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## **Travel and Border - COVID 19 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:** \$24,961.43 (including HST)

**Award date:** March 10, 2022

**Delivery date:** May 25, 2022

**Registration number:** POR 131-21

For more information on this report, please contact Global Affairs Canada at:

[POR-ROP@international.gc.ca](mailto:POR-ROP@international.gc.ca)

*Ce rapport est aussi disponible en français.*

Canada 

# Travel and Border - COVID 19 Post-Advertising Campaign Evaluation Tool (ACET) Methodological Report

## Prepared for Global Affairs Canada

Supplier Name: Advanis Inc.  
May 2022

This report presents the methodological details for the ***Travel and Border – COVID 19 Post-Advertising Campaign Evaluation Tool (ACET)*** conducted by Advanis Inc. on behalf of Global Affairs Canada (GAC). The survey was administered among 2,072 members of the adult Canadian general public aged 18 or older, between April 4 and April 27, 2022.

Ce rapport est aussi disponible en français sous le titre: Outil d'évaluation de post-campagnes publicitaires (OECP) – COVID 19 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:** FR5-178/2022E-PDF

**International Standard Book Number (ISBN):** 978-0-660-43538-1

**Related publications (registration number: POR 131-21):**

Catalogue number: FR5-178/2022F-PDF (Methodological Report, French)

International Standard Book Number (ISBN): 978-0-660-43539-8 (French)

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# 1. Executive Summary

## 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 have been 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 informs 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 advertising campaign to support the ArriveCAN app, a key tool that will support Canada Border Services Agency (CBSA) operations.

Global Affairs Canada has launched an ad campaign to promote safe travel and border information during the pandemic. Travel and border post-campaign feedback will help to inform advertising campaigns in the COVID-19 era. This study collected feedback on the creative digital advertising campaigns and short-term outcomes. The results of this study will help to ensure GAC's delivery of important messaging to Canadians in future advertising campaigns. Details of each digital advertising campaign are as follows:

### **Ad 1**



In market:

- October 13, 2021 – March 31, 2022

Platforms:

- Facebook/Instagram/Web search

### **Ad 2**



In market:

- October 13, 2021 – March 31, 2022

Platforms:

- Facebook/Instagram/Web search

### Ad 3



In market:

- October 13, 2021 – December 31, 2021
- March 1, 2022 – March 31, 2022

Platforms:

- Facebook/Instagram/Web search

### Ad 4



In market:

- December 23, 2021 – February 28, 2022

Platforms:

- Facebook/Web search

## 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; and
- understand if the public is motivated to learn more about travel restrictions.

## 1.3 METHODOLOGY

This study was completed from April 4 to April 27, 2022, in the form of a post-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population. Participants were invited via email or SMS to take part in a Web survey. The study was drawn from a random sample and can be extrapolated to the broader population only on a national level.

## 1.4 CONTRACT VALUE

The contract value for this study was \$24,961.43 (including HST).

## 1.5 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; and
- if the public is interested in learning more about travel restrictions.

The post-campaign survey was conducted from April 4 to April 27, 2022. 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, 2,072 people completed the survey, with a response rate of 20.09%, 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	Target population
NFLD & Labrador	1.4%	28
PEI	0.45%	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	0.35%	7
<b>Total</b>	<b>100%</b>	<b>2000</b>

### 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 who were not screened out of the survey. A maximum of 2 reminder messages were sent, except for Ontario residents who received a maximum of 3 reminders. Overall, 26,042 SMS were sent during data collection for this study.

**Table 2: Number of SMS invitations/reminders sent**

Message ID	Purpose	Total Sent
1	Invitation (EN)	8,399
2	Invitation (FR)	1,774
3	Reminder 1 (EN)	6,323
4	Reminder 1 (FR)	1,344
5	Reminder 2 (EN)	4,200
6	Reminder 2 (FR)	1,390
7	Reminder 3 (EN) (Ontario only)	2,612
<b>Total</b>		<b>26,042</b>

A test pre-launch was conducted on April 4, 2022. Respondents were asked to provide feedback on the survey. A total of 18 English and 24 French completed surveys were captured during this pre-test period.

Neither language pre-tests highlighted any difficulties with the survey itself or with data collection. The data collected during the pre-test was retained for the analysis.

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, 10,173 Canadians were invited to participate in the web survey. The average survey length was 7 minutes. In total, 2,072 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**

<b>Province/Region</b>	<b>Completed the web survey</b>	<b>Target</b>
Nova Scotia	73	52
Newfoundland & Labrador	16	28
New Brunswick	43	42
PEI	13	9
Quebec	472	458
Ontario	777	774
Manitoba	80	72
Saskatchewan	64	64
Alberta	260	232
British Columbia	268	262
Territories	6	7
<b>Total</b>	<b>2072</b>	<b>2000</b>

### 4.2 SCREENED-OUT PARTICIPANTS

**Table 4: Number of screened-out participants**

<b>Working in ineligible sector</b>	<b>Does not live in Canada</b>	<b>Younger than 18</b>	<b>Total</b>
258	3	1	262

## 5. Weighting

Overall, 2,072 web interviews were conducted during data collection. The weighting of the final file was based on 3 variables: age, gender and region. A weight value of 1 was attributed to the 26 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**

<b>Weight category</b>	<b>Unweighted N</b>	<b>Weighted N</b>	<b>Weight</b>
BC & Yukon, male gender, 18 to 34	27	37	1.380
BC & Yukon, male gender, 35 to 54	43	45	1.046
BC & Yukon, male gender, 55 or older	46	53	1.153
BC & Yukon, female gender, 18 to 34	27	37	1.361
BC & Yukon, female gender, 35 to 54	45	48	1.066
BC & Yukon, female gender, 55 or older	80	59	0.737
Alberta & NWT, male gender, 18 to 34	17	37	2.199
Alberta & NWT, male gender, 35 to 54	66	42	0.640
Alberta & NWT, male gender, 55 or older	38	36	0.935
Alberta & NWT, female gender, 18 to 34	10	36	3.638
Alberta & NWT, female gender, 35 to 54	83	42	0.502
Alberta & NWT, female gender, 55 or older	45	38	0.845
Prairies & Nunavut, male gender, 18 to 34	25	20	0.816
Prairies & Nunavut, male gender, 35 to 54	29	22	0.766
Prairies & Nunavut, male gender, 55 or older	20	23	1.171
Prairies & Nunavut, female gender, 18 to 34	15	20	1.329
Prairies & Nunavut, female gender, 35 to 54	27	22	0.832
Prairies & Nunavut, female gender, 55 or older	28	26	0.938
Ontario, male gender, 18 to 34	122	108	0.884
Ontario, male gender, 35 to 54	110	130	1.186
Ontario, male gender, 55 or older	160	139	0.867
Ontario, female gender, 18 to 34	87	108	1.236
Ontario, female gender, 35 to 54	118	140	1.183
Ontario, female gender, 55 or older	166	159	0.958
Quebec, male gender, 18 to 34	26	62	2.366
Quebec, male gender, 35 to 54	79	80	1.012
Quebec, male gender, 55 or older	96	92	0.956
Quebec, female gender, 18 to 34	37	61	1.650
Quebec, female gender, 35 to 54	87	80	0.919
Quebec, female gender, 55 or older	142	104	0.736
Atlantic, male gender, 18 to 34	5	16	3.226
Atlantic, male gender, 35 to 54	20	22	1.119
Atlantic, male gender, 55 or older	32	29	0.894
Atlantic, female gender, 18 to 34	11	16	1.475
Atlantic, female gender, 35 to 54	26	24	0.921
Atlantic, female gender, 55 or older	51	32	0.631
Any other gender	26	26	1

## 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 responses to the survey questions, Advanis created variables for the following subgroups to facilitate further analysis:

- Canadians aged 18+ of all genders interested in international travel for either business or leisure;
- seniors who travelled internationally in the past year;
- students aged 18 to 24 who travelled to a warmer destination during March break/Spring break 2022; and
- families with children who travelled during March break/Spring break 2022.

## 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 4 image advertisement banners (static image with text) 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.

Several strategies were employed to increase response rates and reduce the effects of non-response bias. This includes recruiting potential respondents by telephone to increase response rates as emails are easy to ignore. Sending an SMS to recruits also assures a seamless transition from the telephone survey to the online survey as receipt can be confirmed in real time and encourages respondents to continue as soon as the call ends. When calling, techniques such as out-pulsing a local phone number rather than a toll-free number and routing calls from respondents to a live interviewer when they call the number that we out-pulse were also used to increase response rates.

## APPENDICES

### APPENDIX A: SURVEY ENGLISH QUESTIONNAIRE

# Travel ACET Web

Government of Canada



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### LoginTCH

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) (<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: 20220317-AD712.

If you require any assistance, please contact

[POR-ROP@international.gc.ca](mailto:POR-ROP@international.gc.ca) (<mailto:POR-ROP@international.gc.ca>)

For technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at [survey+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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.

© 2022 Privacy Policy (<http://www.telcityhall.ca/privacy.html>) CRIC Pledge (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

## 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

## 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

Minimum: 1900, Maximum: 2006

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8 Prefer not to say

## QD *Show if QC Not Answered*

Would you tell us in which of the following age categories 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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 18yo*

## 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

## 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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 No Answer*

### 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

## Page

### Q1

Over the past three 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

- 1 Yes



- 2 No

**Page** *Show if Q1 Yes*

### Q3

Think about the most recent Government of Canada ad that comes to mind. 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).*

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**Page**

### T1A

Over the past three 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).*

- 1 Facebook  
 2 Instagram  
 3 Web search (e.g. Google, Bing)

4 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

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### Page

#### T1D

When it comes to Government of Canada entry requirements, where do you typically get your information?

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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

- 1 Government of Canada website
- 2 On television
- 3 Internet websites
- 4 Social media
- 5 On the radio
- 6 In the newspapers
- 7 Friends and family
- 8 Travel.gc.ca
- 9 Other, specify: \_\_\_\_\_
- 10 I never look for this type of information *(Exclusive)*

#### T1HBanners1

Here are some ads that have recently been broadcast on various media. Please review these ads carefully before proceeding to the next question.

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

**If you must travel,**  
follow Canada's entry  
requirements.



[travel.gc.ca/travel-covid](https://travel.gc.ca/travel-covid)

**Canada**<sup>1311</sup>

**Are you entering or returning  
to Canada?**

Learn about our entry  
requirements.



[travel.gc.ca/travel-covid](https://travel.gc.ca/travel-covid)

**Canada**<sup>1311</sup>

## Are you planning to travel?

Read more about Canada's re-entry requirements before you go.



[travel.gc.ca/travel-covid](https://travel.gc.ca/travel-covid)

Canada

## Avoid non-essential travel.

Get the facts. Stay in Canada.

[Learn more](#)



[travel.gc.ca/travel-covid](https://travel.gc.ca/travel-covid)

Canada

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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

**T1H**

Over the past three 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+usborderadv2022@advanis.net (mailto:survey+usborderadv2022@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+usborderadv2022@advanis.net (mailto:survey+usborderadv2022@advanis.net).*

- 1 Facebook
- 2 Instagram
- 3 Web search (e.g. Google, Bing)
- 4 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+usborderadv2022@advanis.net (mailto:survey+usborderadv2022@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+usborderadv2022@advanis.net (mailto:survey+usborderadv2022@advanis.net).*

- 1. These ads catch your 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
- 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (mailto:survey+usborderadv2022@advanis.net).

- 1 Yes
- 2 No

**Ex1**

Have you travelled internationally for either business or leisure in the past year?

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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (mailto:survey+usborderadv2022@advanis.net).

- 1 Yes
- 0 No

**Ex2** *Show if D3 yes and Ex1 yes*

Did you travel internationally with your family during March break/Spring break 2022?

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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (mailto:survey+usborderadv2022@advanis.net).

- 1 Yes
- 0 No

**Ex3** *Show if D1 student and Ex1 yes*

Did you travel to a warmer destination during March break/Spring break 2022?

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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (mailto:survey+usborderadv2022@advanis.net).

- 1 Yes
- 0 No

**Ex4** *Show if Ex1 no*

Would you say you have an interest in international travel for either business or leisure?

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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

- 1 Yes
- 0 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

- 1 under \$20,000
- 2 between \$20,000 and less than \$40,000
- 3 between \$40,000 and less than \$60,000
- 4 between \$60,000 and less than \$80,000
- 5 between \$80,000 and less than \$100,000
- 6 between \$100,000 and less than \$150,000
- 7 between \$150,000 and less than \$200,000
- 8 \$200,000 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).



- 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-Herzegovina
- 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

Minimum: 1900, Maximum: 2022

\_\_\_\_\_

## 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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).

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

### 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) (<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+usborderadv2022@advanis.net](mailto:survey+usborderadv2022@advanis.net) (<mailto:survey+usborderadv2022@advanis.net>).