

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Baseline 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	2173 100	1059 100	1114 100	293 100	245 100	66 100	77 100	837 100	507 100	148 100	141 100	223 100	1809 100	1406 100	505 100	61 100	201 100	
Male	1059 49	1059 100	-	143 49	123 50	41 62	29 37	405 48	248 49	71 48	72 51	114 51	873 48	677 48	252 50	33 54	97 48	
Female	1114 51	-	1114 100	151 51	122 50	25 38	49 63	432 52	259 51	76 52	68 49	110 49	936 52	729 52	253 50	28 46	104 52	

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Alberta	245 11%	123 12%	122 11%	-	245 100%	-	-	-	-	-	17 12%	23 10%	205 11%	213 15% P	1 *%	4 7%	27 13% P
British Columbia	293 13%	143 13%	151 14%	293 100%	-	-	-	-	-	-	18 13%	29 13%	247 14%	246 17% PQ	9 2%	4 6%	34 17% PQ
Manitoba	77 4%	29 3%	49 4%	-	-	-	77 100%	-	-	-	6 4%	13 6% N	59 3%	62 4% P	1 *%	0 1%	14 7% PQ
New Brunswick	47 2%	28 3%	19 2%	-	-	-	-	-	-	47 32%	3 2%	3 1%	42 2%	18 1%	26 5% OR	1 1%	3 1%
Newfoundland and Labrador	33 2%	21 2%	12 1%	-	-	-	-	-	-	33 22%	1 *%	0 *%	32 2% M	33 2% R	-	-	0 *%
Nova Scotia	59 3%	21 2%	37 3%	-	-	-	-	-	-	59 40%	5 4%	9 4% N	44 2%	57 4% R	-	1 2%	0 *%
Ontario	837 39%	405 38%	432 39%	-	-	-	-	837 100%	-	-	56 40%	90 40%	691 38%	670 48% P	32 6%	33 54% P	102 51% P
Prince Edward Island	9 *%	1 *%	8 1%	-	-	-	-	-	-	9 6%	0 *%	1 1%	7 *%	9 1%	-	-	-
Quebec	507 23%	248 23%	259 23%	-	-	-	-	-	507 100%	-	30 21%	50 22%	427 24%	37 3%	436 86% OOR	17 29% OR	16 8%
Saskatchewan	66 3%	41 4%	25 2%	-	-	66 100%	-	-	-	-	5 4%	6 3%	55 3%	61 4% P	0 *%	-	5 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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
13 to 15	83 4%	42 4%	40 4%	10 3%	11 4%	3 4%	3 4%	33 4%	18 4%	5 4%	83 59%	-	-	56 4%	17 3%	4 6%	6 3%
16 to 17	58 3%	30 3%	28 3%	7 3%	6 3%	2 3%	3 4%	23 3%	12 2%	4 2%	58 41%	-	-	40 3%	11 2%	3 5%	4 2%
18 to 24	223 10%	114 11%	110 10%	29 10%	23 9%	6 9%	13 16%	90 11%	50 10%	14 9%	-	223 100%	-	136 10%	40 8%	14 23%	33 16%
25 to 34	333 15%	166 16%	168 15%	45 15%	45 18%	15 22%	11 14%	126 15%	73 14%	19 13%	-	-	333 18%	204 15%	67 13%	13 21%	49 24%
35 to 44	280 13%	134 13%	146 13%	37 13%	46 19%	4 6%	14 19%	79 9%	76 15%	23 16%	-	-	280 15%	177 13%	73 14%	10 16%	20 10%
45 to 54	412 19%	206 19%	207 19%	55 19%	30 12%	17 26%	15 20%	189 23%	83 16%	23 15%	-	-	412 23%	275 20%	88 17%	6 10%	43 21%
55 to 64	350 16%	173 16%	177 16%	49 17%	39 16%	13 19%	7 9%	133 16%	79 16%	30 20%	-	-	350 19%	235 17%	82 16%	8 14%	25 12%
65 or older	434 20%	195 18%	239 21%	61 21%	46 19%	6 9%	12 15%	163 20%	116 23%	30 20%	-	-	434 24%	282 20%	127 25%	3 5%	22 11%

Comparison Groups: BC/DEFGHIJ/LMN/OPQR
T-Test for Means, Z-Test for Percentages
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Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Yes	983 45%	529 50% C	454 41%	111 38%	113 46%	23 36%	21 27%	404 48% G	232 46%	78 53% G	55 39%	140 63% LN	788 44%	630 45%	236 47%	37 61% OR	79 39%
No	1190 55%	530 50%	660 59% B	182 62%	132 54%	42 64%	56 73% HJ	432 52%	275 54%	70 47%	86 61% M	83 37%	1021 56% M	776 55% Q	269 53%	23 39%	122 61% 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 - Baseline 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	983 100%	529 100%	454 100%	111 100%	113 100%	23 100%	21 100%	404 100%	232 100%	78 100%	55 100%	140 100%	788 100%	630 100%	236 100%	37 100%	79 100%
Unweighted Total	1063	533	530	104	121	32	32	414	294	66	290	470	303	626	256	68	113
Television	559 57%	300 57%	259 57%	59 53%	38 34%	11 46%	14 68%	228 56%	158 68%	52 66%	29 53%	63 45%	468 59%	333 53%	175 74%	18 49%	33 42%
Facebook	265 27%	137 26%	128 28%	43 38%	23 20%	4 19%	7 35%	105 26%	56 24%	26 34%	20 36%	67 48%	178 23%	188 30%	47 20%	11 30%	19 24%
Internet website	247 25%	117 22%	130 29%	29 26%	26 23%	10 44%	8 36%	116 29%	47 20%	11 14%	13 25%	40 29%	193 25%	171 27%	46 19%	10 27%	20 25%
Radio	231 23%	119 23%	112 25%	21 19%	23 20%	4 17%	10 47%	93 23%	44 19%	36 46%	9 16%	32 23%	190 24%	167 27%	35 15%	9 24%	19 24%
Newspaper (daily)	193 20%	95 18%	98 22%	19 17%	22 19%	2 9%	1 7%	76 19%	57 25%	16 20%	6 11%	14 10%	173 22%	114 18%	69 29%	3 7%	8 10%
YouTube	111 11%	63 12%	48 11%	10 9%	23 20%	1 3%	3 16%	43 11%	17 7%	14 18%	11 20%	40 29%	60 8%	58 9%	18 8%	11 28%	24 31%
Pamphlet or brochure in the mail	68 7%	36 7%	32 7%	12 11%	9 8%	0 1%	3 14%	32 8%	7 3%	5 6%	1 2%	7 5%	60 8%	52 8%	14 6%	0 1%	1 2%
Twitter	57 6%	34 7%	22 5%	1 1%	6 6%	0 2%	1 4%	25 6%	5 2%	18 22%	4 7%	14 10%	39 5%	51 8%	0 *	2 4%	4 5%
Newspaper (weekly or community)	54 5%	31 6%	23 5%	6 5%	6 6%	0 2%	- 9%	35 9%	5 2%	2 2%	2 5%	8 6%	43 5%	42 7%	4 2%	2 7%	5 6%
Outdoor billboards	51 5%	26 5%	25 6%	1 1%	5 4%	7 29%	6 28%	13 3%	13 6%	6 8%	4 7%	12 8%	36 5%	40 6%	7 3%	1 4%	3 3%
Public transit (bus or subway)	51 5%	27 5%	23 5%	5 5%	6 5%	6 25%	0 2%	22 6%	6 3%	5 6%	3 6%	17 12%	30 4%	39 6%	5 2%	2 5%	5 7%
Magazines	37 4%	28 5%	9 2%	1 1%	6 6%	2 7%	0 1%	15 4%	7 3%	5 7%	2 4%	3 2%	31 4%	30 5%	6 3%	0 1%	1 1%
Cinema	37 4%	25 5%	12 3%	4 4%	5 5%	2 9%	1 3%	18 4%	6 2%	1 1%	4 7%	9 7%	24 3%	27 4%	4 2%	2 7%	4 5%
Instagram	34 3%	22 4%	12 3%	4 4%	4 3%	1 5%	2 8%	18 5%	5 2%	1 1%	6 10%	18 13%	11 1%	20 3%	4 2%	6 16%	4 5%

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

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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	8 1%	6 1%	1 *%	3 2%	2 1%	-	-	4 1%	0 *%	-	0 1%	1 *%	7 1%	5 1%	-	0 *%	3 4%
Other, specify	13 1%	7 1%	6 1%	3 2%	5 5%	0 1%	0 2%	4 1%	1 *%	-	1 2%	3 2%	8 1%	10 2%	1 *%	0 1%	2 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 - Baseline 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	983 100%	529 100%	454 100%	111 100%	113 100%	23 100%	21 100%	404 100%	232 100%	78 100%	55 100%	140 100%	788 100%	630 100%	236 100%	37 100%	79 100%
Unweighted Total	1063	533	530	104	121	32	32	414	294	66	290	470	303	626	256	68	113
CANNABIS-RELATED (NET)	85 9%	53 10%	32 7%	8 8%	13 12%	1 3%	1 7%	35 9%	19 8%	7 9%	13 24%	21 15%	51 6%	50 8%	23 10%	4 12%	7 9%
Don't drive high / Don't smoke and drive	44 4%	24 4%	20 4%	3 3%	4 4%	-	1 5%	21 5%	12 5%	2 3%	4 8%	16 11%	24 3%	22 4%	12 5%	3 9%	6 7%
Canada will legalize cannabis	25 3%	18 3%	7 2%	5 5%	4 4%	1 3%	0 1%	9 2%	4 2%	0 1%	7 12%	1 1%	17 2%	19 3%	4 2%	1 2%	1 1%
It was about cannabis (unspecified)	16 2%	12 2%	5 1%	-	5 4%	0 1%	0 1%	5 1%	3 1%	4 5%	2 4%	4 3%	10 1%	9 1%	7 3%	0 1%	1 1%
Canadian Armed Forces recruitment	55 6%	40 8%	15 3%	5 5%	12 10%	2 7%	2 8%	13 3%	20 9%	1 1%	2 3%	9 6%	45 6%	29 5%	19 8%	6 15%	2 2%
Justin Trudeau / India	37 4%	17 3%	20 4%	3 3%	1 1%	0 1%	0 1%	9 2%	21 9%	3 4%	2 3%	3 2%	32 4%	15 2%	15 6%	2 4%	5 7%
It was about tax season / Filing taxes	32 3%	20 4%	12 3%	6 5%	7 6%	-	0 1%	11 3%	8 3%	0 1%	0 1%	3 2%	29 4%	27 4%	4 2%	2 4%	0 *
General ad promoting the Government of Canada	32 3%	16 3%	16 4%	1 1%	5 4%	0 1%	0 1%	14 3%	5 2%	7 9%	1 1%	3 2%	28 4%	19 3%	9 4%	0 1%	3 4%
Message from the Government of Canada	30 3%	14 3%	16 3%	2 2%	11 10%	0 1%	-	11 3%	1 *	4 6%	1 2%	7 5%	22 3%	23 4%	1 *	0 1%	5 6%
2018 budget (unspecified)	27 3%	8 2%	18 4%	5 4%	-	4 16%	-	8 2%	10 4%	1 1%	1 1%	2 2%	24 3%	16 3%	10 4%	0 1%	0 *
Various political party advertisements	25 3%	7 1%	18 4%	4 4%	0 *	0 2%	-	13 3%	0 *	7 9%	1 1%	5 3%	20 3%	25 4%	0 *	0 1%	0 *
Talking about the Olympics	24 2%	16 3%	8 2%	4 3%	4 4%	-	-	4 1%	12 5%	-	1 1%	0 *	23 3%	10 2%	13 6%	0 1%	0 *
Job opportunities	22 2%	9 2%	13 3%	11 10%	3 3%	-	0 1%	2 *	1 1%	5 7%	1 1%	4 3%	18 2%	15 2%	1 1%	0 *	6 7%
Healthcare (unspecified)	22 2%	4 1%	18 4%	0 *	-	-	0 2%	14 4%	7 3%	-	1 2%	4 3%	17 2%	7 1%	11 5%	2 6%	1 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 - Baseline 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)
Immigration policy	18 2%	9 2%	9 2%	2 2%	4 4%	-	3 16%	3 1%	4 2%	-	0 *	1 1%	16 2%	5 1%	4 2%	0 1%	8 11% OPQ
It was regarding economic development	17 2%	10 2%	7 2%	1 1%	3 3%	-	0 1%	2 1%	9 4%	1 1%	1 1%	3 2%	13 2%	6 1%	9 4%	-	2 2%
Various government programs (youth, social, etc.)	15 2%	8 2%	7 2%	-	0 *	-	0 2%	8 2%	2 1%	4 6% I	0 *	2 1%	13 2%	4 1%	10 4% O	0 1%	1 2%
Elections / Voting	14 1%	6 1%	8 2%	3 3%	0 *	0 1%	0 1%	10 2%	-	-	1 2%	2 1%	11 1%	14 2%	-	0 *	0 *
Dangers / Risks of drug use	14 1%	12 2%	2 *	-	4 4%	-	0 1%	5 1%	4 2%	-	2 4% M	1 1%	10 1%	10 2%	2 1%	0 1%	2 2%
Free prescriptions for those under 25 in Ontario	12 1%	3 1%	9 2%	-	0 *	-	-	11 3%	-	-	1 1%	2 1%	9 1%	10 2%	-	0 1%	2 2%
It was good / great / interesting / amazing / etc.	11 1%	5 1%	6 1%	1 1%	-	1 4%	-	5 1%	4 2%	-	1 2%	3 2%	7 1%	10 2%	-	-	1 1%
Don't drink and drive	11 1%	7 1%	3 1%	0 *	0 *	-	-	2 *	8 4%	-	1 1%	2 1%	8 1%	2 *	8 3%	0 1%	0 1%
RCMP recruitment	10 1%	5 1%	5 1%	8 7% HI	-	-	-	1 *	1 *	1 1%	0 *	3 2%	7 1%	6 1%	0 *	1 3%	3 3%
Minimum wage increase	10 1%	4 1%	6 1%	-	3 2%	-	-	7 2%	0 *	-	1 1%	1 *	9 1%	9 1%	0 *	0 *	0 *
Anti tobacco campaign	9 1%	7 1%	3 1%	-	0 *	-	-	3 1%	6 3%	-	1 1%	3 2%	5 1%	3 *	5 2%	1 2%	1 1%
Fentanyl ads / Opioid crisis	8 1%	2 *	6 1%	-	1 1%	-	-	8 2%	-	-	1 2%	5 3% N	2 *	6 1%	0 *	0 *	2 2%
It was about taxes (unspecified)	8 1%	2 *	6 1%	2 2%	0 *	1 2%	0 1%	4 1%	0 *	-	0 1%	4 3% LN	3 *	7 1%	0 *	0 1%	1 1%
It was regarding OSAP and free tuition	7 1%	5 1%	3 1%	-	-	-	-	7 2%	-	0 1%	1 1%	2 1%	5 1%	6 1%	-	1 2%	1 1%
Other	125 13%	77 15%	48 11%	23 20%	8 8%	3 14%	1 4%	56 14%	28 12%	6 8%	11 19% MN	18 13%	97 12%	84 13%	29 12%	6 15%	6 7%
None / Nothing	189 19%	90 17%	99 22%	20 18%	21 18%	5 22%	7 32%	73 18%	45 19%	19 24%	6 12%	16 12%	167 21% LM	126 20%	46 19%	5 14%	12 15%
Don't know / Refused / Don't remember	154 16%	92 17%	63 14%	11 10%	12 10%	7 28%	4 21%	79 19%	30 13%	12 15%	8 14%	17 12%	130 17%	105 17%	31 13%	6 15%	12 16%

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 - Baseline 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	983 100%	529 100%	454 100%	111 100%	113 100%	23 100%	21 100%	404 100%	232 100%	78 100%	55 100%	140 100%	788 100%	630 100%	236 100%	37 100%	79 100%
Unweighted Total	1063	533	530	104	121	32	32	414	294	66	290	470	303	626	256	68	113
Mentioned / Seen in the advertisement	488 50%	271 51%	216 48%	47 42%	61 54%	11 47%	8 40%	214 53%	102 44%	44 57%	28 52%	83 59%	376 48%	315 50%	100 42%	25 66%	48 61%
The logo	175 18%	82 15%	94 21%	17 15%	11 10%	7 31%	4 20%	63 16%	68 29%	4 5%	10 19%	29 21%	136 17%	99 16%	65 28%	3 9%	7 9%
The topic relates to the government	45 5%	32 6%	13 3%	12 11%	7 6%	3 12%	1 5%	12 3%	5 2%	5 7%	1 1%	4 3%	40 5%	37 6%	5 2%	0 *%	3 4%
Justin Trudeau/Prime Minister was speaking / mentioned	42 4%	18 3%	24 5%	12 11%	1 1%	0 1%	0 1%	7 2%	14 6%	8 10%	1 1%	3 2%	38 5%	26 4%	14 6%	0 1%	2 2%
Had the Canadian flag	40 4%	15 3%	24 5%	1 1%	9 8%	0 1%	3 14%	9 2%	18 8%	- 0%	2 4%	3 2%	34 4%	15 2%	18 7%	1 2%	6 8%
The topic relates to party and politics	23 2%	9 2%	13 3%	3 3%	0 *%	1 6%	- 0%	18 4%	0 *%	- 0%	1 2%	4 3%	18 2%	21 3%	0 *%	0 1%	1 1%
Website address	15 2%	10 2%	5 1%	1 1%	- 0%	- 0%	3 16%	11 3%	- 0%	- 0%	0 1%	2 2%	12 2%	11 2%	- 0%	2 6%	2 2%
The music / jingle	11 1%	6 1%	5 1%	1 1%	1 1%	0 1%	- 0%	7 2%	1 1%	1 2%	1 2%	4 3%	6 1%	6 1%	1 *%	4 11%	1 1%
It was obvious (unspecified)	6 1%	3 1%	3 1%	2 2%	- 0%	0 1%	1 3%	1 *%	2 1%	- 0%	1 1%	2 1%	3 *%	1 *%	2 1%	0 1%	2 3%
Other	54 6%	40 8%	14 3%	11 10%	5 5%	2 8%	4 19%	17 4%	11 5%	4 5%	2 4%	7 5%	45 6%	34 5%	13 6%	1 2%	7 9%
None / Nothing	13 1%	7 1%	6 1%	3 2%	- 0%	- 0%	- 0%	7 2%	4 2%	- 0%	1 1%	1 *%	12 1%	5 1%	8 3%	0 *%	- 0%
Don't know / Refused	119 12%	62 12%	57 13%	8 8%	22 20%	0 1%	3 13%	61 15%	13 6%	12 15%	9 16%	8 6%	103 13%	100 16%	16 7%	1 2%	2 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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Yes	917 42%	434 41%	483 43%	112 38%	127 52% H	24 37%	27 36%	314 38%	212 42%	100 68% DFGHI	63 45%	104 47%	750 41%	616 44%	208 41%	28 46%	66 33%
No	1256 58%	625 59%	631 57%	181 62% J	118 48%	42 63% J	50 64% J	522 62% EJ	295 58% J	48 32%	78 55%	119 53%	1059 59%	790 56%	297 59%	33 54%	135 67%

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 - Baseline 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	917 100%	434 100%	483 100%	112 100%	127 100%	24 100%	27 100%	314 100%	212 100%	100 100%	63 100%	104 100%	750 100%	616 100%	208 100%	28 100%	66 100%
Unweighted Total	976	491	485	108	122	29	37	354	246	80	342	349	285	625	214	45	92
Television	496 54%	211 48%	285 59% B	71 64% H	56 44%	17 71%	16 59%	144 46%	133 63% EH	58 58%	27 43% M	33 31%	436 58% LM	307 50%	142 68% OR	17 61%	30 45%
Newspaper (daily)	237 26%	107 25%	130 27%	16 14%	37 29%	3 13%	9 34%	81 26%	62 29% D	28 28%	8 13%	13 13%	215 29% LM	143 23%	69 33% O	4 16%	20 30%
Facebook	231 25%	113 26%	118 24%	33 30% G	42 33% G	7 29%	1 3%	71 23%	43 20%	34 34% G	19 30%	46 44% LN	167 22%	172 28%	43 21%	9 32%	8 12%
Radio	220 24%	95 22%	125 26%	19 17%	43 34%	4 18%	3 12%	76 24%	48 23%	26 26%	13 20%	18 17%	189 25% M	156 25% R	44 21%	12 44% R	7 11%
Internet website	186 20%	80 18%	106 22%	17 15%	21 16%	5 19%	3 11%	87 28%	38 18%	15 15%	14 22%	29 28% N	143 19%	128 21%	35 17%	9 32%	14 22%
Newspaper (weekly or community)	59 6%	25 6%	33 7%	17 15% J	7 6%	2 8%	1 4%	20 6%	11 5%	0 *% J	4 6%	8 8%	47 6%	42 7%	10 5%	3 11%	4 6%
YouTube	44 5%	21 5%	23 5%	3 3%	7 5%	1 3%	1 2%	23 7%	8 4%	3 3%	8 13% N	18 18% N	18 2%	23 4%	9 4%	4 15%	8 12%
Twitter	39 4%	21 5%	18 4%	3 3%	7 6%	1 2%	2 6%	16 5%	5 2%	5 5%	4 6%	9 9% N	26 3%	28 5%	5 2%	3 12%	3 5%
Magazines	38 4%	23 5%	15 3%	2 2%	7 5%	-	-	25 8%	4 2%	1 1%	2 3%	4 4%	33 4%	28 5%	6 3%	2 7%	3 5%
Instagram	33 4%	14 3%	19 4%	3 2%	6 4%	0 1%	1 5%	17 5%	4 2%	3 3%	6 10% N	15 14% N	12 2%	24 4%	3 1%	4 15%	3 4%
Public transit (bus or subway)	19 2%	11 3%	8 2%	1 1%	2 2%	2 6%	1 3%	10 3%	4 2%	0 *% I	1 2%	6 6% LN	12 2%	9 1%	3 1%	2 7%	6 9%
Outdoor billboards	18 2%	11 3%	7 1%	1 1%	10 8% DJ	-	1 2%	5 2%	2 1%	0 *% I	0 1%	5 5% L	13 2%	16 3%	1 1%	1 2%	0 *% I
Cinema	18 2%	11 2%	7 1%	3 3%	7 6%	-	0 1%	5 2%	1 *% I	1 1%	2 3%	4 4%	12 2%	16 3%	1 1%	0 1%	-
Pamphlet or brochure in the mail	10 1%	6 1%	4 1%	-	3 2%	-	0 1%	6 2%	0 *% I	0 *% I	1 1%	1 1%	8 1%	9 2%	0 *% I	-	-

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 - Baseline 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)	
LinkedIn	8 1%	1 *%	7 2%	-	3 2%	0 2%	-	4 1%	1 *%	-	0 *%	1 1%	7 1%	5 1%	1 *%	3 9% OP	-	
Friends / Family	7 1%	5 1%	2 *%	0 *%	0 *%	0 1%	0 1%	4 1%	2 1%	-	2 3% M	1 1%	5 1%	5 1%	-	-	2 4%	
School / Teachers	6 1%	4 1%	2 *%	1 *%	1 1%	0 2%	-	4 1%	0 *%	0 *%	2 4% N	2 2%	2 *%	3 1%	0 *%	-	2 3%	
Other, specify	8 1%	4 1%	4 1%	-	1 1%	-	1 2%	6 2%	1 *%	-	0 1%	4 4% LN	4 1%	7 1%	0 *%	0 1%	1 1%	

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Baseline 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	917 100%	434 100%	483 100%	112 100%	127 100%	24 100%	27 100%	314 100%	212 100%	100 100%	63 100%	104 100%	750 100%	616 100%	208 100%	28 100%	66 100%
Unweighted Total	976	491	485	108	122	29	37	354	246	80	342	349	285	625	214	45	92
Canada will legalize cannabis / Legalize on July 1	217 24%	94 22%	124 26%	26 23%	37 29%	4 16%	6 22%	86 27%	45 21%	14 14%	20 31%	21 20%	177 24%	142 23%	42 20%	9 33%	24 36%
Canada is delaying the date on when cannabis will be legalized	151 16%	74 17%	77 16%	10 9%	5 4%	4 15%	10 36%	39 12%	46 22%	37 37%	4 6%	6 6%	141 19%	93 15%	53 26%	0 2%	4 6%
Don't drive high / Don't smoke and drive	82 9%	46 11%	36 7%	9 8%	14 11%	6 26%	0 1%	18 6%	24 11%	10 10%	4 7%	22 21%	56 7%	50 8%	26 12%	5 18%	2 2%
Where/who will be allowed to sell cannabis	39 4%	19 4%	19 4%	11 10%	1 1%	0 2%	1 2%	6 2%	14 6%	6 6%	3 4%	4 4%	32 4%	21 3%	16 7%	2 6%	1 1%
Rules and regulations regarding legal cannabis	28 3%	15 3%	14 3%	2 2%	3 2%	-	3 11%	11 4%	9 4%	-	2 3%	5 4%	22 3%	14 2%	11 5%	1 2%	3 5%
It was good / great / interesting / amazing / etc.	18 2%	10 2%	8 2%	5 5%	2 1%	-	-	11 4%	-	0 *	0 1%	2 1%	16 2%	12 2%	3 1%	3 11%	-
What the legal age is for cannabis use	15 2%	13 3%	2 *	5 5%	0 *	-	-	2 1%	7 3%	-	1 1%	3 3%	12 2%	10 2%	5 2%	1 2%	0 1%
Regarding the pricing of cannabis	15 2%	9 2%	6 1%	-	0 *	-	-	0 *	5 2%	10 10%	0 1%	1 *	14 2%	5 1%	9 4%	1 2%	-
It was about cannabis (unspecified)	14 2%	3 1%	11 2%	5 4%	1 1%	0 1%	1 3%	1 *	5 2%	1 1%	2 3%	4 4%	8 1%	8 1%	5 2%	1 2%	1 1%
Dangers / Risks of drug use	11 1%	8 2%	4 1%	-	1 1%	2 6%	-	2 1%	7 3%	-	1 2%	4 3%	7 1%	5 1%	6 3%	0 1%	0 1%
Cannabis will be sold in liquor stores	10 1%	4 1%	6 1%	1 1%	-	-	-	1 *	3 2%	5 5%	1 1%	2 2%	7 1%	6 1%	3 1%	0 1%	1 1%
Don't drive under the influence / impaired (unspecified)	10 1%	8 2%	2 *	-	4 3%	-	-	3 1%	3 2%	-	1 1%	1 1%	8 1%	7 1%	3 1%	-	-
Benefits of legalizing cannabis	10 1%	3 1%	7 1%	3 3%	3 2%	-	0 1%	2 1%	2 1%	-	1 1%	2 2%	7 1%	4 1%	2 1%	3 10%	1 1%
Promoting safe drug use	6 1%	1 *	5 1%	-	0 *	0 1%	-	1 *	5 2%	-	1 1%	2 2%	4 1%	1 *	5 2%	-	-
News story on the television (unspecified)	4 *	3 1%	1 *	0 *	0 *	0 1%	0 1%	2 1%	0 *	0 *	1 2%	1 1%	2 *	2 *	-	-	2 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 - Baseline 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)	
Other	119	52	67	14	18	1	1	42	32	11	6	18	95	77	25	9	9	
	13%	12%	14%	13%	14%	3%	5%	13%	15%	11%	10%	17%	13%	12%	12%	31%	13%	
None / Nothing	151	63	87	19	15	6	5	67	27	12	11	10	130	110	27	1	13	
	16%	15%	18%	17%	12%	24%	18%	21%	13%	12%	17%	9%	17%	18%	13%	4%	20%	
Don't know / Refused / Don't remember	115	56	59	11	34	4	1	44	12	8	9	12	94	96	11	1	8	
	13%	13%	12%	10%	26%	18%	4%	14%	6%	8%	14%	12%	12%	16%	5%	2%	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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Strongly disagree	128 6%	75 7%	53 5%	16 5%	12 5%	7 11%	5 7%	45 5%	21 4%	22 15%	7 5%	14 6%	107 6%	86 6%	24 5%	5 8%	13 7%
Somewhat disagree	162 7%	92 9%	69 6%	17 6%	25 10%	9 14%	2 3%	52 6%	34 7%	22 15%	11 8%	18 8%	133 7%	107 8%	46 9%	1 1%	8 4%
Neither agree nor disagree	366 17%	176 17%	189 17%	44 15%	46 19%	1 2%	41 53%	153 18%	51 10%	30 20%	25 18%	35 16%	306 17%	250 18%	46 9%	9 14%	62 31%
Somewhat agree	880 40%	444 42%	436 39%	142 48%	95 39%	32 48%	24 32%	353 42%	202 40%	31 21%	65 46%	85 38%	730 40%	591 42%	195 39%	24 39%	70 35%
Strongly agree	637 29%	271 26%	366 33%	75 26%	66 27%	17 25%	5 6%	234 28%	199 39%	42 29%	32 23%	71 32%	534 30%	372 26%	195 39%	23 37%	48 24%
TOP-TWO BOX	1517 70%	715 68%	802 72%	217 74%	162 66%	48 73%	29 38%	586 70%	401 79%	74 50%	97 69%	156 70%	1264 70%	963 69%	390 77%	47 76%	118 59%
BOTTOM-TWO BOX	290 13%	167 16%	123 11%	32 11%	37 15%	17 25%	7 10%	97 12%	55 11%	44 30%	18 13%	31 14%	240 13%	193 14%	70 14%	6 9%	21 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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Strongly disagree	170 8%	82 8%	88 8%	25 8%	23 9%	5 7%	8 11%	60 7%	28 5%	22 15%	9 7%	18 8%	143 8%	118 8%	33 6%	6 11%	13 6%
Somewhat disagree	211 10%	100 9%	110 10%	19 6%	25 10%	11 16%	14 18%	79 9%	34 7%	30 20%	18 13%	22 10%	170 9%	138 10%	46 9%	3 5%	23 12%
Neither agree nor disagree	398 18%	230 22% C	169 15%	62 21%	44 18%	12 19%	18 24%	142 17%	97 19%	22 15%	29 21%	38 17%	331 18%	254 18%	86 17%	4 7%	55 27% OPQ
Somewhat agree	859 40%	398 38%	461 41%	137 47% J	84 34%	19 28%	28 37%	339 41%	209 41%	42 28%	55 39% M	75 34%	728 40% M	561 40%	217 43%	19 31%	62 31%
Strongly agree	535 25%	249 23%	286 26%	50 17%	69 28%	19 29%	8 11%	218 26%	140 28% D	31 21%	29 21%	70 31% LN	437 24%	336 24%	123 24%	28 46% OPR	48 24%
TOP-TWO BOX	1394 64%	647 61%	747 67%	187 64%	153 62%	38 58%	37 47%	557 67% J	349 69% GJ	74 50%	84 60%	145 65%	1165 64%	896 64%	340 67% R	47 77% R	110 55%
BOTTOM-TWO BOX	381 18%	183 17%	198 18%	44 15%	48 20%	15 24%	22 29% I	139 17%	61 12%	52 35% DEHI	27 19%	40 18%	314 17%	256 18%	79 16%	10 16%	36 18%

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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Yes	731 34%	385 36%	346 31%	89 30% G	82 34% G	23 34%	8 10%	276 33% G	204 40% G	49 33% G	37 26%	116 52% LN	578 32% L	429 31%	211 42% O	26 43%	65 32%
No	1442 66%	674 64%	768 69%	205 70%	163 66%	43 66%	70 90% DEHIJ	560 67%	303 60%	98 67%	104 74% MN	107 48%	1231 68% M	977 69% P	294 58%	34 57%	136 68%

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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Yes	721 33%	356 34%	365 33%	88 30%	81 33%	23 35%	18 23%	253 30%	221 44% DGHJ	37 25%	42 30%	121 54%	557 31%	428 30%	215 43%	22 37%	56 28%
No	1452 67%	703 66%	749 67%	206 70% I	164 67%	43 65%	59 77% I	584 70% I	286 56%	110 75% I	98 70% M	102 46%	1252 69% M	978 70% P	290 57%	39 63%	146 72% 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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Working full-time (35 or more hours per week)	729 34%	455 43% C	273 25%	96 33%	101 41%	20 31%	24 31%	267 32%	180 36%	41 28%	19 13%	46 21%	664 37%	473 34%	178 35%	18 29%	61 30%
Working part-time (less than 35 hours per week)	196 9%	63 6%	133 12% B	27 9%	19 8%	7 11%	20 26%	89 11% ED	24 5%	10 7%	9 6%	30 13% LN	157 9%	139 10% P	25 5%	6 9%	26 13% P
Self-employed	169 8%	72 7%	98 9%	24 8%	25 10% I	7 11%	3 4%	70 8%	27 5%	13 9%	2 1%	9 4% L	159 9% LM	127 9% P	22 4%	3 5%	18 9%
Unemployed, but looking for work	90 4%	51 5%	39 4%	10 3%	10 4%	2 4%	7 9%	36 4%	20 4%	5 4%	2 2%	19 8% LN	69 4% L	56 4%	15 3%	4 6%	15 8%
A student attending school full-time	270 12%	145 14%	126 11%	29 10%	22 9%	10 15%	8 11%	106 13%	79 16%	16 11%	104 74% MN	109 49% N	58 3%	152 11%	69 14%	13 21%	37 19%
Retired	546 25%	245 23%	301 27% B	84 29% EG	48 20%	12 18%	12 15%	193 23%	151 30% EFGH	46 31% EFG	1 *%	0 *%	545 30% LM	337 24% R	168 33% OQR	13 21%	28 14%
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	137 6%	18 2%	120 11% B	21 7% I	20 8% I	7 11% I	2 3%	66 8% I	9 2%	12 8%	3 2%	7 3%	128 7% LM	108 8% P	10 2%	5 8%	15 8% P
Other employment status	34 2%	11 1%	23 2%	3 1%	-	-	0 *%	11 1%	16 3%	4 3%	1 1%	3 2%	30 2%	15 1% OR	19 4%	1 1%	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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Grade 8 or less	25 1%	10 1%	15 1%	1 1%	4 1%	2 2%	1 1%	8 1%	8 2%	1 1%	18 13% MN	1 1%	6 *%	15 1%	2 *%	1 2%	7 3%
Some high school	195 9%	83 8%	112 10%	24 8%	21 9%	4 6%	15 20%	67 8%	52 10%	11 8%	87 62% MN	30 13% N	77 4%	129 9%	46 9%	7 11%	12 6%
High school diploma or equivalent	453 21%	207 20%	245 22%	62 21%	52 21%	16 24%	26 33%	189 23%	83 16%	25 17%	11 8%	87 39% LN	355 20% L	314 22% R	105 21%	8 14%	25 13%
Registered Apprenticeship or other trades certificate or diploma	122 6%	74 7%	48 4%	28 10% H	13 5%	9 13% H	1 1%	19 2%	41 8% H	12 8%	3 2%	12 5% L	108 6% L	82 6% R	36 7% R	1 1%	3 1%
College, CEGEP or other non-university certificate or diploma	522 24%	210 20%	312 28% B	64 22% F	67 27% F	6 9%	22 28% F	218 26% F	114 22% F	32 21%	10 7%	41 18% L	471 26% LM	363 26% R	114 23%	9 15%	35 17%
University certificate or diploma below bachelor's level	143 7%	66 6%	76 7%	26 9%	9 3%	2 4%	5 6%	61 7%	29 6%	10 7%	3 2%	15 7% L	125 7% L	83 6%	24 5%	14 23% OPR	21 10%
Bachelor's degree	441 20%	239 23%	202 18%	49 17% G	54 22% G	17 26% G	4 6%	185 22% G	96 19% G	36 24% G	6 4%	33 15% L	402 22% LM	278 20%	91 18%	15 24%	58 29% OP
Postgraduate degree above bachelor's level	273 13%	170 16% C	104 9%	38 13% G	26 10%	10 16% G	3 4%	91 11%	85 17% EGH	20 14% G	4 3%	4 2%	266 15% LM	141 10%	86 17% O	6 10%	41 20% OQ

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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
Under \$20,000	180 8%	90 9%	90 8%	32 11%	17 7%	3 4%	3 3%	74 9%	45 9%	7 5%	17 12%	40 18%	122 7%	108 8%	42 8%	9 15%	21 10%
Between \$20,000 and \$40,000	331 15%	117 11%	214 19%	53 18%	31 13%	12 18%	14 19%	112 13%	84 17%	24 16%	10 7%	39 17%	283 16%	210 15%	85 17%	4 7%	32 16%
Between \$40,000 and \$60,000	315 14%	147 14%	168 15%	33 11%	34 14%	7 11%	6 8%	131 16%	79 16%	24 16%	14 10%	30 14%	271 15%	191 14%	84 17%	12 20%	29 14%
Between \$60,000 and \$80,000	290 13%	157 15%	133 12%	35 12%	25 10%	8 13%	20 26%	127 15%	49 10%	25 17%	19 14%	22 10%	249 14%	210 15%	49 10%	9 14%	23 11%
Between \$80,000 and \$100,000	319 15%	173 16%	146 13%	49 17%	36 15%	16 24%	8 11%	93 11%	90 18%	28 19%	19 14%	17 8%	283 16%	200 14%	82 16%	13 21%	24 12%
Between \$100,000 and \$150,000	299 14%	171 16%	128 12%	60 20%	47 19%	4 6%	8 10%	117 14%	46 9%	17 12%	21 15%	23 10%	255 14%	222 16%	52 10%	5 8%	21 10%
\$150,000 and above	154 7%	97 9%	58 5%	9 3%	25 10%	7 10%	3 4%	75 9%	34 7%	3 2%	7 5%	13 6%	134 7%	87 6%	38 7%	5 8%	24 12%
Prefer not to say	284 13%	107 10%	177 16%	22 8%	31 13%	9 14%	15 20%	107 13%	79 16%	20 13%	33 24%	38 17%	213 12%	179 13%	73 14%	5 8%	28 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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%	
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225	
Born in Canada	1796 83%	864 82%	931 84%	226 77%	198 81%	54 82%	64 83%	679 81%	449 89%	125 84%	127 90%	179 80%	1489 82%	1236 88%	458 91%	58 95%	44 22%	
India	47 2%	35 3%	12 1%	3 1%	3 1%	2 3%	3 4%	30 4%	3 1%	2 2%	1 1%	8 4%	38 2%	25 2%	2 *	-	21 10%	
China	30 1%	14 1%	16 1%	11 4%	3 1%	-	-	16 2%	0 *	-	2 2%	4 2%	24 1%	12 1%	0 *	-	18 9%	
United States	37 2%	17 2%	20 2%	2 1%	1 *	0 1%	1 1%	12 1%	5 1%	16 11%	0 *	4 2%	32 2%	30 2%	3 1%	-	3 2%	
Born outside Canada	263 12%	130 12%	134 12%	51 17%	40 16%	10 14%	9 12%	100 12%	49 10%	5 3%	10 7%	28 13%	225 12%	103 7%	41 8%	3 5%	115 57%	

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 - Baseline 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	377 100%	195 100%	182 100%	67 100%	47 100%	12 100%	13 100%	158 100%	58 100%	23 100%	13 100%	44 100%	320 100%	170 100%	47 100%	3 100%	157 100%
Unweighted Total	329	168	161	50	42	12	11	149	50	15	74	132	123	133	38	4	154
1948	3 1%	3 2%	-	-	-	-	-	3 2%	-	-	-	-	3 1%	-	-	-	3 2%
1956	5 1%	5 2%	-	2 3%	-	-	-	3 2%	-	-	-	-	5 1%	5 3%	-	-	-
1957	9 2%	-	9 5%	-	-	-	-	-	9 16%	-	-	-	9 3%	5 3%	-	-	5 3%
1958	3 1%	3 2%	-	-	-	-	-	3 2%	-	-	-	-	3 1%	-	-	-	3 2%
1960	4 1%	-	4 2%	-	-	-	-	4 3%	-	-	-	-	4 1%	4 3%	-	-	-
1961	3 1%	3 1%	-	3 4%	-	-	-	-	-	-	-	-	3 1%	-	3 6%	-	-
1963	2 1%	-	2 1%	-	-	-	-	2 2%	-	-	-	-	2 1%	2 1%	-	-	-
1964	7 2%	3 2%	4 2%	4 6%	-	-	-	3 2%	-	-	-	-	7 2%	7 4%	-	-	-
1965	2 1%	2 1%	0 *	-	-	-	-	2 1%	-	-	0 2%	-	2 1%	2 1%	-	-	-
1966	10 3%	0 *%	10 6% B	3 4%	-	-	4 31% H	3 2%	-	-	0 1%	-	10 3%	6 4%	-	-	4 3%
1967	8 2%	5 3%	2 1%	-	-	-	-	5 3%	2 4%	-	-	-	8 2%	2 1%	5 12%	-	-
1968	3 1%	3 1%	-	-	3 6%	-	-	-	-	-	-	-	3 1%	-	-	-	3 2%
1969	8 2%	3 2%	4 2%	-	-	-	-	8 5%	-	-	0 1%	-	7 2%	8 5%	-	-	-
1970	3 1%	3 2%	-	-	-	3 30%	-	-	-	-	-	-	3 1%	3 2%	-	-	-
1972	3 1%	0 *%	2 1%	-	-	-	-	3 2%	-	-	0 1%	-	2 1%	3 2%	-	-	-
1974	12 3%	12 6%	-	5 7% H	-	-	-	0 *%	7 12% H	-	0 1%	-	12 4%	5 3%	7 15% OR	-	0 *%
1975	3 1%	3 1%	0 *%	-	3 6%	-	-	0 *%	-	-	0 2%	-	3 1%	3 2%	-	-	-
1976	8 2%	5 2%	3 2%	2 3%	-	-	-	6 4%	-	-	-	-	8 2%	8 5%	-	-	-

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 - Baseline 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)
1978	0 *%	0 *%	-	-	-	-	-	-	0 *%	-	0 2%	-	-	-	0 1%	-	-
1979	2 *%	2 1%	-	2 3%	-	-	-	-	-	-	-	-	2 1%	-	-	-	2 1%
1980	8 2%	-	8 4%	4 6%	0 1%	-	-	3 2%	-	-	1 5%	-	7 2%	5 3%	-	-	3 2%
1981	16 4%	7 4%	9 5%	-	4 8%	-	-	6 4%	-	5 24% H	-	-	16 5%	8 5%	-	-	7 4%
1982	6 1%	2 1%	4 2%	3 4%	-	-	-	2 1%	-	1 4%	-	-	6 2%	1 1%	-	-	5 3%
1985	2 1%	2 1%	-	-	-	-	-	2 1%	-	-	-	-	2 1%	-	-	-	2 1%
1987	5 1%	5 3%	-	3 4%	-	-	-	-	2 4%	-	-	-	5 2%	3 2%	2 5%	-	-
1989	6 2%	3 1%	3 2%	-	-	-	-	3 2%	3 5%	-	-	-	6 2%	-	3 6%	-	3 2%
1990	15 4%	7 3%	9 5%	-	-	-	-	11 7%	-	4 20%	0 1%	-	15 5%	8 5%	-	-	7 5%
1991	4 1%	3 1%	1 1%	3 4%	-	-	-	1 1%	-	-	-	-	4 1%	-	-	-	4 2%
1992	2 1%	-	2 1%	-	-	-	-	2 2%	-	-	-	-	2 1%	-	-	-	2 2%
1993	13 4%	11 5% C	3 2%	6 8%	-	-	-	-	3 6%	4 19%	0 1%	-	13 4%	4 3%	3 7%	-	6 4%
1994	11 3%	5 2%	6 3%	-	6 13%	-	-	5 3%	-	-	-	-	11 3%	5 3%	-	-	6 4%
1995	1 *%	1 *%	1 *%	-	-	-	-	1 1%	0 1%	-	0 3%	1 2%	-	1 *%	0 1%	-	0 *%
1996	7 2%	0 *%	6 3%	-	-	-	-	6 4%	0 *%	-	0 1%	0 1%	6 2%	6 4%	0 1%	-	-
1997	5 1%	3 2%	2 1%	2 4%	1 2%	-	-	1 1%	0 1%	0 2%	0 3%	1 3%	4 1%	1 1%	0 1%	-	4 2%
1998	4 1%	1 *%	3 2%	0 *%	-	-	-	3 2%	1 1%	-	0 1%	1 3%	2 1%	3 2%	-	0 12%	0 *%
1999	6 2%	2 1%	3 2%	5 8%	-	-	-	0 *%	0 *%	-	-	0 1%	5 2%	3 2%	0 *%	-	3 2%
2000	6 2%	3 2%	3 2%	1 1%	3 6%	0 1%	-	3 2%	-	-	1 6%	1 3%	4 1%	3 2%	0 1%	3 80% OPR	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 - Baseline 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)
2001	7 2%	3 1%	4 2%	0 1%	-	-	-	6 4%	0 *%	-	1 9% N	1 2%	4 1%	5 3%	0 *%	-	2 1%
2002	6 2%	2 1%	4 2%	0 *%	0 1%	0 2%	-	5 3%	0 *%	-	1 4%	1 2%	5 2%	0 *%	-	-	6 4%
2003	3 1%	2 1%	1 *%	3 4%	-	-	-	0 *%	-	-	-	1 1%	2 1%	3 2%	-	-	0 *%
2004	2 *%	1 1%	0 *%	0 *%	1 1%	-	-	1 1%	-	-	1 6%	1 2%	-	1 *%	-	-	1 1%
2005	6 2%	5 3%	1 1%	-	0 1%	-	-	1 1%	5 8%	0 2%	0 1%	2 4%	4 1%	1 *%	-	-	5 3%
2006	6 2%	0 *%	6 3%	1 1%	1 1%	-	-	1 *%	4 7%	-	1 5%	1 3%	4 1%	1 1%	4 8%	-	1 1%
2007	8 2%	4 2%	4 2%	0 *%	6 14% H	-	1 5%	0 *%	1 1%	-	1 5%	2 4%	6 2%	1 *%	0 1%	-	7 5%
2008	12 3%	7 3%	5 3%	5 7%	5 11%	-	0 4%	1 1%	0 *%	-	1 7%	1 3%	9 3%	5 3%	-	-	6 4%
2009	4 1%	3 1%	2 1%	0 *%	-	-	0 4%	3 2%	0 1%	-	1 6%	1 2%	3 1%	2 1%	0 1%	-	2 1%
2010	3 1%	0 *%	3 2%	1 1%	0 *%	-	-	2 2%	-	0 1%	1 5%	1 3%	1 *%	3 2%	-	-	1 *%
2011	2 1%	0 *%	2 1%	-	0 *%	-	0 2%	1 1%	0 1%	-	0 3%	1 1%	1 *%	1 *%	0 *%	-	1 1%
2012	2 1%	2 1%	0 *%	-	0 1%	-	-	2 1%	0 *%	-	1 4%	2 4%	-	1 1%	-	-	1 1%
2013	19 5%	6 3%	13 7%	3 5%	7 15%	0 2%	-	2 1%	7 12%	0 1%	1 4%	2 5%	16 5%	6 3%	6 12%	0 8%	8 5%
2014	19 5%	10 5%	9 5%	4 6%	0 *%	2 13%	4 28%	6 4%	2 3%	2 10%	1 4%	3 6%	16 5%	4 2%	2 4%	-	14 9%
2015	14 4%	8 4%	6 3%	-	3 6%	1 6%	-	7 4%	3 6%	0 1%	0 2%	3 7%	10 3%	7 4%	2 4%	-	5 3%
2016	12 3%	11 6%	1 1%	3 4%	1 1%	0 4%	-	4 2%	4 7%	1 3%	0 1%	7 16% LN	5 2%	4 2%	5 11%	-	3 2%
2017	34 9%	19 10%	15 8%	0 *%	2 4%	5 42% D	4 27%	18 11% D	2 4%	3 14%	0 1%	8 18% LN	26 8% L	11 7%	3 5%	-	20 13%
2018	2 *%	1 1%	0 *%	-	0 1%	-	-	1 1%	-	-	0 1%	2 4%	-	0 *%	-	-	2 1%
MEAN	1993.26	1993.67	1992.82	1989.85	2000.13 DH	2001.87	1998.98	1991.27	1992.86	1996.07	2001.09 N	2010.69 LN	1990.55	1988.43	1994.16	2000.82	1998.05 O

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 - Baseline 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	2173 100%	1059 100%	1114 100%	293 100%	245 100%	66 100%	77 100%	837 100%	507 100%	148 100%	141 100%	223 100%	1809 100%	1406 100%	505 100%	61 100%	201 100%
Unweighted Total	2173	1068	1105	251	239	70	80	852	530	151	748	750	675	1369	475	104	225
English	1521 70%	740 70%	781 70%	260 89% I	226 92% IJ	61 93% I	64 83% I	736 88% I	55 11% I	119 80% I	107 76% N	165 74%	1249 69%	1406 100% R	-	61 100% R	54 27%
French	572 26%	289 27%	283 25%	13 5%	5 2%	0 *% EF	1 2% DEFGHJ	69 8% DEFGH	456 90% DEFGH	28 19% DEFGH	34 25%	56 25%	482 27%	-	505 100% R	61 100% R	6 3%
Chinese / Mandarin / Cantonese	38 2%	21 2%	16 1%	15 5%	5 2%	-	-	18 2%	-	-	2 2%	5 2%	30 2%	-	-	-	38 19%
Spanish	18 1%	12 1%	6 1%	4 1%	7 3%	-	-	4 *% IJ	3 1% IJ	0 *% IJ	1 *% IJ	3 1% LN	14 1%	-	-	-	18 9%
Other language, specify	146 7%	64 6%	82 7%	16 5%	16 6%	5 8%	14 18% IJ	79 9% IJ	13 3%	3 2%	6 4%	26 12% LN	114 6%	-	-	-	146 73%

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 - Baseline Survey - Data Tables

Are you...
Base: All Respondents

	EMPLOYEMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173	925	169	90	270	137	580	672	786	715	180	331	315	290	319	453
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Male	1059	518	72	51	145	18	256	300	350	409	90	117	147	157	173	267
	49	56	42	56	54	13	44	45	45	57	50	35	47	54	54	59
		A1F	A1	A1	A1F		A1			GH	K			K	K	KL
Female	1114	407	98	39	126	120	325	372	436	306	90	214	168	133	146	186
	51	44	58	44	46	87	56	55	55	43	50	65	53	46	46	41
						BCDEF	BE	I	I			JMNO	O			

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

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

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Alberta	245 11%	120 13% E	25 15%	10 11%	22 8%	20 15%	48 8%	77 11%	88 11%	80 11%	17 9%	31 9%	34 11%	25 8%	36 11%	71 16%
British Columbia	293 13%	123 13%	24 14%	10 11%	29 11%	21 15%	87 15%	88 13%	119 15%	87 12%	32 18%	53 16%	33 11%	35 12%	49 15%	69 15%
Manitoba	77 4%	44 5%	3 2%	7 7%	8 3%	2 2%	12 2%	42 6%	27 3%	8 1%	3 1%	14 4%	6 2%	20 7%	8 3%	11 2%
New Brunswick	47 2%	21 2%	-	4 4%	6 2%	4 3%	12 2%	16 2%	15 2%	17 2%	6 3%	11 3%	6 2%	5 2%	8 2%	7 2%
Newfoundland and Labrador	33 2%	7 1%	0 *%	-	0 *%	8 6%	17 3%	9 1%	13 2%	10 1%	0 *%	2 1%	10 3%	5 2%	4 1%	6 1%
Nova Scotia	59 3%	18 2%	13 8% BDA1	1 1%	9 3%	1 1%	17 3%	12 2%	18 2%	29 4%	2 1%	11 3%	9 3%	15 5%	15 5%	4 1%
Ontario	837 39%	355 38%	70 41%	36 40%	106 39%	66 48%	204 35%	264 39%	297 38%	276 39%	74 41%	112 34%	131 42%	127 44%	93 29%	192 42% N
Prince Edward Island	9 *%	3 *%	-	1 1%	1 *%	-	4 1%	2 *%	7 1%	-	-	-	-	0 *%	1 *%	2 1%
Quebec	507 23%	204 22% A1	27 16%	20 23% A1	79 29% BCA1	9 7%	167 29% CA1	143 21%	184 23%	181 25%	45 25%	84 25%	79 25%	49 17%	90 28% MO	80 18%
Saskatchewan	66 3%	28 3%	7 4%	2 3%	10 4%	7 5%	12 2%	21 3%	17 2%	28 4%	3 1%	12 4%	7 2%	8 3%	16 5%	11 2%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
13 to 15	83 4%	17 2%	1 1%	1 1%	61 23%	2 1%	1 *	64 10%	11 1%	7 1%	9 5%	5 2%	7 2%	12 4%	12 4%	17 4%
					BCDA1F			HI								
16 to 17	58 3%	11 1%	1 *	2 2%	43 16%	1 1%	1 *	52 8%	4 *	2 *	8 4%	4 1%	7 2%	7 2%	7 2%	12 3%
					BCDA1F			HI								
18 to 24	223 10%	76 8%	9 5%	19 21%	109 40%	7 5%	4 1%	118 18%	68 9%	37 5%	40 22%	39 12%	30 10%	22 8%	17 5%	36 8%
		F		F	BCDA1F			HI			MNO					
25 to 34	333 15%	189 20%	28 16%	41 45%	44 16%	25 18%	6 1%	71 11%	147 19%	115 16%	65 36%	74 22%	50 16%	51 17%	32 10%	41 9%
		F	F	BCEA1F	F	F			G	G	KLMNO	NO	O	O		
35 to 44	280 13%	208 22%	16 9%	4 5%	10 4%	22 16%	20 3%	75 11%	104 13%	101 14%	17 9%	36 11%	26 8%	35 12%	56 17%	73 16%
		CDEF	EF			DEF									JKL	JKL
45 to 54	412 19%	259 28%	67 39%	16 18%	3 1%	49 35%	18 3%	81 12%	145 18%	186 26%	15 8%	32 10%	39 12%	44 15%	82 26%	151 33%
		DEF	DEF	EF		DEF			G	GH				JK	JKLM	JKLMN
55 to 64	350 16%	131 14%	25 15%	8 9%	-	28 21%	158 27%	85 13%	155 20%	110 15%	16 9%	43 13%	68 22%	53 18%	64 20%	73 16%
						D	BCD		G				JK	J	JK	J
65 or older	434 20%	34 4%	24 14%	-	-	4 3%	372 64%	125 19%	153 19%	156 22%	10 5%	97 29%	88 28%	66 23%	50 16%	52 11%
			BA1				BCA1					JNO	JNO	JNO	J	J

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Yes	983 45%	446 48%	79 47%	37 41%	144 53%	31 23%	245 42%	286 43%	349 44%	348 49%	92 51%	176 53%	157 50%	138 47%	122 38%	201 44%
		A1	A1		A1F		A1					N				
No	1190 55%	479 52%	90 53%	53 59%	127 47%	106 77%	335 58%	386 57%	437 56%	367 51%	88 49%	155 47%	158 50%	153 53%	198 62%	252 56%
						BCEF	E								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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	983 100%	446 100%	79 100%	37 100%	144 100%	31 100%	245 100%	286 100%	349 100%	348 100%	92 100%	176 100%	157 100%	138 100%	122 100%	201 100%
Unweighted Total	1063	376	43	45	484	29	86	515	321	227	145	172	145	129	113	191
Television	559 57%	219 49%	49 62%	13 36%	73 51%	16 52%	189 77%	170 59%	196 56%	193 56%	40 43%	95 54%	102 65%	82 60%	69 56%	112 56%
Facebook	265 27%	118 26%	14 17%	21 57%	54 37%	9 27%	51 21%	92 32%	94 27%	79 23%	29 31%	67 38%	32 20%	33 24%	25 20%	43 21%
Internet website	247 25%	128 29%	12 15%	12 32%	48 33%	5 17%	42 17%	64 22%	81 23%	101 29%	21 23%	52 29%	37 24%	30 22%	29 24%	53 26%
Radio	231 23%	126 28%	19 24%	3 9%	27 19%	4 13%	51 21%	69 24%	103 30%	58 17%	17 18%	50 28%	30 19%	40 29%	38 31%	37 19%
Newspaper (daily)	193 20%	74 17%	13 16%	1 2%	13 9%	2 8%	90 37%	60 21%	59 17%	74 21%	15 16%	31 17%	37 24%	19 14%	38 31%	41 20%
YouTube	111 11%	45 10%	10 12%	9 25%	35 24%	- 0%	13 5%	45 16%	36 10%	30 9%	19 20%	14 8%	22 14%	14 10%	11 9%	17 9%
Pamphlet or brochure in the mail	68 7%	28 6%	13 17%	2 5%	4 3%	4 14%	16 7%	18 6%	37 11%	13 4%	6 6%	7 4%	8 5%	14 10%	11 9%	17 8%
Twitter	57 6%	27 6%	6 8%	3 8%	14 10%	2 8%	5 2%	15 5%	14 4%	27 8%	5 5%	7 4%	9 6%	11 8%	15 12%	7 4%
Newspaper (weekly or community)	54 5%	19 4%	10 12%	1 3%	7 5%	1 4%	15 6%	25 9%	19 5%	10 3%	9 10%	16 9%	4 2%	6 5%	4 3%	8 4%
Outdoor billboards	51 5%	36 8%	1 1%	1 2%	13 9%	0 1%	1 *	14 5%	23 7%	14 4%	1 1%	19 11%	2 1%	10 7%	4 3%	9 4%
Public transit (bus or subway)	51 5%	28 6%	1 1%	3 7%	19 13%	0 1%	- 0%	12 4%	19 5%	20 6%	5 5%	6 3%	5 3%	11 8%	4 4%	11 6%
Magazines	37 4%	27 6%	4 6%	1 2%	5 3%	- 0%	- 0%	9 3%	15 4%	12 4%	5 6%	8 5%	3 2%	12 9%	0 *	8 4%
Cinema	37 4%	12 3%	7 9%	1 2%	14 9%	1 4%	2 1%	9 3%	14 4%	13 4%	5 6%	5 3%	5 3%	6 5%	5 4%	6 3%
Instagram	34 3%	15 3%	1 1%	2 6%	16 11%	- 0%	- 0%	13 5%	10 3%	11 3%	7 7%	6 3%	7 4%	4 3%	5 4%	4 2%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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%	5 1%	-	-	3 2%	-	-	1 *%	4 1%	4 1%	3 3%	-	3 2%	0 *%	2 1%	0 *%
Other, specify	13 1%	5 1%	-	1 1%	5 3%	0 1%	2 1%	6 2%	5 1%	2 1%	1 2%	4 2%	3 2%	-	3 3%	1 *%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	983 100%	446 100%	79 100%	37 100%	144 100%	31 100%	245 100%	286 100%	349 100%	348 100%	92 100%	176 100%	157 100%	138 100%	122 100%	201 100%
Unweighted Total	1063	376	43	45	484	29	86	515	321	227	145	172	145	129	113	191
CANNABIS-RELATED (NET)	85 9%	40 9%	6 8%	4 10%	26 18%	1 2%	9 4%	32 11%	23 7%	29 8%	7 8%	6 4%	16 10%	15 11%	6 5%	24 12%
Don't drive high / Don't smoke and drive	44 4%	15 3%	3 4%	3 9%	16 11%	0 1%	6 3%	20 7%	11 3%	13 4%	6 6%	4 2%	8 5%	7 5%	4 3%	6 3%
Canada will legalize cannabis	25 3%	16 4%	-	-	6 4%	0 *	2 1%	10 4%	7 2%	7 2%	1 1%	1 1%	4 2%	4 3%	1 1%	13 6%
It was about cannabis (unspecified)	16 2%	9 2%	3 4%	0 1%	4 3%	0 1%	-	2 1%	6 2%	8 2%	1 1%	1 *	4 2%	4 3%	1 1%	5 2%
Canadian Armed Forces recruitment	55 6%	23 5%	-	1 2%	7 5%	-	25 10%	13 5%	23 7%	19 5%	2 2%	11 6%	8 5%	4 3%	7 6%	18 9%
Justin Trudeau / India	37 4%	16 4%	2 3%	5 14%	3 2%	0 *	10 4%	15 5%	10 3%	12 3%	2 3%	13 8%	7 4%	3 2%	6 5%	4 2%
It was about tax season / Filing taxes	32 3%	19 4%	-	-	2 1%	3 10%	8 3%	4 1%	16 5%	13 4%	3 4%	1 1%	4 2%	5 3%	12 10%	7 3%
General ad promoting the Government of Canada	32 3%	17 4%	3 4%	2 4%	1 1%	-	9 4%	6 2%	17 5%	9 3%	-	7 4%	10 6%	0 *	3 3%	11 5%
Message from the Government of Canada	30 3%	14 3%	3 4%	0 1%	5 3%	0 1%	7 3%	4 1%	13 4%	13 4%	1 1%	3 2%	5 3%	5 4%	6 5%	4 2%
2018 budget (unspecified)	27 3%	13 3%	-	-	2 1%	-	12 5%	5 2%	13 4%	10 3%	0 *	0 *	12 8%	6 4%	1 1%	1 *
Various political party advertisements	25 3%	5 1%	-	-	3 2%	0 1%	17 7%	8 3%	15 4%	2 1%	1 1%	10 5%	6 4%	1 1%	2 2%	4 2%
Talking about the Olympics	24 2%	7 2%	3 4%	-	1 1%	-	13 5%	8 3%	7 2%	9 3%	0 1%	2 1%	11 7%	2 1%	2 2%	6 3%
Job opportunities	22 2%	19 4%	-	1 3%	3 2%	-	-	3 1%	7 2%	13 4%	1 1%	3 2%	1 *	13 9%	0 *	4 2%
Healthcare (unspecified)	22 2%	9 2%	2 2%	0 1%	3 2%	2 8%	4 2%	14 5%	8 2%	0 *	1 1%	12 7%	1 1%	4 3%	0 *	1 *
Immigration policy	18 2%	8 2%	3 4%	0 1%	4 3%	0 1%	2 1%	1 *	6 2%	11 3%	3 3%	3 1%	7 4%	3 2%	0 *	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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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)
It was regarding economic development	17 2%	9 2%	0 1%	1 2%	4 3%	-	3 1%	2 1%	5 1%	10 3%	2 2%	8 5%	0 *	1 1%	0 *	4 2%
Various government programs (youth, social, etc.)	15 2%	2 *	2 3%	-	2 1%	-	9 4%	5 2%	8 2%	3 1%	-	6 4%	1 1%	1 1%	-	6 3%
Elections / Voting	14 1%	4 1%	2 3%	-	1 1%	6 21% BE	-	8 3%	5 2%	1 *	-	6 3%	1 1%	0 *	3 2%	1 *
Dangers / Risks of drug use	14 1%	9 2%	-	1 1%	4 3%	-	-	4 1%	1 *	9 3%	2 3%	6 3%	1 1%	0 *	0 *	3 2%
Free prescriptions for those under 25 in Ontario	12 1%	6 1%	5 6%	-	1 *	0 1%	-	2 1%	8 2%	2 1%	0 *	1 *	1 *	0 *	0 *	9 5% JM
It was good / great / interesting / amazing / etc.	11 1%	9 2%	-	-	2 1%	-	-	6 2%	4 1%	1 *	1 1%	6 4%	-	0 *	2 2%	1 1%
Don't drink and drive	11 1%	4 1%	-	1 1%	1 1%	0 1%	4 2%	1 *	1 *	9 2%	1 1%	1 *	2 1%	3 2%	0 *	-
RCMP recruitment	10 1%	7 2%	-	-	2 2%	-	-	2 1%	1 *	7 2%	-	3 2%	0 *	5 4%	-	0 *
Minimum wage increase	10 1%	3 1%	-	2 5%	3 2%	-	2 1%	3 1%	7 2%	-	6 7% LMNO	-	3 2%	0 *	0 *	0 *
Anti tobacco campaign	9 1%	1 *	-	-	2 2%	1 4%	5 2%	3 1%	2 *	5 1%	0 *	0 *	2 1%	1 1%	0 *	0 *
Fentanyl ads / Opioid crisis	8 1%	4 1%	-	0 1%	4 3%	-	-	4 1%	3 1%	2 *	2 2%	2 1%	1 1%	-	-	2 1%
It was about taxes (unspecified)	8 1%	5 1%	-	1 2%	2 1%	0 1%	-	2 1%	2 1%	4 1%	0 *	2 1%	1 1%	-	1 1%	3 2%
It was regarding OSAP and free tuition	7 1%	2 1%	-	1 2%	2 1%	-	3 1%	1 *	3 1%	3 1%	0 *	3 1%	0 *	1 *	-	3 2%
Other	125 13%	65 14%	8 9%	7 18%	22 15%	4 11%	21 9%	45 16%	40 12%	40 12%	24 26% KLM	19 11%	13 9%	15 11%	15 13%	31 15%
None / Nothing	189 19%	72 16%	20 26%	8 22%	15 10%	4 13%	70 29% BE	44 15%	63 18%	82 24%	15 16%	22 13%	33 21%	34 25%	24 20%	36 18%
Don't know / Refused / Don't remember	154 16%	73 16%	18 23%	6 17%	21 15%	11 35% F	25 10%	48 17%	50 14%	56 16%	18 19%	25 14%	14 9%	23 17%	29 23%	22 11%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	983 100%	446 100%	79 100%	37 100%	144 100%	31 100%	245 100%	286 100%	349 100%	348 100%	92 100%	176 100%	157 100%	138 100%	122 100%	201 100%
Unweighted Total	1063	376	43	45	484	29	86	515	321	227	145	172	145	129	113	191
Mentioned / Seen in the advertisement	488 50%	215 48%	35 44%	19 52%	83 58%	18 58%	117 48%	153 53%	185 53%	150 43%	47 51%	90 51%	88 56%	63 46%	57 47%	82 41%
The logo	175 18%	81 18%	17 21%	9 24%	32 22%	3 10%	34 14%	40 14%	56 16%	80 23%	16 17%	18 10%	25 16%	30 22%	15 12%	51 25%
The topic relates to the government	45 5%	25 6% E	3 4%	- 10%	2 1%	3 11%	11 4%	7 2%	18 5%	20 3%	4 4%	9 5%	3 2%	2 12%	15 3%	12 6%
Justin Trudeau/Prime Minister was speaking / mentioned	42 4%	15 3%	4 4%	4 10% E	2 1%	0 *% E	18 7%	14 5%	18 5%	9 3%	3 3%	16 9% NO	5 3%	5 4%	3 3%	1 *%
Had the Canadian flag	40 4%	6 1%	12 15% BE	2 7%	3 2%	0 1%	16 7% B	3 1%	9 2%	28 8% GH	7 8%	9 5%	10 6%	4 3%	3 2%	7 3%
The topic relates to party and politics	23 2%	4 1%	0 1%	- 1%	3 2%	5 16% B	10 4%	15 5% HI	4 1%	4 1%	1 1%	7 4%	3 2%	2 2%	0 *%	4 2%
Website address	15 2%	5 1%	5 6%	0 1%	2 1%	- 1%	3 1%	2 1%	6 2%	7 2%	0 *%	2 1%	0 *%	6 4%	- *%	6 3%
The music / jingle	11 1%	7 2%	0 *%	- 3%	4 1%	- 1%	- 1%	2 1%	4 1%	5 1%	2 2%	1 1%	0 *%	0 *%	4 3%	4 2%
It was obvious (unspecified)	6 1%	1 *%	0 *%	2 4%	1 1%	- 1%	2 1%	3 1%	0 *%	2 1%	1 2%	0 *%	2 1%	1 1%	- *%	1 *%
Other	54 6%	32 7%	-	-	10 7%	0 1%	12 5%	12 4%	21 6%	21 6%	11 11%	9 5%	6 4%	10 7%	5 4%	13 7%
None / Nothing	13 1%	6 1%	2 3%	0 *%	0 *%	- *%	4 2%	9 3% I	4 1%	1 *%	0 *%	5 3%	- *%	6 4% JO	1 1%	0 *%
Don't know / Refused	119 12%	69 16% E	14 17%	2 6%	9 7%	2 5%	23 9%	37 13%	38 11%	45 13%	3 4%	16 9%	16 10%	21 15%	25 20% J	32 16% J

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Yes	917 42%	386 42%	84 50% D	27 30%	115 42%	57 41%	248 43%	303 45%	304 39%	311 43%	82 45%	154 47%	127 40%	107 37%	149 47%	165 36%
No	1256 58%	538 58%	85 50%	63 70% C	156 58%	80 59%	333 57%	369 55%	482 61%	404 57%	98 55%	177 53%	188 60%	183 63%	171 53%	288 64%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	917 100%	386 100%	84 100%	27 100%	115 100%	57 100%	248 100%	303 100%	304 100%	311 100%	82 100%	154 100%	127 100%	107 100%	149 100%	165 100%
Unweighted Total	976	328	43	37	442	44	82	514	271	191	130	136	125	112	122	170
Television	496 54%	173 45%	45 54%	7 26%	49 42%	30 53%	192 77%	161 53%	160 53%	175 56%	32 39%	91 59%	78 61%	50 47%	81 55%	83 50%
Newspaper (daily)	237 26%	103 CEA1	6 7%	3 10%	12 11%	7 12%	106 43%	63 21%	66 22%	107 34%	17 21%	38 24%	29 23%	21 20%	64 43%	38 23%
Facebook	231 25%	103 27%	15 18%	12 46%	38 33%	20 35%	43 17%	87 29%	93 31%	51 16%	36 44%	33 22%	34 27%	26 24%	23 16%	36 22%
Radio	220 24%	113 E	25 29%	5 17%	21 18%	9 15%	48 20%	77 26%	65 21%	77 25%	16 19%	37 24%	26 20%	22 20%	40 27%	47 29%
Internet website	186 20%	88 23%	15 17%	16 60%	22 19%	15 27%	30 12%	49 16%	70 23%	67 22%	12 14%	36 23%	24 19%	24 22%	24 16%	40 24%
Newspaper (weekly or community)	59 6%	26 7%	7 8%	4 13%	5 4%	6 10%	11 4%	15 5%	31 10%	12 4%	8 10%	15 10%	11 9%	4 3%	6 4%	10 6%
YouTube	44 5%	18 5%	0 1%	5 18%	18 15%	3 5%	-	22 7%	7 2%	16 5%	6 7%	8 5%	3 2%	10 9%	2 2%	7 4%
Twitter	39 4%	18 5%	2 3%	4 14%	7 7%	3 6%	4 2%	20 7%	5 2%	14 5%	2 2%	3 2%	9 7%	8 8%	9 6%	5 3%
Magazines	38 4%	19 5%	4 5%	-	5 4%	4 8%	5 2%	11 4%	10 3%	17 6%	7 9%	3 2%	3 3%	11 11%	3 2%	10 6%
Instagram	33 4%	14 4%	1 1%	4 15%	12 11%	1 3%	0 *%	15 5%	7 2%	11 4%	6 7%	4 3%	4 3%	4 4%	3 2%	6 3%
Public transit (bus or subway)	19 2%	12 3%	-	0 2%	5 4%	0 *%	2 1%	3 1%	7 2%	9 3%	3 3%	2 2%	4 3%	3 3%	4 3%	2 1%
Outdoor billboards	18 2%	10 3%	4 5%	1 2%	2 2%	0 1%	-	2 1%	7 2%	9 3%	1 1%	2 1%	0 *%	4 3%	2 1%	8 5%
Cinema	18 2%	8 2%	7 9%	-	2 2%	-	0 *%	5 2%	4 1%	8 3%	2 2%	1 1%	1 1%	3 2%	2 1%	9 5%
Pamphlet or brochure in the mail	10 1%	5 1%	-	-	1 1%	3 6%	-	2 1%	5 2%	3 1%	4 5%	2 1%	0 *%	-	3 2%	0 *%
LinkedIn	8 1%	4 1%	-	3 10%	1 1%	-	-	1 *%	1 *%	6 2%	1 1%	-	1 1%	3 2%	-	3 2%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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)
Friends / Family	7 1%	1 *%	-	-	5 5% B	1 2%	-	3 1%	0 *%	3 1%	2 2%	-	-	-	1 *%	1 1%
School / Teachers	6 1%	-	-	0 1%	6 5%	-	-	4 1%	-	2 1%	1 1%	-	0 *%	1 1%	-	1 *%
Other, specify	8 1%	1 *%	-	0 1%	3 3% B	4 7%	-	6 2%	2 1%	1 *%	3 4%	0 *%	2 2%	0 *%	1 *%	0 *%

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	917 100%	386 100%	84 100%	27 100%	115 100%	57 100%	248 100%	303 100%	304 100%	311 100%	82 100%	154 100%	127 100%	107 100%	149 100%	165 100%
Unweighted Total	976	328	43	37	442	44	82	514	271	191	130	136	125	112	122	170
Canada will legalize cannabis / Legalize on July 1	217 24%	91 24%	23 27%	17 61%	32 28%	11 20%	43 18%	79 26%	57 19%	81 26%	21 26%	47 30%	36 28%	18 17%	27 18%	37 22%
Canada is delaying the date on when cannabis will be legalized	151 16%	53 14%	7 9%	3 10%	7 6%	9 16%	73 29%	45 15%	49 16%	57 18%	2 2%	31 20%	23 18%	15 14%	39 26%	26 16%
Don't drive high / Don't smoke and drive	82 9%	35 9%	5 5%	1 4%	19 17%	3 5%	19 8%	27 9%	27 9%	27 9%	8 10%	8 5%	11 8%	11 10%	7 4%	19 11%
Where/Who will be allowed to sell cannabis	39 4%	17 4%	-	1 3%	4 3%	1 2%	16 7%	11 3%	17 6%	11 3%	6 7%	5 3%	14 11%	0 *	4 2%	10 6%
Rules and regulations regarding legal cannabis	28 3%	14 4%	3 4%	2 7%	4 3%	-	5 2%	6 2%	20 7%	2 1%	2 3%	3 2%	9 7%	7 7%	6 4%	1 *
It was good / great / interesting / amazing / etc.	18 2%	13 3%	-	-	4 3%	1 2%	-	5 2%	9 3%	3 1%	5 6%	6 4%	4 3%	0 *	-	3 2%
What the legal age is for cannabis use	15 2%	10 3%	-	1 4%	1 1%	0 *	3 1%	6 2%	3 1%	6 2%	1 1%	-	1 1%	0 *	8 8%	-
Regarding the pricing of cannabis	15 2%	1 *	-	-	0 *	0 *	14 6%	5 2%	5 2%	4 1%	5 6%	4 3%	4 3%	0 *	1 1%	-
It was about cannabis (unspecified)	14 2%	5 1%	-	1 3%	3 3%	-	5 2%	3 1%	10 3%	1 *	1 1%	1 *	0 *	1 1%	5 3%	6 3%
Dangers / Risks of drug use	11 1%	5 1%	0 *	0 1%	3 2%	1 2%	2 1%	5 2%	3 1%	4 1%	2 2%	2 1%	5 4%	0 *	0 *	1 1%
Cannabis will be sold in liquor stores	10 1%	4 1%	3 3%	1 2%	2 1%	1 1%	0 *	2 1%	4 1%	5 2%	1 1%	1 1%	1 1%	-	0 *	6 4%
Don't drive under the influence / impaired (unspecified)	10 1%	9 2%	-	-	1 1%	-	-	1 *	8 3%	1 *	0 *	4 3%	1 1%	0 *	0 *	4 2%
Benefits of legalizing cannabis	10 1%	1 *	-	3 10%	4 3%	3 5%	-	1 *	4 1%	5 1%	2 2%	1 *	-	3 3%	0 *	0 *
Promoting safe drug use	6 1%	4 1%	0 *	-	2 1%	-	-	0 *	1 *	5 1%	0 *	4 2%	0 *	-	0 *	0 *
News story on the television (unspecified)	4 *	-	-	-	4 3%	-	-	2 1%	-	2 1%	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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	119	52	9	1	15	3	39	40	55	24	9	26	13	5	13	28
	13%	13%	11%	4%	13%	6%	16%	13%	18% I	8%	11%	17%	10%	4%	9%	17%
None / Nothing	151	61	20	3	13	16	38	47	42	62	18	12	18	31	24	20
	16%	16%	24%	9%	11%	28%	15%	16%	14%	20%	22% K	8%	14%	28% KLO	16%	12%
Don't know / Refused / Don't remember	115	44	14	0	10	8	38	45	33	38	10	15	13	19	19	20
	13%	11%	17%	2%	9%	14%	15% D	15%	11%	12%	12%	10%	10%	18%	13%	12%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Strongly disagree	128 6%	73 8% F	7 4%	4 5%	16 6%	8 6%	20 3%	33 5%	43 5%	53 7%	13 7%	19 6%	15 5%	17 6%	21 7%	34 7%
Somewhat disagree	162 7%	65 7%	12 7%	5 6%	20 7%	4 3%	57 10%	46 7%	52 7%	63 9%	20 11% O	25 8%	25 8%	23 8%	29 9%	19 4%
Neither agree nor disagree	366 17%	169 18%	32 19%	14 16%	48 18%	32 23%	71 12%	136 20%	119 15%	111 16%	37 21% N	56 17%	56 18%	64 22% N	33 10%	69 15%
Somewhat agree	880 40%	384 42%	69 41%	29 32%	113 42%	56 41%	229 39%	259 38%	334 43%	287 40%	60 33%	100 30%	110 35%	118 41%	158 50% JKL	214 47% JKL
Strongly agree	637 29%	233 25%	49 29%	38 42% B	75 28%	39 28%	204 35% B	199 30%	238 30%	201 28%	50 28%	132 40% MNO	109 35%	69 24%	78 24%	116 26%
TOP-TWO BOX	1517 70%	618 67%	119 70%	66 74%	187 69%	94 69%	433 75%	457 68%	572 73%	488 68%	110 61%	231 70%	219 69%	187 64%	236 74% J	331 73% J
BOTTOM-TWO BOX	290 13%	138 15%	19 11%	9 10%	36 13%	11 8%	77 13%	79 12%	95 12%	116 16%	33 18%	44 13%	40 13%	39 14%	50 16%	53 12%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Strongly disagree	170 8%	58 6%	14 8%	7 7%	23 9%	14 10%	54 9%	65 10% H	41 5%	64 9%	16 9%	43 13%	16 5%	31 11%	21 7%	26 6%
Somewhat disagree	211 10%	104 11% D	24 14% D	2 2%	24 9%	8 6%	48 8%	62 9%	78 10%	71 10%	15 8%	33 10%	38 12%	36 13%	37 12%	36 8%
Neither agree nor disagree	398 18%	179 19% C	15 9%	15 17%	56 21% C	34 25% C	98 17%	141 21%	127 16%	131 18%	48 27% KO	44 13%	54 17%	51 18%	65 20%	63 14%
Somewhat agree	859 40%	377 41%	74 44%	29 32%	94 35%	44 32%	240 41%	238 35%	346 44% G	275 38%	57 32%	115 35%	110 35%	115 40%	147 46% J	209 46% JK
Strongly agree	535 25%	207 22%	42 25%	37 41% BF	73 27%	37 27%	139 24%	166 25%	195 25%	175 24%	44 24%	95 29% N	97 31% N	56 19%	50 16%	119 26% N
TOP-TWO BOX	1394 64%	584 63%	116 69%	66 73%	167 62%	81 59%	379 65%	403 60%	541 69% G	450 63%	101 56%	211 64%	207 66%	171 59%	197 62%	328 72% JM
BOTTOM-TWO BOX	381 18%	162 18%	38 22%	9 10%	47 17%	23 16%	103 18%	128 19%	119 15%	135 19%	30 17%	76 23% O	54 17%	68 23% O	58 18%	62 14%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Yes	731 34%	329 36%	59 35%	31 34%	108 40%	40 29%	163 28%	203 30%	249 32%	279 39%	74 41%	110 33%	103 33%	85 29%	72 22%	177 39%
No	1442 66%	596 64%	110 65%	59 66%	162 60%	97 71%	417 72%	469 70%	537 68%	435 61%	106 59%	221 67%	212 67%	206 71%	248 78%	276 61%
					F		E	I		G	N				JO	N

Health Canada Cannabis Public Education - Advertising Campaign Evaluation - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Yes	721 33%	309 33%	63 37%	35 38%	117 43%	36 26%	161 28%	209 31%	266 34%	245 34%	74 41%	130 39%	103 33%	74 26%	73 23%	150 33%
No	1452 67%	616 67%	107 63%	56 62%	153 57%	102 74%	419 72%	463 69%	520 66%	469 66%	105 59%	201 61%	212 67%	216 74%	246 77%	303 67%
		E				E	E							JK	JK	

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Working full-time (35 or more hours per week)	729 34%	729 79%	-	-	-	-	-	147 22%	261 33% G	321 45% GH	12 7%	76 23% J	84 27% J	96 33% J	159 50% JKLM	251 56% JKLM
Working part-time (less than 35 hours per week)	196 9%	196 21%	-	-	-	-	-	75 11%	73 9%	48 7%	25 14% NO	48 15% NO	40 13%	29 10%	18 6%	26 6%
Self-employed	169 8%	-	169 100%	-	-	-	-	29 4%	82 10% G	58 8% G	8 4%	15 5%	30 10% J	24 8%	20 6%	37 8%
Unemployed, but looking for work	90 4%	-	-	90 100%	-	-	-	32 5%	33 4%	25 4%	32 18% KLMNO	22 7% LNO	3 1%	11 4%	4 1%	5 1%
A student attending school full-time	270 12%	-	-	-	270 100%	-	-	169 25% HI	52 7%	49 7%	59 33% KLMNO	29 9%	24 8%	24 8%	25 8%	45 10%
Retired	546 25%	-	-	-	-	-	546 94%	143 21%	228 29% G	175 25%	12 7% KLMNO	113 34% JNO	121 38% JNO	91 31% JO	76 24% JO	62 14% J
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	137 6%	-	-	-	-	137 100%	-	66 10% HI	43 5%	29 4%	26 14% KLMNO	24 7%	13 4%	13 4%	14 4%	26 6%
Other employment status	34 2%	-	-	-	-	-	34 6%	11 2%	14 2%	10 1%	6 3%	3 1%	0 *%	3 1%	4 1%	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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Grade 8 or less	25 1%	1 *	-	2 2%	17 6%	0 *	5 1%	25 4%	-	-	4 2%	6 2%	2 1%	2 1%	2 1%	3 1%
					BA1F											
Some high school	195 9%	52 6%	1 1%	8 8%	90 33%	27 20%	17 3%	195 29%	-	-	37 21%	31 9%	25 8%	18 6%	22 7%	21 5%
					BCDA1F						LMNO					
High school diploma or equivalent	453 21%	170 18%	28 17%	23 25%	61 23%	39 28%	132 23%	453 67%	-	-	50 28%	110 33%	75 24%	47 16%	44 14%	58 13%
											MNO	MNO	O			
Registered Apprenticeship or other trades certificate or diploma	122 6%	61 7%	11 6%	11 13%	2 1%	3 2%	33 6%	-	122 16%	-	7 4%	14 4%	22 7%	23 8%	31 10%	18 4%
		E		EA1			E								JO	
College, CEGEP or other non-university certificate or diploma	522 24%	226 24%	56 33%	20 23%	34 13%	36 26%	149 26%	-	522 66%	-	39 22%	103 31%	70 22%	78 27%	75 24%	95 21%
		E	E			E	E					O				
University certificate or diploma below bachelor's level	143 7%	46 5%	16 9%	1 1%	16 6%	4 3%	59 10%	-	143 18%	-	11 6%	10 3%	22 7%	27 9%	17 5%	36 8%
					D		BDA1							K		
Bachelor's degree	441 20%	233 25%	40 24%	13 14%	41 15%	17 13%	97 17%	-	-	441 62%	26 15%	34 10%	59 19%	55 19%	71 22%	140 31%
		DEA1F											K	K	K	JKLM
Postgraduate degree above bachelor's level	273 13%	136 15%	18 11%	13 14%	8 3%	11 8%	88 15%	-	-	273 38%	4 2%	24 7%	40 13%	41 14%	57 18%	82 18%
		E	E	E			E					J	JK	JK	JK	JK

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Under \$20,000	180 8%	37 4%	8 5%	32 35%	59 22%	26 19%	18 3%	91 14%	58 7%	31 4%	180 100%	-	-	-	-	-
Between \$20,000 and \$40,000	331 15%	124 13%	15 9%	22 25%	29 11%	24 17%	116 20%	147 22%	127 16%	57 8%	-	331 100%	-	-	-	-
Between \$40,000 and \$60,000	315 14%	124 13%	30 18%	3 3%	24 9%	13 9%	121 21%	102 15%	114 14%	100 14%	-	-	315 100%	-	-	-
Between \$60,000 and \$80,000	290 13%	125 14%	24 14%	11 12%	24 9%	13 9%	94 16%	67 10%	127 16%	96 13%	-	-	-	290 100%	-	-
Between \$80,000 and \$100,000	319 15%	176 19%	20 12%	4 4%	25 9%	14 10%	80 14%	68 10%	124 16%	128 18%	-	-	-	-	319 100%	-
Between \$100,000 and \$150,000	299 14%	185 20%	21 12%	2 2%	30 11%	15 11%	46 8%	60 9%	94 12%	144 20%	-	-	-	-	-	299 66%
\$150,000 and above	154 7%	92 10%	16 9%	3 4%	15 5%	11 8%	17 3%	22 3%	54 7%	78 11%	-	-	-	-	-	154 34%
Prefer not to say	284 13%	60 7%	35 20%	14 16%	65 24%	22 16%	88 15%	115 17%	88 11%	81 11%	-	-	-	-	-	-

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 - Baseline Survey - Data Tables

Where were you born?
Base: All Respondents

	EMPLOYMENT STATUS							EDUCATION LEVEL			INCOME LEVEL					
	TOTAL	Working	Self-employed	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
Born in Canada	1796 83%	753 81%	137 81%	66 73%	212 78%	108 79%	520 90%	607 90%	676 86%	512 72%	144 80%	255 77%	259 82%	251 87%	276 86%	370 82%
India	47 2%	28 3%	-	1 1%	12 5%	3 2%	2 *	3 *	15 2%	29 4%	10 6%	13 4%	4 1%	6 2%	5 2%	2 1%
China	30 1%	22 2%	3 2%	-	6 2%	0 *	-	4 1%	4 1%	23 3%	3 2%	0 *	5 2%	2 1%	3 1%	17 4%
United States	37 2%	7 1%	1 1%	4 4%	2 1%	8 6%	14 2%	6 1%	9 1%	21 3%	0 *	11 3%	9 3%	-	5 2%	7 1%
Born outside Canada	263 12%	114 12%	29 17%	20 22%	38 14%	18 13%	44 8%	52 8%	82 10%	130 18%	22 12%	52 16%	39 12%	31 11%	31 10%	58 13%

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	377 100%	172 100%	33 100%	25 100%	58 100%	29 100%	60 100%	65 100%	110 100%	203 100%	35 100%	76 100%	56 100%	39 100%	44 100%	83 100%
Unweighted Total	329	124	16	22	130	16	21	127	93	109	37	59	41	42	32	60
1948	3 1%	-	-	-	-	-	3 5%	-	3 3%	-	-	-	-	-	-	3 4%
1956	5 1%	-	-	-	-	-	5 8%	-	-	5 2%	-	-	3 5%	-	-	2 2%
1957	9 2%	-	5 14%	-	-	-	5 7%	5 7% I	-	5 2%	-	5 6%	-	-	-	-
1958	3 1%	-	-	-	-	-	3 5%	-	-	3 1%	-	-	-	3 8%	-	-
1960	4 1%	-	4 14%	-	-	-	-	-	4 4%	-	-	4 6%	-	-	-	-
1961	3 1%	3 2%	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	3 3%
1963	2 1%	-	-	2 10%	-	-	-	-	-	2 1%	2 7%	-	-	-	-	-
1964	7 2%	-	-	-	-	-	7 12%	4 6% I	-	3 1%	-	4 5%	-	-	3 7%	-
1965	2 1%	2 1%	-	-	-	-	-	-	2 2%	-	-	0 *%	-	-	-	2 2%
1966	10 3%	6 4%	-	-	-	-	4 7%	6 9% HI	4 4%	0 *%	-	3 4%	-	-	-	3 4%
1967	8 2%	3 2%	-	-	-	2 8%	2 4%	2 4%	2 2%	3 1%	-	-	2 4%	2 6%	3 7%	-
1968	3 1%	-	-	-	-	-	3 5%	-	-	3 1%	-	-	-	3 7%	-	-
1969	8 2%	3 2%	-	-	-	-	4 7%	-	0 *%	7 4%	-	-	4 8%	-	0 *%	3 4%
1970	3 1%	3 2%	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-
1972	3 1%	3 2%	-	-	-	-	-	-	3 2%	-	-	-	-	2 6%	-	0 *%
1974	12 3%	9 5%	-	3 14%	-	-	-	0 *%	8 8% GI	3 2%	-	3 5%	-	-	8 19% KO	0 *%
1975	3 1%	0 *%	-	-	-	-	3 5%	-	-	3 2%	-	3 4%	-	-	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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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)
1976	8 2%	6 4%	-	-	-	-	2 3%	-	3 3%	5 2%	-	-	-	3 8%	-	5 6%
1978	0 *%	0 *%	-	-	-	-	-	0 *%	-	-	0 1%	-	-	-	-	-
1979	2 *%	-	-	-	-	-	2 3%	-	2 2%	-	-	-	-	-	-	-
1980	8 2%	8 4%	-	-	-	-	0 *%	0 *%	3 3%	4 2%	-	-	-	1 2%	-	7 9%
1981	16 4%	7 4%	-	-	-	3 11%	5 9%	-	7 6%	9 4%	-	5 7%	-	3 8%	3 7%	4 5%
1982	6 1%	5 3%	-	-	-	1 3%	-	-	3 3%	3 1%	-	1 1%	-	3 7%	-	-
1985	2 1%	-	-	-	-	-	2 3%	-	2 2%	-	-	-	-	-	2 4%	-
1987	5 1%	2 1%	-	-	-	-	3 4%	-	3 2%	2 1%	-	-	-	3 7%	-	2 3%
1989	6 2%	3 2%	3 9%	-	-	-	-	-	-	6 3%	-	-	-	-	-	6 7%
1990	15 4%	10 6%	-	-	3 5%	-	2 4%	-	5 5%	10 5%	-	3 4%	5 9%	0 *%	7 16%	-
1991	4 1%	4 2%	-	-	-	-	-	-	1 1%	3 1%	-	-	-	-	-	4 5%
1992	2 1%	2 1%	-	-	-	-	-	2 4%	-	-	2 7%	-	-	-	-	-
1993	13 4%	3 2%	3 9%	-	0 *%	4 15%	3 4%	4 7%	-	9 4%	-	-	3 5%	-	3 7%	3 4%
1994	11 3%	7 4%	-	-	-	4 12%	-	3 5%	4 3%	4 2%	-	4 5%	3 5%	-	-	4 5%
1995	1 *%	0 *%	-	-	1 2%	-	-	0 *%	1 1%	0 *%	0 1%	0 *%	0 *%	-	-	0 *%
1996	7 2%	3 2%	-	-	0 *%	3 11%	-	-	4 3%	3 2%	3 9%	3 4%	-	-	-	0 *%
1997	5 1%	4 2%	1 4%	-	0 1%	-	-	0 1%	1 1%	4 2%	-	-	0 1%	0 1%	-	4 5%
1998	4 1%	1 *%	0 1%	-	0 1%	2 8%	-	1 2%	3 2%	-	0 1%	1 1%	3 5%	0 *%	-	-
1999	6 2%	2 1%	3 9%	-	0 1%	-	-	-	5 5%	0 *%	3 8%	0 *%	-	-	3 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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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)
2000	6 2%	3 2%	-	3 11%	1 2%	-	-	0 1%	3 3%	3 1%	-	2 3%	-	3 8%	0 *%	1 1%
2001	7 2%	2 1%	-	-	2 3%	0 1%	2 4%	1 2%	0 *%	5 2%	0 1%	0 *%	0 *%	1 2%	2 4%	3 3%
2002	6 2%	2 1%	-	-	1 2%	3 11%	-	1 2%	2 2%	3 2%	0 1%	-	-	2 6%	-	3 4%
2003	3 1%	0 *%	-	-	3 5% B	-	-	0 *%	-	3 1%	0 1%	-	-	-	-	3 3%
2004	2 *%	1 1%	-	-	0 1%	-	-	1 1%	0 *%	0 *%	-	-	1 1%	-	0 1%	1 1%
2005	6 2%	0 *%	-	5 18%	1 2%	0 1%	-	1 2%	1 1%	4 2%	-	5 6%	0 1%	0 *%	-	-
2006	6 2%	4 2%	0 1%	0 1%	1 2%	0 1%	-	2 3%	-	4 2%	-	4 5%	-	0 1%	1 1%	0 *%
2007	8 2%	3 2%	4 11%	-	1 2%	0 2%	-	2 3%	0 *%	6 3%	0 1%	0 *%	7 12%	0 1%	1 1%	0 *%
2008	12 3%	0 *%	4 13%	-	2 3%	5 17% B	-	1 2%	1 1%	9 5%	0 *%	0 *%	1 1%	-	1 2%	10 12% K
2009	4 1%	3 2%	-	0 2%	1 1%	-	-	2 2%	-	3 1%	-	2 2%	-	1 4%	-	1 1%
2010	3 1%	2 1%	-	0 1%	1 2%	-	-	1 2%	2 1%	1 *%	-	1 2%	0 1%	0 1%	1 2%	0 *%
2011	2 1%	1 1%	-	0 2%	1 1%	-	-	1 1%	0 *%	1 1%	0 1%	0 *%	-	1 4%	-	0 *%
2012	2 1%	1 1%	-	-	1 2%	-	-	1 1%	2 2%	-	-	1 1%	-	1 2%	0 *%	0 1%
2013	19 5%	13 8%	0 1%	-	6 10%	0 *%	-	6 10%	5 5%	8 4%	2 7%	1 1%	12 21% KNO	-	1 3%	1 1%
2014	19 5%	13 7%	1 4%	4 15%	2 3%	-	-	2 3%	2 2%	15 8%	2 4%	5 6%	2 3%	2 6%	3 7%	1 1%
2015	14 4%	6 4%	3 9%	3 12%	2 3%	-	-	1 1%	4 4%	9 4%	0 1%	3 4%	4 7%	1 3%	2 4%	3 3%
2016	12 3%	1 1%	1 2%	-	10 18% B	-	-	4 7%	3 2%	5 3%	7 19%	0 1%	1 1%	1 2%	-	1 1%
2017	34 9%	14 8%	-	4 15%	16 28% B	-	-	7 11%	8 7%	19 9%	11 31% M	12 16%	5 9%	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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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)
2018	2 **%	1 1%	-	-	1 1%	-	-	1 1%	-	1 **%	-	0	-	0	-	-
MEAN	1993.26	1994.33 F	1991.08 F	2000.59 F	2010.81 BCDA1F	1994.06 F	1971.01	1995.39	1989.33	1994.71	2006.45 KMNO	1992.81	1999.17 MNO	1987.96	1988.54	1988.58

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 - Baseline 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	Unempl.	Student	Not in workforce	Other	HS or less	College/CEGEP	Univ.+	<\$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	2173 100%	925 100%	169 100%	90 100%	270 100%	137 100%	580 100%	672 100%	786 100%	715 100%	180 100%	331 100%	315 100%	290 100%	319 100%	453 100%
Unweighted Total	2173	707	91	102	971	95	207	1153	605	415	284	295	271	272	259	405
English	1521 70%	662 72% F	137 81% EF	61 68%	182 67%	112 82% EF	365 63%	491 73%	563 72%	467 65%	123 69%	220 66%	212 67%	224 77%	217 68%	332 73%
French	572 26%	229 25% A1	25 15%	20 23%	82 30%	15 11% CA1	200 35% BCA1	175 26%	200 25%	197 28%	53 29%	89 27%	99 31%	58 20%	95 30%	100 22%
Chinese / Mandarin / Cantonese	38 2%	18 2%	6 3%	-	4 2%	5 4%	5 1%	5 1%	7 1%	25 3%	6 3% K	1 *%	8 3%	3 1%	6 2%	13 3%
Spanish	18 1%	6 1%	4 2%	1 1%	6 2% B	0 *%	-	4 1%	7 1%	6 1%	5 3% KO	0 *%	8 2%	2 1%	-	0 *%
Other language, specify	146 7%	64 7%	8 5%	14 15% F	27 10% F	10 7%	24 4%	34 5%	44 6%	68 9%	10 5%	30 9%	13 4%	17 6%	19 6%	32 7%

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