

# Government of Canada's COVID-19 economic response plan advertising campaign: ACET survey, Fall 2020 - Winter 2021

## Methodological Report

Submitted to:  
Department of Finance Canada

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### Table of Contents

Copyright.....	2
Executive Summary .....	3
Background .....	3
Research Objectives .....	4

Target Population .....	4
Research Usage .....	4
Expenditure .....	5
Political Neutrality Statement and Contact Information .....	5
Appendix A .....	5
Study Methodology .....	5
Questionnaire Design .....	6
Sampling .....	6
Survey Administration .....	7
Non-Response Bias Analysis .....	14
Appendix B – Study Questionnaires .....	15

## Copyright

*Government of Canada’s COVID-19 economic response plan advertising campaign:  
ACET survey, Fall 2020 - Winter 2021*

### Methodological Report

**Prepared for Department of Finance Canada**

Supplier Name: Narrative Research Inc.

February 2021

This report presents the methodological details for the Testing Recall of the COVID-19 Recovery Response Plan Advertising: Fall 2020 Campaign ACET study conducted by Narrative Research Inc. on behalf of the Department of Finance Canada (“Finance Canada”). The survey for the pre-advertising campaign wave was administered among 2,046 members of the adult Canadian general public aged 18 years and older, between October 13 and 16, 2020, while the post-advertising campaign wave was conducted with 2,000 respondents of the adult Canadian general public aged 18 years and older, between December 16 and 21, 2020.

**Ce rapport est aussi disponible en français sous le titre:** Campagne publicitaire sur le plan d’intervention économique du gouvernement du Canada en réponse à la COVID-19 : sondage OECF automne 2020 - hiver 2021

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## Executive Summary

### Background

The Department of Finance Canada has implemented an umbrella advertising campaign to support the Government of Canada's COVID-19 Economic Response Plan, which is integral to meeting the Government's priority of uniting and building a stronger, more inclusive and resilient country during these uncertain times. The overarching objective of this advertising campaign was to continue to inform Canadians and increase awareness and take-up of key initiatives, programs, and benefits within Government of Canada's COVID-19 Economic Recovery Plan. The pre-wave and post-wave campaign surveys explored such topics as:

- *Whether Canadians recalled seeing, reading, or hearing any Government of Canada advertising about economic measures related to COVID-19, over the preceding three weeks;*
- *Whether Canadians recalled where they saw, read, or heard a Government of Canada ad about economic measures related to COVID-19;*
- *What Canadians remembered about the Government of Canada advertising they saw, read, or heard; and*
- *Whether Canadians recalled seeing, reading, or hearing of actions the Government of Canada is undertaking to help Canadians since the economic downturn caused by the pandemic.*

It is understood that as programs evolve, it is important for Finance Canada to continue to gauge Canadians' awareness of relevant programs and services. Therefore, the Fall 2020 iterations of research touched on both the requirements for measuring ad recall (via the Advertising Campaign Evaluation Tool, or ACET, as required by the Government of Canada's Policy on Communications and Federal Identity), as well as awareness of new programs and changes to existing COVID-19 financial support offered by the Government of Canada.

## Research Objectives

The purpose of the quantitative research was to assess recall of and reactions to the advertising campaign. At the highest level, the purpose of the research is to evaluate the effectiveness of the advertising campaign. More specifically, the research objectives included:

- *Measuring unaided recall of advertising;*
- *Measuring aided recall of advertising;*
- *Assessing the level of understanding of the key messages of the advertising campaign;*
- *Assessing the level of action taken as a result of seeing or hearing the advertising;*
- *Gauging the level of awareness of who was responsible for commissioning the advertising; and*
- *Other matters of relevance to Finance Canada at the time of surveying.*

## Target Population

Canadians over the age of 18, as well as a secondary audience of Canada's business community, were the target audiences for the 2020 COVID-19 Response Campaigns. As well, additional quotas were set to target specific groups such as Indigenous and First Nations, low-income households (<\$40K), and young adults (18-24 years), whereby analysis of these groups was facilitated. Data was gathered from a general public online research panel modelling key demographics of Canadian males and females within the aforementioned age groups. Online surveys of the adult Canadian general public (18+ years of age) were undertaken in two waves with the initial wave being conducted from October 13 to 16, 2020, and the subsequent wave being conducted from December 16 to 21, 2020.

The initial or pre-campaign/baseline wave required an average of approximately 9 minutes to administer, while the post-campaign wave required an average of 13 minutes to administer. The participation rate was 19 per cent for the October wave, while the December wave achieved a participation rate of 21 per cent. The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. As noted, there was a total of 2,046 useable surveys completed in the pre-campaign wave, and 2,000 surveys completed in the post-campaign wave.

## Research Usage

The objective of the research activity was to measure pre-campaign and post-campaign recall and effectiveness of the COVID-19 Recovery Response Plan Advertising Campaign that ran from October 2020 to December 2020.

These evaluations were designed to suggest the effectiveness of the selected advertising campaigns in shifting attitudes, beliefs and behaviours, by measuring (and comparing) awareness of the subject matter. Campaign placements were on Facebook, YouTube, web banner ads, radio (Spotify), out-of-home placements, and television.

The findings from this study will be used by the Department of Finance Canada to monitor the effectiveness of the media campaign, the efficiency of the media placement, and provide information to enhance the effectiveness of the umbrella campaign. Given that this online survey methodology used a non-probability sampling approach, the data collected cannot be extrapolated to the Canadian general public adult population 18+ years of age. As per standard analysis norms for research studies of this nature, the final data sets from each survey wave were statistically weighted in terms of region, age, and gender, such that the tabular results closely match the true distribution of adult Canadians along these pivotal demographic dimensions.

## Expenditure

The survey entailed the expenditure of \$58,826.17, including HST.

## 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 samples of Canadians over the age of 18 years old. The data collection was conducted in two waves with the initial wave conducted in October 2020, and the subsequent wave in December 2020, after Finance Canada's most recent ad campaign was completed. The online-based regimen entailed pre- as well as post-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 ACET questionnaire. The primary difference between the online ACET survey questionnaire and the previously utilized telephone ACET survey questionnaire, was that in the online approach implemented in the present study, the survey respondents were aided in their ad recall by way of being shown on-screen an advertisement from the recent Finance Canada's advertising campaign. Respondents were shown three ads (one each of print, video and radio ads) from the campaign: *New Benefits*. The respondents were subsequently asked a series of questions about the advertisement. This aiding of respondents by showing an ad drawn from the advertising campaign is a process that is possible with an online survey methodology. Narrative Research ensured that respondents were able to complete the survey on various platforms including computers, tablets and smartphones.

As required by Government of Canada standards, English and French pre-test surveys were collected in both the pre-campaign and post-campaign survey 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 in either of the recent data collection waves expressed difficulty in understanding any of the survey questions. As a result, no pre-test respondents were subsequently asked to identify which question or questions were problematic from a comprehension perspective.

## Sampling

The survey approach, utilized in both the pre-campaign and post-campaign waves, was designed to be administered to an online general public panel sample of approximately 2,000 Canadian adults age 18 or older. Narrative Research ensured that the surveys collected closely reflected the actual, true distribution of the Canadian general population of residents 18 years and older in terms of gender and age group (broken into 18 to 34, 35 to 54, 55+ age segments), as well as by region.

Additionally, there were quotas implemented for 200 business owners or senior decision makers, 100 Indigenous or First Nations residents, 200 lower-income households, and 200 youth (18-24). There were no interlocking quotas applied for these targets, and indeed, these quotas were met without targeted sampling of these groups.

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, Prairies, and British Columbia/North), quotas on these dimensions were implemented. Age and gender quotas were implemented *per region*, and statistical weighting of the survey data was implemented to adjust for the differences between the target data collection quotas, on the one hand, and the actual distribution of survey completions, on the other hand.

## 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, 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 Dynata) 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 utilized in both the previous and current campaigns were programmed by Narrative Research in both English and French, using Voxco Acuity programming software. Respondents were formally invited to the survey in the official language of their choice. As well, at any point when completing the questionnaire, respondents had the option to change the questionnaire language to the other official language. Assistance in completing the survey was available from bilingual Narrative Research staff, as required. Respondents were able to verify the legitimacy of the survey via representatives from Narrative Research. Each programmed survey was 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. Finance Canada was also provided with the pre-test link.

A total of 14 English and 18 French pre-tests were completed in the pre-campaign wave in October 2020, while 36 English and 21 French pre-tests were completed in the post-campaign wave in December 2020. 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 survey 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, during both the waves, 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-test, and thus the pre-test data was maintained in the final data set.

### Data Collection

Unlike telephone surveys, which typically occur with new respondents being contacted throughout the specified data collection time period, in online surveys of the type implemented in the present case, the preponderance of respondents is notified within a short period, for example, at the end of the advertising campaign being assessed. 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 after the campaign has ended. This study consisted of a pre-campaign wave administered between October 13 and 16, 2020, followed by the post-campaign wave administered between December 16 and 21, 2020. The survey invitation, as well as reminder invitations, were sent to panel members during the data collection period for both the waves. Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met. Narrative Research provided regular reports (verbal and written) to Finance Canada 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 2,241 surveys were submitted by respondents, and 2,046 were ultimately used in the final data set in the pre-campaign wave. In the post-campaign wave a total of 2,117 surveys were submitted by respondents, out of which 2,000 were useable in the current wave. 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 both the waves under consideration, as Narrative Research’s initial quota targets in each wave exceeded the overall final requirement of 2,000 questionnaires. Thus, 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 respondent “speedsters” who were deemed to have moved too quickly through the questionnaire, as well as consistently non-intelligible verbatim responses. Thus overall, some (n=195) were removed from the pre-campaign wave, as well as some (n=117) from the post-campaign wave, for reasons of speeding, unintelligible verbatim responses, and so forth. The surveys from both the pre-campaign wave required a mean average of approximately 9 minutes for respondents to complete, and approximately 13 minutes for respondents to complete the post-campaign wave. The post-campaign survey aided respondents with a recording of a campaign advertisement, and accompanying questions added to the survey length.

A non-probability sample approach was implemented given that the study was designed to be conducted among online Canadian general public panelists. All such panels are inherently non-probability in nature, given that panelists self-select to become members of such panels, and not all adult Canadians belong to such a panel. The tables below for the pre-campaign and post-campaign surveys display regional, gender, age, and business size data in terms of the actual distribution of Canadians and Canadian businesses, as catalogued in the 2016 Statistics Canada Census.

As well, approximate regional, gender, and age 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 or classification dimensions for each wave.

### Pre-Campaign Wave (October 2020)

**Data Tabulation:** There were a total of 30 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (5: BC/North, Prairies, Ontario, Quebec, Atlantic) – based on survey Question e); Age group (3: 18–34, 35–54, 55+ - based on survey Question d); and Gender (2: Male, Female – based on survey Question b). The 30 overlapping or interlocking statistical weighting cells thus were derived from Region (5) x Age (3) x Gender (2) dimensions = 30 unique statistical weighting cells. Population data for the 30 statistical weighting cells were obtained from the most recent (2016) Census of Canada, and can be found here:

- <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>

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.

Additionally, there were quotas implemented for 200 business owners or senior decision makers, 100 Indigenous or First Nations residents, 200 lower-income households, and 200 youth (18-24). There were no interlocking quotas applied for these targets, and indeed, these quotas were met without targeted sampling of these groups.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310003701>

October 2020 Campaign Survey							
	2016/17 Statistics Canada	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Survey (%)	(n=)	(%)	(n=)	(%)
<b>Region</b>							
BC/North	14%	275	13.8%	280	13.7%	286	14.0%
Prairies	17%	350	17.5%	361	17.6%	361	17.6%
Ontario	38%	750	37.5%	757	37.0%	783	38.3%
Quebec	23%	475	23.8%	487	23.8%	476	23.3%
Atlantic	7%	150	7.5%	161	7.9%	140	6.9%

	2016/17 Statistics Canada	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Survey (%)	(n=)	(%)	(n=)	(%)
<b>Gender<sup>1</sup></b>							
Male	49%	971	48.5%	930	45.8%	986	48.6%
Female	51%	1,029	51.5%	1100	54.2%	1044	51.4%
<b>Age (Quotas)</b>							
18-34	27%	546	27.3%	623	30.4%	567	27.7%
35-54	34%	680	34%	686	33.5%	695	34.0%
55+	39%	774	38.7%	737	36.0%	784	38.3%
<b>Additional Business Decision Makers Quota</b>							
BC/North	16.0%	Minimum of 200	10%	51	14.3%	57	16.1%
Prairies	20.5%			60	16.9%	73	20.5%

	2016/17 Statistics Canada	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Survey (%)	(n=)	(%)	(n=)	(%)
Ontario	36.5%		of the overall total of 2000	146	41.0%	129	36.3%
Quebec	20.4%			71	19.9%	72	20.3%
Atlantic	6.7%			28	7.9%	24	6.8%
<b>Number of Employees (among Business Decision Makers: 2017 Statistics Canada Business Counts data)</b>							
1-4	55.9%	N/A	N/A	115	33.2%	194	55.9%
5-99	42.1%			104	30.1%	146	42.1%
100-499	1.8%			72	20.8%	6	1.8%
500+	0.2%			55	15.9%	1	0.2%

<sup>1</sup> Sixteen respondents identified as gender diverse and are not presented in the table.

**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: 20,272

### Invalid cases

Invitations mistakenly sent to people who did not qualify for the study: 1,507  
 Incomplete or missing email addresses: 0

### Unresolved (U)

Email invitations bounce back: 0  
 Email invitations unanswered: 14,739

### 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: 397

### Responding units (R)

Completed surveys disqualified – quota filled: 1,377  
 Completed surveys disqualified for other reasons: 195  
 Completed surveys: 2,057

Previous Campaign Participation Rate =  $R / (U + IS + R) = 3,629 / (14,739 + 397 + 3,629) = 19\%$

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.

### Post-Campaign Wave (December 2020)

**Data Tabulation:** There were a total of 40 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (5: BC/North, Prairies, Ontario, Quebec, Atlantic) – based on survey Question e); Age group (4: 18–24, 25–34, 35–54, 55+ - based on survey Question d); and Gender (2: Male, Female – based on survey Question b). The 40 overlapping or interlocking statistical weighting cells thus were derived from Region (5) x Age (4) x Gender (2) dimensions = 40 unique statistical weighting cells. Population data for the 40 statistical weighting cells were obtained from the most recent (2016) Census of Canada, and can be found here:

- <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>

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 40 weighting cells due to the fact that they did not answer the optional mother tongue weighting question. For tabulation purposes, these individuals were given a weight value of 1.0.

Additionally, there were quotas implemented for 200 business owners or senior decision makers, 100 Indigenous or First Nations residents, 200 lower-income households, and 200 youth (18-24). There were no interlocking quotas applied for these targets, and indeed, these quotas were met without targeted sampling of these groups.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310003701>

December 2020 Campaign Survey							
	2016/17 Statistics Canada	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
<b>Region</b>							
BC/North	14%	275	13.8%	270	13.5%	275	13.8%
Prairies	17%	350	17.5%	352	17.6%	352	17.6%
Ontario	38%	750	37.5%	752	37.6%	767	38.3%
Quebec	23%	475	23.8%	476	23.8%	470	23.5%
Atlantic	7%	150	7.5%	150	7.5%	136	6.8%
<b>Gender<sup>1</sup></b>							
Male	49%	971	48.5%	931	46.6%	968	48.6%
Female	51%	1,029	51.5%	1061	53.3%	1024	51.4%
<b>Age (Quotas)</b>							
18-24	11%	219	10.9%	239	12.0%	223	11.2%
25-34	16%	326	16.3%	326	16.3%	327	16.3%
35-54	34%	681	34.0%	666	33.3%	680	34.0%
55+	39%	774	38.7%	769	38.5%	770	38.5%
<b>Additional Business Decision Makers Quota</b>							
BC/North	16.0%	Minimum of 200	10% of the overall total of 2000	42	15.4%	44	16.0%
Prairies	20.5%			49	17.9%	57	20.8%
Ontario	36.5%			109	39.9%	98	36.1%
Quebec	20.4%			50	18.3%	55	20.3%
Atlantic	6.7%			23	8.4%	19	6.9%
<b>Number of Employees (among Business Decision Makers: 2017 Statistics Canada Business Counts data)</b>							
1-4	55.9%	N/A	N/A	75	28.1%	149	55.9%
5-99	42.1%			79	29.6%	112	42.1%
100-499	1.8%			66	24.7%	5	1.8%
500+	0.2%			47	17.6%	1	0.2%

<sup>1</sup> Eight respondents identified as gender diverse and are not presented in the table.

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

**Post-Campaign Survey**

Total email addresses used:

21,625

Invalid cases

Invitations mistakenly sent to people who did not qualify for the study:	913
Incomplete or missing email addresses:	0

Unresolved (U)

Email invitations bounce back:	0
Email invitations unanswered:	15,741

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:	520

Responding units (R)

Completed surveys disqualified – quota filled:	2,294
Completed surveys disqualified for other reasons:	156
Completed surveys:	2,001

Current Campaign Participation Rate =  $R / (U + IS + R) = 4,451 / (15,741 + 520 + 4,451) = 21\%$

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 is it 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 estimated in the 2016 Statistics Canada census.

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 – Pre-Campaign***

**Thank you for taking the time to complete this survey, dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur français *au dessus*. The survey is being conducted by Narrative Research. Your participation is voluntary and your responses will be kept entirely confidential. This survey is being administered according to the requirements of the Privacy Act, the Access to Information Act, and any other relevant legislation. The survey takes about 12 minutes to complete and is registered with the Canadian Research Insights Council.**

**START SURVEY**

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

**[ASK Qa TO ALL]**

**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.**

**[ASK Qb TO ALL]**

**b) Are you...**

- Male gender
- Female gender
- Gender diverse

**PROGRAMMING NOTE: IF THE RESPONDENT DOES NOT PROVIDE A GENDER UPON BEING PROMPTED TO DO SO: We require an answer to this question for research purposes. Please select a response. IF NO RESPONSE PROVIDED AGAIN THANK AND TERMINATE.**

**[ASK Qc TO ALL]**

**ADMISSIBLE RANGE 1900-2002**

**IF > 2002, THANK AND TERMINATE**

**c) In what year were you born?**

**I prefer not to answer 9999**

**[ASK Qd IF QUESTION C IS LEFT BLANK, OR IF 2002 IN Qc]**

**IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE**

**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
- I prefer not to answer

**PROGRAMMING NOTE: IF THE RESPONDENT DOES NOT PROVIDE AN AGE UPON BEING PROMPTED TO DO SO: We require an answer to this question for research purposes. Please select a response. IF NO RESPONSE PROVIDED AGAIN THANK AND TERMINATE**

**[ASK PROV TO ALL]**



**IF NONE OF THE ABOVE AT PROV IS SELECTED, THANK AND TERMINATE**

**e) PROV.** 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

**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.**

**[ASK ALL]**

**f)** Do you consider yourself as an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?

- Yes
- No
- I prefer not to answer

**D1.** Which of the following categories best describes your current employment status? Are you...

**SELECT ONE ONLY**

1. Working full-time, that is, 30 or more hours per week
2. Working part-time, that is, less than 30 hours per week
3. self-employed
4. unemployed
5. a student
6. retired
7. not in the workforce (Full-time homemaker or unemployed but not looking for work)
8. other employment status

**[ASK BUS1 IF CODES 1, 2, OR 3 IN D1]**

BUS1. What is your job title?

1. CEO/Managing Director
2. CFO/Financial Director
3. COO
4. Chairman
5. President
6. Director
7. Partner
8. Executive Vice President
9. Senior Vice President
10. Owner
11. Other \_\_\_\_\_ (please specify)

**[ASK BUS1A IF CODES 1, 2, OR 3 IN D1]**

BUS1a. When it comes to the highest levels of company management and executive decisions, which of the following best describes your responsibility?

1. You have the primary responsibility for executive decisions. [TITLE QUALIFIES TO BUSINESS SAMPLE]
2. You are part of a group whose members have direct responsibility or input on executive decisions. [TITLE QUALIFIES TO BUSINESS SAMPLE]
3. You have a limited amount of input and/or responsibility on such matters. [TITLE DOES NOT QUALIFY TO BUSINESS SAMPLE]
4. You do not have any direct responsibility for executive decisions. [TITLE DOES NOT QUALIFY TO BUSINESS SAMPLE]
5. Don't know/refused. [TITLE DOES NOT QUALIFY TO BUSINESS SAMPLE]

**[POSE BUS3 TO BUSINESS SAMPLE ONLY, THAT IS, IF BUS1 = 1-10, AND IF BUS1a = 1-2]**

BUS3. Including any subsidiaries you may own, how many people do you employ?

- 1-4
- 5-99
- 100-499
- 500 or more
- Don't know/I prefer not to answer

**[POSE BUS4 TO BUSINESS SAMPLE ONLY]**

BUS4. What is your company's main line of business?

- Construction & real estate
- Travel, tourism & leisure

- Hospitality
- Technology, media & telecoms
- Consumer products (Food & beverage, retail, logistics, automotive)
- Manufacturing
- Transport
- Healthcare
- Financial services
- Agriculture, hunting, forestry and fishing
- Mining & quarrying
- Electricity, gas & water supply/utilities
- Professional services
- Other business services
- Education & social services, personal services
- Oil & gas
- Other (please specify)

#### **CORE QUESTIONS**

##### **[POSE Q1 TO ALL RESPONDENTS]**

1. Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?
  - Yes
  - No => **GO TO Q5**

##### **[ASK IF Q1 =YES]**

2. 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 \_\_\_\_\_

**[ASK IF Q1 =YES]**

**OPEN-ENDED**

3. What do you remember about this ad?

**[ASK IF Q1 =YES]**

**OPEN-ENDED**

4. How did you know that it was an ad from the Government of Canada?

**CAMPAIGN-SPECIFIC QUESTIONS**

**[POSE TO ALL]**

5. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about economic measures related to COVID-19?

- Yes
- No (Go to Q8)

**[ASK IF Q5 =YES]**

6. Where have you seen, read or heard a Government of Canada ad about economic measures related to COVID-19?

**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 \_\_\_\_\_

**[ASK IF Q5=YES]**

**OPEN-ENDED**

7. What do you remember about this ad?

**[POSE TO ALL]**

8. Have you seen, read or heard any advertising from your provincial/territorial government about economic measures related to COVID-19?

- Yes
- No

**[ASK IF Q8 = YES]**

9. Where have you seen, read or heard this ad about economic measures related to COVID-19 from your provincial/territorial government? **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 \_\_\_\_\_

**[POSE TO ALL]**

10. Have you seen, read or heard about any actions the Government of Canada is undertaking to help Canadians since the economic downturn caused by the COVID-19 pandemic?

- Yes
- No
- Don't know/Unsure

**[POSE TO ALL]**

11. Have you seen, read or heard about the following Government of Canada economic measures?

**RANDOMIZE MEASURES ON SCREEN, ACCEPT ONE RESPONSE PER MEASURE**

- a. The Canada Emergency Wage Subsidy (CEWS)
- b. The Canada Emergency Business Account (CEBA), which provides interest-free and partially-forgivable loans to small businesses and not-for-profits to cover their operating costs
- c. Access to additional credit to support businesses through the Business Development Bank of Canada (BDC) and Export Development Canada (EDC) (BCAP)
- d. Canada Emergency Commercial Rent Assistance program (CECRA)
- e. Large Employer Emergency Financing Facility (LEEFF)
- f. Regional and rural supports for small and medium sized businesses (Regional Relief and Recovery Fund)
- g. Temporary extension to the Guaranteed Income Supplement (GIS) for lower income seniors
- h. Reduced minimum withdrawals for Registered Retirement Income Funds (RRIF)
- i. Targeted supports for young, female, or Indigenous business owners or entrepreneurs
- j. Mortgage payment deferral
- k. Special one-time, tax-free payment for people with disabilities
- l. Targeted supports for businesses operating in specific sectors, such as energy, agriculture, tourism, fishing, among others
- m. The Canada Emergency Response Benefit (CERB)

- Yes
- No
- Don't know/Unsure

**[POSE TO ALL]**

12. As a follow-up to the Government of Canada's Speech from the Throne, the Government of Canada announced that it would boost the proposed weekly payout for unemployed Canadians transitioning from the CERB to EI to \$500 a week, up from the originally announced \$400. Anyone eligible for Employment Insurance or EI will only need to have worked 120 hours to qualify—well below current EI requirements—since many Canadians have been unable to work due to the pandemic and accumulate the required number of hours.

The simplified EI system and the new recovery benefits will be in place for one year and will provide a minimum entitlement of 26 weeks of regular benefits (aside from the Canada Recovery Sickness Benefit - which is for up to 2 weeks). Had you heard of this before this survey?

- Yes
- No
- Don't know/Unsure

**[POSE TO ALL]**

**13.** The Government of Canada also announced a suite of three new recovery benefits. Have you heard of these? **RANDOMIZE MEASURES ON SCREEN, ACCEPT ONE RESPONSE PER MEASURE**

- a. The proposed Canada Recovery Caregiving Benefit (CRCB), which provides up to \$500 per week for up to 26 weeks to caregivers who cannot work due to closure of schools, daycares or care facilities
- b. The proposed Canada Recovery Benefit (CRB), which provides \$500 per week for up to 26 weeks to workers who are self-employed or not eligible for Employment Insurance, or EI
- c. The proposed Canada Recovery Sickness Benefit (CRSB), which provides \$500 per week for up to 2 weeks for workers who cannot work because they are sick or must self-isolate

- Yes
- No
- Don't know/Unsure

**ASK ALL FOR EACH BENEFIT AT Q13**

**14.** How likely are you to apply for **[INSERT BENEFIT AT Q13]**

- Definitely will apply
- Probably will apply
- Probably will not apply
- Definitely will not apply
- Doesn't apply to me
- Don't know/Unsure

**[POSE TO ALL]**

**15.** Do you feel you have enough information about the requirements for these benefits to know how to apply for them?

- Yes
- No
- Don't know/Unsure

**[POSE TO ALL]**

**16.** Have you looked for information about these benefits?

- Yes
- No
- Don't know/Unsure

**[POSE TO ALL]**

**17.** Do you feel you know where to look for information on the eligibility requirements for these benefits?

- Yes
- No
- Don't know/Unsure

**[POSE TO ALL]**

**18.** Did you receive the CERB?

- Yes
- No
- Don't know/Unsure

**[ASK IF Q18=YES]**

**19.** Did you or do you intend to apply for Employment Insurance, or EI?

- Yes
- No
- Don't know/Unsure

**[ASK IF Q18=YES]**

**20.** Did you experience any of the following with the movement from the CERB to EI? **Select all that apply.**

**[RANDOMIZE, EXCEPT ALWAYS HAVE FINAL THREE BULLETS IN ORDER AT THE BOTTOM OF THE RESPONSE OPTIONS]**

- Could not find the information on the changes and how to apply
- Payment delays
- Could not get through on the phone
- The application process was too complicated or confusing
- I don't know the status of my application
- I did not submit a new application for EI
- Other (Specify: \_\_\_\_\_)
- [EXCLUSIVE] Did not experience any of these

**[POSE TO THE BUSINESS SAMPLE ONLY]**



**21.** Have you, or the business you represent, applied for any of the Government of Canada supports targeting businesses? **Please select all that apply. RANDOMIZE ORDER ON SCREEN**

- a. Canada Emergency Wage Subsidy (CEWS)
  - b. Access to interest-free and partially-forgivable loans to small businesses and not-for-profits to cover their operating costs through the Canada Emergency Business Account (CEBA)
  - c. Access to additional credit to support businesses through the Business Development Bank of Canada (BDC) and/or Export Development Canada (EDC) (BCAP)
  - d. Canada Emergency Commercial Rent Assistance (CECRA)
  - e. Regional Relief and Recovery Fund (RRRF)
  - f. Targeted supports for young, female, or Indigenous business owners or entrepreneurs
  - g. Industrial Research Assistance Program (IRAP) for early-stage businesses
  - h. Targeted supports for businesses operating in specific sectors, such as energy, agriculture, tourism, fishing, among others
- Yes
  - No
  - Don't know/Unsure

**[ASK IF YES TO ANY AT Q21]**

**22.** What challenges, if any, has your organization encountered with Government of Canada COVID-19-related supports targeting business? **(Select all that apply)**

- Meeting the qualification requirements
- The process being complicated or confusing
- Receiving the subsidy takes too long
- Changes to the treatment of furloughed employees not communicated clearly/soon enough
- Attracting and/or retaining employees who qualify for another benefit
- Uncertainty around the program end date
- Other (please specify)
- Have not encountered any challenges
- Don't know/not applicable

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**23.** Are you aware that the Canada Emergency Wage Subsidy program (CEWS) has tools available to businesses on the CRA website (e.g. wage subsidy calculator, etc.)?

- Yes
- No
- Don't know/Unsure

**[ASK IF Q21A=YES]**

**24.** What has been your primary source of information on COVID-19-related benefits targeting businesses? **(Select one)**

- News
- Government of Canada website
- Government of Canada social media
- Tax advisor or accountant
- Direct engagement with government officials
- Industry or professional organization
- Business colleagues
- Chambers of Commerce/Boards of Trade
- Friends/family/acquaintances
- Other (please specify)
- Don't know/not applicable

**RANDOMIZE QUESTIONS 25-29**

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**25.** The Government of Canada recently extended the CEWS until the summer of 2021. Were you aware of this change, prior to this survey?

- Yes
- No
- Don't know/not applicable

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**26.** The Government of Canada recently announced an additional \$600M to help small- and medium-sized businesses deal with possible lockdowns during a second wave of the COVID-19 pandemic. The funding — aimed at such sectors as tourism, manufacturing and technology — will be added to the Regional Relief and Recovery Fund (RRRF). Were you aware of this additional funding, prior to this survey?

- Yes
- No
- Don't know/Unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**27.** The Government of Canada recently extended the Business Credit Availability Program (BCAP) to June 2021. Were you aware of this change, prior to this survey?

- Yes
- No
- Don't know/Unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**28.** The Government of Canada recently extended access to interest-free and partially-forgivable loans available to small businesses and not-for-profits through the Canada Emergency Business Account (CEBA) to the end of October. Were you aware of this change, prior to this survey?

- Yes
- No
- Don't know/Unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**29.** The Government of Canada recently extended the Canada Emergency Commercial Rent Assistance program (CECRA). Were you aware of this change, prior to this survey?

- Yes
- No
- Don't know/Unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**30.** If your organization is using one or more of the Government of Canada COVID-19-related supports targeting businesses, does the program/do the programs provide the right level of support for the needs of your organization? (Select one)

- Yes
- No
- Too soon to say
- Don't know/Not applicable

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**31.** The Government of Canada recently announced a four-week extension to the current treatment of furloughed employees, meaning that qualified employers will be able to continue to claim up to the maximum benefit of \$847 to October 24th. Were you aware of this extension, prior to this survey?

- Yes
- No
- Don't know/Unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**32.** As of today, how concerned are you about the threat that COVID-19 poses to your business?

- Very concerned
- Somewhat concerned
- Not very concerned

- Not at all concerned

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**33.** Has your level of concern about the threat that COVID-19 poses to your business changed in the past month?

- Yes, I am now more concerned
- Yes, I am now less concerned
- No change to my level of concern

**Demographic Questions**

**[POSE TO ALL]**

**[ASK D1a IF D1 = 1,2,3,4]**

**D1a.** Which of the following best describes the impact that the COVID-19 pandemic has had on your employment? **CODE ONE ONLY**

- You have temporarily lost your job
- You have permanently lost your job
- You have suffered a loss of income/working hours
- Your employment situation has not changed
- Don't know/I prefer not to answer

**[ASK D1b IF D1 = 1,2,3,4, BUT DO NOT POSE D1b IF BUS4 HAS ALREADY BEEN ANSWERED]**

**D1b.** In which industry or field do you work/or were you working when the pandemic began? Please select the one that best describes your work.

- Agriculture, Forestry, Fishing and Hunting
- Mining and oil and gas extraction
- Construction
- Manufacturing
- Wholesale Trade
- Retail Trade
- Transportation and warehousing
- Information and cultural industries
- Finance and Insurance
- Real estate and rental and leasing
- Professional, scientific and technical services
- Management of companies and enterprises
- Administrative and support, waste management and remediation services
- Education services
- Utilities

- Health care and social assistance
- Arts, entertainment and recreation
- Accommodation and food services
- Public administration
- Other: Specify [TEXT]
- I prefer not to answer

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**D1c.** Which of the following best describes the impact that COVID-19 has had on the current status of your business? **MULTIPLE RESPONSES ACCEPTED**

- Closed
- Closed, but moved to online sales
- Reduced staff/layoffs
- Minor drop in revenue
- Significant drop in revenue
- Lack of liquidity
- No impact
- Don't know/I prefer not to answer

**[ASK ALL]**

**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

**[ASK ALL]**

**D3.** Are there any children under the age of 18 currently living in your household?

- Yes
- No

**[ASK ALL]**

**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
- I prefer not to answer

**[ASK ALL]**

**D5. Where were you born?**

- Born in Canada
- Born outside Canada (please specify the country):

**[ASK IF D5=BORN OUTSIDE CANADA]**

**ADMISSIBLE RANGE: 1900-2020**

**D6. In what year did you first move to Canada?**

YYYY

**ADMISSIBLE RANGE: 1900-2020**

**[ASK ALL]**

**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 \_\_\_\_\_

**[ASK ALL]**

**D8. Do you identify as a member of an ethno-cultural or a visible minority group?**

- Yes
- No
- I prefer not to answer

**PRE-TEST ONLY: TO BE REMOVED AFTER PRE-TEST [n = at least 10 in each official language]**

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

- Yes
- No

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

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

### **Advertising Campaign Evaluation Tool – Post-Campaign**

**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. This survey is being administered according to the requirements of the Privacy Act, the Access to Information Act, and any other relevant legislation. The survey takes about 12 minutes to complete and is registered with the Canadian Research Insights Council.**

#### **START SURVEY**

**Click here if you wish to verify the authenticity of this survey. To view our privacy policy, [click here]. [ASK Qa TO ALL]**

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.**

#### **[ASK Qb TO ALL]**

b) Are you...

- Female gender
- Male gender
- Gender diverse

**PROGRAMMING NOTE: IF THE RESPONDENT DOES NOT PROVIDE A GENDER UPON BEING PROMPTED TO DO SO: We require an answer to this question for research purposes. Please select a response. IF NO RESPONSE PROVIDED AGAIN THANK AND TERMINATE.**

**[ASK Qc TO ALL]**

**ADMISSIBLE RANGE 1900-2002**

**IF > 2002, THANK AND TERMINATE**

c) In what year were you born?

YYYY

**I prefer not to answer 9999**

**[ASK Qd IF QUESTION C IS LEFT BLANK, OR IF 2002 IN Qc]**

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

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
- I prefer not to answer

**PROGRAMMING NOTE: IF THE RESPONDENT DOES NOT PROVIDE AN AGE UPON BEING PROMPTED TO DO SO: We require an answer to this question for research purposes. Please select a response. IF NO RESPONSE PROVIDED AGAIN THANK AND TERMINATE**

**[ASK PROV TO ALL]**

**IF NONE OF THE ABOVE AT PROV IS SELECTED, THANK AND TERMINATE**

e) PROV. 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

**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.'**

**[ASK ALL]**

f) Do you consider yourself as an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?

- Yes
- No
- I prefer not to answer

**D1. Which of the following categories best describes your current employment status? Are you...  
SELECT ONE ONLY**

1. Working full-time, that is, 30 or more hours per week
2. Working part-time, that is, less than 30 hours per week
3. self-employed
4. unemployed
5. a student
6. retired
7. not in the workforce (Full-time homemaker or unemployed but not looking for work)
8. other employment status

**[ASK BUS1 IF CODES 1, 2, OR 3 IN D1]**

BUS1. What is your job title?

1. CEO/Managing Director
2. CFO/Financial Director
3. COO
4. Chairman
5. President
6. Director
7. Partner
8. Executive Vice President
9. Senior Vice President
10. Owner
11. Other \_\_\_\_\_ (please specify)

**[ASK BUS1A IF CODES 1, 2, OR 3 IN D1]**

BUS1a. When it comes to the highest levels of company management and executive decisions, which of the following best describes your responsibility?

1. You have the primary responsibility for executive decisions. [TITLE QUALIFIES TO BUSINESS SAMPLE]
2. You are part of a group whose members have direct responsibility or input on executive decisions. [TITLE QUALIFIES TO BUSINESS SAMPLE]
3. You have a limited amount of input and/or responsibility on such matters. [TITLE DOES NOT QUALIFY TO BUSINESS SAMPLE]
4. You do not have any direct responsibility for executive decisions. [TITLE DOES NOT QUALIFY TO BUSINESS SAMPLE]
5. Don't know/refused. [TITLE DOES NOT QUALIFY TO BUSINESS SAMPLE]

**[POSE BUS3 TO BUSINESS SAMPLE ONLY, THAT IS, IF BUS1 = 1-10, AND IF BUS1a = 1-2]**

BUS3. Including any subsidiaries you may own, how many people do you employ?

- 1-4
- 5-99
- 100-499
- 500 or more
- Don't know/I prefer not to answer

**[POSE BUS4 TO BUSINESS SAMPLE ONLY]**

BUS4. What is your company's main line of business?

- Construction & real estate
- Travel, tourism & leisure
- Hospitality
- Technology, media & telecoms
- Consumer products (Food & beverage, retail, logistics, automotive)
- Manufacturing
- Transport
- Healthcare
- Financial services
- Agriculture, hunting, forestry and fishing
- Mining & quarrying
- Electricity, gas & water supply/utilities
- Professional services
- Other business services
- Education & social services, personal services
- Oil & gas

- Other (please specify)

## **CORE QUESTIONS**

### **[POSE Q1 TO ALL RESPONDENTS]**

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

- Yes
- No => GO TO Q5

### **[ASK IF Q1 =YES]**

2. 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 \_\_\_\_\_

### **[ASK IF Q1 =YES]**

#### **OPEN-ENDED**

3. What do you remember about this ad?

### **[ASK IF Q1 =YES]**

#### **OPEN-ENDED**

4. How did you know that it was an ad from the Government of Canada?

## **CAMPAIGN-SPECIFIC QUESTIONS**

### **[POSE TO ALL]**

5. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about economic measures related to COVID-19?

- Yes
- No (**Go to Q8**)

**[ASK IF Q5 =YES]**

6. Where have you seen, read or heard a Government of Canada ad about economic measures related to COVID-19? **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 \_\_\_\_\_

**[ASK IF Q5=YES]**

**OPEN-ENDED**

7. What do you remember about this ad?

**[POSE TO ALL]**

8. Have you seen, read or heard any advertising from your provincial/territorial government about economic measures related to COVID-19?

- Yes
- No

**[ASK IF Q8 = YES]**

9. Where have you seen, read or heard this ad about economic measures related to COVID-19 from your provincial/ territorial government? **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 \_\_\_\_\_

**[POSE TO ALL]**

10. Have you seen, read or heard about any actions the Government of Canada is undertaking to help Canadians since the economic downturn caused by the COVID-19 pandemic?

- Yes
- No
- Don't know/ Unsure

**[POSE TO ALL]**

11. Have you seen, read or heard about the following Government of Canada economic measures?  
**RANDOMIZE MEASURES ON SCREEN, ACCEPT ONE RESPONSE PER MEASURE**

- a. The Canada Emergency Wage Subsidy (CEWS)
- b. The Canada Emergency Business Account (CEBA), which provides interest-free and partially-forgivable loans to small businesses and not-for-profits to cover their operating costs
- c. Access to additional credit to support businesses through the Business Development Bank of Canada (BDC) and Export Development Canada (EDC) (BCAP)
- d. Canada Emergency Rent Subsidy program (CERS)
- e. Large Employer Emergency Financing Facility (LEEFF)
- f. Regional and rural supports for small and medium sized businesses (Regional Relief and Recovery Fund)
- g. Temporary extension to the Guaranteed Income Supplement (GIS) for lower income seniors
- h. Reduced minimum withdrawals for Registered Retirement Income Funds (RRIF)

- i. Targeted supports for young, female, or Indigenous business owners or entrepreneurs
  - j. Special one-time, tax-free payment for people with disabilities
  - k. Targeted supports for businesses operating in specific sectors, such as energy, agriculture, tourism, fishing, among others.
  - l. Canada Recovery Caregiving Benefit (CRCB), which provides up to \$500 per week for up to 26 weeks to caregivers who cannot work due to closure of schools, daycares or care facilities
  - m. Canada Recovery Benefit (CRB), which provides \$500 per week for up to 26 weeks to workers who are self-employed or not eligible for Employment Insurance, or EI
  - n. Canada Recovery Sickness Benefit (CRSB), which provides \$500 per week for up to 2 weeks for workers who cannot work because they are sick or must self-isolate
  - o. Simplified EI system for unemployed Canadians transitioning from the CERB to EI to \$500 a week. Anyone eligible for Employment Insurance or EI will only need to have worked 120 hours to qualify
- Yes
  - No
  - Don't know/ unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**12.** Have you, or the business you represent, applied for any of the Government of Canada supports targeting businesses? **Please select all that apply. RANDOMIZE ORDER ON SCREEN**

- a. Canada Emergency Wage Subsidy (CEWS)
  - b. Access to interest-free and partially-forgivable loans to small businesses and not-for-profits to cover their operating costs through the Canada Emergency Business Account (CEBA)
  - c. Access to additional credit to support businesses through the Business Development Bank of Canada (BDC) and/or Export Development Canada (EDC) (BCAP)
  - d. Canada Emergency Rent Subsidy program (CERS)
  - e. Regional Relief and Recovery Fund (RRRF)
  - f. Targeted supports for young, female, or Indigenous business owners or entrepreneurs
  - g. Industrial Research Assistance Program (IRAP) for early-stage businesses
  - h. Targeted supports for businesses operating in specific sectors, such as energy, agriculture, tourism, fishing, among others
- Yes
  - No
  - Don't know/Unsure

**[POSE TO ALL]**

**13.** Do you feel you have enough information about the requirements for benefits available to know how to apply for them?

- Yes
- No

- Don't know/Unsure

**[POSE TO ALL]**

14. Have you looked for information about these benefits?

- Yes
- No
- Don't know/Unsure

**[POSE TO ALL]**

15. **Do you feel you know where to look for information on the eligibility requirements for these benefits?**

- Yes
- No
- Don't know/Unsure

16. On November 30, Canada's Finance Minister, Chrystia Freeland, released the federal government's fall economic statement, providing an update on the government's projected deficit for this year. Do you recall the federal government's fall economic statement?

- Yes, clearly recall
- Yes, vaguely recall
- No
- Don't know/Unsure

**IF YES CLEARLY OR VAGUELY AT Q16**

17. What do you remember about it? **RECORD VERBATIM**

- 
- Don't know/Unsure

**ASK ALL**

18. The Fall Economic Statement outlined a number of initiatives. For each one, please indicate if you clearly recall, vaguely recall, or do not recall hearing about it:

- a. A projected federal deficit of \$381 billion
- b. A commitment of \$1B for the Safe Long-term Care Fund, to help provinces and territories protect people in LTCs and support infection prevention and control
- c. An initial investment of \$20 million to design a national childcare program
- d. A temporary increase to the Canada Child Benefit (CCB) to \$1,200 for each child under 6 for low and middle income families

- e. A requirement for foreign based companies (i.e. Netflix) who sell digital products in Canada to pay GST/HST, i.e. Digital Tax
- f. A new Highly Affected Sectors Credit Availability Program (HASCAP) for hard hit sectors such as tourism and hospitality
- g. A commitment of \$181.5 million in 2021-22 to the Department of Canadian Heritage and the Canada Council for the Arts to expand their funding programs
- h. A commitment of up to \$206 million over two years, starting in 2020-21, to the Regional Development Agencies for a new Regional Air Transportation Initiative
- i. Additional investments of \$750 million to ensure all Canadians have high-speed internet access
- j. A commitment of funding for home energy retrofits, the Home Energy Retrofit program
- k. A commitment of \$1.5 billion, starting in 2020-21, and \$114.1 million per year ongoing thereafter to accelerate work to lift all long-term drinking water advisories
- l. The elimination of GST/HST on face masks and face shields until they are no longer recommended for public health
- m. The creation of 40,000 summer job placements for young people
- n. A \$400 tax deduction for those working from home
- o. A commitment of \$565 million to Health Canada and the Public Health Agency of Canada for federal and provincial labs to obtain adequate testing supplies and for new coronavirus tests and detection methods

- Yes, clearly recall
- Yes, vaguely recall
- No
- Don't know/Unsure

19. In its fall economic statement, the federal government outlined a “time-limited” stimulus-spending plan beginning April 1, 2021 to help kick-start the economy. The government has said the course of the pandemic will determine how much is spent and for how long, and that it will use fiscal “guardrails” that factors things like the employment rate, total hours worked and unemployment rates to decide when to wind down the extra spending. Do you recall hearing this?

- Yes, clearly recall
- Yes, vaguely recall
- No
- Don't know/Unsure

**RANDOMIZE QUESTIONS 20-23**  
**[POSE TO THE BUSINESS SAMPLE ONLY]**



**20.** In the recent Fall Economic Statement, the Government of Canada announced changes to the wage subsidy program, extending the 25 percent lockdown support rate until March 13, 2021 as well as increasing to 75 percent the maximum rate for the Emergency Wage Subsidy from December 20 until that time. The government previously announced the program would be extended to June 2021. Were you aware of these changes prior to this survey?

- Yes
- No
- Don't know/Not applicable

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**21.** In the recent Fall Economic Statement, the Government of Canada announced an extension of the Canada Emergency Rent Subsidy, currently worth up to 65 percent to March 13, 2021 to keep support constant through the winter. The government previously announced the overall program would be extended to June 2021. Were you aware of these changes prior to this survey?

- Yes
- No
- Don't know/Not applicable

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**22.** The Government of Canada recently extended the Business Credit Availability Program (BCAP) to June 2021. Were you aware of this change, prior to this survey?

- Yes
- No
- Don't know/Unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**23.** The Government of Canada recently extended access to interest-free and partially-forgivable loans available to small businesses and not-for-profits through the Canada Emergency Business Account (CEBA) to March 31, 2021. Were you aware of this change, prior to this survey?

- Yes
- No
- Don't know/Unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**24.** If your organization is using one or more of the Government of Canada COVID-19-related supports targeting businesses, does the program do the programs provide the right level of support for the needs of your organization? **(Select one)**

- Yes
- No
- Too soon to say
- Don't know/Not applicable

**[POSE TO THE BUSINESS SAMPLE ONLY]**

25. As of today, how concerned are you about the threat that COVID-19 poses to your business?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned

**[POSE TO THE BUSINESS SAMPLE ONLY]**

26. Has your level of concern about the threat that COVID-19 poses to your business changed in the past month?

- Yes, I am now more concerned
- Yes, I am now less concerned
- No change to my level of concern

**[POSE TO THE BUSINESS SAMPLE ONLY]**

27. Before today, were you aware there is a calculator for the Canada Emergency Wage Subsidy on the Canada.ca website?

- Yes
- No
- Don't know/Unsure

**[IF YES AT Q27]**

28. Have you used the Canada Emergency Wage Subsidy calculator on Canada.ca?

- Yes
- No
- Don't know/Unsure

**[IF YES AT Q28]**

29. When, most recently, did you use the calculator?

- Since August
- Before August
- Don't know/Unsure

**[IF YES AT Q28]**

**30.** How easy or difficult did you find the calculator when you used it most recently?

- Very easy
- Somewhat easy
- Somewhat difficult
- Very difficult
- Don't know/Unsure

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**31.** Before today, were you aware there is a calculator for the Canada Emergency Rent Subsidy on the Canada.ca website?

- Yes
- No
- Don't know/Unsure

**[IF YES AT Q31]**

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**32.** Have you used the Canada Emergency Rent Subsidy calculator on Canada.ca?

- Yes
- No
- Don't know/Unsure

**[IF YES AT Q32]**

**33.** How easy or difficult did you find the calculator when you used it most recently?

- Very easy
- Somewhat easy
- Somewhat difficult
- Very difficult
- Don't know/Unsure

**AIDED RECALL QUESTIONS**

**34.** Next are some ads that have recently been broadcast on various media. Click here to watch. Please click 'Next' after viewing each ad. **[INSERT VIDEO, PRINT AND RADIO ADS – RANDOMIZE ADS] [CLICK TO GO TO THE NEXT PAGE]**

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

- Yes
- No => **GO TO Q36**

**[ASK IF Q34 = YES]**

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

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

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

**OPEN END**

**37. 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					
These ads are relevant to me					
These ads are difficult to follow					
The information in these ads is objective					
These ads provide new information					
These ads talk about an important topic					

These ads clearly convey that the Government of Canada wants to inform Canadians of new supports, or changes to supports available to them					
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## Demographic Questions

**[POSE TO ALL]**

**[ASK D1a IF D1 = 1,2,3,4]**

**D1a.** Which of the following best describes the impact that the COVID-19 pandemic has had on your employment? **CODE ONE ONLY**

- You have temporarily lost your job
- You have permanently lost your job
- You have suffered a loss of income/working hours
- Your employment situation has not changed
- Don't know/I prefer not to answer

**[ASK D1b IF D1 = 1,2,3,4 BUT DO NOT POSE D1b IF BUS4 HAS ALREADY BEEN ANSWERED]**

**D1b.** In which industry or field do you work/or were you working when the pandemic began? **Please select the one that best describes your work.**

- Agriculture, Forestry, Fishing and Hunting
- Mining and oil and gas extraction
- Construction
- Manufacturing
- Wholesale Trade
- Retail Trade
- Transportation and warehousing
- Information and cultural industries
- Finance and Insurance
- Real estate and rental and leasing
- Professional, scientific and technical services
- Management of companies and enterprises
- Administrative and support, waste management and remediation services
- Education services
- Utilities
- Health care and social assistance
- Arts, entertainment and recreation
- Accommodation and food services
- Public administration
- Other: Specify [TEXT]

- Prefer not to answer

**[POSE TO THE BUSINESS SAMPLE ONLY]**

**D1c.** Which of the following best describes the impact that COVID-19 has had on the current status of your business? **MULTIPLE RESPONSES ACCEPTED**

- Closed
- Closed, but moved to online sales
- Reduced staff/layoffs
- Minor drop in revenue
- Significant drop in revenue
- Lack of liquidity
- No impact
- Don't know/I prefer not to answer

**[ASK ALL]**

**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

**[ASK ALL]**

**D3.** Are there any children under the age of 18 currently living in your household?

- yes
- no

**[ASK ALL]**

**D4.** Which of the following categories best describes your total annual household income last year, before taxes, from all sources for all household members? **SELECT ONE ONLY**

- under \$20,000
- between \$20,000 to just under \$40,000
- between \$40,000 to just under \$60,000
- between \$60,000 to just under \$80,000
- between \$80,000 to just under \$100,000

- between \$100,000 to just under \$150,000
- \$150,000 and above
- I prefer not to answer

**[ASK ALL]**

**D5.** Where were you born?

- born in Canada
- born outside Canada (please specify):

**[ASK IF D5=BORN OUTSIDE CANADA]**

**ADMISSIBLE RANGE: 1900-2020**

**D6.** In what year did you first move to Canada?

YYYY

**ADMISSIBLE RANGE: 1900-2020**

**[ASK ALL]**

**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 \_\_\_\_\_

**[ASK ALL]**

**D8.** Do you identify as a member of an ethno-cultural or a visible minority group?

- Yes
- No
- I prefer not to answer

**PRE-TEST ONLY: TO BE REMOVED AFTER PRE-TEST [n = at least 10 in each official language]**

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

- Yes
- No

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

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*That concludes the survey. This survey was conducted on behalf of Finance 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.*

