



Communications Security
Establishment Canada

Centre de la sécurité des
télécommunications Canada

POR Registration Number: POR 079-23

PSPC Contract Number: CW2230184

Contract Value: \$29,235

Award Date: 2023-10-27

Call Up Number: CW2335618

Delivery Date: April 2024

Fieldwork Dates Pre: 2023-12-06 to 2023-12-09

Fieldwork Dates Post: 2024-04-03 to 2024-04-11

Methodology Summary

2023-2024 Online Disinformation Advertising Campaign Evaluation Tool (ACET)

Prepared by: Elemental Data Collection

Prepared for: Communications Security Establishment Canada

For more information on this report, please contact

Communications Security Establishment Canada

Email: media@cse-cst.gc.ca

Ce rapport est aussi disponible en français

Canada 

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Aussi disponible en français sous le titre : *Outil d'évaluation de campagnes publicitaires (OECP) – Campagne publicitaire de 2023-2024 sur la désinformation en ligne*

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Communications Security Establishment Canada
P.O. Box 9703, Terminal
Ottawa, Ontario
K1G 3Z4
Canada
Phone: 1-613-991-7248

Catalogue Number: D96-112/2024E-PDF

International Standard Book Number (ISBN): 978-0-660-72239-9

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Executive Summary

Communications Security Establishment Canada (CSE) commissioned Elemental Data Collection to conduct quantitative research to conduct baseline and post-campaign testing to determine the audience recall and overall effectiveness of the 2023-2024 Online Disinformation advertising campaign. The study will also be used to determine if the campaign helped increase the target audience's understanding of what disinformation.

1.1 Background

Disinformation is created by individuals and groups for different purposes. For instance, foreign states may create disinformation to generate support for their actions, discredit individuals and/or undermine trust in democracy, while individuals or groups may do it to promote extremist views, spread conspiracy theories, and/or cast doubt on scientific facts.

The 2023-2024 Online Disinformation advertising campaign will continue to inform Canadians on what disinformation is. The ads will feature a strong call to action that directs individuals to the campaign landing page where they can learn more about disinformation.

1.2 Research Objectives

The purpose of this research is to assess audience recall and the overall effectiveness of the 2023-2024 Online Disinformation campaign. The ACET will also be used to determine if the campaign helped increase the target audience's understanding of what disinformation is.

The specific campaign objectives are to:

- 1) Achieve 30% recall or higher among the target audience.
- 2) Increase the target audience's understanding of what disinformation is by 3% from baseline.

1.3 Methodology Summary

To meet the objectives, pre and post campaign online surveys were conducted with a proportionate stratified sample of 2,000 Canadians, 18 years of age and older. Quotas were set to ensure that each wave of the study would target equal amounts of both male and female respondents as well as a minimum of 20% from visible minorities to ensure representation. Online surveys were collected in two waves from December 6, 2023, to December 9, 2023, and April 3 to April 11, 2024, with each wave consisting of a sample of 1,000 Canadians. Based on a sample of this size, the results can be considered accurate to within $\pm 2.2\%$, 19 times out of 20.

A detailed description of the survey methodology is available under separate cover. This report contains all the information required to replicate this study in the future.

1.4 Use of Research Results

An ACET is mandatory, as per Directives for the TBS Policy on Communication and Federal Identity, for campaigns with a media component of \$1,000,000 or more. The ACET pre-wave establishes audience awareness baselines, while the post-wave measures campaign recall, understanding and response to the advertisement.

1.5 Contract Value

The total contract value of this research was \$29,235.00, excluding HST.


1.6 Political Neutrality Statement

I hereby certify as a Representative of Elemental Data Collection 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.



Darcy Zwetko, Partner, Elemental Data Collection Inc.

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Methodological Summary

2.1 Survey Methodology

Both pre and post campaign online surveys were conducted with each wave consisting of a proportionate stratified sample of 1,000 Canadians, 18 years of age and older. Based on a sample of this size (n=2000), the overall results are expected to provide results accurate to within $\pm 2.2\%$, 19 times out of 20 (adjusted to consider sample stratification). Details regarding the methodology are outlined below.

2.2 Sample Design and Selection

Quotas were set to ensure that the wave of the study would have completes across the country that would allow CSE to analyze the data on both a national and regional level. The sample frame was geographically proportionate to align the regional results.

Region	Completed Interviews	Margin of Error (%)
Atlantic Provinces	150	± 8.00
Quebec	460	± 4.57
Ontario	762	± 3.55
Prairies (<i>includes Nunavut</i>)	149	± 8.03
Alberta (<i>includes Northwest Territories</i>)	211	± 6.75
British Columbia (<i>includes Yukon</i>)	268	± 5.99
Canada	2,000	± 2.19

Based on a sample of this size, the results can be considered accurate to within $\pm 2.2\%$, 19 times out of 20.

2.3 Fieldwork

The online survey was administered in two waves. The first wave (baseline) was conducted with 1,000 respondents, from December 6 to 9, 2023. The second wave (post-campaign) was conducted with 1,000 respondents, from April 3 to 11, 2024 after the advertising campaign had been conducted. Both waves of surveys were completed using computer assisted web interviewing (CAWI) technology. The data collection was carried out by Elemental Data Collection in Ottawa, Ontario. Surveys were conducted in the respondent's official language of choice. Quotas were set to ensure that the study would target completes proportionate to the stratified regions. The average length of time required to complete an interview was 7.95 minutes.

The sponsorship of the study was kept blind to enhance the ability to reduce bias in the study. All survey respondents were informed that participation is voluntary, and that information collected is protected under the authority of privacy legislation.

2.4 Response Rate

In total, 22,417 Canadian respondents were approached. The overall response rate for this survey was 10.23%. This is consistent with typical response rates for online surveys of the general public 18+ conducted over this length of field period. The table below presents the detailed information.

Online Disposition Table	
Total	22,417
Unresolved (U)	19,850
In-scope - Non-responding (IS)	273
<i>Termination</i>	106
<i>Refusal</i>	167
In-scope - Responding units (R)	2,294
<i>Completed Interview</i>	2,000
<i>NQ – Industry</i>	235
<i>Quota Filled</i>	59
Response Rate	10.23%

The response rates were calculated using the formula: $R=R/(U+IS+R)$.

2.5 Data Analysis

Weighting adjustments were applied to the survey data to ensure that the results were representative of the Canadian population aged 18 years of age and older. Specifically, the survey results were weighted by region, gender, and age according to the most recent Statistics Canada census of the population.

The following table presents a breakdown of actual and weighted completions by regional strata.

Strata	Unweighted Sample Size	Weighted Sample Size
Atlantic Provinces	150	134
Quebec	460	461
Ontario	762	772
Prairies	149	129
Alberta	211	223
British Columbia	268	280
Total	2,000	2,000

2.6 Non-response Analysis

A non-response analysis was conducted to assess the potential for non-response bias. Non-response is the result of a unit of the sample not participating in the survey—either refusing to take part in the survey (a refusal) or not being reached during the data collection period (non-contact). Non-response results in biases in the survey sample when there are differences between respondents and non-respondents.

To undertake the analysis for this survey, the unweighted sample distribution by gender, age, household income, employment status and level of education was compared to the actual population (based on 2021 Census figures from Statistics Canada).

	Survey Sample (Unweighted)	Population (Census 2021)	% diff (+/-)	Survey Sample (weighted)
18-34	33.80%	26.69%	7.11%	26.79%
35-54	32.85%	32.19%	0.66%	32.18%
55+	33.35%	41.11%	-7.76%	41.03%
Male	50.10%	48.76%	1.34%	48.76%
Female	49.90%	51.24%	-1.34%	51.24%
Under \$20,000	7.47%	4.74%	2.73%	7.14%
\$20,000 to under \$40,000	16.53%	14.64%	1.89%	17.28%
\$40,000 to under \$80,000	33.26%	28.41%	4.85%	33.85%
\$80,000 and over	42.74%	52.21%	-9.47%	41.73%
Employed	64.40%	57.10%	7.30%	61.08%
Unemployed	5.50%	6.56%	-1.06%	4.88%
Not In labour force	30.10%	36.34%	-6.24%	34.03%
No certificate, degree or diploma	3.20%	16.15%	-12.95%	3.33%
High school certificate or equivalent	22.10%	26.69%	-4.59%	22.21%
Apprenticeship or trades certificate or diploma	6.45%	8.71%	-2.26%	6.67%
College, CEGEP or other non-university certificate or diploma	22.05%	18.84%	3.21%	22.42%
University degree, certificate or diploma	46.20%	29.61%	16.59%	45.37%

As is typically found with online surveys in Canada, the final sample over-represents those with higher levels of education. Also consistent with most surveys of the general public, age is a source of sample bias in the survey. As the table indicates, younger Canadians are under-represented and older Canadians are over-represented in the survey sample. The survey results were weighted to address these variations, as well as the sample design for the survey, which was regionally proportionate. Weighting serves to reduce bias should it be present, but not to eliminate it completely. It is very unlikely that this small sampling bias introduced any meaningful bias to the survey results.

2.7 Data Weighting

In order to ensure that the final survey sample was proportional to the current distribution of the Canadian public, the data required a weighting factor to be included. Elemental employed a process called cell weighting using age, region and gender to ensure that we could adjust the weighting factor to accurately reflect the geographical, gender and age breakouts of the current population distribution.

2.8 Appendix

Please see accompanying documents.

ADVERTISING CAMPAIGN EVALUATION TOOL BASELINE SURVEY- (2023-2024 ONLINE DISINFORMATION) ADVERTISING CAMPAIGN

Target Audience: Heavy social media users across Canada between the ages of 18 to 34; Women, 18+; and Visible minorities, 18+, including individuals who identify as Indigenous, Black, Arab, South Asian, Southeast Asian, or Asian.

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 X minutes to complete.

[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) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

Prefer not to say

**ADMISSIBLE RANGE 1900-2005
IF > 2005, 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

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

ASK ALL RESPONDENTS

Q1:

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

- yes
- no

=> GO TO T1A

Q3:

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

ASK ALL RESPONDENTS

T1A:

Disinformation is false information that is deliberately intended to manipulate, mislead or cause harm by guiding people in the wrong direction. With this in mind, over the past three months, have you seen, read or heard any Government of Canada advertising about online disinformation?

- Yes
- No

T1B:

Where have you seen, read or heard this ad about online disinformation?

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Online / digital	
Web Search (Google/Bing)	Display banner
In a mobile app	Internet website
TikTok	Snapchat
Spotify	YouTube
Podcast	Twitter/X
Reddit	Quora
Other, specify:	

T1C:

What do you remember about this ad?

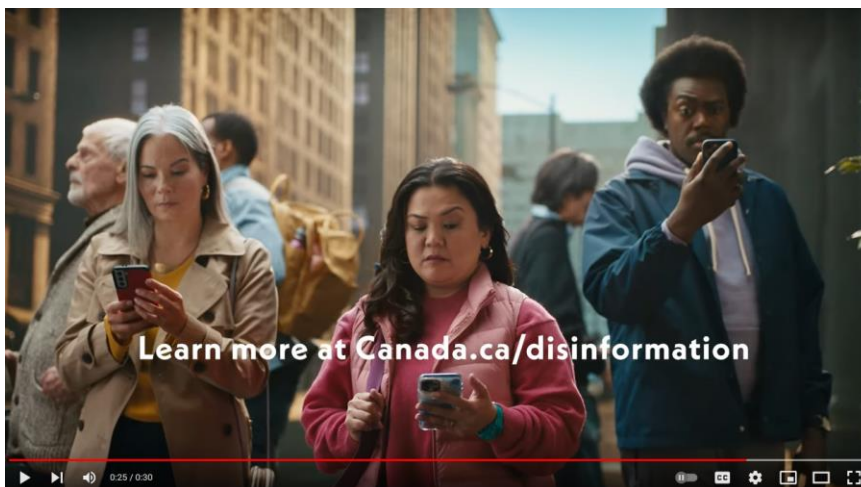
T1R:

Over the past three months, do you recall seeing, reading or hearing a Government of Canada ad that says, "if it raises your eyebrow, it should raise questions"?

- Yes
- No

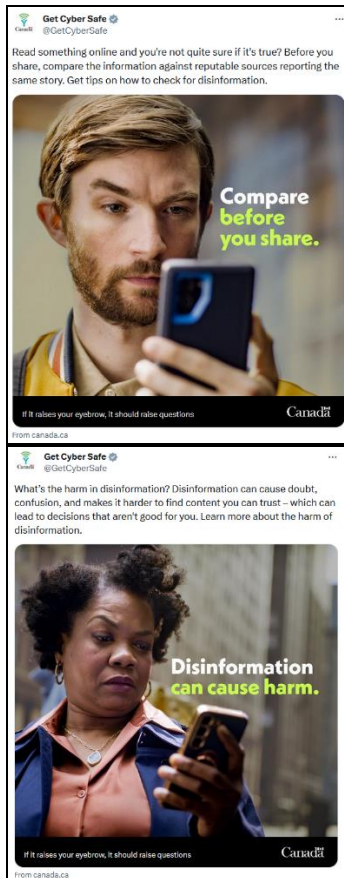
T1S1:

Over the past three months, do you recall seeing, reading or hearing the following Government of Canada ad?



- Yes
- No

T1S2: Over the past three months, do you recall seeing, reading or hearing the following Government of Canada ad(s):



- Yes
- No

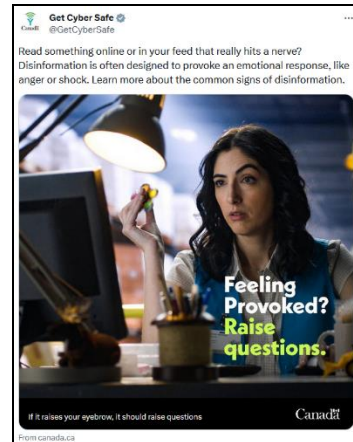
T1T: After seeing, reading or hearing these ad(s), did you go to the website?

- Yes
- No

T1TA: [IF YES to T1T] Considering the details provided in the ad(s), did the website have all of the information you expected to find?

- Yes
- No

T1TB: [IF NO to T1TA] What information do you think was missing from the website?



CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D) Do you feel you can identify disinformation online?

- Yes
- No
- Don't know
- Prefer not to say

T1E) How often do you feel that you encounter disinformation online?

- Never
- Rarely
- Sometimes
- All of the time
- Don't know
- Prefer not to say

T1F) How often do you ever fact check a story or post you seen online?

- Never
- Rarely
- Sometimes
- Always
- Don't know
- Prefer not to say

T1G) If you responded sometimes or always, how do you go about doing this?

T1H) How confident do you feel in getting reliable news information online?

- Not very confident
- Somewhat confident
- Very confident
- Don't know
- Prefer not to say

T1I) Compared to this time last year, do you feel more or less worried about the problem of disinformation?

- More worried
- Less worried
- Same amount
- Don't know
- Prefer not to say

T1J) How much do you trust the Government of Canada to do what is right?

- Almost never
- Rarely
- Sometimes
- Most of the time
- Almost always
- Don't know
- Prefer not to say

T1KA) To what extent do you feel that the Government of Canada should be involved in combatting disinformation?

- Not at all
- Not very much
- Somewhat
- Fully
- Don't know
- Prefer not to say

T1KB) Why do you feel this way?

T1L) In the past month, have you encountered disinformation that was aimed at weakening our democracy?

- Yes
- No
- Don't know
- Prefer not to say

T1M) In the past month, have you encountered disinformation that was aimed at discrediting political leaders?

- Yes
- No
- Don't know
- Prefer not to say

T1N) In the past month, have you encountered disinformation deliberately created by state sponsored actors with the intent of harming Canada or Canadians?

- Yes
- No
- Don't know
- Prefer not to say

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
- between \$150,000 and \$200,000
- \$200,000 and above
- prefer not to say

D5:

Where were you born?

- born in Canada
- born outside Canada

È Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2023

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 _____

D8:

Are you First Nations, Métis, or Inuk (Inuit)? Please select all that apply.

- 1) First Nations
- 2) Métis
- 3) Inuk (Inuit)
- 4) No, I am not First Nations, Metis, or Inuk (Inuit)

D9:

You may belong to one or more racial or cultural group(s) on the following list. Are you...? (Please select all that apply).

- 1) Arab
- 2) Black
- 3) Chinese
- 4) Filipino
- 5) Japanese
- 6) Korean
- 7) Latin American
- 8) South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- 9) Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Thai, Laotian, etc.)
- 10) West Asian (e.g., Iranian, Afghan, etc.)
- 11) White
- 12) Other (please specify) _____
- 13) None of the above
- 14) Prefer not to say (9999)

That concludes the survey. This survey was conducted on behalf of the Communications Security Establishment. 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.

OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES
SONDAGE DE RÉFÉRENCE – CAMPAGNE PUBLICITAIRE (DE 2023-2024 SUR LA
DÉSINFORMATION EN LIGNE)

Public cible : Grands utilisateurs de médias sociaux au Canada âgés de 18 à 34 ans; femmes âgées de 18 ans et plus; et membres de minorités visibles âgés de 18 ans et plus, y compris des personnes se déclarant autochtones, noires, arabes, sud-asiatiques, asiatiques du Sud-Est ou asiatiques.

INTRODUCTION [DEMANDER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS LA CAMPAGNE]

Merci de prendre quelques minutes pour répondre à ce sondage sur des enjeux d'actualité qui intéressent les Canadiens. If you prefer to complete this survey in English, please click [English](#) [PASSEZ A LA VERSION ANGLAISE].

Votre participation est volontaire et toutes vos réponses demeureront confidentielles. Le sondage prend environ X minutes à compléter [SONDAGE DE RÉFÉRENCE : X minutes / SONDAGE D'APRÈS CAMPAGNE : X minutes].

DÉBUT DU SONDAGE

[Cliquez ici](#) si vous souhaitez vérifier l'authenticité du présent sondage et [ici](#) pour lire notre politique de confidentialité.

Veillez communiquer avec XXX pour obtenir de l'aide d'ordre technique.

e) Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- une firme de recherche en marketing
- un magazine ou un quotidien
- une agence de publicité ou de conception graphique
- un parti politique
- une station radiophonique ou de télévision
- une firme de relations publiques
- le gouvernement fédéral ou provincial
- aucune de ces organisations

SI « AUCUNE DE CES ORGANISATIONS », POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

f) Quel est votre genre?

- homme
- femme
- autre
- je préfère ne pas répondre

g) Quelle est votre année de naissance?

YYYY

Préfère ne pas répondre

TRANCHE ADMISSIBLE : 1900 À 2005

SI L'ANNÉE EST > 2005, REMERCIEZ ET METTEZ FIN AU SONDAGE.
POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE.

h) À quelle catégorie d'âge appartenez-vous?

NE CHOISIR QU'UNE SEULE CATÉGORIE.

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

SI LE RÉPONDANT A MOINS DE 18 ANS, REMERCIEZ ET METTEZ FIN AU SONDAGE.

Dans quelle province ou quel territoire habitez-vous?

NE CHOISIR QU'UNE PROVINCE OU QU'UN TERRITOIRE.

- Alberta
- Colombie-Britannique
- Manitoba
- Nouveau-Brunswick
- Terre-Neuve-et-Labrador
- Territoires du Nord-Ouest
- Nouvelle-Écosse
- Nunavut
- Ontario
- Île-du-Prince-Édouard
- Québec
- Saskatchewan
- Yukon

SI AUCUNE PROVINCE OU AUCUN TERRITOIRE N'EST CHOISI(E), REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

QUESTIONS DE BASE [DEMANDER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]

POSER À TOUS LES RÉPONDANTS.

Q1 :

Au cours des trois derniers mois, avez-vous vu, lu ou entendu des publicités du gouvernement du Canada?

- oui
- non

=> ALLER À T1A

Q3 :

Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité?

QUESTIONS SPÉCIFIQUES À LA CAMPAGNE [DEMANDER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]

POSER À TOUS LES RÉPONDANTS.

T1A :

La désinformation est une fausse information qui vise délibérément à manipuler des personnes, à les induire en erreur ou à leur faire du tort en les orientant dans la mauvaise direction. En gardant cela à l'esprit, au cours des six derniers mois, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet de la désinformation en ligne?

- oui
- non

=> ALLEZ À T1D

T1B :

Où avez-vous vu, lu ou entendu cette publicité au sujet de la désinformation en ligne?

[REMARQUE : CHOISISSEZ DANS LA LISTE TOUS LES MÉDIAS UTILISÉS DANS LA CAMPAGNE. VOUS POUVEZ AUSSI INCLURE D'AUTRES MÉDIAS AU CHOIX. LES EN-TÊTES SONT À TITRE INDICATIF UNIQUEMENT ET NE DOIVENT PAS ÊTRE UTILISÉS DANS LA VERSION FINALE DU QUESTIONNAIRE]

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

Online / digital	
Moteur de recherche (p. ex. Google, Bing)	Bannière publicitaire
Une application mobile	Site Internet
TikTok	Snapchat
Spotify	YouTube
Balado	Twitter / X
Reddit	Quora

T1C :

De quoi vous souvenez-vous à propos de cette publicité?

T1R:

Au cours des trois derniers mois, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada véhiculant le message suivant : « Si ça vous fait hausser les sourcils, ça devrait soulever des questions »?

- Oui
- Non

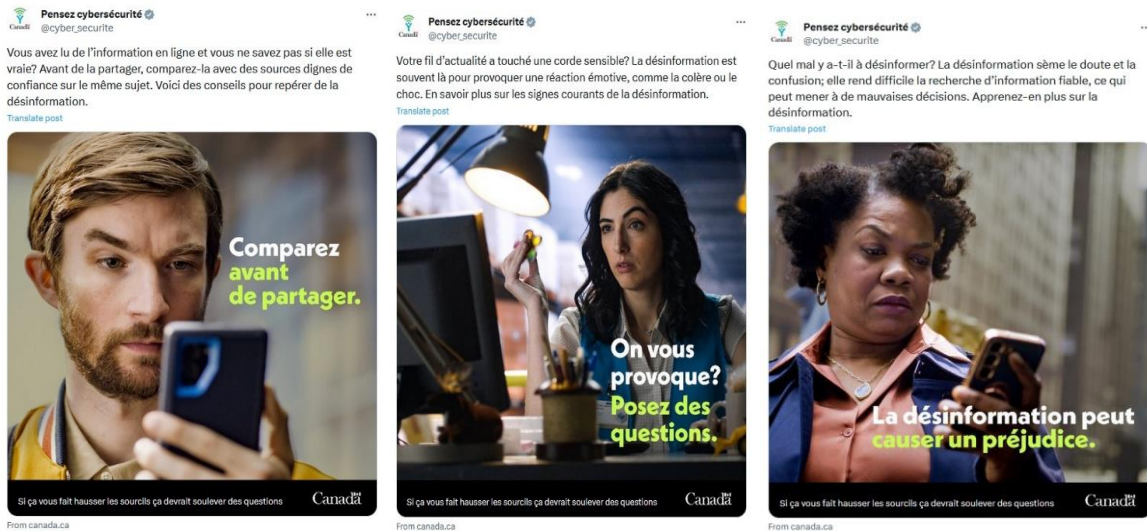
T1S1:

Au cours des trois derniers mois, avez-vous vu, lu ou entendu la publicité suivante du gouvernement du Canada?



- Oui
- Non

T1S2: Au cours des trois derniers mois, avez-vous vu, lu ou entendu la ou les publicités suivantes du gouvernement du Canada?



- Oui
- Non

T1T: Après avoir vu, lu ou entendu cette ou ces publicités, avez-vous consulté le site Web?

- Oui
- Non

T1TA: [IF YES to T1T] Compte tenu des renseignements fournis dans la ou les publicités, est-ce que le site Web contenait toute l'information que vous vous attendiez à y trouver?

- Oui
- Non

T1TB: [IF NO to T1TA] Selon vous, quels renseignements manquait-il sur le site Web?

POSER À TOUS LES RÉPONDANTS.

ON PEUT AJOUTER ICI DES QUESTIONS PRÉCISES À LA CAMPAGNE POUR ÉVALUER LES ATTITUDES ET LES COMPORTEMENTS.

T1D) Pensez-vous pouvoir détecter la désinformation?

- Oui
- Non
- Je ne sais pas
- Je préfère ne pas répondre

T1E) À votre avis, à quelle fréquence tombez-vous sur de la désinformation en ligne?

- Jamais
- Rarement
- Parfois
- Tout le temps
- Je ne sais pas
- Je préfère ne pas répondre

T1F) À quelle fréquence vérifiez-vous les faits à propos d'une histoire ou d'une publication que vous avez vue en ligne?

- Jamais
- Rarement
- Parfois
- Toujours
- Je ne sais pas
- Je préfère ne pas répondre

T1G) Si vous avez répondu parfois ou toujours, comment vous y prenez-vous pour vérifier les faits?

T1H) Dans quelle mesure avez-vous confiance en votre capacité à obtenir des nouvelles fiables en ligne?

- Pas très confiance
- Plutôt confiance
- Très confiance
- Je ne sais pas
- Je préfère ne pas répondre

T1I) Par rapport à la même période l'an dernier, vous sentez-vous plus ou moins préoccupé(e) par le problème de la désinformation?

- Plus préoccupé(e)
- Moins préoccupé(e)
- Aussi préoccupé(e)
- Je ne sais pas
- Je préfère ne pas répondre

T1J) À quelle fréquence faites-vous confiance au gouvernement du Canada pour prendre les mesures qui s'imposent? Est-ce...?

- Presque jamais
- Rarement
- Parfois
- La plupart du temps
- Presque toujours
- Je ne sais pas
- Je préfère ne pas répondre

T1KA) Selon vous, quel devrait être le degré de participation du gouvernement du Canada dans la lutte contre la désinformation?

- Aucune participation
- Participation très limitée
- Certain degré de participation
- Pleine participation
- Je ne sais pas
- Je préfère ne pas répondre

T1KB) Pourquoi êtes-vous de cet avis?

T1L) Au cours du dernier mois, êtes-vous tombé(e) sur de la désinformation qui visait à affaiblir notre démocratie?

- Oui
- Non
- Je ne sais pas
- Je préfère ne pas répondre

T1M) Au cours du dernier mois, êtes-vous tombé(e) sur de la désinformation qui visait à discréditer des dirigeants politiques?

- Oui
- Non
- Je ne sais pas
- Je préfère ne pas répondre

T1N) Au cours du dernier mois, êtes-vous tombé(e) sur de la désinformation parrainées par des États délibérément créée dans l'intention de nuire au Canada ou aux Canadiens?

- Oui
- Non
- Je ne sais pas
- Je préfère ne pas répondre

QUESTIONS DÉMOGRAPHIQUES [DEMANDER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]

D1 :

Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous...

NE CHOISIR QU'UNE CATÉGORIE.

- travailleur/travailleuse à temps complet (30 heures et plus par semaine)
- travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- travailleur/travailleuse autonome
- sans emploi, mais à la recherche d'un emploi
- étudiant(e) à temps plein
- retraité(e)
- à l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- autre situation

D2 :

Quel est le plus haut niveau de scolarité que vous avez atteint?

NE CHOISIR QU'UNE SEULE OPTION.

- huitième année ou moins
- quelques années d'études secondaires
- diplôme d'études secondaires ou l'équivalent
- apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
- certificat ou diplôme inférieur au baccalauréat
- baccalauréat
- diplôme d'études universitaires supérieur au baccalauréat

D3 :

Des enfants de moins de 18 ans habitent-ils actuellement dans votre foyer?

- oui
- non

D4 :

Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer?

NE CHOISIR QU'UNE SEULE RÉPONSE.

- moins de 20 000 \$
- entre 20 000 \$ et 40 000 \$
- entre 40 000 \$ et 60 000 \$
- entre 60 000 \$ et 80 000 \$
- entre 80 000 \$ et 100 000 \$
- entre 100 000 \$ et 150 000 \$
- entre 150 000 \$ et 200 000 \$
- 200 000 \$ et plus
- préfère ne pas répondre

D5 :

Où êtes-vous né(e)?

- au Canada
- à l'étranger

↳ Précisez quel pays :

DEMANDEZ SI D5=NÉ(E) À L'ÉTRANGER

D6 :

En quelle année êtes-vous arrivé(e) au Canada?

YYYY

PÉRIODE ADMISSIBLE : 1900 à 2023

D7 :

Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours?

EN CHOISIR AU PLUS DEUX.

- anglais
- français
- autre langue; veuillez préciser _____

D8:

Êtes-vous membre d'une Première Nation, Métis(se) ou Inuk [Inuit(e)]? Choisir toutes les réponses qui s'appliquent.

- 1) Oui, membre d'une Première Nation
- 2) Oui, Métis(se)
- 3) Oui, Inuk [Inuit(e)]
- 4) Non, pas membre d'une Première Nation, Métis(se) ou Inuk [Inuit(e)]

D9:

Vous pouvez appartenir à un ou plusieurs groupes raciaux ou culturels sur la liste suivante. Êtes-vous...? (Choisir toutes les réponses qui s'appliquent.)

- 1) Arabe
- 2) Noir(e)
- 3) Chinois(e)
- 4) Philippin(e)
- 5) Japonais(e)
- 6) Coréen(ne)
- 7) Latino-Américain(e)
- 8) Sud-Asiatique [p. ex. Indien(ne) d'Asie, Pakistanais(e), Sri-Lankais(e), etc.]
- 9) Asiatique du Sud-Est [p. ex. Vietnamien(ne), Cambodgien(ne), Laotien(ne), Thaïlandais(e), Malaisien(ne), etc.]
- 10) Asiatique occidental(e) [p. ex., Iranien(ne), Afghan(e), etc.]
- 11) Blanc/Blanche
- 12) Autre groupe (veuillez préciser) : _____
- 13) Aucun de ces groupes
- 14) Je préfère ne pas répondre (9999)

Voilà qui met fin au sondage que nous avons effectué pour le compte du Centre de la sécurité des télécommunications.

Dans les mois à venir, le rapport sera disponible de Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.
