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*Testing Recall of Recruitment Advertising:
2018 – 2019 Campaign*

~ Methodological Report ~

March 2019

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Ce rapport est aussi disponible en français

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Copyright

Testing Recall of the Recruitment Advertising Campaign

Methodological Report

Prepared for Department of National Defence

Supplier Name: Corporate Research Associates Inc.

March 2019

This methodological report presents the methodology details for the Testing Recall of the Recruitment Advertising Campaign ACET online survey conducted by Corporate Research Associates Inc. on behalf of the Department of National Defence. The survey was conducted with 1,018 members of the adult Canadian general public aged 18-34 years old, between February 8 and 14, 2019.

Ce rapport est aussi disponible en français sous le titre: Évaluation du rappel de la campagne publicitaire de recrutement : campagne de 2018 - 2019

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Executive Summary

Background

A robust recruitment marketing strategy is an integral component of fulfilling the priority of maintaining a Canadian Armed Forces (CAF) posture and Defence readiness. The Directorate of Marketing and Advertising (DMA) has the mandate of supporting the recruitment strategy of the CAF. The DMA develops and implements recruitment marketing and advertising initiatives to inform Canadians about career opportunities available in the CAF, and to support the Strategic Intake Plan.

Each year the Canadian Armed Forces must enroll Regular Force (full-time) and Reserve Force (part-time) members to fulfill the Strategic Intake Plan. To help meet stated recruiting objectives, the CAF recruitment campaign for 2018-19 is multi-faceted consisting of four advertising campaigns:

- ✓ **Overarching campaign with a skew to women**
 - Demystify the CAF and elaborate on the variety of career/job options that are available (other options than soldier).
 - Showcase peace and humanitarian operations and demonstrate that combat is designed to achieve a peaceful end state.
 - Expand on the attributes that make the CAF a “people organization” and an employer of choice (discovery, adventure, travel, benefits, paid education, part-time options).

- ✓ **Priority Occupations**
 - Showcase specific priority occupations (using civilian terminology) that offer Millennials what they want – jobs and careers that are team oriented and provide for intense experiences, excitement, flexibility.
 - Inform target audience of educational and training options.
 - Showcase basic training as achievable (demystify) and move to promote the physical fitness and lifestyle aspects of the CAF.

- ✓ **Women and Diversity**
 - Raise awareness of CAF employment opportunities among diversity group members (women, Aboriginal peoples, and visible minorities), skilled trade technicians, specialists, and professionals (such as Doctors, Social Workers, Legal Officers).
 - Drive recognition that CAF can fit their lifestyles with multiple messages on opportunities, work-life balance, inclusion, part-time options, and job stability.
 - Skew media-buy to women and over-represent women and visible minorities in all marketing and advertising products.



✓ Reserve Campaign

- Raise national awareness of the Reserve Force.
- Inform target audiences of local events and employment opportunities.
- Raise awareness of CAF part-time employment opportunities (with voluntary operational deployments) among diversity group members (women, Aboriginal peoples, and visible minorities) at locations close to home.

This research is mandatory, given that the Treasury Board (TB) requires all Government of Canada advertising campaigns that cost more than one million dollars to be evaluated.

Research Objectives

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

- *Measuring unaided recall of CAF advertising;*
- *Measuring aided recall of CAF advertising;*
- *Assessing the level of understanding of the key messages of the advertising campaign; and*
- *Gauging the level of awareness of who was responsible for creating the advertising.*

Target Population

As specified in the Statement of Work (SOW), Canadians between the ages of 18-34 were the target audience for the 2018/19 Canadian Armed Forces Recruitment Campaigns. Data was gathered from a general public panel modelling key demographics of Canadian males and females within the aforementioned age group. An online survey of the adult Canadian general public (18-34 years of age) was undertaken in the winter of 2019. A post-advertising campaign survey (requiring an average of over 6 minutes to administer) was implemented. The participation rate was 13 percent. The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. There were a total of 1,018 useable surveys completed.

Research Usage

As stated in the project's Statement of Work and related communications, this research activity sought to measure recall and effectiveness of the Recruitment Advertising Campaign media placement. Campaign placements were in web, social media, out of home, and television. The findings from this study were to be used by the Department of National Defence (DND) to monitor the effectiveness of the media campaign, the efficiency of the media placement, and provide information to enhance the effectiveness of the recruitment campaign. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population 18-34 years of age.



Expenditure

The survey entailed the expenditure of \$18,571.55 including HST.

Consent

Corporate Research Associates offers this written consent allowing the Librarian and Archivist of Canada to post, in both official languages, this Methodological Report.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Corporate Research Associates that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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Appendix A

Study Methodology

This evaluation utilized the Government of Canada's Advertising Campaign Evaluation Tool (ACET) and was administered to a sample of Canadian adults 18 to 34 years old. The data collection was conducted in one wave, after the ad campaign was run in the media. The online-based data collection regimen entailed a *post-advertising* campaign data collection wave. This approach permits a comparison of awareness and opinions over time as compared to other Government of Canada commissioned advertising campaigns.

Questionnaire Design

The questions utilized in this study were based on the Government of Canada's standard Advertising Campaign Evaluation Tool questionnaire. The primary difference between the online ACET survey questionnaire and the previously utilized telephone ACET survey questionnaire, was that in the online approach implemented in the present study, the survey respondents were aided in their ad recall by way of being shown on-screen an advertisement from the recent DND advertising campaign. Respondents were shown one ad: *Dare to Be Extraordinary*. The respondents were subsequently asked a series of questions about the advertisement. This aiding of respondents by showing an ad drawn from the advertising campaign is a process that is possible with an online survey methodology. CRA ensured that respondents were able to complete the survey on various platforms including computers, tablets or smartphones.

As required by Government of Canada standards, English and French pre-test surveys were collected. As well, a line of questioning was included at the end of the survey in which respondents were asked if they encountered any questions or survey wording that was difficult to understand. No pre-test respondents expressed difficulty in understanding any of the survey questions. As a result, no pre-test respondent was asked to identify which question or questions were problematic from a comprehension perspective.

Sampling

The post-campaign survey approach was designed to be administered to an online general public panel sample of approximately 1,000 Canadian adults between the ages of 18 and 34. CRA ensured that the surveys collected closely reflected the actual, true Canadian general population between 18 and 34 years old in terms of gender and age group (broken into 18 to 24 and 25 to 34 age segments), by region, as required by the project's Statement of Work. Attention also was given to the mother tongue of respondents, to ensure a meaningful distribution of surveys along these relevant demographic categories.



Specifically, to ensure robust samples that approximate the true population parameters for age (18–24 and 25–34), gender (male/female), and region (Atlantic, Quebec, Ontario, West/North), quotas were implemented. Age and gender quotas were implemented *per region*, and statistical weighting of the survey data was implemented to adjust for the small differences between the target data collection quotas, on the one hand, and the actual distribution of survey completions, on the other hand (mother tongue was included in this statistical weighting regimen, as discussed below in the Data Collection section of this Methodological Report).

Contact Records Source

CRA utilized the services of The Logit Group for this research. The Logit Group's online general population panel is comprised of over 600,000 Canadian residents nationally, with sound representation across regions. Logit Group panelists are recruited from a large number of sources to maximize reach and representation.

The recruitment policies of The Logit Group's partners (SSI, Toluna, Asking Canadians, and Research Now) are broad in scope. Survey data quality rests on many different factors, including sourcing of panelists who are vetted, using ongoing quality checks such as eliminating panelists who are no longer active, and so forth. The following are panel member sources for Logit Group studies:

- *Email invitations: pre-authorized to opt in lists from associations and groups*
- *Social Media: advertising and social groups on leading social media platforms*
- *Media Platforms: advertising on online media platforms both niche and mainstream*
- *Use of major recruiting brands*
- *Loyalty programs*
- *Targeted audiences*
- *Web and social networking sites*
- *Targeted emails by The Logit Group's online partners to their members or subscribers*
- *Referral programs*

The Logit Group has established a variety of quality assurance processes to proactively identify invalid respondents. For example, the company has incorporated methods to quickly identify and flag straight-lining speedsters (i.e., respondents who give the same responses to all questions as a means of quickly finishing the survey), thereby monitoring whether panelists are able to provide thoughtful and accurate responses to survey queries.

Panel members are monitored against Statistics Canada data to gauge statistical representation. Annual profile refreshing campaigns are conducted to incentivize panelists to remain active; these can also contain new questions in order to target specific niche audiences more precisely. Panelists' participation is rewarded with their choice of HBC Rewards bonus points, Aeroplan Miles or Petro Points, as well as various prizes.



The sampling procedure reflected a computerized randomization of online panel members, with exclusions from the randomization process being based upon, for example, whether a panelist had received his/her monthly maximum number of survey invitations.

Survey Administration

Survey Programming and Testing

This post-wave online survey was programmed by CRA in both English and French, using Voxco Acuity programming software. Respondents were formally invited to the survey in the official language of their choice. As well, at any point when completing the questionnaire, respondents had the option to change the questionnaire language to the other official language. Assistance in completing the survey was available from bilingual CRA staff, as required. Respondents were able to verify the legitimacy of the survey via representatives from Corporate Research Associates or DND. The programmed survey was tested to ensure question order and skip patterns were properly implemented. Testing included CRA researchers receiving the invitation via email just as a respondent would, to ensure accuracy of delivery, text, links, and so on. DND staff were also provided with the pre-test link. In addition, a post-campaign wave pre-test was conducted among respondents.

A total of 26 English and 10 French pre-tests were completed. These pre-test survey completions were conducted via a survey “soft launch” whereby a small number of panel respondents were invited to participate in the survey. The pre-testing of the survey allowed the collected data to be reviewed to ensure accuracy and to identify any programming aspects that should be modified. Pre-test respondents were asked if they had any difficulty understanding any aspect of the survey. No one replied in the affirmative. No substantive data quality issues arose as a result of the pre-test, and thus the pre-test data was maintained in the final data set.

Data Collection

Unlike telephone surveys which typically occur with new respondents being contacted throughout the specified data collection time period, in online surveys of the type implemented in the present case, the preponderance of respondents are notified within a short period, for example, at the end of the advertising campaign being assessed. Reminder notices were forwarded to these sampled respondents until such time as the target number of survey completions had been achieved. This data collection approach offers a timing advantage in contacting respondents shortly after the campaign has ended. This study consisted of a post-advertising campaign wave that was administered February 8 to 14, 2019. The survey invitation as well as reminder invitations were sent to panel members during the data collection period. Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met. CRA provided regular reports (verbal and written) to DND representatives regarding progress, as requested or pre-determined. Given that single use unique survey links were distributed to prospective respondents, no individual was able to complete the survey questionnaire more than once.



A total of 1,065 surveys were submitted by respondents, and 1,018 were ultimately used in the final data set. It is important to note that for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission. Such was indeed the case in the present instance, as CRA's initial quota targets in each wave exceeded the overall final requirement of 1,000 questionnaires. Thus, given the unavoidable possibility of having to remove surveys, post collection, CRA as a precautionary measure collected more than the initially targeted number of surveys per wave. Reasons for removing surveys ultimately included respondent "speedsters" who were deemed to have moved too quickly through the questionnaire, as well as consistently non-intelligible verbatim responses. Thus overall, a small number (n=47) were removed for reasons of speeding, unintelligible verbatim responses, and so forth.

The post-campaign survey required a mean average of over 6 minutes for respondents to complete. The post-campaign survey aided respondents with a recording of a campaign advertisement, and accompanying questions added to the survey length. A non-probability sample approach was implemented given that the study was designed to be conducted among online Canadian general public panelists. All such panels are inherently non-probability in nature, given that panelists self-select to become members of such panels, and not all adult Canadians belong to such a panel. The tables below for the post-campaign survey display regional, gender, mother tongue, and age data in terms of the actual distribution of adult Canadians as catalogued in the 2016 Statistics Canada Census.

As well, approximate regional, gender, and age quota targets per wave are detailed (both in terms of the actual *number* of surveys completed, and the *percentage* of all surveys completed). (Please note, such quotas were not implemented for mother tongue; however, during the data collection phase of the project the distribution of surveys collected along this demographic dimension was observed, to ensure that a meaningful distribution of surveys for the relevant categories was indeed captured.) In the table on the next page, data is presented that displays the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions.

Data Tabulation: There were a total of 48 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (4: Atlantic, Quebec, Ontario, and West/North – based on survey Question d); Age group (2: 18–24, 25–34 - based on survey Question c); Gender (2: Male, Female – based on survey Question b); and Mother Tongue (3: English, French, Other – based on survey Question D7). The 48 overlapping or interlocking statistical weighting cells thus were derived from Region (4) x Age (4) x Gender (2) x Mother Tongue (3) dimensions = 48 unique statistical weighting cells. Population data for the 48 statistical weighting cells were obtained from the most recent (2016) Census of Canada, and can be found here:

- <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dt-td/Rp-eng.cfm?TABID=2&LANG=E&A=R&APATH=3&DETAIL=0&DIM=0&FL=V&FREE=0&GC=01&GL=-1&GID=1235625&GK=1&GRP=1&O=D&PID=109671&PRID=0&PTYPE=109445&S=0&SHOWALL=0&SUB=0&Temporal=2016&THEME=118&VID=0&VNAMEE=&VNAMEF=&D1=0&D2=0&D3=0&D4=0&D5=0&D6=0>



With such a large number of weighting cells, it was necessary to combine specific cells due to the fact that sample sizes for specific cells were small or empty, and therefore would have led to quite large weights if left separate. Combining weighting cells is a common approach in such instances, and it explains why the final weighted data distribution differs slightly from the actual population distribution, along certain dimensions. Nonetheless, it is suggested that the quantitative impact of implementing this approach was very modest, thereby recommending the specific statistical weighting approach as helpful. It should also be noted that a small number of individuals were not able to be placed into one of the 48 weighting cells due to the fact that they did not answer the optional mother tongue weighting question. For tabulation purposes, these individuals were given a weight value of 1.0.

Post-Campaign Survey							
<i>(Percentages may not sum exactly to 100%, owing to rounding)</i>							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	5.8%	75	7.3%	76	7.5%	60	5.9%
Quebec	22.0%	235	22.8%	240	23.5%	224	22.0%
Ontario	38.6%	405	39.2%	401	39.4%	390	38.4%
West/North	33.6%	317	30.7%	301	29.6%	344	33.7%
Gender¹							
Male	50.2%	525	50.9%	489	48.3%	508	50.2%
Female	49.8%	507	49.1%	523	51.7%	504	49.8%
Mother Tongue²							
English	57.8%	<i>Not applicable</i>	<i>Not applicable</i>	651	64.1%	587	57.8%
French	18.6%	<i>Not applicable</i>	<i>Not applicable</i>	184	18.1%	179	17.7%
Other	23.6%	<i>Not applicable</i>	<i>Not applicable</i>	180	17.7%	249	24.5%
Age (Quotas)							
18-24	39.8%	476	46.1%	441	43.3%	412	40.5%
25-34	60.2%	556	53.9%	577	56.7%	606	59.5%

¹ Six respondents identified as gender diverse and are not presented in the table.

² Three respondents did not provide mother tongue data and are not presented in the table.



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

Post-Campaign Survey

<u>Total email addresses used:</u>	10,475
<u>Invalid cases</u>	
Invitations mistakenly sent to people who did not qualify for the study:	306
Incomplete or missing email addresses:	0
<u>Unresolved (U)</u>	
Email invitations bounce back:	0
Email invitations unanswered:	8,353
<u>In-scope non-responding units (IS)</u>	
Non-response from eligible respondents:	0
Respondent refusals:	0
Language problem:	0
Selected respondent not available (illness; leave of absence; vacation; other):	0
Early break-offs:	527
<u>Responding units (R)</u>	
Completed surveys disqualified – quota filled:	224
Completed surveys disqualified for other reasons:	47
Completed surveys:	1,018

$$\text{Post-Campaign Participation Rate} = R / (U + IS + R) = 1,289 / (8,353 + 527 + 1,289) = 13\%$$

Reminders were distributed to potential respondents who were invited to complete a survey, but who chose not to do so. Given that the online methodology utilized a non-probability sample, a margin of error cannot be applied to the results as per the Standards for the Conduct of Government of Canada Public Opinion Research for Online Surveys.

Non-Response Bias Analysis

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable. Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus is it possible that the results obtained from this group of respondents is not reflective of the population as a whole.



In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error, and processing error.

No measurement of sampling error can be attributed to the current study, given that the contact records utilized in the data collection process were derived from an online panel of the general public, which is to say, a non-probability sample source. Having stated that, measures were taken in the implementation of the data collection to ensure sufficient completed surveys were obtained from demographic groups traditionally regarded as central in quantitative survey research, such as gender, age, region/province, and mother tongue. The final data set for each survey wave was statistically weighted to closely match the distribution of these dimensions as estimated in the 2016 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians between the ages of 18 and 34 along these demographic dimensions.

With respect to non-sampling error, a number of steps were taken to minimize bias due to these sources. All surveys utilized online interviewing technology to ensure proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The post-campaign French and English survey instruments themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. In terms of coverage, the surveys were conducted with an online panel of the Canadian general public 18 years of age or older, based on a randomized sampling of panel records for the target audience (adults 18 to 34 years of age) drawn from a commercially available online general public panel.



**ADVERTISING CAMPAIGN EVALUATION TOOL
POST-CAMPAIGN SURVEY**

To be conducted after the ads have been run in the media

INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur **français** au dessus. **[SWITCH TO FRENCH VERSION]**.

The survey is being conducted by Corporate Research Associates. Your participation is voluntary and your responses will be kept entirely confidential and anonymous. The survey takes about 7 minutes to complete. This survey is being administered according to the requirements of the Privacy Act, the Access to Information Act, and any other relevant legislation.

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

a) Do you, or does anyone in your household, work in any of the following areas? **[CHECK ALL THAT APPLY] [ACCEPT MULTIPLE RESPONSES]**

- A marketing research firm
- A magazine or newspaper
- An advertising agency or graphic design firm
- A political party
- A radio or television station
- A public relations company
- Federal or provincial government
- None of the above

IF 'YES' TO ANY, THANK AND TERMINATE

b) Which of the following do you identify with...?

- Male gender
- Female gender
- Gender diverse

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

c) In which of the following age categories do you belong?

- Less than 18 years old
- 18 to 24
- 25 to 34
- 35 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK" OR 35 OR OLDER, THANK AND TERMINATE. IF BLANK, FIRST PROMPT BY SAYING: "WE REQUIRE AN ANSWER TO THIS QUESTION FOR RESEARCH PURPOSES. PLEASE SELECT AN AGE CATEGORY."

d) In which province or territory do you live? **SELECT ONE ONLY**

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- None of the above

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

FIRST PROMPT BY SAYING: 'WE REQUIRE AN ANSWER TO THIS QUESTION FOR RESEARCH PURPOSES. PLEASE SELECT A PROVINCE OR TERRITORY.' THANK, TERMINATE, RECORD, AND KEEP DATA IF 'NONE OF THE ABOVE.'

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

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

- Yes
- No

=> GO TO T1A

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

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

Q3:

What do you remember about this ad? **[RECORD VERBATIM] [ACCEPT MULTIPLE RESPONSES]**

Q4:

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

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, heard or read any Government of Canada advertising about the Canadian Armed Forces?

Yes

No

=> GO TO T1G

T1B:

Where did you see recent advertising about the Canadian Armed Forces?

[SELECT ALL THAT APPLY]

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

T1C:

What do you remember about this ad? **[RECORD VERBATIM]**

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D:

Did you do anything as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

Yes => **POSE T1E**

No => **SKIP TO T1F**

T1E:

What did you do as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

[SELECT ALL THAT APPLY]

Visited the Department of National Defence/DND website

Visited other website(s) (PLEASE SPECIFY WHICH ONES: _____)

Telephoned the Department of National Defence/DND

Visited the Department of National Defence/DND in person

Visited the Department of National Defence/DND social media pages

OTHER (PLEASE SPECIFY: _____)

T1F:

After having recently seen, heard or read advertising about the Canadian Armed Forces, did you specifically take steps to learn more about jobs offered by the Canadian Armed Forces?

Yes

No

ASK ALL RESPONDENTS

T1G:

And over the past three weeks, have you seen, heard or read any advertising specifically showing members of the Canadian Armed Forces doing their job?

Yes

POSE T1H

No

SKIP TO T1I

T1H:

What do you remember about this ad? **[RECORD VERBATIM]**

T1I:

If someone you know, such as a family member or friend, told you that he or she was joining the Canadian Armed Forces, how would you view that decision? Would your reaction be?

- Very favourable
- Somewhat favourable
- Neutral
- Somewhat unfavourable
- Very unfavourable

T1J: ASK ALL RESPONDENTS – ROTATE STATEMENTS (Statement “A” should always be posed first)

	1 Not at all informed	2	3	4	5 Very informed
a) To what extent are you aware of career or job options in the Canadian Armed Forces?	0	0	0	0	0
b) To what extent are you aware of educational and training options within the Canadian Armed Forces?	0	0	0	0	0
c) To what extent are you aware of career or job options specifically for <u>women</u> within the Canadian Armed Forces?	0	0	0	0	0
d) To what extent are you aware of opportunities specifically within the <u>Reserve Force</u> of the Canadian Armed Forces?	0	0	0	0	0

T1K:

Over the past three weeks, have you seen or read content related to recruitment into the Canadian Armed Forces on social media websites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

- yes
- no

T1L:

Here is an ad that recently has been broadcast on various media. Click here to watch.

[INSERT VIDEO, PRINT AND RADIO ADS]

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard this ad?

- yes
- no

=> GO TO T1N

T1M:

Where have you seen, read or heard this ad?

[SELECT ALL THAT APPLY]

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail

- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Other, specify _____

T1N:

What do you think is the **main point** this ad is trying to get across? **[RECORD VERBATIM]**

T1O:

Do you think this advertisement provides an authentic representation of the Canadian Armed Forces?

- yes
- no
- don't know

T1P:

Please indicate your level of agreement with the following statements about this ad?

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
This ad catches my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad does not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad talks about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad provides new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad clearly conveys that the Canadian Armed Forces have 100+ careers available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHIC QUESTIONS

D1:

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

SELECT ONE ONLY

- working full-time (30 or more hours per week)
- working part-time (less than 30 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- other employment status

D2:
What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- grade 8 or less
 - some high school
 - high school diploma or equivalent
 - registered Apprenticeship or other trades certificate or diploma
 - college, CEGEP or other non-university certificate or diploma
 - university certificate or diploma below bachelor's level
 - bachelor's degree
 - postgraduate degree above bachelor's level
-

D3:
Where were you born?

- born in Canada
- born outside Canada
 ↳ Specify the country:

ASK IF D3=BORN OUTSIDE CANADA

D4:
In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1983-2019

D5:
Are you part of an Indigenous group, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non-Status Indians.

- yes
- no

D6:
You may belong to one or more racial or cultural groups on the following list. Are you...?

SELECT UP TO TWO

- White
 - South Asian (e.g., East Indian, Pakistani, Sri Lankan)
 - Chinese
 - Black
 - Filipino
 - Latin American
 - Arab
 - Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
 - West Asian (e.g., Iranian, Afghan)
 - Korean
 - Japanese
 - Other, specify _____
-

D7:

What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

- English
- French
- Other language, specify _____

Closing (PRE-TEST ONLY):

D8: Are there any questions in this survey that you found difficult to understand?

- Yes
- No

D9: IF YES IN D8: Which questions did you find difficult to understand?

RECORD VERBATIM

That concludes the survey. This survey was conducted on behalf of the Department of National Defence, of the Government of 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. Your help is greatly appreciated.

**OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES
SONDAGE D'APRÈS CAMPAGNE**

À être mené après la diffusion des publicités dans les médias.

INTRODUCTION

Merci de remplir le présent sondage portant sur des enjeux qui intéressent actuellement les Canadiens. If you wish to complete the survey in English, please click [English](#) [PASSEZ A LA VERSION ANGLAISE].

Le présent sondage est mené par Corporate Research Associates. Votre participation est volontaire et toutes vos réponses demeureront confidentielles et anonymes. Il faut environ sept minutes pour répondre au sondage. Ce sondage est conforme aux exigences de la Loi sur la protection des renseignements personnels, Loi sur l'accès à l'information et d'autres lois pertinentes.

[Cliquez ici](#) si vous souhaitez vérifier l'authenticité du présent sondage, et [ici](#) pour lire notre politique de confidentialité.

a) Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- une firme de recherche en marketing
- un magazine ou un quotidien
- une agence de publicité ou de conception graphique
- un parti politique
- une station radiophonique ou de télévision
- une firme de relations publiques
- le gouvernement fédéral ou provincial
- aucune de ces organisations

SI « AUCUNE DE CES ORGANISATIONS », POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

b) Êtes-vous...

- Genre masculin
- Genre féminin
- Diverses identités de genre

Nous devons obtenir une réponse à cette question à des fins de recherche. Veuillez sélectionner une réponse.

SI NE PAS RÉPONDRE, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

c) À quelle catégorie d'âge appartenez-vous?

NE CHOISIR QU'UNE SEUL CATÉGORIE.

- moins de 18 ans
- 18 à 24
- 25 à 34
- 35 et plus

SI LE RÉPONDANT À MOINS DE 18 ANS OU « SANS RÉPONSE » OU 35 ET PLUS, LE REMERCIEZ ET METTRE FIN AU SONDAGE. SI LA QUESTION EST DEMEURÉE SANS RÉPONSE, DEMANDER D'ABORD « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA CATÉGORIE D'ÂGE A LAQUELLE VOUS APPARTENEZ. ».

d) Dans quelle province ou quel territoire habitez-vous?

NE CHOISIR QU'UN PROVINCE OU QU'UN TERRITOIRE.

- Alberta
- Colombie-Britannique
- Manitoba
- Nouveau-Brunswick
- Terre-Neuve-et-Labrador
- Territoire du Nord-Ouest
- Nouvelle-Écosse
- Nunavut
- Ontario
- Île-du-Prince-Édouard
- Québec
- Saskatchewan
- Yukon
- Aucune de ces provinces ou territoires

SI AUCUNE PROVINCE OU AUCUN TERRITOIRE N'EST CHOISI(E), REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

SI LE RÉPONDANT ESSAI D'AVANCER AU PROCHAIN ÉCRAN SANS RÉPONDRE À CETTE QUESTION, DEMANDER CECI : « NOUS DEVONS OBTENIR UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA PROVINCE OU LE TERRITOIRE OÙ VOUS RÉSIDEZ. » REMERCIER LE RÉPONDANT, METTRE FIN AU SONDAGE, NOTER LES RÉPONSES ET LES CONSERVER, SI LA RÉPONSE EST 'AUCUNE DE CES RÉPONSES'

QUESTIONS DE BASE

POSER À TOUS LES RÉPONDANTS.

Q1 :

Au cours des trois dernières semaines avez-vous vu, lu ou entendu des publicités du gouvernement du Canada?

- oui
- non

=> ALLER À T1A

Q2 :

Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- cinéma
- Facebook
- site Internet
- magazines
- journal (quotidien)
- journal (hebdomadaire ou communautaire)
- panneaux d'affichage extérieurs
- dépliant ou brochure reçu(e) par la poste
- transport public (autobus ou métro)
- radio
- télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- autre, veuillez préciser _____

Q3 :
De quoi vous souvenez-vous à propos de cette publicité?

Q4 :
Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada?

QUESTIONS SPÉCIFIQUES RELATIVES À LA CAMPAGNE

POSER À TOUS LES RÉPONDANTS.

T1A :
Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet des Forces armées canadiennes?

- oui
- non

=> ALLEZ À T1G

T1B :
Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet des Forces armées canadiennes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- cinéma
- Facebook
- site Internet
- magazines
- journal (quotidien)
- journal (hebdomadaire ou communautaire)
- panneaux d'affichage extérieurs
- dépliant ou brochure reçu(e) par la poste
- transport public (autobus ou métro)
- radio
- télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- autre, veuillez préciser _____

T1C :
De quoi vous souvenez-vous à propos de cette publicité?

T1D :

Avez-vous fait quelque chose après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

- oui
- non

=> ALLEZ À T1F

T1E :

Qu'avez-vous fait après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

Choisissez toutes les réponses applicables

- A visité le site Web du ministère de la Défense nationale
 - Consulté un ou d'autres sites Web (veuillez préciser)
 - A téléphoné au ministère de la Défense nationale
 - A visité le ministère de la Défense nationale en personne
 - Ai visité les pages des média sociaux du ministère de la Défense nationale/MDN
 - Autre, veuillez préciser
-

T1F :

Après avoir récemment vu, entendu ou lu la publicité au sujet des Forces armées canadiennes, avez-vous entrepris des démarches précises afin d'en savoir plus sur les emplois offerts aux Forces armées canadiennes?

- oui
- non

T1G :

Et au cours des trois dernières semaines, avez-vous vu, entendu ou lu une publicité illustrant précisément des membres des Forces armées canadiennes en train de travailler?

- oui
- non

=> ALLEZ À T1I

T1H :

De quoi vous souvenez-vous à propos de cette publicité?

T1I :

Si une personne jeune de votre connaissance, comme un membre de la famille ou un ami, vous disait qu'elle s'est jointe aux Forces armées canadiennes, comment perceviez-vous cette décision? Quelle serait votre réaction?

- Très favorable
 - Plutôt favorable
 - Neutre
 - Plutôt défavorable
 - Très défavorable
-

T1J :

LIRE LES ÉNONCÉS AU HASARD, A = FAUT TOUJOURS ÊTRE LE PREMIER

	1 Pas du tout informé	2	3	4	5 Très informé
Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi au sein des Forces armées canadiennes?	0	0	0	0	0
Dans quelle mesure êtes-vous au courant des possibilités d'apprentissage et de formation au sein des Forces armées canadiennes?	0	0	0	0	0
Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les femmes au sein des Forces armées canadiennes?	0	0	0	0	0
Dans quelle mesure êtes-vous au courant des possibilités précisément dans la Force de réserve des Forces armées canadiennes?	0	0	0	0	0

T1K :

Au cours des trois dernières semaines, avez-vous vu ou lu du contenu au sujet du recrutement dans les Forces armées canadiennes sur les réseaux sociaux comme Facebook, YouTube, Twitter, Instagram ou LinkedIn?

- oui
- non

T1L :

Voici quelques publicités qui ont récemment été diffusées sur différents médias. Cliquez ici pour voir.

[INSÉREZ LES PUBLICITÉS VIDÉO, IMPRIMÉE ET RADIOPHONIQUE]

[CLIQUEZ POUR ALLER À LA PAGE SUIVANTE]

Au cours des trois dernières semaines avez-vous vu, lu ou entendu ces publicités?

- oui
- non

=> ALLER À T1N

T1M :

Où avez-vous vu, lu ou entendu ces publicités?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- cinéma
- Facebook
- site Internet
- magazines
- journal (quotidien)
- journal (hebdomadaire ou communautaire)
- panneaux d'affichage extérieurs
- dépliant ou brochure reçu(e) par la poste
- transport public (autobus ou métro)
- radio
- télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- autre, veuillez préciser _____

T1N :

Quel est, selon vous, le message **principal** que cette publicité tente de véhiculer?

T1O : Pensez-vous que cette publicité fournit une représentation authentique des Forces armées canadiennes?

- oui
- non
- Je ne sais pas

T1P : Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de cette publicité?

LIRE LES ÉNONCÉS AU HASARD.

	1 Fortement en désaccord	2	3	4	5 Fortement en accord
Cette publicité attire mon attention	0	0	0	0	0
Cette publicité me concerne	0	0	0	0	0
Cette publicité est difficile à suivre	0	0	0	0	0
Cette publicité ne favorise pas un parti politique plus qu'un autre	0	0	0	0	0
Cette publicité traite d'un sujet important	0	0	0	0	0
Cette publicité fournit de l'information nouvelle	0	0	0	0	0
Cette publicité transmet clairement que les Forces armées canadiennes offrent plus de 100 options de carrière	0	0	0	0	0

D1 :

Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous...

NE CHOISIR QU'UNE CATÉGORIE.

- travailleur/travailleuse à temps complet (30 heures et plus par semaine)
 - travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
 - travailleur/travailleuse autonome
 - sans emploi, mais à la recherche d'un emploi
 - étudiant(e) à temps plein
 - autre situation
-

D2 :

Quel est le plus haut niveau de scolarité que vous avez atteint?

NE CHOISIR QU'UNE SEULE OPTION.

- huitième année ou moins
 - quelques années d'études secondaires
 - diplôme d'études secondaires ou l'équivalent
 - apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
 - collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
 - certificat ou diplôme inférieur au baccalauréat
 - baccalauréat
 - diplôme d'études universitaires supérieur au baccalauréat
-

D3 :

Où êtes-vous né(e)?

- au Canada
- à l'étranger (Précisez quel pays)

DEMANDEZ SI D3=NÉ(E) À L'ÉTRANGER

D4 :

En quelle année êtes-vous arrivé(e) au Canada?

YYYY

PÉRIODE ADMISSIBLE : 1983 à 2018

D5 :

Appartenez-vous à un groupe autochtone, soit Premières nations, Inuit ou Métis? Les membres des Premières Nations comprennent les Indiens inscrits et les Indiens non inscrit.

- oui
- non

D6 :

Il se peut que vous apparteniez à un ou à plusieurs groupes culturels ou ethniques de la liste suivante. Êtes-vous...?

En choisir au plus deux

- Blanc
 - Asiatique du sud (p. ex. Indien(ne) d'Asie, Pakistanais(e), Sri-lankais(e))
 - Chinois
 - Noir
 - Philippin
 - Latino-américain
 - Arabe
 - Asiatique du Sud-Est (par ex., Vietnamien(ne), Cambodgien(ne), Malaisien(ne), Laotien(ne))
 - Asiatique de l'ouest (par ex., Iranien(ne), Afghan(e))
 - Coréen
 - Japonais
 - autre, veuillez préciser
-

D7 :

Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours?

EN CHOISIR AU PLUS DEUX.

- anglais
- français
- autre langue, veuillez préciser _____

Final SONDAGE-TEST SEULEMENT :

D8 :

Ce sondage contenait-il des questions qui étaient difficile à comprendre?

- oui
- non

SI « OUI » EN D8

D9 :

Quelles questions étaient difficiles à comprendre selon vous?

Voilà qui met fin au sondage que nous avons effectué pour le compte du Ministère de la Défense nationale, du gouvernement du Canada. Dans les mois à venir, le rapport sera disponible de Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer. Votre aide nous est très précieuse.
