

Methodology Summary Report Skills Initiative Advertising Campaign Evaluation Survey Spring 2013

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I hereby certify as a Senior Officer of Company 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.

The contract value Inclusive of HST was \$42,760.10.

Signature:

A handwritten signature in black ink, appearing to read "Russell Noseworthy", is enclosed in a light blue rectangular box with a thin red border.

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1. Background

In support of Economic Action Plan 2013's three-point plan to address challenges in connecting Canadians with available jobs, the Government of Canada (GoC) launched the Skills Initiative TV and Internet advertising campaign the week of May 13, 2013.

The Skills Initiative campaign is an extension of the previous years' Better Jobs advertising campaign.

The aim of the Skills Initiative campaign is to raise awareness among working-age Canadians, of new and existing Government of Canada programs and services designed to help them acquire the skills and training required to obtain in-demand, high quality, and well-paying jobs now, and in the future.

This spring's Skills Initiative advertising campaign focused on raising awareness of the new Canada Job Grant measure. The ad is designed to drive adults between the ages of 18-50 to the ActionPlan.gc.ca/Skills website or call 1 800 O-Canada to get more information. The campaign is composed of television and Internet media mix. The television ad, which is a combination of new and existing Economic Action Plan footage, was featured during the NHL playoffs and on specialty channels. The Internet campaign included web banners and ads on popular websites, search engine marketing, as well as takeover days on rds.ca, tsn.ca, tva.canoe.ca, muchmusic.com, musiqueplus.ca, mtv.ca and youtube.com.

The advertising campaign launched the week of May 13th and lasted seven weeks - ending on June 30th, 2013.

2. Research Rationale & Objectives

In accordance with the GoC's Communications Policy, departments and agencies of the GoC are required to conduct a post-campaign evaluation of all major advertising initiatives exceeding \$1,000,000 in media buys. In this case, post-campaign testing was conducted using the Advertising Campaign Evaluation Tool (ACET). The ACET survey instrument is a series of standardized questions to be included at the beginning of a post-campaign survey. The ACET telephone questionnaire including some additional campaign related questions took about 7-8 minutes on average to complete.

As per above, the ACET is based on a survey of the general population and it collects information related to recall of the advertisement; recall of the key messages; who sponsored the ad; determine what, if any action has been taken as a result of seeing the ad; government performance in providing information to the public and overall government performance.

For this evaluation, NRG conducted a general public survey of 2000 Canadians 18 years of age or older.

3. Methodology and Approach

As per above, the proposed public opinion research study involved the conduct of **2000** computer assisted telephone interviews. Methodological details for the survey is contained in the sections that follow.

Population Screening

At the household level, respondents were selected at random using the last or most recent birthday method.

All cellular telephone only (CPO) households samples were re-screened to ensure that no landlines were present.

3.1 General Population Survey (Sample Size - 2000)

NRG, on behalf of HRSDC, conducted 2000 telephone interviews with a random sample of Canadian adults 18 years of age or older. Households were selected at random and then one person was chosen or selected to participate in the survey using the last birthday respondent selection method¹. The margin of error (MOE) for the overall sample is +/-2.19 percentage points², 19 times out of 20 or at a 95 per cent confidence interval (CI).

As per GoC telephone interviewing standards, the survey instrument was pretested on June 21, 2013. Test interviews were conducted in English and French. Very minor revisions were made to the survey questionnaire and all telephone interviews were conducted from June 24 - July 7, 2013.

Table one (1) describes the final un-weighted sample distribution by region/province.

¹This method selects one respondent per household who celebrated their birth last or most recently to respond to the survey questionnaire.

² Please note the MOE is greater for sub-groups of the overall sample than that of the overall sample.

Table 1: Sample Distribution by Province/Region

Strata	Sample Size (Un-weighted)	Margin of Error
Atlantic Canada	200	+/-6.93
Quebec	420	+/-4.78
Ontario	600	+/-4.00
Manitoba/ Saskatchewan/Nunavut	260	-+/-6.10
Alberta/Northwest Territory	261	-+/-6.10
British Columbia/Yukon	259	+/-6.10
Canada	2000	+/-2.19

For this component of the study, a disproportional sampling scheme was employed to provide for more accurate regional/provincial level results. Please note that within each of the above geographically defined strata NRG sampled proportionately to achieve a more or less representative sample across each of the six macro regions. For example, interviews in the Atlantic Provinces are proportionately spread across all four Atlantic Provinces to a total sample of 200. The same was done in the other five regions to ensure that the final sample reflected the range of opinion from across each region. Also, the three northern territories of Yukon, Northwest Territory and Nunavut were sampled with their approximate adjacent provincial jurisdiction. A total of nine interviews were completed with northern residents.

Thirteen per cent of the sample was derived from a random sample of cellular telephone only (CPO) households. The other 87 per cent was randomly selected from the landline household telecommunications service universe.

3.1.1 Sample Source

Firstly, all sample units used in the Better Jobs Winter 2013 general population and youth survey were excluded from this Skills Initiative sample frame.

NRG uses a product from ASDE Survey Sampler called Canada Survey Sampler for sampling the general population in Canada. For additional information on ASDE and this software product please visit www.surveysampler.com. This sampling software is updated every three months by ASDE and it allows NRG to develop random samples at various geography levels (e.g., Province, Economic Region, or Census Division) among landline households in Canada. These samples incorporate both listed and unlisted telephone numbers to ensure adequate coverage of all landline phone numbers in Canada.

For this survey, NRG randomly selected un-listed landline phone numbers with at least a 30 per cent chance of being live (i.e., ringing in a residential household) for inclusion in a sample. In so doing, NRG incorporated new and changed phone listings as well as new neighborhoods in our sample. The unlisted numbers were, as is our normal practice, restricted to 20 per cent of the overall sample for this study. In total, NRG research dialed 43,571 telephone numbers for this sample with just over 8700 of these sourced from directory not listed households. All samples for a study were maintained in a custom database application.

All CPO samples were provided by ASDE Survey Sampler. ASDE has developed a cellular telephone universe sampling process that yields random samples of CPO households in all 10 provinces.

As phone numbers, landline and cellular, were added to a database, they were compared against the voluntary market research national do not call list and all matches were removed from the sample prior to randomization/sample selection.

3.2 Data Weighting and Tabulation

The survey data have been weighted according to the most recent Statistics Canada census information to ensure that the national level data reflects the views and perceptions of the general Canadian population by age, gender within region/province. Final weighted survey data has been provided to HRSDC in tabular and SPSS format. The tabulation and analysis plan for this survey research was provided by the HRSDC.

3.3 Quality Control

As per GoC standards and guidelines, a minimum of 10 per cent of all completed interviews were monitored or otherwise verified – both audio and visual verification. All English language interviewing was completed at NRG’s main data collection facility located in Winnipeg, Manitoba. All French language interviewing was conducted in Ottawa, Ontario by Elemental Research Group. The response rate for the sample as well as the respective response rate calculation can be seen below.

Table 2: Survey Response Rate

Population	Response Rate
General Population 18+	Empirical Method =R/(U+IS+R) =2816/(7257+24939+2816) =8.0%

The survey’s response rate is eight per cent. As per GoC Telephone Interviewing Guidelines for surveys with “low response rates”, an analysis of non-response has been provided in the sections that follow.

3.4 Non-Response Analysis

According to the GoC’s standards and guidelines for the conduct of telephone surveys, non response bias is the systematic difference between true population values and the average result from all possible samples owing to non-response. The analysis of non-response will consist of a comparison of the sample distribution relative to the equivalent parameters of the population for gender and age. Table three below compares the general population sample to the population parameters by gender and age at the national level.

Table 3: National Sample by Age and Gender

STRATA	Gender				Age (Both Sexes)					
	Male POP*	Male SAM**	Female POP	Female SAM	18-34 POP	18-34 SAM	35-54 POP	35-54 SAM	55 plus POP	55 plus SAM
Canada	48%	49%	52%	51%	29%	16%	38%	31%	32%	52%

*Population Parameter .

**Sample Proportion

Table three (3) shows that Men and Women were sampled more or less to their proportions nationally. Across the three major age categories some sampling bias is present as Canadians in the oldest age category (55+) are over-represented while those in the youngest age grouping (18-34) are under-represented in this survey’s final sample.

The amount of bias this has introduced to the survey can be measured to some degree by examining the per cent change in the survey’s weighted and un-weighted findings. Our analysis reveals that the survey’s final un-weighted sample reflects the Canadian population by gender with some bias towards older Canadians. This demographic imbalance is corrected by the data weighting scheme described in sub-section 3.2 above.

Please see **Appendix A and B** for a detailed description of the final call dispositions **(A)** and a copy of the English and French Survey instruments **(B)**.

Appendix A: Call Dispositions

A) Final Calling Dispositions

Final Call Dispositions	Totals	%	Code
No Answer	18014	43.6%	U
Line In Use/Busy Signal	803	1.9%	U
Not in Service	7642	17.8%	IV*
Quota Full/Over Quota	338	0.8%	R
Not Qualified (No Eligible Respondent in Household)	56	0.1%	R
Refused to Respond	6934	15.9%	IS
Unresolved Callback	323	0.7%	IS
Business Listing	222	0.5%	IV
Fax/Modem	695	1.6%	IV
Language DQ	422	1.0%	R
Answering Machine	6122	14.0%	U
Completed Interview	2000	4.6%	R
Total Numbers Attempted	43571	100%	TA
Unresolved (U) (No Answer (18014) + Answering Machine (6122) + Busy Signal (803)			24939
In-Scope Non-Responding (IS) (Refused to Respond (6934) + Unresolved Call-back (323)			7257
In-scope Responding (R) (Completions (2000)+Lang DQ (422) + Other DQ (56) +Quota Full (338)			2816
Response Rate (MRIA Empirical Method =R/(U+IS+R)	=2816/(7257+24939+2816)		8.0%

*Invalid

Appendix B: English/French Questionnaire

INTRO Landline:

INT01:

ALL BACK MESSAGE: <CBM> PRESS F9 FOR SURVEY (CONTACT) INFORMATION ENGLISH: Hello, my name is . I'm calling on behalf of NRG Research Group. I'd like to ask you a few questions on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association (MRIA).

May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? (IF NO, ASK TO SPEAK TO SOMEONE WHO QUALIFIES) Would you be willing to take part in this survey?

We can do it now or at a time more convenient for you. (CONTINUE OR SCHEDULE A CALLBACK)

For quality control purposes, this call may be recorded.

First, to confirm, are you 18 years of age or older? (IF NO, ASK TO SPEAK TO SOMEONE WHO QUALIFIES) (IF ASKED) The survey will take about 7 minutes to complete.

```
else => +1
if STYPE=1
```

PRESS ENTER TO CONTINUE00 D

INTRO Cellular

INT02:

CALL BACK MESSAGE: <CBM> PRESS F9 FOR SURVEY (CONTACT) INFORMATION ENGLISH: Hello, my name is . I'm calling on behalf of NRG Research Group. We realize that we may have contacted you on your cell-phone. Are you in a safe place to talk? I'd like to ask you a few questions on current issues of interest to Canadians. For quality control purposes, this call may be recorded.

First, to confirm, are you 18 years of age or older?

(IF ASKED) The survey will take about 7 minutes to complete.

```
else => +1
if STYPE=2
```

PRESS ENTER TO CONTINUE02

QSEX:

(DO NOT ASK) RECORD GENDER

MALE01
FEMALE02

LANG:

(ENGLISH) Would you prefer to continue this interview in French or English?
PLEASE CHOOSE LANGUAGE OF INTERVIEW

ENGLISHEN
FRENCHFR

CON1:

CON1. Are you in a safe place to talk? (DO NOT READ LIST)

=> +1
if 1 > 0

YES..... 1 => CON2
NO 2

INT75:

SCH1. We would like to conduct this interview with you when it is safe and convenient to do so. During weekdays we can call anytime from 4:00 to 9:00 pm and on weekends from noon to 8:00 PM your time. (DO NOT READ LIST)

else => +1
if INT02=52

REFUSED CALL BACK41 => /STOP
SCHEDULED CALLBACK52 => /TEL99

CON2:

CON2. Have I reached you on a cellular phone or a traditional telephone line?

(IF NECESSARY, READ) A traditional phone line also includes traditional landline, VoiP and cable phones lines. (DO NOT READ LIST)

=> Q1A
if STYPE=1

CELLULAR PHONE 1 => CON3
TRADITIONAL PHONE 2
REFUSED..... 9

INT76:

Thank you for your time. That is my only question for today.

NO OR REFUSAL - CON2.....76 D => /STOP

CON3:

CON3. At home, do you have a traditional telephone line other than a cell phone? (IF NECESSARY, READ)

A traditional phone line also includes traditional landline, VoiP and cable phones lines. (DO NOT READ LIST)

YES.....01
NO02
DON'T KNOW / REFUSED99

INT78:

Thank you for your time. That is my only question for today.

=> +1
if CON3=02

YES OR REFUSAL - CON378 D => /STOP

C_INT:

As I said, I'll be asking you a few questions on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association (MRIA).

(IF ASKED) The survey will take about 7 minutes to complete.

```
=> +1
if STYPE=1
```

PRESS ENTER TO CONTINUE00 D

Q1A:

Q1A. Over the past few weeks or so, have you seen, heard or read any advertising about the new Canada Job Grant? (DO NOT READ LIST)

- YES.....01
- NO02
- DON'T KNOW98
- REFUSED.....99

Q1B:

Q1B. What can you remember about this advertising? What words, sounds or images come to mind? (ENTER VERBATIM - ACCEPT MULTIPLE RESPONSES)

```
else => +1
if Q1A=01
```

- ENTER VERBATIM.....95 O
- NOTHING97
- DON'T KNOW98
- REFUSED.....99

Q2A:

Q2A. More specifically, do you remember seeing a television ad over the past few weeks or so that shows a man in his kitchen wondering how he can get more training because he doesn't have the right skills for the jobs available? The ad talks about the new Canada Job Grant. (DO NOT READ LIST)

- YES.....01
- NO02
- NOT APPLICABLE / DO NOT HAVE TV / DO NOT WATCH TV97
- DON'T KNOW98
- REFUSED.....99

Q2B:

Q2B. Do you remember seeing an internet ad over the past few weeks or so about the new Canada Job Grant? The ad makes reference to skills training. (DO NOT READ LIST)

- YES.....01
- NO02
- NOT APPLICABLE / DO NOT HAVE/USE INTERNET97
- DON'T KNOW98
- REFUSED.....99

Q3:

Q3. Thinking about the advertising that you saw, what do you think was the main point this advertising was trying to get across?

(OPEN-ENDED, ACCEPT ONE RESPONSE) (IF ANSWER IS "GO TO THE WEBSITE", ASK RESPONDENT TO SPECIFY WEBSITE ADDRESS)

else => Q6
if Q2A=01 OR Q2B=01

- ENTER VERBATIM.....95 O
- NOTHING97
- DON'T KNOW98
- REFUSED.....99

Q4A:

Q4A. Did you do anything as a result of seeing this advertising? (DO NOT READ LIST)

- YES.....01
- NO02
- DON'T KNOW98
- REFUSED.....99

Q4B:

Q4B. What did you do? (PROBE) Anything else? (DO NOT READ LIST) (CODE ALL THAT APPLY)

else => +1
if Q4A=01

- Visited the website (SPECIFY WEBSITE)01 O
- Visited actionplan.gc.ca/skills website.....02
- Visited the Government of Canada website03
- Called 1-800-O Canada.....04
- Visited a provincial government website05
- Visited a school/trade school/training center website06
- Talked to my school guidance counsellor/teacher.....07
- Talked to my parents.....08
- Talked to my friends09
- Talked to my children10
- Signed up for courses11
- Looked for information on the Canada Job Grant12
- Looked for information on skills training13
- Looked for information on skills upgrading.....14
- Looked for information on post secondary education15
- Talked to my employer16
- OTHER (SPECIFY)95 O
- DON'T KNOW98 X
- REFUSED.....99 X

PRE4A:

Which, if any, of the following things did you do as a result of seeing this advertising? (PRESS ENTER TO CONTINUE)

else => +1
if Q4A=01

- CONTINUE.....00 D

PRE4B:

While you said you don't recall doing anything as a result of the advertising, I'd like to briefly ask you about some specific things that you may have done. (PRESS ENTER TO CONTINUE)

=> +1
if Q4A=01

CONTINUE.....00 D

Q4C_A:

Q4C_A. Did you ...Visit the actionplan.gc.ca/skills website? (DO NOT READ LIST)

=> +1
if Q4B=02

YES.....01
NO02
DON'T KNOW98
REFUSED.....99

Q4C_B:

Q4C_B. Did you ...Call 1-800-O Canada? (DO NOT READ LIST)

=> +1
if Q4B=04

YES.....01
NO02
DON'T KNOW98
REFUSED.....99

Q4C_C:

Q4C_C. Did you ...Get information about training and/or education? (DO NOT READ LIST)

=> +1
if Q4B=13,14,15

YES.....01
NO02
DON'T KNOW98
REFUSED.....99

Q4C_D:

Q4C_D. Did you ...Go to a Service Canada center? (DO NOT READ LIST)

YES.....01
NO02
DON'T KNOW98
REFUSED.....99

Q4C_E:

Q4C_E. Did you ... Look for information on the Canada Job Grant? (DO NOT READ LIST)

```
=> +1
if Q4B=12
```

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

Q5A:

Q5A. Thinking about the advertising you saw, who do you think produced it? That is, who paid for it? (DO NOT READ LIST - ACCEPT ONE RESPONSE)

GOVERNMENT OF CANADA/FEDERAL GOVERNMENT	01
PROVINCIAL GOVERNMENT.....	02
MUNICIPAL GOVERNMENT.....	03
GOVERNMENT (GENERAL)	04
TAXPAYERS.....	05
OTHER (SPECIFY)	95 O
DON'T KNOW	98
REFUSED.....	99

Q5B:

Q5B. Which level of government? (READ LIST - ACCEPT ONE RESPONSE)

```
else => +1
if Q5A=04
```

Federal Government	01
Provincial Government	02
Municipal Government	03
(DO NOT READ) OTHER (SPECIFY)	95 O
(DO NOT READ) DON'T KNOW	98
(DO NOT READ) REFUSED	99

Q6:

The next three questions have to do with the performance of the government in general.
 Q6. How would you rate the performance of the Government of Canada on providing information to Canadians about the new Canada Job Grant? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad. (DO NOT READ LIST)

1, Terrible	01
2.....	02
3	03
4, Neither good nor bad	04
5.....	05
6.....	06
7, Excellent	07
DON'T KNOW	98
REFUSED.....	99

Q7:

Q7. And, using the same scale, how would you rate the performance of the Government of Canada in providing information to the public in general?

(REPEAT IF NECESSARY) Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad. (DO NOT READ LIST)

1, Terrible	01
2	02
3	03
4, Neither good nor bad	04
5	05
6	06
7, Excellent	07
DON'T KNOW	98
REFUSED.....	99

Q8:

Q8. Generally speaking, how would you rate the overall performance of the Government of Canada? Once again, please use the same scale. (REPEAT IF NECESSARY) Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad. (DO NOT READ LIST)

1, Terrible	01
2	02
3	03
4, Neither good nor bad	04
5	05
6	06
7, Excellent	07
DON'T KNOW	97
REFUSED.....	98

CS1:

CS1. You indicated seeing an ad recently about the new Canada Job Grant. Were you aware of the Canada Job Grant before seeing this advertising? (DO NOT READ LIST)

else => +1	
if Q2A=01 OR Q2B=01	
YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

CS2:

CS2. Earlier, you mentioned that after seeing the advertising you looked for information on the Canada Job Grant. Where specifically did you look for information?

(IF ANSWER IS "ONLINE / INTERNET / WEBSITE", ASK)

Which sites specifically? (DO NOT READ LIST - SELECT UP TO THREE MENTIONS)

else => +1
if Q4B=12,13,14,16 OR Q4C_C=01

- The Internet (SPECIFY WEBSITES)01 O
- actionplan.gc.ca/skills02
- The Government of Canada (General)03
- Specific agency/department of the Government of Canada (SPECIFY DEPARTMENT) 04 O
- The provincial/territorial government (general)05
- School guidance/career counsellor.....06
- Employer07
- Recruiting firms/HR specialists08
- Parents/family09
- Friends10
- OTHER (SPECIFY)95 O
- DON'T KNOW/CAN'T REMEMBER/REFUSED.....98 X

PRED:

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

CONTINUE.....00 D

D1:

D1. Which of the following categories best describes your current employment status? Are you...? (READ LIST)

- Working full-time (35 or more hours per week)01
- Working part-time (less than 35 hours per week)02
- Self-employed03
- Student attending full time school (not working).....04
- Unemployed, but looking for work05
- Not in the workforce (for example, unemployed, but not looking for work, a full-time homemaker or parent) 06
- Retired07
- (DO NOT READ) OTHER (SPECIFY)95 O
- (DO NOT READ) PREFER NOT TO SAY98

D2:

D2. What is the highest level of formal education that you have completed to date? (READ LIST IF NECESSARY - ACCEPT ONE ANSWER ONLY)

- Elementary school or less (GRADE 8 OR LESS).....01
- Secondary school (GRADES 9 - 12 / HIGH SCHOOL GRADUATE)02
- Some post-secondary (SOME COLLEGE OR UNIVERSITY - NO DEGREE)03
- College, vocational or trade school (CEGEP / CERTIFICATE OR DIPLOMA OBTAINED) 04
- Undergraduate university program (UNIVERSITY GRADUATE / DEGREE OBTAINED) 05
- Graduate or professional university program (MASTERS / PhD / POST GRAD)06
- (DO NOT READ) REFUSED98

D3A:

D3A. In what year were you born? (NOTE: RESPONDENT MUST BE BORN IN 1995 OR EARLIER) (PLEASE ENTER FOUR-DIGIT YEAR EG: 1971) (ENTER 9999 FOR REFUSED)

\$R.0 1900 1995
 PREFER NOT TO SAY9999 D

D3B:

D3B. What is your age range? Are you ... ? (READ LIST)

=> +1
 if NOT D3A=9999

18-24.....01
 25-34.....02
 35-44.....03
 45-54.....04
 55-64.....05
 65+.....06
 (DO NOT READ) PREFER NOT TO SAY98

D4:

D4. Are there any children under the age of 18 currently living in your household? (DO NOT READ LIST)

YES.....01
 NO02
 REFUSED.....99

D5:

D5. Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes? (READ LIST)

Under \$20,00001
 \$20,000 to just under \$40,000.....02
 \$40,000 to just under \$60,000.....03
 \$60,000 to just under \$80,000.....04
 \$80,000 to just under \$100,000.....05
 \$100,000 to just under \$120,000.....06
 \$120,000 to just under \$150,000.....07
 \$150,000 and above08
 (DO NOT READ) REFUSED99

CD6:

D6: I would like to confirm that you live in <SPROV>? **(Cellular Sample Respondents Only)** (IF YES - SELECT PROVINCE BELOW) (IF INCORRECT - SELECT CORRECT PROVINCE BELOW)

=> +1
if STYPE=1

British Columbia.....	01
Alberta	02
Saskatchewan.....	03
Manitoba.....	04
Ontario.....	05
Quebec	06
Newfoundland and Labrador	07
New Brunswick.....	08
Nova Scotia.....	09
Prince Edward Island	10
Yukon	11
Northwest Territories.....	12
Nunavut	13
REFUSED.....	99

MED_A:

MEDIA_A. In the last two weeks, have you ... Read a daily newspaper?

(IF THE RESPONDENT SAYS THEY HAVE READ THE ONLINE VERSION - CLARIFY) Have you read the print version?

(DO NOT READ LIST)

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

MED_B:

MEDIA_B. In the last two weeks, have you ... Read a weekly newspaper?

(IF THE RESPONDENT SAYS THEY HAVE READ THE ONLINE VERSION - CLARIFY) Have you read the print version?

(DO NOT READ LIST)

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

MED_C:

MEDIA_C. In the last two weeks, have you ... Watched television?

(DO NOT READ LIST)

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

MED_D:

MEDIA_D. In the last two weeks, have you ... Listened to the radio?

(DO NOT READ LIST)

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

MED_E:

MEDIA_E. In the last two weeks, have you ... Used public transit?

(DO NOT READ LIST)

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

MED_F:

MEDIA_F. In the last two weeks, have you ... Read a magazine?

(DO NOT READ LIST)

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

MED_G:

MEDIA_G. In the last two weeks, have you ... Used the Internet?

(DO NOT READ LIST)

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

MED_H:

MEDIA_H. In the last two weeks, have you ... Used Facebook?

(DO NOT READ LIST)

```

else => +1
if MED_G=01

```

YES.....	01
NO	02
DON'T KNOW	98
REFUSED.....	99

MED_I:

MEDIA_I. In the last two weeks, have you ... Watched videos on Youtube?

(DO NOT READ LIST)

```

else => +1
if MED_G=01

```

- YES.....01
- NO02
- DON'T KNOW98
- REFUSED.....99

MED_J:

MEDIA_J. In the last two weeks, have you ... watched a movie at a movie theatre?

(DO NOT READ LIST)

- YES.....01
- NO02
- DON'T KNOW98
- REFUSED.....99

INT99:

That Concludes the Survey. This survey was conducted on behalf of Human Resources and Skills Development Canada. In the coming months the report will be available from Library and Archives Canada. Thank you very much for taking part in this survey. It is appreciated.

IF RESPONDENT ASKS FOR MORE INFORMATION ABOUT THE SURVEY, INVITE THEM TO: A) CALL THE NATIONAL SURVEY REGISTRATION SYSTEM AT 1-888-608-6742, EXT 8728 (Project Registration #: 20130618-620T) B) OFFER TO RECORD NAME AND NUMBER AND GIVE THIS INFORMATION TO ANDREW ENNS AT NRG C) GIVE RESPONDENT NAME OF HRSDC CONTACTS: TANIA CALLIES AT 1-819-934-1742 OR CHARLES HART AT 1-819-953-3224 AND/OR COLLECT RESPONDENT CONTACT INFORMATION AND OFFER TO HAVE TANIA OR CHARLES CONTACT THE RESPONDENT

COMPLETED INTERVIEW09 D => /STOP

F9:

IF RESPONDENT ASKS FOR MORE INFORMATION ABOUT THE SURVEY, INVITE THEM TO: A) CALL THE NATIONAL SURVEY REGISTRATION SYSTEM AT 1-888-608-6742, EXT 8728 (Project Registration #: 20130618-620T) B) OFFER TO RECORD NAME AND NUMBER AND GIVE THIS INFORMATION TO ANDREW ENNS AT NRG C) GIVE RESPONDENT NAME OF HRSDC CONTACTS: TANIA CALLIES AT 1-819-934-1742 OR CHARLES HART AT 1-819-953-3224 AND/OR COLLECT RESPONDENT CONTACT INFORMATION AND OFFER TO HAVE TANIA OR CHARLES CONTACT THE RESPONDENT IF ASKED, Who is sponsoring the survey? SAY: "We can tell you who contracted us to conduct this research but not until you have completed the 7 minute telephone interview." IF ASKED Why can we not indicate the sponsor upfront? SAY: "This survey is a blind survey and as such the survey's sponsor can only be revealed to you at the end of the interview. We do these studies in this manner to minimize any response bias that "knowing the survey's sponsor" upfront might create. In other words, we don't want to bias the way you respond to the survey questionnaire. Revealing the sponsorship upfront might do that. We can also provide the name of our client as well as their toll free contact information at the end of the survey."

PRESS ENTER TO CONTINUE 1 D

INTRO (TÉLÉPHONE TRADITIONNEL):

INT01:

Bonjour, je m'appelle . Je vous appelle au nom de la firme de recherche NRG. J'aimerais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est enregistré auprès de l'Association de la recherche et de l'intelligence marketing (ARIM).

Pourrais-je parler à un membre de votre foyer qui a 18 ans ou plus ayant le plus récemment célébré son anniversaire? Seriez-vous cette personne? (SI NON, DEMANDER DE PARLER AVEC CETTE PERSONNE ET RECOMMENCER) Seriez-vous disponible pour prendre part à ce sondage? Nous pouvons le faire dès maintenant ou à un moment plus propice pour vous. (CONTINUER OU ARRANGER UN RAPPEL)

Cet appel peut être enregistré à des fins du contrôle de la qualité.

J'aimerais tout d'abord confirmer que vous avez 18 ans ou plus, est-ce correct? (SI NON, DEMANDER DE PARLER À QUELQU'UN QUI SE QUALIFIE) (SI DEMANDÉ)

Le sondage est d'une durée d'environ 7 minutes.

```
else => +1
if STYPE=1
```

APPUYER SUR ENTER POUR CONTINUER00 D

INTRO (TÉLÉPHONE CELLULAIRE):

INT02:

Bonjour, je m'appelle \$I. Je vous appelle au nom de la firme de recherche NRG. Nous réalisons que nous vous appelons sur votre téléphone cellulaire. Êtes-vous à un endroit sécuritaire pour répondre à un sondage? J'aimerais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. Cet appel peut être enregistré à des fins du contrôle de la qualité. J'aimerais tout d'abord confirmer que vous avez 18 ans ou plus, est-ce correct?

(SI DEMANDÉ) Le sondage est d'une durée d'environ 7 minutes.

```
else => +1
if STYPE=2
```

APPUYER SUR ENTER POUR CONTINUER02

QSEX:

(DO NOT ASK) RECORD GENDER

MALE01
FEMALE02

LANG:

Préférez-vous continuer ce sondage en français ou en anglais?

Anglais EN
Français FR

C_INT:

Tel que mentionné, je vais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. Je tiens à signaler que vos réponses demeureront absolument confidentielles. Ce sondage est enregistré auprès de l'Association de la recherche et de l'intelligence marketing (ARIM).

(SI DEMANDÉ) Le sondage est d'une durée d'environ 7 minutes.

```
=> +1
if STYPE=1
```

PRESS ENTER TO CONTINUE00 D

Q1A:

Q1A. Au cours des dernières semaines, est-ce que vous avez vu, entendu ou lu des annonces au sujet de la nouvelle subvention canadienne pour l'emploi? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS	98
REFUS.....	99

Q1B:

Q1B. De quoi vous souvenez-vous à propos de cette (ces) annonce(s)? Quels sont les mots, les sons ou les images qui vous viennent à l'esprit? (INSCRIRE LA RÉPONSE - ACCEPTER LES RÉPONSES MULTIPLES)

```
else => +1
if Q1A=01
```

INSCRIRE LA RÉPONSE	95	O
RIEN.....	97	
NE SAIS PAS	98	
REFUS.....	99	

Q2A:

Q2A. Plus spécifiquement, vous rappelez-vous avoir vu au cours des dernières semaines une annonce à la télévision qui présente un homme dans sa cuisine qui se demande comment il pourrait accéder à de la formation parce qu'il n'a pas les compétences requises pour les emplois qui sont disponibles? L'annonce parle de la nouvelle subvention canadienne pour l'emploi (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE S'APPLIQUE PAS/NE REGARDE PAS LA TÉLÉVISION	97
NE SAIS PAS	98
REFUS.....	99

Q2B:

Q2B. Vous rappelez-vous avoir vu une publicité sur Internet au cours des dernières semaines au sujet de la nouvelle subvention canadienne pour l'emploi? Cette annonce fait référence à la formation professionnelle. (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE S'APPLIQUE PAS/N'UTILISE PAS L'INTERNET	97
NE SAIS PAS	98
REFUS.....	99

Q3:

Q3. En ce qui concerne l'annonce que vous avez vue, à votre avis, quel était le message principal que l'annonce voulait communiquer? (QUESTION OUVERTE. ACCEPTER UNE SEULE RÉPONSE) (SI LA RÉPONSE EST "ALLER AU SITE WEB", DEMANDER AU RÉPONDANT DE PRÉCISER L'ADRESSE DU SITE WEB)

else => Q6
if Q2A=01 OR Q2B=01

INSCRIRE LA RÉPONSE	95	O
RIEN.....	97	
NE SAIS PAS	98	
REFUS.....	99	

Q4A:

Q4A. Avez-vous fait quelque chose en réponse à cette (ces) annonce(s)? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS	98
REFUS.....	99

Q4B:

Q4B. Qu'avez-vous fait? (APPROFONDIR) Y a-t-il autre chose? (NE PAS LIRE LA LISTE, CODER TOUTES LES RÉPONSES PERTINENTES)

else => +1
if Q4A=01

J'ai visité le site Web (préciser le site Web).....	01	O
J'ai visité le site Web plandaction.gc.ca/competences	02	
J'ai visité le site Web du gouvernement du Canada	03	
J'ai appelé 1-800-O Canada	04	
J'ai visité un site Web du gouvernement provincial	05	
J'ai visité le site Web d'une école/ d'une école des métiers/ d'un centre de formation.....	06	
J'ai parlé à mon conseiller en orientation/ professeur.....	07	
J'ai parlé à mes parents.....	08	
J'ai parlé à mes amis.....	09	
J'ai parlé à mes enfants.....	10	
Je me suis inscrit à des cours	11	
J'ai cherché des renseignements sur la subvention canadienne pour l'emploi	12	
J'ai cherché des renseignements sur la formation axée sur les compétences	13	
J'ai cherché des renseignements sur le perfectionnement des compétences	14	
J'ai cherché des renseignements sur les études postsecondaires.....	15	
J'ai parlé à mon employeur	16	
AUTRE (PRÉCISER).....	95	O
NE SAIS PAS	98	X
REFUS.....	99	X

PRE4A:

Lesquelles de ces actions avez-vous prises en réponse à cette annonce?

else => +1
if Q4A=01

CONTINUER	00	D
-----------------	----	---

PRE4B:

Bien que vous ayez dit que vous ne vous rappelez pas avoir fait quoi que ce soit en réponse à cette annonce, j'aimerais vous demander brièvement certaines choses spécifiques que vous auriez pu faire.

=> +1
if Q4A=01

CONTINUER00 D

Q4C_A:

Q4C_A. Avez-vous ... Visité le site Web plandaction.gc.ca/competences?

(NE PAS LIRE LA LISTE)

=> +1
if Q4B=02

OUI01
NON02
NE SAIS PAS98
REFUS99

Q4C_B:

Q4C_B. Avez-vous ... Appelé 1-800-O Canada?

(NE PAS LIRE LA LISTE)

=> +1
if Q4B=04

OUI01
NON02
NE SAIS PAS98
REFUS99

Q4C_C:

Q4C_C. Avez-vous ... Obtenu des renseignements sur la formation et/ ou l'éducation?

(NE PAS LIRE LA LISTE)

=> +1
if Q4B=13,14,15

OUI01
NON02
NE SAIS PAS98
REFUS99

Q4C_D:

Q4C_D. Avez-vous ... Visité un Centre Service Canada?

(NE PAS LIRE LA LISTE)

OUI01
NON02
NE SAIS PAS98
REFUS99

Q4C_E:

Q4C_E. Avez-vous ... cherché des renseignements sur la subvention canadienne pour l'emploi?

(NE PAS LIRE LA LISTE)

=> +1
if Q4B=12

OUI.....	01
NON	02
NE SAIS PAS	98
REFUS.....	99

Q5A:

Q5A. En ce qui concerne la publicité que vous avez vue, à votre avis, qui en était l'auteur? Autrement dit, qui l'a financée?

(NE PAS LIRE, ACCEPTER UNE SEULE RÉPONSE)

GOUVERNEMENT DU CANADA/GOUVERNEMENT FÉDÉRAL.....	01
GOUVERNEMENT PROVINCIAL	02
ADMINISTRATION MUNICIPALE.....	03
GOUVERNEMENT - EN GÉNÉRAL	04
CONTRIBUABLES	05
AUTRE (PRÉCISER).....	95 O
NE SAIS PAS	98
REFUS.....	99

Q5B:

Q5B. Quel ordre de gouvernement?

(LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE)

else => +1
if Q5A=04

Gouvernement fédéral.....	01
Gouvernement provincial.....	02
Administration municipale.....	03
(NE LISEZ PAS) AUTRE (PRÉCISER)	95 O
(NE LISEZ PAS) NE SAIS PAS	98
(NE LISEZ PAS) REFUSE.....	99

Q6:

Les trois prochaines questions concernent le rendement du gouvernement du Canada en général. Q6. Quelle serait votre évaluation du rendement du gouvernement du Canada lorsqu'il s'agit de fournir des renseignements aux canadiens et canadiennes au sujet de la nouvelle subvention canadienne pour l'emploi? Veuillez répondre selon une échelle de sept points, où '1' signifie affreux, '7', excellent et le point milieu, '4', ni bon, ni mauvais.

(NE PAS LIRE LA LISTE)

1, Affreux.....	01
2.....	02
3.....	03
4, Ni bon, ni mauvais	04
5.....	05
6.....	06
7, Excellent	07
NE SAIS PAS	98
REFUS.....	99

Q7:

Q7. Et selon la même échelle, quelle serait votre évaluation du rendement du gouvernement du Canada pour ce qui est de communiquer de l'information à la population? (RÉPÉTER AU BESOIN) Veuillez répondre selon une échelle de sept points, où '1' signifie affreux, '7', excellent et le point milieu, '4', ni bon, ni mauvais.

(NE PAS LIRE LA LISTE)

1, Affreux.....	01
2.....	02
3.....	03
4, Ni bon, ni mauvais.....	04
5.....	05
6.....	06
7, Excellent.....	07
NE SAIS PAS.....	98
REFUS.....	99

Q8:

Q8. De façon générale, quelle serait votre évaluation du rendement global du gouvernement du Canada? Encore une fois, veuillez utiliser la même échelle. (RÉPÉTER AU BESOIN) Veuillez répondre selon une échelle de sept points, où '1' signifie affreux, '7', excellent et le point milieu, '4', ni bon, ni mauvais.

(NE PAS LIRE LA LISTE)

1, Affreux.....	01
2.....	02
3.....	03
4, Ni bon, ni mauvais.....	04
5.....	05
6.....	06
7, Excellent.....	07
NE SAIS PAS.....	97
REFUS.....	98

CS1:

CS1. Vous avez indiqué avoir vu une annonce au sujet de la nouvelle subvention canadienne pour l'emploi récemment. Aviez-vous connaissance de la subvention canadienne pour l'emploi avant avoir vu cette annonce?

(NE PAS LIRE LA LISTE)

```
else => +1
if Q2A=01 OR Q2B=01
```

OUI.....	01
NON.....	02
NE SAIS PAS.....	98
REFUS.....	99

CS2:

CS2. Vous avez indiqué plus tôt qu'après avoir vu l'annonce vous avez cherché des renseignements sur la nouvelle subvention canadienne pour l'emploi. Où précisément avez cherché des renseignements? (SI LA RÉPONSE EST "EN LIGNE / INTERNET / SITE WEB", DEMANDER) Quels sites en particulier? (NE PAS LIRE - ACCEPTER 3 RÉPONSES)

```
else => +1
if Q4B=12,13,14,16 OR Q4C_C=01
```

Internet (PRÉCISER WEBSITE).....	01	O
plandaction.gc.ca/competences	02	
Le gouvernement du Canada (en général).....	03	
Organisme/ ministère particulier du gouvernement du Canada (PRÉCISER L'ORGANISME)	04	O
Le gouvernement provincial/territorial (en général)	05	
Orientation scolaire/conseiller d'orientation professionnelle.....	06	
Employeur.....	07	
Agences de recrutement/spécialistes des ressources humaines	08	
Parents/membres de la famille	09	
Amis	10	
AUTRE (PRÉCISER).....	95	O
NE SAIS PAS/NE SE SOUVIENT PAS/REFUS.....	98	X

PRED:

En terminant, j'aimerais vous poser certaines questions pour les besoins de la compilation de statistiques. Je tiens à vous rappeler que toutes vos réponses demeureront entièrement confidentielles.

CONTINUER00 D

D1:

D1. À l'heure actuelle, quelle est votre situation dans le contexte de l'emploi? Êtes-vous...? (LIRE LA LISTE)

Employé(e) à temps plein (au moins 35 heures par semaine)	01
Employé(e) à temps partiel (moins de 35 heures par semaine)	02
Travailleur/travailleuse autonome.....	03
Étudiant(e) à l'école à temps plein (sans emploi)	04
Sans emploi, mais à la recherche d'un emploi.....	05
En dehors de la population active (p. ex., sans emploi, mais pas à la recherche d'un emploi; personne au foyer ou parent à temps plein).....	06
À la retraite	07
(NE LISEZ PAS) AUTRE (PRÉCISER)	95 O
(NE LISEZ PAS) REFUS.....	98

D2:

D2. Quel est le plus haut niveau de scolarité que vous avez atteint? (LIRE LA LISTE SI UTILE - ACCEPTER UNE SEULE RÉPONSE)

École primaire ou moins	01
Études secondaires.....	02
Études post-secondaires en partie	03
Diplôme d'un collège, d'une école technique ou d'une école de métiers	04
Diplôme d'études universitaires de premier cycle	05
Diplôme d'études universitaires de deuxième ou de troisième cycle.....	06
(NE LISEZ PAS) REFUS.....	98

D3A:

D3A. En quelle année êtes-vous né(e)? (NOTE: RESPONDENT MUST BE BORN IN 1995 OR EARLIER) (PLEASE ENTER FOUR-DIGIT YEAR EG: 1971) (ENTER 9999 FOR REFUSED)

\$R.0 1900 1995
 REFUS.....9999 D

D3B:

D3B. Laquelle des catégories suivantes décrit le mieux votre âge? Avez-vous ... ? (LIRE LA LISTE)

=> +1
 if NOT D3A=9999

18-24.....01
 25-34.....02
 35-44.....03
 45-54.....04
 55-64.....05
 65+.....06
 (NE LISEZ PAS) REFUS.....98

D4:

D4. Est ce qu'il y a des enfants de moins de 18 ans qui vivent dans votre foyer? (NE PAS LIRE LA LISTE)

OUI.....01
 NON02
 REFUS.....99

D5:

D5. Laquelle des catégories suivantes décrit le mieux la somme des revenus avant impôts de tous les membres de votre foyer? (LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE)

Moins de 20 000 \$01
 20 000 \$ à un peu moins de 40 000 \$.....02
 40 000 \$ à un peu moins de 60 000 \$.....03
 60 000 \$ à un peu moins de 80 000 \$.....04
 80 000 \$ à un peu moins de 100 000 \$.....05
 100 000 \$ à une peu moins de 120 000 \$.....06
 120 000 \$ à une peu moins de 150 000 \$.....07
 150 000 \$ ou plus.....08
 (NE LISEZ PAS) REFUS.....99

CD6:

D6: J'aimerais confirmer que vous demeurez en/ au/ à <SPROV>? (SI OUI - SÉLECTIONNER LA PROVINCE CI-DESSOUS) (SI INCORRECT - SÉLECTIONNER LA BONNE PROVINCE CI-DESSOUS)

=> +1
if STYPE=1

Colombie-Britannique.....	01
Alberta	02
Saskatchewan.....	03
Manitoba.....	04
Ontario.....	05
Québec	06
Terre-Neuve et Labrador.....	07
Nouveau Brunswick.....	08
Nouvelle Écosse.....	09
Ile-du-Prince-Édouard.....	10
Yukon	11
Territoire du Nord-Ouest	12
Nunavut	13
REFUS.....	99

MED_A:

MEDIA_A. Au cours des deux dernières semaines, avez-vous ... lu un journal quotidien? (Si l'enquêtée déclare avoir lu LA VERSION EN LIGNE - CLARIFIER) Avez-vous lu la version imprimée? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS	98
REFUS.....	99

MED_B:

MEDIA_B. Au cours des deux dernières semaines, avez-vous ... lu un journal hebdomadaire? (Si l'enquêtée déclare avoir lu LA VERSION EN LIGNE - CLARIFIER) Avez-vous lu la version imprimée? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS	98
REFUS.....	99

MED_C:

MEDIA_C. Au cours des deux dernières semaines, avez-vous ... regardé la télévision? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS	98
REFUS.....	99

MED_D:

MEDIA_D. Au cours des deux dernières semaines, avez-vous ... écouté la radio? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS	98
REFUS.....	99

MED_E:

MEDIA_E. Au cours des deux dernières semaines, avez-vous ... utilisé le transport en commun? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS.....	98
REFUS.....	99

MED_F:

MEDIA_F. Au cours des deux dernières semaines, avez-vous ... lu une revue ou un magazine? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS.....	98
REFUS.....	99

MED_G:

MEDIA_G. Au cours des deux dernières semaines, avez-vous ... utilisé l'Internet? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS.....	98
REFUS.....	99

MED_H:

MEDIA_H. Au cours des deux dernières semaines, avez-vous ... accédé à Facebook? (NE PAS LIRE LA LISTE)

```
else => +1
if MED_G=01
```

OUI.....	01
NON	02
NE SAIS PAS.....	98
REFUS.....	99

MED_I:

MEDIA_I. Au cours des deux dernières semaines, avez-vous ... visionné des vidéos sur Youtube? (NE PAS LIRE LA LISTE)

```
else => +1
if MED_G=01
```

OUI.....	01
NON	02
NE SAIS PAS.....	98
REFUS.....	99

MED_J:

MEDIA_J. Au cours des deux dernières semaines, avez-vous ... regardé un film dans une salle de cinéma? (NE PAS LIRE LA LISTE)

OUI.....	01
NON	02
NE SAIS PAS.....	98
REFUS.....	99

INT99:

Ceci met fin à l'enquête. Cette enquête a été menée pour le compte de Ressources humaines et Développement des compétences Canada. Dans les mois qui suivront, le rapport sera disponible auprès de Bibliothèque et Archives Canada. Merci beaucoup d'avoir participé à cette enquête. Votre participation est appréciée. SI LE/ LA RÉPONDANT(E) DEMANDE PLUS DE RENSEIGNEMENTS AU SUJET DE L'ENQUÊTE: A) INVITEZ-LE/ LA À APPELER LE SYSTÈME NATIONAL D'ENREGISTREMENT DES SONDAGES AU 1-888-608-6742, POSTE 8728 (Numéro d'enregistrement du projet: 20130618-620T) B) OFFREZ DE PRENDRE SON NOM ET NUMÉRO ET DE DONNER CES RENSEIGNEMENTS À ANDREW ENNS CHEZ NRG C) DONNEZ LES COORDONNÉES DES CONTACTS DE RHDCC: TANIA CALLIES AU 1-819-934-1742 OU CHARLES HART AU 1-819-953-3224 ET/OU PRENDRE LES COORDONNÉES DU/ DE LA RÉPONDANT(E) ET OFFREZ QUE TANIA OU CHARLES LE/ LA CONTACTE

COMPLETED INTERVIEW09 D => /STOP

F9:

SI LE/ LA RÉPONDANT(E) DEMANDE PLUS DE RENSEIGNEMENTS AU SUJET DE L'ENQUÊTE: A) INVITEZ-LE/ LA À APPELER LE SYSTÈME NATIONAL D'ENREGISTREMENT DES SONDAGES AU 1-888-608-6742, POSTE 8728 (Numéro d'enregistrement du projet: 20130618-620T) B) OFFREZ DE PRENDRE SON NOM ET NUMÉRO ET DE DONNER CES RENSEIGNEMENTS À ANDREW ENNS CHEZ NRG C) DONNEZ LES COORDONNÉES DES CONTACTS DE RHDCC: TANIA CALLIES AU 1-819-934-1742 OU CHARLES HART AU 1-819-953-3224 ET/OU PRENDRE LES COORDONNÉES DU/ DE LA RÉPONDANT(E) ET OFFREZ QUE TANIA OU CHARLES LE/ LA CONTACTE SI ON VOUS DEMANDE, Qui parraine l'enquête? DITES: "Nous pouvons vous dire qui a retenu nos services pour cette enquête mais pas avant que vous ayez répondu à cette enquête téléphonique de 7 minutes." SI ON VOUS DEMANDE, Pourquoi ne pouvez-vous pas indiquez le parrain dès le départ? DITES: "Il s'agit d'une étude à l'insu en tant que tel le parrain de l'enquête ne peut vous être révélé qu'à la fin. Nous menons ces études de cette façon pour réduire le nombre de réponses biaisées qui pourraient être données en "sachant le parrain de l'enquête". Autrement dit, nous ne voulons pas biaiser la façon dont vous répondrez au questionnaire de l'enquête. Révéler le parrain dès le départ pourrait causer cela. Nous pouvons vous donner le nom de notre client ainsi que des coordonnées sans frais à la fin de l'enquête."

APPUYER SUR ENTER POUR CONTINUER 1 D