

Q3. MOST IMPORTANT THINGS TO DO TO HAVE HEALTHY BABY  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADSDPLMA (M)	COLLEGE CECEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
AVOID ENVIRONMENTAL POLLUTION.	14 1.1%	6 1.0%	8 1.2%	6 1.2%	4 0.8%	5 1.4%	2 0.7%	3 1.9%	4 2.0%	- 0.3%	3 0.9%	2 4.2% n*	3 1.0%	1 2.2% *	2 0.6%	6 1.1%	3 0.8%	- *	3 2.5% *	1 0.4%
AVOID SECOND HAND SMOKE.	49 3.9%	26 4.2%	23 3.6%	20 4.4%	12 2.7%	17 5.0% d	7 2.3%	10 6.2%	9 4.8% *	5 3.1%	14 4.0%	5 10.6% No*	18 6.1% n	1 2.8% *	6 1.8%	19 3.6%	13 3.0%	2 1.2% *	7 7.3% qs*	5 2.0%
AVOID STRESS.	79 6.3%	34 5.5%	45 7.1%	19 4.2%	30 6.6%	29 8.6% C	12 4.3%	8 5.0%	8 4.5% *	20 13.4% FGHJ	25 7.2%	4 8.5% *	13 4.3%	4 8.3% *	15 4.5%	43 8.1%	29 6.7%	9 5.7% *	4 3.9% *	15 6.4%
CUT DOWN ALCOHOL USE.	226 18.1%	111 18.0%	115 18.2%	82 18.0%	71 15.3%	74 21.8% D	65 22.8% H	31 19.9% H	18 9.6% *	25 16.4%	68 19.3% H	11 23.3% *	57 19.6%	7 14.3% *	51 15.8%	100 18.8%	75 17.4%	27 18.1% *	28 27.7% ps*	37 16.0%
CUT DOWN/STOP DRUG USE (MARIJUANA, CRACK, HEROIN, ETC.).	222 17.7%	108 17.4%	114 18.1%	91 20.2%	68 14.9%	63 18.3%	65 22.8% H	30 19.4%	22 11.9% *	25 16.3%	65 18.4%	10 20.5% *	63 21.5%	6 12.1% *	50 15.4%	92 17.3%	66 15.2%	34 22.9% *	21 20.7% *	39 16.5%
CUT DOWN/STOP SMOKING.	442 35.3%	234 37.7%	208 32.8%	171 37.7%	151 32.8%	121 35.4%	100 35.1%	59 37.8%	55 30.3% *	51 33.5%	126 35.9%	16 34.2% *	106 36.3% M	8 17.0% *	130 39.9% M	180 33.9% M	159 36.7%	48 32.4% *	38 37.3% *	80 34.4%
EAT WELL/GOOD NUTRITION.	865 69.0%	386 62.2%	479 75.7% A	287 63.4%	316 68.7%	262 76.8% CD	190 66.5%	109 69.7%	129 70.5% *	111 73.5%	251 71.5%	30 62.9% *	187 63.9%	33 70.4% *	219 67.2%	392 73.5% L	313 72.3% R	105 70.5% r*	57 56.5% *	163 69.7% r
GET REST/SLEEP.	124 9.9%	70 11.2%	54 8.6%	36 8.0%	47 10.3%	40 11.8%	24 8.2%	17 10.8%	16 8.6% *	17 11.3%	36 10.2%	- 1.0% *	29 10.1%	8 17.3% K*	31 9.5%	53 10.0% k	54 12.4%	10 6.7% *	8 8.3% *	28 12.2%
INCREASE EXERCISE/PHYSICAL ACTIVITY.	391 31.2%	169 27.3%	221 35.0% A	118 26.1%	159 34.6% C	113 33.2% c	90 31.4%	45 28.9%	50 27.5% *	63 41.7% fGHJ	109 31.2%	10 21.0% *	83 28.4%	12 25.1% *	94 28.9%	191 35.9% kn	133 30.8%	44 29.6% *	37 36.9% *	81 34.6%
LEARN ABOUT INFANT CARE.	17 1.4%	8 1.2%	10 1.5%	8 1.8%	5 1.0%	5 1.4%	- 0.2%	4 2.5% f	6 3.1% f*	1 0.4%	7 1.9%	- *	9 3.1% o	- *	4 1.1%	5 0.9%	6 1.4%	5 3.3% *	- *	2 0.7%
POSITIVE MENTAL ATTITUDE.	19 1.5%	4 0.7%	15 2.4% a	5 1.2%	8 1.8%	6 1.8%	4 1.6%	1 0.5%	4 2.1% *	3 2.0%	3 1.0%	- *	3 1.1%	2 3.3% *	7 2.1%	8 1.4%	9 2.1%	- *	2 2.2% *	5 2.3%
REDUCE EXERCISE/PHYSICAL ACTIVITY.	49 3.9%	33 5.4% B	16 2.5%	26 5.7%	13 2.8%	11 3.1%	17 6.0% g	2 1.6%	12 6.8% gj*	7 4.5%	9 2.6%	2 3.6% *	18 6.3% n	4 8.1% n*	7 2.1%	19 3.5%	12 2.8%	15 10.2% Prs*	1 0.7% *	8 3.6%
STOP ALCOHOL USE.	328 26.2%	162 26.2%	166 26.2%	127 28.1%	112 24.4%	89 26.0%	55 19.1%	51 32.6% F	52 28.1% *	43 28.7% f	90 25.7%	10 20.4% *	77 26.3%	8 17.7% *	89 27.3%	143 26.8%	123 28.4%	36 24.3% *	20 20.1% *	65 28.0%
TAKE PRE-NATAL CLASSES.	31 2.5%	10 1.6%	21 3.3%	11 2.4%	10 2.1%	10 3.0%	7 2.3%	2 1.0%	2 1.3% *	4 2.7%	10 3.0%	2 4.0% *	4 1.5%	2 4.2% *	9 2.6%	14 2.7%	12 2.9%	2 1.1% *	2 2.3% *	5 2.2%
TAKE PRENATAL VITAMINS.	176 14.1%	50 8.0%	126 20.0% A	41 9.0%	93 20.3% CE	42 12.4%	29 10.1%	21 13.7%	28 15.5% *	28 18.4% f	55 15.7%	2 3.4% *	27 9.2%	10 21.9% KL*	42 12.9%	92 17.3% KL	62 14.4%	28 19.2% *	13 12.9% *	29 12.4%
TALK TO FRIENDS/FAMILY/SOCIAL SUPPORT.	15 1.2%	10 1.5%	6 0.9%	4 0.9%	7 1.5%	5 1.3%	3 0.9%	1 0.7%	5 2.8% *	4 2.3%	3 0.8%	- *	3 0.9%	1 1.6% *	3 0.9%	9 1.7%	2 0.5%	4 3.0% p*	- *	5 1.9%
VISIT DOCTOR/HEALTH PROFESSIONAL.	240 19.2%	84 13.6%	156 24.7% A	81 17.9%	94 20.5%	65 19.0%	40 14.1%	27 17.0%	45 24.8% F*	33 22.1%	72 20.5%	4 8.7% *	40 13.8%	10 21.9% *	66 20.3%	118 22.2% kL	92 21.4% s	40 27.2% rS*	15 14.6% *	33 14.0%

OTHER	239 19.0%	100 16.1%	139 22.0% A	91 20.0%	82 17.8%	66 19.5%	56 19.5%	25 16.2%	33 18.3% *	34 22.2%	63 17.9%	7 14.8% *	42 14.4%	6 12.3% *	63 19.5%	118 22.2% l	73 16.9%	27 18.4% *	27 26.2% p*	43 18.3%
NET: CUT DOWN/STOP ALCOHOL USE	513 40.9%	263 42.3%	250 39.6%	193 42.7%	173 37.6%	147 43.1%	110 38.6%	75 47.7%	67 36.6% *	62 41.0%	146 41.6%	18 39.1% *	120 40.9%	15 31.1% *	134 41.0%	225 42.2%	182 42.0%	61 41.4% *	41 40.8% *	98 41.7%
DON' T KNOW	72 5.8%	54 8.7% B	18 2.9%	30 6.7% e	32 6.9% E	10 3.0%	15 5.4%	9 6.1%	5 2.5% *	4 2.7%	19 5.3%	4 9.6% *	23 7.7% o	2 3.7% *	23 7.2% o	20 3.7%	18 4.1%	8 5.5% r*	- -	20 8.6% pR

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q3. MOST IMPORTANT THINGS TO DO TO HAVE HEALTHY BABY  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH				
	Total	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255	
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244	
AVOID ENVIRONMENTAL POLLUTION.	14 1.1%	6 1.1%	2 3.3%*	- *	- **	- **	14 1.2%	- *	10 1.0%	4 1.9%*	4 0.5%	5 1.2%	- **	1 0.7%	7 0.8%	4 1.0%	4 0.6%	4 1.0%	4 0.6%	2 0.5%	1 0.5%
AVOID SECOND HAND SMOKE.	49 3.9%	18 3.5%	4 7.2%*	- *	- **	1 3.4%*	47 4.1%	2 2.3%*	41 3.9%	9 4.2%*	23 3.3%	14 3.8%	1 3.1%*	1 0.8%	33 3.9%	14 3.4%	22 3.6%	15 3.7%	5 1.6%	8 3.4%	
AVOID STRESS.	79 6.3%	38 7.3%	5 8.8%*	- 1.6%*	1 28.9%*	1 3.2%*	70 6.1%	9 8.6%*	61 5.9%	18 8.6%*	49 7.3%	20 5.5%	4 10.8%*	5 3.2%	59 6.9%	19 4.7%	43 7.0%	29 6.9%	15 5.0%	14 5.9%	
CUT DOWN ALCOHOL USE.	226 18.1%	94 18.0%	11 20.5%*	6 21.8%*	- **	4 16.1%*	217 18.9%	9 9.0%*	203 19.6% I	21 10.3%*	124 18.3%	62 16.7%	4 10.1%*	23 15.0%	159 18.7%	59 15.1%	120 19.6%	69 16.7%	55 19.3%	49 19.9%	
CUT DOWN/STOP DRUG USE (MARIJUANA, CRACK, HEROIN, ETC.).	222 17.7%	98 18.7%	11 19.1%*	4 14.3%*	- **	2 8.9%*	216 18.8% G	6 5.7%*	206 19.9% I	16 7.8%*	113 16.7%	62 16.9%	7 18.4%*	25 16.5%	143 16.8%	59 15.1%	107 17.5%	74 17.9%	50 17.4%	37 15.2%	
CUT DOWN/STOP SMOKING.	442 35.3%	172 32.9%	19 34.0%*	6 21.0%*	- **	11 45.3%*	406 35.3%	36 34.8%*	380 36.7%	58 28.0%*	219 32.2%	152 41.0% J	8 20.2%*	53 34.9%	304 35.9%	136 34.6%	214 35.0%	133 32.0%	111 38.7%	88 36.0%	
EAT WELL/GOOD NUTRITION.	865 69.0%	390 74.6%	46 83.8%*	21 80.2%*	- 15.4%*	20 81.5%*	813 70.8% G	51 49.3%*	734 70.9% I	124 60.0%*	509 75.0% k	250 67.7%	31 80.0%*	112 73.8%	612 72.2%	270 68.8%	459 75.1% o	269 64.8%	209 72.8% q	171 70.1%	
GET REST/SLEEP.	124 9.9%	45 8.5%	5 8.5%*	2 7.9%*	- **	3 11.6%*	122 10.6% g	2 1.8%*	105 10.1%	19 9.1%*	82 12.1% K	21 5.7%	4 9.5%*	9 6.0%	89 10.5%	23 5.9%	72 11.7% 0	47 11.3%	21 7.4%	32 13.2% r	
INCREASE EXERCISE/PHYSICAL ACTIVITY.	391 31.2%	177 33.8%	22 39.4%*	13 49.3% a*	- **	10 39.8%*	359 31.3%	31 29.9%*	319 30.8%	67 32.3%*	244 36.0% K	99 26.7%	16 40.4%*	57 37.9%	268 31.6%	108 27.5%	216 35.3% 0	125 30.1%	91 31.8%	79 32.6%	
LEARN ABOUT INFANT CARE.	17 1.4%	8 1.6%	1 1.4%*	1 3.0%*	- **	- **	16 1.4%	1 1.2%*	17 1.7%	- *	8 1.2%	9 2.5%	1 2.7%*	1 0.7%	15 1.8%	8 2.2%	9 1.5%	7 1.6%	2 0.8%	4 1.5%	
POSITIVE MENTAL ATTITUDE.	19 1.5%	11 2.1%	2 3.3%*	2 7.7% A*	- **	- **	16 1.4%	3 2.8%*	16 1.5%	3 1.7%*	12 1.7%	6 1.5%	- **	2 1.3%	15 1.8%	8 1.9%	9 1.4%	10 2.3%	4 1.3%	3 1.4%	
REDUCE EXERCISE/PHYSICAL ACTIVITY.	49 3.9%	14 2.8%	1 2.5%*	- *	- **	- **	47 4.0%	3 2.6%*	44 4.2%	5 2.2%*	24 3.6%	7 1.8%	1 2.7%*	2 1.2%	27 3.2%	7 1.8%	23 3.7%	22 5.3%	7 2.5%	7 2.9%	
STOP ALCOHOL USE.	328 26.2%	147 28.1% c	10 18.5%*	4 13.3%*	- **	5 19.4%*	306 26.6%	22 21.5%*	279 26.9%	46 22.1%*	168 24.7%	118 31.8% j	12 30.7%*	46 30.6%	223 26.3%	105 26.6%	165 27.0%	116 27.9%	77 26.9%	66 27.2%	
TAKE PRE-NATAL CLASSES.	31 2.5%	17 3.3%	3 5.1%*	- 1.8%*	- **	- **	27 2.4%	3 3.3%*	28 2.7%	2 1.0%*	14 2.1%	14 3.7%	2 4.3%*	1 0.7%	25 3.0%	3 0.8%	21 3.5% 0	10 2.4%	10 3.4%	3 1.2%	
TAKE PRENATAL VITAMINS.	176 14.1%	111 21.2%	9 16.6%*	4 13.4%*	- **	3 11.3%*	174 15.2% G	2 1.9%*	163 15.7% I	12 6.0%*	134 19.8% K	37 10.0%	11 27.4%*	26 16.9%	132 15.6%	54 13.7%	113 18.5%	55 13.3%	47 16.4%	32 13.1%	
TALK TO FRIENDS/FAMILY/SOCIAL SUPPORT.	15 1.2%	6 1.1%	- *	- *	- **	- **	14 1.2%	1 1.2%*	11 1.1%	4 1.9%*	8 1.2%	5 1.3%	1 3.3%*	2 1.0%	10 1.2%	4 1.1%	5 0.8%	1 0.3%	7 2.3% q	3 1.3%	
VISIT DOCTOR/HEALTH PROFESSIONAL.	240 19.2%	133 25.4%	13 23.3%*	4 14.5%*	- **	6 25.9%*	232 20.2% G	8 7.4%*	217 21.0% I	19 9.4%*	137 20.2%	82 22.2%	11 27.9%*	34 22.5%	174 20.5%	90 22.9%	117 19.2%	90 21.5%	53 18.5%	42 17.2%	
OTHER	239	111	16	5	-	7	228	11	200	39	129	77	4	26	171	85	112	84	57	37	

	19.0%	21.2%	28.6% *	18.2% *	15.4% **	28.6% **	19.9%	10.1% *	19.3%	18.7% *	19.0%	20.8%	11.3% **	17.5%	20.2%	21.7%	18.3%	20.2%	19.9%	15.1%
NET: CUT DOWN/STOP ALCOHOL USE	513 40.9%	212 40.6%	21 37.6% *	8 31.7% *	- **	9 35.4% **	481 41.9%	32 30.5% *	442 42.7% I	66 31.7% *	272 40.0%	163 44.2%	15 38.2% **	66 43.7%	349 41.2%	152 38.7%	261 42.8%	170 40.9%	125 43.5%	106 43.5%
DON' T KNOW.	72 5.8%	14 2.6%	2 3.1% *	1 4.5% *	2 55.7% **	- **	52 4.6%	20 19.3% F*	48 4.6%	25 11.9% H*	20 3.0%	30 8.1% J	3 7.3% **	4 2.8%	41 4.9%	24 6.0%	25 4.0%	22 5.4%	8 2.9%	19 7.8% R

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q3. MOST IMPORTANT THINGS TO DO TO HAVE HEALTHY BABY  
Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
AVOID ENVIRONMENTAL POLLUTION.	14 1. 1%	2 2. 2% b*	- 0. 1%	5 1. 0%	6 2. 6% B	1 0. 6%
AVOID SECOND HAND SMOKE.	49 3. 9%	4 5. 0% dE*	9 3. 0% e	33 6. 7% DE	3 1. 4%	- 0. 3%
AVOID STRESS.	79 6. 3%	1 1. 6% *	16 5. 6%	37 7. 7% a	12 5. 2%	12 7. 2% a
CUT DOWN ALCOHOL USE.	226 18. 1%	18 22. 0% *	57 19. 7%	73 14. 9%	49 21. 0%	30 18. 4%
CUT DOWN/STOP DRUG USE (MARIJUANA, CRACK, HEROIN, ETC. ).	222 17. 7%	22 26. 9% Ce*	54 18. 8%	68 14. 0%	50 21. 6% C	27 16. 5%
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EAT WELL/GOOD NUTRI TION.	865 69. 0%	61 74. 7% e*	216 74. 7% E	325 67. 0%	159 68. 4%	103 63. 0%
GET REST/SLEEP.	124 9. 9%	4 5. 5% *	44 15. 4% ACE	39 8. 0%	25 10. 7%	11 6. 8%
INCREASE EXERCISE/PHYSICAL ACTIVITY.	391 31. 2%	24 29. 0% *	113 39. 1% Cde	138 28. 5%	67 28. 8%	48 29. 5%
LEARN ABOUT INFANT CARE.	17 1. 4%	- 0. 3% *	- 0. 1%	14 2. 8% bD	- -	3 2. 0% bD
POSITIVE MENTAL ATTITUDE.	19 1. 5%	- 0. 3% *	5 1. 6%	6 1. 2%	2 0. 8%	7 4. 0% aCD
REDUCE EXERCISE/PHYSICAL ACTIVITY.	49 3. 9%	1 1. 0% *	19 6. 7% a	15 3. 2%	6 2. 8%	7 4. 4%
STOP ALCOHOL USE.	328 26. 2%	18 21. 6% *	79 27. 4%	124 25. 6%	67 29. 0%	39 23. 9%
TAKE PRE-NATAL CLASSES.	31 2. 5%	2 2. 3% *	1 0. 5%	14 2. 9% b	6 2. 4%	8 4. 8% B
TAKE PRENATAL VI TAMINS.	176 14. 1%	12 14. 3% *	43 15. 0%	60 12. 4%	34 14. 7%	27 16. 4%
TALK TO FRIENDS/FAMILY/SOCIAL SUPPORT.	15 1. 2%	1 1. 8% B*	- -	10 2. 1% b	1 0. 5%	2 1. 4% b
VISIT DOCTOR/HEALTH PROFESSIONAL.	240 19. 2%	15 17. 7% *	34 11. 9%	110 22. 7% B	52 22. 4% B	29 17. 8%
OTHER	239 19. 0%	14 17. 4% *	45 15. 7%	93 19. 1%	42 18. 1%	44 26. 8% Bcd

NET: CUT DOWN/STOP ALCOHOL USE	513 40.9%	34 40.9% *	128 44.3%	181 37.3%	107 46.2% c	63 38.2%
DON'T KNOW	72 5.8%	1 0.7% *	19 6.4% a	29 6.0% a	14 6.1% a	10 6.2% A

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - STOP SMOKING  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CECEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	672 53.6%	321 51.8%	351 55.5%	241 53.2%	247 53.8%	184 53.9%	118 41.1%	88 56.0% F	106 57.6% F*	92 60.8% F	203 57.9% F	24 50.2% *	144 49.4%	26 55.0% *	162 49.8%	314 59.0% IN	249 57.5%	74 49.7% *	58 57.4% *	123 52.7%
A VERY IMPORTANT THING TO DO.	555 44.3%	291 46.9%	264 41.8%	207 45.8%	198 43.0%	150 44.0%	159 55.7% GHIJ	62 39.7%	76 41.5% *	57 37.7%	142 40.5%	21 45.0% *	140 47.7%	21 44.0% *	158 48.3% 0	211 39.7%	176 40.7%	70 47.5% *	39 38.5% *	108 46.1%
A LESS IMPORTANT THING TO DO.	24 1.9%	9 1.4%	16 2.5%	4 0.9%	13 2.8%	7 2.1%	9 3.2%	7 4.3% hj	1 0.7% *	2 1.4%	5 1.3%	2 4.8% *	7 2.5%	- *	6 1.9%	7 1.3%	8 1.8%	4 2.8% *	4 4.2% *	3 1.2%
NOT AT ALL IMPORTANT.	2 0.1%	-	2 0.3%	-	2 0.4%	-	-	-	-	-	1 0.3%	-	1 0.4%	- o*	-	-	-	-	-	-
NET: TOP 2 BOX	1227 97.9%	612 98.6%	615 97.2%	448 99.1% d	445 96.8%	334 97.9%	277 96.8%	150 95.7%	182 99.1% *	149 98.6%	345 98.4%	45 95.2% *	284 97.1%	47 99.0% *	320 98.1%	525 98.7%	425 98.2%	144 97.2% *	97 95.8% *	231 98.8%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - STOP SMOKING  
Base: TOTAL RESPONDENTS

FASD - 200103365

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	Total	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	672 53.6%	294 56.2%	31 55.1% c	11 41.0% *	- 17.9% **	15 61.0% **	619 53.9%	53 51.2% *	570 55.0%	99 47.9% *	370 54.5%	201 54.4%	28 73.7% **	84 55.2%	449 53.1%	225 57.3%	321 52.6%	220 53.0%	162 56.3%	130 53.5%
A VERY IMPORTANT THING TO DO.	555 44.3%	218 41.7%	24 42.6% *	13 47.6% *	1 53.2% **	8 34.2% **	507 44.1%	48 46.3% *	443 42.7%	105 50.7% *	288 42.4%	164 44.4%	10 26.3% **	65 42.9%	375 44.3%	161 41.1%	272 44.5%	187 45.0%	121 41.9%	109 44.7%
A LESS IMPORTANT THING TO DO.	24 1.9%	9 1.8%	1 2.3% *	3 11.4% Ab*	1 28.9% **	1 4.8% **	23 2.0%	1 1.3% *	21 2.1%	3 1.4% *	19 2.8%	4 1.1%	- **	3 1.9%	20 2.4%	6 1.6%	16 2.6%	8 2.0%	5 1.8%	4 1.8%
NOT AT ALL IMPORTANT.	2 0.1%	2 0.3%	- *	- *	- **	- **	- *	1 1.1% f*	2 0.2%	- *	2 0.2%	- *	- **	- *	2 0.2%	- *	2 0.3%	- *	- *	- *
NET: TOP 2 BOX	1227 97.9%	512 97.9% C	54 97.7% c*	23 88.6% *	2 71.1% **	24 95.2% **	1126 98.0%	101 97.6% *	1013 97.8%	204 98.6% *	658 96.9%	365 98.9%	39 100.0% **	148 98.1%	825 97.4%	386 98.4%	593 97.1%	407 98.0%	282 98.2%	240 98.2%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q4. IMPORTANCE OF STATEMENT - STOP SMOKING  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	672 53.6%	44 53.8% *	155 53.6%	260 53.6%	115 49.4%	98 59.8% d
A VERY IMPORTANT THING TO DO.	555 44.3%	37 45.5% *	128 44.1%	213 44.0%	114 49.3% E	62 37.8%
A LESS IMPORTANT THING TO DO.	24 1.9%	1 0.7% *	7 2.3%	11 2.2%	3 1.1%	4 2.4%
NOT AT ALL IMPORTANT.	2 0.1%	- - *	- -	1 0.2%	- 0.2%	- -
NET: TOP 2 BOX	1227 97.9%	82 99.3% *	283 97.7%	474 97.6%	229 98.7%	160 97.6%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - CUT DOWN ALCOHOL USE  
Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	646 51.5%	301 48.4%	345 54.6% a	214 47.3%	255 55.4% c	177 52.0%	121 42.4%	82 52.7%	105 57.1% F*	89 59.1% F	194 55.2% F	26 54.3% *	138 47.3%	20 42.1% *	154 47.1%	303 56.9% l m N	218 50.4%	77 51.6% *	52 51.3% *	119 50.9%
A VERY IMPORTANT THING TO DO.	574 45.8%	301 48.4%	274 43.2%	226 49.9% d	191 41.6%	157 46.1%	155 54.2% H I J	73 46.4%	74 40.6% *	60 39.9%	150 42.7%	21 44.7% *	144 49.2% o	27 56.2% o*	163 50.0% 0	218 40.8%	205 47.3%	67 45.3% *	49 48.7% *	100 43.0%
A LESS IMPORTANT THING TO DO.	25 2.0%	16 2.6%	8 1.3%	12 2.7%	9 1.9%	4 1.1%	8 2.8%	1 0.9%	1 0.7% *	-	5 1.5%	- 1.0% *	7 2.2%	- *	9 2.7%	9 1.7%	6 1.4%	4 3.0% *	- *	14 6.1% Pr
NOT AT ALL IMPORTANT.	8 0.7%	3 0.5%	5 0.8%	1 0.1%	5 1.0%	3 0.9%	2 0.7%	-	3 1.6% *	1 1.0%	2 0.5%	- *	4 1.2%	1 1.6% *	1 0.3%	3 0.5%	4 0.9%	- *	- *	- *
NET: TOP 2 BOX	1220 97.4%	601 96.9%	619 97.8%	440 97.2%	446 97.0%	334 98.1%	276 96.5%	155 99.1%	179 97.8% *	149 99.0%	343 97.9%	47 99.0% *	282 96.5%	47 98.4% *	316 97.1%	521 97.7%	423 97.7% s	144 97.0% *	101 100.0% s*	219 93.9%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - CUT DOWN ALCOHOL USE  
Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	646 51.5%	300 57.3%	21 37.2% BC	10 37.1% *	- **	15 61.6% **	606 52.8% g	39 37.9% *	563 54.4% I	79 38.1% *	370 54.4%	182 49.2%	30 77.5% **	79 52.1%	434 51.3%	208 52.9%	319 52.2%	222 53.5%	136 47.3%	124 50.9%
A VERY IMPORTANT THING TO DO.	574 45.8%	217 41.5%	29 53.0% *	17 62.9% A*	2 71.1% **	8 33.6% **	521 45.3%	53 51.3% *	458 44.2%	110 53.2% *	294 43.4%	174 47.1%	9 22.5% **	68 45.2%	388 45.8%	171 43.5%	278 45.5%	185 44.4%	143 49.6%	107 44.0%
A LESS IMPORTANT THING TO DO.	25 2.0%	1 0.2%	5 9.8% Ac*	- *	1 28.9% **	1 4.8% **	16 1.4%	9 8.2% F*	8 0.8%	16 7.9% H*	9 1.3%	12 3.3%	- **	2 1.3%	19 2.3%	12 3.1%	8 1.3%	6 1.5%	8 2.9%	10 4.2% q
NOT AT ALL IMPORTANT.	8 0.7%	5 1.0%	- *	- *	- **	- **	6 0.5%	3 2.6% *	7 0.6%	2 0.8% *	6 0.9%	1 0.4%	- **	2 1.3%	5 0.6%	2 0.5%	5 0.9%	3 0.7%	1 0.2%	2 0.9%
NET: TOP 2 BOX	1220 97.4%	517 98.8% B	50 90.2% *	26 100.0% b*	2 71.1% **	24 95.2% **	1127 98.1% G	93 89.2% *	1021 98.6% I	189 91.3% *	664 97.8%	355 96.3%	39 100.0% **	147 97.3%	822 97.1%	378 96.4%	597 97.8%	407 97.9%	279 96.9%	231 94.9%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - CUT DOWN ALCOHOL USE  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	646 51.5%	42 51.3% *	123 42.6%	256 52.8% B	131 56.4% B	93 56.8% B
A VERY IMPORTANT THING TO DO.	574 45.8%	38 46.2% *	154 53.4% De	220 45.3%	92 39.6%	70 42.6%
A LESS IMPORTANT THING TO DO.	25 2.0%	2 1.8% *	11 3.7% e	6 1.3%	6 2.5%	- 0.3%
NOT AT ALL IMPORTANT.	8 0.7%	1 0.7% *	1 0.3%	3 0.6%	3 1.5%	1 0.4%
NET: TOP 2 BOX	1220 97.4%	80 97.5% *	278 96.0%	476 98.1%	223 96.1%	163 99.3% bd

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - STOP ALCOHOL USE  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	639 51.0%	291 46.9%	348 55.1% A	226 49.9%	241 52.4%	172 50.5%	115 40.3%	76 48.8%	108 59.0% F*	76 50.6%	199 56.9% F	22 47.0% *	139 47.4%	24 49.6% *	143 43.8%	308 57.9% LN	221 50.9%	70 47.4% *	44 43.1% *	115 49.3%
A VERY IMPORTANT THING TO DO.	561 44.8%	297 47.8% b	264 41.7%	210 46.3%	194 42.3%	157 46.0%	150 52.4% HJ	77 49.1% J	72 39.1% *	71 47.2%	133 37.9%	25 52.1% *	134 45.7%	20 41.9% *	174 53.3% 0	205 38.5%	190 43.9%	71 48.0% *	55 54.7% *	108 46.0%
A LESS IMPORTANT THING TO DO.	41 3.2%	25 4.0%	16 2.5%	13 2.9%	17 3.7%	10 3.1%	17 5.9% Gh	1 0.7%	2 1.0% *	3 1.9%	14 4.0% g	- 0.9% *	16 5.6% n	4 7.5% n*	7 2.0%	14 2.5%	21 4.8%	7 4.6% *	2 2.2% *	7 3.1%
NOT AT ALL IMPORTANT.	13 1.0%	8 1.3%	5 0.8%	4 0.8%	8 1.6%	2 0.5%	4 1.3%	2 1.3%	2 1.0% *	- 0.3%	5 1.3%	- *	4 1.3%	- 1.0% *	3 0.9%	6 1.1%	2 0.4%	- *	- *	4 1.5%
NET: TOP 2 BOX	1200 95.7%	587 94.7%	612 96.8%	436 96.3%	435 94.7%	329 96.5%	265 92.7%	153 98.0% f	180 98.0% f*	147 97.8% f	332 94.7%	47 99.1% *	272 93.1%	44 91.5% *	317 97.1%	513 96.4%	411 94.9%	141 95.4% *	99 97.8% *	223 95.3%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - STOP ALCOHOL USE  
Base: TOTAL RESPONDENTS

FASD - 200103365

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	639 51.0%	307 58.7% BC	21 37.0% *	6 24.1% *	- 17.9% **	13 54.4% **	602 52.4% G	37 35.6% *	559 54.0% I	73 35.3% *	358 52.7%	179 48.5%	25 64.4% **	74 49.0%	429 50.7%	202 51.6%	312 51.1%	210 50.4%	141 48.9%	119 48.8%
A VERY IMPORTANT THING TO DO.	561 44.8%	211 40.2%	24 44.1% *	18 67.9% AB*	1 37.8% **	10 40.5% **	501 43.6%	60 57.3% f*	441 42.6%	116 55.9% H*	297 43.7%	179 48.5%	12 29.8% **	71 46.8%	391 46.2%	177 45.2%	277 45.3%	186 44.8%	137 47.5%	110 45.1%
A LESS IMPORTANT THING TO DO.	41 3.2%	2 0.4%	9 17.0% A*	2 8.0% A*	- 15.4% **	1 5.1% **	38 3.3%	3 2.5% *	26 2.5%	15 7.3% H*	20 2.9%	10 2.7%	1 2.4% **	6 4.2%	22 2.6%	11 2.7%	18 2.9%	16 3.9%	10 3.6%	10 4.3%
NOT AT ALL IMPORTANT.	13 1.0%	3 0.6%	1 1.9% *	- *	1 28.9% **	- **	8 0.7%	5 4.6% F*	10 0.9%	3 1.5% *	5 0.7%	1 0.3%	1 3.3% **	- -	5 0.6%	2 0.6%	4 0.6%	4 0.9%	- -	4 1.8% r
NET: TOP 2 BOX	1200 95.7%	518 99.0% BC	45 81.2% *	24 92.0% *	2 55.7% **	24 94.9% **	1103 96.0%	97 92.9% *	1001 96.6% I	189 91.2% *	654 96.4%	358 97.0%	36 94.3% **	145 95.8%	820 96.8%	380 96.7%	589 96.5%	396 95.2%	277 96.4%	229 93.9%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - STOP ALCOHOL USE  
Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	639 51.0%	41 50.4% *	125 43.4%	236 48.6%	139 59.9% BC	97 59.1% BC
A VERY IMPORTANT THING TO DO.	561 44.8%	38 46.1% *	146 50.6% DE	223 45.9%	90 38.8%	64 38.8%
A LESS IMPORTANT THING TO DO.	41 3.2%	3 3.6% d*	17 6.0% De	16 3.3% d	1 0.6%	3 1.8%
NOT AT ALL IMPORTANT.	13 1.0%	- - *	- -	11 2.2% b	1 0.6%	- 0.3%
NET: TOP 2 BOX	1200 95.7%	79 96.4% *	272 94.0%	459 94.5%	229 98.7% BC	161 97.9%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - AVOID STRESSFUL SITUATIONS  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	229 18.3%	108 17.3%	122 19.3%	96 21.2%	79 17.3%	54 15.9%	64 22.5% J	34 21.6% J	37 20.3% J*	26 17.2%	39 11.3%	12 24.8% *	59 20.3%	10 21.3% *	61 18.7%	86 16.1%	80 18.5% r	21 14.4% *	10 9.7% *	45 19.4% r
A VERY IMPORTANT THING TO DO.	759 60.5%	366 59.0%	392 62.1%	266 58.7%	289 62.9%	204 59.8%	170 59.3%	97 61.8%	110 60.2% *	99 66.0%	205 58.4%	27 56.7% *	194 66.3% o	27 56.3% *	198 60.8%	309 57.9%	259 59.8%	92 62.3% *	61 60.4% *	141 60.4%
A LESS IMPORTANT THING TO DO.	252 20.1%	140 22.5% b	112 17.7%	87 19.3%	84 18.3%	80 23.6% d	49 17.2%	24 15.5%	33 18.0% *	25 16.8%	102 29.0% FGHI	9 18.5% *	38 13.0%	11 22.4% *	63 19.3%	130 24.4% L	88 20.4%	33 22.5% *	29 28.4% *	44 18.8%
NOT AT ALL IMPORTANT.	13 1.1%	7 1.2%	6 1.0%	4 0.9%	7 1.6%	2 0.7%	3 1.0%	2 1.2%	3 1.5% *	-	5 1.4%	-	1 0.4%	-	4 1.3%	8 1.6%	5 1.3%	1 0.8% *	1 1.5% *	3 1.4%
NET: TOP 2 BOX	988 78.8%	474 76.3%	514 81.3% a	361 79.9%	369 80.2%	258 75.7%	234 81.8% J	130 83.4% J	147 80.4% J*	125 83.2% J	244 69.6%	38 81.5% *	253 86.6% n0	37 77.6% *	259 79.5%	394 74.0%	339 78.4%	114 76.7% *	71 70.1% *	187 79.8%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q4. IMPORTANCE OF STATEMENT - AVOID STRESSFUL SITUATIONS  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	Total	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	229 18.3%	98 18.8%	10 18.0% *	5 19.5% *	1 28.9% **	8 30.7% **	200 17.4%	30 28.6% f*	184 17.8%	42 20.1% *	112 16.5%	68 18.5%	2 4.2% **	31 20.3%	143 16.9%	78 19.8%	92 15.1%	77 18.5%	55 19.0%	34 13.9%
A VERY IMPORTANT THING TO DO.	759 60.5%	334 63.9% c	34 60.9% *	13 48.0% *	2 55.7% **	10 42.0% **	694 60.4%	64 61.7% *	614 59.3%	139 66.9% *	419 61.8%	228 61.8%	28 72.1% **	93 61.5%	521 61.6%	246 62.7%	375 61.4%	251 60.3%	173 60.0%	147 60.2%
A LESS IMPORTANT THING TO DO.	252 20.1%	86 16.4%	11 19.1% *	8 30.7% A*	- 15.4% **	7 27.3% **	241 21.0% g	10 9.7% *	224 21.6% I	27 12.9% *	140 20.6%	66 18.0%	8 19.8% **	22 14.5%	176 20.8%	63 15.9%	137 22.4% o	86 20.7%	58 20.2%	56 22.9%
NOT AT ALL IMPORTANT.	13 1.1%	5 0.9%	1 2.0% *	- 1.8% *	- - **	- - **	13 1.2%	- - *	13 1.3%	- - *	7 1.1%	6 1.7%	1 3.9% **	6 3.8% N	6 0.7%	6 1.6%	7 1.1%	2 0.5%	2 0.7%	7 3.0% Q
NET: TOP 2 BOX	988 78.8%	432 82.7% C	44 78.9% *	18 67.5% *	2 84.6% **	18 72.7% **	894 77.8%	94 90.3% f*	798 77.1%	180 87.1% H*	532 78.3%	297 80.3%	29 76.3% **	124 81.7%	665 78.5%	324 82.5% P	467 76.5%	328 78.9%	227 79.1%	181 74.1%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - AVOID STRESSFUL SITUATIONS  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	229 18.3%	13 15.9% *	43 15.0%	106 21.9% b	38 16.4%	29 17.7%
A VERY IMPORTANT THING TO DO.	759 60.5%	52 63.3% *	188 64.9%	291 59.9%	131 56.6%	97 58.9%
A LESS IMPORTANT THING TO DO.	252 20.1%	17 20.4% *	55 19.1%	84 17.2%	59 25.4% C	37 22.4%
NOT AT ALL IMPORTANT.	13 1.1%	- 0.3% *	3 1.0%	5 1.0%	4 1.7%	2 1.0%
NET: TOP 2 BOX	988 78.8%	65 79.2% *	231 79.8%	397 81.8% D	169 72.9%	126 76.6%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - EAT NUTRITIOUS FOOD  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CECEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	438 34.9%	200 32.2%	238 37.6%	132 29.2%	167 36.3%	139 40.8%	87 30.3%	62 39.6%	65 35.6%	62 41.4%	114 32.5%	15 32.7%	82 27.9%	21 43.9%	112 34.3%	207 38.9%	166 38.3%	44 29.9%	28 28.1%	77 33.1%
A VERY IMPORTANT THING TO DO.	784 62.6%	398 64.1%	386 61.1%	304 67.3%	282 61.3%	198 58.1%	194 67.9%	89 56.8%	112 61.1%	87 57.4%	226 64.5%	32 67.3%	201 68.7%	25 51.7%	205 62.9%	315 59.2%	254 58.8%	98 65.8%	72 71.0%	152 65.0%
A LESS IMPORTANT THING TO DO.	31 2.5%	23 3.7%	8 1.3%	16 3.5%	11 2.5%	4 1.0%	5 1.7%	6 3.7%	6 3.2%	2 1.2%	11 3.0%	- -	10 3.4%	2 4.5%	9 2.8%	10 1.8%	12 2.8%	6 4.2%	1 0.9%	4 1.9%
NOT AT ALL IMPORTANT.	- *	- -	- 0.1%	- -	- -	- 0.1%	- 0.1%	- -	- *	- -	- -	- -	- -	- *	- -	- 0.1%	- 0.1%	- *	- *	- -
NET: TOP 2 BOX	1222 97.5%	598 96.3%	624 98.7%	436 96.5%	448 97.5%	337 98.8%	281 98.2%	151 96.3%	177 96.8%	149 98.8%	340 97.0%	47 100.0%	283 96.6%	45 95.5%	317 97.2%	523 98.1%	421 97.1%	142 95.8%	101 99.1%	229 98.1%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q4. IMPORTANCE OF STATEMENT - EAT NUTRITIOUS FOOD  
Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	438 34.9%	197 37.7%	20 35.3%*	9 34.5%*	2 62.2%**	10 41.9%**	394 34.3%	44 42.3%*	360 34.8%	74 35.7%*	257 37.8%	115 31.2%	11 28.5%**	55 36.6%	303 35.8%	131 33.3%	225 36.8%	133 31.9%	107 37.1%	90 36.9%
A VERY IMPORTANT THING TO DO.	784 62.6%	321 61.3%	36 64.7%*	15 57.1%*	1 37.8%**	13 53.8%**	726 63.2%	58 56.1%*	649 62.7%	128 62.0%*	411 60.6%	240 65.1%	28 71.5%**	94 61.9%	522 61.7%	255 65.0%	369 60.4%	269 64.8%	178 61.8%	146 59.7%
A LESS IMPORTANT THING TO DO.	31 2.5%	5 0.9%	- *	2 8.4%* AB*	- **	1 4.3%**	29 2.5%	2 1.6%*	26 2.5%	5 2.3%*	10 1.5%	13 3.6%	- **	2 1.5%	21 2.5%	7 1.8%	17 2.7%	13 3.2%	3 1.0%	8 3.4%
NOT AT ALL IMPORTANT.	- *	- 0.1%	- *	- *	- **	- **	- *	- *	- *	- *	0.1%	- **	- **	- *	- *	0.1%	0.1%	-	-	-
NET: TOP 2 BOX	1222 97.5%	518 99.0% C	55 100.0% C*	24 91.6%*	3 100.0%**	24 95.7%**	1119 97.4%	102 98.4%*	1009 97.4%	202 97.7%*	668 98.4%	356 96.4%	39 100.0%**	149 98.5%	825 97.4%	386 98.2%	594 97.2%	402 96.7%	285 99.0%	236 96.6%

- Column Means:  
Weighted by: Weight

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Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - EAT NUTRITIOUS FOOD  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	438 34.9%	22 27.4% *	99 34.3%	169 34.9%	82 35.2%	65 39.6% a
A VERY IMPORTANT THING TO DO.	784 62.6%	57 69.2% e*	182 62.8%	304 62.6%	148 63.6%	94 57.3%
A LESS IMPORTANT THING TO DO.	31 2.5%	3 3.4% *	8 2.7%	12 2.5%	3 1.2%	5 3.1%
NOT AT ALL IMPORTANT.	- *	- *	- 0.1%	-	-	-
NET: TOP 2 BOX	1222 97.5%	79 96.6% *	281 97.1%	473 97.5%	229 98.8%	159 96.9%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q4. IMPORTANCE OF STATEMENT - TAKE PRENATAL VITAMINS  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CECEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	220 17.6%	77 12.4%	143 22.7% A	54 12.0%	96 20.9% C	70 20.5% C	50 17.5%	30 19.4%	37 20.0% *	34 22.8% J	46 13.2%	8 17.5% *	41 13.9%	9 18.5% *	64 19.6%	97 18.3%	74 17.2%	25 17.1% *	16 15.6% *	29 12.5%
A VERY IMPORTANT THING TO DO.	668 53.3%	301 48.5%	367 58.0% A	206 45.6%	278 60.5% Ce	183 53.8% c	147 51.5%	67 42.8%	87 47.3% *	87 57.8% G	213 60.6% fGH	22 46.3% *	146 50.1%	30 62.4% *	166 51.0%	299 56.2%	231 53.5%	89 59.9% *	49 47.8% *	131 55.8%
A LESS IMPORTANT THING TO DO.	336 26.8%	219 35.3% B	117 18.5%	181 40.0% DE	75 16.2%	80 23.5% D	81 28.2%	56 35.8% IJ	50 27.2% *	29 19.4%	84 23.8%	16 34.2% *	99 33.7% 0	9 19.1% *	87 26.8%	123 23.1%	115 26.5%	34 22.6% *	34 33.1% *	69 29.4%
NOT AT ALL IMPORTANT.	29 2.3%	23 3.8% B	6 0.9%	11 2.5%	11 2.3%	8 2.2%	8 2.8%	3 2.0%	10 5.5% I*	- -	8 2.3%	1 2.0% *	7 2.3%	- -	9 2.6%	13 2.4%	12 2.9%	1 0.4% *	4 3.5% *	5 2.2%
NET: TOP 2 BOX	888 70.9%	378 61.0%	510 80.6% A	260 57.6%	375 81.5% CE	253 74.3% C	198 69.1%	97 62.2%	123 67.3% *	121 80.6% FGH	259 73.9% G	30 63.8% *	187 64.0%	38 80.9% I*	230 70.6%	397 74.4% L	306 70.6%	114 77.0% r*	64 63.4% *	160 68.3%

- Column Means:  
 Weighted by: Weight

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Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - TAKE PRENATAL VITAMINS  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	220 17.6%	126 24.0%	8 14.1%*	4 15.2%*	- 17.9%**	5 21.1%**	199 17.3%	21 20.6%*	188 18.1%	28 13.7%*	143 21.1%	58 15.6%	7 18.1%**	36 23.9%	157 18.5%	78 19.8%	116 19.0%	70 16.8%	46 16.0%	35 14.5%
A VERY IMPORTANT THING TO DO.	668 53.3%	305 58.3%	35 62.5%*	13 49.4%*	1 37.8%**	13 51.6%**	631 54.9% G	37 35.3%*	561 54.2%	104 50.3%*	394 58.1%	190 51.4%	24 62.6%**	88 57.9%	464 54.8%	208 53.0%	344 56.4%	215 51.8%	170 59.2%	135 55.3%
A LESS IMPORTANT THING TO DO.	336 26.8%	88 16.9%	13 23.4%*	8 28.8% a*	1 44.3%**	7 27.3%**	291 25.3%	45 43.1% F*	261 25.2%	70 34.1% h*	132 19.5%	111 30.1% J	6 16.1%**	24 15.8%	213 25.1% M	98 24.9%	141 23.0%	119 28.7%	68 23.7%	64 26.2%
NOT AT ALL IMPORTANT.	29 2.3%	4 0.8%	- *	2 6.6% AB*	- **	- **	28 2.5%	1 0.9%*	25 2.4%	4 1.9%*	9 1.3%	10 2.8%	1 3.3%**	3 2.3%	14 1.6%	9 2.3%	10 1.6%	11 2.6%	3 1.1%	10 4.0% r
NET: TOP 2 BOX	888 70.9%	431 82.4% C	42 76.6%*	17 64.6%*	2 55.7%**	18 72.7%**	830 72.2% G	58 56.0%*	749 72.3% i	133 64.0%*	538 79.2% K	248 67.0%	31 80.6%**	124 81.9% n	620 73.3%	286 72.7%	460 75.3%	285 68.6%	216 75.2%	170 69.8%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - TAKE PRENATAL VITAMINS  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	220 17.6%	14 17.3% *	31 10.5%	104 21.5% B	45 19.3% B	26 16.1%
A VERY IMPORTANT THING TO DO.	668 53.3%	51 61.6% B*	132 45.7%	265 54.6% b	130 56.1% b	90 54.5%
A LESS IMPORTANT THING TO DO.	336 26.8%	14 17.5% *	115 39.7% ACDE	108 22.3%	54 23.2%	45 27.2% a
NOT AT ALL IMPORTANT.	29 2.3%	3 3.6% *	11 4.0%	8 1.6%	3 1.5%	4 2.2%
NET: TOP 2 BOX	888 70.9%	65 78.9% B*	163 56.3%	370 76.2% B	175 75.4% B	116 70.6% B

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q4. IMPORTANCE OF STATEMENT - VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	433 34.6%	181 29.2%	252 39.9% A	146 32.3%	164 35.6%	123 36.2%	72 25.1%	54 34.3%	71 38.9% F*	69 45.9% FgJ	119 33.8% f	13 28.1% *	97 33.2%	14 29.1% *	120 36.8%	187 35.1%	148 34.3%	51 34.3% *	27 27.0% *	90 38.4%
A VERY IMPORTANT THING TO DO.	751 59.9%	395 63.7% B	356 56.2%	281 62.1%	271 59.0%	198 58.2%	195 68.1% HI	97 61.8%	100 54.4% *	76 50.7%	212 60.6% i	32 69.1% *	177 60.5%	33 69.3% *	191 58.5%	314 59.0%	257 59.5%	88 59.2% *	71 69.8% *	136 58.0%
A LESS IMPORTANT THING TO DO.	66 5.3%	42 6.8% b	24 3.8%	25 5.6%	25 5.3%	17 4.8%	18 6.4%	6 3.9%	12 6.7% *	5 3.5%	18 5.2%	1 2.9% *	18 6.2%	1 1.6% *	15 4.7%	30 5.6%	27 6.3%	9 6.2% *	2 2.3% *	7 3.1%
NOT AT ALL IMPORTANT.	3 0.2%	2 0.4%	- 0.1%	-	-	3 0.8% d	1 0.4%	-	-	-	1 0.4%	-	-	-	-	1 0.3%	-	-	1 0.9% *	1 0.5%
NET: TOP 2 BOX	1184 94.5%	576 92.9%	608 96.1% a	427 94.4%	435 94.7%	322 94.4%	267 93.2%	150 96.1%	171 93.3% *	146 96.5%	331 94.4%	46 97.1% *	274 93.8%	47 98.4% *	311 95.3%	501 94.1%	406 93.7%	139 93.5% *	98 96.8% *	225 96.4%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS  
 Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	433 34.6%	213 40.7%	20 35.7%*	8 30.9%*	- 17.9%**	11 44.1%**	402 35.0%	32 30.6%*	375 36.2% i	55 26.4%*	237 35.0%	138 37.4%	13 34.0%**	63 41.6%	292 34.5%	150 38.2%	207 34.0%	143 34.3%	101 35.1%	85 35.0%
A VERY IMPORTANT THING TO DO.	751 59.9%	293 55.9%	32 58.2%*	17 65.7%*	1 53.2%**	12 48.2%**	683 59.4%	68 65.1%*	605 58.4%	139 67.2%*	405 59.7%	217 58.8%	25 66.0%**	82 54.0%	511 60.3%	226 57.6%	370 60.6%	246 59.2%	174 60.7%	145 59.6%
A LESS IMPORTANT THING TO DO.	66 5.3%	17 3.3%	3 6.2%*	1 3.4%*	1 28.9%**	2 7.7%**	62 5.4%	4 4.3%*	55 5.3%	11 5.5%*	34 4.9%	14 3.8%	- **	7 4.4%	42 4.9%	17 4.3%	30 5.0%	27 6.4%	11 3.7%	12 4.9%
NOT AT ALL IMPORTANT.	3 0.2%	- 0.1%	- **	- **	- **	- **	3 0.2%	- **	1 0.1%	2 0.8%*	3 0.4%	- **	- **	- **	3 0.3%	- **	3 0.4%	- **	1 0.5%	1 0.5%
NET: TOP 2 BOX	1184 94.5%	506 96.6%	52 93.8%*	26 96.6%*	2 71.1%**	23 92.3%**	1085 94.4%	100 95.7%*	980 94.6%	194 93.7%*	643 94.7%	355 96.2%	39 100.0%**	145 95.6%	803 94.8%	376 95.7%	578 94.6%	389 93.6%	276 95.8%	231 94.5%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	433 34.6%	32 38.6% B*	74 25.5%	190 39.2% B	84 36.4% B	53 32.4%
A VERY IMPORTANT THING TO DO.	751 59.9%	47 57.7% *	189 65.2% c	275 56.7%	139 59.8%	101 61.3%
A LESS IMPORTANT THING TO DO.	66 5.3%	3 3.7% *	25 8.8% Cd	19 3.8%	9 3.8%	10 6.3%
NOT AT ALL IMPORTANT.	3 0.2%	- *	1 0.5%	1 0.3%	- -	- -
NET: TOP 2 BOX	1184 94.5%	79 96.3% *	262 90.7%	466 95.9% B	223 96.2% b	154 93.7%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - REDUCE STRENUOUS PHYSICAL ACTIVITY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	110 8.8%	49 7.8%	62 9.7%	42 9.2%	41 9.0%	27 8.0%	45 15.6% Hi J	27 17.0% HI J	4 2.4% *	11 7.1%	13 3.6%	4 9.4% *	28 9.6%	3 6.1% *	34 10.6%	40 7.5%	36 8.3%	14 9.4% *	9 8.5% *	13 5.4%
A VERY IMPORTANT THING TO DO.	568 45.3%	290 46.7%	277 43.9%	236 52.2% DE	193 41.9%	139 40.7%	131 45.9%	70 44.7%	98 53.7% J*	68 45.4%	146 41.7%	20 41.8% *	161 54.9% NO	27 56.1% o*	136 41.7%	220 41.4%	201 46.4%	65 43.6% *	37 36.3% *	94 40.2%
A LESS IMPORTANT THING TO DO.	505 40.3%	249 40.1%	256 40.5%	164 36.3%	196 42.6%	145 42.6%	105 36.6%	56 35.9%	72 39.2% *	69 45.8%	156 44.6%	23 48.7% l*	96 32.8%	15 32.5% *	142 43.4% l	226 42.5% L	169 39.1%	64 43.4% *	51 50.3% *	111 47.4%
NOT AT ALL IMPORTANT.	70 5.6%	33 5.3%	37 5.9%	10 2.2%	30 6.6% C	30 8.7% C	6 1.9%	4 2.4%	9 4.7% *	3 1.7%	35 10.0% FGI	- -	8 2.7%	3 5.3% *	14 4.2%	46 8.6% kLn	27 6.2%	5 3.4% *	5 5.0% *	16 7.0%
NET: TOP 2 BOX	678 54.1%	339 54.6%	339 53.6%	278 61.4% DE	234 50.9%	166 48.7%	176 61.5% J	97 61.8% J	103 56.1% j*	79 52.5%	159 45.4%	24 51.3% *	189 64.5% NO	30 62.2% *	171 52.3%	261 48.9%	237 54.7% s	79 53.2% *	45 44.8% *	107 45.6%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q4. IMPORTANCE OF STATEMENT - REDUCE STRENUOUS PHYSICAL ACTIVITY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	110 8.8%	54 10.3%	5 9.1% *	1 3.0% *	- **	2 7.1% **	94 8.1%	17 15.9% f*	85 8.2%	23 11.0% *	53 7.8%	36 9.8%	4 9.1% **	17 11.5%	67 8.0%	40 10.1%	44 7.3%	43 10.2%	19 6.7%	15 6.1%
A VERY IMPORTANT THING TO DO.	568 45.3%	243 46.5% B	15 27.2% *	9 34.5% *	2 55.7% **	8 34.3% **	530 46.2%	37 35.6% *	472 45.6%	90 43.6% *	263 38.8%	189 51.1% J	20 51.4% **	63 41.8%	365 43.1%	190 48.4% P	235 38.5%	202 48.5% S	131 45.6% S	81 33.2%
A LESS IMPORTANT THING TO DO.	505 40.3%	204 39.0%	28 51.1% *	13 51.0% *	1 44.3% **	9 36.9% **	459 40.0%	46 44.6% *	420 40.6%	82 39.8% *	312 45.9% K	129 35.0%	14 36.6% **	58 38.6%	363 42.8%	146 37.1%	286 46.9% 0	155 37.2%	116 40.3%	130 53.2% QR
NOT AT ALL IMPORTANT.	70 5.6%	22 4.2%	7 12.6% A*	3 11.6% a*	- **	5 21.8% **	66 5.7%	4 3.9% *	58 5.6%	12 5.7% *	51 7.5%	15 4.0%	1 2.8% **	12 8.1%	52 6.1%	17 4.4%	45 7.3%	17 4.0%	21 7.4%	18 7.6%
NET: TOP 2 BOX	678 54.1%	297 56.8% BC	20 36.3% *	10 37.5% *	2 55.7% **	10 41.3% **	624 54.3%	54 51.6% *	557 53.8%	113 54.5% *	316 46.6%	225 60.9% J	23 60.6% **	81 53.3%	432 51.1%	229 58.4% P	280 45.8%	244 58.7% S	150 52.2% S	96 39.2%

- Column Means:  
 Weighted by: Weight

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Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - REDUCE STRENUOUS PHYSICAL ACTIVITY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					
	Total	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	110 8.8%	4 4.5% *	28 9.7%	50 10.2% e	21 8.8%	8 5.0%
A VERY IMPORTANT THING TO DO.	568 45.3%	39 47.1% B*	93 32.2%	248 51.2% B	102 44.1% B	85 51.8% B
A LESS IMPORTANT THING TO DO.	505 40.3%	37 45.7% Ce*	157 54.4% CDE	157 32.4%	96 41.6% c	57 34.5%
NOT AT ALL IMPORTANT.	70 5.6%	2 2.7% *	11 3.8%	30 6.2%	13 5.5%	14 8.7% ab
NET: TOP 2 BOX	678 54.1%	42 51.6% *	121 41.8%	298 61.4% Bd	123 53.0% B	93 56.8% B

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - AVOID SECOND-HAND SMOKE  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE OF THE MOST IMPORTANT THINGS TO DO.	392 31.3%	191 30.9%	200 31.7%	138 30.5%	142 30.9%	112 32.8%	69 24.3%	46 29.2%	64 35.0%	63 41.9%	108 30.7%	20 43.3%	65 22.2%	16 34.4%	104 31.8%	185 34.7%	153 35.3%	45 30.5%	29 29.0%	61 26.2%
A VERY IMPORTANT THING TO DO.	774 61.8%	380 61.2%	394 62.3%	283 62.5%	286 62.2%	205 60.2%	187 65.2%	98 62.9%	108 59.2%	76 50.3%	223 63.7%	24 50.4%	190 65.0%	30 62.8%	206 63.3%	319 60.0%	253 58.4%	95 64.2%	60 59.3%	149 63.9%
A LESS IMPORTANT THING TO DO.	76 6.1%	42 6.7%	35 5.5%	31 6.8%	28 6.0%	18 5.2%	27 9.4%	10 6.3%	10 5.5%	9 6.3%	17 4.8%	3 6.3%	34 11.6%	1 2.8%	15 4.5%	23 4.3%	22 5.1%	7 4.9%	12 11.7%	22 9.4%
NOT AT ALL IMPORTANT.	11 0.9%	8 1.2%	4 0.6%	1 0.2%	4 0.9%	6 1.7%	3 1.1%	3 1.6%	1 0.4%	2 1.5%	3 0.8%	- -	4 1.2%	- -	1 0.4%	5 1.0%	5 1.2%	1 0.4%	- -	1 0.5%
NET: TOP 2 BOX	1166 93.0%	571 92.1%	594 94.0%	421 93.0%	428 93.0%	317 93.1%	256 89.5%	144 92.1%	172 94.2%	139 92.2%	331 94.5%	44 93.7%	255 87.1%	46 97.2%	310 95.1%	504 94.7%	406 93.8%	140 94.7%	90 88.3%	210 90.0%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q4. IMPORTANCE OF STATEMENT - AVOID SECOND-HAND SMOKE  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE OF THE MOST IMPORTANT THINGS TO DO.	392 31.3%	169 32.3%	13 22.7% *	6 22.5% *	1 33.3% **	12 48.4% **	359 31.2%	33 31.6% *	326 31.5%	63 30.3% *	211 31.1%	124 33.7%	17 45.1% **	58 38.1%	255 30.1%	138 35.1%	186 30.5%	131 31.6%	93 32.2%	73 30.0%
A VERY IMPORTANT THING TO DO.	774 61.8%	332 63.5%	34 61.4% *	16 62.2% *	1 37.8% **	10 41.9% **	719 62.5%	55 53.1% *	642 62.0%	125 60.5% *	422 62.2%	225 60.9%	20 51.8% **	87 57.4%	535 63.1%	235 60.0%	379 62.1%	255 61.5%	168 58.4%	158 64.6%
A LESS IMPORTANT THING TO DO.	76 6.1%	18 3.5%	9 15.9% A*	4 15.4% A*	1 28.9% **	2 9.7% **	63 5.5%	13 12.2% f*	60 5.8%	16 7.7% *	38 5.6%	17 4.7%	1 3.1% **	5 3.5%	49 5.7%	18 4.5%	37 6.1%	26 6.2%	24 8.4%	12 4.8%
NOT AT ALL IMPORTANT.	11 0.9%	4 0.7%	- *	- *	- **	- **	8 0.7%	3 3.1% *	7 0.7%	3 1.5% *	7 1.1%	3 0.8%	- **	1 1.0%	9 1.0%	1 0.4%	9 1.4%	3 0.8%	3 0.9%	1 0.5%
NET: TOP 2 BOX	1166 93.0%	501 95.8% BC	47 84.1% *	22 84.6% *	2 71.1% **	22 90.3% **	1078 93.8% G	88 84.6% *	968 93.5%	188 90.8% *	634 93.3%	349 94.6%	37 96.9% **	145 95.5%	790 93.2%	373 95.1%	565 92.5%	387 93.0%	261 90.6%	231 94.6%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q4. IMPORTANCE OF STATEMENT - AVOID SECOND-HAND SMOKE  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE OF THE MOST IMPORTANT THINGS TO DO.	392 31.3%	23 28.0% *	90 31.1%	163 33.7%	66 28.4%	49 30.1%
A VERY IMPORTANT THING TO DO.	774 61.8%	56 67.9% *	177 61.2%	287 59.2%	152 65.3%	102 62.1%
A LESS IMPORTANT THING TO DO.	76 6.1%	3 4.1% *	21 7.3%	28 5.7%	13 5.5%	11 6.7%
NOT AT ALL IMPORTANT.	11 0.9%	- - *	1 0.4%	7 1.4%	2 0.7%	2 1.1%
NET: TOP 2 BOX	1166 93.0%	79 95.9% *	267 92.3%	451 92.9%	218 93.7%	151 92.2%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q4. IMPORTANCE OF STATEMENT - TOP BOX SUMMARY  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
STOP SMOKING	672 53.6%	321 51.8%	351 55.5%	241 53.2%	247 53.8%	184 53.9%	118 41.1%	88 56.0%	106 57.6%	92 60.8%	203 57.9%	24 50.2%	144 49.4%	26 55.0%	162 49.8%	314 59.0%	249 57.5%	74 49.7%	58 57.4%	123 52.7%
CUT DOWN ALCOHOL USE	646 51.5%	301 48.4%	345 54.6%	214 47.3%	255 55.4%	177 52.0%	121 42.4%	82 52.7%	105 57.1%	89 59.1%	194 55.2%	26 54.3%	138 47.3%	20 42.1%	154 47.1%	303 56.9%	218 50.4%	77 51.6%	52 51.3%	119 50.9%
STOP ALCOHOL USE	639 51.0%	291 46.9%	348 55.1%	226 49.9%	241 52.4%	172 50.5%	115 40.3%	76 48.8%	108 59.0%	76 50.6%	199 56.9%	22 47.0%	139 47.4%	24 49.6%	143 43.8%	308 57.9%	221 50.9%	70 47.4%	44 43.1%	115 49.3%
AVOID STRESSFUL SITUATIONS	229 18.3%	108 17.3%	122 19.3%	96 21.2%	79 17.3%	54 15.9%	64 22.5%	34 21.6%	37 20.3%	26 17.2%	39 11.3%	12 24.8%	59 20.3%	10 21.3%	61 18.7%	86 16.1%	80 18.5%	21 14.4%	10 9.7%	45 19.4%
EAT NUTRITIOUS FOOD	438 34.9%	200 32.2%	238 37.6%	132 29.2%	167 36.3%	139 40.8%	87 30.3%	62 39.6%	65 35.6%	62 41.4%	114 32.5%	15 32.7%	82 27.9%	21 43.9%	112 34.3%	207 38.9%	166 38.3%	44 29.9%	28 28.1%	77 33.1%
TAKE PRENATAL VITAMINS	220 17.6%	77 12.4%	143 22.7%	54 12.0%	96 20.9%	70 20.5%	50 17.5%	30 19.4%	37 20.0%	34 22.8%	46 13.2%	8 17.5%	41 13.9%	9 18.5%	64 19.6%	97 18.3%	74 17.2%	25 17.1%	16 15.6%	29 12.5%
VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS	433 34.6%	181 29.2%	252 39.9%	146 32.3%	164 35.6%	123 36.2%	72 25.1%	54 34.3%	71 38.9%	69 45.9%	119 33.8%	13 28.1%	97 33.2%	14 29.1%	120 36.8%	187 35.1%	148 34.3%	51 34.3%	27 27.0%	90 38.4%
REDUCE STRENUOUS PHYSICAL ACTIVITY	110 8.8%	49 7.8%	62 9.7%	42 9.2%	41 9.0%	27 8.0%	45 15.6%	27 17.0%	4 2.4%	11 7.1%	13 3.6%	4 9.4%	28 9.6%	3 6.1%	34 10.6%	40 7.5%	36 8.3%	14 9.6%	9 8.5%	13 5.4%
AVOID SECOND-HAND SMOKE	392 31.3%	191 30.9%	200 31.7%	138 30.5%	142 30.9%	112 32.8%	69 24.3%	46 29.2%	64 35.0%	63 41.9%	108 30.7%	20 43.3%	65 22.2%	16 34.4%	104 31.8%	185 34.7%	153 35.3%	45 30.5%	29 29.0%	61 26.2%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - TOP BOX SUMMARY  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
STOP SMOKING	672 53.6%	294 56.2% c	31 55.1% *	11 41.0% *	- 17.9% **	15 61.0% **	619 53.9% *	53 51.2% *	570 55.0% *	99 47.9% *	370 54.5% *	201 54.4% *	28 73.7% **	84 55.2% *	449 53.1% *	225 57.3% *	321 52.6% *	220 53.0% *	162 56.3% *	130 53.5% *
CUT DOWN ALCOHOL USE	646 51.5%	300 57.3% BC	21 37.2% *	10 37.1% *	- - **	15 61.6% **	606 52.8% g	39 37.9% *	563 54.4% I	79 38.1% *	370 54.4% *	182 49.2% *	30 77.5% **	79 52.1% *	434 51.3% *	208 52.9% *	319 52.2% *	222 53.5% *	136 47.3% *	124 50.9% *
STOP ALCOHOL USE	639 51.0%	307 58.7% BC	21 37.0% *	6 24.1% *	- 17.9% **	13 54.4% **	602 52.4% G	37 35.6% *	559 54.0% I	73 35.3% *	358 52.7% *	179 48.5% *	25 64.4% **	74 49.0% *	429 50.7% *	202 51.6% *	312 51.1% *	210 50.4% *	141 48.9% *	119 48.8% *
AVOID STRESSFUL SITUATIONS	229 18.3%	98 18.8%	10 18.0% *	5 19.5% *	1 28.9% **	8 30.7% **	200 17.4% *	30 28.6% f*	184 17.8% *	42 20.1% *	112 16.5% *	68 18.5% *	2 4.2% **	31 20.3% *	143 16.9% *	78 19.8% *	92 15.1% *	77 18.5% *	55 19.0% *	34 13.9% *
EAT NUTRITIOUS FOOD	438 34.9%	197 37.7%	20 35.3% *	9 34.5% *	2 62.2% **	10 41.9% **	394 34.3% *	44 42.3% *	360 34.8% *	74 35.7% *	257 37.8% *	115 31.2% *	11 28.5% **	55 36.6% *	303 35.8% *	131 33.3% *	225 36.8% *	133 31.9% *	107 37.1% *	90 36.9% *
TAKE PRENATAL VITAMINS	220 17.6%	126 24.0%	8 14.1% *	4 15.2% *	- 17.9% **	5 21.1% **	199 17.3% *	21 20.6% *	188 18.1% *	28 13.7% *	143 21.1% *	58 15.6% *	7 18.1% **	36 23.9% *	157 18.5% *	78 19.8% *	116 19.0% *	70 16.8% *	46 16.0% *	35 14.5% *
VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS	433 34.6%	213 40.7%	20 35.7% *	8 30.9% *	- 17.9% **	11 44.1% **	402 35.0% *	32 30.6% *	375 36.2% i	55 26.4% *	237 35.0% *	138 37.4% *	13 34.0% **	63 41.6% *	292 34.5% *	150 38.2% *	207 34.0% *	143 34.3% *	101 35.1% *	85 35.0% *
REDUCE STRENUOUS PHYSICAL ACTIVITY	110 8.8%	54 10.3%	5 9.1% *	1 3.0% *	- - **	2 7.1% **	94 8.1% *	17 15.9% f*	85 8.2% *	23 11.0% *	53 7.8% *	36 9.8% *	4 9.1% **	17 11.5% *	67 8.0% *	40 10.1% *	44 7.3% *	43 10.2% *	19 6.7% *	15 6.1% *
AVOID SECOND-HAND SMOKE	392 31.3%	169 32.3%	13 22.7% *	6 22.5% *	1 33.3% **	12 48.4% **	359 31.2% *	33 31.6% *	326 31.5% *	63 30.3% *	211 31.1% *	124 33.7% *	17 45.1% **	58 38.1% *	255 30.1% *	138 35.1% *	186 30.5% *	131 31.6% *	93 32.2% *	73 30.0% *

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - TOP BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					
	Total	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
STOP SMOKING	672 53.6%	44 53.8% *	155 53.6%	260 53.6%	115 49.4%	98 59.8% d
CUT DOWN ALCOHOL USE	646 51.5%	42 51.3% *	123 42.6%	256 52.8% B	131 56.4% B	93 56.8% B
STOP ALCOHOL USE	639 51.0%	41 50.4% *	125 43.4%	236 48.6%	139 59.9% BC	97 59.1% BC
AVOID STRESSFUL SITUATIONS	229 18.3%	13 15.9% *	43 15.0%	106 21.9% b	38 16.4%	29 17.7%
EAT NUTRITIOUS FOOD	438 34.9%	22 27.4% *	99 34.3%	169 34.9%	82 35.2%	65 39.6% a
TAKE PRENATAL VITAMINS	220 17.6%	14 17.3% *	31 10.5%	104 21.5% B	45 19.3% B	26 16.1%
VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS	433 34.6%	32 38.6% B*	74 25.5%	190 39.2% B	84 36.4% B	53 32.4%
REDUCE STRENUOUS PHYSICAL ACTIVITY	110 8.8%	4 4.5% *	28 9.7%	50 10.2% e	21 8.8%	8 5.0%
AVOID SECOND-HAND SMOKE	392 31.3%	23 28.0% *	90 31.1%	163 33.7%	66 28.4%	49 30.1%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q4. IMPORTANCE OF STATEMENT - TOP 2 BOX SUMMARY  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
STOP SMOKING	1227	612	615	448	445	334	277	150	182	149	345	45	284	47	320	525	425	144	97	231
	97.9%	98.6%	97.2%	99.1%	96.8%	97.9%	96.8%	95.7%	99.1%	98.6%	98.4%	95.2%	97.1%	99.0%	98.1%	98.7%	98.2%	97.2%	95.8%	98.8%
CUT DOWN ALCOHOL USE	1220	601	619	440	446	334	276	155	179	149	343	47	282	47	316	521	423	144	101	219
	97.4%	96.9%	97.8%	97.2%	97.0%	98.1%	96.5%	99.1%	97.8%	99.0%	97.9%	99.0%	96.5%	98.4%	97.1%	97.7%	97.7%	97.0%	100.0%	93.9%
STOP ALCOHOL USE	1200	587	612	436	435	329	265	153	180	147	332	47	272	44	317	513	411	141	99	223
	95.7%	94.7%	96.8%	96.3%	94.7%	96.5%	92.7%	98.0%	98.0%	97.8%	94.7%	99.1%	93.1%	91.5%	97.1%	96.4%	94.9%	95.4%	97.8%	95.3%
AVOID STRESSFUL SITUATIONS	988	474	514	361	369	258	234	130	147	125	244	38	253	37	259	394	339	114	71	187
	78.8%	76.3%	81.3%	79.9%	80.2%	75.7%	81.8%	83.4%	80.4%	83.2%	69.6%	81.5%	86.6%	77.6%	79.5%	74.0%	78.4%	76.7%	70.1%	79.8%
EAT NUTRITIOUS FOOD	1222	598	624	436	448	337	281	151	177	149	340	47	283	45	317	523	421	142	101	229
	97.5%	96.3%	98.7%	96.5%	97.5%	98.8%	98.2%	96.3%	96.8%	98.8%	97.0%	100.0%	96.6%	95.5%	97.2%	98.1%	97.1%	95.8%	99.1%	98.1%
TAKE PRENATAL VITAMINS	888	378	510	260	375	253	198	97	123	121	259	30	187	38	230	397	306	114	64	160
	70.9%	61.0%	80.6%	57.6%	81.5%	74.3%	69.1%	62.2%	67.3%	80.6%	73.9%	63.8%	64.0%	80.9%	70.6%	74.4%	70.6%	77.0%	63.4%	68.3%
VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS	1184	576	608	427	435	322	267	150	171	146	331	46	274	47	311	501	406	139	98	225
	94.5%	92.9%	96.1%	94.4%	94.7%	94.4%	93.2%	96.1%	93.3%	96.5%	94.4%	97.1%	93.8%	98.4%	95.3%	94.1%	93.7%	93.5%	96.8%	96.4%
REDUCE STRENUOUS PHYSICAL ACTIVITY	678	339	339	278	234	166	176	97	103	79	159	24	189	30	171	261	237	79	45	107
	54.1%	54.6%	53.6%	61.4%	50.9%	48.7%	61.5%	61.8%	56.1%	52.5%	45.4%	51.3%	64.5%	62.2%	52.3%	48.9%	54.7%	53.2%	44.8%	45.6%
AVOID SECOND-HAND SMOKE	1166	571	594	421	428	317	256	144	172	139	331	44	255	46	310	504	406	140	90	210
	93.0%	92.1%	94.0%	93.0%	93.0%	93.1%	89.5%	92.1%	94.2%	92.2%	94.5%	93.7%	87.1%	97.2%	95.1%	94.7%	93.8%	94.7%	88.3%	90.0%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - TOP 2 BOX SUMMARY  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
STOP SMOKING	1227 97.9%	512 97.9% C	54 97.7% c*	23 88.6% *	2 71.1% **	24 95.2% **	1126 98.0%	101 97.6% *	1013 97.8%	204 98.6% *	658 96.9%	365 98.9%	39 100.0% **	148 98.1%	825 97.4%	386 98.4%	593 97.1%	407 98.0%	282 98.2%	240 98.2%
CUT DOWN ALCOHOL USE	1220 97.4%	517 98.8% B	50 90.2% *	26 100.0% b*	2 71.1% **	24 95.2% **	1127 98.1% G	93 89.2% *	1021 98.6% I	189 91.3% *	664 97.8%	355 96.3%	39 100.0% **	147 97.3%	822 97.1%	378 96.4%	597 97.8%	407 97.9%	279 96.9%	231 94.9%
STOP ALCOHOL USE	1200 95.7%	518 99.0% BC	45 81.2% *	24 92.0% *	2 55.7% **	24 94.9% **	1103 96.0%	97 92.9% *	1001 96.6% I	189 91.2% *	654 96.4%	358 97.0%	36 94.3% **	145 95.8%	820 96.8%	380 96.7%	589 96.5%	396 95.2%	277 96.4%	229 93.9%
AVOID STRESSFUL SITUATIONS	988 78.8%	432 82.7% C	44 78.9% *	18 67.5% *	2 84.6% **	18 72.7% **	894 77.8%	94 90.3% f*	798 77.1%	180 87.1% H*	532 78.3%	297 80.3%	29 76.3% **	124 81.7%	665 78.5%	324 82.5% P	467 76.5%	328 78.9%	227 79.1%	181 74.1%
EAT NUTRITIOUS FOOD	1222 97.5%	518 99.0% C	55 100.0% C*	24 91.6% *	3 100.0% **	24 95.7% **	1119 97.4%	102 98.4% *	1009 97.4%	202 97.7% *	668 98.4%	356 96.4%	39 100.0% **	149 98.5%	825 97.4%	386 98.2%	594 97.2%	402 96.7%	285 99.0%	236 96.6%
TAKE PRENATAL VITAMINS	888 70.9%	431 82.4% C	42 76.6% *	17 64.6% *	2 55.7% **	18 72.7% **	830 72.2% G	58 56.0% *	749 72.3% i	133 64.0% *	538 79.2% K	248 67.0%	31 80.6% **	124 81.9% n	620 73.3%	286 72.7%	460 75.3%	285 68.6%	216 75.2%	170 69.8%
VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS	1184 94.5%	506 96.6%	52 93.8% *	26 96.6% *	2 71.1% **	23 92.3% **	1085 94.4%	100 95.7% *	980 94.6%	194 93.7% *	643 94.7%	355 96.2%	39 100.0% **	145 95.6%	803 94.8%	376 95.7%	578 94.6%	389 93.6%	276 95.8%	231 94.5%
REDUCE STRENUOUS PHYSICAL ACTIVITY	678 54.1%	297 56.8% BC	20 36.3% *	10 37.5% *	2 55.7% **	10 41.3% **	624 54.3%	54 51.6% *	557 53.8%	113 54.5% *	316 46.6%	225 60.9% J	23 60.6% **	81 53.3%	432 51.1%	229 58.4% P	280 45.8%	244 58.7% S	150 52.2% S	96 39.2%
AVOID SECOND-HAND SMOKE	1166 93.0%	501 95.8% BC	47 84.1% *	22 84.6% *	2 71.1% **	22 90.3% **	1078 93.8% G	88 84.6% *	968 93.5%	188 90.8% *	634 93.3%	349 94.6%	37 96.9% **	145 95.5%	790 93.2%	373 95.1%	565 92.5%	387 93.0%	261 90.6%	231 94.6%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q4. IMPORTANCE OF STATEMENT - TOP 2 BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
STOP SMOKING	1227 97.9%	82 99.3% *	283 97.7%	474 97.6%	229 98.7%	160 97.6%
CUT DOWN ALCOHOL USE	1220 97.4%	80 97.5% *	278 96.0%	476 98.1%	223 96.1%	163 99.3% bd
STOP ALCOHOL USE	1200 95.7%	79 96.4% *	272 94.0%	459 94.5%	229 98.7% BC	161 97.9%
AVOID STRESSFUL SITUATIONS	988 78.8%	65 79.2% *	231 79.8%	397 81.8% D	169 72.9%	126 76.6%
EAT NUTRITIOUS FOOD	1222 97.5%	79 96.6% *	281 97.1%	473 97.5%	229 98.8%	159 96.9%
TAKE PRENATAL VITAMINS	888 70.9%	65 78.9% B*	163 56.3%	370 76.2% B	175 75.4% B	116 70.6% B
VISIT A DOCTOR OR HEALTH PROFESSIONAL ON A REGULAR BASIS	1184 94.5%	79 96.3% *	262 90.7%	466 95.9% B	223 96.2% b	154 93.7%
REDUCE STRENUOUS PHYSICAL ACTIVITY	678 54.1%	42 51.6% *	121 41.8%	298 61.4% Bd	123 53.0% B	93 56.8% B
AVOID SECOND-HAND SMOKE	1166 93.0%	79 95.9% *	267 92.3%	451 92.9%	218 93.7%	151 92.2%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q5. WOMEN USE OF ALCOHOL BEFORE/DURING PREGNANCY  
Base: TOTAL WOMEN

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	800	-	800	131	340	329	172	103	92	115	236	34	123	24	235	382	305	90	60	111
Base	633	-	633	217	240	176	151	81	84	81	162	27	129	18	181	274	224	76	43	100
STOP ALL ALCOHOL USE.	523	-	523	189	192	143	123	69	70	67	135	25	110	15	148	223	188	62	32	72
	82.7%	-	82.7%	87.1%*	79.9%	81.2%	81.2%	84.7%*	82.9%*	82.7%*	83.0%	92.0%**	85.0%*	82.0%**	81.4%	81.4%	83.6% <sub>s</sub>	82.1%*	75.3%*	72.3%*
HAVE THE RARE DRINK (1-3 DRINKS DURING THE ENTIRE PREGNANCY).	55	-	55	15	26	15	13	4	10	8	17	-	8	1	15	31	19	9	7	18
	8.8%	-	8.8%	6.9%*	10.8%	8.3%	8.3%	5.3%*	11.6%*	9.8%*	10.2%	1.5%**	6.6%*	5.9%**	8.1%	11.2%	8.5%	11.6%*	15.4%*	18.2% <sub>p</sub> *
HAVE THE OCCASIONAL DRINK (ONE DRINK PER MONTH).	26	-	26	5	14	8	9	4	1	3	8	-	2	2	11	11	8	5	4	8
	4.2%	-	4.2%	2.4%*	5.7%	4.3%	6.0%	4.5%*	1.1%*	3.8%*	5.1%	1.5%**	1.5%*	9.7%**	6.2%	4.1%	3.5%	6.3%*	9.3% <sub>p</sub> *	8.1%*
HAVE A REGULAR DRINK (AT LEAST ONE DRINK PER WEEK).	3	-	3	-	1	2	1	-	-	-	1	-	1	-	-	1	1	-	-	-
	0.4%	-	0.4%	-*	0.4%	1.0%	1.0%	-*	-*	-*	0.5%	-**	1.1%*	-**	-	0.5%	0.5%	-*	-*	-*
(VOLUNTEERED) DON' T USE ALCOHOL.	25	-	25	8	8	9	5	4	4	3	2	1	8	-	8	8	9	-	-	1
	3.9%	-	3.9%	3.7%*	3.2%	5.2%	3.5%	5.5% <sub>j</sub> *	4.5%*	3.7%*	1.2%	4.9%**	5.8%*	2.3%**	4.2%	2.8%	3.9%	-*	-*	1.4%*
(VOLUNTEERED) DON' T KNOW.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-*	-	-	-	-*	-*	-*	-	-**	-*	-**	-	-	-	-*	-*	-*

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q5. WOMEN USE OF ALCOHOL BEFORE/DURING PREGNANCY  
Base: TOTAL WOMEN

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	800	642	75	41	4	38	759	41	709	85	617	182	24	85	685	189	583	251	197	134
Base	633	523	55	26	3	25	601	32	557	72	400	231	23	73	531	235	373	213	151	94
STOP ALL ALCOHOL USE.	523 82.7%	523 100.0% BC	-	-	-	-	496 82.6%	27 84.5%	464 83.4%	55 76.7%	321 80.3%	201 86.9%	17 75.2%	58 78.6%	445 83.9%	202 86.0%	302 81.0%	179 83.9%	121 80.1%	72 76.1%
HAVE THE RARE DRINK (1-3 DRINKS DURING THE ENTIRE PREGNANCY).	55 8.8%	-	55 100.0% AC*	-	-	-	54 8.9%	2 5.9%	45 8.0%	11 14.9% h*	36 9.0%	19 8.3%	4 18.2%	8 10.4%	44 8.2%	19 8.1%	32 8.7%	19 8.8%	20 13.3%	15 15.4%
HAVE THE OCCASIONAL DRINK (ONE DRINK PER MONTH).	26 4.2%	-	-	26 100.0% AB*	-	-	25 4.2%	1 3.8%	23 4.1%	4 5.0%	22 5.4%	5 2.0%	1 6.6%	4 5.9%	19 3.7%	8 3.3%	17 4.7%	8 3.6%	8 5.2%	7 7.4%
HAVE A REGULAR DRINK (AT LEAST ONE DRINK PER WEEK).	3 0.4%	-	-	-	3 100.0% **	-	2 0.3%	1 2.5% f*	2 0.3%	1 1.1%	2 0.6%	-	-	1 1.4%	2 0.3%	1 0.4%	2 0.5%	-	-	1 0.8%
(VOLUNTEERED) DON'T USE ALCOHOL.	25 3.9%	-	-	-	25 100.0% **	24 3.9%	1 3.4%	23 4.2%	2 2.3%	19 4.7%	6 2.5%	-	3 3.7%	21 3.9%	5 2.3%	19 5.2%	8 3.8%	2 1.2%	-	-
(VOLUNTEERED) DON'T KNOW.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q5. WOMEN USE OF ALCOHOL BEFORE/DURING PREGNANCY  
 Base: TOTAL WOMEN

FASD - 200103365

Total	REGION					BC + TERR. (E)
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)		
Unweighted Base	800	98	212	220	155	115
Base	633	42	144	247	115	84
STOP ALL ALCOHOL USE.	523 82.7%	36 86.6% b*	104 72.1%	214 86.4% B	101 87.4% B	69 81.7% b*
HAVE THE RARE DRINK (1-3 DRINKS DURING THE ENTIRE PREGNANCY).	55 8.8%	3 7.0% *	19 12.9%	18 7.4%	8 6.8%	8 9.2% *
HAVE THE OCCASIONAL DRINK (ONE DRINK PER MONTH).	26 4.2%	2 3.9% *	10 6.9% d	8 3.2%	2 2.1%	5 5.4% *
HAVE A REGULAR DRINK (AT LEAST ONE DRINK PER WEEK).	3 0.4%	- - *	- 0.3%	1 0.3%	1 0.9%	- 0.6% *
(VOLUNTEERED) DON' T USE ALCOHOL.	25 3.9%	1 2.5% *	11 7.8% Cd	7 2.7%	3 2.8%	3 3.1% *
(VOLUNTEERED) DON' T KNOW.	-	- *	-	-	-	- *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
VERY SAFE.	70 5.6%	61 9.8% B	10 1.6%	25 5.5%	20 4.4%	25 7.4% d	17 5.9%	7 4.4%	5 2.7% *	13 8.3% h	24 6.8%	3 5.6% *	24 8.1%	2 3.3% *	19 5.7%	23 4.3%	31 7.1%	10 6.6% *	7 6.8% *	14 6.0%
SOMEWHAT SAFE.	190 15.2%	142 22.8% B	48 7.6%	66 14.7%	63 13.8%	60 17.7%	33 11.4%	36 22.8% FH	18 10.0% *	21 14.1%	65 18.5% fh	7 15.8% *	47 15.9%	11 22.8% *	50 15.4%	75 14.1%	67 15.5%	20 13.3% *	18 18.0% *	52 22.1%
NOT VERY SAFE.	284 22.6%	118 19.0%	166 26.2% A	123 27.1% E	102 22.2% e	59 17.3%	66 23.2%	34 21.6%	50 27.3% *	29 19.3%	77 22.1%	10 20.3% *	74 25.4%	13 28.2% *	77 23.6%	109 20.5%	101 23.2%	34 22.7% *	24 23.2% *	67 28.6%
NOT AT ALL SAFE.	697 55.7%	294 47.4%	404 63.8% A	236 52.3%	266 57.9%	195 57.1%	169 58.9%	79 50.4%	109 59.8% *	87 58.0%	182 51.9%	27 58.3% *	145 49.6%	22 45.8% *	179 55.0%	318 59.7% L	234 54.0% S	83 56.1% S*	53 52.0% *	100 42.6%
DK.	12 0.9%	7 1.1%	5 0.8%	2 0.4%	8 1.8% e	1 0.4%	2 0.5%	1 0.8%	- 0.2% *	- 0.3%	2 0.7%	- -	3 1.0%	- -	1 0.3%	8 1.5%	- 0.1%	2 1.3% *	- -	1 0.6%
NET: TOP 2 BOX	260 20.8%	202 32.6% B	58 9.2%	91 20.2%	83 18.1%	86 25.1% D	50 17.4%	43 27.2% FH	23 12.8% *	34 22.4% h	89 25.3% FH	10 21.4% *	70 24.0%	12 26.1% *	69 21.1%	98 18.3%	98 22.7%	30 19.9% *	25 24.8% *	66 28.2%
NET: BOTTOM 2 BOX	981 78.3%	412 66.4%	569 90.0% A	359 79.4%	368 80.1% e	254 74.5%	235 82.1% gj	113 72.0%	159 87.0% Gi J*	117 77.3%	260 74.0%	37 78.6% *	219 75.0%	35 73.9% *	256 78.7%	427 80.2%	334 77.2%	117 78.8% *	76 75.2% *	166 71.2%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDERED SAFE DURING PREGNANCY - ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY

Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
VERY SAFE.	70 5.6%	3 0.7%	1 2.2% *	3 11.4% Ab*	2 62.2% **	- 1.7% **	59 5.1%	11 10.9% *	46 4.5%	24 11.7% H*	35 5.2%	16 4.3%	- **	4 2.5%	46 5.4%	7 1.9%	38 6.3% 0	13 3.1%	25 8.8% Q	24 9.8% Q
SOMEWHAT SAFE.	190 15.2%	34 6.5%	5 9.1% *	6 21.0% A*	- 15.2% **	4 18.7% **	169 14.7%	21 19.9% *	153 14.7%	35 16.8% *	90 13.3%	46 12.6%	3 8.0% **	16 10.6%	116 13.7%	47 12.1%	87 14.2%	71 17.0%	40 13.8%	51 20.7% r
NOT VERY SAFE.	284 22.6%	122 23.3%	25 44.4% A*	15 55.2% A*	- 18.7% **	5 18.7% **	264 23.0%	19 18.6% *	237 22.9%	45 21.7% *	142 20.9%	100 27.1% j	7 17.4% **	35 23.1%	198 23.4%	94 24.0%	140 22.8%	109 26.2%	60 21.0%	65 26.6%
NOT AT ALL SAFE.	697 55.7%	360 68.8% BC	24 43.1% C*	3 12.4% *	1 37.8% **	16 62.6% **	645 56.2%	52 50.0% *	590 57.0%	102 49.4% *	406 59.8%	203 55.0%	28 71.6% **	95 62.7%	479 56.6%	241 61.3%	339 55.6%	219 52.6% S	162 56.3% S	103 42.1%
DK.	12 0.9%	4 0.8%	1 1.2% *	- - *	- - **	- 1.7% **	11 1.0%	1 0.6% *	9 0.9%	1 0.5% *	6 0.9%	4 1.0%	1 3.1% **	2 1.1%	7 0.8%	3 0.7%	7 1.1%	4 1.0%	- 0.1%	2 0.8%
NET: TOP 2 BOX	260 20.8%	37 7.1%	6 11.2% *	9 32.4% AB*	2 62.2% **	4 16.9% **	228 19.9%	32 30.8% f*	199 19.2%	59 28.4% H*	125 18.4%	62 16.8%	3 8.0% **	20 13.1%	162 19.2%	55 13.9%	125 20.5% 0	84 20.2%	65 22.6%	75 30.5% Qr
NET: BOTTOM 2 BOX	981 78.3%	482 92.1% C	49 87.5% C*	18 67.6% *	1 37.8% **	20 81.4% **	910 79.2%	71 68.6% *	827 79.9% i	147 71.1% *	548 80.7%	303 82.2%	34 89.0% **	130 85.8%	677 80.0%	335 85.3% P	479 78.4% S	327 78.8% S	222 77.3% s	168 68.7%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY

Base: TOTAL RESPONDENTS

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
VERY SAFE.	70 5.6%	3 3.9% *	32 11.0% aCDe	22 4.5%	5 2.4%	8 4.8%
SOMEWHAT SAFE.	190 15.2%	11 13.5% *	61 21.1% cDe	67 13.9%	28 12.0%	23 13.7%
NOT VERY SAFE.	284 22.6%	24 28.8% *	61 21.3%	113 23.2%	48 20.5%	38 23.3%
NOT AT ALL SAFE.	697 55.7%	44 53.4% *	133 45.9%	279 57.5% B	148 63.7% B	94 57.0% b
DK.	12 0.9%	- 0.3% *	2 0.7%	4 0.8%	3 1.4%	2 1.1%
NET: TOP 2 BOX	260 20.8%	14 17.4% *	93 32.1% ACDE	89 18.4%	33 14.3%	30 18.5%
NET: BOTTOM 2 BOX	981 78.3%	67 82.2% B*	194 67.2%	392 80.7% B	196 84.2% B	132 80.3% B

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY

Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
VERY SAFE.	147 11.7%	119 19.2% B	28 4.4%	50 11.1%	46 9.9%	51 15.0% D	24 8.5%	22 14.2%	14 7.5% *	21 13.9%	50 14.3% fh	7 15.4% *	35 12.1%	7 14.1% *	43 13.2%	53 10.0%	60 13.9%	13 8.9% *	14 13.7% *	42 18.0% q
SOMEWHAT SAFE.	230 18.4%	133 21.4% B	97 15.4%	90 19.9%	79 17.2%	61 18.0%	51 18.0%	34 21.7% h	24 12.9% *	27 17.9%	81 23.1% H	6 12.5% *	62 21.3%	12 25.5% *	52 16.1%	98 18.3%	72 16.6%	35 23.4% *	21 20.9% *	55 23.4%
NOT VERY SAFE.	270 21.5%	100 16.1%	170 26.8% A	123 27.2% dE	91 19.7%	56 16.4%	74 25.8% J	30 19.1%	46 25.0% j*	31 20.2%	60 17.1%	8 17.3% *	70 23.8%	9 18.6% *	79 24.1%	104 19.6%	94 21.8%	32 21.4% *	26 25.6% *	59 25.4%
NOT AT ALL SAFE.	597 47.6%	262 42.2%	335 53.0% A	187 41.3%	240 52.1% C	170 50.0% c	136 47.5%	70 45.0%	98 53.7% *	72 48.0%	158 45.2%	26 54.9% *	122 41.8%	20 41.8% *	152 46.6%	271 50.9% l	205 47.4% S	69 46.3% S*	40 39.7% *	78 33.2%
DK.	9 0.7%	7 1.1%	2 0.4%	2 0.4%	5 1.1%	2 0.7%	1 0.2%	- -	2 0.9% *	- -	1 0.3%	- *	3 1.0%	- *	- -	6 1.1%	1 0.3%	- *	- *	- -
NET: TOP 2 BOX	377 30.1%	252 40.6% B	125 19.8%	140 31.0%	125 27.1%	112 33.0% d	76 26.5%	56 35.9% H	37 20.4% *	48 31.8% h	131 37.4% FH	13 27.8% *	98 33.4%	19 39.6% *	95 29.2%	151 28.4%	132 30.5%	48 32.3% *	35 34.7% *	97 41.4% P
NET: BOTTOM 2 BOX	867 69.2%	362 58.3%	505 79.8% A	310 68.6%	330 71.9% e	226 66.4%	210 73.3% J	100 64.1%	144 78.7% Gi J*	103 68.2%	218 62.3%	34 72.2% *	192 65.6%	29 60.4% *	231 70.8%	375 70.5%	300 69.2% S	100 67.7% *	66 65.3% *	137 58.6%

- Column Means:  
Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDERED SAFE DURING PREGNANCY - ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY

Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
VERY SAFE.	147 11.7%	10 2.0%	5 9.6% A*	8 30.1% AB*	2 62.2% **	3 11.0% **	122 10.6%	25 24.4% F*	102 9.8%	45 21.6% H*	71 10.5%	39 10.5%	- 1.2% **	8 5.6%	100 11.8% m	25 6.4%	78 12.8% 0	38 9.1%	35 12.1%	58 23.7% QR
SOMEWHAT SAFE.	230 18.4%	64 12.2%	16 29.0% A*	16 59.2% AB*	- - **	2 7.1% **	215 18.7%	15 14.6% *	198 19.1%	28 13.7% *	111 16.4%	59 16.0%	5 12.5% **	24 15.8%	137 16.2%	61 15.6%	102 16.6%	79 19.0%	60 21.0%	48 19.7%
NOT VERY SAFE.	270 21.5%	138 26.4% C	24 42.6% AC*	2 9.1% *	- - **	6 23.0% **	249 21.6%	21 20.2% *	211 20.4%	59 28.3% h*	129 19.0%	110 29.8% J	11 27.4% **	35 22.9%	192 22.6%	109 27.7% P	126 20.6%	101 24.2%	69 24.1%	50 20.7%
NOT AT ALL SAFE.	597 47.6%	309 59.0% BC	10 18.8% C*	- 1.6% *	1 37.8% **	14 57.3% **	556 48.4%	41 39.0% *	518 50.0% I	73 35.2% *	364 53.5% K	158 42.8%	22 55.9% **	83 54.6%	413 48.8%	195 49.7%	301 49.3%	194 46.7% S	123 42.9%	88 35.9%
DK.	9 0.7%	2 0.4%	- - *	- - *	- - **	- 1.7% **	7 0.6%	2 1.8% *	7 0.6%	2 1.1% *	4 0.5%	3 0.9%	1 3.1% **	2 1.1%	4 0.5%	3 0.7%	4 0.7%	4 1.0%	- -	- -
NET: TOP 2 BOX	377 30.1%	74 14.2%	21 38.5% A*	24 89.3% AB*	2 62.2% **	4 18.0% **	337 29.3%	41 39.0% *	300 28.9%	73 35.4% *	182 26.9%	98 26.5%	5 13.7% **	32 21.4%	238 28.1%	86 22.0%	180 29.4% 0	117 28.1%	95 33.1%	106 43.4% Qr
NET: BOTTOM 2 BOX	867 69.2%	447 85.4% BC	34 61.5% C*	3 10.7% *	1 37.8% **	20 80.3% **	805 70.1%	62 59.2% *	729 70.4%	131 63.5% *	493 72.6%	268 72.6%	32 83.2% **	117 77.4%	605 71.4%	303 77.3% P	427 69.9%	295 70.9% S	192 66.9% s	138 56.6%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY  
 Base: TOTAL RESPONDENTS

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
VERY SAFE.	147 11.7%	6 7.0% *	67 23.3% ACDE	43 8.8%	13 5.8%	17 10.6%
SOMEWHAT SAFE.	230 18.4%	17 21.1% *	51 17.6%	90 18.6%	38 16.3%	34 20.7%
NOT VERY SAFE.	270 21.5%	18 22.5% *	69 24.0%	101 20.7%	52 22.2%	30 18.1%
NOT AT ALL SAFE.	597 47.6%	41 49.4% B*	100 34.7%	246 50.8% B	127 54.8% B	82 50.2% B
DK.	9 0.7%	- *	1 0.4%	5 1.1%	2 0.8%	1 0.4%
NET: TOP 2 BOX	377 30.1%	23 28.1% *	118 40.9% aCDe	133 27.4%	51 22.1%	51 31.3% d
NET: BOTTOM 2 BOX	867 69.2%	59 71.9% B*	170 58.7%	347 71.5% B	179 77.1% Be	112 68.3% b

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON-UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
VERY SAFE.	167 13.3%	122 19.7% B	45 7.1%	69 15.3%	56 12.1%	42 12.3%	38 13.4% h	25 16.3% H	10 5.6% *	21 14.0% H	57 16.3% H	6 13.4% *	41 14.1%	6 13.3% *	51 15.6%	61 11.4%	70 16.2%	24 16.3% *	14 13.3% *	44 19.0%
SOMEWHAT SAFE.	222 17.7%	123 19.8%	100 15.7%	80 17.6%	80 17.3%	63 18.4%	39 13.7%	30 19.0%	37 20.1% *	29 19.1%	75 21.3% f	6 12.6% *	55 18.7%	15 30.6% kNo*	52 16.1%	94 17.7%	68 15.6%	27 18.1% *	20 20.0% *	52 22.1%
NOT VERY SAFE.	265 21.1%	107 17.3%	158 24.9% A	107 23.6% e	101 22.0% e	57 16.7%	74 26.0%	30 19.3%	33 17.9% *	35 23.3%	69 19.6%	7 15.6% *	66 22.4%	10 21.3% *	74 22.6%	108 20.3%	91 20.9%	35 23.7% *	28 27.8% *	57 24.3%
NOT AT ALL SAFE.	587 46.8%	261 42.0%	326 51.6% A	191 42.3%	218 47.4%	177 52.0% C	131 45.8%	71 45.1%	103 56.2% iJ*	66 43.6%	149 42.6%	27 58.4% m*	124 42.4%	17 34.8% *	149 45.6%	264 49.5% m	204 47.1% S	62 41.8% *	40 38.9% *	80 34.2%
DK.	12 1.0%	8 1.3%	4 0.7%	6 1.2%	5 1.1%	2 0.6%	3 1.1%	- 0.3%	- 0.2% *	- -	1 0.3%	- -	7 2.3% n	- -	- 0.1%	5 1.0%	1 0.2%	- -	- -	1 0.5%
NET: TOP 2 BOX	389 31.0%	245 39.4% B	144 22.8%	149 32.9%	135 29.5%	105 30.7%	77 27.1%	55 35.2%	47 25.7% *	50 33.2%	132 37.5% FH	12 26.0% *	96 32.9%	21 43.9% o*	103 31.7%	155 29.1%	138 31.8%	51 34.4% *	34 33.3% *	96 41.1% p
NET: BOTTOM 2 BOX	852 68.0%	368 59.3%	484 76.5% A	298 65.9%	319 69.5%	234 68.7%	205 71.8% j	101 64.5%	136 74.1% J*	101 66.8%	218 62.1%	35 74.0% *	190 64.9%	27 56.1% *	222 68.2%	372 69.9% m	294 68.0% s	97 65.6% *	68 66.7% *	137 58.4%

- Column Means:

Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDERED SAFE DURING PREGNANCY - TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY  
 Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
VERY SAFE.	167 13.3%	18 3.4%	9 15.6% A*	13 49.5% AB*	2 62.2% **	4 14.2% **	138 12.0%	29 28.2% F*	115 11.1%	52 25.0% H*	72 10.6%	52 14.1%	2 5.5% **	9 6.3%	110 13.0% M	38 9.8%	78 12.7%	53 12.7%	50 17.5%	50 20.3% Q
SOMEWHAT SAFE.	222 17.7%	70 13.3%	18 32.2% A*	8 29.6% A*	- - **	4 17.2% **	204 17.7%	18 17.8% *	196 18.9%	25 12.2% *	110 16.2%	67 18.1%	7 17.8% **	26 16.9%	139 16.4%	62 15.9%	105 17.2%	69 16.5%	46 15.9%	59 24.0% QR
NOT VERY SAFE.	265 21.1%	125 23.9%	24 43.4% AC*	5 19.1% *	- - **	4 14.3% **	249 21.7%	16 15.1% *	211 20.4%	54 26.1% *	141 20.7%	84 22.7%	12 31.7% **	29 19.1%	183 21.6%	88 22.5%	130 21.4%	92 22.3%	69 24.1%	55 22.7%
NOT AT ALL SAFE.	587 46.8%	307 58.6% BC	5 8.8% *	- 1.8% *	1 37.8% **	13 52.7% **	547 47.6%	40 38.3% *	506 48.8% I	75 36.2% *	353 52.0% k	162 43.8%	16 42.0% **	87 57.5% n	408 48.2%	201 51.2%	292 47.9%	197 47.3% S	122 42.5% S	80 33.0%
DK.	12 1.0%	4 0.8%	- - *	- - *	- - **	- 1.7% **	12 1.0%	1 0.6% *	8 0.8%	1 0.5% *	3 0.5%	5 1.2%	1 3.1% **	- 0.3%	6 0.7%	3 0.7%	5 0.8%	5 1.2%	- -	- -
NET: TOP 2 BOX	389 31.0%	88 16.7%	26 47.8% A*	21 79.1% AB*	2 62.2% **	8 31.4% **	341 29.7%	48 46.0% F*	311 30.0%	77 37.1% *	182 26.8%	119 32.3%	9 23.2% **	35 23.2%	249 29.4%	101 25.6%	183 29.9%	122 29.3%	96 33.4%	108 44.4% QR
NET: BOTTOM 2 BOX	852 68.0%	432 82.5% BC	29 52.2% C*	6 20.9% *	1 37.8% **	17 66.9% **	796 69.3% G	55 53.4% *	716 69.2%	129 62.4% *	494 72.7%	246 66.5%	28 73.7% **	116 76.6%	591 69.8%	289 73.7%	423 69.2%	289 69.6% S	192 66.6% S	136 55.6%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY  
 Base: TOTAL RESPONDENTS

Total	REGION					
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
VERY SAFE.	167 13.3%	5 6.0% *	73 25.1% ACDE	54 11.2%	15 6.6%	20 12.0% d
SOMEWHAT SAFE.	222 17.7%	17 20.8% *	54 18.7%	76 15.6%	48 20.8%	27 16.5%
NOT VERY SAFE.	265 21.1%	21 25.2% *	68 23.6%	96 19.8%	43 18.6%	37 22.4%
NOT AT ALL SAFE.	587 46.8%	39 48.1% B*	93 32.0%	253 52.1% B	124 53.2% B	78 47.7% B
DK.	12 1.0%	- *	2 0.6%	7 1.4%	2 0.8%	2 1.4%
NET: TOP 2 BOX	389 31.0%	22 26.7% *	127 43.8% ACDE	130 26.8%	64 27.4%	47 28.5%
NET: BOTTOM 2 BOX	852 68.0%	60 73.3% B*	161 55.6%	349 71.9% B	167 71.8% B	115 70.2% B

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
VERY SAFE.	257 20.5%	173 27.8% B	84 13.3%	101 22.4%	88 19.1%	68 19.9%	49 17.1%	41 26.3% fH	19 10.4% *	33 21.9% H	95 27.0% FH	8 16.3% *	64 21.8%	11 22.6% *	64 19.7%	111 20.8%	100 23.0%	31 21.2% *	27 26.2% *	71 30.5%
SOMEWHAT SAFE.	259 20.7%	111 17.9%	148 23.4% a	96 21.3%	87 19.0%	75 22.1%	56 19.7%	27 17.1%	36 19.7% *	31 20.5%	80 22.9%	8 16.0% *	64 21.7%	9 18.6% *	80 24.7% o	99 18.5%	79 18.2%	37 24.7% *	19 19.0% *	55 23.4%
NOT VERY SAFE.	216 17.3%	99 15.9%	118 18.6%	96 21.2% E	76 16.5%	45 13.1%	59 20.5% j	25 15.8%	40 21.9% j*	26 17.2%	48 13.6%	8 18.0% *	55 18.8%	12 25.9% *	59 18.0%	82 15.4%	76 17.4%	30 20.3% *	22 21.9% *	46 19.8%
NOT AT ALL SAFE.	512 40.8%	233 37.6%	279 44.1% a	157 34.8%	203 44.1% C	152 44.5% C	121 42.4%	63 40.1%	87 47.7% j*	61 40.5%	127 36.2%	23 49.7% *	107 36.7%	15 30.6% *	123 37.6%	236 44.4%	178 41.0% S	50 33.8% *	33 32.9% *	62 26.3%
DK.	9 0.7%	5 0.9%	4 0.6%	2 0.4%	6 1.3%	1 0.3%	1 0.2%	1 0.7%	- 0.2% *	- -	1 0.3%	- -	3 1.0%	1 2.2% N*	- -	5 0.9%	1 0.2%	- -	- -	- -
NET: TOP 2 BOX	516 41.2%	284 45.7% B	232 36.8%	198 43.7%	175 38.1%	143 42.1%	105 36.8%	68 43.4% H	55 30.1% *	64 42.4% h	175 49.9% FH	15 32.3% *	127 43.5%	20 41.2% *	145 44.4%	209 39.3%	179 41.3%	68 45.9% *	46 45.2% *	126 53.9% P
NET: BOTTOM 2 BOX	728 58.1%	332 53.4%	397 62.7% A	253 55.9%	279 60.6%	196 57.6%	180 63.0% J	87 55.9%	128 69.6% Gi J*	87 57.6%	175 49.8%	32 67.7% *	162 55.5%	27 56.6% *	181 55.6%	318 59.8%	253 58.5% S	80 54.1% *	56 54.8% *	108 46.1%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDERED SAFE DURING PREGNANCY - A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
VERY SAFE.	257 20.5%	38 7.2%	19 34.6% A*	21 78.2% AB*	2 62.2% **	5 21.2% **	219 19.1%	38 36.6% F*	196 18.9%	61 29.3% H*	119 17.5%	77 20.9%	4 11.4% **	23 15.3%	166 19.6%	62 15.8%	123 20.2%	71 17.1%	82 28.5% Q	77 31.5% Q
SOMEWHAT SAFE.	259 20.7%	108 20.7%	30 54.9% AC*	4 15.4% *	- - **	5 20.9% **	248 21.6% g	11 10.3% *	218 21.0%	37 18.0% *	131 19.2%	88 24.0%	10 25.0% **	23 15.3%	181 21.3%	80 20.3%	129 21.1%	88 21.2%	57 19.8%	55 22.7%
NOT VERY SAFE.	216 17.3%	111 21.3% BC	3 5.8% *	2 6.4% *	- - **	2 7.0% **	202 17.6%	14 13.9% *	178 17.1%	38 18.4% *	111 16.4%	63 17.1%	10 25.9% **	31 20.7%	133 15.7%	80 20.3% P	91 14.9%	90 21.7%	47 16.3%	40 16.5%
NOT AT ALL SAFE.	512 40.8%	263 50.2% BC	3 4.7% *	- - **	1 37.8% **	12 49.3% **	472 41.0%	40 38.6% *	437 42.1%	70 33.8% *	315 46.4% K	137 37.1%	13 34.7% **	73 48.3%	363 42.8%	168 42.9%	263 43.1%	162 39.1% S	102 35.4%	71 29.2%
DK.	9 0.7%	3 0.6%	- - *	- - *	- - **	- 1.7% **	8 0.7%	1 0.6% *	8 0.8%	1 0.5% *	4 0.5%	3 0.9%	1 3.1% **	- 0.3%	4 0.5%	3 0.7%	4 0.7%	4 0.9%	- -	- -
NET: TOP 2 BOX	516 41.2%	146 27.9%	50 89.5% A*	25 93.6% A*	2 62.2% **	10 42.1% **	467 40.7%	49 46.9% *	414 40.0%	98 47.3% *	249 36.7%	166 44.9% j	14 36.3% **	46 30.7%	347 40.9% M	142 36.1%	252 41.3%	159 38.3%	139 48.3% Q	132 54.3% Q
NET: BOTTOM 2 BOX	728 58.1%	374 71.5% BC	6 10.5% *	2 6.4% *	1 37.8% **	14 56.2% **	673 58.6%	55 52.5% *	614 59.3%	108 52.1% *	426 62.8% K	200 54.2%	23 60.6% **	105 69.1% N	496 58.5%	248 63.2%	354 58.0%	252 60.7% rS	149 51.7%	112 45.7%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q6. HOW MUCH ALCOHOL IS CONSIDERED SAFE DURING PREGNANCY - A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY  
 Base: TOTAL RESPONDENTS

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
VERY SAFE.	257 20.5%	7 9.0% *	92 31.9% ACDE	90 18.6% A	35 15.3%	32 19.2% A
SOMEWHAT SAFE.	259 20.7%	23 28.6% ce*	61 21.1%	93 19.2%	50 21.5%	32 19.3%
NOT VERY SAFE.	216 17.3%	19 23.0% D*	52 18.1%	83 17.1%	31 13.4%	31 18.8%
NOT AT ALL SAFE.	512 40.8%	32 39.4% b*	81 28.1%	215 44.3% B	114 49.0% B	69 42.3% B
DK.	9 0.7%	- -	2 0.8%	4 0.8%	2 0.8%	1 0.4%
NET: TOP 2 BOX	516 41.2%	31 37.6% *	153 53.0% ACDE	183 37.8%	85 36.8%	63 38.5%
NET: BOTTOM 2 BOX	728 58.1%	51 62.4% B*	134 46.2%	298 61.4% B	145 62.4% B	100 61.1% B

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - TOP 2 BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY	260 20.8%	202 32.6% B	58 9.2%	91 20.2%	83 18.1%	86 25.1% D	50 17.4%	43 27.2% FH	23 12.8% *	34 22.4% h	89 25.3% FH	10 21.4% *	70 24.0%	12 26.1% *	69 21.1%	98 18.3%	98 22.7%	30 19.9% *	25 24.8% *	66 28.2%
ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY	377 30.1%	252 40.6% B	125 19.8%	140 31.0%	125 27.1%	112 33.0% d	76 26.5%	56 35.9% H	37 20.4% *	48 31.8% h	131 37.4% FH	13 27.8% *	98 33.4%	19 39.6% *	95 29.2%	151 28.4%	132 30.5%	48 32.3% *	35 34.7% *	97 41.4% P
TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY	389 31.0%	245 39.4% B	144 22.8%	149 32.9%	135 29.5%	105 30.7%	77 27.1%	55 35.2%	47 25.7% *	50 33.2%	132 37.5% FH	12 26.0% *	96 32.9%	21 43.9% o*	103 31.7%	155 29.1%	138 31.8%	51 34.4% *	34 33.3% *	96 41.1% P
A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY	516 41.2%	284 45.7% B	232 36.8%	198 43.7%	175 38.1%	143 42.1%	105 36.8%	68 43.4% H	55 30.1% *	64 42.4% h	175 49.9% FH	15 32.3% *	127 43.5%	20 41.2% *	145 44.4%	209 39.3%	179 41.3%	68 45.9% *	46 45.2% *	126 53.9% P

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - TOP 2 BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY	260 20.8%	37 7.1%	6 11.2% *	9 32.4% AB*	2 62.2% **	4 16.9% **	228 19.9%	32 30.8% f*	199 19.2%	59 28.4% H*	125 18.4%	62 16.8%	3 8.0% **	20 13.1%	162 19.2%	55 13.9%	125 20.5% 0	84 20.2%	65 22.6%	75 30.5% Qr
ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY	377 30.1%	74 14.2%	21 38.5% A*	24 89.3% AB*	2 62.2% **	4 18.0% **	337 29.3%	41 39.0% *	300 28.9%	73 35.4% *	182 26.9%	98 26.5%	5 13.7% **	32 21.4%	238 28.1%	86 22.0%	180 29.4% 0	117 28.1%	95 33.1%	106 43.4% Qr
TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY	389 31.0%	88 16.7%	26 47.8% A*	21 79.1% AB*	2 62.2% **	8 31.4% **	341 29.7%	48 46.0% F*	311 30.0%	77 37.1% *	182 26.8%	119 32.3%	9 23.2% **	35 23.2%	249 29.4%	101 25.6%	183 29.9%	122 29.3%	96 33.4%	108 44.4% QR
A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY	516 41.2%	146 27.9%	50 89.5% A*	25 93.6% A*	2 62.2% **	10 42.1% **	467 40.7%	49 46.9% *	414 40.0%	98 47.3% *	249 36.7%	166 44.9% j	14 36.3% **	46 30.7%	347 40.9% M	142 36.1%	252 41.3%	159 38.3%	139 48.3% Q	132 54.3% Q

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q6. HOW MUCH ALCOHOL IS CONSIDERED SAFE DURING PREGNANCY - TOP 2 BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY	260 20.8%	14 17.4% *	93 32.1% ACDE	89 18.4%	33 14.3%	30 18.5%
ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY	377 30.1%	23 28.1% *	118 40.9% aCDe	133 27.4%	51 22.1%	51 31.3% d
TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY	389 31.0%	22 26.7% *	127 43.8% ACDE	130 26.8%	64 27.4%	47 28.5%
A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY	516 41.2%	31 37.6% *	153 53.0% ACDE	183 37.8%	85 36.8%	63 38.5%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - BOTTOM 2 BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY	981 78.3%	412 66.4%	569 90.0% A	359 79.4%	368 80.1% e	254 74.5%	235 82.1% gj	113 72.0%	159 87.0% Gi J*	117 77.3%	260 74.0%	37 78.6% *	219 75.0%	35 73.9% *	256 78.7%	427 80.2%	334 77.2%	117 78.8% *	76 75.2% *	166 71.2% *
ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY	867 69.2%	362 58.3%	505 79.8% A	310 68.6%	330 71.9% e	226 66.4%	210 73.3% J	100 64.1%	144 78.7% Gi J*	103 68.2%	218 62.3%	34 72.2% *	192 65.6%	29 60.4% *	231 70.8%	375 70.5%	300 69.2% S	100 67.7% *	66 65.3% *	137 58.6% *
TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY	852 68.0%	368 59.3%	484 76.5% A	298 65.9%	319 69.5%	234 68.7%	205 71.8% j	101 64.5%	136 74.1% J*	101 66.8%	218 62.1%	35 74.0% *	190 64.9%	27 56.1% *	222 68.2%	372 69.9% m	294 68.0% s	97 65.6% *	68 66.7% *	137 58.4% *
A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY	728 58.1%	332 53.4%	397 62.7% A	253 55.9%	279 60.6%	196 57.6%	180 63.0% J	87 55.9%	128 69.6% Gi J*	87 57.6%	175 49.8%	32 67.7% *	162 55.5%	27 56.6% *	181 55.6%	318 59.8%	253 58.5% S	80 54.1% *	56 54.8% *	108 46.1% *

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDER SAFE DURING PREGNANCY - BOTTOM 2 BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY	981 78.3%	482 92.1% C	49 87.5% C*	18 67.6% *	1 37.8% **	20 81.4% **	910 79.2%	71 68.6% *	827 79.9% i	147 71.1% *	548 80.7%	303 82.2%	34 89.0% **	130 85.8% *	677 80.0%	335 85.3% P	479 78.4%	327 78.8% S	222 77.3% s	168 68.7% s
ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY	867 69.2%	447 85.4% BC	34 61.5% C*	3 10.7% *	1 37.8% **	20 80.3% **	805 70.1%	62 59.2% *	729 70.4%	131 63.5% *	493 72.6%	268 72.6%	32 83.2% **	117 77.4%	605 71.4%	303 77.3% P	427 69.9%	295 70.9% S	192 66.9% s	138 56.6% s
TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY	852 68.0%	432 82.5% BC	29 52.2% C*	6 20.9% *	1 37.8% **	17 66.9% **	796 69.3% G	55 53.4% *	716 69.2%	129 62.4% *	494 72.7%	246 66.5%	28 73.7% **	116 76.6%	591 69.8%	289 73.7%	423 69.2%	289 69.6% S	192 66.6% S	136 55.6% S
A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY	728 58.1%	374 71.5% BC	6 10.5% *	2 6.4% *	1 37.8% **	14 56.2% **	673 58.6%	55 52.5% *	614 59.3%	108 52.1% *	426 62.8% K	200 54.2%	23 60.6% **	105 69.1% N	496 58.5%	248 63.2%	354 58.0%	252 60.7% rS	149 51.7%	112 45.7%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q6. HOW MUCH ALCOHOL IS CONSIDERED SAFE DURING PREGNANCY - BOTTOM 2 BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
ONE ALCOHOLIC DRINK EACH WEEK DURING THE PREGNANCY	981 78.3%	67 82.2% B*	194 67.2%	392 80.7% B	196 84.2% B	132 80.3% B
ONE ALCOHOLIC DRINK EACH MONTH DURING THE PREGNANCY	867 69.2%	59 71.9% B*	170 58.7%	347 71.5% B	179 77.1% Be	112 68.3% b
TWO ALCOHOLIC DRINKS ON TWO OR THREE DIFFERENT OCCASIONS DURING THE PREGNANCY	852 68.0%	60 73.3% B*	161 55.6%	349 71.9% B	167 71.8% B	115 70.2% B
A TOTAL OF ONE OR TWO ALCOHOLIC DRINKS DURING THE PREGNANCY	728 58.1%	51 62.4% B*	134 46.2%	298 61.4% B	145 62.4% B	100 61.1% B

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q7. PARTNER'S INFLUENCE ON DRINKING WHILE PREGNANT  
Base: TOTAL WOMEN

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADPS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	800	-	800	131	340	329	172	103	92	115	236	34	123	24	235	382	305	90	60	111
Base	633	-	633	217	240	176	151	81	84	81	162	27	129	18	181	274	224	76	43	100
MORE LIKELY.	48 7.6%	-	48 7.6%	26 12.1% DE*	13 5.3%	9 5.3%	9 5.7%	11 14.2% fj*	6 7.7%	6 7.0%	11 6.7%	2 7.9% **	16 12.3% n*	- 2.7% **	10 5.5%	20 7.1%	13 5.7%	1 1.7% *	4 10.3% Q*	14 13.7% PQ*
LESS LIKELY.	19 3.0%	-	19 3.0%	6 2.6% *	9 3.9%	4 2.4%	8 5.5%	3 3.2% *	3 3.0% *	1 1.8% *	3 2.0%	3 9.5% **	4 3.0% *	- - **	5 2.7%	8 2.9%	3 1.5%	2 2.9% *	2 3.9% *	2 2.2% *
NO DIFFERENCE.	548 86.7%	-	548 86.7%	181 83.7% *	210 87.6%	157 89.3%	131 86.9%	65 79.6% *	74 88.7% *	72 88.9% *	145 89.1% g	22 81.0% **	106 82.2% *	16 89.1% **	163 89.9%	239 87.3%	206 92.0% S	72 94.3% S*	36 84.6% *	83 82.6% *
(DO NOT READ:) DON'T USE ALCOHOL.	16 2.5%	-	16 2.5%	4 1.7% *	7 2.8%	5 3.1%	3 2.0%	2 3.0% *	- 0.5% *	2 2.2% *	3 1.5%	- 1.5% **	3 2.5% *	1 8.1% **	3 1.6%	7 2.5%	2 0.8%	1 1.2% *	- 1.1% *	1 1.4% *
(DO NOT READ:) DON'T KNOW.	1 0.2%	-	1 0.2%	- - *	1 0.4%	-	-	-	-	-	1 0.6%	-	-	-	1 0.3%	-	-	-	-	-

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q7. PARTNER'S INFLUENCE ON DRINKING WHILE PREGNANT  
Base: TOTAL WOMEN

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH				
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)		
Unweighted Base	800	642	75	41	4	38	759	41	709	85	617	182	24	85	685	189	583	251	197	134	
Base	633	523	55	26	3	25	601	32	557	72	400	231	23	73	531	235	373	213	151	94	
MORE LIKELY.	48 7.6%	30 5.7%	10 18.0% A*	5 19.3% A*	- 15.4% **	3 11.5% **	45 7.5%	3 10.3% *	41 7.4%	7 9.9% *	17 4.1%	32 13.6% J	- **	6 8.7% *	41 7.7%	24 10.1%	23 6.1%	14 6.3%	11 7.2%	12 12.3% *	
LESS LIKELY.	19 3.0%	17 3.2%	2 3.1% *	1 3.4% *	- **	- **	18 3.0%	1 3.8% *	12 2.2%	6 8.5% H*	12 3.0%	7 3.1%	- **	3 3.9% *	16 3.1%	9 3.8%	9 2.5%	9 4.1%	2 1.5%	1 0.9% *	
NO DIFFERENCE.	548 86.7%	463 88.4% Bc	43 78.1% *	20 77.3% *	2 84.6% **	20 79.8% **	523 87.0%	26 81.8% *	491 88.3% I	54 75.5% *	358 89.4% K	190 82.0%	23 100.0% **	61 82.7% *	461 86.9%	198 84.2%	330 88.5%	190 89.1%	136 89.7%	80 85.2% *	
(DO NOT READ:) DON'T USE ALCOHOL.	16 2.5%	13 2.5%	- 0.8% *	- **	- **	2 8.6% **	14 2.4%	1 4.1% *	11 2.0%	4 6.1% h*	13 3.2%	3 1.3%	- **	3 4.7% *	11 2.1%	4 1.7%	11 2.8%	1 0.5%	2 1.6%	1 1.5% *	
(DO NOT READ:) DON'T KNOW.	1 0.2%	1 0.2%	- *	- *	- **	- **	1 0.2%	- *	1 0.2%	- *	1 0.3%	- **	- **	- *	1 0.2%	- 0.2%	1 0.1%	- -	- -	- -	- *

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q7. PARTNER'S INFLUENCE ON DRINKING WHILE PREGNANT  
 Base: TOTAL WOMEN

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	800	98	212	220	155	115
Base	633	42	144	247	115	84
MORE LIKELY.	48 7.6%	1 1.9% *	10 7.1% d	26 10.6% D	2 2.1%	8 10.0% D*
LESS LIKELY.	19 3.0%	- 0.6% *	3 2.1%	7 2.9%	2 2.1%	6 7.6% Bcd*
NO DIFFERENCE.	548 86.7%	40 95.5% cE*	127 88.0% E	211 85.2%	105 91.6% E	65 77.7% *
(DO NOT READ:) DON'T USE ALCOHOL.	16 2.5%	- 0.6% *	4 2.8%	3 1.3%	4 3.8%	4 4.7% C*
(DO NOT READ:) DON'T KNOW.	1 0.2%	1 1.3% *	-	-	- 0.4%	- *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q8. SOCIAL GATHERING'S INFLUENCE ON DRINKING WHILE PREGNANT  
 Base: TOTAL WOMEN

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON-UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	800	-	800	131	340	329	172	103	92	115	236	34	123	24	235	382	305	90	60	111
Base	633	-	633	217	240	176	151	81	84	81	162	27	129	18	181	274	224	76	43	100
MORE LIKELY.	24 3.8%	-	24 3.8%	8 3.8%*	10 4.3%	6 3.2%	9 5.8%	4 4.6%*	3 3.0%	3 3.7%*	4 2.2%	2 6.6%**	3 2.5%*	1 5.9%**	8 4.5%	10 3.6%	8 3.7%	2 2.4%*	- 1.1%*	9 8.7%*
LESS LIKELY.	44 7.0%	-	44 7.0%	23 10.7% de*	13 5.3%	8 4.5%	17 11.5% HJ	10 12.6% Hi J*	1 1.1%*	4 4.9%*	6 3.7%	3 9.7%**	11 8.5%*	- **	11 6.1%	19 7.0%	13 5.8%	8 10.3%*	2 4.6%*	7 6.7%*
NO DIFFERENCE.	552 87.3%	-	552 87.3%	184 85.0%*	210 87.4%	158 90.0%	123 81.5%	64 78.9%*	79 94.2% FG*	72 89.2% g*	150 92.5% FG	22 82.2%**	113 87.3%*	16 86.6%**	162 89.1%	238 86.8%	199 88.7%	66 86.8%*	40 94.2%*	84 84.5%*
(DO NOT READ:) DON' T USE ALCOHOL.	12 1.9%	-	12 1.9%	1 0.5%*	7 3.0%	4 2.2%	2 1.1%	3 3.9%*	1 1.7%*	2 2.2%*	3 1.5%	- 1.5%**	2 1.6%*	1 7.4%**	- 0.2%	7 2.6% n	4 1.8%	- 0.6%*	- *	- *
(DO NOT READ:) DON' T KNOW.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q8. SOCIAL GATHERING'S INFLUENCE ON DRINKING WHILE PREGNANT  
Base: TOTAL WOMEN

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH				
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)		
Unweighted Base	800	642	75	41	4	38	759	41	709	85	617	182	24	85	685	189	583	251	197	134	
Base	633	523	55	26	3	25	601	32	557	72	400	231	23	73	531	235	373	213	151	94	
MORE LIKELY.	24 3.8%	12 2.4%	6 11.4% A*	5 17.6% A*	1 28.9% **	- - **	21 3.5%	3 9.5% f*	22 3.9%	2 3.0% *	13 3.1%	12 5.0%	- **	5 6.3% *	20 3.7%	12 4.9%	11 2.9%	9 4.1%	4 2.9%	6 6.5% *	
LESS LIKELY.	44 7.0%	32 6.1%	8 14.9% A*	2 9.1% *	- 15.4% **	1 4.5% **	38 6.3%	6 20.2% F*	35 6.3%	8 11.3% *	23 5.7%	21 9.2%	2 8.0% **	5 6.7% *	36 6.8%	20 8.5%	23 6.1%	10 4.7%	11 7.2%	8 8.2% *	
NO DIFFERENCE.	552 87.3%	469 89.7% BC	40 72.9% *	19 73.3% *	2 55.7% **	22 86.8% **	531 88.4% G	21 66.1% *	492 88.4%	58 80.6% *	353 88.2%	198 85.6%	20 87.4% **	62 85.2% *	466 87.8%	200 85.2%	332 89.1%	191 89.5%	135 89.2%	80 85.2% *	
(DO NOT READ:) DON'T USE ALCOHOL.	12 1.9%	10 1.8%	- 0.8% *	- - *	- - **	2 8.6% **	11 1.8%	1 4.1% *	8 1.5%	4 5.1% h*	12 2.9% k	- 0.2%	1 4.5% **	1 1.8% *	9 1.7%	3 1.4%	7 2.0%	3 1.6%	1 0.7%	- - *	
(DO NOT READ:) DON'T KNOW.	-	-	- *	- *	- **	- **	- *	- *	- *	- *	- *	- *	- **	- *	- *	- *	- *	- *	- *	- *	- *

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q8. SOCIAL GATHERING'S INFLUENCE ON DRINKING WHILE PREGNANT  
 Base: TOTAL WOMEN

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	800	98	212	220	155	115
Base	633	42	144	247	115	84
MORE LIKELY.	24 3.8%	1 2.6% *	12 8.4% CD	5 2.1%	1 0.8%	5 5.7% D*
LESS LIKELY.	44 7.0%	2 3.8% *	8 5.5%	21 8.5%	5 4.3%	9 10.1% d*
NO DIFFERENCE.	552 87.3%	39 93.0% *	119 82.5%	219 88.8%	105 91.5% BE	69 82.5% *
(DO NOT READ:) DON' T USE ALCOHOL.	12 1.9%	- 0.6% *	5 3.5% c	2 0.6%	4 3.3% c	1 1.7% *
(DO NOT READ:) DON' T KNOW.	-	- *	-	-	-	- *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q9. WHAT RESPONDENT WOULD DO FOR PARTNER - ENCOURAGE HER TO STOP ALL ALCOHOL USE  
 Base: TOTAL MEN

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	453	453	-	97	169	187	77	59	64	54	162	16	94	25	96	217	155	47	44	91
Base	620	620	-	236	220	165	135	75	99	70	188	20	163	30	145	258	209	72	59	134
YES.	548	548	-	199	203	146	119	67	94	58	169	19	142	26	120	238	182	63	53	114
	88.3%	88.3%	-	84.2%*	92.5% <sub>c</sub>	88.7%	87.9%*	88.6%*	94.9% <sub>i</sub> *	83.4%*	89.9%	95.4% <sub>**</sub>	86.8%*	88.3% <sub>**</sub>	82.7%*	92.0% <sub>n</sub>	87.0%	87.2%*	90.6% <sub>**</sub>	85.3%*
NO.	51	51	-	27	11	13	5	8	2	10	17	1	13	2	19	16	15	6	4	20
	8.3%	8.3%	-	11.6%*	5.0%	7.8%	3.6%*	10.5% <sub>h</sub> *	1.6%*	14.8% <sub>fh</sub> *	9.0% <sub>h</sub>	4.6% <sub>**</sub>	7.9%*	6.4% <sub>**</sub>	13.4%*	6.3%	7.4%	8.0%*	7.2% <sub>**</sub>	14.7%*
(DO NOT READ) DON' T USE ALCOHOL.	20	20	-	10	6	5	11	1	4	1	1	-	9	2	6	4	12	3	1	-
	3.3%	3.3%	-	4.1%*	2.5%	3.1%	8.5% <sub>j</sub> *	0.9%*	3.6%*	1.8%*	0.7%	- <sub>**</sub>	5.3%*	5.2% <sub>**</sub>	4.0%*	1.4%	5.6% <sub>s</sub>	3.9%*	2.2% <sub>**</sub>	-
(DO NOT READ) DON' T KNOW.	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-
	0.1%	0.1%	-	- <sub>*</sub>	-	0.4%	- <sub>*</sub>	- <sub>*</sub>	- <sub>*</sub>	- <sub>*</sub>	0.4%	- <sub>**</sub>	- <sub>*</sub>	- <sub>**</sub>	- <sub>*</sub>	0.3%	-	1.0% <sub>*</sub>	- <sub>**</sub>	- <sub>*</sub>

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q9. WHAT RESPONDENT WOULD DO FOR PARTNER - ENCOURAGE HER TO STOP ALL ALCOHOL USE  
Base: TOTAL MEN

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH		
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	453	-	-	-	-	410	43	368	81	259	79	13	56	265	94	229	129	97	121
Base	620	-	-	-	-	548	72	479	135	279	138	16	78	316	158	238	202	137	150
YES.	548	-	-	-	-	492	56	436	105	245	118	16	73	269	141	203	181	117	129
	88.3%	-	-	-	-	89.8%	77.3%**	91.1% I	77.9%*	87.9%	85.7%*	100.0%**	93.3%*	85.1%	89.3%*	85.4%	89.6%*	85.6%*	86.0%*
NO.	51	-	-	-	-	37	15	26	25	20	19	-	1	37	11	28	6	20	19
	8.3%	-	-	-	-	6.7%	20.1%**	5.5%	18.5% H*	7.2%	13.8%*	-	1.2%*	11.8% M	6.7%*	11.6%	3.2%*	14.4% Q*	12.7% Q*
(DO NOT READ) DON'T USE ALCOHOL.	20	-	-	-	-	18	2	16	5	13	1	-	4	9	6	6	15	-	1
	3.3%	-	-	-	-	3.4%	2.6%**	3.2%	3.6%*	4.6%	0.5%*	-	5.5%*	2.9%	4.0%*	2.6%	7.2% Rs*	-	0.8%*
(DO NOT READ) DON'T KNOW.	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	1	-	-	1
	0.1%	-	-	-	-	0.1%	-	0.1%	-	0.3%	-	-	-	0.2%	-	0.3%	-	-	0.5%*

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q9. WHAT RESPONDENT WOULD DO FOR PARTNER - ENCOURAGE HER TO STOP ALL ALCOHOL USE  
 Base: TOTAL MEN

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	453	52	88	131	97	85
Base	620	40	145	238	117	80
YES.	548 88.3%	39 96.2% B*	103 70.8% *	219 91.7% B	111 95.1% B*	77 96.1% B*
NO.	51 8.3%	1 2.3% *	31 21.2% ACDE*	14 6.0%	3 2.4% *	3 3.1% *
(DO NOT READ) DON' T USE ALCOHOL.	20 3.3%	1 1.5% *	12 8.0% e*	5 2.3%	2 1.8% *	1 0.8% *
(DO NOT READ) DON' T KNOW.	1 0.1%	- *	- *	- -	1 0.6% *	- *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q9. WHAT RESPONDENT WOULD DO FOR PARTNER - STOP DRINKING YOURSELF DURING HER PREGNANCY  
 Base: TOTAL MEN

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	453	453	-	97	169	187	77	59	64	54	162	16	94	25	96	217	155	47	44	91
Base	620	620	-	236	220	165	135	75	99	70	188	20	163	30	145	258	209	72	59	134
YES.	362 58.4%	362 58.4%	-	151 63.9% E*	130 58.9%	82 49.8%	94 69.5% J*	44 58.4% *	62 62.9% *	42 59.5% *	95 50.7%	15 75.0% **	105 64.3% N*	19 64.3% **	67 46.3% *	156 60.2% n	139 66.7% S	44 61.5% S*	38 64.8% **	53 39.8% *
NO.	183 29.5%	183 29.5%	-	48 20.5% *	71 32.2% c	64 38.9% C	17 12.5% *	20 27.1% f*	29 29.4% F*	21 29.8% f*	78 41.2% Fg	3 14.1% **	36 22.0% *	9 30.4% **	50 34.4% *	84 32.4%	48 23.1%	21 29.5% *	21 35.2% **	77 57.4% PQ*
(DO NOT READ) DON' T USE ALCOHOL.	61 9.9%	61 9.9%	-	34 14.5% d*	13 6.0%	14 8.5%	22 16.1% j*	7 9.5% *	7 7.1% *	7 9.7% *	13 6.9%	2 10.9% **	19 11.7% *	2 5.2% **	21 14.5% o*	17 6.5%	20 9.6% S	3 3.9% *	- - *	- - *
(DO NOT READ) DON' T KNOW.	14 2.2%	14 2.2%	-	3 1.1% *	7 3.0%	5 2.9%	3 1.9% *	4 5.0% *	1 0.6% *	1 1.0% *	2 1.2%	- **	3 2.0% *	- **	7 4.8% o*	2 0.9%	1 0.6%	4 5.2% p*	- **	4 2.8% *

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q9. WHAT RESPONDENT WOULD DO FOR PARTNER - STOP DRINKING YOURSELF DURING HER PREGNANCY  
Base: TOTAL MEN

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH		
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	453	-	-	-	-	410	43	368	81	259	79	13	56	265	94	229	129	97	121
Base	620	-	-	-	-	548	72	479	135	279	138	16	78	316	158	238	202	137	150
YES.	362 58.4%	-	-	-	-	311 56.7%	52 71.3%**	274 57.3%	82 60.4%*	146 52.4%	86 62.5%*	11 67.7%**	51 65.8%*	167 52.9%	98 62.1%*	121 50.8%	150 74.0% rS*	82 60.3% S*	56 37.1% *
NO.	183 29.5%	-	-	-	-	165 30.1%	18 25.4%**	146 30.5%	37 27.5%*	99 35.7%	39 28.0%*	5 32.3%**	18 23.0%*	111 35.1%	43 27.1%*	91 38.3%	31 15.1%*	47 34.7% Q*	92 61.2% QR*
(DO NOT READ) DON'T USE ALCOHOL.	61 9.9%	-	-	-	-	59 10.8%	2 2.6%**	52 10.9%	9 6.6%*	27 9.6%	13 9.6%*	-	8 10.5%*	32 10.2%	17 10.5%*	23 9.7%	22 10.9% RS*	1 0.5%*	-
(DO NOT READ) DON'T KNOW.	14 2.2%	-	-	-	-	13 2.4%	1 0.8%**	6 1.3%	7 5.5% h*	6 2.3%	-	-	1 0.7%*	6 1.8%	1 0.4%*	3 1.2%	-	6 4.6% Q*	3 1.7% *

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q9. WHAT RESPONDENT WOULD DO FOR PARTNER - STOP DRINKING YOURSELF DURING HER PREGNANCY  
 Base: TOTAL MEN

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	453	52	88	131	97	85
Base	620	40	145	238	117	80
YES.	362 58.4%	22 54.8% *	68 46.8% *	152 63.6% B	68 58.1% *	53 66.0% B*
NO.	183 29.5%	11 28.5% *	57 39.4% c*	59 25.0%	33 27.8% *	23 28.2% *
(DO NOT READ) DON' T USE ALCOHOL.	61 9.9%	5 12.9% *	19 13.2% *	16 6.9%	16 13.6% *	5 5.8% *
(DO NOT READ) DON' T KNOW.	14 2.2%	2 3.8% e*	1 0.6% *	11 4.5%	1 0.6% *	- - *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q10. EVER HEARD OF - FETAL ALCOHOL SPECTRUM DISORDER (FASD)

Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	689	294	395	228	263	199	154	80	99	88	202	21	137	27	185	314	232	87	50	129
	55.0%	47.4%	62.5% A	50.4%	57.1%	58.3% c	53.8%	51.3%	53.8% *	58.6%	57.5%	45.5% *	46.9%	57.0% *	56.6% l	59.0% L	53.7%	58.7% *	49.1% *	55.2%
NO.	534	316	218	216	184	134	126	73	77	60	142	24	147	19	138	204	194	57	50	100
	42.7%	51.0% B	34.5%	47.8% de	40.0%	39.3%	44.2%	46.4%	41.8% *	40.0%	40.4%	50.6% *	50.1% 0	40.5% *	42.4%	38.3%	44.8%	38.3% *	48.8% *	42.9%
DON' T KNOW.	29	10	19	8	13	8	6	4	8	2	7	2	9	1	3	15	7	4	2	4
	2.3%	1.6%	3.0%	1.8%	2.8%	2.4%	2.0%	2.3%	4.4% *	1.3%	2.1%	3.9% *	2.9%	2.5% *	0.9%	2.7%	1.5%	3.0% *	2.1% *	1.9%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - FETAL ALCOHOL SPECTRUM DISORDER (FASD)  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	689	327	32	18	2	17	689	-	637	49	397	208	24	96	483	218	366	208	159	140
	55.0%	62.4%	57.9%*	68.7%*	55.7%**	68.3%**	60.0%G	-*	61.5%I	23.5%*	58.5%	56.4%	62.9%**	63.1%	57.1%	55.5%	59.9%	50.1%	55.2%	57.6%
NO.	534	180	22	8	1	7	430	104	374	157	260	156	13	53	342	165	231	195	124	98
	42.7%	34.4%	39.7%*	29.7%*	44.3%**	30.0%**	37.5%	100.0%F*	36.1%	75.6%H*	38.3%	42.3%	34.7%**	34.7%	40.4%	42.0%	37.8%	46.8%	43.1%	40.1%
DON'T KNOW.	29	17	1	-	-	-	29	-	25	2	21	5	1	3	22	10	14	13	5	6
	2.3%	3.2%	2.4%*	1.6%*	-**	1.7%**	2.5%	-*	2.5%	0.9%*	3.1%	1.3%	2.4%**	2.1%	2.6%	2.6%	2.3%	3.1%	1.7%	2.3%

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q10. EVER HEARD OF - FETAL ALCOHOL SPECTRUM DISORDER (FASD)  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	689 55.0%	50 60.6% B*	113 38.9%	261 53.8% B	160 69.1% BC	106 64.3% BC
NO.	534 42.7%	31 38.4% *	171 59.3% ACDE	206 42.5% De	69 29.7%	56 34.2%
DON' T KNOW.	29 2.3%	1 1.0% *	5 1.8%	18 3.6%	3 1.3%	2 1.5%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - FETAL ALCOHOL SYNDROME (FAS)  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+- (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	980 78.2%	439 70.7%	542 85.6% A	319 70.6%	379 82.4% C	282 82.8% C	206 72.1%	122 77.8%	145 79.3% *	125 82.6% f	291 83.1% F	36 76.2% *	199 68.0%	39 83.0% I*	259 79.6% L	441 82.7% L	336 77.5%	119 80.0% *	80 78.8% *	188 80.3%
NO.	268 21.4%	181 29.2% B	87 13.7%	133 29.4% DE	76 16.6%	59 17.2%	80 27.9% IJ	34 21.9%	37 20.5% *	25 16.8%	57 16.4%	11 23.8% *	93 31.9% mNO	8 17.0% *	67 20.4%	88 16.5%	96 22.2%	30 20.0% *	22 21.2% *	45 19.4%
DON' T KNOW.	5 0.4%	1 0.1%	4 0.6%	- -	5 1.0% e	- -	- -	- 0.3%	- 0.2% *	1 0.5%	2 0.6%	- -	- 0.1%	- -	- -	4 0.8%	1 0.3%	- -	- -	1 0.4%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - FETAL ALCOHOL SYNDROME (FAS)  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	980 78.2%	450 86.0%	47 84.8%*	22 82.7%*	2 71.1%**	21 85.4%**	980 85.3% G	- *	889 85.9% I	83 40.3% *	566 83.3%	292 79.1%	36 93.4%**	125 82.6%	689 81.4%	310 78.9%	517 84.7% o	306 73.7%	225 78.3%	206 84.4% Q
NO.	268 21.4%	70 13.4%	8 15.2%*	5 17.3%*	1 28.9%**	3 12.9%**	164 14.3%	104 100.0% F*	144 13.9%	121 58.5% H*	108 16.0%	77 20.9%	2 4.6%**	26 17.4%	153 18.1%	83 21.1% P	91 14.8%	109 26.3% S	61 21.2%	37 15.2%
DON'T KNOW.	5 0.4%	3 0.7%	- *	- *	- **	- 1.7%**	5 0.4%	- *	2 0.2%	2 1.2% *	5 0.7%	- -	1 2.0%**	- -	4 0.5%	- -	3 0.5%	- -	1 0.5%	1 0.4%

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q10. EVER HEARD OF - FETAL ALCOHOL SYNDROME (FAS)  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	980 78.2%	73 89.3% BC*	182 63.1%	377 77.7% B	208 89.4% BC	140 85.1% Bc
NO.	268 21.4%	9 10.7% *	104 35.9% ACDE	106 21.8% ADe	25 10.6%	24 14.9%
DON' T KNOW.	5 0.4%	- *	3 1.0%	2 0.4%	-	-

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - FETAL ALCOHOL EFFECTS (FAE)  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+- (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	842 67.2%	385 62.0%	457 72.3% A	271 59.9%	332 72.1% C	239 70.2% C	187 65.3%	98 62.4%	126 68.6% *	105 69.9%	247 70.5%	27 56.5% *	164 56.0%	40 83.1% KLo*	243 74.5% KL	365 68.6% L	289 66.8%	97 65.6% *	72 70.9% *	161 68.7%
NO.	395 31.5%	227 36.6% B	168 26.6%	178 39.3% DE	123 26.8%	94 27.7%	97 33.9%	57 36.6% j	57 31.0% *	42 27.9%	98 27.9%	18 38.3% m*	126 43.1% MNO	8 16.9% *	83 25.3%	157 29.5%	138 31.9%	51 34.4% *	29 28.2% *	70 30.1%
DON' T KNOW.	16 1.3%	8 1.4%	7 1.2%	4 0.8%	5 1.1%	7 2.1%	2 0.8%	2 1.1%	1 0.4% *	3 2.2%	6 1.6%	2 5.3% lN*	3 0.9%	- *	1 0.2%	10 1.9% n	6 1.3%	- *	1 0.9% *	3 1.2%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - FETAL ALCOHOL EFFECTS (FAE)  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	842 67.2%	386 73.7%	38 69.0%*	17 63.9%*	1 37.8%**	15 61.4%**	842 73.3% G	- *	771 74.4% I	67 32.5%*	487 71.7% k	238 64.5%	29 75.1%**	116 76.7% n	574 67.7%	268 68.2%	429 70.3%	274 65.8%	196 68.1%	169 69.3%
NO.	395 31.5%	131 25.0%	17 30.2%*	9 34.5%*	2 62.2%**	10 38.6%**	292 25.4%	103 99.5% F*	253 24.5%	137 66.1% H*	180 26.5%	129 35.0% J	9 22.5%**	33 21.7%	262 31.0% m	121 30.8%	173 28.3%	142 34.2%	87 30.2%	71 28.9%
DON'T KNOW.	16 1.3%	6 1.2%	- 0.8%*	- 1.6%*	- **	- **	15 1.3%	1 0.5%*	12 1.1%	3 1.4%*	12 1.8%	2 0.5%	1 2.4%**	2 1.5%	11 1.3%	4 1.0%	9 1.5%	- -	5 1.7% Q	4 1.8% Q

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q10. EVER HEARD OF - FETAL ALCOHOL EFFECTS (FAE)  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	842 67.2%	70 84.8% BCdE*	171 59.0%	317 65.4%	175 75.5% BCe	109 66.4%
NO.	395 31.5%	12 14.2% *	113 39.1% AD	165 34.0% AD	52 22.6%	53 32.4% AD
DON' T KNOW.	16 1.3%	1 1.0% *	6 1.9%	3 0.7%	4 1.9%	2 1.1%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+- (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	720	319	401	251	274	196	164	87	116	93	193	24	147	25	202	316	247	94	65	131
	57.5%	51.5%	63.4% A	55.5%	59.6%	57.4%	57.3%	55.3%	63.3% *	61.6%	55.1%	51.8% *	50.3%	53.5% *	61.9% L	59.4% l	57.0%	63.5% *	64.3% *	56.1%
NO.	512	288	224	193	180	139	119	67	61	56	151	22	139	21	120	207	178	52	33	102
	40.9%	46.5% B	35.4%	42.7%	39.1%	40.8%	41.7%	43.1%	33.2% *	37.1%	43.0% h	46.9% *	47.6% no	44.6% *	36.9%	39.0%	41.2%	34.9% *	32.3% *	43.5%
DON' T KNOW.	20	13	7	8	6	6	3	2	7	2	7	1	6	1	4	9	8	2	4	1
	1.6%	2.1%	1.2%	1.9%	1.3%	1.8%	1.0%	1.5%	3.6% *	1.4%	1.9%	1.3% *	2.1%	1.9% *	1.2%	1.7%	1.9%	1.6% *	3.5% s*	0.4%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)  
 Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	720 57.5%	329 62.8%	38 68.6%*	16 61.4%*	2 55.7%**	17 67.9%**	720 62.7% G	- *	650 62.7% I	67 32.5%*	394 58.1%	227 61.5%	24 61.3%**	89 58.6%	501 59.1%	243 61.9%	353 57.9%	249 60.0%	173 60.1%	139 56.8%
NO.	512 40.9%	188 35.8%	17 31.4%*	10 38.6%*	1 44.3%**	8 30.4%**	410 35.7%	102 98.4% F*	368 35.5%	139 67.0% H*	275 40.5%	133 36.2%	14 36.3%**	61 40.3%	330 39.0%	142 36.2%	247 40.4%	163 39.1%	105 36.6%	103 42.2%
DON'T KNOW.	20 1.6%	7 1.4%	- *	- *	- **	- 1.7%**	19 1.6%	2 1.6%*	18 1.8%	1 0.5%*	10 1.5%	9 2.4%	1 2.4%**	2 1.1%	16 1.9%	7 1.9%	10 1.7%	3 0.8%	10 3.3% q	2 1.0%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q10. EVER HEARD OF - ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	720 57.5%	48 58.9% *	162 56.1%	282 58.1%	140 60.2%	88 53.8%
NO.	512 40.9%	32 38.9% *	121 41.9%	199 41.0%	88 37.9%	72 43.8%
DON' T KNOW.	20 1.6%	2 2.2% *	6 2.0%	5 1.0%	4 1.9%	4 2.4%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - ALCOHOL RELATED BIRTH DEFECTS (ARBD)  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	987	474	513	365	364	258	218	119	161	119	277	37	231	36	256	421	332	121	77	190
	78.7%	76.4%	81.1%	80.6%	79.2%	75.6%	76.4%	75.9%	87.9% FGij*	78.9%	79.0%	79.2% *	78.9%	74.7% *	78.4%	79.0%	76.8%	81.6% *	75.7% *	81.4%
NO.	250	141	110	84	89	77	66	36	21	31	70	9	57	11	66	106	99	26	24	38
	20.0%	22.7% b	17.3%	18.5%	19.4%	22.6%	23.2% H	22.8% H	11.3% *	20.8% h	19.9% h	19.1% *	19.5%	23.8% *	20.3%	19.9%	22.9%	17.5% *	23.8% *	16.5%
DON'T KNOW.	16	6	10	4	6	6	1	2	1	-	4	1	5	1	4	6	1	1	-	5
	1.3%	1.0%	1.6%	0.9%	1.3%	1.7%	0.4%	1.2%	0.8% *	0.3%	1.1%	1.7% *	1.6%	1.5% *	1.3%	1.1%	0.3%	0.8% *	0.5% *	2.2% p

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q10. EVER HEARD OF - ALCOHOL RELATED BIRTH DEFECTS (ARBD)  
Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	987 78.7%	423 80.8%	49 88.1%*	21 79.3%*	2 55.7%**	19 75.4%**	987 85.9% G	- *	876 84.6% I	106 51.0% *	521 76.7%	307 83.3% j	32 83.4% **	119 78.8%	668 78.9%	324 82.7% p	470 77.0%	327 78.8%	229 79.6%	190 77.9%
NO.	250 20.0%	93 17.8%	7 11.9%*	5 19.1%*	1 44.3%**	4 15.7%**	149 13.0%	101 97.5% F*	152 14.7%	94 45.6% H*	149 22.0% k	58 15.8%	6 16.6% **	29 19.0%	170 20.1%	65 16.5%	132 21.7%	87 20.9%	54 18.8%	52 21.4%
DON'T KNOW.	16 1.3%	7 1.4%	- *	- 1.6%*	- **	2 8.9%**	13 1.2%	3 2.5% *	8 0.8%	7 3.4% H*	9 1.3%	3 0.9%	- **	3 2.2%	8 1.0%	3 0.8%	8 1.4%	1 0.4%	4 1.5%	2 0.8%

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q10. EVER HEARD OF - ALCOHOL RELATED BIRTH DEFECTS (ARBD)  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	987 78.7%	72 87.4% B*	191 66.1%	396 81.5% B	195 83.8% B	134 81.4% B
NO.	250 20.0%	10 12.2% *	92 31.8% ACDE	85 17.5%	34 14.7%	29 17.7%
DON' T KNOW.	16 1.3%	- 0.3% *	6 2.1%	5 1.0%	3 1.5%	1 0.9%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - SUMMARY OF YES  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
FETAL ALCOHOL SPECTRUM DISORDER (FASD)	689 55.0%	294 47.4%	395 62.5% A	228 50.4%	263 57.1%	199 58.3% c	154 53.8%	80 51.3%	99 53.8% *	88 58.6%	202 57.5%	21 45.5% *	137 46.9%	27 57.0% *	185 56.6% l	314 59.0% L	232 53.7%	87 58.7% *	50 49.1% *	129 55.2%
FETAL ALCOHOL SYNDROME (FAS)	980 78.2%	439 70.7%	542 85.6% A	319 70.6%	379 82.4% C	282 82.8% C	206 72.1%	122 77.8%	145 79.3% *	125 82.6% f	291 83.1% F	36 76.2% *	199 68.0%	39 83.0% l*	259 79.6% L	441 82.7% L	336 77.5%	119 80.0% *	80 78.8% *	188 80.3%
FETAL ALCOHOL EFFECTS (FAE)	842 67.2%	385 62.0%	457 72.3% A	271 59.9%	332 72.1% C	239 70.2% C	187 65.3%	98 62.4%	126 68.6% *	105 69.9%	247 70.5%	27 56.5% *	164 56.0%	40 83.1% KLo*	243 74.5% KL	365 68.6% L	289 66.8%	97 65.6% *	72 70.9% *	161 68.7%
ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)	720 57.5%	319 51.5%	401 63.4% A	251 55.5%	274 59.6%	196 57.4%	164 57.3%	87 55.3%	116 63.3% *	93 61.6%	193 55.1%	24 51.8% *	147 50.3%	25 53.5% *	202 61.9% L	316 59.4% l	247 57.0%	94 63.5% *	65 64.3% *	131 56.1%
ALCOHOL RELATED BIRTH DEFECTS (ARBD)	987 78.7%	474 76.4%	513 81.1%	365 80.6%	364 79.2%	258 75.6%	218 76.4%	119 75.9%	161 87.9% FGij*	119 78.9%	277 79.0%	37 79.2% *	231 78.9%	36 74.7% *	256 78.4%	421 79.0%	332 76.8%	121 81.6% *	77 75.7% *	190 81.4%
NONE	104 8.3%	72 11.7% B	32 5.0%	41 9.1%	34 7.3%	29 8.6%	29 10.1% h	13 8.1%	7 3.9% *	18 11.6% Hj	22 6.2%	1 2.7% *	29 9.8%	2 5.1% *	28 8.6%	44 8.2%	44 10.2% Q	4 2.6% *	13 13.3% Q*	15 6.6%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q10. EVER HEARD OF - SUMMARY OF YES  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
FETAL ALCOHOL SPECTRUM DISORDER (FASD)	689 55.0%	327 62.4%	32 57.9%*	18 68.7%*	2 55.7%**	17 68.3%**	689 60.0%G	- *	637 61.5%I	49 23.5%*	397 58.5%	208 56.4%	24 62.9%**	96 63.1%	483 57.1%	218 55.5%	366 59.9%	208 50.1%	159 55.2%	140 57.6%
FETAL ALCOHOL SYNDROME (FAS)	980 78.2%	450 86.0%	47 84.8%*	22 82.7%*	2 71.1%**	21 85.4%**	980 85.3%G	- *	889 85.9%I	83 40.3%*	566 83.3%	292 79.1%	36 93.4%**	125 82.6%	689 81.4%	310 78.9%	517 84.7%o	306 73.7%	225 78.3%	206 84.4%Q
FETAL ALCOHOL EFFECTS (FAE)	842 67.2%	386 73.7%	38 69.0%*	17 63.9%*	1 37.8%**	15 61.4%**	842 73.3%G	- *	771 74.4%I	67 32.5%*	487 71.7%k	238 64.5%	29 75.1%**	116 76.7%n	574 67.7%	268 68.2%	429 70.3%	274 65.8%	196 68.1%	169 69.3%
ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)	720 57.5%	329 62.8%	38 68.6%*	16 61.4%*	2 55.7%**	17 67.9%**	720 62.7%G	- *	650 62.7%I	67 32.5%*	394 58.1%	227 61.5%	24 61.3%**	89 58.6%	501 59.1%	243 61.9%	353 57.9%	249 60.0%	173 60.1%	139 56.8%
ALCOHOL RELATED BIRTH DEFECTS (ARBD)	987 78.7%	423 80.8%	49 88.1%*	21 79.3%*	2 55.7%**	19 75.4%**	987 85.9%G	- *	876 84.6%I	106 51.0%*	521 76.7%	307 83.3%j	32 83.4%**	119 78.8%	668 78.9%	324 82.7%P	470 77.0%	327 78.8%	229 79.6%	190 77.9%
NONE	104 8.3%	27 5.1%	2 3.4%*	1 4.5%*	1 28.9%**	1 4.3%**	- 100.0%F*	104 3.2%	33 32.9%H*	68 7.3%	50 8.9%	33 4.6%**	2 9.5%	14 7.5%	64 9.0%	35 7.0%	43 7.4%	31 9.2%	26 9.2%	20 8.2%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - SUMMARY OF YES  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					BC + TERR. (E)
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)		
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
FETAL ALCOHOL SPECTRUM DISORDER (FASD)	689 55.0%	50 60.6% B*	113 38.9%	261 53.8% B	160 69.1% BC	106 64.3% BC
FETAL ALCOHOL SYNDROME (FAS)	980 78.2%	73 89.3% BC*	182 63.1%	377 77.7% B	208 89.4% BC	140 85.1% Bc
FETAL ALCOHOL EFFECTS (FAE)	842 67.2%	70 84.8% BCdE*	171 59.0%	317 65.4%	175 75.5% BCe	109 66.4%
ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)	720 57.5%	48 58.9% *	162 56.1%	282 58.1%	140 60.2%	88 53.8%
ALCOHOL RELATED BIRTH DEFECTS (ARBD)	987 78.7%	72 87.4% B*	191 66.1%	396 81.5% B	195 83.8% B	134 81.4% B
NONE	104 8.3%	4 5.3% *	48 16.6% ACDE	34 7.1% d	7 3.1%	10 6.2%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - SUMMARY OF NO  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
FETAL ALCOHOL SPECTRUM DISORDER (FASD)	534 42.7%	316 51.0% B	218 34.5%	216 47.8% de	184 40.0%	134 39.3%	126 44.2%	73 46.4%	77 41.8% *	60 40.0%	142 40.4%	24 50.6% *	147 50.1% 0	19 40.5% *	138 42.4%	204 38.3%	194 44.8%	57 38.3% *	50 48.8% *	100 42.9%
FETAL ALCOHOL SYNDROME (FAS)	268 21.4%	181 29.2% B	87 13.7%	133 29.4% DE	76 16.6%	59 17.2%	80 27.9% IJ	34 21.9%	37 20.5% *	25 16.8%	57 16.4%	11 23.8% *	93 31.9% mNO	8 17.0% *	67 20.4%	88 16.5%	96 22.2%	30 20.0% *	22 21.2% *	45 19.4%
FETAL ALCOHOL EFFECTS (FAE)	395 31.5%	227 36.6% B	168 26.6%	178 39.3% DE	123 26.8%	94 27.7%	97 33.9%	57 36.6% j	57 31.0% *	42 27.9%	98 27.9%	18 38.3% m*	126 43.1% MNO	8 16.9% *	83 25.3%	157 29.5%	138 31.9%	51 34.4% *	29 28.2% *	70 30.1%
ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)	512 40.9%	288 46.5% B	224 35.4%	193 42.7%	180 39.1%	139 40.8%	119 41.7%	67 43.1%	61 33.2% *	56 37.1%	151 43.0% h	22 46.9% *	139 47.6% no	21 44.6% *	120 36.9%	207 39.0%	178 41.2%	52 34.9% *	33 32.3% *	102 43.5%
ALCOHOL RELATED BIRTH DEFECTS (ARBD)	250 20.0%	141 22.7% b	110 17.3%	84 18.5%	89 19.4%	77 22.6%	66 23.2% H	36 22.8% H	21 11.3% *	31 20.8% h	70 19.9% h	9 19.1% *	57 19.5%	11 23.8% *	66 20.3%	106 19.9%	99 22.9%	26 17.5% *	24 23.8% *	38 16.5%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - SUMMARY OF NO  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
FETAL ALCOHOL SPECTRUM DISORDER (FASD)	534 42.7%	180 34.4%	22 39.7%*	8 29.7%*	1 44.3%**	7 30.0%**	430 37.5%	104 100.0%F*	374 36.1%	157 75.6%H*	260 38.3%	156 42.3%	13 34.7%**	53 34.7%	342 40.4%	165 42.0%	231 37.8%	195 46.8%	124 43.1%	98 40.1%
FETAL ALCOHOL SYNDROME (FAS)	268 21.4%	70 13.4%	8 15.2%*	5 17.3%*	1 28.9%**	3 12.9%**	164 14.3%	104 100.0%F*	144 13.9%	121 58.5%H*	108 16.0%	77 20.9%	2 4.6%**	26 17.4%	153 18.1%	83 21.1%P	91 14.8%	109 26.3%S	61 21.2%	37 15.2%
FETAL ALCOHOL EFFECTS (FAE)	395 31.5%	131 25.0%	17 30.2%*	9 34.5%*	2 62.2%**	10 38.6%**	292 25.4%	103 99.5%F*	253 24.5%	137 66.1%H*	180 26.5%	129 35.0%J	9 22.5%**	33 21.7%	262 31.0%M	121 30.8%	173 28.3%	142 34.2%	87 30.2%	71 28.9%
ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)	512 40.9%	188 35.8%	17 31.4%*	10 38.6%*	1 44.3%**	8 30.4%**	410 35.7%	102 98.4%F*	368 35.5%	139 67.0%H*	275 40.5%	133 36.2%	14 36.3%**	61 40.3%	330 39.0%	142 36.2%	247 40.4%	163 39.1%	105 36.6%	103 42.2%
ALCOHOL RELATED BIRTH DEFECTS (ARBD)	250 20.0%	93 17.8%	7 11.9%*	5 19.1%*	1 44.3%**	4 15.7%**	149 13.0%	101 97.5%F*	152 14.7%	94 45.6%H*	149 22.0%K	58 15.8%	6 16.6%**	29 19.0%	170 20.1%	65 16.5%	132 21.7%	87 20.9%	54 18.8%	52 21.4%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q10. EVER HEARD OF - SUMMARY OF NO  
Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
FETAL ALCOHOL SPECTRUM DISORDER (FASD)	534 42.7%	31 38.4% *	171 59.3% ACDE	206 42.5% De	69 29.7%	56 34.2%
FETAL ALCOHOL SYNDROME (FAS)	268 21.4%	9 10.7% *	104 35.9% ACDE	106 21.8% ADe	25 10.6%	24 14.9%
FETAL ALCOHOL EFFECTS (FAE)	395 31.5%	12 14.2% *	113 39.1% AD	165 34.0% AD	52 22.6%	53 32.4% AD
ALCOHOL RELATED NEURODEVELOPMENTAL DISORDER (ARND)	512 40.9%	32 38.9% *	121 41.9%	199 41.0%	88 37.9%	72 43.8%
ALCOHOL RELATED BIRTH DEFECTS (ARBD)	250 20.0%	10 12.2% *	92 31.8% ACDE	85 17.5%	34 14.7%	29 17.7%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - WOMEN SHOULD NOT DRINK ALCOHOL WHEN THEY ARE TRYING TO GET PREGNANT  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	481 38.4%	240 38.6%	242 38.2%	163 36.0%	170 36.9%	148 43.5% cd	140 48.9% Hi J	62 39.4% h	50 27.1% *	56 37.4% *	116 33.2% *	25 52.3% l*	101 34.7% *	19 40.9% *	123 37.8% *	207 38.9% *	161 37.1% *	45 30.3% *	27 26.3% *	75 32.3% *
SOMEWHAT AGREE.	339 27.1%	164 26.5%	175 27.7%	132 29.1%	124 27.0%	83 24.4%	67 23.4%	37 23.9%	69 37.7% FGj*	45 30.1%	96 27.3%	14 28.9% *	82 27.9%	14 30.4% *	85 26.1%	144 27.0%	136 31.3%	48 32.5% *	24 23.5% *	63 26.9%
NEITHER AGREE NOR DISAGREE.	128 10.2%	57 9.2%	71 11.2%	49 10.8%	48 10.4%	32 9.4%	27 9.4%	19 12.1% i	23 12.7% i*	8 5.0%	41 11.8% I	1 1.8% *	38 13.2% k	4 7.7% *	32 9.8% *	53 10.0%	57 13.3% s	15 10.4% *	7 7.4% *	16 7.0%
SOMEWHAT DISAGREE.	189 15.1%	99 15.9%	90 14.2%	83 18.4% E	67 14.6%	39 11.4%	30 10.6%	25 16.2%	31 17.0% *	29 19.1% f	56 16.0%	5 10.2% *	48 16.5%	9 18.1% *	59 18.1% o	68 12.8%	51 11.8%	34 22.8% p*	30 29.6% p*	47 20.2% P
COMPLETELY DISAGREE.	88 7.0%	43 7.0%	44 7.0%	19 4.3%	38 8.2% c	31 9.0% C	17 6.0%	8 5.2%	7 4.0% *	9 6.1%	36 10.2% h	3 5.5% *	18 6.3%	1 3.0% *	20 6.0%	44 8.3%	22 5.0%	6 3.9% *	13 12.8% PQ*	25 10.9% Pq
DON' T KNOW	28 2.2%	17 2.8%	11 1.7%	7 1.5%	13 2.9%	8 2.3%	5 1.7%	5 3.2%	3 1.5% *	3 2.3%	5 1.5%	1 1.3% *	4 1.5%	- -	7 2.2% *	16 2.9%	7 1.6%	- *	- 0.5% *	6 2.6%
NET: TOP 2 BOX	820 65.5%	404 65.1%	416 65.8%	295 65.2%	294 64.0%	232 67.9%	207 72.3% J	99 63.3%	119 64.7% *	102 67.5%	212 60.5%	38 81.2% lno*	183 62.6%	34 71.3% *	208 63.9%	351 65.9%	296 68.4% Rs	93 62.9% *	51 49.8% *	138 59.2%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q11. AGREEMENT WITH STATEMENTS - WOMEN SHOULD NOT DRINK ALCOHOL WHEN THEY ARE TRYING TO GET PREGNANT  
 Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	481 38.4%	212 40.6% BC	12 21.9% *	5 19.0% *	- **	12 48.5% **	440 38.3%	41 39.9% *	397 38.4%	79 38.1% *	270 39.8%	137 37.2%	15 39.3% **	63 41.9%	327 38.6%	166 42.3%	225 36.9%	130 31.2%	110 38.4%	76 31.3%
SOMEWHAT AGREE.	339 27.1%	148 28.3%	16 28.2% *	6 24.5% *	- **	5 18.7% **	319 27.8%	20 19.0% *	298 28.8% I	37 18.0% *	182 26.8%	101 27.3%	9 24.4% **	43 28.2%	224 26.5%	112 28.4%	159 26.0%	141 34.0% rs	74 25.8%	61 25.0%
NEITHER AGREE NOR DISAGREE.	128 10.2%	54 10.4%	10 17.8% *	2 6.4% *	- **	5 20.5% **	124 10.8%	4 4.1% *	109 10.6%	19 9.1% *	72 10.6%	36 9.8%	6 15.0% **	15 9.9%	85 10.1%	40 10.2%	63 10.3%	45 10.9%	36 12.5% s	16 6.6%
SOMEWHAT DISAGREE.	189 15.1%	67 12.8%	13 22.9% a*	9 32.6% A*	- **	2 7.7% **	165 14.3%	24 23.4% *	143 13.8%	46 22.0% H*	90 13.2%	63 17.1%	6 15.1% **	8 5.0%	137 16.2% M	45 11.3%	101 16.6% o	72 17.2%	40 13.9%	57 23.3% R
COMPLETELY DISAGREE.	88 7.0%	31 6.0%	5 8.7% *	5 17.4% A*	3 100.0% **	1 3.0% **	79 6.8%	9 8.8% *	65 6.3%	23 11.0% h*	57 8.4%	19 5.3%	2 6.2% **	18 11.8% n	56 6.7%	23 6.0%	49 8.0%	15 3.6%	25 8.5% Q	28 11.4% Q
DON'T KNOW	28 2.2%	10 1.9%	- 0.5% *	- *	- **	- 1.7% **	23 2.0%	5 4.8% *	22 2.1%	4 1.8% *	9 1.3%	12 3.4% j	- **	5 3.2%	16 1.9%	7 1.7%	14 2.3%	13 3.1%	3 0.9%	6 2.4%
NET: TOP 2 BOX	820 65.5%	361 68.9% BC	28 50.1% *	12 43.5% *	- **	17 67.2% **	759 66.1%	61 58.9% *	696 67.2% I	116 56.1% *	452 66.5%	238 64.5%	25 63.6% **	106 70.2%	552 65.1%	278 70.8% P	384 62.8%	271 65.2% s	184 64.1%	138 56.4%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - WOMEN SHOULD NOT DRINK ALCOHOL WHEN THEY ARE TRYING TO GET PREGNANT  
 Base: TOTAL RESPONDENTS

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	481 38.4%	28 33.8% *	111 38.4%	190 39.1%	91 39.1%	62 37.8%
SOMEWHAT AGREE.	339 27.1%	33 40.0% BCE*	67 23.3%	128 26.4%	71 30.4%	41 24.7%
NEITHER AGREE NOR DISAGREE.	128 10.2%	4 5.4% *	35 12.1%	44 9.0%	27 11.6%	18 10.9%
SOMEWHAT DISAGREE.	189 15.1%	13 16.2% *	50 17.1%	74 15.1%	27 11.5%	26 15.6%
COMPLETELY DISAGREE.	88 7.0%	3 4.0% *	19 6.4%	38 7.8%	12 5.4%	16 9.5%
DON' T KNOW	28 2.2%	1 0.7% *	8 2.6%	13 2.6%	5 2.0%	2 1.4%
NET: TOP 2 BOX	820 65.5%	61 73.8% be*	179 61.7%	318 65.4%	161 69.5%	103 62.5%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE PREGNANT  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	89 7.1%	54 8.7%	35 5.6%	37 8.2%	27 6.0%	25 7.2%	21 7.3%	15 9.5%	9 5.1%	13 8.5%	23 6.6%	7 15.2%	25 8.7%	- 0.9%	29 8.8%	27 5.2%	23 5.3%	16 10.9%	9 8.4%	27 11.6%
SOMEWHAT AGREE.	245 19.6%	133 21.4%	112 17.7%	86 19.0%	90 19.6%	69 20.2%	48 16.7%	36 23.2%	33 17.8%	31 20.8%	84 23.9%	6 12.1%	53 18.0%	12 25.5%	78 24.1%	96 18.1%	88 20.2%	36 24.5%	22 22.0%	57 24.3%
NEITHER AGREE NOR DISAGREE.	71 5.7%	38 6.1%	33 5.3%	40 8.7%	18 4.0%	13 3.9%	12 4.2%	12 7.4%	17 9.1%	3 2.2%	21 5.9%	- 0.9%	25 8.4%	8 17.5%	11 3.4%	27 5.1%	26 6.1%	11 7.5%	16 16.1%	4 1.7%
SOMEWHAT DISAGREE.	163 13.0%	78 12.6%	85 13.4%	72 16.0%	53 11.6%	37 11.0%	35 12.3%	19 11.8%	28 15.3%	15 10.2%	53 15.1%	3 6.6%	41 14.1%	8 17.6%	33 10.2%	77 14.4%	54 12.6%	18 12.5%	14 13.4%	35 15.1%
COMPLETELY DISAGREE.	660 52.7%	301 48.5%	359 56.8%	207 45.7%	259 56.4%	194 56.9%	164 57.2%	73 46.4%	96 52.4%	88 58.3%	168 48.0%	31 65.2%	142 48.6%	18 38.5%	165 50.5%	298 55.9%	240 55.4%	65 44.0%	41 40.1%	102 43.6%
DON'T KNOW	24 1.9%	16 2.6%	8 1.2%	10 2.3%	11 2.4%	3 0.8%	6 2.2%	3 1.7%	1 0.3%	- -	2 0.5%	- -	7 2.2%	- -	10 3.1%	8 1.4%	2 0.6%	1 0.7%	- -	9 3.7%
NET: TOP 2 BOX	334 26.7%	187 30.1%	147 23.3%	123 27.2%	118 25.6%	93 27.4%	69 24.1%	51 32.7%	42 22.9%	44 29.3%	107 30.5%	13 27.3%	78 26.7%	13 26.4%	107 32.9%	124 23.2%	110 25.5%	53 35.4%	31 30.4%	84 35.9%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE PREGNANT  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	89 7.1%	13 2.4%	9 17.1% A*	10 37.9% AB*	1 46.8% **	2 6.8% **	79 6.9%	10 9.5% *	65 6.3%	23 11.3% h*	39 5.7%	24 6.6%	3 8.9% **	8 5.0%	52 6.2%	15 3.8%	45 7.4% o	24 5.8%	27 9.3%	21 8.8%
SOMEWHAT AGREE.	245 19.6%	70 13.3%	29 52.3% Ac*	8 30.5% A*	- **	6 22.8% **	227 19.8%	18 17.1% *	202 19.5%	41 19.8% *	129 18.9%	67 18.2%	5 13.5% **	20 13.0%	164 19.4%	62 15.8%	123 20.1%	89 21.3%	64 22.4%	59 24.1%
NEITHER AGREE NOR DISAGREE.	71 5.7%	24 4.5%	6 10.6% a*	3 9.7% *	- **	1 4.3% **	63 5.5%	9 8.2% *	56 5.4%	16 7.5% *	30 4.5%	26 7.0%	2 4.0% **	7 4.4%	48 5.7%	25 6.5%	29 4.8%	34 8.2%	16 5.6%	10 4.0%
SOMEWHAT DISAGREE.	163 13.0%	75 14.3%	4 7.9% *	5 19.0% *	- **	1 3.4% **	148 12.9%	15 14.2% *	142 13.7%	21 10.4% *	76 11.2%	58 15.7%	5 12.7% **	16 10.4%	112 13.2%	53 13.5%	76 12.4%	52 12.5%	32 11.0%	40 16.2%
COMPLETELY DISAGREE.	660 52.7%	335 64.0% BC	7 12.2% *	1 3.0% *	1 53.2% **	16 62.8% **	615 53.5%	45 43.3% *	559 54.0%	98 47.1% *	398 58.6% K	183 49.5%	24 60.9% **	101 67.0% N	452 53.4%	227 58.0%	328 53.7%	208 50.0%	148 51.4%	106 43.4%
DON'T KNOW	24 1.9%	8 1.5%	- *	- *	- **	- **	16 1.4%	8 7.7% F*	13 1.2%	8 3.9% h*	7 1.1%	11 2.9%	- **	- 0.3%	18 2.2%	10 2.4%	9 1.5%	9 2.1%	1 0.3%	9 3.6% R
NET: TOP 2 BOX	334 26.7%	82 15.7%	38 69.4% A*	18 68.4% A*	1 46.8% **	7 29.6% **	307 26.7%	28 26.6% *	267 25.8%	64 31.1% *	168 24.7%	92 24.8%	9 22.4% **	27 18.0%	216 25.5% m	77 19.7%	168 27.5% o	113 27.1%	91 31.7%	80 32.9%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE PREGNANT  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	89 7.1%	3 3.6% *	38 13.2% ACDE	28 5.9%	11 4.6%	9 5.5%
SOMEWHAT AGREE.	245 19.6%	15 18.7% *	70 24.0% D	96 19.7%	34 14.8%	30 18.5%
NEITHER AGREE NOR DISAGREE.	71 5.7%	3 4.1% *	23 7.9%	22 4.6%	13 5.8%	9 5.7%
SOMEWHAT DISAGREE.	163 13.0%	12 15.2% *	37 12.9%	63 12.9%	33 14.1%	18 11.1%
COMPLETELY DISAGREE.	660 52.7%	47 57.8% B*	114 39.3%	266 54.7% B	139 60.0% B	94 57.5% B
DON' T KNOW	24 1.9%	1 0.7% *	8 2.8%	11 2.3%	2 0.7%	3 1.7%
NET: TOP 2 BOX	334 26.7%	18 22.3% *	108 37.2% ACDE	124 25.6%	45 19.4%	39 24.0%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE TRYING TO GET PREGNANT  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	165 13.2%	84 13.5%	82 12.9%	56 12.4%	69 15.0%	41 11.9%	41 14.5%	16 10.4%	22 11.8%	22 14.4%	51 14.5%	5 9.7%	44 15.1%	8 16.4%	50 15.3%	58 10.8%	40 9.3%	19 13.1%	29 28.4%	43 18.3%
SOMEWHAT AGREE.	406 32.4%	192 31.0%	214 33.8%	136 30.1%	155 33.8%	115 33.7%	71 24.9%	54 34.5%	60 32.8%	56 36.9%	135 38.6%	12 25.0%	99 34.0%	22 45.4%	108 33.1%	165 31.0%	148 34.2%	58 39.4%	33 32.2%	79 33.9%
NEITHER AGREE NOR DISAGREE.	137 10.9%	69 11.1%	68 10.7%	67 14.8%	43 9.3%	27 8.0%	27 9.6%	18 11.4%	30 16.5%	5 3.2%	43 12.2%	4 7.9%	36 12.5%	4 8.1%	29 9.0%	64 11.9%	60 13.8%	14 9.2%	8 8.1%	20 8.6%
SOMEWHAT DISAGREE.	193 15.4%	87 14.0%	106 16.8%	98 21.6%	60 13.0%	36 10.4%	49 17.3%	19 11.9%	28 15.4%	29 19.5%	46 13.1%	5 10.4%	54 18.5%	8 17.8%	50 15.2%	76 14.2%	66 15.2%	35 23.3%	11 10.5%	37 16.0%
COMPLETELY DISAGREE.	315 25.1%	167 27.0%	147 23.3%	84 18.5%	114 24.7%	117 34.4%	91 31.8%	45 28.9%	37 20.4%	36 24.0%	71 20.2%	17 35.3%	57 19.5%	5 10.7%	72 22.1%	158 29.7%	114 26.4%	20 13.2%	20 20.0%	42 18.2%
DON' T KNOW	37 3.0%	22 3.5%	15 2.4%	12 2.7%	19 4.2%	6 1.6%	6 2.0%	5 2.9%	6 3.1%	3 2.0%	5 1.3%	6 11.7%	1 0.5%	1 1.6%	17 5.3%	12 2.3%	5 1.1%	3 1.7%	1 0.9%	12 5.2%
NET: TOP 2 BOX	571 45.6%	276 44.4%	296 46.7%	192 42.4%	224 48.7%	155 45.6%	113 39.3%	70 44.9%	82 44.7%	77 51.3%	186 53.1%	16 34.7%	144 49.1%	29 61.7%	158 48.4%	223 41.8%	188 43.5%	78 52.5%	61 60.6%	122 52.2%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE TRYING TO GET PREGNANT  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	165 13.2%	52 10.0%	12 22.5% A*	12 46.6% AB*	1 44.3% **	3 13.7% **	142 12.3%	23 22.5% f*	128 12.3%	37 17.7% *	99 14.6% k	36 9.7%	4 10.8% **	18 12.2%	112 13.2%	39 10.0%	85 14.0%	49 11.7%	45 15.8%	40 16.4%
SOMEWHAT AGREE.	406 32.4%	175 33.4%	27 48.3% AC*	5 19.2% *	- **	7 30.0% **	390 33.9% G	16 15.6% *	351 33.8%	56 26.8% *	233 34.3%	112 30.3%	15 39.0% **	59 38.9%	265 31.3%	125 31.8%	206 33.8%	145 34.8%	86 30.0%	94 38.4%
NEITHER AGREE NOR DISAGREE.	137 10.9%	60 11.4%	3 5.1% *	3 10.8% *	- **	3 10.8% **	130 11.3%	7 6.7% *	112 10.8%	25 12.1% *	57 8.4%	54 14.5% J	4 10.4% **	16 10.8%	86 10.2%	44 11.2%	61 10.0%	46 11.1%	37 13.0%	20 8.4%
SOMEWHAT DISAGREE.	193 15.4%	90 17.2%	13 22.6% *	2 9.3% *	- **	2 6.1% **	180 15.7%	13 12.6% *	156 15.0%	34 16.3% *	82 12.1%	76 20.7% J	5 13.2% **	7 4.7%	146 17.3% M	73 18.7% P	80 13.1%	76 18.3% S	46 16.1%	27 11.1%
COMPLETELY DISAGREE.	315 25.1%	132 25.3% B	1 1.5% *	4 14.1% B*	1 37.8% **	9 37.3% **	281 24.4%	34 32.4% *	264 25.5%	46 22.0% *	193 28.5% K	74 20.0%	10 26.6% **	48 31.9%	208 24.6%	98 25.0%	159 26.1%	90 21.5%	69 24.0%	50 20.6%
DON'T KNOW	37 3.0%	14 2.7%	- *	- *	- 17.9% **	- 2.0% **	27 2.3%	11 10.2% F*	26 2.5%	11 5.1% *	15 2.1%	18 4.9% J	- **	2 1.5%	29 3.5%	13 3.4%	19 3.1%	11 2.6%	3 1.2%	12 5.1% R
NET: TOP 2 BOX	571 45.6%	227 43.4%	39 70.8% A*	17 65.8% A*	1 44.3% **	11 43.8% **	532 46.3%	40 38.1% *	478 46.2%	92 44.5% *	332 48.9% K	148 39.9%	19 49.8% **	77 51.1%	377 44.5%	164 41.7%	292 47.8%	193 46.5%	132 45.8%	134 54.9% r

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE TRYING TO GET PREGNANT  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	165 13.2%	10 11.9% *	48 16.6%	55 11.3%	29 12.3%	24 14.7%
SOMEWHAT AGREE.	406 32.4%	34 41.1% c*	91 31.4%	150 30.9%	78 33.7%	54 32.6%
NEITHER AGREE NOR DISAGREE.	137 10.9%	3 4.1% *	27 9.2%	55 11.3% a	30 13.0% A	22 13.3% A
SOMEWHAT DISAGREE.	193 15.4%	14 16.7% *	53 18.5%	69 14.2%	38 16.2%	20 12.0%
COMPLETELY DISAGREE.	315 25.1%	20 24.4% *	55 19.0%	142 29.4% B	57 24.6%	40 24.3%
DON' T KNOW	37 3.0%	2 1.8% *	15 5.3% D	15 3.0% D	- 0.2%	5 3.1% D
NET: TOP 2 BOX	571 45.6%	44 53.1% c*	139 48.0%	205 42.1%	107 45.9%	78 47.4%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE A DRINK ON SPECIAL OCCASIONS WHILE PREGNANT  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	66 5.2%	30 4.9%	35 5.6%	26 5.7%	19 4.2%	21 6.0%	10 3.3%	13 8.3%	7 3.7%	8 5.2%	23 6.6%	2 3.6%	22 7.4%	1 1.3%	19 5.7%	22 4.1%	17 3.8%	10 6.8%	2 2.2%	23 9.6%
SOMEWHAT AGREE.	257 20.5%	164 26.4%	93 14.7%	106 23.5%	90 19.5%	61 17.8%	61 21.3%	28 17.7%	29 15.6%	36 23.9%	83 23.6%	4 8.3%	72 24.8%	11 22.6%	68 20.9%	101 19.0%	86 19.8%	37 25.1%	24 23.4%	66 28.3%
NEITHER AGREE NOR DISAGREE.	46 3.7%	26 4.3%	20 3.1%	15 3.3%	16 3.5%	15 4.4%	12 4.2%	7 4.6%	4 2.4%	- 0.3%	17 5.0%	4 7.9%	11 3.9%	6 11.7%	13 3.9%	13 2.4%	21 4.9%	7 4.8%	4 3.9%	4 1.8%
SOMEWHAT DISAGREE.	187 14.9%	90 14.6%	96 15.2%	81 18.0%	64 13.8%	42 12.2%	34 11.7%	23 14.6%	34 18.8%	22 14.8%	52 14.7%	8 16.0%	38 13.0%	11 22.6%	50 15.3%	79 14.9%	62 14.3%	19 13.1%	16 15.9%	49 20.9%
COMPLETELY DISAGREE.	690 55.1%	304 48.9%	387 61.1%	224 49.6%	265 57.6%	201 59.0%	167 58.5%	85 54.3%	109 59.6%	84 55.6%	176 50.1%	30 63.4%	148 50.7%	20 41.8%	173 53.0%	314 59.0%	246 56.8%	74 49.9%	55 54.5%	92 39.5%
DON'T KNOW	8 0.6%	6 0.9%	2 0.3%	- -	6 1.3%	2 0.5%	3 1.0%	1 0.5%	- -	- 0.3%	- -	- 0.9%	- 0.1%	- -	4 1.1%	3 0.6%	1 0.2%	- 0.3%	- -	- -
NET: TOP 2 BOX	322 25.7%	194 31.3%	128 20.2%	132 29.1%	109 23.7%	81 23.9%	70 24.6%	41 26.0%	35 19.3%	44 29.1%	106 30.2%	6 11.9%	94 32.2%	11 23.9%	87 26.6%	123 23.1%	103 23.7%	47 31.9%	26 25.6%	89 37.9%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE A DRINK ON SPECIAL OCCASIONS WHILE PREGNANT  
 Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	66 5.2%	15 2.9%	9 15.4% A*	8 30.1% A*	1 46.8% **	2 8.5% **	61 5.3%	5 4.7% *	50 4.8%	15 7.2% *	38 5.5%	12 3.2%	2 6.2% **	7 4.7%	39 4.6%	13 3.3%	31 5.1%	15 3.6%	17 5.8%	21 8.4% Q
SOMEWHAT AGREE.	257 20.5%	53 10.2%	24 43.7% A*	11 42.7% A*	- **	4 15.8% **	236 20.5%	21 19.9% *	204 19.7%	52 24.9% *	121 17.8%	70 18.8%	5 12.7% **	19 12.5%	162 19.1%	68 17.4%	111 18.3%	86 20.7%	60 20.9%	70 28.6% QR
NEITHER AGREE NOR DISAGREE.	46 3.7%	14 2.6%	4 6.8% *	1 5.0% *	- **	1 4.3% **	43 3.7%	4 3.4% *	38 3.6%	9 4.1% *	24 3.5%	12 3.2%	1 1.8% **	6 4.0%	29 3.4%	9 2.3%	27 4.4%	18 4.3%	14 5.0%	4 1.8%
SOMEWHAT DISAGREE.	187 14.9%	76 14.4%	14 25.5% A*	3 11.1% *	- **	3 12.1% **	165 14.4%	22 20.7% *	156 15.1%	28 13.5% *	93 13.7%	71 19.1% j	9 23.3% **	15 10.1%	137 16.2%	61 15.6%	97 15.9%	60 14.4%	48 16.6%	47 19.2%
COMPLETELY DISAGREE.	690 55.1%	364 69.5% BC	4 7.8% *	3 11.1% *	1 37.8% **	15 59.4% **	637 55.5%	53 50.8% *	582 56.2%	103 49.9% *	401 59.1%	202 54.8%	22 56.0% **	104 68.5% N	476 56.2%	241 61.3%	340 55.6%	231 55.5% S	149 51.7% s	102 41.8%
DON'T KNOW	8 0.6%	2 0.3%	- 0.8% *	- *	- **	- **	7 0.6%	- 0.4% *	6 0.6%	1 0.4% *	2 0.3%	3 0.8%	- **	- 0.3%	4 0.5%	- 0.1%	4 0.7%	6 1.6%	- -	- 0.2%
NET: TOP 2 BOX	322 25.7%	69 13.1%	33 59.1% A*	19 72.7% A*	1 46.8% **	6 24.2% **	297 25.8%	26 24.6% *	254 24.5%	67 32.1% *	159 23.4%	81 22.1%	7 18.9% **	26 17.2%	201 23.7%	81 20.7%	143 23.3%	101 24.3%	77 26.7%	90 37.0% QR

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q11. AGREEMENT WITH STATEMENTS - IT IS OKAY TO HAVE A DRINK ON SPECIAL OCCASIONS WHILE PREGNANT  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	66 5.2%	5 6.7% *	10 3.4%	30 6.1%	10 4.2%	11 6.7%
SOMEWHAT AGREE.	257 20.5%	14 17.2% *	61 21.2%	110 22.7%	42 18.0%	29 17.7%
NEITHER AGREE NOR DISAGREE.	46 3.7%	4 4.3% *	19 6.5% C	11 2.2%	7 3.2%	6 3.5%
SOMEWHAT DISAGREE.	187 14.9%	12 14.7% *	58 20.2% C	60 12.3%	33 14.4%	23 14.1%
COMPLETELY DISAGREE.	690 55.1%	47 57.1% *	139 48.1%	270 55.5%	140 60.1% B	95 58.0% b
DON' T KNOW	8 0.6%	- *	2 0.7%	6 1.2%	- -	- -
NET: TOP 2 BOX	322 25.7%	20 23.9% *	71 24.5%	140 28.8%	52 22.3%	40 24.4%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - A SMALL AMOUNT OF ALCOHOL USE DURING PREGNANCY CAN USUALLY BE CONSIDERED SAFE.  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	121 9.7%	73 11.8% B	48 7.6%	46 10.1%	38 8.3%	37 10.9%	30 10.6%	19 12.4% h	9 4.8% *	17 11.1% h	37 10.7% h	8 17.2% *	30 10.3%	5 9.5% *	32 9.8%	45 8.4%	28 6.4%	21 14.4% p*	10 9.6% *	42 17.8% P
SOMEWHAT AGREE.	350 27.9%	178 28.7%	172 27.2%	128 28.4%	125 27.2%	97 28.3%	74 25.7%	46 29.7%	41 22.4% *	42 27.6%	115 32.7% h	9 18.9% *	82 28.1%	13 28.0% *	110 33.8% 0	136 25.5%	126 29.1%	44 29.4% *	40 39.1% *	79 34.0%
NEITHER AGREE NOR DISAGREE.	61 4.9%	28 4.5%	33 5.2%	31 6.8%	17 3.6%	13 3.9%	15 5.2%	6 4.0%	14 7.7% *	4 2.5%	18 5.0%	1 1.8% *	22 7.5% 0	7 14.4% kn0*	19 5.8% 0	12 2.3%	32 7.4% RS	9 6.2% *	1 0.7% *	5 2.0%
SOMEWHAT DISAGREE.	214 17.1%	97 15.6%	118 18.6%	99 21.9% E	78 16.9% E	38 11.0%	42 14.6%	26 16.5%	37 20.4% *	31 20.7%	56 16.1%	4 7.9% *	61 21.0% kN	11 23.1% kn*	38 11.7%	99 18.7% N	72 16.7%	26 17.8% *	22 22.0% *	41 17.3%
COMPLETELY DISAGREE.	483 38.5%	230 37.1%	252 39.9%	144 31.7%	190 41.3% C	149 43.7% C	121 42.3%	57 36.4%	78 42.6% *	57 38.1%	120 34.2%	24 51.3% LM*	91 31.1%	11 23.4% *	122 37.3%	229 43.1% LM	171 39.5% rS	48 32.3% *	28 27.2% *	67 28.5%
DON' T KNOW	24 1.9%	15 2.4%	10 1.5%	5 1.0%	12 2.6%	8 2.2%	4 1.6%	2 1.0%	4 2.1% *	- -	4 1.2%	1 2.9% *	6 2.0%	1 1.6% *	5 1.6%	11 2.1%	4 0.8%	- -	1 1.3% *	1 0.4%
NET: TOP 2 BOX	471 37.6%	251 40.4%	220 34.8%	174 38.5%	163 35.6%	134 39.2%	104 36.3%	66 42.1% H	50 27.1% *	58 38.7% h	152 43.4% H	17 36.1% *	112 38.4%	18 37.5% *	142 43.6% 0	181 33.9%	154 35.6%	65 43.7% *	49 48.7% p*	121 51.7% P

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - A SMALL AMOUNT OF ALCOHOL USE DURING PREGNANCY CAN USUALLY BE CONSIDERED SAFE.

Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	121 9.7%	22 4.2%	12 21.2% A*	11 40.6% Ab*	2 62.2% **	2 6.5% **	111 9.7%	10 9.5% *	96 9.3%	24 11.5% *	56 8.3%	32 8.6%	2 4.3% **	14 9.6%	71 8.4%	27 7.0%	54 8.9%	37 9.0%	30 10.4%	34 13.9%
SOMEWHAT AGREE.	350 27.9%	123 23.6%	30 54.3% A*	12 44.0% A*	- **	7 29.6% **	309 26.9%	41 39.7% f*	284 27.4%	64 30.9% *	184 27.1%	116 31.4%	10 24.7% **	31 20.5%	253 29.8% m	102 25.9%	183 29.9%	105 25.2%	93 32.5%	92 37.7% Q
NEITHER AGREE NOR DISAGREE.	61 4.9%	27 5.2%	3 6.1% *	- 1.6% *	- **	2 7.7% **	56 4.9%	5 4.8% *	51 4.9%	10 4.6% *	31 4.5%	18 4.9%	1 2.8% **	6 4.0%	41 4.8%	21 5.5%	25 4.1%	31 7.5% S	12 4.2%	5 2.2%
SOMEWHAT DISAGREE.	214 17.1%	103 19.6%	9 17.0% *	2 9.1% *	- **	3 12.6% **	205 17.8%	9 9.1% *	172 16.6%	40 19.1% *	96 14.2%	76 20.5% j	10 24.6% **	21 14.2%	139 16.4%	75 19.2%	92 15.1%	73 17.5%	53 18.3%	42 17.1%
COMPLETELY DISAGREE.	483 38.5%	239 45.6% BC	1 1.4% *	1 4.8% *	1 37.8% **	10 41.6% **	453 39.4%	30 28.4% *	417 40.3% i	64 30.8% *	298 43.9% K	124 33.6%	16 40.6% **	74 49.0% n	331 39.1%	159 40.4%	248 40.6%	161 38.8% S	97 33.7%	69 28.4%
DON'T KNOW	24 1.9%	9 1.8%	- *	- *	- **	- 2.0% **	16 1.4%	9 8.4% F*	15 1.4%	7 3.2% *	13 2.0%	4 1.1%	1 3.1% **	4 2.7%	12 1.4%	8 2.0%	9 1.4%	8 1.9%	3 1.0%	2 0.6%
NET: TOP 2 BOX	471 37.6%	145 27.8%	42 75.5% A*	22 84.6% A*	2 62.2% **	9 36.1% **	420 36.5%	51 49.2% *	380 36.7%	88 42.3% *	240 35.4%	147 39.9%	11 29.0% **	46 30.1%	324 38.2%	129 32.9%	237 38.8%	142 34.2%	123 42.9% q	126 51.6% Q

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - A SMALL AMOUNT OF ALCOHOL USE DURING PREGNANCY CAN USUALLY BE CONSIDERED SAFE.

Base: TOTAL RESPONDENTS

	REGION					
	Total	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	121 9.7%	4 4.6% *	36 12.5% a	52 10.7%	16 7.1%	12 7.6%
SOMEWHAT AGREE.	350 27.9%	30 36.8% CD*	99 34.4% CD	120 24.8%	52 22.4%	48 29.4%
NEITHER AGREE NOR DISAGREE.	61 4.9%	3 3.1% *	26 9.1% CE	17 3.4%	10 4.5%	5 3.0%
SOMEWHAT DISAGREE.	214 17.1%	12 15.1% *	35 12.0%	91 18.8% b	45 19.3% b	31 19.1% b
COMPLETELY DISAGREE.	483 38.5%	33 40.1% *	90 31.1%	190 39.1%	109 46.7% Be	61 37.3%
DON' T KNOW	24 1.9%	- 0.3% *	3 0.9%	16 3.2% D	- -	6 3.6% bD
NET: TOP 2 BOX	471 37.6%	34 41.4% d*	136 46.9% CDe	172 35.5%	68 29.5%	61 37.0%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - THE MORE ALCOHOL A PREGNANT WOMAN DRINKS, THE MORE LIKELY THAT THE BABY WILL BE HARMED  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	1055 84.2%	511 82.4%	543 85.9%	371 82.0%	389 84.7%	294 86.3%	234 81.9%	133 84.7%	175 95.5% FGI J*	124 82.3%	283 80.8%	36 76.1% *	255 87.3%	38 80.2% *	273 83.7%	447 83.9%	366 84.6%	126 84.7% *	80 78.7% *	198 84.8%
SOMEWHAT AGREE.	145 11.6%	83 13.4%	62 9.8%	59 13.0%	52 11.4%	34 10.1%	33 11.5% h	22 14.1% H	8 4.5% *	22 14.3% H	49 13.9% H	8 16.7% *	26 9.0%	8 17.5% *	37 11.3%	66 12.4%	56 12.9%	19 13.1% *	13 12.9% *	27 11.7%
NEITHER AGREE NOR DISAGREE.	5 0.4%	1 0.1%	5 0.7%	- -	4 0.9%	1 0.3%	2 0.8%	- -	- -	- 0.3% *	3 0.8%	- -	- 0.2%	1 2.4% I*	1 0.4%	2 0.5%	1 0.3%	- -	1 1.5% *	- -
SOMEWHAT DISAGREE.	14 1.1%	5 0.9%	8 1.3%	7 1.6%	4 0.9%	3 0.8%	1 0.5%	2 1.1%	- -	2 1.2% *	8 2.3%	- -	2 0.6% *	- -	4 1.2%	8 1.5%	4 0.9%	1 0.8% *	5 4.6% Ps*	1 0.6%
COMPLETELY DISAGREE.	21 1.7%	10 1.6%	11 1.8%	7 1.5%	7 1.5%	7 2.0%	10 3.7% gh	- -	- -	3 1.8% *	7 2.1%	3 6.3% No*	7 2.3% n	- -	- 0.1%	9 1.7% n	5 1.2%	2 1.4% *	2 2.4% s*	- -
DON' T KNOW	13 1.0%	10 1.6%	3 0.5%	9 1.9%	3 0.6%	1 0.4%	5 1.8% j	- -	- -	- -	- 0.1%	- 0.9% o*	2 0.6% *	- -	11 3.2% 0	- -	- 0.1%	- -	- -	7 2.9% P
NET: TOP 2 BOX	1200 95.8%	595 95.9%	605 95.7%	430 95.0%	442 96.1%	329 96.4%	267 93.4%	155 98.9% Fj	183 100.0% Fi J*	146 96.6%	332 94.7%	44 92.8% *	282 96.3%	46 97.6% *	310 95.0%	513 96.3%	422 97.5% R	145 97.8% r*	93 91.5% *	226 96.5%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - THE MORE ALCOHOL A PREGNANT WOMAN DRINKS, THE MORE LIKELY THAT THE BABY WILL BE HARMED  
 Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	1055 84.2%	453 86.6%	48 86.1%*	20 77.1%*	2 55.7%**	21 84.2%**	981 85.4%G	74 71.0%*	899 86.8%I	150 72.2%*	577 85.0%	302 81.8%	30 78.1%**	131 86.3%	711 83.9%	327 83.3%	519 85.0%	364 87.6%rs	234 81.3%	198 81.1%
SOMEWHAT AGREE.	145 11.6%	47 9.0%	7 12.5%*	5 19.7%*A*	- **	3 10.3%**	130 11.4%	15 14.2%*	105 10.2%	37 17.7%*H*	73 10.8%	45 12.2%	8 20.0%**	12 8.0%	96 11.3%	40 10.1%	69 11.3%	41 9.9%	46 16.0%q	31 12.6%
NEITHER AGREE NOR DISAGREE.	5 0.4%	4 0.8%	- *	- *	- **	- 2.0%**	5 0.5%	- *	5 0.5%	- *	4 0.6%	1 0.3%	- 0.7%**	- -	5 0.6%	1 0.1%	4 0.6%	- 0.1%	3 0.9%	- -
SOMEWHAT DISAGREE.	14 1.1%	8 1.5%	- *	- 1.6%*	- **	- **	10 0.8%	4 4.1%*f*	8 0.8%	5 2.7%*	9 1.3%	5 1.4%	- **	8 5.0%*N	6 0.8%	8 2.1%	5 0.8%	4 0.9%	3 0.9%	5 1.9%
COMPLETELY DISAGREE.	21 1.7%	8 1.6%	1 1.4%*	- 1.6%*	1 44.3%**	- 1.9%**	17 1.4%	4 4.2%*	13 1.2%	8 4.0%*h*	12 1.8%	9 2.4%	- 1.2%**	1 0.8%	19 2.3%	10 2.6%	11 1.7%	4 0.9%	3 0.9%	4 1.6%
DON'T KNOW	13 1.0%	3 0.5%	- *	- *	- **	- 1.7%**	6 0.5%	7 6.5%*F*	5 0.5%	7 3.5%*H*	3 0.5%	7 1.8%	- **	- -	9 1.1%	7 1.7%	3 0.5%	3 0.8%	- -	7 2.8%*R
NET: TOP 2 BOX	1200 95.8%	500 95.6%	55 98.6%*	26 96.8%*	2 55.7%**	23 94.4%**	1111 96.7%G	89 85.2%*	1004 96.9%I	186 89.9%*	651 95.8%	347 94.1%	38 98.1%**	143 94.2%	807 95.2%	367 93.4%	588 96.4%	405 97.4%*s	280 97.3%	229 93.7%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - THE MORE ALCOHOL A PREGNANT WOMAN DRINKS, THE MORE LIKELY THAT THE BABY WILL BE HARMED  
 Base: TOTAL RESPONDENTS

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	1055 84.2%	77 93.4% BCd*	228 78.9%	404 83.3%	200 86.3% b	145 88.5% B
SOMEWHAT AGREE.	145 11.6%	4 4.3% *	47 16.3% ADE	62 12.8% A	20 8.4%	13 7.8%
NEITHER AGREE NOR DISAGREE.	5 0.4%	1 1.0% *	-	1 0.2%	2 1.0%	2 1.0%
SOMEWHAT DISAGREE.	14 1.1%	-	5 1.8%	5 1.1%	1 0.4%	2 1.5%
COMPLETELY DISAGREE.	21 1.7%	1 1.3% *	1 0.4%	10 2.0%	7 2.9% b	2 1.2%
DON' T KNOW	13 1.0%	-	8 2.6% ce	3 0.6%	2 1.0%	-
NET: TOP 2 BOX	1200 95.8%	80 97.7% *	275 95.2%	467 96.1%	220 94.7%	158 96.3%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - DRINKING ANY AMOUNT OF ALCOHOL DURING PREGNANCY CAN HARM A BABY'S DEVELOPING BRAIN AND OTHER ORGANS  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	847 67.6%	404 65.1%	443 70.0%	309 68.3%	322 69.9%	216 63.4%	211 73.8% GJ	97 61.7%	129 70.5% *	100 66.2%	223 63.7%	38 80.7% n*	193 66.1%	32 68.0% *	212 65.1%	367 68.8%	292 67.4% r	94 63.4% *	55 54.5% *	146 62.4% *
SOMEWHAT AGREE.	239 19.1%	116 18.6%	124 19.6%	90 19.9%	77 16.7%	72 21.2%	36 12.4%	36 22.8% F	31 16.9% *	33 22.1% F	78 22.4% F	7 14.7% *	50 17.2%	11 22.6% *	72 22.0% *	99 18.5%	83 19.1%	34 23.1% *	29 28.3% *	49 20.9% *
NEITHER AGREE NOR DISAGREE.	38 3.1%	26 4.2% b	12 1.9%	20 4.4% D	5 1.1%	14 4.0% D	3 1.1%	5 3.4%	13 6.9% F*	3 2.1%	11 3.1%	- 0.9% *	11 3.7%	1 1.3% *	12 3.8%	14 2.7%	18 4.1%	6 3.9% *	2 2.0% *	8 3.3% *
SOMEWHAT DISAGREE.	97 7.8%	61 9.8% B	36 5.8%	31 6.8%	46 10.1% E	20 5.9%	30 10.6% h	15 9.7% h	7 3.6% *	11 7.2%	29 8.2%	2 3.7% *	30 10.3%	2 4.4% *	23 7.1%	40 7.5%	33 7.5%	8 5.6% *	14 14.0% q*	27 11.7% *
COMPLETELY DISAGREE.	23 1.9%	8 1.3%	15 2.5%	3 0.6%	7 1.5%	14 4.0% CD	3 1.1%	3 2.2%	4 2.0% *	3 2.1%	7 1.9%	- - *	8 2.6%	2 3.6% *	3 1.0%	10 1.9%	6 1.4%	5 3.5% *	1 1.2% *	3 1.5% *
DON'T KNOW	8 0.6%	6 1.0%	2 0.3%	- -	3 0.6%	5 1.5% C	3 1.0%	- 0.2%	- 0.1% *	- 0.3%	2 0.7%	- - *	- 0.1%	- -	4 1.1%	3 0.5%	2 0.5%	1 0.6% *	- -	1 0.3% *
NET: TOP 2 BOX	1086 86.7%	520 83.8%	566 89.5% A	399 88.2%	398 86.7%	289 84.7%	247 86.2%	132 84.6%	160 87.4% *	133 88.3%	302 86.1%	45 95.4% l*	244 83.3%	43 90.6% *	284 87.1%	465 87.4%	375 86.5%	128 86.4% *	84 82.8% *	195 83.3% *

- Column Means:

Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q11. AGREEMENT WITH STATEMENTS - DRINKING ANY AMOUNT OF ALCOHOL DURING PREGNANCY CAN HARM A BABY'S DEVELOPING BRAIN AND OTHER ORGANS  
 Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	847 67.6%	405 77.3% BC	11 20.0% *	8 29.0% *	1 37.8% **	18 73.8% **	802 69.8% G	45 43.4% *	716 69.1% *	127 61.2% *	470 69.2% *	253 68.6% *	24 62.8% **	114 75.4% *	576 68.0% *	285 72.6% *	411 67.3% *	291 70.0% S	182 63.3% *	136 55.9% *
SOMEWHAT AGREE.	239 19.1%	85 16.3%	26 46.4% A*	10 36.4% A*	- 17.9% **	3 11.9% **	205 17.9% *	34 32.8% F*	189 18.3% *	45 22.0% *	119 17.6% *	77 21.0% *	8 20.7% **	22 14.6% *	164 19.4% *	72 18.4% *	116 19.0% *	70 16.9% *	66 22.8% *	65 26.7% Q
NEITHER AGREE NOR DISAGREE.	38 3.1%	6 1.2%	1 2.5% *	2 6.0% A*	- 17.9% **	3 10.8% **	36 3.1% *	3 2.7% *	33 3.2% *	6 2.7% *	19 2.8% *	13 3.4% *	1 2.7% **	2 1.5% *	28 3.3% *	15 3.8% *	16 2.7% *	17 4.0% *	6 2.2% *	10 4.0% *
SOMEWHAT DISAGREE.	97 7.8%	18 3.5%	11 20.5% A*	7 25.2% A*	- 17.9% **	- 1.7% **	81 7.1% *	16 15.5% F*	74 7.2% *	23 11.2% *	51 7.5% *	22 6.1% *	4 10.0% **	10 6.9% *	59 6.9% *	17 4.4% *	49 8.0% o	30 7.3% *	25 8.8% *	27 11.1% *
COMPLETELY DISAGREE.	23 1.9%	8 1.5%	5 9.1% A*	1 3.4% *	1 44.3% **	- 1.9% **	19 1.7% *	4 4.1% *	17 1.7% *	6 2.9% *	16 2.4% *	3 0.9% *	1 3.9% **	2 1.6% *	16 1.9% *	3 0.8% *	14 2.4% *	3 0.8% *	7 2.3% *	5 2.2% *
DON'T KNOW	8 0.6%	1 0.2%	1 1.5% *	- *	- **	- **	6 0.5% *	2 1.5% *	6 0.6% *	- 0.1% *	4 0.5% *	- *	- **	- *	4 0.4% *	- *	3 0.6% *	4 1.1% *	2 0.6% *	- 0.2% *
NET: TOP 2 BOX	1086 86.7%	490 93.7% BC	37 66.4% *	17 65.4% *	1 37.8% **	21 85.6% **	1007 87.6% G	79 76.2% *	905 87.4% *	172 83.2% *	589 86.8% *	331 89.6% *	32 83.4% **	136 90.0% *	740 87.4% *	357 91.0% P	528 86.4% *	361 86.9% *	248 86.2% *	201 82.6% *

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q11. AGREEMENT WITH STATEMENTS - DRINKING ANY AMOUNT OF ALCOHOL DURING PREGNANCY CAN HARM A BABY'S DEVELOPING BRAIN AND OTHER ORGANS  
 Base: TOTAL RESPONDENTS

	REGION					
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	847 67.6%	49 60.2% *	179 62.0%	329 67.8%	177 76.1% ABc	112 68.4%
SOMEWHAT AGREE.	239 19.1%	23 27.8% cDe*	59 20.3%	93 19.1%	35 14.9%	30 18.5%
NEITHER AGREE NOR DISAGREE.	38 3.1%	5 5.9% d*	11 3.9%	12 2.5%	4 1.9%	6 3.5%
SOMEWHAT DISAGREE.	97 7.8%	4 4.5% *	35 12.1% acD	33 6.8%	12 5.2%	14 8.2%
COMPLETELY DISAGREE.	23 1.9%	1 1.0% *	4 1.2%	13 2.6%	4 1.9%	2 1.0%
DON' T KNOW	8 0.6%	1 0.7% *	1 0.4%	5 1.1%	- -	1 0.4%
NET: TOP 2 BOX	1086 86.7%	72 88.0% *	238 82.3%	422 86.9%	211 91.0% B	143 86.9%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - ALCOHOL CAN CAUSE PROBLEMS FOR A BABY ANY TIME DURING PREGNANCY, EVEN BEFORE A WOMAN KNOWS THAT SHE'S PREGNANT  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	745 59.5%	355 57.3%	390 61.7%	271 59.8%	274 59.6%	201 58.9%	182 63.6% J	90 57.5%	112 60.9% *	100 66.1% J	185 52.6%	29 61.8% *	173 59.2%	28 58.9% *	184 56.5%	327 61.4%	277 63.9% RS	85 57.1% *	51 50.1% *	120 51.4%
SOMEWHAT AGREE.	325 26.0%	171 27.5%	155 24.5%	127 28.0%	114 24.7%	85 25.0%	68 23.7%	47 30.1%	44 23.8% *	35 23.3%	108 30.8%	11 23.5% *	79 26.9%	12 25.9% *	86 26.3%	137 25.7%	106 24.6%	42 28.6% *	29 29.1% *	76 32.6% P
NEITHER AGREE NOR DISAGREE.	60 4.8%	33 5.3%	27 4.3%	23 5.1%	16 3.6%	20 5.9%	17 5.8%	7 4.8%	5 2.7% *	6 3.8%	19 5.4%	3 7.0% *	17 5.8%	1 1.9% *	20 6.1%	19 3.5%	20 4.6%	9 6.1% *	5 4.5% *	12 5.3%
SOMEWHAT DISAGREE.	58 4.6%	30 4.9%	28 4.4%	14 3.2%	29 6.3%	15 4.3%	7 2.4%	7 4.4%	13 7.3% f*	6 4.0%	19 5.3%	2 5.0% *	11 3.8%	5 9.7% *	17 5.3%	23 4.3%	17 3.8%	6 4.1% *	12 11.4% P*	16 6.8%
COMPLETELY DISAGREE.	38 3.1%	17 2.7%	21 3.4%	11 2.5%	17 3.6%	10 3.0%	7 2.4%	2 1.5%	6 3.3% *	3 1.8%	15 4.3%	1 2.7% *	10 3.5%	- -	11 3.5% *	14 2.6%	7 1.7%	4 2.7% *	4 3.7% *	6 2.7%
DON'T KNOW	26 2.1%	15 2.3%	12 1.8%	6 1.4%	10 2.2%	10 2.9%	6 2.1%	3 1.7%	3 1.9% *	2 1.0%	6 1.6%	- -	2 0.7%	2 3.6% *	7 2.2%	14 2.6%	6 1.4%	2 1.4% *	1 1.3% *	3 1.1%
NET: TOP 2 BOX	1071 85.5%	526 84.8%	545 86.1%	397 87.8%	387 84.3%	286 83.9%	250 87.3%	137 87.6%	155 84.8% *	135 89.4%	292 83.4%	40 85.3% *	252 86.2%	40 84.7% *	270 82.8%	464 87.1%	383 88.5% r	127 85.7% *	80 79.1% *	196 84.0%

- Column Means:

Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - ALCOHOL CAN CAUSE PROBLEMS FOR A BABY ANY TIME DURING PREGNANCY, EVEN BEFORE A WOMAN KNOWS THAT SHE'S PREGNANT  
 Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	745 59.5%	341 65.2% BC	20 36.7% *	12 45.0% *	1 53.2% **	15 61.0% **	695 60.5%	50 48.3% *	629 60.7%	111 53.5% *	418 61.6%	210 56.9%	23 59.5% **	86 57.1%	516 61.0%	236 60.2%	363 59.4%	267 64.2% S	175 61.0% S	104 42.6%
SOMEWHAT AGREE.	325 26.0%	114 21.8%	24 43.5% A*	10 39.2% A*	- 17.9% **	6 25.8% **	295 25.7%	31 29.4% *	261 25.2%	60 29.1% *	169 24.9%	107 29.0%	9 23.7% **	41 26.9%	220 26.0%	111 28.3%	157 25.7%	91 21.9%	73 25.5%	92 37.7% QR
NEITHER AGREE NOR DISAGREE.	60 4.8%	18 3.5%	2 4.3% *	3 9.7% a*	- 17.9% **	3 13.2% **	53 4.6%	7 6.5% *	56 5.4%	4 1.9% *	28 4.1%	14 3.8%	4 9.1% **	5 3.2%	31 3.6%	9 2.3%	29 4.7%	17 4.0%	15 5.4%	14 5.9%
SOMEWHAT DISAGREE.	58 4.6%	23 4.3%	4 6.7% *	2 6.1% *	- 17.9% **	- 13.2% **	53 4.6%	5 5.1% *	45 4.3%	14 6.5% *	30 4.5%	16 4.3%	1 2.8% **	4 2.5%	42 4.9%	12 3.2%	34 5.6%	23 5.5%	12 4.1%	18 7.3%
COMPLETELY DISAGREE.	38 3.1%	16 3.1%	4 7.2% *	- 28.9% **	1 28.9% **	- 13.2% **	32 2.8%	7 6.3% *	27 2.6%	11 5.3% *	22 3.2%	14 3.9%	2 4.9% **	11 7.5% N	23 2.7%	17 4.5%	17 2.7%	8 1.9%	6 2.1%	14 5.7% QR
DON'T KNOW	26 2.1%	11 2.0%	1 1.6% *	- *	- **	- **	22 1.9%	5 4.4% *	19 1.8%	8 3.6% *	12 1.7%	8 2.1%	- **	4 2.9%	15 1.8%	6 1.6%	11 1.9%	10 2.5%	6 1.9%	2 0.7%
NET: TOP 2 BOX	1071 85.5%	455 87.0%	44 80.2% *	22 84.2% *	1 53.2% **	22 86.8% **	990 86.2%	81 77.7% *	889 85.9%	171 82.6% *	587 86.5%	317 85.9%	32 83.2% **	127 84.0%	737 87.0%	347 88.5%	520 85.1%	358 86.1%	249 86.5%	196 80.3%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q11. AGREEMENT WITH STATEMENTS - ALCOHOL CAN CAUSE PROBLEMS FOR A BABY ANY TIME DURING PREGNANCY, EVEN BEFORE A WOMAN KNOWS THAT SHE'S PREGNANT  
 Base: TOTAL RESPONDENTS

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	745 59.5%	47 57.8% *	171 59.0%	287 59.2%	145 62.4%	95 57.9%
SOMEWHAT AGREE.	325 26.0%	22 27.3% *	69 23.9%	129 26.6%	61 26.4%	44 26.5%
NEITHER AGREE NOR DISAGREE.	60 4.8%	8 9.3% C*	20 7.0% c	14 2.9%	10 4.3%	8 4.7%
SOMEWHAT DISAGREE.	58 4.6%	2 2.1% *	14 4.8%	25 5.1%	10 4.3%	8 4.7%
COMPLETELY DISAGREE.	38 3.1%	1 1.0% *	9 3.1%	19 3.9%	4 1.8%	5 3.2%
DON' T KNOW	26 2.1%	2 2.4% *	6 2.2%	11 2.3%	2 0.8%	5 3.0%
NET: TOP 2 BOX	1071 85.5%	70 85.2% *	240 82.9%	416 85.8%	206 88.8%	139 84.4%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - ALCOHOL USE DURING PREGNANCY CAN LEAD TO LIFE-LONG DISABILITIES IN A CHILD  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	953 76.1%	453 73.0%	501 79.1% A	341 75.4%	358 77.8%	254 74.6%	224 78.1%	110 70.5%	155 84.7% GJ*	120 79.6%	258 73.7%	36 77.2% *	221 75.5%	38 80.5% *	239 73.4%	413 77.5%	331 76.5% s	121 81.3% S*	74 72.6% *	158 67.4% *
SOMEWHAT AGREE.	205 16.3%	107 17.2%	98 15.5%	72 15.9%	75 16.3%	58 17.0%	46 16.1%	38 24.0% HI	21 11.7% *	18 11.7%	65 18.4%	4 8.4% *	58 19.8%	8 16.9% *	50 15.4%	85 15.9%	77 17.8%	22 14.5% *	19 18.7% *	48 20.7% *
NEITHER AGREE NOR DISAGREE.	36 2.9%	27 4.3% B	9 1.4%	21 4.7% D	6 1.4%	8 2.5%	4 1.3%	3 1.7%	5 2.6% *	9 5.8% F	12 3.5%	3 6.3% 1*	4 1.3%	- *	14 4.2%	16 2.9%	18 4.1%	2 1.6% *	6 5.5% *	7 3.0% *
SOMEWHAT DISAGREE.	22 1.8%	12 1.9%	10 1.6%	11 2.5%	6 1.3%	5 1.4%	6 2.0%	4 2.3%	1 0.7% *	2 1.1%	6 1.6%	3 7.1% 10*	5 1.7%	1 2.7% *	7 2.0%	6 1.1%	1 0.2%	2 1.2% *	1 0.7% *	7 3.0% P
COMPLETELY DISAGREE.	6 0.5%	2 0.3%	4 0.7%	- -	2 0.3%	5 1.4% Cd	2 0.7%	- -	1 0.4% *	1 0.5%	2 0.7%	- *	3 1.0%	- *	1 0.2%	3 0.6%	2 0.4%	- *	- *	1 0.5% *
DON' T KNOW	31 2.5%	21 3.3%	10 1.6%	7 1.5%	13 2.9%	11 3.1%	5 1.7%	2 1.4%	- -	2 1.3%	8 2.2%	- 0.9% *	2 0.8%	- *	16 4.9% Lo	11 2.0%	4 1.0%	2 1.4% *	3 2.5% *	13 5.4% P
NET: TOP 2 BOX	1158 92.4%	559 90.1%	599 94.6% A	413 91.3%	433 94.1%	312 91.6%	269 94.2%	148 94.5%	176 96.3% *	138 91.3%	323 92.1%	40 85.6% *	279 95.3% KN	46 97.3% k*	289 88.7%	497 93.4% n	408 94.3% S	142 95.8% s*	93 91.3% *	206 88.1% *

- Column Means:

Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - ALCOHOL USE DURING PREGNANCY CAN LEAD TO LIFE-LONG DISABILITIES IN A CHILD

Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	953 76.1%	439 83.9% BC	29 53.0% *	14 53.9% *	- **	18 73.1% **	894 77.8% G	60 57.3% *	830 80.2% I	118 57.0% *	528 77.8% *	279 75.6% *	34 87.0% **	127 84.0% n	638 75.4% *	322 82.1% P	454 74.4% *	333 80.1% S	212 73.8% *	166 68.1% *
SOMEWHAT AGREE.	205 16.3%	64 12.3%	23 40.7% A*	8 29.8% A*	- **	4 14.2% **	185 16.1%	19 18.5% *	152 14.7% *	47 22.8% H*	103 15.1% *	61 16.6% *	2 4.2% **	15 9.8% *	144 17.1% m	45 11.4% *	108 17.7% 0	61 14.6% *	53 18.4% *	53 21.6% q
NEITHER AGREE NOR DISAGREE.	36 2.9%	3 0.7%	- 0.8% *	3 12.3% AB*	- 17.9% **	2 6.5% **	24 2.1%	12 11.4% F*	18 1.7%	18 8.6% H*	17 2.6% *	11 2.9%	1 2.7% **	5 3.5% *	22 2.5% *	6 1.5% *	22 3.5% *	10 2.4% *	13 4.5% *	9 3.8% *
SOMEWHAT DISAGREE.	22 1.8%	7 1.4%	1 1.9% *	1 4.0% *	- **	1 4.3% **	19 1.6%	3 3.2% *	14 1.3%	8 4.1% h*	10 1.5% *	9 2.4% *	- **	- -	19 2.2% *	8 1.9% *	10 1.7% *	3 0.7% *	4 1.4% *	3 1.4% *
COMPLETELY DISAGREE.	6 0.5%	2 0.3%	- *	- *	2 82.1% **	- 1.9% **	4 0.4%	2 2.0% *	5 0.5%	1 0.7% *	5 0.7% *	1 0.4% *	- **	2 1.1% *	5 0.5% *	2 0.4% *	5 0.8% *	- -	- 0.1%	2 0.8% *
DON'T KNOW	31 2.5%	8 1.5%	2 3.7% *	- *	- **	- **	23 2.0%	8 7.4% F*	17 1.6%	14 6.7% H*	16 2.3% *	8 2.2% *	2 6.2% **	2 1.6% *	19 2.3% *	10 2.7% *	12 2.0% *	9 2.3% *	5 1.7% *	11 4.4% *
NET: TOP 2 BOX	1158 92.4%	503 96.1% C	52 93.7% *	22 83.7% *	- **	22 87.3% **	1079 93.9% G	79 75.9% *	983 94.9% I	165 79.9% *	631 92.9% *	340 92.2% *	35 91.2% **	142 93.7% *	783 92.4% *	367 93.5% *	562 92.1% *	393 94.6% s	265 92.2% *	219 89.8% *

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - ALCOHOL USE DURING PREGNANCY CAN LEAD TO LIFE-LONG DISABILITIES IN A CHILD  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	953 76.1%	65 79.6% b*	197 68.3%	366 75.4%	192 82.6% Bc	133 80.8% B
SOMEWHAT AGREE.	205 16.3%	13 16.3% *	51 17.7%	84 17.3%	30 13.0%	26 16.0%
NEITHER AGREE NOR DISAGREE.	36 2.9%	- *	22 7.7% ACDE	10 2.2%	2 0.7%	2 1.0%
SOMEWHAT DI SAGREE.	22 1.8%	2 2.2% *	5 1.7%	8 1.7%	5 2.0%	2 1.5%
COMPLETELY DISAGREE.	6 0.5%	1 1.0% *	- 0.1%	2 0.3%	3 1.3%	1 0.4%
DON' T KNOW	31 2.5%	1 1.0% *	13 4.6% DE	15 3.1% de	1 0.4%	- 0.3%
NET: TOP 2 BOX	1158 92.4%	79 95.8% B*	249 85.9%	450 92.7% B	222 95.6% B	159 96.8% Bc

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q11. AGREEMENT WITH STATEMENTS - MOST OF THE EFFECTS OF ALCOHOL USE ON A CHILD USUALLY DISAPPEAR AS THE CHILD GROWS OLDER  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	35 2.8%	18 3.0%	16 2.6%	4 0.9%	22 4.8% C	9 2.6%	17 6.0% Hi J	7 4.5% H	- *	2 1.1%	7 1.9%	4 9.2% Lmno*	6 1.9%	- *	9 2.7%	15 2.8%	7 1.7%	5 3.1% *	5 4.5% *	7 3.2%
SOMEWHAT AGREE.	51 4.0%	32 5.2%	19 2.9%	24 5.4% e	18 4.0%	8 2.3%	11 3.8%	9 5.7%	9 5.1% *	8 5.5%	10 2.8%	3 6.8% o*	14 4.7% o	3 6.8% o*	21 6.4% o	10 1.8%	23 5.3%	5 3.7% *	2 1.8% *	9 3.7%
NEITHER AGREE NOR DISAGREE.	87 7.0%	54 8.6% b	34 5.3%	43 9.5% D	21 4.6%	23 6.8%	28 9.7% I	13 8.5% i	13 7.2% *	4 2.7%	24 6.8%	5 10.3% *	27 9.4%	1 2.7% *	22 6.7%	32 6.0%	24 5.6%	19 12.6% P*	7 6.9% *	22 9.5%
SOMEWHAT DISAGREE.	242 19.3%	117 18.8%	125 19.8%	118 26.0% DE	81 17.6% E	43 12.5%	51 17.9%	34 22.0%	40 21.9% *	23 14.9%	67 19.0%	8 17.4% *	60 20.4%	15 32.5% o*	72 22.1% o	86 16.2%	66 15.2%	31 21.2% *	24 23.7% *	63 26.8% P
COMPLETELY DISAGREE.	741 59.2%	342 55.2%	399 63.1% A	244 53.9%	278 60.4%	220 64.5% C	162 56.6%	76 48.3%	105 57.3% *	105 69.9% FGh	225 64.2% G	16 34.3% *	165 56.4% K	23 49.2% *	178 54.5% K	355 66.7% KLMN	286 66.0% S	84 56.9% *	56 55.0% *	119 50.9%
DON' T KNOW	97 7.8%	57 9.3%	40 6.3%	20 4.4%	39 8.6% c	38 11.2% C	17 6.1%	17 11.1% J	15 8.5% *	9 5.8%	19 5.4%	10 22.0% LNO*	21 7.2%	4 8.8% *	25 7.6%	35 6.6%	27 6.2%	4 2.5% *	8 8.2% *	14 6.0%
NET: TOP 2 BOX	86 6.8%	51 8.2%	35 5.5%	28 6.2%	40 8.8% E	17 5.0%	28 9.8% j	16 10.2% J	9 5.1% *	10 6.6%	16 4.7%	8 16.0% 10*	19 6.6%	3 6.8% *	30 9.1% o	24 4.6%	30 7.0%	10 6.8% *	6 6.2% *	16 6.9%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - MOST OF THE EFFECTS OF ALCOHOL USE ON A CHILD USUALLY DISAPPEAR AS THE CHILD GROWS OLDER

Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	35 2.8%	14 2.6%	- *	2 6.6% B*	- **	1 3.4% **	28 2.5%	7 6.3% *	20 1.9%	14 7.0% H*	24 3.5% k	3 0.9%	- **	7 4.8%	19 2.3%	12 3.0%	14 2.3%	14 3.4%	3 0.9%	9 3.7% r
SOMEWHAT AGREE.	51 4.0%	15 2.8%	2 3.3% *	1 5.6% *	- **	- **	42 3.7%	8 7.9% *	37 3.6%	14 6.5% *	23 3.4%	13 3.5%	2 4.3% **	4 2.5%	31 3.6%	9 2.3%	23 3.7%	24 5.7%	10 3.5%	9 3.7%
NEITHER AGREE NOR DISAGREE.	87 7.0%	27 5.2%	3 6.2% *	2 7.7% *	- **	1 3.4% **	79 6.9%	8 7.5% *	64 6.2%	23 11.1% h*	36 5.3%	21 5.6%	1 2.7% **	9 5.8%	47 5.6%	17 4.3%	36 5.9%	28 6.8%	28 9.7%	16 6.6%
SOMEWHAT DISAGREE.	242 19.3%	96 18.3%	15 26.9% *	7 25.2% *	- **	8 30.4% **	212 18.4%	30 28.5% *	192 18.5%	50 23.9% *	113 16.7%	100 27.2% J	7 17.5% **	20 13.4%	184 21.7% m	100 25.5% P	101 16.6%	76 18.3%	57 19.8%	56 23.2%
COMPLETELY DISAGREE.	741 59.2%	341 65.1% C	30 54.8% *	12 45.2% *	2 71.1% **	14 57.5% **	710 61.8% G	31 29.9% *	652 63.0% I	85 41.0% *	420 61.9%	213 57.6%	29 74.4% **	99 65.1%	498 58.8%	233 59.4%	379 62.0%	243 58.6%	176 61.2%	137 56.0%
DON'T KNOW	97 7.8%	31 5.9%	5 8.8% *	3 9.8% *	1 28.9% **	1 3.7% **	77 6.7%	21 19.9% F*	70 6.8%	22 10.4% *	62 9.2% k	19 5.1%	- **	13 8.4%	68 8.0%	22 5.5%	58 9.5% o	30 7.2%	14 4.9%	17 6.8%
NET: TOP 2 BOX	86 6.8%	29 5.5%	2 3.3% *	3 12.2% *	- **	1 5.1% **	71 6.2%	15 14.2% F*	57 5.5%	28 13.5% H*	47 6.9%	16 4.4%	2 4.3% **	11 7.3%	50 5.9%	21 5.3%	36 6.0%	38 9.2% r	13 4.5%	18 7.4%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - MOST OF THE EFFECTS OF ALCOHOL USE ON A CHILD USUALLY DISAPPEAR AS THE CHILD GROWS OLDER  
 Base: TOTAL RESPONDENTS

Total	REGION					
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	35 2.8%	1 1.0% *	3 1.2%	18 3.6%	8 3.4%	5 3.2%
SOMEWHAT AGREE.	51 4.0%	5 6.5% D*	15 5.3% d	22 4.6% d	3 1.4%	4 2.6%
NEITHER AGREE NOR DISAGREE.	87 7.0%	3 3.5% *	31 10.6% aE	31 6.3%	18 7.6% e	5 3.3%
SOMEWHAT DI SAGREE.	242 19.3%	18 22.4% *	63 21.9%	87 18.0%	49 21.0%	24 14.5%
COMPLETELY DISAGREE.	741 59.2%	50 61.0% *	157 54.3%	282 58.1%	145 62.3%	108 65.5% B
DON' T KNOW	97 7.8%	5 5.6% *	20 6.7%	45 9.4% d	10 4.3%	18 10.9% D
NET: TOP 2 BOX	86 6.8%	6 7.5% *	19 6.5%	40 8.2%	11 4.8%	10 5.8%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - IF YOU ARE PLANNING ON BECOMING PREGNANT YOU SHOULD STOP DRINKING  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	785 62.6%	379 61.1%	406 64.2%	289 63.8%	274 59.5%	223 65.3% d	196 68.6% J	99 63.3%	120 65.5% *	91 60.5%	197 56.2%	35 74.0% *	182 62.3%	33 69.4% *	202 61.9%	328 61.5%	273 63.0% R	83 56.0% *	49 48.1% *	137 58.8%
SOMEWHAT AGREE.	243 19.4%	121 19.5%	122 19.3%	85 18.8%	96 20.9%	62 18.3%	47 16.3%	29 18.2%	33 18.2% *	32 21.0%	84 24.0% f	10 21.4% *	56 19.2%	7 15.0% *	60 18.4%	108 20.3%	91 20.9%	40 26.9% *	19 18.4% *	43 18.6%
NEITHER AGREE NOR DISAGREE.	78 6.2%	42 6.7%	36 5.8%	37 8.3% e	26 5.6%	15 4.5%	13 4.7%	8 5.3%	12 6.6% *	12 8.3%	27 7.7%	- -	23 7.9%	2 3.6% *	22 6.9%	31 5.8%	36 8.3%	9 6.3% *	5 4.8% *	19 8.0%
SOMEWHAT DISAGREE.	100 8.0%	50 8.0%	50 7.9%	34 7.4%	42 9.0%	25 7.2%	21 7.5%	12 7.9%	14 7.6% *	13 8.4%	25 7.3%	2 3.7% *	24 8.3%	4 8.9% *	28 8.7%	41 7.7%	22 5.1%	13 8.8% *	24 23.7% PQS*	26 11.2% P
COMPLETELY DISAGREE.	34 2.7%	18 2.9%	17 2.6%	6 1.3%	15 3.3%	13 3.9% c	5 1.6%	5 3.3%	4 2.2% *	2 1.3%	15 4.4%	- 0.9% *	7 2.4%	1 3.1% *	8 2.6%	17 3.2%	8 1.8%	3 1.9% *	5 5.0% *	8 3.4%
DON'T KNOW	12 1.0%	11 1.8% B	1 0.2%	2 0.4%	8 1.7%	3 0.8%	4 1.3%	3 2.0%	- -	1 0.6%	2 0.5%	- -	- -	- -	5 1.5%	7 1.4%	4 0.9%	- -	- -	- -
NET: TOP 2 BOX	1028 82.1%	500 80.6%	528 83.5%	374 82.6%	370 80.4%	285 83.6%	243 84.9%	128 81.6%	153 83.7% *	123 81.5%	281 80.2%	45 95.4% 1No*	238 81.5%	40 84.4% *	262 80.3%	436 81.9%	363 83.9% R	123 83.0% R*	67 66.5% *	181 77.4%

- Column Means:

Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - IF YOU ARE PLANNING ON BECOMING PREGNANT YOU SHOULD STOP DRINKING  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	785 62.6%	357 68.3% BC	23 40.7% *	8 28.5% *	1 37.8% **	18 71.6% **	723 62.9% *	62 59.3% *	658 63.6% *	116 56.1% *	426 62.7% *	238 64.4% *	18 45.3% **	101 66.6% *	544 64.2% *	256 65.3% *	382 62.6% *	253 60.9% S	184 64.0% S	124 50.7% S
SOMEWHAT AGREE.	243 19.4%	92 17.6%	15 27.3% *	10 39.7% A*	- - **	5 18.8% **	233 20.3% g	10 9.9% *	200 19.3% *	43 21.0% *	125 18.4% *	81 21.8% *	15 38.4% **	26 17.3% *	159 18.7% *	79 20.1% *	114 18.7% *	91 21.8% *	51 17.9% *	52 21.3% *
NEITHER AGREE NOR DISAGREE.	78 6.2%	28 5.3%	7 12.0% a*	2 6.0% *	- - **	- 1.1% **	69 6.0% *	9 9.0% *	65 6.3% *	13 6.4% *	39 5.8% *	13 3.6% *	2 5.7% **	8 5.6% *	42 5.0% *	17 4.3% *	34 5.6% *	21 5.0% *	26 9.0% *	20 8.2% *
SOMEWHAT DISAGREE.	100 8.0%	33 6.4%	10 17.7% A*	5 20.2% A*	- 17.9% **	1 4.5% **	82 7.2% F*	17 16.6% F*	75 7.2% *	25 12.0% *	56 8.3% *	31 8.5% *	3 7.4% **	11 7.4% *	71 8.3% *	33 8.5% *	50 8.1% *	41 9.8% *	17 5.9% *	31 12.6% R
COMPLETELY DISAGREE.	34 2.7%	12 2.2%	1 2.4% *	1 5.6% *	1 44.3% **	1 4.1% **	29 2.5% *	5 5.2% *	26 2.5% *	8 4.0% *	29 4.2% K	3 0.7% *	1 3.1% **	5 3.2% *	24 2.8% *	7 1.8% *	23 3.7% *	2 0.5% *	7 2.5% q	16 6.5% Qr
DON'T KNOW	12 1.0%	1 0.2%	- - *	- - *	- - **	- - **	12 1.1% *	- - *	11 1.1% *	1 0.6% *	4 0.6% *	4 1.0% *	- - **	- - *	8 0.9% *	- - *	8 1.3% o	8 1.9% *	2 0.6% *	2 0.6% *
NET: TOP 2 BOX	1028 82.1%	449 85.8% BC	38 68.0% *	18 68.1% *	1 37.8% **	22 90.3% **	956 83.2% G	72 69.2% *	858 82.9% *	160 77.1% *	551 81.1% *	318 86.2% *	32 83.7% **	127 83.8% *	703 83.0% *	335 85.4% *	497 81.3% *	344 82.7% S	236 81.9% S	176 72.0% S

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q11. AGREEMENT WITH STATEMENTS - IF YOU ARE PLANNING ON BECOMING PREGNANT YOU SHOULD STOP DRINKING  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	785 62.6%	59 72.1% B*	157 54.4%	321 66.2% B	145 62.2%	103 62.6%
SOMEWHAT AGREE.	243 19.4%	16 18.9% *	49 16.8%	99 20.3%	43 18.7%	37 22.7%
NEITHER AGREE NOR DISAGREE.	78 6.2%	3 3.7% *	33 11.6% aCE	19 4.0%	15 6.6%	7 4.4%
SOMEWHAT DI SAGREE.	100 8.0%	4 4.7% *	35 12.1% aC	29 6.1%	19 8.3%	12 7.5%
COMPLETELY DISAGREE.	34 2.7%	1 0.7% *	13 4.4%	9 1.8%	8 3.5%	4 2.5%
DON' T KNOW	12 1.0%	- -	2 0.6%	8 1.7%	2 0.8%	1 0.4%
NET: TOP 2 BOX	1028 82.1%	75 91.0% BD*	206 71.2%	420 86.5% B	188 80.9% B	140 85.3% B

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - WINE AND BEER ARE LESS HARMFUL TO THE UNBORN BABY THAN HARD LIQUOR  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
COMPLETELY AGREE.	86 6.9%	55 8.8% B	32 5.0%	34 7.5%	35 7.5%	18 5.2%	24 8.3% j	19 12.4% HJ	8 4.6% *	12 7.8%	14 3.9%	6 13.8% 0*	26 9.0% 0	5 10.4% *	25 7.6%	23 4.3%	29 6.7%	13 8.6% *	5 4.8% *	20 8.5%
SOMEWHAT AGREE.	190 15.2%	110 17.8% B	80 12.6%	97 21.5% DE	54 11.8%	39 11.3%	46 15.9%	19 11.9%	29 15.9% *	25 16.8%	54 15.3%	5 10.4% *	61 20.9% m0	4 8.1% *	61 18.6% 0	60 11.2%	56 12.9%	21 14.2% *	18 18.1% *	40 17.1%
NEITHER AGREE NOR DISAGREE.	85 6.8%	47 7.6%	38 6.0%	47 10.5% DE	20 4.3%	18 5.3%	23 7.9%	10 6.4%	15 8.1% *	9 6.2%	21 6.1%	- 0.9% *	33 11.1% k0	4 7.8% *	24 7.3%	24 4.6%	34 7.8%	8 5.2% *	8 8.2% *	15 6.6%
SOMEWHAT DISAGREE.	135 10.8%	77 12.5%	58 9.1%	65 14.4% dE	42 9.0%	28 8.4%	31 10.7%	18 11.5%	24 13.2% i*	9 5.9%	40 11.4%	3 6.9% *	36 12.4%	6 12.8% *	30 9.1%	60 11.2%	41 9.4%	11 7.5% *	8 7.5% *	39 16.8% Pqr
COMPLETELY DISAGREE.	713 56.9%	310 49.9%	403 63.7% A	200 44.2%	288 62.6% C	225 65.9% C	150 52.5%	84 54.0%	103 56.4% *	92 60.9%	214 61.0%	30 63.7% l*	131 44.6%	28 58.7% *	180 55.2% l	340 63.8% LN	265 61.3% S	89 59.9% *	60 59.3% *	116 49.7%
DON' T KNOW	44 3.5%	21 3.4%	23 3.6%	9 1.9%	22 4.7% c	13 3.9%	13 4.6%	6 3.8%	3 1.8% *	3 2.3%	8 2.4%	2 4.3% *	6 1.9%	1 2.2% *	8 2.3%	26 5.0%	8 1.8%	7 4.6% *	2 2.1% *	3 1.2%
NET: TOP 2 BOX	276 22.1%	165 26.6% B	111 17.6%	131 29.1% DE	89 19.3%	56 16.5%	69 24.2%	38 24.3%	38 20.5% *	37 24.6%	67 19.2%	11 24.2% *	87 29.8% 0	9 18.5% *	85 26.1% 0	83 15.5%	85 19.6%	34 22.8% *	23 22.9% *	60 25.7%

- Column Means:

Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - WINE AND BEER ARE LESS HARMFUL TO THE UNBORN BABY THAN HARD LIQUOR  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
COMPLETELY AGREE.	86 6.9%	23 4.4%	4 6.5% *	3 10.5% *	1 37.8% **	1 5.1% **	72 6.3%	14 13.5% f*	61 5.9%	24 11.8% H*	36 5.3%	23 6.3%	- 1.2% **	7 4.6%	48 5.7%	27 6.8%	27 4.5%	28 6.7%	25 8.6%	16 6.4%
SOMEWHAT AGREE.	190 15.2%	65 12.3%	9 15.8% *	5 18.0% *	- 7.3% **	2 7.3% **	157 13.6%	33 32.0% F*	136 13.1%	54 26.2% H*	86 12.6%	63 17.1%	4 11.2% **	28 18.6%	113 13.3%	70 17.8% P	75 12.3%	43 10.3%	54 18.6% Q	46 18.7% Q
NEITHER AGREE NOR DISAGREE.	85 6.8%	28 5.3%	4 7.9% *	1 3.9% *	- 17.9% **	4 17.0% **	75 6.5%	10 9.6% *	65 6.3%	20 9.5% *	29 4.3%	31 8.3% J	3 7.4% **	7 4.6%	49 5.8%	23 6.0%	33 5.4%	30 7.3%	16 5.5%	20 8.2%
SOMEWHAT DISAGREE.	135 10.8%	44 8.4%	10 17.6% A*	2 8.2% *	- 6.0% **	1 6.0% **	125 10.9%	10 9.2% *	96 9.3%	36 17.5% H*	61 8.9%	39 10.6%	4 10.6% **	7 4.4%	89 10.5% m	39 10.0%	55 9.1%	46 11.1%	29 10.1%	28 11.7%
COMPLETELY DISAGREE.	713 56.9%	345 65.9% B	26 47.8% *	15 56.3% *	1 44.3% **	15 61.0% **	684 59.5% G	28 27.4% *	645 62.3% I	63 30.6% *	441 64.9% K	204 55.2%	26 66.5% **	95 62.9%	521 61.5%	220 56.0%	397 65.0% O	254 61.0%	158 54.9%	130 53.1%
DON'T KNOW	44 3.5%	19 3.6%	2 4.4% *	1 3.2% *	- 3.7% **	1 3.7% **	35 3.1%	9 8.3% f*	33 3.2%	9 4.3% *	27 3.9%	9 2.5%	1 3.1% **	8 5.0%	27 3.2%	13 3.4%	23 3.7%	15 3.7%	7 2.3%	5 1.9%
NET: TOP 2 BOX	276 22.1%	87 16.7%	12 22.3% *	8 28.5% a*	1 37.8% **	3 12.3% **	229 19.9%	47 45.4% F*	197 19.0%	79 38.0% H*	122 17.9%	87 23.4%	5 12.5% **	35 23.2%	161 19.0%	97 24.6% P	103 16.8%	70 17.0%	78 27.3% Q	61 25.1% q

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q11. AGREEMENT WITH STATEMENTS - WINE AND BEER ARE LESS HARMFUL TO THE UNBORN BABY THAN HARD LIQUOR  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
COMPLETELY AGREE.	86 6.9%	11 13.0% bcd*	18 6.2%	34 7.0%	12 5.3%	11 6.9%
SOMEWHAT AGREE.	190 15.2%	12 14.2% *	49 17.1%	63 13.1%	35 15.3%	30 18.4%
NEITHER AGREE NOR DISAGREE.	85 6.8%	4 5.3% *	28 9.6% d	34 6.9%	11 4.6%	9 5.3%
SOMEWHAT DISAGREE.	135 10.8%	7 8.9% *	28 9.6%	45 9.4%	32 13.7%	23 13.7%
COMPLETELY DISAGREE.	713 56.9%	48 58.6% *	158 54.8%	285 58.7%	137 59.0%	84 51.4%
DON' T KNOW	44 3.5%	- *	8 2.8%	24 4.9% a	5 2.1%	7 4.3% a
NET: TOP 2 BOX	276 22.1%	22 27.2% *	67 23.2%	98 20.1%	48 20.6%	42 25.3%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - TOP 2 BOX SUMMARY  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CECEP NON-UNI-VERSITY (N)	GRAD. UNI-VERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
WOMEN SHOULD NOT DRINK ALCOHOL WHEN THEY ARE TRYING TO GET PREGNANT	820 65.5%	404 65.1%	416 65.8%	295 65.2%	294 64.0%	232 67.9%	207 72.3% J	99 63.3%	119 64.7% *	102 67.5%	212 60.5%	38 81.2% lno*	183 62.6%	34 71.3% *	208 63.9%	351 65.9%	296 68.4% Rs	93 62.9% *	51 49.8% *	138 59.2% *
IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE PREGNANT	334 26.7%	187 30.1% B	147 23.3%	123 27.2%	118 25.6%	93 27.4%	69 24.1%	51 32.7%	42 22.9% *	44 29.3%	107 30.5%	13 27.3% *	78 26.7%	13 26.4% *	107 32.9% 0	124 23.2%	110 25.5%	53 35.4% p*	31 30.4% *	84 35.9% P
IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE TRYING TO GET PREGNANT	571 45.6%	276 44.4%	296 46.7%	192 42.4%	224 48.7%	155 45.6%	113 39.3%	70 44.9%	82 44.7% *	77 51.3% f	186 53.1% F	16 34.7% *	144 49.1%	29 61.7% KO*	158 48.4%	223 41.8%	188 43.5%	78 52.5% *	61 60.6% p*	122 52.2% *
IT IS OKAY TO HAVE A DRINK ON SPECIAL OCCASIONS WHILE PREGNANT	322 25.7%	194 31.3% B	128 20.2%	132 29.1%	109 23.7%	81 23.9%	70 24.6%	41 26.0%	35 19.3% *	44 29.1%	106 30.2% H	6 11.9% *	94 32.2% KO	11 23.9% *	87 26.6% k	123 23.1%	103 23.7%	47 31.9% *	26 25.6% *	89 37.9% Pr
A SMALL AMOUNT OF ALCOHOL USE DURING PREGNANCY CAN USUALLY BE CONSIDERED SAFE.	471 37.6%	251 40.4%	220 34.8%	174 38.5%	163 35.6%	134 39.2%	104 36.3%	66 42.1% H	50 27.1% *	58 38.7% h	152 43.4% H	17 36.1% *	112 38.4%	18 37.5% *	142 43.6% 0	181 33.9%	154 35.6%	65 43.7% *	49 48.7% p*	121 51.7% P
THE MORE ALCOHOL A PREGNANT WOMAN DRINKS, THE MORE LIKELY THAT THE BABY WILL BE HARMED	1200 95.8%	595 95.9%	605 95.7%	430 95.0%	442 96.1%	329 96.4%	267 93.4%	155 98.9% Fj	183 100.0% FiJ*	146 96.6%	332 94.7%	44 92.8% *	282 96.3%	46 97.6% *	310 95.0%	513 96.3%	422 97.5% R	145 97.8% r*	93 91.5% *	226 96.5% *
DRINKING ANY AMOUNT OF ALCOHOL DURING PREGNANCY CAN HARM A BABY'S DEVELOPING BRAIN AND OTHER ORGANS	1086 86.7%	520 83.8%	566 89.5% A	399 88.2%	398 86.7%	289 84.7%	247 86.2%	132 84.6%	160 87.4% *	133 88.3%	302 86.1%	45 95.4% l*	244 83.3%	43 90.6% *	284 87.1%	465 87.4%	375 86.5%	128 86.4% *	84 82.8% *	195 83.3% *
ALCOHOL CAN CAUSE PROBLEMS FOR A BABY ANY TIME DURING PREGNANCY, EVEN BEFORE A WOMAN KNOWS THAT SHE'S PREGNANT	1071 85.5%	526 84.8%	545 86.1%	397 87.8%	387 84.3%	286 83.9%	250 87.3%	137 87.6%	155 84.8% *	135 89.4%	292 83.4%	40 85.3% *	252 86.2%	40 84.7% *	270 82.8%	464 87.1%	383 88.5% r	127 85.7% *	80 79.1% *	196 84.0% *
ALCOHOL USE DURING PREGNANCY CAN LEAD TO LIFE-LONG DISABILITIES IN A CHILD	1158 92.4%	559 90.1%	599 94.6% A	413 91.3%	433 94.1%	312 91.6%	269 94.2%	148 94.5%	176 96.3% *	138 91.3%	323 92.1%	40 85.6% *	279 95.3% KN	46 97.3% k*	289 88.7%	497 93.4% n	408 94.3% S	142 95.8% s*	93 91.3% *	206 88.1% *
MOST OF THE EFFECTS OF ALCOHOL USE ON A CHILD USUALLY DISAPPEAR AS THE CHILD GROWS OLDER	86 6.8%	51 8.2%	35 5.5%	28 6.2%	40 8.8% E	17 5.0%	28 9.8% j	16 10.2% J	9 5.1% *	10 6.6%	16 4.7%	8 16.0% 10*	19 6.6%	3 6.8% *	30 9.1% 0	24 4.6%	30 7.0%	10 6.8% *	6 6.2% *	16 6.9% *
IF YOU ARE PLANNING ON BECOMING PREGNANT YOU SHOULD STOP DRINKING	1028 82.1%	500 80.6%	528 83.5%	374 82.6%	370 80.4%	285 83.6%	243 84.9%	128 81.6%	153 83.7% *	123 81.5%	281 80.2%	45 95.4% lNo*	238 81.5%	40 84.4% *	262 80.3%	436 81.9%	363 83.9% R	123 83.0% R*	67 66.5% *	181 77.4% *
WINE AND BEER ARE LESS HARMFUL TO THE UNBORN BABY THAN HARD LIQUOR	276 22.1%	165 26.6% B	111 17.6%	131 29.1% DE	89 19.3%	56 16.5%	69 24.2%	38 24.3%	38 20.5% *	37 24.6%	67 19.2%	11 24.2% *	87 29.8% 0	9 18.5% *	85 26.1% 0	83 15.5%	85 19.6%	34 22.8% *	23 22.9% *	60 25.7% *

- Column Means:  
Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - TOP 2 BOX SUMMARY  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	Total	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
WOMEN SHOULD NOT DRINK ALCOHOL WHEN THEY ARE TRYING TO GET PREGNANT	820 65.5%	361 68.9% BC	28 50.1% *	12 43.5% *	- **	17 67.2% **	759 66.1%	61 58.9% *	696 67.2% I	116 56.1% *	452 66.5%	238 64.5%	25 63.6% **	106 70.2%	552 65.1%	278 70.8% P	384 62.8%	271 65.2% s	184 64.1%	138 56.4%
IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE PREGNANT	334 26.7%	82 15.7%	38 69.4% A*	18 68.4% A*	1 46.8% **	7 29.6% **	307 26.7%	28 26.6% *	267 25.8%	64 31.1% *	168 24.7%	92 24.8%	9 22.4% **	27 18.0%	216 25.5% m	77 19.7%	168 27.5% 0	113 27.1%	91 31.7%	80 32.9%
IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE TRYING TO GET PREGNANT	571 45.6%	227 43.4%	39 70.8% A*	17 65.8% A*	1 44.3% **	11 43.8% **	532 46.3%	40 38.1% *	478 46.2%	92 44.5% *	332 48.9% K	148 39.9%	19 49.8% **	77 51.1%	377 44.5%	164 41.7%	292 47.8%	193 46.5%	132 45.8%	134 54.9% r
IT IS OKAY TO HAVE A DRINK ON SPECIAL OCCASIONS WHILE PREGNANT	322 25.7%	69 13.1%	33 59.1% A*	19 72.7% A*	1 46.8% **	6 24.2% **	297 25.8%	26 24.6% *	254 24.5%	67 32.1% *	159 23.4%	81 22.1%	7 18.9% **	26 17.2%	201 23.7%	81 20.7%	143 23.3%	101 24.3%	77 26.7%	90 37.0% QR
A SMALL AMOUNT OF ALCOHOL USE DURING PREGNANCY CAN USUALLY BE CONSIDERED SAFE.	471 37.6%	145 27.8%	42 75.5% A*	22 84.6% A*	2 62.2% **	9 36.1% **	420 36.5%	51 49.2% *	380 36.7%	88 42.3% *	240 35.4%	147 39.9%	11 29.0% **	46 30.1%	324 38.2%	129 32.9%	237 38.8%	142 34.2%	123 42.9% q	126 51.6% Q
THE MORE ALCOHOL A PREGNANT WOMAN DRINKS, THE MORE LIKELY THAT THE BABY WILL BE HARMED	1200 95.8%	500 95.6%	55 98.6% *	26 96.8% *	2 55.7% **	23 94.4% **	1111 96.7% G	89 85.2% *	1004 96.9% I	186 89.9% *	651 95.8%	347 94.1%	38 98.1% **	143 94.2%	807 95.2%	367 93.4%	588 96.4%	405 97.4% s	280 97.3%	229 93.7%
DRINKING ANY AMOUNT OF ALCOHOL DURING PREGNANCY CAN HARM A BABY'S DEVELOPING BRAIN AND OTHER ORGANS	1086 86.7%	490 93.7% BC	37 66.4% *	17 65.4% *	1 37.8% **	21 85.6% **	1007 87.6% G	79 76.2% *	905 87.4%	172 83.2% *	589 86.8%	331 89.6%	32 83.4% **	136 90.0%	740 87.4%	357 91.0% P	528 86.4%	361 86.9%	248 86.2%	201 82.6%
ALCOHOL CAN CAUSE PROBLEMS FOR A BABY ANY TIME DURING PREGNANCY, EVEN BEFORE A WOMAN KNOWS THAT SHE'S PREGNANT	1071 85.5%	455 87.0%	44 80.2% *	22 84.2% *	1 53.2% **	22 86.8% **	990 86.2%	81 77.7% *	889 85.9%	171 82.6% *	587 86.5%	317 85.9%	32 83.2% **	127 84.0%	737 87.0%	347 88.5%	520 85.1%	358 86.1%	249 86.5%	196 80.3%
ALCOHOL USE DURING PREGNANCY CAN LEAD TO LIFE-LONG DISABILITIES IN A CHILD	1158 92.4%	503 96.1% C	52 93.7% *	22 83.7% *	- **	22 87.3% **	1079 93.9% G	79 75.9% *	983 94.9% I	165 79.9% *	631 92.9%	340 92.2%	35 91.2% **	142 93.7%	783 92.4%	367 93.5%	562 92.1%	393 94.6% s	265 92.2%	219 89.8%
MOST OF THE EFFECTS OF ALCOHOL USE ON A CHILD USUALLY DISAPPEAR AS THE CHILD GROWS OLDER	86 6.8%	29 5.5%	2 3.3% *	3 12.2% *	- **	1 5.1% **	71 6.2%	15 14.2% F*	57 5.5%	28 13.5% H*	47 6.9%	16 4.4%	2 4.3% **	11 7.3%	50 5.9%	21 5.3%	36 6.0%	38 9.2% r	13 4.5%	18 7.4%
IF YOU ARE PLANNING ON BECOMING PREGNANT YOU SHOULD STOP DRINKING	1028 82.1%	449 85.8% BC	38 68.0% *	18 68.1% *	1 37.8% **	22 90.3% **	956 83.2% G	72 69.2% *	858 82.9%	160 77.1% *	551 81.1%	318 86.2%	32 83.7% **	127 83.8%	703 83.0%	335 85.4%	497 81.3%	344 82.7% S	236 81.9% S	176 72.0%
WINE AND BEER ARE LESS HARMFUL TO THE UNBORN BABY THAN HARD LIQUOR	276 22.1%	87 16.7%	12 22.3% *	8 28.5% a*	1 37.8% **	3 12.3% **	229 19.9%	47 45.4% F*	197 19.0%	79 38.0% H*	122 17.9%	87 23.4%	5 12.5% **	35 23.2%	161 19.0%	97 24.6% P	103 16.8%	70 17.0%	78 27.3% Q	61 25.1% q

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q11. AGREEMENT WITH STATEMENTS - TOP 2 BOX SUMMARY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	Total	REGION				
		ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
WOMEN SHOULD NOT DRINK ALCOHOL WHEN THEY ARE TRYING TO GET PREGNANT	820 65.5%	61 73.8% be*	179 61.7%	318 65.4%	161 69.5%	103 62.5%
IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE PREGNANT	334 26.7%	18 22.3% *	108 37.2% ACDE	124 25.6%	45 19.4%	39 24.0%
IT IS OKAY TO HAVE 1 OR 2 DRINKS IF YOU ARE TRYING TO GET PREGNANT	571 45.6%	44 53.1% c*	139 48.0%	205 42.1%	107 45.9%	78 47.4%
IT IS OKAY TO HAVE A DRINK ON SPECIAL OCCASIONS WHILE PREGNANT	322 25.7%	20 23.9% *	71 24.5%	140 28.8%	52 22.3%	40 24.4%
A SMALL AMOUNT OF ALCOHOL USE DURING PREGNANCY CAN USUALLY BE CONSIDERED SAFE.	471 37.6%	34 41.4% d*	136 46.9% CDe	172 35.5%	68 29.5%	61 37.0%
THE MORE ALCOHOL A PREGNANT WOMAN DRINKS, THE MORE LIKELY THAT THE BABY WILL BE HARMED	1200 95.8%	80 97.7% *	275 95.2%	467 96.1%	220 94.7%	158 96.3%
DRINKING ANY AMOUNT OF ALCOHOL DURING PREGNANCY CAN HARM A BABY'S DEVELOPING BRAIN AND OTHER ORGANS	1086 86.7%	72 88.0% *	238 82.3%	422 86.9%	211 91.0% B	143 86.9%
ALCOHOL CAN CAUSE PROBLEMS FOR A BABY ANY TIME DURING PREGNANCY, EVEN BEFORE A WOMAN KNOWS THAT SHE'S PREGNANT	1071 85.5%	70 85.2% *	240 82.9%	416 85.8%	206 88.8%	139 84.4%
ALCOHOL USE DURING PREGNANCY CAN LEAD TO LIFE-LONG DISABILITIES IN A CHILD	1158 92.4%	79 95.8% B*	249 85.9%	450 92.7% B	222 95.6% B	159 96.8% Bc
MOST OF THE EFFECTS OF ALCOHOL USE ON A CHILD USUALLY DISAPPEAR AS THE CHILD GROWS OLDER	86 6.8%	6 7.5% *	19 6.5%	40 8.2%	11 4.8%	10 5.8%
IF YOU ARE PLANNING ON BECOMING PREGNANT YOU SHOULD STOP DRINKING	1028 82.1%	75 91.0% BD*	206 71.2%	420 86.5% B	188 80.9% B	140 85.3% B
WINE AND BEER ARE LESS HARMFUL TO THE UNBORN BABY THAN HARD LIQUOR	276 22.1%	22 27.2% *	67 23.2%	98 20.1%	48 20.6%	42 25.3%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - BRAIN DAMAGE  
 Base: TOTAL SELECTED TO BE ASKED

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	655	237	418	124	278	253	138	80	89	91	200	29	119	24	180	298	255	65	48	106
Base	654	325	329	244	243	167	159	72	95	79	178	31	162	19	172	265	233	72	45	109
YES.	610	297	313	231	225	153	149	68	91	73	163	29	153	17	164	242	214	69	40	106
	93.2%	91.2%	95.2%	94.8%*	92.9%	91.4%	93.9%*	93.5%*	95.5%*	93.0%*	92.0%	93.3%**	94.4%*	93.6%**	95.7%	91.1%	91.9%	96.1%*	89.5%**	96.9%*
NO.	10	8	3	4	4	2	2	-	-	2	5	-	2	-	2	5	4	-	1	1
	1.6%	2.4%	0.8%	1.5%*	1.8%	1.4%	1.1%*	0.6%*	-	2.1%*	2.6%	-	1.4%*	-	1.2%	2.0%	1.6%	-	1.6%**	0.8%*
DON'T KNOW	34	21	13	9	13	12	8	4	4	4	10	2	7	1	5	18	15	3	4	2
	5.2%	6.4%	4.0%	3.7%*	5.4%	7.1%	5.1%*	5.9%*	4.5%*	4.8%*	5.5%	6.7%**	4.2%*	6.4%**	3.1%	7.0%	6.5%	3.9%*	8.9%**	2.3%*

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - BRAIN DAMAGE  
 Base: TOTAL SELECTED TO BE ASKED

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	655	340	37	20	-	21	619	36	568	81	457	138	21	81	486	144	424	213	150	129
Base	654	272	30	12	-	15	608	46	547	100	355	187	25	82	429	189	326	233	126	121
YES.	610	258	30	11	-	15	571	38	520	85	322	181	24	75	398	176	303	224	113	111
	93.2%	94.8%	100.0%**	89.9%**	-	97.2%**	94.1%	82.4%**	95.1% I	84.4%*	90.7%	96.7% j*	93.5%**	91.6%*	92.8%	93.1%*	93.0%	96.4% R	89.8%*	91.8%*
NO.	10	2	-	-	-	-	8	2	3	7	7	3	2	-	9	4	6	1	2	2
	1.6%	0.8%	-	3.5%**	-	-	1.3%	4.5%**	0.6%	7.0% H*	1.9%	1.8%*	6.5%**	-	2.0%	2.0%*	2.0%	0.5%	1.9%*	1.5%*
DON'T KNOW	34	12	-	1	-	-	28	6	23	9	26	3	-	7	22	9	16	7	11	8
	5.2%	4.4%	-	6.6%**	-	2.8%**	4.6%	13.1%**	4.3%	8.6%*	7.4% K	1.5%*	-	8.4%*	5.1%	4.9%*	5.1%	3.1%	8.3% q*	6.7%*

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - BRAIN DAMAGE  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	655	88	159	175	139	94
Base	654	48	159	239	130	78
YES.	610 93.2%	47 98.8% B*	140 87.8% *	225 94.0%	124 95.4% b*	74 94.9% *
NO.	10 1.6%	- *	4 2.8% *	3 1.1%	3 2.5% *	- *
DON' T KNOW	34 5.2%	1 1.2% *	15 9.4% ad*	12 4.9%	3 2.1% *	4 5.1% *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - BIRTH DEFECTS, LIKE HEART DEFECTS, HEARING PROBLEMS OR VISION PROBLEMS  
 Base: TOTAL SELECTED TO BE ASKED

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	616	225	391	103	241	272	107	86	73	90	195	20	110	26	159	296	204	67	55	95
Base	589	296	293	191	220	178	102	86	79	82	177	16	128	26	163	252	179	61	50	117
YES.	530	266	264	180	199	152	94	77	72	74	155	16	114	23	146	229	165	55	42	110
	89.9%	89.9%	90.0%	94.2% E*	90.3%	84.9%	92.5% *	90.3% *	92.2% *	90.1% *	87.4%	100.0% **	89.1% *	89.1% **	89.7% *	90.8%	92.2%	90.3% *	84.1% *	94.0% r*
NO.	18	4	14	5	7	7	3	3	4	3	5	-	5	-	6	6	5	-	4	4
	3.1%	1.4%	4.8% a	2.6% *	3.1%	3.7%	2.9% *	3.5% *	4.8% *	3.3% *	2.8%	- **	4.2% *	1.9% **	3.9% *	2.5%	2.9%	0.8% *	7.7% *	3.4% *
DON'T KNOW	41	26	15	6	14	20	5	5	2	5	17	-	8	2	10	17	9	5	4	3
	6.9%	8.7%	5.2%	3.2% *	6.6%	11.4% Cd	4.5% *	6.1% *	3.0% *	6.5% *	9.8%	- **	6.6% *	9.0% **	6.4% *	6.8%	4.9%	8.9% *	8.2% *	2.6% *

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - BIRTH DEFECTS, LIKE HEART DEFECTS, HEARING PROBLEMS OR VISION PROBLEMS  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	616	313	41	19	3	15	572	44	526	89	433	122	24	63	464	132	404	157	147	131
Base	589	244	25	13	2	10	535	54	475	114	332	166	26	69	397	168	311	145	148	126
YES.	530 89.9%	225 92.5%	20 79.3% B	9 68.5% *	2 78.3% **	8 84.6% **	482 90.1%	48 88.6% **	433 91.1%	96 84.9% *	290 87.3%	155 93.2% *	21 83.6% **	63 91.3% *	354 89.2%	156 92.6% *	275 88.4%	135 93.0%	133 90.1% *	115 91.2% *
NO.	18 3.1%	6 2.6%	4 17.4% A*	2 15.4% **	- 21.7% **	1 11.0% **	15 2.9%	3 5.4% **	15 3.1%	4 3.2% *	12 3.8%	4 2.5% *	3 11.7% **	1 1.7% *	12 3.1%	6 3.5% *	10 3.3%	4 2.8%	6 3.7% *	4 3.5% *
DON'T KNOW	41 6.9%	12 4.9%	1 3.3% *	2 16.1% **	- **	- 4.3% **	38 7.0%	3 6.0% **	27 5.8%	14 11.9% *	30 8.9%	7 4.3% *	1 4.6% **	5 7.0% *	31 7.7%	7 3.9% *	26 8.3%	6 4.2%	9 6.2% *	7 5.3% *

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - BIRTH DEFECTS, LIKE HEART DEFECTS, HEARING PROBLEMS OR VISION PROBLEMS  
 Base: TOTAL SELECTED TO BE ASKED

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	616	67	136	172	135	106
Base	589	34	123	227	116	89
YES.	530 89.9%	33 95.0% *	112 91.1% *	199 87.7%	106 91.3% *	80 90.4% *
NO.	18 3.1%	- *	6 4.9% *	4 1.6%	6 5.0% *	3 3.4% *
DON' T KNOW	41 6.9%	2 5.0% *	5 4.1% *	24 10.7% d	4 3.7% *	5 6.2% *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - FETAL ALCOHOL SPECTRUM DISORDERS  
 Base: TOTAL SELECTED TO BE ASKED

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	653	242	411	121	258	274	125	78	83	88	215	24	116	23	164	324	233	79	59	100
Base	644	319	325	236	225	184	148	70	104	66	191	20	154	26	151	291	220	83	60	113
YES.	583	280	303	220	205	159	137	63	97	59	168	17	135	23	139	268	200	78	55	103
	90.6%	88.0%	93.2%	93.4%	91.2%	86.4%	92.7%	90.0%	93.2%	89.5%	88.0%	86.3%	87.9%	91.2%	91.8%	92.1%	90.9%	93.6%	91.3%	90.9%
			a	e*			*	*	*	*	*	**	*	**	*	*	*	*	*	*
NO.	5	3	2	-	1	3	1	-	1	1	1	-	2	-	-	1	2	1	-	1
	0.8%	0.8%	0.7%	-	0.6%	1.9%	0.9%	0.7%	0.7%	1.7%	0.7%	-	1.2%	1.6%	0.3%	0.3%	0.9%	1.4%	-	1.1%
				*		c	*	*	*	*	*	**	*	**	*	*	*	*	*	*
DON'T KNOW	56	36	20	16	18	22	9	7	6	6	22	3	17	2	12	22	18	4	5	9
	8.7%	11.2%	6.2%	6.6%	8.2%	11.8%	6.4%	9.3%	6.1%	8.8%	11.3%	13.7%	10.9%	7.2%	7.9%	7.7%	8.2%	4.9%	8.7%	8.0%
		b		*			*	*	*	*	*	**	*	**	*	*	*	*	*	*

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - FETAL ALCOHOL SPECTRUM DISORDERS  
 Base: TOTAL SELECTED TO BE ASKED

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	653	315	48	26	2	20	607	46	556	90	458	126	18	74	488	140	419	196	163	132
Base	644	262	33	17	2	11	588	56	525	112	348	173	19	67	431	179	316	226	148	128
YES.	583 90.6%	243 92.7%	33 100.0% a*	16 91.4% **	1 56.7% **	10 92.6% **	543 92.2%	41 73.3% **	492 93.7% I	87 77.1% *	312 89.6%	160 92.4% *	18 94.5% **	63 93.7% *	386 89.6%	170 95.0% P*	277 87.6%	214 94.8% r	131 88.3%	116 90.4% *
NO.	5 0.8%	1 0.3%	- *	- 2.7% **	1 43.3% **	- **	3 0.5%	2 3.5% **	2 0.4%	3 2.3% *	4 1.2%	1 0.4% *	- **	1 1.1% *	4 1.0%	1 0.4% *	4 1.3%	1 0.4%	- -	3 2.2% *
DON'T KNOW	56 8.7%	18 6.9%	- *	1 5.9% **	- **	1 7.4% **	43 7.3%	13 23.1% **	31 5.8%	23 20.6% H*	32 9.3%	12 7.2% *	1 5.5% **	3 5.2% *	41 9.4%	8 4.6% *	35 11.1% o	11 4.8%	17 11.7% q	10 7.5% *

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - FETAL ALCOHOL SPECTRUM DISORDERS  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	653	81	154	181	125	112
Base	644	42	144	254	111	92
YES.	583 90.6%	38 90.2% *	127 88.4% *	229 90.2%	100 90.0% *	89 95.9% b*
NO.	5 0.8%	- *	- 0.3% *	2 0.8%	2 2.1% *	- *
DON' T KNOW	56 8.7%	4 9.8% *	16 11.3% e*	23 9.0%	9 7.9% *	4 4.1% *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - MISCARRIAGE  
 Base: TOTAL SELECTED TO BE ASKED

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H.S. GRAD. (K)	H.S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	626	222	404	116	249	261	127	82	83	92	192	26	118	26	170	284	230	70	54	106
Base	632	314	318	236	224	172	146	84	95	83	163	27	164	24	168	248	225	81	49	121
YES.	533 84.2%	253 80.6%	279 87.8% a	211 89.2% E*	192 85.9% E	130 75.3%	122 83.4% *	70 83.3% *	77 81.0% *	74 89.4% *	138 84.7%	22 81.7% **	142 86.5% *	18 72.5% **	150 89.7% 0*	200 80.7%	179 79.7%	72 89.4% *	43 86.8% *	104 86.0% *
NO.	50 7.9%	25 7.8%	25 7.9%	12 5.0% *	18 8.2%	20 11.4% c	14 9.4% *	8 9.0% *	11 11.2% *	3 3.9% *	12 7.2%	3 12.5% **	5 2.9% *	7 27.5% **	13 7.6% *	22 9.0% 1	28 12.2%	4 4.7% *	3 5.3% *	7 6.1% *
DON'T KNOW	50 7.9%	36 11.6% B	14 4.3%	14 5.8% *	13 5.9%	23 13.3% CD	11 7.2% *	7 7.8% *	7 7.7% *	6 6.7% *	13 8.2%	2 5.8% **	17 10.6% N*	- **	4 2.6% *	26 10.4% N	18 8.1%	5 5.9% *	4 7.9% *	10 7.9% *

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - MISCARRIAGE  
 Base: TOTAL SELECTED TO BE ASKED

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	626	320	40	23	2	19	585	41	538	84	447	127	14	77	478	141	414	200	150	123
Base	632	262	26	14	1	14	576	56	526	101	347	180	17	88	416	202	306	228	144	115
YES.	533 84.2%	233 88.9%	22 84.8%*	10 66.7%**	- 53.8%**	14 97.0%**	491 85.3%	42 73.9%**	450 85.6%	78 77.1%*	292 84.2%	158 87.6%*	14 79.8%**	73 83.4%*	359 86.2%	179 88.8%*	255 83.4%	190 83.5%	118 81.8%*	102 88.9%*
NO.	50 7.9%	17 6.6%	3 10.7%*	4 30.4%**	- 46.2%**	- 3.0%**	44 7.7%	5 9.5%**	36 6.8%	14 14.1% h*	27 7.9%	16 9.0%*	2 13.2%**	9 10.5%*	31 7.4%	17 8.3%*	25 8.1%	23 10.1%	10 6.8%*	8 7.2%*
DON'T KNOW	50 7.9%	12 4.5%	1 4.6%*	- 2.9%**	- **	- **	41 7.0%	9 16.6%**	40 7.6%	9 8.8%*	27 7.9%	6 3.3%*	1 6.9%**	5 6.1%*	27 6.4%	6 3.0%*	26 8.5% o	15 6.4%	16 11.4% s*	5 3.9%*

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - MISCARRIAGE  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	626	78	158	178	119	93
Base	632	45	166	242	107	72
YES.	533 84.2%	43 96.2% Bcd*	133 80.6% *	205 84.7%	88 81.6% *	63 87.8% *
NO.	50 7.9%	- *	21 12.4% A*	15 6.3%	8 7.9% a*	5 7.6% a*
DON' T KNOW	50 7.9%	2 3.8% *	12 7.0% *	22 9.0%	11 10.5% *	3 4.7% *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE DIFFICULTIES LEARNING  
 Base: TOTAL SELECTED TO BE ASKED

Total	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	596	226	370	115	245	236	127	68	68	70	200	25	97	25	156	287	224	67	44	98
Base	601	302	298	218	227	156	146	72	91	57	177	23	131	23	159	258	212	80	41	107
YES.	567	278	289	206	217	143	139	66	88	56	164	19	127	22	153	242	199	76	36	102
	94.3%	91.9%	96.9%	94.8%	95.7%	91.7%	95.0%	92.2%	96.5%	98.8%	92.9%	82.2%	97.1%	95.5%	96.5%	93.8%	93.5%	95.7%	87.1%	95.3%
NO.	17	10	7	7	4	6	6	3	1	1	7	3	2	1	3	7	9	3	2	2
	2.9%	3.4%	2.4%	3.3%	1.9%	3.9%	3.8%	4.1%	1.3%	1.2%	3.7%	14.4%	1.4%	4.5%	1.6%	2.9%	4.4%	3.2%	4.8%	1.8%
DON' T KNOW	16	14	2	4	5	7	2	3	2	-	6	1	2	-	3	9	5	1	3	3
	2.7%	4.8%	0.7%	1.9%	2.4%	4.4%	1.2%	3.7%	2.2%	-	3.4%	3.4%	1.5%	1.9%	3.4%	2.1%	1.2%	8.1%	2.9%	

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE DIFFICULTIES LEARNING  
 Base: TOTAL SELECTED TO BE ASKED

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	596	300	34	22	2	12	556	40	511	79	422	118	16	64	455	145	370	193	129	119
Base	601	250	26	13	1	8	559	41	506	89	338	167	16	69	415	210	270	217	126	109
YES.	567 94.3%	244 97.9%	23 88.9%**	13 100.0%**	- **	8 100.0%**	536 95.8% G	31 74.4% *	490 96.8% I	76 84.5% *	320 94.5%	161 96.7% *	15 97.0% **	62 90.0% *	399 96.3% m	200 95.3%	257 95.1%	207 95.6%	118 94.2% *	98 90.1% *
NO.	17 2.9%	3 1.3%	3 11.1% **	- **	1 100.0% **	- **	15 2.7%	2 6.0% *	10 2.0%	7 8.0% H*	8 2.3%	4 2.5% *	- **	2 3.4% *	8 2.0%	5 2.5%	7 2.5%	8 3.7%	4 2.8% *	4 3.9% *
DON'T KNOW	16 2.7%	2 0.8%	- **	- **	- **	- **	8 1.5%	8 19.6% F*	6 1.2%	7 7.5% H*	11 3.2%	1 0.8% *	- **	5 6.6% N*	7 1.7%	5 2.2%	7 2.4%	2 0.8%	4 3.0% *	6 6.0% Q*

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE DIFFICULTIES LEARNING  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	596	77	138	169	115	97
Base	601	43	128	237	109	83
YES.	567 94.3%	42 96.6% *	119 92.7% *	223 94.2%	105 95.9% *	78 94.2% *
NO.	17 2.9%	1 1.2% *	5 3.7% *	8 3.4%	3 2.4% *	2 2.1% *
DON' T KNOW	16 2.7%	1 2.1% *	5 3.7% *	6 2.5%	2 1.7% *	3 3.7% *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE POOR IMPULSE CONTROL  
 Base: TOTAL SELECTED TO BE ASKED

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNI-VERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	614	214	400	104	248	262	115	88	75	79	207	24	98	23	162	305	236	62	48	102
Base	609	293	316	222	216	171	137	89	85	66	177	23	141	22	153	268	212	62	52	127
YES.	511 83.9%	246 83.7%	265 84.1%	195 88.0% E*	183 84.9% e	133 77.4%	118 86.1% *	76 85.4% *	77 90.3% *	56 85.5% *	142 80.1%	20 87.5% **	123 87.0% *	19 85.7% **	129 84.3% *	219 81.5%	179 84.3%	54 85.9% *	43 81.7% **	111 87.4% *
NO.	34 5.5%	12 4.1%	22 6.8%	11 4.9% *	11 4.9%	12 7.2%	8 6.1% *	2 2.3% *	1 1.5% *	6 8.7% h*	11 6.1%	- **	10 7.0% *	2 9.1% **	11 7.3% *	11 3.9%	14 6.6%	3 5.2% *	- 0.8% **	8 6.4% *
DON'T KNOW	64 10.6%	36 12.2%	29 9.1%	16 7.2% *	22 10.2%	26 15.4% C	11 7.8% *	11 12.3% *	7 8.3% *	4 5.9% *	24 13.7%	3 12.5% **	8 6.0% *	1 5.2% **	13 8.5% *	39 14.6% l	19 9.1%	6 8.9% *	9 17.5% **	8 6.2% *

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE POOR IMPULSE CONTROL  
 Base: TOTAL SELECTED TO BE ASKED

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	614	323	33	20	4	20	563	51	528	81	423	138	22	64	473	131	415	181	140	135
Base	609	261	27	13	3	12	548	61	501	102	307	204	20	73	416	195	298	199	133	135
YES.	511 83.9%	225 86.3%	20 73.8%**	10 79.2%**	1 37.8%**	9 74.5%**	470 85.8%	41 66.5%**	434 86.6% I	74 72.6% *	249 81.2%	175 85.9% *	17 87.0% **	63 85.5% *	341 82.2% *	170 87.1% *	239 80.3% *	179 89.7% S*	110 82.6% *	105 77.7% *
NO.	34 5.5%	13 5.1%	4 14.8%**	1 6.5%**	1 44.3%**	2 18.4%**	28 5.2%	5 8.7%**	25 4.9% *	9 8.8% *	20 6.6%	12 5.8% *	2 10.9% **	2 2.7% *	29 6.9%	11 5.8% *	22 7.3% *	7 3.4% *	5 4.0% *	13 9.4% q*
DON'T KNOW	64 10.6%	23 8.6%	3 11.4%**	2 14.3%**	- 17.9%**	1 7.1%**	49 9.0%	15 24.8%**	43 8.5% H*	19 18.7% H*	37 12.2%	17 8.3% *	- 2.1% **	9 11.8% *	45 10.9%	14 7.1% *	37 12.4% *	14 6.9% *	18 13.4% *	17 12.9% *

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE POOR IMPULSE CONTROL  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	614	76	154	172	117	95
Base	609	36	143	240	117	73
YES.	511 83.9%	31 86.9% b*	102 71.1% *	208 86.7% B	108 92.3% B*	62 84.9% b*
NO.	34 5.5%	4 10.8% CD*	19 13.2% CDe*	5 2.0%	3 2.5% *	3 4.1% *
DON' T KNOW	64 10.6%	1 2.4% *	22 15.6% AD*	27 11.3% a	6 5.3% *	8 11.0% a*

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE BEHAVIOURAL PROBLEMS  
 Base: TOTAL SELECTED TO BE ASKED

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	612	221	391	108	260	244	126	85	76	84	183	27	104	22	161	295	227	64	56	98
Base	631	313	318	219	250	162	156	80	91	86	159	25	137	27	174	265	223	69	58	126
YES.	574	278	296	204	226	144	141	74	87	77	143	22	125	24	155	245	206	66	54	111
	91.0%	89.0%	92.9%	93.2% *	90.4%	88.8%	90.4% *	91.4% *	95.6% *	89.2% *	89.4%	86.6% **	91.4% *	91.5% **	89.4% *	92.4%	92.5%	95.2% *	93.1% *	88.1% *
NO.	30	20	10	11	14	6	8	5	1	5	11	3	7	1	8	11	10	2	2	9
	4.8%	6.3%	3.2%	4.9% *	5.5%	3.6%	4.9% *	5.8% *	1.3% *	5.4% *	7.2%	13.4% **	4.8% *	5.6% **	4.4% *	4.1%	4.7%	2.4% *	2.9% *	7.2% *
DON' T KNOW	27	15	12	4	10	12	7	2	3	5	5	-	5	1	11	9	6	2	2	6
	4.3%	4.7%	3.9%	1.9% *	4.2%	7.7% C	4.7% *	2.8% *	3.1% *	5.4% *	3.4%	- **	3.7% *	2.9% **	6.2% *	3.4%	2.8%	2.3% *	4.0% *	4.7% *

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE BEHAVIOURAL PROBLEMS  
 Base: TOTAL SELECTED TO BE ASKED

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	612	313	40	18	1	19	577	35	526	81	419	131	20	66	460	139	393	197	142	118
Base	631	258	34	12	-	13	581	49	520	104	340	188	21	69	430	197	312	216	156	113
YES.	574 91.0%	241 93.3%	32 94.5%**	10 79.4%**	- **	13 96.9%**	532 91.6%	42 84.0%**	479 92.1%	90 85.8%*	309 90.8%	175 93.0%*	21 97.3%**	67 95.8%*	390 90.7%	186 94.3%*	280 89.6%	202 93.3%	142 90.8%*	100 88.4%*
NO.	30 4.8%	8 3.0%	1 2.0%**	1 7.3%**	- 100.0%**	- 3.1%**	27 4.6%	3 6.3%**	22 4.2%	8 7.8%*	17 4.9%	5 2.9%*	1 2.7%**	2 2.4%*	19 4.3%	7 3.3%*	15 4.8%	10 4.8%	8 4.8%*	5 4.3%*
DON'T KNOW	27 4.3%	9 3.7%	1 3.5%**	2 13.3%**	- **	- **	22 3.8%	5 9.7%**	19 3.6%	7 6.4%*	15 4.4%	8 4.1%*	- **	1 1.7%*	21 5.0%	5 2.4%*	18 5.6%	4 1.8%	7 4.3%*	8 7.3%* Q*

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE BEHAVIOURAL PROBLEMS  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	612	58	144	180	134	96
Base	631	37	147	243	124	81
YES.	574 91.0%	32 88.7% *	123 83.8% *	219 90.0%	122 98.1% ABC*	78 97.1% aBc*
NO.	30 4.8%	1 2.3% *	13 9.0% DE*	15 6.2% De	- 0.4% *	- 0.6% *
DON' T KNOW	27 4.3%	3 9.0% D*	11 7.2% d*	9 3.8%	2 1.5% *	2 2.3% *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE COMMUNICATION CHALLENGES  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

Total	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	640	225	415	121	257	262	131	81	77	82	200	25	106	27	172	307	231	74	52	103
Base	652	319	333	244	235	173	151	73	93	86	181	23	153	24	165	283	227	86	50	115
YES.	591 90.7%	282 88.3%	310 93.0%	221 90.6% *	222 94.1% E	149 86.2%	139 92.4% *	66 90.9% *	91 97.5% ij*	75 87.7% *	160 88.5%	20 86.1% **	143 93.8% *	21 89.5% **	148 89.4% *	257 90.6%	203 89.4%	86 99.5% PR*	43 86.2% *	108 93.8% *
NO.	28 4.2%	18 5.7%	10 2.9%	15 6.0% d*	4 1.6%	9 5.4% D	7 4.7% *	3 3.4% *	- 0.4% *	9 10.0% Hj*	6 3.3%	2 7.0% **	5 3.4% *	1 6.0% **	10 6.1% *	9 3.3%	12 5.5%	- *	4 8.0% Qs*	1 0.9% *
DON'T KNOW	33 5.0%	19 6.0%	14 4.1%	8 3.4% *	10 4.2%	15 8.4% cd	4 2.9% *	4 5.7% *	2 2.0% *	2 2.3% *	15 8.3%	2 6.9% **	4 2.8% *	1 4.4% **	7 4.5% *	17 6.1%	12 5.1%	- 0.5% *	3 5.8% *	6 5.2% *

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE COMMUNICATION CHALLENGES  
 Base: TOTAL SELECTED TO BE ASKED

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	640	344	27	16	2	26	597	43	555	79	445	144	13	75	496	160	409	183	155	133
Base	652	283	22	11	2	16	601	51	543	104	348	212	12	87	453	230	305	199	170	130
YES.	591 90.7%	266 94.2%	21 94.5%**	9 79.2%**	1 56.7%**	13 82.2%**	557 92.7%	34 67.3%**	512 94.3% I	79 75.5% *	319 91.8%	188 88.7% *	11 94.9%**	80 91.6% *	411 90.5%	216 93.8%	270 88.5%	190 95.6% r	150 88.4% *	117 90.6% *
NO.	28 4.2%	7 2.3%	- **	1 13.6%**	1 43.3%**	1 5.3%**	20 3.3%	8 15.7%**	11 2.0%	17 16.0% H*	13 3.7%	13 6.0% *	- **	4 4.5% *	21 4.7%	6 2.7%	19 6.3%	3 1.5%	12 7.3% Qs*	2 1.6% *
DON'T KNOW	33 5.0%	10 3.5%	1 5.5%**	1 7.2%**	- **	2 12.5%**	24 4.0%	9 17.0%**	20 3.7%	9 8.5% *	16 4.5%	11 5.3% *	1 5.1%**	3 3.8% *	22 4.8%	8 3.5%	16 5.1%	6 2.8%	7 4.3% *	10 7.8% *

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - A CHILD MAY HAVE COMMUNICATION CHALLENGES  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	640	75	157	177	124	107
Base	652	43	147	258	114	89
YES.	591 90.7%	41 95.4% b*	121 82.4% *	238 92.2% B	110 96.4% B*	81 90.8% *
NO.	28 4.2%	1 1.4% *	12 7.9% c*	7 2.5%	4 3.2% *	5 5.8% *
DON' T KNOW	33 5.0%	1 3.2% *	14 9.7% D*	14 5.3% d	- 0.4% *	3 3.4% *

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - SPINA BIFIDA  
 Base: TOTAL SELECTED TO BE ASKED

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+- (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	595 47.5%	288 46.4%	307 48.5%	256 56.5% DE	200 43.4%	140 40.9%	144 50.5% j	74 47.3%	109 59.4% gJ*	79 52.1% J	141 40.3%	21 44.8% *	157 53.7% o	20 41.4% *	158 48.5%	235 44.2%	182 42.1%	78 52.9% p*	46 45.6% *	117 50.0%
NO.	203 16.2%	83 13.4%	120 19.0% A	58 12.9% A	79 17.2%	66 19.3% c	33 11.4%	35 22.4% FH	16 8.5% *	28 18.8% H	69 19.6% FH	7 14.2% *	39 13.2%	7 14.3% *	54 16.7%	95 17.8%	90 20.8%	20 13.4% *	16 16.0% *	33 14.1%
DON' T KNOW	455 36.3%	249 40.2% B	206 32.5%	139 30.6%	181 39.3% c	136 39.8% C	109 38.1%	47 30.3%	59 32.1% *	44 29.1%	140 40.0% gi	19 41.0% *	97 33.1%	21 44.3% *	113 34.8%	203 38.0%	161 37.1%	50 33.8% *	39 38.4% *	84 35.8%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - SPINA BIFIDA  
 Base: TOTAL SELECTED TO BE ASKED

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	595 47.5%	265 50.7% C	24 43.5% *	8 29.4% *	1 37.8% **	9 36.1% **	550 47.9%	45 43.0% *	513 49.5% I	80 38.6% *	290 42.7%	204 55.4% J	19 48.5% **	77 50.6%	393 46.4%	225 57.3% P	248 40.6%	204 49.1%	124 43.0%	112 45.9%
NO.	203 16.2%	91 17.3%	18 32.8% A*	9 35.2% A*	- 15.4% **	1 5.9% **	195 16.9%	9 8.3% *	168 16.2% *	33 18.4%	125 14.5%	53 30.2% **	12 17.8%	27 16.5%	140 14.3%	56 19.1%	116 16.5%	69 17.3%	50 17.7%	43
DON'T KNOW	455 36.3%	167 32.0%	13 23.7% *	9 35.4% *	1 46.8% **	14 58.0% **	404 35.2%	51 48.7% f*	355 34.3%	94 45.2% H*	264 38.8% K	111 30.2%	8 21.3% **	48 31.6%	314 37.1%	112 28.5%	246 40.3% 0	143 34.4%	114 39.7%	89 36.4%

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - SPINA BIFIDA  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	595 47.5%	41 49.9% B*	106 36.7%	250 51.4% Be	128 55.2% BE	70 42.6%
NO.	203 16.2%	19 23.4% c*	46 15.7%	72 14.9%	36 15.4%	30 18.5%
DON' T KNOW	455 36.3%	22 26.7% *	138 47.6% ACD	163 33.7%	68 29.4%	64 38.9% ad

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - SUMMARY OF YES  
 Base: TOTAL SELECTED TO BE ASKED

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CECEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	654	325	329	244	243	167	159	72	95	79	178	31	162	19	172	265	233	72	45	109
BRAIN DAMAGE	610	297	313	231	225	153	149	68	91	73	163	29	153	17	164	242	214	69	40	106
	93.2%	91.2%	95.2%	94.8%	92.9%	91.4%	93.3%	93.5%	95.5%	93.0%	92.0%	93.3%	94.4%	93.6%	95.7%	91.1%	91.9%	96.1%	89.5%	96.9%
Base	589	296	293	191	220	178	102	86	79	82	177	16	128	26	163	252	179	61	50	117
BIRTH DEFECTS, LIKE HEART DEFECTS, HEARING PROBLEMS OR VISION PROBLEMS	530	266	264	180	199	152	94	77	72	74	155	16	114	23	146	229	165	55	42	110
	89.9%	89.9%	90.0%	94.2%	90.3%	84.9%	92.5%	90.3%	92.2%	90.1%	87.4%	100.0%	89.1%	89.1%	89.7%	90.8%	92.2%	90.3%	84.1%	94.0%
Base	644	319	325	236	225	184	148	70	104	66	191	20	154	26	151	291	220	83	60	113
FETAL ALCOHOL SPECTRUM DISORDERS	583	280	303	220	205	159	137	63	97	59	168	17	135	23	139	268	200	78	55	103
	90.6%	88.0%	93.2%	93.4%	91.2%	86.4%	92.7%	90.0%	93.2%	89.5%	88.0%	86.3%	87.9%	91.2%	91.8%	92.1%	90.9%	93.6%	91.3%	90.9%
Base	632	314	318	236	224	172	146	84	95	83	163	27	164	24	168	248	225	81	49	121
MISCARRIAGE	533	253	279	211	192	130	122	70	77	74	138	22	142	18	150	200	179	72	43	104
	84.2%	80.6%	87.8%	89.2%	85.9%	75.3%	83.4%	83.3%	81.0%	89.4%	84.7%	81.7%	86.5%	72.5%	89.7%	80.7%	79.7%	89.4%	86.8%	86.0%
Base	601	302	298	218	227	156	146	72	91	57	177	23	131	23	159	258	212	80	41	107
A CHILD MAY HAVE DIFFICULTIES LEARNING	567	278	289	206	217	143	139	66	88	56	164	19	127	22	153	242	199	76	36	102
	94.3%	91.9%	96.9%	94.8%	95.7%	91.7%	95.0%	92.2%	96.5%	98.8%	92.9%	82.2%	97.1%	95.5%	96.5%	93.8%	93.5%	95.7%	87.1%	95.3%
Base	609	293	316	222	216	171	137	89	85	66	177	23	141	22	153	268	212	62	52	127
A CHILD MAY HAVE POOR IMPULSE CONTROL	511	246	265	195	183	133	118	76	77	56	142	20	123	19	129	219	179	54	43	111
	83.9%	83.7%	84.1%	88.0%	84.9%	77.4%	86.1%	85.4%	90.3%	85.5%	80.1%	87.5%	87.0%	85.7%	84.3%	81.5%	84.3%	85.9%	81.7%	87.4%
Base	631	313	318	219	250	162	156	80	91	86	159	25	137	27	174	265	223	69	58	126
A CHILD MAY HAVE BEHAVIOURAL PROBLEMS	574	278	296	204	226	144	141	74	87	77	143	22	125	24	155	245	206	66	54	111
	91.0%	89.0%	92.9%	93.2%	90.4%	88.8%	90.4%	91.4%	95.6%	89.2%	89.4%	86.6%	91.4%	91.5%	89.4%	92.4%	92.5%	95.2%	93.1%	88.1%
Base	652	319	333	244	235	173	151	73	93	86	181	23	153	24	165	283	227	86	50	115
A CHILD MAY HAVE COMMUNICATION CHALLENGES	591	282	310	221	222	149	139	66	91	75	160	20	143	21	148	257	203	86	43	108
	90.7%	88.3%	93.0%	90.6%	94.1%	86.2%	92.4%	90.9%	97.5%	87.7%	88.5%	86.1%	93.8%	89.5%	89.4%	90.6%	89.4%	99.5%	86.2%	93.8%
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
SPINA BIFIDA	595	288	307	256	200	140	144	74	109	79	141	21	157	20	158	235	182	78	46	117
	47.5%	46.4%	48.5%	56.5%	43.4%	40.9%	50.5%	47.3%	59.4%	52.1%	40.3%	44.8%	53.7%	41.4%	48.5%	44.2%	42.1%	52.9%	45.6%	50.0%
None	22	18	4	3	5	14	1	1	2	1	11	1	5	-	3	12	8	1	5	1
	1.7%	2.9%	0.6%	0.7%	1.0%	4.1%	0.4%	0.8%	1.1%	0.5%	3.1%	1.7%	1.6%	-	1.0%	2.2%	1.7%	0.6%	4.9%	0.5%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - SUMMARY OF YES  
Base: TOTAL SELECTED TO BE ASKED

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	Total	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	654	272	30	12	-	15	608	46	547	100	355	187	25	82	429	189	326	233	126	121
BRAIN DAMAGE	610	258	30	11	-	15	571	38	520	85	322	181	24	75	398	176	303	224	113	111
	93.2%	94.8%	100.0%**	89.9%**	-	97.2%**	94.1%	82.4%**	95.1% I	84.4%*	90.7%	96.7% j*	93.5%**	91.6%*	92.8%	93.1%*	93.0%	96.4% R	89.8%*	91.8%*
Base	589	244	25	13	2	10	535	54	475	114	332	166	26	69	397	168	311	145	148	126
BIRTH DEFECTS, LIKE HEART DEFECTS, HEARING PROBLEMS OR VISION PROBLEMS	530	225	20	9	2	8	482	48	433	96	290	155	21	63	354	156	275	135	133	115
	89.9%	92.5% B	79.3%*	68.5%**	78.3%**	84.6%**	90.1%	88.6%**	91.1%	84.9%*	87.3%	93.2%*	83.6%**	91.3%*	89.2%	92.6%*	88.4%	93.0%	90.1%*	91.2%*
Base	644	262	33	17	2	11	588	56	525	112	348	173	19	67	431	179	316	226	148	128
FETAL ALCOHOL SPECTRUM DISORDERS	583	243	33	16	1	10	543	41	492	87	312	160	18	63	386	170	277	214	131	116
	90.6%	92.7%	100.0% a*	91.4%**	56.7%**	92.6%**	92.2%	73.3%**	93.7% I	77.1%*	89.6%	92.4%*	94.5%**	93.7%*	89.6%	95.0% P*	87.6%	94.8% r	88.3%*	90.4%*
Base	632	262	26	14	1	14	576	56	526	101	347	180	17	88	416	202	306	228	144	115
MISCARRIAGE	533	233	22	10	-	14	491	42	450	78	292	158	14	73	359	179	255	190	118	102
	84.2%	88.9%	84.8%*	66.7%**	53.8%**	97.0%**	85.3%	73.9%**	85.6%	77.1%*	84.2%	87.6%*	79.8%**	83.4%*	86.2%	88.8%*	83.4%	83.5%	81.8%*	88.9%*
Base	601	250	26	13	1	8	559	41	506	89	338	167	16	69	415	210	270	217	126	109
A CHILD MAY HAVE DIFFICULTIES LEARNING	567	244	23	13	-	8	536	31	490	76	320	161	15	62	399	200	257	207	118	98
	94.3%	97.9%	88.9%**	100.0%**	-	100.0%**	95.8% G	74.4%*	96.8% I	84.5%*	94.5%	96.7%*	97.0%**	90.0%*	96.3% m	95.3%	95.1%	95.6%	94.2%*	90.1%*
Base	609	261	27	13	3	12	548	61	501	102	307	204	20	73	416	195	298	199	133	135
A CHILD MAY HAVE POOR IMPULSE CONTROL	511	225	20	10	1	9	470	41	434	74	249	175	17	63	341	170	239	179	110	105
	83.9%	86.3%	73.8%**	79.2%**	37.8%**	74.5%**	85.8%	66.5%**	86.6% I	72.6%*	81.2%	85.9%*	87.0%**	85.5%*	82.2%	87.1%*	80.3%	89.7% S*	82.6%*	77.7%*
Base	631	258	34	12	-	13	581	49	520	104	340	188	21	69	430	197	312	216	156	113
A CHILD MAY HAVE BEHAVIOURAL PROBLEMS	574	241	32	10	-	13	532	42	479	90	309	175	21	67	390	186	280	202	142	100
	91.0%	93.3%	94.5%**	79.4%**	-	96.9%**	91.6%	84.0%**	92.1%	85.8%*	90.8%	93.0%*	97.3%**	95.8%*	90.7%	94.3%*	89.6%	93.3%	90.8%*	88.4%*
Base	652	283	22	11	2	16	601	51	543	104	348	212	12	87	453	230	305	199	170	130
A CHILD MAY HAVE COMMUNICATION CHALLENGES	591	266	21	9	1	13	557	34	512	79	319	188	11	80	411	216	270	190	150	117
	90.7%	94.2%	94.5%**	79.2%**	56.7%**	82.2%**	92.7%	67.3%**	94.3% I	75.5%*	91.8%	88.7%*	94.9%**	91.6%*	90.5%	93.8%	88.5%	95.6% r	88.4%*	90.6%*
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
SPINA BIFIDA	595	265	24	8	1	9	550	45	513	80	290	204	19	77	393	225	248	204	124	112
	47.5%	50.7% C	43.5%*	29.4%*	37.8%**	36.1%**	47.9%	43.0%*	49.5% I	38.6%*	42.7%	55.4% J	48.5%**	50.6%*	46.4%	57.3% P	40.6%	49.1%	43.0%	45.9%
None	22	2	-	1	1	-	11	11	6	13	16	3	-	5	15	5	14	2	7	6
	1.7%	0.4%	-	3.0% A*	44.3%**	-	0.9%	10.8% F*	0.6% H*	6.2%*	2.3%	0.9%	-	3.1%	1.7%	1.2%	2.2%	0.4%	2.3% q	2.6% q

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q12. WHAT CAN HAPPENED IF DRINK WHILE PREGNANT - SUMMARY OF YES  
 Base: TOTAL SELECTED TO BE ASKED

FASD - 200103365

	REGION					
	Total	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)
Unweighted Base	1253	150	300	351	252	200
Base	654	48	159	239	130	78
BRAIN DAMAGE	610	47	140	225	124	74
	93.2%	98.8% B*	87.8% *	94.0%	95.4% b*	94.9% *
Base	589	34	123	227	116	89
BIRTH DEFECTS, LIKE HEART DEFECTS, HEARING PROBLEMS OR VISION PROBLEMS	530	33	112	199	106	80
	89.9%	95.0% *	91.1% *	87.7%	91.3% *	90.4% *
Base	644	42	144	254	111	92
FETAL ALCOHOL SPECTRUM DISORDERS	583	38	127	229	100	89
	90.6%	90.2% *	88.4% *	90.2%	90.0% *	95.9% b*
Base	632	45	166	242	107	72
MISCARRIAGE	533	43	133	205	88	63
	84.2%	96.2% Bcd*	80.6% *	84.7%	81.6% *	87.8% *
Base	601	43	128	237	109	83
A CHILD MAY HAVE DIFFICULTIES LEARNING	567	42	119	223	105	78
	94.3%	96.6% *	92.7% *	94.2%	95.9% *	94.2% *
Base	609	36	143	240	117	73
A CHILD MAY HAVE POOR IMPULSE CONTROL	511	31	102	208	108	62
	83.9%	86.9% b*	71.1% *	86.7% B	92.3% B*	84.9% b*
Base	631	37	147	243	124	81
A CHILD MAY HAVE BEHAVIOURAL PROBLEMS	574	32	123	219	122	78
	91.0%	88.7% *	83.8% *	90.0%	98.1% ABC*	97.1% aBc*
Base	652	43	147	258	114	89
A CHILD MAY HAVE COMMUNICATION CHALLENGES	591	41	121	238	110	81
	90.7%	95.4% b*	82.4% *	92.2% B	96.4% B*	90.8% *
Base	1253	82	289	485	232	164
SPINA BIFIDA	595	41	106	250	128	70
	47.5%	49.9% B*	36.7%	51.4% Be	55.2% BE	42.6%
None	22	1	6	13	1	1
	1.7%	1.5% *	2.1%	2.6%	0.6%	0.4%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	794 63.4%	353 56.9%	441 69.7% A	258 57.1%	304 66.1% C	232 68.1% C	171 59.8%	95 60.8%	114 62.4% *	108 71.7% fg	239 68.1% f	21 45.7% *	175 59.7% M	18 38.8% *	208 63.8% kM	369 69.3% KLM	258 59.6%	109 73.7% PS*	77 76.0% PS*	135 57.6%
NO.	446 35.6%	259 41.8% B	186 29.5%	192 42.5% DE	152 33.2%	101 29.6%	114 39.9% ij	57 36.7%	68 36.9% *	42 28.0%	109 31.1%	24 51.3% 0*	112 38.4% o	28 59.2% LNO*	118 36.2%	160 30.0%	169 39.1% QR	39 26.3% *	23 23.1% *	97 41.7% QR
DON'T KNOW	13 1.0%	8 1.2%	5 0.8%	2 0.4%	3 0.7%	8 2.3% CD	1 0.3%	4 2.5% f	1 0.7% *	- 0.3%	3 0.8%	1 3.0% N*	5 1.9% n	1 1.9% N*	- 0.7%	4 0.7%	6 1.3%	- *	1 0.9% *	2 0.8%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	794 63.4%	371 71.0%	38 69.5%*	18 66.8%*	2 66.7%**	12 46.8%**	736 64.0%	58 56.2%*	691 66.7% I	99 48.1%*	479 70.6% K	204 55.2%	29 74.0%**	106 70.0%	540 63.8%	245 62.4%	409 66.9%	261 62.9%	188 65.5%	150 61.4%
NO.	446 35.6%	147 28.1%	17 30.5%*	9 33.2%*	1 33.3%**	13 51.3%**	403 35.1%	43 41.2%*	334 32.2%	106 51.2% H*	193 28.4%	164 44.4% J	9 23.6%**	45 29.7%	299 35.3%	146 37.1%	196 32.1%	149 35.9%	98 34.0%	92 37.9%
DON'T KNOW	13 1.0%	5 0.9%	- *	- *	- **	- **	10 0.9%	3 2.5%*	11 1.1%	2 0.8%*	7 1.0%	2 0.5%	1 2.4%**	- 0.3%	7 0.9%	2 0.5%	6 0.9%	5 1.3%	1 0.5%	2 0.8%

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q13. HAVE EVER... - TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	794 63.4%	62 75.4% B*	127 43.8%	326 67.1% B	158 68.2% B	122 74.2% B
NO.	446 35.6%	20 23.9% *	155 53.7% ACDE	156 32.1%	74 31.8%	41 25.2%
DON' T KNOW	13 1.0%	1 0.7% *	7 2.5% d	4 0.8%	-	1 0.6%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	507 40.4%	196 31.6%	310 49.1% A	112 24.7%	231 50.3% C	164 48.0% C	105 36.8%	52 33.3%	72 39.5% *	68 44.8% g	156 44.5% G	15 32.9% *	94 32.1%	18 37.7% *	127 39.0%	249 46.7% Ln	184 42.5% S	62 41.9% s*	52 51.6% S*	71 30.2%
NO.	726 57.9%	411 66.2% B	315 49.8%	336 74.3% DE	225 49.0%	164 48.2%	179 62.6% j	101 64.5% J	107 58.5% *	81 53.8%	187 53.4%	31 65.1% *	196 67.0% 0	27 56.4% *	195 59.7% o	275 51.6%	242 55.9%	85 57.3% *	46 45.0% *	158 67.4% PR
DON'T KNOW	21 1.7%	14 2.2%	7 1.1%	5 1.0%	3 0.7%	13 3.8% CD	2 0.5%	3 2.2%	4 2.0% *	2 1.3%	7 2.0%	1 2.0% *	2 0.8%	3 5.9% Lno*	4 1.3%	9 1.7%	7 1.6%	1 0.8% *	3 3.4% *	6 2.4%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL  
 Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	507 40.4%	249 47.6%	32 58.1% *	18 66.6% A*	2 66.7% **	10 39.6% **	480 41.8% G	26 25.5% *	442 42.7% I	60 28.9% *	390 57.4% K	85 23.1%	29 74.0% **	72 47.9%	370 43.7%	141 35.9%	311 50.9% 0	160 38.5%	129 45.0%	96 39.2%
NO.	726 57.9%	268 51.2% c	23 40.6% *	9 33.4% *	1 33.3% **	15 58.7% **	649 56.5%	77 73.7% F*	575 55.5%	145 70.0% H*	279 41.1%	281 76.1% J	10 26.0% **	78 51.8%	463 54.7%	249 63.5% P	289 47.4%	249 60.0%	154 53.6%	141 57.9%
DON'T KNOW	21 1.7%	6 1.2%	1 1.2% *	- - *	- - **	- 1.7% **	20 1.7%	1 0.9% *	19 1.8%	2 1.1% *	10 1.5%	3 0.8%	- - **	- 0.3%	14 1.6%	2 0.6%	11 1.8%	6 1.5%	4 1.5%	7 2.8%

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q13. HAVE EVER... - TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL

Base: TOTAL RESPONDENTS

	REGION					Total
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	507 40.4%	42 51.7% Bcd*	107 36.9%	196 40.4%	92 39.5%	70 42.4%
NO.	726 57.9%	39 47.2% *	175 60.6% A	279 57.4%	140 60.2% A	93 56.7%
DON' T KNOW	21 1.7%	1 1.0% *	7 2.5%	10 2.1%	1 0.3%	2 1.0%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q13. HAVE EVER... - HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGH- GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	1121 89.4%	540 87.0%	580 91.8% A	396 87.4%	419 91.2%	306 89.7%	240 84.0%	142 90.7%	168 91.9% f*	133 88.5%	324 92.3% F	37 77.9% *	247 84.3%	44 92.8% k*	292 89.6% k	494 92.7% KL	383 88.5%	139 93.8% *	91 89.5% *	221 94.5% p
NO.	125 9.9%	76 12.2% B	49 7.7%	55 12.2%	37 8.1%	32 9.5%	45 15.8% hJ	15 9.3%	15 8.1% *	14 9.5%	25 7.2%	10 20.2% n0*	43 14.9% 0	3 7.2% *	31 9.5%	37 7.0%	48 11.2% S	9 6.2% *	9 8.8% *	10 4.2%
DON'T KNOW	8 0.6%	5 0.8%	3 0.5%	2 0.4%	3 0.7%	3 0.8%	- 0.1%	-	-	3 2.0% *	2 0.5%	1 1.9% *	2 0.8%	- 0.9% *	3 0.3%	2 0.3%	1 0.3%	-	2 1.7% *	3 1.3%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY  
 Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	1121	480	51	25	3	22	1042	78	945	170	625	324	38	136	765	365	542	364	264	233
	89.4%	91.7%	92.1%	94.8%	100.0%	89.3%	90.7%	75.2%	91.2%	82.2%	92.1%	87.6%	98.9%	89.9%	90.4%	93.0%	88.8%	87.5%	91.7%	95.6%
NO.	125	41	4	1	-	2	100	25	85	36	51	41	-	15	75	27	62	50	23	8
	9.9%	7.9%	7.9%	5.2%	-	7.1%	8.7%	23.6%	8.2%	17.6%	7.6%	11.1%	1.1%	10.1%	8.8%	6.9%	10.1%	12.1%	7.8%	3.2%
DON'T KNOW	8	2	-	-	-	1	7	1	6	-	3	5	-	-	7	-	7	2	1	3
	0.6%	0.4%	-	-	-	3.7%	0.6%	1.2%	0.6%	0.2%	0.4%	1.3%	-	-	0.8%	0.1%	1.1%	0.4%	0.4%	1.2%

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q13. HAVE EVER... - HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	1121 89.4%	77 94.3% B*	238 82.3%	445 91.6% B	209 89.8% b	152 92.5% B
NO.	125 9.9%	4 5.0% *	46 15.9% ACE	39 8.1%	23 10.0%	12 7.2%
DON' T KNOW	8 0.6%	1 0.7% *	5 1.8%	1 0.3%	- 0.2%	- 0.3%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+- (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	656 52.4%	351 56.5% B	305 48.3% A	230 50.9%	262 57.0% E	164 48.0%	160 55.8%	74 47.3%	98 53.7% *	86 56.8%	202 57.6% g	26 55.1% *	154 52.7%	23 48.8% *	167 51.3%	282 53.0%	206 47.6%	96 64.6% P*	56 55.3% *	133 57.0% P
NO.	581 46.4%	260 41.9%	321 50.8% A	220 48.7%	196 42.5%	165 48.4% d	123 43.0%	78 49.6%	85 46.3% *	64 42.4%	147 41.9%	20 42.2% *	134 45.9%	22 46.9% *	157 48.1%	244 45.8%	223 51.4% Qs	52 34.9% *	44 43.0% *	98 41.9%
DON' T KNOW	16 1.3%	10 1.6%	6 0.9%	2 0.4%	2 0.4%	12 3.5% CD	3 1.2%	5 3.1% hJ	- *	1 0.8%	2 0.5%	1 2.7% *	4 1.4%	2 4.3% N*	2 0.5%	6 1.2%	4 1.0%	1 0.6% *	2 1.7% *	3 1.1%

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q13. HAVE EVER... - HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	656 52.4%	261 49.9%	21 38.5%*	13 48.5%*	- 15.4%**	10 38.9%**	624 54.3% G	32 31.0%*	569 54.9% I	86 41.6%*	378 55.7% K	173 46.9%	24 60.8%**	85 56.1%	438 51.7%	213 54.4%	316 51.8%	204 49.0%	159 55.4%	137 56.3%
NO.	581 46.4%	257 49.1%	34 61.5%*	13 49.9%*	2 84.6%**	15 59.1%**	511 44.5%	70 67.4% F*	456 44.1%	119 57.6% H*	292 43.0%	196 53.0% J	15 39.2%**	65 42.8%	401 47.3%	177 45.2%	287 47.0%	209 50.2%	127 44.0%	102 41.7%
DON'T KNOW	16 1.3%	5 1.0%	- *	- 1.6%*	- **	- 2.0%**	14 1.2%	2 1.6%*	11 1.0%	2 0.8%*	9 1.4%	- 0.1%	- **	2 1.1%	8 1.0%	2 0.4%	7 1.2%	3 0.7%	2 0.6%	5 1.9%

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q13. HAVE EVER... - HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT  
 Base: TOTAL RESPONDENTS

	REGION					Total
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	656 52.4%	54 65.8% BcD*	115 39.7%	269 55.4% B	120 51.9% B	98 59.7% B
NO.	581 46.4%	27 33.5% *	173 59.7% ACDE	208 42.8%	109 47.1% A	63 38.7%
DON' T KNOW	16 1.3%	1 0.7% *	2 0.6%	9 1.8%	2 1.0%	3 1.6%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - SUMMARY OF YES  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY	794 63.4%	353 56.9%	441 69.7% A	258 57.1%	304 66.1% C	232 68.1% C	171 59.8%	95 60.8%	114 62.4% *	108 71.7% fg	239 68.1% f	21 45.7% *	175 59.7% M	18 38.8% *	208 63.8% kM	369 69.3% KLM	258 59.6%	109 73.7% PS*	77 76.0% PS*	135 57.6%
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL	507 40.4%	196 31.6%	310 49.1% A	112 24.7%	231 50.3% C	164 48.0% C	105 36.8%	52 33.3%	72 39.5% *	68 44.8% g	156 44.5% G	15 32.9% *	94 32.1%	18 37.7% *	127 39.0%	249 46.7% Ln	184 42.5% S	62 41.9% s*	52 51.6% S*	71 30.2%
HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY	1121 89.4%	540 87.0%	580 91.8% A	396 87.4%	419 91.2%	306 89.7%	240 84.0%	142 90.7%	168 91.9% f*	133 88.5%	324 92.3% F	37 77.9% *	247 84.3%	44 92.8% k*	292 89.6% k	494 92.7% KL	383 88.5%	139 93.8% *	91 89.5% *	221 94.5% p
HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT	656 52.4%	351 56.5% B	305 48.3%	230 50.9%	262 57.0% E	164 48.0%	160 55.8%	74 47.3%	98 53.7% *	86 56.8%	202 57.6% g	26 55.1% *	154 52.7%	23 48.8% *	167 51.3%	282 53.0%	206 47.6%	96 64.6% P*	56 55.3% *	133 57.0% p
NONE	71 5.7%	48 7.7% B	24 3.8%	32 7.0%	18 4.0%	21 6.2%	23 8.0% J	10 6.6%	6 3.3% *	10 6.9%	12 3.3%	6 12.6% 0*	24 8.4% 0	2 3.9% *	21 6.3%	18 3.5%	34 7.8% Qs	1 0.6% *	3 2.6% *	7 3.0%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - SUMMARY OF YES  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	Total	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY	794 63.4%	371 71.0%	38 69.5%*	18 66.8%*	2 66.7%**	12 46.8%**	736 64.0%	58 56.2%*	691 66.7% I	99 48.1%*	479 70.6% K	204 55.2%	29 74.0%**	106 70.0%	540 63.8%	245 62.4%	409 66.9%	261 62.9%	188 65.5%	150 61.4%
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL	507 40.4%	249 47.6%	32 58.1%*	18 66.6% A*	2 66.7%**	10 39.6%**	480 41.8% G	26 25.5%*	442 42.7% I	60 28.9%*	390 57.4% K	85 23.1%	29 74.0%**	72 47.9%	370 43.7%	141 35.9%	311 50.9% 0	160 38.5%	129 45.0%	96 39.2%
HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY	1121 89.4%	480 91.7%	51 92.1%*	25 94.8%*	3 100.0%**	22 89.3%**	1042 90.7% G	78 75.2%*	945 91.2% I	170 82.2%*	625 92.1% k	324 87.6%	38 98.9%**	136 89.9%	765 90.4%	365 93.0% P	542 88.8%	364 87.5%	264 91.7%	233 95.6% Q
HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT	656 52.4%	261 49.9%	21 38.5%*	13 48.5%*	- 15.4%**	10 38.9%**	624 54.3% G	32 31.0%*	569 54.9% I	86 41.6%*	378 55.7% K	173 46.9%	24 60.8%**	85 56.1%	438 51.7%	213 54.4%	316 51.8%	204 49.0%	159 55.4%	137 56.3%
NONE	71 5.7%	20 3.7%	2 3.5%*	- *	- **	2 9.0%**	58 5.1%	13 12.6% F*	50 4.8%	18 8.7%*	28 4.1%	21 5.7%	- **	6 4.1%	41 4.8%	8 2.0%	39 6.4% 0	29 7.0% S	14 4.9%	6 2.4%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q13. HAVE EVER... - SUMMARY OF YES  
Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY	794 63.4%	62 75.4% B*	127 43.8%	326 67.1%	158 68.2% B	122 74.2% B
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL	507 40.4%	42 51.7% Bcd*	107 36.9%	196 40.4%	92 39.5%	70 42.4%
HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY	1121 89.4%	77 94.3% B*	238 82.3%	445 91.6% B	209 89.8% b	152 92.5% B
HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT	656 52.4%	54 65.8% Bcd*	115 39.7%	269 55.4% B	120 51.9% B	98 59.7% B
NONE	71 5.7%	2 2.3% *	29 10.1% ACE	22 4.6%	12 5.3%	6 3.5%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q13. HAVE EVER... - SUMMARY OF NO  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY	446 35.6%	259 41.8% B	186 29.5%	192 42.5% DE	152 33.2%	101 29.6%	114 39.9% ij	57 36.7%	68 36.9% *	42 28.0%	109 31.1%	24 51.3% 0*	112 38.4% o	28 59.2% LN0*	118 36.2%	160 30.0%	169 39.1% QR	39 26.3% *	23 23.1% *	97 41.7% QR
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL	726 57.9%	411 66.2% B	315 49.8%	336 74.3% DE	225 49.0%	164 48.2%	179 62.6% j	101 64.5% J	107 58.5% *	81 53.8%	187 53.4%	31 65.1% *	196 67.0% 0	27 56.4% *	195 59.7% o	275 51.6%	242 55.9%	85 57.3% *	46 45.0% *	158 67.4% PR
HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY	125 9.9%	76 12.2% B	49 7.7%	55 12.2%	37 8.1%	32 9.5%	45 15.8% hJ	15 9.3%	15 8.1% *	14 9.5%	25 7.2%	10 20.2% n0*	43 14.9% 0	3 7.2% *	31 9.5%	37 7.0%	48 11.2% S	9 6.2% *	9 8.8% *	10 4.2%
HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT	581 46.4%	260 41.9%	321 50.8% A	220 48.7%	196 42.5%	165 48.4% d	123 43.0%	78 49.6%	85 46.3% *	64 42.4%	147 41.9%	20 42.2% *	134 45.9%	22 46.9% *	157 48.1%	244 45.8%	223 51.4% Qs	52 34.9% *	44 43.0% *	98 41.9%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q13. HAVE EVER... - SUMMARY OF NO  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY	446 35.6%	147 28.1%	17 30.5%*	9 33.2%*	1 33.3%**	13 51.3%**	403 35.1%	43 41.2%*	334 32.2%	106 51.2% H*	193 28.4%	164 44.4% J	9 23.6%**	45 29.7%	299 35.3%	146 37.1%	196 32.1%	149 35.9%	98 34.0%	92 37.9%
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL	726 57.9%	268 51.2% c	23 40.6%*	9 33.4%*	1 33.3%**	15 58.7%**	649 56.5%	77 73.7% F*	575 55.5%	145 70.0% H*	279 41.1%	281 76.1% J	10 26.0%**	78 51.8%	463 54.7%	249 63.5% P	289 47.4%	249 60.0%	154 53.6%	141 57.9%
HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY	125 9.9%	41 7.9%	4 7.9%*	1 5.2%*	- **	2 7.1%**	100 8.7%	25 23.6% F*	85 8.2%	36 17.6% H*	51 7.6%	41 11.1%	- 1.1%**	15 10.1%	75 8.8%	27 6.9%	62 10.1%	50 12.1% S	23 7.8% s	8 3.2%
HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT	581 46.4%	257 49.1%	34 61.5%*	13 49.9%*	2 84.6%**	15 59.1%**	511 44.5%	70 67.4% F*	456 44.1%	119 57.6% H*	292 43.0%	196 53.0% J	15 39.2%**	65 42.8%	401 47.3%	177 45.2%	287 47.0%	209 50.2%	127 44.0%	102 41.7%

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q13. HAVE EVER... - SUMMARY OF NO  
Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH FRIENDS OR FAMILY	446 35.6%	20 23.9% *	155 53.7% ACDE	156 32.1%	74 31.8%	41 25.2%
TALKED ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY WITH A DOCTOR/HEALTH CARE PROFESSIONAL	726 57.9%	39 47.2% *	175 60.6% A	279 57.4%	140 60.2% A	93 56.7%
HEARD OTHER PEOPLE TALKING ABOUT NOT DRINKING ALCOHOL DURING PREGNANCY	125 9.9%	4 5.0% *	46 15.9% ACE	39 8.1%	23 10.0%	12 7.2%
HEARD OF WOMEN ASKING THEIR PARTNERS TO STOP OR CUT DOWN ON DRINKING WHILE THEY ARE PREGNANT	581 46.4%	27 33.5% *	173 59.7% ACDE	208 42.8%	109 47.1% A	63 38.7%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q14. RECALL ANY INFORMATION ABOUT EFFECTS OF ALCOHOL DURING PREGNANCY  
 Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
YES.	1036 82.7%	479 77.2%	557 88.0% A	360 79.5%	384 83.5%	292 85.7% c	229 80.2%	129 82.8%	160 87.2% *	124 82.6%	301 85.7%	41 86.5% *	228 78.0%	41 86.7% *	279 85.7% l	441 82.8%	354 81.7%	130 87.9% r*	78 77.2% *	194 83.1%
NO.	207 16.5%	135 21.8% B	72 11.4%	90 19.9% E	74 16.1%	43 12.6%	53 18.6%	25 15.7%	23 12.8% *	26 17.4%	47 13.4%	6 11.9% *	61 20.8%	6 13.3% *	46 14.2%	86 16.2%	76 17.5%	18 12.1% *	23 22.8% q*	38 16.4%
DON'T KNOW	10 0.8%	6 1.0%	4 0.6%	3 0.6%	2 0.4%	6 1.7% d	3 1.2%	2 1.6%	- *	-	3 0.8%	1 1.7% *	4 1.3%	- *	- 0.1%	5 1.0%	3 0.8%	- *	- *	1 0.5%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q14. RECALL ANY INFORMATION ABOUT EFFECTS OF ALCOHOL DURING PREGNANCY  
 Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
YES.	1036 82.7%	464 88.7%	45 80.6% *	23 86.4% *	2 71.1% **	23 93.5% **	1003 87.3% G	33 31.6% *	1036 100.0% I	- -	573 84.3%	305 82.6%	34 87.1% **	119 78.6%	717 84.7%	320 81.6%	524 85.8%	353 84.9% r	225 78.1%	211 86.4% r
NO.	207 16.5%	55 10.5%	11 19.4% a*	4 13.6% *	1 28.9% **	2 6.5% **	139 12.1%	68 65.6% F*	- -	207 100.0% H*	100 14.7%	64 17.4%	5 12.9% **	30 20.1%	125 14.8%	70 17.9%	83 13.5%	62 15.0%	60 20.9% s	32 13.1%
DON'T KNOW	10 0.8%	4 0.8%	- -	- -	- -	- -	7 0.6%	3 2.8% *	- -	- -	6 1.0%	- -	- -	2 1.3%	4 0.5%	2 0.5%	4 0.7%	- -	3 1.0%	1 0.5%

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q14. RECALL ANY INFORMATION ABOUT EFFECTS OF ALCOHOL DURING PREGNANCY  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
YES.	1036 82.7%	74 90.3% BC*	225 77.9%	389 80.2%	205 88.1% BC	143 86.9% Bc
NO.	207 16.5%	8 9.7% *	63 21.8% ADE	88 18.1% ad	28 11.9%	20 12.4%
DON' T KNOW	10 0.8%	- *	1 0.3%	8 1.7%	-	1 0.7%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q15. WHERE SEE/HEAR IT  
Base: TOTAL WHO REMEMBER SEEING/HEARING INFORMATION

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1077	368	709	189	437	451	208	138	136	146	356	43	175	43	296	515	390	124	87	180
Base	1036	479	557	360	384	292	229	129	160	124	301	41	228	41	279	441	354	130	78	194
DOCTOR/HEALTH CARE PROFESSIONAL.	330 31.9%	109 22.8%	221 39.7% A	74 20.5%	151 39.4% C	105 36.1% C	49 21.2%	37 28.6% *	56 35.3% F*	51 41.3% Fg	112 37.4% F	14 33.7% **	64 27.9%	12 30.1% *	89 31.9%	150 34.1%	119 33.6%	43 33.1% *	22 28.3% *	55 28.4%
FRIENDS AND FAMILY.	140 13.5%	50 10.4%	90 16.2% A	60 16.7%	47 12.3%	33 11.4%	35 15.1%	26 19.9% iJ*	25 15.8% *	14 10.9%	29 9.5%	11 27.4% **	36 15.7%	3 8.4% *	43 15.5% o	46 10.4%	51 14.4%	12 9.2% *	9 11.6% *	31 16.1%
GENERAL INTERNET/WEBSITE SEARCH.	103 9.9%	49 10.2%	54 9.7%	19 5.2%	55 14.2% C	30 10.2% c	31 13.4% j	12 9.1% *	15 9.1% *	18 14.1% J	21 7.0%	4 8.7% **	17 7.6%	6 15.1% *	30 10.8%	46 10.3%	41 11.6%	19 14.3% *	5 6.7% *	17 8.7%
NEWS.	48 4.7%	29 6.1%	19 3.5%	15 4.1%	17 4.4%	17 5.7%	8 3.7%	4 2.8% *	8 5.0% *	4 3.0%	23 7.8% gi	1 1.9% **	9 4.1%	2 5.7% *	14 5.1%	21 4.9%	14 3.9%	14 11.0% PS*	3 4.5% *	4 2.0%
SCHOOL.	243 23.5%	94 19.5%	150 26.9% A	142 39.4% DE	63 16.5%	38 13.1%	52 22.6%	34 26.5% *	34 21.4% *	26 20.9%	66 21.9%	8 19.6% **	57 25.0%	9 21.7% *	67 24.0%	102 23.2%	81 22.8%	36 28.0% *	19 23.8% *	48 25.0%
SOCIAL MEDIA.	43 4.1%	20 4.2%	23 4.1%	14 3.9%	16 4.2%	13 4.4%	13 5.8%	5 3.7% *	8 5.2% *	4 2.9%	7 2.5%	1 1.3% **	6 2.8%	1 1.4% *	14 5.0%	21 4.8%	12 3.4%	4 3.4% *	4 5.2% *	6 2.9%
TV SHOWS/MOVIES.	52 5.0%	30 6.2%	22 4.0%	18 4.9%	15 3.8%	20 6.8% d	16 7.1% h	9 7.3% Hi*	2 1.4% *	3 2.2%	17 5.7% h	2 5.4% **	18 7.8%	2 3.7% *	11 4.1%	19 4.3%	28 7.9% q	2 1.4% *	2 2.8% *	10 5.4%
TV ADVERTISING.	213 20.5%	116 24.3% B	96 17.3%	44 12.4%	91 23.7% C	77 26.5% C	31 13.6%	32 24.9% F*	37 23.1% f*	31 25.0% F	70 23.2% F	5 12.7% **	35 15.5%	10 25.4% L	72 25.9% L	89 20.1%	83 23.6% q	18 13.6% *	14 18.2% *	42 21.7%
RADIO ADVERTISING.	38 3.6%	26 5.5% B	11 2.0%	4 1.2%	16 4.2% c	17 5.9% C	3 1.5%	2 1.3% *	4 2.3% *	9 7.1% FG	14 4.7%	- **	5 2.1%	1 2.9% *	14 5.1%	17 4.0%	15 4.2%	1 0.7% *	6 7.5% Q*	9 4.4%
NEWSPAPER/MAGAZINE.	113 10.9%	66 13.7% B	47 8.5%	14 4.0%	40 10.3% C	59 20.2% CD	21 9.2%	11 8.2% *	17 10.8% *	14 11.5%	37 12.4%	4 10.1% **	11 4.8%	6 15.4% L*	26 9.2%	66 15.0% Ln	46 13.1%	11 8.8% *	15 19.3% qS*	17 8.9%
BILLBOARD.	32 3.1%	15 3.1%	17 3.1%	12 3.2%	10 2.6%	10 3.4%	3 1.5%	7 5.3% *	3 1.9% *	6 4.8%	11 3.5%	- **	10 4.5%	1 3.3% *	5 1.8%	15 3.4%	11 3.1%	1 0.6% *	1 0.9% *	9 4.8%
POSTER.	79 7.6%	30 6.2%	49 8.8%	35 9.8%	25 6.5%	19 6.5%	17 7.3%	4 2.8% *	13 7.9% *	15 12.1% G	25 8.4% g	1 2.5% **	17 7.7%	5 11.7% *	19 6.9%	36 8.2%	22 6.2%	8 6.0% *	9 11.3% *	21 10.7%
OTHER	324 31.3%	138 28.7%	186 33.5%	106 29.4%	131 34.1%	88 30.0%	70 30.4%	39 30.2% *	57 35.6% *	34 27.3%	95 31.6%	8 20.0% **	62 27.2%	12 29.7% *	78 27.8%	161 36.4% IN	109 30.8%	36 27.6% *	37 47.6% PQ*	72 37.2%
DON'T KNOW.	43 4.1%	29 6.0% B	14 2.5%	18 5.0%	13 3.3%	12 4.1%	11 4.9%	4 3.4% *	7 4.2% *	6 5.1%	10 3.4%	5 12.7% **	13 5.8%	1 1.5% *	8 2.7%	15 3.4%	6 1.6%	11 8.3% Pr*	- 0.6% *	9 4.7% p

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Q15. WHERE SEE/HEAR IT  
Base: TOTAL WHO REMEMBER SEEING/HEARING INFORMATION

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1077	570	66	35	3	35	1042	35	1077	-	759	224	31	113	834	237	715	323	254	230
Base	1036	464	45	23	2	23	1003	33	1036	-	573	305	34	119	717	320	524	353	225	211
DOCTOR/HEALTH CARE PROFESSIONAL.	330 31.9%	180 38.9%	23 50.4%*	8 33.8%**	- 21.7%**	10 42.8%**	318 31.7%	12 37.1%**	330 31.9%	- 46.7%K	268 13.7%	42 13.7%	14 41.1%**	36 30.1%*	259 36.2%	73 22.7%	226 43.1%0	111 31.5%	76 34.0%	62 29.5%
FRIENDS AND FAMILY.	140 13.5%	74 16.0%	7 16.1%*	3 15.0%**	2 78.3%**	4 17.9%**	134 13.3%	7 20.4%**	140 13.5%	- 11.1%	63 20.5%J	63 20.5%J	9 27.1%**	23 19.2%*	93 13.0%	55 17.1%	66 12.7%	51 14.4%	28 12.6%	27 12.7%
GENERAL INTERNET/WEBSITE SEARCH.	103 9.9%	44 9.6%	6 12.5%*	2 10.0%**	- **	2 8.2%**	99 9.9%	4 11.7%**	103 9.9%	- 12.0%	69 7.6%	23 7.6%	3 9.8%**	10 8.5%*	74 10.3%	34 10.6%	54 10.2%	42 11.9%	17 7.4%	23 11.1%
NEWS.	48 4.7%	17 3.6%	1 2.7%*	1 4.2%**	- **	- 2.1%**	48 4.8%	- **	48 4.7%	- 4.7%	27 5.6%	17 5.6%	- **	3 2.5%*	41 5.7%	17 5.4%	24 4.5%	26 7.4%r	6 2.9%	8 3.9%
SCHOOL.	243 23.5%	127 27.4%b	7 16.3%*	7 29.1%**	- **	9 38.5%**	242 24.2%	1 3.2%**	243 23.5%	- 14.2%	81 38.6%J	118 38.6%J	5 15.0%**	26 21.9%*	165 23.0%	101 31.6%P	91 17.4%	96 27.4%S	53 23.7%	37 17.4%
SOCIAL MEDIA.	43 4.1%	20 4.2%	2 4.3%*	- **	- **	1 4.8%**	40 4.0%	3 7.8%**	43 4.1%	- 4.2%	24 3.8%	12 3.8%	- **	5 4.4%*	29 4.0%	11 3.5%	21 4.0%	16 4.5%	10 4.5%	6 3.0%
TV SHOWS/MOVIES.	52 5.0%	16 3.5%	4 10.0%A*	- 1.8%**	- **	1 6.3%**	51 5.1%	1 2.7%**	52 5.0%	- 3.6%	21 4.8%	15 4.8%	- **	4 3.0%*	32 4.4%	10 3.2%	22 4.2%	18 5.2%	10 4.6%	14 6.6%
TV ADVERTISING.	213 20.5%	78 16.9%	6 12.8%*	6 25.4%**	- **	6 27.1%**	204 20.3%	9 27.1%**	213 20.5%	- 22.5%k	129 16.3%	50 16.3%	7 20.8%**	23 19.3%*	149 20.8%	44 13.8%	128 24.4%0	62 17.7%	41 18.3%	60 28.3%QR
RADIO ADVERTISING.	38 3.6%	8 1.6%	2 3.6%*	1 5.8%**	- **	1 3.9%**	37 3.7%	1 2.8%**	38 3.6%	- 4.2%	24 2.8%	9 2.8%	1 2.7%**	4 3.6%*	27 3.8%	3 1.0%	27 5.1%0	6 1.7%	9 4.2%	15 7.0%Q
NEWSPAPER/MAGAZINE.	113 10.9%	36 7.7%	5 12.3%*	4 19.7%**	- **	1 6.3%**	112 11.1%	1 4.2%**	113 10.9%	- 13.8%K	79 6.2%	19 6.2%	3 7.7%**	16 13.6%*	78 10.9%	20 6.4%	72 13.8%0	35 10.0%	25 10.9%	34 15.9%q
BILLBOARD.	32 3.1%	15 3.2%	2 5.1%*	- **	- **	- **	32 3.2%	- **	32 3.1%	- 3.2%	18 1.7%	5 1.7%	1 4.2%**	2 1.9%*	20 2.8%	8 2.4%	15 2.8%	15 4.2%r	2 1.0%	6 3.0%
POSTER.	79 7.6%	37 7.9%	7 15.5%a*	3 11.6%**	- **	3 12.9%**	79 7.9%	- **	79 7.6%	- 7.2%	41 6.3%	19 6.3%	2 7.3%**	14 11.6%n*	45 6.2%	25 7.9%	33 6.3%	25 7.1%	19 8.5%	16 7.8%
OTHER	324 31.3%	148 31.8%	19 42.7%*	10 45.6%**	- **	9 40.3%**	319 31.8%	5 16.2%**	324 31.3%	- 33.5%	192 29.6%	90 29.6%	15 44.8%**	37 31.2%*	227 31.6%	115 36.0%	158 30.1%	94 26.5%	84 37.4%Q	82 38.8%Q
DON'T KNOW.	43 4.1%	13 2.8%	1 1.5%*	- **	- **	- 1.8%**	41 4.1%	1 4.6%**	43 4.1%	- 3.2%	18 4.0%	12 4.0%	- **	6 4.8%*	25 3.4%	11 3.5%	19 3.6%	15 4.4%	4 1.8%	8 3.7%

- Column Means:  
Weighted by: Weight

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Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q15. WHERE SEE/HEAR IT

Base: TOTAL WHO REMEMBER SEEING/HEARING INFORMATION

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1077	137	250	288	225	177
Base	1036	74	225	389	205	143
DOCTOR/HEALTH CARE PROFESSIONAL.	330 31.9%	31 42.0% C*	69 30.8%	114 29.3%	68 33.5%	47 33.1%
FRIENDS AND FAMILY.	140 13.5%	12 16.4% *	27 12.1%	49 12.6%	27 13.3%	25 17.4%
GENERAL INTERNET/WEBSITE SEARCH.	103 9.9%	6 8.6% *	29 12.9% D	42 10.9% d	11 5.4%	14 10.0%
NEWS.	48 4.7%	4 5.8% b*	4 1.7%	26 6.6% B	10 4.9%	4 3.1%
SCHOOL.	243 23.5%	22 30.2% B*	33 14.6%	98 25.1% B	46 22.3% b	45 31.3% Bd
SOCIAL MEDIA.	43 4.1%	4 5.2% *	9 3.9%	17 4.5%	6 3.1%	6 4.4%
TV SHOWS/MOVIES.	52 5.0%	7 9.1% D*	14 6.1% d	18 4.6%	4 2.0%	10 6.7% D
TV ADVERTISING.	213 20.5%	13 17.7% *	53 23.7% E	77 19.7% e	52 25.4% E	17 12.2%
RADIO ADVERTISING.	38 3.6%	1 1.1% *	14 6.3% a	12 3.2%	6 2.7%	5 3.2%
NEWSPAPER/MAGAZINE.	113 10.9%	7 9.9% *	25 10.9%	50 13.0%	16 7.8%	15 10.3%
BILLBOARD.	32 3.1%	1 0.7% *	2 0.8%	15 3.8% b	9 4.4% B	5 3.8% b
POSTER.	79 7.6%	7 10.1% B*	4 1.9%	26 6.6% B	25 12.2% Bc	17 11.6% Bc
OTHER	324 31.3%	29 39.3% c*	76 33.6%	106 27.3%	64 31.2%	49 34.6%
DON' T KNOW.	43 4.1%	1 1.5% *	13 5.7%	17 4.3%	9 4.2%	4 2.5%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q16. BEST SOURCE OF INFORMATION  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME						EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CECEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)	
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202	
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234	
NET: GOVERNMENT WEBSITE OR PROGRAM	53 4.2%	28 4.5%	25 4.0%	31 6.8% dE	14 3.0%	8 2.4%	5 1.9%	6 3.7%	21 11.4% FGI J*	4 2.3%	10 2.9%	-	18 6.2%	3 5.6% *	9 2.7%	22 4.1%	17 3.9% s	19 12.8% PS*	6 5.6% S*	2 0.9%	
CANADIAN GOVERNMENT WEBSITE	23 1.8%	13 2.0%	10 1.6%	15 3.2% E	7 1.5% e	1 0.4%	1 0.4%	-	11 6.0% FGI J*	1 0.6%	6 1.6%	-	9 3.1%	1 2.8% *	5 1.4%	7 1.4%	8 1.8%	8 5.2% S*	3 3.2% *	1 0.5%	
PHAC WEBSITE	2 0.2%	2 0.4%	-	2 0.4%	-	1 0.2%	-	2 1.2% j	1 0.3% *	-	-	-	-	-	-	2 0.5%	2 0.4%	-	-	-	
HEALTH CANADA WEBSITE	25 2.0%	11 1.8%	13 2.1%	13 2.9%	7 1.5%	5 1.4%	3 1.2%	3 1.6%	9 5.1% fJ*	3 1.7%	4 1.0%	-	9 3.2%	1 2.8% *	4 1.3%	9 1.7%	7 1.7%	9 5.8% pS*	2 2.4% *	1 0.4%	
GOVERNMENT/GOVERNMENT PROGRAM/ADS	3 0.2%	2 0.3%	1 0.2%	1 0.3%	-	2 0.5%	1 0.2%	1 0.9%	-	-	1 0.3%	-	-	-	-	3 0.5%	-	2 1.5% p*	-	-	
NET: SOCIAL MEDIA	35 2.8%	17 2.8%	18 2.8%	11 2.5%	14 3.1%	10 2.8%	9 3.2%	7 4.3%	2 1.4% *	5 3.4%	8 2.1%	1 1.3% *	6 2.2%	1 1.2% *	10 3.1%	17 3.3%	11 2.6%	-	4 4.1% q*	8 3.6% q	
FACEBOOK	17 1.4%	6 1.0%	11 1.8%	5 1.1%	6 1.4%	6 1.7%	6 2.0%	3 2.0%	1 0.7% *	4 2.9% j	2 0.5%	1 1.3% *	-	-	7 2.2% l	9 1.7%	7 1.6%	-	4 3.5% q*	2 0.7%	
TWITTER	1 *	1 0.1%	-	-	1 0.1%	-	-	-	-	-	1 0.2%	-	-	-	-	1 0.1%	1 0.1%	-	-	-	
SOCIAL MEDIA	17 1.4%	11 1.7%	7 1.0%	6 1.4%	7 1.6%	4 1.1%	4 1.2%	4 2.3%	1 0.7% *	1 0.5%	5 1.5%	-	6 2.1%	1 1.2% *	3 0.9%	8 1.4%	4 0.8%	-	1 0.6% *	7 2.9%	
FRIENDS OR FAMILY	14 1.1%	8 1.2%	6 1.0%	2 0.4%	7 1.6%	5 1.5%	3 1.0%	3 1.8%	1 0.5% *	1 0.8%	5 1.5%	1 1.2% *	1 0.4%	1 2.9% o*	7 2.2% o	2 0.5%	8 1.7%	2 1.0% *	1 1.4% *	2 0.7%	
NET: HEALTH PROFESSIONALS	600 47.9%	286 46.1%	314 49.6%	200 44.3%	230 50.0%	169 49.7%	136 47.7%	77 48.9%	85 46.6% *	73 48.6%	166 47.3%	24 51.5% *	135 46.2%	21 43.6% *	167 51.3%	251 47.2%	212 49.0%	73 49.0% *	53 52.7% *	112 48.0%	
HEALTH PROFESSIONAL WEBSITE	18 1.5%	12 2.0%	6 1.0%	4 0.9%	7 1.6%	7 1.9%	2 0.8%	2 1.0%	5 2.8% *	2 1.4%	7 2.0%	-	2 0.6%	-	3 0.9%	14 2.5%	7 1.6%	2 1.4% *	1 0.7% *	3 1.3%	
HEALTH PROFESSIONALS (DOCTORS, PHARMACISTS, ETC)	579 46.2%	274 44.1%	305 48.2%	196 43.4%	221 48.0%	162 47.5%	134 46.8%	75 47.9%	80 43.6% *	71 46.9%	159 45.2%	24 50.7% *	132 45.2%	21 43.6% *	163 50.1%	237 44.6%	204 47.1%	71 47.7% *	53 52.0% *	109 46.7%	
HOSPITAL/CLSC	3 0.2%	-	3 0.4%	-	2 0.4%	1 0.2%	-	-	-	-	-	-	1 0.4%	-	1 0.3%	-	2 0.4%	-	-	-	
INTERNET SEARCH ENGINE (E. G. , GOOGLE, YAHOO, ETC)	158 12.6%	82 13.2%	76 12.0%	70 15.5%	52 11.3%	36 10.6%	38 13.1%	14 8.9%	27 15.0% *	24 16.2%	46 13.2%	10 20.8% *	44 15.0%	3 7.0% *	37 11.4%	64 12.0%	50 11.5%	16 11.0% *	11 10.8% *	35 15.0%	
MAGAZINES OR BOOKS	33 2.7%	15 2.4%	18 2.9%	13 2.8%	12 2.7%	9 2.5%	3 1.2%	2 1.6%	3 1.5% *	6 3.9%	9 2.5%	2 3.3% *	8 2.7%	1 2.5% *	7 2.2%	16 2.9%	15 3.6%	3 1.8% *	5 4.5% *	3 1.3%	
NET: NEWS MEDIA	55 4.4%	35 5.7% b	20 3.1%	10 2.3%	27 5.8% c	18 5.3% c	16 5.4%	9 5.7%	5 2.7% *	5 3.4%	13 3.6%	4 7.5% *	9 2.9%	2 3.6% *	16 4.8%	26 4.8%	19 4.3%	3 2.3% *	4 4.4% *	9 3.9%	

NEWS MEDIA	48 3.8%	31 5.0% b	17 2.6%	6 1.2%	26 5.6% C	16 4.8% C	15 5.1%	8 5.1% h	2 1.1% *	5 3.4%	13 3.6%	4 7.5% *	8 2.7%	1 1.3% *	14 4.3%	22 4.1%	14 3.2%	3 2.3% *	4 4.4% *	9 3.9%
NEWSPAPERS	4 0.3%	1 0.1%	3 0.4%	2 0.4%	1 0.2%	1 0.2%	-	1 0.7%	- *	-	-	-	1 0.2%	1 2.2% 0*	2 0.5%	-	2 0.4%	-	-	-
INFORMATION CAMPAIGN	4 0.3%	4 0.6%	-	3 0.7%	-	1 0.3%	1 0.3%	-	3 1.6% j*	-	-	-	-	-	-	4 0.7%	3 0.7%	-	-	-
PRENATAL CLASSES	12 0.9%	5 0.9%	6 1.0%	1 0.2%	5 1.1%	6 1.7% c	4 1.4%	1 0.3%	-	-	6 1.8%	1 2.2% *	2 0.6%	1 2.7% *	2 0.6%	6 1.1%	3 0.8%	-	-	2 1.1%
SCHOOL	35 2.8%	18 2.9%	17 2.7%	19 4.2% d	7 1.5%	10 2.8%	11 3.8%	1 0.8%	4 2.2% *	4 2.5%	11 3.0%	-	5 1.8%	-	6 1.8%	24 4.5% n	13 3.0%	5 3.6% *	1 0.7% *	9 4.0%
NET: WEBSITES/INTERNET/ONLINE	41 3.2%	22 3.6%	19 2.9%	15 3.3%	17 3.6%	9 2.8%	7 2.4%	4 2.6%	5 2.6% *	5 3.6%	17 4.7%	-	5 1.7%	5 10.1% kLno*	11 3.3%	20 3.8%	16 3.8%	4 2.7% *	3 2.8% *	7 2.8%
WEBSITES/INTERNET/ONLINE	31 2.5%	20 3.3%	11 1.7%	12 2.6%	10 2.2%	9 2.6%	5 1.8%	4 2.6%	5 2.6% *	3 1.7%	12 3.3%	-	4 1.2%	5 10.1% kLNO*	7 2.3%	15 2.9%	12 2.8%	4 2.4% *	2 1.7% *	5 2.0%
ADS ON INTERNET	5 0.4%	1 0.2%	3 0.5%	2 0.4%	2 0.5%	-	2 0.6%	-	-	2 1.1%	1 0.3%	-	2 0.5%	-	1 0.4%	2 0.3%	1 0.3%	-	-	1 0.5%
SPECIFIC WEBSITES ON FAMILY/BIRTH/BABIES/MOTHERS	5 0.4%	1 0.1%	4 0.7%	1 0.2%	4 0.8% e	-	-	-	-	1 0.7%	4 1.1%	-	-	-	2 0.7%	3 0.5%	3 0.7%	-	1 1.0% *	1 0.3%
TV/TV ADS	43 3.4%	20 3.2%	23 3.6%	15 3.3%	17 3.8%	10 3.0%	10 3.4%	6 3.9%	4 2.1% *	6 4.0%	15 4.2%	-	10 3.5%	4 8.9% kn*	10 3.0%	19 3.5%	9 2.2%	5 3.4% *	5 4.6% *	14 6.0% p
RADIO/RADIO ADS	3 0.2%	2 0.3%	1 0.2%	-	2 0.5%	1 0.2%	-	2 1.2%	-	-	1 0.4%	-	-	-	1 0.3%	2 0.4%	1 0.2%	-	-	-
BILLBOARDS/HOARDING/POSTERS/BANNERS	13 1.0%	3 0.4%	10 1.6%	6 1.4%	4 0.8%	2 0.7%	5 1.7%	1 0.4%	5 2.5% *	-	2 0.6%	-	2 0.6%	-	5 1.6%	6 1.1%	2 0.5%	-	-	3 1.4%
WORD OF MOUTH	7 0.5%	2 0.4%	4 0.6%	2 0.4%	4 0.8%	1 0.4%	2 0.7%	2 1.3%	-	1 0.4%	2 0.5%	1 3.2% no*	2 0.6%	-	1 0.4%	2 0.4%	2 0.4%	1 0.4% *	-	2 0.9%
ADVERTISEMENTS/COMMERCIALS	18 1.4%	5 0.9%	12 1.9%	7 1.5%	9 2.0% e	2 0.5%	-	4 2.5% f	6 3.3% F*	2 1.6%	4 1.0%	1 1.3% *	5 1.6%	1 1.8% *	-	11 2.1% n	10 2.4%	1 0.5% *	-	3 1.2%
FLYERS/PAMPHLET/BROCHURE	18 1.4%	10 1.6%	8 1.3%	5 1.1%	9 2.0%	3 0.9%	1 0.3%	7 4.3% F	2 0.9% *	2 1.2%	5 1.5%	1 2.7% *	5 1.8%	1 1.3% *	6 1.8%	5 0.9%	3 0.8%	3 2.3% *	1 0.6% *	4 1.9%
VIDEOS/INSTRUCTIONAL VIDEOS	11 0.9%	8 1.2%	4 0.6%	9 2.0% D	-	2 0.7% d	1 0.4%	1 0.6%	-	7 4.5% FgHJ	3 0.8%	1 2.2% Lo*	-	1 1.6% l*	9 2.7% LO	1 0.1%	8 1.8%	-	-	2 0.8%

- Column Means:  
Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q16. BEST SOURCE OF INFORMATION  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H.S. GRAD. (K)	H.S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CECEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
EMAIL	1 0.1%	-	1 0.2%	1 0.2%	-	-	-	1 0.6%	-	-	-	-	1 0.4%	-	-	-	-	-	-	1 0.5%
MEDICAL/SCIENTIFIC JOURNALS/BOOKS/MAGAZINES	4 0.3%	3 0.5%	1 0.2%	3 0.6%	-	2 0.5%	-	-	3 1.7%	-	1 0.3%	-	3 0.9%	-	-	1 0.2%	4 0.8%	-	-	-
ACADEMIC REPORTS/SCIENTIFIC STUDIES	14 1.1%	12 1.9%	3 0.4%	8 1.8%	3 0.6%	4 1.0%	8 2.8%	1 0.8%	-	1 0.5%	2 0.7%	-	9 2.9%	-	-	6 1.1%	9 2.0%	2 1.7%	-	-
LIQUOR STORE	2 0.2%	1 0.2%	1 0.2%	-	-	2 0.6%	-	1 0.6%	-	2 1.0%	-	-	-	-	1 0.4%	1 0.2%	1 0.2%	-	-	1 1.3%
EXPERIENCE AT WORK	2 0.1%	-	2 0.3%	-	1 0.2%	1 0.2%	1 0.3%	-	-	-	1 0.2%	-	-	-	1 0.4%	-	-	-	-	1 0.7%
LABELS ON CIGARETTE/ALCOHOL BOTTLES	3 0.2%	2 0.3%	1 0.2%	-	1 0.3%	2 0.5%	-	-	-	-	3 0.8%	-	2 0.6%	-	-	1 0.2%	1 0.3%	-	-	1 0.7%
TESTIMONY BY SOMEONE WHO WAS ACTUALLY AFFECTED BY IT/EXPERIENCED IT	4 0.3%	-	4 0.6%	2 0.4%	1 0.2%	1 0.2%	-	-	-	-	2 0.5%	-	2 0.6%	-	-	2 0.3%	1 0.2%	1 0.7%	-	2 0.8%
MOBILE APPS	2 0.2%	-	2 0.3%	-	2 0.4%	-	1 0.3%	-	-	-	1 0.3%	-	-	-	-	2 0.4%	-	-	-	1 0.5%
EVERYWHERE/EVERYTHING	9 0.7%	2 0.3%	7 1.1%	4 1.0%	2 0.4%	2 0.7%	5 1.9%	1 0.5%	-	-	2 0.5%	1 1.0%	1 0.3%	-	6 1.9%	1 0.2%	1 0.2%	4 3.0%	-	1 0.4%
MISC. ALL OTHER MENTIONS	33 2.6%	22 3.6%	10 1.6%	9 1.9%	11 2.3%	13 3.9%	10 3.5%	1 0.8%	5 2.5%	-	14 3.9%	-	3 1.0%	2 3.3%	10 3.1%	16 3.1%	6 1.4%	6 3.7%	1 1.3%	5 2.2%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/NA	32 2.6%	12 1.9%	20 3.2%	10 2.3%	9 1.9%	13 3.9%	9 3.2%	7 4.6%	4 2.3%	2 1.1%	4 1.0%	-	15 5.2%	2 3.9%	3 1.0%	9 1.8%	11 2.5%	-	2 2.3%	3 1.4%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q16. BEST SOURCE OF INFORMATION  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
NET: GOVERNMENT WEBSITE OR PROGRAM	53	22	1	1	-	2	52	1	46	6	19	24	5	1	36	20	21	31	9	4
	4.2%	4.2%	1.4%	3.2%	**	7.0%	4.5%	0.9%	4.4%	3.0%	2.8%	6.6%	12.1%	0.8%	4.3%	5.0%	3.5%	7.3%	3.1%	1.7%
CANADIAN GOVERNMENT WEBSITE	23	10	-	-	-	-	22	1	21	1	5	11	3	-	12	8	7	15	3	2
	1.8%	1.9%	*	1.6%	**	**	1.9%	0.9%	2.1%	0.3%	0.7%	3.0%	7.3%	-	1.5%	2.0%	1.2%	3.7%	1.0%	0.8%
PHAC WEBSITE	2	-	-	-	-	-	2	-	2	-	1	-	-	-	1	-	1	-	2	-
	0.2%	-	*	*	**	**	0.2%	-	0.2%	-	0.1%	-	-	-	0.1%	-	0.1%	-	0.6%	-
HEALTH CANADA WEBSITE	25	11	1	-	-	2	25	-	19	6	12	12	2	1	20	11	11	15	2	2
	2.0%	2.0%	1.4%	1.6%	**	7.0%	2.1%	-	1.8%	2.7%	1.7%	3.2%	4.8%	0.8%	2.4%	2.9%	1.8%	3.7%	0.6%	0.9%
GOVERNMENT/GOVERNMENT PROGRAM/ADS	3	1	-	-	-	-	3	-	3	-	2	1	-	-	3	1	2	-	2	-
	0.2%	0.3%	*	*	**	**	0.3%	-	0.3%	-	0.2%	0.4%	-	-	0.3%	0.2%	0.4%	-	0.8%	-
NET: SOCIAL MEDIA	35	17	1	-	-	-	35	1	28	8	15	12	-	-	27	5	21	9	8	7
	2.8%	3.2%	1.2%	1.8%	**	**	3.0%	0.6%	2.7%	3.7%	2.3%	3.3%	-	0.3%	3.2%	1.2%	3.4%	2.1%	2.9%	2.7%
FACEBOOK	17	10	1	-	-	-	17	-	15	3	9	4	-	-	13	2	11	5	2	5
	1.4%	1.9%	1.2%	1.8%	**	**	1.5%	-	1.4%	1.3%	1.4%	1.2%	-	0.3%	1.6%	0.6%	1.9%	1.3%	0.8%	1.8%
TWITTER	1	-	-	-	-	-	1	-	1	-	1	-	-	-	1	-	1	1	-	-
	*	-	*	*	**	**	0.1%	-	0.1%	-	0.1%	-	-	-	0.1%	-	0.1%	0.1%	-	-
SOCIAL MEDIA	17	7	-	-	-	-	17	1	12	5	5	8	-	-	13	3	9	3	6	2
	1.4%	1.3%	*	*	**	**	1.4%	0.6%	1.2%	2.4%	0.8%	2.1%	-	-	1.6%	0.7%	1.4%	0.7%	2.1%	0.8%
FRIENDS OR FAMILY	14	6	-	-	-	-	13	1	11	3	9	5	-	1	13	2	12	3	3	5
	1.1%	1.1%	0.5%	*	**	**	1.2%	0.7%	1.1%	1.4%	1.3%	1.4%	-	0.8%	1.5%	0.6%	1.9%	0.8%	1.1%	1.9%
NET: HEALTH PROFESSIONALS	600	259	27	15	2	10	541	58	502	93	349	159	21	73	407	182	301	207	140	125
	47.9%	49.6%	49.3%	55.6%	71.1%	42.3%	47.1%	56.2%	48.5%	44.9%	51.4%	43.1%	54.9%	48.2%	48.1%	46.3%	49.3%	49.8%	48.8%	51.2%
HEALTH PROFESSIONAL WEBSITE	18	6	-	-	-	-	18	-	18	-	13	6	1	4	14	7	11	10	3	1
	1.5%	1.2%	*	*	**	**	1.6%	-	1.8%	-	1.9%	1.5%	1.6%	2.6%	1.6%	1.8%	1.8%	2.4%	0.9%	0.3%
HEALTH PROFESSIONALS (DOCTORS, PHARMACISTS, ETC)	579	251	27	15	2	10	520	58	481	93	334	154	21	69	391	175	287	197	137	124
	46.2%	48.0%	49.3%	55.6%	71.1%	40.6%	45.3%	56.2%	46.5%	44.9%	49.2%	41.6%	53.3%	45.7%	46.1%	44.5%	47.0%	47.3%	47.5%	50.9%
HOSPITAL/CLSC	3	2	-	-	-	-	3	-	3	-	3	-	-	-	3	-	3	-	1	-
	0.2%	0.4%	*	*	**	**	0.2%	-	0.2%	-	0.4%	-	-	-	0.3%	-	0.4%	0.1%	0.4%	-
INTERNET SEARCH ENGINE (E.G., GOOGLE, YAHOO, ETC)	158	63	4	5	-	4	147	11	136	21	77	53	5	18	105	53	71	49	28	34
	12.6%	12.0%	7.7%	19.6%	**	16.4%	12.8%	10.8%	13.1%	10.0%	11.3%	14.5%	12.4%	12.1%	12.4%	13.6%	11.6%	11.9%	9.8%	14.1%
MAGAZINES OR BOOKS	33	14	3	1	-	-	28	5	26	7	18	8	1	6	19	11	15	8	9	8
	2.7%	2.7%	6.2%	2.1%	**	1.1%	2.5%	4.9%	2.5%	3.5%	2.7%	2.1%	2.0%	4.1%	2.3%	2.9%	2.5%	2.0%	3.3%	3.5%
NET: NEWS MEDIA	55	18	1	1	-	-	52	3	41	14	35	11	1	5	39	18	25	16	15	7
	4.4%	3.4%	1.6%	3.2%	**	**	4.5%	2.8%	4.0%	6.7%	5.1%	2.9%	1.8%	3.5%	4.6%	4.5%	4.0%	3.9%	5.1%	3.0%
NEWS MEDIA	48	15	1	1	-	-	45	3	34	14	29	9	1	4	32	11	25	11	15	7

	3.8%	2.9%	1.6%*	3.2%*	-**	-**	3.9%	2.8%*	3.3%	6.7%*	4.3%	2.4%	1.8%**	2.9%	3.8%	2.9%	4.0%	2.7%	5.1%	3.0%	
NEWSPAPERS	4 0.3%	3 0.5%	- *	- *	- **	- **	4 0.3%	- *	4 0.3%	- *	2 0.3%	2 0.5%	- **	- *	4 0.4%	2 0.6%	- *	2 0.4%	- *	- *	
INFORMATION CAMPAIGN	4 0.3%	- *	- *	- *	- **	- **	4 0.3%	- *	4 0.4%	- *	4 0.6%	- **	- **	1 0.6%	3 0.3%	4 1.0% P	- *	3 0.7%	- *	- *	
PRENATAL CLASSES	12 0.9%	6 1.1%	- *	- 1.0%*	- **	- **	12 1.0%	- *	10 1.0%	2 0.7%*	10 1.5%	1 0.3%	- **	4 2.4%	8 0.9%	5 1.2%	7 1.1%	2 0.5%	1 0.4%	2 1.0%	
SCHOOL	35 2.8%	16 3.1%	- *	1 3.0%*	- **	- 1.9%**	34 3.0%	1 1.2%*	33 3.2%	1 0.4%*	14 2.1%	12 3.2%	1 1.8%**	3 1.8%	23 2.7%	12 3.1%	13 2.1%	6 1.3%	12 4.3% q	10 3.9% q	
NET: WEBSITES/INTERNET/ONLINE	41 3.2%	13 2.4%	5 9.7% Ac*	- *	- **	- 1.7%**	39 3.4%	2 1.6%*	28 2.7%	13 6.1% h*	19 2.8%	15 4.1%	1 2.8%**	8 5.5%	25 2.9%	10 2.6%	23 3.7%	14 3.3%	10 3.4%	7 2.9%	
WEBSITES/INTERNET/ONLINE	31 2.5%	8 1.5%	3 5.1% a*	- *	- **	- 1.7%**	30 2.6%	1 1.2%*	22 2.1%	9 4.5%*	14 2.0%	11 3.0%	- **	4 2.5%	21 2.5%	5 1.3%	20 3.2%	11 2.7%	8 2.6%	4 1.7%	
ADS ON INTERNET	5 0.4%	3 0.5%	- 0.8%*	- *	- **	- **	4 0.4%	- 0.4%*	1 0.1%	3 1.7% H*	2 0.2%	3 0.8%	- **	5 3.0% N	- *	4 1.1% P	- *	- 0.1%	- 0.1%	1 0.4%	1 0.5%
SPECIFIC WEBSITES ON FAMILY/BIRTH/BABIES/MOTHERS	5 0.4%	2 0.4%	2 3.8% A*	- *	- **	- **	5 0.4%	- *	5 0.5%	- *	4 0.6%	1 0.3%	1 2.8%**	- *	4 0.5%	1 0.3%	3 0.5%	2 0.5%	1 0.4%	2 0.7%	
TV/TV ADS	43 3.4%	16 3.1%	6 11.5% A*	- 1.6%*	- **	- **	41 3.6%	2 1.7%*	36 3.4%	7 3.4%*	19 2.8%	18 4.9%	1 3.1%**	6 4.0%	30 3.5%	17 4.2%	19 3.1%	9 2.1%	11 3.9%	13 5.4% q	
RADIO/RADIO ADS	3 0.2%	1 0.2%	- *	- *	- **	- **	3 0.3%	- *	3 0.3%	- *	2 0.3%	1 0.3%	- **	2 1.2% n	1 0.2%	2 0.5%	1 0.2%	2 0.5%	- *	- *	
BILLBOARDS/HOARDING/POSTERS/BANNERS	13 1.0%	9 1.8%	- 0.8%*	- *	- **	- **	12 1.0%	1 0.8%*	11 1.1%	2 0.8%*	9 1.3%	3 0.8%	1 3.3%**	- 0.2%	11 1.3%	7 1.7%	6 1.0%	5 1.2%	- 0.2%	- 0.2%	
WORD OF MOUTH	7 0.5%	3 0.5%	1 1.4%*	- *	- **	- 1.7%**	7 0.6%	- *	4 0.4%	1 0.5%*	5 0.7%	2 0.5%	- **	1 0.8%	5 0.6%	3 0.8%	2 0.4%	2 0.4%	1 0.2%	2 0.8%	
ADVERTISEMENTS/COMMERCIALS	18 1.4%	10 1.9%	2 3.5%*	- 1.6%*	- **	- **	17 1.5%	1 0.9%*	17 1.6%	- *	8 1.2%	8 2.0%	- **	5 3.0%	11 1.3%	10 2.6% P	4 0.7%	8 1.8%	6 2.2%	2 0.7%	
FLYERS/PAMPHLET/BROCHURE	18 1.4%	6 1.1%	- *	- *	- **	2 9.6%**	16 1.4%	2 1.5%*	16 1.6%	1 0.6%*	13 1.8% k	- *	1 1.8%**	1 0.8%	11 1.2%	3 0.7%	10 1.6%	4 1.1%	6 2.0%	2 0.7%	
VIDEOS/INSTRUCTIONAL VIDEOS	11 0.9%	2 0.3%	1 1.9%*	- *	- **	1 3.2%**	5 0.4%	7 6.5% F*	4 0.4%	8 3.7% H*	5 0.7%	7 1.8%	- **	1 0.7%	10 1.2%	1 0.3%	10 1.7%	- *	9 3.1% Qs	1 0.3%	

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q16. BEST SOURCE OF INFORMATION  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH				
	Total	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
EMAIL	1 0.1%	1 0.2%	- *	- *	- **	- **	1 0.1%	- *	1 0.1%	- *	- *	1 0.3%	- **	1 0.7% N	- -	1 0.3%	- -	- -	- -	1 0.4%	- -
MEDICAL/SCIENTIFIC JOURNALS/BOOKS/MAGAZINES	4 0.3%	1 0.2%	- *	- *	- **	- **	4 0.4%	- *	4 0.4%	- *	1 0.2%	3 0.8%	- **	- -	4 0.5%	3 0.7%	2 0.3%	2 0.6%	3 0.5%	2 0.5%	- -
ACADEMIC REPORTS/SCIENTIFIC STUDIES	14 1.1%	2 0.4%	- 0.5% *	- 1.6% *	- **	- **	14 1.2%	- *	14 1.4%	- *	7 1.0%	1 0.2%	- **	1 0.7%	6 0.7%	1 0.3%	6 1.0%	11 2.6% S	1 0.5%	1 0.3%	1 0.3%
LIQUOR STORE	2 0.2%	1 0.1%	- *	- *	- **	- 1.7% **	2 0.2%	- *	2 0.2%	- *	1 0.2%	- -	- **	- -	1 0.1%	- -	1 0.2%	- -	1 0.1%	- 0.1%	1 0.5%
EXPERIENCE AT WORK	2 0.1%	2 0.3%	- *	- *	- **	- **	2 0.1%	- *	2 0.2%	- *	1 0.2%	- 0.1%	- **	- -	2 0.2%	- -	2 0.3%	- -	1 0.3%	- 0.3%	- 0.1%
LABELS ON CIGARETTE/ALCOHOL BOTTLES	3 0.2%	1 0.2%	- *	- *	- **	- **	2 0.2%	1 0.9% *	3 0.3%	- *	3 0.4%	- -	- **	1 0.6%	2 0.2%	1 0.2%	2 0.3%	- -	1 0.4%	2 0.7%	
TESTIMONY BY SOMEONE WHO WAS ACTUALLY AFFECTED BY IT/EXPERIENCED IT	4 0.3%	3 0.5%	- *	- *	1 28.9% **	- **	3 0.2%	1 0.8% *	3 0.3%	1 0.4% *	2 0.3%	2 0.5%	- **	- -	4 0.4%	2 0.5%	2 0.3%	2 0.4%	1 0.4%	1 0.3%	
MOBILE APPS	2 0.2%	1 0.2%	- *	1 4.2% A*	- **	- **	2 0.2%	- *	2 0.2%	- *	2 0.3%	- -	- **	- -	2 0.2%	- -	2 0.3%	- -	1 0.4%	- -	
EVERYWHERE/EVERYTHING	9 0.7%	6 1.2%	- *	- *	- **	- 2.0% **	9 0.7%	- *	9 0.8%	- *	2 0.3%	5 1.4%	1 2.4% **	- -	7 0.8%	5 1.4%	2 0.4%	5 1.2%	- -	1 0.5%	
MISC. ALL OTHER MENTIONS	33 2.6%	8 1.6%	2 2.8% *	- *	- **	- 1.7% **	32 2.8%	1 0.6% *	28 2.7%	5 2.3% *	19 2.7%	11 3.1%	1 1.5% **	7 4.4%	23 2.7%	10 2.7%	19 3.1%	11 2.8%	4 1.4%	6 2.4%	
REFUSED	- *	- -	- *	- *	- **	- 1.7% **	- *	- *	- *	- *	1 0.1%	- -	- **	- -	- *	- -	1 0.1%	- -	- -	- -	
DON'T KNOW/NA	32 2.6%	18 3.4%	- *	- 1.6% *	- **	2 6.4% **	25 2.2%	7 6.8% f*	15 1.5%	16 7.8% H*	16 2.4%	7 1.8%	- **	5 3.3%	16 1.8%	9 2.3%	13 2.0%	8 2.0%	5 1.8%	3 1.2%	

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q16. BEST SOURCE OF INFORMATION  
Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
NET: GOVERNMENT WEBSITE OR PROGRAM	53 4.2%	7 8.2% D*	11 3.8%	25 5.2% D	3 1.4%	6 3.9%
CANADIAN GOVERNMENT WEBSITE	23 1.8%	4 4.7% BDE*	2 0.8%	15 3.1% d	1 0.3%	1 0.7%
PHAC WEBSITE	2 0.2%	- *	-	-	2 0.8%	1 0.4%
HEALTH CANADA WEBSITE	25 2.0%	3 3.5% D*	8 2.7% d	11 2.2%	1 0.3%	2 1.5%
GOVERNMENT/GOVERNMENT PROGRAM/ADS	3 0.2%	- *	1 0.3%	-	-	2 1.2% C
NET: SOCIAL MEDIA	35 2.8%	2 2.4% *	2 0.7%	18 3.6% b	11 4.8% Be	2 1.5%
FACEBOOK	17 1.4%	- 0.3% *	2 0.7%	8 1.6%	5 2.2%	2 1.5%
TWITTER	1 *	1 0.7% c*	-	-	-	-
SOCIAL MEDIA	17 1.4%	1 1.4% b*	-	10 2.0% b	6 2.7% Be	-
FRIENDS OR FAMILY	14 1.1%	2 2.4% *	4 1.5%	5 0.9%	3 1.1%	1 0.4%
NET: HEALTH PROFESSIONALS	600 47.9%	33 40.6% *	156 53.9% a	224 46.2%	108 46.5%	78 47.8%
HEALTH PROFESSIONAL WEBSITE	18 1.5%	3 3.1% *	3 1.1%	6 1.3%	4 1.7%	2 1.4%
HEALTH PROFESSIONALS (DOCTORS, PHARMACISTS, ETC)	579 46.2%	30 37.1% *	152 52.4% A	218 44.9%	103 44.3%	76 46.3%
HOSPITAL/CLSC	3 0.2%	- 0.3% *	1 0.4%	-	1 0.4%	-
INTERNET SEARCH ENGINE (E. G. , GOOGLE, YAHOO, ETC)	158 12.6%	14 16.6% B*	15 5.3%	63 13.0% B	43 18.7% B	23 13.8% B
MAGAZINES OR BOOKS	33 2.7%	3 3.1% *	7 2.3%	12 2.5%	5 2.2%	7 4.1%
NET: NEWS MEDIA	55 4.4%	2 2.8% *	27 9.4% aCDe	12 2.5%	7 2.9%	7 4.2%
NEWS MEDIA	48 3.8%	2 2.8% *	20 7.1% Cd	12 2.5%	6 2.6%	7 4.2%

NEWSPAPERS	4 0.3%	- *	3 1.0%	- -	1 0.3%	- -
INFORMATION CAMPAIGN	4 0.3%	- *	4 1.3% c	- -	- -	- -
PRENATAL CLASSES	12 0.9%	3 3.3% CE*	2 0.8%	3 0.5%	3 1.5%	- 0.3%
SCHOOL	35 2.8%	3 3.4% b*	2 0.8%	15 3.1%	10 4.3% B	5 3.2% b
NET: WEBSITES/INTERNET/ONLINE	41 3.2%	3 3.4% *	13 4.5%	15 3.1%	4 1.9%	5 3.2%
WEBSITES/INTERNET/ONLINE	31 2.5%	3 3.4% *	7 2.3%	14 2.9%	4 1.6%	4 2.6%
ADS ON INTERNET	5 0.4%	- *	2 0.7%	1 0.3%	- -	1 0.7%
SPECIFIC WEBSITES ON FAMILY/BIRTH/BABIES/MOTHERS	5 0.4%	- *	4 1.5% c	- -	1 0.3%	- -
TV/TV ADS	43 3.4%	- 0.3% *	13 4.5%	19 3.9%	6 2.5%	5 2.9%
RADIO/RADIO ADS	3 0.2%	- *	- -	1 0.3%	1 0.3%	1 0.7%
BILLBOARDS/HOARDING/POSTERS/BANNERS	13 1.0%	4 5.1% BCDe*	3 0.9%	2 0.4%	2 0.8%	2 1.1%
WORD OF MOUTH	7 0.5%	- *	1 0.5%	1 0.2%	2 0.8%	2 1.5% c
ADVERTISEMENTS/COMMERCIALS	18 1.4%	- 0.3% *	2 0.6%	10 2.0%	3 1.1%	3 2.1%
FLYERS/PAMPHLET/BROCHURE	18 1.4%	2 2.3% b*	1 0.3%	9 2.0%	5 2.1%	1 0.4%
VIDEOS/INSTRUCTIONAL VIDEOS	11 0.9%	- *	9 3.0% Cde	2 0.3%	1 0.4%	- -
EMAIL	1 0.1%	- *	- -	- -	- -	1 0.7%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q16. BEST SOURCE OF INFORMATION  
Base: TOTAL RESPONDENTS

FASD - 200103365

	Total	REGION				
		ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)
MEDICAL/SCIENTIFIC JOURNALS/BOOKS/MAGAZINES	4 0.3%	1 0.7% *	-	3 0.5%	- 0.2%	- 0.3%
ACADEMIC REPORTS/SCIENTIFIC STUDIES	14 1.1%	- 0.3% *	9 3.0% cd	4 0.8%	- 0.2%	1 0.7%
LIQUOR STORE	2 0.2%	- 0.3% *	- 0.1%	1 0.3%	- -	- 0.3%
EXPERIENCE AT WORK	2 0.1%	- 0.3% *	-	-	1 0.4%	- 0.3%
LABELS ON CIGARETTE/ALCOHOL BOTTLES	3 0.2%	- - *	1 0.3%	1 0.2%	1 0.3%	- -
TESTIMONY BY SOMEONE WHO WAS ACTUALLY AFFECTED BY IT/EXPERIENCED IT	4 0.3%	- - *	1 0.4%	1 0.2%	2 0.8%	- -
MOBILE APPS	2 0.2%	- - *	-	1 0.2%	- -	1 0.7%
EVERYWHERE/EVERYTHING	9 0.7%	1 1.5% d*	1 0.3%	6 1.2%	- -	- 0.3%
MISC. ALL OTHER MENTIONS	33 2.6%	1 1.7% *	1 0.5%	20 4.2% B	4 1.9%	5 3.1% b
REFUSED	- *	- - *	- 0.1%	-	-	-
DON'T KNOW/NA	32 2.6%	1 0.7% *	7 2.4%	14 2.8%	6 2.7%	4 2.6%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q17. PREFERRED FORMAT TO BE INFORMED  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
WEBSITES	661 52.7%	324 52.3%	337 53.2%	261 57.6% e	232 50.5%	168 49.3%	168 58.7% GI	72 45.9%	103 56.0% *	69 45.9%	186 53.0%	27 58.5% *	159 54.4%	29 60.3% *	166 50.8%	279 52.3%	246 56.8%	92 61.9% *	60 58.8% *	125 53.6%
PAMPHLETS/BROCHURES	623 49.7%	262 42.2%	361 57.0% A	234 51.7%	227 49.4%	162 47.5%	159 55.5% J	78 50.0%	97 53.1% *	76 50.2%	157 44.7%	30 63.7% Io*	138 47.0%	22 46.1% *	176 54.0%	257 48.2%	226 52.2%	87 58.5% *	53 52.3% *	113 48.3%
INSTRUCTIONAL VIDEOS	389 31.1%	183 29.4%	207 32.7%	157 34.7%	129 28.1%	103 30.3%	118 41.1% HJ	50 32.1%	42 22.9% *	49 32.8%	97 27.6%	14 30.5% *	98 33.5%	15 30.6% *	110 33.7%	152 28.5%	142 32.8%	59 39.6% *	28 28.0% *	67 28.6%
PODCASTS	244 19.5%	115 18.5%	129 20.5%	106 23.4% d	74 16.2%	64 18.7%	87 30.5% GHIJ	28 18.2%	29 15.9% *	23 15.0%	56 16.1%	10 21.0% *	77 26.5% n0	8 16.6% *	58 17.8%	90 17.0%	97 22.3% r	39 26.3% R*	13 12.4% *	41 17.3%
MOBILE APPS	331 26.4%	163 26.2%	169 26.7%	131 29.0%	120 26.0%	81 23.7%	99 34.6% gJ	36 23.2%	45 24.8% *	43 28.4%	80 22.8%	13 27.3% *	87 29.6%	15 32.4% *	86 26.4%	130 24.4%	129 29.7%	46 31.2% *	22 21.5% *	61 26.2%
POSTERS	520 41.5%	219 35.3%	300 47.5% A	209 46.2% e	180 39.2%	131 38.3%	142 49.5% J	77 49.0% J	74 40.6% *	59 39.3%	122 34.8%	24 50.1% *	135 46.3% 0	21 44.0% *	146 44.7% o	193 36.3%	193 44.6%	70 47.5% *	37 36.3% *	97 41.3%
WEBINARS	245 19.5%	105 17.0%	139 22.0% a	78 17.2%	92 20.1%	74 21.8%	78 27.3% HJ	33 21.4%	26 14.4% *	28 18.3%	59 16.9%	6 12.9% *	51 17.5%	14 29.1% *	72 22.1%	101 18.9%	98 22.5%	29 19.5% *	19 18.2% *	46 19.5%
SOCIAL MEDIA	629 50.2%	282 45.5%	346 54.8% A	260 57.4% DE	222 48.2%	147 43.2%	173 60.4% gJ	77 49.4%	94 51.5% j*	85 56.1% J	145 41.3%	21 44.8% *	167 57.0% 0	22 47.0% *	166 50.8%	250 47.0%	230 53.1%	76 51.4% *	47 46.4% *	113 48.3%
RADIO ADVERTISEMENTS	476 38.0%	235 37.9%	240 38.0%	184 40.6%	165 35.9%	127 37.3%	114 39.9%	55 35.3%	68 37.1% *	64 42.5%	130 37.0%	14 30.6% *	117 39.9%	17 36.7% *	136 41.7%	191 35.8%	166 38.4%	56 37.8% *	47 46.5% *	101 43.3%
NEWS	2 0.2%	1 0.1%	2 0.3%	- -	1 0.2%	1 0.4%	- 0.1%	- -	- -	- -	2 0.5%	- 0.9% *	- -	- -	1 0.2%	1 0.2%	1 0.2%	- -	- -	1 0.2%
ADS (UNSPECIFIED)	26 2.1%	14 2.3%	12 1.8%	11 2.3%	10 2.2%	5 1.4%	5 1.9%	2 1.1%	2 0.9% *	7 4.7% h	10 2.8%	1 1.3% *	10 3.3%	1 1.6% *	9 2.7%	6 1.1%	7 1.6%	1 0.9% *	3 3.1% *	9 3.9%
ADS ON ALCOHOL BOTTLES	1 0.1%	1 0.1%	- 0.1%	- -	1 0.2%	- -	- -	- 0.3%	- -	- -	1 0.2%	- -	- -	- -	- -	1 0.2%	- -	- -	- -	1 0.3%
TV/TV ADS/PROGRAMS	110 8.7%	67 10.8% b	43 6.8%	40 8.9%	39 8.5%	30 8.9%	24 8.5%	17 10.7%	13 7.2% *	23 15.6% fhJ	26 7.4%	2 3.6% *	32 11.0%	5 10.2% *	29 8.9%	42 7.9%	30 6.9%	20 13.3% p*	12 11.7% *	20 8.6%
INTERNET/INTERNET AD	14 1.1%	11 1.8% b	2 0.4%	4 0.8%	3 0.7%	7 1.9%	3 0.9%	3 2.1%	1 0.3% *	2 1.0%	5 1.5%	- -	3 0.9%	1 2.7% *	2 0.7%	7 1.4%	3 0.6%	- -	3 2.7% *	3 1.4%
BOOKS	20 1.6%	13 2.1%	7 1.1%	13 2.8% d	3 0.6%	4 1.3%	10 3.6% J	1 0.6%	2 1.0% *	4 2.7%	2 0.7%	- -	11 3.6% o	1 2.2% *	3 1.0%	5 1.0%	9 2.1%	1 0.5% *	3 2.6% *	1 0.6%
MAGAZINES	10 0.8%	4 0.6%	6 0.9%	- -	6 1.4% c	3 1.0% c	3 0.9%	2 1.4%	- -	1 0.6%	3 0.8%	- -	2 0.8%	1 1.9% *	3 1.1%	3 0.6%	3 0.7%	1 0.5% *	1 1.2% *	3 1.1%
EMAILS	25 2.0%	16 2.6%	9 1.4%	13 2.9%	7 1.5%	5 1.5%	2 0.7%	5 3.2%	2 1.1% *	3 1.9%	11 3.1%	- 0.6% *	3 1.0%	1 1.9% *	3 0.8%	18 3.3% n	6 1.3%	2 1.1% *	5 5.0% ps*	3 1.1%

NEWSPAPERS	8 0.6%	4 0.7%	4 0.6%	- -	4 0.8%	4 1.3% c	1 0.4%	- 0.3%	1 0.4% *	1 0.9%	2 0.5%	- *	2 0.7%	- *	2 0.6%	4 0.8%	4 1.0%	1 0.8% *	2 1.7% *	1 0.4%
LIQUOR SHOPS/PUBS/BARS	2 0.2%	2 0.3%	- 0.1%	1 0.3%	1 0.2%	- -	1 0.2%	- -	1 0.7% *	- 0.3%	- -	- *	- -	- *	1 0.2%	2 0.3%	- 0.1%	1 0.4% *	- -	- -
DOCTORS/MEETINGS WITH DOCTORS/SPECIALISTS/HEALTH CARE PROVIDERS	89 7.1%	34 5.5%	54 8.6%	26 5.8%	26 5.6%	36 10.6% CD	17 5.8%	16 10.0% H	6 3.1% *	8 5.4%	29 8.2% h	4 9.5% *	22 7.5%	2 3.4% *	23 7.0%	38 7.1%	31 7.1%	5 3.5% *	5 4.5% *	15 6.3%
IN PERSON/FACE TO FACE/WORD OF MOUTH	27 2.2%	11 1.7%	17 2.6%	6 1.4%	12 2.6%	9 2.6%	10 3.3%	1 0.5%	1 0.7% *	2 1.1%	10 2.9%	- *	6 2.2%	1 1.5% *	11 3.4%	9 1.7%	9 2.1%	3 2.3% *	2 2.2% *	3 1.5%
CONFERENCES/INFORMATION SESSIONS	8 0.7%	3 0.5%	5 0.8%	5 1.0%	2 0.3%	2 0.6%	6 2.0%	- -	- 0.2% *	1 0.8%	1 0.3%	- *	- -	- *	1 0.5%	7 1.3%	4 0.9%	- *	3 2.8% *	1 0.5%
SCHOOL	16 1.3%	12 2.0% b	4 0.6%	4 0.9%	5 1.0%	7 2.2%	1 0.3%	1 1.0%	4 2.2% *	3 2.1%	6 1.6%	- *	2 0.7%	1 1.6% *	8 2.6% o	4 0.7%	9 2.0%	1 0.5% *	4 4.0% s*	1 0.4%
PRENATAL CLASSES	4 0.4%	3 0.4%	2 0.3%	- -	2 0.4%	2 0.7%	- -	- -	1 0.5% *	- -	3 1.0%	1 2.0% 1N*	- -	- -	- -	3 0.7%	1 0.2%	- *	2 1.8% *	- -
BUS ADS	2 0.2%	1 0.1%	1 0.2%	- -	1 0.3%	1 0.2%	2 0.7%	- -	- *	- -	- -	- *	- -	- *	1 0.4%	1 0.1%	- -	- *	- *	1 0.5%
PUBLIC AWARENESS/ PUBLIC SERVICE ANNOUNCEMENT	1 0.1%	1 0.1%	- 0.1%	- -	- -	1 0.3%	- -	- -	1 0.4% *	- -	- 0.1%	- *	- -	- *	1 0.2%	- 0.1%	- 0.1%	- *	1 0.7% *	- -
SCIENTIFIC LITERATURE/ARTICLES	3 0.2%	2 0.4%	- 0.1%	- -	1 0.3%	1 0.4%	- -	- -	1 0.5% *	- -	- 0.1%	- *	- -	- *	- 0.1%	2 0.4%	- -	- *	- *	1 0.4%
DOCUMENTATION/REPORTS/ON PAPER	11 0.9%	11 1.7% B	1 0.1%	9 2.1% de	1 0.2%	1 0.3%	7 2.4%	- -	3 1.4% *	- -	2 0.4%	- *	10 3.4% NO	- *	- 0.1%	1 0.2%	7 1.6%	3 2.0% *	- *	2 0.2%
WRITTEN INFORMATION	4 0.3%	2 0.4%	1 0.2%	- -	- -	4 1.0% cD	- -	- -	- 0.2% *	- -	2 0.5%	- *	- 0.1%	- *	- -	2 0.3%	1 0.3%	- *	1 0.9% *	- -
EVERYTHING/ANYWHERE/ALL THE ANSWERS	5 0.4%	3 0.5%	2 0.3%	- -	1 0.3%	4 1.1% c	1 0.3%	- -	1 0.7% *	- -	2 0.6%	- *	- -	- *	3 1.0%	2 0.3%	2 0.4%	- *	- *	1 0.4%
MISC. ALL OTHER MENTIONS	28 2.2%	10 1.6%	18 2.9%	4 1.0%	11 2.4%	12 3.6% C	12 4.0%	1 0.8%	4 2.2% *	3 1.8%	6 1.8%	1 2.8% *	9 3.1%	- *	5 1.7%	10 1.9%	11 2.6%	- *	1 0.9% *	8 3.6%
NONE/NOTHING	13 1.1%	8 1.3%	5 0.9%	2 0.5%	6 1.4%	5 1.4%	4 1.4%	- 0.3%	- *	1 0.7%	5 1.5%	2 3.4% 1n*	1 0.4%	- 0.9% *	1 0.3%	9 1.8%	4 0.8%	- 0.3% *	2 2.4% *	1 0.2%
DON' T KNOW	20 1.6%	9 1.5%	11 1.8%	4 0.9%	10 2.2%	6 1.8%	4 1.5%	5 3.4% h	1 0.3% *	3 1.8%	4 1.0%	- *	5 1.7%	2 3.6% *	5 1.6%	8 1.6%	5 1.2%	4 2.7% *	1 0.9% *	2 0.8%

- Column Means:  
Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q17. PREFERRED FORMAT TO BE INFORMED  
 Base: TOTAL RESPONDENTS

Total	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M			
	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HIGHER- (O)	0 (P)	1 (Q)	2 (R)

Prepared for Client by TNS

- Column Means:
- Weighted by: Weight
- Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s
- Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Proportions:
- Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s
- Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q17. PREFERRED FORMAT TO BE INFORMED  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
WEBSITES	661 52.7%	281 53.7%	32 57.3%*	13 47.7%*	1 33.3%**	10 41.3%**	604 52.5%	57 55.1%*	550 53.1%	106 51.0%*	344 50.6%	217 58.7% J	22 56.7%**	89 58.6%	439 51.9%	222 56.5%	312 51.0%	248 59.6%	155 54.0%	129 53.0%
PAMPHLETS/BROCHURES	623 49.7%	306 58.5%	31 55.2%*	12 47.2%*	- 17.9%**	11 45.0%**	572 49.8%	51 48.8%*	531 51.3%	88 42.3%*	361 53.1%	189 51.2%	22 57.2%**	81 53.5%	438 51.7%	217 55.2%	311 50.9%	218 52.3%	146 50.9%	117 47.8%
INSTRUCTIONAL VIDEOS	389 31.1%	176 33.6%	15 27.3%*	7 24.8%*	1 33.3%**	9 34.7%**	354 30.8%	35 33.8%*	318 30.7%	69 33.5%*	210 31.0%	118 31.9%	7 16.8%**	55 36.2%	259 30.6%	127 32.3%	186 30.4%	126 30.2%	97 33.6%	72 29.5%
PODCASTS	244 19.5%	115 22.1% b	6 10.8%*	4 16.7%*	- 17.9%**	3 12.8%**	226 19.7%	18 17.4%*	212 20.5%	32 15.4%*	120 17.7%	77 20.8%	4 11.2%**	30 19.7%	161 19.0%	77 19.6%	112 18.4%	98 23.5% S	54 18.7%	34 14.1%
MOBILE APPS	331 26.4%	140 26.8%	15 27.5%*	9 32.6%*	- 17.9%**	4 15.6%**	308 26.8%	24 22.8%*	278 26.9%	50 24.2%*	181 26.7%	94 25.5%	7 18.0%**	58 38.6% N	204 24.1%	121 30.7% P	142 23.2%	122 29.3%	73 25.3%	59 24.0%
POSTERS	520 41.5%	245 46.7%	32 57.8%*	15 55.2%*	- 17.9%**	9 35.5%**	488 42.4%	32 30.8%*	440 42.5%	77 37.1%*	281 41.4%	166 45.0%	12 31.8%**	70 46.0%	356 42.1%	174 44.4%	247 40.5%	178 42.9%	126 43.8%	95 39.1%
WEBINARS	245 19.5%	119 22.8%	10 18.9%*	4 14.3%*	- 17.9%**	5 21.2%**	218 19.0%	26 25.2%*	208 20.1%	35 16.9%*	147 21.6%	64 17.4%	4 10.7%**	39 25.9%	164 19.3%	82 20.8%	121 19.8%	90 21.6%	53 18.5%	46 19.1%
SOCIAL MEDIA	629 50.2%	292 55.9%	27 49.0%*	13 47.9%*	- 17.9%**	14 55.5%**	577 50.2%	52 49.5%*	518 50.0%	105 50.6%*	321 47.2%	199 53.9%	16 40.9%**	86 56.8%	408 48.2%	214 54.5% P	282 46.2%	218 52.5%	145 50.4%	110 45.3%
RADIO ADVERTISEMENTS	476 38.0%	202 38.7%	22 39.0%*	9 35.0%*	- 17.9%**	7 26.9%**	431 37.5%	45 42.8%*	388 37.4%	82 39.6%*	246 36.2%	154 41.6%	11 29.7%**	58 38.3%	322 38.0%	166 42.2% P	214 35.0%	163 39.2%	113 39.3%	102 41.7%
NEWS	2 0.2%	1 0.2%	- *	- *	- **	- 1.7%**	2 0.1%	1 0.6%*	2 0.2%	1 0.3%*	2 0.3%	- *	- **	- *	2 0.3%	- 0.1%	2 0.3%	1 0.2%	- *	- *
ADS (UNSPECIFIED)	26 2.1%	12 2.2%	- *	- *	- **	- **	22 1.9%	4 3.5%*	20 1.9%	6 2.7%*	13 1.9%	10 2.8%	- **	10 6.4% N	14 1.6%	14 3.6% P	8 1.4%	6 1.4%	9 3.1%	6 2.7%
ADS ON ALCOHOL BOTTLES	1 0.1%	- *	- *	- *	- **	- 1.7%**	1 0.1%	- *	1 0.1%	- *	1 0.2%	- *	- **	- *	1 0.1%	- *	1 0.2%	- *	- *	1 0.3%
TV/TV ADS/PROGRAMS	110 8.7%	35 6.8%	3 5.6%*	2 6.6%*	- **	3 10.5%**	94 8.2%	16 15.0%*	86 8.3%	23 11.2%*	47 7.0%	38 10.3%	2 5.8%**	15 10.0%	62 7.3%	37 9.5%	44 7.2%	38 9.2%	20 6.9%	25 10.3%
INTERNET/INTERNET AD	14 1.1%	1 0.3%	1 1.0%*	- 1.8%*	- **	- **	13 1.1%	1 0.6%*	11 1.1%	1 0.5%*	8 1.1%	- 0.1%	- **	2 1.1%	6 0.7%	2 0.4%	6 1.0%	2 0.4%	2 0.7%	5 2.2%
BOOKS	20 1.6%	6 1.1%	- *	1 3.4%*	- **	- **	20 1.8%	- *	19 1.8%	1 0.6%*	8 1.2%	1 0.3%	- **	2 1.5%	7 0.8%	3 0.9%	6 0.9%	10 2.5%	3 1.1%	1 0.4%
MAGAZINES	10 0.8%	5 1.0%	- 0.5%*	- 1.8%*	- **	- **	10 0.8%	- *	9 0.9%	1 0.4%*	9 1.3%	1 0.1%	- **	1 0.8%	8 1.0%	- *	10 1.6% o	3 0.7%	2 0.7%	3 1.1%
EMAILS	25 2.0%	9 1.6%	- *	- *	- **	- 1.7%**	20 1.7%	5 4.8%*	16 1.5%	9 4.2% h*	16 2.3%	7 2.0%	3 7.5%**	9 6.0% N	11 1.3%	12 3.1%	9 1.5%	7 1.7%	5 1.8%	4 1.8%
NEWSPAPERS	8	3	1	-	-	-	8	-	8	-	6	2	-	1	7	2	6	3	3	2

	0.6%	0.6%	1.4%	-	-	-	0.7%	-	0.8%	-	0.9%	0.5%	-	0.8%	0.8%	0.5%	1.0%	0.8%	0.9%	0.8%
LIQUOR SHOPS/PUBS/BARS	2	-	-	-	-	-	2	-	2	1	1	-	-	-	1	-	1	1	-	-
	0.2%	0.1%	*	*	**	**	0.2%	*	0.2%	0.3%	0.2%	-	**	-	0.1%	-	0.2%	0.3%	-	-
DOCTORS/MEETINGS WITH DOCTORS/SPECIALISTS/HEALTH CARE PROVIDERS	89	44	4	2	1	4	79	10	73	15	55	18	2	15	56	22	47	23	15	18
	7.1%	8.4%	6.8%	7.5%	37.8%	14.2%	6.9%	9.3%	7.0%	7.1%	8.1%	4.9%	4.0%	10.2%	6.6%	5.5%	7.7%	5.6%	5.1%	7.5%
IN PERSON/FACE TO FACE/WORD OF MOUTH	27	15	-	-	-	2	27	-	24	3	18	6	-	2	22	6	17	13	6	2
	2.2%	2.8%	*	1.0%	**	7.6%	2.4%	*	2.4%	1.4%	2.7%	1.5%	**	1.0%	2.6%	1.6%	2.7%	3.1%	2.1%	0.8%
CONFERENCES/INFORMATION SESSIONS	8	4	-	1	-	-	7	1	7	1	2	6	-	-	8	5	3	4	3	1
	0.7%	0.8%	*	4.7%	**	**	0.6%	0.8%	0.7%	0.4%	0.3%	1.7%	1.2%	-	0.9%	1.2%	0.5%	0.9%	1.0%	0.4%
SCHOOL	16	2	1	-	-	-	16	-	14	2	7	6	1	4	8	5	6	4	8	2
	1.3%	0.5%	1.9%	*	**	**	1.4%	*	1.3%	1.0%	1.0%	1.6%	1.8%	2.7%	0.9%	1.2%	1.0%	1.0%	2.9%	0.8%
PRENATAL CLASSES	4	-	1	-	-	1	4	-	3	1	4	-	-	-	4	-	4	2	-	1
	0.4%	-	1.9%	*	**	3.2%	0.4%	*	0.3%	0.4%	0.5%	-	**	-	0.4%	-	0.6%	0.4%	-	0.4%
BUS ADS	2	1	-	-	-	-	2	-	1	1	1	1	-	-	2	-	2	-	-	1
	0.2%	0.2%	*	*	**	**	0.2%	*	0.1%	0.6%	0.2%	0.2%	*	*	0.2%	-	0.3%	-	-	0.5%
PUBLIC AWARENESS/ PUBLIC SERVICE ANNOUNCEMENT	1	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	-	-	1
	0.1%	0.1%	*	*	**	**	0.1%	*	0.1%	0.2%	0.2%	-	1.8%	-	0.1%	0.2%	0.1%	0.1%	-	0.3%
SCIENTIFIC LITERATURE/ARTICLES	3	-	-	-	-	-	3	-	3	-	2	-	-	-	1	-	1	2	-	-
	0.2%	0.1%	*	*	**	**	0.2%	*	0.3%	-	0.3%	-	**	0.3%	0.2%	0.1%	0.2%	0.5%	-	-
DOCUMENTATION/REPORTS/ON PAPER	11	-	-	-	-	-	11	-	11	-	2	3	-	-	4	3	2	9	-	-
	0.9%	0.1%	0.8%	*	**	**	1.0%	*	1.1%	0.2%	0.2%	0.7%	**	-	0.5%	0.7%	0.2%	2.3%	0.2%	0.2%
WRITTEN INFORMATION	4	1	-	-	-	-	3	1	3	1	2	-	-	-	2	-	2	-	1	-
	0.3%	0.2%	0.8%	*	**	**	0.2%	0.9%	0.2%	0.4%	0.3%	-	**	-	0.3%	-	0.4%	0.1%	0.5%	0.2%
EVERYTHING/ANYWHERE/ALL THE ANSWERS	5	2	-	-	-	-	4	1	4	1	3	1	-	-	4	-	4	1	1	1
	0.4%	0.4%	*	*	**	**	0.4%	0.9%	0.4%	0.4%	0.5%	0.3%	**	-	0.5%	-	0.7%	0.2%	0.3%	0.4%
MISC. ALL OTHER MENTIONS	28	10	5	-	1	2	26	2	16	12	19	7	-	5	21	10	16	7	8	7
	2.2%	1.9%	8.8%	*	1.8%	28.9%	2.3%	2.0%	1.5%	5.8%	2.9%	1.8%	**	3.2%	2.5%	2.5%	2.7%	1.6%	2.9%	2.9%
NONE/NOTHING	13	5	-	-	-	-	13	-	13	-	7	6	-	2	12	2	12	8	-	1
	1.1%	1.0%	*	*	**	**	1.2%	*	1.3%	0.2%	1.1%	1.7%	**	1.2%	1.4%	0.5%	1.9%	2.0%	0.2%	0.4%
DON' T KNOW	20	11	-	-	-	-	19	2	17	3	12	6	1	-	16	3	14	6	3	4
	1.6%	2.1%	*	1.6%	**	**	1.6%	1.5%	1.7%	1.5%	1.8%	1.7%	2.9%	0.3%	1.9%	0.8%	2.3%	1.4%	1.0%	1.8%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q17. PREFERRED FORMAT TO BE INFORMED  
 Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH		
	STOP ALL USE (A)	RARE DRINK (B)	OCC-ASION-AL (C)	REG 1/WK (D)	DON' T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q17. PREFERRED FORMAT TO BE INFORMED  
Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					BC + TERR. (E)
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)		
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
WEBSITES	661 52.7%	40 49.0% *	186 64.2% ACDe	230 47.4%	117 50.2%	88 53.7%
PAMPHLETS/BROCHURES	623 49.7%	43 52.1% *	177 61.2% CDe	211 43.4%	108 46.4%	85 51.5%
INSTRUCTIONAL VIDEOS	389 31.1%	23 27.8% *	136 46.9% ACDE	114 23.5%	65 28.1%	51 31.3% c
PODCASTS	244 19.5%	20 24.2% *	57 19.6%	81 16.7%	58 24.8% C	29 17.6%
MOBILE APPS	331 26.4%	21 25.3% *	95 33.0% C	103 21.3%	68 29.4% c	44 26.7%
POSTERS	520 41.5%	28 34.3% *	137 47.3% ac	188 38.8%	93 40.1%	74 44.8%
WEBINARS	245 19.5%	17 20.8% *	66 22.8% c	77 15.9%	48 20.8%	36 21.9%
SOCIAL MEDIA	629 50.2%	47 57.1% C*	162 56.1% C	201 41.3%	133 57.5% C	86 52.2% C
RADIO ADVERTISEMENTS	476 38.0%	30 36.8% *	137 47.2% CE	156 32.2%	94 40.6% c	58 35.6%
NEWS	2 0.2%	1 0.7% *	- 0.1%	1 0.2%	- 0.2%	- -
ADS (UNSPECIFIED)	26 2.1%	- -	1 0.4%	13 2.6%	9 3.7% aB	3 2.0%
ADS ON ALCOHOL BOTTLES	1 0.1%	- -	- 0.1%	- -	1 0.3%	- -
TV/TV ADS/PROGRAMS	110 8.7%	4 4.7% *	37 12.9% aD	39 8.1%	12 5.2%	17 10.4% d
INTERNET/INTERNET AD	14 1.1%	3 3.5% bC*	2 0.6%	4 0.8%	3 1.2%	2 1.4%
BOOKS	20 1.6%	- 0.3% *	10 3.3% C	3 0.6%	5 2.3%	2 1.4%
MAGAZINES	10 0.8%	1 0.7% *	2 0.8%	4 0.7%	2 0.7%	1 0.9%
EMAILS	25 2.0%	2 2.4% *	9 3.1%	5 0.9%	6 2.5%	4 2.3%
NEWSPAPERS	8 0.6%	- -	1 0.5%	3 0.6%	2 1.0%	2 1.0%

LIQUOR SHOPS/PUBS/BARS	2 0.2%	- *	- 0.1%	- -	- -	2 1.1% C
DOCTORS/MEETINGS WITH DOCTORS/SPECIALISTS/HEALTH CARE PROVIDERS	89 7.1%	7 8.2% *	20 7.0%	35 7.3%	10 4.5%	16 9.6% d
IN PERSON/FACE TO FACE/WORD OF MOUTH	27 2.2%	2 2.0% *	3 1.2%	14 2.9%	5 2.1%	3 2.0%
CONFERENCES/INFORMATION SESSIONS	8 0.7%	- *	4 1.3%	4 0.7%	1 0.4%	- -
SCHOOL	16 1.3%	- *	- 0.1%	5 1.1%	5 2.2% b	5 3.1% B
PRENATAL CLASSES	4 0.4%	- *	3 1.0%	1 0.2%	1 0.3%	- -
BUS ADS	2 0.2%	- *	- -	1 0.2%	1 0.3%	- -
PUBLIC AWARENESS/ PUBLIC SERVICE ANNOUNCEMENT	1 0.1%	- *	- -	- -	1 0.5%	- -
SCIENTIFIC LITERATURE/ARTICLES	3 0.2%	1 1.1% b*	- -	1 0.3%	- -	- 0.3%
DOCUMENTATION/REPORTS/ON PAPER	11 0.9%	1 0.7% *	7 2.5% cd	3 0.5%	- 0.2%	1 0.4%
WRITTEN INFORMATION	4 0.3%	- *	2 0.6%	1 0.3%	- 0.2%	- -
EVERYTHING/ANYWHERE/ALL THE ANSWERS	5 0.4%	- *	2 0.6%	3 0.7%	- -	- -
MISC. ALL OTHER MENTIONS	28 2.2%	- *	3 1.2%	15 3.2%	6 2.7%	3 1.7%
NONE/NOTHING	13 1.1%	1 1.7% *	1 0.3%	10 2.0%	1 0.4%	- 0.3%
DON' T KNOW	20 1.6%	2 2.3% *	5 1.7%	4 0.8%	3 1.3%	6 3.9% C

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q18. HAVE PARTNER  
Base: TOTAL MEN

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	453	453	-	97	169	187	77	59	64	54	162	16	94	25	96	217	155	47	44	91
Base	620	620	-	236	220	165	135	75	99	70	188	20	163	30	145	258	209	72	59	134
YES.	417 67.2%	417 67.2%	-	94 39.9%*	185 84.1% C	138 83.8% C	64 47.6%*	43 56.5%*	65 65.3% f*	57 81.4% FG*	157 83.7% FGH	10 52.0% **	74 45.2%*	21 70.8% **	109 75.1% L*	200 77.4% L	149 71.4%	49 67.4%*	39 65.6% **	86 64.0%*
NO.	202 32.6%	202 32.6%	-	142 60.1% DE*	35 15.9%	25 15.5%	71 52.4% hiJ*	33 43.5% IJ*	34 34.7% J*	13 18.6%*	31 16.3%	10 48.0% **	89 54.8% NO*	9 29.2% **	36 24.9%*	58 22.6%	60 28.6%	24 32.6%*	20 34.4% **	48 36.0%*
REFUSED.	1 0.2%	1 0.2%	-	-	-	1 0.8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q18. HAVE PARTNER  
Base: TOTAL MEN

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH		
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	453	-	-	-	-	410	43	368	81	259	79	13	56	265	94	229	129	97	121
Base	620	-	-	-	-	548	72	479	135	279	138	16	78	316	158	238	202	137	150
YES.	417	-	-	-	-	366	51	322	92	279	138	16	78	316	158	238	117	100	114
	67.2%	-	-	-	-	66.8%	70.3%**	67.3%	68.1%*	100.0%	100.0%*	100.0%**	100.0%*	100.0%	100.0%*	100.0%	57.8%*	73.5%Q*	75.8%Q*
NO.	202	-	-	-	-	181	21	155	43	-	-	-	-	-	-	-	85	36	36
	32.6%	-	-	-	-	33.0%	29.7%**	32.4%	31.9%*	-	-	-	-	-	-	-	42.2%RS*	26.5%*	24.2%*
REFUSED.	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	0.2%	-	-	-	-	0.2%	-	0.3%	-	-	-	-	-	-	-	-	-	-	-

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q18. HAVE PARTNER  
Base: TOTAL MEN

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	453	52	88	131	97	85
Base	620	40	145	238	117	80
YES.	417 67.2%	28 69.1% *	107 74.0% E*	155 65.1%	82 70.2% e*	45 56.0% *
NO.	202 32.6%	12 30.9% *	38 26.0% *	82 34.4%	35 29.8% *	35 44.0% Bd*
REFUSED.	1 0.2%	- *	- *	1 0.5%	- *	- *

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q19. HAVE EVER GIVE BIRTH

Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1139	339	800	168	484	487	216	139	137	161	382	41	176	42	311	563	426	127	94	175
Base	1050	417	633	311	425	314	215	124	149	138	320	37	203	39	290	474	373	125	81	186
YES.	679 64.7%	279 66.8%	400 63.3%	68 22.0%	349 82.1%	262 83.4%	109 50.5%	86 69.4%	89 60.2%	96 69.9%	242 75.6%	24 63.6%	99 48.5%	29 73.2%	183 63.0%	339 71.6%	249 66.8%	81 64.9%	57 70.6%	104 55.8%
NO.	369 35.2%	138 33.0%	231 36.6%	242 78.0%	76 17.9%	51 16.2%	107 49.5%	37 30.1%	59 39.8%	42 30.1%	78 24.4%	14 36.4%	105 51.5%	10 26.8%	107 36.8%	134 28.3%	123 33.0%	44 35.1%	24 29.4%	82 44.2%
(DO NOT READ) PREFER NOT TO SAY.	1 0.1%	1 0.1%	1 0.1%	- -	- -	1 0.4%	- -	1 0.5%	- -	- -	- -	- -	- -	- -	1 0.2%	1 0.2%	1 0.2%	- -	- -	- -

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q19. HAVE EVER GIVE BIRTH

Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1139	642	75	41	4	38	1064	75	985	146	876	261	37	141	950	283	812	340	275	230
Base	1050	523	55	26	3	25	967	82	879	164	679	369	39	151	847	392	611	330	251	208
YES.	679	321	36	22	2	19	629	50	573	100	679	-	29	90	551	146	502	204	158	141
	64.7%	61.4%	65.1%*	82.1% A*	82.1% **	76.2% **	65.1%	60.2%*	65.1%	60.9%*	100.0% K	-	75.9% **	59.4%	65.0%	37.3%	82.3% 0	61.9%	62.7%	67.9%
NO.	369	201	19	5	-	6	336	33	305	64	-	369	9	61	295	246	107	126	93	67
	35.2%	38.4% C	34.9%*	17.9%*	17.9% **	23.8% **	34.8%	39.8%*	34.7%	39.1%*	-	100.0% J	24.1% **	40.6%	34.8%	62.7% P	17.5%	38.1%	37.0%	32.1%
(DO NOT READ) PREFER NOT TO SAY.	1	1	-	-	-	-	1	-	1	-	-	-	-	-	1	-	1	-	1	-
	0.1%	0.2%	-	-	-	-	0.1%	-	0.2%	-	-	-	-	-	0.2%	-	0.2%	-	0.3%	-

- Column Means:

Prepared for Client by TNS

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q19. HAVE EVER GIVE BIRTH  
 Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1139	138	287	313	230	171
Base	1050	70	251	402	197	129
YES.	679 64.7%	53 76.2% Ce*	173 68.7% c	239 59.5%	132 66.7%	82 63.8%
NO.	369 35.2%	16 23.0% *	79 31.3%	162 40.3% Ab	66 33.3%	47 36.2% A
(DO NOT READ) PREFER NOT TO SAY.	1 0.1%	1 0.8% *	-	1 0.2%	-	-

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q20. PREGNANT OR WILL BE IN NEXT 2 YEARS  
Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1139	339	800	168	484	487	216	139	137	161	382	41	176	42	311	563	426	127	94	175
Base	1050	417	633	311	425	314	215	124	149	138	320	37	203	39	290	474	373	125	81	186
CURRENTLY PREGNANT.	39	16	23	7	28	3	6	1	7	6	17	3	2	-	10	24	17	1	4	2
	3.7%	3.9%	3.6%	2.4%	6.7%	0.9%	2.8%	0.9%	4.9%	4.2%	5.3%	7.5%	1.1%	**	3.5%	5.0%	4.6%	0.6%	5.5%	1.1%
THINKING ABOUT IT.	151	78	73	48	81	22	37	17	24	19	41	5	32	2	35	78	49	17	14	30
	14.4%	18.7%	11.6%	15.6%	19.1%	7.0%	17.1%	13.5%	16.3%	14.1%	12.7%	13.2%	15.6%	5.4%	11.9%	16.4%	13.2%	13.4%	17.7%	16.3%
NOT PREGNANT NOR PLANNING.	847	316	531	251	309	287	171	103	117	108	261	29	166	35	241	369	305	104	60	152
	80.7%	75.8%	83.9%	80.8%	72.8%	91.2%	79.3%	83.1%	78.8%	78.2%	81.6%	78.2%	82.0%	89.5%	83.2%	77.8%	81.7%	83.7%	74.2%	82.1%
(DO NOT READ) DOES NOT APPLY.	13	7	6	4	6	3	2	3	-	5	1	-	3	2	4	3	2	3	2	1
	1.2%	1.6%	1.0%	1.3%	1.4%	0.9%	0.7%	2.5%	-	3.5%	0.4%	1.1%	1.3%	5.1%	1.4%	0.7%	0.5%	2.4%	2.6%	0.5%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q20. PREGNANT OR WILL BE IN NEXT 2 YEARS  
 Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1139	642	75	41	4	38	1064	75	985	146	876	261	37	141	950	283	812	340	275	230
Base	1050	523	55	26	3	25	967	82	879	164	679	369	39	151	847	392	611	330	251	208
CURRENTLY PREGNANT.	39 3.7%	17 3.2%	4 7.4%*	1 5.7%*	- **	- **	37 3.8%	2 2.1%*	34 3.8%	5 3.1%*	29 4.3%	9 2.5%	39 100.0%**	- -	- -	20 5.1% P	14 2.3%	15 4.7% S	7 2.8%	2 0.8%
THINKING ABOUT IT.	151 14.4%	58 11.0%	8 13.8%*	4 16.3%*	1 37.8%**	3 10.9%**	137 14.2%	14 17.4%*	119 13.5%	30 18.5%*	90 13.2%	61 16.6%	- **	151 100.0% N	- -	143 36.3% P	6 0.9%	42 12.7%	34 13.7%	32 15.5%
NOT PREGNANT NOR PLANNING.	847 80.7%	445 85.1% C	44 78.8%*	19 73.5%*	2 62.2%**	21 82.9%**	783 81.0%	64 77.1%*	717 81.6%	125 76.5%*	551 81.1%	295 79.8%	- **	- -	847 100.0% M	224 57.0%	589 96.5% 0	270 81.6%	207 82.3%	172 82.8%
(DO NOT READ) DOES NOT APPLY.	13 1.2%	3 0.6%	- *	1 4.5% A*	- **	2 6.2%**	10 1.0%	3 3.4%*	10 1.1%	3 1.9%*	9 1.3%	4 1.0%	- **	- -	- -	6 1.6% P	2 0.3%	3 1.0%	3 1.2%	2 0.9%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q20. PREGNANT OR WILL BE IN NEXT 2 YEARS  
 Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

FASD - 200103365

	REGION					Total
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1139	138	287	313	230	171
Base	1050	70	251	402	197	129
CURRENTLY PREGNANT.	39 3.7%	1 1.2% *	8 3.0%	17 4.2%	11 5.3%	3 2.2%
THINKING ABOUT IT.	151 14.4%	10 15.1% *	35 13.7%	56 13.9%	35 17.8%	15 12.0%
NOT PREGNANT NOR PLANNING.	847 80.7%	58 83.7% *	201 80.0%	328 81.7%	150 76.0%	109 84.5% d
(DO NOT READ) DOES NOT APPLY.	13 1.2%	- *	8 3.2% C	1 0.3%	2 0.9%	2 1.2%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q21. THINK ABOUT OR WANT TO BECOME PREGNANT IN THE FUTURE  
 Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K UNDER (G)	\$60K TO \$80K UNDER (H)	\$80K TO \$100K UNDER (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1139	339	800	168	484	487	216	139	137	161	382	41	176	42	311	563	426	127	94	175
Base	1050	417	633	311	425	314	215	124	149	138	320	37	203	39	290	474	373	125	81	186
YES.	392 37.4%	158 37.9%	235 37.1%	238 76.7% DE	126 29.7% E	28 8.9%	113 52.2% GIJ	39 31.6% *	79 53.0% GIJ*	39 28.0% *	88 27.5%	20 52.9% **	97 47.9% NO	6 15.9% **	98 33.8%	169 35.7%	122 32.8%	52 41.9% *	28 33.9% *	83 44.9% P
NO.	611 58.2%	238 57.0%	373 59.0%	66 21.2%	264 62.2% C	281 89.3% CD	93 43.1%	79 63.7% FH*	64 42.9% *	92 67.1% FH*	222 69.5% FH	16 43.1% **	98 48.2%	28 70.7% **	177 61.1% L	288 60.7% L	239 64.0% S	67 53.6% *	49 60.5% *	94 50.8%
DON' T KNOW.	44 4.2%	20 4.7%	24 3.8%	6 2.0%	33 7.7% CE	5 1.5%	9 4.3%	6 4.7% *	6 4.1% *	6 4.2% *	9 2.7%	1 4.0% **	8 3.9%	4 11.4% **	15 5.1%	15 3.2%	11 2.9%	6 4.5% *	4 4.4% *	8 4.3%
(DO NOT READ) DOES NOT APPLY.	3 0.3%	2 0.4%	1 0.1%	- -	2 0.4%	1 0.2%	1 0.4%	- *	- *	1 0.7% *	1 0.3%	- **	- -	1 2.0% **	- -	2 0.4%	1 0.2%	- *	1 1.1% *	- -

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q21. THINK ABOUT OR WANT TO BECOME PREGNANT IN THE FUTURE  
 Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1139	642	75	41	4	38	1064	75	985	146	876	261	37	141	950	283	812	340	275	230
Base	1050	523	55	26	3	25	967	82	879	164	679	369	39	151	847	392	611	330	251	208
YES.	392 37.4%	202 38.5%	19 34.2%*	8 28.9%*	1 37.8%**	5 21.4%**	357 36.9%	35 42.8%*	320 36.4%	70 42.9%*	146 21.5%	246 66.7% J	20 51.9%**	143 94.2% N	224 26.4%	392 100.0% P	-	139 42.0% S	92 36.5%	63 30.2%
NO.	611 58.2%	302 57.8%	32 58.4%*	17 65.6%*	2 62.2%**	19 78.6%**	568 58.7%	43 52.0%*	524 59.6%	83 50.3%*	502 74.0% K	107 29.0%	14 36.3%**	6 3.7%	589 69.6% M	-	611 100.0% O	177 53.6%	146 58.2%	142 68.3% Qr
DON'T KNOW.	44 4.2%	18 3.5%	4 7.3%*	1 5.4%*	- **	- **	39 4.1%	4 5.3%*	34 3.8%	10 6.2%*	29 4.2%	15 4.1%	4 9.3%**	3 2.1%	33 3.9%	-	-	14 4.2%	12 4.9%	3 1.5%
(DO NOT READ) DOES NOT APPLY.	3 0.3%	1 0.2%	- *	- *	- **	- **	3 0.3%	- *	2 0.2%	1 0.6%*	2 0.3%	1 0.3%	1 2.4%**	- -	1 0.1%	-	-	1 0.3%	1 0.4%	-

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q21. THINK ABOUT OR WANT TO BECOME PREGNANT IN THE FUTURE  
 Base: TOTAL WOMEN OR MEN WHO HAVE A PARTNER

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1139	138	287	313	230	171
Base	1050	70	251	402	197	129
YES.	392 37.4%	22 31.6% *	84 33.3%	171 42.6% abE	77 38.9%	39 30.0%
NO.	611 58.2%	45 64.7% c*	156 61.9% c	212 52.6%	113 57.3%	85 66.3% C
DON' T KNOW.	44 4.2%	3 3.7% *	10 4.1%	19 4.6%	7 3.8%	5 3.8%
(DO NOT READ) DOES NOT APPLY.	3 0.3%	- *	2 0.7%	1 0.2%	-	-

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

SQ1. AGE GROUP  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
18-24.	296 23.6%	150 24.2%	146 23.1%	296 65.5% DE	-	-	105 36.7% GIJ	28 17.7% i	56 30.3% GIJ*	14 9.4%	47 13.5%	13 28.7% MO*	156 53.3% KMNO	2 3.9% *	63 19.4% MO	60 11.3%	82 18.8%	47 31.9% Pr*	19 18.5% *	67 28.8% P
25-29.	156 12.5%	86 13.8%	70 11.1%	156 34.5% DE	-	-	41 14.3% J	19 12.2%	35 19.3% J*	25 16.7% J	27 7.6%	9 18.8% *	28 9.5%	6 13.2% *	45 13.9%	68 12.7%	44 10.1%	23 15.6% *	15 15.0% *	36 15.3%
30-34.	264 21.1%	121 19.6%	143 22.6%	-	264 57.5% CE	-	60 20.9%	36 23.0%	36 19.7% *	37 24.5%	76 21.6%	3 5.7% *	42 14.2%	18 37.7% KLO*	87 26.7% KL	115 21.6% KI	97 22.5%	29 19.4% *	19 18.5% *	55 23.4%
35-39.	196 15.6%	98 15.9%	97 15.4%	-	196 42.5% CE	-	33 11.6%	24 15.7%	25 13.6% *	29 19.1%	72 20.4% F	9 18.1% *	29 10.0%	10 21.6% I*	46 14.0%	100 18.8% L	73 16.9%	19 12.7% *	14 14.2% *	35 15.0%
40-46.	341 27.2%	165 26.6%	176 27.8%	-	-	341 100.0% CD	47 16.5%	49 31.5% FH	31 17.1% *	46 30.3% FH	129 36.9% FH	14 28.8% L*	38 12.9%	11 23.7% *	84 25.8% L	190 35.7% LN	137 31.7% qS	30 20.5% *	34 33.9% qS*	41 17.5%
OVER 46.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(DO NOT READ) DON'T KNOW/PREFER NOT TO SAY.	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



SQ1. AGE GROUP  
Base: TOTAL RESPONDENTS

FASD - 200103365

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
18-24.	296 23.6%	133 25.4% B	6 11.1% *	3 13.1% *	- **	4 14.3% **	262 22.8%	34 32.5% *	223 21.5%	71 34.3% H*	19 2.7%	178 48.2% J	- **	13 8.4%	182 21.5% M	149 37.9% P	42 6.8%	112 27.0% S	74 25.7% S	37 15.4%
25-29.	156 12.5%	56 10.6%	9 15.7% *	2 6.6% *	- **	4 17.9% **	149 12.9%	7 7.2% *	137 13.2%	19 9.2% *	50 7.4%	64 17.4% J	7 19.0% **	36 23.5% N	69 8.2%	90 22.8% P	24 4.0%	69 16.7% rS	31 10.8%	19 8.0%
30-34.	264 21.1%	117 22.3%	16 29.7% *	5 18.7% *	1 37.8% **	3 13.9% **	245 21.3%	19 18.7% *	219 21.1%	44 21.2% *	185 27.2% K	53 14.5%	20 51.2% **	50 33.0% N	165 19.4%	83 21.1%	132 21.6%	88 21.2%	67 23.4%	52 21.1%
35-39.	196 15.6%	75 14.3%	10 17.2% *	9 32.7% A*	- **	4 17.0% **	181 15.8%	14 13.5% *	165 15.9%	30 14.5% *	164 24.1% K	23 6.2%	9 22.4% **	31 20.6%	145 17.1%	43 11.1%	132 21.7% 0	59 14.1%	38 13.1%	53 21.7% qR
40-46.	341 27.2%	143 27.3%	15 26.4% *	8 28.9% *	2 62.2% **	9 36.9% **	312 27.1%	29 28.1% *	292 28.2%	43 20.8% *	262 38.6% K	51 13.8%	3 7.3% **	22 14.5%	287 33.8% M	28 7.1%	281 45.9% 0	88 21.1%	78 27.1%	83 33.8% Q
OVER 46.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(DO NOT READ) DON'T KNOW/PREFER NOT TO SAY.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

SQ1. AGE GROUP  
Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
18- 24.	296 23.6%	20 24.4% *	67 23.2%	116 23.9%	55 23.7%	38 23.2%
25- 29.	156 12.5%	6 6.9% *	36 12.3%	61 12.6%	34 14.5% a	20 12.2%
30- 34.	264 21.1%	19 23.6% *	65 22.3%	96 19.8%	49 21.2%	35 21.3%
35- 39.	196 15.6%	14 16.9% *	52 17.9%	63 12.9%	38 16.4%	29 17.7%
40- 46.	341 27.2%	23 28.3% *	70 24.3%	149 30.8%	56 24.1%	42 25.6%
OVER 46.	-	-	-	-	-	-
(DO NOT READ) DON' T KNOW/PREFER NOT TO SAY.	-	-	-	-	-	-

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

SQ2. GENDER  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H.S. GRAD. (K)	H.S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGHER (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
MALE.	620	620	-	236	220	165	135	75	99	70	188	20	163	30	145	258	209	72	59	134
	49.5%	100.0%	B	52.1%	47.8%	48.3%	47.1%	48.1%	54.2%	46.3%	53.7%	42.6%	55.8%	62.3%	44.4%	48.5%	48.2%	48.8%	58.1%	57.3%
FEMALE.	633	-	633	217	240	176	151	81	84	81	162	27	129	18	181	274	224	76	43	100
	50.5%	-	100.0%	47.9%	52.2%	51.7%	52.9%	51.9%	45.8%	53.7%	46.3%	57.4%	44.2%	37.7%	55.6%	51.5%	51.8%	51.2%	41.9%	42.7%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

SQ2. GENDER  
Base: TOTAL RESPONDENTS

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
MALE.	620	-	-	-	-	-	548	72	479	135	279	138	16	78	316	158	238	202	137	150
	49.5%	-	-	-	-	-	47.7%	69.6%	46.3%	65.3%	41.0%	37.3%	41.6%	51.6%	37.3%	40.2%	38.9%	48.7%	47.5%	61.4%
			*	*	**	**		F*	H*				**	N					QR	
FEMALE.	633	523	55	26	3	25	601	32	557	72	400	231	23	73	531	235	373	213	151	94
	50.5%	100.0%	100.0%	100.0%	100.0%	100.0%	52.3%	30.4%	53.7%	34.7%	59.0%	62.7%	58.4%	48.4%	62.7%	59.8%	61.1%	51.3%	52.5%	38.6%
			*	*	**	**	G	*	I	*			**	M			S	S	S	

- Column Means: Prepared for Client by TNS  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

SQ2. GENDER  
 Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
MALE.	620 49.5%	40 48.8% *	145 50.2%	238 49.1%	117 50.4%	80 48.8%
FEMALE.	633 50.5%	42 51.2% *	144 49.8%	247 50.9%	115 49.6%	84 51.2%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q22. EDUCATION  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADES DPLMA (M)	COLLEGE CECEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
GRADE 8 OR LESS.	5 0.4%	4 0.6%	1 0.2%	3 0.6%	1 0.3%	1 0.2%	4 1.5%	- *	- *	1 0.5%	- *	5 10.8%	- *	- *	- *	- *	3 0.7%	- *	- *	1 0.4%
SOME HIGH SCHOOL.	42 3.3%	16 2.6%	26 4.1%	19 4.3%	10 2.1%	13 3.7%	18 6.4%	9 6.1%	6 3.0%	2 1.1%	3 0.7%	42 89.2%	- *	- *	- *	- *	13 2.9%	3 2.2%	3 2.5%	4 1.6%
HIGH SCHOOL DIPLOMA OR EQUIVALENT.	292 23.3%	163 26.3%	129 20.4%	184 40.6%	71 15.4%	38 11.1%	101 35.4%	42 27.1%	43 23.4%	23 15.0%	41 11.7%	- *	292 100.0%	- *	- *	- *	89 20.6%	43 28.8%	23 22.2%	54 23.2%
REGISTERED APPRENTICESHIP OR OTHER TRADES CERTIFICATION OR DIPLOMA.	48 3.8%	30 4.8%	18 2.8%	8 1.8%	28 6.1%	11 3.3%	10 3.5%	8 5.1%	12 6.5%	5 3.2%	11 3.3%	- *	- *	48 100.0%	- *	- *	21 4.8%	1 1.0%	3 3.0%	13 5.6%
COLLEGE, CECEP OR OTHER NON-UNIVERSITY CERTIFICATE OR DIPLOMA.	326 26.0%	145 23.3%	181 28.7%	109 24.1%	133 28.9%	84 24.7%	73 25.6%	45 28.9%	57 31.1%	52 34.5%	69 19.8%	- *	- *	- *	326 100.0%	- *	111 25.7%	42 28.6%	23 22.2%	81 34.7%
UNIVERSITY CERTIFICATE OR DIPLOMA BELOW BACHELOR'S LEVEL.	128 10.3%	59 9.6%	69 10.9%	35 7.7%	44 9.5%	50 14.7%	19 6.5%	13 8.4%	19 10.5%	16 10.9%	49 13.9%	- *	- *	- *	- *	128 24.1%	54 12.4%	11 7.3%	10 10.3%	15 6.6%
BACHELOR'S DEGREE.	273 21.8%	131 21.1%	141 22.4%	75 16.6%	114 24.8%	83 24.5%	44 15.5%	25 16.0%	33 17.8%	36 24.0%	113 32.3%	- *	- *	- *	- *	273 51.2%	89 20.6%	34 22.6%	27 26.8%	55 23.5%
POST GRADUATE DEGREE ABOVE BACHELOR'S LEVEL.	132 10.5%	68 10.9%	64 10.1%	18 4.0%	57 12.5%	56 16.5%	13 4.5%	13 8.3%	14 7.6%	16 10.7%	64 18.1%	- *	- *	- *	- *	132 24.7%	53 12.2%	14 9.4%	13 13.0%	9 3.9%
(DO NOT READ) DON'T KNOW/PREFER NOT TO SAY.	7 0.6%	5 0.8%	3 0.4%	2 0.4%	1 0.3%	4 1.2%	3 1.1%	- *	- *	- *	1 0.2%	- *	- *	- *	- *	- *	1 0.2%	- *	- *	1 0.5%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q22. EDUCATION  
Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
GRADE 8 OR LESS.	5 0.4%	1 0.3%	- *	- *	- **	- **	5 0.4%	- *	5 0.5%	- *	4 0.6%	- *	3 7.3%	- **	1 0.2%	3 0.7%	1 0.2%	3 0.7%	- -	1 0.4%
SOME HIGH SCHOOL.	42 3.3%	24 4.5%	- 0.8%*	- 1.6%*	- **	1 5.3%*	41 3.5%	1 1.2%*	36 3.4%	6 2.7%*	20 2.9%	14 3.7%	- **	5 3.3%	28 3.3%	17 4.3%	15 2.4%	16 3.8% r	3 1.0%	4 1.6%
HIGH SCHOOL DIPLOMA OR EQUIVALENT.	292 23.3%	110 21.0% c	8 15.3%*	2 7.3%*	1 53.2%*	8 30.5%*	264 23.0%	29 27.5%*	228 22.0%	61 29.3%*	99 14.5%	105 28.3% J	2 5.6%*	32 21.0%*	166 19.7%	97 24.8% P	98 16.0%	121 29.2% RS	52 18.2%	40 16.3%
REGISTERED APPRENTICESHIP OR OTHER TRADES CERTIFICATION OR DIPLOMA.	48 3.8%	15 2.8%	1 1.9%*	2 6.6%*	- **	- 1.7%*	45 3.9%	2 2.3%*	41 4.0%	6 3.0%*	29 4.2%	10 2.8%	- **	2 1.4%	35 4.1%	6 1.6%	28 4.5% o	21 5.0%	5 1.9%	12 4.8%
COLLEGE, CEGEP OR OTHER NON-UNIVERSITY CERTIFICATE OR DIPLOMA.	326 26.0%	148 28.2%	15 26.6%*	11 42.4% a*	- **	8 31.1%*	298 25.9%	28 27.0%*	279 27.0%	46 22.3%*	183 26.9%	107 28.9%	10 26.0%*	35 22.8%*	241 28.5%	98 25.0%	177 29.0%	103 24.7%	89 31.1%	76 31.0%
UNIVERSITY CERTIFICATE OR DIPLOMA BELOW BACHELOR'S LEVEL.	128 10.3%	56 10.7%	6 11.6%*	4 15.2%*	1 28.9%*	2 9.0%*	115 10.0%	13 12.8%*	105 10.1%	22 10.6%*	76 11.3%	36 9.8%	4 9.1%*	20 13.2%*	89 10.5%	43 11.1%	67 10.9%	37 9.0%	36 12.5%	24 9.7%
BACHELOR'S DEGREE.	273 21.8%	122 23.4%	12 20.9%*	5 17.2%*	- 17.9%*	2 9.6%*	253 22.1%	19 18.4%*	224 21.6%	47 22.8%*	166 24.5%	74 20.0%	5 13.2%*	48 32.0% N	184 21.8%	91 23.2%	141 23.0%	76 18.2%	68 23.7%	65 26.6% q
POST GRADUATE DEGREE ABOVE BACHELOR'S LEVEL.	132 10.5%	45 8.6%	13 23.0% A*	3 9.8%*	- **	3 12.9%*	120 10.5%	11 10.8%*	112 10.8%	17 8.3%*	97 14.2% K	24 6.5%	15 38.9%*	10 6.4%	95 11.3%	35 8.8%	80 13.2%	38 9.2%	34 11.7%	22 9.1%
(DO NOT READ) DON'T KNOW/PREFER NOT TO SAY.	7 0.6%	3 0.5%	- *	- *	- **	- **	7 0.6%	- *	5 0.5%	2 1.0%*	6 0.9%	- **	- **	- **	6 0.7%	2 0.5%	4 0.7%	1 0.2%	- -	1 0.5%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q22. EDUCATION  
Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					BC + TERR. (E)
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)		
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
GRADE 8 OR LESS.	5 0.4%	1 0.7% *	1 0.3%	4 0.7%	-	-
SOME HIGH SCHOOL.	42 3.3%	2 2.8% *	10 3.4%	20 4.0%	5 2.1%	5 3.1%
HIGH SCHOOL DIPLOMA OR EQUIVALENT.	292 23.3%	20 24.8% *	54 18.6%	113 23.2%	65 28.2% B	40 24.3%
REGISTERED APPRENTICESHIP OR OTHER TRADES CERTIFICATION OR DIPLOMA.	48 3.8%	3 4.0% *	17 5.9% C	13 2.6%	9 3.9%	5 3.3%
COLLEGE, CEGEP OR OTHER NON-UNIVERSITY CERTIFICATE OR DIPLOMA.	326 26.0%	25 30.9% D*	105 36.2% CDE	116 23.8%	42 18.3%	38 23.2%
UNIVERSITY CERTIFICATE OR DIPLOMA BELOW BACHELOR'S LEVEL.	128 10.3%	9 11.5% B*	8 2.6%	71 14.7% B	24 10.2% B	16 9.9% B
BACHELOR'S DEGREE.	273 21.8%	14 17.2% *	74 25.6% C	82 17.0%	60 25.6% C	43 26.0% C
POST GRADUATE DEGREE ABOVE BACHELOR'S LEVEL.	132 10.5%	7 8.2% *	21 7.3%	64 13.2% b	23 9.9%	17 10.2%
(DO NOT READ) DON'T KNOW/PREFER NOT TO SAY.	7 0.6%	- *	-	3 0.7%	4 1.7% b	-

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS



Q23. HOUSEHOLD INCOME  
Base: TOTAL RESPONDENTS

FASD - 200103365

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
UNDER \$20,000	98 7.8%	44 7.1%	53 8.5%	56 12.4% DE	27 5.8%	15 4.3%	98 34.1% GHIJ	-	-	-	-	12 24.8% MNO*	53 18.1% mNO	3 5.8% *	13 3.8%	18 3.3%	32 7.4%	15 10.2% *	12 11.8% *	13 5.6%
\$20,000 TO JUST UNDER \$40,000	188 15.0%	91 14.6%	98 15.5%	89 19.8% E	67 14.5% E	32 9.5%	188 65.9% GHIJ	-	-	-	-	11 23.3% 0*	48 16.5% o	7 15.5% *	61 18.6% 0	58 10.9%	59 13.6%	32 21.8% ps*	12 11.6% *	27 11.5%
\$40,000 TO JUST UNDER \$60,000	156 12.5%	75 12.1%	81 12.8%	47 10.3%	60 13.1%	49 14.5%	-	156 100.0% FHIJ	-	-	-	9 20.1% o*	42 14.5%	8 16.9% *	45 13.9%	51 9.6%	56 13.0%	19 12.7% *	10 9.4% *	26 11.1%
\$60,000 TO JUST UNDER \$80,000	183 14.6%	99 16.0%	84 13.3%	91 20.1% DE	61 13.2% e	31 9.2%	-	-	183 100.0% FGIJ*	-	-	6 11.9% *	43 14.6%	12 25.1% 0*	57 17.5% o	66 12.4%	72 16.6%	27 18.5% *	13 12.8% *	31 13.4%
\$80,000 TO JUST UNDER \$100,000	151 12.0%	70 11.2%	81 12.8%	39 8.7%	66 14.3% c	46 13.4% c	-	-	-	151 100.0% FGHJ	-	2 5.3% *	23 7.7%	5 10.1% *	52 16.0% L	69 12.9%	56 13.0%	17 11.2% *	12 12.0% *	28 11.9%
\$100,000 TO JUST UNDER \$150,000	201 16.1%	106 17.0%	96 15.1%	53 11.7% C	86 18.6% C	63 18.5% C	-	-	-	-	201 57.5% FGHI	3 5.5% *	22 7.4%	6 12.3% *	54 16.5% L	118 22.1% KL	59 13.6%	22 14.7% *	22 21.9% *	52 22.3% P
\$150,000 +	149 11.9%	82 13.3%	67 10.5%	21 4.7% C	62 13.4% C	66 19.5% CD	-	-	-	-	149 42.5% FGHI	-	19 6.6%	6 11.7% K*	16 4.8%	108 20.3% KLN	59 13.5%	12 8.3% *	12 12.0% *	36 15.3%
(DO NOT READ) DON'T KNOW/PREFER NOT TO SAY.	126 10.0%	53 8.6%	73 11.5%	56 12.3% d	32 7.0%	38 11.2% D	-	-	-	-	-	4 9.2% *	42 14.5% mo	1 2.5% *	29 8.9%	46 8.6%	40 9.2% q	4 2.6% *	9 8.4% *	21 8.9% q

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q23. HOUSEHOLD INCOME  
Base: TOTAL RESPONDENTS

FASD - 200103365

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
UNDER \$20,000	98 7.8%	43 8.3%	7 13.0%*	1 3.2%*	- **	2 7.9%*	87 7.6%	10 9.8%*	73 7.1%	24 11.5%*	31 4.6%	31 8.4% J	- **	7 4.8%	55 6.5%	34 8.7% P	24 3.9%	46 11.0% S	26 9.0% S	5 2.1%
\$20,000 TO JUST UNDER \$40,000	188 15.0%	79 15.2%	5 9.7%*	8 31.3% AB*	1 53.2% **	3 13.5% **	170 14.8%	19 18.0%*	156 15.1%	30 14.3%*	78 11.4%	75 20.4% J	6 15.8% **	30 19.6%	116 13.7%	78 19.9% P	69 11.3%	74 17.9% rS	31 10.9%	25 10.1%
\$40,000 TO JUST UNDER \$60,000	156 12.5%	69 13.1%	4 7.7%*	4 13.8%*	- **	4 18.1% **	144 12.5%	13 12.1%*	129 12.5%	25 11.8%*	86 12.6%	37 10.1%	1 2.8% **	17 11.0%	103 12.1%	39 10.0%	79 12.9%	58 13.9%	27 9.5%	29 11.8%
\$60,000 TO JUST UNDER \$80,000	183 14.6%	70 13.3%	10 17.5% c*	1 3.4%*	- **	4 15.2% **	176 15.3%	7 6.9%*	160 15.4%	23 11.3%*	89 13.2%	59 16.1%	7 19.0% **	24 16.0%	117 13.8%	79 20.1% P	64 10.5%	86 20.7% rS	38 13.3%	29 12.1%
\$80,000 TO JUST UNDER \$100,000	151 12.0%	67 12.8%	8 14.3%*	3 11.6%*	- **	3 12.1% **	133 11.6%	18 16.8%*	124 12.0%	26 12.7%*	96 14.2%	42 11.2%	6 15.1% **	19 12.8%	108 12.7%	39 9.8%	92 15.1% o	36 8.6%	51 17.7% Q	30 12.1%
\$100,000 TO JUST UNDER \$150,000	201 16.1%	83 15.9%	9 15.5%*	2 8.4%*	- **	2 6.1% **	192 16.7%	10 9.5%*	171 16.5%	27 13.3%*	129 18.9%	52 14.1%	12 30.5% **	26 17.2%	143 16.9%	57 14.5%	116 19.0%	35 8.4%	56 19.6% Q	63 26.0% Q
\$150,000 +	149 11.9%	51 9.8%	8 14.5%*	6 22.8% A*	1 28.9% **	- 1.7% **	137 11.9%	12 11.5%*	129 12.5%	20 9.5%*	113 16.7% K	26 7.0%	5 13.0% **	14 9.6%	118 13.9%	31 7.9%	106 17.4% o	36 8.8%	38 13.2%	48 19.6% Q
(DO NOT READ) DON'T KNOW/PREFER NOT TO SAY.	126 10.0%	60 11.5%	4 7.9%*	1 5.5%*	- 17.9% **	6 25.3% **	110 9.6%	16 15.4%*	92 8.9%	32 15.6% H*	57 8.3%	47 12.6%	2 3.9% **	14 9.0%	87 10.3%	35 9.0%	60 9.9%	45 10.8%	20 6.8%	15 6.2%

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q23. HOUSEHOLD INCOME  
Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					BC + TERR. (E)
	ATL- ANTI C (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)		
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
UNDER \$20,000	98 7.8%	3 3.4% *	43 14.7% ACD	21 4.4%	15 6.3%	16 10.0% aC
\$20,000 TO JUST UNDER \$40,000	188 15.0%	11 13.4% *	42 14.6%	86 17.8% D	22 9.7%	27 16.3% d
\$40,000 TO JUST UNDER \$60,000	156 12.5%	8 9.3% *	42 14.4%	65 13.4%	20 8.7%	22 13.3%
\$60,000 TO JUST UNDER \$80,000	183 14.6%	12 14.6% *	35 12.2%	89 18.4% de	27 11.8%	19 11.7%
\$80,000 TO JUST UNDER \$100,000	151 12.0%	11 12.8% *	30 10.5%	56 11.6%	37 15.9%	16 10.0%
\$100,000 TO JUST UNDER \$150,000	201 16.1%	19 22.7% CE*	43 14.8%	66 13.6%	55 23.5% BCE	19 11.8%
\$150,000 +	149 11.9%	8 9.9% *	28 9.8%	55 11.3%	36 15.5%	22 13.2%
(DO NOT READ) DON' T KNOW/PREFER NOT TO SAY.	126 10.0%	11 13.9% *	26 9.0%	46 9.5%	20 8.5%	23 13.8%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q24. NUMBER OF ALCOHOLIC DRINK IN AVERAGE WEEK  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION					Q25 BINGE DRINKING L6M				
	Total	MALE (A)	FEMALE (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CECEP NON-UNI-VERSITY (N)	GRAD. UNI-VERSITY OR HIGH SCHOOL (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
1	169 13.5%	77 12.4%	92 14.6%	56 12.3%	69 15.0%	45 13.1%	36 12.7%	21 13.1%	20 10.8%	23 15.2%	57 16.1%	1 2.9%	35 12.1%	5 11.2%	48 14.6%	80 15.0%	93 21.5%	35 23.3%	18 18.2%	23 10.0%
2	118 9.4%	59 9.6%	59 9.3%	49 10.9%	36 7.8%	33 9.7%	21 7.3%	7 4.3%	19 10.1%	28 18.5%	38 10.8%	1 3.1%	17 5.8%	- -	42 12.8%	58 10.9%	49 11.3%	16 10.7%	15 14.5%	39 16.6%
3	63 5.1%	35 5.6%	29 4.5%	20 4.4%	24 5.1%	20 5.8%	6 2.1%	8 5.3%	8 4.6%	6 4.2%	27 7.7%	- -	4 1.3%	1 1.5%	19 5.9%	39 7.4%	15 3.4%	10 6.8%	9 9.2%	26 11.3%
4	36 2.8%	20 3.2%	16 2.5%	6 1.3%	13 2.8%	17 5.0%	4 1.6%	5 3.4%	2 1.1%	6 4.3%	15 4.3%	3 5.8%	4 1.4%	2 3.6%	10 3.1%	17 3.2%	12 2.8%	3 2.0%	4 3.6%	15 6.5%
5	42 3.3%	20 3.3%	21 3.4%	18 3.9%	9 1.9%	15 4.4%	2 0.7%	4 2.5%	6 3.5%	2 1.6%	23 6.7%	- -	10 3.3%	- -	14 4.2%	18 3.4%	11 2.6%	3 2.0%	3 3.2%	23 9.9%
6	23 1.8%	13 2.2%	9 1.5%	- -	15 3.2%	8 2.4%	3 1.0%	2 1.4%	3 1.8%	4 2.4%	9 2.7%	- 0.6%	4 1.4%	3 6.2%	7 2.1%	7 1.4%	1 0.3%	- -	3 3.3%	16 6.9%
7	13 1.0%	12 2.0%	- 0.1%	- -	10 2.2%	3 0.8%	6 2.0%	1 0.9%	- -	1 0.8%	4 1.2%	- -	1 0.4%	- -	4 1.3%	7 1.3%	6 1.4%	- 0.3%	4 4.0%	2 0.9%
8	8 0.6%	3 0.5%	4 0.7%	- -	3 0.6%	5 1.4%	2 0.8%	2 1.4%	- -	1 0.7%	2 0.6%	- -	3 0.9%	- -	3 0.8%	2 0.4%	2 0.4%	1 0.7%	1 0.9%	3 1.4%
9	- *	- -	- 0.1%	- -	- 0.1%	- -	- -	- -	- -	- -	- 0.1%	- -	- -	- -	- 0.1%	- -	- -	- -	- -	- 0.2%
10+	60 4.8%	46 7.3%	14 2.3%	13 2.9%	32 6.9%	15 4.5%	6 2.2%	5 3.5%	9 5.0%	8 5.5%	30 8.5%	2 3.6%	14 4.9%	6 13.5%	18 5.6%	19 3.6%	3 0.7%	3 1.7%	4 4.2%	48 20.6%
Less than one drink during an average week	416 33.2%	202 32.6%	213 33.7%	181 40.1%	147 31.9%	88 25.7%	120 41.9%	58 37.0%	86 46.9%	36 23.6%	71 20.3%	19 44.0%	121 41.5%	21 43.9%	103 31.5%	151 28.4%	237 54.7%	74 50.1%	39 38.7%	32 13.6%
Never drink alcohol	285 22.8%	123 19.7%	163 25.8%	105 23.3%	96 21.0%	84 24.5%	73 25.6%	40 25.4%	29 15.7%	34 22.5%	68 19.3%	21 44.0%	76 25.8%	8 17.6%	53 16.3%	127 23.9%	- -	- -	- -	- -
Don't know/Prefer not to say	20 1.6%	9 1.5%	11 1.7%	4 0.9%	7 1.6%	9 2.7%	6 2.0%	3 1.6%	1 0.4%	1 0.5%	6 1.7%	- -	3 1.1%	1 2.5%	5 1.7%	6 1.1%	4 0.9%	3 2.1%	- -	5 2.2%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q24. NUMBER OF ALCOHOLIC DRINK IN AVERAGE WEEK  
Base: TOTAL RESPONDENTS

FASD - 200103365

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	Total	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
1	169 13.5%	74 14.1%	12 21.7% *	5 19.4% *	- **	1 4.5% **	156 13.5%	14 13.2% *	130 12.5%	37 17.7% *	95 14.0%	54 14.6%	5 13.8% **	25 16.5%	116 13.7%	60 15.3%	83 13.5%	-	169 58.9% QS	-
2	118 9.4%	47 9.0%	8 14.5% *	3 10.2% *	- 15.4% **	1 2.8% **	106 9.2%	13 12.1% *	95 9.2%	23 11.3% *	63 9.2%	39 10.5%	2 4.2% **	10 6.3%	91 10.8%	32 8.1%	64 10.4%	-	118 41.1% QS	-
3	63 5.1%	25 4.7%	3 5.6% *	1 2.6% *	- **	- **	50 4.3%	14 13.2% F*	51 5.0%	12 5.9% *	39 5.7%	23 6.3%	- **	13 8.6%	49 5.8%	24 6.2%	35 5.8%	-	-	63 26.0% QR
4	36 2.8%	12 2.2%	3 4.8% *	1 4.5% *	- **	- **	35 3.0%	1 1.0% *	31 3.0%	5 2.2% *	23 3.4%	8 2.1%	1 1.8% **	4 2.7%	26 3.1%	8 2.2%	23 3.7%	-	-	36 14.6% QR
5	42 3.3%	15 2.8%	4 7.6% a*	2 6.4% *	1 28.9% **	- **	39 3.4%	2 2.4% *	36 3.5%	5 2.2% *	23 3.4%	13 3.5%	- **	4 2.6%	31 3.7%	15 3.8%	20 3.2%	-	-	42 17.0% QR
6	23 1.8%	6 1.1%	2 3.6% *	2 5.9% A*	- **	- **	22 1.9%	1 0.9% *	19 1.8%	4 1.9% *	14 2.1%	6 1.6%	1 2.4% **	- 0.3%	19 2.2%	1 0.4%	19 3.1% 0	-	-	23 9.3% QR
7	13 1.0%	- 0.1%	- *	- *	- **	- **	13 1.1%	- *	13 1.2%	- *	2 0.3%	6 1.6% j	- **	4 2.8% N	3 0.4%	4 1.1%	3 0.6%	-	-	13 5.2% QR
8	8 0.6%	3 0.6%	1 1.8% *	- *	- **	- **	7 0.6%	1 0.9% *	5 0.5%	2 1.0% *	5 0.8%	2 0.6%	- **	- 0.8%	7 0.8%	- 1.2% o	8 1.2%	-	-	8 3.1% QR
9	- *	- 0.1%	- *	- *	- **	- **	- *	- *	- *	- *	0.1%	- **	- **	- *	- *	- 0.1%	-	-	-	0.2%
10+	60 4.8%	11 2.1%	2 2.8% *	2 6.8% a*	- **	- **	59 5.1%	1 0.9% *	55 5.3%	5 2.2% *	34 5.0%	9 2.4%	- **	7 4.3%	36 4.3%	9 2.3%	34 5.5% o	-	-	60 24.6% QR
Less than one drink during an average week	416 33.2%	179 34.2%	19 33.8% *	8 28.8% *	- **	8 32.4% **	385 33.5%	31 29.5% *	353 34.1%	62 30.2% *	204 30.1%	126 34.1%	15 39.8% **	42 27.8%	270 31.8%	139 35.3%	177 29.0%	416 100.0% RS	-	-
Never drink alcohol	285 22.8%	143 27.3% BC	2 3.7% *	2 6.6% *	2 55.7% **	15 59.3% **	260 22.6%	25 24.2% *	230 22.2%	49 23.7% *	160 23.5%	81 21.9%	14 35.2% **	37 24.6%	185 21.9%	91 23.2%	135 22.2%	-	-	-
Don't know/Prefer not to say	20 1.6%	9 1.7%	- *	2 8.7% AB*	- **	- **	19 1.6%	2 1.7% *	17 1.7%	3 1.6% *	16 2.4%	3 0.7%	1 2.7% **	5 3.6%	13 1.5%	8 2.1%	10 1.7%	-	-	-

- Column Means:  
Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Q24. NUMBER OF ALCOHOLIC DRINK IN AVERAGE WEEK  
 Base: TOTAL RESPONDENTS

FASD - 200103365

	REGION					
	Total	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)
Unweighted Base	1253	150	300	351	252	200
Base	1253	82	289	485	232	164
1	169 13.5%	9 11.6% *	43 14.8%	65 13.3%	29 12.6%	23 14.2%
2	118 9.4%	8 10.0% *	37 12.7%	40 8.2%	19 8.2%	14 8.8%
3	63 5.1%	2 2.8% *	23 7.8% c	18 3.8%	10 4.5%	10 5.9%
4	36 2.8%	1 1.0% *	10 3.6%	10 2.1%	10 4.1%	5 2.9%
5	42 3.3%	5 5.9% D*	7 2.5%	19 3.9%	3 1.4%	7 4.4% d
6	23 1.8%	1 1.7% *	7 2.3%	7 1.4%	6 2.5%	2 1.2%
7	13 1.0%	- - *	7 2.4% d	4 0.8%	- -	2 1.0%
8	8 0.6%	1 0.7% *	2 0.7%	2 0.5%	- 0.2%	2 1.3%
9	- *	- - *	- 0.1%	- -	- -	- -
10+	60 4.8%	5 6.1% *	18 6.3%	20 4.2%	8 3.6%	8 4.8%
Less than one drink during an average week	416 33.2%	28 33.5% *	101 34.9%	171 35.3%	66 28.6%	49 30.1%
Never drink alcohol	285 22.8%	21 25.0% B*	33 11.3%	121 24.9% B	71 30.5% B	40 24.5% B
Don't know/Prefer not to say	20 1.6%	1 1.7% *	2 0.7%	7 1.4%	9 3.7% b	2 1.0%

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q25. IN L6M OCCASION THAT CONSUMED MORE THAN 4/5 DRINK IN 4 HOURS  
 Base: TOTAL DRINK ANY ALCOHOL DURING AVERAGE WEEK

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO \$60K (G)	\$60K TO \$80K (H)	\$80K TO \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEGE CEGEP NON-UNIVERSITY (N)	GRAD. UNIVERSITY OR HIGH- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	951	356	595	168	395	388	170	120	128	132	325	30	153	38	272	452	460	137	104	202
Base	968	498	470	347	363	257	213	117	154	117	283	26	217	39	273	406	433	148	101	234
0	433 44.8%	209 41.9%	224 47.8%	125 36.1%	170 46.9% C	137 53.4% C	91 42.7% *	56 48.1% *	72 46.6% *	56 48.3% *	118 41.6% *	15 58.6% **	89 41.1% *	21 52.4% **	111 40.7% *	196 48.3% *	433 100.0% QRS	-	-	-
1	148 15.3%	72 14.5%	76 16.2%	70 20.3% dE	48 13.1%	30 11.8%	47 22.3% J*	19 16.1% *	27 17.7% *	17 14.2% *	34 12.1%	3 12.6% **	43 19.7% *	1 3.6% **	42 15.5%	58 14.4%	-	148 100.0% PRS*	-	-
2	101 10.5%	59 11.8%	43 9.1%	34 9.8%	33 9.1%	34 13.4% d	24 11.2% *	10 8.2% *	13 8.4% *	12 10.5% *	34 12.2%	3 9.6% **	23 10.4% *	3 7.8% **	23 8.3%	51 12.5%	-	-	101 100.0% PQS*	
3	42 4.3%	15 3.0%	27 5.7%	13 3.8%	22 6.1% E	6 2.4%	4 1.9% *	2 1.9% *	4 2.4% *	6 5.0% *	22 7.8% FGh	-	3 1.5% *	2 4.0% **	17 6.1% l	19 4.8%	-	-	42 17.8% PQR	
4	29 3.0%	17 3.4%	12 2.5%	12 3.4%	10 2.7%	7 2.8%	4 2.0% *	7 6.2% *	3 2.3% *	2 1.8% *	7 2.4%	1 2.4% **	6 2.8% *	4 9.9% **	8 3.0%	10 2.5%	-	-	29 12.3% PQR	
5	38 3.9%	22 4.5%	16 3.4%	23 6.6% E	12 3.3%	3 1.3%	8 3.7% *	4 3.7% *	10 6.2% *	6 5.3% *	10 3.5%	2 6.6% **	8 3.7% *	-	14 5.2%	14 3.5%	-	-	38 16.3% PQR	
6	27 2.8%	14 2.8%	13 2.8%	10 3.0%	10 2.9%	6 2.5%	6 2.6% *	5 4.5% i*	4 2.6% *	-	12 4.3% i	-	5 2.5% *	-	15 5.5% 0	7 1.7%	-	-	27 11.6% PQR	
7	4 0.4%	3 0.6%	1 0.3%	4 1.1%	-	-	1 0.6% *	-	-	3 2.4% J*	-	-	-	-	-	4 0.9%	-	-	4 1.8% P	
8	8 0.9%	4 0.9%	4 0.9%	4 1.1%	2 0.6%	3 1.0%	2 1.0% *	2 1.5% *	1 0.8% *	-	3 1.2%	1 3.5% **	4 1.8% *	-	3 0.9%	1 0.3%	-	-	8 3.6% Pq	
9	1 0.1%	-	1 0.2%	-	1 0.2%	-	-	-	-	-	1 0.3%	-	-	-	-	1 0.2%	-	-	1 0.3%	
10+	85 8.8%	59 11.8% B	26 5.5%	37 10.7% e	33 9.0%	15 5.7%	15 7.0% *	5 4.5% *	9 6.0% *	11 9.3% *	33 11.5% g	1 3.5% **	27 12.6% 0*	8 19.3% **	24 9.0%	23 5.7%	-	-	85 36.2% PQR	
Don't know/Prefer not to say	51 5.3%	24 4.9%	27 5.7%	15 4.2%	22 6.1%	14 5.5%	11 5.0% *	6 5.3% *	11 6.9% *	4 3.2% *	9 3.1%	-	8 3.8% *	1 3.0% **	16 5.8%	21 5.1%	-	-	-	

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

Q25. IN L6M OCCASION THAT CONSUMED MORE THAN 4/5 DRINK IN 4 HOURS  
 Base: TOTAL DRINK ANY ALCOHOL DURING AVERAGE WEEK

FASD - 200103365

	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASIONAL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURRENTLY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	951	467	72	38	2	16	894	57	825	121	668	197	22	103	735	204	632	380	294	255
Base	968	380	53	25	1	10	889	79	805	158	519	288	25	114	661	301	475	416	288	244
0	433 44.8%	188 49.3% b	19 35.7% *	8 31.7% **	1 100.0% **	9 86.4% **	389 43.8%	44 55.9% **	354 43.9%	76 48.1% *	249 48.0%	123 42.7%	17 68.0% **	49 43.1% *	305 46.1%	122 40.6%	239 50.3% 0	237 57.0% S	142 49.3% S	50 20.7%
1	148 15.3%	62 16.4%	9 16.6% *	5 19.4% **	- - **	- - **	144 16.3%	4 4.9% **	130 16.2%	18 11.4% *	81 15.6%	44 15.2%	1 2.8% **	17 14.6% *	104 15.8%	52 17.3%	67 14.1%	74 17.9% S	50 17.6% S	20 8.3%
2	101 10.5%	32 8.4%	7 12.3% *	4 16.0% **	- - **	- - **	88 9.9%	13 17.1% **	78 9.7%	23 14.6% *	57 11.0%	24 8.3%	4 17.9% **	14 12.6% *	60 9.1%	28 9.1%	49 10.3%	39 9.5%	33 11.5%	29 11.9%
3	42 4.3%	16 4.2%	7 12.3% A*	4 15.2% **	- - **	- - **	40 4.5%	1 1.4% **	38 4.7%	4 2.4% *	25 4.7%	12 4.2%	1 4.8% **	10 8.7% n*	26 3.9%	12 3.9%	24 5.2%	6 1.4%	15 5.2% Q	17 7.0% Q
4	29 3.0%	10 2.7%	- 0.5% *	1 6.0% **	- - **	- - **	28 3.2%	- 0.6% **	27 3.3%	1 0.4% *	13 2.6%	9 3.1%	- - **	1 1.1% *	21 3.2%	7 2.2%	14 2.9%	7 1.6%	9 3.1%	13 5.1% Q
5	38 3.9%	15 3.9%	1 2.2% *	- - **	- - **	- - **	37 4.2%	1 1.6% **	37 4.6%	1 0.8% *	15 2.8%	15 5.3%	- - **	3 2.8% *	27 4.1%	17 5.5% P	9 2.0%	13 3.1%	15 5.1%	11 4.4%
6	27 2.8%	10 2.7%	2 3.7% *	- 2.0% **	- - **	- - **	24 2.7%	3 3.6% **	25 3.0%	3 1.7% *	15 2.8%	12 4.0%	- - **	6 5.6% *	19 2.9%	12 4.0%	13 2.6%	- 0.1%	4 1.3%	22 9.1% QR
7	4 0.4%	- 0.1%	1 1.9% A*	- - **	- - **	- - **	3 0.3%	1 1.3% **	- *	4 2.4% H*	- 0.1%	4 1.3% j	- - **	- - **	4 0.6%	4 1.3% P	- 0.1%	- 0.1%	3 1.0%	1 0.4%
8	8 0.9%	3 0.7%	- 0.9% *	1 4.5% **	- - **	- - **	8 1.0%	- - **	7 0.9%	1 0.8% *	3 0.6%	3 1.1%	- - **	- - **	6 1.0%	1 0.3%	5 1.1%	1 0.3%	5 1.8%	2 0.8%
9	1 0.1%	- -	- - *	1 3.2% **	- - **	- - **	1 0.1%	- - **	1 0.1%	- - *	1 0.2%	- -	- - **	- - **	1 0.1%	- -	1 0.2%	- -	- -	1 0.3%
10+	85 8.8%	18 4.8%	7 12.4% A*	- 2.0% **	- - **	1 6.8% **	76 8.6%	9 11.0% **	60 7.4%	25 15.8% H*	32 6.2%	27 9.4%	1 3.7% **	9 8.3% *	49 7.4%	31 10.4% P	28 5.9%	4 1.1%	12 4.2% Q	68 27.9% QR
Don't know/Prefer not to say	51 5.3%	26 6.9%	1 1.4% *	- - **	- - **	- - **	49 5.5%	2 2.5% **	48 6.0%	3 1.6% *	28 5.4%	15 5.3%	1 2.8% **	4 3.1% *	39 6.0%	16 5.3%	26 5.5%	33 8.0% R	- -	10 3.9% R

- Column Means:  
 Weighted by: Weight

Prepared for Client by TNS

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)



Q25. IN L6M OCCASION THAT CONSUMED MORE THAN 4/5 DRINK IN 4 HOURS  
 Base: TOTAL DRINK ANY ALCOHOL DURING AVERAGE WEEK

FASD - 200103365

Total	REGION					BC + TERR. (E)
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)		
Unweighted Base	951	108	256	255	181	151
Base	968	62	256	364	161	124
0	433 44.8%	27 43.2% *	120 46.9%	169 46.5%	66 40.9%	51 40.9%
1	148 15.3%	6 9.1% *	47 18.3%	52 14.2%	20 12.7%	23 18.9% a
2	101 10.5%	7 11.4% *	32 12.5%	33 9.0%	19 11.7%	11 8.6%
3	42 4.3%	4 7.3% C*	10 3.7%	8 2.1%	10 6.3% c	10 7.8% C
4	29 3.0%	3 4.2% *	9 3.5%	7 1.8%	5 3.3%	5 4.2%
5	38 3.9%	4 6.4% *	5 2.0%	18 4.9%	8 5.1%	3 2.4%
6	27 2.8%	2 2.7% *	5 1.9%	13 3.4%	5 2.9%	4 2.9%
7	4 0.4%	- 0.4% *	-	3 0.8%	1 0.6%	-
8	8 0.9%	- - *	1 0.4%	2 0.6%	2 1.4%	3 2.6% bc
9	1 0.1%	- - *	-	1 0.2%	-	-
10+	85 8.8%	9 14.0% *	25 9.6%	27 7.5%	16 9.7%	8 6.8%
Don't know/Prefer not to say	51 5.3%	1 1.3% *	3 1.2%	32 8.9% aB	9 5.3% B	6 5.0% b

- Column Means:  
 Weighted by: Weight  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Proportions:  
 Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

SAMPLE REGION  
Base: TOTAL RESPONDENTS

	GENDER		AGE			INCOME					EDUCATION				Q25 BINGE DRINKING L6M					
	Total	MALE (A)	FEMALE- (B)	18-29 (C)	30-39 (D)	40+ (E)	UNDER \$40K (F)	\$40K TO UNDER \$60K (G)	\$60K TO UNDER \$80K (H)	\$80K TO UNDER \$100K (I)	\$100K+ (J)	LESS THAN H. S. GRAD. (K)	H. S. GRAD. (L)	REG. APSHIP OTHER TRADS DPLMA (M)	COLLEG- E CEGEP NON- UNI- VERSIT- Y (N)	GRAD. UNI- VERSIT- Y OR HI GHER- (O)	0 (P)	1 (Q)	2 (R)	3+ (S)
Unweighted Base	1253	453	800	228	509	516	249	162	156	169	398	50	217	49	331	599	460	137	104	202
Base	1253	620	633	452	460	341	286	156	183	151	351	47	292	48	326	533	433	148	101	234
BC/ TERRITORIES	164 13.1%	80 12.9%	84 13.3%	58 12.8%	64 13.9%	42 12.3%	43 15.1%	22 13.9%	19 10.5%*	16 10.9%	41 11.7%	5 10.8%*	40 13.7%	5 11.3%*	38 11.7%	76 14.2%	51 11.7%	23 15.8%*	11 10.5%*	33 14.1%
PRAIRIES	232 18.5%	117 18.9%	115 18.2%	89 19.6%	87 19.0%	56 16.4%	37 13.0%	20 13.0%	27 15.0%*	37 24.5% FGh	91 25.8% FGH	5 10.6%*	65 22.4% N	9 19.2%*	42 13.0%	106 20.0% N	66 15.3%	20 13.8%*	19 18.6%*	47 20.3%
ONTARIO	485 38.7%	238 38.4%	247 39.1%	177 39.2%	159 34.5%	149 43.8% D	107 37.6%	65 41.6%	89 48.7% fJ*	56 37.4%	121 34.5%	23 49.4% m*	113 38.6%	13 26.4%*	116 35.4%	218 40.9% m	169 39.1%	52 35.0%*	33 32.4%*	78 33.3%
QUEBEC	289 23.1%	145 23.4%	144 22.8%	103 22.7%	116 25.3%	70 20.6%	85 29.6% hJ	42 26.6%	35 19.3%*	30 20.2%	71 20.3%	11 23.1%*	54 18.4%	17 36.1% LO*	105 32.1% LO	103 19.3%	120 27.8%	47 31.7%*	32 31.6%*	54 23.1%
ATLANTIC	82 6.5%	40 6.5%	42 6.6%	26 5.7%	33 7.2%	23 6.8%	14 4.8%	8 4.9%	12 6.5%*	11 7.0%	27 7.6%	3 6.1%*	20 7.0%	3 6.9%*	25 7.8%	30 5.7%	27 6.1%	6 3.8%*	7 6.9%*	22 9.2%

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:  
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q/R/S, (10%): a/b, c/d/e, f/g/h/i/j, k/l/m/n/o, p/q/r/s  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

SAMPLE REGION  
Base: TOTAL RESPONDENTS

Total	Alcohol use during pregnancy					AWARE ANY FASD		RECALL EFFECT OF ALCHL		EVER GIVEN BIRTH		PREGNANCY IN NEXT 2 YR			PREGNANCY IN FUTURE		# DRINKS/WK LAST MONTH			
	STOP ALL USE (A)	RARE DRINK (B)	OCCASION-AL (C)	REG 1/WK (D)	DON'T USE ALCHL (E)	YES (F)	NO (G)	YES (H)	NO (I)	YES (J)	NO (K)	CURR-ENT-LY (L)	THINK ABOUT IT (M)	NOT PREG/NO PLAN (N)	YES (O)	NO (P)	< 1 (Q)	1-2 (R)	3+ (S)	
Unweighted Base	1253	642	75	41	4	38	1169	84	1077	166	876	261	37	141	950	283	812	380	294	255
Base	1253	523	55	26	3	25	1149	104	1036	207	679	369	39	151	847	392	611	416	288	244
BC/ TERRITORIES	164 13.1%	69 13.1%	8 14.0%*	5 17.1%*	- 17.9%**	3 10.4%**	154 13.4%	10 9.8%*	143 13.8%	20 9.8%*	82 12.1%	47 12.6%	3 7.4%**	15 10.2%	109 12.9%	39 9.8%	85 14.0%	49 11.9%	38 13.1%	35 14.4%
PRAIRIES	232 18.5%	101 19.2%	8 14.2%*	2 9.2%*	1 37.8%**	3 13.0%**	225 19.6% G	7 6.8%*	205 19.8%	28 13.3%*	132 19.4%	66 17.8%	11 27.2%**	35 23.2%	150 17.7%	77 19.6%	113 18.5%	66 16.0%	48 16.8%	38 15.6%
ONTARIO	485 38.7%	214 40.8%	18 32.8%*	8 29.8%*	1 28.9%**	7 27.1%**	451 39.3%	34 33.1%*	389 37.6%	88 42.5%*	239 35.2%	162 43.9% J	17 43.5%**	56 36.8%	328 38.8%	171 43.6% P	212 34.6%	171 41.3%	104 36.2%	82 33.5%
QUEBEC	289 23.1%	104 19.9%	19 33.7% A*	10 37.7% A*	- 15.4%**	11 45.2%**	241 21.0%	48 46.2% F*	225 21.7%	63 30.5% h*	173 25.4%	79 21.3%	8 19.6%**	35 22.8%	201 23.8%	84 21.3%	156 25.5%	101 24.3%	80 27.7%	74 30.4%
ATLANTIC	82 6.5%	36 7.0%	3 5.3%*	2 6.1%*	- 4.3%**	1 4.3%**	78 6.8%	4 4.2%*	74 7.2%	8 3.8%*	53 7.8%	16 4.3%	1 2.2%**	10 6.9%	58 6.9%	22 5.6%	45 7.4%	28 6.6%	18 6.2%	15 6.1%

- Column Means:

Weighted by: Weight

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Proportions:

Columns Tested (5%): A/B/C/D/E, F/G, H/I, J/K, L/M/N, O/P, Q/R/S, (10%): a/b/c/d/e, f/g, h/i, j/k, l/m/n, o/p, q/r/s

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS

SAMPLE REGION  
Base: TOTAL RESPONDENTS

FASD - 200103365

Total	REGION					
	ATL- ANTIC (A)	QUEBEC- (B)	ONT- ARIO (C)	PRAI- RIES (D)	BC + TERR. (E)	
Unweighted Base	1253	150	300	351	200	
Base	1253	82	289	485	232	
BC/ TERRITORIES	164 13.1%	- *	- -	- -	- -	164 100.0% ABCD
PRAIRIES	232 18.5%	- *	- -	- -	232 100.0% ABCE	
ONTARIO	485 38.7%	- *	- -	485 100.0% ABDE	- -	
QUEBEC	289 23.1%	- *	289 100.0% ACDE	- -	- -	
ATLANTIC	82 6.5%	82 100.0% BCDE*	- -	- -	- -	

- Column Means:  
Weighted by: Weight  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Proportions:  
Columns Tested (5%): A/B/C/D/E, (10%): a/b/c/d/e  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

Prepared for Client by TNS