

Detailed Tables

Which of the following best represents your view:

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Most people who drink do so knowing what the risks are	792	100	94	49	299	174	75	120	292	380
	75%	75%	85% DE	78%	75% E	69%	80%	70%	76%	76%
Many people who drink are unaware of the risks associated with drinking	256	33	16	14	95	80	19	50	91	114
	24%	24% B	14%	22%	24% B	31% BD	20%	29%	24%	23%
None of the above	3	1	0	0	2	0	0	1	0	2
	0	1%	-	-	1%	-	-	1%	-	0
Don't know/Refused	2	0	1	0	1	0	0	0	1	1
	0	-	1%	-	0	-	-	-	0	0

Which of the following best represents your view:

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Most people who drink do so knowing what the risks are	792	625	166	39	163	328	262	170	250	313
	75%	75%	78%	65%	75%	78% C	74%	72%	75%	79% G
Many people who drink are unaware of the risks associated with drinking	256	207	48	21	52	87	93	64	82	85
	24%	25%	22%	35% E	24%	21%	26%	27%	25%	21%
None of the above	3	3	0	0	2	1	0	2	0	0
	0	0	-	-	1%	0	-	1%	-	-
Don't know/Refused	2	2	0	0	0	2	0	1	0	0
	0	0	-	-	-	0	-	0	-	-

Detailed Tables

Which of the following best represents your view:

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Most people who drink do so knowing what the risks are	792	580	213	589	203	792	0	0
	75%	78% B	70%	79% D	66%	100% F	-	-
Many people who drink are unaware of the risks associated with drinking	256	166	89	156	100	0	256	0
	24%	22%	29% A	21%	33% C	-	100% E	-
None of the above	3	1	2	1	2	0	0	3
	0	0	1%	0	1%	-	-	100%
Don't know/Refused	2	0	2	0	2	0	0	0
	0	-	1% A	-	1% C	-	-	-

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I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 1) Women who drink alcoholic beverages during pregnancy risk birth defects ?

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

* small base

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Aware	1042 99%	133 99%	109 98%	63 100%	393 99%	250 99%	94 100%	169 99%	379 99%	494 99%
Unaware	11 1%	1 1%	2 2%	0 -	4 1%	4 1%	0 -	2 1%	5 1%	4 1%

I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 1) Women who drink alcoholic beverages during pregnancy risk birth defects ?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Aware	1042 99%	829 99%	212 99%	56 92%	215 99%	417 100%	353 99%	232 98%	329 99%	396 100%
Unaware	11 1%	9 1%	2 1%	5 8% DEF	2 1%	2 0	2 1%	5 2%	2 1%	2 0

I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 1) Women who drink alcoholic beverages during pregnancy risk birth defects ?

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

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

		DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
	TOTAL	Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Aware	1042 99%	742 99%	300 98%	743 100%	299 97%	787 99%	252 98%	3 100%
Unaware	11 1%	5 1%	6 2%	3 0	8 3% C	6 1%	4 2%	0 -

Detailed Tables

I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 2) Consuming alcohol impairs your ability to drive a car or operate machinery ?

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Aware	1045 99%	134 100%	111 100%	63 100%	393 99%	251 99%	93 99%	170 99%	382 99%	493 99%
Unaware	8 1%	0 -	0 -	0 -	4 1%	3 1%	1 1%	1 1%	2 1%	5 1%

I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 2) Consuming alcohol impairs your ability to drive a car or operate machinery ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Aware	1045 99%	833 99%	211 99%	58 95%	213 98%	419 100% CD	354 100% C	233 98%	330 100%	396 100%
Unaware	8 1%	5 1%	3 1%	3 5% EF	4 2% E	0 - -	1 0	4 2%	1 0	2 0

I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 2) Consuming alcohol impairs your ability to drive a car or operate machinery ?

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Aware	1045 99%	746 100% B	299 98%	745 100% D	301 98%	789 100% F	251 98%	3 100%
Unaware	8 1%	1 0	7 2% A	1 0	7 2% C	3 0	5 2% E	0 -

Detailed Tables

I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 3) Drinking alcoholic beverages may cause health problems ?

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF ,PEI19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Aware	1043 99%	133 99%	109 98%	63 100%	394 99%	250 99%	94 100%	170 99%	377 98%	496 100% H
Unaware	9 1%	0 -	2 2%	0 -	3 1%	4 1%	0 -	1 1%	6 2%	2 0
Don't know/Refused	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -

I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 3) Drinking alcoholic beverages may cause health problems ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Aware	1043 99%	829 99%	212 99%	58 95%	214 99%	416 99% C	353 100% C	232 98%	327 99%	397 100% G
Unaware	9 1%	7 1%	2 1%	3 5% EF	3 1% F	3 1%	0 -	4 2% I	4 1%	1 0
Don't know/Refused	1 0	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -	0 -

Detailed Tables

I'm now going to read you some risks associated with drinking alcoholic beverages, for each one, please tell me if you were aware or unaware of it: 3) Drinking alcoholic beverages may cause health problems ?

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Aware	1043 99%	739 99%	304 99%	739 99%	304 99%	786 99%	252 98%	3 100%
Unaware	9 1%	8 1%	1 0	7 1%	2 1%	6 1%	3 1%	0 -
Don't know/Refused	1 0	0 -	1 0	0 -	1 0	0 -	1 0	0 -

In your opinion, which of the following approaches would be the most useful when it comes to reducing the incidence of women drinking during pregnancy ?

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Having a campaign of television and other advertising	293	45	23	17	114	63	30	47	109	137
	28%	34% B	21%	27%	29%	25%	32%	28%	28%	27%
Having an education program through doctors who advise pregnant women	553	63	64	32	199	147	48	96	202	255
	53%	47%	58%	50%	50%	58%	51%	56%	53%	51%
Putting warning labels on bottles of alcohol beverages	179	23	23	12	69	39	13	25	64	90
	17%	17%	21%	19%	17%	15%	14%	14%	17%	18%
None of the above	26	2	1	2	13	5	2	4	8	14
	2%	2%	1%	4%	3%	2%	3%	2%	2%	3%
Don't know/Refused	3	0	0	0	2	1	0	0	1	2
	0	-	-	-	1%	0	-	-	0	0

Detailed Tables

In your opinion, which of the following approaches would be the most useful when it comes to reducing the incidence of women drinking during pregnancy ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Having a campaign of television and other advertising	293	240	52	16	50	115	111	71	87	114
	28%	29%	24%	26%	23%	28%	31% D	30%	26%	29%
Having an education program through doctors who advise pregnant women	553	436	117	26	120	213	193	114	174	212
	53%	52%	55%	43%	55%	51%	55%	48%	52%	53%
Putting warning labels on bottles of alcohol beverages	179	138	39	18	38	80	43	43	64	63
	17%	16%	18%	30% DEF	17%	19% F	12%	18%	19%	16%
None of the above	26	20	5	1	7	10	7	7	6	9
	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%
Don't know/Refused	3	3	0	0	2	1	0	2	0	0
	0	0	-	-	1%	0	-	1%	-	-

In your opinion, which of the following approaches would be the most useful when it comes to reducing the incidence of women drinking during pregnancy ?

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Having a campaign of television and other advertising	293	217	75	215	78	214	77	1
	28%	29%	25%	29%	25%	27%	30%	33%
Having an education program through doctors who advise pregnant women	553	391	162	390	163	425	125	2
	53%	52%	53%	52%	53%	54%	49%	67%
Putting warning labels on bottles of alcohol beverages	179	120	59	123	56	128	50	0
	17%	16%	19%	16%	18%	16%	20%	-
None of the above	26	16	9	16	9	22	3	0
	2%	2%	3%	2%	3%	3%	1%	-
Don't know/Refused	3	2	1	2	1	3	0	0
	0	0	0	0	0	0	-	-

Detailed Tables

And, which of the following approaches would be the most useful when it comes to reducing the incidence of people driving vehicles or operating equipment after drinking ?

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Having a campaign of television and other advertising	361	47	35	24	138	88	29	68	135	158
	34%	35%	32%	38%	35%	34%	31%	40%	35%	32%
Having an education and counseling program targeted at repeat offenders	553	74	60	33	205	130	52	84	189	280
	53%	55%	54%	52%	52%	51%	55%	49%	49%	56% H
Putting warning labels on bottles of alcohol beverages	101	7	10	4	43	25	11	16	47	38
	10%	6%	9%	6%	11%	10%	11%	9%	12% I	8%
None of the above	35	5	5	2	8	11	3	3	12	20
	3%	4%	5%	4%	2%	4%	3%	2%	3%	4%
Don't know/Refused	3	0	0	0	3	0	0	0	1	2
	0	-	-	-	1%	-	-	-	0	0

And, which of the following approaches would be the most useful when it comes to reducing the incidence of people driving vehicles or operating equipment after drinking ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Having a campaign of television and other advertising	361	288	72	16	66	136	142	78	115	153
	34%	34%	34%	26%	30%	32%	40% CDE	33%	35%	38%
Having an education and counseling program targeted at repeat offenders	553	436	117	31	118	234	168	121	184	192
	53%	52%	55%	52%	54%	56% F	47%	51%	56%	48%
Putting warning labels on bottles of alcohol beverages	101	83	18	9	23	36	33	29	22	37
	10%	10%	8%	14%	10%	9%	9%	12% H	7%	9%
None of the above	35	28	7	4	10	12	9	8	10	14
	3%	3%	3%	6%	5%	3%	2%	3%	3%	4%
Don't know/Refused	3	2	1	1	0	0	2	0	1	2
	0	0	0	2% E	-	-	1%	-	0	0

Detailed Tables

And, which of the following approaches would be the most useful when it comes to reducing the incidence of people driving vehicles or operating equipment after drinking ?

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Having a campaign of television and other advertising	361	267	95	271	90	271	89	1
	34%	36%	31%	36% D	29%	34%	35%	33%
Having an education and counseling program targeted at repeat offenders	553	392	161	380	173	414	137	1
	53%	52%	53%	51%	56%	52%	54%	33%
Putting warning labels on bottles of alcohol beverages	101	64	37	72	29	76	24	0
	10%	9%	12%	10%	9%	10%	9%	-
None of the above	35	22	12	20	14	27	6	1
	3%	3%	4%	3%	5%	3%	2%	35%
Don't know/Refused	3	2	1	2	1	3	0	0
	0	0	0	0	0	0	-	-

And, which of the following approaches would be the most useful when it comes to reducing the number of people who experience health problems from drinking ?

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Having a campaign of television and other advertising	290	39	36	19	98	61	36	47	98	146
	28%	29%	33%	31%	25%	24%	39% DE	27%	25%	29%
Having an education program through doctors targeted to those who show signs of alcohol abuse	637	84	62	39	239	162	51	103	243	291
	61%	63%	56%	61%	60%	64%	55%	60%	63%	58%
Putting warning labels on bottles of alcohol beverages	104	7	12	3	50	27	5	17	37	51
	10%	6%	11%	4%	13% AC	11%	5%	10%	10%	10%
None of the above	20	3	0	2	9	4	1	4	7	9
	2%	2%	-	4% B	2%	1%	2%	2%	2%	2%
Don't know/Refused	1	0	0	0	1	0	0	0	0	1
	0	-	-	-	0	-	-	-	-	0

Detailed Tables

And, which of the following approaches would be the most useful when it comes to reducing the number of people who experience health problems from drinking ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Having a campaign of television and other advertising	290	224	66	16	48	124	102	65	87	121
	28%	27%	31%	26%	22%	30% D	29%	27%	26%	30%
Having an education program through doctors targeted to those who show signs of alcohol abuse	637	512	124	39	141	240	216	147	208	230
	61%	61%	58%	65%	65%	57%	61%	62%	63%	58%
Putting warning labels on bottles of alcohol beverages	104	85	19	5	22	49	29	21	30	41
	10%	10%	9%	8%	10%	12%	8%	9%	9%	10%
None of the above	20	16	4	1	6	6	7	4	6	7
	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
Don't know/Refused	1	0	1	0	0	0	1	0	1	0
	0	-	0	-	-	-	0	-	0	-

And, which of the following approaches would be the most useful when it comes to reducing the number of people who experience health problems from drinking ?

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Having a campaign of television and other advertising	290	215	75	212	78	202	88	0
	28%	29%	25%	28%	25%	26%	34% E	-
Having an education program through doctors targeted to those who show signs of alcohol abuse	637	452	185	445	192	489	145	3
	61%	61%	60%	60%	63%	62%	57%	100%
Putting warning labels on bottles of alcohol beverages	104	66	38	75	30	84	18	0
	10%	9%	12%	10%	10%	11%	7%	-
None of the above	20	12	7	12	7	16	4	0
	2%	2%	2%	2%	2%	2%	2%	-
Don't know/Refused	1	1	0	1	0	1	0	0
	0	0	-	0	-	0	-	-

Detailed Tables

In general, which of the following is closest to your view:

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Drinking alcoholic beverages should be prohibited	39	5	7	1	18	8	0	2	12	26
	4%	4%	7% F	2%	5%	3%	-	1%	3%	5% G
Drinking alcoholic beverages should be allowed but should be regulated by government	555	60	53	33	229	138	42	105	206	244
	53%	45%	48%	53%	58% AF	54%	45%	62% I	54%	49%
Drinking alcoholic beverages should be allowed without government involvement	436	63	49	29	141	104	51	60	160	215
	41%	47% D	44%	45%	36%	41%	54% DE	35%	42%	43%
None of the above	17	4	2	0	6	4	1	4	4	9
	2%	3%	2%	-	2%	1%	1%	2%	1%	2%
Don't know/Refused	5	1	0	0	3	1	0	0	2	3
	0	1%	-	-	1%	0	-	-	1%	1%

In general, which of the following is closest to your view:

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Drinking alcoholic beverages should be prohibited	39	32	7	8	12	10	9	14	11	8
	4%	4%	3%	14% DEF	5%	2%	3%	6% I	3%	2%
Drinking alcoholic beverages should be allowed but should be regulated by government	555	459	95	28	107	213	204	127	164	219
	53%	55% B	45%	46%	50%	51%	58%	53%	50%	55%
Drinking alcoholic beverages should be allowed without government involvement	436	332	103	21	93	186	136	86	151	166
	41%	40%	48% A	35%	43%	44%	38%	36%	46% G	42%
None of the above	17	12	5	3	3	7	4	8	5	3
	2%	1%	2%	5%	1%	2%	1%	3% I	1%	1%
Don't know/Refused	5	2	3	0	2	2	1	2	0	2
	0	0	1% A	-	1%	0	0	1%	-	0

Detailed Tables

In general, which of the following is closest to your view:

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Drinking alcoholic beverages should be prohibited	39	4	35	6	33	18	20	1
	4%	1%	12% A	1%	11% C	2%	8% E	33%
Drinking alcoholic beverages should be allowed but should be regulated by government	555	399	157	388	167	411	142	1
	53%	53%	51%	52%	55%	52%	56%	33%
Drinking alcoholic beverages should be allowed without government involvement	436	330	106	335	101	346	90	0
	41%	44% B	35%	45% D	33%	44% F	35%	-
None of the above	17	12	5	13	4	12	4	1
	2%	2%	2%	2%	1%	2%	2%	35%
Don't know/Refused	5	2	3	4	1	5	0	0
	0	0	1%	1%	0	1%	-	-

Do you drink alcoholic beverages of any sort ?

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Yes	747	99	71	45	263	194	75	128	276	343
	71%	74%	64%	71%	66%	76% BD	80% BD	75%	72%	69%
No	306	35	39	18	134	60	19	44	108	155
	29%	26%	36% EF	29%	34% EF	24%	20%	25%	28%	31%

Detailed Tables

Do you drink alcoholic beverages of any sort ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Yes	747 71%	603 72%	142 67%	38 63%	132 61%	308 74% D	267 75% CD	141 60%	233 70% G	316 79% GH
No	306 29%	235 28%	71 33%	22 37% F	85 39% EF	110 26%	87 25%	96 40% HI	99 30% I	82 21%

Do you drink alcoholic beverages of any sort ?

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF ,PEI19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Yes	747 71%	747 100% B	0 -	634 85% D	113 37%	580 73% F	166 65%	1 35%
No	306 29%	0 -	306 100% A	111 15%	194 63% C	213 27%	89 35% E	2 65%

Do you serve alcoholic beverages to guests in your household ?

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

* small base

	TOTAL	REGION						AGE		
		BC	ALB	SK/MN	ONT	QUE	ATL	18-24	25-34	35-45
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	127	107	74	399	270	76	173	381	499
Weighted Base	1053	134	111	63*	397	254	94*	171	384	498
Yes	746 71%	84 63%	77 69%	41 64%	272 68%	204 80% ABCD	68 73%	97 57%	289 75% G	359 72% G
No	307 29%	50 37% E	34 31% E	23 36% E	125 32% E	50 20%	26 27%	74 43% HI	95 25%	139 28%

Detailed Tables

Do you serve alcoholic beverages to guests in your household ?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)										
Unweighted Base	1053	841	210	63	216	420	352	236	331	399
Weighted Base	1053	837	214	61*	217	419	355	237	331	398
Yes	746 71%	592 71%	152 71%	28 46%	125 58%	307 73% CD	284 80% CDE	114 48%	234 71% G	340 85% GH
No	307 29%	245 29%	62 29%	33 54% EF	91 42% EF	111 27% F	70 20%	123 52% HI	97 29% I	58 15%

Do you serve alcoholic beverages to guests in your household ?

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

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

	TOTAL	DRINK ALCOHOLIC BEVERAGES		SERVE ALCOHOLIC BEVERAGES		BEST REPRESENTS YOUR VIEW		
		Yes	No	Yes	No	Drink knowing the risks	Drink unaware of the risks	None of the above
		A	B	C	D	E	F	G
Base: Female Respondents (AB,MB,QC 18-45 and BC,SK,ON,NB,NS,NF,PEI 19-45)								
Unweighted Base	1053	745	308	744	309	791	257	3
Weighted Base	1053	747	306	746	307	792	256	3**
Yes	746 71%	634 85% B	111 36%	746 100% D	0 -	589 74% F	156 61%	1 35%
No	307 29%	113 15%	194 64% A	0 -	307 100% C	203 26%	100 39% E	2 65%