4	2	1	13	14	9	11	4	1	4	11	2	11
	3%	3%	1%	9%	1%	2%	4%	4%	2%	4%	4%	1%	2%	8%	2%	5%
														KLN		
Pamphlet or brochure in the mail	24	12	3	3	4	1	1	15	7	2	3	0	2	5	3	6
	2%	2%	9%	7%	2%	3%	*%	4%	2%	1%	3%	*%	1%	4%	3%	3%
Cinema	24	10	1	3	2	1	7	7	11	6	5	2	1	4	0	7
	2%	2%	1%	8%	1%	2%	2%	2%	2%	2%	5%	1%	1%	3%	*%	3%
Friends / Family	13	6	-	-	4	-	4	3	5	6	0	1	9	0	1	0
	1%	1%			2%		1%	1%	1%	2%	*%	1%	4%	*%	1%	*%

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where have you seen, read or heard this Government of Canada ad about legalizing cannabis?
 Base: Respondents aware of Government of Canada ads about legalizing cannabis

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
LinkedIn	8 1%	4 1%	-	3 6%	0 *%	-	1 *%	4 1%	1 *%	3 1%	-	-	4 2%	-	0 *%	4 2%
School / Teachers	2 *%	-	-	1 3%	1 1%	0 *%	-	1 *%	0 *%	1 *%	0 *%	0 *%	-	-	-	0 *%
Other, specify	16 1%	12 2%	0 1%	0 1%	3 2%	0 *%	0 *%	4 1%	8 2%	3 1%	1 1%	4 2%	5 2%	0 *%	-	4 2%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you remember about this ad?
 Base: Respondents aware of Government of Canada ads about legalizing cannabis

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	1110	506	38	41	169	55	302	377	451	283	109	167	236	140	116	212
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1207	417	30	42	566	41	111	636	334	237	149	171	198	145	148	246
Cannabis is legalized on October 17, 2018	215	106	1	12	26	5	65	77	85	53	21	31	52	26	23	42
	19%	21% C	2%	30% C	15%	10%	21% C	20%	19%	19%	19%	18%	22%	19%	20%	20%
Don't drive high / Don't smoke and drive	180	79	8	2	32	4	54	55	71	54	10	22	44	22	16	46
	16%	16%	22%	5%	19%	7%	18%	15%	16%	19%	9%	13%	19%	16%	14%	22%
Legalization of cannabis (in general)	149	64	4	7	29	14	31	70	58	20	23	19	25	19	19	25
	13%	13%	10%	18%	17%	25%	10%	19% I	13%	7%	22%	11%	11%	13%	16%	12%
Laws on cannabis use (general regulations)	128	51	3	4	25	0	46	30	56	42	19	17	22	13	10	33
	12%	10%	8%	9%	15%	1%	15% A1	8%	12%	15%	17%	10%	9%	9%	9%	16%
Cannabis commercialization (retail, etc)	54	16	0	-	4	8	25	20	25	9	9	13	9	11	1	5
	5%	3%	*%	-	2%	15% BCE	8% E	5%	6%	3%	8%	8%	4%	8%	1%	3%
Raise awareness on cannabis use	48	22	0	6	12	-	8	16	8	24	2	10	10	3	3	19
	4%	4%	*%	15%	7% F	-	3%	4%	2%	9% H	2%	6%	4%	2%	3%	9%
US restrictions on Canadian cannabis users	39	12	-	2	2	9	13	14	13	12	4	10	6	3	3	11
	4%	2%	-	5%	1%	17% BE	4%	4%	3%	4%	3%	6%	3%	2%	2%	5%
Cannabis (in general)	38	20	-	1	6	3	8	16	10	12	3	6	15	3	3	4
	3%	4%	-	1%	4%	6%	3%	4%	2%	4%	3%	3%	7%	2%	3%	2%
Risks of cannabis use (in general)	31	14	-	2	6	-	11	6	13	12	1	6	10	1	4	7
	3%	3%	-	4%	3%	-	3%	2%	3%	4%	1%	4%	4%	1%	3%	3%
Youth and cannabis prevention	17	5	-	-	4	0	8	6	0	11	1	0	-	5	4	7
	2%	1%	-	-	3%	*%	3%	2%	*%	4% H	1%	*%	-	4% K	3%	3%
Be responsible with cannabis use	8	3	2	-	3	0	-	2	5	1	2	-	2	0	0	3
	1%	1%	5%	-	2%	1%	-	1%	1%	*%	2%	-	1%	*%	*%	1%
Advances in medical marijuana	8	4	-	-	0	-	3	1	6	0	0	-	5	-	0	3
	1%	1%	-	-	*%	-	1%	*%	1%	*%	*%	-	2%	-	*%	1%
Don't use drugs / Drugs are bad	4	1	-	-	1	-	2	1	3	0	2	-	1	0	-	0
	*%	*%	-	-	1%	-	1%	*%	1%	*%	2%	-	*%	*%	-	*%
Other	60	33	5	0	6	0	15	18	22	20	6	9	10	8	11	13
	5%	7%	14%	*%	3%	1%	5%	5%	5%	7%	6%	5%	4%	6%	10%	6%
Don't know	260	113	15	12	33	18	68	77	111	72	25	42	46	44	23	39
	23%	22%	39%	30%	20%	34%	23%	20%	25%	26%	23%	25%	19%	32%	20%	18%

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please state your level of agreement with the following statements about cannabis. - I understand the health impacts of using cannabis.
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Strongly disagree	111 5%	58 6%	3 4%	3 4%	10 3%	4 3%	32 6%	31 5%	55 7%	25 5%	5 3%	23 7%	20 6%	11 4%	5 2%	21 5%
Somewhat disagree	172 8%	71 7% D	3 4%	0 *%	35 12% BD	11 9%	51 9% D	39 6%	81 10%	51 9%	22 11%	25 8%	17 5%	25 10%	23 10%	39 9%
Neither agree nor disagree	340 16%	157 16%	15 19%	18 22%	46 15%	23 20%	82 15%	133 20%	123 15%	85 15%	35 19%	61 20%	46 13%	39 15%	42 18%	72 16%
Somewhat agree	853 41%	359 38%	36 47%	43 54%	125 42%	37 32%	253 46%	254 38%	327 39%	272 48% G	66 35%	115 38%	166 47%	100 40%	110 46%	193 42%
Strongly agree	589 29%	306 32% F	20 26%	15 19%	82 27%	40 35%	126 23%	215 32% I	244 29%	130 23%	62 33%	83 27%	107 30%	78 31%	58 24%	129 29%
TOP-TWO BOX	1442 70%	665 70%	56 73%	58 73%	207 69%	77 67%	379 70%	469 70%	572 69%	401 71%	129 67%	198 65%	274 77% K	178 71%	168 70%	322 71%
BOTTOM-TWO BOX	283 14%	129 14%	6 8%	4 5%	46 15% D	15 13%	83 15%	70 10%	136 16% G	76 14%	27 14%	47 15%	37 10%	36 14%	28 12%	60 13%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please state your level of agreement with the following statements about cannabis. - I know where to find information about the health impacts of cannabis.
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Strongly disagree	139 7%	64 7%	6 8%	5 7%	13 4%	4 4%	46 8%	36 5%	60 7%	43 8%	12 6%	26 8%	12 3%	13 5%	10 4%	34 7%
Somewhat disagree	240 12%	104 11%	2 2%	8 10%	39 13%	11 10%	76 14%	73 11%	106 13%	62 11%	15 8%	29 10%	42 12%	27 11%	30 12%	70 15%
Neither agree nor disagree	472 23%	208 22%	25 32%	27 33%	72 24%	32 28%	109 20%	198 30%	167 20%	107 19%	60 31%	71 23%	82 23%	50 20%	54 23%	92 20%
Somewhat agree	715 35%	317 33%	29 37%	23 29%	97 33%	41 36%	208 38%	204 30%	300 36%	211 37%	45 24%	118 39%	135 38%	89 35%	82 34%	157 35%
Strongly agree	499 24%	258 27%	16 21%	17 21%	78 26%	26 23%	104 19%	161 24%	198 24%	140 25%	60 31%	62 20%	87 24%	74 29%	64 27%	101 22%
TOP-TWO BOX	1214 59%	575 60%	45 58%	40 50%	176 59%	67 58%	312 57%	365 54%	498 60%	350 62%	105 55%	180 59%	222 62%	163 64%	146 61%	258 57%
BOTTOM-TWO BOX	379 18%	168 18%	8 10%	13 17%	52 17%	15 14%	122 22%	109 16%	165 20%	105 19%	27 14%	55 18%	53 15%	40 16%	39 16%	103 23%

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In the last year, have you accessed any information online about: - the Government's work to legalize cannabis
 Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Yes	701 34%	342 36% F	21 27%	37 47% F	112 38% F	41 36%	148 27%	207 31%	295 36%	199 35%	67 35%	118 38%	140 39%	99 39%	81 34%	134 30%
No	1364 66%	609 64%	57 73%	42 53%	187 62%	73 64%	396 73% BDE	465 69%	535 64%	363 65%	125 65%	188 62%	216 61%	153 61%	158 66%	320 70%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In the last year, have you accessed any information online about: the health impacts of cannabis
 Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Yes	737 36%	342 36%	26 33%	31 39%	130 43% F	42 37%	166 31%	232 35%	269 32%	236 42% H	70 36%	118 39%	136 38%	89 35%	81 34%	155 34%
No	1328 64%	609 64%	52 67%	48 61%	169 57%	72 63%	377 69% E	440 65%	562 68%	326 58%	122 64%	188 61%	221 62%	163 65%	157 66%	298 66%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Over the past three weeks, have you seen, read or heard any of these ads?
 Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Total Answering	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Yes	346 17%	151 16%	10 12%	9 11%	63 21%	22 19%	91 17%	117 17%	130 16%	99 18%	38 20%	49 16%	71 20%	49 19%	35 15%	68 15%
No	1719 83%	800 84%	68 88%	71 89%	236 79%	92 81%	452 83%	555 83%	701 84%	463 82%	154 80%	257 84%	285 80%	204 81%	203 85%	386 85%

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where have you seen, read or heard these ads?
Base: Respondents who have seen ads

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	346 100%	151 100%	10 100%	9 100%	63 100%	22 100%	91 100%	117 100%	130 100%	99 100%	38 100%	49 100%	71 100%	49 100%	35 100%	68 100%
Unweighted Total	484	170	13	14	235	17	35	254	129	101	65	71	70	66	61	99
Television	214 62%	80 53%	7 78%	3 36%	28 45%	15 66%	81 89%	71 60%	87 67%	56 56%	22 57%	34 70%	45 64%	29 61%	19 54%	45 66%
Facebook	83 24%	44 29% F	1 15%	3 37%	17 28% F	7 30%	10 11%	36 31%	21 16%	26 27%	9 23%	15 31%	25 34%	10 21%	11 30%	10 15%
Internet website	78 23%	39 26%	2 16%	0 6%	17 28%	7 31%	13 15%	28 24%	27 21%	23 23%	9 25%	15 31%	11 16%	12 26%	9 24%	11 16%
YouTube	65 19%	21 14%	4 45% F	6 71% BF	26 42% BF	5 23%	2 2%	30 26%	24 19%	11 11%	12 33%	6 13%	9 12%	8 17%	9 26%	14 20%
Radio	34 10%	26 17% EF	1 14%	0 6%	2 3%	1 3%	4 4%	14 12%	7 5%	13 13%	1 3%	2 5%	12 17%	1 2%	6 17%	11 16%
Cinema	27 8%	19 12% E	2 24%	0 3%	3 4%	1 5%	2 2%	5 5%	19 15% GI	3 3%	5 13%	6 11%	6 9%	6 13%	4 10%	1 1%
Newspaper (daily)	17 5%	6 4%	1 14%	3 31% BE	0 *%	0 1%	7 7%	7 6%	2 1%	9 9%	1 3%	3 7%	4 5%	-	4 12%	5 7%
Instagram	13 4%	5 3%	1 14%	1 16%	5 8%	0 1%	-	8 6%	3 3%	2 2%	4 10%	3 5%	3 4%	1 2%	1 2%	2 3%
Public transit (bus or subway)	12 3%	5 4%	-	3 39% BE	2 4%	1 3%	-	8 7%	3 2%	1 1%	2 5%	6 12%	-	0 *%	0 1%	3 5%
Twitter	8 2%	4 3%	0 2%	1 16%	1 2%	1 5%	-	5 4%	2 2%	1 1%	3 7%	1 1%	3 4%	0 1%	0 1%	1 2%
Outdoor billboards	8 2%	7 4%	-	1 7%	1 1%	-	-	2 2%	4 3%	2 2%	1 3%	1 3%	0 *%	-	0 1%	2 3%
Newspaper (weekly or community)	8 2%	3 2%	0 2%	1 13%	0 *%	3 14%	-	-	1 *%	7 7%	0 *%	0 *%	-	3 7%	3 8%	-
Pamphlet or brochure in the mail	6 2%	4 3%	-	0 2%	1 2%	-	-	2 1%	3 2%	1 1%	0 1%	-	0 *%	3 6%	2 7%	-
LinkedIn	3 1%	1 1%	-	-	1 2%	-	-	-	0 *%	3 3%	0 *%	-	1 2%	-	1 3%	0 *%
Magazines	1 *%	1 1%	-	0 2%	0 *%	0 1%	-	1 *%	1 1%	0 *%	0 *%	0 *%	0 *%	-	0 1%	0 1%
Other	1 *%	-	-	0 2%	1 1%	-	-	1 *%	0 *%	-	0 1%	-	0 *%	-	0 1%	-

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where have you seen, read or heard these ads?
 Base: Respondents who have seen ads

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Don't know	3 1%	2 2%	-	-	0 1%	-	-	0 **%	-	2 2%	-	-	-	0 1%	-	-

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you think is the main point these ads are trying to get across?
Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065	951	78	79	299	114	544	672	831	562	192	306	357	253	239	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Health effects from cannabis	647	283	24	16	86	29	208	188	291	167	68	82	143	78	69	130
	31%	30%	31%	20%	29%	26%	38%	28%	35%	30%	36%	27%	40%	31%	29%	29%
							DE						KO			
Ask/Get information from government	451	233	20	16	78	33	71	136	176	140	35	66	58	74	55	111
	22%	24%	25%	20%	26%	29%	13%	20%	21%	25%	18%	21%	16%	29%	23%	25%
		F			F	F								L		
Ask/Get information from government	451	233	20	16	78	33	71	136	176	140	35	66	58	74	55	111
	22%	24%	25%	20%	26%	29%	13%	20%	21%	25%	18%	21%	16%	29%	23%	25%
		F			F	F								L		
Impact/Risks of drug/cannabis (ab)use	275	124	9	10	41	14	77	87	89	99	28	44	44	24	21	77
	13%	13%	11%	13%	14%	12%	14%	13%	11%	18%	14%	14%	12%	10%	9%	17%
										H						
Referral to government website	145	71	7	7	22	17	20	56	44	45	10	19	17	34	12	31
	7%	7%	9%	9%	7%	15%	4%	8%	5%	8%	5%	6%	5%	13%	5%	7%
						F								JKLN		
Say no to drugs / Don't use cannabis / is bad	105	35	6	2	15	10	38	40	36	30	11	12	18	5	12	27
	5%	4%	7%	3%	5%	9%	7%	6%	4%	5%	6%	4%	5%	2%	5%	6%
Be careful/cautious when using cannabis	101	39	-	3	14	3	42	26	60	15	17	14	20	15	17	8
	5%	4%		4%	5%	2%	8%	4%	7%	3%	9%	4%	5%	6%	7%	2%
									I		O					
Be responsible when using cannabis	97	49	3	2	13	9	22	38	41	18	2	13	16	13	23	25
	5%	5%	4%	2%	4%	7%	4%	6%	5%	3%	1%	4%	4%	5%	10%	6%
															J	
Cannabis legislation / Cannabis will be legal	93	42	4	7	23	6	12	31	38	25	12	11	21	11	13	14
	5%	4%	5%	9%	8%	5%	2%	5%	5%	4%	6%	3%	6%	4%	6%	3%
					F											
Cannabis leads to addiction	92	35	3	5	7	11	30	33	45	13	7	9	16	5	23	18
	4%	4%	4%	6%	2%	10%	5%	5%	5%	2%	4%	3%	4%	2%	10%	4%
															JKMO	
Don't drive high/on drugs	56	17	3	1	8	9	19	26	16	13	6	23	9	4	2	8
	3%	2%	4%	1%	3%	8%	3%	4%	2%	2%	3%	7%	3%	2%	1%	2%
												MNO				
Cannabis and youth (in general)	51	15	2	-	9	5	19	22	19	9	1	3	12	8	1	18
	2%	2%	3%		3%	5%	3%	3%	2%	2%	*	1%	3%	3%	*	4%
Cannabis (in general)	26	13	-	6	7	0	-	7	10	9	2	2	9	1	4	6
	1%	1%		8%	2%	*		1%	1%	2%	1%	1%	2%	1%	2%	1%
Other	68	47	-	2	3	-	16	22	34	12	4	1	17	17	10	8
	3%	5%		2%	1%		3%	3%	4%	2%	2%	*	5%	7%	4%	2%
		E											K	KO	K	

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What do you think is the main point these ads are trying to get across?
 Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Don't know / No answer	153	77	12	7	27	0	30	47	71	35	29	32	13	19	16	22
	7%	8% A1	16% A1	9%	9%	*%	5%	7%	9%	6%	15% LNO	10% L	4%	7%	7%	5%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? - These ads catch my attention
 Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
1 - Strongly Disagree	235 11%	87 9%	20 25% BEA1	6 7%	22 7%	8 7%	92 17% BE	80 12%	105 13%	50 9%	28 15%	41 13%	46 13%	22 9%	21 9%	40 9%
2	322 16%	148 16%	10 13%	11 14%	47 16%	20 17%	86 16%	108 16%	127 15%	88 16%	28 14%	50 16%	42 12%	46 18%	51 21% L	64 14%
3	712 34%	337 35%	24 31%	30 37%	111 37%	43 37%	167 31%	246 37%	275 33%	191 34%	80 42%	90 29%	119 33%	85 34%	74 31%	171 38%
4	516 25%	269 28% A1F	14 18%	23 29%	90 30% A1F	16 14%	104 19%	143 21%	236 28% G	137 24%	26 13%	83 27% J	98 28% J	51 20%	72 30% J	112 25% J
5 - Strongly Agree	280 14%	110 12%	10 12%	10 12%	29 10%	28 24% E	94 17% E	96 14%	87 10%	97 17% H	30 16%	42 14%	51 14%	48 19% N	20 9%	67 15%
TOP-TWO BOX	797 39%	379 40%	24 31%	32 41%	118 40%	43 38%	199 37%	239 36%	323 39%	234 42%	56 29%	125 41%	149 42%	100 39%	92 39%	178 39%
BOTTOM-TWO BOX	557 27%	235 25%	30 39%	17 22%	69 23%	28 24% E	177 33% E	187 28%	232 28%	138 24%	56 29%	91 30%	89 25%	68 27%	73 30%	104 23%

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads are relevant to me
Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
1 - Strongly Disagree	718 35%	271 29%	38 48% BDE	16 20%	67 23%	36 31%	290 53% BDEA1	224 33%	320 38%	174 31%	67 35%	113 37%	147 41% NO	83 33%	68 28%	131 29%
2	345 17%	187 20% C	2 3%	9 12%	52 17% C	22 20% C	72 13%	120 18%	139 17%	86 15%	32 17%	42 14%	54 15%	48 19%	48 20%	83 18%
3	521 25%	259 27% F	23 30%	29 36% F	90 30% F	38 34% F	82 15%	179 27%	174 21%	167 30% H	49 25%	87 28%	67 19%	53 21%	75 31% L	131 29%
4	281 14%	137 14% F	12 16%	14 18%	62 21% BA1F	10 9%	46 8%	79 12%	120 14%	82 15%	20 10%	41 13%	45 13%	36 14%	33 14%	66 14%
5 - Strongly Agree	201 10%	97 10%	3 3%	11 14%	28 9%	8 7%	55 10%	70 10%	78 9%	53 9%	25 13%	23 8%	44 12%	33 13%	15 6%	43 9%
TOP-TWO BOX	482 23%	234 25%	15 19%	25 32%	90 30% F	18 15%	100 18%	149 22%	198 24%	135 24%	45 23%	64 21%	89 25%	69 27%	48 20%	108 24%
BOTTOM-TWO BOX	1063 51%	458 48% E	40 51%	26 32%	119 40%	58 51%	362 67% BDE	344 51%	459 55%	260 46%	98 51%	155 51%	200 56%	131 52%	116 48%	214 47%

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads are difficult to follow
 Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
1 - Strongly Disagree	871 42%	414 44%	36 46%	25 32%	137 46%	51 45%	208 38%	264 39%	329 40%	278 49%	82 43%	113 37%	152 43%	120 47%	94 39%	197 43%
2	528 26%	247 26%	14 18%	26 33%	80 27%	34 30%	127 23%	173 26%	217 26%	138 25%	37 19%	68 22%	84 24%	48 19%	75 31%	159 35%
3	458 22%	196 21%	14 18%	19 24%	63 21%	24 21%	141 26%	158 23%	203 24%	96 17%	53 28%	80 26%	87 24%	56 22%	54 23%	61 14%
4	136 7%	55 6%	13 17% EA1	5 7%	15 5%	1 1%	46 9% A1	43 6%	60 7%	33 6%	15 8%	34 11% O	19 5%	17 7%	11 5%	18 4%
5 - Strongly Agree	73 4%	40 4% E	1 1%	3 4%	4 1%	4 3%	22 4%	34 5%	22 3%	16 3%	5 3%	11 4%	15 4%	12 5%	5 2%	17 4%
TOP-TWO BOX	208 10%	94 10%	14 18%	9 11%	19 6%	5 4%	68 13% E	77 12%	82 10%	49 9%	20 10%	45 15%	34 10%	29 11%	16 7%	35 8%
BOTTOM-TWO BOX	1399 68%	661 70%	50 64%	51 65%	217 73% F	85 75%	335 62%	437 65%	546 66%	417 74% GH	119 62%	181 59%	236 66%	168 66%	169 71%	357 79% JKLM

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads do not favour one political party over another
Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
1 - Strongly Disagree	136 7%	59 6%	4 6%	4 5%	19 6%	7 6%	43 8%	41 6%	75 9% I	20 4%	18 9%	19 6%	25 7%	14 6%	11 5%	16 3%
2	121 6%	55 6%	10 13%	2 2%	23 8%	9 8%	22 4%	36 5%	51 6%	35 6%	9 5%	10 3%	20 6%	23 9%	17 7%	24 5%
3	483 23%	224 24%	10 13%	25 32%	75 25%	29 26%	119 22%	199 30% HI	186 22%	98 17%	68 35% LMO	91 30% O	78 22%	48 19%	62 26%	71 16%
4	460 22%	223 23%	11 14%	31 39% CEA1F	63 21%	15 13%	117 21%	144 21%	188 23%	128 23%	19 10%	88 29% J	90 25% J	50 20%	60 25% J	116 26% J
5 - Strongly Agree	865 42%	390 41% D	42 54% D	17 22%	118 40% D	54 47% D	243 45% D	252 38%	331 40%	281 50% GH	78 41%	99 32%	144 40%	118 47% K	89 37%	228 50% KN
TOP-TWO BOX	1325 64%	613 64%	53 68%	48 61%	182 61%	69 61%	360 66%	396 59%	519 63%	410 73% GH	97 51%	186 61%	234 66% J	168 66% J	149 62%	344 76% JKN
BOTTOM-TWO BOX	257 12%	114 12%	15 19%	6 7%	42 14%	16 14%	65 12%	77 11%	126 15%	55 10%	27 14%	29 9%	45 13%	37 15%	28 12%	39 9%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads talk about an important topic
Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
1 - Strongly Disagree	85 4%	40 4%	6 7%	2 3%	6 2%	0 *	30 6%	34 5%	40 5%	10 2%	12 6%	8 3%	24 7%	9 4%	8 3%	5 1%
							A1	I	I				O			
2	87 4%	23 2%	15 19%	4 6%	14 5%	9 8%	22 4%	37 5%	29 4%	21 4%	11 5%	13 4%	15 4%	5 2%	17 7%	20 4%
			BEF													
3	349 17%	192 20%	11 14%	15 19%	56 19%	28 25%	46 9%	120 18%	151 18%	77 14%	49 26%	71 23%	42 12%	42 17%	37 16%	71 16%
		F			F	F					L	L				
4	625 30%	295 31%	15 20%	23 29%	105 35%	19 17%	168 31%	208 31%	248 30%	170 30%	40 21%	93 30%	99 28%	76 30%	86 36%	141 31%
					CA1										J	
5 - Strongly Agree	920 45%	401 42%	31 40%	35 44%	118 39%	58 50%	278 51%	273 41%	363 44%	284 51%	80 42%	121 40%	176 49%	121 48%	90 38%	216 48%
							E			G						
TOP-TWO BOX	1545 75%	695 73%	46 60%	57 72%	223 75%	77 67%	446 82%	481 71%	611 74%	454 81%	120 62%	214 70%	275 77%	196 78%	176 74%	357 79%
							BC			G			J	J		J
BOTTOM-TWO BOX	171 8%	64 7%	20 26%	7 8%	20 7%	9 8%	52 10%	71 11%	69 8%	31 6%	23 12%	21 7%	39 11%	14 6%	26 11%	25 6%
			BEA1F					I								

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads provide new information
Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
1 - Strongly Disagree	254 12%	114 12%	23 29% BEA1F	9 11%	28 9%	8 7%	72 13%	76 11%	108 13%	70 12%	40 21% KMNO	27 9%	53 15%	26 10%	21 9%	48 11%
2	307 15%	128 13%	11 14%	11 14%	52 17%	15 13%	90 17%	106 16%	126 15%	75 13%	22 12%	56 18%	61 17%	28 11%	41 17%	54 12%
3	766 37%	371 39% E	26 33%	30 38%	93 31%	41 36%	205 38%	264 39%	315 38%	187 33%	64 34%	117 38%	121 34%	105 42%	91 38%	174 38%
4	464 22%	215 23%	11 14%	20 25%	88 29% CF	31 28%	99 18%	141 21%	167 20%	156 28%	34 18%	71 23%	68 19%	54 21%	66 28%	118 26%
5 - Strongly Agree	274 13%	122 13%	8 10%	9 11%	39 13%	18 16%	78 14%	84 13%	115 14%	75 13%	30 16%	35 12%	54 15%	40 16%	19 8%	59 13%
TOP-TWO BOX	738 36%	338 36%	18 24%	29 36%	127 42% CF	49 43%	177 33%	225 34%	282 34%	230 41%	65 34%	106 35%	121 34%	94 37%	85 36%	178 39%
BOTTOM-TWO BOX	561 27%	242 25%	34 43% A1	20 25%	80 27%	24 21%	162 30%	182 27%	234 28%	145 26%	63 33%	83 27%	114 32%	54 21%	62 26%	102 22%

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Please indicate your level of agreement with the following statements about these ads? -These ads clearly convey that the Government of Canada wants to educate Canadians about the legalization of cannabis.
Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
1 - Strongly Disagree	81 4%	31 3%	6 8%	2 3%	6 2%	-	35 6%	19 3%	36 4%	26 5%	12 6%	9 3%	26 7%	5 2%	10 4%	5 1%
2	141 7%	57 6%	9 11%	5 7%	14 5%	11 9%	46 8%	47 7%	63 8%	31 6%	14 7%	12 4%	27 8%	35 14%	21 9%	22 5%
3	445 22%	198 21%	19 24%	18 23%	66 22%	24 21%	121 22%	135 20%	192 23%	117 21%	43 22%	95 31%	58 16%	42 17%	58 24%	78 17%
4	687 33%	336 35%	23 29%	33 42%	94 31%	31 27%	170 31%	242 36%	275 33%	170 30%	43 22%	104 34%	123 34%	87 35%	89 37%	166 37%
5 - Strongly Agree	711 34%	328 35%	21 27%	21 27%	120 40%	49 43%	172 32%	230 34%	264 32%	217 39%	80 42%	85 28%	122 34%	83 33%	61 26%	183 40%
TOP-TWO BOX	1398 68%	664 70%	44 57%	54 68%	214 72%	80 70%	342 63%	471 70%	540 65%	388 69%	123 64%	189 62%	245 69%	170 67%	150 63%	349 77%
BOTTOM-TWO BOX	222 11%	89 9%	15 19%	7 9%	20 7%	11 9%	81 15%	66 10%	99 12%	57 10%	26 13%	22 7%	53 15%	40 16%	31 13%	27 6%

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Which of the following categories best describes your current employment status? Are you...
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Working full-time (35 or more hours per week)	737 36%	737 78%	-	-	-	-	-	156 23%	325 39%	257 46%	9 5%	86 28%	128 36%	113 45%	115 48%	222 49%
Working part-time (less than 35 hours per week)	214 10%	214 22%	-	-	-	-	-	57 8%	103 12%	54 10%	22 12%	41 13%	37 11%	31 12%	18 8%	45 10%
Self-employed	78 4%	-	78 100%	-	-	-	-	9 1%	39 5%	29 5%	8 4%	4 1%	11 3%	7 3%	15 6%	16 3%
Unemployed, but looking for work	79 4%	-	-	79 100%	-	-	-	41 6%	21 3%	17 3%	28 14%	10 3%	10 3%	2 1%	7 3%	13 3%
A student attending school full-time	299 14%	-	-	-	299 100%	-	-	203 30%	60 7%	36 6%	58 30%	43 14%	34 9%	29 12%	29 12%	46 10%
Retired	511 25%	-	-	-	-	-	511 94%	127 19%	244 29%	140 25%	48 25%	74 24%	116 33%	56 22%	46 19%	93 21%
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	114 6%	-	-	-	-	114 100%	-	66 10%	23 3%	25 4%	13 7%	38 12%	19 5%	7 3%	9 4%	17 4%
Other employment status	33 2%	-	-	-	-	-	33 6%	12 2%	17 2%	5 1%	6 3%	11 3%	1 *%	7 3%	0 *%	1 *%

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

What is the highest level of formal education that you have completed?
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Grade 8 or less	29 1%	3 *	2 2%	2 3%	18 6%	0 *	5 1%	29 4%	-	-	7 4%	3 1%	3 1%	2 1%	3 1%	8 2%
Some high school	164 8%	29 3%	4 5%	12 16%	71 24%	18 15%	29 5%	164 24%	-	-	39 21%	22 7%	27 8%	14 6%	13 6%	25 5%
High school diploma or equivalent	479 23%	181 19%	4 5%	27 34%	114 38%	49 43%	105 19%	479 71%	-	-	57 30%	121 40%	96 27%	41 16%	48 20%	57 13%
Registered Apprenticeship or other trades certificate or diploma	124 6%	54 6%	5 6%	1 1%	11 4%	0 *	54 10%	-	124 15%	-	13 7%	18 6%	31 9%	13 5%	15 6%	13 3%
College, CEGEP or other non-university certificate or diploma	541 26%	272 29%	21 27%	20 25%	30 10%	15 13%	183 34%	-	541 65%	-	42 22%	64 21%	109 30%	88 35%	76 32%	108 24%
University certificate or diploma below bachelor's level	166 8%	103 11%	14 18%	0 *	19 6%	7 6%	23 4%	-	166 20%	-	8 4%	18 6%	27 8%	19 7%	28 12%	48 11%
Bachelor's degree	366 18%	196 21%	16 21%	17 22%	30 10%	22 19%	86 16%	-	-	366 65%	22 11%	33 11%	43 12%	57 22%	34 14%	129 28%
Postgraduate degree above bachelor's level	196 9%	115 12%	13 16%	-	6 2%	3 3%	58 11%	-	-	196 35%	4 2%	26 9%	21 6%	18 7%	22 9%	66 15%

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Are there any children under the age of 18 currently living in your household?
Base: All respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Yes	713 35%	399 42% F	22 28% F	33 41% F	149 50% BCF	67 59% BCF	44 8%	258 38%	269 32%	186 33%	40 21%	80 26%	100 28%	87 35%	95 40% JK	233 51% JKLM
No	1352 65%	553 58% EA1	56 72% EA1	47 59%	150 50%	47 41%	500 92% BCDEA1	414 62%	562 68%	376 67%	152 79% NO	226 74% NO	257 72% O	165 65% O	144 60%	220 49%

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Under \$20,000	192 9%	31 3%	8 10%	28 35% BCA1F	58 19% BF	13 11%	54 10% B	103 15% HI	63 8%	26 5%	192 100%	-	-	-	-	-
Between \$20,000 and \$40,000	306 15%	127 13%	4 5%	10 13%	43 14%	38 33% BCDEF	84 16%	146 22% HI	101 12%	60 11%	-	306 100%	-	-	-	-
Between \$40,000 and \$60,000	357 17%	165 17% E	11 14%	10 13%	34 11%	19 17%	117 22% E	126 19% I	166 20% I	65 11%	-	-	357 100%	-	-	-
Between \$60,000 and \$80,000	253 12%	144 15% DE	7 10%	2 2%	29 10%	7 6%	63 12%	57 9%	120 14% G	75 13%	-	-	-	253 100%	-	-
Between \$80,000 and \$100,000	239 12%	133 14%	15 19%	7 8%	29 10%	9 8%	46 9%	64 9%	119 14%	56 10%	-	-	-	-	239 100%	-
Between \$100,000 and \$150,000	289 14%	149 16% E	9 12%	13 16%	29 10%	16 14%	73 13%	59 9%	112 13%	118 21% GH	-	-	-	-	-	289 64%
\$150,000 and above	165 8%	118 12% DEA1F	7 9%	0 1%	17 6%	1 1%	21 4%	32 5%	56 7%	77 14% GH	-	-	-	-	-	165 36%
Prefer not to say	266 13%	84 9%	17 22%	10 12%	59 20% B	12 10%	84 15% B	86 13%	94 11%	86 15%	-	-	-	-	-	-

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

Where were you born?
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065	951	78	79	299	114	544	672	831	562	192	306	357	253	239	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
Born in Canada	1693	772	53	62	235	88	483	585	696	412	151	262	279	202	186	385
	82%	81%	68%	78%	79%	77%	89%	87%	84%	73%	79%	86%	78%	80%	78%	85%
							BCE	I	I							
Born outside Canada	372	179	25	17	64	26	61	87	134	151	40	44	78	51	52	69
	18%	19%	32%	22%	21%	23%	11%	13%	16%	27%	21%	14%	22%	20%	22%	15%
		F	F		F					GH						

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In what year did you first move to Canada?
Base: Respondents born outside of Canada

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	372 100%	179 100%	25 100%	17 100%	64 100%	26 100%	61 100%	87 100%	134 100%	151 100%	40 100%	44 100%	78 100%	51 100%	52 100%	69 100%
Unweighted Total	347	128	14	15	152	15	23	142	90	115	50	42	59	44	50	56
1945	3 1%	-	-	-	-	-	3 6%	3 4%	-	-	-	-	-	-	3 7%	-
1949	4 1%	-	-	-	-	-	4 6%	4 4%	-	-	-	-	4 5%	-	-	-
1950	3 1%	-	3 12%	-	-	-	-	-	-	3 2%	-	-	-	-	-	-
1951	3 1%	-	-	-	-	-	3 5%	-	-	3 2%	-	-	-	-	-	-
1953	2 *%	-	-	-	-	-	2 3%	2 2%	-	-	-	-	2 2%	-	-	-
1954	5 1%	-	-	-	-	-	5 8%	-	3 2%	2 1%	-	-	-	-	5 9%	-
1957	5 1%	3 2%	-	-	-	-	2 3%	-	2 1%	3 2%	-	-	2 3%	3 6%	-	-
1958	5 1%	-	-	-	-	-	5 9%	-	5 4%	-	-	-	3 4%	2 4%	-	-
1964	5 1%	-	-	-	-	5 19%	-	5 6%	-	-	-	5 11%	-	-	-	-
1965	0 *%	0 *%	-	-	-	-	-	0 *%	-	-	-	-	-	0 *%	-	-
1966	7 2%	0 *%	3 12%	-	-	-	4 7%	-	2 1%	5 3%	-	-	0 *%	2 4%	-	5 7%
1968	7 2%	4 2%	-	0 1%	-	-	2 3%	3 3%	-	4 2%	3 7%	-	-	-	4 7%	0 *%
1969	6 2%	6 4%	-	-	-	-	-	-	3 3%	3 2%	-	-	-	3 7%	-	3 4%
1970	3 1%	3 2%	-	-	-	-	-	-	-	3 2%	-	-	-	-	3 7%	-
1971	4 1%	4 2%	-	-	-	-	-	-	-	4 3%	-	-	-	-	-	4 6%
1972	9 2%	6 3%	-	-	0 *%	-	3 5%	3 4%	6 4%	-	-	-	-	-	-	6 9%
1973	7 2%	4 2%	-	-	0 *%	-	3 5%	0 *%	4 3%	3 2%	-	3 7%	4 5%	-	-	-
1974	3 1%	-	-	-	-	-	3 6%	-	-	3 2%	-	-	-	3 7%	-	-

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In what year did you first move to Canada?
Base: Respondents born outside of Canada

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
1975	3 1%	-	-	-	-	3 12%	-	3 3%	-	-	-	-	-	-	-	3 4%
1976	11 3%	3 2%	4 15%	-	0 *	3 12%	-	0 *	3 2%	7 5% G	-	-	-	-	3 7%	3 5%
1977	8 2%	3 2%	-	-	0 *	-	5 8%	0 *	5 4%	3 2%	-	-	-	-	-	8 12%
1978	0 *	0 *	-	-	-	-	-	-	-	0 *	-	0 *	-	-	-	-
1979	3 1%	-	-	-	-	-	3 5%	-	-	3 2%	-	-	3 4%	-	-	-
1980	0 *	-	-	-	0 *	-	-	0 *	-	-	-	-	-	0 *	-	-
1981	6 2%	3 2%	3 12%	-	-	0 1%	-	0 *	6 4%	-	-	0 *	3 4%	-	-	3 4%
1982	4 1%	-	-	-	-	-	4 7%	-	3 2%	2 1%	2 4%	-	3 3%	-	-	-
1983	0 *	-	-	-	0 *	-	-	0 *	-	-	-	-	0 *	-	-	-
1984	0 *	0 *	-	-	0 *	-	-	0 *	0 *	-	-	-	-	-	-	0 *
1985	6 2%	3 2%	-	3 17%	-	-	-	3 3%	3 2%	-	-	-	-	-	-	-
1986	1 *	1 1%	-	-	0 *	-	-	0 *	-	1 1%	-	-	-	-	0 *	1 2%
1987	3 1%	3 2%	-	-	-	-	-	-	3 3%	-	-	-	-	3 7%	-	-
1988	4 1%	4 2%	-	-	-	-	-	-	0 *	3 2%	-	-	-	-	0 *	3 5%
1989	10 3%	5 3%	5 20%	-	-	-	-	-	2 1%	8 6%	-	-	-	2 4%	5 10%	3 5%
1990	3 1%	3 2%	-	-	0 *	-	-	0 *	-	3 2%	-	-	0 *	-	-	3 5%
1991	6 2%	5 3%	0 1%	-	-	-	-	-	2 2%	3 2%	-	-	4 5%	2 4%	-	-
1992	3 1%	2 1%	-	-	0 1%	-	-	0 *	3 2%	-	-	-	2 3%	-	0 1%	-
1993	0 *	0 *	-	-	0 *	-	-	0 *	-	0 *	-	-	-	-	0 *	0 *

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In what year did you first move to Canada?
Base: Respondents born outside of Canada

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
1994	1 *%	0 *%	-	0 1%	0 *%	-	-	0 *%	0 *%	-	-	0 1%	-	-	-	-
1995	6 2%	3 2%	3 12%	-	-	-	-	-	3 2%	3 2%	-	-	-	3 6%	3 6%	-
1996	12 3%	12 7%	0 1%	-	1 1%	-	-	5 5%	5 4%	2 2%	-	4 10%	3 4%	1 1%	-	3 4%
1997	5 1%	3 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	2 2%	1 2%	-	1 1%	-	1 3%	2 3%
1998	6 2%	0 *%	-	-	4 6% B	-	2 3%	1 1%	2 2%	2 2%	3 7%	2 5%	1 1%	-	0 *%	-
1999	4 1%	0 *%	0 1%	-	1 1%	-	3 5%	0 *%	3 2%	1 1%	-	-	3 4%	-	0 *%	1 1%
2000	11 3%	7 4%	-	3 15%	2 3%	-	-	2 2%	3 2%	6 4%	3 6%	0 1%	0 1%	0 *%	6 11%	2 3%
2001	13 3%	9 5%	-	3 18%	1 1%	0 1%	-	0 *%	12 9% G	1 1%	0 *%	3 7%	3 4%	5 11%	-	1 1%
2002	6 2%	3 2%	0 1%	-	3 4%	-	-	5 6%	0 *%	1 1%	-	0 1%	1 2%	1 3%	0 1%	2 3%
2003	1 *%	0 *%	-	-	1 1%	0 1%	-	1 1%	-	0 *%	-	-	1 1%	-	0 *%	-
2004	12 3%	11 6%	-	-	1 1%	-	-	5 5%	4 3%	3 2%	-	0 *%	4 5%	1 2%	3 7%	-
2005	14 4%	10 5%	3 13%	-	1 2%	-	-	2 3%	7 5%	5 3%	7 16% LO	3 7%	1 1%	-	1 2%	2 3%
2006	9 2%	3 2%	-	2 12%	4 5%	-	-	5 6%	3 2%	1 *%	3 7%	0 1%	0 *%	0 *%	2 3%	3 4%
2007	5 1%	3 2%	-	1 8%	1 1%	0 1%	-	1 1%	3 2%	2 1%	-	1 3%	-	0 *%	0 1%	2 2%
2008	5 1%	1 1%	0 1%	-	3 5%	-	-	3 4%	1 1%	0 *%	1 4%	1 3%	1 1%	-	1 1%	-
2009	6 2%	5 3%	-	-	1 2%	-	-	1 1%	1 1%	3 2%	-	0 1%	4 5%	-	1 3%	0 *%
2010	15 4%	7 4%	0 1%	1 3%	3 5%	3 12%	-	3 4%	4 3%	7 5%	1 4%	3 8%	-	8 16%	0 1%	0 *%
2011	10 3%	7 4%	-	-	3 4%	-	-	3 3%	-	7 5%	1 3%	1 3%	4 5%	3 7%	0 *%	-

Comparison Groups: BCDEA1F/GHI/JKLMNO
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

In what year did you first move to Canada?
 Base: Respondents born outside of Canada

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
2012	12 3%	6 4%	0 1%	0 1%	5 7%	-	-	1 1%	5 3%	6 4%	5 11%	1 1%	0 *	3 6%	-	3 4%
2013	3 1%	1 1%	-	-	2 3%	-	-	1 2%	0 *	1 1%	0 1%	-	1 1%	0 *	1 3%	-
2014	4 1%	1 *	-	-	3 5%	0 1%	-	3 3%	0 *	1 *	0 1%	1 1%	-	-	-	-
2015	6 2%	1 1%	-	0 1%	2 3%	3 12%	-	1 2%	1 1%	4 2%	1 3%	0 *	3 4%	-	0 *	1 2%
2016	12 3%	7 4%	-	-	5 8%	-	-	0 1%	10 8%	1 1%	1 2%	4 10%	6 7%	1 2%	-	-
2017	20 6%	2 1%	-	3 16%	8 12%	8 30%	-	7 8%	6 4%	8 5%	4 9%	5 11%	4 6%	1 2%	6 11%	0 1%
2018	21 6%	6 4%	-	1 7%	10 15%	-	4 6%	6 7%	4 3%	11 7%	5 12%	4 8%	7 9%	-	-	-
MEAN	1993.27	1995.36 F	1982.40	2003.02 CF	2009.91 BCA1F	1995.25 F	1970.61	1994.15	1993.49	1992.57	2005.09 LMNO	2000.77 NO	1994.96 O	1992.57	1988.41	1985.60

Comparison Groups: BCDEA1F/GHI/JKLMNO
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Post-Campaign Survey - Data Tables

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

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unemployed	Student	Not in the workforce	Other	High school or less	College/CEGEP	University+	<\$20k	\$20K-\$40K	\$40K-\$60K	\$60K-\$80K	\$80K-\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	2065 100%	951 100%	78 100%	79 100%	299 100%	114 100%	544 100%	672 100%	831 100%	562 100%	192 100%	306 100%	357 100%	253 100%	239 100%	454 100%
Unweighted Total	2065	686	55	69	977	79	199	1096	561	408	240	267	304	249	255	447
English	1431 69%	685 72%	47 61%	55 69%	209 70%	91 80% F	345 63%	474 70%	554 67%	404 72%	127 66%	203 66%	212 59%	185 73% L	178 74% L	344 76% L
French	505 24%	201 21%	20 26%	19 24%	73 24%	15 13%	178 33% BA1	170 25%	233 28% I	102 18%	68 36% MNO	88 29%	112 31% MNO	49 19%	43 18%	87 19%
Chinese / Mandarin / Cantonese	50 2%	24 3%	4 6%	0 *%	12 4% F	3 3%	7 1%	15 2%	17 2%	18 3%	9 5%	5 2%	10 3%	6 2%	4 2%	11 2%
Spanish	20 1%	12 1%	-	6 7%	3 1%	-	-	9 1%	6 1%	6 1%	3 1%	0 *%	6 2%	6 2%	-	5 1%
Other language	166 8%	88 9% F	10 13%	7 9%	34 11% F	7 6%	20 4%	36 5%	60 7%	70 12% G	9 5%	23 7%	27 8%	26 10%	23 10%	29 7%
Don't know/Refused	6 *%	6 1%	-	-	-	-	-	-	3 *%	3 *%	-	-	3 1%	-	-	3 1%