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Testing of the Western Hemisphere Travel Initiative Advertising Campaign – Final Rule

Phase II – Post-test of Advertising Campaign

FINAL REPORT

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Canada Border Services Agency
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EXECUTIVE SUMMARY

Following the events of September 11, 2001, the United States implemented a number of policies aimed at improving security at its borders. One such policy, the Western Hemisphere Travel Initiative (hereafter, the WHTI), requires all travellers – including Canadian and American citizens – to present a valid passport or other approved secure document when travelling to, through, or from the United States.

Over the course of the implementation of the WHTI, the Canada Border Services Agency (CBSA) has communicated to Canadian citizens in an effort to prepare them and raise their awareness of the new document requirements to enter the U.S. In the lead up and concurrent to the full implementation of the policy on June 1, 2009, the CBSA unfolded the *WHTI – Final Rule* advertising campaign, which began in May 2009 and wrapped up in June 2009. EKOS Research Associates was commissioned by the CBSA to conduct a telephone survey of the general public to measure recall and effectiveness of this advertising campaign, particularly among the target segment of the population (i.e., those living in border communities).

Survey results suggest that this was a successful campaign. To begin, advertising recognition among the general public is relatively high – both in terms of aided and unaided recall. The campaign is also on target in terms of message communication and attribution. And although most say they have not been influenced by the advertising, those who have are responding in an appropriate manner (i.e., applying for a passport).

Perhaps more importantly, the ads continue to resonate strongly with border communities. Indeed, this group is more likely to be aware of the advertising, to associate the ads with a message of needing a passport for travel to the U.S., and to indicate that they have taken action in response to seeing the advertising. In fact, the proportion of border community residents reporting that they were prompted to take action as a result of the advertising is double what it was following the last campaign.

Apart from assessing the *WHTI – Final Rule* advertising campaign, the survey also sought to determine the potential impact of the WHTI. As a starting point, reported levels of travel to the U.S. are unchanged over the past two years – even as the WHTI was being phased in – as are plans to travel to the U.S. in the future. These findings would seem to suggest that Canadians do not intend to be deterred from travelling to the U.S., regardless of new document requirements under the WHTI. Moreover, the proportion of the public that would not be able to travel to the U.S. due to inadequate travel documentation has declined significantly since 2008 (–14 per cent among the general public and –six per cent in border communities). Helping to account for this decline is an increase in valid passport ownership and the availability of enhanced driver's licences/identification cards.

The methodology for this study consisted of telephone interviews with a random sample of 1,307 Canadians, aged 18 years and over, conducted between July 2 and July 10, 2009. A national sample of this size provides results accurate to within plus or minus 2.7 percentage point, in 19 out of 20 samples. Over-sampling was also done to reach a sub-sample of those living in border communities, defined as those living within 30 km of the U.S. border (i.e., approximately 100 cases were collected in Abbotsford, B.C., Windsor, ON, and Sherbrooke, QC). The telephone surveys were conducted using the Government of Canada's Advertising Evaluation Tool (ACET).

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SOMMAIRE

À la suite des événements du 11 septembre 2001, les États-Unis ont mis en œuvre un certain nombre de politiques visant à renforcer la sécurité à ses frontières. L'une de ces politiques, l'Initiative relative aux voyages dans l'hémisphère occidental (ci-après, l'IVHO), exige que tous les voyageurs – y compris les citoyens canadiens et américains – présentent un passeport valide ou un autre document sécuritaire approuvé lorsqu'ils entrent, passent ou sortent des États-Unis.

Au cours de la mise en œuvre de l'IVHO, l'Agence des services frontaliers du Canada (ASFC) a communiqué avec les citoyens canadiens dans un effort pour les préparer et les sensibiliser aux nouvelles exigences en matière de documents pour entrer aux États-Unis. Durant la période se terminant à la mise en œuvre de la politique le 1^{er} juin 2009, l'ASFC a mené une campagne publicitaire, *IVHO – Règlement final*, laquelle commençait en mai 2009 et se terminait en juin 2009. L'ASFC a mandaté Les Associés de recherche EKOS de réaliser un sondage téléphonique auprès du grand public afin de mesurer le niveau de rappel et l'efficacité de cette campagne publicitaire, particulièrement auprès du segment cible de la population (c.-à-d. les gens vivant dans des localités frontalières).

Les résultats du sondage donnent à penser que la campagne a été une réussite. Tout d'abord, la reconnaissance de la publicité était relativement élevée auprès du grand public, autant dans les cas de rappel assisté que de rappel spontané. La campagne a également visé juste en ce qui concerne l'attribution et la communication du message. Et bien que la plupart des répondants affirment n'avoir pas été influencés par les publicités, ceux qui disent l'avoir été ont réagi de façon adéquate (c.-à-d. en faisant une demande de passeport).

Aspect possiblement encore plus important, les publicités continuent d'exercer beaucoup d'influence dans les localités frontalières. Effectivement, ce groupe est plus susceptible de connaître l'existence de la campagne, d'associer les publicités avec le fait d'avoir besoin d'un passeport pour voyager aux États-Unis et d'affirmer avoir pris des mesures concrètes après avoir vu ces publicités. En fait, la proportion de résidents de localités frontalières indiquant que la campagne les a incités à prendre des mesures concrètes a doublé par rapport à la proportion recueillie à la suite de la dernière campagne.

Hormis l'évaluation de la campagne publicitaire *IVHO – Règlement final*, le sondage cherchait également à déterminer l'incidence prévue de l'IVHO. De prime abord, les taux de déplacement déclarés aux États-Unis sont demeurés les mêmes au cours des deux dernières années – même durant la mise en œuvre progressive de l'IVHO – tout comme les projets de voyage aux États-Unis. Ces résultats semblent suggérer que les Canadiens n'ont pas l'intention de renoncer à voyager aux États-Unis, et ce, indépendamment des nouvelles exigences en matière de documents mises en application dans le cadre de l'IVHO. En outre, la proportion du public qui ne serait pas en mesure de voyager aux États-Unis en raison de documents de voyage inadéquats a considérablement chuté depuis 2008 (-14 pour cent auprès du grand public et -6 pour cent dans

les localités frontalières). L'augmentation de la possession d'un passeport valide ainsi que la disponibilité de permis de conduire Plus ou de cartes d'identité Plus aident à compenser cette baisse.

La méthodologie utilisée pour cette étude consistait à réaliser des entrevues téléphoniques du 2 au 10 juillet 2009 auprès d'un échantillon aléatoire de 1307 Canadiens âgés de 18 ans et plus. Un échantillon de cette taille à l'échelle nationale fournit des résultats précis avec une marge d'erreur de plus ou moins 2,7 points de pourcentage dans 19 échantillons sur 20. Un sur échantillonnage a également été réalisé pour obtenir un sous-échantillon des répondants vivants dans des localités frontalières, ce qui correspond aux résidents habitant à moins de 30 km de la frontière des États-Unis (environ 100 cas ont été recueillis à Abbotsford, C.-B., à Windsor, Ontario, et à Sherbrooke, Québec). Les entrevues téléphoniques ont été menées en ayant recours à l'Outil d'évaluation de campagnes publicitaires (OECF) du gouvernement du Canada.

NOM DU FOURNISSEUR : LES ASSOCIÉS DE RECHERCHE EKOS

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POUR OBTENIR DE PLUS AMPLES RENSEIGNEMENTS SUR CETTE ÉTUDE, VEUILLEZ ENVOYER UN COURRIEL À
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1. INTRODUCTION

1.1 BACKGROUND

Following the events of September 11, 2001, the United States implemented a number of policies aimed at improving security at its borders. One such policy, the Western Hemisphere Travel Initiative (hereafter, the WHTI), requires all travellers – including Canadian and American citizens – to present a valid passport or other approved secure document when travelling to, through, or from the United States. The WHTI was implemented in several phases.

The first phase was implemented in the air mode on January 23, 2007 and required Canadian citizens to present a valid passport or NEXUS card to fly to, through, or from the United States. The second phase of the WHTI was a transition phase and was implemented on January 31, 2008 in the land and water mode. This second phase required Canadian citizens entering the U.S. by land or water to present a government-issued photo identification such as a driver's licence as well as proof of citizenship (e.g., a birth certificate or citizenship card) or one of the following approved secure documents: a valid passport, a NEXUS card, a Free and Secure Trade (FAST)-card, a Secure Certificate of Indian Status (SCIS), an enhanced driver's licence (EDL), or an enhanced identification card (EIC).

The final implementation of the WHTI occurred on June 1, 2009. With WHTI now fully implemented, Canadian citizens travelling to the United States by land or water must present a valid passport or one of the following approved secure documents: a NEXUS card, a Free and Secure Trade (FAST) card, a Secure Certificate of Indian Status (SCIS), an enhanced driver's licence (EDL), or an enhanced identification card (EIC). For Canadian citizens entering the U.S. by air, the document requirements are restricted to those listed previously.

Over the course of the implementation of the WHTI, the Canada Border Services Agency (CBSA) has communicated to Canadian citizens in an effort to prepare them and raise their awareness of the new document requirements to enter the U.S. In the lead up and concurrent to the full implementation of the policy on June 1, 2009, the CBSA unfolded its final WHTI advertising campaign. The *WHTI – Final Rule* advertising campaign, which began in May 2009 and wrapped up in June 2009, included radio, out-of-home (billboards at points of entry), Internet (including icons on other government department Internet home pages), and community print ads focused entirely on the WHTI.

It was under this context that the CBSA commissioned EKOS Research Associates to undertake a study to gauge the effectiveness of the *WHTI – Final Rule* advertising campaign. This study was conducted in two phases:

- in Phase I, focus groups with Canadians 18 years of age and older who had travelled to the United States at least once in the past year were conducted in order to pre-test the materials that had been designed for the *WHTI – Final Rule* advertising campaign;¹ and
- in Phase II, a telephone survey of a nationally representative sample of Canadians, as well as an oversample of border communities, was conducted in order to measure awareness, recall, and impact of the *WHTI – Final Rule* advertising campaign.

This report focuses on the results of Phase II of the research project. More specifically, this report examines the following:

- unaided and aided recall of the ads;
- awareness of who sponsored the ads;
- the perceived key messages in the ads and perceived credibility, effectiveness and suitability of the ads in increasing awareness of the U.S. WHTI requirements and timing;
- receptivity/reactions to the Government of Canada’s proactive role in informing Canadians about this U.S. law;
- understanding of the ad campaign objectives and expected outcomes;
- awareness of the information channels mentioned in the ads and intent to use these (for example, Web site, 1 800 O-Canada);
- intent to get or consider getting a passport, FAST or NEXUS card as a result of the ads; and
- whether there are gaps that should be addressed by the CBSA via other proactive communications efforts and/or other means.

1.2 METHODOLOGY

The *Testing of the Western Hemisphere Travel Initiative Advertising Campaign – Final Rule (Phase II – Post-test of Advertising Material)* consisted of telephone surveys with a nationally representative sample of 1,307 Canadians, 18 years of age and older.² Over-sampling was also done to reach residents of border towns. Approximately one hundred additional cases were collected in each of the following three border communities: Abbotsford, British Columbia, Windsor, Ontario, and Sherbrooke, Quebec.³ Surveys were conducted between July 2 and July 10, 2009. The interviews averaged approximately 10 minutes in length. A more detailed description of the methodology used to conduct this study is provided in Appendix A.

¹ The results of Phase I are discussed in the report, *“Testing of the Western Hemisphere Travel Initiative Advertising Campaign – Final Rule: Phase I – Pre-test of Advertising Material,”* May 2009.

² A national sample of this size provides results accurate to within plus or minus 2.7 percentage points, in 19 out of 20 samples.

³ For purposes of analysis and for ease of reporting, these are collapsed into the macro category of “border communities”.

The telephone surveys were conducted using the Government of Canada's Advertising Campaign Evaluation Tool (ACET). This survey tool was supplemented with a few additional contextual questions asked after the standard ACET battery of questions. The survey instrument (in French and English) is provided in Appendix B.

1.3 A NOTE ON ADVERTISING EVALUATION

This is not the first time the CBSA has conducted a major advertising campaign to inform Canadians about document requirements for travel to the United States under the WHTI. In fact, three other campaigns were unfolded over the course of the implementation of the WHTI (between November 2007 and March 2009). It is also not the first time an assessment of this type of campaign has been conducted.⁴

Comparing the current campaign to previous ones can be challenging, however, due to a number of factors. For instance, the assessment tool has changed somewhat since the last campaign (i.e., the current ACET is more concise). Differences in the advertising campaigns (i.e., in terms of the total media buy, the media formats employed, the duration of the campaign, and the time of year at which the campaign is being conducted) also make comparisons to previous advertising post-tests difficult. While reference to the previous assessment of the campaign will still be made where possible, the caveats outlined above should be kept in mind when interpreting these results.

It is also important to point out that the CBSA is not the only organization attempting to communicate with the Canadian public on this subject (i.e., the U.S. government ran the WHTI-themed *Anthem/Talking Cards* advertising campaign in Canada during the same timeframe of the *WHTI – Final Rule* campaign). It would therefore not be unexpected to find respondents incorrectly attributing an American-produced ad to the Government of Canada ad, and vice-versa. Likewise, there has been a great deal of media attention paid to the issue (i.e., as a news item). These factors can make advertising attribution difficult to ascertain and should be kept in mind when reviewing this report.

1.4 LAYOUT OF THE REPORT

This report has five additional chapters. Chapter 2 looks at recall of the advertisements (both aided and unaided). Chapter 3 examines reactions to the advertising, including views on attribution and the impact of the advertisements. Canadians' travel behaviour and broader attitudes towards the WHTI are examined in Chapter 4. In Chapter 5, the Government of Canada's performance is assessed both overall and in terms of its ability to provide information to the Canadian general public. In the final chapter (Chapter 6), the conclusions of the research are presented.

⁴ See the report, "An Evaluation of the Western Hemisphere Travel Initiative (WHTI) Advertising Campaign," March 2008.

2. ADVERTISING RECALL

2.1 UNAIDED RECALL

At the start of the survey, Canadians were first asked whether or not they had seen any advertising about document requirements for travel to the United States effective June 1, 2009. In total, close to two in three (63 per cent) claim to be aware of such advertising. Claimed awareness is even higher among those living in border communities (71 per cent “aware”). Compared to the results of the last advertising assessment undertaken in February 2008, awareness numbers are virtually unchanged among the general public (62 per cent “aware” in 2008). The proportion of those living in border communities that claim to have seen the advertising, however, has increased substantially (+15 per cent).

In order to determine whether or not aspects of the advertising such as messaging or imagery are being internalized, those that claim to have seen the advertising are asked to describe what they remember about the ads (i.e., what words, sounds, or images do they recall). While most of these individuals are able to provide a description that suggests that they do recall the advertisements, about 1 in 10 in the general public (and almost 1 in 5 in border communities) are not able to do this (i.e., they do not recall anything specific about the ad). By discounting these individuals, the net or actual unaided advertising recall is revealed.⁵ Using this measure, unaided recall drops from 63 to 54 per cent across the population as a whole (and from 71 to 52 per cent among residents of border communities).

- Net unaided recall is greatest among Canadians of higher socioeconomic standing (e.g., 62 per cent of the university educated and those reporting the highest annual incomes).
- Actual unaided recall is also higher among those that travel to the U.S. most frequently (77 per cent among those that have travelled to the U.S. 10 or more times in the past two year vs. 45 per cent who have not travelled to the U.S. over this timeframe).

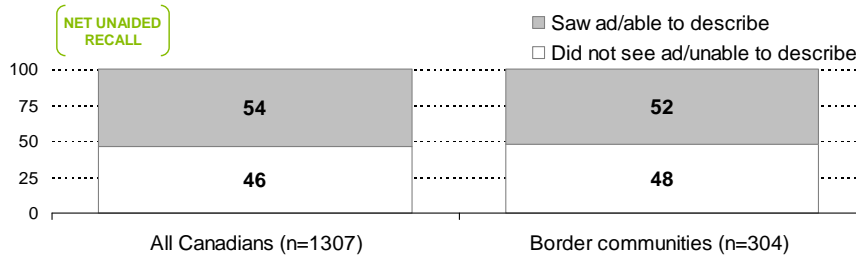
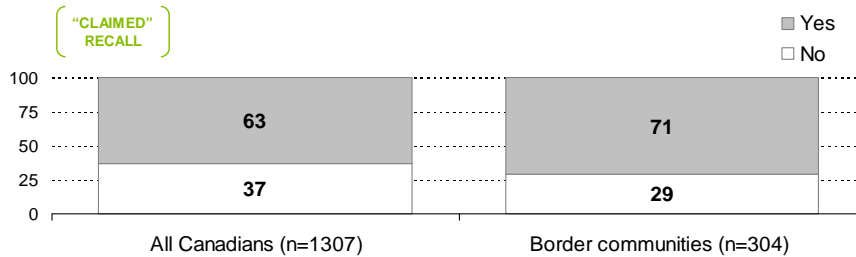
The single most resonant aspect of the advertising campaign appears to be the messaging (as opposed to creative elements such as the image of a passport). Overwhelmingly, the main message recalled from this year’s campaign was the need to have a valid passport for travel to the United States (recalled by 67 per cent of the general public and 55 per cent of those living in border communities). A few others (21 per cent of the general public and 26 per cent of those in border communities) picked up on the requirement of having other approved documents (e.g., a NEXUS card). Other elements of the advertising, including the date the new rule becomes effective, are mentioned by fewer than 1 in 10 respondents.

- Across Canada, the message of needing a passport resonated most strongly in British Columbia (79 per cent), and least strongly in Quebec (56 per cent).
- Interestingly, both residents of British Columbia (34 per cent) and Quebec (31 per cent) are more likely than those living elsewhere in Canada to mention the need for other approved secure documents.

⁵ This is calculated by removing those who were unable to describe any advertising (despite saying they had seen the ads) from the sub-sample of the public who can accurately describe the advertising they saw. This figure is then divided by the entire base to get total unaided recall in the population.

Unaided recall:

Q. Over the past few weeks or so, have you seen, heard or read any advertising about the documents travellers need to travel to the United States effective June 1, 2009?



Q. [Those that recall the ad] What can you remember about this advertising? What words, sounds or images come to mind?*

	All Canadians (n=869)	Border Communities (n=226)
MESSAGING		
Travellers need valid passport	67	55
Travellers need other approved secure document (e.g., NEXUS)	21	26
New rules start June 1, 2009	7	5
Documentation required to travel to the U.S.	4	2
Government of Canada advertisement	1	1
CREATIVE ELEMENTS		
Picture of a Canadian passport	4	5
General mentions (i.e., "saw advertising")	2	3
Other	7	19
Do not know/refused	12	17

Note: does not add to 100; multiple responses accepted.

Base – Canadians; July 2009 / *Those that recall the advertising

2.2 AIDED RECALL

In addition to measuring the level of unaided recall of the *WHTI – Final Rule* advertising, the survey also looked at aided or prompted recall of the four different types of advertisements that are part of the current campaign: radio, newspaper, billboard, and Internet. This measure is taken by providing respondents with a brief description of the advertising and asking whether or not they recall seeing it.

Just over half of Canadians (58 per cent) say they have seen at least one of the ads based on the descriptions provided (see Table 1). Total or net aided recall is even higher among those living in border communities (71 per cent). Notably, the proportion of the public that remembers seeing at least one of the ads has increased from the February 2008 assessment: +five percentage points among the general public and +12 percentage points among those living in border communities.

- Aided recall is greater among the university educated (64 per cent) and among those reporting the highest annual incomes (67 per cent).
- Aided recall is also higher among men (62 per cent vs. 55 per cent of women).
- As with unaided recall, aided recall is also higher among those that travel to the U.S. most frequently (79 per cent among those that have travelled to the U.S. 10 or more times in the past two year vs. 48 per cent who have not travelled to the U.S. over this timeframe).

Table 1 – Summary of Aided Recall

AIDED RECALL – NET	ALL CANADIANS	BORDER COMMUNITIES
% ABLE TO RECALL ANY ADVERTISING	58	71
% NOT ABLE TO RECALL ANY ADVERTISING	42	29

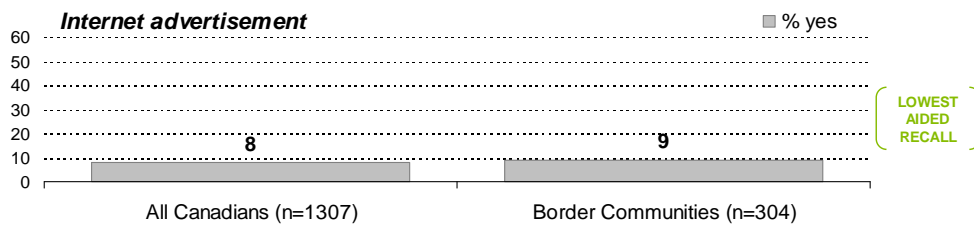
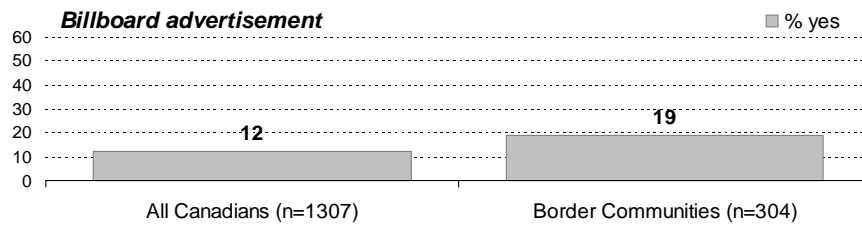
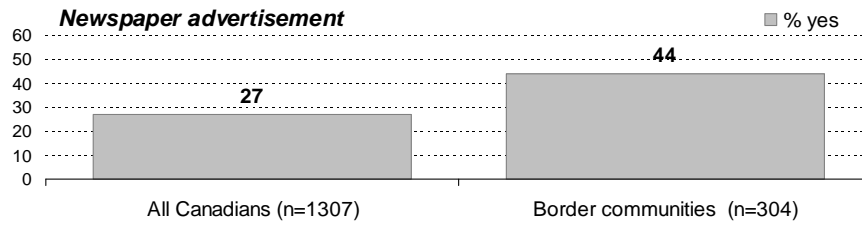
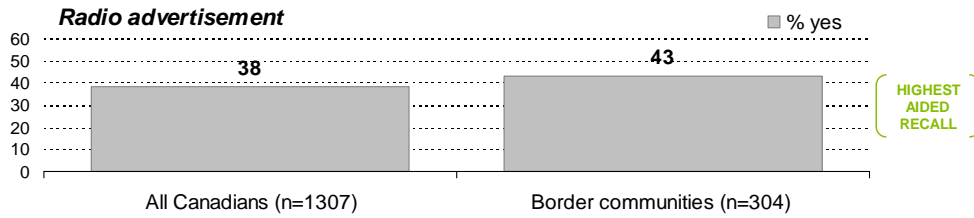
Looking at the individual ads, the radio advertisement has the highest level of recognition (recalled by 38 per cent of Canadians), followed by newspapers (27 per cent). Few recall seeing either the billboard (12 per cent) or the Internet advertisements (eight per cent recall). Notably, residents of border communities are consistently more likely to report having come across any of the ads (recall ranges from a low of nine per cent for the Internet ad to a high of 43 per cent for the radio ad). Given that the newspaper ads targeted communities along the border, it is perhaps not surprising to find that residents of border towns are significantly more likely to recall this form of advertisement (44 per cent vs. 27 per cent of the general public).

A closer look at demographic differences reveals that some media formats resonate more with certain segments of the population:

- *Radio* – men and residents of Alberta
- *Newspapers* – middle-aged/older Canadians (i.e., 45+) and those living in B.C.
- *Billboards* – the 25-44 age cohort and residents of Quebec
- *Internet* – the 25-44 age cohort and residents of Ontario

Aided recall:

Q. Do you remember hearing/seeing ... over the past few weeks or so about the documents travellers will need to present in order to enter the United States? The ad identified that Canadians require a valid passport or other secure document when travelling to the United States and indicated when these rules came into effect.



Base – Canadians; July 2009

3. REACTIONS TO ADVERTISING

3.1 MESSAGE COMMUNICATION

Canadians who recall seeing any of the *WHTI – Final Rule* advertisements were then asked (without prompting) what they thought was the main point the advertising was trying to get across. Overwhelmingly, respondents say that the ads communicated the message that passports are now required to enter the United States (63 per cent of the general public). This message was just as resonant among the target population of those living in border communities, where 65 per cent identified this as the main point of the advertising. Those that did not associate the ads with the specific message of needing a passport tended to have a more vague recollection of the advertising message (e.g., “documentation required to enter the U.S.”, “the rules at the border have changed”, etc). It should be noted that very few (four per cent of the general public and one per cent of those living in border communities) did not offer any ideas about what they thought ads were communicating.

- Across the different age cohorts, those 25-44 years of age are most likely to see needing a passport as the main point of the advertisements (68 per cent vs. 52 per cent of seniors).

A comparison to the previous campaign assessment suggests that there is a more consistent message emerging from the *WHTI – Final Rule* campaign. For example, in 2008 respondents were divided between seeing the need for proper documents to cross the U.S. border and the need for passports as being the “main point” of the advertisements. While this was likely a reflection of the WHTI rules at the time, this year’s results suggest that there may be less confusion about the requirements than in the past.

Message communication:

Q. Thinking about the advertising that you saw, what do you think was the main point this advertising was trying to get across?

	All Canadians (n=738)	Border Communities (n=191)
Passport now required to enter the U.S.	63	65
Documentation/i.d. required to enter the U.S.	8	9
The rules at the border have changed	5	5
Passport required for travel in general (not just to U.S.)	4	4
New cross border rules take effect June 1, 2009	5	3
Measures implemented for safety/security reasons	3	3
Other	7	9
<i>Do not know/refused</i>	4	1

Base – Those that recall any advertising; July 2009

3.2 ADVERTISING ATTRIBUTION

As in the past, the Government of Canada is consistently seen as the most obvious sponsor of the advertisements (named by 66 per cent of the general public). Slightly fewer, but still a majority of those living in border communities (54 per cent), identify the federal government as having produced the ads. There is also a fairly sizable minority of the public (10 per cent of the general public and 15 per cent of border community residents) that assert that the advertising is paid for by taxpayers. A few others incorrectly attribute the ads to another source, such as a provincial government or the United States government (particularly in border communities), and about 1 in 10 are unsure of who produced the ads.

- University-educated ad recallers are more likely to point to the federal government as the sponsor of the ads (66 per cent vs. 41 per cent with a high school education or less), as are the most affluent (67 per cent vs. 40 per cent of the least affluent respondents).
- Those that recalled the advertising without prompting are also more likely to identify the Government of Canada as having produced the ad (65 per cent vs. 38 per cent who could not recall the ad without prompting).
- Residents of Quebec are the most unsure about who produced the ads (23 per cent vs. 15 per cent nationally).

Advertising attribution:

Q. Thinking about the advertising you saw, who do you think produced it? That is, who paid for it?

	All Canadians (n=738)	Border Communities (n=191)
Government of Canada/federal government	66	54
Taxpayers	11	15
Provincial government	3	2
U.S. government	2	8
Municipal government	0	2
Other	2	4
<i>Do not know/refused</i>	15	15

Base – Those that recall any advertising; July 2009

3.3 RESPONSE TO ADVERTISING

Given the objectives of the advertising campaign (i.e., to raise awareness of the new rules for travel to the United States under the WHTI), this research also sought to determine the extent to which Canadians were compelled to take action as a result of seeing the *WHTI – Final Rule* advertising.

The campaign appears to be having a modest impact, with about 1 in 10 ad recallers in the general public (12 per cent) saying that they did something as a result of seeing the ads. Notably, the response to the advertising is much greater among those living in border communities, with 24 per cent of these individuals saying they took action as a result of seeing the ads.

- While the response to the advertising is fairly consistent across the country, residents of Ontario are slightly more likely to say that they had taken action in response to the ads they saw (17 per cent vs. 12 per cent nationally).
- Individuals that report frequent travel to the U.S. (i.e., more than 10 times in the past two years) are also more likely to say they did something as a result of the advertising (23 per cent vs. four per cent who travelled to the U.S. only once over this timeframe).
- Interestingly, despite having the necessary documentation, those with valid passports are statistically speaking as likely as others to say they were prompted to action as a result of the WHTI ads (11 per cent).

Compared to the results of the last advertising assessment undertaken in February 2008, these figures are virtually unchanged among the general public (12 per cent “took action” in 2008). However, the proportion of those living in border communities that claims to have done something as a result of the advertising has doubled (+12 per cent).

The very small number of Canadians who reported doing something as a result of seeing the advertising (n=104 at the national level and 35 in border communities), were then asked (without prompting) what type of actions they took.⁶ The most common responses were to apply for a passport for themselves or a family member or to ensure that the passports they had were valid. There are others that say the ads encouraged them to talk about travel requirements with friends or family, and others still who say they have visited the government website for more information. There are even a few who say they applied for another approved secure travel document. Unfortunately, due to the small number of cases, these results do not provide the basis for any meaningful conclusions and should be interpreted with caution.

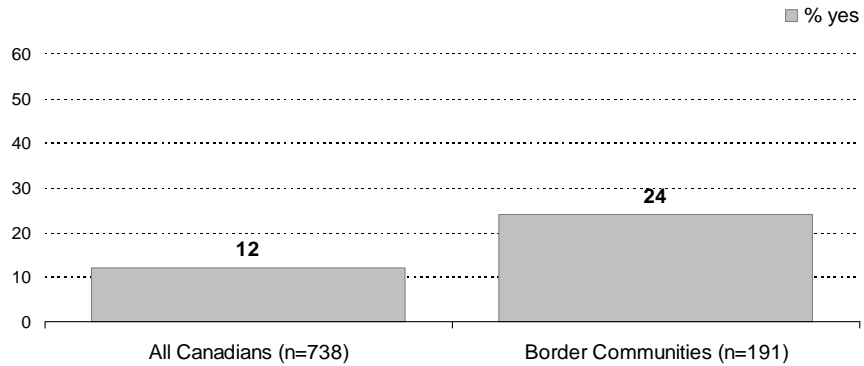
These questions were intended to assess the impact of the *WHTI – Final Rule* advertising on respondent’s behaviour and attitudes. At the end of the survey, respondents were asked more directly about the impact of this policy on their travel behaviour.⁷ These issues are dealt with in the next section of this report.

⁶ Due to a change in manner in which these questions were asked, we cannot directly compare the results of past assessments of the WHTI advertising campaign. We can, however, say that the responses offered without prompting are fairly consistent with past results.

⁷ Please note that these questions are not part of the ACET instrument. As such, they were asked only following the standard ACET battery of questions.

Response to advertising:

Q. Did you do anything as a result of seeing this advertising?



*Q. What did you do? Anything else?**

	All Canadians (n=104)	Border Communities (n=35)
Applied for a passport (for self/family)	38	78
Made sure self/family have valid passport	37	14
Thought/talked about travel requirements with others	8	22
Visited website for more information	6	0
Applied for another approved secure document	4	5
Other	4	1
<i>Do not know/refused</i>	7	3

NOTE – due to small number of cases, results should be interpreted with caution.

Base – Those that recall any advertising; July 2009 / *Those that took action as a result of advertising

4. GAUGING THE IMPACT OF THE WHTI

4.1 PRIOR AWARENESS OF CROSS-BORDER TRAVEL REQUIREMENTS

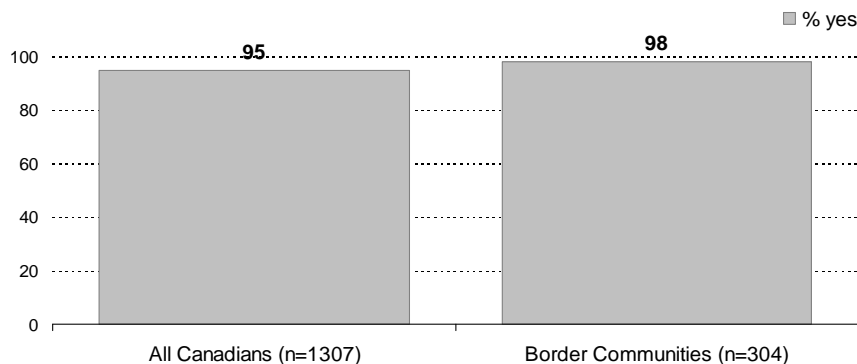
In addition to asking about awareness of the *WHTI – Final Rule* advertising, this survey also sought to establish prior awareness of cross-border travel requirements for travel to the United States. Nearly all Canadians (95 per cent in the general public and 98 per cent in border communities) say that they were aware of the cross-border travel regulations requiring Canadians to present a valid passport or another secure document when travelling to the United States, *even* before they took part in the survey. It is only a very small fraction of the public at this point in time (i.e., five per cent of the general public and two per cent in border communities) that has not heard about these regulations.

- Although awareness of the travel requirements is elevated across the population, the following groups were somewhat less likely to say they were aware of cross-border travel requirements before taking part in the survey: those with a high school education or less (91 per cent), youth under 25 years of age (91 per cent), and the least affluent (90 per cent).

Comparing these findings to the results of a similar question asked in the 2008 assessment suggest that awareness of the WHTI regulations has grown considerably over the past 16 months (+35 percentage points among the general public and +29 percentage points among those living in border communities).

Prior awareness of cross-border travel requirements:

Q. Before today, were you aware of the regulations requiring all Canadians to present a valid passport or another secure document when travelling to the United States?



Base – Canadians; July 2009

4.2 PAST TRAVEL TO THE UNITED STATES

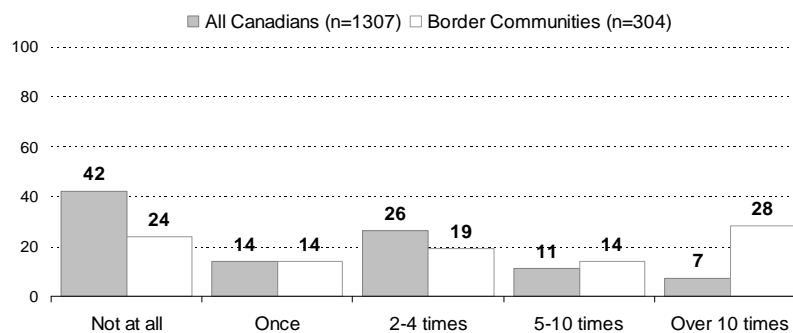
A majority of Canadians (58 per cent) say they have travelled to the United States by land, air, or water at least once over the past two years (and 42 per cent have not). Not surprisingly, residents of border communities are considerably more likely to have made a trip to the U.S. in the past two years (75 per cent vs. 24 per cent who have not). They are also more likely to have made frequent trips (i.e., 42 per cent have made five or more trips vs. 18 per cent in the general public). Travel to the U.S. over the previous two years is more common among the following groups:

- the university educated (74 per cent vs. 45 per cent with a high school education or less);
- the more affluent (75 per cent with reported annual incomes of \$80,000 or more vs. 37 per cent with reported annual incomes of less than \$40,000);
- residents of British Columbia (75 per cent) and Ontario (65 per cent); and
- Canadians with a valid passport (75 per cent vs. 22 per cent without any form of travel identification).

Reported travel to the U.S. is virtually unchanged from the last assessment conducted in February 2008 (when 58 per cent of the general public and 72 per cent of border residents said they had travelled to the U.S. in the previous two years). This finding suggests that neither the requirement to present a passport for air travel (i.e., the first phase of the WHTI implemented just over two years ago in January 2007), nor the requirement to present government-issued photo identification as well as proof of citizenship when entering the U.S. by land or water (i.e., the phase implemented in January 2008) seem to have impacted reported levels of travel.

Estimated travel to the U.S. (past 2 years):

Q. Within the past two years, approximately how many times have you travelled to or through the United States? Please include all travel by land, air and water.



Base – Canadians; July 2009

4.3 TRAVEL TO THE U.S. IN THE FUTURE

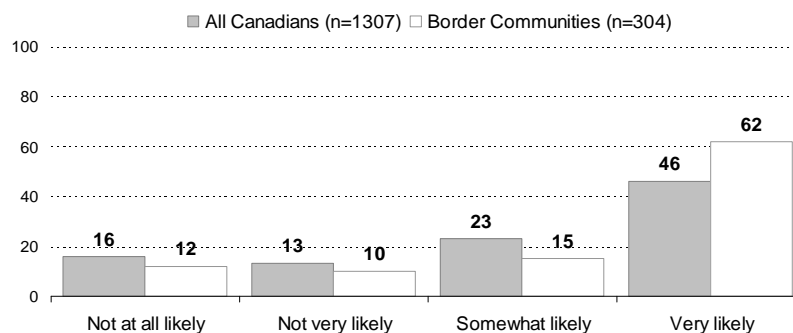
Looking ahead over the next two years, a strong majority of Canadians (69 per cent) say that it is at least somewhat likely that they will travel to the United States (and close to half say this is “very likely”). Once again, residents of border communities are even more likely to make this claim (77 per cent “somewhat/very likely”). The same groups that travelled to the U.S. in the previous two years are also more likely to say that they plan to travel to the U.S. in the next two years:

- the university educated (83 per cent vs. 56 per cent with a high school education or less);
- the more affluent (88 per cent with reported annual incomes of \$80,000 or more vs. 51 per cent with reported annual incomes of less than \$40,000);
- residents of British Columbia (77 per cent), Ontario (73 per cent), and the Prairies (79 per cent); and
- Canadians with a valid passport (83 per cent vs. 39 per cent currently without any form of travel identification).

The stated likelihood of travelling to the U.S. is exactly the same among members of the general public today as it was in the previous assessment conducted in 2008 (i.e., 69 per cent “somewhat/very likely”). Among those living in border communities, however, the chances of travelling to the United States at some point over next two years has increased (+eight percentage points). These findings seem to suggest that, for the most part, Canadians – particularly those in border communities – do not intend to be deterred from travelling to the U.S., regardless of new document requirements under the WHTI.

Estimated travel to the U.S. (next 2 years):

Q. And looking ahead over the next two years or so, how likely is it that you will travel to or through the United States? Once again, please include all travel by land, air and water.



Base – Canadians; July 2009

4.4 POTENTIAL IMPACT OF THE WHTI ON TRAVEL PLANS

Although we can ascertain from the previous question that most Canadians say they will not be deterred from travelling to the U.S. now that the WHTI has been fully implemented, up to this point in the survey, this question had not been asked explicitly. When asked outright, strong majorities of Canadians (83 per cent) and those living in border communities (79 per cent) say that the requirement to present a valid passport or another secure identity document will *not* make them any less likely to travel to the United States for either business or pleasure reasons. However, this still leaves about 1 in 10 Canadians (15 per cent) and 1 in 5 in border communities (21 per cent) that say their travel plans *will* be affected (definitely/maybe). Those most likely to indicate that they will be *less* likely to travel to the U.S. as a result of the new documentation requirements include the following groups:

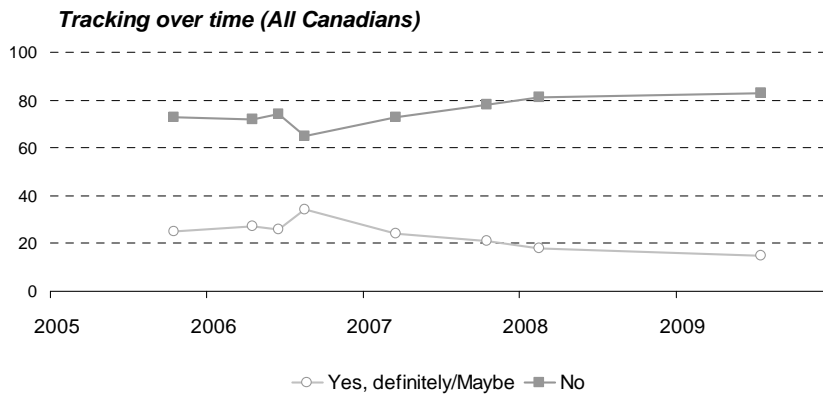
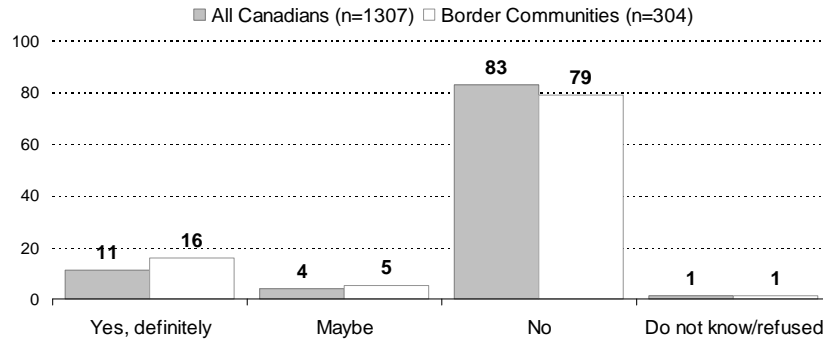
- the college educated (19 per cent);
- the least affluent (21 per cent);
- those that have *not* travelled to the U.S. over the past two years (20 per cent); and
- those that do not possess any form of valid travel documentation (34 per cent).

This question has been examined as part of other ongoing research dating back to 2005.⁸ As tracking reveals, the number of Canadians indicating that they would be *less* likely to travel to the U.S. as a result of new document requirements peaked at 34 per cent in 2006 – prior to any implementation of the WHTI. Since that time, however, these numbers have declined consistently, and now sit at the historic low of 15 per cent, suggesting that more and more of the public have adapted to the new requirements as they have been implemented.

⁸ See EKOS Research Associates syndicated study, *The Security Monitor* (2005-2008).

Potential impact of the WHTI on travel plans:

Q. 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?*



* Question wording has changed slightly over time to reflect the different phases of the implementation of the WHTI. The essence of the question, however, has remained the same, making the comparison over time possible.

Base – Canadians; July 2009

4.5 POSSESSION OF NECESSARY TRAVEL DOCUMENTATION

As we have seen, a large majority of Canadians (as well as those living in border communities) indicate that they do not intend to let the WHTI affect their plans for travel to the U.S. While this stated intention is important, it is also important to know if (and in what numbers) Canadians say they possess the documentation required under the WHTI.

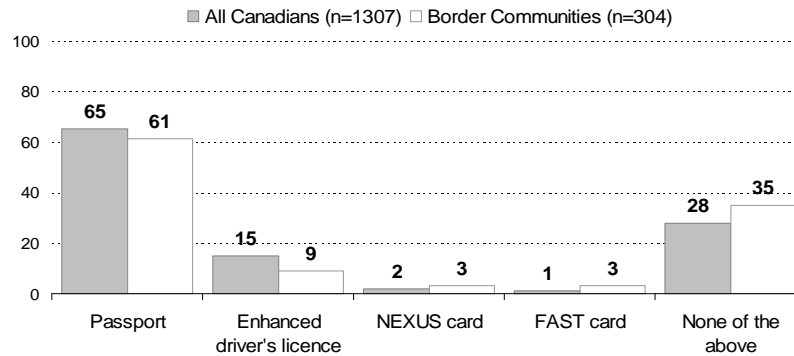
When asked about ownership of the various forms of travel identification that can be used under the WHTI, Canadians are most likely to report having a valid passport (65 per cent among the general public and 61 per cent in border communities). Although they are relatively new to Canada, about 1 in 10 (15 per cent of the general public and nine per cent in border communities) say they have an enhanced driver's licence/identification card. Very few (i.e., between one and three per cent) have other forms of valid travel documentation such as a NEXUS or a Free and Secure Trade (FAST) card. There are substantial minorities (28 per cent of the general public and 35 per cent of border communities), however, that say they do not possess any of the documents required for travel to the U.S.

- Ownership of a **valid passport** is more common among the university-educated (81 per cent), the more affluent (85 per cent among those with reported annual incomes of \$80,000), the 25-44 age cohort (69 per cent), and those living in B.C. and Ontario (71 per cent each).
- Ownership of an **enhanced driver's licence** is more common among Canadians with a high school education or less (20 per cent) and residents of the Prairies (27 per cent) and Atlantic Canada (22 per cent).
- The following segments of the population are more likely to report **not having any form of valid travel identification**: Canadians with a high school education or less (34 per cent), the college-educated (35 per cent), the least affluent (40 per cent of those with reported annual household incomes of less than \$40,000), and those living in Quebec (41 per cent) and Atlantic Canada (39 per cent).

Interestingly, the proportion of the public that purports to *not* have any valid travel documentation has declined significantly since 2008 (-14 per cent among the general public and -six per cent in border communities). Helping to account for this decline is an increase in valid passport ownership (+seven per cent in the general public and +two per cent in border communities) and the addition of enhanced driver's licences/identification cards to the battery of potential travel documentation.

Travel documentation:

Q. Do you currently have a valid...?



Base: All Canadians	% with passport	% w/o any valid i.d.
<i>Overall</i>	65	28
Region		
British Columbia/Territories	71	21
Alberta	71	24
Saskatchewan/Manitoba	67	16
Ontario	71	24
Quebec	56	41
Atlantic Canada	48	39
Education		
High School or less	54	34
Some post-secondary	63	31
College	60	35
University	81	17
Age		
<25	53	29
25-44	69	28
45-64	65	28
65+	67	29
Annual reported Income		
<\$40,000	43	46
\$40-\$80,000	60	32
+\$80,000	85	12

Base – Canadians; July 2009

5. GOVERNMENT PERFORMANCE

5.1 PROVIDING INFORMATION

Following the questions testing awareness of the *WHTI – Final Rule* advertising campaign, Canadians were informed that the ads were produced by the Government of Canada. They were then asked to rate the performance of the federal government on a number of related areas.

Respondents were first asked about the performance of the Government in terms of informing Canadians about the cross-border travel requirements of the United States. By a margin of nearly 4 to 1, Canadians rate the performance as being “good” (59 per cent), rather than “poor” (15 per cent). There is also 1 in 5 (22 per cent) that gives a neutral rating (neither good nor poor), and three per cent that is unable to offer a response to this question. Notably, Canadians in border communities are even more likely to rate the Government’s performance as “good” (65 per cent). These marks are also greatly improved from the last assessment, when only about 1 in 2 rated the Government’s performance in this area as “good” (51 per cent among the general public and 48 per cent among those living in border communities).

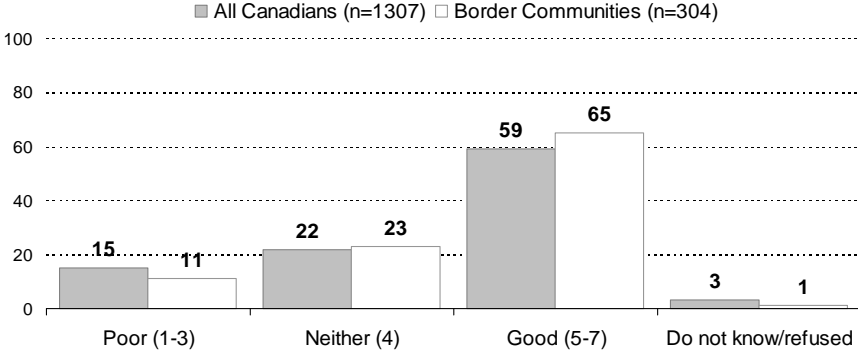
Canadians were also asked to rate the Government of Canada’s performance in providing information to the public in general. Overall, scores are somewhat less positive on this indicator. Slightly fewer, but still a majority of the general public (52 per cent) rates the Government’s performance as being “good”, rather than “poor” (20 per cent). There is also about 1 in 4 (25 per cent) that provides a neutral rating, and two per cent are unable to offer a response to this question. Canadians in border communities, on the other hand, are much less positive, with fewer than half (46 per cent) rating the Government’s performance as “good”. That said, there is only about 1 in 4 in this population (27 per cent) that provides a “poor” rating. These scores are essentially unchanged from the last assessment conducted in 2008.

Positive evaluations of the Government of Canada’s performance in providing information to the public (both in terms of the cross-border travel requirements to the U.S. and in general) are consistently and significantly higher among the following groups:

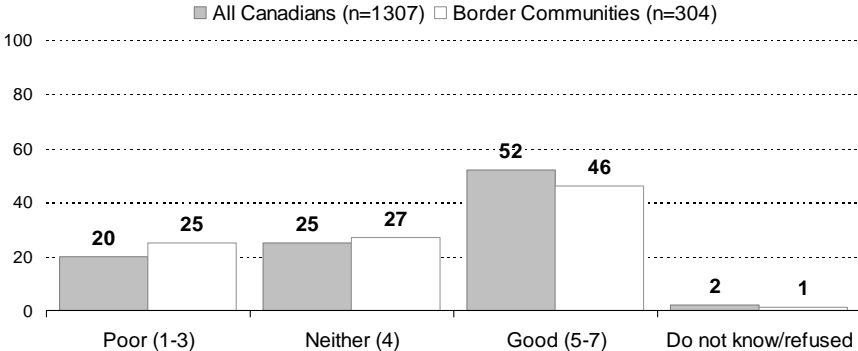
- Canadians of higher socioeconomic standing (i.e., the university-educated and the most affluent);
- residents of Alberta;
- those who recall the *WHTI – Final Rule* advertising (both with prompting and without);
- those who have travelled to the United States frequently over the past two years (i.e., at least 5 or more times);
- those who say they are “very likely” to travel to the U.S. in the next to two years; and
- valid passport holders.

Government performance on providing information:

Q. 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?



Q. How would you rate the performance of the Government of Canada in providing information to the public?



Base – Canadians; July 2009

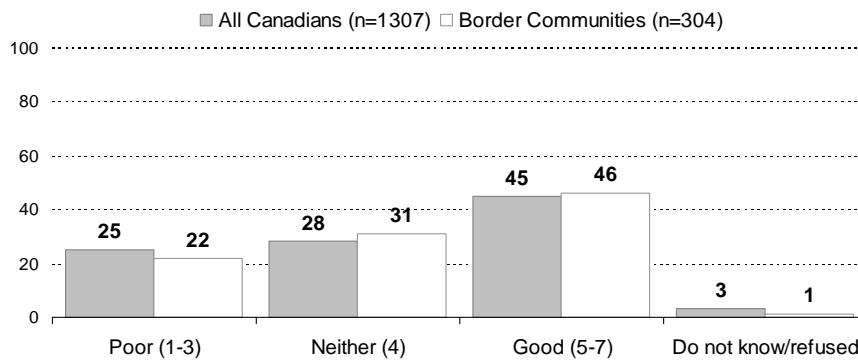
5.2 OVERALL PERFORMANCE

Canadians were also asked to rate the overall performance of the Government of Canada. On this indicator, a plurality of the general public (45 per cent) rates the federal government performance as “good” and about 1 in 4 (25 per cent) rates the federal performance as “poor”. There is also 1 in 4 (28 per cent) that holds a neutral opinion, and three per cent that do not offer a response. These marks are remarkably similar to those found in border communities, where 46 per cent rates the Government’s overall performance as “good”, 22 per cent rates it as “poor”, and another 31 per cent rates it as “neither good nor poor”. The marks for overall performance have not changed significantly from the last assessment conducted in 2008.

- Positive assessments are most common in Alberta (56 per cent) and in Quebec (38 per cent).
- The university-educated are also more likely to have a positive assessment of the Government’s overall performance (50 per cent vs. 39 per cent with a high school education or less).

Overall Government performance:

Q. Generally speaking, how would you rate the overall performance of the Government of Canada?



Base – Canadians; July 2009

6. CONCLUSIONS

Survey results suggest that the *WHTI – Final Rule* was a fairly successful campaign. To begin, advertising recognition among the general public is relatively high – both in terms of aided and unaided recall. The campaign is also on target in terms of message communication (i.e., the strongest message emanating from the advertising is the need to have a passport for travel to the U.S.) and attribution (i.e., most of those who have seen the ads recognize that they are produced by the Government of Canada). And although most say they have not been influenced by the advertising, those who have are responding in an appropriate manner (i.e., applying for a passport or making sure their passports are valid/up-to-date).

Perhaps more importantly, the ads continue to resonate strongly with border communities. Indeed, this group is more likely to be aware of the advertising (even more so than the last campaign),⁹ to associate the ads with a message of needing a passport for travel to the U.S., and to indicate that they have taken action in response to seeing the advertising. In fact, the proportion of border community residents reporting that they were prompted to take action as a result of the advertising is double what it was following the last campaign.

To summarize, the evidence of this campaign's success is as follows:

- recall is high and growing among the target population of border communities;
- the intended message is being communicated;
- attribution of the advertising is highly accurate; and
- those responding to the ads are taking appropriate action.

Apart from assessing the *WHTI – Final Rule* advertising campaign, the survey also sought to determine the potential impact of the WHTI. As a starting point, reported levels of travel to the U.S. are unchanged over the past two years – even as the WHTI was being phased in – as are plans to travel to the U.S. in the future. These findings would seem to suggest that Canadians do not intend to be deterred from travelling to the U.S., regardless of new document requirements under the WHTI. Moreover, the proportion of the public that would not be able to travel to the U.S. due to inadequate travel documentation has declined significantly since 2008 (–14 per cent among the general public and –six per cent in border communities). Helping to account for this decline is an increase in valid passport ownership and the availability of enhanced driver's licences/identification cards.

⁹ Among border community residents, recall of the *WHTI – Final Rule* advertising campaign is much higher than recall of the last campaign that was assessed in February 2008. There are several factors that may help to explain this finding. Although it is difficult to say with certainty, the size of this year's media purchase in these communities as well as the introduction of new media formats (i.e., the billboards), are both possible explanations for the growth in ad recognition. It should be said, however, that other factors, such as the U.S.-run WHTI advertising campaign may have also increased awareness of the issue in general.

APPENDIX A: FIELD REPORT

Field Report

The *Testing of the Western Hemisphere Travel Initiative Advertising Campaign – Final Rule (Phase II – Post-test of Advertising Material)* consisted of telephone interviews with a random sample of 1,307 Canadians, aged 18 years and over. Surveying was undertaken between July 2 and July 10, 2009.

Survey Design

The survey instrument was designed using the Government of Canada's Advertising Campaign Evaluation Tool (ACET), the standard measurement tool for evaluating federal government advertising campaigns. The questionnaire was pre-tested over the telephone in English and in French on June 25, 2009 (15 cases in each official language). The objective of the pre-test was to ascertain the clarity of the questions, the flow of the sequencing, the overall length of the interviews and any factors that may affect the response rate. No problems were revealed through the pre-test and the field proceeded as scheduled on July 2, 2009.

Sampling Strategy

The study involved a stratified national random sample of 1,307 members of the Canadian general public. Over-sampling was also done to reach those living in border communities.¹⁰

EKOS used Survey Sample software to produce the sample for this project. This software samples by Random Digit Dial (RDD) methodology and checks its samples against published phone lists to divide the RDD into "Directory Listed" and "Directory Not Listed" RDD components. Once the sample was determined, the telephone numbers were imported into our Computer Assisted Telephone Interviewer (CATI) system. Additional criteria were then added to the introduction of the questionnaire to select the individual respondent in the household. For this survey, the respondent had to be the person in the household who was at least 18 years of age or older and who had the most recent birthday.

Survey Administration

Fieldwork for this project was conducted by highly trained interviewers at EKOS' call centre in Ottawa. Throughout the data collection, survey supervisors continuously monitor interviewing to ensure consistency of questionnaire administration and interviewing techniques. Up to 10 call-backs are made to each member of the sample for which initial attempts at contact were unsuccessful. Follow-up calls are made on subsequent days, at varying time periods to maximize the potential for reaching a given respondent. Appointments were made for respondents wishing to reschedule a survey. Daily records were kept of all calls made, whether successful (i.e. interviews completed or appointments made) or not.

¹⁰ For the purposes of this research, this target population is defined as those living within 30 km of the U.S. border. The three such communities targeted for this project were: Abbotsford, B.C. (n=100); Windsor, ON (n=101), and Sherbrooke, QC (n=103). These communities represent some of the largest border towns in Canada and are closest to some of the most active border crossings in the country.

Weighting

Once data collection was complete, the sample – including the “border community” over sample – was statistically weighted by age, gender and region to ensure that the findings were representative of the Canadian population 18 years of age and over.

Weighting was done using the statistical software package, StatXP. This program carries out this task on the basis of the population marginal distributions for each variable considered in the weighting scheme (i.e. age, gender, region). Weights were developed so that the differences between the survey sample and the actual population is reduced.

With an overall sample size of 1,307, the results from this survey may be considered statistically accurate to within +/- 2.7 percentage points, 19 times out of 20. The distribution of the total sample is summarized in the following table.

Table 2 – Total Sample Composition & Associated Margins of Error

	UNWEIGHTED SAMPLE	WEIGHTED SAMPLE	MARGIN OF ERROR (%)
REGION/PROVINCE			
BRITISH COLUMBIA/TERRITORIES	233	182	6.4
ALBERTA	96	132	10.0
SASKATCHEWAN/MANITOBA	68	83	11.9
ONTARIO	489	496	4.4
QUEBEC	345	318	5.2
ATLANTIC CANADA	76	96	11.2
BORDER COMMUNITY			
ABBOTTSFORD, BC	100	11	9.8
WINDSOR, ON	101	15	9.8
SHERBROOKE, QC	103	8	9.7
GENDER			
MALE			
FEMALE			
AGE			
<25	73	149	11.5
25-44	373	452	5.1
45-64	534	444	4.2
65+	287	222	5.8
EDUCATION			
HIGH SCHOOL OR LESS	425	412	4.7
SOME POST-SECONDARY	121	119	8.9
COLLEGE	336	332	5.4
UNIVERSITY	411	431	4.8
TOTAL	1,307	1,307	2.7

Response Rate

The empirical response rate for this survey was 14.5 per cent for the general public sample and 14.0 per cent for the border community over sample.¹¹ The response rate is calculated by dividing the cooperative call backs (i.e. those who completed the survey, those who we spoke to but were ineligible, and the quota filled) by the functional sample. The functional sample is the sample remaining after numbers not in service, business/fax numbers, duplicate numbers and numbers blocked by the phone company are removed. Details are presented below in Tables 3 and 4.

Table 3 – Call Disposition

GENERAL PUBLIC	
FINAL DISPOSITION	
INVALID NUMBERS	1,815
BLOCKED	64
BUSINESS	345
DUPLICATE	1
INVALID	1,405
UNRESOLVED	3,650
CALLBACK	3,617
EXIT WITHOUT DIALING	1
FRENCH HOUSEHOLD	20
1 ST REFUSAL – APPT. SET	12
INELIGIBLE	253
LANGUAGE BARRIER	209
QUOTA FILLED	6
INELIGIBLE	38
Non-Responding, Eligible	3,762
INCOMPLETE REFUSALS	40
REFUSAL	3,722
UNAVAILABLE	N/A
COMPLETED INTERVIEWS	1,003
TOTALS	10,483

Table 4 – Call Disposition

BORDER COMMUNITY	
FINAL DISPOSITION	
INVALID NUMBERS	566
BLOCKED	19
BUSINESS	76
DUPLICATE	1
INVALID	470
UNRESOLVED	1,238
CALLBACK	1,238
EXIT WITHOUT DIALING	N/A
FRENCH HOUSEHOLD	N/A
1 ST REFUSAL – APPT. SET	N/A
INELIGIBLE	63
LANGUAGE BARRIER	55
QUOTA FILLED	6
INELIGIBLE	2
Non-Responding, Eligible	1,021
INCOMPLETE REFUSALS	4
REFUSAL	1,017
UNAVAILABLE	N/A
COMPLETED INTERVIEWS	304
TOTALS	3,192

¹¹ This response rate was calculated using the formula developed by the MRIA in conjunction with the Government of Canada.

APPENDIX B: SURVEY INSTRUMENT

INTRO

Hello, my name is _____. I'm calling on behalf of EKOS Research Associates. 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.

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

May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday. Would that be you? [IF THAT PERSON IS NOT AVAILABLE, ARRANGE CALLBACK]

- Yes – continue 1
- No – ask to speak to eligible person 2
- Refused – thank and discontinue 9

Your participation in this survey is voluntary, but would be extremely helpful. Would you be willing to take part in this survey? We can do it now or at a time more convenient to you.

- Yes – now continue 1
- Yes – call later / specify time and date 2
- Refused – thank and discontinue 9

SEX

Record gender of respondent

DO NOT ASK

- Male 1
- Female 2

LANGI

Record language of correspondence

DO NOT ASK

- English 1
- French 2

Q1A

Over the past few weeks or so, have you seen, heard or read any advertising about the documents travellers need to travel to the United States effective June 1, 2009?

- Yes 1
- No 2
- Do not know 8
- Refused 9

Q1B

If "yes" to Q1A

What can you remember about this advertising? What words, sounds or images come to mind?

DO NOT READ LIST. CODE ALL THAT APPLY.

Government of Canada ad.....	1
Travellers need valid passport	2
Travellers need other approved secure document (i.e., NEXUS or Free and Secure Trade/FAST card, enhanced driver's licence/identification card, Secure Certificate of Indian Status).....	3
New rules start June 1, 2009	4
Canadian passport picture	5
"Attention all Canadians" tag line	6
U.S. law.....	7
Website (canada.gc.ca) or 1-800 O'Canada (1-800-622-62-32).....	8
Other (specify)	77
Do not know.....	88
Refused.....	99

<p>NOTE:</p>	<p>The order of Q2A-Q2C will be randomly rotated and, unless requested by the respondent, only the first version of ads will feature the full description. Subsequent questions will ask about the ads "on the same subject".</p> <p>Because it is slightly different Q2D will be kept out of the rotation and will be asked at random either before the Q2A-Q2C batter or after.</p>
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Q2

[First time] Do you remember ... over the past few weeks or so about the documents travellers will need to present in order to enter the United States? The ad identified that Canadians require a valid passport or other secure document when travelling to the United States and indicated when these rules came into effect.

[All other times] Do you remember ... over the past few weeks or so on the same subject?

Q2A

*... hearing any **radio** ads ...?*

Yes.....	1
No	2
Do not know	8
Refused.....	9

Q2B

*... seeing any **newspaper** ads ...?*

Yes.....	1
No	2
Do not know	8
Refused.....	9

Q2C

... seeing any **Internet** ads ...?

Yes.....	1
No	2
Do not know.....	8
Refused.....	9
(DO NOT READ) Not applicable (i.e., do not use medium)	10

Q2D

Do you remember seeing a **billboard** over the past few weeks or so showing a picture of a passport and a message to all Canadians to present a valid passport or another secure document when entering the U.S.?

Yes.....	1
No	2
Do not know.....	8
Refused.....	9

Q3

If they recall any of the ads in the Q2 series

Thinking about the advertising that you saw/heard, what do you think was the main point this advertising was trying to get across?

ACCEPT ONE RESPONSE

Passport is now required to enter the U.S.....	1
The rules at the border have changed	2
New cross border rules take effect June 1, 2009.....	3
Nothing	4
Response (specify)	97
Do not know	98
Refused.....	99

Q4A

If they recall any of the ads in the Q2 series

Did you do anything as a result of seeing/hearing this advertising?

Yes.....	1
No	2
Do not know.....	8
Refused.....	9

Q4B

If they did something in Q4A

What did you do? Anything else?

DO NOT READ LIST. CODE ALL THAT APPLY.

Called 1-800 number for more information.....	1
Visited website for more information.....	2
Made sure self/family have valid passports.....	3
Applied for passport (for self/family).....	4
Applied for another approved secure document (e.g., NEXUS, FAST, enhanced driver's licence/identification card).....	5
Changed travel plans.....	6
Other (specify).....	77
Do not know.....	88
Refused.....	99

Q5A

If they recall any of the ads in the Q2 series

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 (Canada).....	4
U.S. government.....	5
Taxpayers.....	6
Other (specify).....	77
Do not know.....	88
Refused.....	99

Q5B

If they say "government general (Canada)" in Q5A

Which level of government?

READ LIST. ACCEPT ONE RESPONSE

Federal government.....	1
Provincial government.....	2
Municipal Government.....	3
Other [DO NOT READ].....	8
Do not know.....	8
Refused.....	9

Q6

[If they recalled any of the ads in the Q2 series] This advertising was produced by the Government of Canada.

[Everyone] These next three questions have to do with the performance of the government in general.

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.

- 1. Terrible..... 1
- 2..... 2
- 3..... 3
- 4. Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7. Excellent 7
- Do not know..... 8
- Refused..... 9

Q7

And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public?

- 1. Terrible..... 1
- 2..... 2
- 3..... 3
- 4. Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7. Excellent 7
- Do not know..... 8
- Refused..... 9

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

- 1. Terrible..... 1
- 2..... 2
- 3..... 3
- 4. Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7. Excellent 7
- Do not know..... 8
- Refused..... 9

Q9

Within the past two years, approximately how many times have you travelled to or through the United States? Please include all travel by land, air and water. Would you say...?

READ LIST

Not at all.....	1
Once	2
2-4 times	3
5-10 times	4
Over 10 times.....	5
Do not know	8
Refused.....	9

Q10

And looking ahead over the next two years or so, how likely is it that you will travel to or through the United States? Once again, please include all travel by land, air, and water. Would you say this is...?

READ LIST

Very likely.....	1
Somewhat likely	2
Not very likely.....	3
Not at all likely.....	4
Do not know	8
Refused.....	9

Q11

Do you currently have a valid...?

READ LIST; ACCEPT ALL THAT APPLY

Passport.....	1
NEXUS card.....	2
Free and Secure Trade (FAST) card	3
Enhanced driver's licence/enhanced identification card.....	4
(DO NOT ASK) None of the above	5
Do not know	8
Refused.....	9

Q12

Before today, were you aware of the regulations requiring all Canadians to present a valid passport or another secure document when travelling to the U.S.?

Yes.....	1
No	2
Do not know	8
Refused.....	9

Q13

Will the requirement to present a valid passport or other approved secure 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
- Refused..... 9

DEMO

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 (not working) 4
- Unemployed, but looking for work 5
- Not in the workforce (for example, unemployed, but not looking for work, a full-time homemaker or parent) 6
- Retired 7
- OTHER 88
- REFUSED..... 99

D2

What is the highest level of formal education that you have completed to date?

READ LIST IF HELPFUL. ACCEPT ONE ANSWER ONLY

- Elementary school 1
- Secondary school 2
- Some post-secondary 3
- College, vocational or trade school 4
- Undergraduate university program..... 5
- Graduate or professional university program 6
- Refused..... 9

D3

In what year were you born?

- Year [record] 77
- Refused..... 9

D4

To which ethnic or cultural group or groups do you belong?

[DO NOT READ LIST. RECORD UP TO FIRST FOUR GROUPS MENTIONED]

CANADIAN (e.g. Québécois/Québécoise).....	1
NORTH OR CENTRAL AMERICAN – OUTSIDE CANADA (e.g. American, Cuban, Haitian, Mexican, Guatemalan, Panamanian)	2
ABORIGINAL (e.g. Métis, North American Indian, Inuit).....	3
ARAB	4
AFRICAN (e.g. Algerian, Ethiopian, Egyptian, Moroccan, Somali,)	5
AUSTRALASIAN (e.g. Australia, New Zealand)	6
ASIAN (e.g. Lebanese, Iranian, Indian, Chinese)	7
BLACK.....	8
EUROPEAN (e.g. English, French, German, Italian, Russian, Turkish).....	9
JEWISH	10
SOUTH AMERICAN (e.g. Columbian, Brazilian, Chilean)	11
OTHER (specify)	88
REFUSED.....	99

D5:

Are there any children under the age of 18 currently living in your household?

Yes.....	1
No	2
REFUSED.....	99

D6:

Which of the following income ranges best describes the combined annual income of all persons in your household, 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
\$100,000 or more.....	6
Refused.....	99

QTHNK

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.

INTRO

Bonjour, je m'appelle _____. Je vous appelle au nom des Associés de recherche EKOS. J'aimerais vous poser des questions au sujet d'enjeux actuels d'importance pour les Canadiens. Je tiens à vous signaler que vos réponses demeureront absolument confidentielles et que ce sondage est inscrit auprès du système national d'enregistrement des sondages.

NOTE : Donner le nom du ministère qui effectue l'étude seulement à la fin du sondage.

J'aimerais parler à la personne âgée de 18 ans ou plus de votre ménage ayant le plus récemment célébré son anniversaire. Êtes-vous cette personne? [SI LA PERSONNE N'EST PAS DISPONIBLE, FIXER UN MOMENT POUR LE RAPPEL]

Oui – continuer..... 1
Non – demander à parler à la personne en question 2
Refus – remercier et mettre fin..... 9

Votre participation à ce sondage est volontaire, mais elle serait extrêmement utile. Aimerez-vous participer à ce sondage? Nous pouvons le faire immédiatement ou à un moment qui vous convient mieux.

Oui, maintenant – continuer..... 1
Oui, plus tard – préciser la date et l'heure..... 2
Refus – remercier et mettre fin..... 9

Q1A

Au cours des dernières semaines, est-ce que vous avez vu, entendu ou lu des annonces concernant les documents qu'il faudra présenter pour voyager aux États-Unis à partir du 1^{er} juin 2009?

Oui 1
Non 2
Ne sais pas 8
Refus 9

Q1B

De quoi vous souvenez-vous de cette annonce? Quels sont les mots, les sons ou les images qui vous viennent à l'esprit?

NE PAS LIRE. CODER TOUTES LES RÉPONSES PERTINENTES.

Publicité du gouvernement du Canada 1
Les voyageurs doivent présenter un passeport valide 2
Les voyageurs ont besoin d'un autre document sécuritaire approuvé (c.-à-d. une carte NEXUS, une carte du programme Expéditions rapides et sécuritaires/EXPRES, un permis de conduire Plus, une carte d'identité Plus, un Certificat sécurisé de statut d'Indien) 3
Les nouveaux règlements entrent en vigueur le 1^{er} juin 2009..... 4
Photo de passeport canadien 5
Le titre d'appel « Avis à tous les Canadiens » 6
Loi des États-Unis..... 7
Site Web (canada.gc.ca) ou 1-800 O-Canada (1-800-622-62-32) 8
Autre (préciser) 77
Ne sais pas 88
Refus 99

Q2

[Première fois] Vous rappelez-vous... au cours des dernières semaines concernant les documents de voyage qu'il faudra présenter pour entrer aux États-Unis? L'annonce précise que les Canadiens auront besoin d'un passeport valide ou d'un autre document sécuritaire pour voyager aux É.-U. et elle indique le moment où ces règles entreront en vigueur.

[Toutes les autres fois] Vous rappelez-vous... au cours des dernières semaines sur ce même sujet?

Q2A

*... avoir entendu une publicité à la **radio**...?*

Oui	1
Non	2
Ne sais pas	8
Refus	9

Q2B

*... avoir vu une publicité dans les **journaux**...?*

Oui	1
Non	2
Ne sais pas	8
Refus	9

Q2C

*... avoir vu une publicité sur **Internet**...?*

Oui	1
Non	2
Ne sais pas	8
Refus	9
(NE PAS LIRE) Sans objet (c.-à-d. n'utilise pas ce média)	10

Q2D

*Vous rappelez-vous avoir vu un **babillard** au cours des dernières semaines sur lequel apparaît une photo d'un passeport et un message avertissant tous les Canadiens qu'ils devront présenter un passeport valide ou un autre document sécuritaire pour entrer aux États-Unis?*

Oui	1
Non	2
Ne sais pas	8
Refus	9

Q3

En ce qui concerne la ou les annonces que vous avez vues/entendues, à votre avis, quel serait le principal message que la publicité tente de communiquer?

ACCEPTER UNE SEULE RÉPONSE

Il faut maintenant un passeport pour entrer aux É.-U.	1
Les règles ont changé aux frontières	2
Les nouvelles règles transfrontalières entrent en vigueur le 1 ^{er} juin 2009.....	3
Rien	4
Réponse (préciser)	97
Ne sais pas	98
Refus	99

Q4A

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

Oui	1
Non	2
Ne sais pas	8
Refus	9

Q4B

Qu'avez-vous fait? Y a-t-il autre chose?

NE PAS LIRE. 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
S'assurer que son passeport ou ceux de sa famille sont valides	3
Faire une demande de passeport (pour soi-même/ membres de la famille).....	4
Faire une demande pour un autre document sécuritaire approuvé (p. ex., NEXUS, EXPRES, permis de conduire Plus, carte d'identité Plus).....	5
Modifier des projets de voyage	6
Autre (préciser)	77
Ne sais pas	88
Refus	99

Q5A

En 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
Gouvernement des États-Unis	5
Contribuables.....	6
Autre (préciser)	77
Ne sais pas	88
Refus	99

Q5B

Quel ordre de gouvernement?

LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement fédéral	1
Gouvernement provincial	2
Administration municipale	3
Autre [NE PAS LIRE]	8
Ne sais pas	8
Refus	9

Q6

En fait, il s'agit d'une annonce produite par le gouvernement du Canada..

Les trois prochaines questions se rattachent au rendement du gouvernement en général.

Comment évalueriez-vous le rendement du gouvernement du Canada pour informer les Canadiens sur les exigences relatives aux voyages transfrontaliers aux 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.

1. Affreux.....	1
2.....	2
3.....	3
4. Ni bon, ni mauvais	4
5.....	5
6.....	6
7. Excellent	7
Ne sais pas	8
Refus	9

Q7

Et selon la même échelle, quelle serait votre évaluation du rendement du gouvernement du Canada en ce qui concerne la communication de l'information à la population?

1. Affreux.....	1
2.....	2
3.....	3
4. Ni bon, ni mauvais	4
5.....	5
6.....	6
7. Excellent	7
Ne sais pas	8
Refus	9

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.

- 1. Affreux..... 1
- 2..... 2
- 3..... 3
- 4. Ni bon, ni mauvais 4
- 5..... 5
- 6..... 6
- 7. Excellent 7
- Ne sais pas 8
- Refus 9

Q9

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...?

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 8
- Refus 9

Q10

En 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 8
- Refus 9

Q11

Actuellement, possédez-vous l'un de ces documents valides?

LIRE LA LISTE; ACCEPTER TOUTES LES RÉPONSES PERTINENTES Un

passport	1
Une carte NEXUS	2
Une carte Expéditions rapides et sécuritaires (EXPRES)	3
Un permis de conduire Plus ou une carte d'identité Plus	4
(NE PAS DEMANDER) Aucune de ces réponses.....	5
Ne sais pas	8
Refus	9

Q12

Avant aujourd'hui, connaissiez-vous la réglementation exigeant que tous les Canadiens présentent un passeport valide ou un autre document sécuritaire lors de voyages aux É.-U.?

Oui	1
Non	2
Ne sais pas	8
Refus	9

Q13

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 sécuritaire?

Oui, sans aucun doute	1
Peut-être	2
Non	3
Refus	9

DEMO

En terminant, j'aimerais vous poser certaines questions à des fins 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
REFUS.....	99

D2

Sur le plan de la scolarité, quelles études avez-vous achevées jusqu'à maintenant?

LIRE LA LISTE – ACCEPTER UNE SEULE RÉPONSE

École primaire	1
Études secondaires	2
Études post-secondaires en partie	
Diplôme d'un collège, d'une école technique ou d'une école de métiers.....	4
Diplôme d'études universitaires de premier cycle	5
Diplôme d'études universitaires de deuxième ou de troisième cycle ou d'un programme universitaire de formation professionnelle	5
Refus	9

D3

En quelle année êtes-vous né(e)?

Inscrire l'année.....	77
Refus	9

D4

À quel(s) groupe(s) ethnique(s) ou culturel(s) appartenez-vous?

[NE PAS LIRE LA LISTE. NOTER AU MAXIMUM LES QUATRE PREMIERS GROUPES IDENTIFIÉS]

CANADIEN (p. ex. Québécois/Québécoise)	1
AMÉRICAIN DU NORD OU CENTRAL – HORS CANADA (p. ex. Américain, Cubain, Haïtien, Mexicain, Guatémaltèque, Panamien)	2
AUTOCHTONE (p. ex. Métis, Premières nations, Inuit).....	3
ARABE.....	4
AFRICAIN (p. ex. Algérien, Éthiopien, Égyptien, Marocain, Somalien,).....	5
AUSTRALASIEN (p. ex. Australien, Néo-Zélandais)	6
ASIATIQUE (p. ex. Libanais, Iranien, Indien, Chinois).....	7
NOIR.....	8
EUROPÉEN (p. ex. Anglais, Français, Allemand, Italien, Russe, Turque)	9
JUIF	10
SUD-AMÉRICAIN (p. ex. Colombien, Brésilien, Chilien)	11
AUTRE (préciser).....	88
REFUS.....	99

D5

Est-ce que des enfants âgés de moins de 18 ans vivent actuellement dans votre ménage?

Oui	1
Non	2
REFUS.....	99

D6

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
100 000 \$ ou plus	6
Refus	99

QTHNK

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.