

# ENVIRONICS

## RESEARCH

## Canada Caregiver Credit Advertising Campaign Final Report

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*Ce rapport est aussi disponible en français sur demande*

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## Executive summary

### Background and objectives

Canada Revenue Agency (CRA) is launching an advertising campaign to support the new Canada Caregiver Credit (CCC) announced in the Budget 2017.

The new credit replaces previous three credits: the Caregiver Credit, the Infirm Dependant Credit and the Family Caregiver Tax Credit, each of which had different eligibility rules. It is anticipated that the new CCC's eligibility and threshold requirements will extend tax relief to a greater number of caregivers, particularly those providing care to dependent relatives with impairments who do not live with them. The credit will be available as soon as the 2017 tax year.

The CRA identified the need for public opinion research to determine the most effective type of messaging and proposed creative to inform Canadians of the new tax credit. The campaign's primary target is women aged 18 to 54, and the secondary audience is men 18+ who provide care for a qualifying relative. The campaign will consist of digital banner ads and digital Out-of-Home ads, and will run from February to March, 2018. As such, timely feedback was required in support of creative production and marketing schedules.

### Methodology

To address the research objectives, an online survey was conducted with 513 Canadian caregivers (aged 18 and over) from January 19 to January 23, 2018. Quotas were set to ensure the final sample included Canadians who provide care for spouses, parents/parents-in-law or extended relatives (grandparents, nieces, nephews, sisters, brothers, aunts/uncles) living in Canada (n=400) and those who provide care for children/step-children of any age (adult children included), who need more assistance for their personal needs and care compared to children of the same age (n=100).

Because an online survey is not a random probability sample, a margin of sampling error cannot be reported.

### Cost of research

The contracted amount for this research was \$38,060.66 (HST included).

### Key findings

Three ad concepts were tested for this research, in both out-of-home and Web banner formats: 'Testimonial', 'Thank You' and 'The Care You Give Counts'.

- The results of the research indicate that 'Testimonial' performed best of the out-of-home concepts on all aspects, including overall appeal, attention-grabbing, communicating the availability of a tax credit, and interest in going to the Government of Canada website for more information. While 'The Care You Give Counts' performed best overall of the online banner format, 'Testimonial' actually received very similar scores when considering only *strong* agreement (versus overall agreement).
- Six in ten caregivers experienced a positive emotion after viewing the 'Testimonial' concept, compared to slightly more than half for 'Thank You' and fewer than half for 'The Care You Give Counts.' The top emotions are feelings of compassion and empathy, while caregivers also associate 'Testimonial' and 'Thank You' with feeling informed about government assistance.

- On a head-to-head basis, more than half of caregivers prefer the ‘Testimonial’ concept overall, while about two in ten each prefer ‘Thank You’ and ‘The Care You Give Counts’. Preference is based on different elements for each ad. ‘Testimonial’ was mainly preferred for its appealing and easy-to-read design elements, ‘Thank You’ for its clear and simple message, and ‘The Care You Give Counts’ for being relatable.
- Most caregivers agree that ads (as a whole) encourage them to see themselves as a caregiver and that the concepts make it clear that there is a need to have spent money in caring for their family members to be eligible for the credit. Only two in ten caregivers say that the ads contain too much detail.
- Most caregivers (61%) say they incur financial expenses for the care they provide for family members. However, only one in ten have applied for any of the caregiving tax credits that will be replaced by the CCC. Currently, fewer than one in five caregivers are aware of the new Canada Caregiver Credit.

### Political neutrality statement and contact information

I hereby certify as a Senior Officer of Environics Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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## Introduction

Canada Revenue Agency (CRA) is launching an advertising campaign to support the new Canada Caregiver Credit (CCC) announced in the Budget 2017.

The new credit replaces previous three credits: the Caregiver Credit, the Infirm Dependant Credit and the Family Caregiver Tax Credit, each of which had different eligibility rules. It is anticipated that the new CCC's eligibility and threshold requirements will extend tax relief to a greater number of caregivers, particularly those providing care to dependent relatives with impairments who do not live with them. The credit will be available as soon as the 2017 tax year.

## Research objectives

CRA identified the need for public opinion research to determine the most effective type of messaging and proposed creative to inform Canadians of the new tax credit. The campaign's primary target is women aged 18 to 54, and the secondary audience is men 18+ who provide care for a qualifying relative. The campaign will consist of digital banner ads and digital Out-of-Home ads, and will run from February to March, 2018. As such, timely feedback was required in support of creative production and marketing schedules.

To address these objectives, an online survey of 513 Canadian caregivers was conducted.

## Report

This report presents the results of the survey. It begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the survey data, and a detailed description of the methodology used. Provided under a separate cover is a detailed set of "banner tables" presenting the results for all questions by population segments as defined by region and demographics. These tables are referenced by the survey question in the detailed analysis.

***In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.***

## Detailed findings

### I. Advertising concepts

This section explores the emotions, opinions and preferences held by caregivers towards the three out-of-home advertisement concepts and three online banners concepts that were tested in the survey.

#### A. Emotions experienced

*The three ad concepts generated positive emotions for most caregivers, and specifically feelings of compassion and empathy. Caregivers also associated ‘Testimonial’ and ‘Thank You’ with feeling informed about government assistance.*

Caregivers were randomly exposed to one of the three out-of-home ad concepts, and asked what emotions they experienced upon seeing the ad. Overall, six in ten viewers of ‘Testimonial’ experienced a positive emotion, compared to about half for ‘Thank You’ (53%) and fewer than half for ‘The Care You Give Counts’ (45%).

The top emotions generated by all three ads are compassion/empathy and feeling informed that federal government help is available. Viewers of ‘The Care You Give Counts’ and ‘Testimonial’ were more likely to identify feelings of compassion or empathy (22% and 20%, respectively) than viewers of ‘Thank You’ (12%). Slightly more viewers of ‘Testimonial’ said they felt informed about government assistance (19%) than for ‘Thank You’ (15%) or ‘The Care You Give Counts’ (8%).

Viewers of ‘Thank you’ were more likely to feel gratitude and less likely to feel hope or relief than viewers of the other two concepts.

Two in ten or fewer experienced a negative emotion such as sadness, confusion or annoyance when viewing the advertisements, ranging from a low of 16% with ‘Thank You’ to a high of 20% for ‘The Care You Give Counts’.

**Emotions experienced**  
(Base: one third of sample per ad concept)

	Out-of-home advertisements		
	Thank You	Testimonial	Care Counts
<b>Any positive emotion</b>	<b>53%</b>	<b>60%</b>	<b>45%</b>
Compassion/empathy	12%	20%	22%
Informed/helpful/government help available	15%	19%	8%
Gratitude/recognized for my efforts	10%	4%	4%
Hopeful/relief	2%	8%	8%
Happiness	6%	6%	3%
Curiosity/interest/want to know more	6%	6%	3%
<b>Any negative emotion</b>	<b>16%</b>	<b>18%</b>	<b>20%</b>
Nothing/no emotions	31%	22%	32%

B1/B4/B7. What emotion are you feeling after seeing the ad?

## B. Opinions of advertising concepts

*The ‘Testimonial’ concept performed best on all aspects tested of the three out-of-home advertisements. ‘The Care You Give Counts’ was the best-performing online banner when considering overall agreement/likelihood scores, but is similar to ‘Testimonial’ when looking at strong agreement/likelihood scores.*

Among the three **out-of-home advertising concepts**, ‘Testimonial’ was most preferred on all aspects, followed by ‘The Care You Give Counts’. Caregivers most agreed that ‘Testimonial’ conveys that there is a tax credit available for caregivers (83% strongly or somewhat agree) and that the concept catches their attention (78%). Fewer, but still a strong majority of caregivers say the ad is something they can personally relate to (67%).

Of the **web banners**, ‘The Care You Give Counts’ performed most strongly, rising to the top and pushing ‘Testimonial’ into second place when considering *overall* agreement and likelihood (i.e., strongly plus somewhat agree; very plus somewhat likely). However, *strong* agreement and likelihood scores are mostly similar for ‘The Care You Give Counts’ and ‘Testimonial’. The one exception is that caregivers are more likely to strongly agree that ‘The Care You Give Counts’ is appealing.

### Opinions of Concepts – top 2 box scores (Base: Total sample n=513)

	Out-of-home advertisements			Web banners		
	Thank You	Testimonial	Care Counts	Thank You	Testimonial	Care Counts
<b>Strongly/somewhat agree</b>						
Catches my attention	62%	<b>78%</b>	72%	59%	67%	<b>77%</b>
Appealing	56%	<b>76%</b>	67%	58%	62%	<b>78%</b>
Something I can personally relate to	59%	<b>67%</b>	55%	56%	53%	<b>61%</b>
Language clearly conveys there is a credit available for caregivers	73%	<b>83%</b>	76%	73%	75%	<b>81%</b>
<b>Very/somewhat likely</b>						
Click on it for more information	--	--	--	66%	67%	<b>73%</b>
Go to GC website for more information	68%	<b>75%</b>	69%	64%	68%	<b>72%</b>
Consider whether I’m eligible for the credit	66%	<b>74%</b>	67%	67%	71%	<b>72%</b>

**Opinions of Concepts – top box scores**  
 (Base: Total sample n=513)

	Out-of-home advertisements			Web banners		
	Thank You	Testimonial	Care Counts	Thank You	Testimonial	Care Counts
<b>Strongly agree</b>						
Catches my attention	25%	<b>39%</b>	30%	24%	30%	33%
Appealing	23%	<b>34%</b>	27%	23%	27%	<b>36%</b>
Something I can personally relate to	22%	<b>33%</b>	22%	25%	27%	31%
Language clearly conveys there is a credit available for caregivers	33%	<b>44%</b>	34%	30%	36%	39%
<b>Very likely</b>						
Click on it for more information	--	--	--	29%	32%	34%
Go to GC website for more information	29%	<b>37%</b>	29%	28%	33%	35%
Consider whether I'm eligible for the credit	29%	<b>38%</b>	27%	28%	33%	35%

*B2, B5, B8, C1, C3, C5. Please indicate your level of agreement with the following statements about this ad.  
 B3, B6, B9, C2, C4, C6. Please indicate how likely you would be to do each of the following after seeing this ad.*

While these findings are generally similar across the population, a few differences are evident between subgroups.

Overall agreement scores for 'Thank You' are typically (but not in all cases):

- Higher outside Quebec
- Lower among those who are solely caregivers to children

Overall agreement scores for 'Testimonial' are typically higher (but not in all cases):

- In eastern Canada (Ontario, Quebec, Atlantic provinces)
- Among individuals born in Canada
- Among those without a post-graduate education

Overall agreement scores for 'The Care You Give Counts' are typically (but not in all cases):

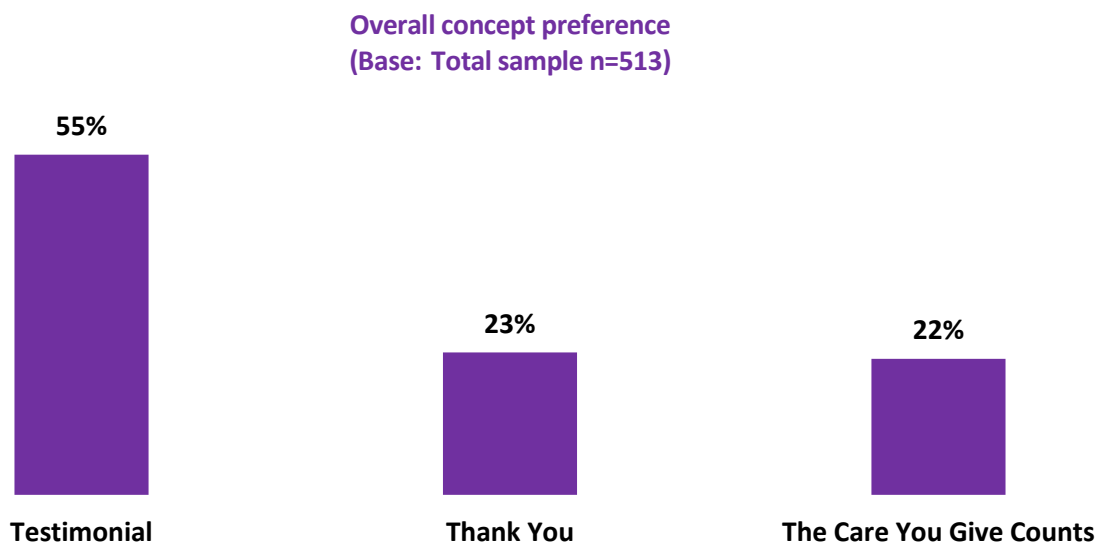
- Higher in Ontario and the Atlantic provinces
- Lower among those with household incomes between \$60,000 and \$100,000



### C. Overall preference

*More than half of caregivers prefer the ‘Testimonial’ concept overall. Two in ten each prefer ‘Thank You’ and ‘The Care You Give Counts’.*

When asked to select their overall preferred concept based on the out-of-home concepts, more than half of caregivers (55%) prefer the ‘Testimonial’ concept overall. Fewer than half as many prefer any other single concept, with about two in ten each choosing ‘Thank You’ (23%) and ‘The Care You Give Counts’ (22%).



*C7. Thinking of these three different concepts for the ads, which one do you prefer overall? You may click on the image to see the enlarged image.*

‘Testimonial’ is the preferred concept in all regions and socio-demographic segments; nonetheless, it is more likely to be chosen overall in Quebec (66%) and by those born in Canada (58%).

Caregivers who have incurred financial expenses are less likely than those who have not to prefer the concept ‘Thank You’ (19% and 30%, respectively).

## D. Reasons for overall preference

*‘Testimonial’ was mainly preferred for its appealing and easy to read design elements, ‘Thank You’ for its clear and simple message, and ‘The Care You Give Counts’ for being relatable.*

After caregivers selected their preferred out-of-home concept, they were asked why they preferred it.

- Preference for ‘Testimonial’ is more focused on the design elements (49%), particularly that it attracts attention, is easy to read and is appealing.
- The top reason for preferring ‘Thank You’ is the clear and simple nature of the ad (31%), the use of the words “thank you” (27%) which translates into an appreciation for caregivers (19%).
- Caregivers who prefer ‘The Care You Give Counts’ primarily mention that it is relatable or that they can identify with its message (37%)

### Reasons for overall preference: top mentions (Base: Half of sample that prefer each concept)

	Out-of-home advertisements		
	Thank You	Testimonial	Care Counts
<b>Design elements</b>	25%	<b>49%</b>	18%
Attracts attention/stands out/makes me want to read the rest of message	15%	<b>17%</b>	9%
Easy to read/bold fonts	6%	<b>17%</b>	2%
Appealing to the eye/like appearance/design	5%	<b>17%</b>	1%
Beautiful image/picture	--	6%	<b>8%</b>
<b>Clear/simple</b>	<b>31%</b>	25%	20%
Clear/easy to understand	<b>23%</b>	16%	15%
Concise/simple	<b>16%</b>	7%	1%
Straightforward/direct/to the point	<b>10%</b>	6%	4%
<b>Text/wording/"Thank you"</b>	<b>27%</b>	3%	5%
<b>Positive Emotions</b>	<b>22%</b>	8%	17%
It speaks of gratitude/appreciation for being a caregiver	<b>19%</b>	1%	--
Heart at the bottom conveys care and compassion	--	1%	<b>12%</b>
More sentimental/warm	--	<b>5%</b>	3%
<b>Relatable/can identify with message (I am a caregiver/I am a care receiver)</b>	17%	29%	<b>37%</b>
<b>More informative/provides better information about caregiving</b>	6%	<b>12%</b>	6%
<b>It applies to a broader base of people/any family member not just a spouse</b>	4%	<b>10%</b>	<b>10%</b>
<b>Like character/lady in the ad</b>	--	<b>6%</b>	3%

C8. Why do you prefer this ad concept 1/2/3?

## II. Messaging

This section discusses the findings of two questions about the messaging of the advertising concepts as a whole.

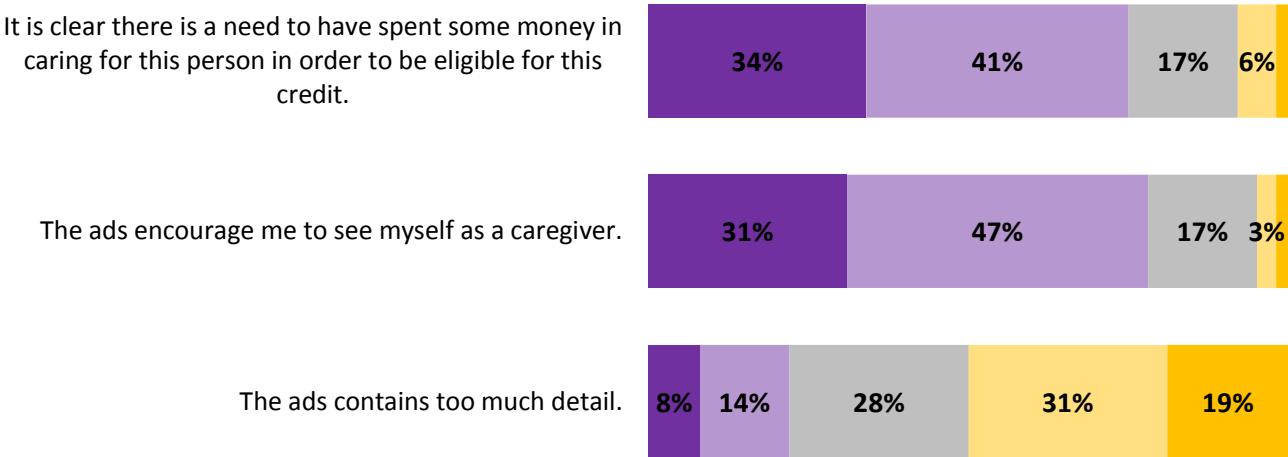
### A. Opinions about messaging

*The majority of caregivers say the concepts convey the message that money must have been spent in caring for their family members to qualify for the tax credit and that the ads encourage them to see themselves as caregivers. Few say the ads contain too much detail.*

When asked their opinions of the concepts as a whole, three quarters of caregivers agree that the ads encourage them to see themselves as a caregiver (78%) and make it clear that there is a need to have spent money in caring for their family members to be eligible for the credit (75%). Fewer than one in ten disagree with either statement.

Very few caregivers say that the ads contain too much detail, with only two in ten (22%) agreeing with that statement.

**Opinions of concepts as a whole**  
(Base: Total sample n=513)



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree

D1A. Thinking about the ads you have seen overall, please indicate your level of agreement with the following statements about this ad.

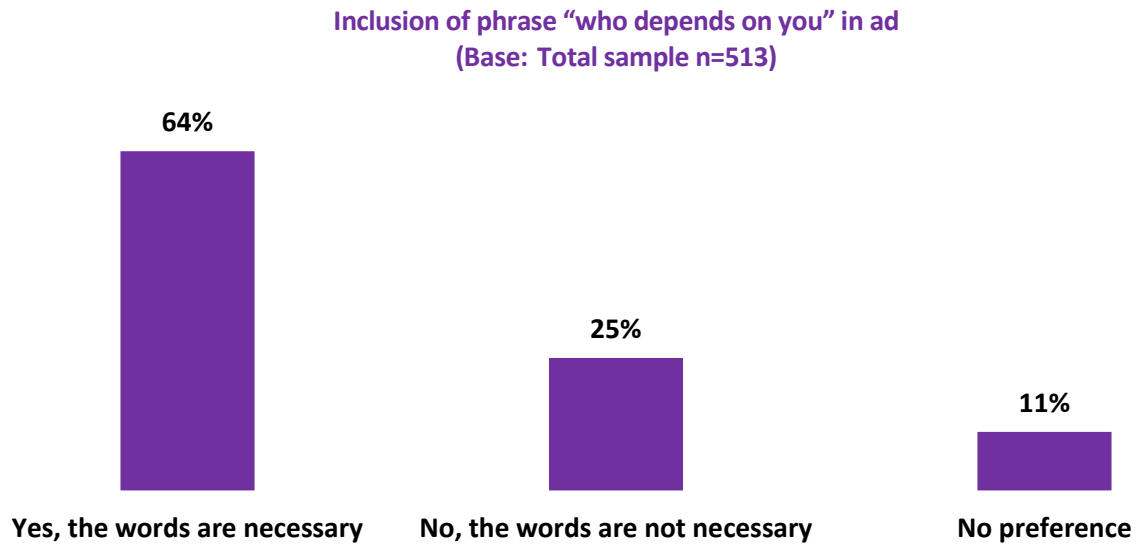
Strong agreement that the ads encourage caregivers to see themselves as such is higher among who have previously claimed caregiving tax credits (46%) and those who care for both children and other relatives (38%).

Younger individuals (under 35) are less likely to strongly agree that the ads convey the need for a financial outlay in order to be eligible for the credit (23%), and that they encourage them to see themselves as a caregiver (19%).

**B. Preferred version of wording**

*Caregivers prefer the use of the phrase ‘a family member who depends on you’ to define caregivers.*

After reading two versions of statements from the ads, one with the phrase ‘who depends on you’ to describe the role of the caregiver, and one without that phrase, almost two thirds of caregivers (64%) say that the inclusion of the phrase ‘who depends on you’ to describe caregivers is necessary. Only one quarter (25%) say the definition is not necessary.



D2. Please carefully read these two versions of statements from the ads. Do you feel the words “who depends on you” are necessary?

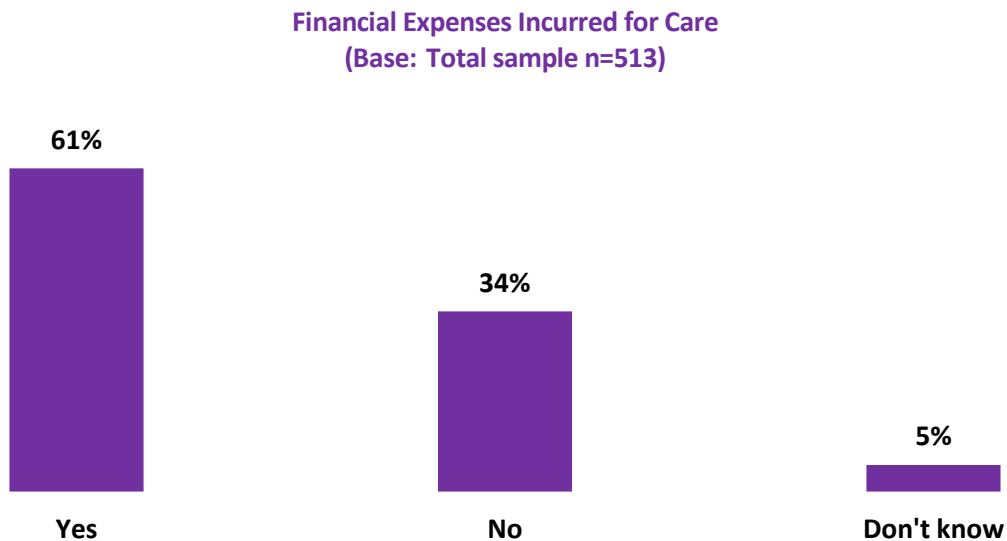
### III. Caregiver Profile

This section explores the profile of caregivers, looking at financial expenses incurred, and awareness and use of available tax credits for caregiving.

#### A. Financial expenses

*Six in ten caregivers have incurred expenses for the care they have provided.*

Six in ten caregivers (61%) incur financial expenses for the care they provide, while one third (34%) do not.



*Q7. Do you have financial expenses for the care you provide for this family member?*

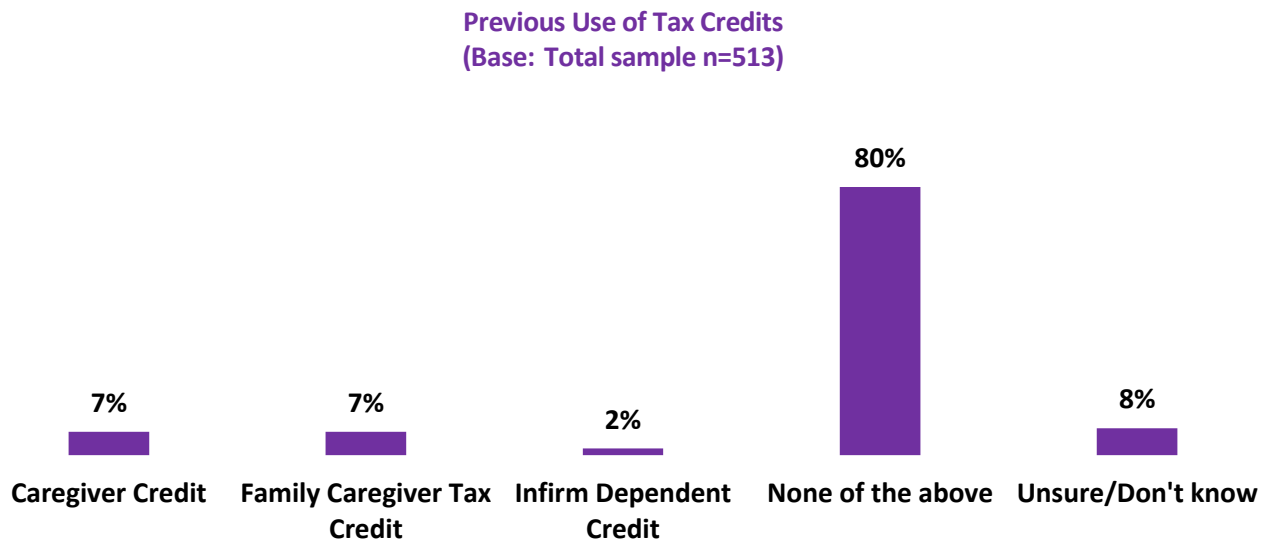
The likelihood to incur financial expenses for this care is higher in Ontario and among those:

- Working full-time or who are self-employed
- Caring for both a child and another relative

## B. Tax credits claimed

### *One in ten caregivers have applied for previously available caregiving tax credits*

Few caregivers (12%) have applied for any of the caregiver tax credits that will be replaced by the CCC, with eight in ten (80%) not applying for any. Seven percent each say they had previously applied for the Caregiver Credit or the Family Caregiver Tax Credit, and two percent applied for the Infirm Dependent Credit.



Q8. *In recent years, have you claimed any of the following tax credits?*

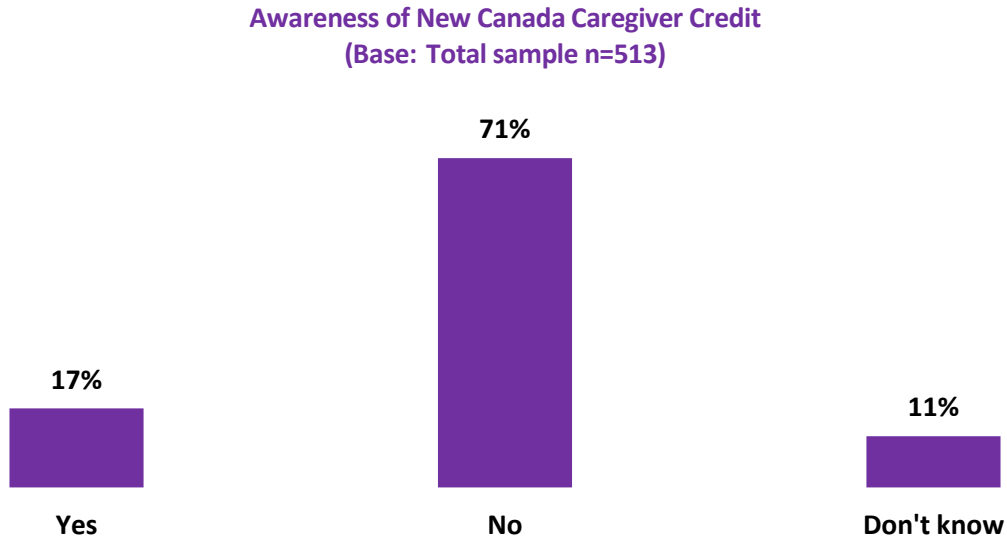
Likelihood to have applied for any previous caregiver tax credit is higher among:

- Those caring for both a child and another relative
- University educated individuals
- Men
- Those who have incurred financial expenses for caregiving (25%) compared to those who have not (9%)

**C. Awareness of new Canada Caregiver Credit**

*One in six caregivers are aware of the new Canada Caregiver Credit.*

Currently, one in six caregivers are aware of the new tax credit (17%).



*Q9. Have you heard of the Government of Canada's new Canada Caregiver Credit?*

Awareness of the new Canada Caregiver Credit is higher among:

- Quebec residents
- Retired individuals
- Those born in Canada
- Those who have previously claimed a caregiver-related tax credit

## Methodology

The results of this research are based on an online survey conducted with 513 Canadian caregivers (aged 18 and over) from January 19 to 23, 2018.

Survey respondents were selected from registered members of an online panel. Because the samples used in online panel surveys are based on self-selection and not a probability sample, no formal estimates of sampling error can be calculated.

### Sample design and weighting

The sample was designed to achieve completed surveys with 500 Canadian caregivers (aged 18 and over). Participants were recruited via an online panel, and quotas were set to ensure the sample included the following caregiver groups:

- 400 who provide care for spouses, parents/parents-in-law or extended relatives (grandparents, nieces, nephews, sisters, brothers, aunts/uncles) who are living in Canada.
- 100 who provide care for children/step-children in Canada, of any age (adult children included), who need more assistance for their personal needs and care compared to children of the same age.

Panelists were also screened to exclude those who work in the media, advertising or public relations, or for a marketing research firm or a political party.

The sample was stratified by region to allow for meaningful coverage of lower population areas. A minimum quota (40%) was also set to ensure a sufficient number of male caregivers were included; no age quotas were applied. At the analysis stage, the survey data were weighted to the national adult population by region. Please see the Respondent Profile table on page 14 for the weighted sample distribution.

### Questionnaire design

Environics reviewed the questionnaire provided by CRA and recommended minimal revisions to ensure the research objectives were met and all questions were appropriately worded. Upon approval from CRA, the questionnaire was translated into French using Environics' professional translators.

Prior to finalizing the survey for field, a pre-test (soft launch) was conducted in English and French. The pre-test assessed the questionnaires in terms of question wording and sequencing, respondent sensitivity to specific questions and to the survey overall, and to determine the survey length; standard Government of Canada pre-testing questions were also asked. No changes were required to the survey following the pre-test, and thus the pre-test interviews were kept as part of the final sample.

The final survey questionnaire is included in Appendix B.

### Fieldwork

The survey was conducted by Environics using a secure, fully featured web-based survey environment. The median interview length was 10 minutes.



Environics’ data analysts programmed the questionnaires then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys’ basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching, and valid ranges).

All respondents were offered the opportunity to complete the surveys in their official language of choice. All research work was conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys and the standards set by the Marketing Research and Intelligence Association (MRIA), as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA). The survey was registered with the MRIA’s research registration system, which permits the public to verify the legitimacy of a survey, inform themselves about the industry and/or register a complaint.

### Completion results

The completion results are presented in the following table.

#### Contact disposition

	N
Total invitations (c)	19,395
Total completes (d)	513
Qualified break-offs (e)	116
Disqualified (f)	1,643
Not responded (g)	16,280
Quota filled (h)	843
Contact rate = (d+e+f+h)/c	16%
Participation rate = (d+f+h)/c	15%

## Respondent profile

The following table presents the weighted distribution of survey participants by key demographic and other variables.

	<b>Total sample</b>
<b>Caregiver</b>	
Care for children/step-children	37%
Care for other family members	84%
<b>Age</b>	
18-34	18%
35-54	46%
55+	37%
<b>Gender</b>	
Female	57%
Male	43%
<b>Education</b>	
High school or less	17%
College/some university	41%
University graduate/post-graduate	41%
<b>Birthplace</b>	
Canada	81%
Other	17%
Prefer not to say	3%
<b>Employment status</b>	
Employed full or part-time	64%
Retired	25%
Unemployed/student/not in workforce	10%
<b>Total annual personal income</b>	
Under \$20,000	7%
\$20,000-\$40,000	15%
\$40,000-\$60,000	19%
\$60,000-\$80,000	18%
\$80,000-\$100,000	10%
\$100,000 or more	18%
Prefer not to say	14%

## Appendix A: Survey questionnaire

**Canada Caregiver Credit Advertising Campaign- Concept Testing  
Questionnaire**

Environics Research is conducting a survey on behalf of the federal government that will be used to guide decisions related to an advertising campaign planned for 2018.

The survey will take about 10 minutes of your time. Your participation is entirely voluntary and all of your answers will be kept completely confidential, and anonymous.

**Instructions:**

1. Please consider the questions and your answers carefully.
2. On each screen, after selecting your answer, click on the "Continue" or Back" buttons at the bottom of the screen to move forward or backwards in the questionnaire.
3. If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.
4. If you have any question about how to complete the survey, please call XXX-XXX-XXXX or email us at XXXXXXXXX.

Thank you in advance for your participation.

This survey is registered with the Marketing Research and Intelligence Association. Click [here \[POP-UP IN NEW BROWSER WINDOW\\*\]](#) to verify its authenticity.

**A) SCREENING QUESTIONS**

- 1) Do you or does anyone in your household work for any of the following organizations?

**SELECT ALL THAT APPLY**

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- none of these organizations

**IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.**

- 2) In which of the following age categories do you belong?

**SELECT ONE ONLY**

- Less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

**IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE**

- 3) Are you:
- Female
  - Male
  - Prefer not to say
- 4) In which province or territory do you live?

**Drop down list**

- 01 – Alberta
- 02 – British Columbia
- 03 - Manitoba
- 04 – New Brunswick
- 05 – Newfoundland and Labrador
- 06 – Nova Scotia
- 07 – Ontario
- 08 – Prince Edward Island
- 09 – Quebec
- 10 – Saskatchewan

**QUOTA = 100**

- 5) Do you provide care for your children/step-children in Canada, of any age (adult children included), who need more assistance for their personal needs and care compared to children/adults of the same age?

This may include driving them to more appointments than is typical, taking time off work for multiple appointments, paying for a home attendant, etc. This also includes people who live in a care facility.

- Yes
- No

**QUOTA = 400**

- 6) Do you provide care for your spouse/partner, parents/parents-in-law or extended relatives (grandparents, nieces, nephews, sisters, brothers, aunts/uncles) who are living in Canada?

This may include providing care such as driving them to appointments, picking up prescriptions or groceries, providing meals, helping to pay for expenses relating to caregiving, paying for a home attendant, etc. This also includes people who live in a care facility.

- Yes
- No

**[IF YES TO BOTH Q5 AND Q6, FILL QUOTA FOR 5 FIRST]**

**[IF NO TO BOTH Q5 AND Q6, THANK AND TERMINATE]**

7) Do you have financial expenses for the care you provide for this family member?

- Yes
- No
- Don't know

8) In recent years, have you claimed any of the following tax credits?  
(Select all that apply)

- The Caregiver Credit
- The Infirm Dependent Credit
- The Family Caregiver Tax Credit
- Unsure/Don't know      SINGLE MENTION

9) Have you heard of the Government of Canada's new Canada Caregiver Credit?

- Yes
- No
- Unsure

**SHOW TO ALL**

The purpose of this survey is to gather reactions and feedback to some advertising material regarding the Canada Revenue Agency's upcoming advertising campaign.

**B) OUT-OF-HOME ADS**

We would like your reaction to three possible versions of concepts or ideas for an ad that will appear in doctor’s offices, clinics, hospitals, pharmacies etc.

**PROGRAMMER: DIVIDE SAMPLE INTO THIRDS, EACH THIRD GETS ONE OF B1, B4, B7**

*[Insert Concept 1 or Concept 2 or Concept 3 in randomization]*

**ASK B1 OF 1/3 OF SAMPLE**

B1. What emotion are you feeling after seeing the ad?

(Open ended)

B2. Please indicate your level of agreement with the following statements about this ad.

<i>Randomize order of statements.</i>	<b>Strongly disagree 1</b>	<b>Disagree 2</b>	<b>Neither agree nor disagree 3</b>	<b>Agree 4</b>	<b>Strongly agree 5</b>
This ad catches my attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is something I personally relate to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The language clearly conveys that there is a credit available for caregivers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B3. Please indicate how likely you would be to do each of the following after seeing this ad:

<i>Randomize order of statements.</i>	<b>Very unlikely 1</b>	<b>Unlikely 2</b>	<b>Neither likely nor unlikely 3</b>	<b>Likely 4</b>	<b>Very Likely 5</b>
Go to the Government of Canada website for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider whether or not I might be eligible for the Canada Caregiver Credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now please look at a second version of the ad. Please view the ad and when you are ready to proceed click the 'next' button.

**[Insert Concept 1 or Concept 2 or Concept 3 in randomization]**

**ASK B4 OF 1/3 OF SAMPLE**

B4. What emotion are you feeling after seeing the ad?

(Open ended)

B5. Please indicate your level of agreement with the following statements about this ad.

<i>Randomize order of statements.</i>	<b>Strongly disagree 1</b>	<b>Disagree 2</b>	<b>Neither agree nor disagree 3</b>	<b>Agree 4</b>	<b>Strongly agree 5</b>
This ad catches my attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is something I personally relate to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The language clearly conveys that there is a credit available for caregivers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B6. Please indicate how likely you would be to do each of the following after seeing this ad:

<i>Randomize order of statements.</i>	<b>Very unlikely 1</b>	<b>Unlikely 2</b>	<b>Neither likely nor unlikely 3</b>	<b>Likely 4</b>	<b>Very Likely 5</b>
Go to the Government of Canada website for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider whether or not I might be eligible for the Canada Caregiver Credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Now please look at a third version of the ad. Please view the ad and when you are ready to proceed click the 'next' button.

**[Insert Concept 1 or Concept 2 or Concept 3 in randomization]**

**ASK B7 OF 1/3 OF SAMPLE**

B7. What emotion are you feeling after seeing the ad?

(Open ended)

B8. Please indicate your level of agreement with the following statements about this ad.

<i>Randomize order of statements.</i>	<b>Strongly disagree 1</b>	<b>Disagree 2</b>	<b>Neither agree nor disagree 3</b>	<b>Agree 4</b>	<b>Strongly agree 5</b>
This ad catches my attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is something I personally relate to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The language clearly conveys that there is a credit available for caregivers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B9. Please indicate how likely you would be to do each of the following after seeing this ad:

<i>Randomize order of statements.</i>	<b>Very unlikely 1</b>	<b>Unlikely 2</b>	<b>Neither likely nor unlikely 3</b>	<b>Likely 4</b>	<b>Very Likely 5</b>
Go to the Government of Canada website for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider whether or not I might be eligible for the Canada Caregiver Credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C) WEB ADS**

Now we would like to get your reaction to some concepts or ideas for an ad that will appear on the internet as a video. Keep in mind that these ideas are at the early stages of development, so they do not yet look like video ads you see on the internet.

Please view the first ad and when you are ready to proceed click the 'next' button.

**[Insert Concept 1, Concept 2 or Concept 3 in randomization]**

C1. Please indicate your level of agreement with the following statements about this ad.

<i>Randomize order of statements.</i>	<b>Strongly disagree 1</b>	<b>Disagree 2</b>	<b>Neither agree nor disagree 3</b>	<b>Agree 4</b>	<b>Strongly agree 5</b>
This ad catches my attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is something I personally relate to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The language clearly conveys that there is a credit available for caregivers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C2. Please indicate how likely you would be to do each of the following after seeing this ad:

<i>Randomize order of statements.</i>	<b>Very unlikely 1</b>	<b>Unlikely 2</b>	<b>Neither likely nor unlikely 3</b>	<b>Likely 4</b>	<b>Very Likely 5</b>
Click on it for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to the Government of Canada website for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider whether or not I might be eligible for the Canada Caregiver Credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now please look at a second version of the ad. Please view the ad and when you are ready to proceed click the 'next' button.

**[Insert Concept 1 or Concept 2 or Concept 3 in randomization]**

C3. Please indicate your level of agreement with the following statements about this ad.

<b>Randomize order of statements.</b>	<b>Strongly disagree 1</b>	<b>Disagree 2</b>	<b>Neither agree nor disagree 3</b>	<b>Agree 4</b>	<b>Strongly agree 5</b>
This ad catches my attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is something I personally relate to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The language clearly conveys that there is a credit available for caregivers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C4. Please indicate how likely you would be to do each of the following after seeing this ad:

<b>Randomize order of statements.</b>	<b>Very unlikely 1</b>	<b>Unlikely 2</b>	<b>Neither likely nor unlikely 3</b>	<b>Likely 4</b>	<b>Very Likely 5</b>
Click on it for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to the Government of Canada website for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider whether or not I might be eligible for the Canada Caregiver Credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now please look at a third version of the ad. Please view the ad and when you are ready to proceed click the 'next' button.

**[Insert Concept 1 or Concept 2 or Concept 3 in randomization]**

C5. Please indicate your level of agreement with the following statements about this ad.

<b>Randomize order of statements.</b>	<b>Strongly disagree 1</b>	<b>Disagree 2</b>	<b>Neither agree nor disagree 3</b>	<b>Agree 4</b>	<b>Strongly agree 5</b>
This ad catches my attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ad is something I personally relate to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The language clearly conveys that there is a credit available for caregivers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C6. Please indicate how likely you would be to do each of the following after seeing this ad:

<b>Randomize order of statements.</b>	<b>Very unlikely 1</b>	<b>Unlikely 2</b>	<b>Neither likely nor unlikely 3</b>	<b>Likely 4</b>	<b>Very Likely 5</b>
Click on it for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to the Government of Canada website for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider whether or not I might be eligible for the Canada Caregiver Credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**[Show all 3 concepts]**

C7. Thinking of these three different concepts for the ads, which one do you prefer overall?

<b>Concept 1</b>	<b>Concept 2</b>	<b>Concept 3</b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ASK C8 OF ½ OF SAMPLE**

C8. Why do you prefer this concept for the ad?

OPEN END

**D) MESSAGING and OTHER**

D1. Thinking about the ads you have seen overall, please indicate your level of agreement with the following statements about this ad. [QUESTIONS ARE NOT RANDOMIZED.]

	<b>Strongly disagree 1</b>	<b>Somewhat disagree 2</b>	<b>Neither agree nor disagree 3</b>	<b>Somewhat agree 4</b>	<b>Strongly agree 5</b>
It is clear there is a need to have spent some money in caring for this person in order to be eligible for this credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ads contains too much detail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ads encourage me to see myself as a caregiver.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D2 Please carefully read these two versions of statements from the ads:

[Rotate statements]

A)

If you provide for a family member because of their physical or mental impairment, you could qualify for the new Canada Caregiver Credit.

B)

If you provide for a family member who depends on you because of their physical or mental impairment, you could qualify for the new Canada Caregiver Credit.

Do you feel the words **“who depends on you”** are necessary?

- Yes, they are necessary
- No, they are not necessary
- No preference

## E) DEMOGRAPHICS

The following are a few questions about you and your household for statistical purposes only. Please be assured that all of your answers will remain completely confidential.

**E1.** Which is the highest level of education that you have completed? **(ACCEPT ONE RESPONSE ONLY)**

- Grade school or less
- Some high school
- High school grad
- College/Vocational/Technical school
- Some university
- University grad
- Postgraduate degree
- Don't know

**E2.** In what country were you born? **(ACCEPT ONE RESPONSE ONLY)**

- Canada
- Other (Please specify)
- Prefer not to say

**E3.** Which of the following categories best describes your current employment status? Are you: **(ACCEPT ONE RESPONSE ONLY)**

- Working full-time, that is, 35 or more hours per week
- Working part-time, that is, less than 35 hours per week
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time, or
- Retired
- Not in the workforce (Full-time homemaker or unemployed but not looking for work)
- Other
- Prefer not to say

**E4.** Which of the following categories best describes your total annual **personal** income, before taxes are deducted?

**SELECT ONE ONLY**

- under \$20,000
- between \$20,000 and just under \$40,000
- between \$40,000 and just under \$60,000
- between \$60,000 and just under \$80,000
- between \$80,000 and just under \$100,000
- between \$100,000 and just under \$150,000
- over \$150,000
- prefer not to say

E5. Are you an Aboriginal person, that is, First Nations, Métis or Inuk? First Nations includes Status and Non–Status Indians.

- Yes
- No
- Prefer not to say

That concludes the survey. This survey was conducted on behalf of the Canada Revenue Agency. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to participate; it is greatly appreciated.

## Campagne publicitaire sur le crédit canadien pour aidant naturel - Mise à l'essai des concepts Questionnaire

Environics réalise un sondage pour le compte du gouvernement fédéral qui sera utilisé pour guider les décisions relatives à une campagne publicitaire prévue pour 2018.

Il ne vous faudra que dix minutes pour répondre au sondage. Votre participation est entièrement volontaire et toutes vos réponses demeureront entièrement confidentielles et anonymes.

### **Instructions**

5. Veuillez considérer les questions et vos réponses attentivement.
6. Sur chaque écran, après avoir sélectionné votre réponse, cliquez sur les boutons « Continuer » ou « Page précédente » au bas de l'écran pour aller de l'avant ou revenir en arrière dans le questionnaire.
7. Si vous quittez le sondage avant de le terminer, vous pouvez retourner plus tard au lien du sondage et vous reviendrez à la page où vous vous êtes arrêté. Vos réponses jusqu'à ce point dans le sondage auront été sauvegardées.
8. Si vous avez des questions sur la façon de répondre au sondage, veuillez nous appeler au XXX-XXX-XXXX ou nous envoyer un courriel à XXXXXXXXX.

Je vous remercie à l'avance de votre participation.

Ce sondage est enregistré auprès de l'Association de la Recherche et de l'Intelligence marketing. Cliquez [ici](#) [APERÇU DANS UNE NOUVELLE FENÊTRE DU NAVIGATEUR\*] pour vérifier son authenticité.

### **A) QUESTIONS DE SÉLECTION**

- 1) Est-ce que vous ou un membre de votre ménage travaillez pour l'une des organisations suivantes?  
**SÉLECTIONNEZ TOUTES LES RÉPONSES QUI S'Y APPLIQUENT.**

- une entreprise de recherche en marketing
- un magazine ou un journal
- une agence de publicité ou une entreprise de graphisme
- un parti politique
- une station de radio ou de télévision
- une société de relations publiques
- aucune de ces organisations

**SI LA RÉPONSE EST « AUCUNE DE CES ORGANISATIONS », VEUILLEZ CONTINUER; SINON, REMERCIEZ ET TERMINEZ.**

- 2) Veuillez indiquer votre catégorie d'âge.  
**SÉLECTIONNEZ UNE SEULE RÉPONSE**

- moins de 18 ans
- De 18 à 24 ans
- De 25 à 34 ans
- De 35 à 44 ans
- De 45 à 54 ans
- De 55 à 64 ans
- 65 ans et plus

**SI LA RÉPONSE EST « MOINS DE 18 ANS » OU QUE LE CHAMP EST VIDE, REMERCIEZ LE RÉPONDANT ET TERMINEZ.**



3) Est-ce que vous êtes dans l'une des situations suivantes :

- Femme
- Homme
- Préfère ne pas le dire

4) Dans quelle province habitez-vous?

- Liste déroulante**
- 01 – Alberta
- 02 – Colombie-Britannique
- 03 – Manitoba
- 04 – Nouveau-Brunswick
- 05 – Terre-Neuve et Labrador
- 06 – Nouvelle-Écosse
- 07 – Ontario
- 08 – Île-du-Prince-Édouard
- 09 – Québec
- 10 – Saskatchewan
- 

**QUOTA = 100**

5) Subvenez-vous aux besoins de vos enfants ou des enfants de votre conjoint qui vivent au Canada, de tout âge (enfants adultes inclus), et qui ont besoin d'aide supplémentaire pour leurs besoins et leurs soins personnels comparativement à des enfants ou à des adultes du même âge?

Cela peut comprendre les accompagner à des rendez-vous plus souvent qu'à l'habitude, s'absenter du travail en raison de nombreux rendez-vous, payer pour les services d'un préposé à domicile, etc. Cette catégorie comprend aussi les personnes qui vivent dans un centre de soins.

- Oui
- Non

**QUOTA = 400**

6) Subvenez-vous aux besoins de votre époux/épouse/conjoint(e), parents, beaux-parents ou membres de la famille élargie (grands-parents, nièces, neveux, frères, sœurs, tantes et oncles) vivant au Canada?

Subvenir aux besoins peut comprendre les accompagner à des rendez-vous, aller chercher des prescriptions ou l'épicerie, préparer les repas, aider à couvrir les frais liés à la prestation de soins, payer pour les services d'un préposé à domicile, etc. Cette catégorie comprend aussi les personnes qui vivent dans un centre de soins.

- Oui
- Non

**[SI LA RÉPONSE EST OUI AUX QUESTIONS 5 ET 6, REMPLISSEZ LE QUOTA POUR 5 EN PREMIER.]**

**[SI LA RÉPONSE EST NON AUX QUESTIONS 5 ET 6, REMERCEZ LE RÉPONDANT ET METTEZ FIN À L'APPEL.]**

7. Avez-vous des dépenses financières pour les besoins que vous subvenez à ce membre de la famille?
- Oui
  - Non
  - Ne sais pas
8. Au cours des dernières années, avez-vous demandé l'un des trois crédits d'impôt suivants? (Cochez toutes les cases applicables)
- Crédit pour aidant naturel
  - Crédit pour personne à charge ayant une déficience
  - Le crédit d'impôt pour aidants familiaux
  - Aucune de ces réponses
  - Pas certain/ne sais pas
- 9) Avez-vous entendu parler du nouveau crédit canadien pour aidants naturels du gouvernement du Canada?
- Oui
  - Non
  - Incertain

**MONTREZ À TOUS**

Le but de ce sondage est de recueillir des réactions et des commentaires sur du matériel publicitaire relatif à une des prochaines campagnes publicitaires de l'Agence du revenu du Canada.

## B) PUBLICITÉS DIFFUSÉES À L'EXTÉRIEUR DU DOMICILE

Nous aimerions connaître votre réaction quant aux idées ou aux concepts présentés dans les trois versions possibles d'une publicité qui sera diffusée dans les cabinets de médecins, cliniques, hôpitaux, pharmacies, etc.

Veuillez regarder la publicité, et lorsque vous êtes prêt à continuer, cliquez sur le bouton « Suivant ».

**PROGRAMMER: DIVIDE SAMPLE INTO THIRDS, EACH THIRD GETS ONE OF B1, B4, B7**

*[Insérer la publicité 1, 2 ou 3 de façon aléatoire]*

### POSEZ LA QUESTION B1 AU 1/3 DE L'ÉCHANTILLON

B1. Quelle émotion ressentez-vous après avoir vu la publicité?

(Question ouverte)

Rien

B2. Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants concernant cette annonce.

<i>Insérer l'ordre des énoncés de façon aléatoire</i>	Fortement en désaccord 1	Plutôt en désaccord 2	Ni d'accord ni en désaccord 3	Plutôt d'accord 4	Fortement d'accord 5
Cette publicité attire mon attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cette publicité est attrayante.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je m'identifie à cette publicité.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le langage utilisé indique clairement qu'il y a un crédit de disponible pour les aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B3. Veuillez indiquer la probabilité que vous fassiez chacune des actions suivantes après avoir vu cette publicité :

<i>Insérer l'ordre des énoncés de façon aléatoire.</i>	Très improbable 1	Plutôt improbable 2	Ni probable ni improbable 3	Plutôt Probable 4	Très probable 5
Visiter le site Web du gouvernement du Canada pour obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me demander si je pourrais être admissible au crédit canadien pour aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Veillez maintenant regarder une deuxième version de la publicité. Veillez regarder la publicité, et lorsque vous êtes prêt à continuer, cliquez sur le bouton « Suivant ».

**[Insérer la publicité 1, 2 ou 3 de façon aléatoire]**

**POSEZ LA QUESTION B4 AU 1/3 DE L'ÉCHANTILLON**

B4. Quelle émotion ressentez-vous après avoir vu la publicité?

(Question ouverte)

Rien

B5. Veillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants concernant cette annonce.

<i>Insérer l'ordre des énoncés de façon aléatoire</i>	Fortement en désaccord 1	Plutôt en désaccord 2	Ni d'accord ni en désaccord 3	Plutôt d'accord 4	Fortement d'accord 5
Cette publicité attire mon attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cette publicité est attrayante.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je m'identifie à cette publicité.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le langage utilisé indique clairement qu'il y a un crédit de disponible pour les aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B6. Veillez indiquer la probabilité que vous fassiez chacune des actions suivantes après avoir vu cette publicité :

<i>Insérer l'ordre des énoncés de façon aléatoire.</i>	Très improbable 1	Plutôt improbable 2	Ni probable ni improbable 3	Plutôt Probable 4	Très probable 5
Visiter le site Web du gouvernement du Canada pour obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me demander si je pourrais être admissible au crédit canadien pour aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Veillez maintenant regarder une troisième version de la publicité. Veuillez regarder la publicité, et lorsque vous êtes prêt à continuer, cliquez sur le bouton « Suivant ».

**[Insérer la publicité 1, 2 ou 3 de façon aléatoire]**

**POSEZ LA QUESTION B7 AU 1/3 DE L'ÉCHANTILLON**

B7. Quelle émotion ressentez-vous après avoir vu la publicité?

(Question ouverte)

Rien

B8. Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants concernant cette annonce.

<i>Insérer l'ordre des énoncés de façon aléatoire</i>	Fortement en désaccord 1	Plutôt en désaccord 2	Ni d'accord ni en désaccord 3	Plutôt d'accord 4	Fortement d'accord 5
Cette publicité attire mon attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cette publicité est attrayante.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je m'identifie à cette publicité.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le langage utilisé indique clairement qu'il y a un crédit de disponible pour les aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B9. Veuillez indiquer la probabilité que vous fassiez chacune des actions suivantes après avoir vu cette publicité :

<i>Insérer l'ordre des énoncés de façon aléatoire.</i>	Très improbable 1	Plutôt improbable 2	Ni probable ni improbable 3	Plutôt Probable 4	Très probable 5
Visiter le site Web du gouvernement du Canada pour obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me demander si je pourrais être admissible au crédit canadien pour aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## C) PUBLICITÉS SUR LE WEB

Maintenant, nous aimerions d'abord connaître votre réaction en ce qui concerne les concepts ou les idées présentés dans une vidéo publicitaire qui sera diffusée sur Internet. N'oubliez pas que ces idées n'en sont qu'aux premières étapes de la conception, elles ne ressemblent donc pas encore aux vidéos publicitaires que vous voyez sur Internet.

Veillez regarder la publicité, et lorsque vous êtes prêt à continuer, cliquez sur le bouton « Suivant ».

*Insérer la publicité 1, 2 ou 3 de façon aléatoire]*

C1. Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants concernant cette annonce.

<i>Insérer l'ordre des énoncés de façon aléatoire</i>	Fortement en désaccord 1	Plutôt en désaccord 2	Ni d'accord ni en désaccord 3	Plutôt d'accord 4	Fortement d'accord 5
Cette publicité attire mon attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cette publicité est attrayante.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je m'identifie à cette publicité.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le langage utilisé indique clairement qu'il y a un crédit de disponible pour les aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C2. Veuillez indiquer la probabilité que vous fassiez chacune des actions suivantes après avoir vu cette publicité :

<i>Insérer l'ordre des énoncés de façon aléatoire.</i>	Très improbable 1	Plutôt improbable 2	Ni probable ni improbable 3	Plutôt Probable 4	Très probable 5
Cliquer dessus afin d'obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiter le site Web du gouvernement du Canada pour obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me demander si je pourrais être admissible au crédit canadien pour aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Veillez maintenant regarder une deuxième version de la publicité. Veuillez regarder la publicité, et lorsque vous êtes prêt à continuer, cliquez sur le bouton « Suivant ».

**[Insérer la publicité 1, 2 ou 3 de façon aléatoire]**

C3. Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants concernant cette annonce.

<i>Insérer l'ordre des énoncés de façon aléatoire</i>	<b>Fortement en désaccord 1</b>	<b>Plutôt en désaccord 2</b>	<b>Ni d'accord ni en désaccord 3</b>	<b>Plutôt d'accord 4</b>	<b>Fortement d'accord 5</b>
Cette publicité attire mon attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cette publicité est attrayante.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je m'identifie à cette publicité.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le langage utilisé indique clairement qu'il y a un crédit de disponible pour les aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C4. Veuillez indiquer la probabilité que vous fassiez chacune des actions suivantes après avoir vu cette publicité :

<i>Insérer l'ordre des énoncés de façon aléatoire.</i>	<b>Très improbable 1</b>	<b>Plutôt improbable 2</b>	<b>Ni probable ni improbable 3</b>	<b>Plutôt Probable 4</b>	<b>Très probable 5</b>
Cliquer dessus afin d'obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiter le site Web du gouvernement du Canada pour obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me demander si je pourrais être admissible au crédit canadien pour aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Veillez maintenant regarder une troisième version de la publicité. Veuillez regarder la publicité, et lorsque vous êtes prêt à continuer, cliquez sur le bouton « Suivant ».

**[Insérer la publicité 1, 2 ou 3 de façon aléatoire]**

C5. Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants concernant cette annonce.

<i>Insérer l'ordre des énoncés de façon aléatoire</i>	Fortement en désaccord 1	Plutôt en désaccord 2	Ni d'accord ni en désaccord 3	Plutôt d'accord 4	Fortement d'accord 5
Cette publicité attire mon attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cette publicité est attrayante.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je m'identifie à cette publicité.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le langage utilisé indique clairement qu'il y a un crédit de disponible pour les aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C6. Veuillez indiquer la probabilité que vous fassiez chacune des actions suivantes après avoir vu cette publicité :

<i>Insérer l'ordre des énoncés de façon aléatoire.</i>	Très improbable 1	Plutôt improbable 2	Ni probable ni improbable 3	Plutôt Probable 4	Très probable 5
Cliquer dessus afin d'obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiter le site Web du gouvernement du Canada pour obtenir de plus amples renseignements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me demander si je pourrais être admissible au crédit canadien pour aidants naturels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**[Présenter toutes les publicités côte à côte.]**

C7. En pensant à ces trois différents concepts de publicité, lequel préférez-vous le plus?

Concept 1	Concept 2	Concept 3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SVP SÉLECTIONNEZ UNE SEULE RÉPONSE**

**POSEZ LA QUESTION C8 À LA MOITIÉ (½) DE L'ÉCHANTILLON**

C8. Pourquoi préférez-vous ce concept de publicité?

SVP FOURNISSEZ DES DÉTAILS

(Question ouverte)



**D) MESSAGES et AUTRES**

D1. En repensant à toutes les publicités, veuillez indiquer votre niveau d'accord avec les énoncés suivants concernant cette annonce. [L'ORDRE DES QUESTIONS N'EST PAS ALÉATOIRE.]

	Fortement en désaccord 1	Plutôt en désaccord 2	Ni d'accord ni en désaccord 3	Plutôt d'accord 4	Fortement d'accord 5
Il est évident qu'il faut avoir dépensé des sommes d'argent en soins à cette personne pour pouvoir être admissible à ce crédit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La publicité contient trop de détails.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les publicités m'encouragent à me considérer comme un aidant naturel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D2. Veuillez lire attentivement ces deux versions des déclarations tirées des publicités :

[Alternez les énoncés]

A)

Si vous prenez soin d'un membre de la famille en raison d'une déficience physique ou mentale, vous pourriez être admissible au crédit canadien pour aidant naturel.

B)

Si vous prenez soin d'un membre de la famille qui dépend de vous en raison d'une déficience physique ou mentale, vous pourriez être admissible au crédit canadien pour aidant naturel.

Pensez-vous que les mots « **qui dépend de vous** » sont nécessaires?

- Oui, ils sont nécessaires.
- Non, ils ne sont pas nécessaires.
- Aucune préférence.

## E) Données démographiques

Voici quelques questions sur vous et votre ménage, à des fins de statistiques seulement.  
Soyez assuré que toutes vos réponses demeureront confidentielles.

**E1.** Quel est le plus haut niveau de scolarité que vous avez atteint? **[ACCEPTEZ SEULEMENT UNE RÉPONSE]**

- École primaire ou moins
- Une partie du secondaire
- Diplôme d'études secondaires
- Diplôme d'école de formation professionnelle, technique ou collégiale
- Cours universitaires en partie terminés
- Diplôme universitaire
- Diplôme d'études supérieures
- Ne sais pas

**E2.** Quel est votre pays de naissance? **[ACCEPTEZ SEULEMENT UNE RÉPONSE]**

- Canada
- Autre (spécifiez)
- Préfère ne pas le dire

**E3.** Laquelle des catégories suivantes décrit le mieux votre statut d'emploi actuel? Vous êtes : **(COCHEZ UNE SEULE RÉPONSE)**

- Employé à temps plein, c'est-à-dire que vous travaillez 35 heures ou plus par semaine
- Employé à temps partiel, c'est-à-dire que vous travaillez moins de 35 heures par semaine
- Travailleur indépendant
- Sans emploi, mais à la recherche d'un emploi
- Étudiant à temps plein
- À la retraite
- Une personne qui ne fait pas partie de la main d'oeuvre (une personne au foyer à temps plein ou sans emploi qui ne cherche pas du travail)
- Autres
- Préfère ne pas le dire

**E4)** Laquelle des catégories suivantes décrit le mieux votre revenu annuel **personnel**, avant les retenues d'impôt? **SÉLECTIONNEZ UNE SEULE RÉPONSE [IL FAUT UN ÉVENTAIL DE FOURCHETTES DE REVENU]**

- moins de 20 000 \$
- entre 20 000 \$ et un peu moins de 40 000 \$
- entre 40 000 \$ et un peu moins de 60 000 \$
- entre 60 000 \$ et un peu moins de 80 000 \$
- entre 80 000 \$ et un peu moins de 100 000 \$
- entre 100 000 \$ et un peu moins de 120 000 \$
- plus de 120 000 \$
- préfère ne pas le dire

E 5) Faites-vous partie de la population autochtone, c'est-à-dire Première Nation, métisse ou inuite? Première Nation comprend les Indiens inscrits et non-inscrits.

- Oui
- Non
- Préfère ne pas le dire

Voilà qui met fin à ce sondage mené pour le compte de l'Agence du revenu du Canada. Dans les mois à venir, le rapport sera disponible de bibliothèque et archives canada. Je vous remercie beaucoup d'avoir pris le temps de répondre au sondage. Votre participation est grandement appréciée.

## Appendix B: Advertising concepts

Concept 1 – Thank You

Web banners

Thank You

 Canada Revenue Agency    Agence du revenu du Canada    

Thank You

for regularly bringing your partner to their appointments.

 Canada Revenue Agency    Agence du revenu du Canada    

If you have a spouse or common-law partner with a physical or mental impairment, check if you qualify for the new **Canada Caregiver Credit**.

[FIND OUT HERE](#)

 Canada Revenue Agency    Agence du revenu du Canada    

Out of home



*Thank You*

for regularly paying for and picking up your dad's prescriptions.

If you provide for a parent who depends on you because of their physical or mental impairment, check if you qualify for the new Canada Caregiver Credit.

[Canada.ca/caregiver](https://Canada.ca/caregiver)

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 Canada Revenue Agency    Agence du revenu du Canada    

## Concept 2 – Testimonial

Web banners

**MY MOM CAN'T  
WORK FULL TIME.  
I HELP WITH HER  
GROCERIES SO  
SHE CAN AFFORD  
HER RENT.**

 Canada Revenue Agency  Agence du revenu du Canada  Canada



 Canada Revenue Agency  Agence du revenu du Canada  Canada

**I'M A  
CAREGIVER.  
YOU MIGHT  
BE TOO.**



 Canada Revenue Agency  Agence du revenu du Canada  Canada

If you have a parent with a physical or mental impairment, the expenses you pay to provide for them could qualify you for the new Canada Caregiver Credit.

**FIND OUT HERE**

 Canada Revenue Agency  Agence du revenu du Canada  Canada

Out of home

**MY AUNT ISN'T  
MOBILE ENOUGH  
TO GO TO HER  
DOCTORS'  
APPOINTMENTS  
SO I REGULARLY  
BRING HER.**

**I'M A  
CAREGIVER.  
YOU MIGHT  
BE TOO.**

If you have a family member with a physical or mental impairment, the expenses you pay to provide for them could qualify you for the new Canada Caregiver Credit. [Canada.ca/caregiver](http://Canada.ca/caregiver).

 Canada Revenue Agency  Agence du revenu du Canada

**Canada**<sup>ca</sup>





### Concept 3 – The Care You Give Counts

Web banners

The meals and groceries you regularly provide to your sister count.



 Canada Revenue Agency  Agence du revenu du Canada 

The care you give counts.



 Canada Revenue Agency  Agence du revenu du Canada 

If you provide for a family member who depends on you because of their physical or mental impairment, you could qualify for the new Canada Caregiver Credit.

[FIND OUT HERE](#)



 Canada Revenue Agency  Agence du revenu du Canada 

Out of home



**The prescription  
you regularly  
pick up for  
your partner,  
who isn't  
able to,  
counts.**

If you provide for a spouse or common-law partner who depends on you because of their physical or mental impairment, you could qualify for the new **Canada Caregiver Credit**.

[Canada.ca/caregiver](https://Canada.ca/caregiver).

 Canada Revenue Agency    Agence du revenu du Canada    