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**Travel and Border Post-Advertising Campaign Evaluation Tool (ACET)**

Methodological Report

Prepared for Global Affairs Canada

**Supplier name:** Advanis Inc.

**Contract number:** EP363-140002/001/CY

**Contract value:** $21,051.81 (including HST)

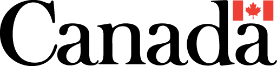
**Award date:** March 17, 2021

**Delivery date**: April 17, 2021

For more information on this report, please contact Global Affairs Canada at:   
[POR-ROP@international.gc.ca](mailto:POR-ROP@international.gc.ca)

Registration number: POR 131-20

***Ce rapport est aussi disponible en français.***

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Supplier Name: Advanis Inc.

April 2021

This report presents the methodological details for the ***Travel and Border Post-Advertising Campaign Evaluation Tool (ACET)*** conducted by Advanis Inc. on behalf of Global Affairs Canada (GAC). The survey was administered among 2,269 members of the adult Canadian general public aged 18 or older, between March 31 and April 9, 2021.

Ce rapport est aussi disponible en français sous le titre: Outil d'évaluation de campagnes publicitaires (OECP) sur les voyages et les frontières - Rapport méthodologique

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Lester B. Pearson Building Tower B3

125 Sussex Drive

Ottawa, Ontario K1A 0G2

Canada

**Catalogue Number:** FR5-178/2021E-PDF

**International Standard Book Number (ISBN):** 978-0-660-37955-5

**Related publications (registration number: POR 131-20):**Catalogue number: FR5-178/2021F-PDF (Methodological Report, French)  
International Standard Book Number (ISBN): 978-0-660-37956-2

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# 

# 1. Context

### 1.1 Background

As the COVID-19 pandemic evolves and restrictions change, the Government of Canada must communicate relevant travel information and provide resources to Canadians to make informed decisions around travel.

Feedback from social media comments, general inquiry mailboxes and 1-800 calls to Global Affairs Canada (GAC) and Treasury Board Secretariat (TBS), indicated that Canadians are finding it difficult to find and understand travel information that pertains to their situation during the pandemic. A high volume of inquiries, calls and emails to the GAC general information lines are questions related to quarantine and isolation. The overall strategy of the ad campaign is to ensure that Canadians have all the up-to-date information and resources they need to make safe travel decisions by driving them to the https://travel.gc.ca/travel-covid site, the hub for all government travel and border information, which was launched on July 10, 2020. A mix of paid and organic media tactics across different digital channels was used to promote the resources Canadians need to make safe travel decisions.

The site reminds Canadians of the global travel advisories and raises awareness of the tools, advice and assistance at the disposal of Canadians to make informed decisions. The site also provides information on how to stay safe should they decide to travel abroad. It will inform foreign nationals and Canadian citizens about entry restrictions, what they need to know before they travel or leave Canada, and what they can expect at the border. The latest Public Health Agency of Canada/Health Canada (PHAC/HC) information is also on this site. PHAC/HC is running a $1.5 million ad campaign to support the ArriveCANapp, a key tool that will support Canada Border Services Agency (CBSA) operations.

Global Affairs Canada has launched an advertising campaign to promote safe travel and border information during the pandemic. Travel and border post-campaign feedback will help inform advertising campaigns in the COVID-19 era. Feedback will be collected on the creative executions (radio, print and digital) and short-term outcomes. The results will help to ensure GAC’s delivery of important messaging to Canadians in future advertising campaigns. The details on each of the campaigns are as follows:

**Radio & Spotify**

In market:

* February 8 – February 21 – Script 1
* March 6 – March 21 – Script 2

Markets:

* Toronto, Kitchener, London, Ottawa, Montréal, City of Québec, Winnipeg, Vancouver, Calgary, Edmonton, Regina, Saskatoon, St John's, Saint John, Charlottetown, Halifax and Fredericton

**Print**

In market:

* November – December

Publications:

* *55+*
* *Canadian Snowbirds Association* (Eng & Fr)
* *Le guide accès Floride*

**Digital**

In market and platforms:

* *Le guide accès Floride* December 15 – March 31
* The Epic Adventure List (English & French) December 1 – December 27

**Programmatic**

In market:

* February 8 – March 31

Platforms:

* Kayak, Trip Advisor, Expedia and Open Exchange

**Social**

In market:

* March 8 – March 31

Platforms:

* Facebook/Instagram

**SEM**

In market:

* December 23 – March 31

Platforms:

* Google & Bing

### 

### 1.2 Objective

The purpose of this quantitative study is to collect feedback from Canadians in order to:

* measure public awareness of the campaign
* understand public recall of the campaign
* gauge personal relevance
* understand if the public is motivated to learn more about travel restrictions

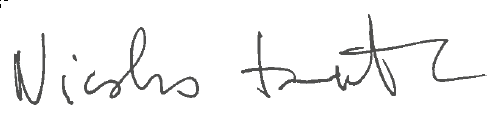
### 

### 1.3 Political Neutrality Requirement

**Political neutrality certification**

I hereby certify as Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

Nicolas Toutant, Vice-President, Research and Evaluation

# 2. Sampling

### 2.1 Project Characteristics

This study measured awareness, recall and impact of the ads among the target population. More precisely, the study aimed to assess:

* unaided and aided recall of the ads
* awareness of the campaign itself
* the perceived messages of the ads and their relevance to Canadians
* if the public is interested in learning more about travel restrictions.

The post-campaign survey was conducted from March 31 to April 9, 2021. There was no pre-campaign survey conducted. Canadians were invited to the survey from Advanis’ General Population Representative Sample (GPRS), which is a representative sample source recruited via probability-sampling. Overall, 2,269 people completed the survey, with a response rate of 27.08%, and a margin of error of 2% (19 times out of 20 at a 95% confidence interval).

### 2.2 Sampling Plan

The target audience for this project was Canadians, across all provinces and territories, who are 18 years and older. The targeted number of completed surveys for the post-campaign survey was 2,000 Canadian adults.

Questions within the survey further filtered out responses from anyone under the age of 18, who did not live in Canada, and anyone working for a market research firm, a magazine or a newspaper, an advertising agency, a graphic design firm, a political party, a radio or television station, a public relations company or the federal/provincial governments.

Table 1: Sample plan by province/region of Canada

|  |  |  |
| --- | --- | --- |
| **Region** | **Percentage of population** | **Ideal sample size** |
| **NFLD & Labrador** | 1.4% | 28 |
| **PEI** | 0.4% | 9 |
| **NS** | 2.6% | 52 |
| **NB** | 2.1% | 42 |
| **QC** | 22.9% | 458 |
| **ON** | 38.7% | 774 |
| **MB** | 3.6% | 72 |
| **SK** | 3.2% | 64 |
| **AB** | 11.6% | 232 |
| **BC** | 13.1% | 262 |
| **Territories** | 0.3% | 7 |
| **TOTAL** | **100%** | **2000** |

# 

# 3. Invitations

### 3.1 Details of email and SMS invites/reminders

Invitations were sent by SMS and grouped by province, to ensure that they were sent out during appropriate hours within each time zone.

After sending the initial invitation, a reminder message was sent 3 days later to applicants who did not complete a survey or were not screened out of the survey. A maximum of 2 reminder messages were sent. Overall, 18,686 SMS were sent during the course of data collection for this study.

Table 2: Number of SMS invitations/reminders sent

|  |  |  |
| --- | --- | --- |
| **Message ID** | **Purpose** | **Total Sent** |
| 1 | Invitation (EN) | 9,463 |
| 2 | Invitation (FR) | 2,110 |
| 3 | Reminder 1 (EN) | 4,047 |
| 4 | Reminder 1 (FR) | 1,516 |
| 5 | Reminder 2 (EN) | 149 |
| 6 | Reminder 2 (FR) | 1,401 |
| **Total** |  | **18,686** |

A test pre-launch was conducted on March 31. Respondents were asked to provide feedback on the survey. At least 15 English and 15 French completes were captured during this pre-test period. Neither language pretests highlighted any difficulties with the survey itself or with data collection.

A support email address and phone number were provided in the survey itself for any related technical issues. Each survey had a unique number embedded in the hyperlink to eliminate the possibility of duplicate responses from one participant.

# 4. Completes and Targets

Overall, 11,573 Canadians were invited to participate in the web survey. The average survey length of the survey was 9 minutes. In total, 2,269 web questionnaires were completed during the data-collection period.

### 4.1 Completes and targets

Table 3: Number of completes and targeted number of completes per province

|  |  |  |
| --- | --- | --- |
| Province/Region | Completed the web survey | Target |
| Nova Scotia | 81 | 52 |
| Newfoundland & Labrador | 37 | 28 |
| New Brunswick | 38 | 42 |
| PEI | 6 | 9 |
| Quebec | 463 | 458 |
| Ontario | 848 | 774 |
| Manitoba | 66 | 72 |
| Saskatchewan | 111 | 64 |
| Alberta | 263 | 232 |
| British Columbia | 354 | 262 |
| Territories | 1 | 7 |
| Total | **2269** | **2000** |

### 4.2 Screened-out participants

Table 4: Number of screened-out participants

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Survey wave** | **Working in ineligible sector** | **Does not live in Canada** | **Younger than 18** | **Total** |
| **Total** | **341** | **3** | **5** | **349** |

# 5. Weighting

Overall, 2,269 web interviews were conducted during data collection. The weighting of the final file was based on 3 variables: age, gender and region. No weights were attributed to the 34 people who were neither of male nor female genders. The population sizes are based on the latest Statistics Canada census results published—the 2016 census.

**Table 5: The weights**

|  |  |  |  |
| --- | --- | --- | --- |
| **Weight category** | **Unweighted N** | **Weighted N** | **Weight** |
| 18-34, Female, Alberta & NWT | 34 | 40 | 1.187 |
| 18-34, Female, Atlantic | 12 | 18 | 1.499 |
| 18-34, Female, B.C. & Yukon | 51 | 41 | 0.799 |
| 18-34, Female, Ontario | 58 | 119 | 2.056 |
| 18-34, Female, Prairies & Nunavut | 15 | 22 | 1.474 |
| 18-34, Female, Quebec | 27 | 68 | 2.507 |
| 18-34, Gender diverse, Alberta & N.W.T. | 6 | 0 | 0 |
| 18-34, Gender diverse, Atlantic | 3 | 0 | 0 |
| 18-34, Gender diverse, B.C. & Yukon | 5 | 0 | 0 |
| 18-34, Gender diverse, Ontario | 1 | 0 | 0 |
| 18-34, Gender diverse, Prairies & Nunavut | 3 | 0 | 0 |
| 18-34, Gender diverse, Quebec | 2 | 0 | 0 |
| 18-34, Male, Alberta & N.W.T. | 43 | 41 | 0.964 |
| 18-34, Male, Atlantic | 13 | 18 | 1.376 |
| 18-34, Male, B.C. & Yukon | 34 | 41 | 1.215 |
| 18-34, Male, Ontario | 94 | 120 | 1.273 |
| 18-34, Male, Prairies & Nunavut | 16 | 23 | 1.415 |
| 18-34, Male, Quebec | 31 | 68 | 2.200 |
| 35-54, Female, Alberta & N.W.T. | 35 | 46 | 1.320 |
| 35-54, Female, Atlantic | 27 | 27 | 0.984 |
| 35-54, Female, B.C. & Yukon | 41 | 53 | 1.297 |
| 35-54, Female, Ontario | 124 | 155 | 1.248 |
| 35-54, Female, Prairies & Nunavut | 22 | 25 | 1.132 |
| 35-54, Female, Quebec | 70 | 89 | 1.266 |
| 35-54, Gender diverse, Alberta & N.W.T. | 1 | 0 | 0 |
| 35-54, Gender diverse, Atlantic | 1 | 0 | 0 |
| 35-54, Gender diverse, Ontario | 1 | 0 | 0 |
| 35-54, Gender diverse, Prairies & Nunavut | 3 | 0 | 0 |
| 35-54, Gender diverse, Quebec | 1 | 0 | 0 |
| 35-54, Male, Alberta & N.W.T. | 44 | 47 | 1.065 |
| 35-54, Male, Atlantic | 19 | 25 | 1.306 |
| 35-54, Male, B.C. & Yukon | 42 | 50 | 1.187 |
| 35-54, Male, Ontario | 103 | 145 | 1.405 |
| 35-54, Male, Prairies & Nunavut | 20 | 25 | 1.231 |
| 35-54, Male, Quebec | 49 | 89 | 1.810 |
| 55+, Female, Alberta & N.W.T. | 44 | 42 | 0.958 |
| 55+, Female, Atlantic | 54 | 36 | 0.661 |
| 55+, Female, B.C. & Yukon | 107 | 65 | 0.611 |
| 55+, Female, Ontario | 253 | 176 | 0.697 |
| 55+, Female, Prairies & Nunavut | 52 | 29 | 0.560 |
| 55+, Female, Quebec | 153 | 116 | 0.757 |
| 55+, Gender diverse, Ontario | 4 | 0 | 0 |
| 55+, Gender diverse, Prairies & Nunavut | 1 | 0 | 0 |
| 55+, Gender diverse, Quebec | 2 | 0 | 0 |
| 55+, Male, Alberta & N.W.T. | 57 | 39 | 0.691 |
| 55+, Male, Atlantic | 33 | 32 | 0.962 |
| 55+, Male, BC & Yukon | 74 | 59 | 0.795 |
| 55+, Male, Ontario | 210 | 154 | 0.732 |
| 55+, Male, Prairies & Nunavut | 45 | 26 | 0.577 |
| 55+, Male, Quebec | 129 | 102 | 0.789 |

# 6. Database and Banners

The database was cleaned to remove any errors at the end of the data-collection phase, and all unique identifiers in the client profiles were removed in the final data set provided to GAC. All survey answers have been matched and compiled into banner tables.

New variables were created to include in the banner tables. Using the respondent’s responses to the survey questions, Advanis created variables for the following sub-groups to facilitate further analysis:

* Canadians aged 18+ of all genders interested in international travel for either business or leisure
* seniors who are likely to travel internationally within the next year
* students aged 18 to 24 likely to travel internationally within the next year
* families with children likely to travel internationally within the next year
* Canadians aged 18+ of all genders who are returning to Canada following international travel

# 7. Survey design

The survey draft and the French translations were provided by GAC and were programmed using SurveyBuilder, a software program that is proprietary to Advanis. The surveys were available to be completed online and were compatible with both desktop computers and mobile devices (tablets and smartphones). The surveys were housed on a website hosted by Advanis.

Respondents were shown 9 image advertisement banners (static image with text) and 2 30-second radios ads and were asked follow-up questions about their exposure to the ads, their reaction to the ads and their assessment of the ads.

The surveys were designed to include multiple-choice questions, including scaled, open-ended and demographic questions. Skip logic was applied throughout, including 3 thank you messages used for the screening out of ineligible participants (having an occupation that makes them ineligible to participate, not living in Canada, or being under the age of 18). The survey was thoroughly pre-tested to ensure that skip patterns and survey questions were correctly programmed.

# Appendices

### Appendix A: Baseline Survey English Questionnaire

|  |  |
| --- | --- |
| **Global Affairs Travel U.S. Border Advertising Main Survey** Government of Canada Generated on 2021-04-13 at 07:28:09 MT |  |

**Languages:** English

**Section Survey Questions**

LoginTCH, QA, Thnk1, QB, QC, QD, Thnk2, QE, Thnk3, S1, S2, Q1, Q2, Q3, Q4, T1A, T1B, T1C, T1D, T1HBanners1, T1HBanners2, T1HBanners3, T1HRadio1, T1HRadio2, T1H, T1I, T1J, T1K, D1, D2, D3, D4, D5, D5elsewhere, D6, D7

|  |
| --- |
|  |

**Page Survey Questions**

**LoginTCH**

Advertising Campaign Survey  
  
  
The Government of Canada is conducting this survey dealing with current issues of interest to Canadians.   
  
Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete.    
  
**La version française est disponible en cliquant sur le bouton ci-dessus.**  
  
Click here (https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en) if you wish to verify the authenticity of this survey. You will need to enter the project code: 20210323-AD299.  
  
If you require any assistance, please contact   
POR-ROP@international.gc.ca   
For technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by email at survey+usborderadv2021@advanis.net   
  
If you get interrupted while doing the survey, you **can click on the same link** to pick up right where you left off.  
  
  
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**QA**

Does anyone in your household work for any of the following organizations?  
  
Click here if you require any technical assistance: **\*?\***

*Select all that apply*

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❑ 1 | a marketing research firm |
| ❑ 2 | a magazine or newspaper |
| ❑ 3 | an advertising agency or graphic design firm |
| ❑ 4 | a political party |
| ❑ 5 | a radio or television station |
| ❑ 6 | a public relations company |
| ❑ 7 | the federal or provincial government |
| ❑ 8 | none of these organizations *(Exclusive)* |

**Page** *Show if QA Any Selected*

**Thnk1**

  
Thank you for your interest. This survey is intended for those who are not working in any of the sectors mentioned in the previous question.  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

Status Code: 501

**Page**

**QB**

Are you…   
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Male gender |
| ❍ 2 | Female gender |
| ❍ 3 | Gender diverse |

**QC**

In what year were you born?   
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

Minimum: 1900, Maximum: 2006

\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| ❑ -8 | Prefer not to say |

**QD** *Show if QC not answered*

In which of the following age categories do you belong?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | less than 18 years old |
| ❍ 2 | 18 to 24 |
| ❍ 3 | 25 to 34 |
| ❍ 4 | 35 to 44 |
| ❍ 5 | 45 to 54 |
| ❍ 6 | 55 to 64 |
| ❍ 7 | 65 or older |

**Page** *Show if QC or QD less than 18 yo*

**Thnk2**

  
Thank you for your interest. This survey is intended for those who are 18 or over.  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

Status Code: 504

**Page**

**QE**

In which province or territory do you live?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Alberta |
| ❍ 2 | British Columbia |
| ❍ 3 | Manitoba |
| ❍ 4 | New Brunswick |
| ❍ 5 | Newfoundland and Labrador |
| ❍ 6 | Northwest Territories |
| ❍ 7 | Nova Scotia |
| ❍ 8 | Nunavut |
| ❍ 9 | Ontario |
| ❍ 10 | Prince Edward Island |
| ❍ 11 | Quebec |
| ❍ 12 | Saskatchewan |
| ❍ 13 | Yukon |
| ❑ -8 | Prefer not to say |

**Page** *Show if QE not answered*

**Thnk3**

  
Thank you for your interest. This survey is intended for those who live in a Canadian province or territory.  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

Status Code: 505

**Page**

**S1**

Have you travelled internationally... **\*?\***

\*?\* If you require any technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| 1. | within the past 5 years? |
| 2. | within the past year, that is, during the COVID-19 pandemic? |

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❍ 3 | Unsure |

**S2**

How likely do you think you will travel within the next year... **\*?\***

\*?\* If you require any technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| 1. | somewhere within Canada? |
| 2. | somewhere within the U.S.? |
| 3. | somewhere internationally, outside of the U.S.? |

|  |  |
| --- | --- |
| ❍ 1 | Not at all likely |
| ❍ 2 | Somewhat unlikely |
| ❍ 3 | Somewhat likely |
| ❍ 4 | Very likely |
| ❍ 5 | Unsure |

**Page**

**Q1**

Over the past 3 weeks, have you seen, read or heard any advertising from the Government of Canada?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |

**Page** *Show if Q1 yes*

**Q2**

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?  
  
Select all that apply  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❑ 1 | Cinema |
| ❑ 2 | Facebook |
| ❑ 3 | Internet website |
| ❑ 4 | Magazines |
| ❑ 5 | Newspaper (daily) |
| ❑ 6 | Newspaper (weekly or community) |
| ❑ 7 | Outdoor billboards |
| ❑ 8 | Pamphlet or brochure in the mail |
| ❑ 9 | Public transit (bus or subway) |
| ❑ 10 | Radio |
| ❑ 11 | Television |
| ❑ 12 | Twitter |
| ❑ 13 | YouTube |
| ❑ 14 | Instagram |
| ❑ 15 | LinkedIn |
| ❑ 16 | Snapchat |
| ❑ 17 | Spotify |
| ❑ 18 | Other (specify):   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Q3**

What do you remember about the ad?  
  
Click here if you require any technical assistance: **\*?\***

*Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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**Q4**

How did you know that it was an ad from the Government of Canada?  
  
Click here if you require any technical assistance: **\*?\***

*Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

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**Page**

**T1A**

Over the past 3 weeks, have you seen, read or heard any Government of Canada advertising about international travel?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |

**Page** *Show if T1A yes*

**T1B**

Where have you seen, read or heard this ad about travel?  
  
Select all that apply  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❑ 1 | Cinema |
| ❑ 2 | Facebook |
| ❑ 3 | Internet website |
| ❑ 4 | Magazines |
| ❑ 5 | Newspaper (daily) |
| ❑ 6 | Newspaper (weekly or community) |
| ❑ 7 | Outdoor billboards |
| ❑ 8 | Pamphlet or brochure in the mail |
| ❑ 9 | Public transit (bus or subway) |
| ❑ 10 | Radio |
| ❑ 11 | Television |
| ❑ 12 | Twitter |
| ❑ 13 | YouTube |
| ❑ 14 | Instagram |
| ❑ 15 | LinkedIn |
| ❑ 16 | Snapchat |
| ❑ 17 | Spotify |
| ❑ 18 | Other (specify):   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**T1C**

What do you remember about this ad?  
  
Click here if you require any technical assistance: **\*?\***

*Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

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**Page**

**T1D**

Canada currently has a number of travel restrictions in place in order to help contain the spread of COVID-19. Are you aware of any of the following measures currently in place for entry to Canada? **\*?\***

\*?\* If you require any technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| 1. | All travellers (land and air) must provide proof of a negative COVID-19 test taken within 72 hours prior to their arrival to Canada. \* |
| 2. | All travellers (land and air) must submit their travel and contact information, including a suitable quarantine plan, electronically via ArriveCAN before crossing the border or boarding a flight. \* |
| 3. | All travellers (land and air) must take a COVID-19 test upon arrival to Canada. \* |
| 4. | All travellers (land and air) must quarantine for 14 days upon arrival to Canada. \* |
| 5. | All air travellers must stay in a government-authorized hotel upon arrival to Canada. \* |
| 6. | All air travellers must book and pay for their mandatory hotel stay prior to their departure to Canada. \* |

*Levels marked with \* are randomized*

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❍ 3 | Unsure |

**T1HBanners1**

Here are some ads that have recently been broadcast on various media.  
  
Click here if you require any technical assistance: **\*?\***  
  
  
  
  
Click on the right arrow to go to the next page.

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

**T1HBanners2**

Here are some ads that have recently been broadcast on various media.  
  
Click here if you require any technical assistance: **\*?\***  
  
  
  
  
  
Click on the right arrow to go to the next page.

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

**T1HBanners3**

Here are some ads that have recently been broadcast on various media.  
  
Click here if you require any technical assistance: **\*?\***  
  
  
  
  
  
  
Click on the right arrow to go to the next page.

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

**T1HRadio1**

Here is a radio ad that has recently been broadcast on various media.  
  
Click here if you require any technical assistance: **\*?\***  
  
If the audio does not load automatically, please click here to open the player in a new window (https://surveys.advanis.ca/media/usborderadv2021/GOV Hotel Stay and Testing\_Final ENG\_fullmix.mp3)   
  
  
  
Click on the right arrow to go to the next page.

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

**T1HRadio2**

Here is another radio ad that has recently been broadcast on various media.  
  
Click here if you require any technical assistance: **\*?\***  
  
If the audio does not load automatically, please click here to open the player in a new window ([https://surveys.advanis.ca/media/usborderadv2021/GOV CAN\_mandatory test\_WITH MUSIC\_eng.mp3](https://surveys.advanis.ca/media/usborderadv2021/GOV%20CAN_mandatory%20test_WITH%20MUSIC_eng.mp3))   
  
  
  
Click on the right arrow to go to the next page.

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

**T1H**

Over the past 3 weeks, have you seen, read or heard these ads?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |

**Page** *Show if T1H Yes*

**T1I**

Where have you seen, read or heard these ads?  
  
Select all that apply  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❑ 1 | Cinema |
| ❑ 2 | Facebook |
| ❑ 3 | Internet website |
| ❑ 4 | Magazines |
| ❑ 5 | Newspaper (daily) |
| ❑ 6 | Newspaper (weekly or community) |
| ❑ 7 | Outdoor billboards |
| ❑ 8 | Pamphlet or brochure in the mail |
| ❑ 9 | Public transit (bus or subway) |
| ❑ 10 | Radio |
| ❑ 11 | Television |
| ❑ 12 | Twitter |
| ❑ 13 | YouTube |
| ❑ 14 | Instagram |
| ❑ 15 | LinkedIn |
| ❑ 16 | Snapchat |
| ❑ 17 | Spotify |
| ❑ 18 | Other (specify):   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Page**

**T1J**

What do you think is the **main** point these ads are trying to get across?  
  
Click here if you require any technical assistance: **\*?\***

*Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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**T1K**

Please indicate your level of agreement with the following statements about these ads: **\*?\***

\*?\* If you require any technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| 1. | These ads catch my attention \* |
| 2. | These ads are relevant to me \* |
| 3. | These ads are difficult to follow \* |
| 4. | These ads do not favour one political party over another \* |
| 5. | These ads talk about an important topic \* |
| 6. | These ads provide new information \* |
| 7. | These ads clearly convey that the Government of Canada had provided resources to Canadians to make informed decisions around international travel amid the COVID-19 pandemic \* |

*Levels marked with \* are randomized*

|  |  |
| --- | --- |
| ❍ 1 | 1 - Strongly Disagree |
| ❍ 2 | 2 |
| ❍ 3 | 3 - Neither agree or disagree |
| ❍ 4 | 4 |
| ❍ 5 | 5 - Strongly Agree |

**Page**

**D1**

Which of the following categories best describes your current employment status? Are you…  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Working full-time (30 or more hours per week) |
| ❍ 2 | Working part-time (less than 30 hours per week) |
| ❍ 3 | Self-employed |
| ❍ 4 | Unemployed, but looking for work |
| ❍ 5 | A student attending school full-time |
| ❍ 6 | Retired |
| ❍ 7 | Not in the workforce (Full-time homemaker or unemployed but not looking for work) |
| ❍ 8 | Other employment status |

**D2**

What is the highest level of formal education that you have completed?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Grade 8 or less |
| ❍ 2 | Some high school |
| ❍ 5 | High school diploma or equivalent |
| ❍ 6 | Registered apprenticeship or other trades certificate or diploma |
| ❍ 7 | College, CEGEP or other non-university certificate or diploma |
| ❍ 8 | University certificate or diploma below bachelor's level |
| ❍ 9 | Bachelor's degree |
| ❍ 10 | Postgraduate degree above bachelor's level |

**D3**

Are there any children under the age of 18 currently living in your household?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |

**D4**

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | under $20,000 |
| ❍ 2 | between $20,000 and $40,000 |
| ❍ 3 | between $40,000 and $60,000 |
| ❍ 4 | between $60,000 and $80,000 |
| ❍ 5 | between $80,000 and $100,000 |
| ❍ 6 | between $100,000 and $150,000 |
| ❍ 7 | $150,000 and above |
| ❑ -8 | Prefer not to say |

**Page**

**D5**

Where were you born?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 1 | Born in Canada |
| ❍ 2 | Born outside Canada |

**D5elsewhere** *Show if D5 Outside Canada*

Please select the country in which you were born.  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❍ 167 | \_\_TREE\_QUESTION\_\_ |
| ❍ 3 | North America|Mexico |
| ❍ 2 | North America|United States of America |
| ❍ 4 | Caribbean/Central America|Bahama Islands, The |
| ❍ 5 | Caribbean/Central America|Barbados |
| ❍ 6 | Caribbean/Central America|Cayman Islands |
| ❍ 7 | Caribbean/Central America|Costa Rica |
| ❍ 8 | Caribbean/Central America|Cuba |
| ❍ 9 | Caribbean/Central America|Dominica |
| ❍ 10 | Caribbean/Central America|Dominican Republic |
| ❍ 11 | Caribbean/Central America|El Salvador |
| ❍ 12 | Caribbean/Central America|Grenada |
| ❍ 13 | Caribbean/Central America|Guadeloupe |
| ❍ 14 | Caribbean/Central America|Guatemala |
| ❍ 15 | Caribbean/Central America|Haiti |
| ❍ 16 | Caribbean/Central America|Honduras |
| ❍ 17 | Caribbean/Central America|Jamaica |
| ❍ 18 | Caribbean/Central America|Martinique |
| ❍ 19 | Caribbean/Central America|Nicaragua |
| ❍ 20 | Caribbean/Central America|Panama, Republic of |
| ❍ 21 | Caribbean/Central America|Saint Lucia |
| ❍ 22 | Caribbean/Central America|St. Kitts-Nevis |
| ❍ 23 | Caribbean/Central America|St. Vincent and the Grenadines |
| ❍ 24 | Caribbean/Central America|Trinidad & Tobago, Republic of |
| ❍ 26 | South America|Argentina |
| ❍ 25 | South America|Brazil |
| ❍ 27 | South America|Bolivia |
| ❍ 28 | South America|Chile |
| ❍ 29 | South America|Colombia |
| ❍ 30 | South America|Ecuador |
| ❍ 31 | South America|Guyana |
| ❍ 32 | South America|Paraguay |
| ❍ 33 | South America|Peru |
| ❍ 34 | South America|Uruguay |
| ❍ 35 | South America|Venezuela |
| ❍ 37 | East Europe|Belarus |
| ❍ 38 | East Europe|Bulgaria |
| ❍ 39 | East Europe|Czech Republic |
| ❍ 40 | East Europe|Hungary |
| ❍ 41 | East Europe|Moldova |
| ❍ 42 | East Europe|Poland |
| ❍ 43 | East Europe|Romania |
| ❍ 44 | East Europe|Russia |
| ❍ 45 | East Europe|Slovak Republic |
| ❍ 46 | East Europe|Ukraine |
| ❍ 47 | North Europe|Denmark |
| ❍ 48 | North Europe|England |
| ❍ 49 | North Europe|Estonia |
| ❍ 50 | North Europe|Finland |
| ❍ 51 | North Europe|Ireland, Republic of |
| ❍ 52 | North Europe|Latvia |
| ❍ 53 | North Europe|Lithuania |
| ❍ 54 | North Europe|Northern Ireland |
| ❍ 55 | North Europe|Norway |
| ❍ 56 | North Europe|Scotland |
| ❍ 57 | North Europe|Sweden |
| ❍ 58 | North Europe|Wales |
| ❍ 59 | South Europe|Albania |
| ❍ 60 | South Europe|Bosnia-Hercegovina |
| ❍ 61 | South Europe|Croatia |
| ❍ 62 | South Europe|Gibraltar |
| ❍ 63 | South Europe|Greece |
| ❍ 64 | South Europe|Italy |
| ❍ 65 | South Europe|Kosovo, Republic of |
| ❍ 66 | South Europe|Macedonia, FYR |
| ❍ 67 | South Europe|Malta |
| ❍ 68 | South Europe|Montenegro, Republic of |
| ❍ 69 | South Europe|Portugal |
| ❍ 70 | South Europe|Serbia, Republic of |
| ❍ 71 | South Europe|Spain |
| ❍ 72 | West Europe|Austria |
| ❍ 73 | West Europe|Belgium |
| ❍ 36 | West Europe|France |
| ❍ 74 | West Europe|Germany, Federal Republic of |
| ❍ 76 | West Europe|Luxembourg |
| ❍ 77 | West Europe|Netherlands Antilles, The |
| ❍ 78 | West Europe|Netherlands, The |
| ❍ 79 | West Europe|Switzerland |
| ❍ 80 | North Africa|Algeria |
| ❍ 81 | North Africa|Egypt |
| ❍ 82 | North Africa|Libya |
| ❍ 83 | North Africa|Morocco |
| ❍ 84 | North Africa|Sudan, Democratic Republic of |
| ❍ 85 | North Africa|Tunisia |
| ❍ 86 | West Africa|Benin, Republic of |
| ❍ 87 | West Africa|Burkina-Faso |
| ❍ 88 | West Africa|Gambia |
| ❍ 89 | West Africa|Ghana |
| ❍ 90 | West Africa|Ivory Coast, Republic of |
| ❍ 91 | West Africa|Liberia |
| ❍ 92 | West Africa|Mali, Republic of |
| ❍ 93 | West Africa|Nigeria |
| ❍ 94 | West Africa|Senegal |
| ❍ 95 | West Africa|Sierra Leone |
| ❍ 96 | West Africa|Somali Republic |
| ❍ 97 | West Africa|South Africa, Republic of |
| ❍ 98 | West Africa|Togo, Republic of |
| ❍ 99 | Other Africa|Angola |
| ❍ 100 | Other Africa|Burundi |
| ❍ 101 | Other Africa|Cameroon, Republic of |
| ❍ 102 | Other Africa|Chad, Republic of |
| ❍ 103 | Other Africa|Congo, Democratic Republic of |
| ❍ 104 | Other Africa|Djibouti, Republic of |
| ❍ 105 | Other Africa|Ethiopia |
| ❍ 106 | Other Africa|Gabon, Republic |
| ❍ 107 | Other Africa|Guinea, Republic of |
| ❍ 108 | Other Africa|Kenya |
| ❍ 109 | Other Africa|Madagascar |
| ❍ 110 | Other Africa|Mauritius |
| ❍ 111 | Other Africa|Namibia |
| ❍ 112 | Other Africa|Reunion |
| ❍ 113 | Other Africa|Rwanda |
| ❍ 114 | Other Africa|Tanzania, United Republic of |
| ❍ 115 | Other Africa|Uganda |
| ❍ 116 | Other Africa|Zambia |
| ❍ 117 | Other Africa|Zimbabwe |
| ❍ 118 | Central/South Asia|Afghanistan |
| ❍ 119 | Central/South Asia|Bangladesh |
| ❍ 120 | Central/South Asia|Bhutan |
| ❍ 126 | Central/South Asia|India |
| ❍ 121 | Central/South Asia|Kazakhstan |
| ❍ 122 | Central/South Asia|Kyrgyzstan |
| ❍ 123 | Central/South Asia|Nepal |
| ❍ 143 | Central/South Asia|Pakistan |
| ❍ 124 | Central/South Asia|Sri Lanka |
| ❍ 125 | Central/South Asia|Uzbekistan |
| ❍ 128 | East/South East Asia|Brunei |
| ❍ 141 | East/South East Asia|China, People’s Republic of |
| ❍ 129 | East/South East Asia|Hong Kong |
| ❍ 130 | East/South East Asia|Hong Kong SAR |
| ❍ 131 | East/South East Asia|Indonesia, Republic of |
| ❍ 132 | East/South East Asia|Japan |
| ❍ 142 | East/South East Asia|Korea, Republic of (South) |
| ❍ 133 | East/South East Asia|Macao SAR |
| ❍ 134 | East/South East Asia|Malaysia |
| ❍ 135 | East/South East Asia|Mongolia, People’s Republic of |
| ❍ 144 | East/South East Asia|Philippines |
| ❍ 136 | East/South East Asia|Singapore |
| ❍ 137 | East/South East Asia|Taiwan |
| ❍ 138 | East/South East Asia|Thailand |
| ❍ 139 | East/South East Asia|Vietnam, Socialist Republic of |
| ❍ 145 | West Asia|Armenia |
| ❍ 146 | West Asia|Azerbaijan |
| ❍ 147 | West Asia|Bahrain |
| ❍ 148 | West Asia|Georgia |
| ❍ 127 | West Asia|Iran |
| ❍ 149 | West Asia|Iraq |
| ❍ 150 | West Asia|Israel |
| ❍ 151 | West Asia|Jordan |
| ❍ 152 | West Asia|Kuwait |
| ❍ 153 | West Asia|Lebanon |
| ❍ 154 | West Asia|Oman |
| ❍ 155 | West Asia|Palestinian Authority (Gaza) |
| ❍ 156 | West Asia|Qatar |
| ❍ 157 | West Asia|Saudi Arabia |
| ❍ 158 | West Asia|Syria |
| ❍ 159 | West Asia|Turkey |
| ❍ 160 | West Asia|United Arab Emirates |
| ❍ 161 | West Asia|Yemen, Republic of |
| ❍ 162 | Oceania|Australia |
| ❍ 163 | Oceania|Fiji |
| ❍ 164 | Oceania|New Caledonia |
| ❍ 165 | Oceania|New Zealand |
| ❍ 166 | Other (specify):   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**D6** *Show if D5 Outside Canada*

In what year did you first move to Canada?  
  
Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

Minimum: 1900, Maximum: 2021

\_\_\_\_\_\_\_\_\_\_

**Page**

**D7**

What is the language you first learned at home as a child and still understand?  
  
Click here if you require any technical assistance: **\*?\***

*Select up to two*

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

|  |  |
| --- | --- |
| ❑ 1 | English |
| ❑ 2 | French |
| ❑ 3 | Other language (specify):   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Section End1**

EndTCH

|  |
| --- |
|  |

**Page End1**

**EndTCH**

  
That concludes the survey. This survey was conducted on behalf of Global Affairs 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.  
  
If you'd like to see results from other studies conducted by Advanis via TellCityHall, please visit tellcityhall.ca/surveys (http://www.tellcityhall.ca/surveys.html).  
  
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Click here if you require any technical assistance: **\*?\***

\*?\* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

Status Code: -1