2020-2021 CRA Scams Campaign – ACET Methodological Report

Prepared for the Canada Revenue Agency

Submitted by Narrative Research
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Ce rapport est aussi disponible en français.

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Prepared for Canada Revenue Agency
Supplier Name: Narrative Research Inc.
April 2021

This report presents the methodological details for the pre-campaign and post-campaign waves of the 2020-2021 CRA Scams Campaign study conducted by Narrative Research Inc. on behalf of the Canada Revenue Agency (CRA). The pre-wave surveys were conducted with 2,101 respondents from the Canadian general public aged 18 years and older, between November 6 and 14, 2020, while the post-wave surveys were conducted with 2,006 respondents from the Canadian general public aged 18 years and older, between March 23 and 30, 2021.

Ce rapport est aussi disponible en français sous le titre: **Campagne 2020-2021 de l'Agence sur les arnaques – OECP Rapport méthodologique.**

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Executive Summary

Narrative Research Inc.
Contract Number: 46558-214941/001/CY
POR Registration Number: 051-20
Contract Award Date: October 23, 2020
Contracted Cost: $49,586.40

Background

Scams involving the Government of Canada name have been prevalent in recent years, and with the introduction of emergency programs to help Canadians through the pandemic, there has been a surge of COVID-related scams.[1]

Since 2017, the Canada Revenue Agency (CRA) has conducted small advertising campaigns annually around tax filing season and Fraud Prevention Month in March to help increase awareness on scams involving the CRA name. There has generally been an increase in fraud activity around tax filing time and Canadians may be searching for information on how to identify fraudulent messages during this time.

Despite the initiatives the CRA has taken to distribute scam warnings to the public, daily reports in the media and conversations on social media about fraudsters posing as Government of Canada officials persist. Moreover, these scams continue to evolve, as can be seen with the advent of COVID-related fraud.

To continue to raise awareness of scams involving the Government of Canada name and with the collaboration of other departments, the CRA is leading a sustained multimedia scams campaign over two years. The campaign launched in Fall 2020 and a pre-wave advertising recall survey was conducted prior to the launch of the campaign. A post-wave survey was conducted in March 2021.

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

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[1] Canadian Anti-Fraud Center, Fraud Statistics, website https://www.antifraudcentre-centreantifraude.ca/index-eng.htm

Research Objectives

The purpose of the quantitative research was 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. *Pre-Campaign evaluation to assess pre-campaign awareness of the subject matter, including:*
   a. *Aided and unaided awareness of general Government of Canada (GoC) advertising, along with advertising related to the campaign topic;*
   b. *Aided and unaided awareness of the subject matter.*
2. *Post-campaign evaluation to evaluate:*
   a. *The aided and unaided awareness of the CRA advertisements and general GoC advertising;*
   b. *The message recall;*
   c. *Whether the advertisements were: attention catching, relevant, difficult to follow, about an important topic, provide new information;*
   d. *Aided and unaided awareness of the subject matter; and*
   e. *Intention to act.*

Target Population

As specified in the Statement of Work (SOW), the target audience of the 2020-2021 CRA Scams Campaign is Canadians 18 years of age or older. The project also set quotas for specific groups: newcomers to Canada, seniors (age 60+), and youth (age 18-34). Data for both the pre- and post-wave surveys was gathered from a general public panel modelling key demographics of Canadians in various age segments (18-34, 35-59, and 60 years or older). The pre-campaign wave online survey of the Canadian general public aged 18+ years of age was undertaken from November 6 to 14, 2020. It required an average of approximately four minutes to administer for both the French and English versions. There was a total of 2,101 useable surveys completed in the pre-wave.

The post-campaign wave online survey of the Canadian general public aged 18+ years of age was undertaken from March 23 to 30, 2021. It required an average of approximately seven minutes to administer for both the French and English versions. There was a total of 2,006 useable surveys completed in the post-wave. The email contact records for this research were drawn from panelists administered by The Logit Group of Toronto, Ontario. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population.

Research Usage

As stated in the project's Statement of Work and related communications, this pre-campaign wave research activity sought to measure recall and reaction prior to the initiation of the 2020-21 CRA Scams Campaign media placement. Campaign placements would be on television and online (banner and video ads, social media, search engines) following the pre-wave. The findings from this study are to be used by the CRA to assess the recall of the media campaign, the efficiency of the media placement, and the effectiveness of the campaign. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population.

Expenditure

The project expenditure was $49,584.40, including HST, for the pre- and post-wave surveys.

Consent

Narrative Research 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 Narrative 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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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 old and older. The online-based data collection regimen entailed pre- and post-advertising campaign data collection. The data collection was conducted in two waves, with the pre-campaign wave being conducted between November 6 and 14, 2020, before CRA's most recent ad campaign ran in the media, and the post-wave campaign wave being conducted between March 23 and 30, 2021. 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 questionnaire. The primary difference between the online ACET survey questionnaire and the previously utilized telephone ACET survey questionnaire, was that in the online approach implemented in the present study, the survey respondents are aided in their ad recall by way of being shown on-screen advertisements from the recent CRA advertising campaign. No ads were displayed in the pre-campaign wave as the pre-advertising survey was aimed at assessing recall and opinions prior to the new 2020-21 advertising campaign. In the post-campaign wave the respondents were shown three ads – two video ads and one online ad (GIF) from the campaign, and were subsequently asked a series of questions about the advertisements. This aiding of respondents by showing ads drawn from the advertising campaign is a process that is possible with an online survey methodology. Narrative Research ensured that respondents were able to complete the survey on various platforms including computers, tablets or smartphones.

As required by Government of Canada standards, English and French pre-test surveys were collected in both pre- and post-waves. As well, a line of questioning was included at the end of the pre-test surveys 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 in either wave. As a result, no pre-test respondent was asked to identify which question or questions were problematic from a comprehension perspective.

Sampling

The survey approach utilized in both waves was designed to be administered to an online general public panel sample of approximately 2,000 Canadian adults aged 18 or older. Narrative Research ensured that the surveys collected closely reflected the actual, true Canadian general population in terms of gender and age group (broken into 18-34, 35-59, and age 60+), and by region, as required by the project's Statement of Work. Attention was also given to whether respondents were immigrants to Canada, in order to survey at least 100 recent immigrants (operationalized as those who came to Canada less than five years ago).

Specifically, to ensure robust samples that approximate the true population parameters for age (18-34, 35-59, 60+), gender (male/female), and region (Atlantic, Quebec, Ontario, Prairies, British Columbia/ North), quotas were implemented in both pre- and post-wave data collection. Age and gender quotas were implemented *per region*, 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. (Immigration status also was included in this statistical weighting regimen, as discussed below in the Data Collection section of this Methodological Report).

Contact Records Source

Narrative Research 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 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 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.

Survey Administration

Survey Programming and Testing

For both the pre- and post-advertising campaign data collection waves, the online surveys were programmed by Narrative Research in both English and French, using Voxco Acuity programming software. 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 Narrative Research staff, as required. Respondents were able to verify the legitimacy of the survey via representatives from Narrative Research, or via the survey registration system made available by the Canadian Research Insights Council (CRIC), Canada's national research agency for this sector. The programmed surveys were tested to ensure that question order and skip patterns were properly implemented. Testing included Narrative Research researchers ensuring the accuracy of the survey delivery, text, links, and so on. CRA staff were also provided with the pre-test link for both pre- and post-wave surveys.

A total of 59 English and 19 French pre-tests were completed in November 2020 for the pre-wave baseline survey. Meanwhile, a total of 81 English and 14 French pre-tests were completed in March 2021 for the post-wave survey. In both waves, 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 surveys 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 surveys. No one replied in the affirmative in either wave. Thus, in both pre- and post-wave surveys, no substantive data quality issues arose as a result of the pre-tests, and thus the pre-test data was maintained in the final data sets for both waves.

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 this research, the preponderance of respondents are notified within a short period, that is, before the advertising campaign for the pre-wave, and after the campaign for the post-wave survey.

This study consisted of a pre-campaign wave administered between November 6 and 14, 2020, followed by a post-campaign wave that was administered between March 23 and 30, 2021. The survey invitations as well as reminder invitations were sent to panel members during the data collection period. Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met. Narrative Research provided regular reports to CRA representatives regarding progress, as requested or pre-determined. No individual was able to complete the survey questionnaire more than once.

A total of 2,152 surveys were submitted by respondents, and 2,101 were ultimately used in the final data set in the pre-wave baseline survey. Meanwhile, a total of 2,035 surveys were submitted by respondents, and 2,006 were ultimately used in the final data set in the post-wave survey. 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 both the waves, as Narrative Research's initial quota targets in each wave exceeded the overall final requirement of 2,000 questionnaires. Thus, given the unavoidable possibility of having to remove surveys, post collection, Narrative Research 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, consistently non-intelligible verbatim responses, as well as duplicate IDs. Thus overall, a small number (n=51) were removed in the pre-wave, as well as in the post-wave (n= 29).

The surveys in the pre-campaign wave required a mean average of approximately four minutes for respondents to complete, while the post-campaign surveys required a mean average of seven minutes to complete. A non-probability sample approach was implemented given that the 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. The tables below for the post-campaign survey display regional, gender, immigration, and age data in terms of the actual distribution of adult Canadians aged 18 and older, as catalogued in the 2016 Statistics Canada Census.

As well, approximate regional, gender, and age quota targets per wave are detailed (both in terms of the actual *number* of surveys completed, and the *percentage* of all surveys completed). (Please note that for immigration status, a quota was implemented only for *recent immigrants*). The tables on the pages below present data with the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions for each wave.

Data Tabulation: For both waves, there were a total of 30 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (5: Atlantic, Quebec, Ontario, Prairies, and British Columbia/North); Age group (3: 18–34, 35–59, 60+); Gender (2: Male, Female). The 30 overlapping or interlocking statistical weighting cells thus were derived from Region (5) x Age (3) x Gender (2) dimensions = 30 unique statistical weighting cells. Participants were subsequently weighted based on whether they were not immigrants, immigrants who had been in Canada five years or more, or recent immigrants (less than 5 years). Population data for the 30 statistical weighting cells and immigration weights were obtained from the most recent (2016) Census of Canada, and can be found here:

- http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dt-td/Rp-eng.cfm?TABID=2&LANG=E&A=R&APATH=3&DETAIL=0&DIM=0&FL=V&FREE=0&GC=01&GL=-1&GID=1235625&GK=1&GRP=1&O=D&PID=109671&PRID=0&PTYPE=109445&S=0&SHOWALL=0&SUB=0&Temporal=2016&THEME=118&VID=0&VNAMEE=&VNAMEF=&D1=0&D2=0&D3=0&D4=0&D5=0&D6=0

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 30 weighting cells due to the fact that they identified as gender diverse. For tabulation purposes, these individuals were given a weight value of 1.0.

Pre-Campaign Wave (November 2020)

(Percentages may not sum exactly to 100%, owing to rounding)

Region	2016 Census	Quota Targets - Surveys (n=)	Quota Targets - Surveys (%)	Surveys Completed (Unweighted) (n=)	Surveys Completed (Unweighted) (%)	Surveys Completed (Weighted) (n=)	Surveys Completed (Weighted) (%)
Atlantic	6.8%	200	10.0%	203	9.7%	150	7.1%
Quebec	23.4%	500	25.0%	501	23.8%	489	23.3%
Ontario	38.3%	700	35.0%	737	35.1%	808	38.5%
Prairies	17.7%	350	17.5%	397	18.9%	362	17.2%
British Columbia / North	13.8%	250	12.5%	263	12.5%	293	13.9%
Gender[1]	2016 Census	Quota Targets - Surveys (n=)	Quota Targets - Surveys (%)	Surveys Completed (Unweighted) (n=)	Surveys Completed (Unweighted) (%)	Surveys Completed (Weighted) (n=)	Surveys Completed (Weighted) (%)
Male	48.6%	971	48.6%	992	47.2%	1,019	48.5%
Female	51.4%	1,029	51.5%	1,098	52.3%	1,071	51.0%

Immigrant Status[2, 3]	2016 Census	Quota Targets - Surveys (n=)	Quota Targets - Surveys (%)	Surveys Completed (Unweighted) (n=)	Surveys Completed (Unweighted) (%)	Surveys Completed (Weighted) (n=)	Surveys Completed (Weighted) (%)
Not an immigrant	76.6%	*Not applicable*	*Not applicable*	1,486	70.7%	1,608	76.5%
Immigrant, 5 years or more	19.8%	*Not applicable*	*Not applicable*	396	18.8%	393	18.7%
Recent immigrant (less than 5 years)	3.5%	100	5.0%	207	9.9%	88	4.2%
Age (Quotas)	2016 Census	Quota Targets - Surveys (n=)	Quota Targets - Surveys (%)	Surveys Completed (Unweighted) (n=)	Surveys Completed (Unweighted) (%)	Surveys Completed (Weighted) (n=)	Surveys Completed (Weighted) (%)
18-34	27.4%	543	27.2%	589	28.0%	554	26.4%
35-59	43.4%	869	43.5%	928	44.2%	900	42.8%
60+	29.3%	588	29.4%	584	27.8%	647	30.8%

[1] Eleven respondents identified as gender diverse and are not presented in the table.
[2] Twelve respondents did not provide immigration status and are not presented in the table.
[3] Census data used for immigration status was for Canadians of all ages, not just adult.

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: 22,136

Invalid cases
    Invitations mistakenly sent to people who did not qualify for the study: 883
    Incomplete or missing email addresses: 0

Unresolved (U)
    Email invitations bounce back: 0
    Email invitations unanswered: 16,701

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:	384

Responding units (R)

Completed surveys disqualified – quota filled:	2,016
Completed surveys disqualified for other reasons:	51
Completed surveys:	2,101

Pre-Campaign Wave Participation Rate = R/(U + IS + R) = **4,168/(16,701 + 384 + 4,168) = 19.6%**

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

Post-Campaign Wave (March 2021)

Percentages may not sum exactly to 100%, owing to rounding)

Region	2016 Census	Quota Targets - Surveys (n=)	Quota Targets - Surveys (%)	Surveys Completed (Unweighted) (n=)	Surveys Completed (Unweighted) (%)	Surveys Completed (Weighted) (n=)	Surveys Completed (Weighted) (%)
Atlantic	6.8%	200	10.0%	200	10.0%	136	6.8%
Quebec	23.4%	500	25.0%	500	24.9%	469	23.4%
Ontario	38.3%	700	35.0%	705	35.1%	767	38.2%
Prairies	17.7%	350	17.5%	350	17.4%	355	17.7%
British Columbia/ North	13.8%	250	12.5%	251	12.5%	279	13.9%
Gender[1]	2016 Census	Quota Targets - Surveys (n=)	Quota Targets - Surveys (%)	Surveys Completed (Unweighted) (n=)	Surveys Completed (Unweighted) (%)	Surveys Completed (Weighted) (n=)	Surveys Completed (Weighted) (%)
Male	48.6%	971	48.6%	964	48.1%	973	48.5%
Female	51.4%	1,029	51.4%	1,037	51.7%	1,028	51.2%

Immigrant Status[2, 3]	2016 Census	Quota Targets - Surveys (n=)	Quota Targets - Surveys (%)	Surveys Completed (Unweighted) (n=)	Surveys Completed (Unweighted) (%)	Surveys Completed (Weighted) (n=)	Surveys Completed (Weighted) (%)
Not an immigrant	76.6%	*Not applic-able*	*Not applicable*	1,517	75.6%	1,528	76.2%
Immigrant, 5 years or more	19.8%	*Not applic-able*	*Not applicable*	351	17.5%	395	19.7%
Recent immigrant (less than 5 years)	3.5%	100	5.0%	127	6.3%	72	3.6%
Age (Quotas)	2016 Census	Quota Targets - Surveys (n=)	Quota Targets - Surveys (%)	Surveys Completed (Unweighted) (n=)	Surveys Completed (Unweighted) (%)	Surveys Completed (Weighted) (n=)	Surveys Completed (Weighted) (%)
18-34	27.4%	543	27.2%	566	28.2%	538	26.8%
35-59	43.4%	869	43.5%	858	42.8%	866	43.2%
60+	29.3%	588	29.4%	582	29.0%	603	30.1%

[1] Five respondents identified as gender diverse and are not presented in the table.
[2] Eleven respondents did not provide immigration status and are not presented in the table.
[3] Census data used for immigration status was for Canadians of all ages, not just adult.

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

Total email addresses used: 19,652

Invalid cases
    Invitations mistakenly sent to people who did not qualify for the study: 751
    Incomplete or missing email addresses: 0

Unresolved (U)
    Email invitations bounce back: 0
    Email invitations unanswered: 15,011

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:	913

Responding units (R)

Completed surveys disqualified – quota filled:	897
Completed surveys disqualified for other reasons:	29
Completed surveys:	2,006

Post-Campaign Wave Participation Rate = R/(U + IS + R) = **2,932/(15,011 + 913 + 2,932) = 15.5%**

Reminders were distributed to potential respondents who were invited to complete a survey, but who chose not to do so. 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 necessarily arises from the fact that surveys are administered to only a subset of the targeted population, and thus is it possible that the survey 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 immigration status. 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 in general relatively small, given that the data collected already closely matched the actual distribution of adult Canadians 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 from each campaign 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 audience drawn from a commercially available online general public panel.

Appendix A: Study Questionnaires

<div style="text-align: center; color: blue;">

ADVERTISING CAMPAIGN EVALUATION TOOL
BASELINE SURVEY
</div>

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

<div style="background-color: navy; color: white; text-align: center;">INTRODUCTION</div>

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 <u>français</u> [SWITCH TO FRENCH VERSION].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete.

<div style="text-align: center;">

START SURVEY
</div>

<u>Click here</u> if you wish to verify the authenticity of this survey. To view our privacy policy, <u>click here</u>.

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 1900-2002
IF > 2002, 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 59
- ○ 60 to 64
- ○ 65 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE

e:
Where were you born?

- ○ born in Canada
- ○ born outside Canada
  ➡ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

f:
In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2020

g:
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

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 how to recognize scams?

○ Yes
○ No   **=> GO TO T1D**

T1B:
Where have you seen, read or heard this Government of Canada ad about how to recognize scams?

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: In the last six months, have you received a message or a call that you thought was a scam?
○ Yes
○ No
○ Unsure

ASK IF T1D=YES

T2D: Was it through:

SELECT ALL THAT APPLY

○ a phone call
○ a text message
○ an email

- o   a letter in the mail
- o   something else? **PLEASE SPECIFY**

T3D: Was the message/subject matter about:

- **SELECT ALL THAT APPLY**

  - o   taxes
  - o   social insurance number
  - o   bank accounts/finances
  - o   something else? **PLEASE SPECIFY**

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

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 _____

That concludes the survey. This survey was conducted on behalf of [INSERT DEPARTMENT/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.

<div align="center">

ADVERTISING CAMPAIGN EVALUATION TOOL
POST-CAMPAIGN SURVEY

</div>

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

<div align="center">

INTRODUCTION

</div>

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].**

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete.

<div align="center">

START SURVEY

</div>

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 1900-2003
IF > 2003, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK OR IF 2003

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 59
- ○ 60 to 64
- ○ 65 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE

e:
Where were you born?

- ○ born in Canada
- ○ born outside Canada
  - ➥ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

f:
In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2021

g:
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

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 how to recognize scams?
    ○ Yes
    ○ No   **=> GO TO T1D**

T1B:
Where have you seen, read or heard this ad about how to recognize scams?

     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: In the last six months, have you received a message or a call that you thought was a scam?
- ○ Yes
- ○ No
- ○ Unsure

ASK IF T1D=YES

T2D: Was it through:
     SELECT ALL THAT APPLY

- ○ a phone call
- ○ a text message
- ○ an email
- ○ a letter in the mail
- ○ something else? **PLEASE SPECIFY**

ASK IF T1D=YES

T3D: Was the message/subject matter about:
         SELECT ALL THAT APPLY

         o   taxes
         o   social insurance number
         o   bank accounts/finances
         o   something else? **PLEASE SPECIFY**

T4D: Have you ever been a victim of a scam?

         o   Yes
         o   No
         o   Prefer not to say

ASK IF T4D=YES

T5D: What was the nature of the scam?

         o   Prefer not to say

T1H:
Next are some ads that have recently been broadcast on various media. Click 'Next' to view each ad.
[INSERT VIDEO, PRINT AND RADIO ADS]

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard these ads?

         O   yes
         O   no   => GO TO T1J

T1I:
Where have you seen, read or heard these ads? **SELECT ALL THAT APPLY**

         O   cinema
         O   Facebook
         O   Internet website
         O   magazines
         O   newspaper (daily)
         O   newspaper (weekly or community)
         O   outdoor billboards
         O   pamphlet or brochure in the mail
         O   public transit (bus or subway)
         O   radio
         O   television
         O   Twitter
         O   YouTube
         O   Instagram

    ○   LinkedIn
    ○   Snapchat
    ○   Spotify
    ○   Other, specify _____

T1J:
What do you think is the __main__ point these ads are trying to get across?

T1K:
Please indicate your level of agreement with the following statements about these ads? **RANDOMIZE STATEMENTS**

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	○	○	○	○	○
These ads are relevant to me	○	○	○	○	○
These ads are difficult to follow	○	○	○	○	○
These ads do not favour one political party over another	○	○	○	○	○
These ads talk about an important topic	○	○	○	○	○
These ads provide new information	○	○	○	○	○
The ads clearly convey that you can trust your instinct to stop and think before you act	○	○	○	○	○

DEMOGRAPHIC QUESTIONS

D1:
Which of the following categories best describes your current employment status? Are you…

    SELECT ONE ONLY

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    ○   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?

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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?

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○   under $20,000

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○   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

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 _____

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.