



# SASKATCHEWAN PREVENTION INSTITUTE

## FASD Prevention – Post-Campaign Survey

Final Report Summary

July 2006

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Saskatchewan Prevention Institute  
FASD Prevention – Post-Campaign Survey

Final Report Summary

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## EXECUTIVE SUMMARY

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In June and July 2006, Fast Consulting conducted a public opinion survey with a representative sample of 400 Saskatchewan residents on behalf of the Saskatchewan Prevention Institute. The questions were designed specifically to test recall of the Fetal Alcohol Spectrum Disorder (FASD) advertising campaign and to track whether the campaign changed attitudes and perceptions regarding alcohol consumption and pregnancy.

With a sample of 400 Saskatchewan residents, we can say with a 95% level of certainty that the overall results of the FASD Prevention – Post-Campaign survey are within plus or minus 4.9% of what they would be if the entire adult population of the province were polled.

### Advertising Recall

- More than two thirds (71%) of residents recall hearing or seeing information or advertising about the use of alcohol during pregnancy in Saskatchewan.
- The large majority exhibit unaided recall seeing the advertisements on television (81%). When asked directly, 77% recall the advertisements on television, 51% on posters, 42% in newspapers and 38% on the radio.
- One quarter (26%) of those who recall seeing or hearing messages about alcohol and pregnancy indicate they learned something from the campaign. What residents learned includes don't drink alcohol during pregnancy, drinking during pregnancy can harm the baby and that the information reinforced what they already knew and increased their awareness.
- More than one third (36%) of those who recall seeing or hearing messages about alcohol and pregnancy recall the character(s) featured in the advertisement. The most commonly mentioned is the kangaroo character(s).

### Messages

- The majority (51%) of those residents who recall the advertising say the main message they received from the campaign is don't drink alcohol during pregnancy.

- The large majority (87%) of those residents who recall a message from the advertising think the messages are effective; one third (33%) think the messages are *very* effective.

### Understanding & Awareness

- The large majority of residents disagree that alcohol use during pregnancy has no effect of the child (97%), most effects due to alcohol consumed during pregnancy disappear as the child grows older (90%), only large amounts of alcohol during pregnancy can lead to disabilities in the child (86%) and the effects of alcohol use on the development of an unborn baby is unknown (76%).
- The large majority (96%) of residents agree that alcohol use during pregnancy can lead to life-long disabilities in the child.
- The large majority (82%) of residents think pregnant women can drink no alcohol at all and be confident the babies they are carrying will not be harmed, which is an increase from 70% in the pre-campaign survey.
- Almost all (96%) residents think there is no safe time to drink alcohol during pregnancy when the unborn baby will not be affected, which is an increase from 89% in the pre-campaign survey.
- More than three quarters (83%) of residents think if a woman is thinking about getting pregnant she should stop drinking alcohol before she gets pregnant, up from 73% in the pre-campaign survey.
- Residents indicate they *have supported* a pregnant woman's choice not to drink alcohol (44%), told others about the harmful effects of drinking alcohol (42%), planned not to drink alcohol during pregnancy or when breast feeding (only asked of females) (36%), chose not to drink alcohol as a way of showing support (35%) and offered non-alcoholic beverages to a pregnant woman (27%).
- The majority of residents indicate they *could support* a pregnant woman's choice not to drink alcohol (54%) and talk to others about the harmful effects of drinking alcohol (54%).
- Close to one half say they *could* offer non-alcoholic beverages to a pregnant woman (49%) and choose not to drink alcohol as a way of showing support (47%).

## METHODOLOGY

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In June and July 2006, Fast Consulting conducted a public opinion survey with a representative sample of 400 Saskatchewan residents on behalf of the Saskatchewan Prevention Institute. The questions were designed specifically to test recall of the Fetal Alcohol Spectrum Disorder (FASD) advertising campaign and to track whether the campaign changed attitudes and perceptions regarding alcohol consumption and pregnancy. In this report summary, the post-campaign survey results are compared and contrasted with results from the pre-campaign survey conducted in June 2005, when applicable.

The sample frame for this opinion research survey was constructed to obtain complete interviews from a random sample of 400 residents throughout Saskatchewan. Respondents were randomly selected from a randomly generated electronic sample of the province using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of important demographic characteristics evident in the population. Some examples include gender, age, and level of education.

Saskatchewan residents were interviewed between June 15<sup>th</sup> and July 19<sup>th</sup>, 2006. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Fast Consulting's in-house consumer's opinion interviewers using our DASH computer aided telephone interviewing (CATI) call centre.

The FASD post-campaign survey sample size of 400 residents yields opinion measurements with a statistical level of confidence of 95 percent, within an overall margin of error of plus or minus 4.9 percentage points. The margin of error will be larger for sub-groups of the survey population.

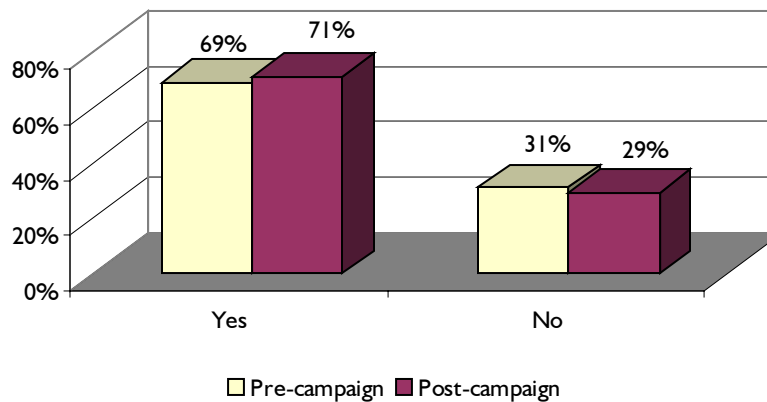
Fast Consulting designed and implemented programs to facilitate the statistical analysis using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data.

## 1.0 ADVERTISING RECALL

Recently there have been awareness messages for the general public in Saskatchewan on the use of alcohol during pregnancy.

### 1.1 Advertising Recall

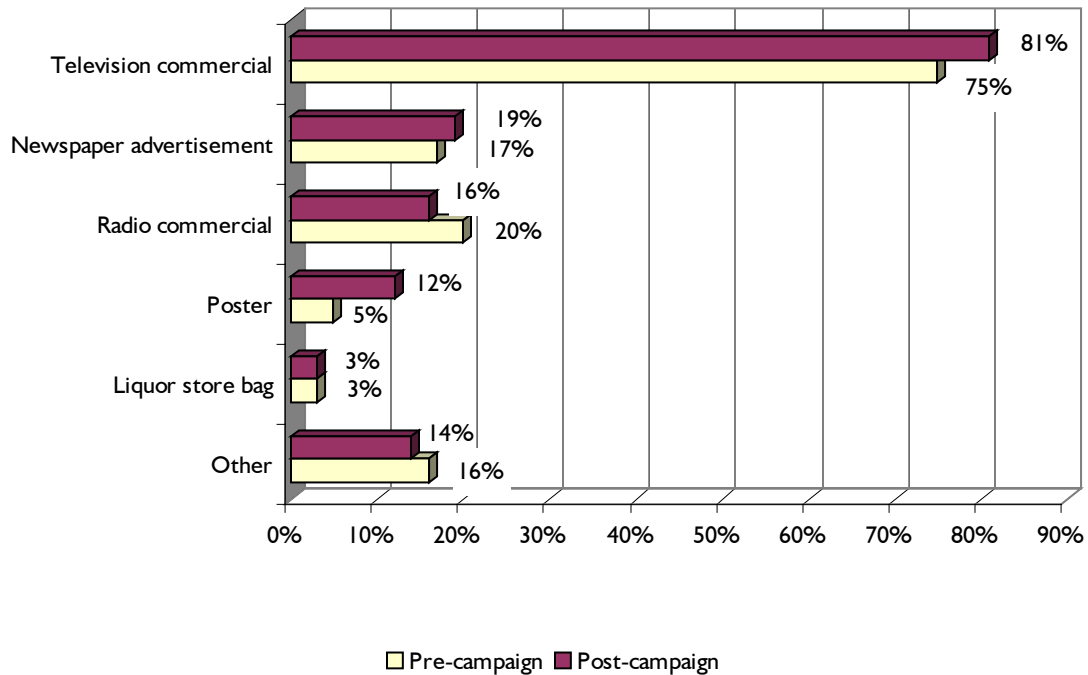
**Question** Do you recall hearing or seeing information or advertisements recently about the use of alcohol during pregnancy in Saskatchewan?



- More than two thirds (71%) of residents recall hearing or seeing information or advertisements about the use of alcohol during pregnancy in Saskatchewan. This is consistent to results from the pre-campaign survey conducted in June 2005 where 69% recall advertising about the use of alcohol during pregnancy.
- Females (76%) are more likely than males (63%) to recall hearing or seeing information or advertisements about the use of alcohol during pregnancy in Saskatchewan.
- Residents who have children (72%) are more likely than those who do not (64%) to recall advertisements about the use of alcohol during pregnancy in Saskatchewan.
- Residents with income between \$20,000 and \$50,000 (81%) are more likely than residents whose income is less than \$20,000 (62%) and over \$50,000 (65%) to recall advertisements about the use of alcohol during pregnancy in Saskatchewan.

## 1.2 Source of Message – Unaided Recall

**Question** Where did you hear or see this information or advertisements?

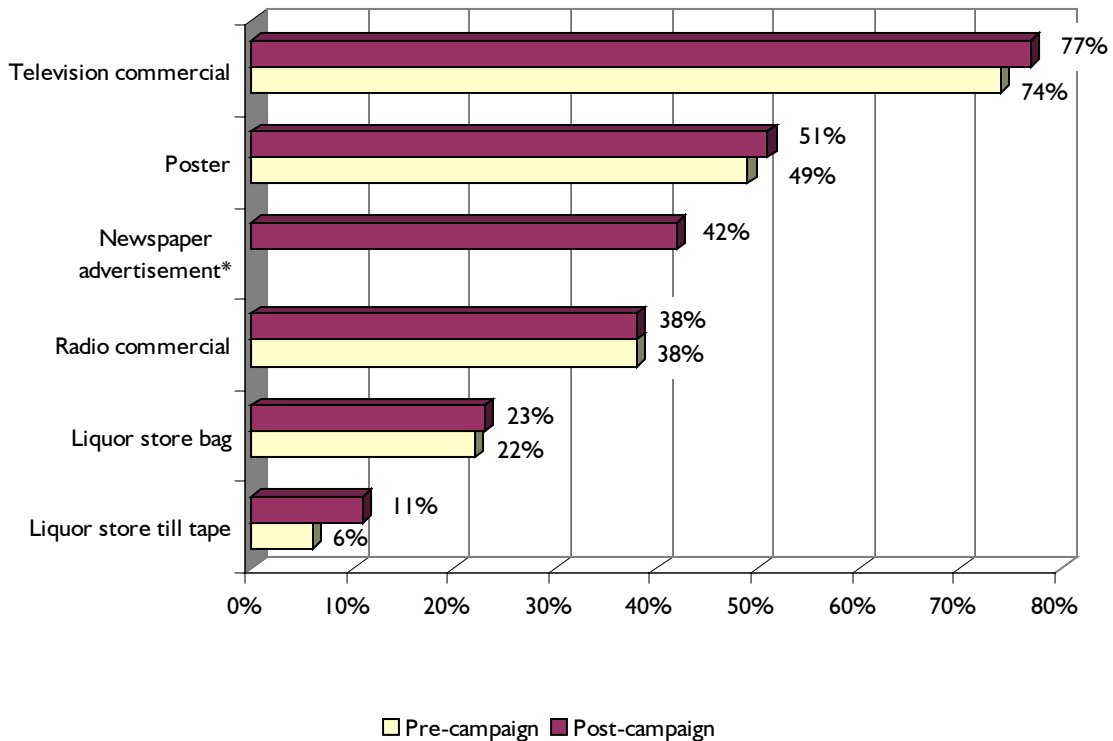


- The large majority (81%) of those residents who recall hearing or seeing information or advertisements about the use of alcohol during pregnancy in Saskatchewan recall seeing the message in a television commercial, which is an increase from 75% in the pre-campaign survey.



### 1.3 Source of Message – Aided Recall

**Question** Now, I will list some sources of messages about alcohol and pregnancy. Which of the following do you recall seeing or hearing in Saskatchewan?

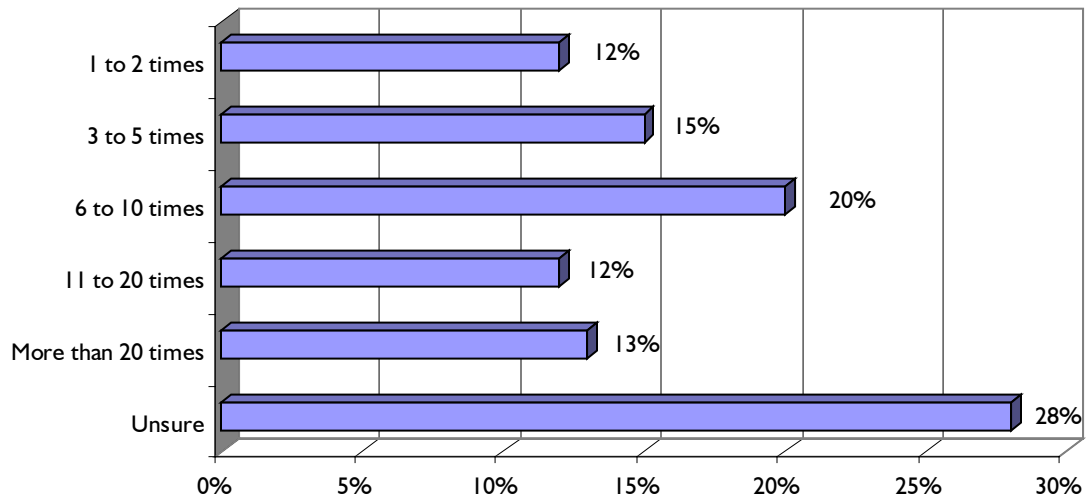


\* Newspaper advertisement was not asked directly in the pre-campaign survey.

- When asked directly, more than three quarters (77%) of residents recall seeing or hearing messages about alcohol and pregnancy in a television commercial. Approximately 51% recall seeing a message on a poster, 42% in a newspaper advertisement and 38% recall hearing messages about alcohol and pregnancy in a radio commercial.
- Females (56%) are more likely than males (42%) to recall seeing a message on a poster.
- Residents who have children are more likely than those who do not to recall seeing a message on a poster (53% vs. 32%) and in a newspaper (44% vs. 27%).

### 1.4 Frequency of Recall

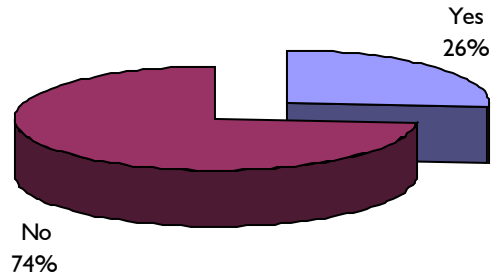
**Question** To the best of your knowledge, approximately, how many times do you recall seeing or hearing the information/advertisement?



- Approximately 12% of those residents who recall seeing or hearing the information/advertisement indicate seeing or hearing it one to two times, 15% say between three and five times, 20% six to 10 times and 25% more than 10 times.

### 1.5 Learn From the Campaign

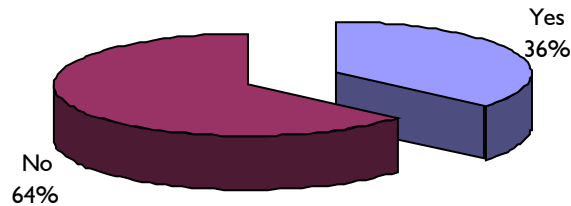
**Question** After hearing the information/advertisement, did you learn anything from this campaign?



- One quarter (26%) of those residents who recall seeing or hearing messages about alcohol and pregnancy indicate they learned something from the campaign.
- Residents with some high school or less education (39%) are more likely than those who have completed high school (23%) and those with post-secondary education (26%) with higher levels of education to indicate they learned something from the campaign.
- Of those who learned something from the campaign, 9% mention don't drink alcohol during pregnancy, 7% mention drinking during pregnancy can harm the baby, 4% say the information reinforced what they already knew and 3% say the message increased their awareness.

## 1.6 Character Recall

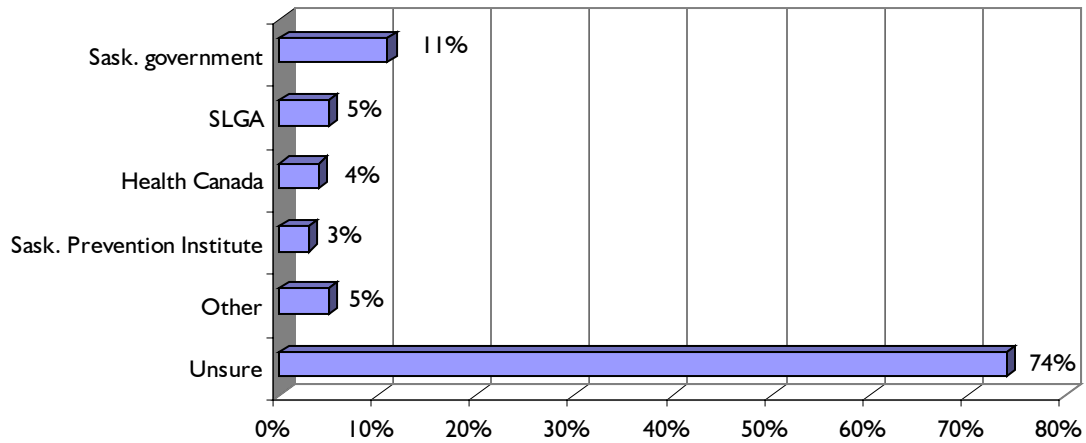
**Question** Do you recall what character(s) was/were featured in the commercial and/or advertisement?



- More than one third (36%) of those residents who recall seeing or hearing messages about alcohol and pregnancy recall the character(s) that was/were featured in the advertisement.
- As age decreases residents are more likely to recall the character(s) that was/were featured in the advertising (18-40 – 43%, 41-65 – 37%, 65+ - 18%).
- Residents with post-secondary education (43%) are more likely than those who have completed high school (27%) and some high school or less (31%) to recall the character(s) that was/were featured in the advertising.
- Of those who recall the character(s) that was/were featured in the advertisement, 10% mention the kangaroo character(s), 6% recall a pregnant woman, 5% recall a group of people at a table, 3% say teenagers or young people and 3% recall a couple.

### 1.7 Sponsor Recall

**Question** Can you recall who sponsored the message(s) regarding alcohol and pregnancy?



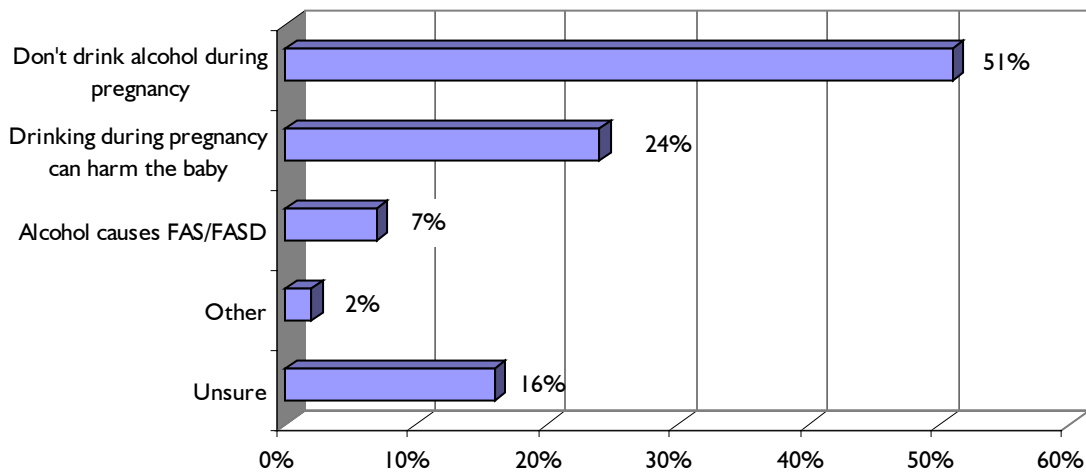
- Three quarters (74%) of residents do not recall the sponsor of the alcohol and pregnancy messages. Of those who do recall the sponsor, 11% identify the Saskatchewan government, 5% mention the Saskatchewan Liquor and Gaming Authority, 4% say Health Canada and 3% identify the Saskatchewan Prevention Institute as the sponsor.

## 2.0 MESSAGES

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### 2.1 Main Messages

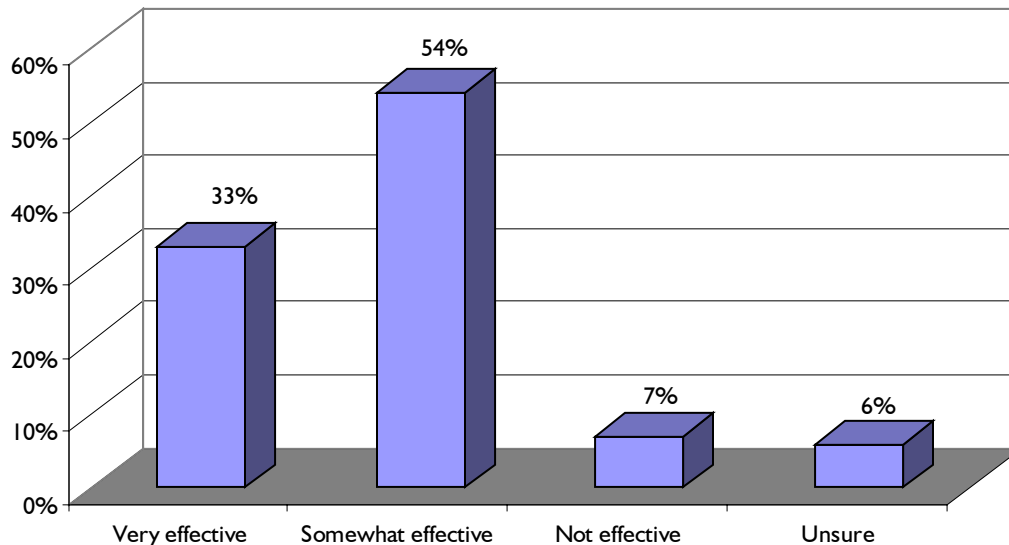
**Question** What was the main message(s) you received from the campaign?



- The majority (51%) of those residents who recall the advertising say the main message they received from the campaign is don't drink alcohol during pregnancy. One quarter (24%) indicate the main message they received is drinking during pregnancy can harm the baby.

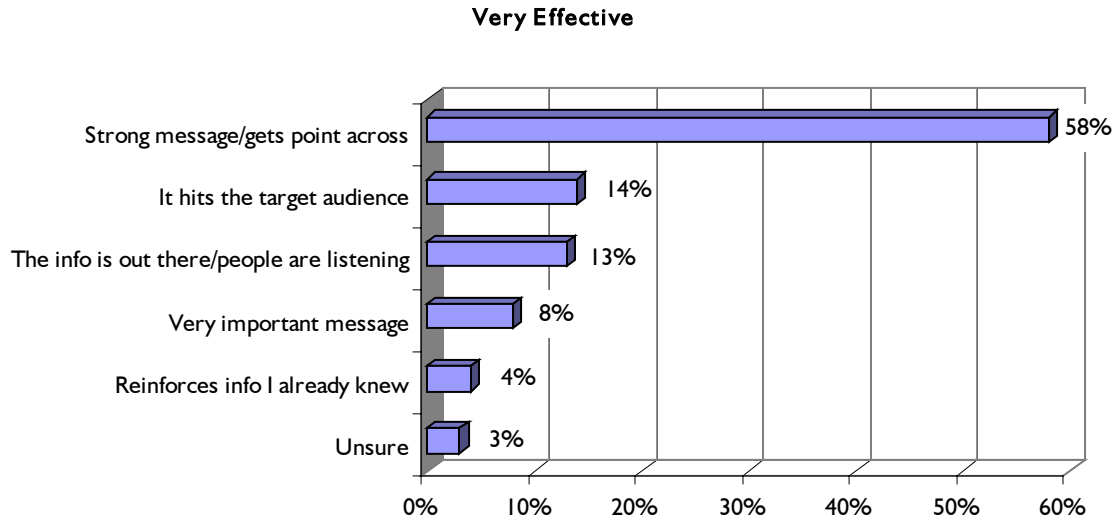
## 2.2 Message Effectiveness

**Question** How effective do you feel the messages were?



- The large majority (87%) of those residents who recall a message from the campaign think the messages are effective (64% of all respondents); one third (33%) think the messages are *very* effective (24% of all respondents).
- Females (37%) are more likely than males (24%) to think the messages are very effective.
- Residents who have children (36%) are more likely than those who do not (15%) to think the messages are very effective.
- Residents with high school or less education (44%) are more likely than those who have completed high school (32%) and those with post-secondary education (31%) to think the messages are very effective.
- Residents whose income is less than \$20,000 (47%) are more likely than residents with income between \$20,000 and \$50,000 (39%) and over \$50,000 (23%) to think the messages are very effective.

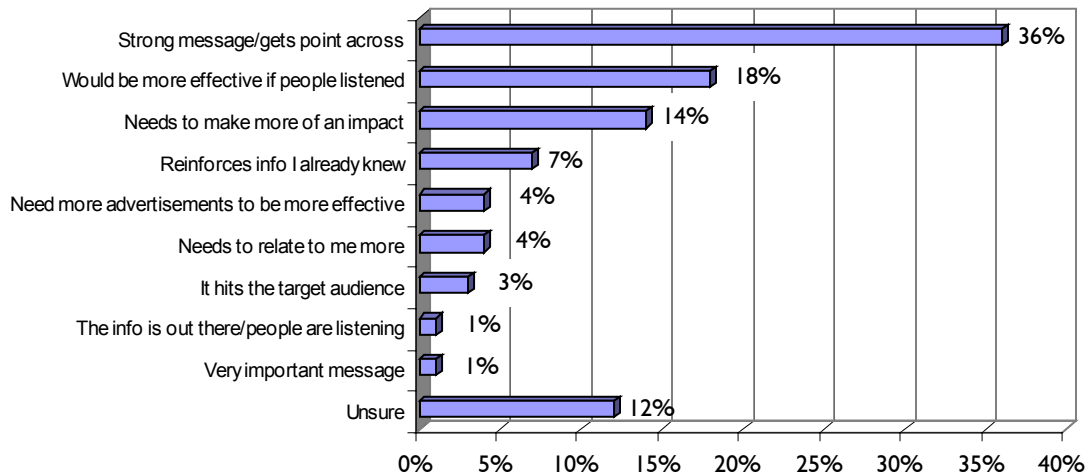
**Question** Why was the message [insert choice from previous question] effective or not effective?



- Of the 33% of respondents who think the messages are *very* effective, the majority (58%) think it is a strong message that gets the point across (14% of all respondents).

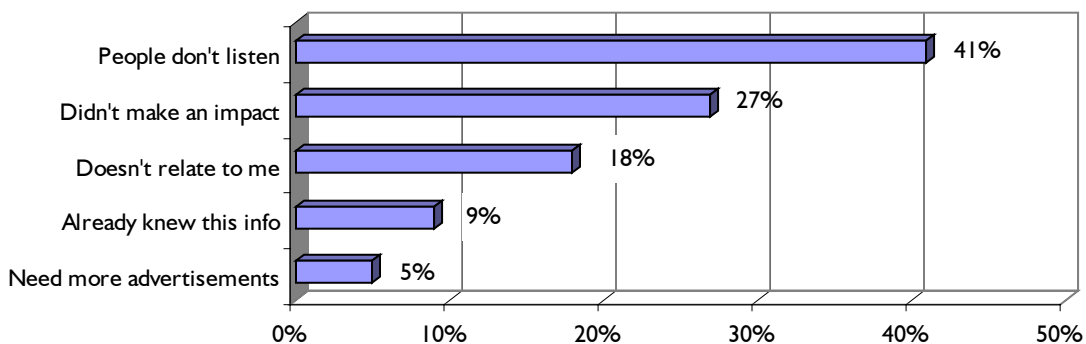


### Somewhat Effective



- Of the 54% of respondents who think the messages are *somewhat* effective, more than one third (36%) think it is a strong message that gets the point across (14% of all respondents).

### Not Effective



- Reasons respondents give for thinking the messages are not effective include people don't listen/don't get it (41%, or 2% of all respondents), the message didn't make an impact (27%, or 2% of all respondents) and the message doesn't relate to them (18%, or 1% of all respondents).

## 3.0 UNDERSTANDING & AWARENESS

### 3.1 *Opinions About Alcohol and Pregnancy*

Now I am going to ask you your opinion about alcohol and pregnancy.

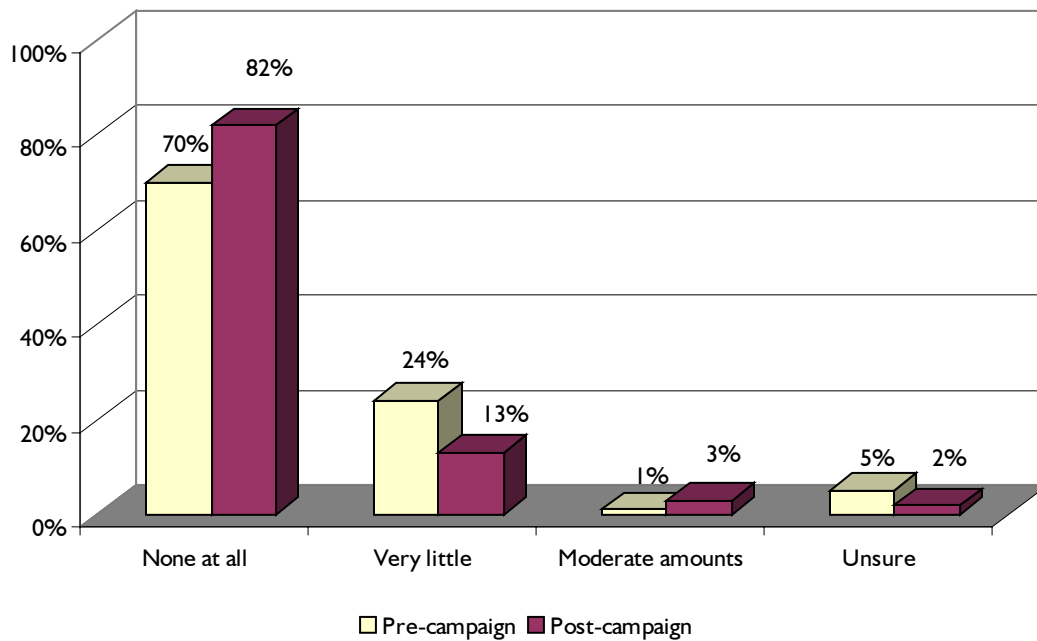
**Question** Please indicate whether you agree or disagree with each of the following statements about the effects of drinking alcohol during pregnancy.

	Agree		Disagree	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
Alcohol use during pregnancy has no effects on the child	2%	3%	97%	97%
Most effects due to alcohol consumed during pregnancy disappear as the child grows older	6%	7%	89%	90%
Only large amounts of alcohol during pregnancy can lead to disabilities in the child	16%	13%	82%	86%
The effects of alcohol use on the development of an unborn baby is unknown	16%	19%	79%	76%
Alcohol use during pregnancy can lead to life-long disabilities in the child	97%	96%	1%	3%

- The large majority of residents disagree that alcohol use during pregnancy has no effect of the child (97%), most effects due to alcohol consumed during pregnancy disappear as the child grows older (90%), only large amounts of alcohol during pregnancy can lead to disabilities in the child (86%) and the effects of alcohol use on the development of an unborn baby is unknown (76%).
- The large majority (96%) of residents agree that alcohol use during pregnancy can lead to life-long disabilities in the child.
- Residents with some high school or less education and income less than \$20,000 are more likely to agree that alcohol use during pregnancy has no effect of the child (7% and 19% respectively), most effects due to alcohol consumed during pregnancy disappear as the child grows older (16% and 27%), only large amounts of alcohol during pregnancy can lead to disabilities in the child (19% and 42%) and the effects of alcohol use on the development of an unborn baby is unknown (29% and 27%).
- Residents with some high school or less education and income less than \$20,000 are also less likely to agree that alcohol use during pregnancy can lead to life-long disabilities in the child (86% and 85% respectively).

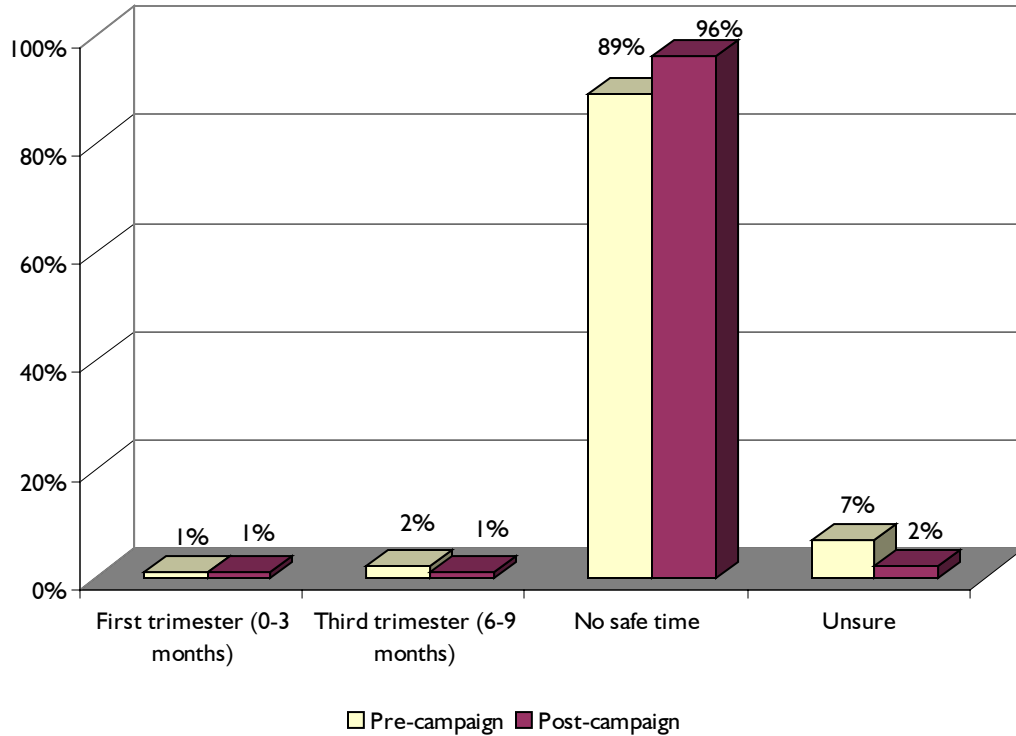
### 3.2 Consuming Alcohol During Pregnancy

**Question** In your opinion, how much alcohol can pregnant women consume and be confident the baby they are carrying will not be harmed?



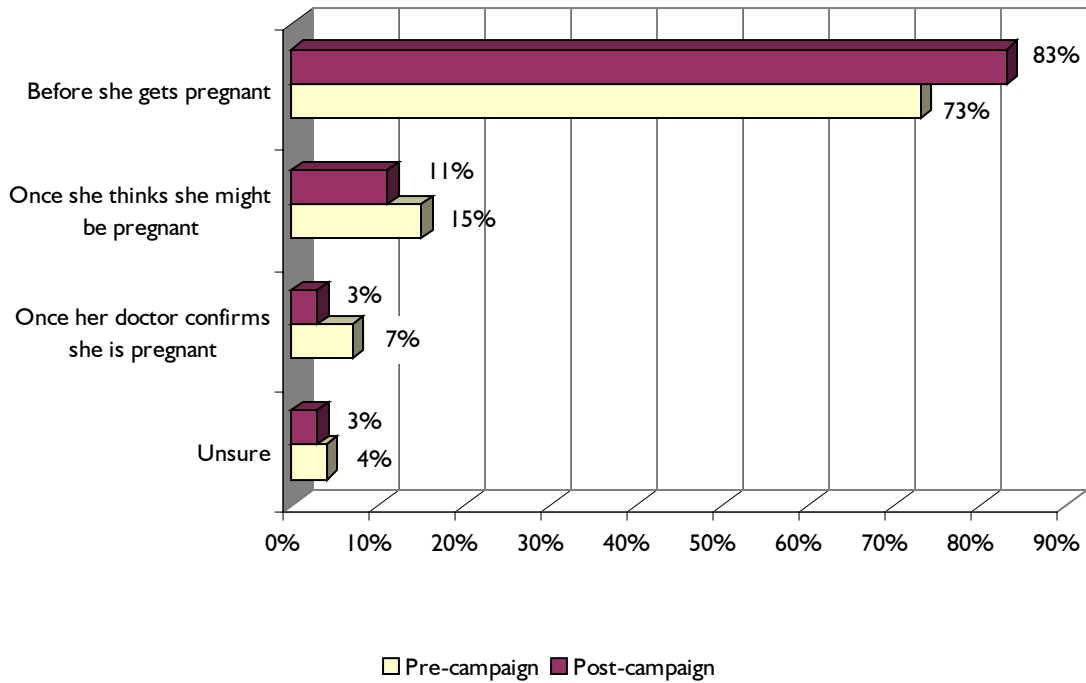
- The large majority (82%) of residents think pregnant women can drink no alcohol at all and be confident the baby they are carrying will not be harmed, which is an increase from 70% in the pre-campaign survey.
- Residents who have children (85%) are more likely than those who do not (70%) to think pregnant woman can drink no alcohol at all and be confident the baby she is carrying will not be harmed.

**Question** In your opinion, is there a safe time to drink alcohol during pregnancy, a time, when the unborn baby will not be affected?



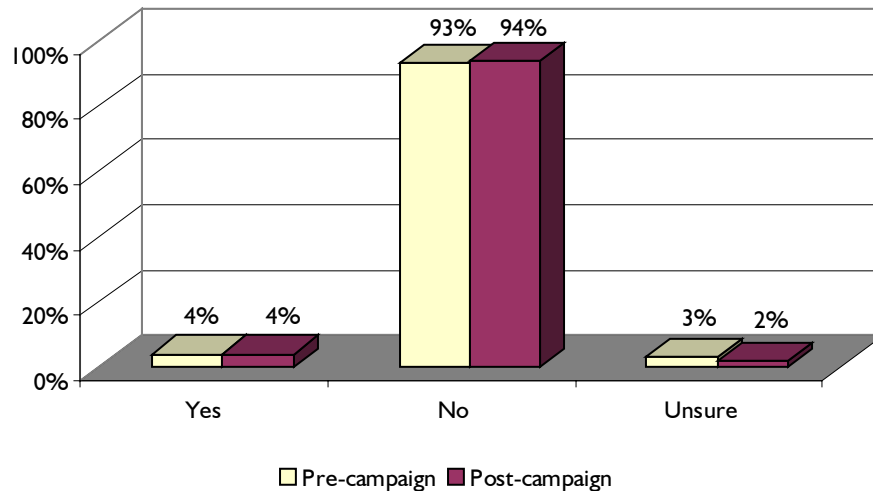
- Almost all residents (96%) think there is no safe time to drink alcohol during pregnancy, when the unborn baby will not be affected; an increase from 89% in the pre-campaign survey.

**Question** In your opinion, if a woman is thinking about getting pregnant, when should she stop drinking alcohol?



- More than three quarters (83%) of residents think if a woman is thinking about getting pregnant she should stop drinking alcohol before she gets pregnant, up from 73% in the pre-campaign survey.

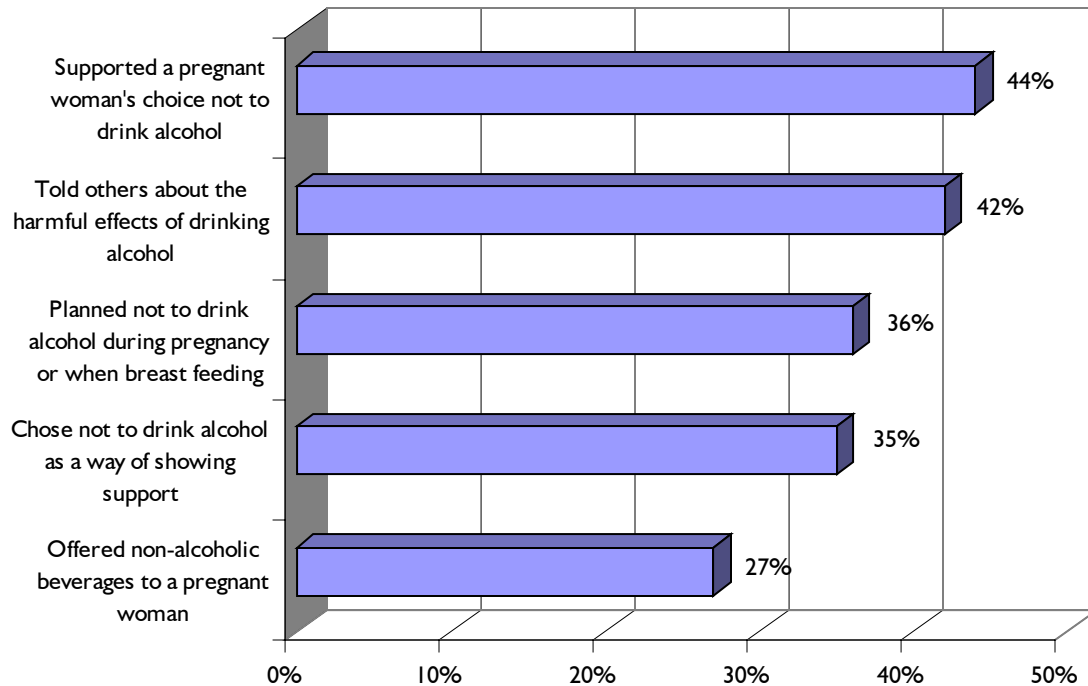
**Question** In your opinion, is there a safe kind of alcohol to drink during pregnancy?



- The large majority (94%) of residents do not think there is a safe kind of alcohol to drink during pregnancy.
- Of the 4% of respondents who think there is a safe kind of alcohol to drink during pregnancy, the majority think is safe to drink beer (59%) and wine (52%). Other kinds of alcohol respondents think is safe to drink during pregnancy include spirits or hard liquors (18%), coolers (12%), low alcohol beverages (12%), specific types of wine (12%) and all kinds of alcohol (12%).

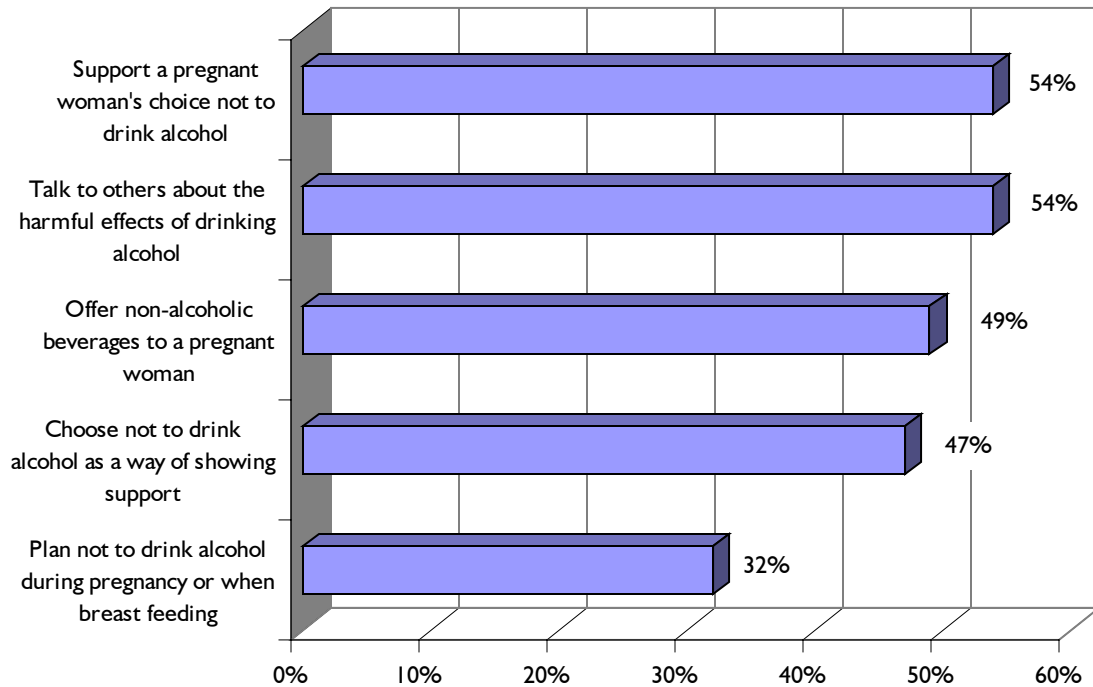
### 3.3 Actions to Prevent Effects of Alcohol During Pregnancy

**Question** Is there anything specific you have done to help prevent the effects of alcohol during pregnancy?



- Residents indicate they *have supported* a pregnant woman's choice not to drink alcohol (44%), told others about the harmful effects of drinking alcohol (42%), planned not to drink alcohol during pregnancy or when breast feeding (only asked of females) (36%), chose not to drink alcohol as a way of showing support (35%) and offered non-alcoholic beverages to a pregnant woman (27%).
- Females are more likely than males to indicate they have done all of the above.

**Question** Is there anything specific you could do to help prevent the effects of alcohol during pregnancy?

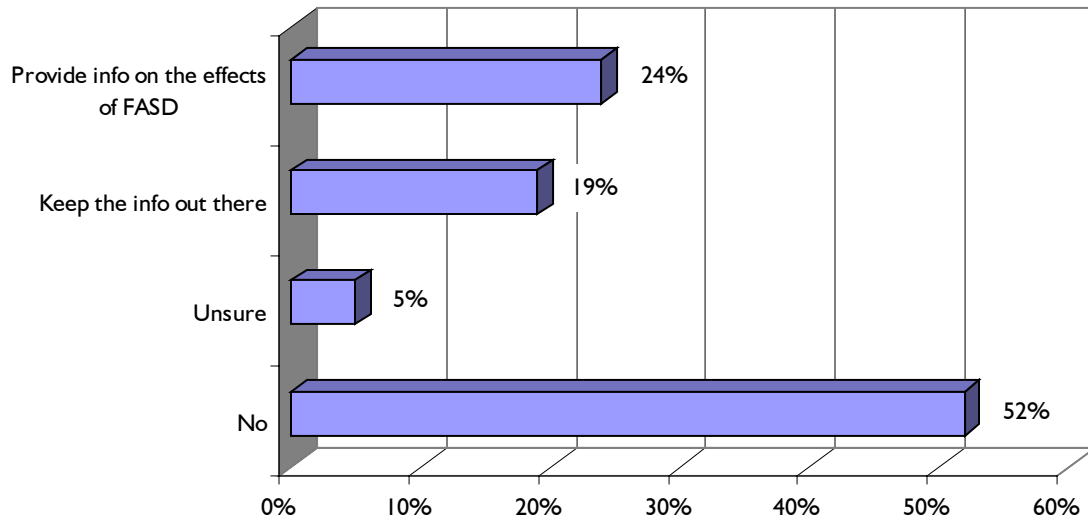


- The majority of residents indicate they could support a pregnant woman's choice not to drink alcohol (54%) and talk to others about the harmful effects of drinking alcohol (54%)
- Close to one half say they could offer non-alcoholic beverages to a pregnant woman (49%) and choose not to drink alcohol as a way of showing support (47%).



### 3.4 Specific Information About Alcohol and Pregnancy

**Question** In your opinion, is there any specific information that the general public in Saskatchewan should have about alcohol and pregnancy?



- The majority (57%) of residents are unable to identify any specific information that the Saskatchewan public should have about alcohol and pregnancy. One quarter (24%) think information about the effects of FASD should be provided and 19% think information about alcohol and pregnancy should be kept in the public eye.

# APPENDIX I SURVEY INSTRUMENT

---

Hello, my name is \_\_\_\_\_ and I'm calling from FAST Consulting. We're a professional research firm located in Saskatoon that gathers opinions from individuals. Today, we are calling on behalf of the Saskatchewan Prevention Institute to conduct a survey about alcohol and pregnancy. This survey is for research purposes only, and your participation is important and confidential. In no way are your responses connected to you.

**Do you have 10 minutes to complete this survey?**

- Yes (proceed to *Screen A*)
- No (thank them for their time and terminate the interview)

**Screen A**

Are you 18 years of age or older?

- Yes (go to *Section I*)
- No (go to *Screen B*)

**Screen B**

**Is there someone else in the house that is 18 years of age or older?**

- Yes (...*Could we speak to them?*)

Once on line, confirm age and read preamble. If they agree to complete the survey, proceed to *Section I*.

- No (Thank them and terminate the interview)
- 

**DO NOT ASK** – Record Gender: \_\_\_\_\_ Male \_\_\_\_\_ Female

**Section I – RECALL**

Recently there have been awareness messages for the general public in Saskatchewan on the use of alcohol during pregnancy.

**I.0 Do you recall hearing or seeing information or advertisements recently about the use of alcohol during pregnancy in Saskatchewan?**

- Yes (if yes, go to I.1)
- No (if no, go to I.2)

**1.1 Where did you hear or see this information or advertisements? Please list all you can recall. (i.e. from what media source) (Do not read options, record in order of mention.) Check all that apply**

Source
Television commercial
Radio commercial
Liquor Store Bag
Liquor Store Till Tape
Poster (liquor store, bar, restaurant)
Newspaper advertisement
Other (presentation, workshop, health facility, website)
Unsure/do not know/recall – <b>do not read</b> (go to question 1.2)

**Aided Recall**

Now, I will list some sources of messages about alcohol and pregnancy. Which of the following do you recall seeing or hearing in Saskatchewan? **RANDOMIZE**

1.2 Messages on the liquor bags from liquor stores?	Yes	No
1.3 Messages on the till tapes from liquor stores?	Yes	No
1.4 Posters?	Yes	No
1.5 Television commercial?	Yes	No
1.6 Radio commercial?	Yes	No
1.7 Newspaper advertisement?	Yes	No

If no to all aided questions (1.2 – 1.7), go to 3.0

**1.8 To the best of your knowledge, approximately, how many times do you recall seeing or hearing the information/advertisement?**

\_\_\_\_\_

**1.8a After hearing the information/advertisement, did you learn anything from this campaign?**

\_\_\_\_\_ Yes. What was it that you learned (please specify) \_\_\_\_\_  
 \_\_\_\_\_ No

**1.9 Do you recall what character(s) was/were featured in the commercial and/or advertisement?**

\_\_\_\_\_ Yes (please specify) \_\_\_\_\_  
 \_\_\_\_\_ No

1.10 Can you recall who sponsored the message(s) regarding alcohol and pregnancy? (*Do not read options, check one.*)

- Saskatchewan Liquor and Gaming Authority
- Saskatchewan Government
- Saskatchewan Prevention Institute
- Health Canada
- Other (please specify) \_\_\_\_\_
- Unsure/don't know – do not read

**Section 2 – MESSAGES**

2.0 What was the main message(s) you received from the campaign?

- Record verbatim response \_\_\_\_\_
- Do not recall – Go to question 2.2
- Unsure/don't know – **do not read** – Go to question 2.2

This table is for coding purposes only...

<i>Examples of Messages</i>
Don't drink alcohol during pregnancy
Drinking alcohol during pregnancy can harm the baby
Alcohol causes Fetal Alcohol Syndrome (FAS)/Fetal Alcohol Spectrum Disorder (FASD)
Plan not to drink alcohol during pregnancy
Plan not to drink alcohol during breastfeeding
Support a pregnant woman's choice not to drink alcohol
Talk to others about the harmful effects of alcohol during pregnancy
There is no safe kind of alcohol during pregnancy
There is no safe time to drink alcohol during pregnancy
There is no safe amount of alcohol during pregnancy
FASD is a preventable disability

2.1 a) How effective do you feel the messages were?

- very effective
- somewhat effective
- not effective
- unsure/don't know – **do not read** – go to question 3.0

2.1 b) Why was the message [insert choice from 2.1 a] effective or not effective?

---

### Section 3 – UNDERSTANDING AND AWARENESS

Now I am going to ask you your opinion about alcohol and pregnancy.

**3.0 Please indicate whether you agree or disagree with each of the following statements about the effects of drinking alcohol during pregnancy. RANDOMIZE and mark any with “U” for unsure/don’t know – do not read option of unsure/don’t know**

- Alcohol use during pregnancy has no effects on the child.
- Alcohol use during pregnancy can lead to life-long disabilities in the child.
- Most effects due to alcohol consumed during pregnancy disappear as the child grows older.
- Only large amounts of alcohol during pregnancy can lead to disabilities in the child.
- The effect of alcohol use on the development of an unborn baby is unknown.

**3.1 In your opinion, how much alcohol can pregnant women consume and be confident the baby they are carrying will not be harmed? (Read in ASCENDING/DESCENDING ORDER and CHECK ONLY ONE)**

- None at all
- Very little
- A moderate amount
- As much as she wants
- Other (please specify) \_\_\_\_\_
- Unsure/don’t know/no answer – **do not read**

**3.2 In your opinion, is there a safe time to drink alcohol during pregnancy, a time, when the unborn baby will not be affected? (Read in ASCENDING/DESCENDING ORDER and CHECK ONLY ONE)**

- Third trimester – 6 to 9 months (is safe)
- Second trimester – 3 to 6 months (is safe)
- First trimester – 0 to 3 months (is safe)
- Anytime during pregnancy (is safe) (*if selected, skip 3.3*)
- No safe time
- Other (please specify) \_\_\_\_\_
- Unsure/don’t know/no answer – **do not read**

**3.3 In your opinion, if a woman is thinking about getting pregnant, when should she stop drinking alcohol? (Read in ASCENDING/DESCENDING ORDER and CHECK ONLY ONE)**

- Before she gets pregnant
- Once she thinks she might be pregnant
- Once her doctor confirms she is pregnant
- Other (please specify) \_\_\_\_\_
- Unsure/don’t know/no answer – **do not read**

**3.4 In your opinion, is there a safe kind of alcohol to drink during pregnancy?**

- No  
 Yes (If Yes, *Which of the following kinds of alcohol would be safe to drink?* (Read in ASCENDING/DESCENDING ORDER and CHECK ALL CHOSEN)  
 Beer  
 Wine  
 Coolers  
 Spirits or hard liquors  
 Low-alcohol beverage  
 Specific types of wine  
 All kinds of alcohol are safe  
 Other (please specify) \_\_\_\_\_  
 Unsure/don't know/no answer – **do not read**

**3.5 Is there anything specific you have done to help prevent the effects of alcohol during pregnancy?**

- Yes (Please check all that apply)  
 No (go to question 3.6)

<b>Behavior</b>
<b>Planned</b> not to drink alcohol during pregnancy or when breast feeding
<b>Supported</b> a pregnant woman's choice not to drink alcohol
<b>Told</b> others about the harmful effects of drinking alcohol during pregnancy
<b>Chose</b> not to drink alcohol myself as a way of showing support to pregnant women
<b>Offered</b> non-alcoholic beverages to a pregnant woman
<b>Other</b> (please specify)

**3.6 Is there anything specific you could do to help prevent the effects of alcohol during pregnancy?**

- Yes (Please check all that apply)  
 No

<b>Behavior</b>
<b>Plan</b> not to drink alcohol during pregnancy or when breast feeding
<b>Support</b> a pregnant woman's choice not to drink alcohol
<b>Talk</b> to others about the harmful effects of drinking alcohol during pregnancy
<b>Choose</b> not to drink alcohol myself as a way of showing support to pregnant women
<b>Offer</b> non-alcoholic beverages to a pregnant woman
<b>Other</b> (please specify)

**3.7 In your opinion, is there any specific information that the general public in Saskatchewan should have about alcohol and pregnancy?**

- Yes (If yes, please specify) \_\_\_\_\_  
 No

**Section 4 – DEMOGRAPHICS**

This last section of the survey asks questions about you. These help us to determine that we've reached a wide variety of people. This ensures that our results will reflect the many differing views that many different people hold. Your personal information will be kept confidential.

**4.0 What is your age range?**

- 18 to 25  
 26 to 40  
 41 to 55  
 56 to 65  
 65 plus

**4.1 What is your current marital status? (Do not read options. Check one only)**

- Single  
 In a committed relationship  
 Married  
 Divorced/Separated  
 Widowed

**4.2 Do you have children?**

- No  
 Currently pregnant  
 Yes (If yes, how many children do you have?) \_\_\_\_\_

**4.3 What is the highest level of education you have completed? (Do not read options. Check one only)**

- Less than High School  
 High School  
 College or Technical school  
 University  
 Master's Degree  
 Refused/no answer – **do not read**

**4.4 Which is the category that best describes your annual household income?**

- Less than \$20,000
- \$20 to 35,000
- \$35 to 50,000
- \$50 to 100,000
- \$100,000 plus
- Unsure/don't know – **do not read**
- Refused/no answer – **do not read**

This concludes our survey. Thank you for your time and participation. Do you have any additional comments? [Record verbatim comment(s)]. If you would like more information about alcohol and pregnancy, contact the Saskatchewan Prevention Institute by calling (306) 655-2512.

Thank you for your input – it is greatly appreciated.



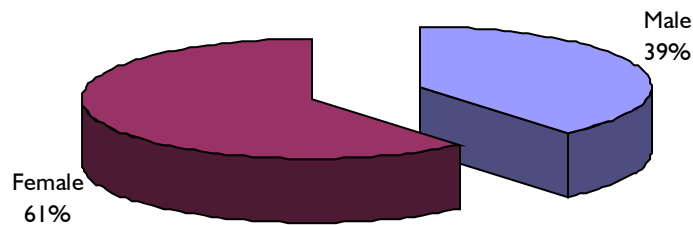
## APPENDIX II      DEMOGRAPHICS

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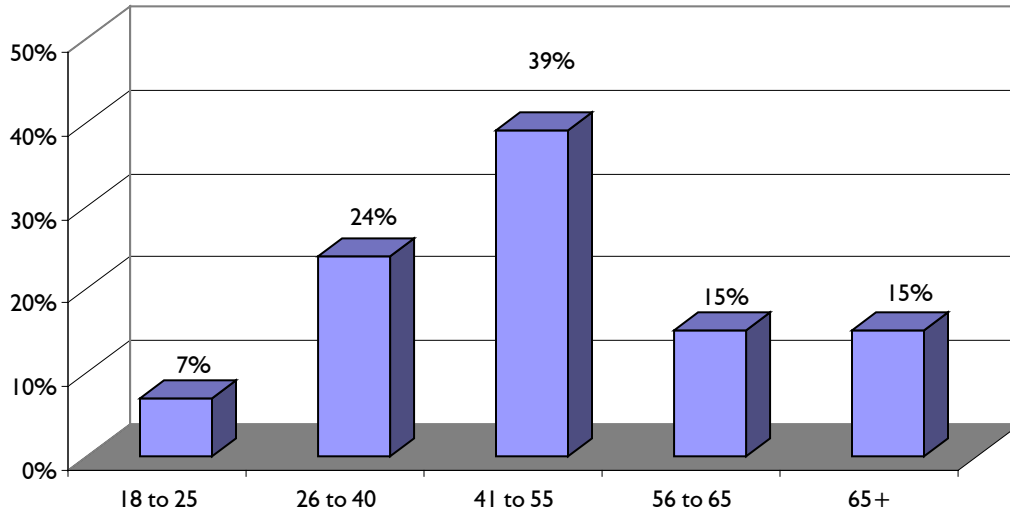
The Saskatchewan Prevention Institute FASD Prevention – Post-Campaign Survey sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents of the province are proportionately represented in the statistical measurements documented in this report.

The survey sample size of 400 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 4.9 percentage points.

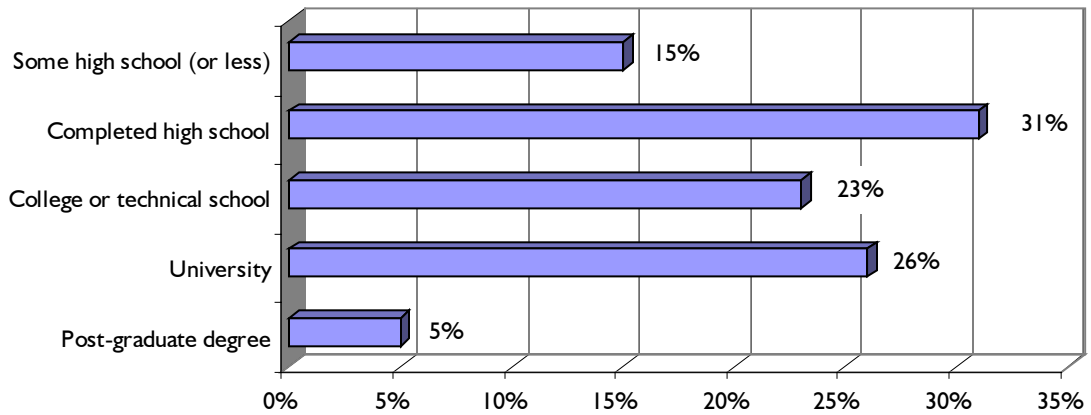
**Survey sample gender distribution**



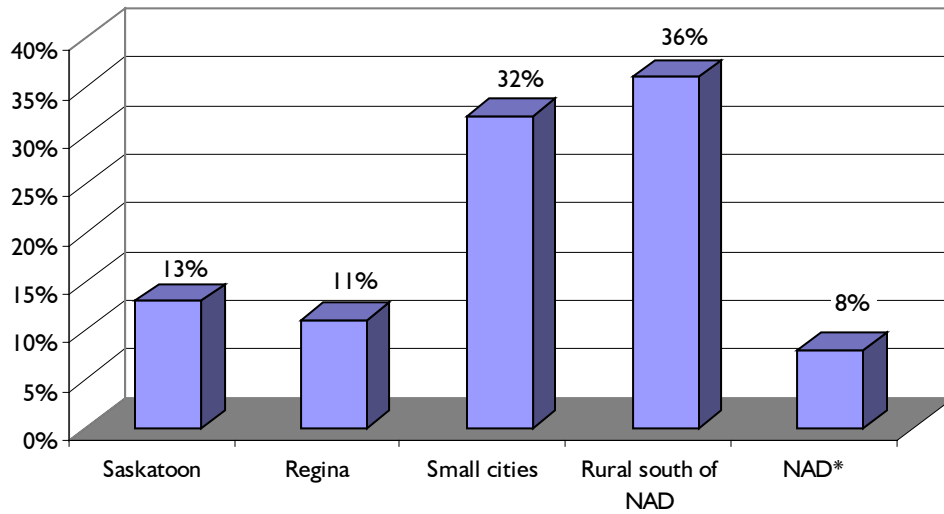
**Survey sample age distribution**



**Survey sample education distribution**

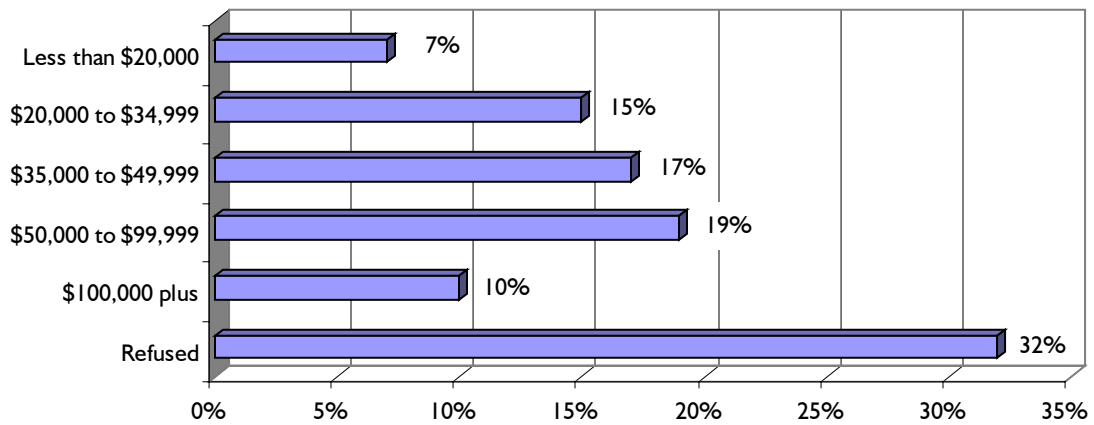


**Survey sample region distribution**

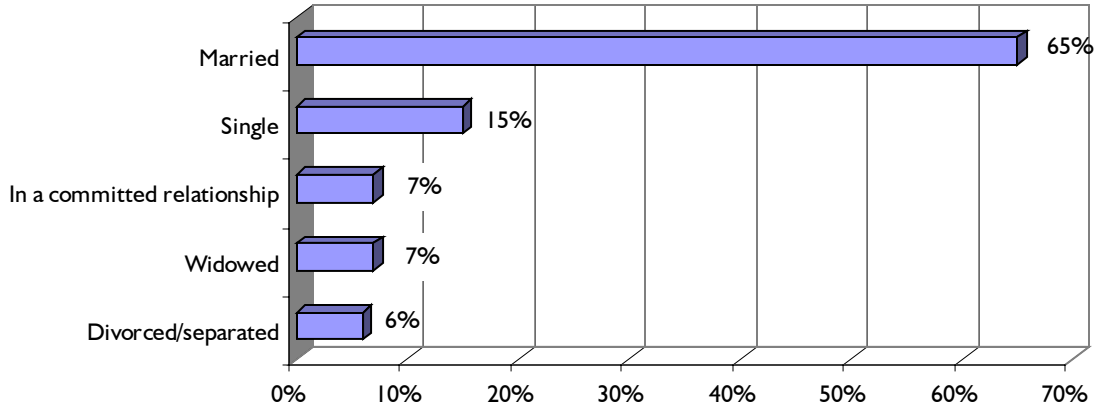


\* Northern Administrative District

**Survey sample income distribution**



**Survey sample marital status distribution**



**Survey sample number of children distribution**

