



Canada Revenue
Agency

Agence du revenu
du Canada

2020-2021 CRA Benefits and Credits Campaign ACET Methodological Report

Prepared for the Canada Revenue Agency (CRA)

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Ce rapport est aussi disponible en français.

Canada 

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This public opinion research report presents the methodology of the CRA Benefits and Credits Campaign – Advertising Campaign Evaluation Tool (ACET) online survey conducted by Ipsos Public Affairs on behalf of the Canada Revenue Agency (CRA). The research study was conducted with a total sample of 4033 Canadians aged 18+: n=2000 in the pre-campaign wave between February 8th and 14th, 2021, and n=2033 in the post-campaign wave between May 7th and May 14th, 2021.

Cette publication est aussi disponible en français sous le titre : Évaluation de la campagne publicitaire des prestations et crédits de l'ARC de 2020/2021.

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101 Colonel By Drive
Ottawa, Ontario K1A 0K2
Canada

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2. Executive Summary

This public opinion research report presents the methodology of the CRA Benefits and Credits Campaign – Advertising Campaign Evaluation Tool (ACET) online survey conducted by Ipsos Public Affairs on behalf of the Canada Revenue Agency (CRA).

Background

The Canada Revenue Agency (CRA) administers taxes, benefits, and related programs for Canadians. There are a number of tax benefits, credits and programs that provide additional income or tax relief to individuals which can help make life more affordable. However, vulnerable populations such as low-income households, Indigenous peoples, newcomers to Canada, and youth face a number of barriers when doing their taxes and receiving their benefits and credits. These include a lack of awareness of programs, living in remote locations, language barriers, low financial literacy and/or mental or physical health issues.

The CRA is undertaking an advertising campaign to help increase awareness amongst vulnerable populations and working Canadians to ensure that they are aware of the benefits and credits that they are entitled to when they file their taxes. The benefits and credits advertising campaign will feature the Canada child benefit (CCB), the Canada workers benefit (CWB), the GST/HST credit, and the Canada Training Credit (CTC). This campaign will also highlight the programs that support home buyers, such as the Home Buyers' Plan (HBP), the Home buyers' amount, the GST/HST new housing rebate and the First-Time Home Buyer Incentive. The campaign will also increase awareness of the availability of free tax clinics to help individuals with modest incomes and simple tax situations do their taxes.

Ad Campaign Objectives

The main objectives of this campaign are to:

- Increase awareness of tax benefits and credits, and availability of the Community Volunteer Income Tax Program's (CVITP) free tax clinics among the target audiences
- Drive target audiences to the benefits and credits campaign web page on Canada.ca

Proposed Media tactics

- Television
- Social media
 - Twitter
 - LinkedIn
 - Snapchat
- Search Engine Marketing (SEM)
- Digital Out-of-Home: Convenience store, grocery stores, pharmacies, residential, street level & billboards
- Digital
 - Web banners
- Programmatic
 - YouTube videos & web banners

The campaign launch date was Monday February 15, 2021. The campaign ran until April 30, 2021. The research consisted of online surveys conducted in English and French, with the pre-campaign evaluation taking place between February 8th and 14th, 2021 and the post-campaign evaluation taking place between May 7th to 14th, 2021.

Ipsos was contracted to conduct the data collection and tabulation, and to provide a methodology report. Ipsos programmed, hosted and provided sample management services, while CRA provided the online questionnaires. Ipsos was responsible for data collection and data storage in Canada, data processing and data weighting. The data collection from Canadians was handled in accordance with government-wide Public Opinion Research procedures.

The total contract value of this research was \$49,699.79, including HST.

Research Objectives

The project includes data collection for pre- and post-campaign evaluations that will assist the CRA in determining the effectiveness of the advertising campaign by measuring awareness of the subject matter with the audiences. Advertising campaign evaluation is mandatory for all advertising campaigns in which media buys exceed \$1 million. The pre- and post-campaign ACETs are used for all major Government of Canada (GC) advertising campaigns in order to consistently evaluate these campaigns and comply with key requirements in the GC Communications Policy.

This research has two components:

1. **Pre-campaign Evaluation** using the standardized ACET Baseline online survey, to assess pre-campaign awareness of the subject matter, including:
 - Aided and unaided awareness of general GC advertising, along with advertising related to the campaign topic
 - Aided and unaided awareness of the subject matter
2. **Post-campaign Evaluation** using the standardized ACET Post-Campaign online survey, to assess:
 - The unaided and aided awareness of the CRA advertisements and general GC advertising
 - The message recalls
 - Whether the advertisements were:
 - Attention catching
 - Relevant
 - Difficult to follow
 - Favouring one political party over another
 - About an important topic
 - Provide new information
 - Aided and unaided awareness of the subject matter
 - Intention to act

In both the pre- and post-campaign survey, the identity of the CRA as the sponsor was not revealed at the outset of the questionnaire but was detailed at the conclusion.

Methodology

The research study was conducted with a total sample of 4033 Canadians aged 18+: n=2000 in the pre-campaign wave between February 8th and 14th, 2021, and n=2033 in the post-campaign wave between May 7th and May 14th, 2021.

The survey questionnaire was administered online via the usage of an online panel, therefore the survey results are not projectable to the overall Canadian populations and a margin of error cannot be provided.

Use of Findings

The findings from the research are being used to assist in evaluating the effectiveness of the campaign.

Expenditures

The contract amount for this project was \$49,699.79 (including HST).

POLITICAL NEUTRALITY STATEMENT

I hereby certify as Senior Officer of Ipsos 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 include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



Mike Colledge
President
Ipsos Public Affairs

3. Detailed Methodology

3.1 Online Sample

The research consisted of a quantitative methodology using an online non-probability panel and Computer Assisted Web Interviewing (CAWI).

The total sample of respondents reflects the Canadian adult (18+) population's demographic characteristics by age, gender and region, with sufficient quotas of:

Primary Target Audience:

- Vulnerable populations including:
 - o Indigenous peoples, First Nations populations on- and off- reserve
 - o Low-income individuals, with household income \$40K and under
 - o Parents with children under the age of 18

Secondary Target Audience

- Newcomers <5 years tenure in Canada
- Parents with children under the age of 6
- Youth (e.g. first-time filers) aged 18-24
- Canadians aged 25-65 (including workers and home buyers)

As required in all ACET studies, the surveys for the pre and post campaign evaluation were in the form of two separate GC templated questionnaires, one for each of the pre and post-campaign evaluations. The questionnaires were not altered in any way, including the wording, order and coding of questions. No questions were deleted. A few questions were added at the end of the survey, after the core questions had been asked.

Since the survey questionnaire was administered online via the usage of an online non-probability panel, the survey results are not projectable to the overall Canadian populations and a margin of error cannot be provided.

Completes by targeted subgroups for each campaign wave

The total sample size for the pre-campaign survey was n=2000 and post-campaign survey was n=2033. The data was weighted by age, gender, region. Within each of these general population samples, the CRA set quotas for priority groups as noted above. The following table outlines the completes obtained by target sub-population.

Priority subgroups	Pre-campaign wave # of completes (n=)	Post-campaign wave # of completes (n=)
Indigenous peoples	134	104
Low-income individuals (household income under 40K)	574	589
Parents of children <18 years old	628	510
Secondary groups	Pre-campaign wave	Post-campaign wave

	# of completes (n=)	# of completes (n=)
Newcomers <5 years*	50	52
Parents of children <6	336	252
Youth 18-24	170	208
Purchasing first home in the next 3 years	430	421
Interested in changing careers /get training or courses	858	800

Interviews were conducted in English and French, with respondents being able to complete the survey in either official language of their choice.

Respondents were invited to participate in the survey via email, with a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete it at a later time.

For the pre- and post-campaign surveys, pre-tests were conducted to confirm survey length before fully deploying the questionnaire and to determine if respondents understood the questions. For the post-campaign survey, a question was also added to ensure there were no technical issues when listening to the audio in the TV ad. No issues were flagged during the pre-tests that required revision to the original questionnaire.

3.2 Participant Recruitment

Sample Source

For this study, Ipsos partnered with a certified partner sample provider, Dynata, to obtain the required target samples. Dynata's panels are continually refreshed and recruited through various channels including 1) loyalty program sourcing across travel, entertainment and other sectors; 2) online banners, cable TV advertising, mailings, social media influencers, mobile app, etc.; 3) integrated channels including access to online communities, social media platforms, publishers and others (this last group has not opted into a panel) but each participant has a Dynata profile.

Dynata's panel includes members who have opted in and receive a form of incentive. Incentives are based on a point-based system cashed in for rewards (electronic gift certificates, high street vouchers, charity donations, and long-term loyalty rewards), as well as sweepstakes. The amount of incentives is based on the specific requirements of each survey, depending on the length and complexity of the survey, the subject matter of the study, and the time required to complete a minimum number of interviews.

The comprehensive background profiling data gathered when respondents join a panel allows for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, intention to buy a home within 12 months, profession, and other characteristics.

We ensured panel members had not participated in any Government of Canada survey in the previous 30 days as a member of that panel or in a survey on similar subject matter by any mode.

Dynata uses a router as its sampling methodology. This routing technology uses weighted randomization to assign surveys to participants. Upon entry into the system, panelists are checked to ensure they have not exceeded survey participation limits. A list of potential survey matches is determined for each panelist based upon the information we know about them. Panelists may be asked additional screening questions within the system to ensure they meet the project criteria. Priority may be given to surveys that are behind schedule; however, this is kept to a minimum as survey randomization must remain in place as a key element for preventing bias.

From the outset, Dynata’s routing technology was designed to ensure high-quality sampling and minimize bias. In the development of our technology, randomization was essential to minimize the risk of assignment bias. This routing technology has been tested using multiple data points to ensure that bias is limited and has been reviewed by external consultants to validate the routing technology design. In addition, reports of system statistics and conversion rates are reviewed systematically to ensure consistency.

Sample Weighting

The table below shows the unweighted and weighted distributions of the online samples for the pre- and post-campaign waves. Weighting was applied to the sample to ensure that the final data reflects the general adult population by region, age, and gender according to the 2016 Census. A Random Iterative Method (RIM) technique was applied for weighting.

Weighted and Unweighted Online Sample Pre-Campaign

Demographics	Pre-campaign Unweighted Sample Size	Pre-campaign Weighted Sample Size	Post-campaign Unweighted Sample Size	Post-campaign Weighted Sample Size
Canada	2000	2000	2033	2033
Region - BC	227	271	259	271
Region - Alberta	225	224	244	228
Region - Prairies (MB/SK)	132	130	143	132
Region - Ontario	759	768	851	781
Region - Quebec	519	469	394	477
Region - Atlantic	138	137	138	139
Gender* - Male	921	977	954	990
Gender* -Female	1073	1017	1067	1031
Gender* -Diverse	6	6	12	12
Age - 18-34	661	560	493	569
Age - 35-54	852	680	692	691
Age - 55+	487	760	848	773

* Denotes variables included in the weighting scheme.

The figures presented in the table above show minimal differences between the unweighted and weighted samples. The RIM weighting efficiency for the pre-campaign wave is 90.0 % and for the post-campaign wave is 97.5 %.

Email Statistics

For this survey, a sample router was used. Therefore, a response rate cannot be calculated. However, the participation rate for the survey was 98% for the pre-campaign wave and 93% for the post-campaign wave. The average survey length was 4 minutes for the pre-campaign and 7 minutes for the post-campaign.

Participation rate is calculated as follows: (qualified completes + over quota + terminates)/click-through).

Completions	Pre-campaign	Post-campaign
Click-Through	3273	3202
- Partial Completes	81	239
- Terminates	303	442
- Over quota	889	488
Qualified Completes	2000	2033
Participation Rate	98%	93%

Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The sample data have been weighted to reflect the demographic composition of Canadian adults aged 18 years and over.

The table below compares the unweighted survey samples to the 2016 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population, with the exception of a few gaps, which are described below.

Demographics	Unweighted Percentage Pre-campaign	Unweighted Percentage Post-campaign	Census 2016 Proportions (adults)
Region - BC	11%	13%	13.6%
Region - Alberta	11%	12%	11.2%
Region - Prairies (MB/SK)	7%	7%	6.5%
Region - Ontario	38%	42%	38.4%
Region - Quebec	26%	19%	23.5%
Region - Atlantic	7%	7%	6.8%
Gender* - Male	46%	47%	48.5%
Gender* -Female	54%	52%	51.4%
Gender* -Diverse	<1%	1%	<1%
Age - 18-34	33%	24%	27.3%
Age - 35-54	43%	34%	34.1%
Age - 55+	24%	42%	38.6%

* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal; however, there are a few notable differences. Ontario is over-represented in the post-campaign unweighted sample; Quebec is under-represented in the post-campaign unweighted sample. Additionally, age skews are present in the unweighted sample: 18-34-year olds and 35-54-year olds are slightly over-represented in the pre-campaign waves, and 55+ are over-represented in the post-campaign. The remaining distribution in the sample remains consistent, with only slight differences observed between the unweighted percentages and the 2016 Census data.

4. Appendix – Survey Instruments

4.1 ADVERTISING CAMPAIGN EVALUATION TOOL (ACET) – Pre-campaign Survey

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].

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

[Click here](#) if you wish to verify the authenticity of this survey (please type in the following project code: 20210203-IP835). 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 [exclusive]

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 > 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 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 E=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

h) Are you an Indigenous person? (An Indigenous person is a North American Indian or a member of a First Nation, a Métis or an Inuk (Inuit). North American Indians or members of a First Nation include status, treaty or registered Indians, as well as non-status and non-registered Indians.)

- Yes
- No
- Prefer not to say

i) 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 \$120,000
- between \$120,000 and \$150,000
- \$150,000 and above

j) Are you the parent of a child under the age of 18?

- yes
- no

[if yes in Qj, ask Qk; else skip to Q1]

k) Are you the parent of a child under the age of 6?

- 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 benefits and tax credits that are not related to COVID-19 benefits?

- Yes
- No - **GO TO T1D**

T1B:

Where have you seen, read or heard this Government of Canada ad about benefits and tax credits that are not related to COVID-19 benefits? **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

T1D:

Are you aware of Government of Canada benefits and tax credits (not related to COVID-19 benefits) that you may qualify for?

- Yes
- No
- Not sure

T2D

Have you previously heard of any of the following Government of Canada benefits, tax credits or programs?

[RANDOMIZE]

Canada child benefit?

Canada training credit?

Home Buyers' Plan?

GST/HST credit?

Canada workers benefit?

- Yes
- No
- Not sure

T3D:

Are you aware that there are tax clinics available for those who are eligible to get their tax returns done for free by volunteers?

- Yes
- No
- Not sure

[IF YES:] Have you ever had your taxes done at one of these free clinics?

- Yes**
- No**
- Not sure**

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:

Are you interested in changing careers or in taking training/courses to upgrade your skills?

- yes
- no
- not applicable

D3:

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

D4:

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

- yes
- no

D5:

What is the language you first learned at home as a child and still understand? **SELECT UP TO TWO**

- English
- French
- Other language, specify _____

D6:

Are you considering purchasing your first home in the next 3 years?

- yes
- already own a home
- no

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.

4.2 ADVERTISING CAMPAIGN EVALUATION TOOL (ACET) – Post-campaign Survey

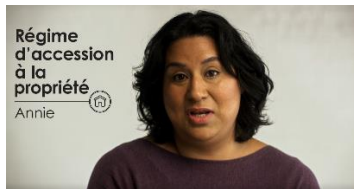
To be conducted after the ads have been run in the media.

ADS

1. TV ad – English



TV ad – French



2. DIGITAL OUT OF HOME (DOOH) ads

CCB - English



CCB - French



CTC - English



CTC - French



HBP - English

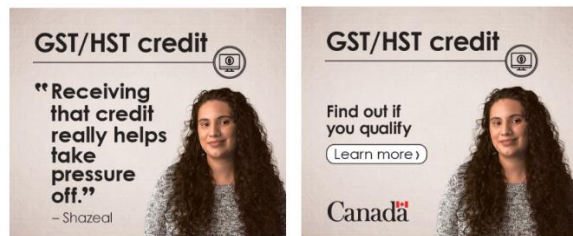


HPB - French



3. BANNER ads

GST - English



GST - French

Crédit pour la TPS/TVH

« Ça aide beaucoup avec les petites dépenses. »

– Shahin



Crédit pour la TPS/TVH

Voyez si vous êtes admissible

[En savoir plus >](#)

Canada




CWB - English

Canada workers benefit

“ Finances were always a major issue. It’s nice to know you have support.”

– David



Canada workers benefit

Find out if you qualify

[Learn more >](#)

Canada



CWB – French

Allocation canadienne pour les travailleurs

« Une chance que j’ai eu de l’aide. »

– Véronique



Allocation canadienne pour les travailleurs

Voyez si vous êtes admissible

[En savoir plus >](#)

Canada



CCB - English

Canada child benefit

“ I didn’t realize how many diapers that we had to go through.”

– Henry



Canada child benefit

Find out if you qualify

[Learn more >](#)

Canada



CCB – French

Allocation canadienne pour enfants

« Ça nous a enlevé un stress énorme. »

– Stéphanie



Allocation canadienne pour enfants

Voyez si vous êtes admissible

[En savoir plus >](#)

Canada



PRIORITY TARGETS

1. INDIGENOUS – PRIORITY GROUP 1

2. PARENTS OF CHILDREN <18 -- PRIORITY GROUP 2
3. NEWCOMERS – PRIORITY GROUP 3
4. LOW HHLD INCOME (<\$40k) – PRIORITY GROUP 4
5. INTEREST IN TRAINING
6. HOMESEEKERS
7. ALL OTHERS

ADDITIONAL NOTES

QUEBEC RESIDENTS

- Show FR TV and Banner ads
- SHOW BILINGUAL DOOH ads

FR SPEAKERS OUTSIDE OF QC: SHOW FR TV AD, FR DOOH, FR BANNER ADS

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 \[SWITCH TO FRENCH VERSION\]](#).

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

[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

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): Where were you born?

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

ASK IF E=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

h) Are you an Indigenous person? (An Indigenous person is a North American Indian or a member of a First Nation, a Métis or an Inuk (Inuit). North American Indians or members of a First Nation include status, treaty or registered Indians, as well as non-status and non-registered Indians.)

- Yes
- No
- Prefer not to say

i) 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 \$120,000
- between \$120,000 and \$150,000
- \$150,000 and above

j) Are you the parent of a child under the age of 18?

- yes
- no

[if yes in Qj, ask Qk; else skip to D6]

k) Are you the parent of a child under the age of 6?

- yes
- no

D6:

Are you considering purchasing your first home in the next 3 years?

- yes
- already own a home
- no

D2:

Are you interested in changing careers or in taking training/courses to upgrade your skills?

- yes
- no
- not applicable

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 benefits and tax credits that are not related to COVID-19 benefits?

- Yes
- No - **GO TO T1D**

T1B:

Where have you seen, read or heard this ad about benefits and tax credits that are not related to COVID-19 benefits? **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:

Are you aware of Government of Canada benefits and tax credits (not related to COVID-19 benefits) that you may qualify for?

- Yes**
- No**
- Not sure**

T2D Have you previously heard of any of the following Government of Canada benefits, tax credits or programs?

Canada child benefit?

Canada training credit?

Home Buyers' Plan?

GST/HST credit?

Canada workers benefit?

- Yes**
- No**
- Not sure**

T3D:

Are you aware that there are tax clinics available for those who are eligible to get their tax returns done for free by volunteers?

- Yes**
- No**
- Not sure**

[IF YES:] Have you ever had your taxes done at one of these free clinics?

- Yes**
- No**
- Not sure**

T1H :

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

If you cannot hear the ad, please click on the ad to turn on the volume. You may also have to click on the lower right part of the ad to find the volume bar.

[FOR DIGITAL AD] Click here to watch.

[CLICK TO GO TO THE NEXT PAGE] Click here to go to next page

[PROGRAMMING INSTRUCTIONS:

1. SHOW DIGITAL FIRST, THEN DOOHS, THEN BANNERS
2. EACH RESPONDENT SEES THE TV AD, 2 DOOH ADS, 2 BANNER ADS FOR A TOTAL OF 5 ADS EACH
3. NOTE PRIORITY GROUPS SEQUENCING]

For example:

- if a respondent is indigenous and a parent, we want them to see the indigenous ads until quotas fill up before opening up to seeing the parents ad.
- If a respondent is indigenous, parent and low income, we want them to see the indigenous ads until quotas fill up before opening up to seeing the parents targeted ad, and then the parents group to fill up before seeing the low income targeted ads

ASK ALL

TV AD - English



TV AD - French

PRIORITY GROUP 1 – INDIGENOUS – YES IN Qh

DOOH AD

CCB - English



CCB – French

« Sans ça je ne pourrais pas offrir à mes enfants ce qu'ils ont besoin. »
– Tatiana

Allocation canadienne pour enfants

Chaque dollar compte
L'Allocation canadienne pour enfants peut aider.

Voyez si vous êtes admissible à canada.ca/chaque-dollar-compte

Canada

- PLUS ROTATE ONE OF THE OTHER TWO DOOH ADS

BANNER ADS

GST - English

GST/HST credit

“Receiving that credit really helps take pressure off.”
– Shazeal

Find out if you qualify
[Learn more >](#)

Canada

GST - French

Crédit pour la TPS/TVH

“Ça aide beaucoup avec les petites dépenses.”
– Shahin

Voyez si vous êtes admissible
[En savoir plus >](#)

Canada

CWB - English

Canada workers benefit

“Finances were always a major issue. It's nice to know you have support.”
– David

Find out if you qualify
[Learn more >](#)

Canada

CWB – French



PRIORITY GROUP 2 – PARENTS OF KIDS UNDER 18 IN QJ

DOOH AD

CCB - English



CCB – French



■ PLUS ROTATE ONE OF THE OTHER TWO DOOH ADS

BANNER ADS

CCB - English



CCB – French



- PLUS ROTATE ONE OF THE OTHER TWO BANNER ADS

PRIORITY GROUP 3 – NEWCOMERS IN Qf <5 years in Canada

- RANDOMLY SELECT TWO OF THE THREE DOOH ADS
- RANDOMLY SELECT TWO OF THE THREE BANNER ADS

PRIORITY GROUP 4 – HHLI INCOME (<\$40k) IN Qi

- RANDOMLY SELECT TWO OF THE THREE DOOH ADS
- RANDOMLY SELECT TWO OF THE THREE BANNER ADS

HOMESEEKERS – YES IN D6

DOOH ADS

HBP - English



HBP – French



- PLUS ROTATE ONE OF THE OTHER TWO DOOH ADS
- RANDOMLY SELECT TWO OF THE THREE BANNER ADS

TRAINING – YES IN D2 – SEE

DOOH ADS

CTC - English



CTC – French



- PLUS ROTATE ONE OF THE OTHER TWO DOOH ADS
- RANDOMLY SELECT TWO OF THE THREE BANNER ADS

ALL OTHERS NOT BELONGING TO TARGET GROUPS NOTED ABOVE

- RANDOMLY SELECT TWO DOOH ADS
- RANDOMLY SELECT TWO BANNER ADS

T1H: Over the past three weeks, have you seen, read or heard these ads?

- Yes
- No - **GO TO T1J**

T1I:

Where have you seen, read or heard 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 these ads are trying to get across?

T1K:

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

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 may qualify for Government of Canada benefits, credits and programs.	o	o	o	o	o
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T1L: [ASK IF YES IN T1H]

Which of the following actions did you take as a result of seeing/hearing this advertising? [ACCEPT MULTIPLE RESPONSES]

- Thought about what benefits and credits I might qualify for / be eligible to receive
- Talked to a friend/family member about benefits and credits
- Talked to my financial planner/accountant about benefits and credits
- Looked online for more information
- Visited Canada.ca or the CRA website
- Called the 1-800 number
- Other, specify (try to be as specific as you can): _____
- I did not do anything as a result of seeing the advertising

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

D3:

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

D4:

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

- yes
- no

D5:

What is the language you first learned at home as a child and still understand? **SELECT UP TO TWO**

- English
- French
- Other language, specify _____

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.