

POR Number: 318-07
Contract Number: 47180-087120/001/CY
Award Date: 2007-12-18
Fieldwork Completion Date: 2008-03-20

FINAL REPORT

Evaluation of the Western Hemisphere Travel Initiative (WHTI) Advertising Campaign

Prepared for Canada Border Services Agency

por-rop@cbsa-asfc.gc.ca

Ce rapport est également disponible en français sur demande.

March 2008



Phoenix Strategic Perspectives Inc.
1678 Bank Street, Ste. 2, Ottawa, Ontario K1V 7Y6
Tel: (613) 260-1700 Fax: (613) 260-1300 Email: info@phoenixspi.ca
www.phoenixspi.ca

This report is formatted for double-sided printing.

TABLE OF CONTENTS

Executive Summary i

Sommaire iv

Introduction 1

General Recall of Ads 6

Actions Taken 13

Media Coverage and Travel-Related Behaviours 15

Perceptions of Federal Government Performance 20

Characteristics of Survey Respondents 22

Subgroup Analysis 27

General Public 28

Border Communities 35

Appendices:

- Questionnaire in English and French

EXECUTIVE SUMMARY

Phoenix SPI was commissioned to conduct quantitative research to evaluate the effectiveness of the Western Hemisphere Travel Initiative (WHTI) advertising campaign. The campaign included radio, newspaper, and Internet ads, and a flyer sent to 68% of Canadian households (specifically those in border towns across the country and in cities with an international airport) to inform them of the new rules concerning the documents travellers will need to show in order to obtain entry to the United States. The main part of the campaign ran from November 10 to December 23, 2007 and from January 14 to February 3, 2008.

The survey was administered to 1,408 Canadian residents, 18 years of age and older. This included an oversample of approximately 400 Canadians living in communities near the Canada-U.S. border and a general population sample of 1004. Border communities were those deemed to be within 30 kilometres of Canada-U.S. border crossings. Fieldwork took place February 1 to 20, 2008. Based on a sample of this size, the overall results of the general public sample can be considered accurate to within +/-3.09% 19 times out of 20. No margin of error is provided for the border community oversample since this was not a probability sample.

This executive summary focuses on the general public results; border community findings are included only where there is a significant difference compared to the general public.

Recall of Advertising

On an unprompted basis, the majority of general public respondents (62%) recalled having seen or heard advertising about the new travel requirements. Turning to the content of the ads, those who recalled them were most likely to remember that travellers will need a valid passport (57%), followed by needing valid government photo ID and a birth certificate (39%), and that air travellers in particular will need a passport (15%). A smaller majority (56%) of those in border communities also recalled the advertising, and generally remembered similar content related to the ads. However, they were less likely to recall that a valid ID and birth certificate will be required (25% vs. 39%). In terms of *where* the general public thought they saw the ads, the single greatest proportion identified television (44%), a medium not used for the campaign. Smaller numbers recalled seeing or hearing the ads in daily newspapers (27%) and on the radio (25%), followed by pamphlets or brochures (13%).

Although majorities of both the general public and those living in border communities claimed to recall the ads on an unprompted basis, many of these were incorrect. To obtain a better sense of the proportion of these respondents who *actually* recalled the ads, a more detailed calculation was used. When this was done, the proportion of those who recalled the ads on an unprompted basis is 21% of the general public and 19% of those living in border communities. This could be considered the validated proportion of respondents who recalled, on an unprompted basis, the WHTI ads.

After being asked about recall of the ads in an unprompted manner, participants were read short descriptions of the ads and flyer, and asked whether they recalled each of these (i.e.

this is prompted or aided awareness of the ads). Total aided recall of the advertising was 53% among the general public. This is the proportion that recall seeing or hearing one or more of the ads (regardless of which ads). More specifically, just over one-quarter of the general public recalled hearing radio ads (26%) or seeing ads in newspapers (26%). Following this, 17% said they recalled receiving the flyer, while 6% claimed to recall the Internet banner ads. Total aided recall of the ads, as well as recall of the radio and newspaper ads, was somewhat higher among those living in border communities.

Turning to the messages the general public could recall from these ads, the need for proper documents to cross the border (39%), and that passports in particular are needed (26%) lead the way. The former included references to proper documentation in general, driver's licences, birth certificates, photo ID, and proof of identification, among others. In terms of sponsorship, the largest proportion pointed to the federal government (61%), followed by taxpayers in general (9%) and provincial governments (3%). Respondents in border communities who recalled the ads identified similar messages, but were somewhat less likely to perceive federal sponsorship of the ads (55% vs. 61%).

Actions Taken as Result of Ads

Those who recalled the advertising were unlikely to identify taking any actions as a result of the ads without prompting. Without prompting, only 12% of the general public, and the same proportion of those living in border communities, said they took action as a result of seeing or hearing the ads. Those who said they took action were asked to identify the action(s) they had taken. In addition, all those who recalled the ads were asked if they had taken any of six potential actions (read to them) that were relevant to the ad campaign. Members of the general public were most likely to have made sure they and their families had valid ID (41%). Following this, by a considerable margin, 17% had applied for a passport as a result of the ads. Respondents were much less likely to have taken other actions (3-7%), such as visiting the website for more information, applying for a birth certificate, changing travel plans, or calling the 1-800 number. The results were very similar for Canadians living in close proximity to the border.

Media Coverage & Travel-Related Behaviours

Turning to media coverage (i.e. not advertising) about this subject matter, a slight majority of those in border communities recalled such coverage (53%), while recall was slightly lower among the general public (44%). Majorities of respondents had travelled to the U.S. during the previous two years, with those in the border communities being much more likely to have made such trips (72% vs. 58% of the general public). This included being twice as likely to make these trips frequently (40% made at least five trips vs. 20% in the general public). That said, identical majorities were at least somewhat likely to travel to the U.S. in the next two years (69%). In terms of identification, most respondents (58%) currently have valid passports, while few have other forms of travel documentation (i.e. FAST or NEXUS cards). Those living in border communities were more likely to have been previously aware of the new requirements, compared to Canadians in general (69% vs. 60%). Few general public participants (18%) see these new requirements as making their trips to the U.S. less likely. This was similarly the case among those living in border communities.

Perceptions of Federal Government Performance

Ratings among the general public of federal government performance tended to be positive to neutral. Using a 7-point scale (1 = terrible, 7 = excellent), approximately half of those surveyed offered positive (scores of 5-7) assessments of the government's performance in terms of informing the public about the new requirements (51%). That said, the single greatest proportion provided neutral assessments (scores of 4) (25%). This was similar among those in border communities, although they were more likely to provide neutral assessments (31% vs. 25%).

Assessments of performance in terms of providing information to the public overall were similar. Almost half (48%) offered positive assessments. Turning to overall government performance, assessments followed a similar pattern, with 45% holding positive views, and the single greatest proportion holding neutral ones (30%). In general, Canadians were much more likely to provide positive, as opposed to negative (scores of 1-3) assessments of government performance. Similar assessments were offered by those living in border communities.

More Information:

Supplier Name: Phoenix Strategic Perspectives Inc.

PWGSC Contract Number: 47180-087120/001/CY

Award Date: 2007-12-18

To obtain more information on this study, please email por-rop@cbsa-asfc.gc.ca.

SOMMAIRE

Phoenix SPI a reçu le mandat de réaliser une recherche quantitative afin d'évaluer l'efficacité de la campagne publicitaire portant sur l'Initiative relative aux voyages dans l'hémisphère occidental (IVHO). La campagne comportait des annonces à la radio, dans les journaux et dans Internet ainsi qu'un dépliant envoyé à 68 % des ménages canadiens (en particulier dans les municipalités situées à proximité de la frontière canado-américaine et dans les villes dotées d'un aéroport international) pour les renseigner sur les nouvelles règles concernant les documents que les voyageurs devront présenter afin de pouvoir pénétrer aux États-Unis. La majeure partie de la campagne s'est déroulée du 10 novembre au 23 décembre 2007 et du 14 janvier au 3 février 2008.

Le sondage a été effectué auprès de 1408 résidents canadiens âgés de 18 ans et plus. Ce nombre comportait un suréchantillon de quelque 400 Canadiens qui vivent dans des collectivités situées près de la frontière canado-américaine ainsi qu'un échantillon de 1004 membres du grand public. On a retenu comme collectivités frontalières celles qui se trouvent dans un rayon de 30 kilomètres d'un passage frontalier entre le Canada et les États-Unis. Le travail sur le terrain s'est déroulé entre le 1^{er} et le 20 février 2008. Compte tenu de la taille de l'échantillon, les résultats globaux de l'échantillon du grand public sont estimés exacts à $\pm 3,09$ points de pourcentage, 19 fois sur 20. Aucune marge d'erreur n'est associée au suréchantillon frontalier puisqu'il ne s'agissait pas d'un échantillon aléatoire.

Le présent sommaire repose sur les résultats du sondage auprès du grand public; ceux du sondage auprès des collectivités frontalières ne sont exposés qu'en cas de différences marquées avec le sondage grand public.

Souvenir de la publicité

De façon spontanée, la majorité des répondants faisant partie du grand public (62 %) se souviennent d'avoir vu ou entendu des annonces sur les nouvelles règles touchant les documents de voyage. Quant au contenu de ces annonces, ceux qui s'en souviennent sont surtout susceptibles de se rappeler que les voyageurs auront besoin d'un passeport valide (57 %), après quoi viennent la nécessité d'une pièce d'identité avec photo émise par le gouvernement et d'un certificat de naissance (39 %) et celle, notamment pour ceux qui voyagent en avion, d'un passeport (15 %). Une majorité plus faible (56 %) des habitants des collectivités frontalières se souviennent également de la publicité et ont conservé, en général, un souvenir semblable du contenu des annonces. Cependant, ils sont moins susceptibles de se rappeler qu'il faudra présenter une pièce d'identité valide et un certificat de naissance (25 % vs 39 %). Quant à *l'endroit* où les membres du grand public pensent avoir vu cette publicité, la réponse qui obtient la proportion la plus élevée est la télévision (44 %) alors que ce média n'a pas été utilisé au cours de la campagne. Dans de moins fortes proportions, on se souvient d'avoir vu ou entendu une annonce dans un quotidien (27 %) et à la radio (25 %), puis dans un dépliant ou une brochure (13 %).

Malgré les majorités, tant parmi les membres du grand public que les habitants des collectivités frontalières, qui affirment spontanément se souvenir des messages publicitaires, bon nombre des réponses sont inexactes. Afin de mieux saisir la proportion de répondants qui se souviennent *vraiment* des annonces, on a procédé à un calcul plus

détaillé. Cela fait, la proportion de ceux qui se souviennent spontanément des annonces s'établit à 21 % pour le grand public et à 19 % pour les habitants des collectivités frontalières. Il s'agit sans doute là de la proportion pouvant être tenue pour validée des répondants qui se souviennent, sans aide, de la publicité sur l'IVHO.

Après avoir demandé aux participants, sans aide, s'ils se souvenaient de certaines annonces, l'intervieweur leur lisait une brève description des annonces et du dépliant et leur demandait à tout coup s'ils s'en souvenaient (ce qui produit une sensibilisation assistée ou orientée aux annonces). Le souvenir assisté de la publicité est globalement de 53 % dans le grand public. Il s'agit de la proportion de répondants qui se rappellent avoir vu ou entendu une ou plusieurs annonces (quelles qu'elles soient). Plus précisément, un peu plus du quart des membres du grand public se souviennent d'avoir entendu une annonce à la radio (26 %) ou vu une annonce dans le journal (26 %). Mentionnons ensuite que 17 % disent se souvenir d'avoir reçu le prospectus postal tandis que 6 % affirment avoir vu le bandeau publicitaire dans Internet. Le souvenir assisté des annonces, globalement ou à la radio et dans les journaux, est légèrement plus élevé parmi les habitants des collectivités frontalières.

En ce qui concerne les messages que le grand public a retenus de ces annonces, la nécessité d'avoir en mains les documents voulus pour pouvoir franchir la frontière (39 %) et celle, en particulier, d'être muni d'un passeport (26 %) arrivent en tête. Parmi les documents voulus, en général, figurent entre autres les permis de conduire, les certificats de naissance, les pièces d'identité avec photo et les preuves d'identité. Quant à savoir qui était l'auteur de cette publicité, le gouvernement fédéral est la réponse la plus fréquente (61 %), suivie par les contribuables en général (9 %) et les gouvernements provinciaux (3 %). Les répondants des collectivités frontalières qui se souviennent des annonces mentionnent des messages semblables mais ont moins tendance à penser que le gouvernement fédéral en a été le commanditaire (55 % vs 61 %).

Mesures prises à la suite des annonces

Ceux qui se souviennent des annonces sont peu susceptibles de dire, sans aide, qu'ils ont pris une quelconque mesure après en avoir eu connaissance. Spontanément, 12 % seulement des membres du grand public ainsi que des habitants des collectivités frontalières affirment avoir pris quelque mesure que ce soit après avoir vu ou entendu cette publicité. Ceux qui disaient avoir agi étaient invités à préciser de quelle manière. En outre, tous ceux qui se souvenaient des annonces devaient dire s'ils avaient pris l'une des mesures possibles (qui leur étaient énumérées), au nombre de six et qui cadraient avec la campagne publicitaire. Les membres du grand public sont surtout susceptibles d'avoir veillé à ce qu'eux-mêmes et les membres de leur famille aient des pièces d'identité valides (41 %). Viennent ensuite, mais très loin derrière, 17 % des répondants qui ont fait une demande de passeport après avoir pris connaissance de la publicité. Les répondants ont eu beaucoup moins tendance à prendre d'autres mesures (3-7 %), comme de consulter le site Web pour obtenir de plus amples renseignements, de faire une demande de certificat de naissance, de modifier leurs projets de voyage ou de composer le numéro 1-800. Les résultats des Canadiens qui habitent à proximité de la frontière étaient très semblables.

Traitement médiatique et comportement relatif aux voyages

En ce qui concerne le traitement médiatique accordé à cette question (et non les annonces), une faible majorité des habitants des collectivités frontalières s'en souviennent (53 %) tandis que cela éveille un souvenir plus faible parmi le grand public (44 %). Des majorités de répondants avaient voyagé aux États-Unis au cours des deux années précédentes, les habitants des collectivités frontalières étant beaucoup plus susceptibles de l'avoir fait (72 % vs 58 % des membres du grand public). Ils étaient notamment deux fois plus susceptibles de faire fréquemment de ces voyages (40 % en ont fait au moins cinq contre 20 % des membres du grand public). Cela dit, des majorités identiques jugeaient tout au moins assez probable de se rendre aux États-Unis dans les deux prochaines années (69 %). Du point de vue des pièces d'identité, la plupart des répondants (58 %) détiennent présentement un passeport valide alors qu'ils sont peu nombreux à détenir d'autres documents de voyage (comme une carte EXPRES ou NEXUS). Les habitants des collectivités frontalières sont plus susceptibles que l'ensemble des Canadiens d'avoir été préalablement au courant des nouvelles exigences (69 % vs 60 %). Peu de participants du grand public (18 %) pensent que ces nouvelles exigences réduisent leur probabilité de se rendre aux États-Unis. Il en va de même pour les habitants des collectivités frontalières.

Perception du rendement du gouvernement fédéral

Le grand public tend à donner au sujet du rendement du gouvernement fédéral une évaluation qui va de positive à neutre. Selon une échelle de sept points (où 1 = affreux et 7 = excellent), près de la moitié des personnes interrogées ont accordé une note positive (notes de 5 à 7) au rendement du gouvernement pour ce qui est d'informer les citoyens au sujet des nouvelles exigences (51 %). La note (celle de 4) qui représente à elle seule la plus grande proportion de répondants (25 %) équivaut à une évaluation neutre. La situation est à peu près équivalente dans les collectivités frontalières quoique ces répondants aient été plus portés à donner une évaluation neutre (31 % vs 25 %).

L'évaluation du rendement du gouvernement pour ce qui est de communiquer de l'information à la population donne des résultats semblables. Près de la moitié (48 %) l'évaluent de façon positive. En ce qui a trait au rendement global du gouvernement, les évaluations suivent la même tendance, avec 45 % des répondants qui le jugent positivement tandis que ceux qui restent neutres forment la proportion la plus élevée (30 %). De façon générale, les Canadiens sont beaucoup plus susceptibles de donner des notes positives que négatives (notes de 1 à 3) lorsqu'ils évaluent le rendement du gouvernement. Les habitants des collectivités frontalières l'évaluent de façon semblable.

Renseignements supplémentaires :

Nom du fournisseur : Phoenix Strategic Perspectives Inc.

N° du contrat avec TPSGC : 47180-087120/001/CY

Date d'attribution : 2007-12-18

Pour de plus amples renseignements sur cette étude, prière d'adresser un courriel à por-rop@cbsa-asfc.gc.ca.

INTRODUCTION

Phoenix SPI was commissioned by the Canada Border Services Agency (CBSA) to conduct an evaluation of the Western Hemisphere Travel Initiative (WHTI) advertising campaign using a pilot version of the Advertising Campaign Evaluation Tool (ACET). The main activities associated with this project are identified below.

Background

The U.S. Western Hemisphere Travel Initiative (WHTI) is a new U.S. law that requires all travellers, including Canadians, to carry a valid passport or other appropriate secure document when travelling to or through the United States from within the western hemisphere. Canadians are unclear about what documents they need to travel to the United States and when they need them.

Since January 31, 2008, the U.S. WHTI requires Canadians to present, at minimum, government-issued photo identification such as a driver's licence, and proof of citizenship, such as a birth certificate, when driving or boating to the United States. Oral declarations are no longer be accepted. At a later date, Canadians will need to present a valid passport, a NEXUS¹ or FAST¹ card, or an enhanced driver's licence – this will be considered in 2009 only.

The passport uptake following the final WHTI air rule last January led to an unexpected and unprecedented increase in applications for passports on both sides of the border, and a large number of complaints to Parliamentarians and members of Congress. There has also been considerable media coverage about the Government of Canada's ability to handle the increased demand for passport services. Cross-border trade and tourism stakeholders have repeatedly called for more communications from the federal government on the U.S. WHTI.

Public opinion research indicates there is an interest for alternative travel documents to the passport to be accepted as WHTI-compliant and to be made available.

Communications about the WHTI is as follows:

- Phase 1: During the summer of 2007, the Government of Canada, via Passport Canada, communicated details on new passport programs and the fact that passports are not required until summer 2008 for land and sea travel.
- Phase 2: The Canada Border Services Agency conducted an advertising campaign; the main portion ran from early November 2007 to early February 2008 to inform Canadians of what documents they need for travel to the United States, including passports and NEXUS/FAST cards.

¹ NEXUS and FAST are trusted-traveller programs that provide means to expedite regular Canada-U.S. border crossing.

Quantitative Evaluation of the WHTI Advertising Campaign

- Phase 3: The CBSA will communicate the final U.S. land and marine rule, expected during the summer of 2008.

The objectives of the CBSA's advertising campaign were to inform Canadians of the actions the federal government is taking to help Canadian travellers comply with the U.S. WHTI, and to advise them of the appropriate secure documents that they can use when travelling to, or through, the United States.

The bulk of the CBSA Phase 2 advertising campaign ran from the beginning of November 2007 to early February 2008, via various media as follows:

November 10, 2007 to December 23, 2007

Print media (November 10, 2007 to December 8, 2007)

- All Canadian daily newspapers and selected weeklies.
- Selected ethnic and aboriginal newspapers.

Internet (November 26, 2007 to December 23, 2007)

- Media of choice for travelling consumers.
- Use Canadian search engines to reach consumers looking for travelling destinations and deals on airline websites, as well as websites such as Expedia.ca, and on main portals, such as Sympatico and Yahoo.

Radio (November 26, 2007 to December 16, 2007)

- Radio stations in border regions/ urban communities.

January -February 2008 (three weeks)

Print media (January 12, 2008 to February 3, 2008)

- All Canadian daily newspapers and selected weeklies.
- Selected ethnic and aboriginal newspapers.

Internet (January 12, 2008 to February 3, 2008)

- Media of choice for travelling consumers.
- Use Canadian search engines to reach consumers looking for travelling destinations and deals on airline websites, as well as websites such as Expedia.ca, and on main portals, such as Sympatico and Yahoo.

Radio (January 12, 2008 to February 3, 2008)

- Radio stations in border regions/ urban communities.

Direct Mail (January 2008)

- Targeted to specific markets¹ (one-page bilingual flyer).

¹ Canada Post distributed this piece to nearly 7.8 million Canadian households, or 65.8%, at the end of January. More specifically, the piece was mailed to households in border towns across the country and in cities with an international airport, plus any towns/villages within a 20 kilometre radius of those cities.

Research Objectives

The CBSA wanted to undertake research to gauge the effectiveness of its advertising campaign, as well as obtain insights that could be helpful in developing the third and final phase of the ad campaign expected in summer 2008.

The purpose of this research, therefore, was to measure awareness, recall and impact of the ads. In particular, the survey assessed:

- Unaided and aided recall of the ads;
- Awareness of who sponsored the ads;
- The perceived key messages in the ads and perceived effectiveness of the ads in increasing awareness of the U.S. WHTI requirements and timing;
- Understanding of the ad campaign objectives and expected outcomes;
- Awareness of the information channels mentioned in the ads and intent to use them (e.g. website, 1 800 O-Canada);
- Intent to get or consider getting a passport as a result of the ads; and
- Whether there are gaps that should be addressed in the next phase of the ad campaign.

The ad campaign's main target audiences were:

- Canadians travelling to, or through, the United States; and
- Canadians in border communities.

The primary target audience for this research was Canadian residents, 18 years and older. The secondary target audiences for the research were Canadians travelling to, or through, the United States, and those living in border communities.

Research Activities

A national telephone survey was conducted to assess the ad campaign and explore related issues from February 1 to 20, 2008. The survey was administered to a sample of 1,408 Canadian residents, 18 years of age and older. The core sample of 1,004 respondents was regionally proportionate. Based on a sample of this size, the general population results can be considered to be accurate to within +/- 3.09%, 19 times out of 20.

In addition, there was an oversample of 404 interviews conducted with Canadians living in border communities. For the purposes of this research, Canadians living in border communities was defined as those living within 30 kilometres of the U.S. border. Respondents in the general population that live in border communities (n = 32) were included in both samples for analytical purposes. As a result, the total sample available for analysis of those living in border communities was 436.

To generate the oversample of Canadians living in border communities, postal codes were obtained for the border crossings based on the location of CBSA offices. Then postal codes within a radius of 30 kilometres from the border crossing were included in the sample purchased for this study. The focus was on communities within this radius; some rural postal codes cover large geographic areas, and would include Canadians living

Quantitative Evaluation of the WHTI Advertising Campaign

considerably further than the 30 kilometre threshold used for this survey. For this reason, such postal codes were not included.

The following tables present the call dispositions and response rates for the general public, followed by the oversample of border communities (based on the formula used by MRIA²):

General Population Call Disposition	
Total Numbers Attempted	14988
Out-of-scope Invalid (i.e. not in service, faxes, pagers, businesses)	3029
Unresolved (U)	6413
<i>No answer/Answering machine</i>	6413
In-scope - Non-responding (IS)	837
<i>Language barrier</i>	222
<i>Incapable of completing (ill/deceased)</i>	73
<i>Callback (Respondent not available)</i>	542
Total Asked	4711
<i>Refusal</i>	3649
<i>Termination</i>	39
In-scope - Responding units (R)	1023
<i>Completed Interview</i>	1004
<i>Not Qualified - Not over 18/Quota Full</i>	19
Response Rate	9.20%

Border Communities Call Disposition	
Total Numbers Attempted	6051
Out-of-scope Invalid (i.e. not in service, faxes, pagers, businesses)	1144
Unresolved (U)	2157
<i>No answer/Answering machine</i>	2157
In-scope - Non-responding (IS)	321
<i>Language barrier</i>	136
<i>Incapable of completing (ill/deceased)</i>	34
<i>Callback (Respondent not available)</i>	151
Total Asked	2429
<i>Refusal</i>	1964
<i>Termination</i>	51
In-scope - Responding units (R)	414
<i>Completed Interview</i>	404
<i>Not Qualified - Not over 18/Quota Full</i>	10
Response Rate	9.03%

² MRIA = Marketing Research and Intelligence Agency, the professional association for the public opinion industry in Canada.

Quantitative Evaluation of the WHTI Advertising Campaign

The interviews averaged nine minutes in length. All work adhered to industry standards as determined by the Marketing Research and Intelligence Association. Up to eight call-backs were attempted to reach sample respondents.

The ACET questions were used as the basis for the questionnaire. These questions were from a revised ACET, available for use by selected departments/agencies on a pilot project basis.

The data for the general public survey were weighted so that the results accurately represent the geographic distribution of Canadians by region, age and gender (as per the 2006 census). No weights were applied to the oversample of border communities. This was not a probability sample, so no margin of error is provided for the resulting data.

Appended to this report are copies of the questionnaire in English and French.

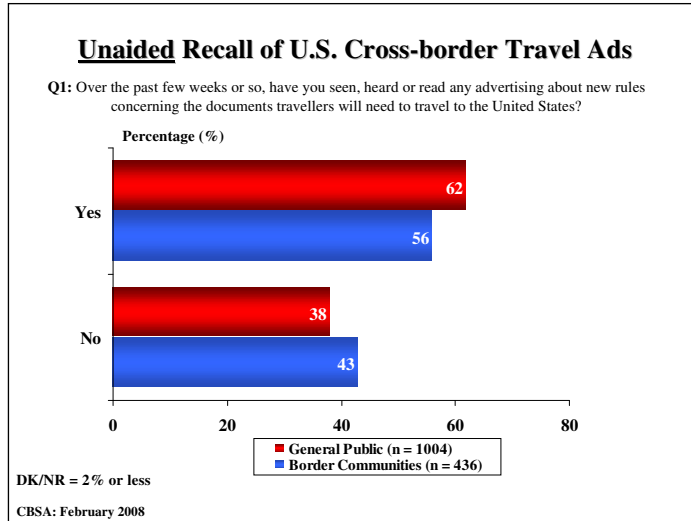
GENERAL RECALL OF ADS

This section presents respondents' general awareness and recall of the WHTI advertising campaign.

Majorities Claim Unprompted Recall of Advertising

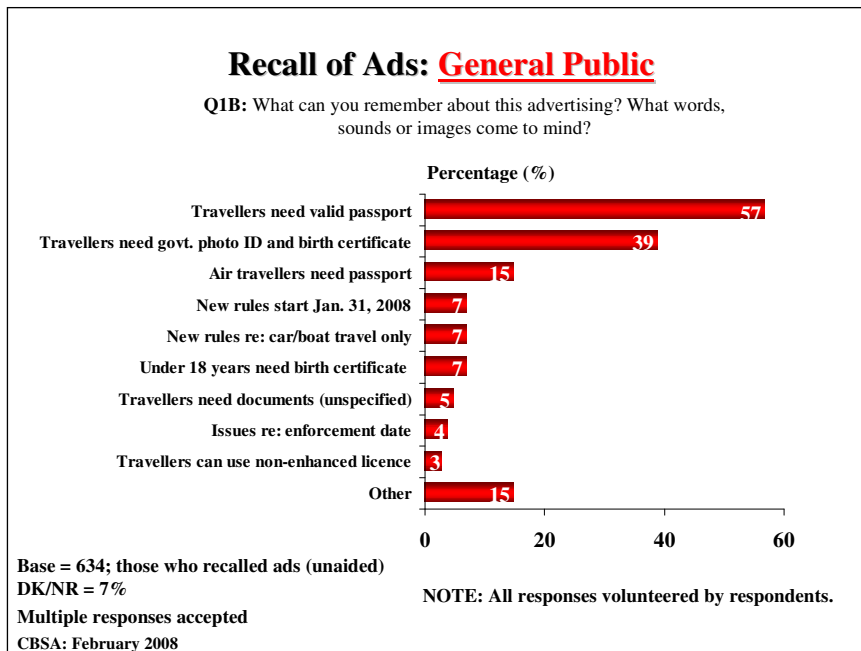
On an unprompted basis, the majority of general public respondents (62%) recalled having seen, heard, or read advertising about new rules concerning the documents travellers need to travel to the United States. Conversely, 38% said they did not recall such advertising.

A majority (56%) of surveyed Canadians in border communities also recalled the advertising, albeit a slightly smaller majority.



Main Recalled Content – Travellers Need Passport, Government ID

Among the general public who claimed to recall the advertising on an unprompted basis (n = 634), two messages were much more widely recalled than others. Heading the list, and the only one to be recalled by a majority, was that travellers to the U.S. need a valid passport to enter the country (57%). This was followed by 39% who said that both a government photo ID and birth certificate were needed. Smaller numbers specified that the passport requirement was for air travellers (15%).

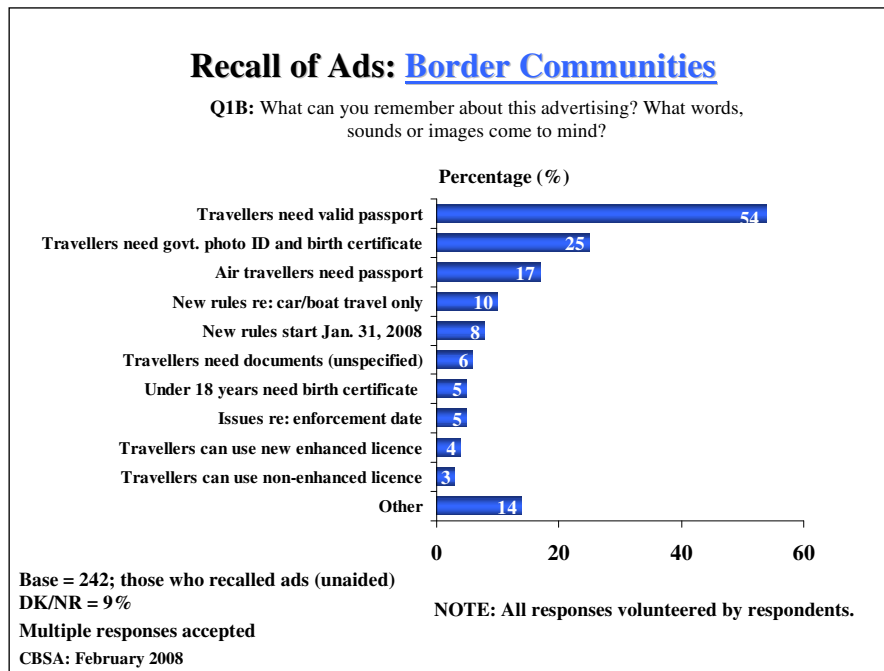


Quantitative Evaluation of the WHTI Advertising Campaign

Numerous messages were recalled by small numbers (3-7%). These include the new rules starting January 31st 2008, the new rules referring to car and boat travel only, those under 18 needing a birth certificate, travellers needing documents (in general), a focus on the date of enforcement, and travellers being able to use a non-enhanced driver's licence.

Messages included in the 'other' category are that there was a new driver's licence, issues with air travel, vaccines, rules concerning purchases made in the U.S., new requirements for ground travel, and immigration documents.

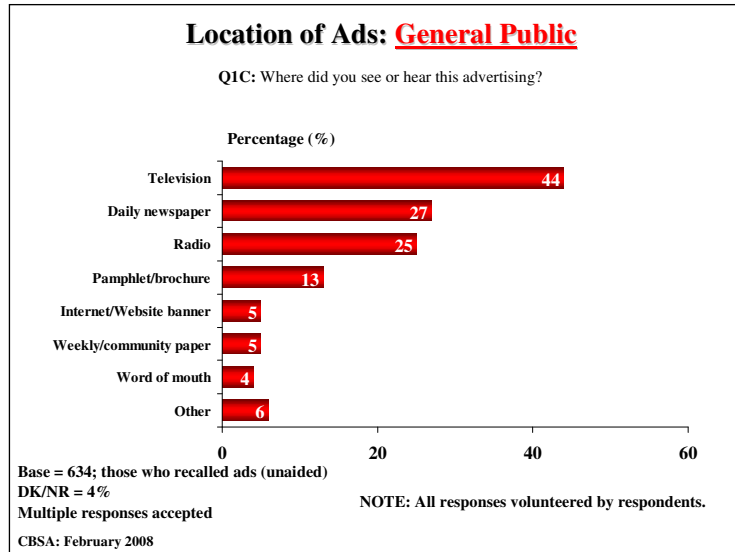
Those living in border communities did not differ significantly from the general public in terms of the messages recalled. Among those who claimed to recall the advertising (n = 242), the message cited most often was that travellers need a valid passport to cross into the U.S. (54%), followed by one-quarter who identified that travellers need government photo ID and a birth certificate. Note that although the top recalled messages were the same as those for the general public, Canadians in border communities were much less likely to identify the latter message (25% vs. 39% of the general public).



Most other messages were identified by small numbers, consistent with the general public. Messages included in the 'other' category were also similar to those identified by the general public.

Many Think They Saw Ads on Television (Ads Did Not Run on TV)

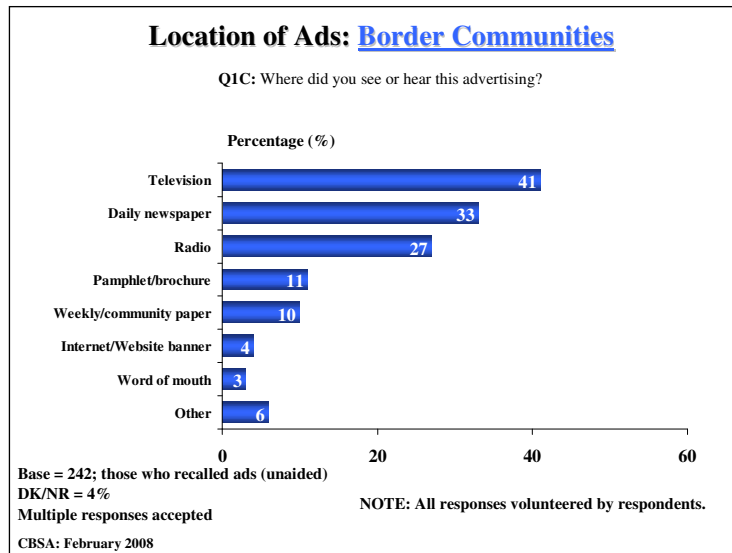
General public respondents who said they recalled the ads on an unprompted basis were most likely to recall noticing them on television. Almost half of these respondents (44%) said that the ads they recalled appeared on that medium. It is important to note that television was not used for this advertising campaign.



Substantial yet much smaller proportions (25-27%) said they noticed the ads in daily newspapers or on the radio, followed by 13% that saw a pamphlet or brochure (multiple responses accepted).

Small numbers pointed to the Internet or website banners and weekly or community papers (5% each). A few had heard about the advertising through word of mouth.

Border respondents who recalled the ads on an unprompted basis were also more likely to erroneously recall the advertisements on television (41%). That said, substantial numbers recalled the advertisements in daily newspapers, (33%) and on the radio (27%). A further one in ten recalled seeing them in pamphlets/brochures, weekly/community papers (10-11%), or on the Internet (4%).



Responses included in the ‘other’ category were similar for those in the general public and those in border communities. These included at work, at the airport, in schools, through travel agents, and at federal government buildings.

Relatively Low Validated Unprompted Recall of Ads

Although majorities of both the general public and Canadians living in border communities claimed to recall the ads on an unprompted basis, many of these were incorrect. Remember

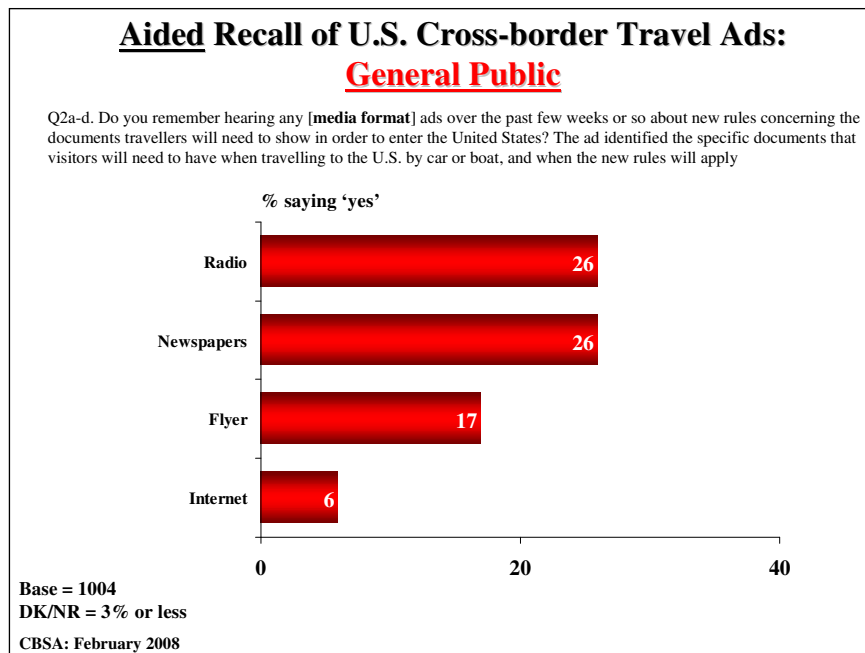
that 41-44% incorrectly thought they saw the ads on television, a medium that was not used for the ad campaign.

To obtain a better sense of the proportion of these respondents who actually recalled the ads on an unprompted basis, a more detailed calculation was used. To have valid unprompted recall of the advertising, a respondent would have had to recall the ad (Q1A), identify appropriate content in terms of the ad’s main message (Q1B), identify a relevant delivery channel or medium (Q1C), and acknowledge seeing one or more of the ads when asked about them directly on a *prompted* basis, where a description of the ad was provided (Q2A-D). In other words, they would have needed to provide ‘correct’ answers through this entire series of questions.

When this is done, the proportion of those who recalled the ads on an unprompted basis is 21% of the general public and 19% of those living in border communities. This could be considered the validated proportion of respondents who recalled, on an unprompted basis, having seen or heard one or more of the WHTI ads.

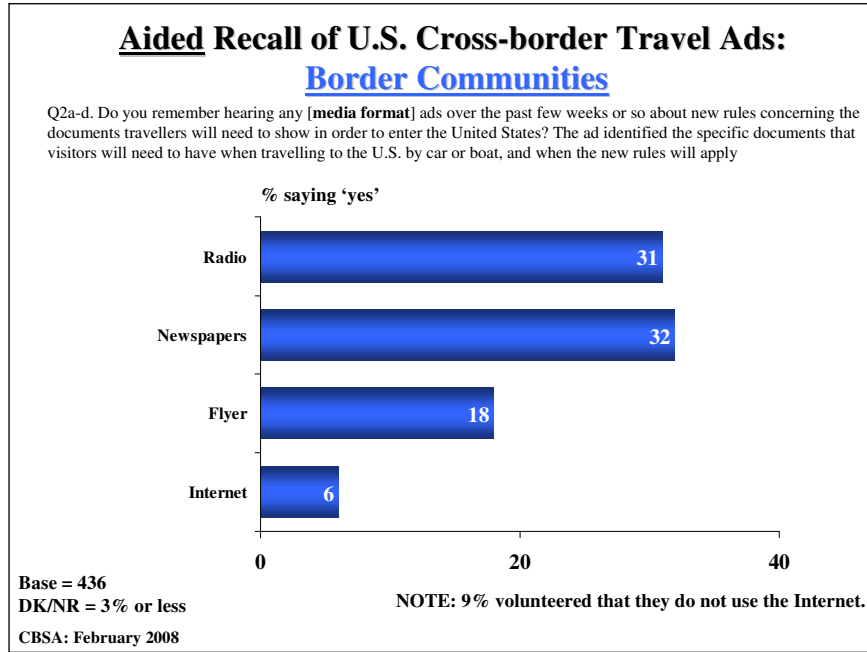
Aided Recall of Ads Highest for Radio, Newspapers

After being asked about recall of the ads in an unprompted manner, participants were read short descriptions of the radio, newspaper and Internet ads, and direct mail flyer, and asked whether they recalled each of these (i.e. this is prompted or aided awareness of the ads). Just over one-quarter of the general public recalled hearing radio ads (26%) or seeing ads in newspapers (26%) about the new rules concerning the documents travellers will need to show in order to enter the U.S.. Following this, 17% said they recalled receiving the flyer sent to their home, while 6% claimed to recall the banner ads on the Internet.



Quantitative Evaluation of the WHTI Advertising Campaign

Recall of the radio and newspaper ads was also higher among those in border communities – 31-32%, compared to 18% who recalled the flyer, and 6% the Internet banner ads.



Comparatively speaking, the newspaper and radio ads were more likely to be recalled by those in border communities compared to the general public (+5% and +6% respectively).

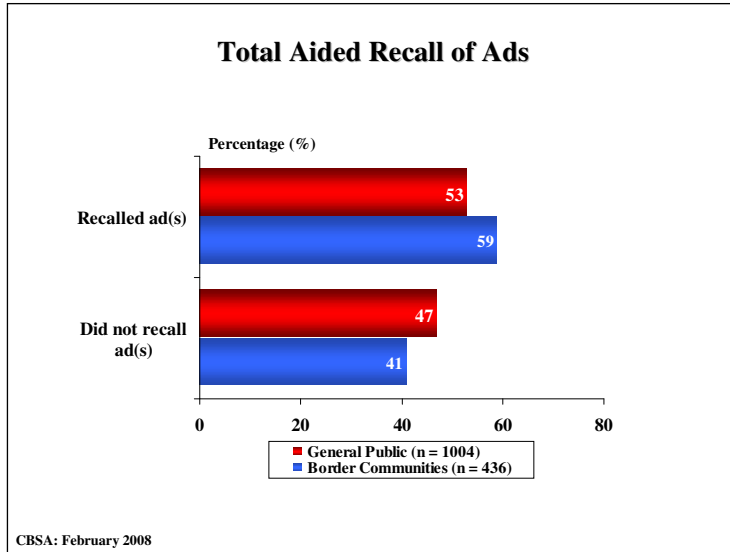
**Aided Recall of U.S. Cross-border Travel Ads:
General Public vs. Oversample**

Locations	General Public %	Oversample %	Difference +/-
Newspaper	26	32	+6
Radio	26	31	+5
Flyer	17	18	+1
Internet	6	6	-

CBSA: February 2008

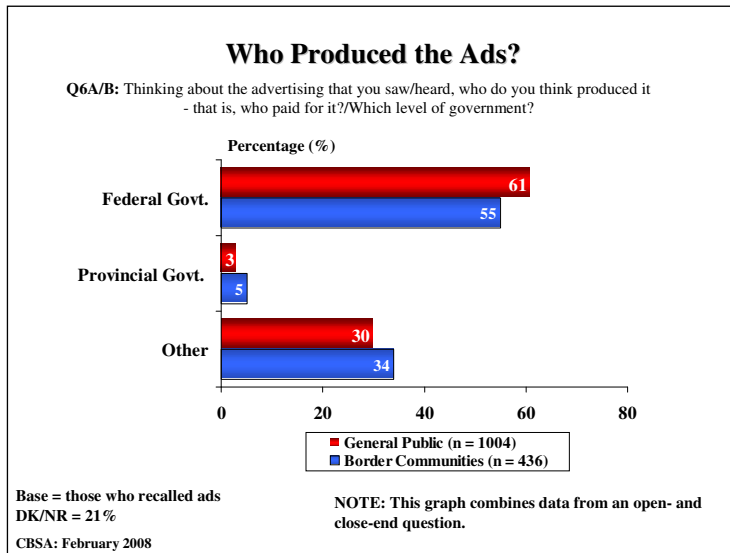
Total Recall – Majorities Remember Seeing at Least One WHTI Ad

The WHTI ads had significant penetration among the general public, as well as those in border communities. In total, slightly more than half of the general public (53%) remembered seeing or hearing at least one of the ads. The proportion of those living in border communities who recalled one or more of the ads was moderately higher (59%). To be clear, these are the proportions of survey respondents who said they could recall at least one of the ads after being read descriptions of each of them.



Majority Think Ads Produced by Government of Canada

More than half of those who said they could recall the ads thought they were produced or paid for by the federal government. In total, 61% of general public respondents who recalled the ads identified the federal government as the sponsor. This was slightly less likely to be the case among those living in border communities (55%).

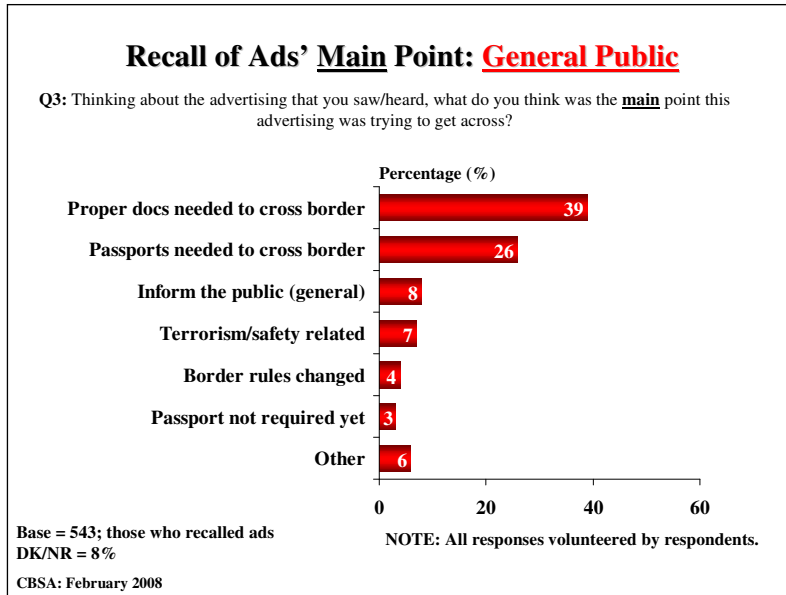


Taxpayers were identified as the sponsor by 9% of the general public and 12% of those in border communities, while few (3-5%) identified provincial governments. Perceived sponsors included in the ‘other’ category are CBC Radio, newspapers, news agencies, advertising sponsors, private companies, and public agencies in general.

Approximately one in five (21%) respondents could not identify a sponsor.

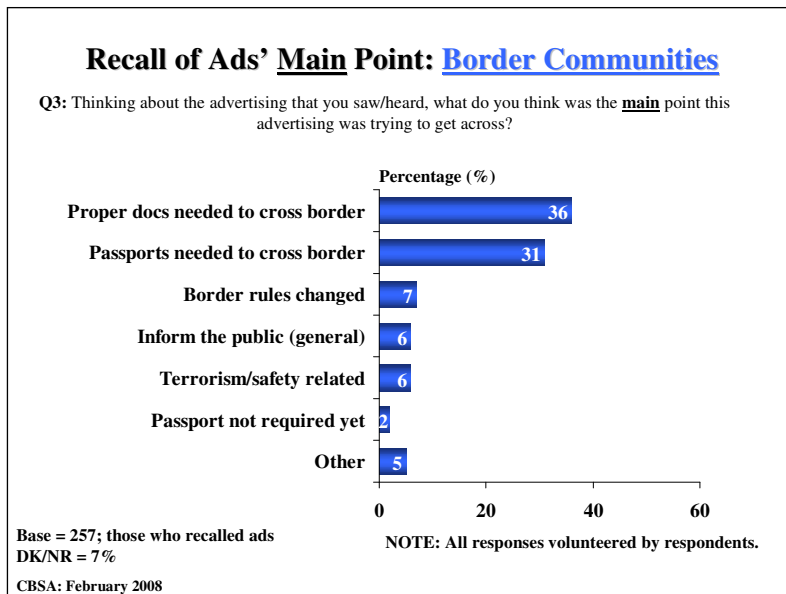
Need for Proper Documents, Passports – Main Points of WHTI Ads

Members of the general public who could recall the ads (n = 543) identified several main points that they thought the advertising was trying to get across. Chief among these were the need for proper documents to cross the U.S. border (39%) and, more specifically, the need for passports (26%). The former included references to proper documentation in general, driver’s licences, birth certificates, photo ID, and proof of identification, among others. Other ‘main points’ were identified by far fewer people, and included informing the public in general (8%), terrorism or safety-related issues (7%), that the border rules had changed (4%), and that passports were not yet required (3%).



Items included in the ‘other’ category are the need to get oneself ready to cross the border, issues related to increased regulations, and bureaucratic difficulties related to border crossing.

Canadians living in border communities that recalled the ads (n = 257) identified similar messages. The most prevalent were that proper documents were needed (36%), and that passports specifically were needed (31%) to enter the U.S. The former includes similar references to those made by the general public.



Items included in the ‘other’ category are similar to those identified by the general public, but also included references to money/costs, and that there is confusion about the rules.

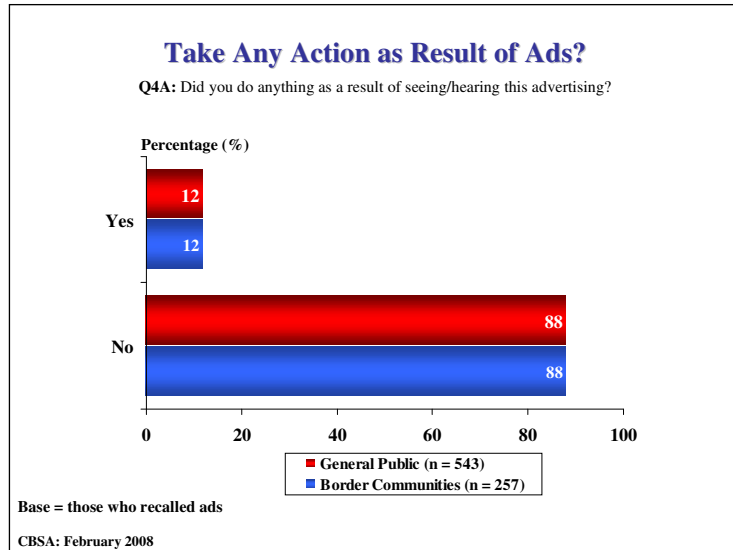
In total, 7-8% did not provide a response.

ACTIONS TAKEN

This section presents feedback on the actions taken by surveyed Canadians that recalled the ads.

Few Identified Actions Taken as Result of Ads Without Prompting

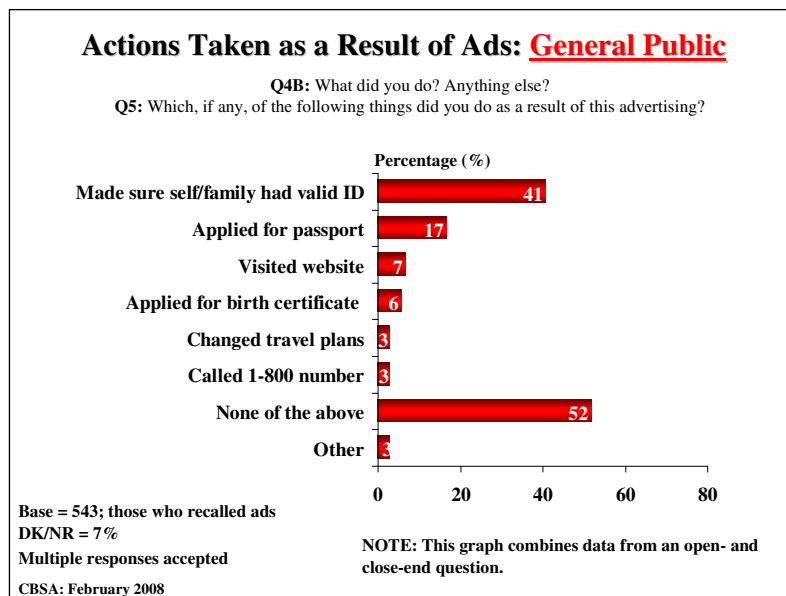
Those who recalled the advertising were unlikely to identify taking any actions as a result of the ads without prompting. Without prompting, only 12% of the general public, and the same proportion of those living in border communities, said they took action as a result of seeing or hearing the ads.



Made Sure Self, Family Had Valid ID – Main Action Taken

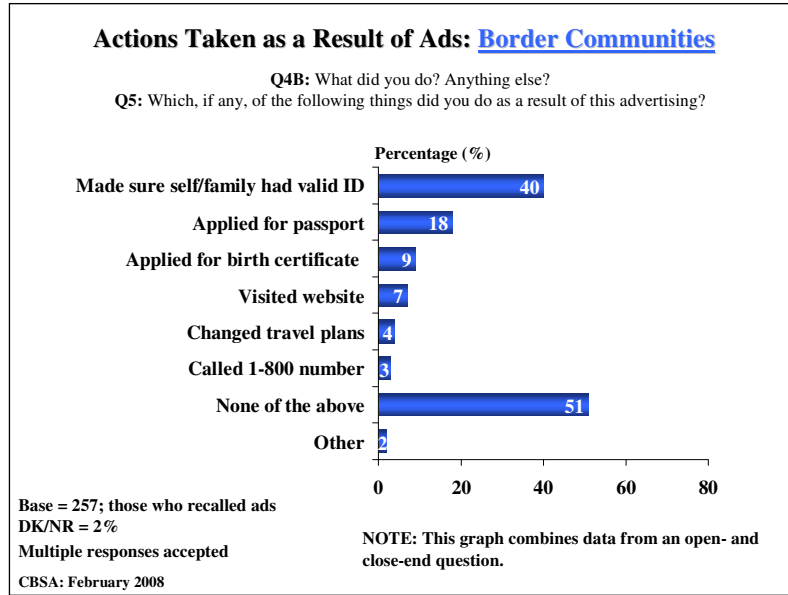
Those who said they took action (without being prompted) were asked to identify the action(s) they had taken. In addition, all those who recalled the ads were asked if they had taken any of six potential actions (read to them) that were relevant to the ad campaign.

Members of the general public were most likely to have made sure they and their families had valid ID (41%) after seeing or hearing the ads. Following this, by a considerable margin, 17% had applied for a passport as a result of the ads. Respondents were much less likely to have taken other actions (3-7%), such as visiting the website for more information, applying for a birth certificate, changing travel plans, or calling the 1-800 number.



Quantitative Evaluation of the WHTI Advertising Campaign

The results were very similar for Canadians living in close proximity to the border.



Responses in the 'other' category include renewing passports, speaking with friends about passport information, collecting information from government, and keeping their pamphlet in a file at home.

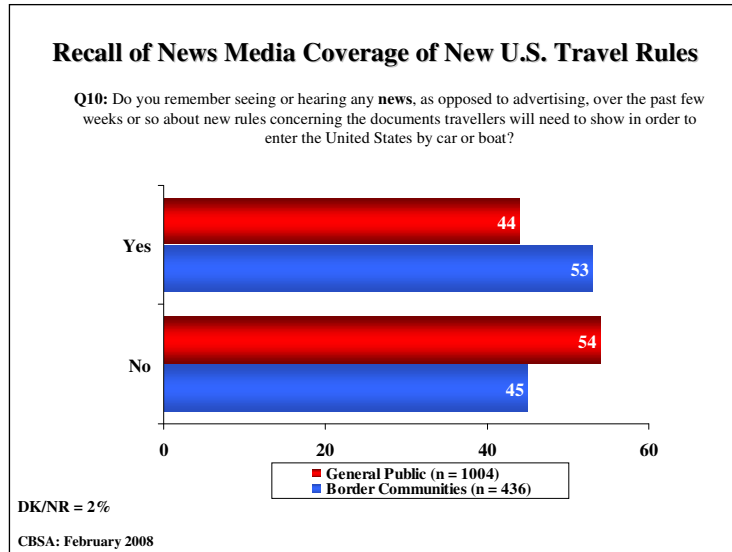
Just over half (51-52%) of those who recalled the ads did not take any of these actions. A further 2-7% gave no response.

MEDIA COVERAGE AND TRAVEL-RELATED BEHAVIOURS

This section explores levels of awareness of recent media coverage of this issue, as well as respondents' U.S. border travel activities and related issues.

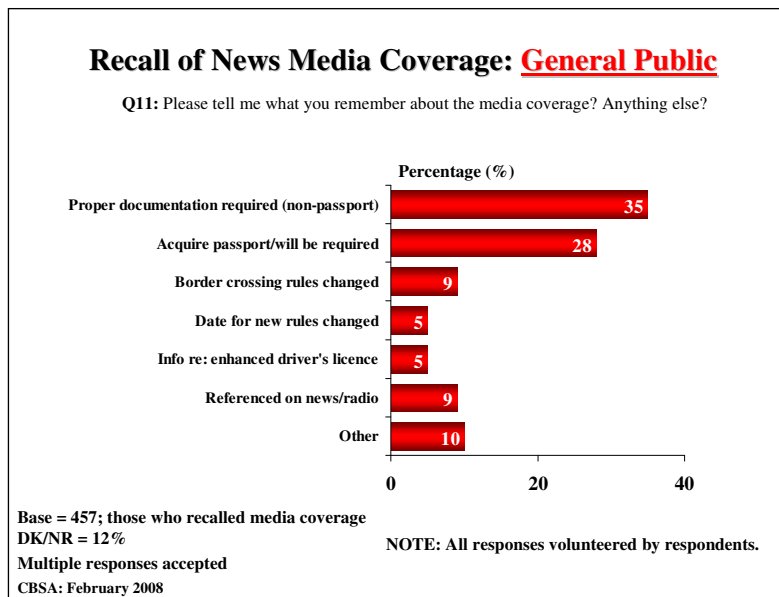
Many Recall Media Coverage of New Travel Rules, Higher in Border Communities

Significant numbers of surveyed Canadians recalled seeing or hearing news coverage (i.e. not advertising) over the previous few weeks about new rules concerning the documents travellers will need to show to enter the U.S. by car or boat. That said, those living in border communities were noticeably more likely to recall media coverage (53% vs. 44%).

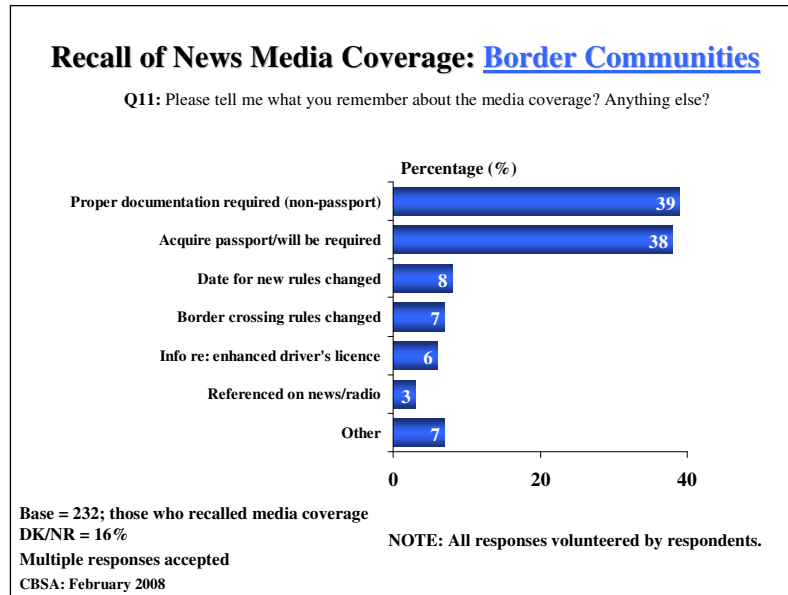


Proper Non-Passport Documentation Required – Most Recalled Media Coverage

Those who recalled seeing or hearing related news coverage cited a range of topics that they thought were covered by the media (multiple responses accepted). General public respondents were most likely to identify the requirement for proper identification at border crossings, not including passports (35%). This was followed by 28% who mentioned having to acquire a passport or that one will be required. Other recollections of the coverage were cited by smaller numbers (5-9%) and included changes to border crossing rules, the date of the new rules, and information on enhanced driver's licences. Others simply made general reference to news or radio coverage (9%).



Canadians living in border communities tended to recall the same type of media coverage content. However, unlike their general public counterparts, they were similarly apt to recall that proper (non-passport) identification is required (39%), and that they will need to acquire or present a passport at border crossings (38%).



In total, 12-16% of those who recalled media coverage were unsure of the content they saw or heard.

Responses included in the 'other' category are similar for both groups and included reference to the economic effects of new border rules, negative news coverage in general, and reminding people to be prepared for long line-ups at border crossings.

Overall, those living in border communities were more likely than others to recall media coverage content, particularly related to the need for passports.

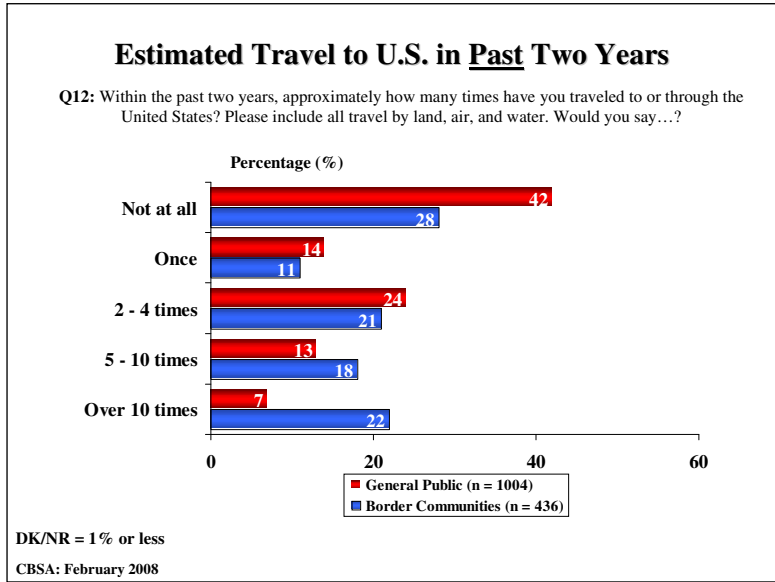
**Recall of News Media Coverage:
 General Public vs. Oversample**

	General Public %	Oversample %	Difference +/-
Acquire passport/will be required	28	38	+10
Proper documentation required (non-passport)	35	39	+4
Date for new rules changed	5	8	+3
Info re: enhanced driver's licence	5	6	+1
Border crossing rules changed	9	7	-2
Other	10	7	-3
Referenced on news/radio	9	3	-6

CBSA: February 2008

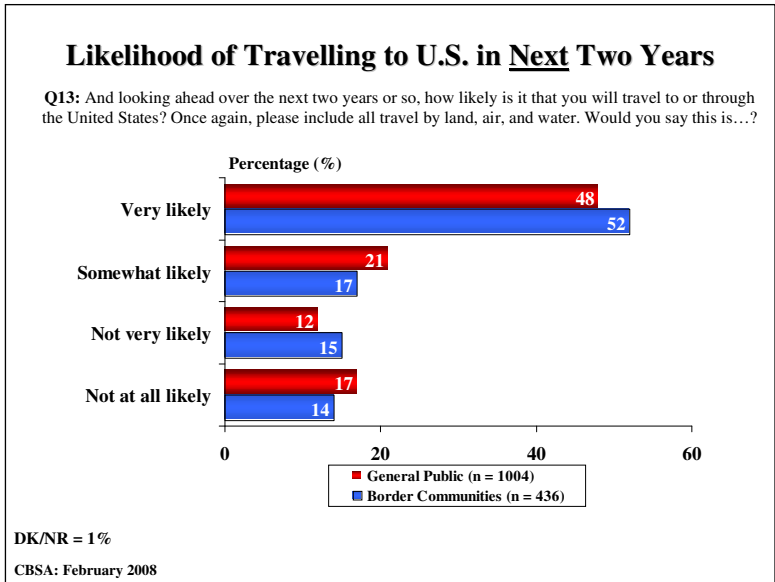
Most Have Travelled to U.S. at Least Once in Past Two Years

Majorities of respondents said they have travelled to or through the United States during the past two years. This includes all travel by land, air and water. Those in border communities were, not surprisingly, considerably more likely to have done this (72%) than their counterparts in the general public (58%). Moreover, they were twice as likely to have made such trips five or more times in that timeframe (40% vs. 20%), including being more than three times as likely to have made such trips over ten times (22% vs. 7%).



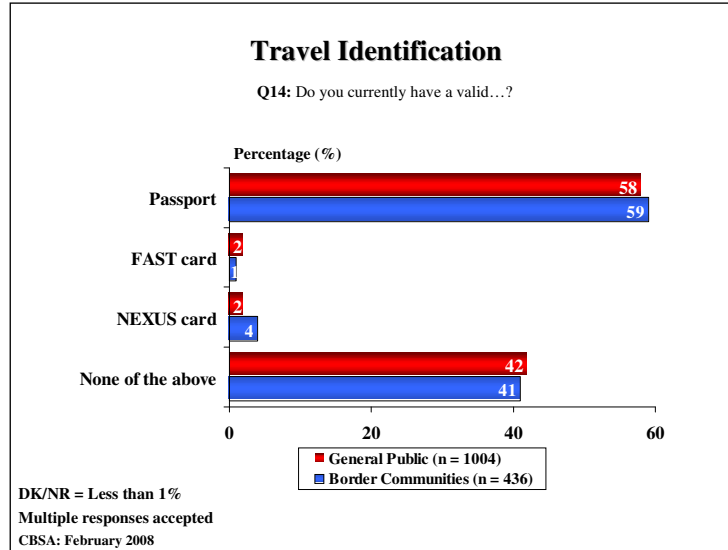
Two-Thirds Likely to Travel to U.S. in Next Two Years

Looking ahead, slightly more than two-thirds (69% for both groups) think it is at least somewhat likely that they will travel to or through the U.S. within the next two years. Moreover, approximately half (48-52%) characterized this as *very* likely. The potential for travelling through or to the U.S. was similar for both the general public and border community residents.



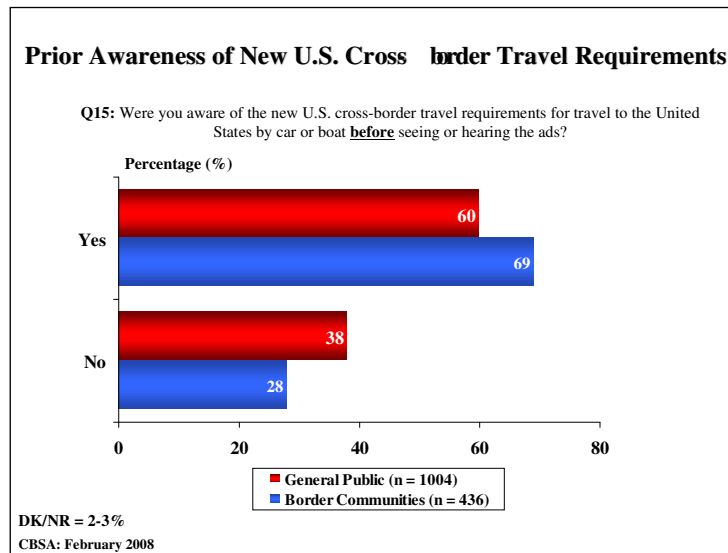
Majority Currently Have Valid Passport

The majority of surveyed Canadians, including those living in border communities, currently have a valid passport (58-59%). However, relatively few have other valid identification, such as a FAST (Free and Secure Trade) or NEXUS card³. Conversely, 41-42% do not possess any of these pieces of travel identification.



Most Previously Aware of New U.S. Cross-Border Travel Requirements

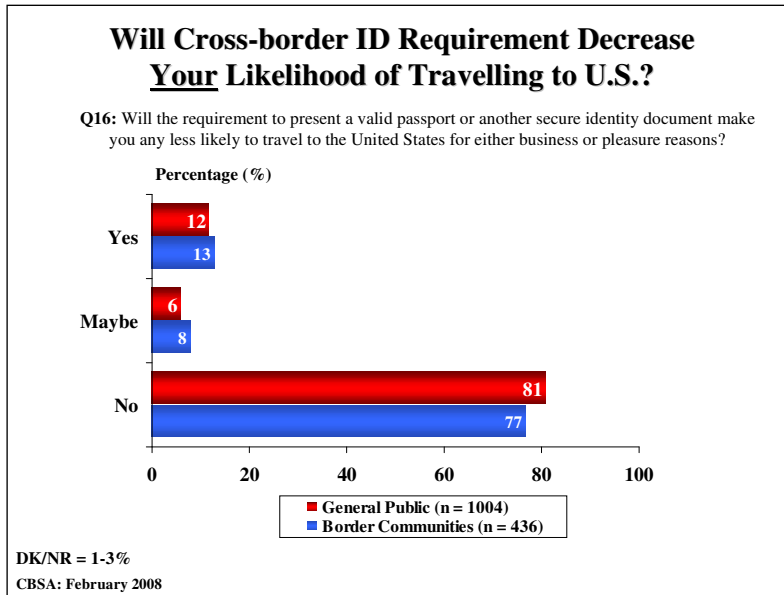
The majority of those surveyed said they were aware of the new U.S. cross-border travel requirements for travel to the United States before seeing or hearing any ads. Prior awareness was higher among those living near the Canada-U.S. border than in the general population (69% vs. 60%).



³NEXUS and FAST are trusted-traveller programs that provide means to expedite regular Canada-U.S. border crossing.

Cross-Border ID Requirement Unlikely to Decrease Travel to U.S.

Decisive majorities of Canadians (77-81%) do not expect the requirement to present a valid passport or another secure identity document to make them less likely to travel to the U.S. for business or pleasure.

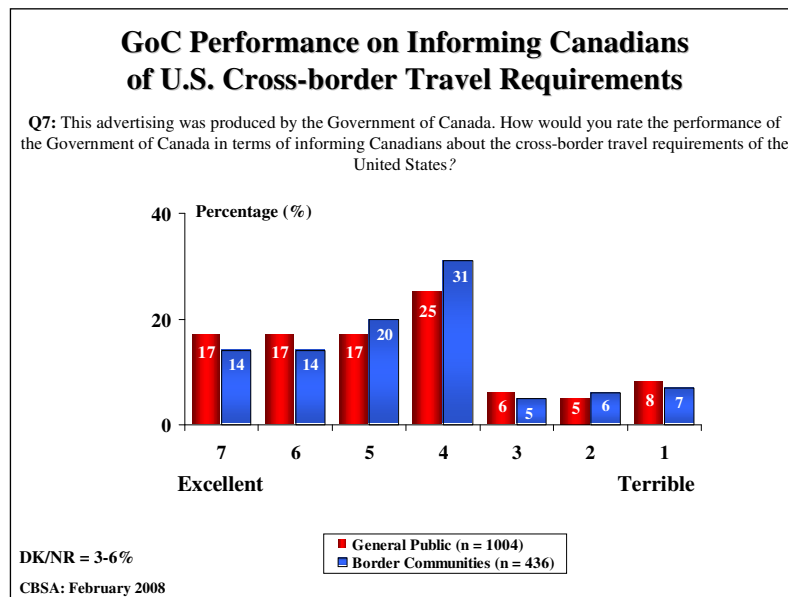


PERCEPTIONS OF FEDERAL GOVERNMENT PERFORMANCE

This section reports on respondent perceptions of Government of Canada performance overall and on communication issues, including those related to WHTI.

Generally Positive Rating of GC Performance Informing Canadians of New Travel Rules

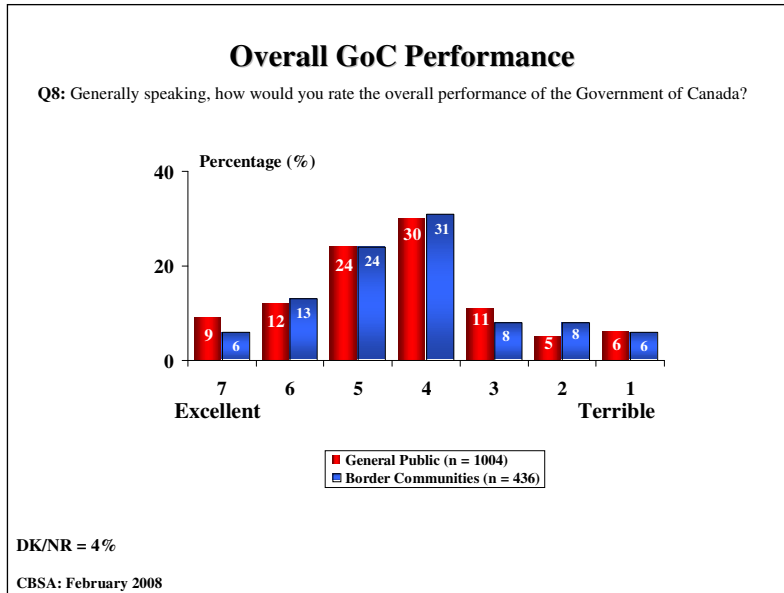
Respondents were informed that the advertising about the new rules concerning documents travellers will need to enter the U.S. were produced by the federal government. They were then asked to rate the performance of the federal government in terms of informing Canadians about these border-crossing requirements (using a 7-point scale: 1 = terrible; 7 = excellent). In response, approximately half (51%) provided positive assessments of the government (scores of 5-7). Those who did not were more likely to hold neutral views (25% provided scores of 4) than negative ones (19% provided scores of 1-3).



The general public and Canadians living in border communities offered similar assessments. That said, those in border communities were more likely to provide neutral assessments than other Canadians (31% vs. 25%).

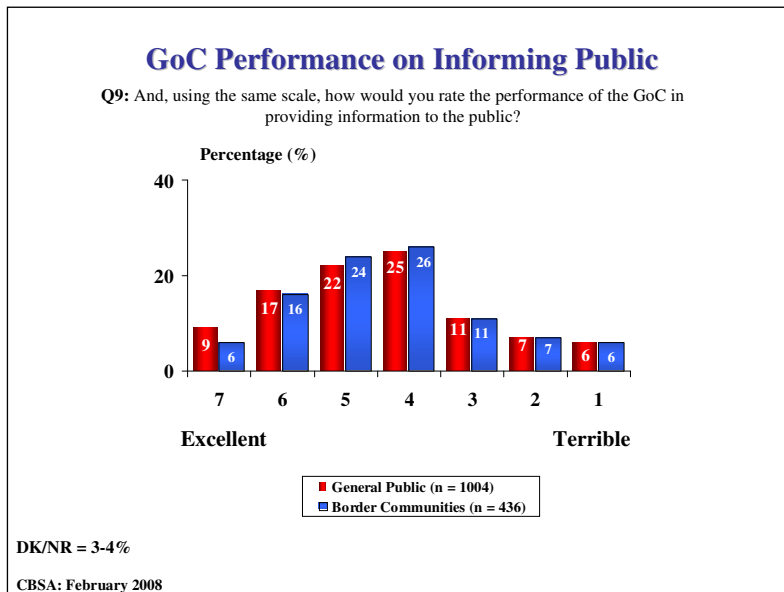
Moderately Positive Assessments of Overall Government Performance

A similar pattern emerged when the focus shifted to the performance of the federal government in general. In total, 45% of general public respondents offered positive assessments of the government (scores of 5-7), half that number (22%) were critical (scores of 1-3), while the rest were neutral (scores of 4). The results for Canadians living in border communities were similar.



Mixed Perceptions of GC Performance for Providing Info to Public

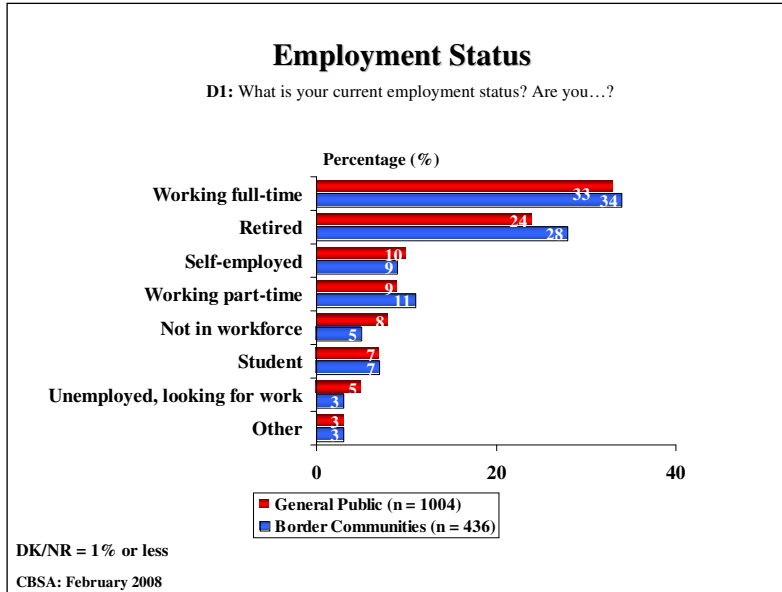
Assessments were mixed for federal government performance in providing information to the public – both among the general public and border community residents. Respondents in the general public were more likely to positively assess (scores of 5-7) the government on this issue (48%), rather than hold negative (24%; scores of 1-3) or neutral views (25%). Those living in border communities exhibited very similar perceptions.



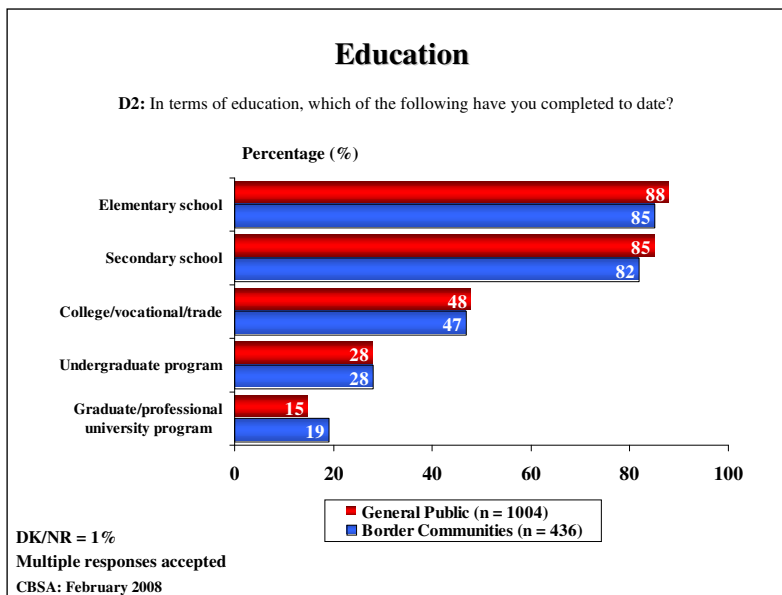
CHARACTERISTICS OF SURVEY RESPONDENTS

This section presents the demographic characteristics of survey respondents.

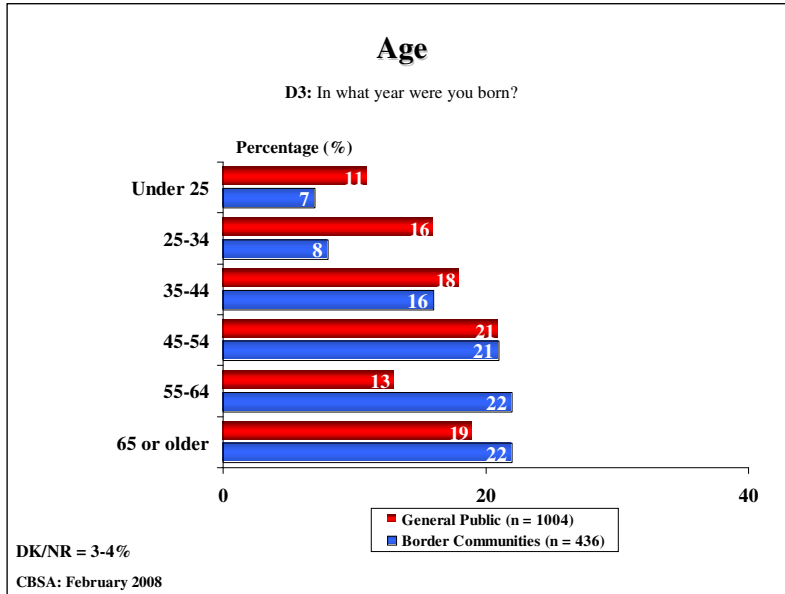
Employment Status



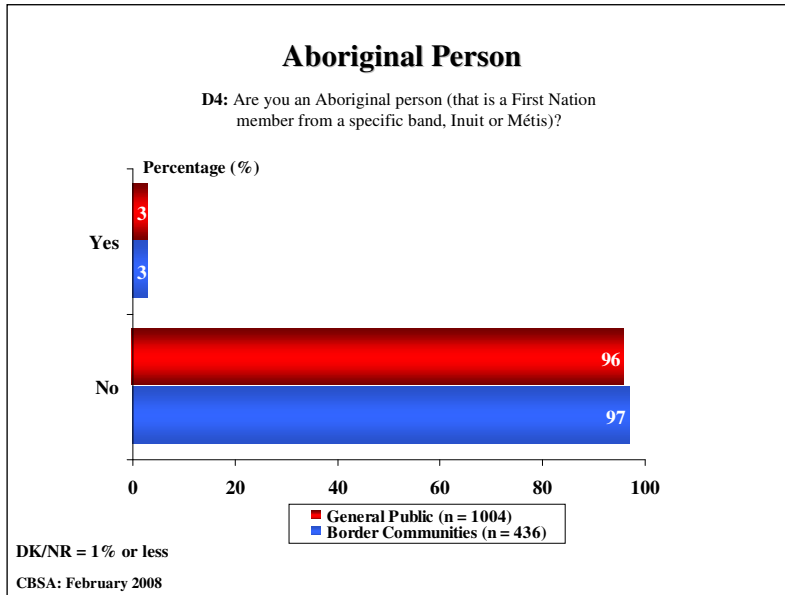
Education



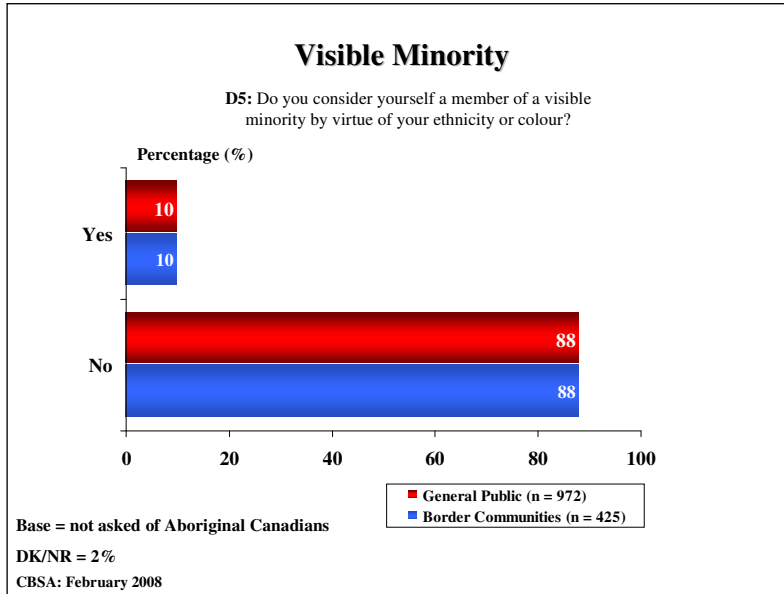
Age



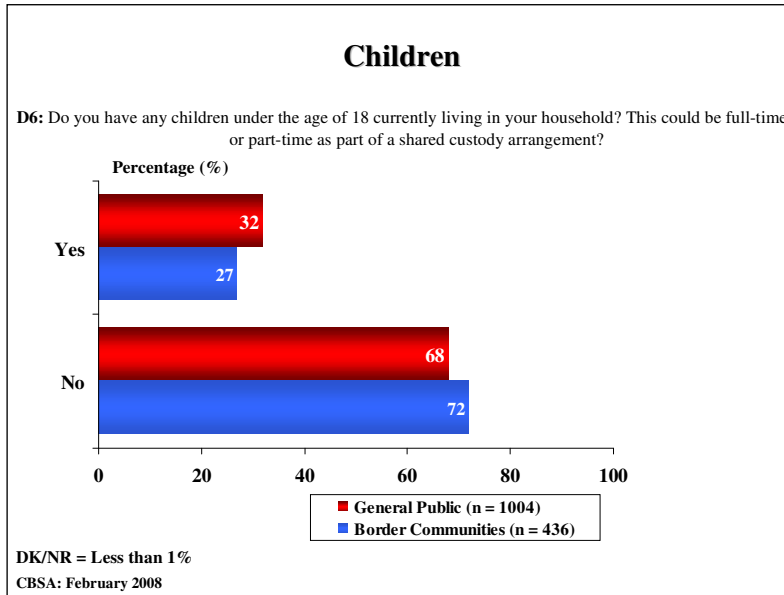
Aboriginal Status



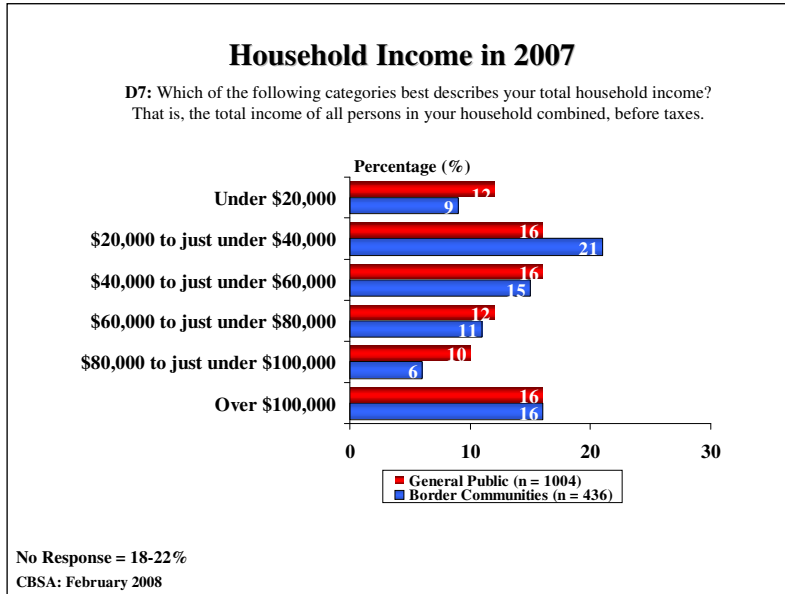
Visible Minority



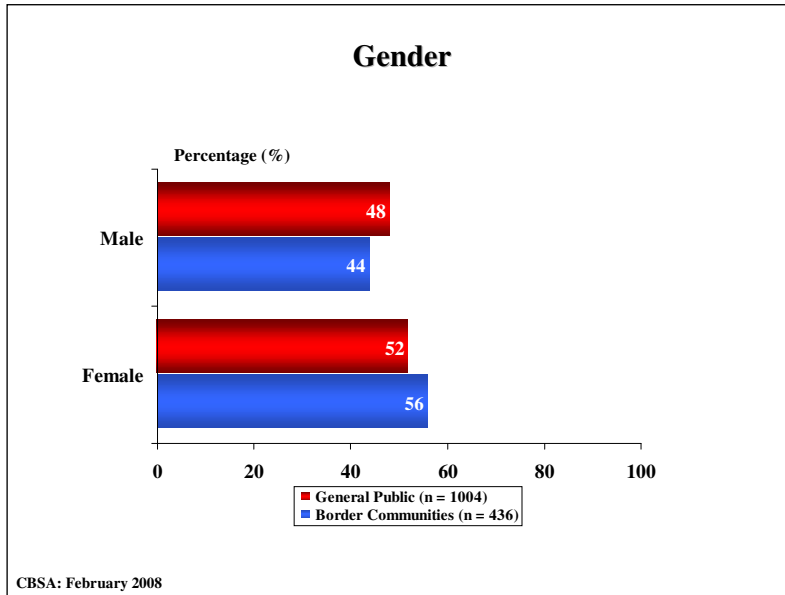
Children



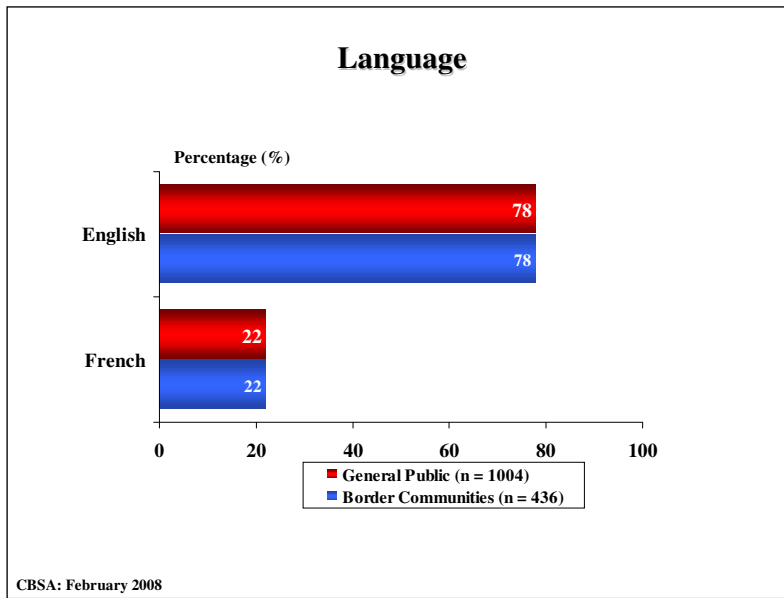
Household Income



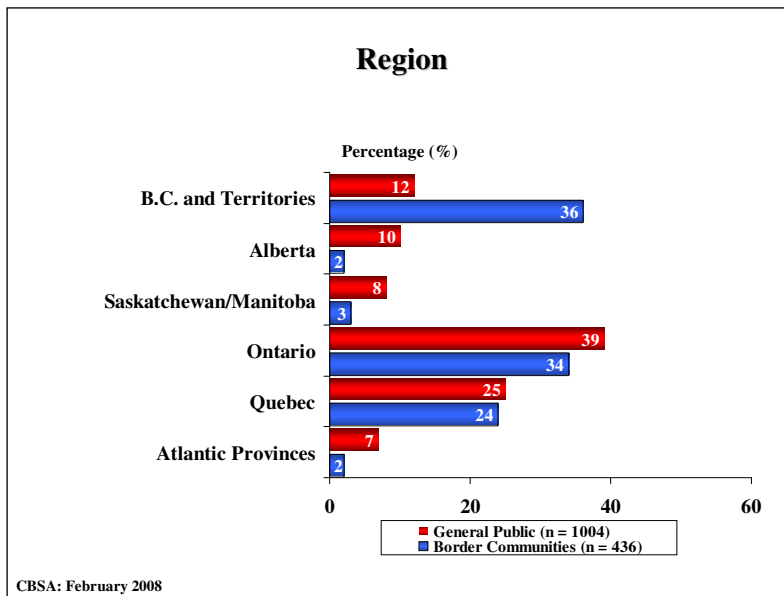
Gender



Language



Region



SUBGROUP ANALYSIS

This section presents demographic and other subgroup differences for key issues explored in this survey. In terms of demographics, this includes variations based on region, age, gender, education, language, and the presence of children under 18 in the home. Analysis was also performed with other subgroups on issues of particular relevance to this study. These variations are based on total aided recall of the ads, recall of news coverage, likelihood of traveling to the U.S., and possession of a valid passport.

The information is presented in two ways. First, summary descriptions of the main patterns in each area are provided. These summaries are textual for ease of access. Second, detailed tables are given that present a breakdown of the findings for the various subgroups. The tables are also organized by theme and audience (general population and border communities).

Caution should be exercised in the interpretation of the subgroup differences due to the small sample sizes in many instances. That is, the margin of error is higher for subgroups compared to the aggregate data. Small sample sizes are particularly the case for the border community results, where fewer questions were analyzed for this reason.

For the analysis, subgroup characteristics have been grouped as follows:

Region

- B.C.
- Alberta
- Saskatchewan and Manitoba
- Ontario
- Quebec
- Atlantic Canada

Note: Due to smaller sample sizes in the border communities, B.C. (n = 156), Alberta (n = 9), and Saskatchewan and Manitoba (n = 14) were grouped together for this analysis. As well, Atlantic Canada (n = 7) contained very few respondents, but this could not be regrouped as it would result in unnatural regional categories.

Age

- Under 25
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and older

Gender

- Male
- Female

Education

- High school or less
- College
- University

Language

- English
- French

Live with Children Under 18

- Yes
- No

Total Aided Recall

- Yes
- No

Recall of Media Coverage

- Yes
- No

Plans to Travel to U.S. Over Next Two Years

- Likely
- Unlikely

Current Passport Holder

- Yes
- No

GENERAL PUBLIC

This section presents the results of the subgroup analysis for the general public. In addition to comparing scores within subgroups, this analysis includes mention of significant differences between segments and Canadians in general where differences are at least 10%.

General Recall of Ads

Validated Unprompted Recall of WHTI Ads

Variations in terms of validated, unprompted recall of the ads included:

- Canadians living in Saskatchewan/Manitoba (28%) and Ontario (26%) were the most likely to recall having seen or heard the ads (compared to 11-19% elsewhere). Meanwhile, Alberta residents (11%) were the least apt to recall the ads compared to the general population overall (21%).
- Men were slightly more apt to recall the ads than women (23% vs. 19%).

Quantitative Evaluation of the WHTI Advertising Campaign

- English-speaking Canadians were noticeably more likely to remember the ads on an unprompted basis than Francophones (22% vs. 16%), as were those with children under 18 in their homes, compared to those without (26% vs. 18%).
- Respondents 25 years of age and older were more likely to recall the advertising than younger Canadians (20-25% vs. 16%). Those aged 35 to 44 were the most likely to do so (25%).
- Recall of the ads increased with the level of education (from 15% of high school or less, to 22% of college and 26% of university educated).
- In total, 40% of those who recalled one or more of the ads when read descriptions of them were able to accurately recall the ads without prompting.
- Those who recalled news coverage about this issue were more likely to recall the WHTI ads on an unprompted basis (23% vs. 18%).
- Canadians who thought it is likely that they will travel to the U.S. in the next two years were considerably more apt to recall the ads on an unprompted basis (25% vs. 12%), as were those who currently possess a valid passport (25% vs. 16%).

Total Recall of WHTI Ads

Variations in terms of recall of the ads with prompting included:

- After being prompted, those more likely to recall the ads lived in B.C. (57%), Saskatchewan/Manitoba (60%), and Ontario (57%), followed by those in Atlantic Canada (53%) and Quebec (48%). Albertans were significantly less likely than others to recall the ads (38%).
- Men were marginally more likely to recall the ads than were women (55% vs. 51%).
- Aided recall of the ads was higher among Anglophones (55%) than Francophones (45%).
- Aided recall generally increased with age (from 40% of those under 25 to 52-54% of those 25 to 64 and 60% of those 65 and older). Also, a noteworthy gap existed between those 25 and older and younger Canadians – the latter were less likely to recall the ads (compare 40% vs. 52-60%).
- Aided recall was significantly higher among those who recalled the media coverage (61% vs. 46%), had a valid passport (59% vs. 45%) and were likely to travel to the U.S. in the next two years (59% vs. 38%). Moreover, those who thought such travel was unlikely were significantly less apt than Canadians in general to recall the ads (38% vs. 53%).

Recall of Ads' Main Point

Subgroup analysis revealed differences in terms of what respondents' recalled about the ads and notices they had seen or heard. The following variations were evident:

- Albertans (47%), Ontarians (43%), and Atlantic Canadians (42%) were the most apt to identify proper documents needed to cross the border as the ads' main point. Those in B.C. were much less likely than others to say this (26% vs. 34-47%), but were considerably more apt to say the ads focused on passports being needed to cross the border (35% vs. 13-30% elsewhere). Albertans were much less likely than Canadians in general to say this (13% vs. 26%).
- Women were more apt than men to perceive the main point of the ads to be that passports are needed to cross the border (30% vs. 23%).
- English Canadians were more likely to point to proper documents needed at the border (40 vs. 31%), while Francophones were more apt to point specifically to passports being needed (36% vs. 24%).
- Canadians aged 45 to 64 were the most apt to identify that proper documents were needed (44% vs. 34-38%). That said, those under 25 were the most likely to identify passports specifically, something that decreased as age increased (38% vs. 29% to 19% of older respondents).
- Identifying the need for proper documentation when crossing the border was more likely to be mentioned by those with post-secondary education (40-44% vs. 33% of others).

Perceived Sponsorship of Ads

The following differences were apparent in terms of perceived sponsorship of the ads:

- Those in Saskatchewan/Manitoba were more likely than others to identify the federal government as sponsoring the ads (70% vs. 40% in Atlantic Canada and 58-64% of others). Atlantic Canada was the only region in which this response was much less likely to occur than in the general public (40% vs. 61%). Moreover, they, along with Albertans and Quebecers, were more likely to not know who sponsored the ads (22-25% vs. 12% in Saskatchewan/Manitoba and 19% elsewhere).
- Canadians between 25 and 34 years of age were more likely than others to think the ads were sponsored by the federal government (78% vs. 64-65% of those 35 to 54 and 51-56% of others). This was less likely among those 55 and older and those under 25. In addition, those 65 and older were much less likely than Canadians in general to perceived federal sponsorship (51% vs. 61%), whereas those 25 to 34 were much more likely (78% vs. 61%).
- Perceived federal sponsorship was slightly higher among women (63% vs. 59%) and those speaking French (66% vs. 60%). That said, French-speaking Canadians were also the most apt to not know (27% vs. 19%).
- Identifying the federal government as the ads' sponsor was more common the higher the level of education, from 53% of high school to 49% of college and 74% of university educated. Conversely, university-educated respondents were much

less likely to not know who sponsored the ads (13% vs. 22-25% of others). They were also significantly more likely than Canadians in general to say it was the federal government (74% vs. 61%).

- People living with children under 18 were significantly more likely to have perceived federal sponsorship of the ads (68% vs. 58%).

Actions Taken

Taking Action as Result of Ads (Unprompted)

In terms of taking action as a result of the ads (identified without being prompted), the following variations were evident:

- B.C. (15%) and Alberta (18%) residents were the most apt to say they took action as a result of the ads (compared to 8-12% elsewhere).
- Canadians 55 to 64 (18%) and under 25 years old (23%) were more likely than others to have taken action (compared to 6-11% in other age groups). Moreover, those under 25 were much more likely to do this than Canadians in general (23% vs. 12%).
- Taking action was slightly more likely to occur among those with post-secondary education (12-15% vs. 9%).
- Taking action was also strongly associated with recall of news coverage (15% vs. 8%), and likelihood of travelling to the U.S. in the future (14% vs. 3%).

Actions Taken as Result of Ads (Prompted and Unprompted)

In terms of taking specific actions as a result of the ads (prompted and unprompted), the following variations were evident:

- Making sure they and their families have valid ID was more common among Albertans and Ontarians (46-49% vs. 39% in Quebec, 34% in B.C. and Saskatchewan/Manitoba, and 27% elsewhere). Passport application was identified most often by those in Alberta (26%), Quebec (20%), and Atlantic Canada (23%), compared to other regions (14-16%). B.C. residents (66%), followed by Saskatchewan/Manitoba residents (58%), were the most likely to have not taken any action (compare to 47-51% elsewhere). Those at Canada's coasts exhibited significant differences from the population in general: Canadians in the east were much less likely to have made sure they and their families had valid ID (27% vs. 41%), and those in B.C. much more likely to have not taken action (66% vs. 52%).
- Women were more likely to have not taken any action, compared to men (56% vs. 48%).
- Those aged 55 to 64 years old were more likely to identify ensuring that they and their family have valid ID (50% vs. 37-42% of others). Those 25 to 34 were the least apt to have applied for a passport (13% vs. 16-22% of others). Not taking any action was most common among those under 25 (58% vs. 46-54%).

- Canadians with post-secondary education were more likely to make sure they and their families had valid ID (45-48% vs. 30%).
- Those who are likely to travel to the U.S. in the next two years were more likely than others to have ensured that they and their families had valid ID (43% vs. 31%), and to have applied for a passport (19% vs. 11%). Those who felt it unlikely that they would travel to the U.S. in that timeframe were less likely than Canadians in general to ensure they had a valid ID (31% vs. 41%).
- Current passport holders were more apt to have ensured they and their families had valid ID (45% vs. 33%). Those who do not currently have a passport were more likely to have taken no action (57% vs. 49%).

Media Coverage and Travel-Related Behaviours

Media Coverage of New Cross-Border Rules

Variations in terms of noticing media coverage, as opposed to advertising, included:

- Respondents in Saskatchewan/Manitoba (51%) and Ontario (50%) were considerably more likely than those in Alberta (38%) and Quebec (36%) to recall related news coverage.
- Noticing news coverage was also much more likely among Anglophones than Francophones (47% vs. 34%). The latter were also less likely to have noticed the media coverage than were Canadians in general (34% vs. 44%).
- Those 25 years old and over were considerably more likely to have noticed the media coverage than those under 25 (45-48% vs. 25%). Moreover, those under 25 were much less likely than Canadians in general to notice the coverage (25% vs. 44%).
- Canadians with university education were the most apt to recall the media coverage (52% vs. 41% of others).
- Noticing the media coverage was much more likely for Canadians who recalled the ads (51% vs. 36%), planned to travel to the U.S. in the next two years (48% vs. 35%), or were current passport holders (49% vs. 37%).

Likelihood of Travel to U.S. in Next Two Years

Subgroup analysis revealed the following variations in terms of respondents' likelihood of travelling to the U.S. within the next two years:

- Considerable majorities in all provinces except Quebec (70-80% vs. 55%) considered it likely that they would travel to the U.S. in the next two years. Those in Saskatchewan/Manitoba were noticeably more apt than Canadians in general to consider such travel likely, while those in Quebec were considerably less likely (80% and 55% respectively vs. 69% of the general public).
- Similarly, Anglophones were much more likely to travel to the U.S. compared to Francophones (or French-speaking Canadians) (74% vs. 53%). Moreover, French-

speaking Canadians were less likely than Canadians in general to do this (53% vs. 69%).

- Such travel was most likely among Canadians between 25 and 54 years of age, and least likely among those 65 and older (74-77% vs. 51% of those 65 and older, and 68-69% of others). Canadians 65 and older were also less likely than the population as a whole to plan such travel (51% vs. 69%).
- The likelihood of travelling to the U.S. increased with level of education (from 61% of high school to 78% of university educated).
- Canadians with children under 18 in their homes were more likely than others to view travel to the U.S. in the next two years as likely (78% vs. 64%).

Valid Travel Identification

The following variations were apparent in terms of possession of valid travel documents:

- Ontario (66%), Alberta (59%) and B.C. (62%) were the only provinces in which majorities currently had a valid passport (compared to 47-50% elsewhere). Valid passports were also less likely east of Ontario than in the population in general (47% vs. 58%).
- English respondents were significantly more likely to have a passport than their French counterparts (61% vs. 45%). Francophones were also less likely than the general public to have this (45% vs. 58%).
- Possession of a valid passport became more likely the higher the level of education (from 48% to 72%). Not surprisingly, those with a high school education were less likely than Canadians in general to have a passport, while those with university educations were more likely to have one (48% and 72% respectively vs. 58%).
- Canadians aged 25 to 34 were more apt than others to have a valid passport (72% vs. 51-62% of other age groups, and 58% of Canadians in general).

Prior Awareness of New Cross-Border Travel Requirements

Subgroup differences in terms of prior awareness of the new cross-border travel requirements included:

- Ontario and Atlantic Canada residents were the most likely to have been aware of the new requirements prior to the ads (66% vs. 60% in B.C. and 53-56% elsewhere).
- Francophones were significantly less likely to have been previously aware of the new requirements than Anglophones (50% vs. 63%). and Canadians overall (60%).
- Respondents under 25 years of age were considerably less likely to have been aware of the new requirements. Canadians between 55 and 64 were much more likely than the general population to be previously aware (74%), while those under 25 were much less likely (29% compared to 60%). In fact, they were the only group where those previously aware were not a majority (71% vs. 23-42%).

- The higher the level of education, the more apt Canadians were to have been previously aware of the new rules (from 52% of high school to 68% of university educated).

Will Cross-Border ID Requirement Decrease Travel Likelihood?

Subgroup analysis revealed the following differences:

- The new ID requirement was most apt to affect U.S. travel likelihood for those in B.C. and Quebec (23% each vs. 10-12% in Alberta and Atlantic Canada and 17-18% elsewhere).
- Francophones were noticeably more apt to expect the new travel ID requirements to affect their likelihood of travelling to the U.S (24% vs. 17%).
- This was also the case for Canadians under the age of 25 (26% vs. 15-20% of others).

Perceptions of Federal Government Performance

Performance of Government on Informing Canadians of New Travel Rules

Variations regarding government performance in informing Canadians of the new cross-border travel requirements were as follows:

- Positive assessments of government performance were more likely in Ontario (57%) and Atlantic Canada (53%), compared to other regions (40% in Alberta and 46-47% elsewhere). Albertans were also noticeably less apt to provide positive assessments than were Canadians in general (40% vs. 50%). Negative assessments were highest in the west and generally decreased the further east respondents were located (from 25% in B.C. to 13% in Atlantic Canada).
- Men and women were similarly likely to offer positive assessments, but men were more likely than women to provide negative ones (23% vs. 16%).
- English-speaking Canadians were significantly more apt to provide positive assessments than Francophones (52% vs. 43%).
- Those under 25 were the least apt to assess government performance positively (28% vs. 48-56%), and were much less likely than Canadians in general to do so (28% vs. 50%). Meanwhile, those 65 and older were the least apt to assess it negatively (11% vs. 16-26%).
- In general, as education level increased, so did the likelihood of assessing government performance in positive terms (from 45% to 56%). That said, those with college education were more likely to provide negative assessments than those with more or less education (23% vs. 17-18%).
- Not surprisingly, those who recalled the ads were much more likely than those who did not to assess government performance in this area in positive terms (73% vs. 25%). They were also more likely to provide such assessments than Canadians in general (73% vs. 50%). Those who did not recall the ads were more apt to provide

negative assessments than those who did (32% vs. 8%) and Canadians overall (32% vs. 19%).

- Favourable assessments of federal government performance were much more likely if respondents recalled related news coverage (61% vs. 42%), were likely to travel to the U.S. in the next few years (55% vs. 41%), and possessed a valid passport (54% vs. 46%). Those who recalled news coverage were also more likely than Canadians in general to recall the coverage (61% vs. 50%).

BORDER COMMUNITIES

This section presents the results of the subgroup analysis for the general public. This is meant only to be descriptive of the perceived differences between groups, and does not use numbers due to the small sample sizes involved. **Caution should be exercised in the interpretation of the subgroup differences due to the small sample sizes.**

General Recall of Ads

Validated Unprompted Recall of WHTI Ads

Variations in terms of respondents' validated unprompted recall of the ads included:

- Validated unprompted recall was most likely among those in Ontario.
- Those aged 25 to 44 were more likely than others to accurately recall the ads on an unprompted basis, while those under 25 were least so.
- Recall of the ads increased with education level.
- One-third of those who recalled one or more of the ads when read descriptions of them were able to accurately recall the ads without prompting.
- Those likely to travel to the U.S. in the next two years and those with passports were more apt to recall the ads than were others.

Total Recall of WHTI Ads

Variations in terms of total recall of the ads included:

- Canadians in border communities in Ontario and the west were more likely to recall the ads, with those in Ontario being the most likely.
- Women and English-speaking respondents were more likely to recall the ads.
- Similar majorities of respondents were able to recall the ads regardless of age with one exception – fewer than half of Canadians under 25 recalled the ads.
- Those with post secondary education were more likely than others to recall the ads.
- Aided recall was more likely if those in border communities could recall news coverage, were likely to travel to the U.S. within two years, and were current passport holders.

Actions Taken

Taking Action as Result of Ads (Unprompted)

In terms of taking action as a result of the ads, the following variations were evident:

- English Canadians in border communities were much more likely to take action than Francophones.
- Canadians under 25, and between 45 to 64, were more likely to taking action.
- Those who could recall news coverage on related issues, and thought it likely they would travel to the U.S. in the next two years were the most apt to take action.

Media Coverage and Travel-Related Behaviours

Media Coverage of New Cross-border Rules

Subgroup differences in terms of noticing media coverage included:

- Majorities of Canadians in all regions except for Quebec were able to recall news coverage.
- English respondents recalled the news coverage more than those speaking French.
- Those under 25 were the least apt to recall news coverage.
- Those with university education were more likely to recall the news coverage.
- Recall of news coverage was higher among those with children under 18 years old in their home.
- Those who recalled the WHTI ads were more likely to recall news coverage.

Perceptions of Federal Government Performance

Performance of Government on Informing Canadians of New Travel Rules

Differences in this area were as follows:

- Those in border communities in Ontario were the most apt to provide positive assessments of federal government performance. Moreover, this was the only region in which such assessments were shared by a majority.
- English residents were more likely to provide positive assessments than were Francophones.
- Majorities of those aged 35 to 44 and 65 and older gave positive assessments, higher than for other age groups.
- The likelihood of providing a positive assessment increased with education.
- Positive assessments of government performance was considerably more likely among those who recalled the ads, recalled news coverage, and were likely to travel to the U.S. in the next few years.
- Current passport holders were more likely than others to provide positive assessments.

Quantitative Evaluation of the WHTI Advertising Campaign

Table 1: Demographic Subgroup Variations (General Population)

	Total	Region						Gender		Language		Age						Education			Live with Children Under 18	
		B.C.	Ab.	Sk/Mb	Ont.	Que.	Atl. Cda.	Male	Female	Eng.	Fr.	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	High school or less	College	University	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
General Recall of Ads																						
Unaided verified recall of ads																						
Yes	21	17	11	28	26	19	17	23	19	22	16	16	22	25	20	20	22	15	22	26	26	18
No	79	83	89	72	74	81	83	77	81	78	84	84	78	75	80	80	78	85	78	74	74	82
Total aided recall																						
Yes	53	57	38	60	57	48	53	55	51	55	45	40	53	52	54	52	60	51	54	54	53	53
No	47	43	62	40	43	52	47	45	49	45	55	60	47	48	46	48	40	49	46	46	47	47
Recall of Ads' Main Point																						
Proper documents needed to cross border	39	26	47	37	43	34	42	38	39	40	31	36	36	38	44	44	34	33	44	40	43	37
Passports needed to cross border	26	35	13	30	23	31	26	23	30	24	36	38	29	28	27	22	19	27	26	27	29	25
Sponsorship of ads																						
Federal government	61	64	58	70	62	62	40	59	63	60	66	56	78	65	64	56	51	53	59	74	68	58
Don't know/not sure	21	19	22	12	19	25	25	19	23	19	27	20	7	21	18	21	30	25	22	13	18	21
Actions Taken																						
Take any action as result of ads (unaided)?																						
Yes	12	15	18	11	12	8	10	9	14	12	10	23	6	11	10	18	10	9	15	12	13	11
No	88	85	82	89	88	92	90	91	86	88	90	77	94	89	90	82	90	91	85	88	87	89
Actions Taken as a Result of Ads (unaided and aided)																						
Made sure self/family had valid ID	41	34	49	34	46	39	27	41	40	42	37	41	39	37	42	50	41	30	48	45	41	41
Applied for passport	17	14	26	16	14	20	23	18	16	17	19	19	13	20	17	22	16	15	19	17	17	17
No actions listed	52	66	51	58	49	47	51	48	56	52	49	58	51	46	53	49	54	61	45	49	48	53
US Border Travel Document Media Coverage and Behaviours																						

Quantitative Evaluation of the WHTI Advertising Campaign

Recall of news coverage of new rules																						
Yes	44	43	38	51	50	36	46	45	43	47	34	25	48	46	47	46	45	41	41	52	45	44
No	54	54	62	48	48	63	52	53	55	51	64	75	51	52	51	50	52	57	57	47	53	54
Likelihood of travelling to US in next two years																						
Somewhat/very Likely	69	72	70	80	73	55	70	69	68	74	53	69	77	74	75	68	51	61	69	78	78	64
Not very /not at all likely	29	26	29	18	25	44	29	29	31	25	48	31	20	26	23	30	48	36	31	20	20	35
Travel Identification																						
Have valid passport	58	62	59	50	66	47	47	60	56	61	45	57	72	52	54	62	51	48	56	72	57	58
No valid identification (i.e. Passport, FAST, NEXUS card)	42	36	41	50	34	52	51	40	43	38	53	43	28	48	45	39	47	52	42	29	43	41
Prior awareness of new cross-border travel requirements																						
Yes	60	60	53	56	66	53	66	60	60	63	50	29	57	58	66	74	66	52	62	68	60	60
No	38	39	45	42	30	46	33	38	38	35	49	71	38	42	31	23	33	47	37	28	37	38
Will cross-border ID requirement decrease your likelihood of travelling to US?																						
Yes/maybe	18	23	12	18	17	23	10	20	17	17	24	26	19	20	20	15	15	18	20	16	15	11
No	81	77	87	82	82	75	91	80	82	83	75	74	80	80	80	84	84	81	79	83	5	7
Government Performance																						
Informing Canadians of US cross-border travel requirements																						
Positive scores (5-7)	51	47	40	46	57	46	53	50	51	52	43	28	54	55	48	53	56	45	51	56	55	48
Negative scores (1-3)	19	25	24	23	17	18	13	23	16	20	18	26	22	18	25	16	11	18	23	17	21	19

Quantitative Evaluation of the WHTI Advertising Campaign

Table 2: Other Subgroup Variations (General Population)									
	Total	Total Aided Recall		Recall News Coverage		Plan to Travel to US		Current passport holder	
		Yes	No	Yes	No	Likely	Unlikely	Yes	No
	%	%	%	%	%	%	%	%	%
General Recall of Ads									
Unaided verified recall of ads									
Yes	21	40	0	23	18	25	12	25	16
No	79	60	100	77	82	75	88	75	84
Total aided recall									
Yes	53	100	0	61	46	59	38	59	45
No	47	0	100	39	54	41	62	41	55
Actions Taken									
Take any action as result of ads (unaided)?									
Yes	12	12	0	15	8	14	3	12	11
No	88	88	0	85	92	86	97	88	89
Actions Taken as a Result of Ads (unaided and aided)									
Made sure self/family had valid ID	41	41	0	44	38	43	31	45	33
Applied for passport	17	17	0	20	14	19	11	15	20
No actions listed	52	52	0	51	53	50	58	49	57
US Border Travel Document Media Coverage and Behaviours									
Recall of news coverage of new rules									
Yes	44	51	36	100	0	48	35	49	37
No	54	47	62	0	100	50	63	49	61
Government Performance									
Informing Canadians of US cross-border travel requirements									
Positive scores (5-7)	51	73	25	61	42	55	41	54	46
Negative scores (1-3)	19	8	32	18	21	20	18	20	18

Quantitative Evaluation of the WHTI Advertising Campaign

Table 3: Key Questions – Demographic Subgroup Variations (Border Communities)

	Total					Gender		Language		Age						Education			Live with Children Under 18	
		West	Ont.	Que.	Atl. Cda.*	Male	Female	Eng.	Fr.	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	High school or less	College	University	Yes	No
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
General Recall of Ads																				
Unaided verified recall of ads																				
Yes	19	13	29	16	14	19	20	20	16	7	25	25	16	18	20	13	20	26	23	18
No	81	87	71	84	86	81	80	80	84	93	75	75	84	82	80	87	80	74	77	82
Total aided recall																				
Yes	59	55	73	47	43	54	63	62	47	47	58	64	51	61	62	53	66	60	54	60
No	41	45	27	53	57	46	37	38	53	53	42	36	49	39	38	47	34	40	46	40
Actions Taken																				
Take any action as result of ads (unaided)?																				
Yes	12	10	17	4	0	14	10	14	2	14	10	7	15	15	10	15	8	13	9	13
No	88	90	83	96	100	86	90	86	98	86	90	93	85	85	90	85	92	87	91	87
US Border Travel Document Media Coverage and Behaviours																				
Recall of news coverage of new rules																				
Yes	53	60	54	40	57	54	52	57	39	23	56	46	60	55	59	52	47	62	48	55
No	45	40	43	58	43	44	46	41	60	73	44	52	39	44	38	47	51	35	49	44
Government Performance																				
Informing Canadians of US cross-border travel requirements																				
Positive scores (5-7)	48	49	57	33	43	46	49	52	35	47	44	57	40	47	53	44	48	54	48	48
Negative scores (1-3)	18	19	17	17	14	22	15	18	17	17	28	20	22	15	13	17	18	20	23	16
*Very small sample size (n = 7); use caution when interpreting																				

Quantitative Evaluation of the WHTI Advertising Campaign

Table 4: Key Questions – Other Subgroup Variations (Border Communities)									
	Total	Total Aided Recall		Recall News Coverage		Plan to Travel to US		Current passport holder	
		Yes	No	Yes	No	Likely	Unlikely	Yes	No
	%	%	%	%	%	%	%	%	%
General Recall of Ads									
Unaided verified recall of ads									
Yes	19	33	0	20	18	22	13	23	14
No	81	68	100	80	82	78	87	77	86
Total aided recall									
Yes	59	100	0	67	50	63	51	62	54
No	41	0	100	33	50	37	49	38	46
Actions Taken									
Take any action as result of ads (unaided)?									
Yes	12	12	0	15	5	15	3	10	14
No	88	88	0	85	95	85	97	90	86
US Border Travel Document Media Coverage and Behaviours									
Recall of news coverage of new rules									
Yes	53	60	43	100	0	56	48	55	51
No	45	38	55	0	100	43	50	43	48
Government Performance									
Informing Canadians of US cross-border travel requirements									
Positive scores (5-7)	48	64	25	55	39	52	38	51	43
Negative scores (1-3)	18	9	31	14	23	18	17	16	20

APPENDIX

**Canada Border Services Agency
WHTI Advertising Campaign Evaluation Survey**

Final Version

INTRODUCTION

Hello, my name is _____. I'm calling on behalf of Phoenix, a public opinion research firm. I'd like to ask you some questions about current issues of interest to Canadians. Your responses will be kept entirely confidential and this survey is registered with the national survey registration system.⁴

CORE QUESTIONS

Q1A:

Over the past few weeks or so, have you seen, heard or read any advertising about new rules concerning the documents travellers will need to travel to the United States?

Yes..... 1 => ASK Q1B AND C
No..... 2 => GO TO Q2
DON'T KNOW/REFUSED..... 99 => GO TO Q2

Q1B: = > Q1A = YES

What can you remember about this advertising? What words, sounds or images come to mind? [DO NOT READ LIST. CODE ALL THAT APPLY.]

New rules concern travel by car and boat, but not plane 1
Travellers need government photo ID AND birth certificate or citizen card 2
Travellers need valid passport 3
Travellers need NEXUS or Free and Secure Trade (FAST) card 4
Under 18 years need birth certificate 5
New rules start January 31, 2008 6
Air travellers need valid passport 7
Do not enter sign 8
Other (specify) _____ 88
DON'T KNOW/REFUSED 99

Q1C: = > Q1A = YES

Where did you see or hear this advertising? [DO NOT READ. CODE ALL THAT APPLY. PROBE FOR MULTIPLE RESPONSES] [IF RESPONDENT SAYS 'NEWSPAPER, PROBE FOR TYPE OF NEWSPAPER – SEE LIST OF MAIN TYPES]

Television.....1
Radio.....2

⁴ Reveal name of client department which commissioned survey at the end of the survey only.

Quantitative Evaluation of the WHTI Advertising Campaign

Daily newspaper.....	3
Weekly/community newspaper.....	4
Ethnic/multicultural newspaper/magazine.....	5
Magazine.....	6
Pamphlet/brochure in the mail.....	7
Billboard/poster.....	8
Public transit.....	9
Internet/website.....	10
Word of mouth.....	11
Fair/exhibition.....	12
Other (specify) _____	88
DON'T KNOW/REFUSED.....	99

ASK EVERYONE:

RANDOMIZE ORDER OF MEDIA CHANNELS (Q2a-d).

Q2a:

Do you remember hearing any **radio** ads over the past few weeks or so about new rules concerning the documents travellers will need to show in order to enter the United States? The ad identified the specific documents that visitors will need to have when travelling to the U.S. by car or boat, and when the new rules will apply⁵.

Yes.....	1
No.....	2
DON'T KNOW/REFUSED.....	99

Q2b:

Do you remember seeing any ads in **newspapers** over the past few weeks or so about new rules concerning the documents travellers will need to show in order to enter the United States? The ad identified the specific documents that visitors will need to have when travelling to the U.S. by car or boat, and when the new rules will apply.

Yes.....	1
No.....	2
DON'T KNOW/REFUSED.....	99

Q2c:

Do you remember seeing any ads on the **Internet** over the past few weeks or so about new rules concerning the documents travellers will need to show in order to enter the United States? The ad identified the specific documents that visitors will need to have when travelling to the U.S. by car or boat, and when the new rules will apply.

⁵ The order of the Q2 set of questions will be rotated. To reduce repetition, only include the description of the ad the first time a question is asked. After that, insert the words “on the same subject” in each of the remaining questions (after the words ‘past few weeks or so’). Repeat the full description of the ad if asked by the respondent.

Quantitative Evaluation of the WHTI Advertising Campaign

Applied for birth certificate (for self/family)	5
Changed travel plans	6
Other (specify) _____	88
DON'T KNOW/REFUSED	99

ASK ALL WHO RECALL AD(S):

Q5:

Which, if any, of the following things did you do as a result of this advertising? [READ LIST. DO NOT INCLUDE ITEMS IDENTIFIED BY RESPONDENT IN PREVIOUS QUESTION. ACCEPT ALL THAT APPLY. IF RESPONDENT SAID 'NO' AT Q4A, USE THIS INTRO: WHILE YOU SAID YOU DON'T RECALL DOING ANYTHING AS A RESULT OF THE ADVERTISING, I'D LIKE TO BRIEFLY ASK YOU ABOUT SOME SPECIFIC THINGS THAT YOU MAY HAVE DONE. DID YOU...?]

Called the 1-800 number for more information	1
Visited the website for more information	2
Made sure you and/or your family have valid ID	3
Applied for a passport for yourself or your family	4
Applied for a birth certificate for yourself or your family	5
Changed travel plans	6
None of the above	7
DON'T KNOW/REFUSED	99

Q6A:

Thinking about the advertising you saw/heard, who do you think produced it? That is, who paid for it? [DO NOT READ. ACCEPT ONE RESPONSE].

Government of Canada/federal government.....	1	
Provincial government.....	2	
Municipal Government.....	3	
Government - General.....	4	=> ASK Q6B
Taxpayers.....	5	
Other (specify) _____	88	
DON'T KNOW/REFUSED.....	99	

Q6B:

Which level of government? [READ LIST. ACCEPT ONE RESPONSE].

Federal government.....	1
Provincial government.....	2
Municipal Government.....	3
Other [DO NOT READ].....	88
DON'T KNOW/REFUSED.....	99

Q7:

This advertising was produced by the Government of Canada. How would you rate the performance of the Government of Canada in terms of informing Canadians about the cross-border travel requirements of the United States? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

01 - Terrible.....	1
02	2
03	3
04 – Neither good nor bad	4
05	5
06	6
07 – Excellent	7
DON'T KNOW/REFUSED	99

Q8:

Generally speaking, how would you rate the overall performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

01 - Terrible.....	1
02	2
03	3
04 – Neither good nor bad	4
05	5
06	6
07 – Excellent	7
DON'T KNOW/REFUSED	99

Q9:

And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public? [REPEAT SCALE IF NECESSARY]

01 - Terrible.....	1
02	2
03	3
04 – Neither good nor bad	4
05	5
06	6
07 – Excellent	7
DON'T KNOW/REFUSED	99

Q14:

Do you currently have a valid...? [READ LIST; ACCEPT ALL THAT APPLY]

Passport	1
NEXUS card	2
Free and Secure Trade (FAST) card	3

Q15:

Were you aware of the new U.S. cross-border travel requirements for travel to the United States by car or boat **before** seeing or hearing the ads?

Yes.....	1
No.....	2
DON'T KNOW/REFUSED.....	99

Q16:

Will the requirement to present a valid passport or another secure identity document make you any less likely to travel to the United States for either business or pleasure reasons?

Yes, definitely.....	1
Maybe.....	2
No.....	3
DON'T KNOW/REFUSED.....	99

DEMOGRAPHICS

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

D1:

What is your current employment status? Are you...? [READ LIST - ACCEPT ONE ANSWER ONLY]

Working full-time (35 or more hours per week).....	1
Working part-time (less than 35 hours per week).....	2
Self-employed.....	3
Student.....	4
Unemployed, but looking for work.....	5
Not in the workforce (for example, unemployed, but not looking for work, person with disability, a full-time homemaker or parent).....	6
Retired.....	7
Other (DO NOT READ)	88
DON'T KNOW/REFUSED	99

D2:

In terms of education, which of the following have you completed to date? (READ LIST; ACCEPT ALL THAT APPLY; PROBE AND RECORD EACH LEVEL OF EDUCATION COMPLETED)

- Elementary school.....1
 - Secondary school.....2
 - College, vocational or trade school3
 - Undergraduate university program.....4
 - Graduate or professional university program5
 - DON'T KNOW/REFUSED99
-

D3:

In what year were you born?

- Record year: _____
- DON'T KNOW/REFUSED.....99
-

D4:

Are you an Aboriginal person (that is a First Nation member from a specific band, Inuit or Métis)?

- Yes.....1 → SKIP TO D6
 - No.....2
 - DON'T KNOW/REFUSED.....99
-

D5:

Do you consider yourself a member of a visible minority by virtue of your ethnicity or colour?

- Yes.....1
 - No.....2
 - DON'T KNOW/REFUSED.....99
-

D6:

Do you have any children under the age of 18 currently living in your household? This could be full-time or part-time as part of a shared custody arrangement.

- Yes.....1
 - No.....2
 - DON'T KNOW/REFUSED.....99
-

D7:

Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes? [READ LIST]

Under \$20,000.....	1
\$20,000 to just under \$40,000.....	2
\$40,000 to just under \$60,000.....	3
\$60,000 to just under \$80,000.....	4
\$80,000 to just under \$100,000.....	5
Over \$100,000.....	6
DON'T KNOW/REFUSED.....	99

That concludes the survey. This survey was conducted on behalf of the Canada Border Services Agency. Thank you very much for taking part. It is appreciated.

Interviewer Records:

- **Gender**
- **Language of Interview**
- **Region**

Agence des services frontaliers du Canada
Sondage d'évaluation de la campagne publicitaire sur l'IVHO

Version finale

INTRODUCTION

Bonjour, je m'appelle _____. Je vous appelle au nom de Phoenix, une maison de recherche sur l'opinion publique. J'aimerais vous poser certaines questions au sujet d'enjeux actuels d'importance pour les Canadiens. Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est inscrit auprès du système national d'enregistrement des sondages⁶.

QUESTIONS GÉNÉRIQUES

Q1A:

Au cours des dernières semaines, est-ce que vous avez vu, entendu ou lu des annonces sur les nouvelles règles ayant pour objet les documents de voyage qu'il faudra présenter pour voyager aux États-Unis?

Oui..... 1 => DEMANDER Q1B ET C
Non..... 2 => PASSER À Q2
NE SAIS PAS/REFUS.....99... => PASSER À Q2

Q1B: = > Q1A = OUI

De quoi vous souvenez-vous à propos de cette annonce? Quels sont les mots, les sons ou les images qui vous viennent à l'esprit? [NE PAS LIRE LA LISTE. CODER TOUTES LES RÉPONSES PERTINENTES.]

Les nouvelles règles portent sur les voyages en voiture ou en bateau,
mais pas en avion 1
Les voyageurs doivent présenter une pièce d'identité avec photo
émise par le gouvernement ET un certificat de naissance ou une
carte de citoyenneté 2
Les voyageurs doivent présenter un passeport valide 3
Les voyageurs doivent présenter une carte NEXUS ou une carte
du programme Expéditions rapides et sécuritaires (EXPRES) 4
Les voyageurs de moins de 18 ans doivent présenter un certificat de
naissance 5
Les nouvelles règles entrent en vigueur le 31 janvier 2008 6
Les voyageurs aériens doivent présenter un passeport valide 7
Le panneau de sens interdit 8
Autre (préciser) _____ 88
NE SAIS PAS/REFUS 99

⁶ Révéler le nom du ministère client qui a commandé l'étude à la fin du sondage seulement.

Q1C: = > Q1A = OUI

Où avez-vous vu ou entendu cette annonce? [NE PAS LIRE. CODER TOUTES LES RÉPONSES PERTINENTES. CHERCHER À OBTENIR PLUSIEURS RÉPONSES] [SI LE/LA RÉPONDANT(E) SIGNALA « LE JOURNAL », LUI FAIRE PRÉCISER LE GENRE DE JOURNAL – VOIR LA LISTE DES PRINCIPAUX TYPES.]

Télévision.....	1
Radio.....	2
Journal quotidien.....	3
Journal hebdomadaire/local.....	4
Journal/revue multiculturel(le)/d'une communauté ethnique.....	5
Revue.....	6
Dépliant/brochure reçus par la poste.....	7
Panneau publicitaire/affiche.....	8
Transport en commun.....	9
Internet/site Web.....	10
Bouche-à-oreille.....	11
Foire/exposition.....	12
Autre (préciser) _____	88
NE SAIS PAS/REFUS.....	99

DEMANDER À TOUS LES RÉPONDANTS :

RÉPARTIR ALÉATOIREMENT L'ORDRE DE PRÉSENTATION DES MÉDIAS DE DIFFUSION (Q2a-Q2d).

Q2a:

Vous rappelez-vous avoir entendu au cours des dernières semaines une ou des annonces **radiophoniques** au sujet des nouvelles règles ayant pour objet les documents de voyage qu'il faudra présenter pour entrer aux États-Unis? L'annonce précise les documents particuliers dont les voyageurs devront se munir lorsqu'ils se rendront aux É.-U. en voiture ou en bateau, de même que le moment où les nouvelles règles entrèrent en vigueur⁷.

Oui.....	1
Non.....	2
NE SAIS PAS/REFUS.....	99

Q2b:

Vous rappelez-vous avoir vu au cours des dernières semaines une ou des annonces dans les **journaux** au sujet des nouvelles règles ayant pour objet les documents de voyage

⁷ Il faut assurer la rotation des diverses questions de l'ensemble Q2. Afin d'éviter les répétitions, énoncer la description de l'annonce seulement la première fois que la question est posée. Par la suite, ajouter au libellé des autres questions l'énoncé « portant sur le même sujet » (après la description du type d'annonce, p. ex., tout de suite après « annonces dans les journaux »). Répéter la description intégrale de l'annonce si le/la répondant(e) le demande.

Quantitative Evaluation of the WHTI Advertising Campaign

qu'il faudra présenter pour entrer aux États-Unis? L'annonce précise les documents particuliers dont les voyageurs devront se munir lorsqu'ils se rendront aux É.-U. en voiture ou en bateau, de même que le moment où les nouvelles règles entreront en vigueur.

Oui..... 1
Non..... 2
NE SAIS PAS/REFUS.....99

Q2c:

Vous rappelez-vous avoir vu au cours des dernières semaines une ou des annonces **sur Internet** au sujet des nouvelles règles ayant pour objet les documents de voyage qu'il faudra présenter pour entrer aux États-Unis? L'annonce précise les documents particuliers dont les voyageurs devront se munir lorsqu'ils se rendront aux É.-U. en voiture ou en bateau, de même que le moment où les nouvelles règles entreront en vigueur.

Oui..... 1
Non..... 2
N'utilise pas l'Internet..... 3
NE SAIS PAS/REFUS.....99

*DÉCLARATION SPONTANÉE : N'utilise pas l'Internet/l'ordinateur

Q2d:

Vous rappelez-vous avoir reçu chez vous, au cours des dernières semaines, un **prospectus postal** au sujet des nouvelles règles ayant pour objet les documents de voyage qu'il faudra présenter pour entrer aux États-Unis? L'annonce précise les documents particuliers dont les voyageurs devront se munir lorsqu'ils se rendront aux É.-U. en voiture ou en bateau, de même que le moment où les nouvelles règles entreront en vigueur.

Oui..... 1
Non..... 2
NE SAIS PAS/REFUS.....99

SI LE/LA RÉPONDANT(E) SE SOUVIENT DE L'UNE OU L'AUTRE DES ANNONCES SIGNALÉES DANS LA SÉRIE DE QUESTIONS Q2, CONTINUER; AUTREMENT, PASSER À LA Q7.

Q3:

Pour ce qui concerne l'/les annonce(s) que vous avez vue(s)/entendue(s), à votre avis, quel serait le **principal** message que la publicité tente de communiquer? [QUESTION OUVERTE. ACCEPTER UNE SEULE RÉPONSE]

NE SAIS PAS/REFUS.....99

Q4A:

Avez-vous fait quelque chose en réponse à cette annonce?

Oui.....	1	=> DEMANDER Q4B
Non.....	2	=> SAUTER LA PROCHAINE QUESTION
NE SAIS PAS/REFUS.....	99	

Q4B: = >Q4A = OUI

Qu'avez-vous fait? Y a-t-il autre chose? [NE PAS LIRE LA LISTE. CODER TOUTES LES RÉPONSES PERTINENTES.]

Composer un numéro sans frais (1-800) pour obtenir de plus amples renseignements	1
Consulter un site Web pour obtenir de plus amples renseignements	2
Veiller à avoir/à ce que les membres de la famille aient des pièces d'identité valides	3
Faire une demande de passeport (pour soi-même/membres de la famille)	4
Faire une demande de certificat de naissance (pour soi-même/membres de la famille)	5
Modifier des projets de voyage	6
Autre (préciser) _____	88
NE SAIS PAS/REFUS	99

DEMANDER À TOUS LES RÉPONDANTS QUI SE SOUVIENNENT DE L'/DES ANNONCE(S) :

Q5:

Au nombre des choses que je vais énumérer dans un instant, laquelle ou lesquelles avez-vous effectuées, s'il y a lieu, en réponse à cette annonce? [LIRE LA LISTE. NE PAS INCLURE LES ÉLÉMENTS QUE LE/LA RÉPONDANT(E) A SIGNALÉS À LA QUESTION PRÉCÉDENTE. ACCEPTER TOUTES LES RÉPONSES PERTINENTES. SI LE/LA RÉPONDANT(E) A DIT 'NON' À LA QUESTION 4A, LIRE CETTE INTRODUCTION : BIEN QUE VOUS AVEZ DIT QUE VOUS NE VOUS RAPPELEZ PAS AVOIR FAIT QUOI QUE CE SOIT EN RÉPONSE À CETTE ANNONCE, J'AIMERAI VOUS DEMANDER BRIÈVEMENT AU SUJET DE CHOSES SPÉCIFIQUES QUE VOUS AURIEZ PU FAIRE. AVEZ-VOUS ...].

Composer le numéro sans frais (1-800) pour obtenir de plus amples renseignements	1
Consulter le site Web pour obtenir de plus amples renseignements	2
Veiller à ce que des membres de votre famille ou vous-même ayez des pièces d'identité valides	3

Quantitative Evaluation of the WHTI Advertising Campaign

Faire une demande de passeport pour vous-même ou des membres de votre famille	4
Faire une demande de certificat de naissance pour vous-même ou des membres de votre famille	5
Modifier vos projets de voyage	6
Aucune de ces choses	7
NE SAIS PAS/REFUS	99

Q6A:

Pour ce qui concerne la publicité que vous avez vue/entendue, à votre avis, qui en était l'auteur? Autrement dit, qui l'a financée? [NE PAS LIRE. ACCEPTER UNE SEULE RÉPONSE].

Gouvernement du Canada/gouvernement fédéral....	1	
Gouvernement provincial.....	2	
Administration municipale.....	3	
Gouvernement – En général.....	4	=> DEMANDER Q6B
Contribuables.....	5	
Autre (préciser) _____	88	
NE SAIS PAS/REFUS.....	99	

Q6B:

Quel ordre de gouvernement? [LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE.]

Gouvernement fédéral.....	1
Gouvernement provincial.....	2
Administration municipale.....	3
Autre [NE PAS LIRE].....	88
NE SAIS PAS/REFUS.....	99

Q7:

En fait, il s'agit d'une annonce qu'a produite le gouvernement du Canada. Quelle serait votre évaluation du rendement du gouvernement du Canada pour ce qui concerne la communication de renseignements aux Canadiens au sujet des exigences à satisfaire pour franchir la frontière des États-Unis? Veuillez répondre selon une échelle de sept points, où « 1 » signifie affreux, « 7 », excellent et le point milieu, « 4 », ni bon, ni mauvais.

01 – Affreux.....	1
02	2
03	3
04 – Ni bon, ni mauvais....	4
05	5
06	6
07 – Excellent	7
NE SAIS PAS/REFUS	99

Q8:

De façon générale, quelle serait votre évaluation du rendement global du gouvernement du Canada? Veuillez répondre selon une échelle de sept points, où « 1 » signifie affreux, « 7 », excellent et le point milieu, « 4 », ni bon, ni mauvais.

01 – Affreux.....	1
02	2
03	3
04 – Ni bon, ni mauvais	4
05	5
06	6
07 – Excellent	7
NE SAIS PAS/REFUS	99

Q9:

Et selon la même échelle, quelle serait votre évaluation du rendement du gouvernement du Canada pour ce qui est de communiquer de l'information à la population? [RÉPÉTER L'ÉCHELLE, AU BESOIN]

01 – Affreux.....	1
02	2
03	3
04 – Ni bon, ni mauvais	4
05	5
06	6
07 – Excellent	7
NE SAIS PAS/REFUS	99

Q10:

Au cours des dernières semaines, vous rappelez-vous avoir lu ou entendu, dans les médias, des **nouvelles**, plutôt que des annonces, au sujet des nouvelles règles ayant pour objet les documents de voyage qu'il faudra présenter pour entrer aux États-Unis en voiture ou en bateau?

Oui.....	1	=>CONTINUER
Non.....	2	=>SAUTER LA PROCHAINE QUESTION
NE SAIS PAS/REFUS.....	99	

Q11:

Veillez m'indiquer de quoi vous vous souvenez à propos de la couverture médiatique. [SONDER] Y a-t-il autre chose? [QUESTION OUVERTE. CHERCHER À APPROFONDIR. VEILLER À CE QUE LA RÉPONSE SOIT CLAIRE.]

NE SAIS PAS/REFUS.....99

DEMANDER À TOUS LES RÉPONDANTS :

Q12:

Au cours des deux dernières années, combien de fois environ avez-vous voyagé ou transité aux États-Unis? Veuillez penser à tous vos voyages par voie routière, aérienne et maritime. Diriez-vous que vous vous êtes rendu(e) aux États-Unis...? [LIRE LA LISTE]

Pas du tout	1
Une seule fois	2
2-4 fois	3
5-10 fois	4
Plus de 10 fois	5
NE SAIS PAS/REFUS.....	99

NOTE : PAS UN NOMBRE EXACT, UNE ESTIMATION SUFFIT. COMPREND LE NOMBRE TOTAL DE VOYAGES.

Q13:

Pour ce qui concerne les deux prochaines années environ, dans quelle mesure est-il probable que vous voyagiez ou transitiez aux États-Unis au cours de cette période? De nouveau, veuillez penser à tout voyage éventuel, que ce soit par voie routière, aérienne ou maritime. Diriez-vous que c'est...? [LIRE LA LISTE]?

Très probable.....	1
Assez probable.....	2
Peu probable.....	3
Improbable.....	4
NE SAIS PAS/REFUS.....	99

Q14:

À l'heure actuelle, détenez-vous...? [LIRE LA LISTE; ACCEPTER TOUTES LES RÉPONSES PERTINENTES]

Un passeport valide	1
Une carte NEXUS valide	2

Une carte valide du programme Expéditions rapides
et sécuritaires (EXPRES)

3

Q15:

Étiez-vous au courant des nouvelles exigences à satisfaire pour franchir la frontière américaine en voiture ou en bateau **avant** de voir ou d'entendre les annonces?

Oui.....1
Non.....2
NE SAIS PAS/REFUS.....99

Q16:

Est-ce que vous êtes moins susceptible de voyager aux États-Unis pour affaires ou pour agrément à cause de l'obligation de présenter un passeport valide ou une autre pièce d'identité sûre?

Oui, sans aucun doute.....1
Peut-être.....2
Non.....3
NE SAIS PAS/REFUS.....99

DONNÉES DÉMOGRAPHIQUES

En terminant, j'aimerais vous poser certaines questions pour fins de statistiques. Je tiens à vous rappeler que toutes vos réponses demeureront entièrement confidentielles.

D1:

À l'heure actuelle, quelle est votre situation dans le contexte de l'emploi? Êtes-vous...?
LIRE LA LISTE – ACCEPTER UNE SEULE RÉPONSE]

Employé(e) à temps plein (au moins 35 heures par semaine).....1
Employé(e) à temps partiel (moins de 35 heures par semaine).....2
Travailleur/travailleuse autonome.....3
Étudiant(e).....4
Sans emploi, mais à la recherche d'un emploi.....5
En dehors de la population active (p. ex., sans emploi, mais pas à la recherche d'un emploi; personne handicapée, personne au foyer ou parent à temps plein).....6
À la retraite.....7
Autre (NE PAS LIRE).....88
NE SAIS PAS/REFUS.....99

D2:

Sur le plan de la scolarité, quelles études avez-vous achevées jusqu'à maintenant? [LIRE LA LISTE. ACCEPTER PLUSIEURS RÉPONSES; SONDER ET NOTER CHAQUE NIVEAU D'ÉDUCATION COMPLÉTÉ]

École primaire	1
Études secondaires	2
Diplôme d'un collège, d'une école technique ou d'une école de métiers.....	3
Diplôme d'études universitaires de premier cycle	4
Diplôme d'études universitaires de deuxième ou de troisième cycles ou d'un programme universitaire de formation professionnelle.....	5
NE SAIS PAS/REFUS	99

D3:

En quelle année êtes-vous né(e)?

Inscrire l'année : _____
NE SAIS PAS/REFUS.....99

D4:

Êtes-vous un(e) Autochtone (p. ex., un membre des Premières nations faisant partie d'une bande, un(e) Inuit(e) ou un(e) Métis(se))?

Oui.....	1	=> PASSER À D6
Non.....	2	
NE SAIS PAS/REFUS.....	99	

D5:

Vous considérez-vous comme un(e) membre d'une minorité visible, à cause de votre origine ethnique ou de la couleur de votre peau?

Oui.....	1
Non.....	2
NE SAIS PAS/REFUS.....	99

D6:

Avez-vous des enfants de moins de 18 ans qui vivent avec vous, soit à plein temps, soit dans le cadre d'une entente de garde partagée?

Oui.....	1
Non.....	2
NE SAIS PAS/REFUS.....	99

D7:

Laquelle des catégories suivantes décrit le mieux le total de vos revenus familiaux, c'est-à-dire la somme des revenus avant impôts de tous les membres de votre foyer? [LIRE LA LISTE]

Moins de 20 000 \$.....	1
20 000 \$ à un peu moins de 40 000 \$.....	2
40 000 \$ à un peu moins de 60 000 \$.....	3
60 000 \$ à un peu moins de 80 000 \$.....	4
80 000 \$ à un peu moins de 100 000 \$.....	5
Plus de 100 000 \$.....	6
NE SAIS PAS/REFUS.....	99

Voilà qui met fin au sondage que nous avons effectué pour le compte de l'Agence des services frontaliers du Canada. Merci beaucoup d'y avoir participé. Nous vous en sommes très reconnaissants.

Pour les dossiers de l'enquêteur :

- **Inscrire le sexe**
- **Inscrire la langue de l'entretien**
- **Inscrire la région**