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***Testing of the 2017-2018 Youth
Advertising Campaign***

~ Methodological Report ~

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Executive Summary

Background

The Government of Canada conducted the Young Canadians Succeed advertising campaign to raise awareness of Employment and Social Development Canada's (ESDC) programs and services that either directly or indirectly benefit youth. Budget 2017 announced a suite of measures to help young Canadians succeed and have a real and fair chance of achieving their potential. This campaign supports the Government of Canada's commitment to Canadian youth by ensuring a high level of awareness and visibility of a number of programs and services that benefit youth.

The campaign targeted youth 18 to 24 years old and influencers of youth, and aimed to contribute to raising awareness and increasing uptake of ESDC youth-related programs and services. These programs and services are designed to help young Canadians get the education, skills and experience they need to prepare for the jobs of today and tomorrow. Specifically, the campaign's call-to-action was to direct young Canadians to Canada.ca/leaderstoday and Canada.ca/notrevoie to get more information on post-secondary education, jobs and skills, and encourage them to take action and own their path to success. The advertising campaign launched in October 2017 and ran until March 2018.

Evaluating advertising campaigns that have a media buy of over \$1 million is a requirement within the Policy on Communications and Federal Identity.

Research Objectives

The purpose of the quantitative research was to evaluate the advertising campaign using the Government of Canada's Advertising Campaign Evaluation Tool (ACET), and as required, was conducted before and after the ad campaign runs in the media. Post-campaign data metrics were measured against the baseline data. Results will provide ESDC with data that assists in developing/adjusting future media strategies. In addition, results from the post-testing provide for future campaigns, valuable trend information for the Departments. The specific campaign research objectives were to:

- *Gauge the effectiveness of the campaign;*
- *Measure awareness and knowledge of the campaign and ESDC programs; and*
- *Detect if the campaign was effective in promoting the call to action.*

Methodology

To fulfill these objectives, a pre-advertising campaign online survey was undertaken in October 2017 as a baseline for the campaign prior to the campaign launch, while a post-advertising campaign online survey was undertaken in March 2018. The pre-advertising campaign or 'baseline' survey required an average of 5.7 minutes to administer, while the post-advertising campaign survey required an average of 7.8 minutes to administer.



The participation rates in each wave were 23 percent, and 17 percent, respectively. The email contact records for each wave were drawn from panelists administered by The Logit Group of Toronto, Ontario. There were a total of 1,509 youth surveys and 1,007 influencers surveys completed for the baseline wave, while there as a total of 1,507 youth surveys and 1,019 influencers surveys completed for the post-wave.

The pre-advertising campaign wave was administered October 17-25, 2017, while the post-advertising campaign wave was administered March 9-25, 2018.

Research Usage

The survey data was collected to gauge the effectiveness of ESDC's Young Canadians Succeed campaign. The surveys explored whether the target segments encountered the recent ad campaign, whether on television, through Facebook or other social media, or through some other medium.

As per the standard ACET methodology, the baseline survey conducted prior to ads being run in the media asked questions regarding the recall of Government of Canada advertising in general and more specifically on the upcoming campaign topic. Campaign specific attitudinal and behavioral questions were also measured.

Again as per the standard ACET methodology, the post-campaign survey collected information related to recall of the advertisement and its key messages, ad sponsorship, and what, if any, action has been taken as a result of seeing the ad. Post-campaign data metrics would subsequently be compared by Government of Canada representatives against the baseline findings.

Information obtained through this public opinion research would allow ESDC to determine the impact of its advertising campaign and provide direction on areas where the campaign can be adjusted. The findings provide useful information to improve future campaigns which are more targeted, informative and geared to the target population.

Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the broader target population.

Expenditure

The survey entailed the expenditure of \$49,429.64, including HST.

Consent

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



Political Neutrality Statement and Contact Information

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



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Appendix A: Study Methodology

This evaluation utilized the Government of Canada’s Advertising Campaign Evaluation Tool (ACET), and was administered to samples of two populations:

- 1) Youth defined as Canadian adults 18 to 24 years old or 18 to 30 years old and Indigenous; and
- 2) Influencers defined as Canadian adults 25 years of age or older and a parent/guardian of a child between the ages of 16 and 30, and/or a teacher, high school career counselor, youth group leader, or coach of a youth sports team or other team. The data collection was conducted in two waves, before and after the ad campaign was run in the media.

The online-based data collection regimen entailed a *baseline* or *pre-advertising* campaign data collection wave, as well as a *post-advertising* campaign data collection wave. This approach permits a comparison of awareness and opinions over time.

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 baseline and the post-wave survey questionnaires was that in the latter wave, the survey respondents were aided in their ad recall by way of being shown advertisements from the recent advertising campaign. Specifically, the online respondents were shown a 30-second advertisement from the campaign, as well as two randomly selected static advertisements (from a total of seven static ads that were tested overall). The respondents were subsequently asked a series of questions about the advertisement. This aiding of respondents by showing an ad drawn from the advertising campaign is a process that is possible with an online survey methodology.

CRA 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-tests were conducted in each survey wave. In both surveys, a line of questioning was included at the end of the survey in which respondents were asked if they encountered any questions or survey wording that was difficult to understand. Post-wave, one respondent indicated difficulty in reference to the allowable range for Question D6 (In what year did you first move to Canada?). The allowable range for this question was expanded after the pretest.

Sampling

The current baseline and post-campaign survey approaches were designed to be administered to separate, unique online panel samples of approximately 1,500 Youth and 1,000 Influencers. That is, different panelists were utilized in the post-campaign wave, as compared to the baseline wave.



The target group for the youth portion were 18 to 24 year olds, with this expanded to 18-30 year olds for Indigenous youth. The current baseline survey sampling approach was designed to closely represent the actual, true target population in terms of gender and region. To this end, quotas were implemented for gender (male/female), and region (Atlantic, Quebec, Ontario, West/North), and statistical weighting of the survey data was implemented to adjust for the differences between the target data collection quotas and the actual distribution of survey completions.

The target group for the influencers portion were adults 25 years or age or older, and who met the following criteria: working or volunteering as a teacher, high school career counselor, youth group leader, coach of a youth sports team or other team and/or a parent or guardian of a child between the ages of 16 and 30 years old. While the actual population distribution of youth influencers is unknown, similar to the youth portion, quotas were set for gender and region to ensure a robust representation. These quotas were based on the general adult Canadian population 25 or older. No weighting was implemented, as the actual population parameters are unknown.

Sample Records Source

CRA 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 member sources for Logit Group studies:

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

The Logit Group has established a variety of quality assurance processes to proactively identify fraudulent 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.



As a Gold Seal Corporate Member, The Logit Group observes all standards and guidelines set by the Marketing Research and Intelligence Association (MRIA). Panel members are monitored against Statistics Canada data to gauge statistical representation. Annual profile refreshing campaigns are conducted to incentivize panelists to remain active; these can also contain new questions in order to target specific niche audiences more precisely. Panelists' participation is rewarded with their choice of HBC Rewards bonus points, Aeroplan Miles or Petro Points, as well as various prizes.

The sampling procedure reflected a computerized randomization of online panel members, with exclusions from the randomization process being based upon, for example, whether a panelist had received his/her monthly maximum number of survey invitations. As well, no baseline survey invitees were invited to complete a post-campaign survey.

Survey Administration

Survey Programming and Testing

The baseline and post-wave online surveys were programmed by CRA in both English and French, using Voxco Acuity programming. Respondents were given the option to complete the survey in the official language of their choice and 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 CRA staff, as required.

The survey was registered with the MRIA's National Survey Registration System. The programmed survey was tested to ensure question order and skip patterns were properly implemented. Testing included CRA researchers receiving the invitation via email just as a respondent would, to ensure accuracy of delivery, text, links, and so on. ESDC staff were also provided with the pre-test link.

In addition, a baseline wave pre-launch test was conducted among respondents, as was a post-campaign wave pre-test among respondents. In the baseline wave, a total of 25 English and 15 French completed pre-test surveys were completed, while in the post-campaign wave a total of 67 English and 12 French pre-tests were completed. 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.

As noted above, the pre-campaign baseline pre-test also included a survey question that sought respondent feedback on the survey questionnaire, in terms of qualities such as clarity and ease of understanding. The pre-testing of the surveys each wave allowed the collected data to be reviewed to ensure accuracy and to identify any programming aspects that should be modified. No substantive data quality issues arose as a result of either of the pre-tests, and thus the pre-test data was maintained in the final data sets.



Data Collection

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

As noted, this study consisted of two data collection phases, a pre-advertising campaign wave and a post-advertising campaign wave. The pre-advertising campaign wave was administered October 17–25, 2017, while the post-advertising campaign wave was administered March 9-25, 2018. The survey invitation as well as a reminder invitation were sent to panel members during the data collection periods (i.e., nine days for the baseline wave, and 17 days for the post-campaign wave). Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met. CRA provided regular reports (verbal and written) to Education and Skills Development Canada representatives regarding progress, as requested or pre-determined. Given that single use unique survey links were distributed to prospective respondents, no individual was able to complete the survey questionnaire more than once.

A total of 1,509 baseline wave surveys were collected among youth and 1,006 among youth influencers, while a total of 1,507 post-wave wave surveys were collected among youth and 1,019 among youth influencers.

It is important to note that because, for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission, CRA's initial quota targets in each wave exceeded the overall final requirement of 1,500 youth, and 1,000 youth influencers' questionnaires. Thus, given the unavoidable possibility of having to remove surveys, post collection, CRA as a precautionary measure collected more than the initially targeted number of surveys per wave. Reasons for removing surveys ultimately included respondent "speedsters" who are deemed to have moved too quickly through the questionnaire and consistently non-intelligible verbatim responses.

The baseline survey required a mean average of 5.7 minutes for respondents to complete, while the post-campaign survey required a mean average of 7.8 minutes for respondents to complete. The post-campaign survey aided respondents with a recording of a campaign advertisement, and accompanying questions added to the survey length. A non-probability sample approach was implemented given that 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 baseline wave and the post-wave surveys display regional, gender, indigenous status, and age data in terms of the actual distribution of adult Canadians as catalogued in the 2016 Statistics Canada Census.

The first table for the baseline wave displays the youth actual distribution in terms of region, gender, Indigenous status, and age as catalogued in the 2016 Statistics Canada Census, the quotas established for region and gender, and the actual survey distribution by region and gender, as well as Indigenous status and age. The



second table for the baseline wave displays the youth influencers distribution in terms of region and gender as catalogued for the general adult population 25 years of age or older in the 2016 Statistics Canada Census, the quotas established for region and gender, and the actual survey distribution by region, gender, and age (unweighted).

Baseline Wave - Youth							
<i>(Percentages may not sum exactly to 100%, owing to rounding)</i>							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.1%	95	6.0%	97	6.4%	92	6.1%
Quebec	22.1%	320	21.0%	308	20.4%	329	21.8%
Ontario	40%	620	41.0%	623	41.3%	600	39.8%
West/North	31.8%	485	32.0%	481	31.9%	488	32.3%
Gender							
Male	51.2%	755	50.0%	702	46.5%	747	49.5%
Female	48.8%	755	50.0%	767	50.8%	722	47.8%
Unspecified	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	40	2.7%	40	2.7%
Indigenous							
Indigenous	6.5%	<i>Not applicable</i>	<i>Not applicable</i>	229	15.2%	139	9.2%
Non-Indigenous	93.5%	<i>Not applicable</i>	<i>Not applicable</i>	1,278	84.7%	1,368	90.7%
Unspecified	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	2	0.1%	2	0.1%
Age (Statistical Weights)							
18-21	55.9%	<i>Not applicable</i>	<i>Not applicable</i>	717	47.5%	823	54.5%
22-24	44.1%	<i>Not applicable</i>	<i>Not applicable</i>	746	49.4%	640	42.4%
25-30 (Indigenous)	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	41	2.7%	41	2.7%
Unspecified (18-24)	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	5	0.3%	5	0.3%



Baseline Wave – Youth Influencers					
<i>(Percentages may not sum exactly to 100%, owing to rounding)</i>					
	2016 Census	Quota Targets		Surveys Completed (Unweighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)
Region					
Atlantic	6.9%	75	7.4%	77	7.7%
Quebec	23.6%	235	23.0%	234	23.3%
Ontario	38.1%	395	38.7%	394	39.2%
West/North	31.5%	315	30.9%	301	29.9%
Gender					
Male	48.9%	510	50.0%	491	48.8%
Female	51.1%	510	50.0%	513	50.9%
Unspecified	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	2	0.2%
Age					
25-34	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	202	20.1%
35-44	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	325	32.3%
45-54	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	324	32.2%
55 or older	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	155	15.4%

The first table for the post-campaign research wave displays the youth actual distribution in terms of region, gender, Indigenous status, and age as catalogued in the 2016 Statistics Canada Census, the quotas established for region and gender, and the actual survey distribution by region and gender, as well as Indigenous status and age.

The second table for the post-campaign research wave displays the youth influencers distribution in terms of region and gender as catalogued for the general adult population 25 years of age or older in the 2016 Statistics Canada Census, the quotas established for region and gender, and the actual survey distribution by region, gender, and age (unweighted).



Post - Wave - Youth							
<i>(Percentages may not sum exactly to 100%, owing to rounding)</i>							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.1%	95	6.0%	95	6.3%	90	6.0%
Quebec	22.1%	320	21.0%	316	21.0%	333	22.1%
Ontario	40.0%	620	41.0%	613	40.7%	606	40.2%
West/North	31.8%	485	32.0%	483	32.1%	479	31.8%
Gender							
Male	51.2%	755	50.0%	737	48.9%	762	50.6%
Female	48.8%	755	50.0%	749	49.7%	724	48.0%
Unspecified	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	21	1.4%	21	1.4%
Indigenous							
Indigenous	6.5%	<i>Not applicable</i>	<i>Not applicable</i>	217	14.4%	138	9.2%
Non-Indigenous	93.5%	<i>Not applicable</i>	<i>Not applicable</i>	1,290	85.6%	1,369	90.8%
Unspecified	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	0	0.0%	0	0.0%
Age (Statistical Weights)							
18-21	55.9%	<i>Not applicable</i>	<i>Not applicable</i>	593	39.3%	824	54.7%
22-24	44.1%	<i>Not applicable</i>	<i>Not applicable</i>	876	58.1%	645	42.8%
25-30 (Indigenous)	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	38	2.5%	38	2.5%
Unspecified (18-24)	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	0	0.0%	0	0.0%



Post - Wave – Youth Influencers					
<i>(Percentages may not sum exactly to 100%, owing to rounding)</i>					
	2016 Census	Quota Targets		Surveys Completed (Unweighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)
Region					
Atlantic	6.9%	75	7.4%	75	7.4%
Quebec	23.6%	235	23.0%	241	23.7%
Ontario	38.1%	395	38.7%	398	39.1%
West/North	31.5%	315	30.9%	305	29.9%
Gender					
Male	48.9%	510	50.0%	498	48.9%
Female	51.1%	510	50.0%	519	50.9%
Unspecified	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	2	0.2%
Age					
25-34	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	165	16.2%
35-44	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	344	33.8%
45-54	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	349	34.2%
55 or older	<i>Not applicable</i>	<i>Not applicable</i>	<i>Not applicable</i>	161	15.8%

Data Tabulation: For the youth surveys, there were a total of 32 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (4: Atlantic, Quebec, Ontario, and West/North – based on survey Question e); Age group (2: 18–21, 22–24) based on survey Question d); Gender (2: Male, Female – based on survey Question b); and Indigenous status (2: Indigenous, Non-Indigenous based on survey question h). The 32 overlapping or interlocking statistical weighting cells thus were derived from Region (4) x Age (2) x Gender (2) x Indigenous Status (2) dimensions = 32 unique statistical weighting cells.

Population estimates were based on the following Statistics Canada table:

- <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dt-td/Rp-eng.cfm?LANG=E&APATH=3&DETAIL=0&DIM=0&FL=A&FREE=0&GC=0&GID=0&GK=0&GRP=1&ID=110588&PRID=10&PTYPE=109445&S=0&SHOWALL=0&SUB=0&Temporal=2017&THEME=122&VID=0&VNAMEE=&VNAMEF=>



For the youth influencers' survey, no weights were implemented as actual population parameters for this target segment are unknown.

Participation Rates: The rates below were derived using the formula recommended by the Public Opinion Research Directorate of the Government of Canada:

<u>Baseline wave</u>	
Total email addresses used:	12,500
<u>Invalid cases</u>	
Invitations mistakenly sent to people who did not qualify for the study:	0
Incomplete or missing email addresses:	0
<u>Unresolved (U)</u>	
Email invitations bounce back:	0
Email invitations unanswered:	0
<u>In-scope non-responding units (IS)</u>	
Non-response from eligible respondents:	9,308
Respondent refusals:	0
Language problem:	0
Selected respondent not available (illness; leave of absence; vacation; other):	0
Early break-offs:	442
<u>Responding units (R)</u>	
Completed surveys disqualified – quota filled:	0
Completed surveys disqualified for other reasons:	128
Completed surveys:	2,622

$$\text{Baseline Wave Participation Rate} = R / (U + IS + R) = 2,750 / (0 + 9,308 + 2,750) = 23\%$$

<u>Post-wave</u>	
Total email addresses used:	30,363
<u>Invalid cases</u>	
Invitations mistakenly sent to people who did not qualify for the study:	4,874
Incomplete or missing email addresses:	0
<u>Unresolved (U)</u>	
Email invitations bounce back:	0
Email invitations unanswered:	0
<u>In-scope non-responding units (IS)</u>	
Non-response from eligible respondents:	18,606
Respondent refusals:	0
Language problem:	0
Selected respondent not available (illness; leave of absence; vacation; other):	0
Early break-offs:	2,611
<u>Responding units (R)</u>	
Completed surveys disqualified – quota filled:	1,557
Completed surveys disqualified for other reasons:	195
Completed surveys:	2,520

$$\text{Post-Wave Participation Rate} = R / (U + IS + R) = 4,272 / (0 + 21,217 + 4,272) = 17\%$$



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

Non-Response Bias Analysis

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

No measurement of sampling error can be attributed to the current study, given that the contact records utilized in the data collection process were derived from an online panel of the general public, which is to say, a non-probability sample source. Having stated that, measures were taken in the implementation of the data collection to ensure sufficient completed surveys were obtained from demographic groups traditionally regarded as central in quantitative survey research, such as gender, age, and region/province. The final data sets for the youth completes was statistically weighted to closely match the distribution along the key dimensions of age, gender, region, and Indigenous status as estimated in the 2016 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians 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 baseline as well as post-campaign French and English survey instruments themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. In terms of coverage, the youth and youth influencer 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 matching the target criteria drawn from a commercially available online panel.



Appendix B – Study Questionnaire

**ADVERTISING CAMPAIGN EVALUATION TOOL
POST-CAMPAIGN SURVEY**

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

INTRODUCTION

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

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete and is registered with the Marketing Research and Intelligence Association (MRIA).

[START SURVEY](#)

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

a) Do you, or does anyone in your household, currently work or have worked in any of the following areas? **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
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2000; IF > 2000, THANK AND TERMINATE; ASK D IF QUESTION C IS BLANK, OR IF Q.c IS EITHER 1993 OR 2000.

d) In which of the following age categories do you belong? **SELECT ONE ONLY**

- less than 18 years old
- 18 to 24
- 25 to 27
- 28 to 30
- 31 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

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

e.) In which province or territory do you live? **SELECT ONE ONLY**

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

f) **[IF AT LEAST 25 YEARS OLD IN QUESTION 'c' OR 'd', POSE]** At the present time, are you working or volunteering as a ...?
STATE ON SCREEN: SELECT AS MANY AS APPLY

- Teacher 1
- High school career counselor..... 2
- Youth group leader 3
- Coach of a youth sports team or other team 4
- None of the above 5

g) **[IF AT LEAST 25 YEARS OLD IN QUESTION 'c' OR 'd', POSE]** Are you a parent or guardian of a child between the ages of 16 and 30 years old?
PERMIT ONE RESPONSE ONLY

- Yes 1
- No 2

h) Do you identify yourself as Indigenous, that is, are you of First Nations, Inuit or Métis descent?
PERMIT ONE RESPONSE ONLY

- Yes, First Nations 1
- Yes, Inuit 2
- Yes, Métis..... 3
- No 4

i) **[IF 'YES, FIRST NATIONS' IN Q.h (CODE 1), POSE]** Do you live most of the time on-reserve or off-reserve?
PERMIT ONE RESPONSE ONLY

- On-reserve 1
- Off-reserve 2
- Prefer not to say 3

THANK, TERMINATE, RECORD, AND KEEP DATA UNLESS ONE OR MORE OF: 18-24 IN Q.c OR Q.d; ONE OR MORE OF CATEGORIES 1-4 IS SELECTED IN Q.f; 'YES' IN Q.g; AND/OR AGED 18-30 AND 'YES, FIRST NATIONS/INUIT/METIS' IN Q.h. QUESTIONS b, c+d, e, f, g, AND h ARE OBLIGATORY

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:
 Over the past three weeks, have you seen, read or heard any advertising from the federal Government of Canada?

- yes
- no

=> GO TO T1A

Q2:
Think about the most recent ad from the federal Government of Canada that comes to mind. Where have you seen, read or heard this ad?

SELECT ALL THAT APPLY

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

Q3:
What do you remember about this ad?

Q4:
How did you know that it was an ad from the federal Government of Canada?

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:
Over the past few months, have you seen, read or heard any **Government of Canada** advertising about programs and services for youth related to education, employment, skills and training?

- Yes
- No

=> GO TO T2

T1B:
Where have you seen, read or heard this ad about programs and services for youth related to education, employment, skills and training?
SELECT ALL THAT APPLY

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

T1C:
What do you remember about this ad?

CAMPAIGN SPECIFIC ATTITUDINAL/BEHAVIOURAL QUESTIONS - ASK ALL RESPONDENTS

T2:
Thinking specifically about **Government of Canada programs and services for youth** related to education, employment, skills and training, which programs and services are you aware of? **(Unaided)**

T3:
Still thinking specifically about programs and services for youth related to education, employment, skills and training, which of the following Government of Canada programs and services are you aware of? **SELECT ALL THAT APPLY**

- Apprenticeship Completion Grant (ACG)
- Apprenticeship Incentive Grant (AIG)
- Canada Apprentice Loan
- Canada Education Savings Grant
- Canada Learning Bond
- Canada Student Loan forgiveness for family doctors and nurses
- Canada Student Loans/Grants
- Canada Summer Jobs
- Job Bank – Career tool, job alerts, job match
- Loan Repayment Estimator
- Registered Education Savings Plans (RESP)
- Repayment Assistance Plan (RAP)
- Skilled Trades and Apprenticeship (Red Seal Program)
- Student Financial Assistance Estimator
- Youth Employment Strategy
- Other (specify)
- None of the above

T4: DO NOT POSE UNLESS: 1) AGED 18-27 [YOUTH]; 2) UNLESS ‘YES ...’ IN Q.h [CODES 1-3] AND AGED 18-30 [YOUTH]; OR 3) UNLESS ‘YES’ IN Q.g [PARENT/GUARDIAN]

[IF YOUTH: Do you / IF PARENT/GUARDIAN: Does your child] currently benefit from, or plan to apply for, any programs and services for youth related to education, employment, skills and training offered by the Government of Canada?

ALLOW BOTH ‘ALREADY BENEFIT’ AND ‘PLAN TO APPLY’ – OTHERWISE, ACCEPT ONLY ONE RESPONSE

- Already benefit
- Plan to apply
- Do not benefit or plan to apply
- Don’t know

T5:

All things considered, please rate how satisfied or dissatisfied you are in terms of the Government of Canada’s support for youth in the following areas:
[ROTATE STATEMENTS]

- a. Education
- b. Skills training
- c. Employment programs/services
- d. Civic engagement/community involvement and service opportunities

- 1– Completely dissatisfied
- 2
- 3
- 4
- 5– Completely satisfied

T6:

Please rate how likely you would be to recommend, use, or visit the following sources for information on programs and services for youth related to education, employment, skills and training:

ROTATE STATEMENTS

- a. Government of Canada websites
- b. Provincial Government websites
- c. Community members or Elders
- d. Parents/Guardians
- e. Siblings and Peers (Friends, Colleagues, Cousins, etc.)
- f. Guidance counsellors, teachers or on-campus career development services
- g. Career/education planning sites
- h. University and community college websites
- i. Recruitment sites
- j. Trade unions, certification or accreditation bodies, or industry experts

- 1– Definitely would not recommend, use, or visit
- 2
- 3
- 4
- 5– Definitely would recommend, use, or visit

T7: [POSE T7 ONLY IF CODES 1-2 OR 4-5 IN T6a] [Why would you [codes 4-5 in T6a]/Why wouldn't you [codes 1-2 in T6a] [recommend, use, or visit] the Government of Canada’s websites for information on programs and services for youth related to education, employment, skills and training?

T1H:
Here are some ads that have recently been broadcast on various media. Click here to view.

[INSERT VIDEO, PRINT AND RADIO AD] [CLICK TO GO TO THE NEXT PAGE]

Over the past few months, have you seen, read or heard these ads or any ads similar to these?

- yes
 - no
- => GO TO T1J

T1I:
Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

- cinema
- Facebook
- On a website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- Snapchat
- Instagram
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- Spotify
- television
- Twitter
- YouTube
- LinkedIn
- 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	<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"/>
This ad does 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 the Government of Canada] has programs and services for youth related to education, employment, skills and training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHIC QUESTIONS

D1:

Which of the following categories best describes your current employment status? Are you... **SELECT ALL THAT APPLY**

- working full-time (35 or more hours per week)
- working part-time (less than 35 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- a student attending school part-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 \$39,999
- between \$40,000 and \$59,999
- between \$60,000 and \$79,999
- between \$80,000 and \$99,999
- between \$100,000 and \$149,999
- \$150,000 and above
- prefer not to say

D5:

Where were you born?

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

ASK IF D5=BORN OUTSIDE CANADA

D6:
In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2018

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:
And what are the first three digits of your postal code?

XXX

PRE-TEST ONLY: TO BE REMOVED AFTER PRE-TEST [n = at least 15 in each official language]

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

- Yes
- No

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

RECORD VERBATIM

That concludes the survey. This survey was conducted on behalf of [EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA]. 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.
