

OUR HEALTHY ENVIRONMENT

and Economy Advertising Campaign (Advertising Campaign Evaluation Tool)

- Methodology Report

Prepared for Environment and Climate Change Canada

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Executive Summary

Narrative Research Inc.

Contract Number: KOA37-220205/001/CY

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Background

It is the mission of Environment and Climate Change Canada (ECCC) to ensure a clean and healthy environment and economy for present and future generations. To uphold this mission, ECCC launched its new *Our Healthy Environment and Economy* advertising campaign.

ECCC has developed this communications campaign to both inform Canadians of existing efforts underway concerning climate change, as well as of Government of Canada (GC) programs, incentives and efforts vis-à-vis climate change. The first phase of the campaign, which ran in July 2021, consisted of informational text-based ads through search engine marketing (for example, Google Adwords and Bing Search). In the second phase, advertising consisted of a mix of placements designed to increase the reach and breadth of messaging to the campaign's target audience across multiple touchpoints, including but not limited to: television, video, web, mobile apps, music and podcast streaming services, trade publications and social media. This phase ran from mid-February until mid-June 2022.

ECCC's advertising campaign focused on three areas: nature conservation, zero emissions vehicles and transportation future, and energy efficiency. This campaign clusters environmental themes stemming from a number of GC institutions under a single banner, thereby representing a "whole of government" approach to communicating information to Canadians. ECCC's communication efforts seek to demonstrate the action that governments, Canadians and businesses are already taking in terms of climate change, and encourage Canadians and businesses to, among other things, further accelerate momentum and encourage progress in this domain. Emphasis is placed on demonstrating a shared effort between and among governments, people, and businesses, in an attempt to empower and engage the country. Thus, ECCC's *Our Healthy Environment and Economy* advertising campaign supports the following key campaign objectives:

- Raise awareness and uptake of Canada's environmental programs and incentives
- Increase use of the new Website portal



Research Objectives

The purpose of this research evaluation is to measure the success of the advertisement campaign through a before/after measure of the campaign's objectives and awareness/recall of the advertisements amongst Canadians, particularly the campaign's target audience.

The research was conducted using the Government of Canada's Advertising Campaign Evaluation Tool (ACET). ACET evaluations are required to help improve the Government of Canada's ability to consistently evaluate major advertising campaigns, and to assist departments in complying with a key requirement in the Communications Directive.

The following criteria will be used to qualify the effectiveness of the *Our Healthy Economy and Environment* advertising campaign:

1. Pre-Campaign Evaluation using the standardized ACET Baseline online survey, with the objectives being to assess pre-campaign awareness of the subject matter, including:
 - Recall of Government of Canada advertising on environmental initiatives
 - Awareness of the Government of Canada's environment and climate change programs/initiatives
 - Interest in participating (uptake) in Government of Canada environmental programs/initiatives
 - Motivation amongst Canadians related to conserving and protecting nature/fighting climate change
 - Behaviour amongst Canadians related to conserving and protecting nature/fighting climate change

2. Post-Campaign Evaluation using the standardized ACET Post-Campaign online survey, which will determine if:
 - A 10% increase in recall of Government of Canada advertising on environmental initiatives relative to pre-campaign has been achieved
 - There is strong aided recall of the campaign's creatives (main measure of reach). This includes where Canadians saw the advertisements and whether they can identify them as from the Government of Canada (GC)
 - There is an increased percentage of respondents among those who recall the ad who report knowledge of GC programs and incentives, over and above the baseline ACET measurement
 - There is an increased percentage of respondents among those who recall the ad who report having looked for information about environmental programs and initiatives
 - There is increased motivation amongst Canadians related to conserving and protecting nature/fighting climate change
 - There is an increased percentage of respondents among those who recall the ad who report having taken action



Target Population

The Statement of Work identifies that the target population of the research includes Canadians 18 years and older including Indigenous Canadians, Canadian families (parents and youth), Canadian business leaders/owners and industry professionals, and Canadian homeowners and buyers.

A pre-campaign online survey of the Canadian general public was undertaken in July 2021 while a post-campaign online survey was undertaken in June/July 2022. The pre-wave survey required an average of approximately eight minutes to administer (combined English and French), while the post-wave survey required a mean average of approximately 13 minutes to administer (combined English and French). This 13-minute figure, however, likely was influenced greatly by a small number of respondents who perhaps left their browser open to the study for an extended period of time while undertaking non-survey-related activities, as it is found that the median post-wave average was 9.9 minutes, likely a more telling indicator of the true ‘average’ length of time required to complete the post-wave survey. The participation rate was 27.6 percent for the pre-campaign wave and 30.5 percent for the post-campaign wave. The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. There was a total of 2,010 useable surveys completed in the pre-wave, and 2,004 useable surveys completed in the post-wave.

Research Usage

As articulated in the Statement of Work, the proposed research activity entailed pre- and post-ad campaign evaluations, exploring the impact of advertising on public attitudes, beliefs and behaviours. This evaluation will take the form of measuring (and comparing) awareness of the subject matter with the audiences in question. ECCC’s principal goal is to increase recall of Government of Canada advertising on environmental initiatives.

Advertising campaign evaluation is mandatory under the guidelines of the Government of Canada, in situations such as is currently the case, in which a media buy exceeds \$1 million. The sought-after pre-and post-campaign ACET-related data collections are used for all major Government of Canada advertising campaigns in order to consistently evaluate these campaigns, as a means of complying with key requirements in the Government of Canada Communications Policy.

Expenditure

The survey entailed an expenditure of \$34,979.15, including HST.

Consent

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



Political Neutrality Statement and Contact Information

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

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Appendix A

Study Methodology

This evaluation utilized the Government of Canada’s Advertising Campaign Evaluation Tool (ACET) and was administered to a sample of Canadian adults 18 years of age or older. The pre-wave data collection was conducted in July 2021 and the post-wave data collection in June/July 2022. The online-based data collection regimen entailed pre-advertising campaign data collection. This approach permits a comparison of awareness and opinions over time, as compared to other Government of Canada commissioned advertising campaigns.

Questionnaire Design

The questions utilized in this study were based on the Government of Canada’s standard Advertising Campaign Evaluation Tool questionnaire. In the online approach implemented in the present study, the survey respondents are aided in their post-campaign ad recall by way of being shown on-screen an advertisement from the recent *Our Healthy Environment and Economy* advertising campaign. No ads were displayed in the pre-campaign wave as the pre-advertising survey was aimed at assessing recall and opinions prior to the new advertising campaign. In the post-campaign wave, the respondents were shown ads from the campaign and subsequently asked a series of questions about the advertisement. Narrative Research ensured that respondents were able to complete the survey on various platforms including computers, tablets or smartphones.

As required by Government of Canada standards, English and French pre-test surveys were collected in both waves. As well, a line of questioning was included at the end of the pre-test surveys in which respondents were asked if they encountered any questions or survey wording that was difficult to understand. No pre-test respondents expressed difficulty in understanding any of the survey questions. As a result, no pre-test respondent was asked to identify which question or questions were problematic from a comprehension perspective.

Sampling

The survey approach utilized was designed to be administered to an online general public panel sample of approximately 2,000 Canadian adults (18+) during each wave. Narrative Research ensured that the surveys collected closely reflected the actual, true adult Canadian general population in terms of gender and age group and by region, as required by the project’s Statement of Work.

Specifically, to ensure robust samples that approximate the true population parameters for age (18-34, 35-54, and 55+), gender (male/female), and region (Atlantic, Quebec, Ontario, MB/SK/NU, AB/NT, BC/YT), quotas were implemented.



Age and gender quotas were implemented *per region*, and statistical weighting of the survey data was implemented to adjust for the small differences between the target data collection quotas, on the one hand, and the actual distribution of survey completions, on the other hand. Implementing soft quotas for Indigenous Canadians, respondents with children age 17 and under in their household (i.e., families), home owners, and business leaders were suggested by ECCC and applied during sampling. Such quotas were put into place to reach audiences of interest to ECCC, but are not necessarily representative per region, or for Canada overall.

Contact Records Source

Narrative Research utilized the services of The Logit Group for this research. The Logit Group's online general population panel is comprised of over 600,000 Canadian residents nationally, with sound representation across regions. Logit Group panelists are recruited from a large number of sources to maximize reach and representation.

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

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

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

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



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

Survey Administration

Survey Programming and Testing

The online surveys were programmed by Narrative Research in both English and French, using Voxco Acuity programming software. Respondents were formally invited to the surveys in the official language of their choice. Respondents had the option to select the official language of their choice at the beginning of the questionnaire. Assistance in completing the surveys was available at the respondents' request through our supplier, The Logit Group. Respondents were able to verify the legitimacy of the survey via representatives from Narrative Research, or via the survey registration system made available via the Canadian Research Insights Council (CRIC), Canada's national research agency for this sector. The programmed surveys were tested to ensure question order and skip patterns were properly implemented. Testing included Narrative Research researchers receiving the invitation via email just as a respondent would, to ensure accuracy of delivery, text, links, and so on. Environment and Climate Change Canada staff were also provided with the pre-test links.

A total of 14 English and 17 French pre-tests were completed in July 2021 for the pre-campaign or baseline survey, while a total of 40 English and 18 French pre-tests were completed in June 2022 for the post-campaign survey. These pre-test survey completions were conducted via a survey "soft launch" whereby a small number of panel respondents were invited to participate in the survey. The pre-testing of the surveys allowed the collected data to be reviewed to ensure accuracy and to identify any programming aspects that should be modified. Pre-test respondents were asked if they had any difficulty understanding any aspect of the survey. No one replied in the affirmative. No substantive data quality issues arose as a result of the pre-testing, and thus the pre-test data was maintained in the final data sets for both waves.

Data Collection

In online surveys of the type implemented in the present case, the preponderance of respondents is notified within a short period. Reminder notices were forwarded to these sampled respondents until such time as the target number of survey completions had been achieved. This data collection approach offers a timing advantage in contacting respondents shortly before the campaign has begun and again after campaign implementation.

The pre-campaign survey was administered between July 12th and 18th, 2021, while the post-campaign survey was administered between June 21st and July 4th, 2022. The survey invitations as well as reminder invitations were sent to panel members during the data collection period. Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met.



Narrative Research provided regular reports to ECCC 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 2,060 surveys were submitted by respondents, and 2,010 were ultimately used in the final data set in the pre-wave baseline survey. A total of 2,059 surveys were submitted by respondents, and 2,004 were ultimately used in the final data set in the post-wave survey. It is important to note that for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission. Such was indeed the case in these surveys, as Narrative Research's initial quota targets in each wave exceeded the overall final requirement of 2,000 questionnaires.

Accordingly, given the unavoidable possibility of having to remove surveys, post collection, Narrative Research as a precautionary measure collected more than the initially targeted number of surveys per wave. Reasons for removing surveys ultimately included respondents who consistently gave non-intelligible verbatim responses (29 in the baseline, 29 in the post-wave), straight-line speedsters (14 in the baseline, 5 in the post-wave), duplicate survey IDs (7 in the baseline, 19 in the post-wave), and technical difficulties (could not view responses for two participants in the post-wave data collection). Thus overall, a small number (n=50) were removed in the pre-wave, and a similarly small number (n=55) were removed post-wave.

The pre-wave survey required an average of approximately eight minutes to administer (combined English and French), while the post-wave survey required a mean average of approximately 13 minutes to administer (combined English and French). This 13-minute figure, however, likely was influenced greatly by a small number of respondents who perhaps left their browser open to the study for an extended period of time while undertaking non-survey-related activities, as it is found that the median post-wave average was 9.9 minutes, likely a more telling indicator of the true 'average' length of time required to complete the post-wave survey.

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 pre-campaign display regional, gender, and age data in terms of the actual distribution of adult Canadians as catalogued in the 2016 Statistics Canada Census, while post-campaign survey data for region, age and gender was guided by the actual distribution of Canadians as per the 2021 Statistics Canada Census.

As well, approximate regional, gender, age and key special demographic quota targets per wave are detailed (both in terms of the actual *number* of surveys completed, and the *percentage* of all surveys completed). The tables on the pages below present data with the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions for each wave.



Data Tabulation: There were a total of 36 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (6: Atlantic, Quebec, Ontario, MB/SK/NU, AB/NT, and BC/YT); Age group (3: 18–34, 35–54, and 55+); Gender (2: Male, Female). The 36 overlapping or interlocking statistical weighting cells thus were derived from Region (6) x Age (3) x Gender (2) dimensions = 36 unique statistical weighting cells. Population data for the 36 statistical weighting cells were obtained from Census of Canada, and can be found here:

- 2016 Statistics Canada Census Data (baseline): <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dt-td/Rp-eng.cfm?TABID=2&LANG=E&A=R&APATH=3&DETAIL=0&DIM=0&FL=V&FREE=0&GC=01&GL=-1&GID=1235625&GK=1&GRP=1&O=D&PID=109671&PRID=0&PTYPE=109445&S=0&SHOWALL=0&SUB=0&Temporal=2016&THEME=118&VID=0&VNAMEE=&VNAMEF=&D1=0&D2=0&D3=0&D4=0&D5=0&D6=0>
- 2021 Statistics Canada Census Data (post-wave): <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=9810002001>

With such a large number of weighting cells, it was necessary to combine specific cells due to the fact that sample sizes for specific cells were small or empty, and therefore would have led to quite large weights if left separate. Combining weighting cells is a common approach in such instances, and it explains why the final weighted data distribution differs slightly from the actual population distribution, along certain dimensions. Nonetheless, it is suggested that the quantitative impact of implementing this approach was very modest, thereby recommending the specific statistical weighting approach as helpful. It should also be noted that a small number of individuals were not able to be placed into one of the 36 weighting cells due to the fact that they identified as gender diverse. For tabulation purposes, these individuals were given a weight value of 1.0.

Pre-Campaign/Baseline Wave Survey – July 2021 (Percentages may not sum exactly to 100%, owing to rounding)							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.8%	200	10.0%	204	10.1%	138	6.9%
Quebec	23.4%	400	20.0%	400	19.9%	469	23.3%
Ontario	38.3%	620	31.0%	624	31.0%	766	38.1%
MB/SK/NU	6.6%	232	11.6%	231	11.5%	136	6.8%
AB/NT	11.3%	264	13.2%	266	13.2%	228	11.4%
BC/YT	13.6%	284	14.2%	285	14.2%	273	13.6%



Gender ¹							
Male	48.6%	975	48.8%	954	47.5%	969	48.2%
Female	51.4%	1025	51.3%	1041	51.8%	1026	51.0%
Age							
18-34	27.4%	548	27.4%	530	26.4%	554	27.7%
35-54	34.1%	778	38.9%	793	39.5%	682	33.9%
55+	38.6%	674	33.7%	687	34.2%	774	38.5%
Key Demographics							
Indigenous	4.9%	200	10.0%	105	5.2%	94	4.8%
Children in Household	*	700	35.0%	576	28.7%	533	26.5%
Home Owners	*	1500	75.0%	1218	60.6%	1207	60.5%
Business Leaders	*	400	20.0%	286	14.2%	283	14.1%

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

Post-Campaign Wave Survey – June/July 2022 (Percentages may not sum exactly to 100%, owing to rounding)							
	2021 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.7%	200	10.0%	201	10.0%	136	6.8%
Quebec	23.0%	400	20.0%	403	20.1%	461	38.5%
Ontario	38.6%	620	31.0%	620	30.9%	771	23.0%
MB/SK/NU	6.5%	232	11.6%	232	11.6%	131	6.6%
AB/NT	11.2%	264	13.2%	264	13.2%	225	11.2%
BC/YT	14.0%	284	14.2%	284	14.2%	280	14.0%
Gender ¹							
Male	48.8%	975	48.8%	968	48.3%	972	48.5%
Female	51.3%	1025	51.3%	1026	51.2%	1022	51.0%



Age							
18-34	26.7%	548	27.4%	546	27.2%	539	26.9%
35-54	32.2%	778	38.9%	783	39.1%	644	32.1%
55+	41.1%	674	33.7%	675	33.7%	821	41.0%
Key Demographics							
Indigenous ²	4.9%	200	10.0%	307	15.3%	278	13.9%
Children in Household	*	700	35.0%	482	24.1%	427	21.3%
Home Owners	*	1500	75.0%	1302	65.0%	1312	65.5%
Business Leaders	*	400	20.0%	369	18.4%	349	17.4%

¹ Ten respondents identified as another gender or preferred not to respond and are not presented in the table.

² Based on 2016 Census Data as 2021 results for this metric are not currently available.

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

Pre-Campaign Survey

Total email addresses used: 14,982

Invalid cases

Invitations mistakenly sent to people who did not qualify for the study: 840
 Incomplete or missing email addresses: 0

Unresolved (U)

Email invitations bounced back: 0
 Email invitations unanswered: 9,905

In-scope non-responding units (IS)

Non-response from eligible respondents: 0
 Respondent refusals: 0
 Language problem: 0
 Selected respondent not available (illness; leave of absence; vacation; other): 0
 Early break-offs: 334

Responding units (R)

Completed surveys disqualified – quota filled: 1,843
 Completed surveys disqualified for other reasons: 50
 Completed surveys: 2,010

Pre-Campaign Wave Participation Rate = $R / (U + IS + R) = 3,903 / (9,905 + 334 + 3,903) = 27.6\%$



Post-Campaign Survey

Total email addresses used: 13,875

Invalid cases

Invitations mistakenly sent to people who did not qualify for the study: 1,665

Incomplete or missing email addresses: 0

Unresolved (U)

Email invitations bounce back: 0

Email invitations unanswered: 8,223

In-scope non-responding units (IS)

Non-response from eligible respondents: 0

Respondent refusals: 0

Language problem: 0

Selected respondent not available (illness; leave of absence; vacation; other): 0

Early break-offs: 269

Responding units (R)

Completed surveys disqualified – quota filled: 1,659

Completed surveys disqualified for other reasons: 55

Completed surveys: 2,004

Post-Campaign Wave Participation Rate = $R/(U + IS + R) = 3,718/(8,223 + 269 + 3,718) = 30.5\%$

Reminders were distributed to potential respondents who were invited to complete a survey, but who chose not to do so. Given that the online methodology utilized a non-probability sample, a margin of error cannot be applied to the results as per the Standards for the Conduct of Government of Canada Public Opinion Research for Online Surveys.

Non-Response Bias Analysis

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable. Sampling error 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 set for each survey wave was statistically weighted to closely match the distribution of these dimensions as stated in the 2016 Statistics Canada census (baseline), and as stated in the 2021 Statistics Canada census (post-wave). 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 French and English survey instruments from each campaign themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. In terms of coverage, the surveys were conducted with an online panel of the Canadian general public 18 years of age or older, based on a randomized sampling of panel records for the target audience drawn from a commercially available online general public panel.

APPENDIX B: STUDY QUESTIONNAIRES
**ADVERTISING CAMPAIGN EVALUATION TOOL
 BASELINE SURVEY**

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

INTRODUCTION

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

The survey is being conducted by Narrative Research. Your participation is voluntary and your responses will be kept entirely confidential and anonymous. The survey takes about 7 minutes to complete. This survey is being administered according to the requirements of the Privacy Act, the Access to Information Act, and any other relevant legislation.

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

[START SURVEY](#)

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

If you require any technical assistance, please contact XXX.

a) Does anyone in your household work for any of the following organizations?

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations

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

b) Are you...

- Male gender
- Female gender
- Gender diverse

c) In what year were you born?

YYYY

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

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

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

IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE IF BLANK, FIRST PROMPT BY SAYING: 'WE REQUIRE AN ANSWER TO THIS QUESTION FOR RESEARCH PURPOSES. PLEASE SELECT AN AGE CATEGORY.'

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
- None of the above

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

FIRST PROMPT BY SAYING: 'WE REQUIRE AN ANSWER TO THIS QUESTION FOR RESEARCH PURPOSES. PLEASE SELECT A PROVINCE OR TERRITORY.' THANK, TERMINATE, RECORD, AND KEEP DATA IF 'NONE OF THE ABOVE.'

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 the Canadian 2021 Census?
[STATE TOPIC IN TWO OR THREE WORDS BUT DO NOT DESCRIBE CAMPAIGN THEME]

- Yes
- No

=> GO TO T2

T1B:

Where have you seen, read or heard this Government of Canada ad about the Canadian 2021 Census?

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?

T2. Please indicate your level of agreement with the following statements.

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
a. The Census provides valuable information to government to help them make decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Census information is used to plan programs and services in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. The data collected from the census will have a positive impact on my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHIC QUESTIONS

D1:

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

SELECT ONE ONLY

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

D2:

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

SELECT ONE ONLY

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

D3:

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

- yes
- no

D4:

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

SELECT ONE ONLY

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

D5:

Where were you born?

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

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2021

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 _____

Closing (PRE-TEST ONLY):

D8: Are there any questions in this survey that you found difficult to understand?

- Yes
- No

D9: IF 'YES' IN D8: Which questions did you find difficult to understand? **RECORD VERBATIM**

That concludes the survey. This survey was conducted on behalf of Statistics 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.

**OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES
SONDAGE DE RÉFÉRENCE**

À être mené avant la diffusion des publicités dans les médias.

INTRODUCTION

Merci de prendre le temps de remplir le présent sondage portant sur des enjeux qui intéressent actuellement les Canadiens. If you wish to complete the survey in English, please click [English \[PASSEZ À LA VERSION ANGLAISE\]](#).

Le présent sondage est mené par Narrative Research. Votre participation est volontaire et toutes vos réponses demeureront confidentielles et anonymes. Il faut environ sept minutes pour répondre au sondage. Ce sondage est mené conformément aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et d'autres lois pertinentes.

Pour vérifier l'authenticité du présent sondage, [cliquez ici](#). Pour lire notre politique de confidentialité, [cliquez ici](#).

COMMENCER LE SONDAGE

Pour vérifier l'authenticité du présent sondage, [cliquez ici](#). Pour lire notre politique de confidentialité, [cliquez ici](#).

Pour obtenir de l'aide technique, veuillez communiquer avec XXX.

e) Est-ce qu'un membre de votre ménage travaille pour l'une des organisations suivantes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

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

SI LA RÉPONSE « AUCUNE DE CES ORGANISATIONS » A ÉTÉ SÉLECTIONNÉE, POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

f) Êtes-vous de...

- genre masculin
- genre féminin
- diverses identités de genre

g) Quelle est votre année de naissance?

YYYY

TRANCHE ADMISSIBLE : DE 1900 À 2003 SI L'ANNÉE EST 2004 OU APRÈS, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE. POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE OU SI LA RÉPONSE EST DANS LA TRANCHE ADMISSIBLE.

h) À quelle catégorie d'âge appartenez-vous? **CHOISISSEZ UNE SEULE CATÉGORIE**

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

SI LA RÉPONSE « MOINS DE 18 ANS » A ÉTÉ SÉLECTIONNÉE, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE. SI LA QUESTION EST DEMEURÉE SANS RÉPONSE, COMMENCEZ PAR DIRE : « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA CATÉGORIE D'ÂGE À LAQUELLE VOUS APPARTENEZ. »

e. Dans quelle province ou quel territoire habitez-vous? **CHOISISSEZ UNE SEULE PROVINCE OU UN SEUL 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
- Aucune de ces réponses

SI LE RÉPONDANT NE CHOISIT AUCUNE PROVINCE NI AUCUN TERRITOIRE, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE. AVANT DE METTRE FIN AU SONDAGE, COMMENCEZ PAR DIRE : « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA PROVINCE OU LE TERRITOIRE OÙ VOUS HABITEZ. » SI LA RÉPONSE « AUCUNE DE CES RÉPONSES » A ÉTÉ SÉLECTIONNÉE, REMERCIEZ LE RÉPONDANT, METTEZ FIN AU SONDAGE ET NOTEZ LES RÉPONSES POUR LES CONSERVER.

QUESTIONS DE BASE

QUESTIONS À POSER À TOUS LES RÉPONDANTS

Q1 :

Au cours des trois dernières semaines avez-vous vu, lu ou entendu une publicité du gouvernement du Canada?

- Oui
- Non

=> ALLER À T1A

Q2 :

À quel endroit avez-vous vu, lu ou entendu la dernière publicité du gouvernement du Canada qui vous vient à l'esprit?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- au cinéma
- sur Facebook
- sur un site Web
- dans un magazine
- dans un journal (quotidien)
- dans un journal (hebdomadaire ou communautaire)
- sur un tableau d'affichage extérieur
- dans un dépliant ou une brochure dans votre boîte aux lettres
- sur un véhicule de transport en commun (autobus ou métro)
- à la radio
- à la télévision
- sur Twitter
- sur YouTube
- sur Instagram
- sur LinkedIn
- sur Snapchat
- sur Spotify
- autre, veuillez préciser _____

Q3 :

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

Q4 :

Comment saviez-vous qu'il s'agissait d'une publicité du gouvernement du Canada?

QUESTIONS RELATIVES À LA CAMPAGNE

QUESTIONS À POSER À TOUS LES RÉPONDANTS

T1A :
Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet du Recensement Canadien de 2021? **[INDIQUER LE SUJET DE LA CAMPAGNE EN DEUX OU TROIS MOTS, SANS EN DÉCRIRE LE THÈME.]**

- Oui
- Non

=> ALLEZ À T2

T1B :

À quel endroit avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet du Recensement Canadien de 2021?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- au cinéma
- sur Facebook
- sur un site Web
- dans un magazine
- dans un journal (quotidien)
- dans un journal (hebdomadaire ou communautaire)
- sur un tableau d'affichage extérieur
- dans un dépliant ou une brochure dans votre boîte aux lettres
- sur un véhicule de transport en commun (autobus ou métro)
- à la radio
- à la télévision
- sur Twitter
- sur YouTube
- sur Instagram
- sur LinkedIn
- sur Snapchat
- sur Spotify
- autre, veuillez préciser _____

T1C :

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

T2. Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants.

ÉNONCÉS ALÉATOIRES

	1 Fortement en désaccord	2	3	4	5 Fortement d'accord
a. Le recensement fournit de précieux renseignements au gouvernement pour l'aider à prendre des décisions éclairées	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Les données du recensement servent à planifier des programmes et des services dans ma collectivité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Les données recueillies dans le cadre du recensement auront une incidence positive sur ma collectivité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QUESTIONS DÉMOGRAPHIQUES

D1 :

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

CHOISISSEZ UNE SEULE CATÉGORIE.

- travailleur/travailleuse à temps plein (30 heures ou 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/étudiante à temps plein
- à la retraite
- sans emploi (personne au foyer à temps plein ou sans emploi et non à la recherche d'un emploi)
- autre situation d'emploi

D2 :

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

CHOISISSEZ UNE SEULE RÉPONSE.

- 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 ménage?

- Oui
- Non

D4 :

Laquelle des catégories suivantes décrit le mieux le revenu annuel total avant impôts de votre ménage?

CHOISISSEZ 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 \$
- 150 000 \$ et plus
- préfère ne pas répondre

D5 :

Où êtes-vous né(e)?

- au Canada
- à l'étranger

↪ Précisez quel pays :

POSEZ CETTE QUESTION SI LA RÉPONSE À LA QUESTION D5 ÉTAIT « À L'ÉTRANGER »**D6 :**

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

YYYY

PÉRIODE ADMISSIBLE : De 1900 à 2021**D7 :**

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

CHOISIR JUSQU'À DEUX RÉPONSES.

- anglais
- français
- autre langue, veuillez préciser _____

Conclusion (AVANT LE TEST SEULEMENT) :**D8 :**

Ce sondage contenait-il des questions qui étaient difficiles à comprendre?

- Oui
- Non

POSEZ CETTE QUESTION SI LA RÉPONSE À LA QUESTION D8 ÉTAIT « OUI »**D9 :**Quelles questions avez-vous trouvé difficiles à comprendre? **REPRENDRE LES PAROLES EXACTES DU RÉPONDANT.**

Voilà qui met fin au sondage que nous avons mené au nom de Statistique Canada. Dans les mois à venir, un rapport réalisé par Bibliothèque et Archives Canada sera disponible. Nous vous remercions sincèrement d'avoir pris le temps de participer à ce sondage.

ADVERTISING CAMPAIGN EVALUATION TOOL
POST-CAMPAIGN SURVEY

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

INTRODUCTION

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

The survey is being conducted by Narrative Research. **-Your participation is voluntary and your responses will be kept entirely confidential and anonymous.** The survey takes about 7 minutes to complete. This survey is being administered according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other relevant legislation.

[START SURVEY](#)

If you wish to verify the authenticity of this survey (Project code: 20210628-NA114), please visit the [Canadian Research Insights Council \(CRIC\) website](#). You may also wish to view our [privacy policy](#).

i) 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.

j) What is your gender?

- Male gender
- Female gender
- Other
- Prefer not to answer

k) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK OR IF 2004

l) 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. IF BLANK, FIRST PROMPT BY SAYING: 'WE REQUIRE AN ANSWER TO THIS QUESTION FOR RESEARCH PURPOSES. PLEASE SELECT AN AGE CATEGORY.'

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. FIRST PROMPT BY SAYING: 'WE REQUIRE AN ANSWER TO THIS QUESTION FOR RESEARCH PURPOSES. PLEASE SELECT A PROVINCE OR TERRITORY.' THANK, TERMINATE, RECORD, AND KEEP DATA IF 'NONE OF THE ABOVE.'

D2:

Do you have children living in your household who are 17 years of age or younger?

- Yes
- No
- Prefer not to say

D7:

Please indicate whether you belong to any of the following Indigenous groups: **POSE STATEMENTS IN ORDER**

- a) First Nations, which includes Status and Non-Status
- b) Métis
- c) Inuk or Inuit

- Yes
- No
- 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

[POSE D9 IF CODES 1, 2, OR 3 IN D1]

D9: Are you an owner, senior executive, or senior decision-maker within a private sector business? **SELECT ONE ONLY**

- Yes
- No

D10: What is your current living arrangement? **SELECT ONE ONLY**

- Live in a single family dwelling home I own
- Live in a condo I own
- Rent a condo or apartment
- Rent a single family home
- Other [specify]

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

Q3:

What do you remember about this ad?

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about climate change and the environment? **SELECT ONE ONLY**

- Yes
- No

=> GO TO T1DA

T1B:

Where have you seen, read or heard this Government of Canada ad about climate change and the environment?

SELECT ALL THAT APPLY

- Television
- Facebook
- Instagram
- YouTube
- Cinema
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Twitter

- LinkedIn
- Snapchat
- Online music streaming (for example, Spotify, Apple Music)
- Video streaming sites (for example, CBC Gem, Netflix, Amazon Prime Video)
- Pinterest
- Podcasts
- Other, specify _____

T1C:

What do you remember about this ad?

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

ASK ALL RESPONDENTS

T1DA:

Please state your level of awareness with the following Government of Canada environmental **programs**:

- a. iZEVs: incentives for the purchase or lease of zero-emission vehicles (battery-electric, plug-in hybrid electric)
- b. Canada's Greener Homes Grant: grants and loans for home energy efficiency updates
- c. Plastics Waste Reduction
- d. 2 Billion Trees: planting trees to help meet climate goals
- e. Net Zero Accelerator Fund: funds to help large emitters reduce their emissions
- f. Ghost Gear Fund: recovering abandoned marine fishing gear

- 1 – Not at all aware
- 2 – Slightly aware
- 3 – Moderately aware
- 4 – Very aware
- 5 – Extremely aware

T1DB:

How likely are you to take part in any of the following in the next 6 months? **[RANDOMIZE STATEMENTS 'A' AND 'B' AND 'D' BELOW, AND ALWAYS POSE ITEM 'C' LAST]**

	Very unlikely	Somewhat unlikely	Neither unlikely nor likely	Somewhat likely	Very likely	Don't know
a) Visit a Government of Canada website to look for information on environmental and climate change programs such as financial incentives (grants, interest-free loans and rebates).	1	2	3	4	5	6
b) Visit a Government of Canada website to look for information on how to reduce your carbon emissions and other ways to reduce your impact on the environment.	1	2	3	4	5	6
c) Increase your personal efforts to protect the environment	1	2	3	4	5	6
d) Take advantage or register for one or more of the advertised programs	1	2	3	4	5	6

T1DC:

What do you think are the three most important environmental issues facing Canada right now? **[RANDOMIZE; ALLOW UP TO THREE RESPONSES]**

- Global warming/climate change
- Air pollution
- Dealing with the amount of waste we generate
- De-forestation
- Water pollution
- Depletion of natural resources
- Future energy sources and supplies
- Over-packaging of consumer goods
- Wildlife conservation
- Greenhouse gas emissions
- Poor quality drinking water
- Flooding
- Future food sources and supplies
- Soil erosion
- Wildfires/Forest fires
- None are important
- Other [specify]_____

T1DD:

Please state your level of awareness regarding the following Government of Canada environmental initiatives? **[RANDOMIZE]**

- a. Banning certain types of single use plastics
- b. Increasing Canada’s greenhouse gas emissions reduction targets from 30% to 40% -45% by 2030
- c. **[SPLIT SAMPLE]** Ensure Pollution Pricing or Cap and trade systems exist in all provinces and territories in Canada / Ensure carbon tax or Cap and trade systems exist in all provinces and territories in Canada
- d. Achieving Net-Zero emissions by 2050
- e. Plant 2 billion trees by 2030
- f. Restore wetlands, grasslands and other important ecosystems
- g. Introduction of the clean fuel standard
- h. Protect 25% of Canada’s lands and 25% of its oceans by 2025, and increasing both to 30% by 2030
- i. 100% of all new cars and light-duty trucks sold in Canada will be zero-emission vehicles by 2035

- 1 – Not at all aware
- 2 – Slightly aware
- 3 – Moderately aware
- 4 – Very aware
- 5 – Extremely aware

T1DE:

Please state your level of agreement with the following statements:

[RANDOMIZE]

- a. The climate actions I take now make a difference.
- b. The climate actions I take now will help protect the environment in the long term.
- c. The Government of Canada offers a wide variety of programs and incentives to help Canadians reduce their environmental impact.
- d. The Government of Canada is taking action to protect the environment.
- e. I’m willing to make changes to my lifestyle that will support the Government of Canada in protecting the environment.
- f. The Government of Canada’s environmental programs and incentives are relevant to people like me.
- g. Canada is a world leader when it comes to protecting the environment.
- h. The Government of Canada has a plan to both protect the environment and strengthen the economy.

- 1 – Strongly disagree
- 2 – Somewhat disagree
- 3 – Neither disagree nor agree

- 4 – Somewhat agree
- 5 – Strongly agree
- 6 – Not applicable
- 8 – Don't know

AD RECALL QUESTIONS

T1F:

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

[INSERT VIDEO & PRINT] [CLICK TO GO TO THE NEXT PAGE]

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

- yes
- no

=> GO TO T1H

T1G:

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

- Television
- Facebook
- Instagram
- YouTube
- Cinema
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Twitter
- LinkedIn
- Snapchat
- Online music streaming (for example, Spotify, Apple Music)
- Video streaming sites (for example, CBC Gem, Netflix, Amazon Prime Video)
- Pinterest
- Podcasts
- Other, specify _____

T1H:

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

T1I:

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"/>
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 the Government of Canada is investing in programs and incentives to help fight climate change.	o	o	o	o	o
These ads clearly convey that there are financial incentives and programs available for uptake for Canadians	o	o	o	o	o

DEMOGRAPHIC QUESTIONS

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:

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
 - ↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

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

 YYYY

ADMISSIBLE RANGE: 1900-2022

D8:

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

- English
- French
- Other language, specify _____

Closing (PRE-TEST ONLY):

PT1: Are there any questions in this survey that you found difficult to understand?

- Yes
- No

PT2: IF YES IN PT1: Which questions did you find difficult to understand? **RECORD VERBATIM**

That concludes the survey. This survey was conducted on behalf of Environment and Climate Change 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.

OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES
SONDAGE D'APRÈS CAMPAGNE

À être mené après la diffusion des publicités dans les médias.

INTRODUCTION

Merci de prendre quelques minutes pour répondre à ce sondage sur les questions d'actualité qui préoccupent les Canadiens et les Canadiennes. If you wish to complete the survey in English, please click [English](#) above **[PASSEZ A LA VERSION ANGLAISE]**.

Le présent sondage est mené par Narrative Research. **Votre participation est volontaire et toutes vos réponses demeureront confidentielles et anonymes.** Il faut environ sept minutes pour répondre au sondage. Ce sondage est mené conformément aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et d'autres lois pertinentes.

DÉBUT DU SONDAGE

Pour vérifier l'authenticité du présent sondage (Code de projet : 20210628-NA114), veuillez visiter le site Web du [Conseil de recherche et d'intelligence marketing canadien \(CRIC\)](#).

Pour lire notre politique de confidentialité, veuillez visiter : <https://narrativeresearch.ca/privacy-policy/#politique-de-confidentialité>

m) 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.

n) Quel est votre genre?

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

o) Quelle est votre année de naissance?

YYYY

TRANCHE ADMISSIBLE : 1900 À 2004

SI L'ANNÉE EST 2004 ET APRÈS, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

POSEZ LA QUESTION D SI LA CASE À LA QUESTION C'EST VIDE, OU 2004.

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

NE CHOISIR QU'UNE SEUL 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 À MOINS DE 18 ANS, REMERCIEZ-LE ET METTEZ FIN AU SONDAGE.

SI LA QUESTION EST DEMEURÉE SANS RÉPONSE, COMMENCEZ PAR DIRE : « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA CATÉGORIE D'ÂGE À LAQUELLE VOUS APPARTENEZ. »

e. Dans quelle province ou quel territoire habitez-vous?

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

- Alberta
- Colombie-Britannique
- Manitoba
- Nouveau-Brunswick
- Terre-Neuve-et-Labrador
- Territoire 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. AVANT DE METTRE FIN AU SONDAGE, COMMENCEZ PAR DIRE : « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA PROVINCE OU LE TERRITOIRE OÙ VOUS HABITEZ. » SI LA RÉPONSE « AUCUNE DE CES RÉPONSES » A ÉTÉ SÉLECTIONNÉE, REMERCIEZ LE RÉPONDANT, METTEZ FIN AU SONDAGE ET NOTEZ LES RÉPONSES POUR LES CONSERVER.

D2 :

Avez-vous des enfants âgés de 17 ans ou moins qui vivent dans votre foyer?

- oui
- non
- préfère ne pas répondre

D7 :

Veillez indiquer si vous appartenez à l'un des groupes autochtones suivants : **POSER LES ÉNONCÉS DANS L'ORDRE**

d) Premières Nations, comprenant les Indiens inscrits et non inscrits

e) Métis

f) Inuk ou Inuit

- oui
- non
- préfère ne pas répondre

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

[POSER LA QUESTION D9 SI LES CODES POUR LA D1 SONT DE 1, 2 OU 3]

D9 : Êtes-vous propriétaire, cadre supérieur ou décisionnaire de haut niveau dans une entreprise du secteur privé? **SÉLECTIONNER UNE SEULE RÉPONSE**

- oui
- non

D10 : Quelle est votre situation de logement actuelle? **SÉLECTIONNER UNE SEULE RÉPONSE**

- Je vis dans une maison unifamiliale dont je suis propriétaire
- Je vis dans un condominium dont je suis propriétaire
- Je loue un appartement ou un condominium
- Je loue une maison unifamiliale
- Autre [préciser]

QUESTIONS DE BASE

POSER À TOUS LES RÉPONDANTS.

Q1 :

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

- oui
- non

=> ALLER À T1A

Q3:

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

QUESTIONS SPÉCIFIQUES RELATIVES À LA CAMPAGNE

POSER À TOUS LES RÉPONDANTS.

T1A :

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada concernant le changement climatique et l'environnement? **SÉLECTIONNER UNE SEULE RÉPONSE**

- oui
- non

=> ALLEZ À T1DA

T1B:

Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada concernant le changement climatique et l'environnement?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- à la télévision
- sur Facebook
- sur Instagram
- sur YouTube
- au cinéma
- sur un site Web
- dans un magazine
- dans un journal (quotidien)
- dans un journal (hebdomadaire ou communautaire)
- sur un tableau d'affichage extérieur
- dans un dépliant ou une brochure dans votre boîte aux lettres
- sur un véhicule de transport en commun (autobus ou métro)
- à la radio

- sur Twitter
- sur LinkedIn
- sur Snapchat
- sur une plateforme de diffusion de musique en ligne (p. ex., Spotify, Apple Music)
- sur une plateforme de diffusion vidéo en ligne (p. ex., Tou.TV, Netflix, Amazon Prime Video)
- Pinterest
- Balados
- autre, veuillez préciser _____

T1C:

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

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

POSER À TOUS LES RÉPONDANTS.

T1DA

Veuillez indiquer dans quelle mesure vous connaissez les programmes environnementaux suivants du gouvernement du Canada.

- g. iVZE : incitatifs pour l'achat ou la location de véhicules zéro émission (véhicules électriques à batterie, véhicules hybrides électriques rechargeables).
- h. Maisons plus vertes (subventions et prêts en vue d'améliorer l'efficacité énergétique des maisons).
- i. Réduction des déchets de plastique
- j. 2 milliards d'arbres : planter des arbres pour aider à atteindre les objectifs climatiques.
- k. Fonds accélérateur net zéro : fonds destinés à aider les grands émetteurs à réduire leurs émissions.
- l. Fonds pour les engins fantômes : récupération des engins de pêche abandonnés.

- 1 – Pas du tout conscient
- 2 – Légèrement conscient
- 3 – Modérément conscient
- 4 – Très conscient
- 5 – Extrêmement conscient

T1DB:

Dans quelle mesure est-il probable que vous participiez à l'une des activités suivantes au cours des six prochains mois? **[PRÉSENTER LES ÉNONCÉS « A » ET « B » ET « D » CI-DESSOUS DANS UN ORDRE ALÉATOIRE, ET TOUJOURS PRÉSENTER L'ÉNONCÉ « C » EN DERNIER]**

	Très improbable	Plutôt improbable	Ni improbable ni probable	Plutôt probable	Très probable	Ne sait pas
e) Consulter un site Web du gouvernement du Canada pour obtenir des renseignements sur les programmes relatifs à l'environnement et aux changements climatiques, comme des incitatifs financiers (subventions, prêts sans intérêt et remises).	1	2	3	4	5	6
f) Consulter un site Web du gouvernement du Canada pour trouver des informations sur la façon de réduire vos émissions de carbone et d'autres moyens de réduire votre impact sur l'environnement.	1	2	3	4	5	6
g) Déployer des efforts personnels supplémentaires pour protéger l'environnement.	1	2	3	4	5	6
h) Profiter d'un ou de plusieurs des programmes annoncés ou s'y inscrire	1	2	3	4	5	6

T1DC:

À votre avis, quels sont les trois plus importants problèmes environnementaux auxquels le Canada est actuellement confronté? **[PRÉSENTER DANS UN ORDRE ALÉATOIRE; ACCEPTER JUSQU'À TROIS RÉPONSES]**

- Le réchauffement climatique/les changements climatiques
- La pollution de l'air
- La gestion de la quantité de déchets que nous produisons
- La déforestation
- La pollution de l'eau
- L'épuisement des ressources naturelles
- Les sources et l'approvisionnement énergétiques futurs
- Le suremballage des biens de consommation
- La conservation de la vie sauvage
- Les émissions de gaz à effets de serre
- La mauvaise qualité de l'eau potable
- Les inondations
- Les sources et l'approvisionnement alimentaires futurs
- L'érosion du sol
- Feux de forêt
- Aucun n'est important
- Autre [veuillez préciser] _____

T1DD:

Veuillez indiquer dans quelle mesure vous êtes conscient des initiatives suivantes du gouvernement du Canada liées à l'environnement. **[PRÉSENTER DANS UN ORDRE ALÉATOIRE]**

- a. Interdire certains types de plastiques à usage unique.
- b. Augmenter des objectifs de réduction des émissions de gaz à effet de serre du Canada de 30 % à 40-45 % d'ici 2030.
- c. **[PARTAGER L'ÉCHANTILLON]** Veiller à ce que des systèmes de tarification de la pollution ou de plafonnement et d'échange existent dans toutes les provinces et tous les territoires du Canada. / Veiller à ce que des systèmes de taxe sur le carbone ou de plafonnement et d'échange existent dans toutes les provinces et tous les territoires du Canada.
- d. Atteindre la carboneutralité d'ici 2050.
- e. Planter 2 milliards d'arbres d'ici 2030.
- f. Restaurer des zones humides, des prairies et d'autres écosystèmes importants.
- g. Introduire la Norme sur les combustibles propres.
- h. Protéger 25 % des terres et 25 % des océans du Canada d'ici 2025, et porter ces deux chiffres à 30 % d'ici 2030
- i. La totalité des voitures et camions légers neufs vendus au Canada sera des véhicules zéro émission d'ici 2035.

- 1 – Pas du tout conscient
- 2 – Légèrement conscient
- 3 – Modérément conscient
- 4 – Très conscient
- 5 – Extrêmement conscient

T1DE:

Veuillez indiquer votre degré d'accord avec les affirmations suivantes.

- a. Les actions pour réduire les changements climatiques que je pose maintenant font la différence.
- b. Les actions pour réduire les changements climatiques que je pose maintenant contribueront à protéger l'environnement à long terme.
- c. Le gouvernement du Canada offre une grande variété de programmes et d'incitatifs pour aider les Canadiens à réduire leur impact sur l'environnement.
- d. Le gouvernement du Canada prend des mesures pour protéger l'environnement.
- e. Je suis prêt à apporter des changements à mon mode de vie pour appuyer les mesures du gouvernement du Canada visant à protéger l'environnement.
- f. Les incitatifs et les programmes environnementaux du gouvernement du Canada concernent des gens comme moi.

- g. Le Canada est un chef de file mondial en ce qui a trait à la protection de l'environnement.
- h. Le gouvernement du Canada a un plan qui vise à la fois à protéger l'environnement et à soutenir l'économie.

- 1 – Tout à fait en désaccord
- 2 – Plutôt en désaccord
- 3 – Ni d'accord ni en désaccord
- 4 – Plutôt d'accord
- 5 – Tout à fait d'accord
- 6 – Ne s'applique pas
- 8 – Ne sait pas

QUESTIONS SUR LES SOUVENIRS DES PUBLICITÉS

T1F:

Voici quelques publicités qui ont récemment été diffusées sur différents médias. Cliquez ici pour les voir.

[INSÉREZ LES PUBLICITÉS VIDÉO & IMPRIMÉE]

[CLIQUEZ POUR ALLER À LA PAGE SUIVANTE]

Au cours des dernières semaines avez-vous vu, lu ou entendu ces publicités?

- oui
- non

=> ALLER À T1H

T1G:

Où avez-vous vu, lu ou entendu ces publicités? **CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

- à la télévision
- sur Facebook
- sur Instagram
- sur YouTube
- au cinéma
- sur un site Web
- dans un magazine
- dans un journal (quotidien)
- dans un journal (hebdomadaire ou communautaire)
- sur un tableau d'affichage extérieur
- dans un dépliant ou une brochure dans votre boîte aux lettres
- sur un véhicule de transport en commun (autobus ou métro)
- à la radio
- sur Twitter
- sur LinkedIn
- sur Snapchat
- sur une plateforme de diffusion de musique en ligne (p. ex., Spotify, Apple Music)
- sur une plateforme de diffusion vidéo en ligne (p. ex., Tou.TV, Netflix, Amazon Prime Video)
- Pinterest
- Balados
- autre, veuillez préciser _____

T1H:

Quel est, selon vous, le message **principal** que ces publicités tentent de véhiculer?

T1I:

Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités?

LIRE LES ÉNONCÉS AU HASARD.

SONDAGE EN LIGNE

	1 Fortement en désaccord	2	3	4	5 Fortement en accord
Ces publicités attirent mon attention	o	o	o	o	o
Ces publicités me concernent	o	o	o	o	o
Ces publicités sont difficiles à suivre	o	o	o	o	o
Ces publicités ne favorisent pas un parti politique plus qu'un autre	o	o	o	o	o
Ces publicités traitent d'un sujet important	o	o	o	o	o
Ces publicités fournissent de l'information nouvelle	o	o	o	o	o
Ces publicités transmettent clairement que le gouvernement du Canada investit dans des programmes et des mesures incitatives pour aider à lutter contre le changement climatique	o	o	o	o	o
Ces publicités transmettent clairement qu'il existe des mesures incitatives et des programmes financiers auxquels les Canadiens et les Canadiennes peuvent prendre part	o	o	o	o	o

QUESTIONS DÉMOGRAPHIQUES

D3:

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

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 \$ and 200 000 \$
- 200 000 \$ et plus
- préfère ne pas répondre

D5:

Où êtes-vous né(e)?

- au Canada
- à l'étranger

↳ Précisez quel pays :

POSER LA QUESTION D6 SI D5=À L'ÉTRANGER

D6 : En quelle année êtes-vous arrivé(e) au Canada?

 YYYY

PÉRIODE ADMISSIBLE : 1900 à 2022

D8:

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 _____

SONDAGE-TEST SEULEMENT :

PT1 :

Ce sondage contenait-il des questions qui étaient difficile à comprendre?

- Oui
- Non

SI « OUI » EN PT1

PT2 :

Quelles questions étaient difficiles à comprendre selon vous? **[NOTER MOT À MOT]**

Voilà qui met fin au sondage que nous avons effectué pour le compte de d'Environnement et Changement climatique Canada. 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.
