

# Ipsos-Reid U.S. Public Affairs: Commercials to Fight Drug Use Study

## detailed tables

### 1. During the Super Bowl, do you recall any ads linking money from illegal drugs to support for terrorism?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H - I/J/K/L - M/N/O

\* small base

|                                       |       | Gender |        | Age   |       |       |     | Race  |       | Region     |          |       |      | Metropolitan Status |          |       |
|---------------------------------------|-------|--------|--------|-------|-------|-------|-----|-------|-------|------------|----------|-------|------|---------------------|----------|-------|
|                                       | Total | Male   | Female | 18-34 | 35-49 | 50-64 | 65+ | White | Other | North-east | Mid-west | South | West | Urban               | Suburban | Rural |
|                                       |       | A      | B      | C     | D     | E     | F   | G     | H     | I          | J        | K     | L    | M                   | N        | O     |
| Base: Watched the Super Bowl Weighted | 644   | 378    | 266    | 164   | 210   | 153   | 113 | 554   | 69    | 123        | 147      | 232   | 142  | 160                 | 327      | 157   |
|                                       | 638   | 362    | 276    | 210   | 209   | 128   | 87  | 521   | 95*   | 121        | 152      | 226   | 139  | 174                 | 310      | 154   |
| Yes                                   | 300   | 183    | 116    | 108   | 107   | 62    | 23  | 258   | 32    | 63         | 71       | 97    | 69   | 75                  | 151      | 73    |
|                                       | 47%   | 51%    | 42%    | 52%   | 51%   | 48%   | 26% | 50%   | 34%   | 52%        | 47%      | 43%   | 49%  | 43%                 | 49%      | 47%   |
| No                                    | B     |        |        | F     | F     | F     |     | H     |       |            |          |       |      |                     |          |       |
|                                       | 331   | 177    | 154    | 100   | 102   | 64    | 61  | 258   | 59    | 58         | 78       | 127   | 69   | 96                  | 157      | 78    |
|                                       | 52%   | 49%    | 56%    | 48%   | 49%   | 50%   | 70% | 50%   | 63%   | 48%        | 51%      | 56%   | 49%  | 55%                 | 51%      | 51%   |
| (DK/NS)                               |       |        |        |       |       |       | CDE |       | G     |            |          |       |      |                     |          |       |
|                                       | 8     | 2      | 6      | 1     | 0     | 2     | 4   | 5     | 3     | 1          | 2        | 3     | 2    | 3                   | 2        | 3     |
|                                       | 1%    | 1%     | 2%     | 1%    | -     | 2%    | 5%  | 1%    | 3%    | 1%         | 2%       | 1%    | 1%   | 2%                  | 1%       | 2%    |
|                                       |       |        |        |       |       |       | CD  |       |       |            |          |       |      |                     |          |       |

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### 1. During the Super Bowl, do you recall any ads linking money from illegal drugs to support for terrorism?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G - H/I/J - K/L/M - N/O

\* small base

|                                       |            | Marital Status |            | Children   |            | Household Income |               |            | Education  |              |                | Party Identification |            |                | Registered to Vote |           |
|---------------------------------------|------------|----------------|------------|------------|------------|------------------|---------------|------------|------------|--------------|----------------|----------------------|------------|----------------|--------------------|-----------|
|                                       | Total      | Married        | Other      | Yes        | No         | Under \$25K      | \$25K- <\$50K | \$50K+     | HS or less | Some college | College degree | Repub-licans         | Demo-crats | Inde-pend-ents | Yes                | No        |
|                                       |            | A              | B          | C          | D          | E                | F             | G          | H          | I            | J              | K                    | L          | M              | N                  | O         |
| Base: Watched the Super Bowl Weighted | 644        | 385            | 255        | 265        | 375        | 109              | 201           | 268        | 198        | 234          | 209            | 223                  | 180        | 224            | 524                | 120       |
|                                       | 638        | 357            | 277        | 285        | 349        | 147*             | 178           | 247        | 203        | 239          | 192            | 213                  | 180        | 226            | 506                | 132       |
| Yes                                   | 300<br>47% | 177<br>50%     | 123<br>44% | 142<br>50% | 158<br>45% | 53<br>36%        | 90<br>51%     | 131<br>53% | 78<br>38%  | 116<br>49%   | 105<br>55%     | 93<br>44%            | 81<br>45%  | 120<br>53%     | 242<br>48%         | 58<br>44% |
| No                                    | 331<br>52% | 175<br>49%     | 152<br>55% | 140<br>49% | 187<br>53% | 90<br>61%        | 84<br>47%     | 116<br>47% | 120<br>59% | 121<br>51%   | 87<br>45%      | 118<br>55%           | 96<br>53%  | 104<br>46%     | 258<br>51%         | 73<br>55% |
| (DK/NS)                               | 8<br>1%    | 5<br>2%        | 2<br>1%    | 3<br>1%    | 5<br>1%    | 3<br>2%          | 3<br>2%       | 0<br>-     | 5<br>3%    | 2<br>1%      | 0<br>-         | 2<br>1%              | 3<br>2%    | 2<br>1%        | 6<br>1%            | 1<br>1%   |

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### 1. During the Super Bowl, do you recall any ads linking money from illegal drugs to support for terrorism?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

\* small base; \*\* very small base (under 30) ineligible for sig testing

|                                       |       | Super Bowl |               | Ads Linking Drugs to Terrorism |                   | Approach to Advertising on Illegal Drug Use |              | How New Approach Will Work |                      | Appropriate Use of Taxpayer Money |     |
|---------------------------------------|-------|------------|---------------|--------------------------------|-------------------|---------------------------------------------|--------------|----------------------------|----------------------|-----------------------------------|-----|
|                                       | Total | Watched    | Did not watch | Recall ads                     | Do not recall ads | New approach                                | Old approach | Better                     | About the same/worse | Yes                               | No  |
|                                       |       | A          | B             | C                              | D                 | E                                           | F            | G                          | H                    | I                                 | J   |
| Base: Watched the Super Bowl Weighted | 644   | 644        | 0             | 306                            | 338               | 215                                         | 86           | 122                        | 90                   | 331                               | 294 |
|                                       | 638   | 638        | -.**          | 300                            | 338               | 212                                         | 83*          | 120                        | 89*                  | 319                               | 299 |
| Yes                                   | 300   | 300        | 0             | 300                            | 0                 | 212                                         | 83           | 120                        | 89                   | 165                               | 127 |
|                                       | 47%   | 47%        | -             | 100%                           | -                 | 100%                                        | 100%         | 100%                       | 100%                 | 52%                               | 43% |
| No                                    | 331   | 331        | 0             | 0                              | 331               | 0                                           | 0            | 0                          | 0                    | 150                               | 168 |
|                                       | 52%   | 52%        | -             | -                              | 98%               | -                                           | -            | -                          | -                    | 47%                               | 56% |
| (DK/NS)                               | 8     | 8          | 0             | 0                              | 8                 | 0                                           | 0            | 0                          | 0                    | 4                                 | 3   |
|                                       | 1%    | 1%         | -             | -                              | 2%                | -                                           | -            | -                          | -                    | 1%                                | 1%  |

## Ipsos-Reid U.S. Public Affairs: Commercials to Fight Drug Use Study

## detailed tables

### 2a. Do you think this is a new way to discourage illegal drug use, or is it more of the same old thing?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H - I/J/K/L - M/N/O

\* small base; \*\* very small base (under 30) ineligible for sig testing

|                  |            | Gender     |           | Age       |           |           |           | Race       |           | Region     |           |           |           | Metropolitan Status |                 |                |
|------------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|-----------|---------------------|-----------------|----------------|
|                  | Total      | Male       | Female    | 18-34     | 35-49     | 50-64     | 65+       | White      | Other     | North-east | Mid-west  | South     | West      | Urban               | Suburban        | Rural          |
|                  |            | A          | B         | C         | D         | E         | F         | G          | H         | I          | J         | K         | L         | M                   | N               | O              |
| Base: Recall ads | 306        | 198        | 108       | 90        | 112       | 74        | 30        | 273        | 25        | 65         | 71        | 101       | 69        | 71                  | 159             | 76             |
| Weighted         | 300        | 183        | 116       | 108*      | 107       | 62*       | 23**      | 258        | 32**      | 63*        | 71*       | 97*       | 69*       | 75*                 | 151             | 73*            |
| New way          | 212<br>71% | 130<br>71% | 82<br>71% | 76<br>70% | 79<br>73% | 45<br>72% | 13<br>58% | 185<br>72% | 19<br>60% | 49<br>78%  | 48<br>67% | 69<br>71% | 46<br>67% | 44<br>59%           | 113<br>74%<br>M | 55<br>75%<br>M |
| Same old thing   | 83<br>28%  | 52<br>28%  | 31<br>27% | 32<br>29% | 27<br>25% | 16<br>26% | 9<br>39%  | 69<br>27%  | 13<br>40% | 13<br>22%  | 22<br>30% | 26<br>27% | 22<br>32% | 30<br>40%<br>NO     | 36<br>24%       | 17<br>24%      |
| (DK/NS)          | 4<br>1%    | 2<br>1%    | 3<br>2%   | 1<br>1%   | 2<br>2%   | 1<br>1%   | 1<br>3%   | 4<br>2%    | 0<br>-    | 0<br>-     | 2<br>3%   | 2<br>2%   | 1<br>1%   | 1<br>1%             | 3<br>2%         | 1<br>1%        |

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### 2a. Do you think this is a new way to discourage illegal drug use, or is it more of the same old thing?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G - H/I/J - K/L/M - N/O

\* small base

|                  |            | Marital Status  |                | Children   |            | Household Income |               |           | Education  |              |                | Party Identification |                |                | Registered to Vote |           |
|------------------|------------|-----------------|----------------|------------|------------|------------------|---------------|-----------|------------|--------------|----------------|----------------------|----------------|----------------|--------------------|-----------|
|                  | Total      | Married         | Other          | Yes        | No         | Under \$25K      | \$25K- <\$50K | \$50K+    | HS or less | Some college | College degree | Repub-licans         | Demo-crats     | Inde-pend-ents | Yes                | No        |
|                  |            | A               | B              | C          | D          | E                | F             | G         | H          | I            | J              | K                    | L              | M              | N                  | O         |
| Base: Recall ads | 306        | 192             | 114            | 138        | 168        | 40               | 99            | 144       | 78         | 116          | 112            | 101                  | 82             | 119            | 253                | 53        |
| Weighted         | 300        | 177             | 123            | 142        | 158        | 53*              | 90*           | 131       | 78*        | 116          | 105            | 93*                  | 81*            | 120            | 242                | 58*       |
| New way          | 212<br>71% | 134<br>76%<br>B | 77<br>63%      | 103<br>73% | 109<br>69% | 35<br>65%        | 63<br>70%     | 97<br>74% | 58<br>74%  | 81<br>70%    | 72<br>69%      | 76<br>81%<br>LM      | 50<br>61%      | 82<br>69%      | 173<br>71%         | 39<br>67% |
| Same old thing   | 83<br>28%  | 39<br>22%       | 45<br>36%<br>A | 37<br>26%  | 46<br>29%  | 18<br>35%        | 26<br>29%     | 32<br>24% | 19<br>24%  | 32<br>27%    | 33<br>31%      | 17<br>18%            | 32<br>39%<br>K | 34<br>28%      | 65<br>27%          | 18<br>31% |
| (DK/NS)          | 4<br>1%    | 4<br>2%         | 1<br>1%        | 2<br>1%    | 3<br>2%    | 0<br>-           | 1<br>1%       | 2<br>1%   | 1<br>1%    | 3<br>3%      | 0<br>-         | 1<br>1%              | 0<br>-         | 4<br>3%        | 4<br>1%            | 1<br>1%   |

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### 2a. Do you think this is a new way to discourage illegal drug use, or is it more of the same old thing?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

\* small base; \*\* very small base (under 30) ineligible for sig testing

|                           |       | Super Bowl |               | Ads Linking Drugs to Terrorism |                   | Approach to Advertising on Illegal Drug Use |              | How New Approach Will Work |                      | Appropriate Use of Taxpayer Money |     |
|---------------------------|-------|------------|---------------|--------------------------------|-------------------|---------------------------------------------|--------------|----------------------------|----------------------|-----------------------------------|-----|
|                           | Total | Watched    | Did not watch | Recall ads                     | Do not recall ads | New approach                                | Old approach | Better                     | About the same/worse | Yes                               | No  |
|                           |       | A          | B             | C                              | D                 | E                                           | F            | G                          | H                    | I                                 | J   |
| Base: Recall ads Weighted | 306   | 306        | 0             | 306                            | 0                 | 215                                         | 86           | 122                        | 90                   | 174                               | 127 |
|                           | 300   | 300        | -.**          | 300                            | -.**              | 212                                         | 83*          | 120                        | 89*                  | 165                               | 127 |
| New way                   | 212   | 212        | 0             | 212                            | 0                 | 212                                         | 0            | 120                        | 89                   | 139                               | 65  |
|                           | 71%   | 71%        | -             | 71%                            | -                 | 100%                                        | -            | 100%                       | 100%                 | 84%                               | 51% |
| Same old thing            | 83    | 83         | 0             | 83                             | 0                 | 0                                           | 83           | 0                          | 0                    | 22                                | 61  |
|                           | 28%   | 28%        | -             | 28%                            | -                 | -                                           | 100%         | -                          | -                    | 13%                               | 48% |
| (DK/NS)                   | 4     | 4          | 0             | 4                              | 0                 | 0                                           | 0            | 0                          | 0                    | 4                                 | 1   |
|                           | 1%    | 1%         | -             | 1%                             | -                 | -                                           | -            | -                          | -                    | 2%                                | 1%  |

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## detailed tables

### 2b. Do you think this new approach will work better, worse or about the same as the old approach?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H - I/J/K/L - M/N/O

\* small base; \*\* very small base (under 30) ineligible for sig testing

|                                              |            | Gender    |           | Age       |           |           |          | Race       |           | Region     |           |           |           | Metropolitan Status |           |           |
|----------------------------------------------|------------|-----------|-----------|-----------|-----------|-----------|----------|------------|-----------|------------|-----------|-----------|-----------|---------------------|-----------|-----------|
|                                              | Total      | Male      | Female    | 18-34     | 35-49     | 50-64     | 65+      | White      | Other     | North-east | Mid-west  | South     | West      | Urban               | Subur-ban | Rural     |
|                                              |            | A         | B         | C         | D         | E         | F        | G          | H         | I          | J         | K         | L         | M                   | N         | O         |
| Base: New way to discourage illegal drug use | 215        | 139       | 76        | 62        | 83        | 52        | 18       | 194        | 14        | 50         | 47        | 71        | 47        | 42                  | 118       | 55        |
| Weighted                                     | 212        | 130       | 82*       | 76*       | 79*       | 45*       | 13**     | 185        | 19**      | 49*        | 48*       | 69*       | 46*       | 44*                 | 113       | 55*       |
| Better                                       | 120<br>57% | 74<br>57% | 46<br>56% | 41<br>54% | 45<br>57% | 27<br>61% | 7<br>55% | 103<br>56% | 13<br>66% | 28<br>57%  | 25<br>53% | 46<br>66% | 21<br>47% | 26<br>58%           | 58<br>52% | 36<br>66% |
| About the same                               | 80<br>38%  | 46<br>36% | 33<br>41% | 30<br>39% | 29<br>37% | 15<br>34% | 6<br>45% | 71<br>38%  | 7<br>34%  | 18<br>38%  | 18<br>38% | 23<br>33% | 20<br>44% | 15<br>34%           | 50<br>44% | 15<br>27% |
| Worse                                        | 9<br>4%    | 7<br>5%   | 2<br>3%   | 5<br>7%   | 4<br>5%   | 1<br>1%   | 0<br>-   | 8<br>4%    | 0<br>-    | 3<br>5%    | 3<br>7%   | 0<br>-    | 3<br>7%   | 3<br>6%             | 5<br>4%   | 2<br>3%   |
| (DK/NS)                                      | 3<br>1%    | 3<br>2%   | 0<br>-    | 0<br>-    | 1<br>1%   | 2<br>4%   | 0<br>-   | 3<br>2%    | 0<br>-    | 0<br>-     | 1<br>2%   | 1<br>1%   | 1<br>2%   | 1<br>2%             | 0<br>-    | 2<br>3%   |

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### 2b. Do you think this new approach will work better, worse or about the same as the old approach?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G - H/I/J - K/L/M - N/O

\* small base; \*\* very small base (under 30) ineligible for sig testing

|                                              | Total      | Marital Status |              | Children  |           | Household Income |               |           | Education      |              |                | Party Identification |            |                | Registered to Vote |              |
|----------------------------------------------|------------|----------------|--------------|-----------|-----------|------------------|---------------|-----------|----------------|--------------|----------------|----------------------|------------|----------------|--------------------|--------------|
|                                              |            | Married        | Other        | Yes       | No        | Under \$25K      | \$25K- <\$50K | \$50K+    | HS or less     | Some college | College degree | Rep-licans           | Demo-crats | Inde-pend-ents | Yes                | No           |
|                                              |            | A              | B            | C         | D         | E                | F             | G         | H              | I            | J              | K                    | L          | M              | N                  | O            |
| Base: New way to discourage illegal drug use | 215        | 145            | 70           | 102       | 113       | 25               | 68            | 107       | 58             | 82           | 75             | 79                   | 49         | 84             | 179                | 36           |
| Weighted                                     | 212        | 134            | 77*          | 103*      | 109       | 35**             | 63*           | 97        | 58*            | 81*          | 72*            | 76*                  | 50*        | 82*            | 173                | 39*          |
| Better                                       | 120<br>57% | 77<br>58%      | 43<br>55%    | 63<br>61% | 57<br>53% | 22<br>62%        | 36<br>56%     | 54<br>56% | 39<br>68%<br>J | 49<br>60%    | 32<br>44%      | 40<br>53%            | 30<br>60%  | 46<br>56%      | 102<br>59%         | 18<br>46%    |
| About the same                               | 80<br>38%  | 52<br>39%      | 28<br>36%    | 36<br>35% | 44<br>40% | 13<br>38%        | 24<br>39%     | 36<br>36% | 17<br>30%      | 29<br>36%    | 33<br>45%      | 34<br>45%            | 19<br>38%  | 26<br>32%      | 64<br>37%          | 15<br>39%    |
| Worse                                        | 9<br>4%    | 2<br>2%        | 7<br>9%<br>A | 3<br>3%   | 6<br>6%   | 0<br>-           | 3<br>5%       | 5<br>5%   | 1<br>2%        | 2<br>3%      | 6<br>8%        | 0<br>-               | 1<br>2%    | 8<br>10%<br>K  | 5<br>3%            | 4<br>10%     |
| (DK/NS)                                      | 3<br>1%    | 3<br>2%        | 0<br>-       | 1<br>1%   | 2<br>2%   | 0<br>-           | 0<br>-        | 3<br>3%   | 0<br>-         | 1<br>1%      | 2<br>3%        | 1<br>1%              | 0<br>-     | 2<br>2%        | 1<br>1%            | 2<br>5%<br>N |

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2b. Do you think this new approach will work better, worse or about the same as the old approach?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

\* small base; \*\* very small base (under 30) ineligible for sig testing

|                                              |            | Super Bowl |               | Ads Linking Drugs to Terrorism |                   | Approach to Advertising on Illegal Drug Use |              | How New Approach Will Work |                      | Appropriate Use of Taxpayer Money |               |
|----------------------------------------------|------------|------------|---------------|--------------------------------|-------------------|---------------------------------------------|--------------|----------------------------|----------------------|-----------------------------------|---------------|
|                                              | Total      | Watched    | Did not watch | Recall ads                     | Do not recall ads | New approach                                | Old approach | Better                     | About the same/worse | Yes                               | No            |
|                                              |            | A          | B             | C                              | D                 | E                                           | F            | G                          | H                    | I                                 | J             |
| Base: New way to discourage illegal drug use | 215        | 215        | 0             | 215                            | 0                 | 215                                         | 0            | 122                        | 90                   | 145                               | 65            |
| Weighted                                     | 212        | 212        | -.**          | 212                            | -.**              | 212                                         | -.**         | 120                        | 89*                  | 139                               | 65*           |
| Better                                       | 120<br>57% | 120<br>57% | 0<br>-        | 120<br>57%                     | 0<br>-            | 120<br>57%                                  | 0<br>-       | 120<br>100%<br>H           | 0<br>-               | 88<br>63%<br>J                    | 26<br>40%     |
| About the same                               | 80<br>38%  | 80<br>38%  | 0<br>-        | 80<br>38%                      | 0<br>-            | 80<br>38%                                   | 0<br>-       | 0<br>-                     | 80<br>90%<br>G       | 50<br>36%                         | 28<br>43%     |
| Worse                                        | 9<br>4%    | 9<br>4%    | 0<br>-        | 9<br>4%                        | 0<br>-            | 9<br>4%                                     | 0<br>-       | 0<br>-                     | 9<br>10%<br>G        | 0<br>-                            | 9<br>14%<br>I |
| (DK/NS)                                      | 3<br>1%    | 3<br>1%    | 0<br>-        | 3<br>1%                        | 0<br>-            | 3<br>1%                                     | 0<br>-       | 0<br>-                     | 0<br>-               | 1<br>1%                           | 2<br>3%       |

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3. The Bush Administration aired two ads during (last night's/Sunday's) Super Bowl linking money from illegal drugs to terrorism. The message was that if you buy drugs, you support terrorism. The government spent nearly three and a half million dollars to air these ads. Do you think this is an appropriate use of the taxpayers' money, or not?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H - I/J/K/L - M/N/O

|                       |            | Gender     |            | Age        |            |            |           | Race       |           | Region     |            |            |            | Metropolitan Status |            |            |
|-----------------------|------------|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|------------|------------|------------|---------------------|------------|------------|
|                       | Total      | Male       | Female     | 18-34      | 35-49      | 50-64      | 65+       | White      | Other     | North-east | Mid-west   | South      | West       | Urban               | Suburban   | Rural      |
|                       |            | A          | B          | C          | D          | E          | F         | G          | H         | I          | J          | K          | L          | M                   | N          | O          |
| Base: All respondents |            |            |            |            |            |            |           |            |           |            |            |            |            |                     |            |            |
|                       | 1000       | 500        | 500        | 244        | 296        | 266        | 188       | 847        | 121       | 196        | 234        | 354        | 216        | 246                 | 502        | 252        |
| Weighted              | 1000       | 480        | 520        | 319        | 301        | 224        | 150       | 800        | 165       | 196        | 234        | 354        | 216        | 263                 | 484        | 252        |
| Yes                   |            |            |            |            |            |            |           |            |           |            |            |            |            |                     |            |            |
|                       | 478<br>48% | 250<br>52% | 227<br>44% | 137<br>43% | 161<br>54% | 102<br>45% | 74<br>50% | 408<br>51% | 57<br>34% | 101<br>51% | 121<br>52% | 165<br>47% | 91<br>42%  | 116<br>44%          | 240<br>50% | 121<br>48% |
| No                    |            |            |            |            |            |            |           |            |           |            |            |            |            |                     |            |            |
|                       | 482<br>48% | 211<br>44% | 271<br>52% | 171<br>53% | 129<br>43% | 110<br>49% | 68<br>46% | 365<br>46% | 99<br>60% | 89<br>45%  | 101<br>43% | 176<br>50% | 116<br>54% | 138<br>52%          | 220<br>45% | 124<br>49% |
| (DK/NS)               |            |            |            |            |            |            |           |            |           |            |            |            |            |                     |            |            |
|                       | 40<br>4%   | 19<br>4%   | 21<br>4%   | 11<br>3%   | 10<br>3%   | 12<br>5%   | 7<br>5%   | 28<br>3%   | 9<br>5%   | 7<br>3%    | 11<br>5%   | 13<br>4%   | 9<br>4%    | 9<br>3%             | 24<br>5%   | 7<br>3%    |

## Ipsos-Reid U.S. Public Affairs: Commercials to Fight Drug Use Study

## detailed tables

3. The Bush Administration aired two ads during (last night's/Sunday's) Super Bowl linking money from illegal drugs to terrorism. The message was that if you buy drugs, you support terrorism. The government spent nearly three and a half million dollars to air these ads. Do you think this is an appropriate use of the taxpayers' money, or not?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G - H/I/J - K/L/M - N/O

|                       | Total      | Marital Status |            | Children   |            | Household Income |               |            | Education  |              |                | Party Identification |            |                | Registered to Vote |            |
|-----------------------|------------|----------------|------------|------------|------------|------------------|---------------|------------|------------|--------------|----------------|----------------------|------------|----------------|--------------------|------------|
|                       |            | Married        | Other      | Yes        | No         | Under \$25K      | \$25K- <\$50K | \$50K+     | HS or less | Some college | College degree | Repub-licans         | Demo-crats | Inde-pend-ents | Yes                | No         |
|                       |            | A              | B          | C          | D          | E                | F             | G          | H          | I            | J              | K                    | L          | M              | N                  | O          |
| Base: All respondents | 1000       | 568            | 425        | 377        | 614        | 222              | 300           | 371        | 337        | 370          | 288            | 321                  | 279        | 369            | 790                | 210        |
| Weighted              | 1000       | 535            | 458        | 417        | 572        | 290              | 264           | 340        | 344        | 387          | 264            | 305                  | 282        | 377            | 760                | 240        |
| Yes                   | 478<br>48% | 294<br>55%     | 181<br>40% | 221<br>53% | 254<br>44% | 123<br>43%       | 133<br>50%    | 178<br>52% | 156<br>45% | 191<br>49%   | 129<br>49%     | 200<br>66%           | 97<br>34%  | 169<br>45%     | 364<br>48%         | 113<br>47% |
| No                    | 482<br>48% | 221<br>41%     | 256<br>56% | 184<br>44% | 293<br>51% | 153<br>53%       | 124<br>47%    | 152<br>45% | 175<br>51% | 182<br>47%   | 122<br>46%     | 94<br>31%            | 176<br>62% | 193<br>51%     | 369<br>49%         | 113<br>47% |
| (DK/NS)               | 40<br>4%   | 20<br>4%       | 21<br>5%   | 12<br>3%   | 25<br>4%   | 13<br>4%         | 7<br>3%       | 10<br>3%   | 12<br>4%   | 14<br>4%     | 12<br>5%       | 11<br>4%             | 10<br>3%   | 16<br>4%       | 27<br>4%           | 14<br>6%   |

## Ipsos-Reid U.S. Public Affairs: Commercials to Fight Drug Use Study

## detailed tables

3. The Bush Administration aired two ads during (last night's/Sunday's) Super Bowl linking money from illegal drugs to terrorism. The message was that if you buy drugs, you support terrorism. The government spent nearly three and a half million dollars to air these ads. Do you think this is an appropriate use of the taxpayers' money, or not?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J

\* small base

|                       |            | Super Bowl |               | Ads Linking Drugs to Terrorism |                   | Approach to Advertising on Illegal Drug Use |                | How New Approach Will Work |                      | Appropriate Use of Taxpayer Money |                  |
|-----------------------|------------|------------|---------------|--------------------------------|-------------------|---------------------------------------------|----------------|----------------------------|----------------------|-----------------------------------|------------------|
|                       | Total      | Watched    | Did not watch | Recall ads                     | Do not recall ads | New approach                                | Old approach   | Better                     | About the same/worse | Yes                               | No               |
|                       |            | A          | B             | C                              | D                 | E                                           | F              | G                          | H                    | I                                 | J                |
| Base: All respondents | 1000       | 644        | 356           | 306                            | 338               | 215                                         | 86             | 122                        | 90                   | 488                               | 472              |
| Weighted              | 1000       | 638        | 362           | 300                            | 338               | 212                                         | 83*            | 120                        | 89*                  | 478                               | 482              |
| Yes                   | 478<br>48% | 319<br>50% | 159<br>44%    | 165<br>55%<br>D                | 154<br>45%        | 139<br>66%<br>F                             | 22<br>27%      | 88<br>73%<br>H             | 50<br>57%            | 478<br>100%<br>J                  | 0<br>-           |
| No                    | 482<br>48% | 299<br>47% | 183<br>51%    | 127<br>42%                     | 171<br>51%<br>C   | 65<br>31%                                   | 61<br>73%<br>E | 26<br>22%                  | 37<br>42%<br>G       | 0<br>-                            | 482<br>100%<br>I |
| (DK/NS)               | 40<br>4%   | 20<br>3%   | 20<br>6%      | 7<br>2%                        | 13<br>4%          | 7<br>3%                                     | 0<br>-         | 6<br>5%                    | 1<br>1%              | 0<br>-                            | 0<br>-           |