



Canada Revenue
Agency

Agence du revenu
du Canada

Evaluation of the Climate Action Incentive payment Advertising Campaign

Methodological Report

Prepared for Canada Revenue Agency

Supplier Name: Corporate Research Associates Inc.

Contract Number: 46558-195800/001/CY

Contract Value: \$38,782.73 (HST included)

Award Date: January 29, 2019

Delivery Date: June 3, 2019

Registration Number: POR 116-18

For more information on this report, please contact Canada Revenue Agency at:
cra-arc.media@cra-arc.gc.ca.

Ce rapport est aussi disponible en français.

Canada

Copyright

Evaluation of the Climate Action Incentive payment Advertising Campaign

Methodological Report

Prepared for Canada Revenue Agency

Supplier Name: Corporate Research Associates Inc.

June 2019

This methodological report presents the methodology details for the Evaluation of the Climate Action Incentive payment Advertising Campaign, conducted by Corporate Research Associates Inc., on behalf of the Canada Revenue Agency. The study was conducted through two data collection phases, a pre-advertising campaign (baseline) wave, and a post-advertising campaign wave. The pre-advertising campaign wave was administered February 14-25, 2019, while the post-advertising campaign wave was administered May 6-12, 2019.

Ce rapport est aussi disponible en français sous le titre: Évaluation de la campagne publicitaire de paiement de l'incitatif à agir pour le climat - Rapport méthodologique

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Canada Revenue Agency. For more information on this report, please contact the Canada Revenue Agency at: cra-arc.media@cra-arc.gc.ca.

Catalogue Number: Rv4-136/2019E-PDF

International Standard Book Number (ISBN): 978-0-660-33165-2

Related Publication (Registration Number: POR 116-18)

Catalogue Number Rv4-136/2019F-PDF (Methodological Report, French)

ISBN : 978-0-660-33166-9

© Her Majesty the Queen in right of Canada, as represented by the Minister of National Revenue,
2019

Table of Contents

	Page
EXECUTIVE SUMMARY	1
Background	1
Research Objectives	1
Target Population	2
Research Usage	2
Expenditure	2
Consent	2
STUDY METHODOLOGY	4
Questionnaire Design	4
Sampling	4
Survey Administration	6
Non-Response Bias Analysis	11

Appendix A: Pre-Campaign Questionnaire

Appendix B: Post-Campaign Questionnaire

Data Tables Available Under Separate Cover

EXECUTIVE SUMMARY

Background

As part of the Government of Canada's carbon pollution pricing system, the Canada Revenue Agency (CRA) is responsible for the delivery of the Climate Action Incentive (CAI) payment to residents of Saskatchewan, Manitoba, Ontario, New Brunswick, through their respective income tax and benefit returns for the year 2018. The CAI is intended to help Canadians in these four provinces with this transition.

Household climate incentives will be claimed using filings; individuals could claim the CAI payment when filling out their 2018 Income Tax and Benefit return this year. The incentive payment amounts are based on two considerations: 1) family composition, and 2) by province of residence. It also is important to note that individuals in rural and small communities would receive a 10 percent rural supplement as part of the Climate Action Incentive, in recognition of their specific needs.

The Canada Revenue Agency launched an advertising campaign in March, to support the government's Climate Action Incentive payment to be implemented in the four provinces previously mentioned. The ad campaign was conducted exclusively in those provinces. The ad campaign objectives included:

- 1) *Encouraging Canadians to file their tax returns to claim the Climate Action Incentive payment; and*
- 2) *Driving target audiences to the CAI advertising campaign Web page on Canada.ca, where additional information could be found.*

This research is mandatory, given that the Treasury Board (TB) requires all Government of Canada advertising campaigns that cost more than one million dollars to be evaluated.

Research Objectives

The purpose of the quantitative research is to assess recall of and reactions to the advertising campaign. At the highest level, the purpose of the research is to evaluate the effectiveness of the advertising campaign. More specifically, the research objectives included:

- 1) *The Pre-Campaign Evaluation used the standardized Advertising Campaign Evaluation Tool (ACET) Baseline online survey, to assess pre-campaign awareness of the subject matter, including: a) Aided and unaided awareness of general Government of Canada advertising, along with advertising related to the CAI campaign topic; and b) Aided and unaided awareness of the subject matter, and*

- 2) *The Post-Campaign Evaluation used the standardized ACET Post-Campaign online survey, which assessed: a) Aided and unaided awareness of general Government of Canada advertising, along with advertising related to the CAI campaign topic; b) Aided and unaided awareness of the subject matter; c) The message recall; and d) Intention to act.*

Target Population

As specified in the Statement of Work (SOW), the target audience for the research includes members of the general population of Canada 18 years of age or older, who live in one of four provinces: Manitoba, Saskatchewan, Ontario, and New Brunswick.

A pre-advertising campaign survey was implemented in February 2019. A post-advertising campaign survey was implemented in May 2019. Detailed quotas are discussed in the sampling section below.

Research Usage

In order to promote prospects of a successful ad campaign, concept testing research was required to evaluate the relative effectiveness of concepts with members of the target audience, verify that the concepts drew the attention of specific populations, and recommend possible modifications to the concepts that would increase effectiveness going forward. Pre- and post-advertising campaign evaluations sought to demonstrate the effectiveness of the selected advertising campaign by measuring (and comparing) awareness of the subject matter with the audiences.

As suggested above, advertising campaign evaluation of the nature catalogued in this report is mandatory for all advertising campaigns in which media buys exceed \$1 million. The pre-and post-campaign ACET surveys are used for all major Government of Canada advertising campaigns in order to consistently evaluate these campaigns, and comply with key requirements in the Government of Canada Communications Policy.

Expenditure

The survey entailed the expenditure of \$38,782.73, including tax.

Consent

Corporate Research Associates offers this written consent allowing the Librarian and Archivist of Canada to post, in both official languages, this Methodological Report.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Corporate Research Associates 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.



Peter MacIntosh
Executive Vice-President
Corporate Research Associates
pmacintosh@cra.ca
902-493-3832

STUDY METHODOLOGY

This evaluation utilized the Government of Canada's Advertising Campaign Evaluation Tool (ACET) and was administered to a sample of Canadian adults 18 years of age or older in Saskatchewan, Manitoba, Ontario, and New Brunswick. The online-based data collection regimen entailed a *pre-campaign or baseline* campaign data collection wave, as well as a *post-advertising* campaign. This approach permits a comparison of awareness and opinions over time as compared to other Government of Canada commissioned advertising campaigns.

Questionnaire Design

The questions utilized in this study were based on the Government of Canada's standard Advertising Campaign Evaluation Tool (ACET) questionnaire. As required by Government of Canada standards, English and French pre-test surveys were collected. As well, a line of questioning was included at the end of the survey in which respondents were asked if they encountered any questions or survey wording that was difficult to understand. No pre-test respondents expressed difficulty in understanding any of the survey questions. As a result, no pre-test respondent was asked to identify which question or questions were problematic from a comprehension perspective.

Sampling

The current baseline and post-campaign survey approaches were designed to be administered to an online general public panel sample of approximately 1,100 adults 18 years of age or older in Manitoba, Saskatchewan, Ontario, and New Brunswick. Quotas were established for the provincial level as follows: Manitoba (a minimum of 200 respondents, with a mix of urban and rural), Saskatchewan (a minimum of 200 respondents, with a mix of urban and rural), Ontario (a minimum of 200 respondents, with a mix of urban and rural), and New Brunswick (a minimum of 200 respondents, with a mix of urban and rural). Additional quota targets were set as well for particular populations including 100 for Indigenous/First Nations citizens, and 100 for French mother tongue citizens. Specifically, to ensure robust samples that approximate the true population parameters for adults 18 or older (18–34, 35–54, and 55+), gender (male/female), and province (Manitoba, Saskatchewan, Ontario, and New Brunswick), quotas were implemented. Age and gender quotas were implemented *within each province*, and statistical weighting of the survey data was implemented to adjust for the small differences between the target data collection quotas, on the one hand, and the actual distribution of survey completions, on the other hand (mother tongue was included in this statistical weighting regimen, as discussed below in the Data Collection section of this Methodological Report).

Contact Records Source

Corporate Research Associates utilized the services of The Logit Group for this research. The Logit Group's online general population panel is comprised of over 600,000 Canadian residents

nationally, with sound representation across regions. Logit Group panelists are recruited from a large number of sources to maximize reach and representation.

The recruitment policies of The Logit Group's partners (SSI, Toluna, Asking Canadians, and Dynata [formerly Research Now]) are broad in scope. Survey data quality rests on many different factors, including sourcing of panelists who are vetted, using ongoing quality checks such as eliminating panelists who are no longer active, and so forth. The following are panel member sources for Logit Group studies:

- *Email invitations: pre-authorized to opt in lists from associations and groups*
- *Social Media: advertising and social groups on leading social media platforms*
- *Media Platforms: advertising on online media platforms both niche and mainstream*
- *Use of major recruiting brands*
- *Loyalty programs*
- *Targeted audiences*
- *Web and social networking sites*
- *Targeted emails by The Logit Group's online partners to their members or subscribers*
- *Referral programs*

The Logit Group has established a variety of quality assurance processes to proactively identify invalid respondents. For example, the company has incorporated methods to quickly identify and flag straight-lining speedsters (i.e., respondents who give the same responses to all questions as a means of quickly finishing the survey), thereby monitoring whether panelists are able to provide thoughtful and accurate responses to survey queries.

Panel members are monitored against Statistics Canada data to gauge statistical representation. Annual profile refreshing campaigns are conducted to incentivize panelists to remain active; these can also contain new questions in order to target specific niche audiences more precisely. Panelists' participation is rewarded with their choice of HBC Rewards bonus points, Aeroplan Miles or Petro Points, as well as various prizes.

The sampling procedure reflected a computerized randomization of online panel members, with exclusions from the randomization process being based upon, for example, whether a panelist had received his/her monthly maximum number of survey invitations.

Survey Administration

Survey Programming and Testing

The baseline and post-wave online surveys were programmed by Corporate Research Associates in both English and French, using Voxco Acuity programming. Respondents were formally invited to the survey in the official language of their choice. As well, at any point when completing the questionnaire, respondents had the option to change the questionnaire language to the other official language. Assistance in completing the survey was available from bilingual Corporate Research Associates staff, as required. Respondents were able to verify the legitimacy of the survey via representatives from Corporate Research Associates or the Canada Revenue Agency.

The programmed survey was tested to ensure question order and skip patterns were properly implemented. Testing included Corporate Research Associates researchers receiving the invitation via email just as a respondent would, to ensure accuracy of delivery, text, links, and so on. Canada Revenue Agency staff were also provided with the pre-test link. In addition, a post-campaign wave pre-test was conducted among respondents.

A total of 43 English and 10 French pre-tests were completed for the baseline wave administration of the ACET. A total of 145 English and 11 French pre-tests were completed for the post-campaign wave administration of the ACET. In each instance, these pre-test survey completions were conducted via a survey “soft launch” whereby a small number of panel respondents were invited to participate in the survey. The pre-testing of the survey allowed the collected data to be reviewed to ensure accuracy and to identify any programming aspects that should be modified. Pre-test respondents were asked if they had any difficulty understanding any aspect of the survey. No one replied in the affirmative. No substantive data quality issues arose as a result of the pre-test, and thus the pre-test data was maintained in the final data sets.

Data Collection

Unlike telephone surveys which typically occur with new respondents being contacted throughout the specified data collection time period, in online surveys of the type implemented in the present case, the preponderance of respondents are notified within a short period, for example, at the end of the advertising campaign being assessed. Reminder notices were forwarded to these sampled respondents until such time as the target number of survey completions had been achieved. This data collection approach offers a timing advantage in contacting respondents shortly after the campaign has ended.

As noted, this study consisted of two data collection phases, a pre-advertising campaign (baseline) wave, and a post-advertising campaign wave. The pre-advertising campaign wave was administered February 14-25, 2019, while the post-advertising campaign wave was administered May 6-12, 2019. The survey invitation as well as a reminder invitation were sent to panel members during the data collection periods (i.e., 12 days for the baseline wave, and seven days for the post-campaign wave).

Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met. Corporate Research Associates provided regular reports (verbal and written) to CRA representatives regarding progress, as requested or pre-determined. Given that single use unique survey links were distributed to prospective respondents, no individual was able to complete the survey questionnaire more than once.

A total of 1,146 pre-campaign wave or baseline surveys were collected, while a total of 1,133 post-wave surveys were collected. However, a total of 1,112 baseline surveys and 1,120 post-wave surveys were ultimately used in the final data sets. It is important to note that for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission. Such was indeed the case in the present instance, as Corporate Research Associates' initial quota targets in each wave exceeded the overall final requirement of 1,100 questionnaires. Thus, given the unavoidable possibility of having to remove surveys, post collection, Corporate Research Associates as a precautionary measure collected more than the initially targeted number of surveys per wave. Reasons for removing surveys ultimately included respondent "speedsters" who were deemed to have moved too quickly through the questionnaire, as well as consistently non-intelligible verbatim responses.

The pre-campaign survey required a mean average of approximately five minutes for respondents to complete, while the post-campaign survey required a mean average of approximately seven minutes for respondents to complete. The post-campaign survey aided respondents with a recording of a campaign advertisement, and accompanying questions added to the survey length. A non-probability sample approach was implemented given that each study was designed to be conducted among online Canadian general public panelists. All such panels are inherently non-probability in nature, given that panelists self-select to become members of such panels, and not all adult Canadians belong to such a panel.

Data Tabulation: There were a total of 72 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Province (4: Saskatchewan, Manitoba, Ontario, and New Brunswick – based on survey Question e); Age group (3: 18–34, 35–54, and 55+ - based on survey Questions c/d); Gender (2: Male, Female – based on survey Question b); and Mother Tongue (3: English, French, Other – based on survey Question D7).

The 72 overlapping or interlocking statistical weighting cells thus were derived from Province (4) x Age (3) x Gender (2) x Mother Tongue (3) dimensions = 72 unique statistical weighting cells.

Population data for the 72 statistical weighting cells were obtained from the most recent (2016) Census of Canada, and can be found here:

<https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dt-td/Rp-eng.cfm?LANG=E&APATH=3&DETAIL=0&DIM=0&FL=A&FREE=0&GC=0&GID=0&GK=0&GRP=1&PID=109671&PRID=10&PTYPE=109445&S=0&SHOWALL=0&SUB=0&Temporal=2016&THEME=118&VID=0&VNAMEE=&VNAMEF=>

With such a large number of weighting cells, it was necessary to combine specific cells due to the fact that sample sizes for specific cells were small or empty, and therefore would have led to quite large weights if left separate. Combining weighting cells is a common approach in such instances, and it explains why the final weighted data distribution differs slightly from the actual population distribution, along certain dimensions. Nonetheless, it is suggested that the quantitative impact of implementing this approach was very modest, thereby recommending the specific statistical weighting approach as helpful. It should also be noted that a small number of individuals were not able to be placed into one of the 72 weighting cells due to the fact that they did not answer one or more of the weighting questions (some survey questions were optional). For tabulation purposes, these individuals were given a weight value of 1.0.

The table below for the baseline wave displays the actual distribution in terms of region, gender, mother tongue, and age as catalogued in the 2016 Statistics Canada Census, the quotas established for region, gender, and age, as well as the actual survey distribution by region, gender, mother tongue, and age. Please note, such quotas were not implemented for mother tongue; however, during the data collection phase of the project the distribution of surveys collected along this demographic dimension was observed, to ensure that a meaningful distribution of surveys for the relevant categories was indeed captured. The table presents data as the weighted and unweighted number as well as percentage of surveys collected, for relevant demographic dimensions.

Pre-Campaign 'Baseline' Survey							
<i>(Percentages may not sum exactly to 100%, owing to rounding)</i>							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
New Brunswick	4.6%	205	18.2%	202	18.2%	51	4.6%
Ontario	81.6%	510	45.3%	507	45.6%	902	81.2%
Manitoba	7.4%	205	18.2%	201	18.1%	84	7.6%
Saskatchewan	6.4%	205	18.2%	202	18.2%	74	6.7%
Gender¹							
Male	48.4%	546	48.5%	518	46.9%	531	48.1%

Female	51.6%	579	51.5%	587	53.1%	574	51.9%
Mother Tongue							
English	65.8%	<i>Not applicable</i>	<i>Not applicable</i>	976	81.3%	887	70.0%
French	5.1%	<i>Not applicable</i>	<i>Not applicable</i>	112	9.3%	128	10.1%
Other	29.1%	<i>Not applicable</i>	<i>Not applicable</i>	113	9.4%	253	20.0%
Age (Quotas)							
18-34	27.8%	322	28.6%	288	25.9%	311	27.9%
35-54	34.5%	381	33.8%	390	35.1%	386	34.7%
55+	37.6%	422	37.6%	434	39.0%	416	37.4%

¹ Seven respondents identified as gender diverse and were not presented in the table.

Participation Rate: The rate below was derived using the formula recommended by the Public Opinion Research Directorate of the Government of Canada:

Pre-Campaign Survey

Total email addresses used: 14,692

Invalid cases

Invitations mistakenly sent to people who did not qualify for the study: 251
 Incomplete or missing email addresses: 0

Unresolved (U)

Email invitations bounce back: 0
 Email invitations unanswered: 12,577

In-scope non-responding units (IS)

Non-response from eligible respondents: 0
 Respondent refusals: 0
 Language problem: 0
 Selected respondent not available (illness; leave of absence; vacation; other): 0
 Early break-offs: 208

Responding units (R)

Completed surveys disqualified – quota filled: 510
 Completed surveys disqualified for other reasons: 34
 Completed surveys: 1,112

$$\text{Baseline Campaign Participation Rate} = R/(U + IS + R) = 1,656/(12,577 + 208 + 1,656) = 11\%$$

The table below for the post-campaign wave survey displays the actual distribution in terms of region, gender, mother tongue, and age as catalogued in the 2016 Statistics Canada Census, the quotas established for region, gender, and age, as well as the actual survey distribution by region, gender, mother tongue, and age. Please note, such quotas were not implemented for mother tongue; however, during the data collection phase of the project the distribution of surveys collected along this demographic dimension was observed, to ensure that a meaningful distribution of surveys for the relevant categories was indeed captured. The table presents data as the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions.

Post-Campaign Survey							
<i>(Percentages may not sum exactly to 100%, owing to rounding)</i>							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
New Brunswick	4.6%	205	18.2%	204	18.2%	53	4.7%
Ontario	81.6%	510	45.3%	509	45.5%	912	81.5%
Manitoba	7.4%	205	18.2%	203	18.1%	84	7.5%
Saskatchewan	6.4%	205	18.2%	204	18.2%	71	6.3%
Gender¹							
Male	48.4%	546	48.5%	537	48.1%	540	48.4%
Female	51.6%	579	51.5%	579	51.9%	576	51.4%
Mother Tongue							
English	65.8%	<i>Not applicable</i>	<i>Not applicable</i>	912	81.4%	737	65.8%
French	5.1%	<i>Not applicable</i>	<i>Not applicable</i>	68	6.1%	96	8.6%
Other	29.1%	<i>Not applicable</i>	<i>Not applicable</i>	140	12.5%	287	25.6%
Age (Quotas)							
18-34	27.8%	322	28.6%	316	28.2%	315	28.1%
35-54	34.5%	381	33.8%	381	34.0%	386	34.5%
55+	37.6%	422	37.6%	423	37.8%	420	37.5%

¹ Four respondents identified as gender diverse and are not presented in the table.

Participation Rate: The rate below was derived using the formula recommended by the Public Opinion Research Directorate of the Government of Canada:

Post-Campaign Survey

<u>Total email addresses used:</u>	14,471
<u>Invalid cases</u>	
Invitations mistakenly sent to people who did not qualify for the study:	293
Incomplete or missing email addresses:	0
<u>Unresolved (U)</u>	
Email invitations bounce back:	0
Email invitations unanswered:	12,217
<u>In-scope non-responding units (IS)</u>	
Non-response from eligible respondents:	0
Respondent refusals:	0
Language problem:	0
Selected respondent not available (illness; leave of absence; vacation; other):	0
Early break-offs:	428
<u>Responding units (R)</u>	
Completed surveys disqualified – quota filled:	400
Completed surveys disqualified for other reasons:	13
Completed surveys:	1,120

$$\text{Post-Campaign Participation Rate} = R / (U + IS + R) = 1,533 / (12,217 + 428 + 1,533) = 11\%$$

Reminders were distributed to potential respondents who were invited to complete a survey, but who chose not to do so upon being initially invited.

Given that the online methodology utilized a non-probability sample, a margin of error cannot be applied to the results as per the Standards for the Conduct of Government of Canada Public Opinion Research for Online Surveys.

Non-Response Bias Analysis

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable. Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus is it possible that the results obtained from this group of respondents is not reflective of the population as a whole.

In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error, and processing error.

No measurement of sampling error can be attributed to the current study, given that the contact records utilized in the data collection process were derived from an online panel of the general public, which is to say, a non-probability sample source. Having stated that, measures were taken in the implementation of the data collection to ensure sufficient completed surveys were obtained from demographic groups traditionally regarded as central in quantitative survey research, such as gender, age, region/province, and mother tongue. The final data set for each survey wave was statistically weighted to closely match the distribution of these dimensions as estimated in the 2016 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians 18 and older in these four provinces along these demographic dimensions.

With respect to non-sampling error, a number of steps were taken to minimize bias due to these sources. All surveys utilized online interviewing technology to ensure proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. In terms of coverage, the surveys were conducted with an online panel of the Canadian general public 18 years of age or older, based on a randomized sampling of panel records for the target provinces drawn from a commercially available online general public panel.

Appendix A: Pre-Campaign Questionnaire

ADVERTISING CAMPAIGN EVALUATION TOOL BASELINE SURVEY

To be conducted before the ads are run in the media.

INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

The survey is being conducted by Corporate Research Associates. Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete. This survey is being administered according to the requirements of the Privacy Act, the Access to Information Act, and any other relevant legislation.

[START SURVEY](#)

[Click here](#) if you wish to verify the authenticity of this survey. To view our privacy policy, [click here](#).

If you require any technical assistance, please contact XXX.

a) 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
- the federal or provincial government
- none of these organizations

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

b) Are you...

- Male gender
- Female gender
- Gender diverse

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2001

IF > 2001, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

d) 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. e. In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

f. Are you part of an Indigenous group, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non-Status Indians.

- Yes
- No

CORE QUESTIONS**ASK ALL RESPONDENTS****Q1:**

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes
- no

=> GO TO T1A

Q2:

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

SELECT ALL THAT APPLY

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify _____

Q3:

What do you remember about this ad?

Q4:

How did you know that it was an ad from the Government of Canada?

CAMPAIGN SPECIFIC QUESTIONS**ASK ALL RESPONDENTS****T1A:**

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about payments that individuals may be eligible to receive with respect to the federal carbon pricing system?

- Yes
 No

=> GO TO T1D**T1B:**

Where have you seen, read or heard this advertising about payments that individuals may be eligible to receive with respect to the federal carbon pricing system?

SELECT ALL THAT APPLY

- cinema
 Facebook
 Internet website
 magazines
 newspaper (daily)
 newspaper (weekly or community)
 outdoor billboards
 pamphlet or brochure in the mail
 public transit (bus or subway)
 radio
 television
 Twitter
 YouTube
 Instagram
 LinkedIn
 Snapchat
 Spotify
 Other, specify _____

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1Da. Have you heard anything lately about the Climate Action Incentive payment?

1. Yes, I have heard about it and I am familiar with the details [ASK T1Db and T1Dc]
2. Yes, I have heard about it and I know some of the details [ASK T1Db and T1Dc]
3. Yes, I have heard about it but I don't know any of the details [SKIP TO T1Dc]
4. No, I haven't heard anything about it [SKIP TO DEMOGRAPHICS]
5. Not sure [SKIP TO T1E]

T1Db. What have you heard about the Climate Action Incentive payment? [open-end]

T1Dc. Where have you seen, read or heard about the Climate Action Incentive payment?

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify _____

T1E. Do you know if you are eligible to receive the Climate Action Incentive payment?

- Yes, I know if I am eligible to receive the Climate Action Incentive
- No, I do not know if I am eligible to receive the Climate Action Incentive
- Not sure

T1Fa. Do you know how you would claim the Climate Action Incentive payment?

- Yes [ASK T1Fb]
- No [SKIP TO T1G]
- Not sure [SKIP TO T1G]

T1Fb. How would you claim the Climate Action Incentive payment? [Open text]

T1G. Since hearing about the Climate Action Incentive payment, have you taken any of the following actions? [ACCEPT MULTIPLE RESPONSES]

- Wondered if I was eligible to receive the climate action incentive payment
- Talked to a friend/family member about the climate action incentive payment
- Talked to my financial planner/accountant about receiving the climate action incentive payment
- Looked online for more information
- Visited Canada.ca or the CRA website
- Called the 1-800 number to learn more
- Filed my income tax and benefit return to claim the climate action incentive payment
- Other (specify) _____
- I have not yet taken any action

DEMOGRAPHIC QUESTIONS**D1:**

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
 - working part-time (less than 30 hours per week)
 - self-employed
 - unemployed, but looking for work
 - a student attending school full-time
 - retired
 - not in the workforce (Full-time homemaker or unemployed but not looking for work)
 - other employment status
-

D2:

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

SELECT ONE ONLY

- grade 8 or less
 - some high school
 - high school diploma or equivalent
 - registered Apprenticeship or other trades certificate or diploma
 - college, CEGEP or other non-university certificate or diploma
 - university certificate or diploma below bachelor's level
 - bachelor's degree
 - postgraduate degree above bachelor's level
-

D3:

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

- yes
 - no
-

D4:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

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

D5:

Where were you born?

- born in Canada
- born outside Canada
 - ↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA**D6:**

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2019

D7:

What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
- French
- Other language, specify _____

D10:

What are the first three digits of your postal code?

PRE-TEST ONLY: TO BE REMOVED AFTER PRE-TEST [n = at least 10 in each official language]

Are there any questions in this survey that you found difficult to understand?

- Yes
- No

IF YES: Which questions did you find difficult to understand?

RECORD VERBATIM

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 answer this survey, it is greatly appreciated.

Appendix B: Post-Campaign Questionnaire

ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY

To be conducted after the ads have been run in the media.

INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

The survey is being conducted by Corporate Research Associates. Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete. This survey is being administered according to the requirements of the Privacy Act, the Access to Information Act, and any other relevant legislation.

[START SURVEY](#)

[Click here](#) if you wish to verify the authenticity of this survey. To view our privacy policy, [click here](#).

If you require any technical assistance, please contact XXX.

e) 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
- the federal or provincial government
- none of these organizations

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

f) Are you...

- Male gender
- Female gender
- Gender diverse

g) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1900-2001
IF > 2001, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK**

h) 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

In which province or territory do you live?

SELECT ONE ONLY

- Alberta [THANK AND TERMINATE]
- British Columbia [THANK AND TERMINATE]
- Manitoba New Brunswick
- Newfoundland and Labrador [THANK AND TERMINATE]
- Northwest Territories [THANK AND TERMINATE]
- Nova Scotia [THANK AND TERMINATE]
- Nunavut [THANK AND TERMINATE]
- Ontario
- Prince Edward Island [THANK AND TERMINATE]
- Quebec [THANK AND TERMINATE]
- Saskatchewan
- Yukon [THANK AND TERMINATE]

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

f. Are you part of an Indigenous group, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non-Status Indians.

- Yes
- No

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- yes
- no

=> GO TO T1A

Q2:

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

SELECT ALL THAT APPLY

- cinema
 - Facebook
 - Internet website
 - magazines
 - newspaper (daily)
 - newspaper (weekly or community)
 - outdoor billboards
 - pamphlet or brochure in the mail
 - public transit (bus or subway)
 - radio
 - television
 - Twitter
 - YouTube
 - Instagram
 - LinkedIn
 - Snapchat
 - Spotify
 - Other, specify _____
-

Q3:

What do you remember about this ad?

Q4:

How did you know that it was an ad from the Government of Canada?

CAMPAIGN SPECIFIC QUESTIONS**ASK ALL RESPONDENTS****T1A:**

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about payments that individuals may be eligible to receive with respect to the federal carbon pricing system?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about payments that individuals may be eligible to receive with respect to the federal carbon pricing system?

SELECT ALL THAT APPLY

- cinema
 - Facebook
 - Internet website
 - magazines
 - newspaper (daily)
 - newspaper (weekly or community)
 - outdoor billboards
 - pamphlet or brochure in the mail
 - public transit (bus or subway)
 - radio
 - television
 - Twitter
 - YouTube
 - Instagram
 - LinkedIn
 - Snapchat
 - Spotify
 - Other, specify _____
-

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D:

T1Da. Have you heard anything lately about the Climate Action Incentive payment?

6. Yes, I have heard about it and I am familiar with the details [ASK T1Db and T1Dc]
7. Yes, I have heard about it and I know some of the details [ASK T1Db and T1Dc]
8. Yes, I have heard about it but I don't know any of the details [SKIP TO T1Dc]
9. No, I haven't heard anything about it [SKIP TO T1H]
10. Not sure [SKIP TO T1E]

T1Db. What have you heard about the Climate Action Incentive payment? [open-end]

T1Dc. Where have you seen, read or heard about the Climate Action Incentive payment?

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify _____

T1E. Do you know if you are eligible to receive the Climate Action Incentive payment?

- Yes, I know if I am eligible to receive the Climate Action Incentive
- No, I do not know if I am eligible to receive the Climate Action Incentive
- Not sure

T1Fa. Do you know how you would claim the Climate Action Incentive payment?

- Yes **[ASK T1Fb]**
- No **[SKIP TO T1G]**
- Not sure **[SKIP TO T1G]**

T1Fb. How would you claim the Climate Action Incentive payment? [Open text]

T1G. Since hearing about the Climate Action Incentive payment, have you taken any of the following actions? *[ACCEPT MULTIPLE RESPONSES]*

- Wondered if I was eligible to receive the climate action incentive payment
- Talked to a friend/family member about the climate action incentive payment
- Talked to my financial planner/accountant about receiving the climate action incentive payment
- Looked online for more information
- Visited Canada.ca or the CRA website
- Called the 1-800 number to learn more
- Filed my income tax and benefit return to claim the climate action incentive payment
- Other (specify) _____
- I have not yet taken any action

Here are some ads that have recently been broadcast on various media.

[INSERT PRINT, RADIO AND FACEBOOK ADS]

INSTRUCTIONS:

SHOW PRINT AD, RADIO AD AND DIGITAL ADS [RANDOMIZE ORDER]

T1H:

Over the past two months, have you seen, read or heard any of these ads?

- yes
- no

=> GO TO T1J

ASK T1I IF T1J=YES**T1I:**

Where have you seen, read or heard any of these ads?

SELECT ALL THAT APPLY

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify _____

T1J:

What do you think is the main point are trying to get across?

T1K:

Please indicate your level of agreement with the following statements about?

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that I have to file my taxes to claim the Climate Action Incentive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHIC QUESTIONS**D1:**

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
 - working part-time (less than 30 hours per week)
 - self-employed
 - unemployed, but looking for work
 - a student attending school full-time
 - retired
 - not in the workforce (Full-time homemaker or unemployed but not looking for work)
 - other employment status
-

D2:

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

SELECT ONE ONLY

- grade 8 or less
 - some high school
 - high school diploma or equivalent
 - registered Apprenticeship or other trades certificate or diploma
 - college, CEGEP or other non-university certificate or diploma
 - university certificate or diploma below bachelor's level
 - bachelor's degree
 - postgraduate degree above bachelor's level
-

D3:

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

- yes
 - no
-

D4:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

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

D5:

Where were you born?

- born in Canada
- born outside Canada
 - ↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA**D6:**

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2019

D7:

What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
- French
- Other language, specify _____

D10:

What are the first three digits of your postal code?

PRE-TEST ONLY: TO BE REMOVED AFTER PRE-TEST [n = at least 10 in each official language]

Are there any questions in this survey that you found difficult to understand?

- Yes
- No

IF YES: Which questions did you find difficult to understand?

RECORD VERBATIM

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 answer this survey, it is greatly appreciated.
