



Report on the ACET Survey 2005

FINAL SURVEY RESULTS

Submitted to:

Canada Investment and Savings

EKOS RESEARCH ASSOCIATES INC.

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INTRODUCTION

EKOS Research is pleased to present the following report with results gleaned from the national Post-Communications ACET survey conducted for Canada Investment and Savings.

This study consisted of a national telephone survey among a total random sample of 1000 Canadians conducted between November 1 and 14, 2005.

The study was conducted to measure the performance of the 2005 CI&S advertising campaign.

Please also find appended the questionnaire in both official languages (Appendix A), and the tabulated data (Appendix B). The full report is available in French upon request.

EXECUTIVE SUMMARY

1. A third of Canadians recall seeing or hearing an advertisement for a financial product with a Canadian theme:
 - That they were general bank ads was the most commonly held image of these ads, followed by images of family, the future and retirement
2. Most people recalled seeing these savings or investing ads on television, followed distantly by a quarter who saw them in the newspaper.
3. The TV commercial featuring images of Canada and Canadians was seen by a fifth of the population
 - Of those who saw it, most believed that the Federal government produced it
 - A third felt that the ad was encouraging people to save, followed by the notion that the idea of the ad was trying to sell a product
 - Only a small group of the people who saw it did anything as a result
4. One in 10 people saw the commercial on TV featuring the artist
 - Most thought that the government of Canada paid for it.
 - Encouraging people to save and trying to sell the product were the two leading points that people felt applied to this commercial.
 - Again, only a small group of people did anything, such as considering to buy CSBs, as a result.
5. About one in eight Canadians saw the newspaper 2/3 page ad
 - Again, most people believed that it was the government of Canada that paid for the ad
 - The most commonly answered main point of the ad was to encourage people to save
6. The newspaper ad in the Globe and Mail was seen by only 2% of the population
 - Two thirds of the people who saw it indicated that it was the government of Canada who would have produced it, with the remainder who thought that CSB paid for it.
 - Encouraging people to save and making the point that CSBs are a good investment were the two main points most perceived by the public in this ad
 - No one was called to act as a result of it
7. The Globe and Mail Internet Banner ad was not recalled very often

- A third thought the Federal government produced it followed by those who believed that it was paid for by tax payers and banks
 - The most common point of this ad was to sell the product
 - While 4% did something as a result of seeing this ad, they neither purchased nor considered CSBs as a result
8. Among French speakers, 7% remembered seeing the TVA commercial
 - Almost half of the viewers believe that it was the government of Canada that produced it
 - Of the viewers, seven in 10 indicated that the point of the ad was to encourage people to save
 - No one was called to do anything as a result of seeing the commercial
 9. None of the respondents recalled seeing the TVA Internet ad
 10. People were split as to whether the Government of Canada did a good job promoting CSBs or not.
 11. Opinion of the general performance of the government was also split; however, it leaned slightly towards their performance being poor
 12. Opinions were evenly split on how well the Government of Canada provides information to the Canadian public regarding government services that are available to them
 13. The government is seen as equally being easy to contact for information and service as not
 14. Four in 10 respondents agree that the Government of Canada is using new and innovative ways to provide information and services to citizens compared to a quarter who disagree
 15. The majority of Canadians feel that the federal government delivers its services and information in a respectful way
 16. Ten per cent more people feel that they can count on the Government of Canada than those who do not feel that it is dependable
 17. Information is consumed by mostly through television, followed by listening to the radio, reading the newspaper, and on the Internet

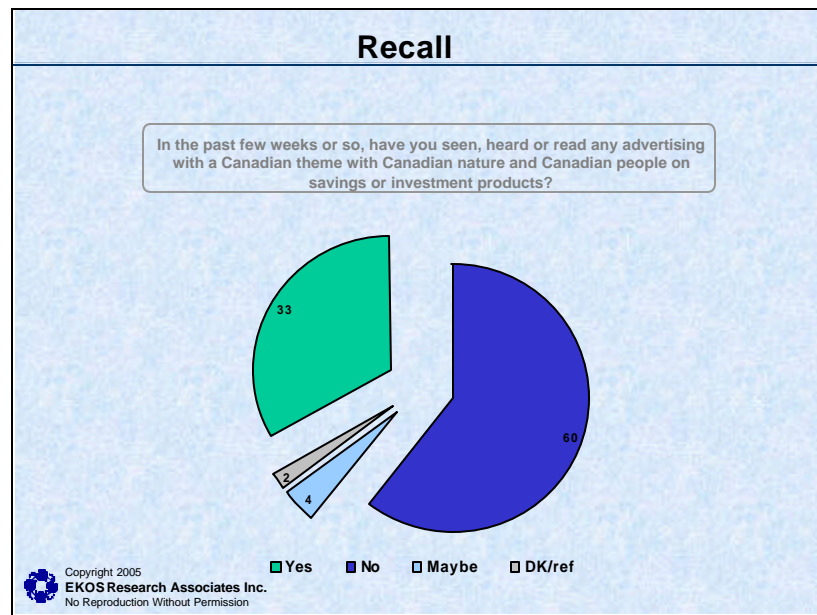
RÉSUMÉ ANALYTIQUE

1. Le tiers des Canadiens se rappellent avoir vu ou avoir entendu une annonce pour un produit financier ayant un thème canadien :
 - Ils se rappellent surtout avoir vu des annonces publicitaires générales de banques, suivies d'images de la famille, de l'avenir et de la retraite.
2. La plupart des gens se rappellent avoir vu ces annonces télévisées sur l'épargne ou l'investissement, suivis de loin d'un quart qui les ont vues dans les journaux.
3. L'annonce télévisée montrant des images du Canada et des Canadiens a été vue par le cinquième de la population.
 - Parmi ceux qui l'ont vue, la plupart estiment que c'est le gouvernement fédéral que l'a produite.
 - Un tiers estime que l'annonce encourageait les gens à épargner et, en deuxième lieu, qu'elle visait à vendre un produit.
 - Seulement quelques personnes qui l'ont vue ont agi par la suite.
4. Une personne sur dix a vu l'annonce télévisée mettant en vedette l'artiste.
 - La plupart des répondants pensent que c'est le gouvernement du Canada qui en a assumé les coûts.
 - Les répondants pensent surtout que cette annonce visait à encourager les gens à épargner tout en essayant de vendre le produit.
 - Encore une fois, quelques personnes seulement ont agi, par exemple en envisageant d'acheter des titres OEC.
5. Près d'un Canadien sur huit a vu l'annonce occupant deux tiers de page dans les journaux.
 - Encore une fois, la plupart des gens estiment que c'est le gouvernement du Canada qui en a assumé les coûts.
 - Selon la plupart des répondants, l'annonce visait à encourager les gens à épargner.
6. L'annonce parue dans le Globe and Mail n'a été vue que par deux pour cent de la population.
 - Les deux tiers des gens qui l'ont vue ont indiqué que c'est le gouvernement du Canada qui l'aurait produite, tandis que le tiers pensait qu'elle avait été payée par les Obligations d'épargne du Canada.
 - Selon la population, cette annonce visait principalement à encourager les gens à épargner et à souligner que les Obligations d'épargne du Canada sont un bon placement.
 - L'annonce ne comportait aucune invitation à passer à l'action.
7. Bien peu de personnes se rappellent la bannière publicitaire sur le site Internet du Globe and Mail.
 - Un tiers des répondants pensent que c'est le gouvernement fédéral qui l'a produite, suivis de ceux qui estiment qu'elle a été payée par les contribuables et les banques.
 - Selon la plupart des répondants, cette annonce visait à vendre le produit.
 - Même si quatre pour cent des gens ont agi après avoir vu l'annonce, ils n'ont pas acheté ni envisagé d'acheter des titres OEC.
8. Chez les francophones, sept pour cent se rappelaient avoir vu l'annonce sur le réseau TVA.
 - Près de la moitié des téléspectateurs estiment que c'est le gouvernement du Canada qui l'a produite.

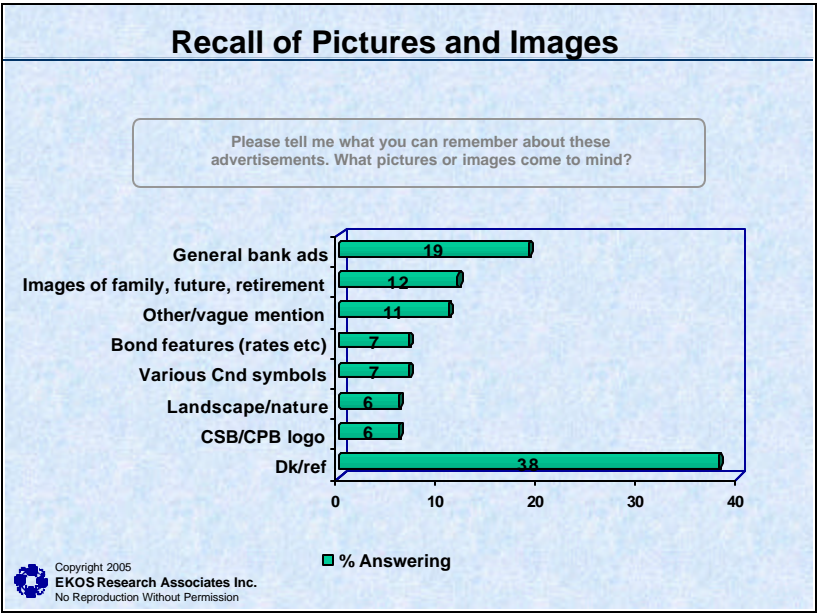
- Parmi les téléspectateurs, sept sur dix ont indiqué que l'annonce visait à encourager les gens à épargner.
 - L'annonce ne comportait aucune invitation à passer à l'action.
9. Aucun des répondants ne se rappelait avoir vu la bannière publicitaire sur le site Internet de TVA.
 10. Les gens étaient partagés quant à la question de savoir si le gouvernement du Canada avait fait une bonne promotion des Obligations d'épargne du Canada ou non.
 11. Les avis au sujet du rendement général du gouvernement étaient aussi partagés; toutefois, un peu plus de répondants pensaient que son rendement avait été piètre.
 12. Les avis étaient également partagés au sujet de la façon dont le gouvernement du Canada fournit à la population canadienne des renseignements sur les services qui lui sont offerts.
 13. Les répondants qui pensent qu'il est facile de communiquer avec le gouvernement pour obtenir des renseignements et des services sont aussi nombreux que ceux qui pensent le contraire.
 14. Quatre répondants sur dix conviennent que le gouvernement du Canada utilise des moyens nouveaux et novateurs de fournir des renseignements et des services aux citoyens comparativement au quart qui sont en désaccord.
 15. La majorité des Canadiens estiment que le gouvernement fédéral fait preuve de respect dans la prestation de ses services et la communication de renseignements.
 16. Dix pour cent de plus de gens estiment qu'ils peuvent compter sur le gouvernement du Canada que ceux qui estiment qu'ils ne peuvent s'y fier.
 17. Les renseignements sont obtenus principalement par la télévision, viennent ensuite la radio, les journaux et Internet.

1. CANADIAN-THEMED ADVERTISING RECALL AND SOURCES

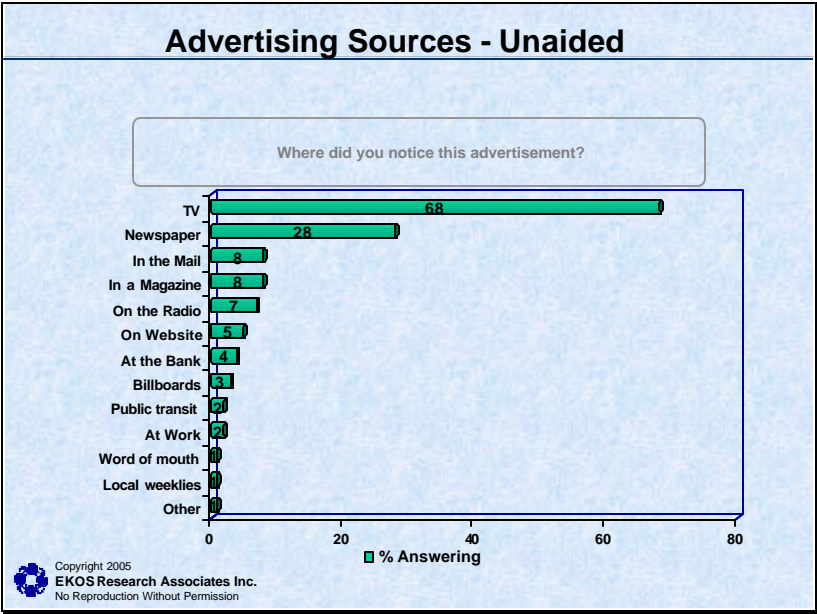
Half as many Canadians have seen a Canadian-themed advertisement for savings or investment products in the past few weeks as those who have not. A third of Canadians report to have seen, heard or read any advertising with a Canadian theme, Canadian nature and Canadian people on savings or investment products, whereas six in 10 have not.



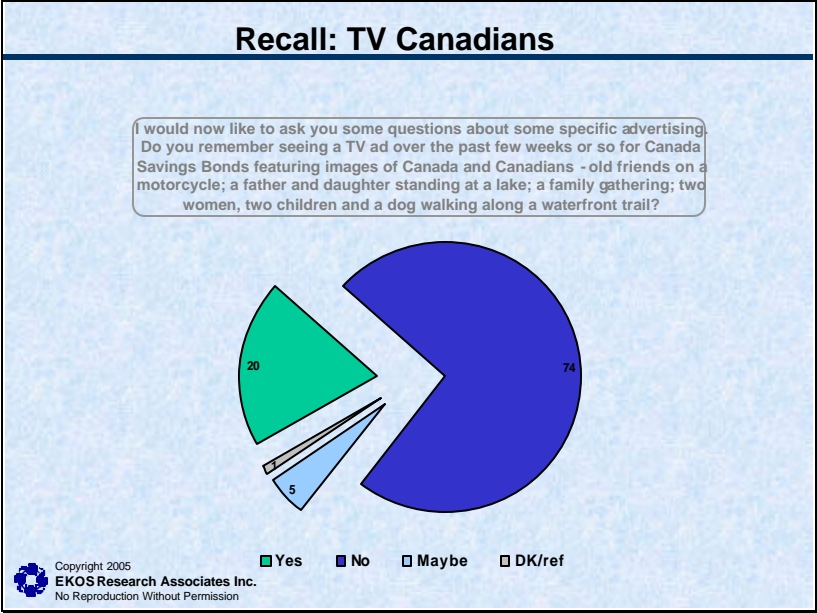
When asked what pictures or images came to mind when remembering these ads, people offered vague references. Of those who did see this type of advertisement, two in 10 recalled that they were general bank ads. Twelve percent remembered seeing images of family, the future and of retirement. Bond features, including rates, were notable features to 7% of the population who saw them, as were various Canadian symbols. Six percent of people who saw these advertisements observed landscape and nature, as well as the CSB/CPB logo within the ads.



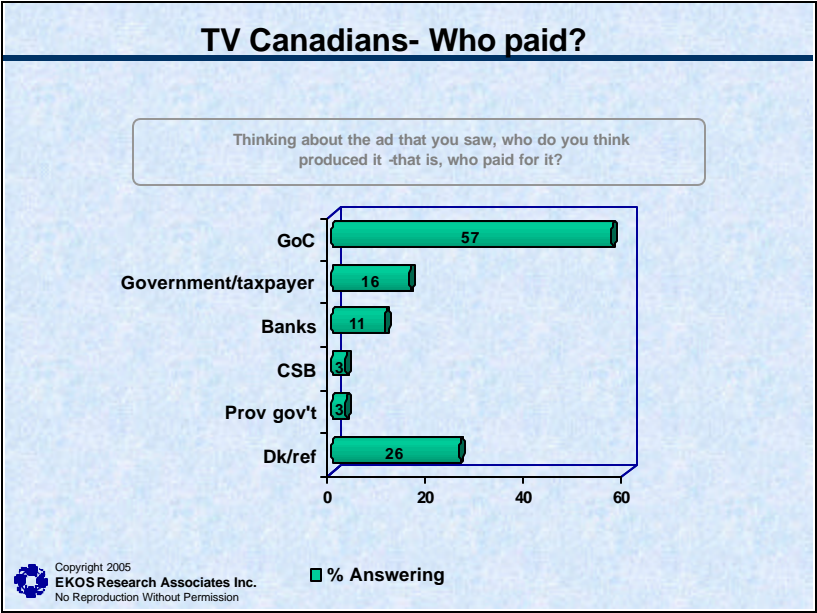
These advertisements were seen on television by two thirds (68%) of those who indicated seeing them somewhere. A quarter (28%) of the ad-viewers reported seeing them in the newspaper. With significantly lower penetration, they were seen by 8% in the mail or in a magazine, heard by 7% on the radio and observed by 5% on a website. These ads were noticed also, though even less so, at the bank (4%), on billboards (3%), on public transit (2%), at work (2%), and by word of mouth or in local weeklies (both with 1%),



The specific ads for Canada Savings Bonds featuring images of Canada and Canadians reached about a quarter of the population. While 20% claim to have seen them, another 5% of respondents think that they may have seen them.

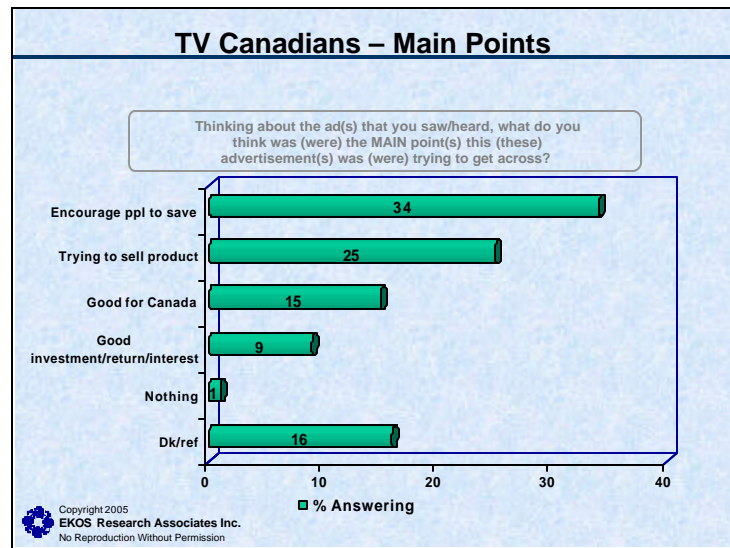


The Canadian Savings Bond ads featuring Canada and Canadians are thought by the majority who saw them (57%) to be paid for by the Federal Government. One in 10 (11%) of the ad viewers believed that it was banks who produced it. Following distantly behind is the belief that Canada Savings Bonds or the Provincial Government funded the ads (3% each).

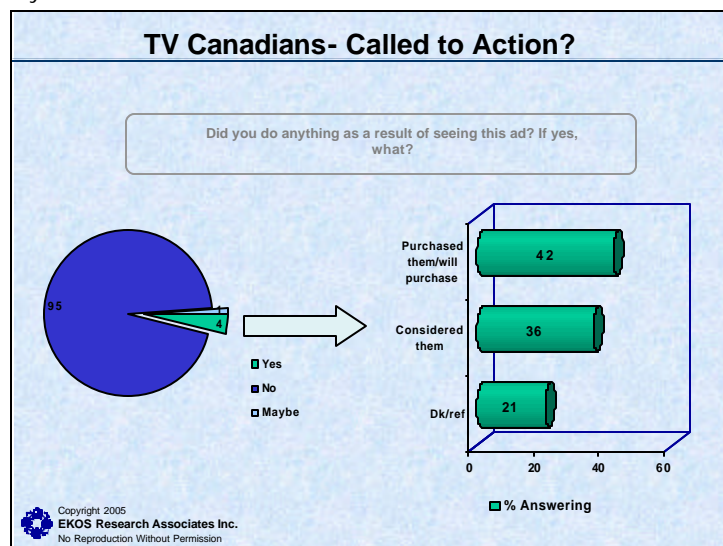


2. TV AD: CANADIANS

A third (34%) of the population who saw/heard this ad, believe that the main message that was being relayed was encouraging people to save. Another quarter feel that it was simply trying to sell the product. That CSBs are good for Canada is the main point that 15% of viewers reported of the ad. Nine percent of the viewers believe that the main point of the ad was to point out that the product is a good investment, that is has good return and/or that it has good interest rates. Only 1% believes that the ad has no point. Only 1% believes that the ad has no point.

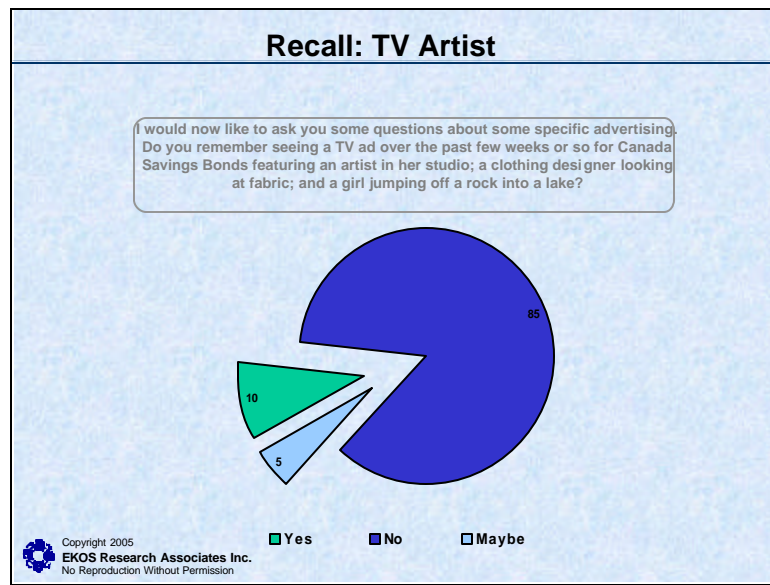


Very few people did anything as a result of seeing this advertisement (4% - another 1% may have). From that 4% who were called to act, 42% purchased or will purchase CSBs, a third (36%) considered them, and the remainder (21%) claim to have done something but declined to say what they did as a result.

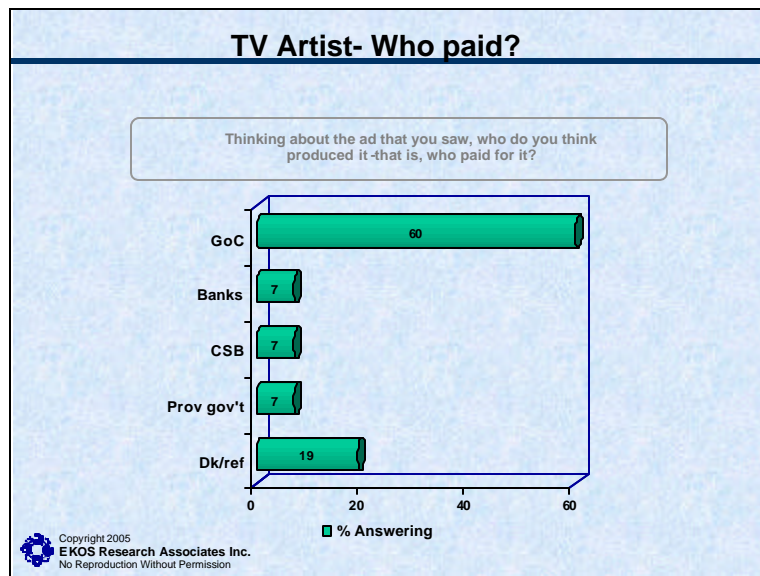


3. TV AD: ARTIST

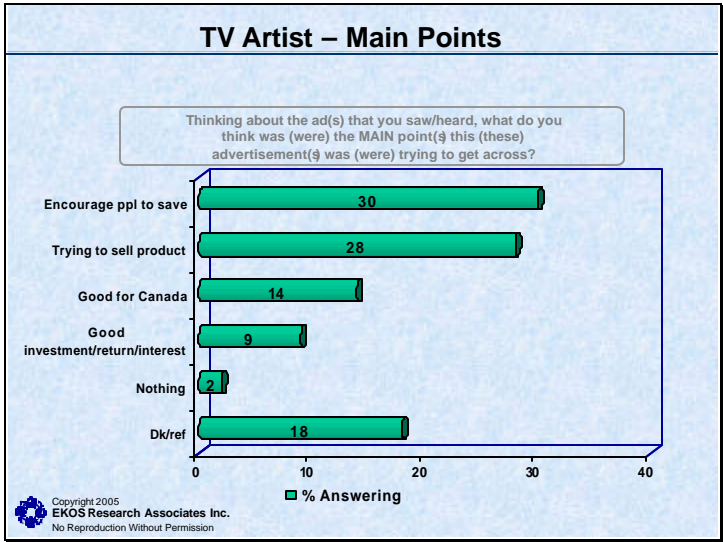
The ad featuring the artist was seen by one in 10 Canadians, with another 5% indicating that they may have seen it.



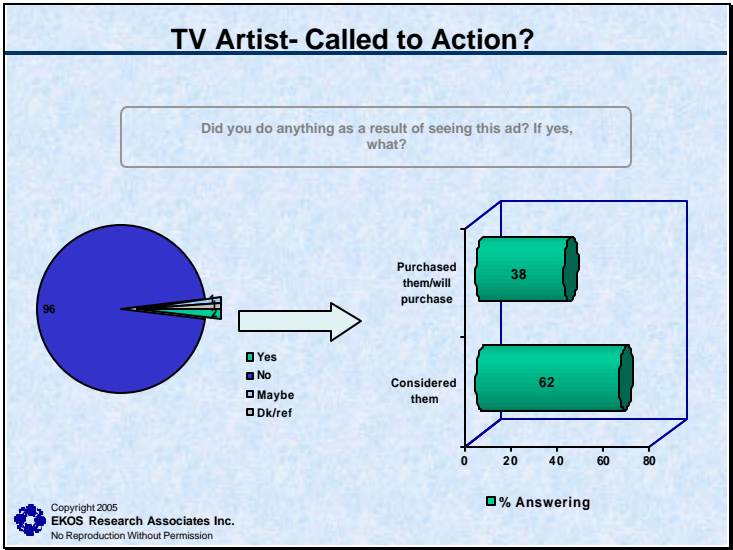
Sixty percent of those who saw the artist TV ad believe that it was the government of Canada that paid for it. Significantly fewer viewers thought that banks, Canadian Savings Bonds or the Provincial government produced that ad (7% each).



Viewers of the artist TV ad felt that there were two main points that it was trying to get across: three in 10 people indicated that it was encouraging people to save and the same number thought it was trying to sell the product (28%). Half that many (14%) feel that it was trying to say that the product is good for Canada. One in 10 (9%) thought that the ad was trying to send that message that CSBs are a good investment, have good return, and/or have good interest rates. Two percent indicated that the ad had no main message.

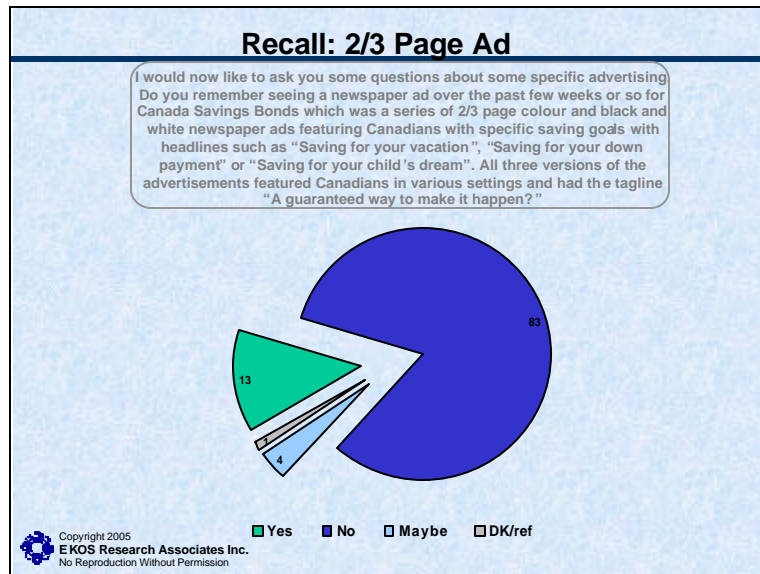


The artist ad was not very effective in calling its viewers to act – only two percent of its viewers did something as a result of seeing the ad (another 1% indicated that they may have done something). Of the two percent who indicating doing something as a result of the ad, four in 10 (38%) said they purchased or will purchase CSBs as a result, while the remaining six in 10 (62%) said that it led them to consider purchasing.

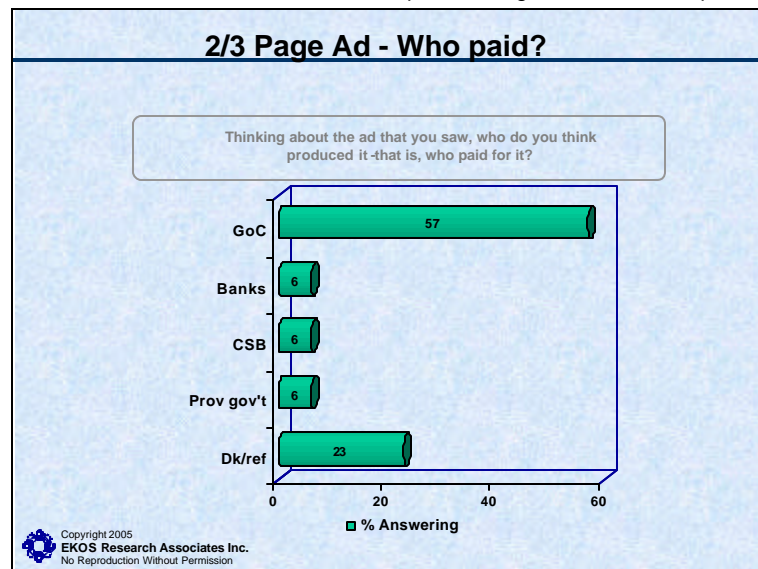


4. NEWSPAPER AD: 2/3 PAGE AD

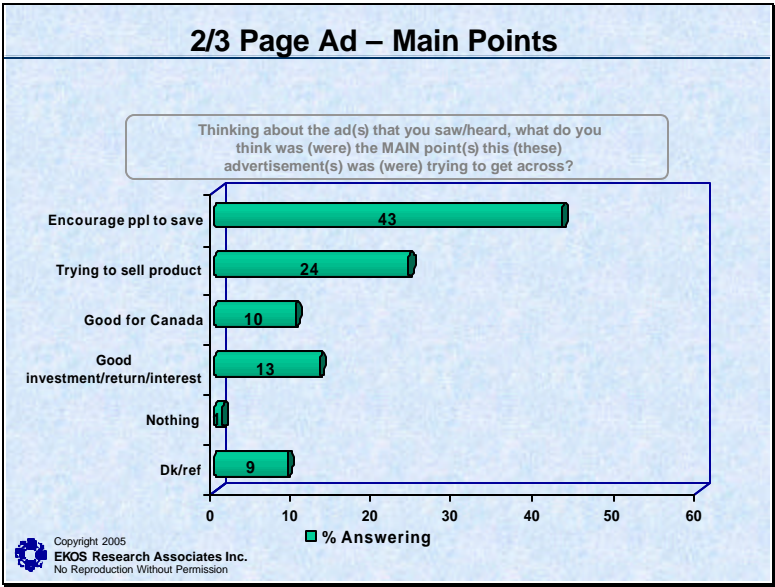
The 2/3 page newspaper ads featuring Canadians with specific saving goals with the tagline "A guaranteed way to make it happen" received the most recognition of all tested ads – 13% indicated seeing it and 4% more reported that they may have seen it.



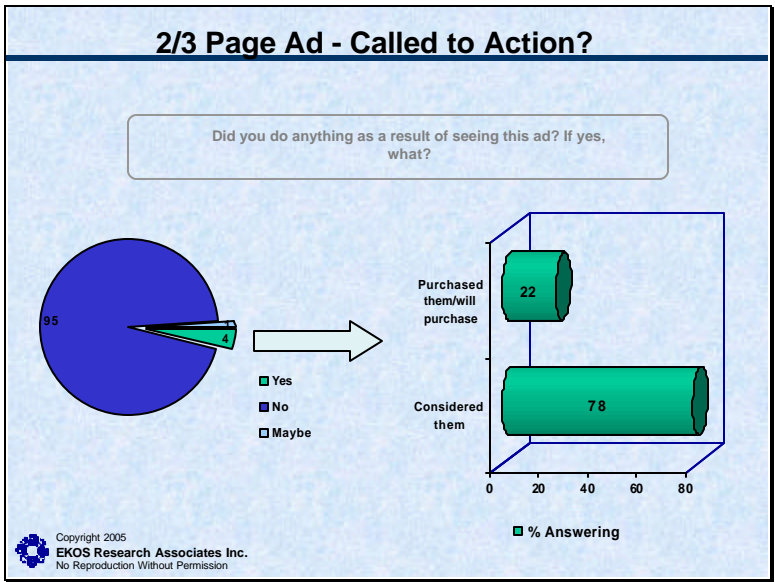
The Government of Canada is believed to have paid for this ad by the majority of its viewers (57%). Six percent of those who saw it felt it was banks, another 6% felt Canadian Savings Bonds and the same number believed it was the provincial government who paid for it.



Of the people who saw the newspaper ads, 43% reported that the main point of them was to encourage people to save. A quarter (24%) believe that the point is that they are trying to sell CSBs. Convincing viewers that CSBs are a good investment, have good return and good interest is the main message that 13% of ad viewers believe this ad is trying to relay. One in 10 says that the idea of this ad is that the product is good for Canada. Of those who saw the ads, 1% feels that there is no main point.

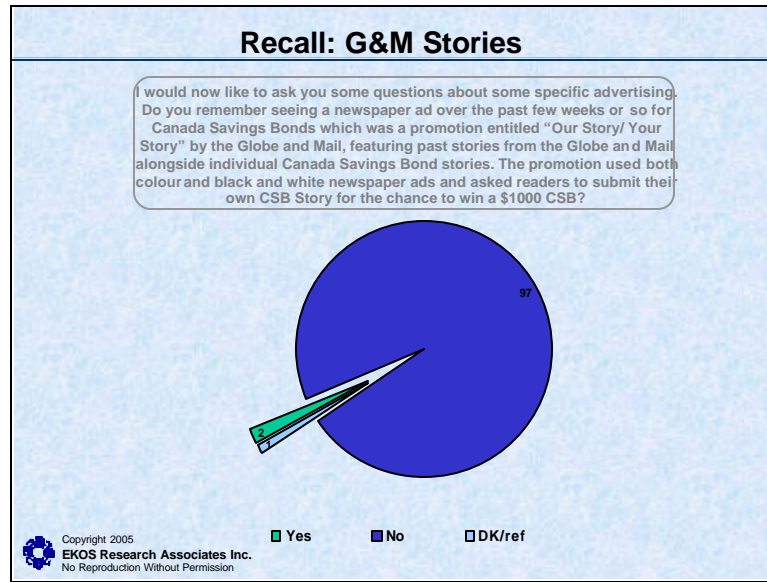


A low percentage of people who saw the ads did anything as a result of seeing them (4%, and 1% who maybe did anything). Of these people who did something from seeing the ads, two in 10 (22%) purchased or will purchase CSBs while it led three quarters (78%) to consider them.

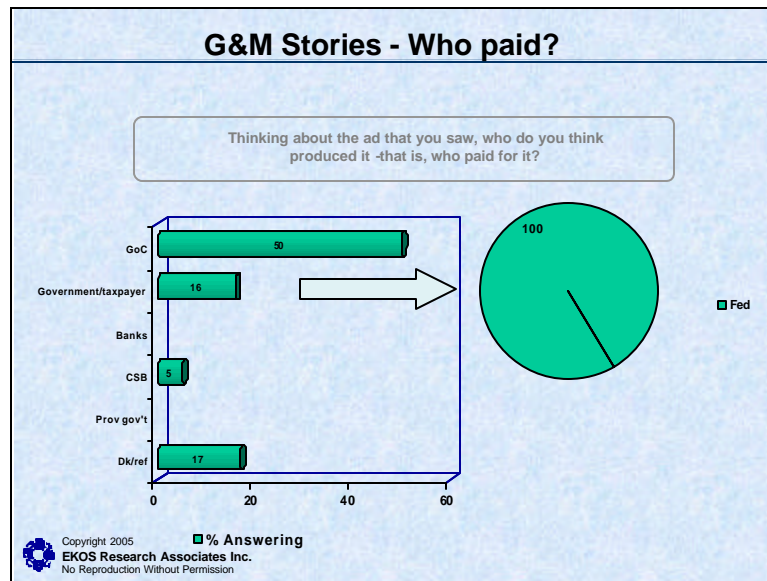


5. NEWSPAPER AD: GLOBE AND MAIL

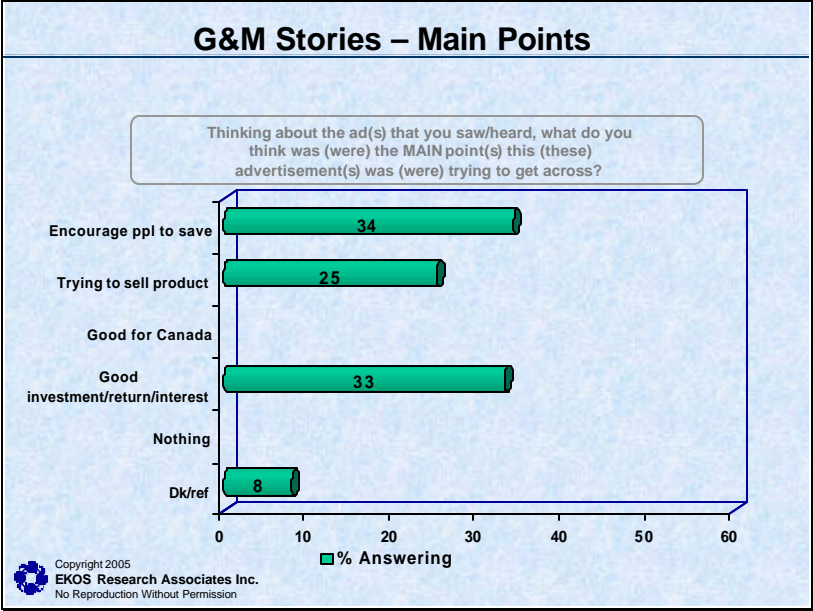
The Globe and Mail promotion entitled "Our Story/ Your Story" was seen by very few Canadians: 2% saw it and another 1% believe that they may have seen it.



The Globe and Mail promotion was thought by two thirds of viewers to have been paid for by the Federal government. Five percent believe that Canada Savings Bonds paid for the ad.



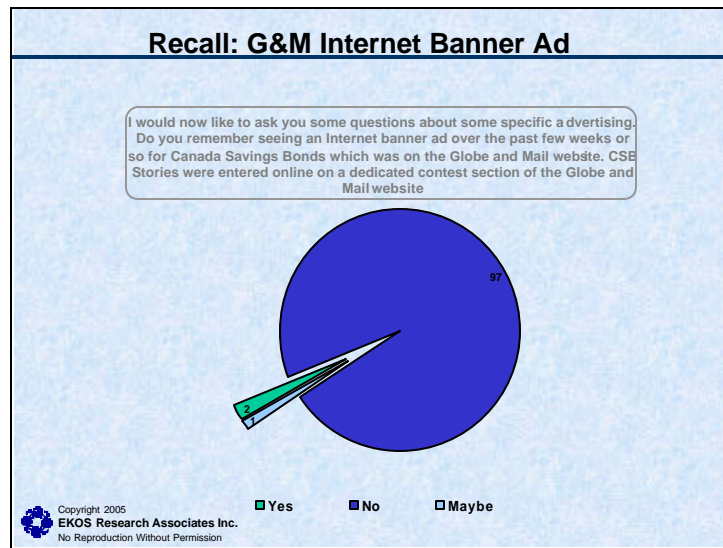
A third (34%) of the Globe and Mail ad viewers indicate that the main point of it was to encourage people to save. Another third feel that the main point of the ad is to reinforce the idea that CSBs are a good investment, that they have a good return, and have a good interest rate. A quarter indicate that its main purpose is to sell the product.



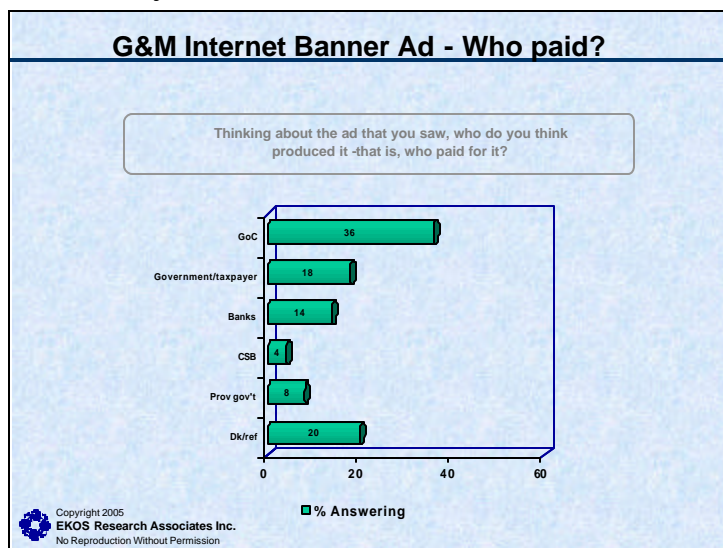
No one who saw the ad did anything as a result.

6. INTERNET AD: GLOBE AND MAIL

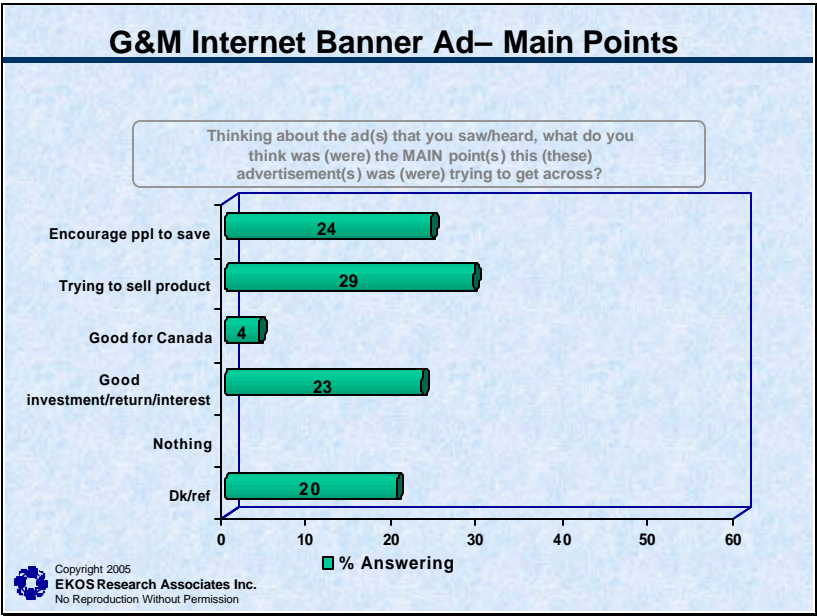
The Globe and Mail Internet Banner ad for CSBs was recalled by the same number as those who remembered seeing the 2/3 page ad in the Globe and Mail (2% saying they remembered it, 1% saying maybe).



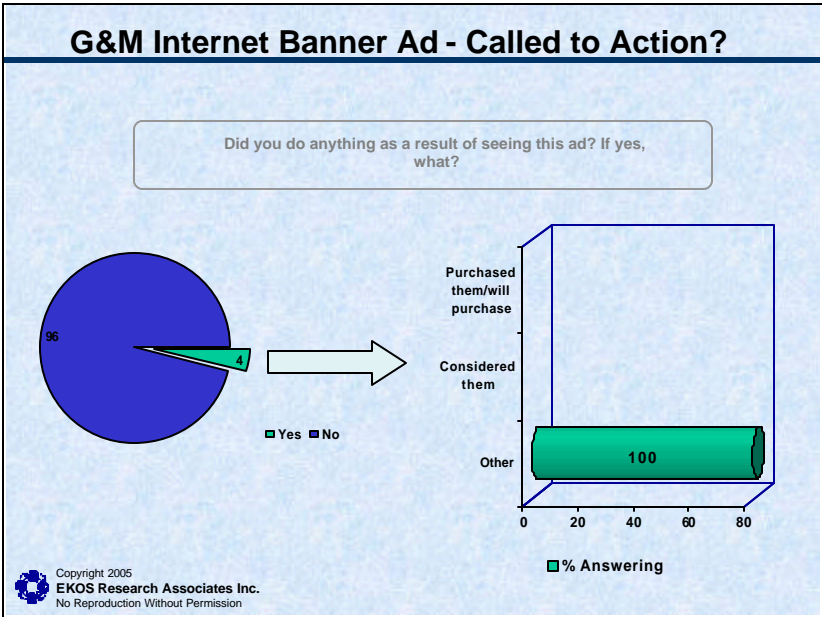
A third (36%) of those who remembered seeing the banner ad thought that it was the Federal government who would have paid for it, while 8% thought that it was probably the Provincial government. Another 18% agreed that taxpayers money to some level of government probably paid for it, but they were unsure of whether it was at the Provincial or Federal level.



When asked what the main point was of the ad, the most common answer (29%) was that the point was to try and sell the advertised product. A quarter (24%) feel that the idea of it was to encourage people to save and about the same number (23%) believe that it is to convince people that CSBs are a good investment (with good return/ interest). A small sample (4%) believes that the ad is saying that buying CSBs would be good for Canada.

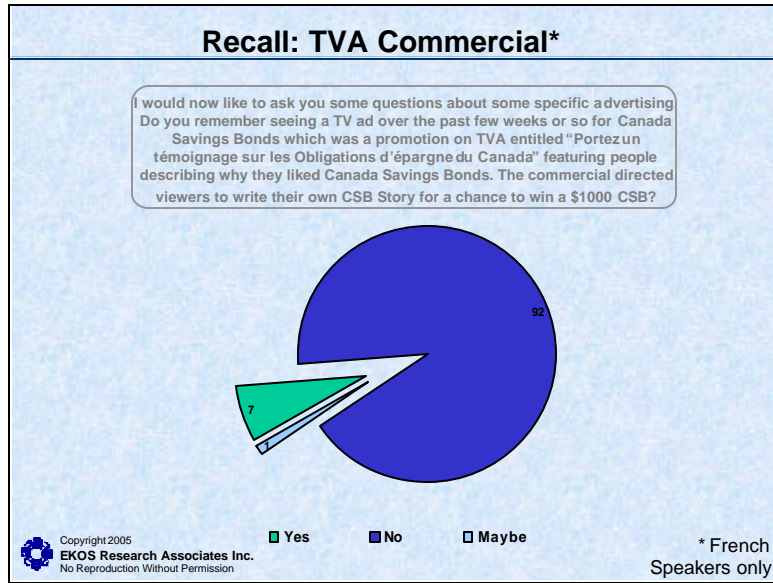


Of the 2% who saw the ad, only 4% did anything as a result of seeing it, though it led them to neither purchased CSBs nor consider purchasing them.

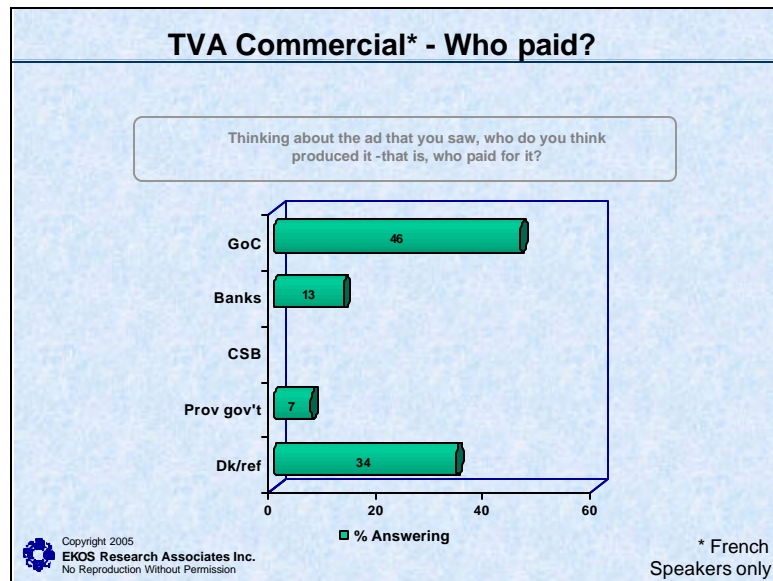


7. TV AD: TVA PROMOTION

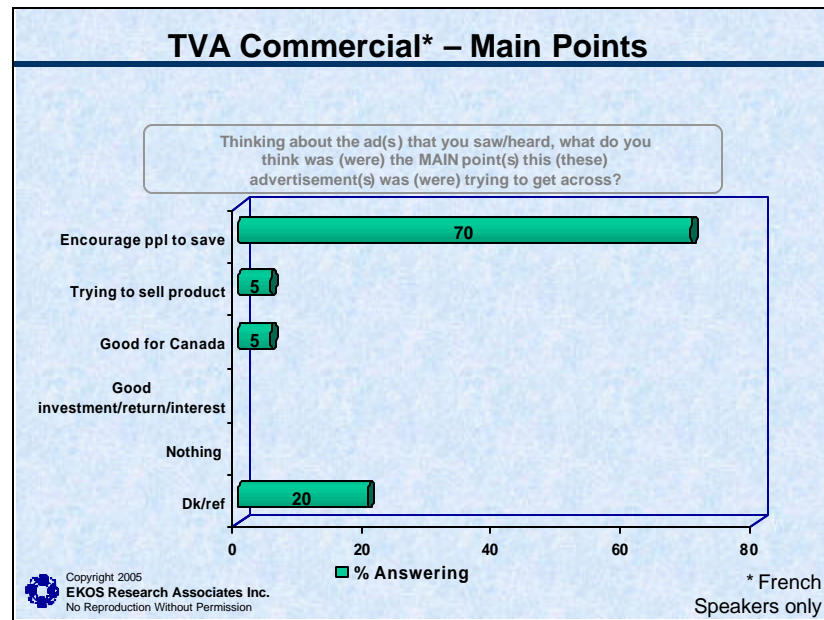
Among French speakers, a televised TVA promotion was asked about in order to determine the impact it made. Seven percent of French speakers recalled seeing it, while another 1% think that they may have seen it.



Almost half (46%) of the ad's viewers think that it was the Federal government that paid for it. Banks were thought to have paid for producing this ad by 13% of the French speaking viewers and just 7% believed that it was the Provincial government.



Seven in 10 people who had seen the TVA commercial felt that the main purpose of it was to encourage people to save. That it was trying to sell the advertised product as well as the idea that buying it would be good for Canada were each thought to be the main point by 5% of the people asked.



This effectiveness of this commercial was poor as no one reported doing anything as a result of seeing it (though 4% did not know or refused to answer).

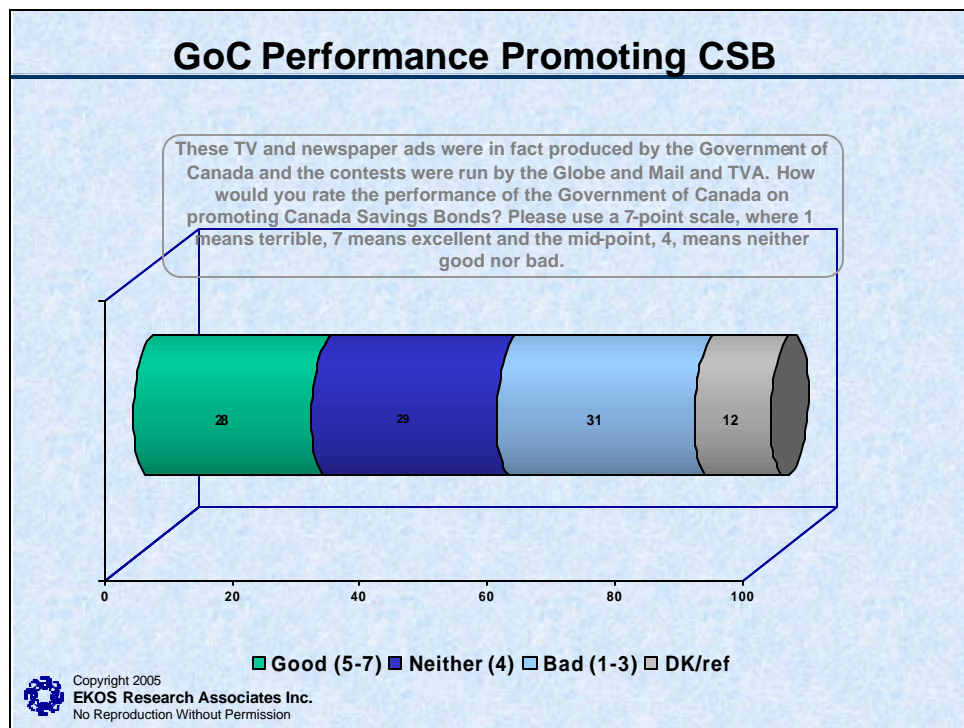
8. INTERNET AD: TVA

French speakers were asked also about a Canada Savings Bond ad on the TVA website, however, nobody remembered seeing it so further questions were inapplicable.

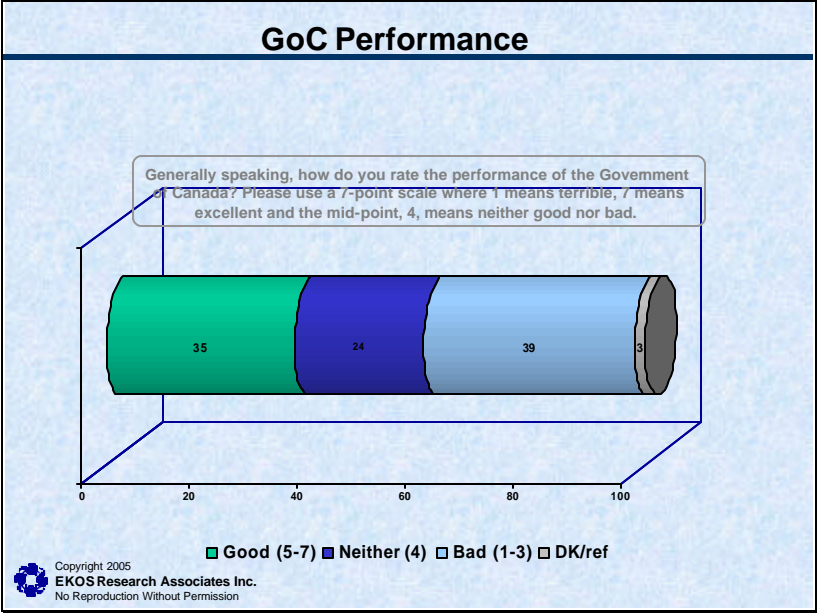
9. PERFORMANCE OF THE GOVERNMENT OF CANADA

Canadians were split on several issues regarding the Government of Canada, including how well it promoted CSBs, its general performance, how well it provides information to the public about government services that are available to them and how easy it is to contact about information and services.

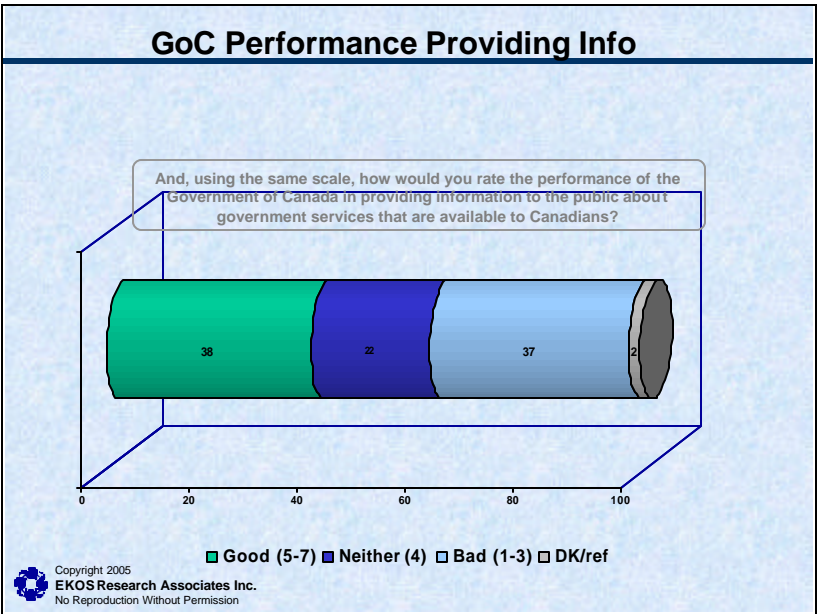
When asked to rate the Government of Canada's performance on promoting CSBs, people were split as to how they felt it did. On a scale of one to seven, relatively the same number of people said that the government did well (28% rating from five to seven) as those who said it did poorly (31% rating it from one to three) as those who said neither (29% rating it at four).



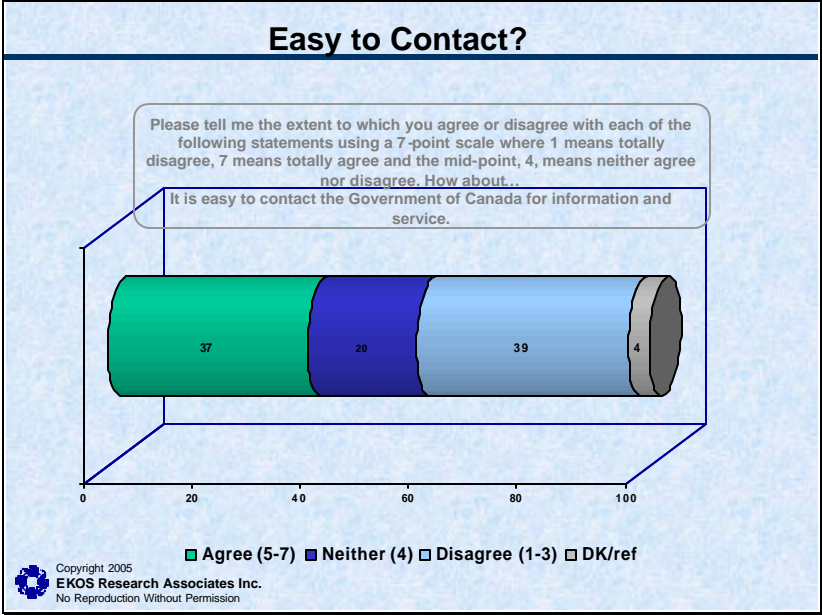
On the general performance of the Canadian government, people were again split, leaning slightly more towards it performing poorly than well (4% more - 39% saying it is doing badly, 35% say doing well).



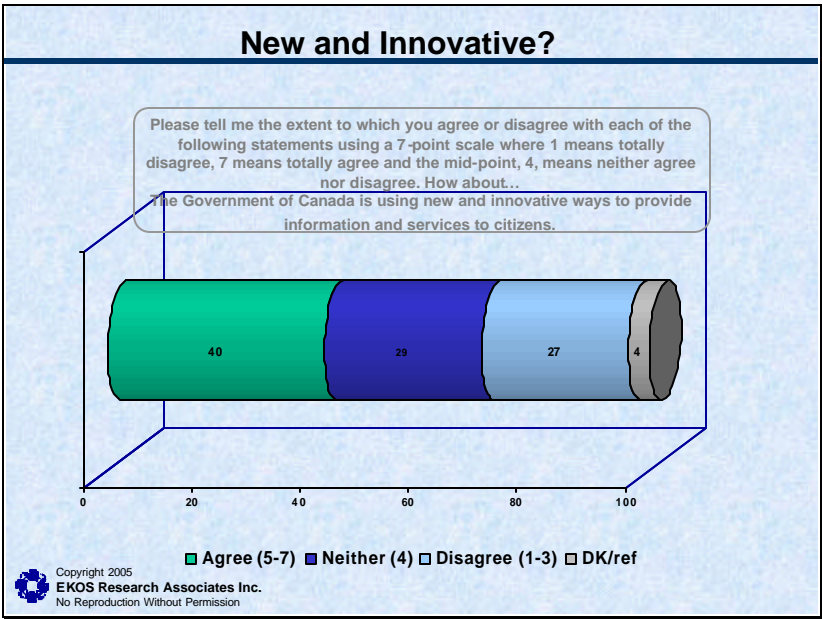
Opinions were evenly split on how well the Government of Canada provides information to the Canadian public regarding government services that are available to them (38% say it does well, 37% say it does poorly).



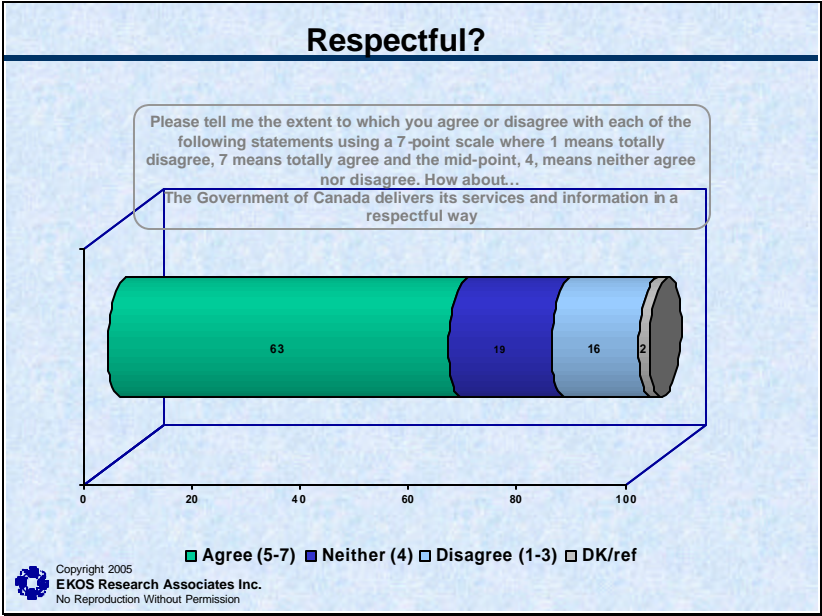
The accessibility of the government is given similar ratings on both sides of the scale as well. Just as many Canadians agree that the Canadian government is easy to contact for information and service (37%) as those who disagree (39%).



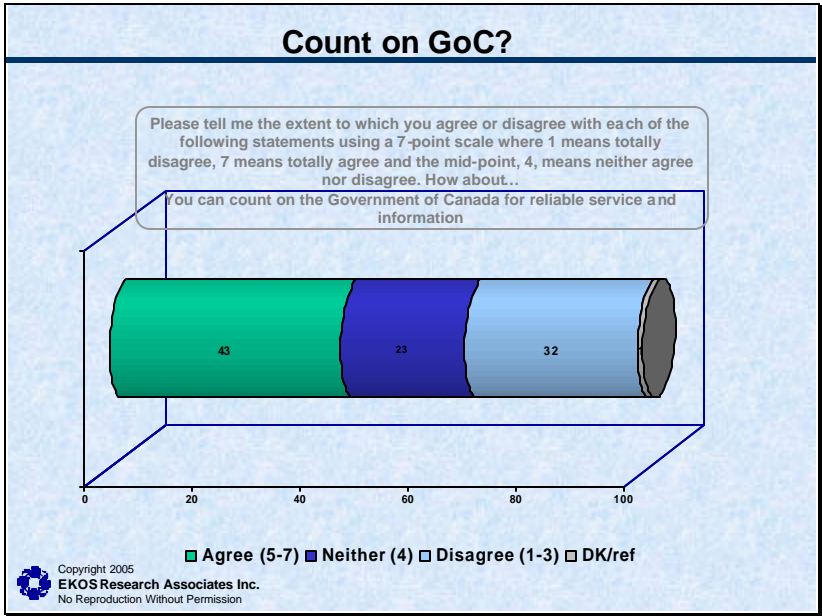
Stronger agreement is reached in respect to the Federal government's use of new and innovative methods. Four in 10 people agree that the government is using new and innovative ways to provide information and services to citizens while a quarter (27%) do not.



With two thirds (63%) of Canadians in agreement, the government of Canada is seen as delivering its services and information in a respectful way – only 16% disagrees.

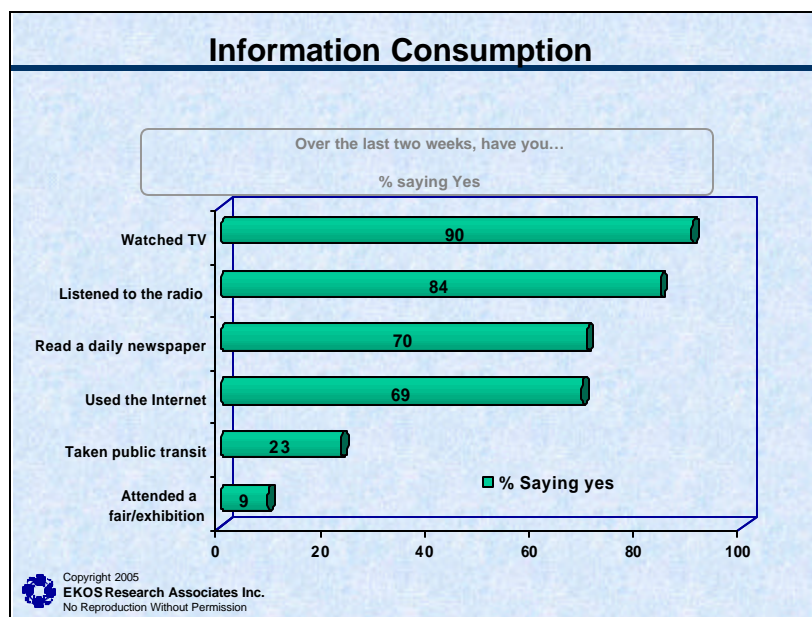


Though the number of Canadians who say that they can count on the Government of Canada for reliable service and information is higher (42%), still a third (32%) report that they can not count on it.



10. INFORMATION CONSUMPTION

The considerable majority of the Canadian population consumes much of their media information through television and the radio. Over the two weeks before the survey was taken, nine in 10 people reported to have watched TV while 84% also listened to the radio. Other popular media for information consumption are reading the newspaper and using the Internet – seven in 10 Canadians indicated that they had done both in the couple of weeks. A quarter (23%) of people said that they had taken public transport and 9% reported that they had attended a fair or exhibition and, as such, were exposed to the information there.



APPENDIX A
QUESTIONNAIRE

INTRO

Hello, my name is _____ and I work for Ekos Research Associates. We are currently conducting a survey to profile the attitudes and opinions of Canadians 18 and older on issues in the news.

The purpose of the survey is to understand how Canadians feel, not to convince anyone to purchase anything. (It will take approximately 15 minutes to complete and we are really hoping that you can spare the time.) May I continue?

16: **SEX**

DO NOT ASK

- Record gender of respondent
- Male..... 1
- Female 2

17: **D7**

DO NOT READ LIST. ACCEPT UP TO TWO RESPONSES.

- What is the language you FIRST learned as a child and still understand?
- English..... 1
- French 2
- Other (do not specify)..... 3
- DON'T KNOW/REFUSED 9 X

18: **Q1**

- Over the past few weeks or so, have you seen, heard or read any advertising with a Canadian theme with Canadian nature and Canadian people on savings or investment products?
- Yes..... 1
- No 2
- Maybe..... 3
- DON'T KNOW/REFUSED 9

19: **Q1B**

=> Q2A if NOT (Q1=#1,#3)

OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY.

- Please tell me everything you can remember about this (these) ads. What pictures or images come to mind? PROBE Anything else?
- CANADA SAVINGS BOND MENTION/LOGO 01 N
- Specify 77 O
- DON'T KNOW/REFUSED 99 X

20:**Q1C***PROBE. OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY.*

Where did you notice this (these) advertisements?

Television.....	01	
Radio	02	
Newspaper.....	03	
Magazines	04	
Local weeklies	05	
Pamphlet/brochure in the mail.....	06	
Outdoor billboards.....	07	
Public transit	08	
Internet/Website banner.....	09	
Word of mouth.....	10	
Ethnic paper	11	
Fair/Exhibition	12	
BANKS (FLYER OR POSTER)	13	N
Other-Specify	77	O
DON'T KNOW/REFUSED	99	X

21:**Q2A**

I would now like to ask you some questions about some specific advertising. Do you remember seeing a TV ad over the past few weeks or so for Canada Savings Bonds featuring images of Canada and Canadians - old friends on a motorcycle; a father and daughter standing at a lake; a family gathering; two women, two children and a dog walking along a waterfront trail?

Yes.....	1	
No	2	=> Q3A
Maybe.....	3	
DON'T KNOW/REFUSED	9	=> Q3A

22:**Q2B***PROBE. OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE*

Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

Government of Canada	01	
Provincial government.....	02	
Government - General.....	03	
Canada Savings Bonds.....	04	
Other.....	77	O
DON'T KNOW/REFUSED	99	

23:

Q2BB

=> +1 if NOT (Q2B=#3)

READ. ACCEPT ONE RESPONSE

Which level of government?	
Federal government.....	01
Provincial government.....	02
Other(DO NOT READ).....	77 O
DON'T KNOW/REFUSED	99

24:

Q2C

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad(s) that you saw/heard, what do you think was (were) the MAIN point(s) this (these) advertisement(s) was (were) trying to get across?

GENERAL AD - TRYING TO GET YOU TO BUY THEM/ INVEST IN

CSB'S	01	N
INVEST IN CANADA/SUPPORT CANADA/GOOD FOR THE COUNTRY....	02	N
GOOD INVESTMENT/RETURN/INTEREST	03	N
ENCOURAGING CANADIANS TO SAVE (FOR FUTURE RETIREMENT, FAMILY, EDUCATION, BETTER QUALITY OF LIFE...)	04	N
Specify	77	O
Nothing.....	98	
DON'T KNOW/REFUSED	99	

25:

Q2D

Did you do anything as a result of seeing/hearing this (these) ad(s)?

Yes.....	1	
No	2	=> Q3A
Maybe.....	3	
DON'T KNOW/REFUSED	9	=> Q3A

26:

Q2DD

What did you do? Anything else?

Specify	77	O
DON'T KNOW/REFUSED	99	

27:

Q3A

Do you remember seeing a TV ad over the past few weeks or so for Canada Savings Bonds featuring an artist in her studio; a clothing designer looking at fabric; and a girl jumping off a rock into a lake?

Yes.....	1	
No	2	=> Q4A
Maybe.....	3	
DON'T KNOW/REFUSED	9	=> Q4A

28:

Q3B

PROBE.OPEN-ENDED.DO NOT READ.ACCEPT ONE RESPONSE

Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

Government of Canada	01
Provincial government	02
Government - General.....	03
Canada Savings Bonds.....	04
Other.....	77 O
DON'T KNOW/REFUSED	99

29:

Q3BB

=> +1 if NOT (Q3B=#3)

READ. ACCEPT ONE RESPONSE

Which level of government?

Federal government.....	01
Provincial government.....	02
Other(DO NOT READ).....	77 O
DON'T KNOW/REFUSED	99

30:

Q3C

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad(s) that you saw/heard, what do you think was (were) the MAIN point(s) this (these) advertisement(s) was (were) trying to get across?

Specify	77 O
Nothing.....	98
DON'T KNOW/REFUSED	99

31:

Q3D

Did you do anything as a result of seeing/hearing this (these) ad(s)?

Yes.....	1	
No	2	=> Q4A
Maybe	3	
DON'T KNOW/REFUSED	9	=> Q4A

32:

Q3DD

What did you do? Anything else?

Specify	77 O
DON'T KNOW/REFUSED	99

33:

Q4A

Do you remember seeing a newspaper ad over the past few weeks or so for Canada Savings Bonds which was a series of 2/3 page colour and black and white newspaper ads featuring Canadians with specific saving goals with headlines such as "Saving for your vacation", "Saving for your down payment" or "Saving for your child's dream". All three versions of the advertisements featured

Canadians in various settings and had the tagline "A guaranteed way to make it happen?"

Yes..... 1
No 2 => Q5A
Maybe..... 3
DON'T KNOW/REFUSED 9 => Q5A

34: **Q4B**

PROBE.OPEN-ENDED.DO NOT READ.ACCEPT ONE RESPONSE

Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

Government of Canada 01
Provincial government 02
Government - General..... 03
Canada Savings Bonds..... 04
Other..... 77 O
DON'T KNOW/REFUSED 99

35: **Q4BB**

=> +1 if NOT (Q4B=#3)

READ. ACCEPT ONE RESPONSE

Which level of government?

Federal government 01
Provincial government 02
Other(DO NOT READ)..... 77 O
DON'T KNOW/REFUSED 99

36: **Q4C**

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad(s) that you saw/heard, what do you think was (were) the MAIN point(s) this (these) advertisement(s) was (were) trying to get across?

Specify 77 O
Nothing..... 98
DON'T KNOW/REFUSED 99

37: **Q4D**

Did you do anything as a result of seeing/hearing this (these) ad(s)?

Yes..... 1
No 2 => Q5A
Maybe..... 3
DON'T KNOW/REFUSED 9 => Q5A

38:

Q4DD

What did you do? Anything else?

Specify	77	O
DON'T KNOW/REFUSED	99	

39:

Q5A

Do you remember seeing a newspaper ad over the past few weeks or so for Canada Savings Bonds which was a promotion entitled "Our Story/ Your Story" by the Globe and Mail, featuring past stories from the Globe and Mail alongside individual Canada Savings Bond stories. The promotion used both colour and black and white newspaper ads and asked readers to submit their own CSB Story for the chance to win a \$1000 CSB?

Yes.....	1	
No	2	=> Q6A
Maybe.....	3	
DON'T KNOW/REFUSED	9	=> Q6A

40:

Q5B

PROBE. OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE

Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

Government of Canada	01	
Provincial government.....	02	
Government - General.....	03	
Canada Savings Bonds.....	04	
Other.....	77	O
DON'T KNOW/REFUSED	99	

41:

Q5BB

=> +1 if	NOT (Q5B=#3)
----------	--------------

READ. ACCEPT ONE RESPONSE

Which level of government?

Federal government.....	01	
Provincial government.....	02	
Other(DO NOT READ).....	77	O
DON'T KNOW/REFUSED	99	

42:

Q5C

OPEN-ENDED. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad(s) that you saw/heard, what do you think was (were) the MAIN point(s) this (these) advertisement(s) was (were) trying to get across?

Specify	77	O
Nothing.....	98	
DON'T KNOW/REFUSED	99	

43:		Q5D
Did you do anything as a result of seeing/hearing this (these) ad(s)?		
Yes.....	1	
No	2	=> Q6A
Maybe	3	
DON'T KNOW/REFUSED	9	=> Q6A

44:		Q5DD
What did you do? Anything else?		
Specify	77	O
DON'T KNOW/REFUSED	99	

45:		Q6A
Do you remember seeing an Internet banner ad over the past few weeks or so for Canada Savings Bonds which was on the Globe and Mail website. CSB Stories were entered online on a dedicated contest section of the Globe and Mail website.		
Yes.....	1	
No	2	=> Q7A
Maybe	3	
DON'T KNOW/REFUSED	9	=> Q7A

46:		Q6B
<i>PROBE. OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE</i>		
Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?		
Government of Canada	01	
Provincial government	02	
Government - General.....	03	
Canada Savings Bonds.....	04	
Other.....	77	O
DON'T KNOW/REFUSED	99	

47:		Q6BB
=> +1 if NOT (Q6B=#3)		
<i>READ. ACCEPT ONE RESPONSE</i>		
Which level of government?		
Federal government	01	
Provincial government	02	
Other(DO NOT READ).....	77	O
DON'T KNOW/REFUSED	99	

48:

Q6C

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad(s) that you saw/heard, what do you think was (were) the MAIN point(s) this (these) advertisement(s) was (were) trying to get across?

- Specify 77 O
- Nothing 98
- DON'T KNOW/REFUSED 99

49:

Q6D

Did you do anything as a result of seeing/hearing this (these) ad(s)?

- Yes 1
- No 2 => Q7A
- Maybe 3
- DON'T KNOW/REFUSED 9 => Q7A

50:

Q6DD

What did you do? Anything else?

- Specify 77 O
- DON'T KNOW/REFUSED 99

51:

Q7A

=> Q9 if NOT (D7=#2); FRENCH RESPONDENTS ONLY

Note to interviewer: this is different from the Globe & Mail ad.

Do you remember seeing a TV ad over the past few weeks or so for Canada Savings Bonds which was a promotion on TVA featuring people describing why they liked Canada Savings Bonds. The commercial directed viewers to write their own CSB Story for a chance to win a \$1000 CSB?

- Yes 1
- No 2 => Q8A
- Maybe 3
- DON'T KNOW/REFUSED 9 => Q8A

52:

Q7B

PROBE.OPEN-ENDED.DO NOT READ.ACCEPT ONE RESPONSE

Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

- Government of Canada 01
- Provincial government 02
- Government - General 03
- Canada Savings Bonds 04
- Other 77 O
- DON'T KNOW/REFUSED 99

53:

Q7BB

=> +1 if NOT (Q7B=#3)

READ. ACCEPT ONE RESPONSE

Which level of government?

- Federal government 01
- Provincial government 02
- Other(DO NOT READ)..... 77 O
- DON'T KNOW/REFUSED 99

54:

Q7C

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad(s) that you saw/heard, what do you think was (were) the MAIN point(s) this (these) advertisement(s) was (were) trying to get across?

- Specify 77 O
- Nothing 98
- DON'T KNOW/REFUSED 99

55:

Q7D

Did you do anything as a result of seeing/hearing this (these) ad(s)?

- Yes 1
- No 2 => Q8A
- Maybe 3
- DON'T KNOW/REFUSED 9 => Q8A

56:

Q7DD

What did you do? Anything else?

- Specify 77 O
- DON'T KNOW/REFUSED 99

57:

Q8A

I would now like to ask you some questions about some specific advertising. Do you remember seeing an Internet ad over the past few weeks or so for Canada Savings Bonds on the TVA website featuring a section where CSB stories could be entered online in a dedicated contest section. Do you recall seeing the online components of this promotion?

- Yes 1
- No 2 => Q9
- Maybe 3
- DON'T KNOW/REFUSED 9 => Q9

58:

Q8B

PROBE.OPEN-ENDED.DO NOT READ.ACCEPT ONE RESPONSE

Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

- Government of Canada 01
- Provincial government 02
- Government - General..... 03
- Canada Savings Bonds..... 04
- Other..... 77 O
- DON'T KNOW/REFUSED 99

59:

Q8BB

=> +1 if NOT (Q8B=#3)

READ. ACCEPT ONE RESPONSE

Which level of government?

- Federal government 01
- Provincial government 02
- Other(DO NOT READ)..... 77 O
- DON'T KNOW/REFUSED 99

60:

Q8C

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad(s) that you saw/heard, what do you think was (were) the MAIN point(s) this (these) advertisement(s) was (were) trying to get across?

- Specify 77 O
- Nothing 98
- DON'T KNOW/REFUSED 99

61:

Q8D

Did you do anything as a result of seeing/hearing this (these) ad(s)?

- Yes 1
- No 2 => Q9
- Maybe 3
- DON'T KNOW/REFUSED 9 => Q9

62:

Q8DD

What did you do? Anything else?

- Specify 77 O
- DON'T KNOW/REFUSED 99

63:

Q9

These TV and newspaper ads were in fact produced by the Government of Canada and the contests were run by the Globe and Mail and TVA. How would you rate the performance of the Government of Canada on promoting Canada Savings Bonds? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad."

- 1.Terrible 1
- 2 2
- 3 3
- 4.Neither good nor bad 4
- 5 5
- 6 6
- 7.Excellent..... 7
- DON'T KNOW/REFUSED 9

64:

Q10

Generally speaking, how do you rate the performance of the Government of Canada?(using the same scale)

- 1.Terrible 1
- 2 2
- 3 3
- 4.Neither good nor bad 4
- 5 5
- 6 6
- 7.Excellent..... 7
- DON'T KNOW/REFUSED 9

65:

Q11

And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?

- 1.Terrible 1
- 2 2
- 3 3
- 4.Neither good nor bad 4
- 5 5
- 6 6
- 7.Excellent..... 7
- DON'T KNOW/REFUSED 9

66:

Q12

Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about...

67:

Q12A

It is easy to contact the Government of Canada for information and service.

1.Totally disagree.....	1
2	2
3	3
4.Neither agree nor disagree	4
5	5
6	6
7.Totally agree.....	7
DON'T KNOW/REFUSED	9

68:

Q12B

The Government of Canada is using new and innovative ways to provide information and services to citizens.

1.Totally disagree.....	1
2	2
3	3
4.Neither agree nor disagree	4
5	5
6	6
7.Totally agree.....	7
DON'T KNOW/REFUSED	9

69:

Q12C

The Government of Canada delivers its services and information in a respectful way.

1.Totally disagree.....	1
2	2
3	3
4.Neither agree nor disagree	4
5	5
6	6
7.Totally agree.....	7
DON'T KNOW/REFUSED	9

70:

Q12D

You can count on the Government of Canada for reliable service and information.

1.Totally disagree.....	1
2	2
3	3
4.Neither agree nor disagree	4
5	5
6	6
7.Totally agree.....	7
DON'T KNOW/REFUSED	9

71:

D1

Over the past two weeks, have you...

72:	D1A
Read a daily newspaper?	
Yes.....	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

73:	D1B
Watched television?	
Yes.....	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

74:	D1C
Listened to the radio?	
Yes.....	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

75:	D1D
Taken public transit?	
Yes.....	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

76:	D1E
Used the internet?	
Yes.....	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

77:	D1F
Attended a fair/exhibition?	
Yes.....	1
No	2
Maybe	3
DON'T KNOW/REFUSED	9

78:	DEMIN
Now, I would like to get some information to help us group your answers with others that we will receive in this survey.	

79:

D2

RECORD YEAR - 19XX

In what year were you born?

DON'T KNOW/REFUSED9999

80:

D3

READ LIST

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

Grade 8 or less..... 01
Some high school..... 02
Complete high school..... 03
Technical, vocational post-secondary, college 04
Some university..... 05
Complete university degree..... 06
Post graduate degree..... 07
DON'T KNOW/REFUSED 99

81:

D4

READ LIST - ACCEPT ONE ANSWER ONLY

What is your current employment status? Are you...

Working full-time (35 or more hours per week) 01
Working part-time (less than 35 hours per week) 02
Self-employed 03
Unemployed, but looking for work 04
Attending school full-time/A student..... 05
Retired..... 06
Not in workforce (Homemaker) 07
Unemployed, not looking for work) 08
Other (DO NOT READ) 77 O
DON'T KNOW/REFUSED 99

82:

D5

Are you, or is anyone in your household, worried about losing their job or being laid off?

Yes..... 1
No 2
DON'T KNOW/REFUSED 9

83:

D6

Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?

Yes..... 1
No 2
DON'T KNOW/REFUSED 9

84:	D8
Were you born in Canada?	
Yes.....	1
No	2
DON'T KNOW/REFUSED	9

85:	D9
=> +1 if NOT (D8=#2)	
Are you a Canadian citizen?	
Yes.....	1
No	2
DON'T KNOW/REFUSED	9

86:	D10
=> +1 if NOT (D8=#2)	
Did you come to Canada as a child, as a teenager or as an adult?	
Child	1
Teenager.....	2
Adult.....	3
DON'T KNOW/REFUSED	9

87:	D11
Do you consider yourself a member of a visible minority by virtue of your race or color?	
Yes.....	1
No	2
DON'T KNOW/REFUSED	9

88:	D12
<i>READ LIST</i>	
Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?	
Under \$10,000	01
\$10,000 to \$19,999	02
\$20,000 to \$29,999	03
\$30,000 to \$39,999	04
\$40,000 to \$49,999	05
\$50,000 to \$59,999	06
\$60,000 to \$69,999	07
\$70,000 to \$79,999	08
\$80,000 to \$99,999	09
\$100,000 and over	10
DON'T KNOW/REFUSED	99

89:

D13

Do you have any children under the age of 18 currently living in your household?

Yes..... 1

No 2

DON'T KNOW/REFUSED 9

90:

THNK

Thank you for completing our survey!

Completion..... 1 D

INTRO

Bonjour. Je suis _____ et je travaille pour les Associés de recherche Ekos. Nous faisons un sondage pour connaître les attitudes et opinions des Canadiens et Canadiennes de 18 ans et plus sur des questions d'actualité.

Le sondage vise à comprendre la façon de penser des Canadiens et non à vous inciter à acheter quoi que ce soit. (Il prend environ 15 minutes et nous espérons vraiment que vous pourrez nous accorder ce laps de temps.) Puis-je continuer?

@INTRO (1-Continuer, SHIFT + ? pour terminer)

16:

SEX

NE PAS DEMANDER

Inscrire le sexe du répondant

Homme 1
Femme 2

17:

D7

NE PAS LIRE LA LISTE. ACCEPTER JUSQU'A DEUX REPONSES.

Quelle est la langue que vous avez apprise en PREMIER LIEU dans votre enfance et que vous comprenez encore?

Anglais 1
Français 2
Autre (ne pas préciser) 3
NE SAIT PAS/REFUS DE REpondre 9 X

18:

Q1

Ces dernières semaines, avez-vous vu, lu ou entendu de la publicité sur un thème canadien avec images de la nature canadienne et de citoyens canadiens, qui traitait de produits d'épargne ou de placement?

Oui 1
Non 2
Peut-être 3
NE SAIT PAS/REFUS DE REpondre 9

19:

Q1B

=> Q2A si NOT (Q1=#1,#3)

QUESTION OUVERTE. NE PAS LIRE. CODER TOUTE REPONSE PERTINENTE.

Dites-moi tout ce dont vous vous souvenez au sujet de cette ou ces annonces. Quelles images vous viennent à l'esprit? APPROFONDIR Y a-t-il autre chose?

.....	01	N
.....	02	N
.....	03	N
.....	04	N
.....	05	N
.....	06	N
.....	07	N
.....	97	N
Préciser	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	X

20:

Q1C

APPROFONDIR.QUESTION OUVERTE.NE PAS LIRE.CODER TOUTE REPONSE PERTINENT

Où avez-vous remarqué cette ou ces annonces?

Télévision	01	
Radio	02	
Journal.....	03	
Magazine	04	
Hebdomadaire local.....	05	
Dépliant/brochure dans le courrier.....	06	
Panneaux publicitaires	07	
Transports en commun.....	08	
Internet/bandeau de site Web.....	09	
Bouche-à-oreille	10	
Journal ethnique	11	
Foire/Exposition	12	
.....	13	N
.....	14	N
.....	15	N
Autre-Préciser.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	X

21:**Q2A**

J'aurais maintenant quelques questions portant sur des annonces particulières. Vous rappelez-vous avoir vu ces dernières semaines à la télévision une publicité faisant la promotion des Obligations d'épargne du Canada et montrant des images du Canada et de Canadiens - vieux amis sur une motocyclette; un père et sa fille debout près d'un lac; une réunion de famille; deux femmes, deux enfants et un chien qui se promènent sur un sentier au bord de l'eau?

Oui.....	1	
Non.....	2	=> Q3A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q3A

22:**Q2B**

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE REPONSE

Au sujet de l'annonce que vous avez vue, qui pensez-vous l'a produite c'est-à-dire, qui l'a payée?

Gouvernement du Canada.....	01	
Gouvernement provincial.....	02	
Gouvernement - en général.....	03	
Obligations d'épargne du Canada.....	04	
.....	05	N
Autre.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

23:**Q2BB**

=> +1 si	NOT (Q2B=#3)
----------	--------------

LIRE. ACCEPTER UNE SEULE REPONSE

Quel niveau de gouvernement?

Gouvernement fédéral.....	01	
Gouvernement provincial.....	02	
Autre(NE PAS LIRE).....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

24:**Q2C**

OUVERTE. ACCEPTER UNE SEULE REPONSE. REPONSE D'AU MOINS CINQ MOTS

En ce qui concerne le(s) annonces que vous avez vues/entendues, quel était (quels étaient) selon vous le(s) but(s) principal(aux) de cette publicité?

.....	01	N
.....	02	N
.....	03	N
.....	04	N
.....	97	N
Préciser.....	77	O
Rien.....	98	
NE SAIT PAS/REFUS DE REpondre.....	99	

25:		Q2D
Avez-vous fait quoi que ce soit parce que vous aviez vu/entendu cette publicité?		
Oui.....	1	
Non.....	2	=> Q3A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q3A

26:		Q2DD
Qu'est-ce que vous avez fait? Y a-t-il autre chose?		
.....	01	N
.....	02	N
.....	97	N
Préciser.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

27:		Q3A
Vous rappelez-vous avoir vu ces dernières semaines à la télévision une publicité sur les Obligations d'épargne du Canada qui montrait une artiste dans son studio; un dessinateur de mode qui examine un tissu; une fillette qui saute d'un rocher dans un lac?		
Oui.....	1	
Non.....	2	=> Q4A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q4A

28:		Q3B
<i>APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE REPONSE</i>		
Au sujet de l'annonce que vous avez vue, qui l'a produite, pensez-vous -c'est-à-dire, qui l'a payée?		
Gouvernement du Canada.....	01	
Gouvernement provincial.....	02	
Gouvernement - en général (ALSO MENTION OF TAXPAYERS).....	03	
Obligations d'épargne du Canada.....	04	
.....	05	N
Autre.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

29:		Q3BB
=> +1 si NOT (Q3B=#3)		
<i>LIRE. ACCEPTER UNE SEULE REPONSE</i>		
Quel niveau de gouvernement?		
Gouvernement fédéral.....	01	
Gouvernement provincial.....	02	
Autre(NE PAS LIRE).....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

30:

Q3C

OUVERTE.ACCEPTER UNE SEULE REPONSE.REPONSE D'AU MOINS CINQ MOTS

En ce qui concerne les annonces que vous avez vues/entendues, quel était (quels étaient) selon vous le ou les buts principal/principaux de cette publicité?

.....	01	N
.....	02	N
.....	03	N
.....	04	N
.....	97	N
Préciser	77	O
Rien	98	
NE SAIT PAS/REFUS DE REpondre.....	99	

31:

Q3D

Avez-vous fait quoi que ce soit parce que vous aviez vu/entendu cette publicité?

Oui.....	1	
Non.....	2	=> Q4A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q4A

32:

Q3DD

Qu'est-ce que vous avez fait? Y a-t-il autre chose?

.....	01	N
.....	02	N
.....	97	N
Préciser	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

33:

Q4A

Vous rappelez-vous avoir vu dans un journal ces dernières semaines de la publicité pour les Obligations d'épargne du Canada qui consistait en une série d'annonces de 2/3 page en couleurs et journaux en noir et blanc montrant des Canadiens qui ont une raison particulière d'épargner et portant, par exemple, cet titre : "épargner pour vos vacances", "épargner pour faire votre versement initial" ou "épargner pour réaliser le rêve d'un enfant"? Les trois versions de cette publicité montraient des Canadiens dans divers décors et comportaient la phrase " Un moyen d'y arriver. Garanti."

1-Oui
2-Non
3-Peut-être
9-NE SAIT PAS/REFUS DE REpondre
@Q4A

Oui.....	1	
Non.....	2	=> Q5A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q5A

34:

Q4B

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE REPONSE

Au sujet de l'annonce que vous avez vue, qui l'a produite, pensez-vous -c'est-à-dire, qui l'a payée?

Gouvernement du Canada	01	
Gouvernement provincial.....	02	
Gouvernement - en général (ALSO MENTION OF TAXPAYERS).....	03	
Obligations d'épargne du Canada.....	04	
.....	05	N
Autre.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

35:

Q4BB

=> +1 si NOT (Q4B=#3)

LIRE. ACCEPTER UNE SEULE REPONSE

Quel niveau de gouvernement?

Gouvernement fédéral.....	01	
Gouvernement provincial.....	02	
Autre(NE PAS LIRE)	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

36:

Q4C

OUVERTE.ACCEPTER UNE SEULE REPONSE.REPONSE D'AU MOINS CINQ MOTS

En ce qui concerne les annonces que vous avez vues/entendues, quel était (quels étaient) selon vous le ou les buts principal/principaux de cette publicité?

.....	01	N
.....	02	N
.....	03	N
.....	04	N
.....	97	N
Préciser	77	O
Rien	98	
NE SAIT PAS/REFUS DE REpondre.....	99	

37:

Q4D

Avez-vous fait quoi que ce soit parce que vous aviez vu/entendu cette publicité?

Oui.....	1	
Non	2	=> Q5A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q5A

38:

Q4DD

Qu'est-ce que vous avez fait? Y a-t-il autre chose?

.....	01	N
.....	02	N
.....	97	N
Préciser	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

39:

Q5A

Vous rappelez-vous avoir vu ces dernières semaines une annonce pour les Obligations d'épargne du Canada qui était une promotion du Globe and Mail intitulée "Our Story/ Your Story" et montrait d'anciens reportages du Globe and Mail ainsi que des témoignages au sujet des Obligations d'épargne du Canada. La promotion était en couleurs et en noir et blanc, et elle invitait les lecteurs à proposer leur propre témoignage touchant les OEC en leur offrant la chance de gagner une OEC de 1000\$?

- 1-Oui
- 2-Non
- 3-Peut-être
- 9-NE SAIT PAS/REFUS DE REpondre
- @Q5A

Oui.....	1	
Non.....	2	=> Q6A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q6A

40:

Q5B

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE REPONSE

Au sujet de l'annonce que vous avez vue, qui l'a produite, pensez-vous -c'est-à-dire, qui l'a payée?

Gouvernement du Canada	01	
Gouvernement provincial.....	02	
Gouvernement - en général (ALSO MENTION OF TAXPAYERS).....	03	
Obligations d'épargne du Canada.....	04	
.....	05	N
Autre.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

41:

Q5BB

=> +1 si	NOT (Q5B=#3)
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LIRE. ACCEPTER UNE SEULE REPONSE

Quel niveau de gouvernement?		
Gouvernement fédéral.....	01	
Gouvernement provincial.....	02	
Autre(NE PAS LIRE)	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

42:

Q5C

OUVERTE.ACCEPTER UNE SEULE REPONSE.REPONSE D'AU MOINS CINQ MOTS

En ce qui concerne les annonces que vous avez vues/entendues, quel était/quels étaient selon vous le ou les buts principal/principaux de cette publicité?

.....	01	N	
.....	02	N	
.....	03	N	
.....	04	N	
.....	97	N	
Préciser	77	O	
Rien	98		
NE SAIT PAS/REFUS DE REPONDRE.....	99		

43:

Q5D

Avez-vous fait quoi que ce soit parce que vous aviez vu/entendu cette publicité?

Oui	1		
Non	2	=>	Q6A
Peut-être	3		
NE SAIT PAS/REFUS DE REPONDRE.....	9	=>	Q6A

44:

Q5DD

Qu'est-ce que vous avez fait? Y a-t-il autre chose?

.....	01	N	
.....	02	N	
.....	97	N	
Préciser	77	O	
NE SAIT PAS/REFUS DE REPONDRE.....	99		

45:

Q6A

Vous rappelez-vous avoir vu ces dernières semaines sur Internet un bandeau publicitaire sur les Obligations d'épargne du Canada qui était sur le site Web du Globe and Mail. On pouvait présenter en ligne son témoignage sur les OEC dans une section-concours spéciale sur le site Web du Globe and Mail.

Oui	1		
Non	2	=>	Q7A
Peut-être	3		
NE SAIT PAS/REFUS DE REPONDRE.....	9	=>	Q7A

46:

Q6B

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE REPONSE

Au sujet de l'annonce que vous avez vue, qui l'a produite, pensez-vous -c'est-à-dire, qui l'a payée?

Gouvernement du Canada	01	
Gouvernement provincial.....	02	
Gouvernement - en général (ALSO MENTION OF TAXPAYERS).....	03	
Obligations d'épargne du Canada.....	04	
.....	05	N
Autre.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

47:

Q6BB

=> +1 si NOT (Q6B=#3)

LIRE. ACCEPTER UNE SEULE REPONSE

Quel niveau de gouvernement?

Gouvernement fédéral.....	01	
Gouvernement provincial.....	02	
Autre(NE PAS LIRE)	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

48:

Q6C

OUVERTE.ACCEPTER UNE SEULE REPONSE.REPONSE D'AU MOINS CINQ MOTS

En ce qui concerne les annonces que vous avez vues/entendues, quel était/quels étaient selon vous le ou les buts principal/principaux de cette publicité?

.....	01	N
.....	02	N
.....	03	N
.....	04	N
.....	97	N
Préciser	77	O
Rien	98	
NE SAIT PAS/REFUS DE REpondre.....	99	

49:

Q6D

Avez-vous fait quoi que ce soit parce que vous aviez vu/entendu cette publicité?

Oui.....	1	
Non	2	=> Q7A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q7A

50:**Q6DD**

Qu'est-ce que vous avez fait? Y a-t-il autre chose?	01	N
.....	02	N
.....	97	N
Préciser	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

51:**Q7A**

=> Q9 si	NOT (D7=#2); FRENCH RESPONDENTS ONLY
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Note to interviewer: this is different from the Globe & Mail ad.

Vous rappelez-vous avoir vu ces dernières semaines à la télévision de la publicité sur les Obligations d'épargne du Canada qui consistait en une promotion de TVA et montrait des personnes décrivant ce qui leur plaisait au sujet des Obligations d'épargne du Canada? La publicité invitait les téléspectateurs à écrire leur propre témoignage portant sur les OEC pour avoir la chance de gagner une OEC de 1000\$.

Oui.....	1	
Non.....	2	=> Q8A
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q8A

52:**Q7B**

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE REPONSE

Au sujet de l'annonce que vous avez vue, qui l'a produite, pensez-vous -c'est-à-dire, qui l'a payée?

Gouvernement du Canada	01	
Gouvernement provincial.....	02	
Gouvernement - en général (ALSO MENTION OF TAXPAYERS).....	03	
Obligations d'épargne du Canada.....	04	
.....	05	N
Autre.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

53:**Q7BB**

=> +1 si	NOT (Q7B=#3)
----------	--------------

LIRE. ACCEPTER UNE SEULE REPONSE

Quel niveau de gouvernement?		
Gouvernement fédéral.....	01	
Gouvernement provincial.....	02	
Autre(NE PAS LIRE)	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

54:

Q7C

OUVERTE.ACCEPTER UNE SEULE REPONSE.REPONSE D'AU MOINS CINQ MOTS

En ce qui concerne les annonces que vous avez vues/entendues, quel était/quels étaient selon vous le ou les buts principal/principaux de cette publicité?

.....	01	N
.....	02	N
.....	03	N
.....	04	N
.....	97	N
Préciser	77	O
Rien	98	
NE SAIT PAS/REFUS DE REPONDRE.....	99	

55:

Q7D

Avez-vous fait quoi que ce soit parce que vous aviez vu/entendu cette publicité?

Oui	1	
Non	2	=> Q8A
Peut-être	3	
NE SAIT PAS/REFUS DE REPONDRE.....	9	=> Q8A

56:

Q7DD

Qu'est-ce que vous avez fait? Y a-t-il autre chose?

.....	01	N
.....	02	N
.....	97	N
Préciser	77	O
NE SAIT PAS/REFUS DE REPONDRE.....	99	

57:

Q8A

Vous rappelez-vous avoir vu ces dernières semaines sur Internet de la publicité sur les Obligations d'épargne du Canada, dans une section-concours spéciale du site Web de TVA où l'on pouvait inscrire en ligne son témoignage sur les OEC? Vous rappelez-vous avoir vu les éléments en ligne de cette promotion?

Oui	1	
Non	2	=> Q9
Peut-être	3	
NE SAIT PAS/REFUS DE REPONDRE.....	9	=> Q9

58:

Q8B

APPROFONDIR. QUESTION OUVERTE. NE PAS LIRE. ACCEPTER UNE SEULE REPONSE

Au sujet de l'annonce que vous avez vue, qui l'a produite, pensez-vous -c'est-à-dire, qui l'a payée?

Gouvernement du Canada	01	
Gouvernement provincial.....	02	
Gouvernement - en général (ALSO MENTION OF TAXPAYERS).....	03	
Obligations d'épargne du Canada.....	04	
.....	05	N
Autre.....	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

59:

Q8BB

=> +1 si NOT (Q8B=#3)

LIRE. ACCEPTER UNE SEULE REPONSE

Quel niveau de gouvernement?

Gouvernement fédéral.....	01	
Gouvernement provincial.....	02	
Autre(NE PAS LIRE)	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

60:

Q8C

OUVERTE.ACCEPTER UNE SEULE REPONSE.REPONSE D'AU MOINS CINQ MOTS

En ce qui concerne les annonces que vous avez vues/entendues, quel était/quels étaient selon vous le ou les buts principal/principaux de cette publicité?

.....	01	N
.....	02	N
.....	03	N
.....	04	N
.....	97	N
Préciser	77	O
Rien	98	
NE SAIT PAS/REFUS DE REpondre.....	99	

61:

Q8D

Avez-vous fait quoi que ce soit parce que vous aviez vu/entendu cette publicité?

Oui.....	1	
Non.....	2	=> Q9
Peut-être.....	3	
NE SAIT PAS/REFUS DE REpondre.....	9	=> Q9

62:**Q8DD**

Qu'est-ce que vous avez fait? Y a-t-il autre chose?	01	N
.....	02	N
.....	97	N
Préciser	77	O
NE SAIT PAS/REFUS DE REpondre.....	99	

63:**Q9**

En fait, ces annonces à la télévision et dans les journaux étaient produites par le gouvernement du Canada et les concours étaient organisés par le Globe and Mail et TVA. Comment évaluez-vous le rendement du gouvernement du Canada pour ce qui est de promouvoir les Obligations d'épargne du Canada? Veuillez répondre selon une échelle de 7 points où 1 signifie terrible, 7, excellent et le point milieu, 4, ni bon ni mauvais.

1.Terrible	1
2	2
3	3
4.Ni bon ni mauvais	4
5	5
6	6
7.Excellent.....	7
NE SAIT PAS/REFUS DE REpondre.....	9

64:**Q10**

De façon générale, comment évaluez-vous le rendement du gouvernement du Canada?(selon la même échelle)

1.Terrible	1
2	2
3	3
4.Ni bon ni mauvais	4
5	5
6	6
7.Excellent.....	7
NE SAIT PAS/REFUS DE REpondre.....	9

65:**Q11**

Et selon la même échelle, comment évaluez-vous le rendement du gouvernement du Canada pour ce qui est de fournir au public de l'information sur les services gouvernementaux offerts aux Canadiens?

1.Terrible	1
2	2
3	3
4.Ni bon ni mauvais	4
5	5
6	6
7.Excellent.....	7
NE SAIT PAS/REFUS DE REpondre.....	9

66:

Q12

Dites-moi, s'il vous plaît, dans quelle mesure vous êtes d'accord ou en désaccord avec chacun des énoncés suivants, selon une échelle de 7 points où 1 signifie tout à fait en désaccord, 7, tout à fait d'accord et le point milieu, 4, ni d'accord ni en désaccord. Qu'en est-il de...

67:

Q12A

Il est facile de communiquer avec le gouvernement du Canada pour des renseignements et des services.

- 1. Tout à fait en désaccord..... 1
- 2 2
- 3 3
- 4. Ni d'accord ni en désaccord 4
- 5 5
- 6 6
- 7. Tout à fait d'accord 7
- NE SAIT PAS/REFUS DE REpondre..... 9

68:

Q12B

Le gouvernement du Canada se sert de moyens nouveaux et innovateurs pour procurer des renseignements et des services aux citoyens.

- 1. Tout à fait en désaccord..... 1
- 2 2
- 3 3
- 4. Ni d'accord ni en désaccord 4
- 5 5
- 6 6
- 7. Tout à fait d'accord 7
- NE SAIT PAS/REFUS DE REpondre..... 9

69:

Q12C

Le gouvernement du Canada fournit ses services et renseignements de manière respectueuse.

- 1. Tout à fait en désaccord..... 1
 - 2 2
 - 3 3
 - 4. Ni d'accord ni en désaccord 4
 - 5 5
 - 6 6
 - 7. Tout à fait d'accord 7
 - NE SAIT PAS/REFUS DE REpondre..... 9
-

70:

Q12D

On peut compter sur le gouvernement du Canada pour la fiabilité de ses services et renseignements.

- 1. Tout à fait en désaccord..... 1
- 2 2
- 3 3
- 4. Ni d'accord ni en désaccord 4
- 5 5
- 6 6
- 7. Tout à fait d'accord 7
- NE SAIT PAS/REFUS DE REpondre..... 9

71:

D1

Au cours des deux dernières semaines, avez-vous...

72:

D1A

Lu un quotidien?

- Oui..... 1
- Non 2
- Peut-être 3
- NE SAIT PAS/REFUS DE REpondre..... 9

73:

D1B

Regardé la télévision?

- Oui..... 1
- Non 2
- Peut-être 3
- NE SAIT PAS/REFUS DE REpondre..... 9

74:

D1C

Écouté la radio?

- Oui..... 1
- Non 2
- Peut-être 3
- NE SAIT PAS/REFUS DE REpondre..... 9

75:

D1D

Pris les transports en commun?

- Oui..... 1
 - Non 2
 - Peut-être 3
 - NE SAIT PAS/REFUS DE REpondre..... 9
-
-

76:	D1E
Utilisé Internet?	
Oui.....	1
Non.....	2
Peut-être.....	3
NE SAIT PAS/REFUS DE REpondre.....	9

77:	D1F
Visité une foire/exposition?	
Oui.....	1
Non.....	2
Peut-être.....	3
NE SAIT PAS/REFUS DE REpondre.....	9

78: **DEMIN**

Je vais vous demander certains renseignements pour nous aider à grouper vos réponses avec celles que d'autres personnes nous aurons fournies dans le cadre du présent sondage.

79:	D2
<i>INSCRIRE L'ANNEE - 19XX</i>	
En quelle année êtes-vous né?	
NE SAIT PAS/REFUS DE REpondre.....	9999

80:	D3
<i>LIRE LA LISTE</i>	
Quel est le plus haut niveau de scolarité que vous ayez atteint?	
Ecole primaire terminée ou non	01
Un peu d'école secondaire	02
Ecole secondaire terminée.....	03
Ecole technique, professionnelle postsecondaire, collège	04
Un peu d'université.....	05
Diplôme universitaire	06
Diplôme d'études supérieures	07
NE SAIT PAS/REFUS DE REpondre.....	99

81:

D4

LIRE LA LISTE - ACCEPTER UNE SEULE REPONSE

Quelle est votre situation d'emploi actuelle? Etes-vous...	
Employé à temps plein (35 heures ou plus par semaine).....	01
Employé à temps partiel (moins de 35 heures par semaine)	02
Travailleur autonome	03
Chômeur mais à la recherche d'un emploi.....	04
Aux études à temps plein/Étudiant	05
Retraité.....	06
Non dans la population active (personne au foyer).....	07
Chômeur mais non à la recherche d'un emploi).....	08
.....	09 N
.....	10 N
Autre (NE PAS LIRE)	77 O
NE SAIT PAS/REFUS DE REPONDRE.....	99

82:

D5

Craignez-vous, vous-même ou quelqu'un de votre ménage, de perdre votre emploi ou d'être mis à pied?

Oui.....	1
Non.....	2
NE SAIT PAS/REFUS DE REPONDRE.....	9

83:

D6

Etes-vous un Autochtone (p. ex., Indien faisant partie d'une bande, Inuit ou Métis)?

Oui.....	1
Non.....	2
NE SAIT PAS/REFUS DE REPONDRE.....	9

84:

D8

Etes-vous né au Canada?

Oui.....	1
Non.....	2
NE SAIT PAS/REFUS DE REPONDRE.....	9

85:

D9

=> +1 si	NOT (D8=#2)
----------	-------------

Etes-vous citoyen canadien?

Oui.....	1
Non.....	2
NE SAIT PAS/REFUS DE REPONDRE.....	9

86:

D10

=> +1 si NOT (D8=#2)

Etes-vous venu au Canada comme enfant, adolescent ou adulte?
Enfant..... 1
Adolescent..... 2
Adulte..... 3
NE SAIT PAS/REFUS DE REpondre..... 9

87:

D11

Vous considérez-vous membre d'une minorité visible en raison de votre race ou de la couleur de votre peau?
Oui..... 1
Non..... 2
NE SAIT PAS/REFUS DE REpondre..... 9

88:

D12

LIRE LA LISTE

Laquelle des catégories suivantes décrit le mieux le revenu global de votre ménage? C'est-à-dire, le revenu réuni de toutes les personnes de votre ménage, avant impôts?
Moins de 10 000\$ 01
10 000\$ à 19 999\$ 02
20 000\$ à 29 999\$ 03
30 000\$ à 39 999\$ 04
40 000\$ à 49 999\$ 05
50 000\$ à 59 999\$ 06
60 000\$ à 69 999\$ 07
70 000\$ à 79 999\$ 08
80 000\$ à 99 999\$ 09
100 000\$ et plus 10
NE SAIT PAS/REFUS DE REpondre..... 99

89:

D13

Avez-vous des enfants de moins de 18 ans qui vivent dans votre ménage?
Oui..... 1
Non..... 2
NE SAIT PAS/REFUS DE REpondre..... 9

90:

THNK

Merci d'avoir répondu à notre sondage
Complet 1 D

APPENDIX B

TABULATED DATA