



18-060986 ACET Post - Cannabis Campaign

Table of Contents

1	q1. Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?
2	q2. Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?
3	q3. What do you remember about this ad?
4	q4. How did you know that it was an ad from the Government of Canada?
5	t1a. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about legal cannabis in Canada.?
6	t1b. Where have you seen, read or heard this Government of Canada ad about legal cannabis in Canada?
7	t1c. What do you remember about this ad?
8	t1d_a. [The health effects of cannabis use] Please rate your level of knowledge on each of the following topics related to cannabis:
9	t1d_b. [Laws related to the possession and use of cannabis] Please rate your level of knowledge on each of the following topics related to cannabis:
10	t1d_c. [Impact of the use of cannabis while driving] Please rate your level of knowledge on each of the following topics related to cannabis:
11	t1d_d. [Laws on travelling outside Canada with cannabis] Please rate your level of knowledge on each of the following topics related to cannabis:
12	t1d_e. [Laws on using cannabis in the workplace] Please rate your level of knowledge on each of the following topics related to cannabis:
13	t1d_t2. [Top 2 Box] Please rate your level of knowledge on each of the following topics related to cannabis:
14	t1d_b2. [Bottom 2 Box] Please rate your level of knowledge on each of the following topics related to cannabis:
15	t1e_a. [The health effects of cannabis use] I know where to find information on...
16	t1e_b. [Laws related to the possession and use of cannabis] I know where to find information on...
17	t1e_c. [Impact of the use of cannabis while driving] I know where to find information on...
18	t1e_d. [Laws on travelling outside Canada with cannabis] I know where to find information on...
19	t1e_e. [Laws on using cannabis in the workplace] I know where to find information on...
20	t1e_s1. [Yes Summary] I know where to find information on...
21	t1e_s2. [No Summary] I know where to find information on...
22	t1h. Over the past three weeks, have you seen, read or heard these ads?
23	t1i. Where have you seen, read or heard these ads?
24	t1j. What do you think is the main point these ads are trying to get across?
25	t1k_b. [These ads catch my attention] Please indicate your level of agreement with the following statements about these ads?
26	t1k_a. [These ads are relevant to me] Please indicate your level of agreement with the following statements about these ads?
27	t1k_c. [These ads are difficult to follow] Please indicate your level of agreement with the following statements about these ads?
28	t1k_d. [These ads do not favour one political party over another] Please indicate your level of agreement with the following statements about these ads?
29	t1k_e. [These ads talk about an important topic] Please indicate your level of agreement with the following statements about these ads?
30	t1k_f. [These ads provide new information] Please indicate your level of agreement with the following statements about these ads?
31	t1k_g. [These ads clearly convey that the Government of Canada wants to educate Canadians about the new laws regarding cannabis use] Please indicate your level of agreement with the following statements about these ads?
32	t1k_t2. [Top 2 Box] Please indicate your level of agreement with the following statements about these ads?
33	t1k_b2. [Bottom 2 Box] Please indicate your level of agreement with the following statements about these ads?
34	d1. Which of the following categories best describes your current employment status? Are you ...
35	d2. What is the highest level of formal education that you have completed?
36	d3. Are there any children under the age of 18 currently living in your household?
37	d4. Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?
38	d5. Where were you born?
39	d6. In what year did you first move to Canada?
40	d7. What is the language you first learned at home as a child and still understand?
41	Age
42	Gender
43	Region
44	Weight Matrix - Region
45	Weight Matrix - Gender
46	Weight Matrix - Age
47	ban1
48	ban2
49	Weight Matrix - Age/Gender

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

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall			
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681	
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	545	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Yes	1111	590	522	75	319	309	408	30	182	181	197	45	137	128	212	129	122	66	29	37	454	260	80	1111	0	456	656	
	47.0%	51.3%	43.0%	51.0%	58.4%	39.5%	46.0%	55.4%	61.8%	47.1%	47.2%	48.3%	54.4%	32.2%	45.0%	40.3%	46.0%	43.2%	46.3%	41.1%	49.9%	46.9%	50.0%	100.0%	-	69.3%	38.4%	
		C	F	FG	F	N	JKLNO	N	NO	N	NO	N	NO	N	P								Y	a				
No	1252	560	692	72	227	473	479	24	113	72	203	220	48	115	271	259	192	143	87	34	54	456	293	80	0	1252	202	1050
	53.0%	48.7%	57.0%	49.0%	41.6%	60.5%	54.0%	44.6%	38.2%	52.9%	52.8%	51.7%	45.6%	67.8%	55.0%	59.7%	54.0%	56.8%	53.7%	58.9%	50.1%	53.1%	50.0%	-	100.0%	30.7%	61.6%	
		B	B	DEG	E	DEG	E	I	I	I	I	I	I	HIJKLMO	IM	U								X	X		Z	

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

q2. Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall			
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: Have seen ad over the past three weeks	1143	710	433	93	353	289	408	54	217	181	258	39	136	108	150	140	111	68	29	39	431	322	71	1143	0	480	663	
Weighted	1111	590	522	75*	319	309	408	30*	182	181	197	45*	137	128	212	129	122	66*	29**	37*	454	260	80*	1111	-**	456	656	
Cinema	37 3.3%	22 3.7%	15 2.9%	4 5.0%	20 6.2%	10 3.2%	3 0.8%	1 4.0%	13 7.0%	7 4.0%	1 0.3%	3 5.7%	7 5.0%	3 2.1%	3 1.3%	1 0.9%	1 0.5%	2 3.7%	2 8.6%	0 -	24 5.2%	5 2.0%	3 4.2%	37 3.3%	0 -	24 5.2%	13 2.0%	
Facebook	213 19.2%	106 18.0%	107 20.4%	20 25.9%	76 23.8%	58 18.8%	59 14.5%	8 26.6%	44 24.3%	29 15.8%	25 12.9%	11 25.5%	32 23.1%	30 23.1%	34 16.0%	32 24.7%	29 23.4%	15 22.9%	3 10.4%	12 32.7%	88 19.4%	32 12.2%	17 21.7%	213 19.2%	0 -	95 20.9%	118 18.0%	
Internet website	148 13.3%	75 12.7%	73 14.0%	13 17.1%	45 14.1%	46 15.0%	44 10.7%	7 23.3%	25 14.0%	24 13.1%	19 9.4%	6 12.9%	20 14.3%	23 17.6%	25 11.8%	17 13.0%	19 15.4%	11 17.0%	2 5.3%	10 26.1%	66 14.5%	22 8.7%	13 15.9%	148 13.3%	0 -	76 16.7%	72 10.9%	
Magazines	28 2.5%	21 3.5%	7 1.3%	4 4.7%	15 4.6%	6 2.1%	3 0.8%	2 7.5%	14 7.6%	3 1.7%	2 0.9%	1 2.9%	1 0.6%	3 2.7%	1 0.7%	5 3.6%	4 3.1%	1 1.9%	0 -	1 3.4%	11 2.5%	6 2.1%	1 1.6%	28 2.5%	0 -	24 5.2%	4 0.6%	
Newspaper (daily)	119 10.7%	69 11.6%	51 9.7%	5 6.1%	25 8.0%	21 6.8%	68 16.7%	5 15.2%	16 9.0%	11 6.3%	36 18.5%	0 -	9 6.7%	10 7.5%	32 15.1%	14 10.9%	17 13.7%	9 14.2%	3 8.9%	7 18.3%	47 10.3%	23 9.0%	9 11.3%	119 10.7%	0 -	71 15.6%	48 7.4%	
Newspaper (weekly or community)	70 6.3%	41 7.0%	29 5.6%	3 3.9%	22 6.8%	16 5.0%	30 7.3%	2 5.7%	14 7.9%	10 5.3%	15 7.8%	1 2.7%	7 5.2%	6 4.7%	15 6.9%	12 9.6%	10 8.0%	6 8.4%	0 -	6 14.9%	25 5.5%	12 4.7%	5 6.4%	70 6.3%	0 -	40 8.9%	30 4.5%	
Outdoor billboards	33 3.0%	15 2.6%	18 3.4%	2 2.3%	13 4.2%	14 4.7%	4 0.9%	0 1.5%	6 3.1%	7 3.7%	2 1.2%	1 2.9%	8 5.5%	8 6.0%	1 0.6%	5 4.0%	4 3.1%	8 12.5%	2 5.2%	7 18.2%	9 2.0%	6 2.4%	1 0.8%	33 3.0%	0 -	24 5.4%	9 1.3%	
Pamphlet or brochure in the mail	36 3.2%	20 3.5%	15 3.0%	3 4.0%	6 1.9%	9 2.8%	18 4.4%	2 5.8%	3 1.4%	6 3.6%	10 4.9%	1 2.9%	4 2.6%	2 1.8%	8 3.9%	1 0.4%	1 0.5%	4 6.8%	1 3.2%	4 9.5%	17 3.7%	9 3.6%	4 5.3%	36 3.2%	0 -	25 5.4%	11 1.7%	
Public transit (bus or subway)	62 5.6%	32 5.4%	30 5.8%	8 10.1%	31 9.8%	20 6.4%	3 0.9%	3 9.1%	15 8.1%	11 6.1%	3 1.8%	5 10.7%	17 12.1%	9 6.9%	0 -	8 6.3%	5 3.9%	3 4.3%	1 3.4%	2 5.0%	30 6.6%	15 5.7%	1 1.6%	62 5.6%	0 -	43 9.4%	19 3.0%	
Radio	160 14.4%	88 14.9%	72 13.9%	14 19.2%	61 19.1%	39 12.5%	47 11.4%	6 19.9%	35 19.4%	22 12.3%	24 12.4%	8 18.8%	26 18.7%	16 12.6%	22 10.5%	16 12.5%	15 12.1%	11 16.6%	6 21.1%	5 13.2%	84 18.4%	23 8.9%	12 14.5%	160 14.4%	0 -	84 18.4%	76 11.7%	
Television	751 67.6%	399 67.7%	352 67.4%	47 62.7%	168 52.6%	206 66.7%	330 80.7%	19 63.2%	8 48.5%	126 69.5%	166 84.4%	28 62.5%	79 58.1%	80 62.8%	164 77.3%	87 67.5%	77 63.1%	46 70.0%	22 77.1%	24 64.4%	287 63.1%	195 75.3%	58 72.4%	751 67.6%	0 -	301 66.0%	450 68.7%	
Twitter	51 4.6%	31 5.3%	20 3.7%	7 8.8%	26 8.1%	14 4.6%	4 1.0%	4 13.5%	19 10.7%	6 3.6%	1 0.6%	3 5.7%	6 4.6%	8 5.9%	3 1.4%	7 5.7%	4 3.2%	5 7.7%	2 8.2%	3 7.3%	27 5.9%	4 1.6%	3 3.8%	51 4.6%	0 -	31 6.7%	20 3.0%	
YouTube	168 15.1%	112 19.0%	56 10.8%	15 19.7%	108 33.8%	34 11.0%	12 2.9%	7 24.4%	74 40.6%	25 13.8%	6 2.9%	7 16.5%	34 24.7%	9 7.0%	6 2.9%	20 15.5%	24 19.9%	11 15.9%	5 18.5%	5 13.9%	79 17.3%	24 9.2%	11 13.3%	168 15.1%	0 -	100 22.0%	68 10.4%	
Instagram	47 4.2%	33 5.6%	14 2.8%	4 5.6%	34 10.7%	7 2.2%	2 0.5%	3 9.6%	25 13.8%	4 2.3%	0 0.2%	1 2.9%	9 6.5%	3 2.1%	2 0.7%	8 6.5%	6 5.2%	1 1.7%	1 2.0%	1 1.5%	25 5.5%	5 1.9%	1 1.6%	47 4.2%	0 -	32 7.1%	15 2.2%	
LinkedIn	17 1.6%	10 1.7%	7 1.3%	3 3.4%	12 3.7%	2 0.8%	0 0.1%	0 -	9 4.7%	1 0.7%	0 0.2%	3 5.7%	3 2.4%	1 0.9%	0 -	2 1.9%	1 0.5%	1 1.9%	0 -	1 3.4%	9 1.9%	4 1.4%	1 0.8%	17 1.6%	0 -	15 3.2%	3 0.4%	
Snapchat	18 1.6%	13 2.1%	5 1.0%	3 4.0%	14 4.4%	1 0.3%	0 -	2 6.0%	10 5.4%	1 0.5%	0 -	1 2.7%	4 2.9%	0 -	0 -	4 3.0%	1 1.0%	1 1.9%	1 4.3%	0 -	9 2.0%	2 0.7%	1 0.8%	18 1.6%	0 -	14 3.1%	4 0.6%	
Spotify	19 1.7%	16 2.7%	3 0.6%	2 3.3%	14 4.5%	2 0.6%	0 -	1 4.2%	13 7.0%	2 1.1%	0 -	1 2.7%	2 1.3%	0 -	0 -	3 2.6%	1 1.0%	2 2.7%	2 6.2%	0 -	10 2.1%	2 0.9%	1 0.8%	19 1.7%	0 -	16 3.5%	3 0.5%	
Other	12 1.0%	3 0.6%	8 1.6%	0 -	3 0.8%	5 1.5%	4 1.1%	0 -	1 0.5%	1 0.7%	1 0.6%	0 -	2 1.3%	3 2.5%	3 1.5%	0 -	0 -	1 1.5%	1 3.4%	0 -	6 1.4%	4 1.6%	0 -	12 1.0%	0 -	5 1.2%	6 0.9%	
(Dk/Ns)	1 0.1%	0 -	1 0.2%	0 -	0 -	1 0.3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0.8%	0 -	1 0.8%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0.1%	0 -	0 -	1 -	1 0.2%

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

11a. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about legal cannabis in Canada.?

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Yes	657	322	335	56	216	179	207	23	115	82	103	33	101	96	104	77	64	40	16	24	276	166	34	456	202	657	0
	27.8%	28.0%	27.6%	37.9%	39.6%	22.8%	23.3%	41.4%	38.9%	21.4%	24.7%	35.8%	40.3%	24.1%	22.2%	24.1%	24.2%	26.1%	26.0%	26.2%	30.3%	30.1%	21.1%	41.0%	16.1%	100.0%	-
				FG	FG			JKNO	JKNO			JKNO	JKNO							PW	W		Y		a		
No	1706	827	878	92	330	604	680	32	180	92	314	60	150	303	366	244	201	113	46	67	634	387	127	656	1050	0	1706
	72.2%	72.0%	72.4%	62.1%	60.4%	77.2%	76.7%	58.6%	61.1%	78.6%	75.3%	64.2%	59.7%	75.9%	77.8%	75.9%	75.8%	73.9%	74.0%	73.8%	69.7%	69.9%	78.9%	59.0%	83.9%	-	100.0%
				DE	DE			HILM	HILM			HILM	HILM			U				UV			X		Z		

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

t1b. Where have you seen, read or heard this Government of Canada ad about legal cannabis in Canada?

	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall					
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: Have seen ad about the Cannabis Act	682	397	285	70	242	164	206	40	141	84	132	30	101	80	74	85	59	40	17	23	262	204	32	480	202	682	0		
Weighted	657	322	335	56*	216	179	207	23*	115	82*	103	33**	101*	96*	104*	77*	64*	40*	16**	24**	276	166	34**	456	202	657	-**		
Cinema	24 3.6%	9 2.9%	14 4.3%	4 6.7%	13 6.1%	4 2.0%	3 1.6%	2 8.0%	5 4.2%	1 1.1%	2 1.9%	2 5.8%	8 8.2%	3 2.7%	1 1.3%	3 3.4%	3 4.5%	1 3.6%	0 -	1 6.0%	11 4.0%	2 1.4%	3 9.8%	19 4.1%	5 2.5%	24 3.6%	0 -		
Facebook	103 15.6%	52 16.2%	51 15.1%	9 16.2%	41 18.8%	31 17.5%	22 10.6%	5 21.9%	28 24.1%	14 16.8%	6 5.8%	4 12.4%	13 12.7%	17 18.1%	16 15.4%	11 14.9%	6 9.2%	7 16.2%	2 14.9%	4 17.1%	49 17.6%	23 13.8%	7 21.6%	75 16.4%	28 13.9%	103 15.6%	0 -		
Internet website	79 12.1%	43 13.4%	36 10.8%	7 12.5%	37 17.2%	20 11.4%	15 7.2%	3 14.3%	19 16.7%	13 15.5%	8 7.9%	4 11.3%	18 17.7%	8 7.9%	7 6.6%	12 16.1%	4 5.8%	4 10.1%	2 9.8%	2 10.4%	43 15.7%	12 7.3%	4 11.2%	58 12.7%	21 10.6%	79 12.1%	0 -		
Magazines	22 3.4%	12 3.8%	10 2.9%	3 5.4%	9 4.2%	4 2.3%	6 2.8%	2 7.8%	5 4.1%	3 3.3%	3 3.0%	1 3.8%	4 4.3%	2 1.6%	3 2.6%	3 4.0%	4 6.7%	1 1.4%	1 3.5%	0 -	10 3.6%	3 1.8%	1 4.0%	18 4.0%	4 2.0%	22 3.4%	0 -		
Newspaper (daily)	69 10.4%	36 11.2%	32 9.7%	5 8.8%	12 5.4%	13 7.6%	39 18.6%	4 17.4%	7 6.4%	5 6.1%	20 19.4%	1 2.9%	4 4.3%	8 8.8%	19 17.9%	6 8.1%	4 6.9%	3 7.9%	1 3.8%	3 10.6%	32 11.5%	16 9.8%	7 19.4%	54 11.9%	14 7.1%	69 10.4%	0 -		
Newspaper (weekly or community)	49 7.4%	27 8.4%	22 6.5%	2 3.3%	12 5.6%	9 5.2%	26 12.5%	1 2.4%	9 7.9%	6 7.0%	12 11.4%	1 3.8%	3 3.0%	3 3.6%	14 13.6%	9 12.0%	4 6.1%	5 12.4%	4 23.0%	1 5.2%	19 6.8%	10 5.8%	2 6.5%	35 7.8%	13 6.7%	49 7.4%	0 -		
Outdoor billboards	41 6.2%	22 7.0%	18 5.4%	4 7.5%	21 9.9%	10 5.5%	5 2.5%	2 9.9%	12 10.5%	5 5.5%	4 3.5%	2 5.8%	9 9.3%	5 5.5%	2 1.6%	6 7.2%	5 7.4%	3 7.4%	1 6.0%	2 8.4%	18 6.6%	5 3.2%	4 11.5%	34 7.4%	7 3.5%	41 6.2%	0 -		
Pamphlet or brochure in the mail	15 2.3%	6 2.0%	9 2.6%	1 1.8%	4 1.9%	9 4.8%	2 0.8%	1 4.5%	2 1.5%	2 2.4%	2 1.7%	0 -	2 2.2%	7 6.9%	0 -	4 4.7%	1 2.0%	2 5.4%	2 9.8%	1 2.4%	5 1.9%	3 1.9%	0 -	9 2.1%	6 3.0%	15 2.3%	0 -		
Public transit (bus or subway)	59 9.0%	28 8.8%	31 9.2%	5 8.7%	35 16.0%	18 10.0%	2 0.9%	4 15.8%	16 13.7%	7 8.8%	2 1.9%	1 3.8%	19 18.7%	11 11.1%	0 -	6 7.1%	5 8.3%	5 11.3%	1 6.0%	4 14.9%	28 10.0%	12 7.5%	4 11.5%	49 10.7%	10 5.1%	59 9.0%	0 -		
Radio	117 17.8%	55 17.1%	62 18.6%	14 25.5%	44 20.3%	29 16.3%	30 14.6%	5 21.9%	22 18.9%	13 16.1%	15 14.8%	9 28.0%	22 21.8%	16 16.4%	15 14.4%	19 25.1%	12 18.6%	6 14.3%	3 18.5%	3 11.5%	47 17.0%	25 15.3%	8 23.4%	79 17.3%	38 19.0%	117 17.8%	0 -		
Television	384 58.4%	188 58.3%	196 58.6%	30 53.6%	82 38.1%	116 65.2%	156 75.2%	12 52.8%	43 37.2%	56 68.4%	77 74.8%	18 54.1%	40 39.1%	60 62.4%	79 75.6%	40 52.2%	36 56.8%	23 57.1%	9 53.6%	14 59.5%	146 53.1%	113 68.0%	25 74.1%	261 57.2%	124 61.3%	384 58.4%	0 -		
Twitter	25 3.8%	20 6.1%	5 1.6%	4 7.6%	13 6.1%	5 2.7%	3 1.4%	3 13.1%	12 10.5%	4 4.4%	1 1.2%	1 3.8%	1 1.3%	2 1.2%	2 1.6%	5 6.0%	1 0.9%	2 4.6%	1 3.5%	1 5.4%	16 5.7%	1 0.6%	1 3.9%	21 4.6%	4 2.1%	25 3.8%	0 -		
YouTube	78 11.8%	53 16.5%	24 7.3%	7 12.5%	47 21.6%	12 7.0%	11 5.5%	3 15.4%	37 32.4%	10 12.3%	3 2.4%	3 10.4%	10 9.4%	2 2.4%	9 8.6%	11 14.3%	6 9.7%	7 16.2%	5 28.3%	2 8.0%	40 14.5%	12 7.2%	2 5.8%	64 14.0%	14 6.8%	78 11.8%	0 -		
Instagram	32 4.9%	24 7.4%	9 2.5%	7 12.5%	22 10.4%	3 1.7%	0 -	4 19.5%	18 15.4%	2 2.2%	0 -	3 7.7%	5 4.7%	1 1.2%	0 -	8 10.6%	4 5.9%	1 1.4%	0 -	1 2.4%	15 5.4%	4 2.2%	1 3.9%	29 6.3%	4 1.9%	32 4.9%	0 -		
LinkedIn	8 1.1%	5 1.6%	2 0.7%	2 3.2%	6 2.6%	0 -	0 -	2 7.9%	3 3.0%	0 -	0 -	0 -	2 2.3%	0 -	0 -	1 1.6%	0 -	0 -	0 -	0 -	5 1.9%	1 0.6%	0 -	8 1.6%	0 -	8 1.1%	0 -		
Snapchat	14 2.1%	10 3.2%	4 1.1%	3 5.7%	11 4.9%	0 -	0 -	1 2.7%	10 8.5%	0 -	0 -	3 7.7%	1 1.0%	0 -	0 -	2 3.1%	2 3.8%	1 1.4%	0 -	1 2.4%	7 2.5%	1 0.9%	0 -	11 2.5%	3 1.2%	14 2.1%	0 -		
Spotify	13 1.9%	12 3.6%	1 0.4%	1 1.1%	11 5.2%	1 0.5%	0 -	1 2.7%	10 8.7%	1 1.2%	0 -	0 -	1 1.3%	0 -	0 -	4 4.7%	1 0.9%	0 -	0 -	0 -	8 2.9%	0 -	1 1.9%	12 2.5%	1 0.6%	13 1.9%	0 -		
Word of mouth (family/ friends)	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Email	2 0.2%	0 -	2 0.5%	0 -	0 -	0 -	2 0.8%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 1.6%	0 -	0 -	0 -	0 -	0 -	2 0.6%	0 -	0 -	2 0.4%	0 -	2 0.2%	0 -		
Advertisements online	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
Other	9 1.3%	1 0.2%	8 2.5%	0 -	1 0.5%	4 2.1%	4 1.9%	0 -	0 -	0 -	1 0.6%	0 -	1 1.2%	4 3.9%	3 3.1%	1 1.5%	0 -	0 -	0 -	0 -	5 2.0%	2 1.4%	0 -	9 1.9%	0 -	9 1.3%	0 -		
Don't know	1 0.1%	1 0.2%	0 -	0 -	1 0.3%	0 -	0 -	0 -	1 0.5%	0 -	0 -	0 -	0 -	0 -	0 -	1 0.7%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0.3%	1 0.1%	1 0.1%	0 -		

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

t1d_a. [The health effects of cannabis use] Please rate your level of knowledge on each of the following topics related to cannabis:

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681						
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
5 - Very knowledgeable	341	170	171	15	81	129	115	8	48	70	43	7	33	59	73	50	41	16	5	11	116	101	16	197	144	123	218						
	14.4%	14.7%	14.1%	10.2%	14.9%	16.5%	13.0%	15.5%	16.2%	18.4%	10.3%	7.1%	13.3%	14.8%	15.4%	15.6%	15.6%	10.4%	8.6%	14.6%	12.8%	18.3%	10.0%	17.7%	11.5%	18.8%	12.8%						
									KL	KL			K								UWR		Y		a								
4	597	303	295	52	152	188	205	18	90	90	104	34	62	97	101	69	52	34	18	16	252	150	40	331	266	195	403						
	25.3%	26.3%	24.3%	35.2%	27.9%	24.0%	23.1%	33.3%	30.5%	23.5%	25.0%	36.3%	24.8%	24.4%	21.5%	21.6%	19.5%	22.3%	29.5%	17.4%	27.7%	27.0%	25.1%	29.8%	21.3%	29.6%	23.6%						
				FG				JO	JO			JKNO									PQT	Q		Y		a							
3	775	377	398	47	168	254	307	19	85	132	142	28	83	122	165	107	87	48	17	31	310	161	62	365	410	199	576						
	32.8%	32.8%	32.8%	31.8%	30.8%	32.4%	34.6%	34.2%	28.8%	34.4%	34.0%	30.3%	33.0%	30.5%	35.1%	33.4%	33.0%	31.5%	27.2%	34.4%	34.0%	29.1%	38.4%	32.9%	32.8%	30.3%	33.8%						
																					V												
2	395	170	225	23	98	133	140	6	47	53	65	17	51	80	76	64	52	36	15	21	149	69	24	137	258	96	299						
	16.7%	14.8%	18.5%	15.6%	18.0%	17.0%	15.8%	10.4%	15.8%	13.7%	15.6%	18.7%	20.5%	20.2%	16.1%	19.9%	19.6%	23.5%	24.6%	22.8%	16.4%	12.5%	14.9%	12.3%	20.6%	14.5%	17.5%						
				B								HJ	HJ			V	V	UV	V	V	V			X									
1 - Not at all knowledgeable	255	130	125	11	46	79	119	4	25	38	63	7	21	41	56	30	33	19	6	13	82	72	19	82	173	45	210						
	10.8%	11.3%	10.3%	7.2%	8.5%	10.1%	13.4%	6.6%	8.6%	10.0%	15.1%	7.6%	8.4%	10.2%	11.9%	9.5%	12.3%	12.3%	10.0%	13.8%	9.1%	13.0%	11.6%	7.4%	13.8%	6.8%	12.3%						
				DEF							HIJMN										U			X		Z							
Top 2 Box	938	472	466	67	233	317	321	27	138	161	147	40	96	156	174	120	93	50	24	26	368	251	56	527	411	318	620						
	39.7%	41.1%	38.4%	45.4%	42.8%	40.5%	36.2%	48.8%	46.8%	41.9%	35.3%	43.4%	38.1%	39.2%	36.9%	37.2%	35.1%	32.7%	38.1%	29.0%	40.5%	45.4%	35.1%	47.5%	32.8%	48.3%	36.4%						
				G	G			KO	KMO												T	PQWTR		Y		a							
Bottom 2 Box	649	300	350	34	144	212	260	9	72	91	128	24	72	121	132	94	85	55	22	33	232	141	43	219	431	140	509						
	27.5%	26.1%	28.8%	22.8%	26.5%	27.1%	29.3%	17.0%	24.4%	23.7%	30.7%	26.3%	28.9%	30.3%	28.0%	29.4%	31.9%	35.8%	34.7%	36.6%	25.5%	25.5%	26.5%	19.7%	34.4%	21.3%	29.9%						
											HJ		H	H				UV		UV				X		Z							
Mean	3.2	3.2	3.1	3.3	3.2	3.2	3.1	3.4	3.3	3.3	3	3.2	3.1	3.1	3.1	3.1	3.1	3	3	2.9	3.2	3.3	3.1	3.4	3	3.4	3.1						
				G	G			KNO	K	K											TR	TR		Y		a							

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

t1d_b. [Laws related to the possession and use of cannabis] Please rate your level of knowledge on each of the following topics related to cannabis:

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681						
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
5 - Very knowledgeable	236	131	105	12	72	80	72	7	47	49	28	5	25	31	44	29	24	12	4	7	95	58	18	149	87	105	130						
	10.0%	11.4%	8.6%	7.8%	13.3%	10.2%	8.1%	12.4%	16.0%	12.8%	6.8%	5.1%	10.1%	7.7%	9.3%	9.2%	9.0%	7.5%	6.5%	8.2%	10.4%	10.5%	11.2%	13.4%	7.0%	16.0%	7.6%						
		C			G				KLMNO	KN													Y			a							
4	462	251	211	40	124	131	167	15	79	68	89	25	45	63	77	47	42	34	14	20	182	120	37	270	192	152	309						
	19.5%	21.8%	17.4%	27.2%	22.7%	16.8%	18.8%	27.2%	26.7%	17.7%	21.5%	27.2%	18.0%	15.9%	16.4%	14.7%	15.7%	22.2%	22.3%	22.1%	20.0%	21.8%	22.9%	24.3%	15.3%	23.2%	18.1%						
		C		FG	F			JNO	JMNO		N	NO								P	P	P	Y			a							
3	805	396	409	52	168	282	303	21	84	148	143	31	85	134	159	117	93	47	18	29	330	168	51	374	431	222	584						
	34.1%	34.5%	33.7%	35.5%	30.9%	36.0%	34.1%	38.6%	28.5%	38.5%	34.4%	33.6%	33.7%	33.8%	33.7%	36.4%	35.1%	30.7%	28.5%	32.2%	36.2%	30.3%	32.0%	33.7%	34.5%	33.7%	34.2%						
								I												V													
2	514	213	301	30	121	171	193	8	52	70	83	21	69	101	110	89	68	38	17	21	176	113	30	208	306	111	403						
	21.8%	18.6%	24.8%	20.0%	22.2%	21.8%	21.8%	15.4%	17.7%	18.2%	19.9%	22.7%	27.4%	25.2%	23.4%	27.7%	25.9%	24.6%	26.5%	23.4%	19.4%	20.4%	18.5%	18.7%	24.5%	17.0%	23.6%						
			B									HIJK	HIJ	HIJ		UVW	U							X		Z							
1 - Not at all knowledgeable	346	158	188	14	60	119	153	4	33	49	73	11	27	70	80	39	38	23	10	13	127	94	25	111	235	66	279						
	14.6%	13.7%	15.5%	9.6%	11.0%	15.2%	17.2%	6.4%	11.1%	12.8%	17.5%	11.4%	10.9%	17.4%	17.1%	12.1%	14.3%	15.0%	16.2%	14.2%	14.0%	17.0%	15.5%	10.0%	18.8%	10.1%	16.4%						
			E				DE				HIM			HIM	HIM									X		Z							
Top 2 Box	698	382	316	52	196	211	238	22	126	117	118	30	71	94	121	77	65	46	18	28	277	178	55	419	279	258	440						
	29.5%	33.2%	26.0%	35.0%	36.0%	27.0%	26.9%	39.6%	42.6%	30.5%	28.2%	32.3%	28.1%	23.6%	25.7%	23.9%	24.7%	29.7%	28.8%	30.3%	30.4%	32.3%	34.1%	37.7%	22.3%	39.2%	25.8%						
		C		FG	FG			KMNO	JKMNO	N											P	PQ	P	Y		a							
Bottom 2 Box	860	372	488	44	181	289	346	12	85	119	156	32	96	170	190	128	106	61	27	34	303	207	55	318	541	178	682						
	36.4%	32.3%	40.2%	29.6%	33.2%	37.0%	39.0%	21.8%	28.9%	31.0%	37.4%	34.1%	38.2%	42.7%	40.5%	39.8%	40.2%	39.6%	42.7%	37.5%	33.3%	37.4%	33.9%	28.7%	43.3%	27.1%	40.0%						
			B				DE				HI		HI	HIJ	HIJ									X		Z							
Mean	2.9	3	2.8	3	3.1	2.9	2.8	3.2	3.2	3	2.8	2.9	2.9	2.7	2.8	2.8	2.8	2.8	2.9	2.9	2.9	3	3.1	2.7	3.2	2.8							
		C		G	FG			KMNO	JKMNO	KNO													Y		a								

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

t1d_c. [Impact of the use of cannabis while driving] Please rate your level of knowledge on each of the following topics related to cannabis:

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall				
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	176	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	86	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706		
5 - Very knowledgeable	640	313	327	38	159	195	248	14	88	97	115	24	71	98	133	88	62	41	15	26	269	139	42	384	256	232	408		
	27.1%	27.2%	26.9%	25.9%	29.2%	24.9%	27.9%	26.0%	29.8%	25.2%	27.5%	25.9%	28.4%	24.6%	28.3%	27.3%	23.3%	26.7%	23.8%	28.8%	29.6%	25.1%	26.0%	34.6%	20.5%	35.3%	23.9%		
																							Y	358	358	213	503		
4	716	362	354	56	163	230	267	22	93	120	128	34	71	110	139	92	74	54	33	21	284	150	62	358	358	213	503		
	30.3%	31.5%	29.2%	38.0%	29.9%	29.4%	30.1%	40.1%	31.5%	31.2%	30.7%	36.7%	28.1%	27.6%	29.6%	28.7%	27.8%	35.3%	52.6%	23.4%	31.2%	27.1%	38.9%	32.2%	28.6%	32.5%	29.5%		
				F				MNO										PQTUV					PQTV						
3	562	273	289	34	127	200	202	14	65	99	95	21	61	101	106	88	76	26	3	22	207	141	24	220	342	137	425		
	23.8%	23.8%	23.8%	23.3%	23.2%	25.5%	22.7%	25.0%	22.2%	25.7%	22.9%	22.3%	24.3%	25.3%	22.6%	27.5%	28.8%	16.7%	5.5%	24.3%	22.8%	25.5%	14.7%	19.8%	27.4%	20.9%	24.9%		
																SWR	SWR		S	SW	SWR			X	X	Z	Z		
2	231	101	130	11	53	85	83	3	27	33	38	8	26	52	44	31	27	24	8	15	73	56	21	87	144	40	191		
	9.8%	8.8%	10.7%	7.3%	9.7%	10.8%	9.3%	4.7%	9.3%	8.6%	9.2%	8.9%	10.2%	13.0%	9.4%	9.5%	10.4%	15.3%	13.4%	16.6%	8.0%	10.1%	12.9%	7.8%	11.5%	6.1%	11.2%		
														H				U	U				X	X	Z	Z			
1 - Not at all knowledgeable	213	99	114	8	43	73	88	2	21	36	40	6	22	38	48	22	26	9	3	6	76	67	12	63	150	35	178		
	9.0%	8.6%	9.4%	5.5%	8.0%	9.4%	9.9%	4.1%	7.2%	9.3%	9.7%	6.2%	8.9%	9.5%	10.1%	6.9%	9.8%	6.0%	4.7%	6.9%	8.4%	12.1%	7.6%	5.6%	12.0%	5.3%	10.5%		
																		PUR					X	X	Z	Z			
Top 2 Box	1356	675	681	94	323	425	515	36	181	216	242	58	142	208	272	180	135	95	48	48	553	289	104	742	614	445	911		
	57.4%	58.8%	56.1%	63.9%	59.1%	54.3%	58.0%	66.1%	61.3%	56.4%	58.2%	62.6%	56.6%	52.2%	57.9%	56.0%	51.0%	62.0%	76.4%	52.2%	60.8%	52.2%	64.8%	66.8%	49.1%	67.8%	53.4%		
				F				N	N									QV	PQTUV		QV	QV	Y	Y	a	a			
Bottom 2 Box	444	201	243	19	97	158	171	5	49	69	79	14	48	89	92	53	53	33	11	21	149	123	33	150	295	75	370		
	18.8%	17.5%	20.1%	12.8%	17.7%	20.2%	19.2%	8.8%	16.5%	17.9%	18.9%	15.1%	19.1%	22.4%	19.5%	16.4%	20.2%	21.3%	18.1%	23.5%	16.4%	22.2%	20.5%	13.5%	23.5%	11.4%	21.7%		
				D				H	H				H	H	H					PU			X	X	Z	Z			
Mean	3.6	3.6	3.5	3.7	3.6	3.5	3.6	3.8	3.7	3.5	3.6	3.7	3.6	3.4	3.6	3.6	3.4	3.6	3.8	3.5	3.7	3.4	3.6	3.8	3.3	3.9	3.5		
				F				N	N												QV		Y	Y	a	a			

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

t1d_d. [Laws on travelling outside Canada with cannabis] Please rate your level of knowledge on each of the following topics related to cannabis:

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681						
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
5 - Very knowledgeable	466	239	228	21	95	158	192	12	55	85	87	10	40	72	106	67	56	30	10	20	188	102	24	272	195	163	304						
	19.7%	20.8%	18.8%	14.4%	17.4%	20.2%	21.7%	21.1%	18.7%	22.2%	20.8%	10.5%	15.8%	18.2%	22.5%	20.8%	21.1%	19.6%	15.3%	22.5%	20.6%	18.4%	15.1%	24.5%	15.5%	24.8%	17.8%						
				D						LM	L				LM								Y			a							
4	535	275	260	37	115	159	223	11	74	82	109	26	41	78	114	59	51	41	23	19	236	106	41	300	235	166	369						
	22.6%	23.9%	21.4%	25.1%	21.1%	20.4%	25.2%	19.8%	25.0%	21.3%	26.1%	28.3%	16.5%	19.5%	24.3%	18.4%	19.2%	27.0%	36.4%	20.5%	25.9%	19.3%	25.6%	27.0%	18.7%	25.3%	21.6%						
				F						M	MN	M			M			PV	PQTV		PQV		Y										
3	543	264	279	44	129	183	187	16	67	97	84	27	63	86	102	75	74	27	8	19	209	121	37	236	307	155	388						
	23.0%	23.0%	23.0%	29.7%	23.6%	23.4%	21.0%	30.2%	22.6%	25.2%	20.3%	29.4%	24.9%	21.7%	21.7%	23.4%	27.9%	17.7%	12.8%	21.1%	22.9%	21.9%	23.0%	21.2%	24.5%	23.6%	22.7%						
				G				K								SR																	
2	354	164	190	15	102	126	110	7	45	55	58	8	58	71	53	60	40	20	7	13	111	95	28	152	202	79	275						
	15.0%	14.3%	15.7%	10.2%	18.8%	16.1%	12.5%	12.0%	15.2%	14.3%	13.8%	9.1%	22.9%	17.9%	11.2%	18.7%	15.2%	13.2%	11.9%	14.2%	12.2%	17.1%	17.6%	13.7%	16.1%	12.1%	16.1%						
				DG												U																	
1 - Not at all knowledgeable	465	208	257	30	104	156	174	9	54	65	79	21	50	91	95	60	44	35	15	20	167	129	30	151	314	94	371						
	19.7%	18.1%	21.2%	20.6%	19.1%	19.9%	19.6%	16.9%	18.4%	17.0%	19.0%	22.7%	19.9%	22.8%	20.2%	18.7%	16.5%	22.5%	23.7%	21.7%	18.4%	23.3%	18.8%	13.6%	25.0%	14.3%	21.7%						
				QU																				X			Z						
Top 2 Box	1001	514	488	58	210	317	416	22	129	167	195	36	81	150	220	126	107	71	32	39	423	208	65	572	429	329	672						
	42.4%	44.7%	40.2%	39.6%	38.5%	40.5%	46.9%	40.9%	43.8%	43.5%	46.9%	38.8%	32.2%	37.7%	46.8%	39.2%	40.3%	46.5%	51.7%	43.0%	46.5%	40.7%	40.7%	51.5%	34.3%	50.0%	39.4%						
				C			EF			M	MN				MN			V			PV		Y			a							
Bottom 2 Box	819	372	447	45	207	282	285	16	99	120	137	30	108	162	148	120	84	55	22	33	278	223	58	303	515	173	645						
	34.7%	32.3%	36.9%	30.8%	37.9%	36.1%	32.1%	28.9%	33.6%	31.3%	32.8%	31.8%	42.8%	40.7%	31.4%	37.4%	31.8%	35.7%	35.5%	35.9%	30.5%	40.4%	36.4%	27.3%	41.2%	26.4%	37.8%						
				B			G									U								X			Z						
Mean	3.1	3.2	3	3	3	3	3.2	3.2	3.1	3.2	3.2	2.9	2.9	2.9	3.2	3	3.1	3.1	3.1	3.1	3.2	2.9	3	3.4	2.8	3.3	3						
		C					E		M	MN	MN				MN						V			Y		a							

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

t1d_e. [Laws on using cannabis in the workplace] Please rate your level of knowledge on each of the following topics related to cannabis:

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	86	1681						
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
5 - Very knowledgeable	342	180	162	16	93	125	108	8	56	65	50	8	37	60	58	42	35	20	7	13	129	92	24	212	129	145	196						
	14.5%	15.6%	13.3%	10.6%	17.0%	15.9%	12.2%	14.2%	19.1%	17.0%	12.1%	8.5%	14.6%	14.9%	12.3%	13.0%	13.1%	12.8%	10.7%	14.2%	14.1%	16.7%	15.1%	19.1%	10.3%	22.1%	11.5%						
					G	G			KLO	K													Y			a							
4	435	235	200	35	116	148	136	16	73	79	68	19	44	70	68	59	46	28	13	14	177	87	39	235	201	141	294						
	18.4%	20.5%	16.5%	23.5%	21.3%	18.9%	15.3%	28.7%	24.7%	20.5%	16.4%	20.5%	17.4%	17.4%	14.4%	18.2%	17.2%	18.2%	21.5%	15.9%	19.4%	15.8%	24.3%	21.1%	16.0%	21.5%	17.2%						
		C	C	G	G			KMNO	KMNO	O													V	Y		a							
3	633	317	317	42	157	207	228	12	82	114	109	30	75	93	119	90	60	41	15	26	265	143	34	303	331	171	463						
	26.8%	27.5%	26.1%	28.6%	28.7%	26.4%	25.7%	21.9%	27.9%	29.7%	26.1%	32.6%	29.7%	23.3%	25.3%	28.1%	22.6%	26.6%	24.3%	28.1%	29.1%	25.9%	21.3%	27.2%	26.4%	25.9%	27.1%						
2	432	185	246	23	96	148	165	11	42	60	73	12	54	88	92	62	65	27	11	16	155	97	26	177	255	95	336						
	18.3%	16.1%	20.3%	15.5%	17.6%	19.0%	18.5%	19.6%	14.2%	15.7%	17.4%	13.2%	21.6%	22.0%	19.6%	19.4%	24.4%	17.5%	18.2%	17.1%	17.1%	17.5%	16.2%	15.9%	20.4%	14.5%	19.7%						
			B									I					UV							X		Z							
1 - Not at all knowledgeable	521	232	289	32	84	155	250	9	42	66	117	23	42	89	134	68	60	38	16	22	184	134	37	185	336	105	416						
	22.0%	20.2%	23.8%	21.7%	15.3%	19.8%	28.2%	15.6%	14.2%	17.1%	28.0%	25.2%	28.4%	22.4%	28.4%	21.3%	22.6%	24.9%	25.2%	24.6%	20.2%	24.2%	23.1%	16.6%	26.9%	15.9%	24.4%						
			B		E	EF		HIJM				I		I	HIJM									X		Z							
Top 2 Box	777	415	362	50	209	273	244	23	129	144	119	27	80	129	125	100	80	48	20	27	305	180	63	447	330	287	490						
	32.9%	36.1%	29.8%	34.1%	38.3%	34.9%	27.5%	42.9%	43.8%	37.5%	28.5%	29.0%	32.0%	32.4%	26.7%	31.3%	30.3%	31.0%	32.3%	30.1%	33.6%	32.5%	39.4%	40.2%	26.4%	43.6%	28.7%						
		C	C	G	G	G		KO	KLMNO	KO													Y		a								
Bottom 2 Box	953	418	535	55	180	303	415	19	84	126	189	36	96	177	226	131	124	65	27	38	339	230	63	362	591	200	753						
	40.3%	36.4%	44.1%	37.2%	32.9%	38.7%	46.8%	35.2%	28.4%	32.9%	45.4%	38.4%	38.3%	44.4%	48.0%	40.6%	47.0%	42.4%	43.4%	41.7%	37.3%	41.7%	39.3%	32.6%	47.2%	30.4%	44.1%						
			B		E	DEF		IJ				I		IJ	HIJM	U								X		Z							
Mean	2.8	3	2.8	2.9	3.1	2.9	2.6	3.1	3.2	3	2.7	2.7	2.9	2.8	2.6	2.8	2.7	2.8	2.7	2.8	2.9	2.8	2.9	3.1	2.6	3.2	2.7						
		C		G	G			KO	KLMNO	KNO				KO										Y		a							

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

t1d_t2. [Top 2 Box] Please rate your level of knowledge on each of the following topics related to cannabis:

	GENDER							AGE							GENDER AND AGE								REGION								Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No							
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a							
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	176	379	545	79	254	337	324	232	147	61	86	847	675	138	1143	1220	86	682	1681						
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706							
The health effects of cannabis use	938	472	466	67	233	317	321	27	138	161	147	40	96	156	174	120	93	50	24	26	368	251	56	527	411	318	620							
	39.7%	41.1%	38.4%	45.4%	42.8%	40.5%	36.2%	48.8%	46.8%	41.9%	35.3%	43.4%	38.1%	39.2%	36.9%	37.2%	35.1%	32.7%	38.1%	29.0%	40.5%	45.4%	35.1%	47.5%	32.8%	48.3%	36.4%							
				G	G			KO	KMO											T	PQTWR		Y			a								
Laws related to the possession and use of cannabis	698	382	316	52	196	211	238	22	126	117	118	30	71	94	121	77	65	46	18	28	277	178	55	419	279	258	440							
	29.5%	33.2%	26.0%	35.0%	36.0%	27.0%	26.9%	39.6%	42.6%	30.5%	36.2%	32.3%	28.1%	23.6%	25.7%	23.9%	24.7%	29.7%	28.8%	30.3%	30.4%	32.3%	34.1%	37.7%	22.3%	39.2%	25.8%							
			C	FG	FG			KMNO	JKMNO	N											P	PQ	P	Y		a								
Impact of the use of cannabis while driving	1356	675	681	94	323	425	515	36	181	216	242	58	142	208	272	180	135	95	48	48	553	289	104	742	614	445	911							
	57.4%	58.8%	56.1%	63.9%	59.1%	54.3%	58.0%	66.1%	61.3%	56.4%	58.2%	62.6%	56.6%	52.2%	57.9%	56.0%	51.0%	62.0%	76.4%	52.2%	60.8%	52.2%	64.8%	66.8%	49.1%	67.8%	53.4%							
				F				N	N									QV	PQTUV		QV		Y		a									
Laws on travelling outside Canada with cannabis	1001	514	488	58	210	317	416	22	129	167	195	36	81	150	220	126	107	71	32	39	423	208	65	572	429	329	672							
	42.4%	44.7%	40.2%	39.6%	38.5%	40.5%	46.9%	40.9%	43.8%	43.5%	46.9%	38.8%	32.2%	37.7%	46.8%	39.2%	40.3%	46.5%	51.7%	43.0%	46.5%	37.7%	40.7%	51.5%	34.3%	50.0%	39.4%							
			C				EF		M	M	MN								V		PV		Y		a									
Laws on using cannabis in the workplace	777	415	362	50	209	273	244	23	129	144	119	27	80	129	125	100	80	48	20	27	305	180	63	447	330	287	490							
	32.9%	36.1%	29.8%	34.1%	38.3%	34.9%	27.5%	42.9%	43.8%	37.5%	28.5%	29.0%	32.0%	32.4%	26.7%	31.3%	30.3%	31.0%	32.3%	30.1%	33.6%	32.5%	39.4%	40.2%	26.4%	43.6%	28.7%							
			C	G	G			KO	KLMNO	KO													Y		a									

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

t1d_b2. [Bottom 2 Box] Please rate your level of knowledge on each of the following topics related to cannabis:

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall				
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	97	337	334	324	232	147	61	86	847	675	138	1143	1220	86	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706		
The health effects of cannabis use	649	300	350	34	144	212	260	9	72	91	128	24	72	121	132	94	85	55	22	33	232	141	43	219	431	140	509		
	27.5%	26.1%	28.8%	22.8%	26.5%	27.1%	29.3%	17.0%	24.4%	23.7%	30.7%	26.3%	28.9%	30.3%	28.0%	29.4%	31.9%	35.8%	34.7%	36.6%	25.5%	25.5%	26.5%	19.7%	34.4%	21.3%	29.9%		
											HJ		H	H	H			UV		UV					X		Z		
Laws related to the possession and use of cannabis	860	372	488	44	181	289	346	12	85	119	156	32	96	170	190	128	106	61	27	34	303	207	55	318	541	178	682		
	36.4%	32.3%	40.2%	29.6%	33.2%	37.0%	39.0%	21.8%	28.9%	31.0%	37.4%	34.1%	38.2%	42.7%	40.5%	39.8%	40.2%	39.6%	42.7%	37.5%	33.3%	37.4%	33.9%	28.7%	43.3%	27.1%	40.0%		
			B				DE				HI		HI	HIJ	HIJ										X		Z		
Impact of the use of cannabis while driving	444	201	243	19	97	158	171	5	49	69	79	14	48	89	92	53	53	33	11	21	149	123	33	150	295	75	370		
	18.8%	17.5%	20.1%	12.8%	17.7%	20.2%	19.2%	8.8%	16.5%	17.9%	18.9%	15.1%	19.1%	22.4%	19.5%	16.4%	20.2%	21.3%	18.1%	23.5%	16.4%	22.2%	20.5%	13.5%	23.5%	11.4%	21.7%		
						D				H	H		H	H	H							PU			X		Z		
Laws on travelling outside Canada with cannabis	819	372	447	45	207	282	285	16	99	120	137	30	108	162	148	120	84	55	22	33	278	223	58	303	515	173	645		
	34.7%	32.3%	36.9%	30.8%	37.9%	36.1%	32.1%	28.9%	33.6%	31.3%	32.8%	31.8%	42.8%	40.7%	31.4%	37.4%	31.8%	35.7%	35.5%	35.9%	30.5%	40.4%	36.4%	27.3%	41.2%	26.4%	37.8%		
			B		G								HIJKO	HJKO		U						QU			X		Z		
Laws on using cannabis in the workplace	953	418	535	55	180	303	415	19	84	126	189	36	96	177	226	131	124	65	27	38	339	230	63	362	591	200	753		
	40.3%	36.4%	44.1%	37.2%	32.9%	38.7%	46.8%	35.2%	28.4%	32.9%	45.4%	38.4%	38.3%	44.4%	48.0%	40.6%	47.0%	42.4%	43.4%	41.7%	37.3%	41.7%	39.3%	32.6%	47.2%	30.4%	44.1%		
			B		E		DEF				IJ		I	IJ	HIJM		U								X		Z		

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

t1e_a. [The health effects of cannabis use] I know where to find information on...

	GENDER			AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Yes	1664	775	889	124	402	542	597	44	213	268	250	80	189	274	346	206	190	110	47	63	657	391	112	839	825	506	1158
	70.4%	67.4%	73.3%	84.0%	73.6%	69.2%	67.3%	80.5%	72.2%	69.8%	60.1%	86.1%	75.3%	68.6%	73.6%	64.0%	71.7%	71.4%	74.8%	69.1%	72.2%	70.7%	69.6%	75.5%	65.9%	77.0%	67.9%
No	699	375	324	24	144	241	290	11	82	116	166	13	62	125	124	116	75	44	16	28	253	162	49	272	427	151	548
	29.6%	32.6%	26.7%	16.0%	26.4%	30.8%	32.7%	19.5%	27.8%	30.2%	39.9%	13.9%	24.7%	31.4%	26.4%	36.0%	28.3%	28.6%	25.2%	30.9%	27.8%	29.3%	30.4%	24.5%	34.1%	23.0%	32.1%
		C		D	D	D	DE		L	HL	HIJLMNO		L	HL	L	UV									X		Z

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

t1e_b. [Laws related to the possession and use of cannabis] I know where to find information on...

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Yes	1552	749	803	112	381	507	552	41	208	253	247	72	172	254	305	189	176	101	41	60	618	354	114	793	759	475	1077
	65.7%	65.1%	66.2%	76.1%	69.8%	64.8%	62.3%	74.3%	70.7%	65.9%	59.3%	77.1%	68.7%	63.6%	64.9%	58.9%	66.4%	65.8%	66.2%	65.5%	67.9%	64.0%	71.2%	71.3%	60.7%	72.3%	63.1%
				FG	G			K	K	K		KNO	K							P			Y			a	
No	811	401	410	35	165	276	335	14	86	131	170	21	79	145	165	132	89	53	21	31	292	199	46	319	492	182	629
	34.3%	34.9%	33.8%	23.9%	30.2%	35.2%	37.7%	25.7%	29.3%	34.1%	40.7%	22.9%	31.3%	36.4%	35.1%	41.1%	33.6%	34.2%	33.8%	34.5%	32.1%	36.0%	28.8%	28.7%	39.3%	27.7%	36.9%
				D	DE						HIJLM			L	L	UW								X		Z	

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

t1e_c. [Impact of the use of cannabis while driving] I know where to find information on...

	GENDER			AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Yes	1634	775	859	121	407	526	580	44	215	259	257	78	191	267	323	199	185	104	44	60	653	379	113	841	793	508	1126
	69.1%	67.4%	70.8%	82.0%	74.5%	67.2%	65.4%	79.7%	73.1%	67.4%	61.8%	83.3%	76.1%	67.0%	68.6%	61.9%	70.1%	67.5%	69.9%	65.8%	71.8%	68.6%	70.6%	75.7%	63.3%	77.3%	66.0%
				FG	FG			JKNO	K			JKNO	JKNO	K						P	P		Y		a		
No	729	374	355	27	139	256	307	11	79	125	159	16	60	131	148	122	79	50	19	31	256	174	47	270	459	149	580
	30.9%	32.6%	29.2%	18.0%	25.5%	32.8%	34.6%	20.3%	26.9%	32.6%	38.2%	16.7%	23.9%	33.0%	31.4%	38.1%	29.9%	32.5%	30.1%	34.2%	28.2%	31.4%	29.4%	24.3%	36.7%	22.7%	34.0%
				DE	DE					HLM	HILMO			HLM	HLM	UV								X		Z	

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

t1e_d. [Laws on travelling outside Canada with cannabis] I know where to find information on...

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Yes	1515	718	797	107	365	491	553	39	197	244	238	68	167	247	315	194	185	91	37	54	597	341	106	770	745	454	1061
	64.1%	62.4%	65.7%	72.3%	66.8%	62.7%	62.3%	70.9%	67.0%	63.6%	57.0%	73.0%	66.7%	61.8%	67.0%	60.4%	70.0%	59.6%	59.8%	59.4%	65.6%	61.6%	66.1%	69.3%	59.5%	69.1%	62.2%
				FG				K	K			K	K	K		PVR							Y		a		
No	848	432	416	41	181	292	334	16	97	140	179	25	84	152	155	127	79	62	25	37	313	212	55	341	507	203	645
	35.9%	37.6%	34.3%	27.7%	33.2%	37.3%	37.7%	29.1%	33.0%	36.4%	43.0%	27.0%	33.3%	38.2%	33.0%	39.6%	30.0%	40.4%	40.2%	40.6%	34.4%	38.4%	33.9%	30.7%	40.5%	30.9%	37.8%
				D			D				HILMO					Q		Q				Q		X		Z	

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

t1e_e. [Laws on using cannabis in the workplace] I know where to find information on...

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION								Government Ad Recall		Cannabis Act Ad Recall	
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Yes	1386	674	711	100	344	469	473	38	189	236	212	62	155	233	262	162	158	89	37	52	559	316	101	710	675	429	956
	58.6%	58.7%	58.6%	67.4%	63.0%	59.9%	53.4%	68.8%	64.3%	61.4%	50.8%	66.5%	61.6%	58.4%	55.6%	50.5%	59.7%	57.7%	59.3%	56.6%	61.5%	57.2%	62.9%	63.9%	54.0%	65.3%	56.1%
				G	G	G		KO	KO	K		K	K	K		P				P			Y		a		
No	977	475	502	48	202	314	414	17	105	148	205	31	96	166	209	159	107	65	25	40	350	237	60	401	576	228	749
	41.4%	41.3%	41.4%	32.6%	37.0%	40.1%	46.6%	31.2%	35.7%	38.6%	49.2%	33.5%	38.4%	41.6%	44.4%	49.5%	40.3%	42.3%	40.7%	43.4%	38.5%	42.8%	37.1%	36.1%	46.0%	34.7%	43.9%
				DEF			DEF				HIJLMN			HI		QUW							X		X	Z	

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

t1e_s1. [Yes Summary] I know where to find information on...

	GENDER			AGE				GENDER AND AGE								REGION								Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	176	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706	
The health effects of cannabis use	1664	775	889	124	402	542	597	44	213	268	250	80	189	274	346	206	190	110	47	63	657	391	112	839	825	506	1158	
	70.4%	67.4%	73.3%	84.0%	73.6%	69.2%	67.3%	80.5%	72.2%	69.8%	60.1%	86.1%	75.3%	68.6%	73.6%	64.0%	71.7%	71.4%	74.8%	69.1%	72.2%	70.7%	69.6%	75.5%	65.9%	77.0%	67.9%	
			B	EFG	G			JKN	K	K		IJKMNO	K	K	K						P	P		Y		a		
Laws related to the possession and use of cannabis	1552	749	803	112	381	507	552	41	208	253	247	72	172	254	305	189	176	101	41	60	618	354	114	793	759	475	1077	
	65.7%	65.1%	66.2%	76.1%	69.8%	64.8%	62.3%	74.3%	70.7%	65.9%	59.3%	77.1%	68.7%	63.6%	64.9%	58.9%	66.4%	65.8%	66.2%	65.5%	67.9%	64.0%	71.2%	71.3%	60.7%	72.3%	63.1%	
				FG	G			K	K	K		KNO	K								P		P	Y		a		
Impact of the use of cannabis while driving	1634	775	859	121	407	526	580	44	215	259	257	78	191	267	323	199	185	104	44	60	653	379	113	841	793	508	1126	
	69.1%	67.4%	70.8%	82.0%	74.5%	67.2%	65.4%	79.7%	73.1%	67.4%	61.8%	83.3%	76.1%	67.0%	68.6%	61.9%	70.1%	67.5%	69.9%	65.8%	71.8%	68.6%	70.6%	75.7%	63.3%	77.3%	66.0%	
				FG	FG			JKNO	K			JKNO	JKNO		K						P	P		Y		a		
Laws on travelling outside Canada with cannabis	1515	718	797	107	365	491	553	39	197	244	238	68	167	247	315	194	185	91	37	54	597	341	106	770	745	454	1061	
	64.1%	62.4%	65.7%	72.3%	66.8%	62.7%	62.3%	70.9%	67.0%	63.6%	57.0%	73.0%	66.7%	61.8%	67.0%	60.4%	70.0%	59.6%	59.8%	59.4%	65.6%	61.6%	66.1%	69.3%	59.5%	69.1%	62.2%	
				FG				K	K			K	K	K	K			PVR					Y		a			
Laws on using cannabis in the workplace	1386	674	711	100	344	469	473	38	189	236	212	62	155	233	262	162	158	89	37	52	559	316	101	710	675	429	956	
	58.6%	58.7%	58.6%	67.4%	63.0%	59.9%	53.4%	68.8%	64.3%	61.4%	50.8%	66.5%	61.6%	58.4%	55.6%	50.5%	59.7%	57.7%	59.3%	56.6%	61.5%	57.2%	62.9%	63.9%	54.0%	65.3%	56.1%	
				G	G	G		KO	KO	K		K	K	K			P				P	P	Y		a			

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

t1e_s2. [No Summary] I know where to find information on...

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall				
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	716	254	97	337	334	324	232	147	61	86	847	675	138	1143	1220	86	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706		
The health effects of cannabis use	699	375	324	24	144	241	290	11	82	116	166	13	62	125	124	116	75	44	16	28	253	162	49	272	427	151	548		
	29.6%	32.6%	26.7%	16.0%	26.4%	30.8%	32.7%	19.5%	27.8%	30.2%	39.9%	13.9%	24.7%	31.4%	26.4%	36.0%	28.3%	28.6%	25.2%	30.9%	27.8%	29.3%	30.4%	24.5%	34.1%	23.0%	32.1%		
		C		D	D	D	DE		L	HL	HIJLMNO		L	HL	L	UV									X		Z		
Laws related to the possession and use of cannabis	811	401	410	35	165	276	335	14	86	131	170	21	79	145	165	132	89	53	21	31	292	199	46	319	492	182	629		
	34.3%	34.9%	33.8%	23.9%	30.2%	35.2%	37.7%	25.7%	29.3%	34.1%	40.7%	22.9%	31.3%	36.4%	35.1%	41.1%	33.6%	34.2%	33.8%	34.5%	32.1%	36.0%	28.8%	28.7%	39.3%	27.7%	36.9%		
					D	D	DE				HIJLM			L	L	UW									X		Z		
Impact of the use of cannabis while driving	729	374	355	27	139	256	307	11	79	125	159	16	60	131	148	122	79	50	19	31	256	174	47	270	459	149	580		
	30.9%	32.6%	29.2%	18.0%	25.5%	32.8%	34.6%	20.3%	26.9%	32.6%	38.2%	16.7%	23.9%	33.0%	31.4%	38.1%	29.9%	32.5%	30.1%	34.2%	28.2%	31.4%	29.4%	24.3%	36.7%	22.7%	34.0%		
					DE	DE	DE			HLM	HILMO			HLM	HLM	UV									X		Z		
Laws on travelling outside Canada with cannabis	848	432	416	41	181	292	334	16	97	140	179	25	84	152	155	127	79	62	25	37	313	212	55	341	507	203	645		
	35.9%	37.6%	34.3%	27.7%	33.2%	37.3%	37.7%	29.1%	33.0%	36.4%	43.0%	27.0%	33.3%	38.2%	33.0%	39.6%	30.0%	40.4%	40.2%	40.6%	34.4%	38.4%	33.9%	30.7%	40.5%	30.9%	37.8%		
					D	D	D				HILMO					Q		Q			Q	Q			X		Z		
Laws on using cannabis in the workplace	977	475	502	48	202	314	414	17	105	148	205	31	96	166	209	159	107	65	25	40	350	237	60	401	576	228	749		
	41.4%	41.3%	41.4%	32.6%	37.0%	40.1%	46.6%	31.2%	35.7%	38.6%	49.2%	33.5%	38.4%	41.6%	44.4%	49.5%	40.3%	42.3%	40.7%	43.4%	38.5%	42.8%	37.1%	36.1%	46.0%	34.7%	43.9%		
					DEF	DEF	DEF				HIJLMN			HI	HI	QUW									X		Z		

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

t1h. Over the past three weeks, have you seen, read or heard these ads?

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall			
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681	
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706	
Yes	404	205	199	34	111	92	167	14	60	48	83	20	51	44	84	42	45	30	11	19	167	91	28	300	104	243	160	
	17.1%	17.8%	16.4%	23.0%	20.4%	11.7%	18.8%	25.7%	20.3%	12.5%	19.9%	21.5%	20.5%	11.0%	17.8%	13.0%	17.1%	19.6%	17.0%	21.3%	18.3%	13.0%	16.5%	17.5%	27.0%	8.3%	37.0%	9.4%
No	1959	945	1015	114	434	691	720	41	235	336	334	73	200	355	387	279	219	124	52	72	743	462	133	812	1148	414	1545	
	82.9%	82.2%	83.6%	77.0%	79.6%	88.3%	81.2%	74.3%	79.7%	87.5%	80.1%	78.5%	79.5%	89.0%	82.2%	87.0%	82.9%	80.4%	83.0%	78.7%	81.7%	83.5%	82.5%	73.0%	91.7%	63.0%	90.6%	
				F	F	F	F	JN	JN	JN	JN	JN	JN	N						P			Y		a		Z	
				DEG	DEG	DEG	DEG	HIKLM	HIKLM	HIKLM	HIKLM	HIKLM	HIKLM	HIKLM	U								X		X		Z	

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

t1i. Where have you seen, read or heard these ads?

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION								Government Ad Recall		Cannabis Act Ad Recall	
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Base: Have seen ads at T1H	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Weighted	404	205	199	34*	111	92*	167	14**	60*	48*	83*	20**	51*	44*	84*	42*	45*	30**	11**	19**	167	91	28**	300	104*	243	160
Cinema	11 2.7%	8 3.7%	3 1.6%	2 5.3%	8 7.0%	1 1.3%	0 -	2 12.8%	6 9.7%	0 -	0 -	0 -	2 3.9%	1 2.7%	0 -	0 -	2 3.6%	0 -	0 -	0 -	9 5.1%	0 -	1 2.3%	11 3.6%	0 -	11 4.4%	0 -
Facebook	59 14.7%	30 14.5%	30 15.0%	8 22.9%	25 22.9%	13 14.2%	13 7.9%	3 24.5%	16 27.5%	7 14.5%	3 3.3%	4 21.8%	9 17.5%	6 13.8%	10 12.4%	8 20.1%	10 22.8%	4 12.2%	2 17.1%	2 9.6%	24 14.2%	10 10.4%	4 13.7%	51 17.0%	8 8.1%	48 19.5%	12 7.4%
Internet Website	40 9.8%	24 11.9%	15 7.7%	3 7.6%	12 11.1%	16 17.5%	9 5.2%	2 11.4%	9 15.3%	8 16.6%	6 6.8%	1 4.9%	3 6.1%	8 18.5%	3 3.6%	2 4.3%	4 9.0%	1 4.3%	0 -	1 6.6%	16 9.8%	12 12.9%	4 15.5%	33 10.9%	7 6.7%	28 11.5%	12 7.2%
Magazines	7 1.6%	4 1.8%	3 1.5%	1 3.4%	1 1.2%	1 1.2%	3 1.8%	1 8.3%	1 1.0%	0 -	2 2.3%	0 -	1 1.5%	1 2.6%	1 1.3%	1 1.3%	2 4.1%	1 2.1%	1 5.9%	0 -	1 0.4%	3 3.2%	0 -	6 2.0%	1 0.6%	7 2.7%	0 -
Newspaper (daily)	16 3.9%	9 4.2%	7 3.6%	2 4.7%	4 3.8%	2 2.3%	8 4.7%	2 11.3%	2 3.7%	1 2.0%	4 4.6%	0 -	2 4.0%	1 2.7%	4 4.8%	2 4.2%	3 5.7%	2 6.1%	1 11.7%	1 3.0%	5 2.9%	3 3.6%	2 5.4%	15 5.1%	1 0.6%	14 5.6%	2 1.3%
Newspaper (weekly or community)	19 4.8%	11 5.5%	8 4.0%	1 1.6%	11 9.6%	1 1.1%	7 4.2%	1 3.9%	6 10.6%	1 2.0%	3 4.1%	0 -	4 8.4%	0 -	4 4.4%	1 1.3%	0 -	2 6.1%	1 11.3%	1 3.2%	11 6.6%	4 4.2%	2 7.8%	16 5.4%	3 3.1%	17 7.0%	2 1.5%
Outdoor Billboards	12 2.9%	8 3.7%	4 2.0%	0 -	7 6.2%	3 3.4%	2 0.9%	0 -	6 9.5%	2 4.1%	0 -	0 -	1 2.5%	1 2.7%	2 1.8%	0 -	2 3.9%	1 1.9%	1 5.4%	0 -	7 4.2%	0 -	2 7.8%	12 3.9%	0 -	12 4.8%	0 -
Pamphlet or brochure in the mail	6 1.4%	6 2.8%	0 -	1 3.6%	2 2.2%	2 2.2%	0 -	1 8.8%	2 4.1%	2 4.1%	0 -	0 -	0 -	0 -	0 -	0 -	1 1.3%	1 3.8%	1 5.4%	1 3.0%	2 0.9%	1 1.1%	1 4.7%	5 1.6%	1 0.9%	5 1.9%	1 0.6%
Public transit (bus or subway)	10 2.6%	5 2.6%	5 2.6%	1 3.8%	5 4.9%	2 2.7%	1 0.7%	0 -	3 5.2%	1 2.0%	1 1.5%	1 6.4%	2 4.5%	2 3.5%	0 -	1 1.3%	2 3.4%	0 -	0 -	0 -	8 4.6%	0 -	1 2.3%	9 3.0%	2 1.5%	10 4.0%	1 0.4%
Radio	27 6.8%	14 6.6%	14 7.0%	3 7.9%	13 11.3%	5 5.6%	7 4.3%	2 12.3%	8 13.8%	1 1.5%	3 3.5%	1 4.9%	4 8.4%	4 10.1%	4 5.0%	2 4.2%	2 3.9%	1 3.8%	0 -	1 5.9%	13 7.7%	7 7.2%	3 11.7%	20 6.6%	8 7.5%	23 9.3%	5 3.0%
Television	302 74.9%	147 71.7%	155 78.1%	26 76.2%	52 46.4%	69 75.0%	156 93.6%	11 75.0%	23 37.6%	36 75.0%	78 93.9%	15 77.1%	29 56.8%	33 74.9%	78 93.2%	31 73.5%	34 75.0%	23 75.5%	7 66.2%	16 80.6%	118 70.5%	75 81.7%	23 80.0%	220 73.4%	82 79.2%	173 71.0%	130 80.8%
Twitter	15 3.6%	12 5.9%	2 1.2%	2 5.3%	9 7.9%	1 1.5%	3 1.6%	2 12.9%	8 13.0%	1 2.8%	1 1.4%	0 -	1 2.0%	0 -	1 1.7%	3 7.1%	2 4.5%	1 4.0%	1 11.3%	0 -	6 3.6%	1 1.1%	1 4.7%	13 4.3%	2 1.7%	11 4.4%	4 2.5%
YouTube	84 20.9%	54 26.4%	30 15.1%	6 16.2%	48 43.4%	19 20.9%	11 6.7%	2 16.8%	32 54.1%	14 30.0%	5 6.0%	3 15.9%	16 30.9%	5 11.0%	6 7.4%	9 20.3%	7 15.0%	9 29.9%	5 49.3%	4 19.4%	41 24.5%	13 14.1%	6 21.4%	68 22.6%	17 15.9%	62 25.6%	22 13.6%
Instagram	22 5.4%	12 6.0%	10 4.8%	3 9.9%	16 14.2%	2 2.3%	0 0.3%	2 17.2%	8 13.9%	1 2.0%	0 0.6%	1 4.9%	7 14.5%	1 2.7%	0 -	5 12.9%	2 4.9%	1 3.8%	1 5.4%	1 3.0%	8 4.8%	4 4.8%	1 2.3%	20 6.7%	2 1.7%	18 7.5%	3 2.2%
LinkedIn	4 0.9%	4 1.8%	0 -	0 -	4 3.3%	0 -	0 -	0 -	4 6.1%	0 -	0 -	0 -	0 -	0 -	0 -	1 2.9%	0 -	0 -	0 -	0 -	2 1.1%	0 -	1 2.3%	3 1.0%	1 0.6%	4 1.5%	0 -
Snapchat	8 1.9%	4 2.0%	3 1.7%	2 5.3%	6 5.2%	0 -	0 -	1 4.3%	4 5.9%	0 -	0 -	1 5.9%	2 4.4%	0 -	0 -	2 4.2%	1 2.7%	0 -	0 -	0 -	4 2.2%	1 1.1%	0 -	5 1.5%	3 3.0%	6 2.4%	2 1.1%
Spotify	6 1.5%	4 1.8%	2 1.2%	0 -	5 4.4%	1 1.2%	0 -	0 -	4 6.0%	0 -	0 -	0 -	1 2.5%	1 2.6%	0 -	1 2.9%	0 -	1 1.9%	1 5.4%	0 -	3 1.8%	1 1.2%	0 -	5 1.6%	1 1.2%	6 2.5%	0 -
Other, specify	4 1.1%	2 1.0%	2 1.2%	0 -	1 0.7%	1 0.8%	3 1.7%	0 -	0 -	1 1.5%	1 1.5%	0 -	1 1.5%	0 -	2 1.9%	0 -	0 -	0 -	0 -	0 -	3 1.7%	1 1.6%	0 -	3 1.0%	1 1.4%	4 1.5%	1 0.5%

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

t1j. What do you think is the main point these ads are trying to get across?

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION								Government Ad Recall		Cannabis Act Ad Recall	
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	716	254	337	334	324	232	147	61	86	347	138	1143	1220	682	1681	
Educate/ raise awareness/ provides information	550 23.3%	266 23.1%	285 23.4%	44 29.5%	145 26.6%	187 23.9%	174 19.6%	10 18.7%	75 25.6%	97 25.2%	83 20.0%	33 35.9%	70 27.8%	90 22.7%	91 19.3%	60 18.8%	54 20.3%	24 15.5%	7 10.4%	17 18.9%	177 19.5%	211 38.2%	24 15.0%	259 23.3%	292 23.3%	148 22.6%	402 23.6%
Cannabis/ marijuana/ pot/ weed	32 1.3%	16 1.4%	16 1.3%	2 1.0%	11 2.1%	10 1.3%	9 1.0%	1 1.0%	6 2.2%	5 1.2%	4 1.0%	1 1.0%	5 1.9%	5 1.3%	5 1.0%	3 0.9%	4 1.4%	2 1.2%	1 1.0%	1 1.4%	13 1.4%	11 1.9%	0 -	19 1.8%	12 1.0%	4 0.6%	28 1.6%
Keep away from kids and pets	177 7.5%	77 6.7%	100 8.2%	17 11.4%	27 5.0%	58 7.5%	74 8.4%	7 12.7%	15 5.2%	19 5.0%	36 8.6%	10 10.6%	12 4.8%	39 9.9%	39 8.2%	25 7.6%	20 7.6%	15 9.9%	8 12.1%	8 8.3%	66 7.2%	44 8.0%	7 4.4%	83 7.5%	94 7.5%	63 9.6%	114 6.7%
Public health and safety	154 6.5%	79 6.9%	75 6.2%	8 5.1%	42 7.7%	45 5.7%	59 6.7%	2 3.2%	17 5.9%	30 7.7%	30 7.2%	6 6.2%	25 9.8%	29 3.8%	29 6.2%	19 5.9%	12 4.6%	4 2.5%	2 3.0%	2 2.2%	72 7.9%	31 5.7%	16 9.7%	81 7.3%	73 5.8%	55 8.4%	99 5.8%
Be safe/ careful/ responsible/ cautious/ use in moderation	561 23.7%	240 20.9%	320 26.4%	30 20.2%	135 24.8%	158 20.2%	237 26.7%	10 19.2%	62 21.1%	60 15.5%	108 25.9%	19 20.7%	73 29.1%	98 24.7%	129 27.5%	96 30.0%	71 26.8%	40 26.3%	17 27.4%	23 25.6%	233 25.6%	81 14.7%	39 24.1%	269 24.2%	291 23.3%	180 27.4%	380 22.3%
Prevention	24 1.0%	15 1.3%	9 0.7%	2 1.0%	6 1.1%	10 1.3%	6 0.7%	1 1.0%	4 1.5%	6 1.6%	4 0.9%	1 1.0%	2 0.6%	4 1.0%	2 0.5%	2 0.7%	0 -	0 -	0 -	0 -	1 0.1%	20 3.6%	1 0.4%	12 1.1%	11 0.9%	9 1.4%	15 0.9%
Reasons for legalization of cannabis and the role of the government	253 10.7%	117 10.1%	136 11.2%	14 9.6%	51 9.3%	84 10.8%	103 11.7%	4 7.2%	28 9.4%	45 11.8%	40 9.6%	10 11.1%	23 9.1%	39 9.9%	63 13.5%	37 11.5%	34 12.8%	19 12.4%	6 9.1%	13 14.7%	114 12.5%	31 5.7%	17 10.9%	131 11.8%	121 9.7%	56 8.6%	196 11.5%
Storage/ keep it in a safe place	125 5.3%	49 4.2%	76 6.3%	8 5.5%	15 2.7%	42 5.4%	60 6.7%	3 5.8%	10 3.2%	11 2.8%	25 6.0%	5 5.4%	5 2.1%	31 7.8%	35 7.4%	21 6.4%	20 7.4%	16 10.5%	7 11.1%	9 10.0%	50 5.5%	13 2.4%	6 3.6%	54 4.8%	71 5.7%	44 6.6%	82 4.8%
Dangers of cannabis/ side effects/ cannabis is not good/ don't use	139 5.9%	68 5.9%	71 5.9%	4 2.9%	30 5.5%	36 4.6%	69 7.7%	3 6.2%	16 5.6%	24 6.2%	24 5.9%	1 7.7%	14 5.5%	12 3.1%	44 9.4%	10 3.2%	14 5.2%	11 6.9%	4 6.3%	7 7.3%	49 5.4%	46 8.4%	10 6.0%	79 7.1%	60 4.8%	41 6.2%	98 5.8%
Cannabis is okay/ good	17 0.7%	14 1.2%	4 0.3%	1 1.0%	2 0.3%	7 1.0%	7 0.8%	0 -	1 0.2%	7 1.9%	6 1.4%	1 1.5%	1 0.4%	0 -	1 0.3%	6 1.7%	3 1.0%	2 1.2%	2 3.0%	0 -	6 0.6%	0 -	1 0.9%	10 0.9%	7 0.6%	4 0.7%	13 0.8%
Visit the website	104 4.4%	43 3.8%	60 5.0%	6 4.0%	24 4.5%	44 5.6%	30 3.4%	2 4.3%	16 5.3%	16 4.2%	9 2.3%	4 3.8%	9 3.5%	28 6.9%	20 4.4%	20 6.2%	9 3.3%	4 2.7%	1 1.5%	3 3.6%	52 5.7%	15 2.7%	4 2.7%	35 3.2%	69 5.5%	24 3.6%	80 4.7%
Be smart/ knowledgeable/ informed/ educate yourself	74 3.1%	26 2.2%	49 4.0%	4 2.8%	18 3.4%	23 3.0%	29 3.2%	3 5.2%	10 3.5%	6 1.6%	6 1.5%	1 1.4%	8 3.2%	17 4.3%	22 4.7%	7 2.1%	10 3.8%	7 4.3%	3 4.2%	4 4.2%	28 3.1%	15 2.7%	8 5.0%	39 3.5%	36 2.9%	23 3.5%	51 3.0%
Where to find information/ questions and answers	251 10.6%	107 9.3%	144 11.8%	12 8.1%	60 11.0%	105 13.5%	73 8.2%	8 13.8%	32 10.8%	40 10.3%	28 6.7%	4 4.7%	28 11.3%	66 16.5%	45 9.6%	44 13.6%	23 8.8%	12 8.1%	4 6.6%	8 9.1%	113 12.4%	38 6.9%	20 12.2%	97 8.7%	153 12.3%	60 9.1%	191 11.2%
Law/ rules/ regulation/ guidelines on cannabis usage	179 7.6%	80 6.9%	100 8.2%	9 5.9%	39 7.2%	47 6.0%	85 9.5%	1 2.2%	19 6.5%	21 5.6%	38 9.1%	8 8.1%	20 8.0%	25 6.3%	47 9.9%	22 6.7%	24 9.2%	13 8.3%	4 6.5%	9 9.5%	70 7.7%	40 7.1%	10 6.5%	84 7.5%	96 7.6%	46 7.0%	133 7.8%
Buy/ use legal cannabis	32 1.3%	17 1.4%	15 1.3%	1 0.4%	2 0.4%	14 1.7%	15 1.7%	1 1.1%	1 0.4%	6 1.7%	8 2.0%	0 -	1 0.4%	7 1.8%	7 1.5%	7 2.1%	8 3.0%	5 2.9%	2 3.1%	3 2.8%	7 0.8%	3 0.6%	2 1.0%	14 1.2%	18 1.4%	9 1.3%	23 1.4%
Fighting against illegal sale	21 0.9%	8 0.7%	13 1.1%	3 2.1%	4 0.7%	5 0.6%	10 1.1%	1 1.0%	2 0.7%	1 0.3%	5 1.2%	3 2.8%	2 0.7%	4 0.9%	5 1.1%	1 0.4%	2 0.6%	1 0.8%	1 1.9%	0 -	8 0.9%	7 1.3%	2 1.2%	16 1.4%	6 0.5%	10 1.5%	12 0.7%
Negative government mentions	33 1.4%	19 1.7%	14 1.1%	3 1.9%	0 0.1%	11 1.4%	19 2.1%	0 0.8%	0 0.2%	9 2.3%	9 2.2%	2 2.5%	0 -	2 0.5%	9 2.0%	10 3.0%	8 3.1%	0 -	0 -	0 -	7 0.8%	3 0.6%	4 2.7%	16 1.4%	17 1.4%	4 0.6%	29 1.7%
Negative ad mentions	19 0.8%	14 1.2%	6 0.5%	0 0.3%	1 0.2%	6 0.7%	12 1.4%	0 0.8%	1 0.3%	4 1.1%	8 1.9%	0 -	0 -	1 0.3%	4 0.9%	2 0.6%	3 1.0%	1 0.4%	1 1.0%	0 -	7 0.8%	5 1.0%	2 1.1%	6 0.5%	13 1.1%	3 0.4%	17 1.0%
Nothing	7 0.3%	6 0.5%	1 0.1%	0 -	1 0.2%	3 0.4%	3 0.4%	0 -	0 -	3 0.7%	3 0.8%	0 -	1 0.5%	0 -	0 -	1 0.4%	0 -	0 -	0 -	0 -	2 0.2%	2 0.3%	2 1.4%	1 0.1%	6 0.5%	0 -	7 0.4%
Other	134 5.7%	71 6.2%	64 5.2%	10 6.5%	41 7.4%	33 4.2%	52 5.8%	4 8.2%	24 8.2%	13 3.5%	29 6.9%	5 5.4%	16 6.5%	19 4.8%	23 4.9%	15 4.6%	12 4.7%	8 5.1%	4 6.6%	4 4.0%	68 7.4%	24 4.3%	8 4.8%	74 6.7%	60 4.8%	48 7.2%	87 5.1%
(Dk/Ns)	124 5.2%	75 6.5%	49 4.0%	10 6.5%	32 5.8%	55 7.0%	27 3.1%	5 8.4%	23 7.8%	36 9.3%	12 2.9%	5 5.4%	9 3.5%	19 4.9%	15 3.3%	17 5.4%	11 4.2%	10 6.7%	2 3.7%	8 8.7%	55 6.1%	22 3.9%	8 5.2%	42 3.7%	82 6.6%	30 4.5%	94 5.5%

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

t1k_b. [These ads catch my attention] Please indicate your level of agreement with the following statements about these ads?

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	97	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681					
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
5 - Strongly Agree	273	135	138	30	85	78	80	9	57	37	33	21	28	42	47	30	22	12	6	6	107	77	24	162	111	121	152						
	11.5%	11.7%	11.4%	20.5%	15.5%	10.0%	9.0%	16.8%	19.2%	9.5%	7.8%	22.7%	11.2%	10.4%	10.0%	9.4%	8.4%	8.0%	9.9%	6.7%	11.7%	14.0%	15.0%	14.6%	8.8%	18.4%	8.9%						
				FG	FG			JK	JKMNO			JKMNO									112	PQ	Y	259	257	183	333						
4	516	237	279	37	114	166	199	12	58	75	93	25	56	91	107	79	34	32	21	12	212	112	47	259	257	183	333						
	21.9%	20.6%	23.0%	25.1%	20.9%	21.2%	22.5%	21.7%	19.6%	19.5%	22.3%	27.1%	22.4%	22.8%	22.7%	24.5%	13.0%	20.8%	32.8%	12.6%	23.3%	20.3%	29.5%	23.3%	20.6%	27.8%	19.5%						
																QT			QTV	QT	Q	QTV				a							
3	811	400	410	49	194	274	293	17	104	147	132	32	90	126	161	92	116	51	13	39	313	182	57	376	434	197	613						
	34.3%	34.8%	33.8%	33.2%	35.6%	35.0%	33.1%	30.3%	35.3%	38.4%	31.8%	34.8%	36.0%	31.7%	34.2%	28.7%	43.9%	33.3%	20.1%	42.4%	34.4%	32.8%	35.3%	33.9%	34.7%	30.0%	36.0%						
										K						PSUV			PS	S	S					Z							
2	390	177	212	17	90	133	150	10	45	52	70	6	45	81	80	73	49	36	15	21	147	73	10	171	219	84	305						
	16.5%	15.4%	17.5%	11.2%	16.5%	17.0%	16.9%	18.8%	15.4%	13.6%	16.8%	6.7%	17.9%	20.2%	17.1%	22.9%	18.7%	23.5%	24.1%	23.2%	16.2%	13.3%	6.1%	15.4%	17.5%	12.8%	17.9%						
								L	L	L	L	L	L	L	L	UVW	W	UVW	VW	VW	W	W				Z							
1 - Strongly Disagree	374	199	174	15	62	132	164	7	31	73	89	8	31	59	76	47	43	22	8	14	131	109	23	143	230	72	302						
	15.8%	17.3%	14.4%	10.0%	11.4%	16.9%	18.5%	12.4%	10.5%	19.0%	21.3%	8.6%	12.5%	14.9%	16.1%	14.6%	16.1%	14.3%	13.1%	15.2%	14.4%	19.6%	14.1%	12.9%	18.4%	10.9%	17.7%						
								ILM	HILMN					I							U					X	Z						
Top 2 Box	789	372	417	67	199	244	279	21	114	111	125	46	84	132	154	109	57	44	27	18	319	189	71	421	368	304	485						
	33.4%	32.4%	34.3%	45.6%	36.4%	31.2%	31.5%	38.5%	38.8%	29.0%	30.1%	49.8%	33.6%	33.2%	32.7%	33.8%	21.4%	28.8%	42.7%	19.3%	35.0%	34.3%	44.5%	37.9%	29.4%	46.2%	28.4%						
				EFG					JK			JKMNO				QT			QT	QT	QT	PQTUVR	Y		a								
Bottom 2 Box	763	377	386	31	152	265	315	17	76	125	159	14	76	140	156	120	92	58	23	35	278	182	33	314	449	156	607						
	32.3%	32.8%	31.8%	21.2%	27.9%	33.8%	35.5%	31.2%	25.9%	32.5%	38.1%	15.4%	30.4%	35.1%	33.1%	37.4%	34.8%	37.9%	37.2%	38.3%	30.6%	32.9%	20.2%	28.3%	35.9%	23.8%	35.6%						
				DE	DE	DE	DE	L	L	L	ILM		L	IL	L	UW	W	W	W	W	W	W		X		Z							
Mean	3	2.9	3	3.3	3.1	2.9	2.9	3.1	3.2	2.9	2.8	3.5	3	2.9	2.9	2.9	2.8	2.8	3	2.7	3	3	3.3	3.1	2.8	3.3	2.8						
				EFG	FG			K	JKNO			HJKMNO	K								QT		PQTUVR	Y		a							

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

t1k_a. [These ads are relevant to me] Please indicate your level of agreement with the following statements about these ads?

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681						
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
5 - Strongly Agree	205	103	102	24	72	59	50	9	40	31	22	15	32	28	28	32	17	11	6	5	70	59	16	123	82	101	105						
	8.7%	9.0%	8.4%	16.3%	13.2%	7.5%	5.7%	16.7%	13.7%	8.1%	5.4%	16.1%	12.6%	6.9%	5.9%	10.1%	6.4%	7.0%	9.8%	5.1%	7.7%	10.8%	9.9%	11.1%	6.6%	15.3%	6.1%						
				FG	FG			JKNO	JKNO			JKNO	KNO							U			Y		a								
4	269	154	116	29	87	91	63	10	55	50	39	19	32	41	24	36	22	21	10	11	108	69	14	148	122	112	158						
	11.4%	13.4%	9.5%	19.6%	15.9%	11.6%	7.0%	18.9%	18.5%	13.0%	9.4%	20.0%	12.9%	10.3%	5.0%	11.2%	8.1%	13.6%	15.3%	12.5%	11.9%	12.5%	8.7%	13.3%	9.7%	17.0%	9.2%						
				FG	FG	G		KNO	KNO	O	O	KNO	O	O									Y		a								
3	531	248	284	37	147	187	160	15	73	93	66	22	74	94	94	67	63	33	13	20	215	118	36	244	287	144	388						
	22.5%	21.5%	23.4%	25.0%	27.0%	23.9%	18.0%	27.8%	24.9%	24.2%	15.9%	23.4%	29.4%	23.6%	19.9%	20.8%	23.9%	21.2%	20.6%	21.7%	23.6%	21.3%	22.3%	22.0%	22.9%	21.8%	22.7%						
				G	G	G		K	K	K			KO	K																			
2	424	220	204	17	98	159	150	6	48	81	86	11	50	78	64	59	44	24	8	16	167	99	32	201	223	113	311						
	17.9%	19.2%	16.8%	11.4%	18.0%	20.3%	16.9%	10.7%	16.2%	21.0%	20.7%	11.8%	20.1%	19.7%	13.6%	18.5%	16.5%	15.5%	12.2%	17.7%	18.3%	17.9%	19.7%	18.1%	17.8%	17.1%	18.2%						
				D				HO	HO	HO			HO	HO																			
1 - Strongly Disagree	933	425	508	41	141	287	464	14	79	129	203	27	63	157	261	127	119	66	26	39	350	208	63	395	538	189	744						
	39.5%	37.0%	41.9%	27.7%	25.9%	36.6%	52.3%	25.9%	26.7%	27.7%	33.7%	48.7%	28.7%	25.0%	39.4%	45.0%	42.7%	42.1%	43.0%	38.5%	37.6%	39.4%	35.6%	43.0%	28.7%	43.6%	43.6%						
				B		DE	DEF			M	HIJLMN			HIM	HIJLMN										X		Z						
Top 2 Box	475	257	218	53	159	150	113	19	95	81	61	34	64	69	51	68	38	32	16	16	178	129	30	271	204	212	262						
	20.1%	22.3%	18.0%	35.9%	29.1%	19.1%	12.7%	35.6%	32.2%	21.0%	14.8%	36.1%	25.5%	17.3%	10.9%	21.3%	14.5%	20.6%	25.1%	17.5%	19.5%	23.2%	18.6%	24.4%	16.3%	32.3%	15.4%						
				FG	FG	G		JKNO	JKNO	KO		JKNO	KNO	O										Y		a							
Bottom 2 Box	1357	645	712	58	239	446	614	20	126	210	289	38	113	236	325	186	163	89	34	55	517	307	95	596	761	301	1056						
	57.4%	56.1%	58.7%	39.1%	43.9%	57.0%	69.2%	36.6%	42.9%	54.7%	69.4%	40.5%	45.0%	59.1%	69.1%	57.9%	61.5%	58.1%	54.3%	60.7%	56.8%	55.5%	59.1%	53.7%	60.8%	45.9%	61.9%						
				DE	DEF					HILM	HIJLMN			HILM	HIJLMN										X		Z						
Mean	2.3	2.4	2.3	2.9	2.7	2.3	2	2.9	2.8	2.4	2	2.8	2.7	2.3	1.9	2.3	2.1	2.3	2.4	2.2	2.3	2.4	2.3	2.5	2.2	2.7	2.2						
		C		FG	FG	G		JKNO	JKNO	KO		JKNO	JKNO	KO								Q		Y		a							

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

t1k_c. [These ads are difficult to follow] Please indicate your level of agreement with the following statements about these ads?

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681						
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
5 - Strongly Agree	57	35	22	8	13	13	22	3	9	8	15	5	4	5	7	8	5	5	3	3	24	13	2	34	23	30	27						
	2.4%	3.1%	1.8%	5.7%	2.4%	1.7%	2.5%	6.0%	3.1%	2.1%	3.7%	5.5%	1.7%	1.3%	1.5%	2.4%	2.0%	3.4%	4.1%	2.9%	2.6%	2.3%	1.4%	3.1%	1.9%	4.6%	1.6%						
				EFG				JMNO			N															a							
4	136	78	58	11	43	43	39	3	28	24	23	8	15	19	16	23	8	5	2	3	58	38	5	80	56	63	73						
	5.8%	6.8%	4.8%	7.7%	7.9%	5.5%	4.4%	6.2%	9.6%	6.2%	5.5%	8.7%	5.9%	4.8%	3.4%	7.2%	3.1%	3.2%	2.8%	3.4%	6.3%	6.9%	3.0%	7.2%	4.5%	9.7%	4.3%						
				G					KNO			O				Q										a							
3	335	190	145	16	80	120	118	9	53	72	55	8	27	48	63	43	42	25	7	18	121	75	28	154	181	85	250						
	14.2%	16.5%	12.0%	11.0%	14.7%	15.3%	13.3%	15.7%	18.1%	18.8%	13.3%	8.2%	10.8%	12.0%	13.3%	13.4%	15.9%	16.6%	11.1%	20.3%	13.3%	13.6%	17.6%	13.8%	14.4%	12.9%	14.7%						
				C					LMN	KLMNO																							
2	589	297	292	35	135	190	228	13	73	90	121	22	62	100	107	81	82	45	17	28	212	125	44	274	315	152	437						
	24.9%	25.8%	24.0%	23.9%	24.8%	24.3%	25.7%	23.8%	24.9%	23.5%	29.0%	23.9%	24.7%	25.2%	22.8%	25.1%	31.1%	29.4%	26.7%	31.2%	23.3%	22.6%	27.2%	24.7%	25.1%	23.1%	25.6%						
											O					UV																	
1 - Strongly Disagree	1246	549	697	76	274	416	480	26	131	190	202	50	143	227	278	167	127	73	35	38	495	302	82	570	677	327	919						
	52.7%	47.8%	57.4%	51.8%	50.1%	53.2%	54.1%	48.3%	44.4%	49.4%	48.6%	53.8%	56.9%	56.8%	59.0%	51.9%	48.0%	47.4%	55.2%	42.1%	54.5%	54.7%	50.9%	51.2%	54.1%	49.8%	53.9%						
				B								IK		IK	IJK						T	T											
Top 2 Box	194	114	80	20	57	56	61	7	37	32	38	13	19	24	23	31	13	10	4	6	81	51	7	114	80	93	100						
	8.2%	9.9%	6.6%	13.4%	10.4%	7.2%	6.9%	12.1%	12.7%	8.3%	9.1%	14.1%	7.7%	6.1%	4.9%	9.6%	5.1%	6.6%	7.0%	6.4%	8.9%	9.2%	4.4%	10.2%	6.4%	14.2%	5.9%						
				FG	FG				NO		O															a							
Bottom 2 Box	1835	846	989	112	409	607	708	39	204	280	323	72	205	327	385	247	209	118	51	67	708	427	125	844	991	479	1355						
	77.6%	73.6%	81.5%	75.7%	74.9%	77.5%	79.8%	72.1%	69.3%	72.9%	77.5%	77.7%	81.6%	82.0%	81.8%	77.0%	79.0%	76.8%	81.9%	73.3%	77.8%	77.3%	78.1%	75.9%	79.2%	72.9%	79.5%						
				B			E				I		IJ	HIJ	HIJ												Z						
Mean	1.8	1.9	1.7	1.9	1.9	1.8	1.8	2	2	1.9	1.9	1.9	1.7	1.7	1.7	1.8	1.8	1.9	1.7	1.9	1.8	1.8	1.9	1.7	2	1.7							
				G				MNO	MNO	MNO	NO													Y		a							

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

t1k_d. [These ads do not favour one political party over another] Please indicate your level of agreement with the following statements about these ads?

	GENDER							AGE							GENDER AND AGE								REGION								Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No							
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a							
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681							
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706							
5 - Strongly Agree	1039	478	560	61	243	306	429	22	131	141	185	38	112	165	245	126	106	71	31	39	414	245	76	498	541	285	754							
	44.0%	41.6%	46.2%	41.0%	44.6%	39.0%	48.4%	40.7%	44.4%	36.7%	44.3%	41.1%	44.7%	41.3%	52.0%	39.2%	40.1%	46.1%	50.3%	43.2%	45.5%	44.4%	47.3%	44.8%	43.2%	43.3%	44.2%							
4	523	267	256	36	118	183	186	13	68	93	94	23	51	90	92	85	63	32	14	18	204	108	32	245	278	155	368							
	22.1%	23.3%	21.1%	24.3%	21.6%	23.4%	21.0%	23.6%	22.9%	24.2%	22.6%	24.7%	20.1%	22.5%	19.6%	26.4%	23.6%	20.9%	22.9%	19.6%	22.4%	19.5%	19.9%	22.1%	22.2%	23.6%	21.6%							
3	528	245	283	34	134	191	168	11	68	90	76	23	66	101	92	78	59	32	9	23	196	128	34	240	288	148	380							
	22.3%	21.3%	23.3%	22.9%	24.6%	24.4%	19.0%	19.3%	23.2%	23.5%	18.2%	25.0%	26.3%	25.3%	19.7%	24.4%	22.3%	20.6%	14.2%	25.0%	21.6%	23.2%	21.2%	21.6%	23.0%	22.5%	22.3%							
2	111	60	50	5	30	41	35	4	16	20	20	1	14	20	15	17	14	6	3	3	42	28	4	55	56	32	79							
	4.7%	5.2%	4.2%	3.5%	5.6%	5.2%	3.9%	7.2%	5.6%	5.3%	4.7%	1.4%	5.5%	5.1%	3.1%	5.2%	5.2%	3.9%	4.6%	3.4%	4.6%	5.0%	2.7%	4.9%	4.5%	4.8%	4.6%							
1 - Strongly Disagree	163	99	64	12	20	62	68	5	12	39	42	7	8	23	26	15	23	13	5	8	53	44	14	74	89	38	125							
	6.9%	8.6%	5.3%	8.3%	3.7%	8.0%	7.7%	9.3%	3.9%	10.3%	10.2%	7.7%	3.3%	5.8%	5.5%	4.8%	8.8%	8.5%	8.0%	8.8%	5.9%	7.9%	8.9%	6.7%	7.1%	5.7%	7.3%							
Top 2 Box	1562	746	816	96	361	488	616	35	198	234	279	61	163	254	337	211	169	103	46	57	618	353	108	743	819	440	1121							
	66.1%	64.9%	67.2%	65.3%	66.2%	62.4%	69.4%	64.3%	67.3%	61.0%	66.9%	65.9%	64.9%	63.8%	71.7%	65.6%	63.8%	67.0%	73.2%	62.8%	67.9%	63.9%	67.2%	66.9%	65.4%	67.0%	65.8%							
Bottom 2 Box	274	159	115	17	50	103	103	9	28	60	62	8	22	43	41	32	37	19	8	11	96	71	19	129	145	69	204							
	11.6%	13.8%	9.5%	11.8%	9.2%	13.2%	11.6%	16.4%	9.5%	15.5%	14.9%	9.1%	8.9%	10.9%	8.7%	10.0%	14.0%	12.4%	12.6%	12.2%	10.5%	12.9%	11.6%	11.6%	11.6%	10.6%	12.0%							
Mean	3.9	3.8	4	3.9	4	3.8	4	3.8	4	3.7	3.9	3.9	4	3.9	4.1	3.9	3.8	3.9	4	3.9	4	3.9	3.9	3.9	3.9	3.9	3.9							

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

t1k_e. [These ads talk about an important topic] Please indicate your level of agreement with the following statements about these ads?

	GENDER							AGE							GENDER AND AGE							REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No					
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a					
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681					
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706					
5 - Strongly Agree	787	346	441	46	168	231	342	18	89	103	137	29	79	128	206	113	70	44	21	22	301	203	56	412	375	264	522					
	33.3%	30.1%	36.4%	31.3%	30.8%	29.5%	38.6%	32.1%	30.1%	26.9%	32.8%	30.8%	31.6%	32.0%	43.7%	35.1%	26.4%	28.4%	34.2%	24.4%	33.1%	36.8%	34.7%	37.0%	30.0%	40.2%	30.6%					
4	701	350	352	49	186	236	230	15	99	120	116	34	87	116	115	90	82	41	16	25	269	165	55	342	360	202	499					
	29.7%	30.4%	29.0%	33.4%	34.1%	30.1%	26.0%	27.2%	33.6%	31.3%	27.8%	37.0%	34.7%	29.0%	24.4%	28.0%	31.1%	26.7%	25.6%	27.4%	29.6%	29.8%	34.0%	30.7%	28.8%	30.8%	29.3%					
3	549	263	286	33	134	197	184	12	72	95	84	22	62	102	100	76	67	41	15	26	217	118	31	221	327	133	416					
	23.2%	22.9%	23.5%	22.7%	24.6%	25.2%	20.7%	21.9%	24.3%	24.9%	20.2%	23.1%	24.9%	25.5%	21.2%	23.5%	25.4%	26.5%	24.0%	28.1%	23.8%	21.3%	19.0%	19.9%	26.2%	20.2%	24.4%					
2	171	95	75	10	46	51	63	5	29	28	34	5	17	23	30	29	24	16	7	9	69	26	6	69	101	25	146					
	7.2%	8.3%	6.2%	7.0%	8.4%	6.5%	7.1%	9.2%	9.7%	7.2%	8.1%	5.6%	6.8%	5.8%	6.3%	9.0%	9.1%	10.5%	10.5%	10.4%	7.6%	4.6%	4.0%	6.2%	8.1%	3.8%	8.5%					
1 - Strongly Disagree	156	96	59	8	12	68	67	5	7	37	47	3	5	31	21	14	21	12	4	9	54	41	13	68	88	33	123					
	6.6%	8.4%	4.9%	5.7%	2.1%	8.7%	7.6%	9.6%	2.3%	9.8%	11.2%	3.5%	7.6%	7.7%	4.4%	4.3%	7.9%	8.0%	5.6%	9.7%	5.9%	7.5%	8.2%	6.1%	7.0%	5.0%	7.2%					
Top 2 Box	1488	695	793	96	354	466	572	32	187	223	252	63	167	243	320	203	152	85	37	47	570	368	110	753	735	467	1022					
	63.0%	60.5%	65.3%	64.6%	64.9%	59.6%	64.5%	59.3%	63.6%	58.1%	60.6%	67.8%	66.4%	60.9%	68.1%	63.1%	57.5%	55.0%	59.8%	51.8%	62.7%	66.6%	68.7%	67.8%	58.7%	71.0%	59.9%					
Bottom 2 Box	326	191	135	19	58	119	131	10	36	65	80	8	22	54	50	43	45	28	10	18	123	67	20	137	189	58	268					
	13.8%	16.6%	11.1%	12.7%	10.5%	15.2%	14.7%	18.8%	12.1%	17.0%	19.3%	9.1%	8.8%	13.5%	10.7%	13.4%	17.0%	18.5%	16.2%	20.1%	13.5%	12.1%	12.3%	12.3%	15.1%	8.8%	15.7%					
Mean	3.8	3.7	3.9	3.8	3.8	3.7	3.8	3.6	3.8	3.6	3.6	3.9	3.9	3.7	4	3.8	3.6	3.6	3.7	3.5	3.8	3.8	3.8	3.9	3.7	4	3.7					
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a					

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

t1k_f. [These ads provide new information] Please indicate your level of agreement with the following statements about these ads?

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681						
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
5 - Strongly Agree	391	179	211	36	103	111	140	10	66	50	54	26	37	62	87	55	34	19	7	12	152	98	33	204	187	149	242						
	16.5%	15.6%	17.4%	24.2%	18.9%	14.2%	15.8%	17.5%	22.4%	12.9%	12.9%	28.1%	14.7%	15.5%	18.4%	17.1%	12.8%	12.1%	10.7%	13.2%	16.7%	17.8%	20.7%	18.3%	14.9%	22.7%	14.2%						
				FG	F				JKMN			JKMN		K									Y			a							
4	620	301	318	45	163	190	221	19	83	93	106	26	80	97	115	81	66	38	20	18	248	147	39	297	323	186	434						
	26.2%	26.2%	26.2%	30.7%	29.8%	24.3%	24.9%	35.7%	28.1%	24.2%	25.5%	27.7%	31.9%	24.4%	24.4%	25.2%	24.8%	24.7%	31.7%	19.9%	27.3%	26.7%	24.5%	26.7%	25.8%	28.2%	25.5%						
				FG				JKNO					JNO																				
3	769	376	393	37	164	276	292	14	85	144	133	23	78	132	159	86	90	53	20	33	303	192	45	350	419	190	580						
	32.6%	32.7%	32.4%	25.2%	30.0%	35.3%	32.9%	25.2%	29.0%	37.5%	31.9%	25.2%	31.2%	33.2%	33.8%	26.7%	34.1%	34.3%	32.3%	35.7%	33.3%	34.8%	28.3%	31.5%	33.5%	28.9%	34.0%						
				D				HIL													P	P				Z							
2	328	162	166	16	84	100	128	4	47	49	63	12	37	52	65	52	42	17	7	10	139	59	21	152	176	87	242						
	13.9%	14.1%	13.7%	10.8%	15.3%	12.8%	14.5%	6.9%	15.8%	12.7%	15.2%	13.0%	14.8%	12.9%	13.8%	16.1%	15.8%	10.9%	11.1%	10.7%	15.2%	10.6%	13.0%	13.7%	14.1%	13.2%	14.2%						
				H												V	V				V												
1 - Strongly Disagree	255	130	125	14	32	104	105	8	14	48	60	5	19	56	45	48	33	27	9	19	69	56	22	109	146	46	209						
	10.8%	11.3%	10.3%	9.2%	5.9%	13.3%	11.8%	14.8%	4.7%	12.6%	14.5%	5.9%	7.4%	14.0%	9.5%	14.9%	12.5%	17.9%	14.2%	20.4%	9.5%	10.1%	13.7%	9.8%	11.7%	7.0%	12.2%						
				E				ILM		IM	ILMO		I			UV	U	UV		UV			U				Z						
Top 2 Box	1010	481	530	81	266	302	362	29	149	143	160	52	117	159	201	136	99	57	26	30	400	246	73	501	509	335	676						
	42.8%	41.8%	43.6%	54.9%	48.7%	38.6%	40.8%	53.1%	50.5%	37.2%	38.5%	55.9%	46.6%	39.9%	42.8%	42.3%	37.6%	36.9%	42.4%	33.1%	44.0%	44.5%	45.1%	45.1%	40.7%	50.9%	39.6%						
				FG	FG			JKN	JKN			JKNO	JK								Y					a							
Bottom 2 Box	583	293	290	29	116	204	233	12	60	97	124	18	56	107	110	100	75	44	16	28	207	115	43	260	323	133	450						
	24.7%	25.5%	23.9%	19.9%	21.3%	26.1%	26.3%	21.7%	20.5%	25.3%	29.6%	18.9%	22.2%	26.9%	23.4%	31.0%	28.3%	28.8%	25.4%	31.1%	22.8%	20.7%	26.6%	23.4%	25.8%	20.2%	26.4%						
				E							IMO					UV	V	V		V							Z						
Mean	3.2	3.2	3.3	3.5	3.4	3.1	3.2	3.3	3.5	3.1	3.1	3.6	3.3	3.1	3.3	3.1	3.1	3	3.1	2.9	3.3	3.3	3.3	3.3	3.2	3.5	3.2						
				FG	FG				JKNO			JKNO	JK		K						PQTR	PQTR		Y		a							

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

t1k_g. [These ads clearly convey that the Government of Canada wants to educate Canadians about the new laws regarding cannabis use] Please indicate your level of agreement with the following statements about these ads?

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall			
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No	
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	97	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706	
5 - Strongly Agree	873	376	497	50	225	264	334	14	120	116	126	36	105	147	209	125	88	48	23	25	333	214	66	426	448	272	602	
	37.0%	32.8%	41.0%	33.9%	41.3%	33.7%	37.7%	26.0%	40.8%	30.3%	30.2%	38.5%	41.8%	37.0%	44.3%	38.8%	33.3%	31.4%	36.6%	27.9%	36.6%	38.6%	41.0%	38.3%	35.8%	41.3%	35.3%	
4	732	370	362	51	172	231	279	21	95	117	138	30	77	114	142	93	89	49	21	28	289	166	46	354	378	214	518	
	31.0%	32.2%	29.8%	34.2%	31.5%	29.5%	31.5%	37.6%	32.3%	30.5%	33.0%	32.2%	30.5%	28.5%	30.1%	28.8%	33.6%	32.0%	33.2%	31.2%	31.8%	30.1%	28.8%	31.8%	30.2%	32.6%	30.4%	
3	498	253	244	32	109	191	165	13	56	94	90	19	53	97	76	67	53	36	13	23	193	116	32	219	278	114	384	
	21.1%	22.0%	20.1%	21.8%	19.9%	24.4%	18.7%	24.4%	19.0%	24.6%	21.5%	20.3%	21.0%	24.3%	16.1%	21.0%	20.0%	23.3%	20.5%	25.2%	21.3%	21.0%	20.1%	19.7%	22.2%	17.3%	22.5%	
2	148	76	72	5	32	56	55	2	17	29	28	4	14	27	26	26	19	9	3	6	59	25	9	68	80	35	113	
	6.3%	6.6%	5.9%	3.6%	5.8%	7.2%	6.2%	2.8%	5.9%	7.6%	6.8%	4.2%	5.7%	6.8%	5.6%	8.1%	7.3%	5.9%	4.6%	6.7%	6.5%	4.5%	5.8%	6.1%	6.4%	5.3%	6.6%	
1 - Strongly Disagree	112	73	39	10	8	41	53	5	6	27	35	5	2	14	18	11	16	11	3	8	35	32	7	45	67	23	89	
	4.7%	6.4%	3.2%	6.5%	1.5%	5.2%	6.0%	9.3%	3.2%	7.1%	1.5%	4.8%	0.9%	3.4%	3.9%	3.3%	5.9%	7.4%	5.1%	8.9%	3.9%	5.8%	4.3%	4.0%	5.3%	3.5%	5.2%	
Top 2 Box	1606	747	859	101	397	495	614	35	215	233	263	66	182	261	350	217	177	97	44	54	622	380	112	780	826	486	1120	
	68.0%	65.0%	70.8%	68.1%	72.7%	63.2%	69.2%	63.5%	73.0%	60.8%	63.2%	70.7%	72.4%	65.5%	74.5%	67.6%	66.9%	63.5%	69.8%	59.1%	68.4%	68.7%	69.7%	70.2%	66.0%	74.0%	65.6%	
Bottom 2 Box	260	149	110	15	40	97	108	7	23	56	63	8	17	41	44	37	35	20	6	14	94	57	16	112	147	58	202	
	11.0%	13.0%	9.1%	10.1%	7.3%	12.4%	12.1%	12.0%	7.9%	14.6%	15.2%	9.0%	6.6%	10.2%	9.4%	11.4%	13.1%	13.2%	9.7%	15.6%	10.4%	10.3%	10.2%	10.1%	11.8%	8.8%	11.8%	
Mean	3.9	3.8	4	3.9	4.1	3.8	3.9	3.7	4	3.7	3.7	4	4.1	3.9	4.1	3.9	3.8	3.7	3.9	3.6	3.9	3.9	4	3.9	3.8	4	3.8	
			B		DFG				HJK				HJKN	JK	HJK	T					T	T	T	Y		a		

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

t1k_t2. [Top 2 Box] Please indicate your level of agreement with the following statements about these ads?

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681						
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
These ads catch my attention	789	372	417	67	199	244	279	21	114	111	125	46	84	132	154	109	57	44	27	18	319	189	71	421	368	304	485						
	33.4%	32.4%	34.3%	45.6%	36.4%	31.2%	31.5%	38.5%	38.8%	29.0%	30.1%	49.8%	33.6%	33.2%	32.7%	33.8%	21.4%	28.8%	42.7%	19.3%	35.0%	34.3%	44.5%	37.9%	29.4%	46.2%	28.4%						
These ads are relevant to me	475	257	218	53	159	150	113	19	95	81	61	34	64	69	51	68	38	32	16	16	178	129	30	271	204	212	262						
	20.1%	22.3%	18.0%	35.9%	29.1%	19.1%	12.7%	35.6%	32.2%	21.0%	14.8%	36.1%	25.5%	17.3%	10.9%	21.3%	14.5%	20.6%	25.1%	17.5%	19.5%	23.2%	18.6%	24.4%	16.3%	32.3%	15.4%						
These ads are difficult to follow	194	114	80	20	57	56	61	7	37	32	38	13	19	24	23	31	13	10	4	6	81	51	7	114	80	93	100						
	8.2%	9.9%	6.6%	13.4%	10.4%	7.2%	6.9%	12.1%	12.7%	8.3%	9.1%	14.1%	7.7%	6.1%	4.9%	9.6%	5.1%	6.6%	7.0%	6.4%	8.9%	9.2%	4.4%	10.2%	6.4%	14.2%	5.9%						
These ads do not favour one political party over another	1562	746	816	96	361	488	616	35	198	234	279	61	163	254	337	211	169	103	46	57	618	353	108	743	819	440	1121						
	66.1%	64.9%	67.2%	65.3%	66.2%	62.4%	69.4%	64.3%	67.3%	61.0%	66.9%	65.9%	64.9%	63.8%	71.7%	65.6%	63.8%	67.0%	73.2%	62.8%	67.9%	63.9%	67.2%	66.9%	65.4%	67.0%	65.8%						
These ads talk about an important topic	1488	695	793	96	354	466	572	32	187	223	252	63	167	243	320	203	152	85	37	47	570	368	110	753	735	467	1022						
	63.0%	60.5%	65.3%	64.6%	64.9%	59.6%	64.5%	59.3%	63.6%	58.1%	60.6%	67.8%	66.4%	60.9%	68.1%	63.1%	57.5%	55.0%	59.8%	51.8%	62.7%	66.6%	68.7%	67.8%	58.7%	71.0%	59.9%						
These ads provide new information	1010	481	530	81	266	302	362	29	149	143	160	52	117	159	201	136	99	57	26	30	400	246	73	501	509	335	676						
	42.8%	41.8%	43.6%	54.9%	48.7%	38.6%	40.8%	53.1%	50.5%	37.2%	38.5%	55.9%	46.6%	39.9%	42.8%	42.3%	37.6%	36.9%	42.4%	33.1%	44.0%	44.5%	45.1%	45.1%	40.7%	50.9%	39.6%						
These ads clearly convey that the Government of Canada wants to educate Canadians about the new laws regarding cannabis use	1606	747	859	101	397	495	614	35	215	233	263	66	182	261	350	217	177	97	44	54	622	380	112	780	826	486	1120						
	68.0%	65.0%	70.8%	68.1%	72.7%	63.2%	69.2%	63.5%	73.0%	60.8%	63.2%	70.7%	72.4%	65.5%	74.5%	67.6%	66.9%	63.5%	69.8%	59.1%	68.4%	68.7%	69.7%	70.2%	66.0%	74.0%	65.6%						

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

t1k_b2. [Bottom 2 Box] Please indicate your level of agreement with the following statements about these ads?

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
These ads catch my attention	763 32.3%	377 32.8%	386 31.8%	31 21.2%	152 27.9%	265 33.8%	315 35.5%	17 31.2%	76 25.9%	125 32.5%	159 38.1%	14 15.4%	76 30.4%	140 35.1%	156 33.1%	120 37.4%	92 34.8%	58 37.9%	23 37.2%	35 38.3%	278 30.6%	182 32.9%	33 20.2%	314 28.3%	449 35.9%	156 23.8%	607 35.6%
These ads are relevant to me	1357 57.4%	645 56.1%	712 58.7%	58 39.1%	239 43.9%	446 57.0%	614 69.2%	20 36.6%	126 42.9%	210 54.7%	289 69.4%	38 40.5%	113 45.0%	236 59.1%	325 69.1%	186 57.9%	163 61.5%	89 58.1%	34 54.3%	55 60.7%	517 56.8%	307 55.5%	95 59.1%	596 53.7%	761 60.8%	301 45.9%	1056 61.9%
These ads are difficult to follow	1835 77.6%	846 73.6%	989 81.5%	112 75.7%	409 74.9%	607 77.5%	708 79.8%	39 72.1%	204 69.3%	280 72.9%	323 77.5%	72 77.7%	205 81.6%	327 82.0%	385 81.8%	247 77.0%	209 79.0%	118 76.8%	51 81.9%	67 73.3%	708 77.8%	427 77.3%	125 78.1%	844 75.9%	991 79.2%	479 72.9%	1355 79.5%
These ads do not favour one political party over another	274 11.6%	159 13.8%	115 9.5%	17 11.8%	50 9.2%	103 13.2%	103 11.6%	9 16.4%	28 9.5%	60 15.5%	62 14.9%	8 9.1%	22 8.9%	43 10.9%	41 8.7%	32 10.0%	37 14.0%	19 12.4%	8 12.6%	11 12.2%	96 10.5%	71 12.9%	19 11.6%	129 11.6%	145 11.6%	69 10.6%	204 12.0%
These ads talk about an important topic	326 13.8%	191 16.6%	135 11.1%	19 12.7%	58 10.5%	119 15.2%	131 14.7%	10 18.8%	36 12.1%	65 17.0%	80 19.3%	8 9.1%	22 8.8%	54 13.5%	50 10.7%	43 13.4%	45 17.0%	28 18.5%	10 16.2%	18 20.1%	123 13.5%	67 12.1%	20 12.3%	137 12.3%	189 15.1%	58 8.8%	268 15.7%
These ads provide new information	583 24.7%	293 25.5%	290 23.9%	29 19.9%	116 21.3%	204 26.1%	233 26.3%	12 21.7%	60 20.5%	97 25.3%	124 29.6%	18 18.9%	56 22.2%	107 26.9%	110 23.4%	100 31.0%	75 28.3%	44 28.8%	16 25.4%	28 31.1%	207 22.8%	115 20.7%	43 26.6%	260 23.4%	323 25.8%	133 20.2%	450 26.4%
These ads clearly convey that the Government of Canada wants to educate Canadians about the new laws regarding cannabis use	260 11.0%	149 13.0%	110 9.1%	15 10.1%	40 7.3%	97 12.4%	108 12.1%	7 12.0%	23 7.9%	56 14.6%	63 15.2%	8 9.0%	17 6.6%	41 10.2%	44 9.4%	37 11.4%	35 13.1%	20 13.2%	6 9.7%	14 15.6%	94 10.4%	57 10.3%	16 10.2%	112 10.1%	147 11.8%	58 8.8%	202 11.8%

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

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

	GENDER						AGE				GENDER AND AGE						REGION						Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Working full-time (35 or more hours per week)	956 40.5%	521 45.3%	436 35.9%	42 28.7%	304 55.7%	469 60.0%	140 15.8%	21 38.6%	167 56.6%	254 66.2%	79 18.9%	21 23.0%	137 54.6%	215 54.0%	62 13.1%	123 38.4%	94 35.5%	68 44.1%	23 37.2%	44 48.8%	362 39.8%	244 44.1%	65 40.7%	457 41.1%	500 39.9%	281 42.7%	675 39.6%
Working part-time (less than 35 hours per week)	215 9.1%	80 7.0%	135 11.1%	11 7.5%	81 14.8%	65 8.3%	58 6.6%	4 7.2%	34 11.7%	22 5.8%	20 4.7%	7 7.6%	46 18.4%	43 10.7%	39 8.3%	31 9.5%	25 9.4%	10 6.6%	5 8.7%	5 5.2%	90 9.9%	40 7.2%	20 12.5%	104 9.3%	111 8.9%	69 10.5%	146 8.6%
Self-employed	145 6.1%	76 6.6%	69 5.7%	3 2.1%	27 4.9%	63 8.0%	52 5.9%	1 2.1%	18 6.0%	33 8.7%	24 5.7%	2 2.1%	9 3.7%	30 7.4%	29 6.1%	21 6.7%	21 8.1%	11 6.9%	6 9.3%	5 5.2%	48 5.2%	34 6.1%	11 6.7%	65 5.8%	81 6.4%	28 4.3%	117 6.9%
Unemployed, but looking for work	102 4.3%	57 4.9%	45 3.7%	3 2.4%	28 5.1%	53 6.8%	17 1.9%	1 1.9%	21 7.1%	22 5.8%	12 3.0%	2 2.6%	7 2.9%	31 7.8%	5 1.0%	13 4.0%	11 4.3%	7 4.5%	3 4.6%	4 4.5%	43 4.7%	22 4.0%	6 3.6%	44 4.0%	57 4.6%	31 4.7%	71 4.1%
A student attending school full-time	152 6.4%	66 5.8%	86 7.1%	81 54.7%	69 12.6%	2 0.3%	0 -	25 46.4%	39 13.1%	2 0.6%	0 -	55 59.6%	30 12.0%	0 -	0 -	15 4.8%	11 4.1%	5 3.5%	1 1.8%	4 4.7%	84 9.2%	29 5.3%	7 4.7%	85 7.7%	67 5.3%	61 9.2%	91 5.4%
Retired	607 25.7%	285 24.8%	322 26.5%	2 1.6%	1 0.2%	23 2.9%	581 65.5%	1 1.8%	1 0.4%	14 3.8%	269 64.5%	1 1.4%	0 -	8 2.1%	312 66.3%	86 26.8%	78 29.6%	45 29.6%	21 33.1%	25 27.1%	222 24.4%	134 24.3%	41 25.5%	289 26.0%	318 25.4%	144 21.9%	463 27.1%
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	144 6.1%	42 3.7%	102 8.4%	3 2.2%	27 4.9%	85 10.8%	29 3.3%	1 1.9%	10 3.5%	22 5.7%	9 2.1%	2 2.4%	16 6.5%	63 15.7%	21 4.4%	22 7.0%	21 8.0%	5 3.2%	2 3.6%	3 3.0%	47 5.2%	39 7.1%	9 5.6%	52 4.6%	92 7.4%	32 4.8%	112 6.6%
Other employment status	42 1.8%	22 1.9%	20 1.6%	1 0.9%	9 1.7%	22 2.8%	9 1.0%	0 -	5 1.6%	13 3.3%	5 1.1%	1 1.4%	5 1.9%	9 2.3%	4 0.9%	9 2.8%	3 1.1%	2 1.6%	1 1.6%	1 1.6%	15 1.6%	11 2.1%	1 0.7%	16 1.4%	26 2.0%	11 1.7%	30 1.8%

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

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

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681							
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
Grade 8 or less	11	6	5	2	5	0	4	0	3	0	2	1	1	0	2	1	2	0	0	0	2	6	0	6	5	7	3						
	0.5%	0.5%	0.4%	1.2%	0.8%	-	0.5%	0.8%	1.2%	-	0.5%	1.4%	0.4%	-	0.5%	0.4%	0.6%	-	-	-	0.2%	1.1%	-	0.5%	0.4%	1.1%	0.2%						
				F	F		JN	JN	JN		JN	JN	JN							U					a								
Some high school	132	60	71	70	18	13	31	24	13	6	17	46	5	7	14	21	7	4	1	2	55	33	11	66	66	39	93						
	5.6%	5.3%	5.9%	47.3%	3.3%	1.7%	3.5%	44.7%	4.4%	1.7%	4.0%	48.9%	2.1%	1.7%	3.0%	6.6%	2.8%	2.5%	2.2%	2.7%	6.1%	6.0%	7.0%	5.9%	5.3%	6.0%	5.4%						
				EFG			F	IJKMNO	JN		J	IJKMNO																					
High school diploma or equivalent	560	272	288	31	128	145	256	8	77	79	108	22	51	66	148	74	60	44	16	28	229	114	39	247	313	159	401						
	23.7%	23.7%	23.7%	20.7%	23.5%	18.6%	28.9%	14.9%	26.1%	20.7%	25.9%	24.2%	20.4%	16.5%	31.5%	23.2%	22.6%	28.8%	25.5%	31.1%	25.1%	20.6%	24.3%	22.2%	25.0%	24.2%	23.5%						
				F			DEF		HN		HN			HJMN				V	V	V													
Registered Apprenticeship or other trades certificate or diploma	120	68	53	3	22	40	56	3	15	16	35	1	7	24	21	17	16	8	4	4	34	41	5	54	66	36	84						
	5.1%	5.9%	4.3%	2.4%	4.0%	5.1%	6.3%	4.6%	4.9%	4.1%	8.4%	1.0%	2.8%	6.0%	4.4%	5.3%	6.1%	5.0%	5.9%	4.3%	3.7%	7.4%	3.2%	4.9%	5.3%	5.5%	5.0%						
											JLMO																						
College, CEGEP or other non-university certificate or diploma	625	269	356	11	121	237	255	5	52	105	107	7	69	132	149	68	76	45	17	28	224	159	53	298	327	162	463						
	26.4%	23.4%	29.3%	7.8%	22.2%	30.2%	28.8%	8.6%	17.8%	27.4%	25.6%	7.3%	27.4%	33.0%	31.6%	21.1%	28.9%	29.4%	27.9%	30.5%	24.6%	28.7%	33.0%	26.8%	26.1%	24.6%	27.2%						
			B		D	DE	DE		HL	HIL	HIL		HIL	HIKL	HIL		P					P	PU										
University certificate or diploma below bachelor's level	135	67	68	6	33	43	53	1	19	22	25	5	14	21	28	18	16	5	3	2	53	38	6	78	57	45	90						
	5.7%	5.8%	5.6%	4.0%	6.1%	5.4%	6.0%	2.1%	6.5%	5.7%	5.9%	5.2%	5.6%	5.2%	6.0%	5.6%	5.9%	3.0%	4.1%	2.3%	5.8%	6.9%	3.7%	7.1%	4.5%	6.9%	5.3%						
																								Y									
Bachelor's degree	552	282	270	16	159	224	153	7	77	113	85	9	82	111	68	95	60	27	11	16	219	118	33	250	302	143	409						
	23.4%	24.5%	22.3%	10.8%	29.1%	28.7%	17.2%	12.7%	26.1%	29.5%	20.3%	9.7%	32.6%	27.9%	14.5%	29.4%	22.8%	17.3%	17.6%	17.1%	24.1%	21.4%	20.5%	22.5%	24.1%	21.7%	24.0%						
				DG	DG				HLO	HKLO	LO		HKLO	HKLO		TVR																	
Postgraduate degree above bachelor's level	228	125	103	9	60	81	79	6	38	42	39	2	22	39	40	27	27	21	11	11	95	44	13	112	116	66	162						
	9.6%	10.9%	8.5%	5.8%	11.0%	10.3%	8.9%	11.5%	13.0%	10.9%	9.3%	2.4%	8.7%	9.7%	8.5%	8.5%	10.3%	13.9%	16.8%	11.9%	10.4%	8.0%	8.2%	10.0%	9.3%	10.0%	9.5%						
								L	L	L	L		L	L			V	V	V	V													

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

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

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Yes	519	225	293	148	133	225	13	55	65	104	2	93	68	121	11	58	58	29	8	22	221	121	32	251	267	186	333
	22.0%	19.6%	24.2%	100.0%	24.3%	28.8%	1.5%	100.0%	22.0%	27.1%	0.5%	100.0%	27.0%	30.4%	2.3%	18.1%	21.7%	19.0%	12.1%	23.7%	24.3%	18.1%	19.6%	22.6%	21.4%	28.2%	19.5%
			B	EFG	G	G		IJKMNO	KO	KO		IJKMNO	KO	IKO	K						PS					a	
No	1844	924	920	0	413	557	874	0	230	280	414	0	183	277	459	263	207	124	55	70	689	432	129	860	984	472	1372
	78.0%	80.4%	75.8%	-	75.7%	71.2%	98.5%	-	78.0%	72.9%	99.5%	-	73.0%	69.6%	97.7%	81.9%	78.3%	81.0%	87.9%	76.3%	75.7%	78.1%	80.4%	77.4%	78.6%	71.8%	80.5%
		C		D	D	DEF		HLN	HL	HL	HIJLMNO		HL	HL	HIJLMN	U			U							Z	

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

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

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	97	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681					
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
under \$20,000	188	101	87	6	48	76	58	5	32	42	22	1	16	34	36	29	15	11	5	7	62	61	11	72	116	62	126						
	8.0%	8.8%	7.2%	3.8%	8.9%	9.7%	6.6%	8.6%	10.9%	10.9%	5.3%	1.0%	6.5%	8.5%	7.7%	9.0%	5.6%	7.5%	7.9%	7.1%	6.8%	11.0%	6.7%	6.5%	9.3%	9.5%	7.4%						
between \$20,000 and \$40,000	348	178	169	10	77	106	155	1	46	53	79	9	31	54	75	50	19	25	12	14	127	98	29	164	183	83	265						
	14.7%	15.5%	14.0%	6.8%	14.1%	13.6%	17.4%	1.0%	15.6%	13.7%	19.0%	10.2%	12.4%	13.4%	16.0%	15.5%	7.1%	16.4%	18.4%	15.0%	14.0%	17.7%	18.3%	14.8%	14.7%	12.7%	15.5%						
between \$40,000 and \$60,000	381	170	212	18	93	105	166	4	43	41	81	13	50	64	85	49	35	21	9	12	157	85	34	200	181	119	262						
	16.1%	14.7%	17.4%	11.9%	17.0%	13.4%	18.7%	8.0%	14.6%	10.7%	19.5%	14.2%	19.8%	16.0%	18.0%	15.4%	13.4%	13.6%	13.9%	13.3%	17.2%	15.4%	20.9%	18.0%	14.5%	18.0%	15.4%						
between \$60,000 and \$80,000	342	176	166	19	72	112	139	7	36	65	68	12	36	47	71	44	42	34	14	19	115	85	22	168	175	101	241						
	14.5%	15.3%	13.7%	12.8%	13.3%	14.3%	15.7%	13.1%	12.3%	16.8%	16.4%	12.7%	14.4%	11.8%	15.1%	13.7%	16.0%	21.9%	23.0%	21.2%	12.6%	15.4%	13.9%	15.1%	13.9%	15.3%	14.2%						
between \$80,000 and \$100,000	293	146	147	22	70	103	98	10	39	51	45	13	31	51	53	44	46	12	7	6	104	71	16	146	147	89	204						
	12.4%	12.7%	12.1%	15.1%	12.8%	13.1%	11.1%	17.9%	13.4%	13.4%	10.8%	13.5%	12.2%	12.8%	11.3%	13.8%	17.4%	8.0%	10.4%	6.3%	11.4%	12.8%	10.2%	13.1%	11.7%	13.6%	12.0%						
between \$100,000 and \$150,000	353	182	171	40	83	140	89	12	44	70	57	29	40	70	33	41	51	19	8	11	149	74	20	166	187	104	249						
	14.9%	15.8%	14.1%	27.2%	15.3%	17.9%	10.1%	21.2%	14.9%	18.2%	13.6%	30.8%	15.8%	17.6%	6.9%	12.6%	19.2%	12.3%	13.3%	17.6%	11.6%	16.4%	12.3%	14.9%	15.0%	15.8%	14.6%						
\$150,000 and above	149	88	61	24	32	56	36	12	20	32	23	12	12	24	13	17	14	10	3	7	73	25	9	62	87	32	117						
	6.3%	7.7%	5.0%	16.2%	6.0%	7.2%	4.0%	22.5%	6.9%	8.4%	5.6%	12.6%	4.8%	6.0%	2.7%	5.4%	5.5%	6.6%	4.8%	7.8%	8.0%	4.6%	5.5%	5.6%	6.9%	4.8%	6.9%						
prefer not to say	309	109	200	9	70	85	145	4	34	30	40	5	36	55	105	47	42	21	5	16	125	54	20	133	175	68	241						
	13.1%	9.4%	16.5%	6.1%	12.8%	10.9%	16.3%	7.8%	11.5%	7.8%	9.7%	5.1%	14.3%	13.8%	22.2%	14.8%	15.9%	13.8%	8.2%	17.7%	13.7%	9.7%	12.2%	12.0%	14.0%	10.3%	14.1%						

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

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

	GENDER							AGE							GENDER AND AGE								REGION								Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No							
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	176	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	86	682	1681						
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706							
English	1718	838	881	112	443	529	635	45	249	260	283	67	194	269	351	293	239	146	59	86	803	89	148	816	903	461	1258							
French	558	282	275	42	98	216	202	10	46	112	114	31	52	105	88	12	3	5	2	3	63	461	14	285	273	171	387							
Arabic	6	4	2	1	2	2	1	0	2	2	1	1	1	0	0	0	0	0	0	0	2	4	0	3	4	1	6							
Bulgarian	3	0	3	0	1	2	0	0	0	0	0	0	1	2	0	0	0	0	0	0	3	1	0	1	3	2	2							
Cantonese	31	11	20	2	8	15	6	1	1	7	1	1	6	8	4	9	5	0	0	0	17	1	0	14	18	11	20							
Mandarin	4	3	1	0	1	2	1	0	0	2	1	0	1	0	0	1	0	0	0	0	3	0	0	0	4	0	4							
Chinese (unspecified)	16	10	5	1	3	10	2	1	3	7	0	0	4	2	5	3	0	0	0	8	0	0	4	12	3	13								
Tagalog	5	0	5	0	1	4	0	0	0	0	0	0	1	4	0	1	2	0	0	0	2	1	0	2	4	2	4							
Spanish	12	6	6	0	7	5	0	0	2	4	0	0	5	1	0	1	1	0	0	0	6	4	0	9	2	6	6							
Russian	7	2	5	0	3	4	1	0	0	1	1	0	2	3	0	0	1	1	0	1	5	0	0	4	4	1	7							
Italian	15	4	12	1	3	6	6	0	1	2	1	1	2	4	5	0	1	0	0	0	7	7	0	6	10	8	7							
German	23	6	17	0	4	2	17	0	3	0	4	0	1	2	14	7	7	1	0	1	7	0	2	9	15	7	16							
Greek	5	2	3	0	0	3	2	0	0	2	0	0	1	2	0	0	0	0	0	0	3	2	0	3	2	0	5							
Hungarian	5	1	4	0	0	4	1	0	0	0	1	0	0	4	0	0	1	0	0	0	2	2	0	2	2	3	2							
Korean	5	4	1	0	2	3	0	0	1	3	0	0	1	0	0	4	1	0	0	0	0	0	0	2	3	1	4							
Punjabi	3	1	2	0	3	0	0	0	1	0	0	0	2	0	0	1	0	0	0	0	2	0	0	2	1	0	3							
Vietnamese	2	2	0	0	0	2	0	0	0	2	0	0	0	0	0	0	0	1	1	0	0	1	0	2	0	0	2							
Hindi	8	6	2	0	3	3	2	0	2	1	2	0	1	1	0	2	0	0	0	0	6	0	0	0	8	3	5							
Portuguese	15	4	10	1	5	5	4	0	3	0	1	1	1	5	3	0	1	0	0	0	11	2	0	5	10	2	12							
Romanian	6	1	4	0	0	4	1	0	0	1	0	0	3	1	1	0	0	0	0	0	3	2	0	3	2	1	5							
Ukrainian	7	5	3	0	0	1	6	0	0	1	4	0	0	3	1	3	2	0	2	1	1	0	0	5	2	0	7							
Gujarati	2	2	0	0	2	0	0	0	2	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	1	1	1							
Other	67	41	26	3	16	21	27	0	12	13	16	3	5	8	11	9	7	4	1	4	34	12	1	24	43	18	49							
Don't know	2	0	2	0	0	0	2	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	0	2	0	2							

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

Gender

	GENDER			AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All respondents	2363	1359	1004	176	592	716	879	97	338	379	545	79	254	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681
Weighted	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Male	1149	1149	0	55	295	384	417	55	295	384	417	0	0	0	0	158	110	80	30	50	441	280	81	590	560	322	827
	48.6%	100.0%	-	37.0%	54.0%	49.0%	47.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	-	49.0%	41.6%	51.9%	47.6%	54.9%	48.5%	50.7%	50.4%	53.1%	44.7%	49.0%	48.5%
		C		DG	D	D	LMNO	LMNO	LMNO	LMNO									Q	Q	Q		Y				
Female	1214	0	1214	93	251	399	470	0	0	0	0	93	251	399	470	164	155	74	33	41	469	273	80	522	692	335	878
	51.4%	-	100.0%	63.0%	46.0%	51.0%	53.0%	-	-	-	-	100.0%	100.0%	100.0%	100.0%	51.0%	58.4%	48.1%	52.4%	45.1%	51.5%	49.3%	49.6%	46.9%	55.3%	51.0%	51.5%
		B	EFG	E								HIJK	HIJK	HIJK	HIJK		TV						X				

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

Region

	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Weighted	2363	1359	1004	176	592	716	879	97	338	379	545	716	254	97	337	334	324	232	147	61	86	847	675	138	1143	1220	682	1681					
	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706						
BC	321	158	164	17	64	126	115	9	39	54	55	8	24	71	60	321	0	0	0	0	0	0	0	129	192	77	244						
	13.6%	13.7%	13.5%	11.6%	11.6%	16.1%	12.9%	16.2%	13.4%	14.2%	13.2%	8.9%	9.6%	17.9%	12.7%	100.0%	-	-	-	-	-	-	-	11.6%	15.3%	11.8%	14.3%						
AB	263	110	153	9	60	75	119	4	24	38	44	5	35	37	76	0	263	0	0	0	0	0	0	122	141	63	200						
	11.1%	9.5%	12.6%	6.0%	10.9%	9.6%	13.5%	6.6%	8.3%	9.9%	10.5%	5.6%	14.1%	9.3%	16.1%	-	99.3%	-	-	-	-	-	-	11.0%	11.3%	9.5%	11.7%						
MB/SK	154	80	74	6	28	54	66	2	19	25	33	4	9	29	32	0	0	154	62	91	0	0	0	66	87	40	113						
	6.5%	6.9%	6.1%	4.1%	5.1%	6.9%	7.4%	4.2%	6.4%	6.5%	8.0%	4.0%	3.5%	7.3%	6.9%	-	-	100.0%	100.0%	100.0%	-	-	-	6.0%	7.0%	6.1%	6.7%						
ON	910	441	469	74	267	245	324	26	154	122	138	47	113	123	185	0	0	0	0	0	910	0	0	454	456	276	634						
	38.5%	38.4%	38.6%	50.0%	48.9%	31.3%	36.5%	48.3%	52.4%	31.8%	33.2%	51.0%	44.9%	30.9%	39.4%	-	-	-	-	-	100.0%	-	-	40.9%	36.4%	42.0%	37.2%						
QC	553	280	273	34	98	228	193	10	40	116	114	24	57	112	79	0	0	0	0	0	0	553	0	260	293	166	387						
	23.4%	24.4%	22.5%	22.9%	17.9%	29.1%	21.8%	17.4%	13.7%	30.2%	27.4%	26.0%	22.8%	28.1%	16.8%	-	-	-	-	-	-	100.0%	-	23.4%	23.4%	25.3%	22.7%						
AT	161	81	80	8	28	54	70	4	17	28	32	4	12	26	38	0	0	0	0	0	0	0	161	80	80	34	127						
	6.8%	7.0%	6.6%	5.5%	5.2%	7.0%	7.9%	7.2%	5.6%	7.4%	7.7%	4.5%	7.2%	6.5%	8.0%	-	-	-	-	-	-	-	100.0%	7.2%	6.4%	5.1%	7.4%						
NWT	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0					
	0.1%	-	0.1%	-	0.2%	-	-	-	-	-	-	-	0.5%	-	-	-	0.5%	-	-	-	-	-	-	-	0.1%	0.2%	-	-					
YK	1	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	1					
	0	0.1%	-	-	0.1%	-	-	-	0.2%	-	-	-	-	-	-	-	0.2%	-	-	-	-	-	-	-	0	-	-	0					

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

Weight Matrix - Region

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Total	2363	1149	1214	148	546	783	887	55*	295	384	417	783	887	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
BC	321	158	164	17	64	126	115	9	39	54	55	8	24	71	60	321	0	0	0	0	0	0	0	0	129	192	77	244
	13.6%	13.7%	13.5%	11.6%	11.6%	16.1%	12.9%	16.2%	13.4%	14.2%	13.2%	8.9%	9.6%	17.9%	12.7%	100.0% QSTUVWR	-	-	-	-	-	-	-	-	11.6%	15.3% X	11.8%	14.3%
AB	265	110	155	9	62	75	119	4	25	38	44	5	37	37	76	0	265	0	0	0	0	0	0	122	143	64	201	
	11.2%	9.6%	12.7%	6.0%	11.3%	9.6%	13.5%	6.6%	8.5%	9.9%	10.5%	5.6%	14.6%	9.3%	16.1%	-	100.0% PSTUVWR	-	-	-	-	-	-	-	11.0%	11.4%	9.7%	11.8%
MB/SK	154	80	74	6	28	54	66	2	19	25	33	4	9	29	32	0	0	154	62	91	0	0	0	66	87	40	113	
	6.5%	6.9%	6.1%	4.1%	5.1%	6.9%	7.4%	4.2%	6.4%	6.5%	8.0%	4.0%	3.5%	7.3%	6.9%	-	-	100.0% PQUVW	100.0% PQUVW	100.0% PQUVW	-	-	-	6.0%	7.0%	6.1%	6.7%	
ON	910	441	469	74	267	245	324	26	154	122	138	47	113	123	185	0	0	0	0	0	910	0	0	454	456	276	634	
	38.5%	38.4%	38.6%	50.0% FG	48.9% FG	31.3% F	36.5% JKN	48.3% JKN	52.4% JKNO	31.8% JKNO	33.2% JKN	51.0% JKN	44.9% JKN	30.9% JN	39.4% JN	-	-	-	-	-	100.0% PQSTVWR	-	-	40.9% Y	36.4% a	42.0% a	37.2% a	
QC	553	280	273	34	98	228	193	10	40	116	114	24	57	112	79	0	0	0	0	0	0	553	0	260	293	166	387	
	23.4%	24.4%	22.5%	22.9% EG	17.9% EG	29.1% EG	21.8% EG	17.4% HIMO	13.7% HIO	30.2% HIO	27.4% HIO	26.0% I	22.8% I	28.1% HIO	16.8% HIO	-	-	-	-	-	-	100.0% PQSTUWR	-	23.4%	23.4%	25.3%	22.7%	
AT	161	81	80	8	28	54	70	4	17	28	32	4	12	26	38	0	0	0	0	0	0	0	161	80	80	34	127	
	6.8%	7.0%	6.6%	5.5%	5.2%	7.0%	7.9%	7.2%	5.6%	7.4%	7.7%	4.5%	4.6%	6.5%	8.0%	-	-	-	-	-	-	-	100.0% PQSTUVR	7.2%	6.4%	5.1%	7.4%	

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

Weight Matrix - Gender

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
		Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Total	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Male	1149	1149	0	55	295	384	417	55	295	384	417	0	0	0	0	158	110	80	30	50	441	280	81	590	560	322	827
	48.6%	100.0%	-	37.0%	54.0%	49.0%	47.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	-	49.0%	41.6%	51.9%	47.6%	54.9%	48.5%	50.7%	50.4%	53.1%	44.7%	49.0%	48.5%
Female	1214	0	1214	93	251	399	470	0	0	0	0	93	251	399	470	164	155	74	33	41	469	273	80	522	692	335	878
	51.4%	-	100.0%	63.0%	46.0%	51.0%	53.0%	-	-	-	-	100.0%	100.0%	100.0%	100.0%	51.0%	58.4%	48.1%	52.4%	45.1%	51.5%	49.3%	49.6%	46.9%	55.3%	51.0%	51.5%
			B	EFG			E					HIJK	HIJK	HIJK	HIJK		TV							Y			X

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

Weight Matrix - Age

	GENDER			AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No
Total	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
16-17	148	55	93	148	0	0	0	55	0	0	0	93	0	0	17	9	6	2	4	74	34	8	75	72	56	92	
	6.3%	4.8%	7.7%	100.0%	-	-	-	100.0%	-	-	-	100.0%	-	-	5.3%	3.3%	3.9%	3.8%	4.0%	8.1%	6.1%	5.1%	6.8%	5.8%	8.5%	5.4%	
18-34	546	295	251	0	546	0	0	0	295	0	0	0	251	0	64	62	28	7	20	267	98	28	319	227	216	330	
	23.1%	25.6%	20.7%	-	100.0%	-	-	-	100.0%	-	-	-	100.0%	-	19.8%	23.3%	17.9%	11.9%	22.1%	29.3%	17.7%	17.6%	28.7%	18.2%	32.8%	19.3%	
35-54	783	384	399	0	0	783	0	0	0	384	0	0	399	0	126	75	54	21	33	245	228	54	309	473	179	604	
	33.1%	33.4%	32.9%	-	-	100.0%	-	-	-	100.0%	-	-	-	-	39.2%	28.3%	35.2%	33.4%	36.5%	27.0%	41.2%	33.9%	27.8%	37.8%	27.2%	35.4%	
55+	887	417	470	0	0	0	887	0	0	0	417	0	0	470	115	119	66	32	34	324	193	70	408	479	207	680	
	37.5%	36.2%	38.8%	-	-	-	100.0%	-	-	-	100.0%	-	-	-	35.7%	45.1%	42.9%	50.9%	37.5%	35.6%	35.0%	43.4%	36.7%	38.2%	31.5%	39.9%	

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

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	GENDER							AGE							GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall	
	TOTAL	Male	Female	16-17	18-34	35-54	55+	Male 16-17	Male 18-34	Male 35-54	Male 55+	Female 16-17	Female 18-34	Female 35-54	Female 55+	BC	Alberta	Saskatchewan / Manitoba	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic	Yes	No	Yes	No						
TOTAL	2363	1149	1214	148	546	783	887	55*	295	384	417	783	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706					
Employment Status Employed	1317	677	640	57	411	597	251	26	219	310	122	30	193	288	129	175	140	88	35	54	499	317	96	625	692	378	938						
Employment Status Unemployed/Not in the Workforce	245	99	147	7	55	138	46	2	31	44	21	5	23	93	25	35	32	12	5	7	90	61	15	96	149	63	183						
Employment Status Student	152	66	86	81	69	2	0	25	39	2	0	55	30	0	15	11	5	1	4	84	29	7	85	67	61	91							
Employment Status Retired	607	285	322	2	1	23	581	1	1	14	269	1	0	8	312	86	78	45	21	25	222	134	41	289	318	144	463						
Employment Status Other Employment Status	42	22	20	1	9	22	9	0	5	13	5	1	5	9	4	9	3	2	1	1	15	11	1	16	26	11	30						
Education High School or Less	703	339	364	102	151	158	291	33	93	86	127	69	57	73	165	97	69	48	17	31	286	153	50	319	384	206	497						
Education Trade/College	745	337	409	15	143	276	311	7	67	121	142	8	76	155	169	85	93	53	21	32	257	199	58	352	393	198	548						
Education University	915	474	441	30	252	348	285	14	134	177	148	16	118	171	136	140	103	53	24	29	367	201	52	440	475	254	661						
Income Under \$40K	536	279	257	16	125	182	213	5	78	95	101	10	47	88	111	79	34	37	16	20	189	159	40	236	300	145	391						
Income \$40K-\$60K	381	170	212	18	93	105	166	4	43	41	81	13	50	64	85	49	35	21	9	12	157	85	34	200	181	119	262						
Income \$60K-\$100K	635	322	313	41	142	214	238	17	76	116	114	24	67	98	124	88	88	46	21	25	218	156	39	314	322	190	446						
Income \$100K+	502	270	232	64	116	196	125	24	64	102	80	40	52	94	45	58	65	29	11	18	222	99	29	228	274	136	366						
Children under 18 in house Children under 18 in house	519	225	293	148	133	225	13	55	65	104	2	93	68	121	11	58	58	29	8	22	221	121	32	251	267	186	333						
Children under 18 in house No	1844	924	920	0	413	557	874	0	230	280	414	0	183	277	459	263	207	124	55	70	689	432	129	860	984	472	1372						
Immigration Status Born in Canada	1993	962	1031	133	459	647	754	49	244	314	354	84	215	333	400	264	215	135	56	79	732	493	155	939	1054	547	1446						
Immigration Status Born outside of Canada	370	187	182	15	86	135	133	6	50	70	62	10	36	66	71	57	49	19	7	12	178	60	6	172	197	110	259						
Language English	1718	838	881	112	443	529	635	45	249	260	283	67	194	269	351	293	239	146	59	86	803	89	148	816	903	461	1258						
Language French	558	282	275	42	98	216	202	10	46	112	114	31	52	105	88	12	3	5	2	3	63	461	14	285	273	171	387						
Language Other language	249	116	134	9	63	98	78	2	33	48	33	8	31	50	46	41	35	9	2	8	119	41	3	100	150	69	180						

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

Weight Matrix - Age/Gender

	TOTAL	GENDER		AGE				GENDER AND AGE								REGION							Government Ad Recall		Cannabis Act Ad Recall		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Total	2363	1149	1214	148	546	783	887	55*	295	384	417	93*	251	399	470	321	265	154	62*	91*	910	553	161	1111	1252	657	1706
Male 16 - 24	162	162	0	55	107	0	0	55	107	0	0	0	0	0	0	23	13	10	3	6	83	23	10	105	57	74	88
	6.9%	14.1%	-	37.0%	19.7%	-	-	100.0%	36.5%	-	-	-	-	-	-	7.1%	4.8%	6.4%	5.5%	6.9%	9.2%	4.2%	6.5%	9.5%	4.5%	11.3%	5.1%
Male 25 - 34	187	187	0	0	187	0	0	0	187	0	0	0	0	0	0	26	16	11	1	10	97	27	10	107	80	63	124
	7.9%	16.3%	-	-	34.3%	-	-	-	63.5%	-	-	-	-	-	-	7.9%	6.0%	7.4%	2.0%	11.1%	10.7%	4.9%	6.3%	9.6%	6.4%	9.6%	7.3%
Male 35 - 44	181	181	0	0	0	181	0	0	0	181	0	0	0	0	0	25	20	17	5	12	51	59	10	86	95	41	141
	7.7%	15.8%	-	-	-	23.2%	-	-	-	47.3%	-	-	-	-	-	7.7%	7.7%	10.9%	8.2%	12.7%	5.6%	10.6%	6.4%	7.7%	7.6%	6.2%	8.3%
Male 45 - 54	202	202	0	0	0	202	0	0	0	202	0	0	0	0	0	30	18	8	5	4	71	57	18	95	107	42	161
	8.6%	17.6%	-	-	-	25.8%	-	-	-	52.7%	-	-	-	-	-	9.2%	6.7%	5.5%	7.5%	4.1%	7.8%	10.4%	11.3%	8.5%	8.6%	6.3%	9.4%
Male 55 - 64	196	196	0	0	0	0	196	0	0	0	0	0	0	0	0	20	23	17	7	10	67	56	14	89	107	52	144
	8.3%	17.1%	-	-	-	-	22.1%	-	-	-	-	-	-	-	-	6.1%	8.5%	10.9%	11.5%	10.5%	7.4%	10.2%	8.5%	8.0%	8.5%	7.9%	8.5%
Male 65 - 100	220	220	0	0	0	0	220	0	0	0	0	0	0	0	0	35	21	17	8	9	71	58	18	107	113	51	170
	9.3%	19.2%	-	-	-	-	24.9%	-	-	-	-	-	-	-	-	11.0%	7.9%	10.9%	12.9%	9.6%	7.8%	10.4%	11.5%	9.7%	9.0%	7.7%	9.9%
Female 16 - 24	155	0	155	93	62	0	0	0	0	0	0	93	62	0	0	17	14	4	1	2	78	35	7	89	66	67	87
	6.5%	-	12.8%	63.0%	11.3%	-	-	-	-	-	-	100.0%	24.5%	-	-	5.2%	5.4%	2.4%	2.0%	2.7%	8.6%	6.3%	4.4%	8.0%	5.3%	10.2%	5.1%
Female 25 - 34	189	0	189	0	189	0	0	0	0	0	0	0	189	0	0	16	28	9	4	5	82	47	9	93	97	67	122
	8.0%	-	15.6%	-	34.7%	-	-	-	-	-	-	-	75.5%	-	-	4.9%	10.4%	5.7%	6.2%	5.3%	9.0%	8.4%	5.5%	8.3%	7.7%	10.2%	7.2%
Female 35 - 44	189	0	189	0	0	189	0	0	0	0	0	0	0	189	0	35	23	14	4	10	66	43	8	53	136	50	140
	8.0%	-	15.6%	-	-	24.2%	-	-	-	-	-	-	-	-	-	10.8%	8.6%	9.4%	6.9%	11.1%	7.3%	7.8%	5.1%	4.8%	10.9%	7.6%	8.2%
Female 45 - 54	209	0	209	0	0	209	0	0	0	0	0	0	0	209	0	37	14	15	7	8	57	69	18	75	134	46	163
	8.9%	-	17.3%	-	-	26.8%	-	-	-	-	-	-	-	52.5%	-	11.4%	5.3%	9.5%	10.8%	8.6%	6.3%	12.4%	11.1%	6.7%	10.7%	7.1%	9.6%
Female 55 - 64	205	0	205	0	0	0	205	0	0	0	0	0	0	0	205	30	26	11	3	8	83	37	18	95	110	41	164
	8.7%	-	16.9%	-	-	-	23.1%	-	-	-	-	-	-	-	43.6%	9.4%	9.9%	7.1%	5.0%	8.6%	9.1%	6.7%	11.1%	8.5%	8.8%	6.2%	9.6%
Female 65 - 100	265	0	265	0	0	0	265	0	0	0	0	0	0	0	265	30	50	22	13	8	102	42	20	117	148	63	202
	11.2%	-	21.9%	-	-	-	29.9%	-	-	-	-	-	-	-	56.4%	9.3%	18.7%	14.0%	21.5%	8.9%	11.2%	7.7%	12.4%	10.5%	11.9%	9.6%	11.8%

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