

Saskatchewan Prevention Institute

*FASD Prevention Pre-Campaign Survey
June 2005*

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1.0 EXECUTIVE SUMMARY

In May 2005, a survey of Saskatchewan residents was conducted to gauge public awareness and knowledge of the effects of drinking alcohol during pregnancy on the child and to measure the recall of a previous advertising campaign. This survey will also function as a pre-campaign survey for an upcoming FASD Prevention Campaign. From a randomly generated sample, representative of the geographical distribution in Saskatchewan, a total of 401 interviews were completed, providing a margin of error of ±4.9% at 95% confidence interval. All differences in behaviours discussed in this report were derived from significance testing at a 95% confidence interval.

The results indicate that recall of the advertising campaign and awareness of the impact of alcohol during pregnancy are generally high in Saskatchewan.

All comments are displayed in their original verbatim and no interpretation has been added.

Campaign Recall

Table 1– This table shows the number of participants who recalled seeing or hearing the campaign. The numbers add up to more than the numbers in the “total” row as a participant could recall seeing or hearing the ads from more than one source.

	Unaided	Unaided %	Aided	Aided %	Total Awareness	Total Awareness %
Television advertisement	208	51.9%	87	21.7%	295	73.6%
Radio advertisement	56	14.0%	96	23.9%	152	37.9%
Liquor store bag	7	1.7%	81	20.2%	88	21.9%
Liquor store till tape	0	0.0%	23	5.7%	23	5.7%
Poster in the liquor store, bar or restaurant	15	3.7%	183	45.6%	198	49.4%
Total	277	69.1%	77	19.2%	354	88.3%

1. Overall campaign recall was 88.3%. Unaided recall was 69.1%, and aided recall was 19.2%.
2. Respondents who were married or in a common-law relationship were more likely to have recalled seeing or hearing the information or advertisements.
3. Television advertisement had the highest recall rate (73.6%), followed by posters (49.4%), radio advertisement (37.9%) and liquor store bag (21.9%). Messages on liquor store till tape had the lowest recall rate (5.7%).
4. Respondents who were 40 years or younger were more likely to have unaided recall of posters in liquor store, bar, or restaurant.
5. “Don’t drink during pregnancy”, “Alcohol is harmful to the unborn baby” and “Alcohol causes FAS/FASD” were the top three most recalled messages.

- Sponsor recall rates ranged from 10.5% to 52.1%. Liquor store bag and liquor store till tape had the highest sponsor recall rates. Considering the liquor stores are owned by the provincial government/Saskatchewan Liquor and Gaming, it was natural for the respondents to have guessed messages on liquor store bags and till tapes were sponsored by the provincial government/SLGA.

Table 2

	SLGA	Sask. Government	SPI	Health Canada	Total
Television advertisement	3.0%	6.8%	2.0%	7.4%	19.2%
Radio advertisement	0.7%	3.9%	1.3%	4.6%	10.5%
Liquor store bag	25.0%	13.6%	2.3%	0.0%	40.9%
Liquor store till tape	39.1%	13.0%	0.0%	0.0%	52.1%
Poster in the liquor store, bar or restaurant	1.0%	8.6%	2.5%	4.0%	16.1%

Awareness of the Effects of Alcohol during Pregnancy

- Overall awareness of the effects of alcohol during pregnancy was very high. Respondents who were aware of the various health problems that could be caused by drinking alcohol during pregnancy ranged from 63.8% to 98%.
- 97.0% of the respondents also believed that alcohol use during pregnancy can lead to life-long disabilities in the child.
- The majority of the respondents (70.3%) indicated that there is no safe amount of alcohol consumption. Another 23.7% indicated that only a very little amount of alcohol is safe during pregnancy.
- The vast majority of the respondents (88.8%) indicated that there is no safe time to drink alcohol during pregnancy.
- 73.4% of the respondents indicated that a woman should stop drinking before she gets pregnant. Another 15.1% believed that she should stop once she thinks she might be pregnant.
- While the awareness of FASD was high, participation in activities that help prevent the effects of alcohol during pregnancy (e.g. offering non-alcoholic drinks to pregnant women, not drinking alcohol during pregnancy) was low. Only 28.2% of the male respondents and 47.5% of the female respondents had indicated that they had done/are doing or plan to do at least one activity aimed at preventing the effect of alcohol during pregnancy.

2.0 BACKGROUND

In May 2005, Norsask Consumer Interviewing Services Ltd. was commissioned by the Saskatchewan Prevention Institute to conduct a survey of Saskatchewan residents to gauge public awareness of the effects of alcohol during pregnancy and to measure the recall of a recent advertising campaign.

The interviews were conducted between May 31 and June 4, 2005. The call results are as follows:

Table 3

Call results	Count	Column N %
Complete	401	14%
Terminated part way	39	1%
Call back to complete	4	0%
Call back appointment	152	5%
No answer/Answering machine	1004	35%
Busy	58	2%
Not in service (NIS)	218	8%
Soft Refusal	725	26%
Hard Refusal	142	5%
Fax/Business number/Wrong number	64	2%
Blocked number	5	0%
Language/Hearing difficulty	25	1%
Duplicate number	1	0%
Refused - Age	2	0%
Total	2840	100%

A total of 401 interviews were completed. Survey results from such a sample size have a margin of error of $\pm 4.9\%$ at 95% confidence interval. All differences in behaviours discussed in this report were derived from significance testing at a 95% confidence interval.

The survey sample was randomly generated based on results from Census 2003 and is representative of the geographical distributions of the population in Saskatchewan. In order to ensure gender representation, gender quotas were set to ensure that either gender accounts for no less than 40% and no more than 60% of the total number of respondents.

3.0 SURVEY RESULTS

Top of Mind for Healthy Pregnancy

To gain a picture of what comes to the general population’s mind when asked about ways to increase the likelihood of a healthy pregnancy, the following question was asked.

Q1. What do you believe are the three most important things that pregnant women can do to increase the likelihood that their babies will be born healthy? (Options not read)

Table 4 – Top of Mind - Participants’ first mention

	Count	Column N %
Visit doctor/health professional	13	3.2%
Eat well/good nutrition	115	28.7%
Take vitamins	4	1.0%
Exercise (increase or decrease)	26	6.5%
Cut down smoking	5	1.2%
Stop smoking	138	34.4%
Cut down drinking alcohol	3	.7%
Stop drinking alcohol	70	17.5%
Cut down on drug use	1	.2%
Stop drug use	7	1.7%
Avoid stress	0	.0%
Avoid environmental pollution	0	.0%
Avoid second hand smoke	0	.0%
Positive mental attitude	0	.0%
Learn about prenatal care	0	.0%
Talk to friends/family/social worker	0	.0%
Get Rest	0	.0%
Weight Control	0	.0%
Healthy Lifestyle	2	.5%
Other	0	.0%
Don't know	17	4.2%
Total	401	100.0%

Table 5 – Top of Mind – Participants' first 3 mentions (The total number adds up to more than 401 as many participants had more than one mention).

	Count	Column N %
Visit doctor/health professional	40	10.0%
Eat well/good nutrition	267	66.6%
Take vitamins	25	6.2%
Exercise (increase or decrease)	138	34.4%
Cut down smoking	9	2.2%
Stop smoking	251	62.6%
Cut down drinking alcohol	7	1.7%
Stop drinking alcohol	262	65.3%
Cut down on drug use	5	1.2%
Stop drug use	50	12.5%
Avoid stress	25	6.2%
Avoid environmental pollution	1	.2%
Avoid second hand smoke	0	.0%
Positive mental attitude	10	2.5%
Learn about prenatal care	7	1.7%
Talk to friends/family/social worker	3	.7%
Get Rest	11	2.7%
Weight Control	3	.7%
Healthy Lifestyle	9	2.2%
Other	3	.7%
Don't know	19	4.7%
Total	401	100.0%

Table 6 – Top of Mind - All mentions of participants (The total number adds up to more than 401 as many participants had more than one mention)

	Count	Column N %
Visit doctor/health professional	40	10.0%
Eat well/good nutrition	267	66.6%
Take vitamins	25	6.2%
Exercise (increase or decrease)	138	34.4%
Cut down smoking	9	2.2%
Stop smoking	251	62.6%
Cut down drinking alcohol	7	1.7%
Stop drinking alcohol	262	65.3%
Cut down on drug use (marijuana, crack, cocaine, etc.)	5	1.2%
Stop drug use	50	12.5%
Avoid stress	25	6.2%
Avoid environmental pollution	1	.2%
Avoid second hand smoke	0	.0%
Positive mental attitude	10	2.5%
Learn about prenatal care	7	1.7%
Talk to friends/family/social worker	3	.7%
Get rest	11	2.7%
Weight control	3	.7%
Healthy lifestyle	9	2.2%
Other	3	.7%
Don't know	19	4.7%
Total	401	100.0%

Other Mentions:

- *Don't stay in an abusive relationship*
- *I think they should be able to support the baby.*
- *Protect themselves against infectious diseases*

The top three mentions of the most important things that a woman could do to increase the likelihood that their babies will be born healthy were: eat well/good nutrition (66.6%), stop drinking alcohol (65.3%) and stop smoking (62.6%).

Female respondents were more likely to have mentioned “visit doctor/health professional”, “Eat well/good nutrition”, while male respondents were more likely to have mentioned “stop smoking”, “stop drinking alcohol” and “don't know”.

Respondents who are 40 years old or younger were more likely to have indicated that the most important thing to do is to learn about prenatal care.

Respondents whose annual household income was under \$35,000 were more likely to have indicated that one of the most important things to do is to cut down on drug use.

FASD Prevention Campaign Recall

Unaided Recall:

Q2.1 Do you recall hearing or seeing information or advertisements recently about the use of alcohol during pregnancy in Saskatchewan?

Table 7

	Count	Column N %
Yes	277	69.1%
No	124	30.9%
Total	401	100.0%

Nearly 70% of the respondents recalled seeing or hearing information or advertisements recently about the use of alcohol during pregnancy in Saskatchewan.

Respondents who were married or in a common-law relationship were more likely to have recalled seeing or hearing the information or advertisements. Respondents who were divorced/separated or widowed were less likely to have recalled seeing or hearing the information or advertisement. No differences in advertising recall were found among those who were single or in a committed relationship. Those who did recall hearing or seeing information or advertising were asked the following:

Q2.2 Where did you hear or see this information or advertisements?

Table 8 – Unaided Recall - First Mention

	Count	Column N %
Television advertisement	193	69.7%
Radio advertisement	18	6.5%
Liquor store bag	3	1.1%
Liquor store till tape	0	.0%
Poster in the liquor store, bar or restaurant	9	3.2%
Billboards	0	.0%
Cigarette Packages	1	.4%
Doctor's Office	6	2.2%
Newspapers	15	5.4%
Magazines	4	1.4%
Word of Mouth	0	.0%
Internet	0	.0%
Bus Ads	1	.4%
Public Health	0	.0%
Pamphlets/Brochures	1	.4%
Posters-General	2	.7%
Work	1	.4%
Other	1	.4%
Do not know/recall	22	7.9%
Total	277	100.0%

Table 9 – Unaided Recall - First 3 mentions (The total number adds up to more than 277 as many participants had mentioned more than one type of advertisement)

	Count	Column N %
Television advertisement	208	75.1%
Radio advertisement	56	20.2%
Liquor store bag	7	2.5%
Liquor store till tape	0	.0%
Poster in the liquor store, bar or restaurant	15	5.4%
Billboards	3	1.1%
Cigarette Packages	2	.7%
Doctor's Office	11	4.0%
Newspapers	48	17.3%
Magazines	9	3.2%
Word of Mouth	1	.4%
Internet	2	.7%
Bus Ads	3	1.1%
Public Health	3	1.1%
Pamphlets/Brochures	2	.7%
Posters-General	3	1.1%
Work	3	1.1%
Other	3	1.1%
Do not know/recall	22	7.9%
Total	277	100.0%

Table 10 – Unaided Recall - All mentions (The total number adds up to more than 277 as many participants had mentioned more than one type of advertisement)

	Count	Column N %
Television advertisement	208	75.1%
Radio advertisement	56	20.2%
Liquor store bag	7	2.5%
Liquor store till tape	0	.0%
Poster in the liquor store, bar or restaurant	15	5.4%
Billboards	3	1.1%
Cigarette Packages	2	.7%
Doctor's Office	11	4.0%
Newspapers	48	17.3%
Magazines	10	3.6%
Word of Mouth	2	.7%
Internet	2	.7%
Bus Ads	3	1.1%
Public Health	3	1.1%
Pamphlets/Brochures	2	.7%
Posters-General	4	1.4%
Work	3	1.1%
Other	4	1.4%
Do not know/recall	22	7.9%
Total	277	100.0%

Other:

- *At the transition house as well as work place*
- *Drug store*
- *Hospital*
- *On bulletin boards*

More than four-fifths of the respondents (75.1%) who recalled seeing or hearing information about the use of alcohol during pregnancy indicated that they had seen television advertisements and 20.2% recalled hearing radio advertisements.

Respondents who were 40 years or younger were more likely to have unaided recall of posters in the liquor store, a bar, or a restaurant.

Aided Recall:

Q2.3 – 2.7 - Participants who did not recall any or all of the listed media sources were cued for each of the sources they did not mention.

Table 11 – Aided Recall – Television Advertisements

	Count	Column N %
Yes	87	45.3%
No	96	50.0%
Don't know	9	4.7%
Total	192	100.0%

When respondents who did not mention television ads in the previous question were asked if they had seen television advertisements about the use of alcohol during pregnancy, nearly half of the respondents (45.3%) indicated “yes”.

Table 12 – Aided Recall – Radio Advertisements

	Count	Column N %
Yes	96	27.8%
No	229	66.4%
Don't know	20	5.8%
Total	345	100.0%

When respondents who did not mention radio ads in the previous question were asked if they had heard radio advertisements about the use of alcohol during pregnancy, more than a quarter (27.8%) indicated “yes”.

Table 13 - Aided Recall: Messages on the liquor bags from liquor stores

	Count	Column N %
Yes	81	20.6%
No	286	72.6%
Don't know	27	6.9%
Total	394	100.0%

When respondents who did not mention messages on the liquor bags from liquor stores in the previous question were asked if they had seen messages on the liquor bags about the use of alcohol during pregnancy, 20.6% indicated “yes”.

Respondents who were 40 years or younger were more likely to have recalled seeing the messages on the liquor bags from liquor stores.

Table 14 - Aided Recall: Messages on the till tapes from liquor stores

	Count	Column N %
Yes	23	5.7%
No	351	87.5%
Don't know	27	6.7%
Total	401	100.0%

When respondents who did not mention messages on the till tapes from liquor stores in the previous question were asked if they had seen messages on the till tapes about the use of alcohol during pregnancy, only 5.7% indicated “yes”.

Table 15 - Aided Recall: Posters

	Count	Column N %
Yes	183	47.4%
No	189	49.0%
Don't know	14	3.6%
Total	386	100.0%

When respondents who did not mention seeing posters in the previous question were asked if they had seen posters about the use of alcohol during pregnancy, nearly half (47.4%) indicated “yes”.

Recall of Main Message

Q2.8 - For each of the media resources recalled (unaided or aided), the participant was asked what the main message was that they had received.

Table 16 - Main Message: TV ad – First mention

	Count	Column N %
Don't drink during pregnancy	113	38.2%
Alcohol is harmful to the unborn baby	67	22.6%
Alcohol causes birth defects	6	2.0%
Alcohol causes FAS/FASD	51	17.2%
Fathers/men have a role to play	6	2.0%
Other people have a role to play	7	2.4%
Smoking is harmful to your unborn baby	2	.7%
Other	4	1.4%
Don't know/don't recall	40	13.5%
Total	296	100.0%

Table 17 - Main Message: TV ad - First three mentions (The total number adds up to more than 296 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	118	39.9%
Alcohol is harmful to the unborn baby	81	27.4%
Alcohol causes birth defects	17	5.7%
Alcohol causes FAS/FASD	80	27.0%
Fathers/men have a role to play	7	2.4%
Other people have a role to play	12	4.1%
Smoking is harmful to your unborn baby	3	1.0%
Other	6	2.0%
Don't know/don't recall	40	13.5%
Total	296	100.0%

Table 18 - Main Message: TV ad - All mentions (The total number adds up to more than 296 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	118	39.9%
Alcohol is harmful to the unborn baby	81	27.4%
Alcohol causes birth defects	17	5.7%
Alcohol causes FAS/FASD	80	27.0%
Fathers/men have a role to play	8	2.7%
Other people have a role to play	13	4.4%
Smoking is harmful to your unborn baby	3	1.0%
Other	6	2.0%
Don't know/don't recall	40	13.5%
Total	296	100.0%

Other:

- Children having babies and drinking while pregnant
- Drugs, mostly, crystal meth
- It is a problem
- It was about the effects of alcohol on all people.
- Total preventable
- You wouldn't do it to a child so why do it when you're pregnant

According to those who recalled seeing TV ads, 39.9% indicated that the main message was "don't drink during pregnancy", 27.4% mentioned the message that "alcohol is harmful to the unborn baby", and another 27.0% mentioned "alcohol causes FAS/FASD".

Respondents who were 40 years or younger were more likely to have indicated that the message was "Fathers/men have a role to play".

Table 19 - Main Message: Radio ad – First mention

	Count	Column N %
Don't drink during pregnancy	48	31.6%
Alcohol is harmful to the unborn baby	33	21.7%
Alcohol causes birth defects	2	1.3%
Alcohol causes FAS/FASD	15	9.9%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Don't Drink and Drive	3	2.0%
Other	4	2.6%
Don't know/don't recall	47	30.9%
Total	152	100.0%

Table 20 - Main Message: Radio ad – First three mentions (The total number adds up to more than 152 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	49	32.2%
Alcohol is harmful to the unborn baby	41	27.0%
Alcohol causes birth defects	7	4.6%
Alcohol causes FAS/FASD	27	17.8%
Fathers/men have a role to play	0	.0%
Other people have a role to play	3	2.0%
Don't Drink and Drive	3	2.0%
Other	6	3.9%
Don't know/don't recall	47	30.9%
Total	152	100.0%

Table 21 - Main Message: Radio ad - All mentions (The total number adds up to more than 152 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	49	32.2%
Alcohol is harmful to the unborn baby	41	27.0%
Alcohol causes birth defects	7	4.6%
Alcohol causes FAS/FASD	27	17.8%
Fathers/men have a role to play	0	.0%
Other people have a role to play	3	2.0%
Don't Drink and Drive	3	2.0%
Other	6	3.9%
Don't know/don't recall	47	30.9%
Total	152	100.0%

Other:

- *Don't do drugs during pregnancy*
- *I just hear about the prenatal intensive care for the babies with FAS*
- *It was a program not an ad*
- *Mothers of MADD*
- *Prevention of handicaps*
- *Smoking during pregnancy is bad for the fetus*

According to those who recalled hearing radio ads, 32.2% indicated that the main message was “don’t drink during pregnancy”, 27.0% mentioned the message that “alcohol is harmful to the unborn baby”, and another 17.8% mentioned “alcohol causes FAS/FASD”. 30.9% of the respondents did not recall the main message.

Table 22 - Main Message: Liquor store bag – First mention

	Count	Column N %
Don't drink during pregnancy	33	37.5%
Alcohol is harmful to the unborn baby	20	22.7%
Alcohol causes birth defects	2	2.3%
Alcohol causes FAS/FASD	7	8.0%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Don't Drink and Drive	1	1.1%
Other	0	.0%
Don't know/don't recall	25	28.4%
Total	88	100.0%

Table 23 - Main Message: Liquor store bag – First three mentions (The total number adds up to more than 88 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	35	39.8%
Alcohol is harmful to the unborn baby	23	26.1%
Alcohol causes birth defects	3	3.4%
Alcohol causes FAS/FASD	10	11.4%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Don't Drink and Drive	2	2.3%
Other	0	.0%
Don't know/don't recall	25	28.4%
Total	88	100.0%

Table 24 - Main Message: Liquor store bag – All mentions (The total number adds up to more than 88 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	35	39.8%
Alcohol is harmful to the unborn baby	23	26.1%
Alcohol causes birth defects	3	3.4%
Alcohol causes FAS/FASD	10	11.4%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Don't Drink and Drive	2	2.3%
Other	0	.0%
Don't know/don't recall	25	28.4%
Total	88	100.0%

According to those who recalled seeing messages on liquor store bags, 39.8% indicated that the main message was “don’t drink during pregnancy”, 26.1% mentioned the message that “alcohol is harmful to the unborn baby”, and another 11.4% mentioned “alcohol causes FAS/FASD”. 28.4% of the respondents did not recall the main message.

Table 25 - Main Message: Liquor store till tape – First Mention

	Count	Column N %
Don't drink during pregnancy	5	21.7%
Alcohol is harmful to the unborn baby	5	21.7%
Alcohol causes birth defects	1	4.3%
Alcohol causes FAS/FASD	0	.0%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Other	1	4.3%
Don't know/don't recall	11	47.8%
Total	23	100.0%

Table 26 - Main Message: Liquor store till tape – First three mentions (The total number adds up to more than 23 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	5	21.7%
Alcohol is harmful to the unborn baby	6	26.1%
Alcohol causes birth defects	1	4.3%
Alcohol causes FAS/FASD	1	4.3%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Other	1	4.3%
Don't know/don't recall	11	47.8%
Total	23	100.0%

Table 27 - Main Message: Liquor store till tape – All mentions (The total number adds up to more than 23 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	5	21.7%
Alcohol is harmful to the unborn baby	6	26.1%
Alcohol causes birth defects	1	4.3%
Alcohol causes FAS/FASD	1	4.3%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Other	1	4.3%
Don't know/don't recall	11	47.8%
Total	23	100.0%

Other:

- *Have fun drink responsible*

According to those who recalled seeing messages on liquor store till tape, 26.1% mentioned the message that “alcohol is harmful to the unborn baby”, and 21.7% indicated that the main message was “don’t drink during pregnancy”. 47.8% of the respondents did not recall the main message.

Table 28 - Main Message: Posters – First mention

	Count	Column N %
Don't drink during pregnancy	67	33.8%
Alcohol is harmful to the unborn baby	49	24.7%
Alcohol causes birth defects	5	2.5%
Alcohol causes FAS/FASD	32	16.2%
Fathers/men have a role to play	1	.5%
Other people have a role to play	0	.0%
Don't drink and drive	1	.5%
Smoking is harmful to your unborn baby	1	.5%
Be responsible for alcohol use	2	1.0%
Other	3	1.5%
Don't know/don't recall	37	18.7%
Total	198	100.0%

Table 29 - Main Message: Posters – All mentions (The total number adds up to more than 198 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	75	37.9%
Alcohol is harmful to the unborn baby	63	31.8%
Alcohol causes birth defects	13	6.6%
Alcohol causes FAS/FASD	48	24.2%
Fathers/men have a role to play	1	.5%
Other people have a role to play	3	1.5%
Don't drink and drive	2	1.0%
Smoking is harmful to your unborn baby	4	2.0%
Be responsible for alcohol use	2	1.0%
Other	3	1.5%
Don't know/don't recall	37	18.7%
Total	198	100.0%

Other:

- *Drug awareness*
- *Picture of the mother , and you're living for two now*
- *There's someone else you're affecting. It was more visual and seemed more real*

According to those who recalled seeing messages on posters, 37.9% indicated that the main message was “don’t drink during pregnancy”. 31.8% of the respondents mentioned the message that “alcohol is harmful to the unborn baby”, and another 24.2% recalled seeing the message that “Alcohol causes FAS/FASD”. 18.7% of the respondents did not recall the main message. Respondents under 25 years old were more likely to have correctly recalled the message on the posters that “alcohol causes birth defects”.

Table 30 - Main Message: Other source – First mention

	Count	Column N %
Don't drink during pregnancy	15	45.5%
Alcohol is harmful to the unborn baby	10	30.3%
Alcohol causes birth defects	3	9.1%
Alcohol causes FAS/FASD	0	.0%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Other	1	3.0%
Don't know/don't recall	4	12.1%
Total	33	100.0%

Table 31 - Main Message: Other source – First three mentions (The total number adds up to more than 33 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	16	48.5%
Alcohol is harmful to the unborn baby	14	42.4%
Alcohol causes birth defects	4	12.1%
Alcohol causes FAS/FASD	2	6.1%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Other	2	6.1%
Don't know/don't recall	4	12.1%
Total	33	100.0%

Table 32 - Main Message: Other source – All mentions (The total number adds up to more than 33 as many participants had mentioned more than one message)

	Count	Column N %
Don't drink during pregnancy	16	48.5%
Alcohol is harmful to the unborn baby	14	42.4%
Alcohol causes birth defects	4	12.1%
Alcohol causes FAS/FASD	2	6.1%
Fathers/men have a role to play	0	.0%
Other people have a role to play	0	.0%
Other	2	6.1%
Don't know/don't recall	4	12.1%
Total	33	100.0%

Other:

- *Cigarette smoke is harmful to the baby*
- *Harm your fetus*

The two most commonly mentioned messages from other sources were “Don’t drink during pregnancy” (48.5%) and “Alcohol is harmful to the unborn baby” (42.4%)

Recall of Message Sponsor

Q2.8: Participants were asked, for each message they recalled, whether they recalled who sponsored the message.

Table 33 - Sponsor: TV ad

	Count	Column N %
Saskatchewan Liquor and Gaming	9	3.0%
Saskatchewan Government	20	6.8%
Saskatchewan Prevention Institute	6	2.0%
Health Canada	22	7.4%
MADD	2	.7%
Federal Government	4	1.4%
Saskatchewan Health and Welfare	12	4.1%
FAS	3	1.0%
Other	7	2.4%
Don't Know	211	71.3%
Total	296	100.0%

Other:

- A native group
- ADAC
- Association for Provincial Handicaps.
- I assume it was the Canadian or Saskatchewan Medical Association.
- Some government organization
- The distilleries themselves
- The TV station itself

The majority of respondents (71.3%) who had seen the TV ads could not recall the sponsor of the ads. The top three mentioned sponsors were Health Canada (7.4%), the Saskatchewan Government (6.8%) and Saskatchewan Health and Welfare (4.1%).

Table 34 - Sponsor: Radio ad

	Count	Column N %
Saskatchewan Liquor and Gaming	1	.7%
Saskatchewan Government	6	3.9%
Saskatchewan Prevention Institute	2	1.3%
Health Canada	7	4.6%
MADD	2	1.3%
Radio Stations	3	2.0%
Other	5	3.3%
Don't Know	126	82.9%
Total	152	100.0%

Other:

- *Al-anon*
- *Federal government*
- *It was an organization that tries to make people aware of disabilities in babies due to drinking.*
- *Something to do with health*

The majority of respondents (82.9%) who had heard the radio ads could not recall the sponsor of the ads. The top two mentioned sponsors were Health Canada (4.6%) and the Saskatchewan Government (3.9%).

Table 35 - Sponsor: Liquor store bag

	Count	Column N %
Saskatchewan Liquor and Gaming	22	25.0%
Saskatchewan Government	12	13.6%
Saskatchewan Prevention Institute	2	2.3%
Health Canada	0	.0%
Other	2	2.3%
Don't Know	50	56.8%
Total	88	100.0%

Other:

- *MADD*
- *Saskatchewan Health*

More than half of the respondents (56.8%) who had seen messages on liquor bags could not recall the sponsor of the ads. The top two mentioned sponsors were Saskatchewan Liquor and Gaming (25.0%) and the Saskatchewan Government (13.6%).

Table 36 - Sponsor: Liquor store till tape

	Count	Column N %
Saskatchewan Liquor and Gaming	9	39.1%
Saskatchewan Government	3	13.0%
Saskatchewan Prevention Institute	0	.0%
Health Canada	0	.0%
Other	1	4.3%
Don't Know	10	43.5%
Total	23	100.0%

Other:

- *Store itself*

43.5% of the respondents who had seen messages on liquor store till tapes could not recall the sponsor of the ads. The top two mentioned sponsors were Saskatchewan Liquor and Gaming (39.1%) and the Saskatchewan Government (13.0%).

Table 37 - Sponsor: Posters

	Count	Column N %
Saskatchewan Liquor and Gaming	2	1.0%
Saskatchewan Government	17	8.6%
Saskatchewan Prevention Institute	5	2.5%
Health Canada	8	4.0%
FAS	3	1.5%
Saskatchewan Health and Welfare	5	2.5%
Other	8	4.0%
Don't Know	150	75.8%
Total	198	100.0%

Other:

- *Aboriginal group (can't remember the name of group)*
- *Association for Provincial Handicaps.*
- *I think it's Labatt's, but I'm not sure*
- *Mental health*
- *My Health Region*
- *SADAC*
- *Saskatchewan Education*
- *SGI*

Approximately three quarters of the respondents (75.8%) indicated that they did not recall the sponsor of the poster ads. The most mentioned sponsor was the Saskatchewan Government (8.6%), followed by Health Canada (4.0%).

Table 38 - Sponsor: Other source

	Count	Column N %
Saskatchewan Liquor and Gaming	0	.0%
Saskatchewan Government	1	3.0%
Saskatchewan Prevention Institute	3	9.1%
Health Canada	3	9.1%
Saskatchewan Health and Welfare	3	9.1%
Other	0	.0%
Don't Know	23	69.7%
Total	33	100.0%

The majority of respondents who mentioned hearing or seeing information or advertisements from other sources (69.7%) could not recall the sponsor of the messages.

Awareness of the Effects of Alcohol use During Pregnancy

Q3.1 – Participants were asked to indicate whether they agree or disagree with each of the following statements

Table 39: Q3.1 – Alcohol use during pregnancy has no effects on the child.

	Count	Column N %
Agree	6	1.5%
Disagree	390	97.3%
Don't know	5	1.2%
Refused	0	.0%
Total	401	100.0%

The vast majority of respondents (97.3%) disagreed with the statement that “Alcohol use during pregnancy has no effects on the child”.

Table 40: Q3.1 – Alcohol use during pregnancy can lead to life-long disabilities in the child.

	Count	Column N %
Agree	389	97.0%
Disagree	4	1.0%
Don't know	8	2.0%
Refused	0	.0%
Total	401	100.0%

The vast majority of respondents (97.0%) agreed that alcohol use during pregnancy can lead to life-long disabilities in the child.

Respondents who were married or in a common-law relationship were more likely to have agreed with the statement than respondents who were not.

Table 41: Q3.1 – Most effects due to alcohol consumed during pregnancy disappear as the child grows older.

	Count	Column N %
Agree	23	5.7%
Disagree	358	89.3%
Don't know	20	5.0%
Refused	0	.0%
Total	401	100.0%

Nearly nine-tenths of respondents (89.3%) disagreed with the statement that “Most effects due to alcohol consumed during pregnancy disappear as the child grows older”.

Respondents whose annual household income was under \$35,000 were more likely to have agreed with the statement.

Table 42: Q3.1 – Only large amounts of alcohol during pregnancy can lead to disabilities in the child.

	Count	Column N %
Agree	63	15.7%
Disagree	327	81.5%
Don't know	11	2.7%
Refused	0	.0%
Total	401	100.0%

More than four-fifths of the respondents (81.5%) disagreed with the statement that “Only large amounts of alcohol during pregnancy can lead to disabilities in the child”.

Table 43: Q3.1 – The effect of alcohol use on the development of an unborn baby is unknown.

	Count	Column N %
Agree	62	15.5%
Disagree	318	79.3%
Don't know	21	5.2%
Refused	0	.0%
Total	401	100.0%

The majority of the respondents (79.3%) disagreed that the effect of alcohol use on the development of an unborn baby is unknown.

Table 44: Q3.1 – This table shows the number of participants who agreed with each of the statements. The total number adds up to more than 401 as many participants agreed with more than one statement.

	Count Of Yes	Column N %
Alcohol use during pregnancy has no effects on the child.	6	1.5%
Alcohol use during pregnancy can lead to life-long disabilities in the child.	389	97.0%
Most effects due to alcohol consumed during pregnancy disappear as the child grows older.	23	5.7%
Only large amounts of alcohol during pregnancy can lead to disabilities in the child.	63	15.7%
The effect of alcohol use on the development of an unborn baby is unknown.	62	15.5%
Total Number of Cases	401	100%

Q3.2 - In your opinion, how much alcohol can a pregnant woman safely consume and be confident the baby she’s carrying will not be harmed? (Options read – pick one)

Table 45

	Count	Column N %
None at all	282	70.3%
Very little	95	23.7%
A moderate amount	4	1.0%
As much as she wants	1	.2%
Other	0	.0%
Don't know/No answer	19	4.7%
Total	401	100.0%

The majority of the respondents (70.3%) indicated that there is no safe amount of alcohol consumption. Another 23.7% indicated that only a very little amount of alcohol is safe during pregnancy. 4.7% of the respondents did not know if there is a safe amount of alcohol consumption.

Female respondents were more likely to have indicated that there is no safe amount of alcohol consumption during pregnancy, while male respondents were more likely to have indicated that a very small amount is safe.

Respondents who were 40 years or younger were more likely to have indicated that there is no safe amount of alcohol consumption during pregnancy.

Q3.3 - Is there a safe time to drink alcohol during pregnancy, a time during which the unborn baby will not be affected? (Options read – pick one)

Table 46

	Count	Column N %
Third trimester – 6 to 9 months (is safe)	7	1.7%
Second trimester – 3 to 6 months (is safe)	3	.7%
First trimester – 0 to 3 months (is safe)	5	1.2%
Anytime during pregnancy (is safe)	3	.7%
No safe time	356	88.8%
Other	0	.0%
Don't know/No answer	27	6.7%
Total	401	100.0%

The vast majority of the respondents (88.8%) indicated that there is no safe time to drink alcohol during pregnancy. 6.7% were not sure when would be a safe time to consume alcohol.

Female respondents were more likely than male respondents to have indicated that there is no safe time to drink alcohol during pregnancy.

Q3.4 - If a woman is thinking about getting pregnant, when should she stop drinking alcohol?

Table 47

	Count	Column N %
Before she gets pregnant	292	73.4%
Once she thinks she might be pregnant	60	15.1%
Once her doctor confirms that she is pregnant	29	7.3%
Other	2	.5%
Don't know/no answer	15	3.8%
Total	398	100.0%

Other:

- *It shouldn't have to stop just drink in moderation.*
- *Six months*

When respondents were asked when a woman should stop drinking alcohol if she is thinking about getting pregnant, nearly three-quarters of the respondents (73.4%) indicated that she should stop drinking before she gets pregnant. Another 15.1% believed that she should stop once she thinks she might be pregnant.

Respondents who recalled seeing or hearing advertisements were more likely to have indicated that a woman should stop drinking alcohol before she gets pregnant.

Female respondents were more likely than male respondents to have indicated that a woman should stop drinking before she gets pregnant.

Q3.5 - Is there a safe kind of alcohol to drink during pregnancy?

Table 48

	Count	Column N %
No	371	92.5%
Yes	18	4.5%
Don't know	12	3.0%
Total	401	100.0%

More than 9 out of 10 of the respondents (92.5%) indicated that there is no safe kind of alcohol to drink during pregnancy.

For the 18 respondents who indicated there are safe kinds of alcohol – the following table shows the kinds of alcohol they believed to be safe to drink, and the frequency that each kind was indicated.

Q3.5b Which of the following kinds of alcohol would be safe to drink during pregnancy?

Table 49 (The total number adds up to more than 18 as some participants had mentioned more than one kind of alcohol)

	Count	Column N %
Beer	3	16.7%
Wine	12	66.7%
Coolers	0	.0%
Spirits	2	11.1%
Low-alcohol beverage	2	11.1%
Specific types of wine	3	16.7%
Any kind of alcohol is safe	2	11.1%
Other	0	.0%
Don't know/No answer	1	5.6%
Total	18	100.0%

Of the small number of respondents who indicated that there is a safe kind of alcohol to drink, the majority (66.7%) suggested wine is safe to drink during pregnancy.

Q3.6 Do you think that drinking alcohol during pregnancy could cause any of the following problems for the child?

Table 50

Potential Problems for Child	Yes		No		Don't Know		Total	
	Count	%	Count	%	Count	%	Count	%
Physical defects or disabilities	346	86.3%	16	4.0%	39	9.7%	401	100.0%
Facial abnormalities	256	63.8%	41	10.2%	104	25.9%	401	100.0%
Organ damage (i.e. heart, kidney)	344	85.8%	14	3.5%	43	10.7%	401	100.0%
Growth problems	342	85.3%	18	4.5%	41	10.2%	401	100.0%
Brain damage	391	97.5%	3	.7%	7	1.7%	401	100.0%
Difficulties learning	393	98.0%	5	1.2%	3	.7%	401	100.0%
Behavioural problems	389	97.0%	1	.2%	11	2.7%	401	100.0%
Other (details below)	38	9.4%	303	75.6%	60	15.0%	401	100.0%

The vast majority of respondents (86.3%) agreed that drinking during pregnancy could cause physical defects or disabilities for the child.

Approximately two-thirds of the respondents (63.8%) agreed that drinking during pregnancy could cause facial abnormalities for the child.

Respondents who were 25 years of age or younger were more likely to have believed that drinking could cause facial abnormalities.

The vast majority of respondents (85.8%) agreed that drinking during pregnancy could cause organ damage for the child.

The vast majority of respondents (85.3%) agreed that drinking during pregnancy could cause growth problems for the child.

Almost all respondents (97.5%) agreed that drinking during pregnancy could cause brain damage for the child.

Almost all respondents (98.0%) agreed that drinking during pregnancy could cause learning difficulties for the child.

Almost all respondents (97.0%) agreed that drinking during pregnancy could cause behavioral problems for the child.

Table 51: This table shows the frequency of problems, other than those listed in survey, identified by participants as problems that drinking during pregnancy could cause for the child (The total number adds up to more than 38 as some participants had mentioned more than one problem).

	Count	Column N %
Down Syndrome	2	.5%
Emotional disorder	5	1.2%
FAS	12	3.0%
Learning disabilities	0	.0%
Behavioral problems	0	.0%
Become alcoholics	7	1.7%
Burden to society	4	1.0%
Other	8	2.0%
Total	38	100.0%

Other:

- *110% preventable*
- *Deformities in limbs*
- *I think , it seems to me that they have difficulty walking, I'm not sure if that's from that or what*
- *I think drugs does worse than alcohol in pregnancy*
- *Lots of other problems can be caused*
- *Poor immune system*
- *They can get all kinds of diseases, like spina-bifida*
- *You could have a unborn baby*

Q3.8 - Are there specific things that you have done, are currently doing, or plan on doing to help prevent the effects of alcohol during pregnancy? (Do not read options, check all mentioned. Probe for additional actions. If they do not specify, ask if it is something they have done, are currently doing, or plan do to)

Table 52: Q3.8: Have done/Currently doing (The total number adds up to more than 296 as many participants had mentioned more than one message)

	Count	% of Cases
Reduce the amount of alcohol consumed during my pregnancy	10	4.2%
Stop drinking any alcohol during my pregnancy	50	21.0%
Stop drinking because I plan to become pregnant	10	4.2%
Encourage family or friends not to drink during pregnancy	34	8.5%
Support a spouse in choosing to reduce drinking alcohol during pregnancy	3	1.8%
Support a spouse in choosing to stop drinking alcohol during pregnancy	5	3.1%
Support a spouse in choosing to stop drinking alcohol because she plans to become pregnant	2	1.2%
Support a family member or friend in choosing to reduce or stop drinking alcohol during pregnancy	23	5.7%
Choose not to drink alcohol myself to support a pregnant spouse	0	0.0%
Choose not to drink alcohol myself to support a pregnant family member or friend	15	3.7%
Inform others about the harmful effects of drinking alcohol during pregnancy	33	8.2%
Offer non-alcoholic beverages to someone who is pregnant	8	2.0%
Other	10	2.5%

Respondents who were 40 years old or younger, especially 25 or younger, were more likely to have planned to stop drinking alcohol and to support a spouse in choosing to stop drinking alcohol during pregnancy.

Table 53: Q3.8: Plan to do

	Count	% of Cases
Reduce the amount of alcohol consumed during my pregnancy	2	0.8%
Stop drinking any alcohol during my pregnancy	7	2.9%
Stop drinking because I plan to become pregnant	3	1.3%
Encourage family or friends not to drink during pregnancy	11	2.7%
Support a spouse in choosing to reduce drinking alcohol during pregnancy	2	1.2%
Support a spouse in choosing to stop drinking alcohol during pregnancy	2	1.2%
Support a spouse in choosing to stop drinking alcohol because she plans to become pregnant	1	0.6%
Support a family member or friend in choosing to reduce or stop drinking alcohol during pregnancy	8	2.0%
Choose not to drink alcohol myself to support a pregnant spouse	1	0.6%
Choose not to drink alcohol myself to support a pregnant family member or friend	10	2.5%
Inform others about the harmful effects of drinking alcohol during pregnancy	14	3.5%
Offer non-alcoholic beverages to someone who is pregnant	4	1.0%
Other	6	1.5%

Table 54: Q3.8 All mentions combined (Have Done/Currently doing//Plan to do)

	Count	% of Cases
Reduce the amount of alcohol consumed during my pregnancy	12	5.0%
Stop drinking any alcohol during my pregnancy	54	22.7%
Stop drinking because I plan to become pregnant	13	5.5%
Encourage family or friends not to drink during pregnancy	42	10.5%
Support a spouse in choosing to reduce drinking alcohol during pregnancy	5	3.1%
Support a spouse in choosing to stop drinking alcohol during pregnancy	7	4.3%
Support a spouse in choosing to stop drinking alcohol because she plans to become pregnant	3	1.8%
Support a family member or friend in choosing to reduce or stop drinking alcohol during pregnancy	30	7.5%
Choose not to drink alcohol myself to support a pregnant spouse	1	0.6%
Choose not to drink alcohol myself to support a pregnant family member or friend	21	5.2%
Inform others about the harmful effects of drinking alcohol during pregnancy	38	9.5%
Offer non-alcoholic beverages to someone who is pregnant	10	2.5%
Other	14	3.5%

Other:

- *Drank quite a bit during my pregnancy and they came out fine*
- *Drink non-alcoholic beverages during pregnancy.*
- *Educate, educate, educate*
- *I drank during pregnancy and I realized it was my fault that their behaviors turned out like that so I'm taking education classes on FAS*
- *I never smoke*
- *I would like to get more involved in programs to teach people not to drink during pregnancy*
- *No smoking, see doctor, good nutrition, proper rest*
- *Not to support it at all*
- *To your daughter and in-laws, you tell them to not smoke at all while pregnant and make sure you eat proper and no drugs at all*
- *Took folic acid, didn't smoke*
- *Was a member of a group that helped with alcohol and pregnancy and was a nurse*
- *I will not offer alcohol to a person that is pregnant.*
- *Never had an ounce of alcohol in our lives. (Me and my wife.)*
- *Teacher so I promote non-alcoholism*

Overall, participation in activities that help prevent the effects of alcohol during pregnancy was low. Only 28.2% of the male respondents and 47.5% of the female respondents had indicated that they had done/are doing/plan to do at least one of the things listed. For example, only 22.7% of the female respondents have stopped/are stopping/plan to stop drinking any alcohol during pregnancy, another 5.5% have stopped/are stopping/plan to stop drinking when they plan to become pregnant. Participation of male respondents was even lower – 3.1% had supported/would support their spouses in choosing to reduce drinking, 4.3% had supported/would support their spouses in choosing to stop drinking, and only 0.6% had stopped/would stop drinking themselves to support a pregnant spouse.

Respondents who were married or in a common law relationship were more likely to have chosen, or are planning to choose not to drink alcohol themselves to support a pregnant family member or friend.

Respondents who have children, especially younger ones, were more likely to have said that they have stopped/are stopping/plan to stop drinking alcohol.

Respondents who were 40 years or younger were more likely to have mentioned that they have reduced/stopped or are reducing/stopping alcohol consumption.

Q3.9 - In terms of increasing public awareness, is there anything about the effects of alcohol during pregnancy that the public should have more information about?

Table 55

	Count	Column N %
FAS	38	9.5%
Brain damage/Learning disabilities/behavioral problems	6	1.5%
More advertising for awareness	75	18.7%
Educating in schools and communities	71	17.7%
Doctors informing patients	6	1.5%
No amount of alcohol is safe	9	2.2%
Other	7	1.7%
Nothing	134	33.4%
Don't know	55	13.7%
Total	401	100.0%

Other:

- *Big one is the amount of alcohol and the safe time, people think that it's only the first trimester. The amount, like one glass of wine*
- *How about the fact that it's not a gamble It's a sure thing*
- *I think the child should be taken away from the parent as they are not fit in raising the child. I think the parent should also be punished in some way.*
- *Stop promoting alcohol on TV*
- *Talk openly about it*
- *The government should put out a lot more*
- *This sort of thing is not a good idea*

When respondents were asked if more information is needed to increase public awareness of the effects of alcohol during pregnancy, 18.7% suggested that there should be more advertising for awareness, 17.7% suggested more education in schools and communities, and 9.5% suggested that there should be more information about FAS.

Respondents who were 40 years or younger were more likely to have mentioned that more information about FAS is needed.

Demographics

Q4.1 Gender

Table 56

	Count	Column N %
Male	163	40.6%
Female	238	59.4%
Total	401	100.0%

Q4.2 Participant Age

Table 57

	Count	Column N %
18 - 25	32	8.0%
26 - 40	91	22.7%
41 - 55	128	31.9%
56 - 65	63	15.7%
65 +	86	21.4%
Refused	1	.2%
Total	401	100.0%

Q4.3 Marital status

Table 58

	Count	Column N %
Single	59	14.7%
In a committed relationship	5	1.2%
Married/common law	270	67.3%
Divorced/separated	26	6.5%
Widowed	40	10.0%
Refused	1	.2%
Total	401	100.0%

Q4.4 Children

Of the 401 participants, 317 have children and 15 participants were expecting a child at the time of the survey.

Table 59

	Count	Column N %
Yes & currently expecting	12	3.0%
Yes & not currently expecting	305	76.1%
No but currently expecting	3	.7%
No and not currently expecting	81	20.2%
Refused	0	.0%
Total	401	100.0%

Q4.4a Number of children

Table 60

	Count	Column N %
1	43	13.6%
2	114	36.0%
3	82	25.9%
4	45	14.2%
5	18	5.7%
6	9	2.8%
7	1	.3%
8	2	.6%
9	1	.3%
10	1	.3%
12	1	.3%
refused	0	.0%
Total	317	100.0%

Q4.4b Number of children 0-2 years old

Table 61

	Count	Column N %
0	293	92.4%
1	21	6.6%
2	3	.9%
Total	317	100.0%

Twenty-four participants had children between birth and two years of age.

Q4.4c Number of children 3 - 5 years old

Table 62

	Count	Column N %
0	291	91.8%
1	21	6.6%
2	4	1.3%
3	1	.3%
Total	317	100.0%

Twenty-six participants had children between three and five years of age.

Q4.4d Number of children 6 - 12 years old

Table 63

	Count	Column N %
0	256	80.8%
1	33	10.4%
2	23	7.3%
3	5	1.6%
Total	317	100.0%

Sixty-one participants had children between six and twelve years of age.

Q4.4e Number of children 13 - 18 years old

Table 64

	Count	Column N %
0	243	76.7%
1	39	12.3%
2	28	8.8%
3	7	2.2%
Total	317	100.0%

Seventy-four participants had children between 13 and 18 years of age.

Q4.4f Number of children 19 + years old

Table 65

	Count	Column N %
0	95	30.0%
1	40	12.6%
2	70	22.1%
3	56	17.7%
4	32	10.1%
5	11	3.5%
6	7	2.2%
7	2	.6%
8	1	.3%
9	1	.3%
10	1	.3%
12	1	.3%
Total	317	100.0%

Two hundred and twenty-two participants had children nineteen years of age and older.

Q4.5 Highest level of education of participant.

Table 66

	Count	Column N %
Less than high school	50	12.5%
High school	94	23.4%
Some college or technical school	46	11.5%
College or technical diploma	97	24.2%
Some university	38	9.5%
University degree	60	15.0%
Master's degree or higher	15	3.7%
Refused	1	.2%
Total	401	100.0%

Thirty-six percent of participant's highest level of education was Grade twelve or less.

Q4.6 Household annual income before taxes

Table 67

	Count	Column N %
\$10,000 or less	25	6.2%
\$10,001 to \$20,000	35	8.7%
\$20,001 to \$35,000	69	17.2%
\$35,001 to \$50,000	72	18.0%
\$50,001 to \$100,000	104	25.9%
More than \$100,000	38	9.5%
Don't know	16	4.0%
No answer	42	10.5%
Total	401	100.0%

Location of Participants within Saskatchewan

Table 68

	Count	Column N %
Saskatoon	86	21.4%
Regina	72	18.0%
Towns/Villages/Hamlets	83	20.7%
Rural	109	27.2%
Other cities	51	12.7%
Total	401	100.0%

Number of Participants residing North of Prince Albert

Table 69

	Count	Column N %
No	367	91.5%
Yes	34	8.5%
Total	401	100.0%

The distribution of participants is representative of the distribution of population of Saskatchewan.

At the end of the survey participants were asked if they had any comments they would like to add. The following are their comments:

- *A lot of the questions are really silly and repetitive. Whoever came up with the survey needs to work on it.*
- *Doing this for advertising on safety and help the kids*

- *Education is the most important prevention*
- *Every woman's supposed to know they're not supposed to drink and the young women drink, there should be more information, obviously the young women don't care, TV and posters say more, schools need to help, it's up to everybody to pitch in to help, children need to learn more at school, young mothers need to start caring more*
- *Glad the information is getting out*
- *Hope the word gets out to the teens*
- *I believe the effects of alcohol not only on children, but also on adults should be advertised in the same way as cigarette smoking effects have been advertised on the cigarette packages.*
- *I don't know if taking a survey for the males is such a good idea, especially in my age range, maybe women would be better*
- *I don't know if the general public listens to this sort of thing. I have all sorts of physical problems and when you go to talk to people they just say that they gave at the office*
- *I don't think this survey is very well thought out. Some of your questions weren't thought out at all*
- *I found the survey pointed in one direction against drinking. You can't just look at the survey without taking in the social, economic and cultural background.*
- *I hope that whatever you're doing will help put more things on TV and educate people*
- *I just think it's a good thing to try and teach people as much about the harm of drinking alcohol during pregnancy and just keep it up*
- *I just figure there's too much emphasis on alcohol and not enough on , these addicted people, like heroin, there's not enough stuff like that, that causes more harm than alcohol, I think*
- *I just get very annoyed when these kids have to be placed into foster care by their mothers who drank when they were pregnant with them I don't see why the government has to fund these things when the mothers should have more control*
- *I just really do feel strongly that young mothers should be aware of the dangers of alcohol and smoking*
- *I just say, keep going as long as you can go*
- *I just think the survey is a really good idea and it brings to the front that it reminds people about it and the fact that they have to sit and think about the problem is a good reminder that it exists*
- *I like what you are doing to get people informed about this and getting people's opinions about FAS I raised a child with FAS and I know how hard it is for the child and the family*
- *I moved from British Columbia to Saskatchewan and was blown away that our town did not offer dry grad for the students. I approached the principal about this and he was very negative about a dry grad. my opinion is that if you are teaching young people about not drinking that they should follow up on what they teach*
- *I think it should be promoted more in school at a lower age because it is probably at higher risk.*
- *I think it was a good survey and I hope the results are made public.*
- *I think it was an interesting survey*
- *I think the ad program is good, and it should continue*
- *I think the survey is directed toward females and should be directed to female*

respondents

- *I think they really have to stress to men just as well as women that they have a responsibility not to drink during pregnancy, especially the aboriginal culture*
- *I think we have to add respect to higher levels of curriculum in education and do more to inform younger people of the consequences of drinking while pregnant*
- *I wish I had some answers because it is so sad and it is costing the taxpayers millions of dollars it is terrible that these poor little ones are brought into this world with no hopes. You need to be responsible with yourself.*
- *I wish parents would take more responsibility monitoring the children*
- *I wish the younger girls would know more about FAS*
- *I would just like to see more info in department stores and confectionaries cause that's all we have up here*
- *I would like to know why they banned smoking and not drinking, they should ban the booze*
- *If people are going to drink, they're going to drink it doesn't matter to them you can put all the ads on TV you want but it only effects the people who want to hear it*
- *I'm a smoker and I think the government should do everything they can to get them off the shelves, this goes for alcohol as well*
- *Information about the exact effects of FAS should be shown to children in their earlier years so that it sinks in*
- *It needs more public awareness because it's so important that women know about the effects of drinking while pregnant, and doctors should stress to their patients about it.*
- *It was a very nice survey!*
- *Just that I appreciate the job that you are doing to help us understand the problems caused by alcohol during pregnancy.*
- *Just the fact that the government should restrict selling liquor to fix the FAS problem*
- *My wife is a special ed teacher. The sad thing is families that have more than one pregnancy with alcohol*
- *People should not overindulge in alcohol*
- *Some of the questions about defects, facial abnormalities, the normal person wouldn't have any idea about it.*
- *The Prevention Institute is doing an excellent job in making the public more aware of the problem of FAS. I really appreciate the efforts they have made.*
- *There is a lot of information out there to help people. In the doctor's office and all over with posters. It is a lot better than what it used to be when I was pregnant.*
- *There needs to be more pressure on the information from everyone about FAS, it needs to get out there for everyone to know, my son is a beaver scout leader and there's a boy in his group who has FAS and he is very difficult to handle*
- *There should be more information and advertisements about the affects of alcohol on the child.*
- *There should be questions concerning smoking as well as the drinking.*
- *There should be surveys and more awareness made on the drug problem*
- *Think it's good that you're doing the survey, need to inform people of the effects of alcohol, need to get more information to people that need it*
- *We need to figure out a different way to reach kids and tell them about the effects of FAS, because it seems like nobody listens to the info that's out there*

now.

- *Well I would think that if mothers were concerned about a child they would be very careful what they drink or eat the child would be deformed for life it's only nine months out of yours*
- *When the questions are asked I think that they seem to be more biased and lean to one direction only, I think there are more health problems in Saskatchewan than what the survey was depicting, I was expecting more than just the alcohol questions that were asked*
- *Would like to see alcohol banned for people that are pregnant and their spouses*
- *You can drink a moderate amount and it would be ok. People who drink the occasional glass of wine will not harm the baby*