

# Testing Recall of Recruitment Advertising: 2020-2021 Campaign

## Methodological Report

Submitted to:  
Department of National Defence

For more information on this report, please email:  
POR-ROP@forces.gc.ca

### Submitted by:

Supplier Name:	Narrative Research
Supplier Address:	5001-7071 Bayers Road, Halifax, NS B3L 2C2
Contact Phone:	902.493.3820
Contact Fax:	902.493.3879
POR Number:	POR 027-20
Contract Number:	W8484-201016/001/CY \$49,996.85 (including HST)
Contract Award Date:	August 24, 2020
Delivery Date:	April 29, 2021

### Table of Contents

- Copyright ..... 2
- Executive Summary ..... 2
- Background ..... 2
- Research Objectives ..... 3
- Target Population ..... 3
- Methodology and Research Usage ..... 3
- Expenditure ..... 4
- Consent ..... 4
- Study Methodology ..... 4
- Questionnaire Design ..... 5
- Sampling ..... 5
- Survey Administration ..... 6
- Non-Response Bias Analysis ..... 12
- Appendix A: Study Questionnaires ..... 13

# Copyright

## *Testing Recall of Recruitment Advertising: 2020-21 Campaign*

### Methodological Report

#### Prepared for Department of National Defence

Supplier Name: Narrative Research Inc.

March 2021

This report presents the methodological details for the Pre-Wave, Post-Wave I and Post-Wave II of the *Testing Recall of Recruitment Advertising: 2020-2021 Campaign* study conducted by Narrative Research Inc. on behalf of the Department of National Defence (DND). For each research wave, all respondents were from the Canadian general public aged 17-35. A total of 1,005 respondents were included in the pre-wave survey between August 26 and 31, 2020. A total of 1,006 respondents were included in the first post-wave survey between October 13 to 20, 2020, and total of 1,005 respondents were included in the second post-wave survey between March 22 and 29, 2021.

Ce rapport est aussi disponible en français sous le titre: Évaluation du rappel de la publicité de recrutement : campagne 2020-21 Rapport de méthodologie

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Department of National Defence. For more information on this report, please contact the Department of National Defence at: [POR-ROP@forces.gc.ca](mailto:POR-ROP@forces.gc.ca) or at:

101 Colonel By Drive  
Ottawa, Ontario K1A 0K2  
Canada

**Catalogue Number:** D2-411/1-2021E-PDF

**International Standard Book Number (ISBN):** 978-0-660-38990-5

**Related publications** (registration number: POR 027-20)

**Catalogue Number (Final Methodological Report, French):** D2-411/1-2021F-PDF

**ISBN (French):** 978-0-660-38992-9

© Her Majesty the Queen in right of Canada, as represented by the Minister of the Department of National Defence, 2021

## Executive Summary

### Background

A robust recruitment marketing strategy is an integral component of fulfilling the priority of maintaining Canadian Armed Forces (CAF) and Defence readiness. The Assistant Deputy Minister (Public Affairs) (ADM (PA)) supports the recruitment

strategy of the CAF. Recruitment marketing and advertising initiatives are developed 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. Specifically, CAF's recruitment strategy targets Canadians aged 17-35, with the purpose of increasing interest and consideration for CAF jobs through focusing attention on the relevancy of CAF's training, education and career development programs. To help meet stated recruiting objectives, the CAF 2020-21 recruitment campaign's overarching objective was to increase awareness of the various careers and unique opportunities that the CAF has to offer for millennials.

This research is mandatory, given that the Treasury Board 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 commissioning the advertising.*

## Target Population

As specified in the project's Statement of Work (SOW), the target audience of the 2020-21 Canadian Armed Forces Recruitment Campaigns was Canadians between the ages of 17 and 35. Data was gathered from a general public panel modelling key demographics of Canadian males and females within the aforementioned age group. The pre-advertising campaign or 'baseline' survey required an average of just over four minutes to administer, while the first and second post-advertising campaign surveys required averages of approximately six minutes, respectively, to administer.

The participation rates in each wave were 20 percent, 28 percent, and 25 percent, respectively. The contact records for each wave were drawn from a national panel administered by The Logit Group of Toronto, Ontario. There was a total of 1,005 surveys completed for the baseline pre-advertising campaign wave. For the first post-advertising campaign wave a total of 1,006 surveys were completed, while 1,005 surveys were completed for the second post wave iteration.

The pre-advertising campaign wave was administered August 26-31, 2020. The first post-advertising campaign survey wave was administered October 13-20, 2020, while the second post-advertising campaign survey wave was administered March 22-29, 2021.

## Methodology and Research Usage

The survey data was collected to measure the recall and reaction to the 2020-21 Recruitment Advertising Campaign. As per the standard methodology utilizing the Government of Canada's Advertising Campaign Evaluation Tool (ACET), the

baseline survey conducted prior to ads being run in the media asked questions regarding the recall of Government of Canada advertising in general and more specifically on the upcoming campaign topic. Campaign specific attitudinal and behavioral questions were also measured.

Again, as per the standard ACET methodology, the post-campaign surveys collected information related to recall of the advertisement and its key messages, ad sponsorship, and what, if any, action has been taken as a result of the ad. Post-campaign data metrics would subsequently be compared by Government of Canada representatives against the baseline findings.

The findings from this study are to be used by the Department of National Defence to monitor the recall 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 17-35 years of age.

## Expenditure

The survey entailed the expenditure of \$49,996.85, including HST.

## Consent

Narrative Research offers this written consent allowing the Library and Archives Canada to post, in both official languages, this Methodological Report.

## Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Narrative Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not contain any reference to or information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



Peter MacIntosh  
Chief Research Officer & Partner  
Narrative Research  
[pmacintosh@narrativeresearch.ca](mailto:pmacintosh@narrativeresearch.ca)  
902-493-3832

## Study Methodology

This evaluation utilized the Government of Canada's Advertising Campaign Evaluation Tool (ACET), and was administered to a sample of Canadian adults 17 to 35 years old. The data collection was conducted in August 2020 before the DND's ad campaign ran in the media, and in October 2020 and March 2021 after the campaign. The online-based data collection

regimen entailed a *baseline* or *pre-advertising* campaign data collection wave, as well as two *post-advertising* campaign data collection waves. This approach permits a comparison of awareness and opinions over time.

## Questionnaire Design

As stated, 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, is that in the online approach implemented in the present study, the survey respondents are aided in their ad recall by way of being shown on-screen advertisement content from the recent DND advertising campaign. However, no ads were displayed in the pre-campaign wave as the pre-advertising survey was aimed at assessing recall and opinions prior to the 2020-21 DND advertising campaign. In the post-campaign waves the respondents were shown advertisement content from the campaign and subsequently asked a series of questions about this content. This aiding of respondents by showing content drawn from the advertising campaign is a process that is possible with an online survey methodology. Narrative Research ensured that respondents were able to complete the survey on various platforms including computers, tablets or smartphones.

As required by Government of Canada standards, English and French pre-test surveys were collected in each survey wave. As well, a line of questioning was included at the end of the pre-test surveys in which respondents were asked if they encountered any questions or survey wording that was difficult to understand. No pre-test respondents 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 current baseline and post-campaign survey approaches were designed to be administered to separate, unique online general public panel samples of approximately 1,000 Canadian adults between the ages of 17 and 35. That is, different panelists were utilized in the post-campaign wave, as compared to the baseline wave.

Narrative Research ensured that the surveys collected closely reflected the true distribution of the Canadian general population from 17 to 35 years of age in terms of the size of gender and age group proportions (broken into 17 to 24 and 25 to 35 age segments), as well as by regional proportions, as required by the project's Statement of Work. Attention was also given to the mother tongue of respondents, to ensure a meaningful distribution of surveys along this relevant demographic category. Please note, however, that given the fact that this online survey methodology used a non-probability sampling approach, the data collected cannot be extrapolated to the Canadian general public adult population 17-35 years of age.

Specifically, to ensure robust samples that approximate the true population parameters for age (17–24 and 25-35), 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

Narrative Research used 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

The baseline and post-wave online surveys were programmed by Narrative Research in both English and French, using Voxco Acuity programming software. Respondents were formally invited to the survey in the official language of their choice. As well, at any point when completing the questionnaire, respondents had the option to change the questionnaire language to the other official language. Assistance in completing the survey was available from bilingual Narrative Research staff, as required.

Respondents were able to verify the legitimacy of the survey via representatives from Narrative Research, or via the survey registration system made available by way of the Canadian Research Insights Council (CRIC), Canada's national research agency for this sector. The programmed survey was tested to ensure question order and skip patterns were properly implemented. Testing included Narrative Research researchers receiving the invitation just as a respondent would, to ensure accuracy of delivery, text, links, and so on. DND staff were also provided with the pre-test survey links.

In addition, a baseline wave pre-test was conducted among respondents, as were post-campaign wave pre-tests among respondents. A total of 16 English and 11 French pre-tests were completed in August 2020 for the pre-wave baseline survey. In the first post-campaign wave a total of 16 English and 10 French pre-tests were completed, while in the second

post-campaign wave a total of 44 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 for testing purposes.

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 in all three data collection waves 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-tests, and thus the pre-test data was maintained in the final data sets.

## 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, in this instance either just before or immediately after the advertising campaign being assessed. Reminder notices were directed 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 before the campaign has begun or just after it has ended.

This study consisted of three data collection phases: a pre-advertising campaign, and two post-advertising campaign waves. The pre-advertising campaign wave was administered August 26-31, 2020. The first post-advertising campaign wave was administered October 13-20, 2020, while the second post-advertising campaign wave was administered March 22-29, 2021. The survey invitations 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. Narrative Research provided regular reports 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 1,041 surveys were submitted by respondents in the pre-campaign wave, while 1,054 were submitted in the first post-campaign wave, and 1,062 surveys were submitted in the second post-campaign wave. In the pre-campaign wave 1,005 were ultimately used in the final data set, 1,006 in the first post-campaign wave, and 1,005 in the second post-campaign wave. It is important to note that for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission. Such was indeed the case in these survey waves, as Narrative Research’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, Narrative Research as a precautionary measure collected more than the initially targeted number of surveys per wave. Reasons for removing surveys ultimately included respondent “speedsters” who were deemed to have moved too quickly through the questionnaire, consistently non-intelligible verbatim responses, and duplicate IDs. Thus overall, a small number were removed in the pre-wave (n=36), first post-wave (n=48), and second post-wave (n=57).

The pre-advertising campaign or ‘baseline’ survey required an average of just over four minutes to administer, while the first and second post-advertising campaign surveys required averages of approximately six minutes, respectively, to administer. 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 display regional, gender, mother tongue, and age data in terms of the actual distribution of adult Canadians from 17 to 35 years old 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.)

The tables on the pages below present data with the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions for each wave.

**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: 17–24, 25–35 - 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 (2) 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 or identified as gender diverse. For tabulation purposes, these individuals were given a weight value of 1.0.

Pre-Campaign Wave Survey – August 2020							
<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=)	(%)
<b>Region</b>							
Atlantic	5.8%	78	7.6%	75	7.5%	59	5.9%
Quebec	21.9%	238	23.1%	229	22.8%	221	22.0%
Ontario	38.6%	408	39.5%	400	39.8%	386	38.4%



West/North	33.6%	308	29.8%	301	30.0%	339	33.7%
<b>Gender<sup>1</sup></b>							
Male	50.2%	525	50.9%	485	48.3%	499	49.7%
Female	49.8%	507	49.1%	508	50.5%	494	49.1%
<b>Mother Tongue<sup>2</sup></b>							
English	57.9%	<i>Not applicable</i>	<i>Not applicable</i>	639	63.6%	580	57.7%
French	18.5%	<i>Not applicable</i>	<i>Not applicable</i>	140	13.9%	166	16.5%
Other	23.6%	<i>Not applicable</i>	<i>Not applicable</i>	222	22.1%	255	25.4%
<b>Age (Quotas)</b>							
17-24	40.5%	476	46.1%	452	45.0%	411	40.9%
25-35	59.5%	556	53.9%	553	55.0%	594	59.1%

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

<sup>2</sup> Four respondents did not provide mother tongue data and are not presented in the table.

Post-Campaign Wave I Survey – October 2020 (Percentages may not sum exactly to 100%, owing to rounding)							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
<b>Region</b>							
Atlantic	5.8%	78	7.6%	75	7.5%	60	6.0%
Quebec	21.9%	238	23.1%	222	22.1%	219	21.8%
Ontario	38.6%	408	39.5%	400	39.8%	386	38.4%
West/North	33.6%	308	29.8%	309	30.7%	340	33.8%
<b>Gender<sup>1</sup></b>							
Male	50.2%	525	50.9%	447	44.4%	496	49.3%
Female	49.8%	507	49.1%	542	53.9%	493	49.0%
<b>Mother Tongue<sup>2</sup></b>							
English	57.9%	<i>Not applicable</i>	<i>Not applicable</i>	681	67.7%	584	58.1%
French	18.5%	<i>Not applicable</i>	<i>Not applicable</i>	164	16.3%	175	17.4%
Other	23.6%	<i>Not applicable</i>	<i>Not applicable</i>	157	15.6%	243	24.2%
<b>Age (Quotas)</b>							
17-24	40.5%	476	46.1%	434	43.1%	419	41.6%

25-35	59.5%	556	53.9%	572	56.9%	587	58.4%
-------	-------	-----	-------	-----	-------	-----	-------

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

<sup>2</sup> Four respondents did not provide mother tongue data and are not presented in the table.

Post-Campaign Wave II Survey – March 2021 (Percentages may not sum exactly to 100%, owing to rounding)							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
<b>Region</b>							
Atlantic	5.8%	78	7.6%	74	7.4%	60	5.9%
Quebec	21.9%	238	23.1%	230	22.9%	219	21.8%
Ontario	38.6%	408	39.5%	400	39.8%	390	38.9%
West/North	33.6%	308	29.8%	301	30.0%	336	33.4%
<b>Gender<sup>1</sup></b>							
Male	50.2%	525	50.9%	484	48.2%	499	49.7%
Female	49.8%	507	49.1%	511	50.8%	496	49.3%
<b>Mother Tongue<sup>2</sup></b>							
English	57.9%	<i>Not applicable</i>	<i>Not applicable</i>	669	66.6%	588	58.5%
French	18.5%	<i>Not applicable</i>	<i>Not applicable</i>	149	14.8%	179	17.8%
Other	23.6%	<i>Not applicable</i>	<i>Not applicable</i>	185	18.4%	236	23.5%
<b>Age (Quotas)</b>							
17-24	40.5%	476	46.1%	449	44.7%	413	41.1%
25-35	59.5%	556	53.9%	556	55.3%	592	58.9%

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

<sup>2</sup> Two 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:

#### ***Pre-Campaign Survey***

Total email addresses used: 10,314

#### Invalid cases

Invitations mistakenly sent to people who did not qualify for the study: 754

Incomplete or missing email addresses: 0

Unresolved (U)

Email invitations bounce back:	0
Email invitations unanswered:	7,468
In-scope non-responding units (IS)	
Non-response from eligible respondents:	0
Respondent refusals	0
Language problem:	0
Selected respondent not available (illness; leave of absence; vacation; other):	0
Early break-offs:	184
Responding units (R)	
Completed surveys disqualified – quota filled:	867
Completed surveys disqualified for other reasons:	36
Completed surveys:	1,005
Pre-Campaign Wave Participation Rate = $R/(U + IS + R) = 1,908/(7,468 + 184 + 1,908) = 20.0\%$	

### ***Post-Campaign Survey I***

Total email addresses used:	10,289
Invalid cases	
Invitations mistakenly sent to people who did not qualify for the study:	1,269
Incomplete or missing email addresses:	0
Unresolved (U)	
Email invitations bounce back:	0
Email invitations unanswered:	6,270
In-scope non-responding units (IS)	
Non-response from eligible respondents:	0
Respondent refusals	0
Language problem:	0
Selected respondent not available (illness; leave of absence; vacation; other):	0
Early break-offs:	194
Responding units I	
Completed surveys disqualified – quota filled:	1,502
Completed surveys disqualified for other reasons:	48
Completed surveys:	1,006
Post-Campaign Wave I Participation Rate = $R/(U + IS + R) = 2,556/(6,270 + 194 + 2,556) = 28.3\%$	

### ***Post-Campaign Survey II***

Total email addresses used:	7,028
Invalid cases	

Invitations mistakenly sent to people who did not qualify for the study:	902
Incomplete or missing email addresses:	0
Unresolved (U)	
Email invitations bounce back:	0
Email invitations unanswered:	4,407
In-scope non-responding units (IS)	
Non-response from eligible respondents:	0
Respondent refusals	0
Language problem:	0
Selected respondent not available (illness; leave of absence; vacation; other):	0
Early break-offs:	203
Responding units (R)	
Completed surveys disqualified – quota filled:	454
Completed surveys disqualified for other reasons:	57
Completed surveys:	1,005

Post-Campaign Wave I Participation Rate =  $R/(U + IS + R) = 1,516/(4,407 + 203 + 1,516) = 24.7\%$

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 it is 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 17 and 35 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 French and English survey instruments from each campaign themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. In terms of coverage, the surveys were conducted with an online panel of the Canadian general public 17 years of age or older, based on a randomized sampling of panel records for the target audience (adults 17 to 35 years of age) drawn from a commercially available online general public panel.

## Appendix A: Study Questionnaires

### ADVERTISING CAMPAIGN EVALUATION TOOL PRE-CAMPAIGN SURVEY

To be conducted before 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 Narrative Research. 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 17 years old
- 17 to 24
- 25 to 35
- 36 or older

**IF "LESS THAN 17 YEARS OLD" OR "BLANK" OR 36 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
- Spotify
- Other, specify \_\_\_\_\_

**Q3:**

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

---

**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, hear, or read 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
- Spotify
- 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?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) To what extent are you aware of educational and training options within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) To what extent are you aware of career or job options specifically for <u>women</u> within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) To what extent are you aware of career or job options specifically for <u>Indigenous Peoples</u> in the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) To what extent are you aware of opportunities specifically within the <u>Reserve Force</u> of the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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

## 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: 1984-2020

### 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 DE RÉFÉRENCE

À être mené avant 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 Narrative Research. 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 réponses

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

b) À quelle catégorie de genre vous identifiez-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 17 ans
- 17 à 24
- 25 à 35
- 36 et plus

**SI LE RÉPONDANT À MOINS DE 17 ANS OU « SANS RÉPONSE » OU 36 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. ».**

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 réponses

**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. » REMERCIEZ 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
- Spotify
- 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
- Spotify
- 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/MDN

Consulté un ou d'autres sites Web (veuillez préciser)

A téléphoné au ministère de la Défense nationale/MDN

A visité le ministère de la Défense nationale/MDN en personne

A 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 de votre connaissance, comme un membre de la famille ou un ami, vous disait qu'elle s'est jointe aux Forces armées canadiennes, comment percevriez-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
a. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Dans quelle mesure êtes-vous au courant des possibilités d'apprentissage et de formation au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les <u>femmes</u> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les <u>autochtones</u> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e. Dans quelle mesure êtes-vous au courant des possibilités précisément dans <u>la Force de réserve</u> des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

**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

**QUESTIONS DÉMOGRAPHIQUES**

**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 : 1984 à 2020**

**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 inscrits.

- 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., Vietnamiens(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 difficiles 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.

## ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY – OCTOBER 2020

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 Narrative Research. 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 17 years old
- 17 to 24
- 25 to 35
- 36 or older

**IF "LESS THAN 17 YEARS OLD" OR "BLANK" OR 36 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
- Spotify
- Other, specify \_\_\_\_\_

**Q3:**

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

---

**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, hear, or read 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
- Spotify
- 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?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) To what extent are you aware of educational and training options within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) To what extent are you aware of career or job options specifically for <u>women</u> within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) To what extent are you aware of career or job options specifically for <u>Indigenous Peoples</u> in the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) To what extent are you aware of opportunities specifically within the <u>Reserve Force</u> of the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**T1K:**

Over the past three weeks, have you seen or read content related to recruitment into the Canadian Armed Forces on television and/or 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
- Spotify
- 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: 1984-2020**

**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 – OCTOBRE 2020**

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 Narrative Research. 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. ACCEPTER PLUSIEURS RÉPONSES**

- 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) À quelle catégorie de genre vous identifiez-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?

- Moins de 17 ans
- 17 à 24
- 25 à 35
- 36 et plus

**SI LE RÉPONDANT À MOINS DE 17 ANS OU « SANS RÉPONSE » OU 36 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. » REMERCIEZ 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
- Spotify
- Autre, veuillez préciser \_\_\_\_\_

**Q3 :**

De quoi vous souvenez-vous à propos de cette publicité? [NOTER MOT À MOT]

**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
- Spotify
- Autre, veuillez préciser \_\_\_\_\_

**T1C :**

De quoi vous souvenez-vous à propos de cette publicité? [NOTER MOT À MOT]

**T1D :**

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

- Oui => POSER T1E
- 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/MDN
- Consulté un ou d'autres sites Web (veuillez préciser)
- A téléphoné au ministère de la Défense nationale/MDN
- A visité le ministère de la Défense nationale/MDN en personne
- A 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

**POSER À TOUS LES RÉPONDANTS.**

**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 => POSER T1H
- Non => ALLEZ À T1I

**T1H :**

De quoi vous souvenez-vous à propos de cette publicité? [NOTER MOT À MOT]

---

**T1I :**

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

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

**T1J :**

**POSER À TOUS LES RÉPONDANTS - LIRE LES ÉNONCÉS AU HASARD, A = FAUT TOUJOURS ÊTRE LE PREMIER**



	1 Pas du tout informé(e)	2	3	4	5 Très informé(e)
a. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Dans quelle mesure êtes-vous au courant des possibilités d'apprentissage et de formation au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les <b>femmes</b> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les <b>autochtones</b> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Dans quelle mesure êtes-vous au courant des possibilités précisément dans <b>la Force de réserve</b> des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**T1K :**

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

- Oui
- Non

**T1L :**

Voici une publicité qui a récemment été diffusée 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 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
- Spotify
- Autre, veuillez préciser \_\_\_\_\_

**T1N :**

Quel est, selon vous, le message **principal** que cette publicité tente de véhiculer? [**NOTER MOT À MOT**]

**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité me concerne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité est difficile à suivre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité ne favorise pas un parti politique plus qu'un autre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité traite d'un sujet important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité fournit de l'information nouvelle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité transmet clairement que les Forces armées canadiennes offrent plus de 100 options de carrière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### QUESTIONS DÉMOGRAPHIQUES

**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 : 1984 à 2020**

**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., Vietnamiens(ne), Cambodgiens(ne), Malaisiens(ne), Laotiens(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? **[NOTER MOT À MOT]**

\_\_\_\_\_

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.

**ADVERTISING CAMPAIGN EVALUATION TOOL  
POST-CAMPAIGN SURVEY – MARCH 2021**

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 Narrative Research. 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) What is your gender?

- Male
- Female
- Other (Please specify: \_\_\_\_\_)

**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 17 years old
- 17 to 24
- 25 to 35
- 36 or older

**IF "LESS THAN 17 YEARS OLD" OR "BLANK" OR 36 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
- Spotify
- Other, specify \_\_\_\_\_

#### Q3:

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

---

#### 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, hear, or read 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
- Spotify
- 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 they were 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?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) To what extent are you aware of educational and training options within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) To what extent are you aware of career or job options specifically for <u>women</u> within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) To what extent are you aware of career or job options specifically for <u>Indigenous Peoples</u> in the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) To what extent are you aware of opportunities specifically within the <u>Reserve Force</u> of the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**T1K:**

Over the past three weeks, have you seen or read content related to recruitment into the Canadian Armed Forces on television and/or 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]**

**[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
- Spotify
- Other, specify \_\_\_\_\_

**T1N:**

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

---

**T10:**

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: 1984-2021**

**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 – MARS 2021**

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 Narrative Research. 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. ACCEPTER PLUSIEURS RÉPONSES**

- 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) Quel est votre genre?

- Masculin
- Féminin
- Autre [**Veillez préciser :** \_\_\_\_\_]

**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?

- Moins de 17 ans
- 17 à 24
- 25 à 35
- 36 et plus

**SI LE RÉPONDANT À MOINS DE 17 ANS OU « SANS RÉPONSE » OU 36 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 réponses

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
- Spotify
- Autre, veuillez préciser \_\_\_\_\_

**Q3 :**

De quoi vous souvenez-vous à propos de cette publicité? [NOTER MOT À MOT]

**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
- Spotify
- Autre, veuillez préciser \_\_\_\_\_

**T1C :**

De quoi vous souvenez-vous à propos de cette publicité? **[NOTER MOT À MOT]**

**T1D :**

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

- Oui => POSER T1E
- 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/MDN

Consulté un ou d'autres sites Web (veuillez préciser)

A téléphoné au ministère de la Défense nationale/MDN

A visité le ministère de la Défense nationale/MDN en personne

A 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

**POSER À TOUS LES RÉPONDANTS.**

**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 => POSER T1H
- Non => ALLEZ À T1I

**T1H :**

De quoi vous souvenez-vous à propos de cette publicité? **[NOTER MOT À MOT]**

---

**T1I :**

Si une personne de votre connaissance, comme un membre de la famille ou un ami, vous disait qu'elle se joint aux Forces armées canadiennes, comment percevriez-vous cette décision? Quelle serait votre réaction?

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

**T1J :**

**POSER À TOUS LES RÉPONDANTS - LIRE LES ÉNONCÉS AU HASARD, A = FAUT TOUJOURS ÊTRE LE PREMIER**

	1 Pas du tout informé(e)	2	3	4	5 Très informé(e)
a. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Dans quelle mesure êtes-vous au courant des possibilités d'apprentissage et de formation au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les <b>femmes</b> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les <b>autochtones</b> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Dans quelle mesure êtes-vous au courant des possibilités précisément dans <b>la Force de réserve</b> des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**T1K :**

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

- Oui
- Non

**T1L :**

Voici une publicité qui a récemment été diffusée 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 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
- Spotify
- Autre, veuillez préciser \_\_\_\_\_

**T1N :**

Quel est, selon vous, le message **principal** que cette publicité tente de véhiculer? [**NOTER MOT À MOT**]

---

**T10 :** 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité me concerne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité est difficile à suivre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité ne favorise pas un parti politique plus qu'un autre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité traite d'un sujet important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité fournit de l'information nouvelle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité transmet clairement que les Forces armées canadiennes offrent plus de 100 options de carrière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### QUESTIONS DÉMOGRAPHIQUES

**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 : 1984 à 2021**

**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? [NOTER MOT À MOT]

\_\_\_\_\_

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.