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# **'72 Hours' Advertising Post-campaign Evaluation 2009**

## **Final Report**

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*Ce sommaire est aussi disponible en français.*

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*The views expressed herein are solely those of the author  
and do not necessarily reflect those of Public Safety Canada  
or the Government of Canada.*

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## Executive Summary

### Introduction

Public Safety Canada's "72 Hours...Is Your Family Prepared?" advertising campaign is designed to improve Canada's preparedness for, and ability to respond to, an emergency by mobilizing target audiences to take practical steps to prepare for emergencies. The primary goal is to encourage Canadians to get an emergency kit to sustain themselves and their families for a minimum of 72 hours in the event of an emergency.

In March 2009, Public Safety Canada (PS) commissioned Phoenix SPI to conduct a telephone survey of Canadian households in order to evaluate the "72 Hours" advertising and social marketing campaign.

The objectives of the evaluation were as follows:

- To measure the recall of advertising by the general population, as well as the target audience of the campaign; and,
- To obtain measurements of social marketing indicators in order to assess the impact of the advertising campaign on knowledge, attitudes, and behaviours of the target audience and the general population of Canada on the issue of emergency preparedness.

### Key Findings

The key findings of the post-campaign evaluation survey are as follows:

- The number of Canadians who have seen, heard or read advertising related to emergency preparedness (EP) has increased over the course of the three years of the campaign. In 2009, 44% of Canadians overall (up 14 points since 2007), and nearly one in two (47% - up 9 points since 2007) of the target audience registered awareness of EP advertising.
- Of the Canadians who have been exposed to EP advertising, more people each year have recalled, unprompted, the '72 Hours' brand. In 2009, when those who were aware of EP advertising were asked for details on what they remembered, 36% of Canadians overall and the same proportion of the target audience recalled the "72 Hours" message.
- When prompted with a specific description of the '72 Hours' ads, one in four (25%) Canadians and the same proportion of the target audience said that they saw the television ad, the online banner, or both.
- Every year, about a quarter of those who have seen the campaign take action to better prepare themselves for an emergency. In 2009, among those who reported awareness of the '72 Hours' campaign, 24% of Canadians overall, and 23% of the target audience took action to better prepare themselves as the result of seeing the ads.
- A strong majority believes that it is important for the government to run campaigns urging Canadians to prepare for an emergency.

- With every year of the campaign, more Canadians believe that they would know what to do and where to go for help in an emergency. In 2009, 68% of Canadians (an increase of 11 percentage points from 2005) and 61% of the target audience (an increase of 9 percentage points from 2005) said that they would know what to do in case of an emergency.
- The majority of both Canadians overall (72%) and the target audience (78%) understand that they carry at least some the responsibility for their own safety in an emergency.
- Roughly one-third of Canadian households (35%) have looked for information on what to do in an emergency – an increase of 7 points from 2005.
- Approximately four out of five Canadians (78%) and a slightly higher proportion of the target audience (82%) agree that having an emergency kit is necessary to their safety. Moreover, almost two out of five Canadian households (38%) have followed through and either prepared or bought an emergency kit.

### **Methodology**

Post-campaign evaluation data was collected via a telephone survey, conducted between March 18 and 30, 2009. With the exception of minor changes and additions, the survey questionnaire was designed to replicate that of the 2007-08 evaluation. The survey averaged 15 minutes in length. Findings for the general population are based on a sample of 1,000 interviews and are accurate within +/-3.1%, 19 times out of 20. Findings for the target audience are based on a sample of 686 interviews and are accurate within +/-3.7%, 19 times out of 20.

## Sommaire

### Introduction

La campagne publicitaire « 72 heures...Votre famille est-elle prête? » vise à améliorer la préparation du Canada aux urgences, ainsi que sa capacité d'intervention, en encourageant le public cible à prendre des mesures pratiques de préparation aux urgences. La campagne a pour objectif principal d'encourager les Canadiens à se procurer une trousse d'urgence pour être en mesure de subvenir à leurs besoins et à ceux de leurs familles pendant au moins 72 heures lorsque survient une situation d'urgence.

En mars 2009, Sécurité publique Canada (SP) a chargé Phoenix SPI de mener un sondage téléphonique auprès des ménages canadiens pour évaluer les répercussions de la campagne de publicité et de marketing social « 72 heures ».

Voici les objectifs de l'évaluation :

- Évaluer le taux de rappel de la campagne par la population canadienne générale et le public cible.
- Établir des mesures pour les indicateurs de marketing social dans le but d'évaluer les répercussions de la campagne publicitaire sur les connaissances, attitudes et comportements du public cible et de la population générale ayant trait à la préparation aux urgences.

### Principales constatations

Voici les principales constatations de l'évaluation post-campagne :

- Le nombre de Canadiens ayant vu, entendu ou lu l'annonce publicitaire de préparation aux urgences a augmenté au cours des trois années de la campagne. En 2009, 44 % de la population générale (hausse de 14 points de pourcentage par rapport à 2007), et environ un Canadien sur deux (47 % ou une hausse de 9 points de pourcentage par rapport à 2007) ont indiqué avoir été exposés à la campagne.
- Chaque année, de plus en plus de Canadiens ayant été exposés à la publicité de préparation aux urgences se sont rappelés spontanément la marque « 72 heures ». En 2009, lorsqu'on a demandé aux Canadiens ayant été exposés à la campagne de donner des renseignements détaillés, 36 % de la population générale et le même pourcentage du public cible se sont rappelés le message « 72 heures ».
- Lorsqu'on a demandé une description précise des annonces « 72 heures », un Canadien sur quatre (25 %) et le même pourcentage du public cible ont dit avoir vu l'annonce télévisée, le bandeau publicitaire ou les deux.
- Chaque année, environ 25 % des personnes ayant vu les annonces publicitaires ont pris des mesures pour se préparer à une éventuelle urgence. Quant aux Canadiens qui ont affirmé être familiers avec la campagne « 72 heures », 24 % de la population générale et 23 % du public cible ont pris des mesures pour mieux se préparer à une urgence après avoir vu les annonces.
- Une grande majorité des Canadiens estiment qu'il est important que le gouvernement mène des campagnes pour promouvoir les trousse d'urgence. En 2009, 80 % de la population générale et 86 % du public cible ont indiqué qu'il est important pour le

gouvernement du Canada d'encourager les Canadiens à préparer ou à acheter une trousse d'urgence.

- D'année en année, de plus en plus de Canadiens affirment savoir ce qu'il faut faire et où chercher de l'aide en situation d'urgence. En 2009, 68 % de la population générale (hausse de 11 points de pourcentage par rapport à 2005) et 61 % du public cible (hausse de neuf points de pourcentage par rapport à 2005) ont affirmé savoir ce qu'il faut faire en cas d'urgence.
- La majorité de la population générale (72 %) et du public cible (78 %) sont conscients qu'ils sont responsables, au moins dans une certaine mesure, de leur propre sécurité en situation d'urgence.
- Environ un tiers des ménages canadiens (35 %) ont cherché à obtenir de l'information sur ce qu'il faut faire dans une situation d'urgence, une hausse de sept points de pourcentage par rapport à 2005.
- Environ quatre Canadiens sur cinq (78 %) et un pourcentage légèrement plus élevé du public cible (82 %) affirment qu'une trousse d'urgence est nécessaire pour leur sécurité. D'autre part, environ deux ménages canadiens sur cinq (38 %) ont pris des mesures, ont préparé ou acheté une trousse d'urgence.

### **Méthode**

Les données d'évaluation post-campagne ont été recueillies au moyen d'entrevues téléphoniques effectuées entre le 18 et le 30 mars 2009. À l'exception de quelques changements et ajouts mineurs, le questionnaire a été conçu sur celui de 2007-2008. Les entrevues étaient d'une durée de 15 minutes en moyenne. Les constatations liées à la population générale sont basées sur un échantillon de 1 000 entrevues, ce qui donne lieu à une marge de précision de plus ou moins de 3,1 %, 19 fois sur 20. Quant au public cible, les constatations sont basées sur un échantillon de 686 entrevues, avec une marge de précision de plus ou moins 3,7 %, 19 fois sur 20.

## Introduction

Canadians view public safety and security as a priority for government and rightly expect their government to reduce the impact of emergencies. Events such as Hurricane Juan in Nova Scotia (2003) and floods in British Columbia (2007) demonstrate that hazards can occur with little notice, and with lasting consequences.

The “72 Hours...Is Your Family Prepared?” advertising campaign is designed to improve Canada’s overall readiness to prepare for, and respond to, an emergency by mobilizing target audiences to take practical steps to prepare for emergencies. The primary goal is to encourage Canadians to get an emergency kit to sustain themselves and their families for a minimum of 72 hours. More information on the campaign can be obtained at the website [getprepared.ca](http://getprepared.ca).

While governments at all levels are working hard to keep Canadians safe, the Government of Canada supports the notion that individual Canadians also have an important role to play. The 72 Hour Preparedness message is a common standard used across North America by first responders (fire, police, and paramedics) and all levels of government and non-government relief organizations. They have first-hand knowledge that 72 hours is the length of time it takes to mobilize a relief effort in a significant way.

The Department wanted to conduct an evaluation of the 2008-2009 “72 Hours” advertising campaign. The project involved conducting a telephone survey of the general population of Canada and an over-sample of the advertising campaign’s target population (see below).

The rationale behind the post-campaign evaluation was two-fold:

1. The Department needed to measure the recall of advertising by the general population, as well as the target audience of the campaign. The recall figures were to be used alongside other indicators to evaluate the success of the advertising campaign as a whole, and provide data for summative and comparative analysis of Government of Canada advertising activities as a whole.
2. The Department’s Marketing and Outreach Unit in charge of the advertising campaign wanted to obtain measurements of the social marketing indicators. These data, used to gauge the success and efficacy of the social marketing campaign, will be assessed for differences in knowledge, attitudes, and behaviours between the target audience and the general population of Canada. In addition, comparisons will be drawn between those aware of the advertisement versus those who are not aware, in order to measure the impact of the advertising campaign on the knowledge, attitudes, and behaviours of the target audience and the general population of Canada on the issue of emergency preparedness.



## Methodology

### Target Populations & Sample Design

The survey sample was composed according to two principles: the requirements set out under ACET regulations and the advertising campaign media buy's demographic profile. ACET regulations require a sample of 1,000 members of the general population over the age of 18, weighted by region, age, and sex to be proportional to the actual population distribution in Canada according to the latest available Statistics Canada census results.

The target audience for the advertising campaign was defined by the profile of the media buy. The demographic criteria for the media buy profile were as follows:

- Parents, with a skew towards women
- Aged 35-54
- Middle to upper household income (over \$30,000/year)<sup>1</sup>
- Living in urban areas
- Children in the household

Given the low incidence of such a narrowly-defined demographic profile, it was decided that a cost-effective proxy for the target audience was required. As such, the following served as the target audience proxy for the purposes of the post-campaign evaluation: women, 18 years of age and older, residing with children under the age of 18.

In total, therefore, the survey was administered to:

- 1,001 members of the general public, 18 years of age and over; and,
- An oversample of 500 members of the ad's proxy target audience: women 18 years of age and older, residing with children under 18.

Note that 186 members of the oversample were interviewed as part of the survey's core sample (i.e. members of the general public). This yielded an overall sample of 686 members of the ad's target audience that were available for analysis.

### Survey Methodology

A phone survey was conducted with 1,501 adult Canadians. The results of the general population survey of 1,001 Canadians can be considered to be accurate to within +/-3.1%, 19 times out of 20. The results of the survey of 686 members of the proxy audience (i.e. the oversample) can be considered to be accurate to within +/- 3.7%<sup>2</sup>, 19 times out of 20. In addition to the foregoing, the following specifications applied to this research:

- Up to eight call-backs were attempted to reach each sample respondent.
- A pre-test was conducted on March 14, in both official languages (15 in English, 15 in French). Data from the pre-test were reviewed before the full fieldwork began to ensure the proper functioning of the research instrument. Since no significant changes were made to the questionnaire as the result of pre-test, the cases were retained and included in the final dataset.
- Calling was conducted during the evenings and on weekends.

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<sup>1</sup> Changed from over \$30,000 to under \$99,000 criterion used in previous years.

<sup>2</sup> To calculate the margin of error, the target audience population was estimated via the incidence of members of the target audience found in the general population sample.

- The survey was registered with the National Survey Registration System.
- Sponsorship of the study (Public Safety Canada, a department of the Government of Canada) was not revealed until the end of the survey.
- Interviewing was conducted in both French and English.
- The incidence level<sup>3</sup> of the oversample of women 18 years of age and older residing with children under 18 was 30.62%.
- The survey averaged 15 minutes in length.
- The response rate<sup>4</sup> was 9.3% for the general population sample, and for the oversample.
- The fieldwork for this study was conducted March 18<sup>th</sup> to March 30<sup>th</sup> 2009.

## Call Disposition

The following table presents the call disposition information for the phone survey with the general population and the oversample, including the response rate using the standard Marketing Research and Intelligence Association (MRIA) formula:

Call Disposition		
	GEN POP	OVERSAMPLE
<b>Total Numbers Attempted</b>	<b>14693</b>	<b>24286</b>
<b>Out-of-scope - Invalid</b>	<b>3159</b>	<b>5196</b>
<b>Unresolved (U)</b>	<b>4235</b>	<b>8888</b>
<i>No answer/Answering machine</i>	4235	8888
<b>In-scope - Non-responding (IS)</b>	<b>785</b>	<b>1430</b>
<i>Language barrier</i>	295	506
<i>Incapable of completing (ill/deceased)</i>	92	104
<i>Callback (Respondent not available)</i>	398	820
<b>Total Asked</b>	<b>6514</b>	<b>8772</b>
<i>Refusal</i>	5432	7115
<i>Termination</i>	81	24
<b>In-scope - Responding units (R)</b>	<b>1001</b>	<b>1633</b>
<i>Completed Interview</i>	1001	500
<i>NQ - No female with kids</i>	0	1133
<b>Refusal Rate</b>	<b>84.63%</b>	<b>81.38%</b>
<b>Response Rate</b>	<b>9.31%</b>	<b>9.25%</b>
<b>Incidence</b>	<b>100.00%</b>	<b>30.62%</b>

## Weighting

Weights were applied to the general population survey data (n = 1,001) to ensure that the sample reflects the actual characteristics of the population it was intended to represent – the general population of Canada. The weighting scheme was constructed using Statistics Canada 2006 Census data and included region<sup>5</sup>, age, and gender<sup>6</sup> population proportions to adjust the sample proportions to better reflect the actual distribution of Canadians 18 years of age and older.

<sup>3</sup> The incidence level refers to the proportion of individuals that met the survey eligibility requirements.

<sup>4</sup> The response rate refers to the number of people that participated in the survey compared to the actual number sampled from the target population.

<sup>5</sup> Statistics Canada Catalogue no. 97-550-XWE2006002. Ottawa. Released March 13, 2007.

<sup>6</sup> Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-551-XCB2006011

For the purposes of reporting the findings at the level of the target audience, the oversample of 500 women 18 years of age and older, currently living in their home with children under the age of 18, was combined with the cases from the general population sample that match this criteria (i.e. for a total of 686 cases). The resulting combined target audience sample was not weighted.<sup>7</sup>

The table below compares the age, gender, and region proportions of the weighted and un-weighted sample used to report findings at the general population level, as well as Statistics Canada 2006 Census data.

<b>Study Sample vs. Census</b>			
	<b>Un-weighted (n = 1,001)</b>	<b>Weighted (n = 1,001)</b>	<b>2006 Census<sup>8</sup></b>
<b>Age</b>			
18 to 34	17	28	28
35 to 54	41	38	40
55 plus	38	31	32
<b>Region</b>			
West	31	30	30
Ontario	39	38	38
Quebec	24	24	24
Atlantic	7	7	7
<b>Gender</b>			
Male	49	48	48
Female	52	52	52

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<sup>7</sup> Weight was not applied due to the lack of Statistics Canada 2006 Census data to determine the age, and region proportions for the target audience population.

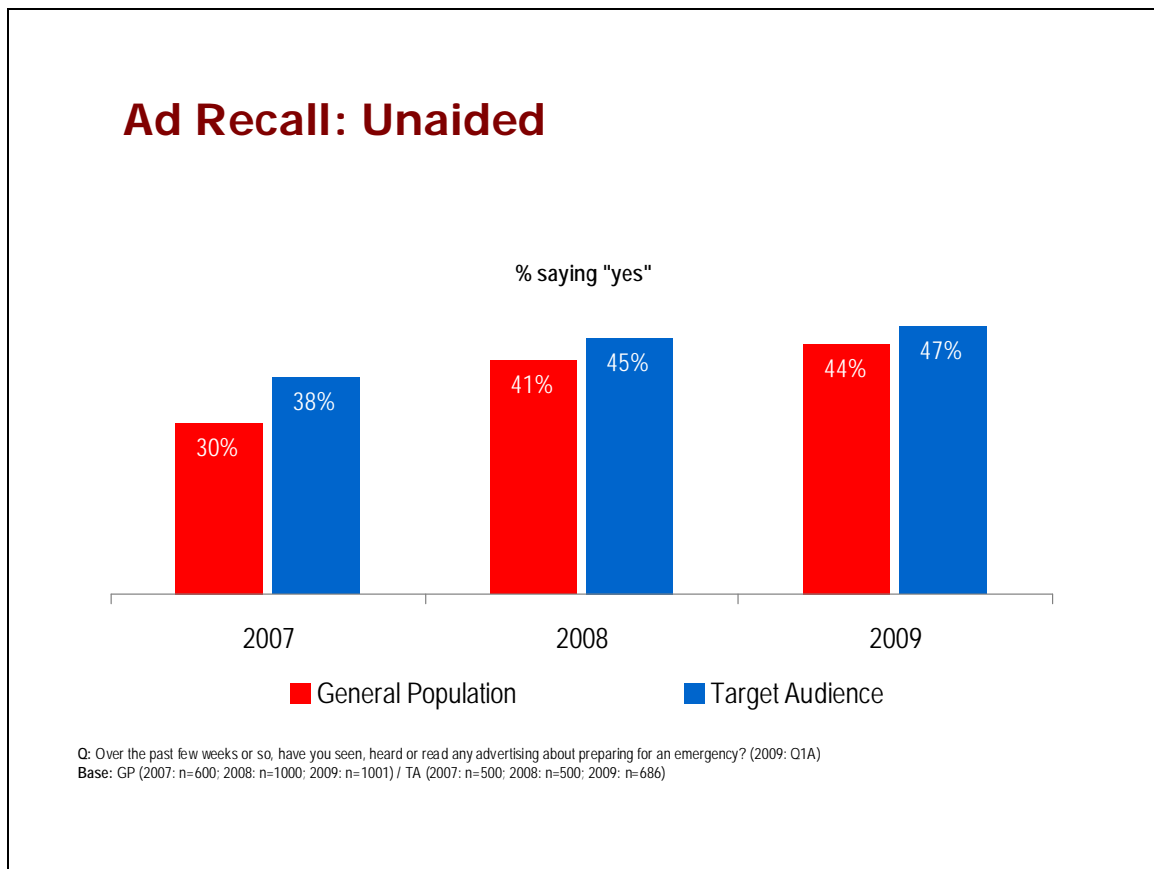
<sup>8</sup> Age and gender proportions are based on the total population of Canadians aged 18 years of age and older (N=24,719,625). Regional proportions are based on the entire population of Canada (N=31,612,897).

## Detailed Findings

### Advertising Recall

#### Unaided Recall

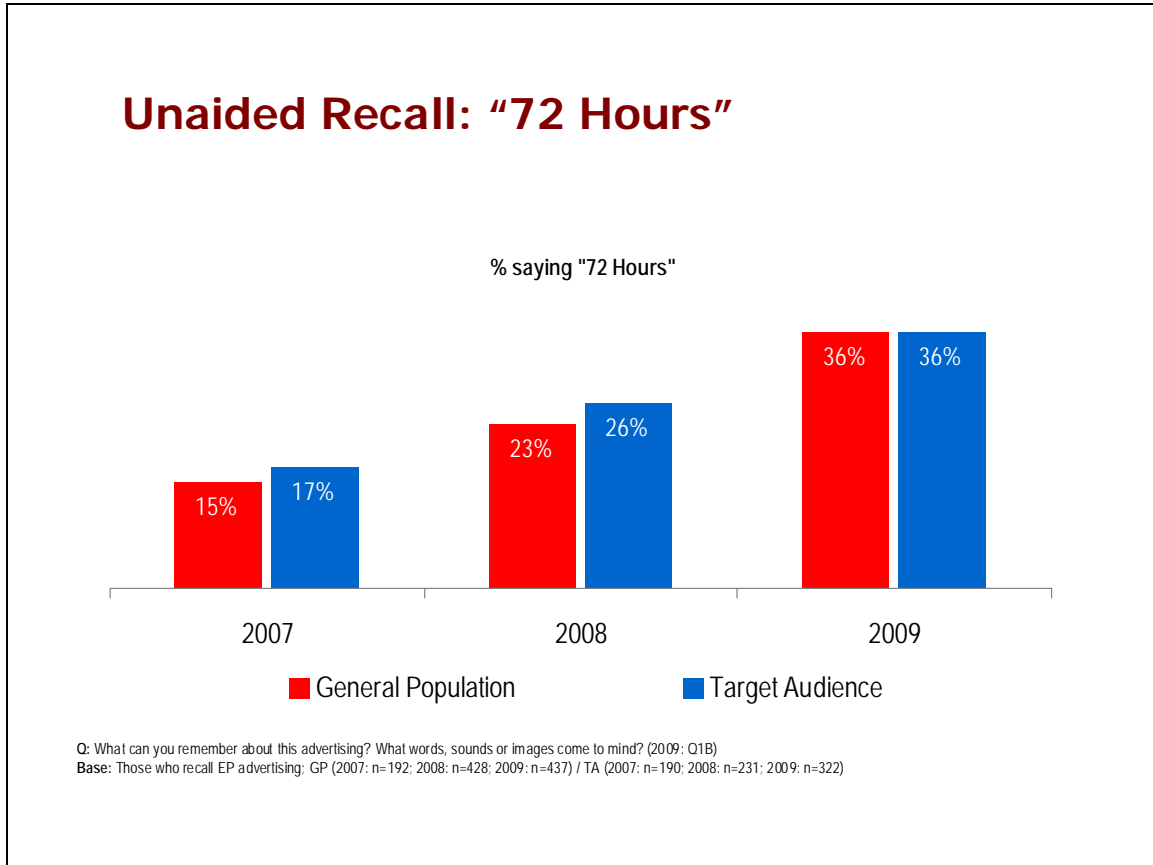
Unaided recall of advertising about preparing for an emergency was 44% among the general population and 47% among members of the target audience, an increase of 14 points compared to unaided recall in 2007. Moreover, the data shows a steady upward trend on this indicator since the campaign was first launched.



- Recall was greatest in the Prairies (56%) — much greater than in British Columbia (37%) and Alberta (38%), where recall was lowest.
- Women (50%) were much more likely than men (37%) to recall any EP advertising.
- There was a slight upward trend in the recall rates increase with age, except the 65 and older category, where recall was found to be at its lowest (34%). Those 55 to 64 years of age had the highest recall rate (53%) among all other age cohorts.
- Those in the lowest income bracket (30%) had the lowest recall rate, while those in the \$80-100K range had the highest (57%).
- Those of college, vocational or trade school education (49%) were the most likely to recall EP advertising – much more likely than those who had completed a high school diploma or less (39%).
- Those without a disability (45%) were much more likely than others (34%) to recall any EP advertising.

## Recall of the '72 Hours' Brand

Unprompted recall of the "72 Hours" brand has been increasing steadily from 2007 until the present: from 15% of Canadians overall to 36%, and from 17% of the target audience to 36% in 2009.



- Those in the prairies were the least likely to mention '72 hours' (23%) – a term most often recalled by Ontarians (41%).
- By age, the term '72 hours' was much more frequently recalled by those 45 to 54 years of age (52%) than by Canadians in other age cohorts.
- Those in the lowest income bracket (15%) were much less likely than others to recall the term '72 hours,' with the exception of \$20-40K earners (28%), who also had low recall. Overall, those earning \$40K or more had greater recall than Canadians with lower household incomes.
- Of those who had seen the advertising, those with an undergraduate university education (44%) were the most likely to recall the term '72 hours' – much more likely than those whose has a high school diploma or less formal education (28%).
- Canadians with a disability (22%) were much less likely than those without (37%) to recall the term '72 hours.'

Please see the next page for a detailed table of open-ended responses to this question.

## Unaided Recall: Messaging

	General Population			Target Audience		
	2007	2008	2009	2007	2008	2009
Sample Size (Un-weighted)	192	428	437	190	231	322
<b>What can you remember about this advertising? What words, sounds or images come to mind? (Q1B)</b>						
72 Hours	15%	23%	36%	17%	26%	36%
Emergency kit / list of items	24%	23%	19%	28%	29%	24%
Have a supply water on hand	19%	23%	18%	21%	22%	19%
Be prepared (for an emergency)	19%	17%	16%	19%	18%	23%
Flashlight / lantern / batteries	10%	7%	15%	11%	8%	11%
Have a supply food on hand	17%	20%	13%	19%	17%	16%
Family preparing for / getting through emergency	10%	5%	13%	16%	13%	14%
TV ad (general)	11%	9%	8%	11%	11%	9%
First aid kit / medication	4%	2%	8%	6%	4%	7%
Radio / wind-up radio	1%	5%	4%	3%	1%	1%

**Note:** Totals may not add to 100% because multiple answers were accepted; items mentioned by less than 4% of GP respondents and "DK/NR" responses are excluded.

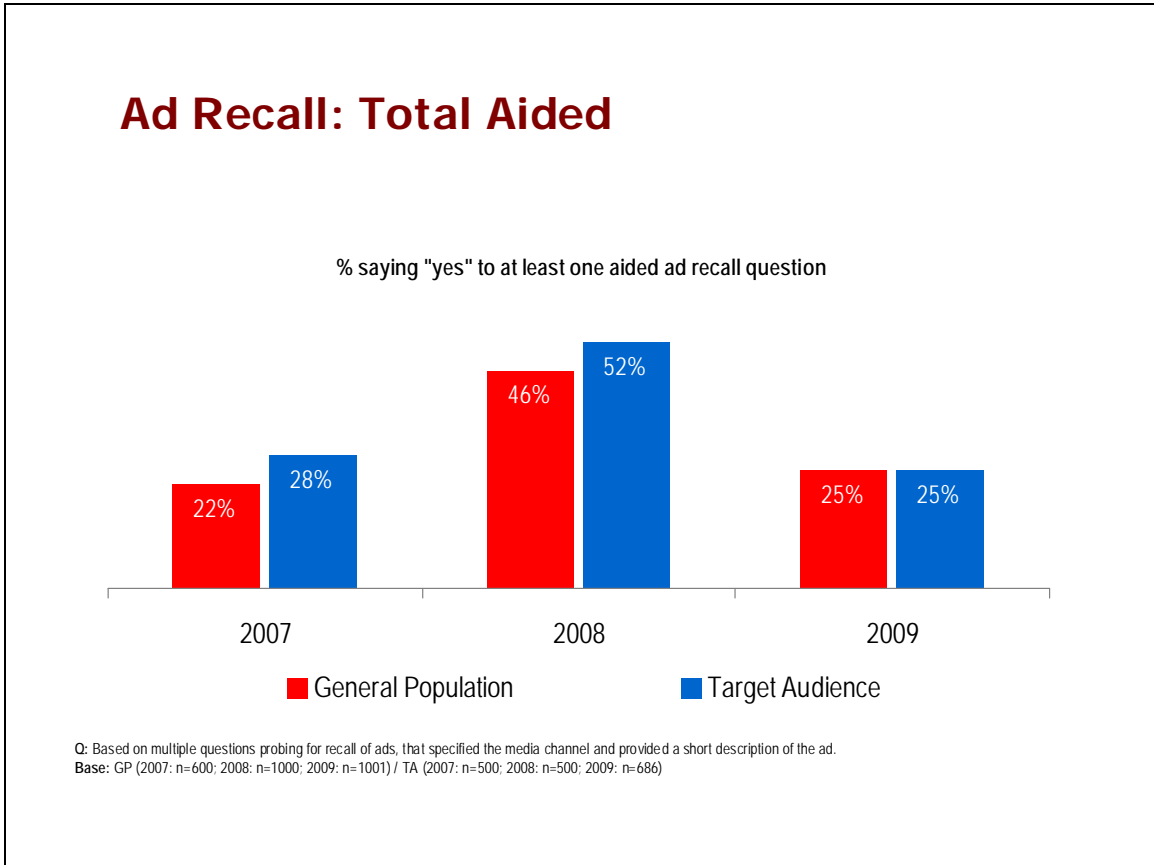
**Note 2:** Other items mentioned by less than 4% of GP respondents included: getprepared.ca (government) / website, safety plan, emergency worker / fireman, fire alarm, extinguishing a fire, flooding / natural disasters, online ad (general), having cash / money on hand, food (general), 1-800 phone number, candles, government sponsored ads, family, emergency exits, blanket, shows different hours / countdown.

**Base:** Those who reported awareness of emergency preparedness advertising

## Total Aided Recall

Total aided recall for the 2009 campaign was 25% for both the general population and the target audience, similar to total recall measured in 2007 (22% GP, 28% TA).

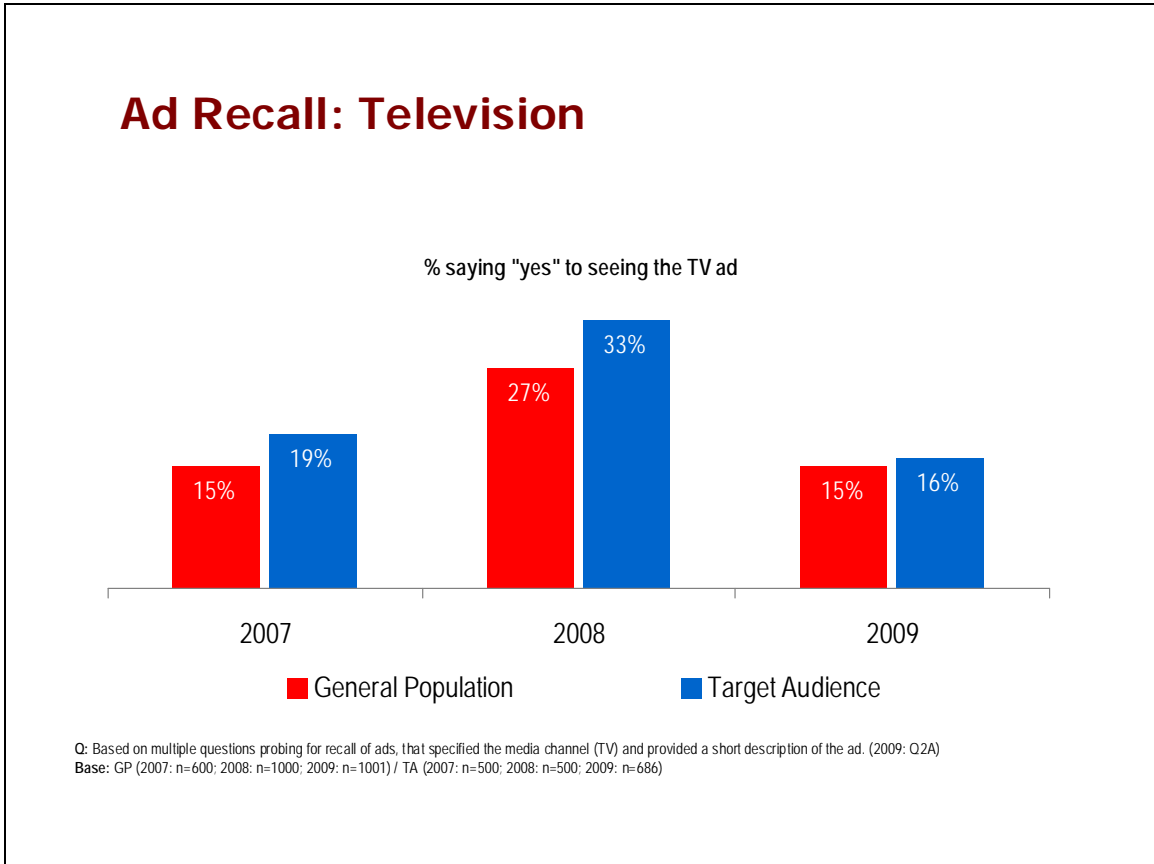
It is possible that aided recall was lower this year than in 2008 (46% GP, 52% TA) because the campaign used a new television ad 2009, versus running the same ad two years in a row, as was the case in 2008.



Regional and demographic analyses of aided recall are presented separately for each medium of the campaign in the sections below.

## Recall of the Television Ad

Looking at recall of the "72 Hours" advertising by specific media shows that the television ad recall in 2009 (15% GP, 16% TA) was similar to 2007 figures (15% GP, 19% TA), but lower than the recall rates registered in 2008 (27% GP, 33% TA).



- There were no statistically significant regional differences in aided recall of the television ad.
- Recall rates were similar across the age categories, except for the 65 and older group (10%), where recall was lowest. The highest recall rate by age was found among those 55 to 64 years of age (19%).
- By income, those in the \$80-100K income bracket (24%) were the most likely to recall seeing the television ad.

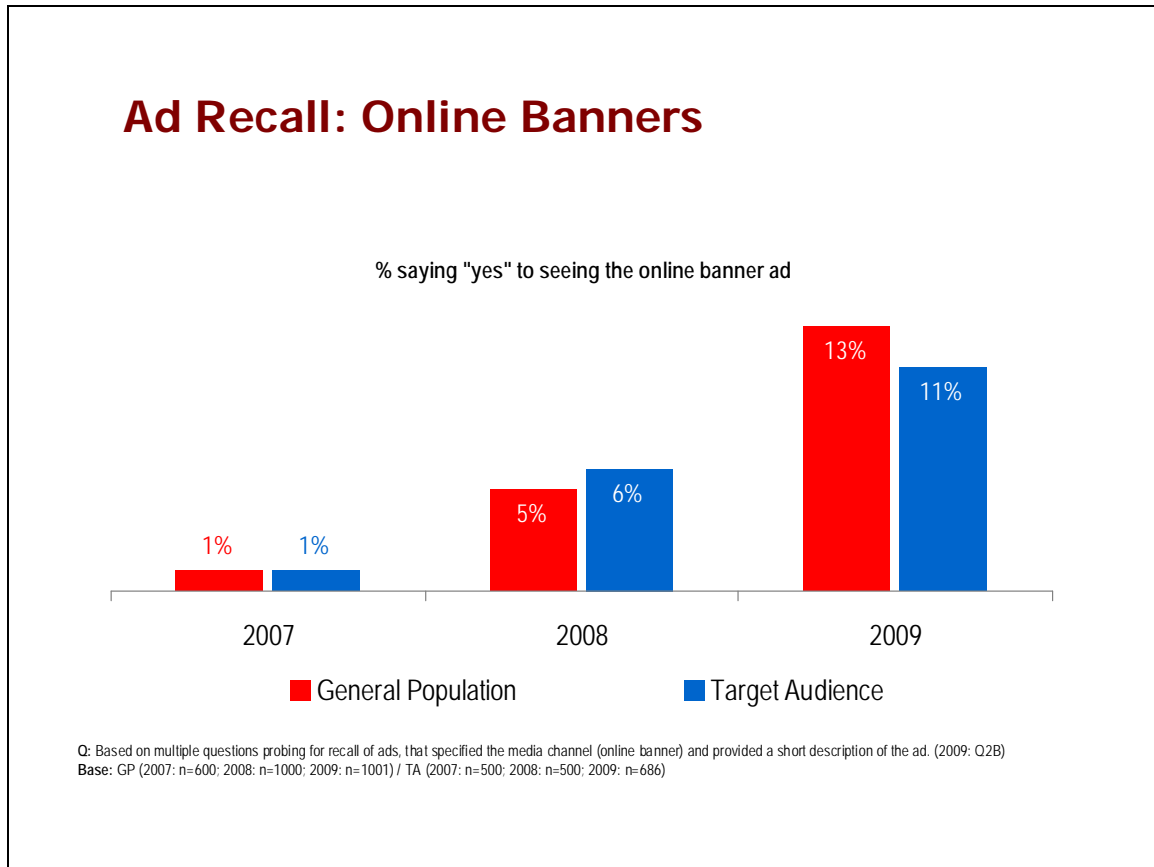


## Recall of the Online Banner Ad

What is perhaps surprising is that recall of the online banner ad among the general population (13%) was almost as high as that of the television ad (15%). Although slightly lower, the target audience's recall rate of '72 Hours' online banners was also quite high (11%), almost double that of 2008 (6%).

Comparing the recall of the online banners across the three years of the campaign shows a clear and dramatic rise from one in one hundred (1%) in 2007 to over one in ten in 2009 (13% GP, 11% TA). This may be explained by the maturation of the Web as an advertising medium.

It is important to note that not only was the online advertising recalled by a significant proportion of both Canadians in general, and members of the target audience, the online ads also able reached those who were not exposed to the "72 Hours" campaign ads on television: 10% of Canadians, and 9% of women with children saw the ads exclusively online.



- There were no statistically significant differences in aided recall of online banners across Canada's provinces.
- However, recall in Toronto (4%) was much lower than in Montreal (14%) and Vancouver (14%).
- Across the age categories, recall was highest among the 18 to 24 year olds (22%), and lowest in those between 25 and 34 years of age (6%).
- Those who had elderly (65 and older) dependents living with them (8%) were much less likely than those who didn't (14%) to recall the ad.

## Recall of Campaign Messaging

When asked about the main point of the “72 Hours” advertising, 67% of Canadians, and 69% of women with children answered that it encouraged people to “be prepared in case of an emergency.”

Given the changes to the ACET questionnaire introduced in mid-2008, direct comparison of messaging recall to prior campaign years is not possible. However, it is worth noting that preparedness has consistently been the strongest message emerging from the ads.

### Aided Recall: Messaging

	General Population	Target Audience
	2009	2009
Sample Size (Un-weighted)	244	171
Thinking about the advertising that you saw, what do you think was the main point this advertising was trying to get across? (Q3)		
Be prepared in case of an emergency	67%	69%
Emergency kit / supplies	6%	8%
72 hours timeframe	5%	4%
Awareness	4%	3%
Catastrophe / natural disasters	2%	5%
Food and water	2%	2%

**Note:** Totals may not add to 100% due to rounding and the exclusion of items mentioned by less than 2% of GP respondents and “DK/NR” responses.

**Note 2:** Other items mentioned by less than 2% of GP respondents included: firemen, battery life span, prevention, fire alarm, blackout / power outage, safety plan, personal responsibility, “to scare people”.

**Base:** Those who recall seeing either the TV or the online ad.

- Across all provinces, ‘be prepared in case of an emergency’ was most frequently said to be the main message of the ad(s) – especially so in the prairies (82%).
- By income, those in the lowest bracket (38%) were the least likely to mention being prepared as the key message, while those in the \$80-100K range (82%) were the most likely.

## Media Consumption Habits

The advertising evaluation survey also tracked the media consumption habits of both the general population as well as that of the target audience. The findings are presented below.

### Media Consumption Tracking

	General Population			Women with children		
	2007	2008	2009	2007	2008	2009
Sample Size (Un-weighted)	600	1000	1001	500	500	686
Over the past two weeks, have you...? (2009: Q24)						
Read a daily newspaper	73%	76%	73%	68%	69%	69%
Watched television	95%	93%	92%	92%	92%	91%
Listened to the radio	89%	84%	86%	90%	87%	88%
Taken public transit	22%	22%	24%	18%	18%	19%
Used the Internet	75%	76%	83%	87%	85%	91%
Attended a fair/exhibition	7%	7%	9%	6%	8%	11%
Read a magazine	-	64%	69%	-	64%	71%

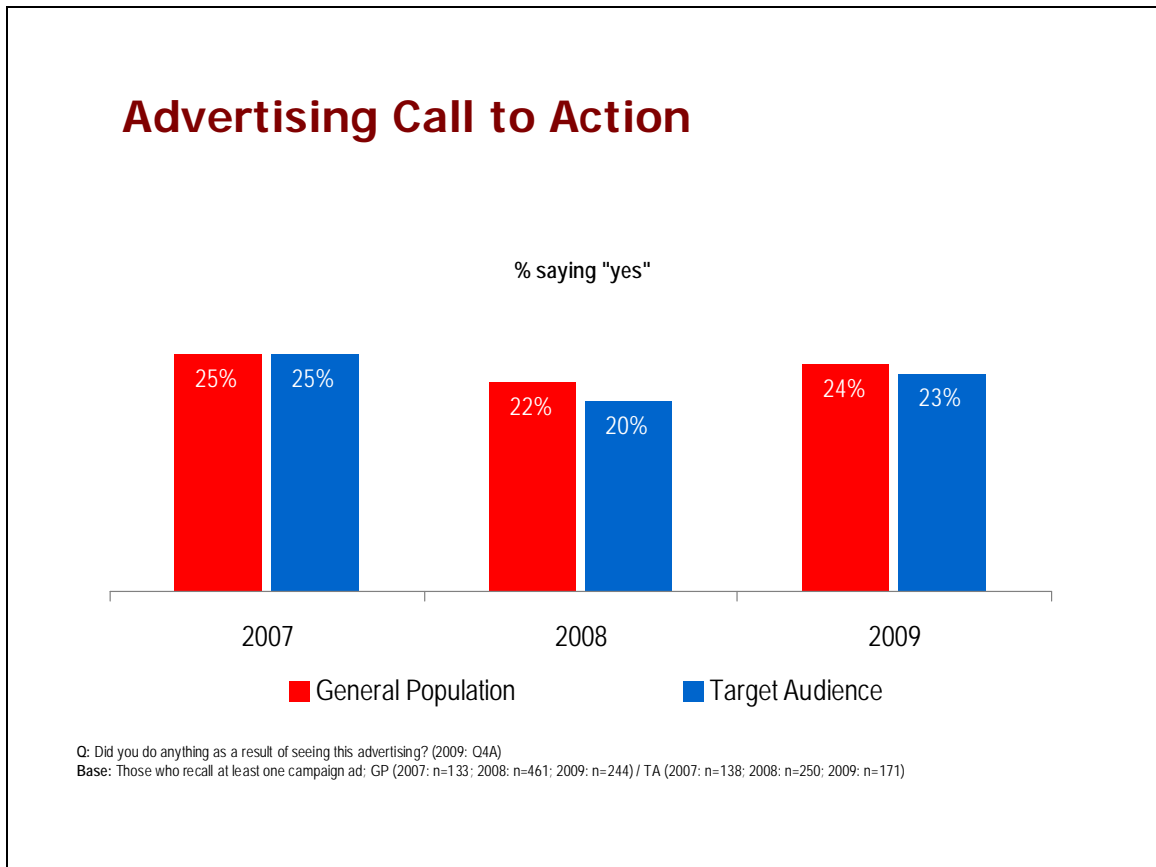
Base: GP / TA: Those who have been exposed to either one of the media channels.

## Efficacy of EP Advertising

### Call to Action

Among Canadians who saw one of the "72 Hours" ads, 24% took action to prepare themselves for an emergency. A similar proportion of the target audience (23%) also responded to the advertising campaign's call to action.

The figures for the 2009 campaign are slightly higher than those in 2008 (22% GP, 20% TA), and are almost identical to those seen in 2007 (25% GP, 25% TA).



- No regional differences were found among those who had taken action as a result of seeing the emergency preparedness ads.
- Those with elderly dependents (48%) were much more likely than those without (21%) to have taken action as a result of the advertising.
- Those with graduate or professional university degrees (37%) were the most likely to have taken action.

## Actions Taken in Response to '72 Hours' Advertising

Among members of the general population, the most common actions included making sure they had spare batteries (21%), and generally making sure they were prepared (20%). Members of the target audience (women with children) were more likely to discuss the issue with other family members and their co-workers (23%), ensure they had extra food and water (22% each), and think about preparing (20%).

Although data for previous years is provided in the table below, comparisons ought to be made with caution due to issues with tracking open-ended responses, and the small sample sizes available for this question.

<b>Actions Taken in Response to Advertising</b>						
	General Population			Target Audience		
	2007	2008	2009	2007	2008	2009
<b>Sample Size (Un-weighted)</b>	33	101	59	37	49	40
<b>What did you do? Anything else? (Q4B)</b>						
Made sure we had batteries on hand	7%	8%	21%	-	18%	-
Made sure we're prepared	10%	22%	20%	8%	16%	10%
Made sure we had canned foods on hand	19%	21%	18%	19%	18%	22%
Got /prepared an emergency kit	23%	5%	15%	11%	8%	5%
Made sure we had (bottled) water	18%	24%	15%	19%	27%	22%
Made sure flashlight was on hand	13%	13%	14%	8%	14%	8%
Thought about it	-	6%	11%	3%	6%	20%
Already have a kit	23%	10%	9%	27%	8%	5%
Discussed with family members / co-workers	11%	13%	7%	33%	6%	23%
Looked for info / online / printed list of items	10%	4%	5%	11%	12%	12%
Got a first aid kit	-	8%	-	-	4%	8%

**Note:** "Don't know / No Response" excluded; multiple responses accepted; due to the small number of respondents, results of this questions should be interpreted with caution.  
**Note 2:** Other items mentioned by less than 5% of respondents (2009 GP) included: added a fire alarm, added a carbon monoxide detector.  
**Base:** Those who took action as a result of exposure to '72 Hours' advertising; 'yes' responses only to both aided ad awareness and action taken ('maybe' excluded).

## Personal Relevance of the '72 Hours' Advertising

Personal relevance of the ads was gauged to be high for both Canadians overall (67%), and members of the target audience (70%). These figures are in line with those recorded in 2008 (67% GP, 70% TA), and are somewhat higher than those recorded in the first year of the campaign (55% GP, 62% TA).

### Personal Relevance

	General Population			Target Audience		
	2007	2008	2009	2007	2008	2009
Sample Size (Un-weighted)	133	461	244	138	250	171
How relevant do you think these advertisements are to you personally? (Q9)						
NET Relevant	55%	67%	67%	62%	76%	70%
Neither	19%	15%	18%	22%	12%	19%
NET Not / not very relevant	26%	17%	13%	15%	12%	11%

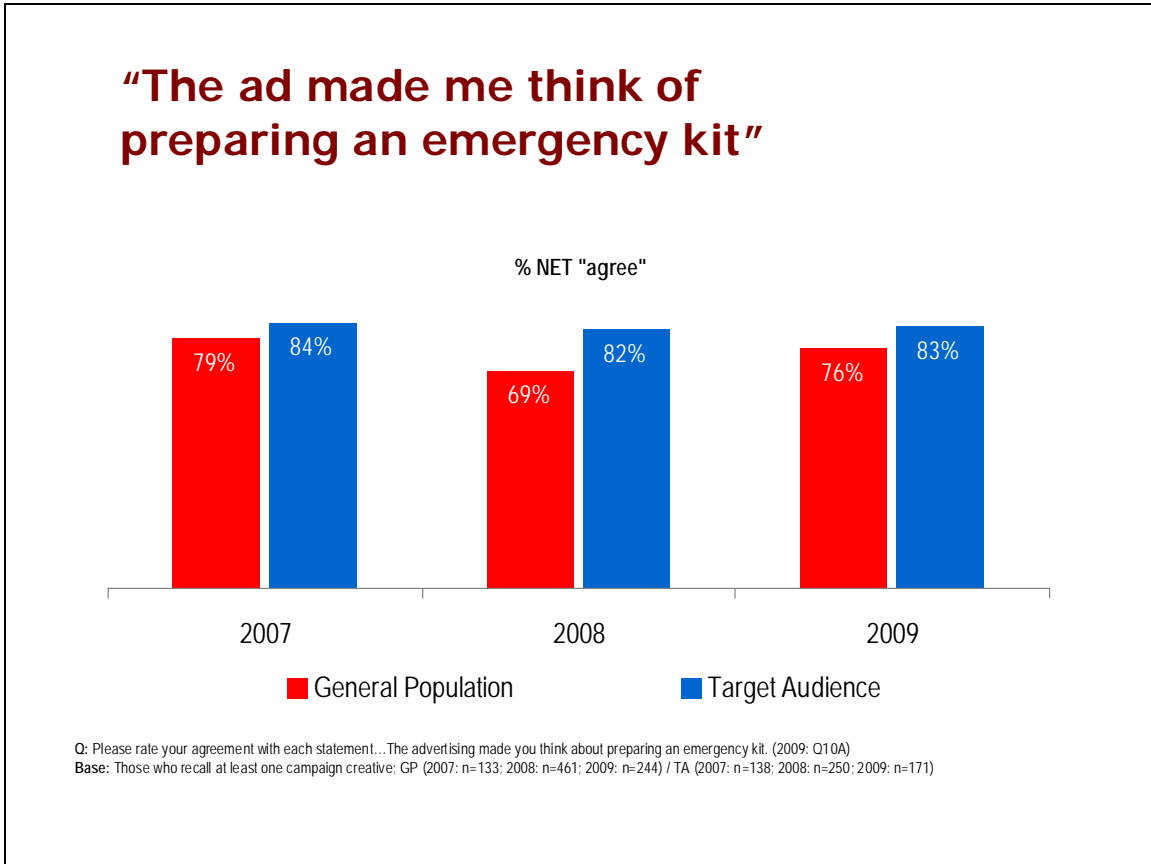
Note: Totals may not add to 100% due to rounding and exclusion of the "Don't know / No Response" categories.

Base: Those who recall at least one campaign creative (any of the media channels used by the campaign); only 'yes' responses to aided ad awareness ("maybe" excluded).

- British Columbians (33%), Ontarians (31%) and Quebecers (36%) were most likely to say that the emergency preparedness ads were 'very relevant' to them personally.
- Older Canadians were more likely to find the ads personally meaningful, with those 65 and older being the most likely to see relevance in the '72 Hours' advertising (80%).

## Link to Preparing an Emergency Kit

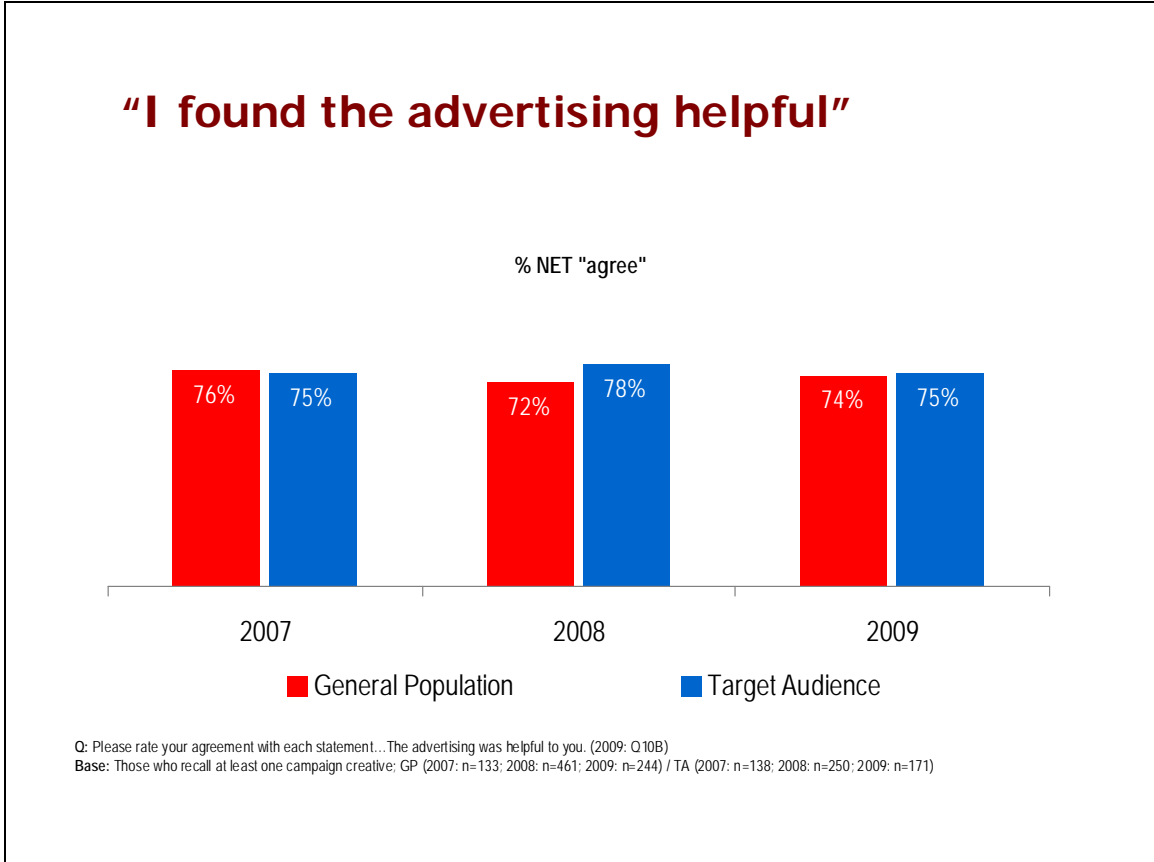
A strong majority indicated that the ads made them think of preparing an emergency kit (76% GP, 83% TA). Notably, women with children continue to measure higher on this indicator than members of the general population.



- Quebecers (49%) were the most likely to ‘somewhat agree’ that the advertising made them think about preparing an emergency kit, while those in the Atlantic Provinces (20%) were the least likely.
- Those in the \$80-100K bracket (89%) were the most likely to have thought about preparing a kit as the result of seeing the ad.

## Were the Ads Helpful?

Three out of four (74% GP, 75% TA) said that they found the advertising helpful – the same proportion of both populations who found this to be the case in the previous years of the campaign.

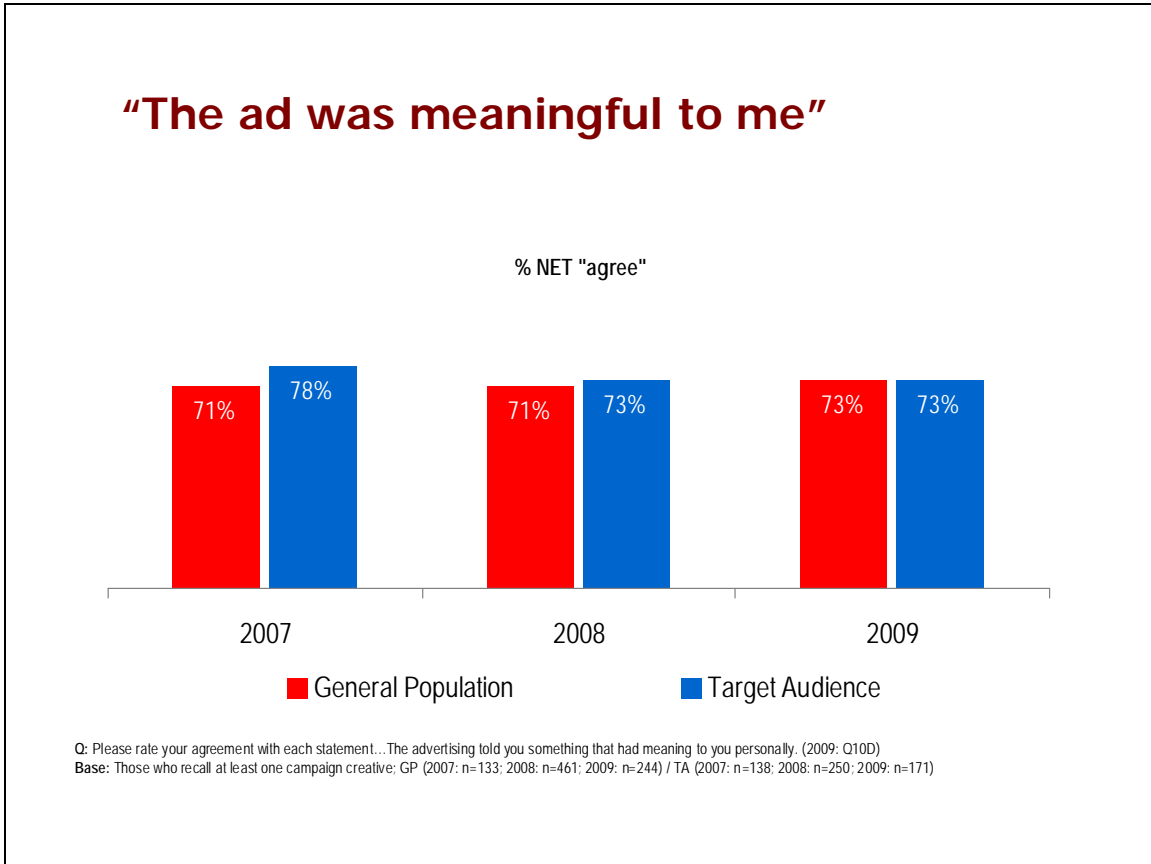


- Those in the prairies (5%) and the Atlantic region (21%) were least likely to 'strongly agree' that the advertising was helpful to them.



## Were the Ads Meaningful to You Personally?

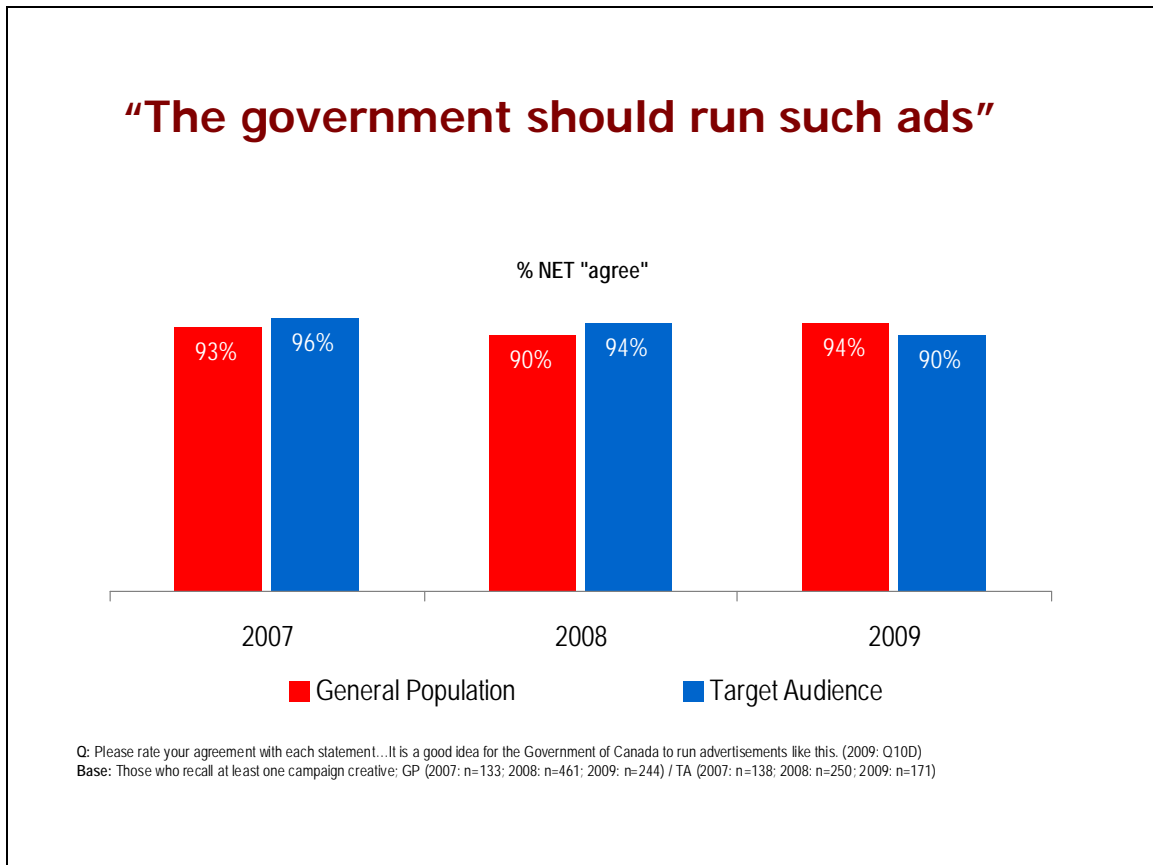
Over seven out of ten (73% GP and TA) agreed that the advertising was meaningful to them personally– the same proportion of both populations who found this to be the case in the previous years of the campaign.



- Agreement that the advertising had held personal meaning to them was strongest among British Columbians (37%), Ontarians (35%) and Quebecers (31%). Agreement in the prairies (62%) and the Atlantic region (62%) was more tempered, where respondents were most likely to ‘somewhat agree.’
- Those 65 years of age and older (85%) and aged between 35 and 44 (78%) were most likely to agree to some extent that the ad was personally meaningful, while those aged 25 to 34 (53%) were the least likely to agree.
- Women (78%) were slightly more likely than men (67%) to agree.
- Those with a college, vocational, or trade school education (42%) were the most likely to ‘strongly agree’ that they found the ‘72 Hours’ advertising to be personally meaningful.

## Perceptions of Government EP Advertising

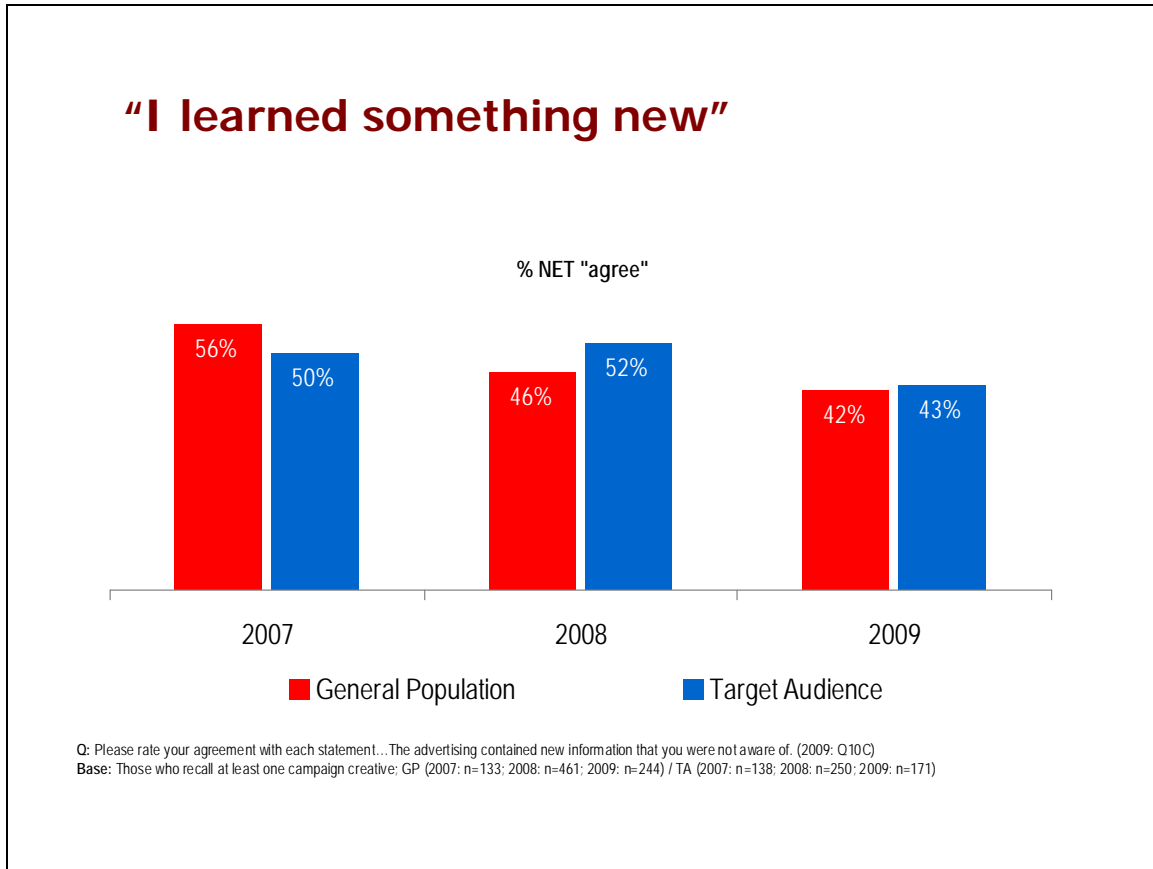
An overwhelming majority of those who had seen the ads (94% GP, 90% TA) continues to agree that the Government of Canada should run the ads encouraging Canadians to prepare for an emergency.



- When major city residents were asked whether the Government of Canada should run emergency preparedness ads, those in Vancouver (87%) were the most likely to 'strongly agree.' Torontonians (33%) and residents of Montreal (35%) were much more likely to 'somewhat agree.'
- Support for the campaign was high across all ages, especially those aged 18 to 24 (100%) and those 65 and older (100%).
- One hundred percent of those earning \$20K or less agreed it is a good idea for the government to run such ads.
- Also, 100% of those with elderly dependents agreed the campaign was a good idea.
- Those with a disability (81%) were much more likely than those without (62%) to 'strongly agree.' Persons without a disability (33%) were much more likely to 'somewhat agree' with the statement.

## New Information

Among those who saw the ads, 42% of Canadians, and 43% of women with children said the advertising contained information they were not aware of. This indicator appears to be on a decline over the three years of the campaign, down by 14 percentage points for the general population and 7 percentage points for members of the target audience.



- No regional differences were found in regard to whether the ads contained new information for those who had seen them.
- Those aged 45 and older were more likely than younger Canadians to agree that the ads contained new information. Agreement was highest among the 65 years of age and older group (52%), and lowest among the 25 to 34 cohort (22%).
- Women (46%) were slightly more likely than men (36%) to agree.
- Overall, Canadians with a higher educational attainment were less likely to agree that the advertising contained information that was new to them.
- Canadians with a disability (34%) were much more likely than those without (11%) to 'strongly agree' with the statement. While Canadians without a disability (30%) were much more likely to 'somewhat agree' that the ads contained new information.

## Performance of the Government of Canada

### Recognition of Ad Sponsor

Just under half of those who have seen the 2009 "72 hours" ads (41% GP, 47% TA) correctly identified Government of Canada as being the campaign's sponsor.

Given the changes to the ACET questionnaire introduced in mid-2008, direct comparison of sponsor identification figures measured in 2007 and 2008 is not possible. However, it does appear that sponsor recognition registered somewhat lower in 2009, with the provincial governments being more likely to get the credit than in the previous years of the campaign.

### Recognition of Ad Sponsor

	General Population	Target Audience
	2009	2009
Sample Size (Un-weighted)	244	171
Thinking about the advertising you saw, who do you think produced it? That is, who paid for it? (Q5A & B)		
Government of Canada	41%	47%
Provincial government	17%	18%
Taxpayers	5%	2%
Red Cross	2%	2%
BC Hydro	1%	-
Municipal government	1%	2%
Private sector company	1%	-
Other (gov't general, first responders)	3%	4%
Don't know	30%	27%

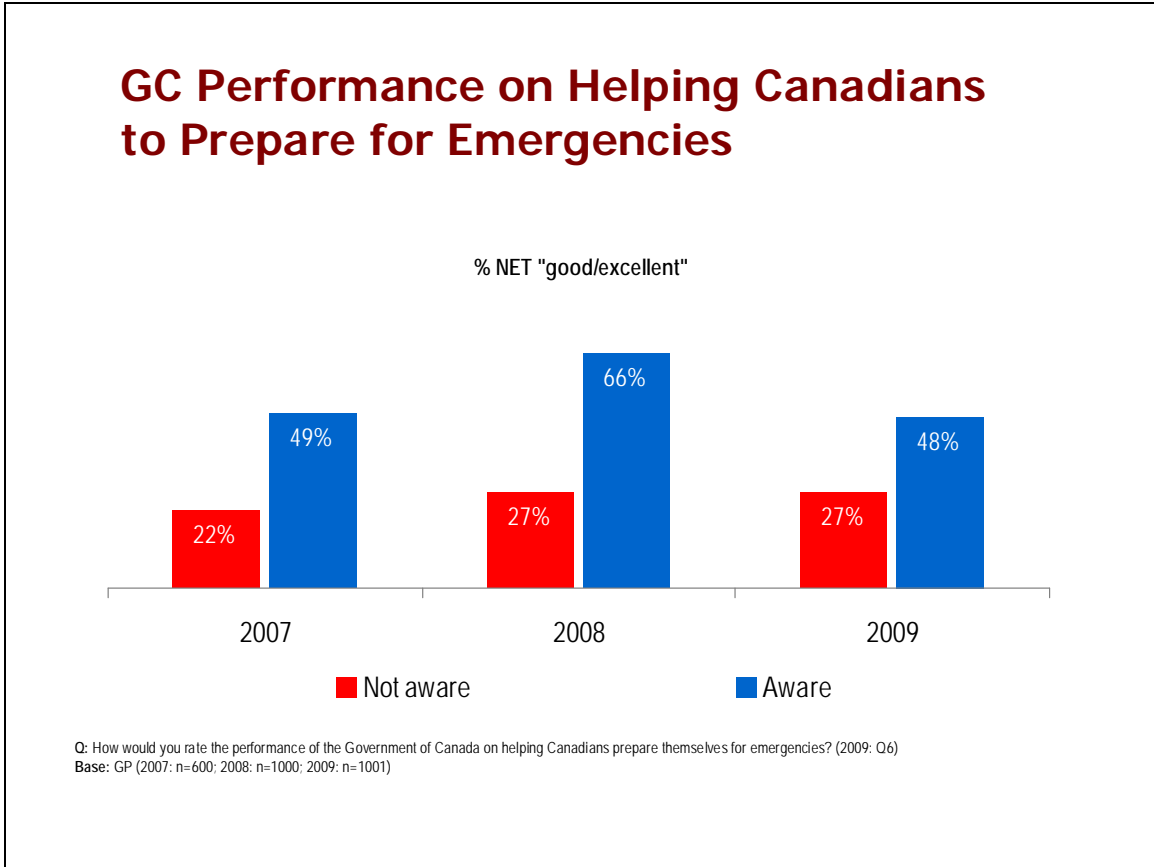
Note: Totals may not add to 100% due to rounding.

Base: Those who recall seeing either the TV or the online ad.

- Those in the prairies (58%) were most likely to believe that the ad have been sponsored by the Government of Canada — far more likely than those in British Columbia (21%), Ontario (31%) or the Atlantic region (25%). Quebecers (20%) were the most likely to believe that their provincial government had sponsored it, while Ontarians (5%) the least likely.
- Those in the lowest income bracket (13%) were less likely than other Canadians to identify the Government of Canada as the sponsor of the '72 Hours' ads.
- Those with a college, vocational or trade school education (47%) or an undergraduate university degree (48%) were the most likely to identify the federal government as the sponsor — much more likely than those of lower education levels.
- Those without a disability (35%) were much more likely than Canadians with a disability (14%) to identify the federal government as having paid for the ads.

## Helping Canadians Prepare for Emergencies

Looking at Canadians overall, those aware of the "72 Hour" ads are consistently more likely than those who have not been exposed to the advertising to give a higher performance rating to the Government of Canada on helping Canadians to prepare for an emergency (2009: 48% vs. 27% "good/excellent").



- No regional differences were found in the ratings of the Government of Canada's performance in preparing Canadians for an emergency.
- Canadians between 25 and 34 years of age were the most likely (39%) to rate the Government of Canada favourably on its performance in helping Canadians to prepare for an emergency; those in the 65 and older cohort (26%) were the least likely.

## Other Government Performance Indicators

Looking at the Government of Canada's performance in providing information to the public in general, a plurality of both audiences provided a positive rating (43% GP & TA). The overall performance of the Government of Canada received similarly positive performance ratings (43% GP, 44% TA).

### Summary: Government Performance

	General Population			Target Audience		
	2007	2008	2009	2007	2008	2009
Sample Size (Un-weighted)	600	1000	1001	500	500	686
<b>Performance of the Government of Canada on helping Canadians prepare themselves for an emergency (Q6)</b>						
Excellent / Good	27%	46%	32%	31%	47%	33%
Neither	36%	27%	42%	33%	27%	41%
Bad / Terrible	34%	23%	23%	35%	22%	24%
<b>Performance of the Government of Canada on providing information to the public in general (Q7*)</b>						
Excellent / Good	40%	49%	43%	41%	49%	43%
Neither	31%	26%	28%	27%	27%	31%
Bad / Terrible	29%	24%	28%	33%	22%	26%
<b>Overall performance of the Government of Canada (Q8)</b>						
Excellent / Good	42%	43%	43%	35%	42%	44%
Neither	34%	32%	27%	41%	35%	30%
Bad / Terrible	24%	23%	28%	23%	19%	25%

Note: Totals may not add to 100% due to rounding and exclusion of the 'Don't know / No Response' categories.

Note 2 (\*): New ACET questionnaire wording; question in 2007 & 2008 surveys read "... information to the public about government services."

Base: GP / TA

In rating the Government of Canada's performance on providing information to the general public:

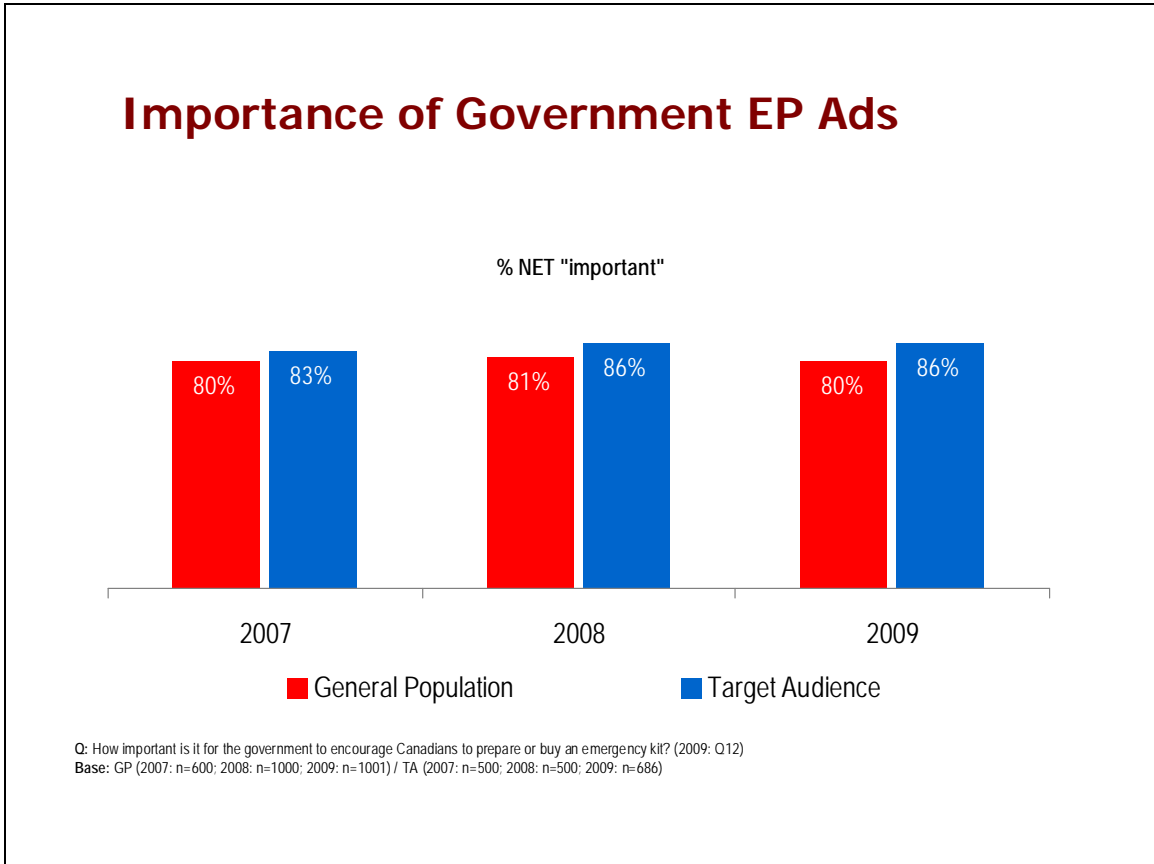
- Those in the Atlantic region (51%) and Ontario (47%) were most likely to rate the performance of the Government of Canada favourably on its dissemination of information to the general public. British Columbians (12%) were the most likely to provide the lower performance rating. Those in Quebec (10%) and the Atlantic region (15%) were also more likely to give unfavourable ratings.
- Across the age categories, young Canadians were the most likely to give good ratings: those between 18 and 24 (58%) were far more likely than those 35 years of age and older to positively rate the Government's performance on dissemination of information.
- Those living with children (48%) were more likely than those without (40%) to give favourable ratings on this issue.
- Canadians with either a college, vocational or trade school education (46%) and those with an undergraduate degree (46%) were the more likely to give a positive rating.

In rating the Government of Canada's performance overall:

- Residents of Alberta (57%) were most likely to rate the overall performance of the Government of Canada favourably. Those in the Atlantic region (10%) were most likely to rate it as 'excellent' – far more likely than those in the prairies (1%) and Quebec (4%), who most frequently rated it as 'neither good nor bad.'
- Those without elderly dependents (30%) were much more likely than others (20%) to give favourable ratings.
- Overall, those of higher education levels tended to give the government somewhat lower performance ratings.

## Importance of Encouraging Canadians to Prepare

As was the case in 2007 and 2008, sizeable majorities of both women with children (86%) as well as Canadians overall (80%), felt that it is important for the government of Canada to encourage Canadians to prepare for an emergency.



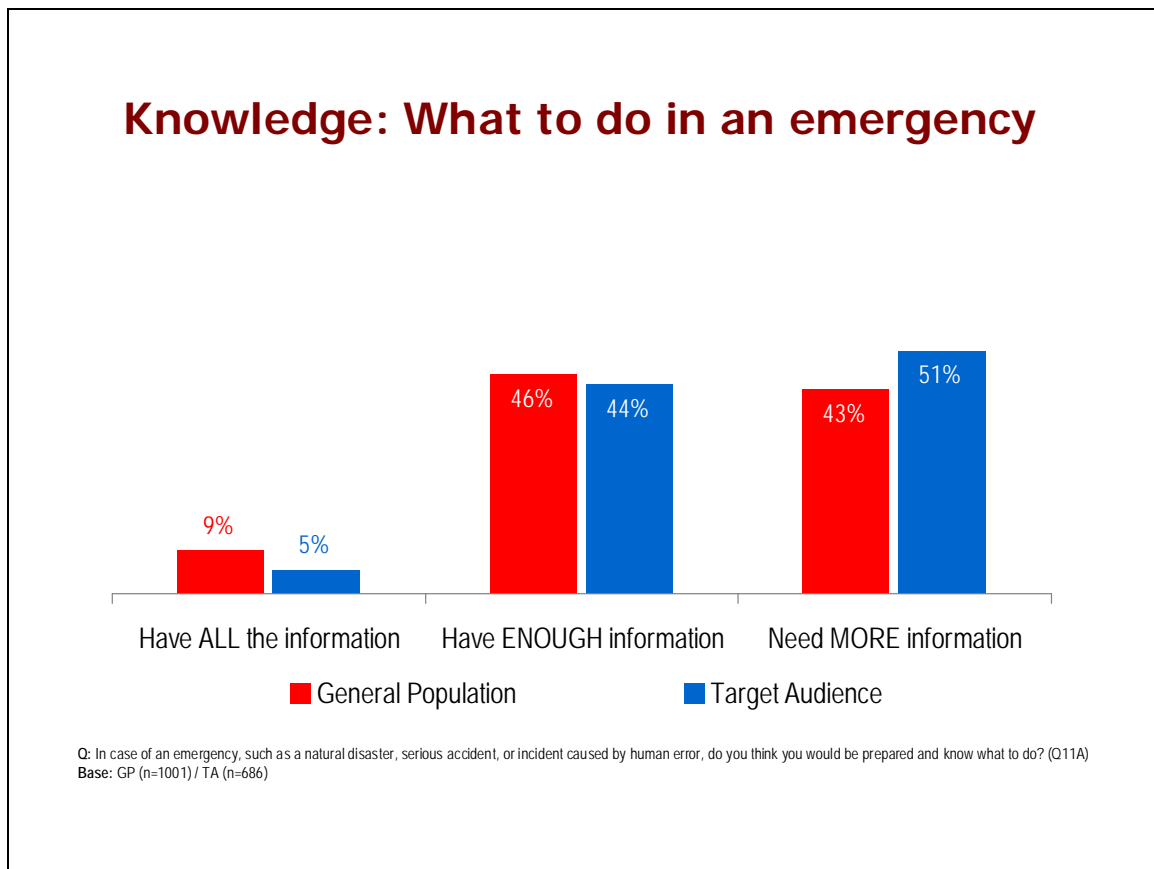
- Residents of the Prairie Provinces were the most likely to support government efforts to encourage Canadians to get an emergency kit (87%), while those living in Quebec were the least likely (75%).
- Women (84%) were much more likely than men (75%) to support the campaign.
- Although a majority of them still approved of the idea, Canadians with a university degree tended to be more sceptical as to whether the government should encourage Canadians to prepare emergency kits.



## Knowledge and Awareness

### Self-assessed Knowledge of What to Do in an Emergency

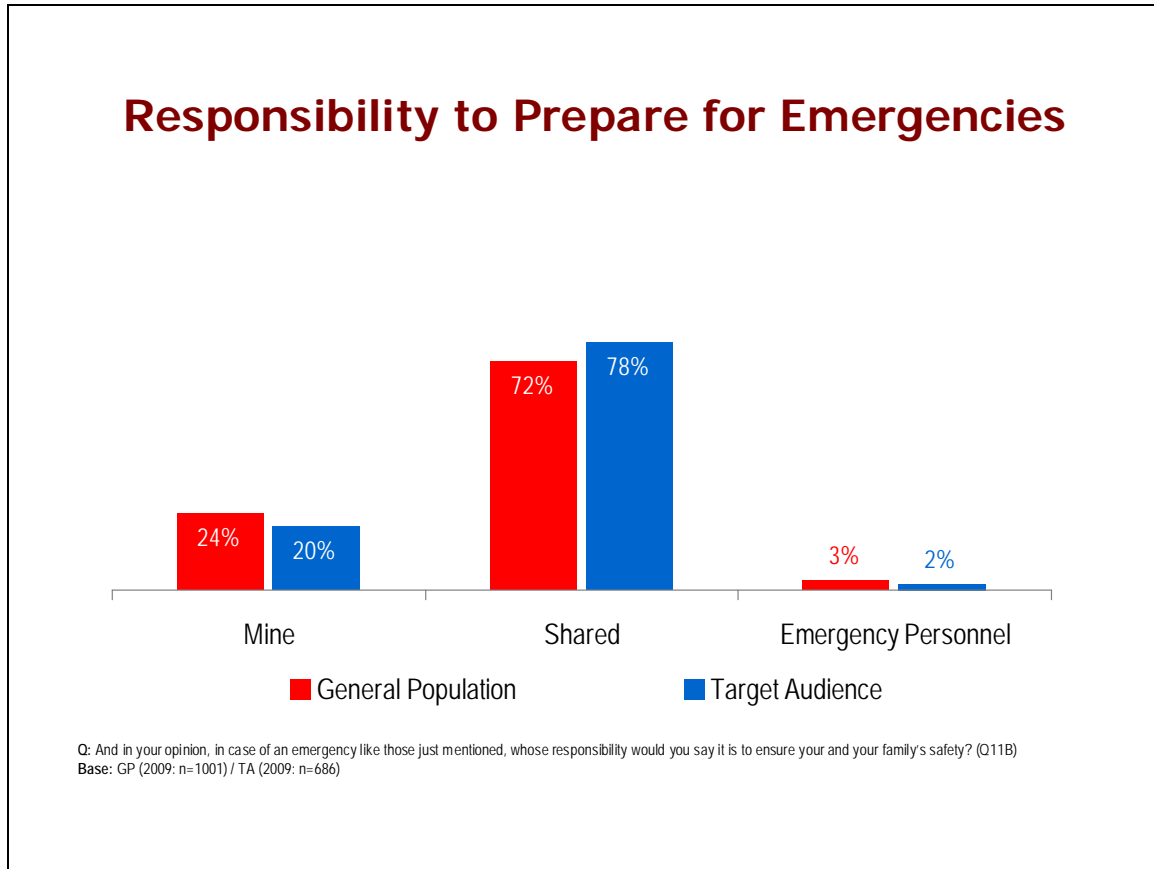
Just over half (51%) of the target audience and 43% of the general population felt they needed more information to be prepared for an emergency. Furthermore, the general population was slightly more likely than the target audience to feel they either had all the information they needed (9% GP vs. 5% TA) or had enough information to be prepared for an emergency (46% GP vs. 44%). The above findings are not unexpected since given the defining characteristics of the primary target audience, its members are inherently more conscientious about emergency preparedness than Canadians overall, and therefore are more likely to feel that they need more information in order to feel that they are prepared for an emergency.



- Quebecers (52%) and Ontarians (44%) were most likely to say they needed more information about what to do in an emergency. While residents of the prairies (58%) and Alberta (54%) were most likely to say they had enough information.
- Although still a minority opinion, Canadian's perception that they have all the information they need tends to increase slightly with age.
- Those in the lowest income bracket (61%) were the most likely to say they needed more information, while those in the highest income bracket (56%) were the mostly likely to say they had enough information.
- Canadians with a disability were more likely to feel they needed more information (52%) than those without a disability (42%).

## Responsibility for Being Prepared

A significant majority of both the general population (72%) and target audience (78%) felt that the responsibility to prepare for emergencies is shared between themselves and emergency personnel. Almost another quarter (24%) of the general population believed the responsibility falls solely on their own shoulders – a belief shared by 20% of the target audience.



- Those in British Columbia (31%) and Alberta (32%) were most likely to say that ensuring the safety of their family is their own responsibility, while those East of the prairies were most likely to say the responsibility is shared between themselves and emergency personnel.
- Younger Canadians were slightly more likely than older respondents to believe the responsibility is shared, with 77% of those between 25 and 34 years of age being far more likely to believe so than Canadians 65 and older who most likely to say the responsibility was their own (29%).
- Far more women (76%) than men (69%) said the responsibility is shared.
- Those with elderly dependents (33%) were much more likely than others (23%) to believe the responsibility is their own, while those without elderly dependents (74%) were much more likely to believe the responsibility is shared.
- The higher their education level, the less likely Canadians were to say it was their responsibility, and the more likely they were to say the responsibility was shared.
- Those who have a disability were divided, being much more likely than others to say either that it is their responsibility or the responsibility of emergency personnel. Those without a disability (74%) were much more likely to say it is shared.

## How Long Will I Have to Wait for Help?

Overall, “at least 24 hours” was most frequently chosen as the expected wait period for help to arrive in an emergency. In every year it was chosen by 27% of the general population across and by a similar proportion of the target audience (24-28%). Only 10% or less of both populations across all years chose “a week” or “over a week.”

### Expected Period of Self-sufficiency

	General Population			Target Audience		
	2007	2008	2009	2007	2008	2009
Sample Size (Un-weighted)	600	1000	1001	500	500	686
In case of an emergency such as a natural disaster, serious accident, or incident caused by human error, how long would you say you and your family should be prepared to wait until help arrives? (Q11C)						
A few hours	21%	17%	28%	21%	17%	26%
At least 24 hours	27%	27%	27%	28%	24%	27%
48 hours	16%	16%	13%	17%	16%	16%
72 hours	19%	23%	17%	18%	26%	20%
A week	10%	10%	6%	10%	10%	6%
Over a week	5%	4%	4%	5%	5%	2%

Note: Totals may not add to 100% due to rounding and exclusion of the "Don't know / No Response" categories.  
Base: GP / TA

- Quebecers (36%) were the most likely to say ‘a few hours’ is a reasonable wait period for emergency help to arrive, and the least likely (2%) to say ‘a week.’ Those in the Western part of the country were most likely to say ‘72 hours,’ while those east of the prairies were the least likely.
- The youngest (7%) and oldest (9%) respondents were much less likely than other Canadians to cite 72 hours as the expected wait period.
- Lower income earners were more likely to say the expected wait period would be ‘a few hours.’ Higher income earners were more likely to say ‘72 hours.’
- Those with an undergraduate (25%) or graduate (26%) university education were much more likely than others to say that ‘72 hours’ would be the expected wait period before help arrives.

During every year of the campaign, members of both the general population and the target audience who had been exposed to the "72 Hours" advertising were consistently more likely to choose "72 hours" as the expected wait period for help to arrive in an emergency.

## Expected Period of Self-sufficiency

	General Population			Women with children		
	2007	2008	2009	2007	2008	2009
Sample Size (Un-weighted)	600	1000	1001	500	500	686
In case of an emergency such as a natural disaster, serious accident, or incident caused by human error, how long would you say you and your family should be prepared to wait until help arrives? (Q11C)						
Aware	25%	31%	22%	34%	29%	31%
Not Aware	19%	17%	16%	15%	22%	16%
Difference	+6%	+14%	+6%	+19%	+7%	+15%

Base: Those who answered '72 hours'

## What Items Should Go Into an Emergency Kit?

When asked what should be included in an emergency kit, “food that won’t spoil” was the most commonly mentioned item by both Canadians overall as well as women with children (80% GP, 86% TA). “At least 6 litres of water for each person in the household” ranked second by both audiences (71% GP, 78% TA), followed by “flashlight and batteries” (53% GP, 60% TA), and “candles and matches, or a lighter” (41% GP, 47% TA). In short, food, water and light were found to be top of mind in putting together an emergency kit. The ranking for 2009 was found to be consistent with the findings of the 2008 survey.

### “What should be in an emergency kit?”

	General Population		Target Audience	
	2008	2009	2008	2009
Sample Size (Un-weighted)	1000	1001	500	686
<b>Off the top of your head, what do <i>you</i> think should be included in an emergency kit with supplies for 72 hours? (Q20)</b>				
Food that won't spoil	84%	80%	89%	86%
Water	71%	71%	81%	78%
Flashlight and batteries	50%	53%	56%	60%
Candles and matches, or a lighter	41%	41%	48%	47%
First aid kit	38%	39%	42%	43%
Blankets	33%	33%	48%	43%
Battery-powered radio or a wind-up radio	38%	29%	40%	31%
Prescription medications	13%	13%	17%	15%
Clothing / warm or dry clothes	15%	12%	16%	12%
Communication device (cell phone / CB radio)	6%	8%	6%	6%
Cash in small bills	4%	6%	3%	6%
Heat Source	-	5%	-	5%
Manual can opener	6%	5%	10%	6%

Note: Totals may not add to 100% because multiple answers were accepted; “Don't know / No Response” are excluded.

Note 2: “Other” category includes items mentioned by less than 5% of respondents (2009 GP) including: generator, water, fuel, tent/shelter, bandages, knife, camping stove, sleeping bags, flare/signalling devices, source of oxygen, toiletries, rope, equipment for the disabled, fire extinguisher, pet foods, firearms, emergency plan, ID, tools, disinfectants, infant formula, water purifiers, entertainment activities, map, shovel, keys, cooking utensils, and First Aid manual.

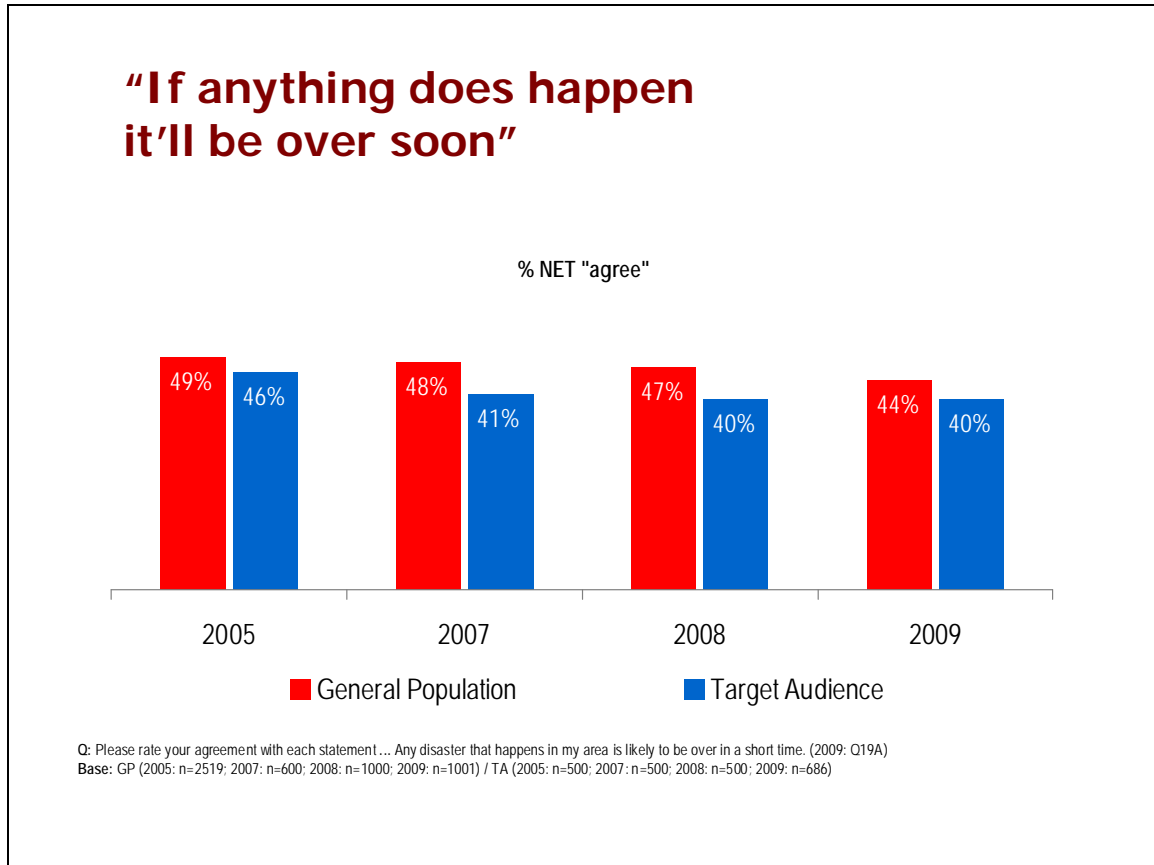
Base: GP / TA

- Compared to residents of other regions, smaller proportions of Quebecers were able to identify the various items that need to be included in an emergency kit.
- Those 35 years of age and older were more likely than younger Canadians to mention ‘water’ as an item to include in a kit. The youngest and oldest respondents were the least likely to mention ‘flashlight and batteries’ or ‘candles and matches or a lighter.’
- The following items were mentioned more often by women than by men: water (75% vs. 67%), flashlight and batteries (58% vs. 47%), blanket (41% vs. 24%), and manual can opener (6% vs. 3%).
- The highest income earners were somewhat more likely to identify the three most common items: food that won’t spoil, water, and flashlight with batteries.
- Compared to Canadians with a disability (69%), those without a disability were much more likely to cite ‘food that won’t spoil’ (81%).
- Higher levels of education were clearly expressed in the respondents’ propensity to identify more of items that need to be included in an emergency kit.

## Attitudes on the Need to Be Prepared

### Expected Duration of an Emergency

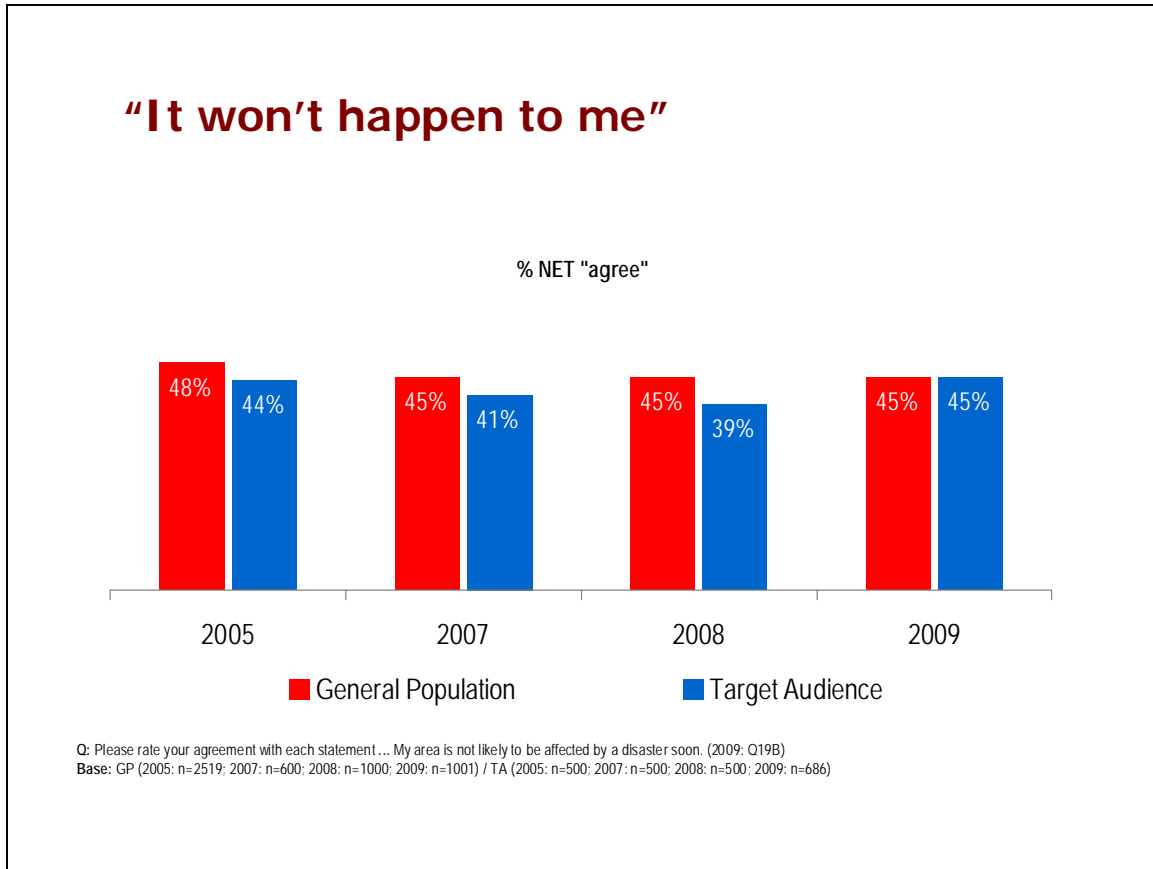
Among the general population, the belief that emergencies, even if they were to occur, are likely to be over in a short period of time has been on a slow but steady decline: in 2009 44% agreed that this would be the case, compared to 49% in 2005. Among the members of the target audience, this indicator dropped by 5 percentage points in the first year of the campaign, but has remained unchanged (40-41%) over the 2008-09 timeframe.



- British Columbians were the least likely to agree (36%) that any disaster in their area would be over in a short period of time, while those living in the Prairie Provinces were the most likely to hold this view (48%).
- Similarly, residents of Montreal (48%) were much more likely than Vancouverites (28%) to agree.
- Canadians between 25 and 34 years of age were the most likely to agree (51%) – much more likely than the 45 to 54 cohort (40%), who were the least likely to agree.
- The higher their educational achievement, the less likely Canadians tended to agree that any disaster that might happen in their area would be over in a short period of time.

## Likelihood of a Local Emergency

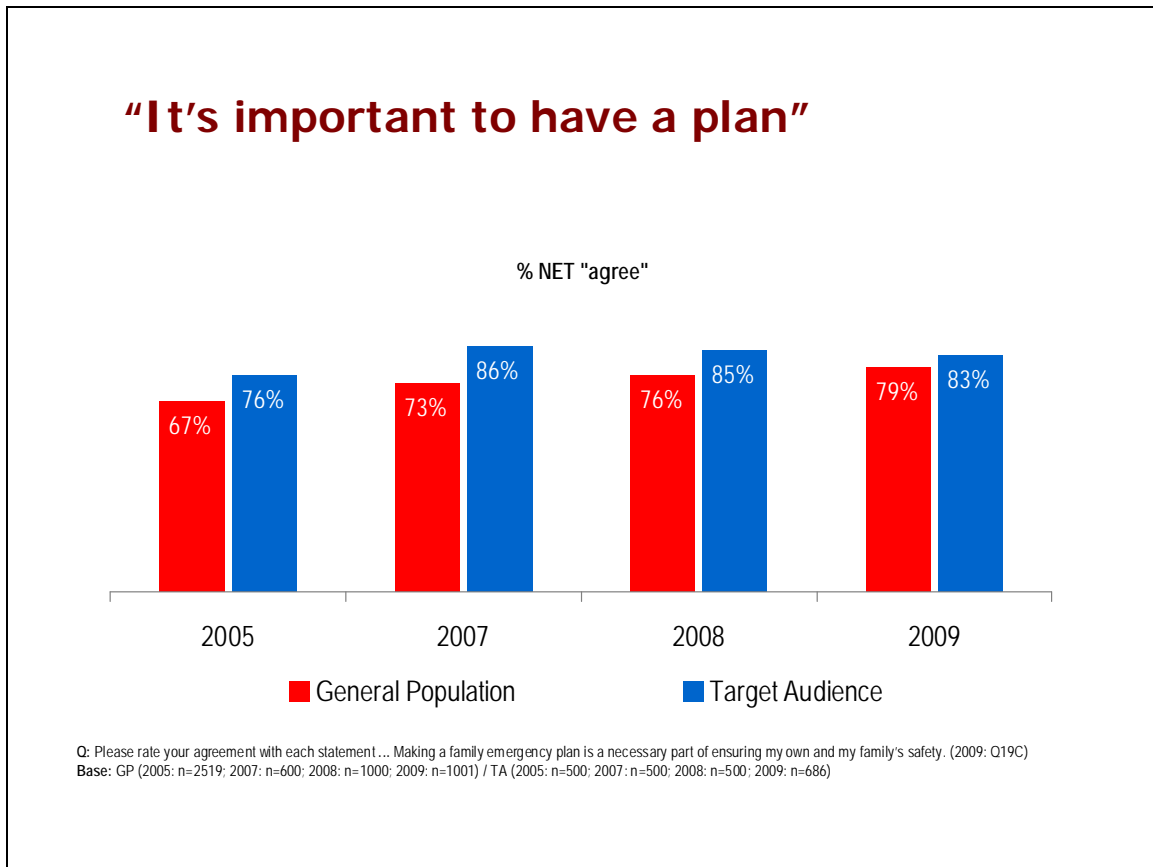
A plurality of both audiences (45% GP & TA) continues to believe that an emergency is unlikely to happen in their area. Although relatively stable for Canadians overall, this particular attitude was on a slow decline among members of the target audience until 2009, which registered an increase of six percentage points since the previous year.



- Those in Ontario (48%) and the Atlantic region (52%) were most likely to agree that their area would not experience a disaster any time soon, while British Columbians were the most likely to disagree (50%).
- Similarly, Torontonians (43%) and residents of Montreal (48%) were much more likely than Vancouverites (22%) to agree with this statement.
- Respondents 65 years of age and older were the most likely to agree (48%) – much more likely than those in the 45 to 54 cohort (38%).
- Men (48%) were much more likely than women (41%) to agree with this statement.
- The extent of agreement with this notion was lower among those with a higher educational attainment.

## Importance of Having a Plan

With every year, Canadians are increasingly likely to agree that it is important to have a family emergency plan: currently at 79%, up by 13 percentage points since 2005. Among members of the target audience this particular belief saw a sharp increase from 76% in 2005 to 86% in 2007. However, during the consequent years this indicator has shown signs of a marginal decline, registering at 83% in 2009.

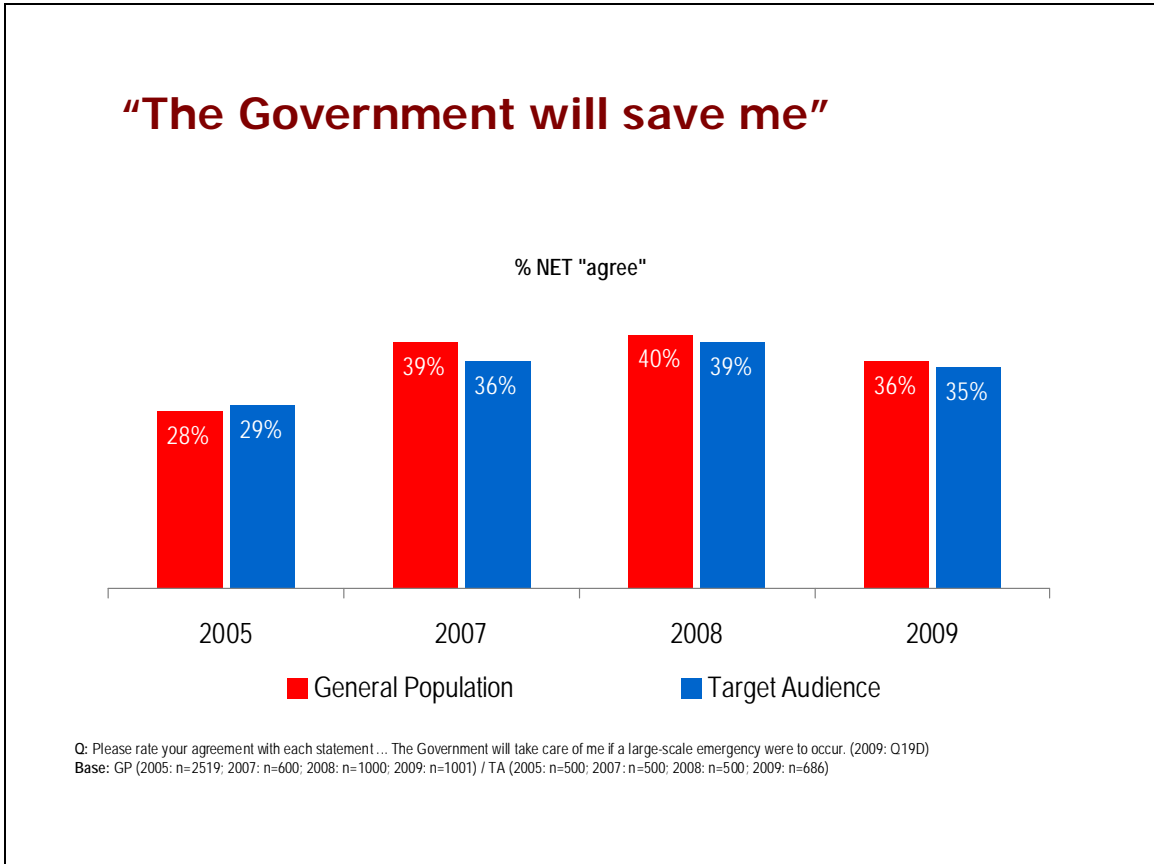


- Quebecers (73%) were the least likely to agree that having an emergency plan is a necessary part of ensuring their family's safety, while British Columbians (87%) and Albertans (83%) were the most likely to agree that having an emergency plan was important.
- Similarly, Vancouverites (88%) were much more likely than Residents of Montreal (71%) to agree that having a plan is important.
- Women (82%) were considerably more likely to agree with this statement than men (76%).



## Reliance on Government in an Emergency

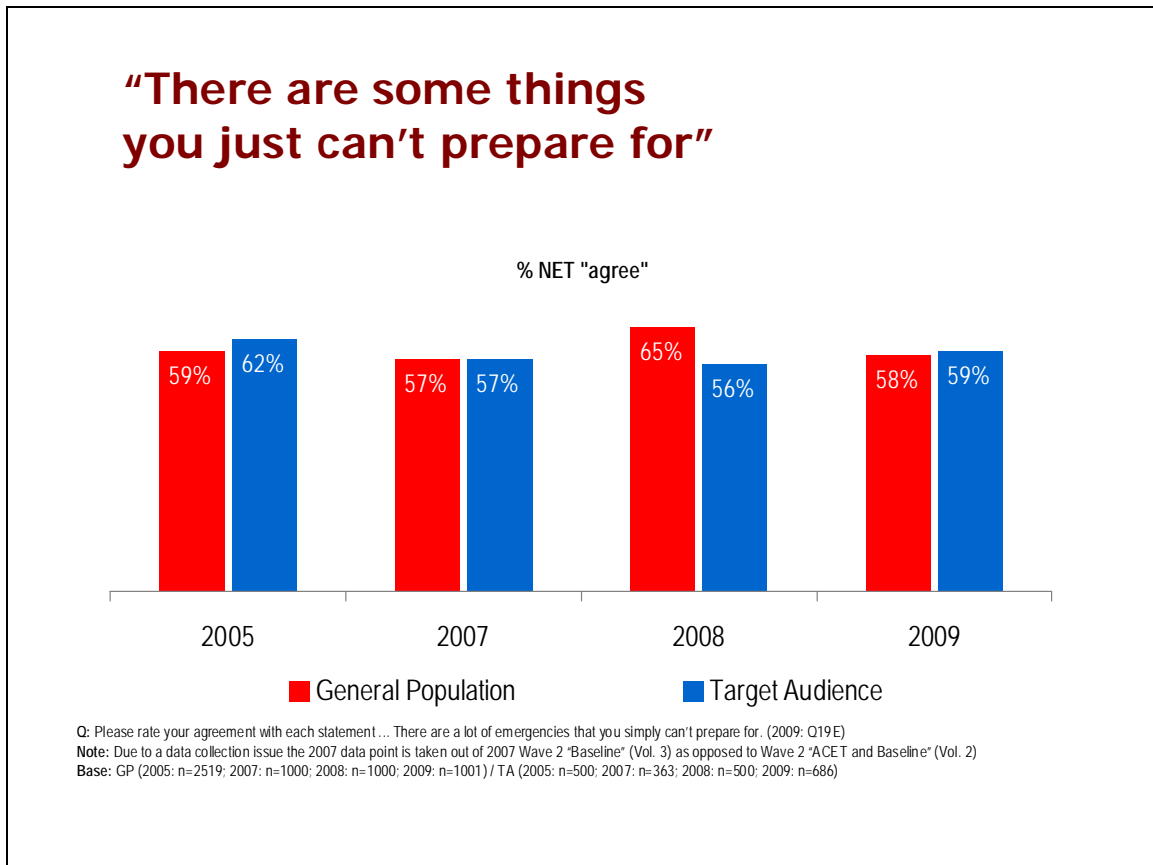
Slightly more than a third of either audience believes that the Government will take care of those affected if an emergency were to occur is held by (36% GP, 35% TA). Looking at this belief over time does not show a consistent trend in either direction.



- Quebecers (52%) were much more likely than other Canadians to believe that the government would take care of them in an emergency.
- Large differences were found between the major cities, with residents of Montreal (56%) being the most likely to agree, and Vancouverites (18%) being the least likely.
- Belief that the government would take care of them in an emergency decreases with age, with those in the 18 to 24 (47%) and 25 to 34 (41%) cohorts being far more likely to believe so than those 65 years of age and older (29%).
- Stated reliance in the Government during an emergency was less pronounced among those with higher levels of education.

## Belief in Emergencies That Can Not Be Anticipated

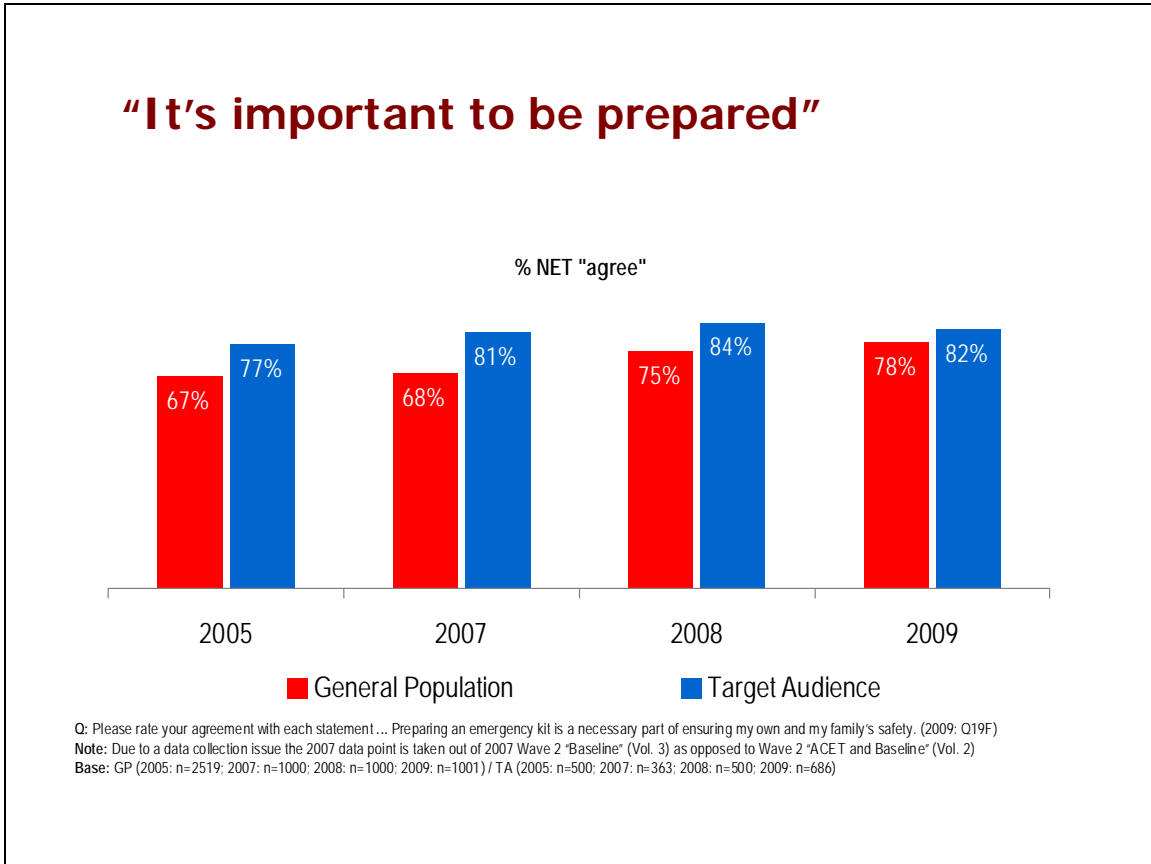
About two-thirds of respondents of either audience (58% GP, 59% TA) agree with the notion that there are a lot of emergencies one simply can't be prepared for. Accounting for statistical variation, this particular measure has remained unchanged since tracking began in 2005.



- Ontarians (63%) were the most likely to agree that a lot of emergencies cannot be prepared for; British Columbians (50%) were the least likely to agree.
- Similarly, residents of Montreal (62%) were far more likely than Vancouverites (44%) to agree with this statement.
- Overall, agreement was greatest among the older respondents: 64% of those between 55 and 64 years of age and 63% of those 65 years of age and older shared this sentiment.
- Canadians with a college, vocational, or a trade school education were the least likely to agree with this statement (50%).
- Lower income earners were more likely to agree that a lot of emergencies cannot be prepared for.
- Those with a disability (70%) were much more likely than others (57%) to agree to some extent that a lot of emergencies cannot be prepared for.

## Importance of Having an Emergency Kit

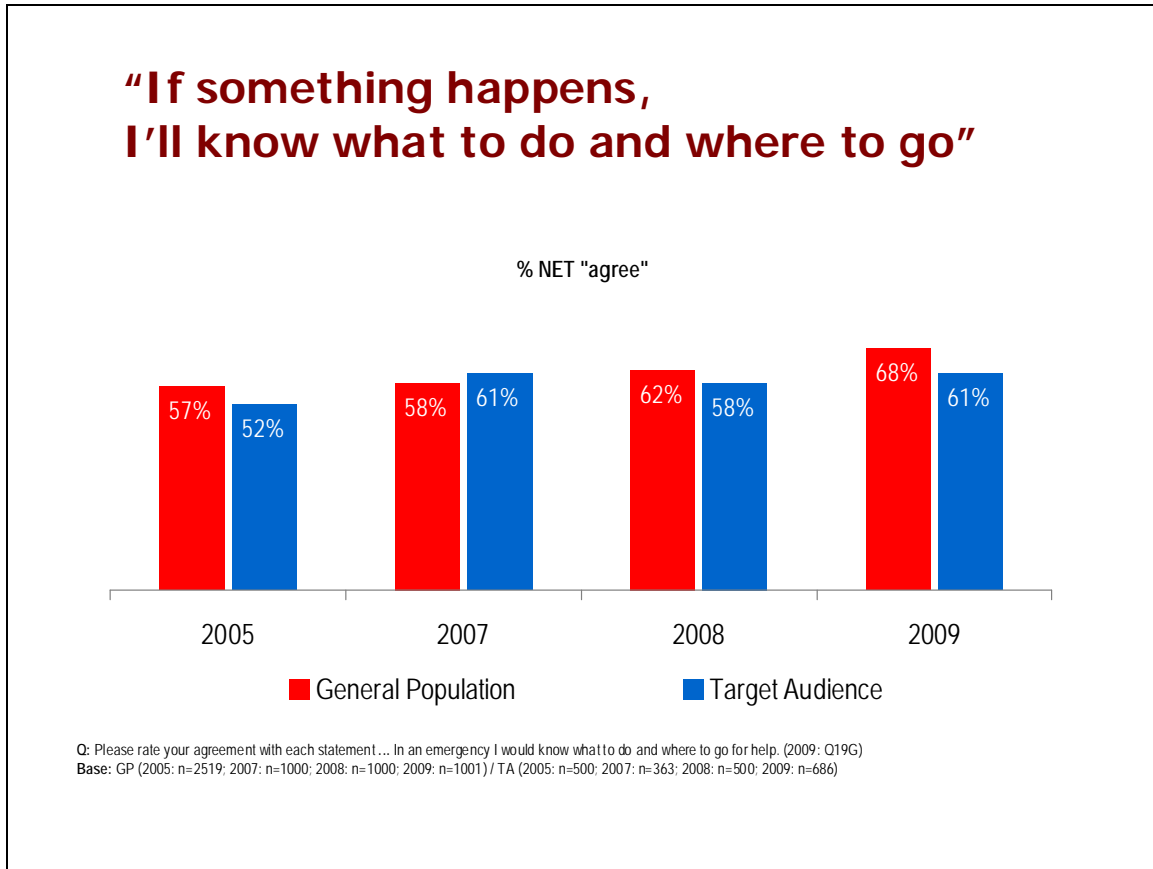
Agreement with the idea that preparing a kit is an important part of family safety shows a steady upward trend: currently at 78%, up by 11 points since 2005. Looking at the members of the target audience, tracking shows no movement, likely due to the already high levels of agreement (82%).



- Quebecers (73%) were the least likely to agree that having an emergency kit is necessary, British Columbians (85%) the most likely.
- Similarly, Vancouverites (90%) were far more likely than Residents of Montreal (72%) to agree that having an emergency kit is important.
- Women (81%) were more likely to agree with this notion than men (75%).
- Those with elderly dependents (86%) were more likely than those without (78%) to agree that having a kit is an important part of ensuring one's own and one's family safety.

## Knowledge of What to Do in an Emergency

Self-assessed knowledge of what to do in an emergency shows a slow, but steady increase among the members of the general population, currently at 68%, up 11 points since 2005. However, among women with children, this indicator has remained stable in all post-campaign measurements, currently at 61%, up 9 points since tracking began in 2005.

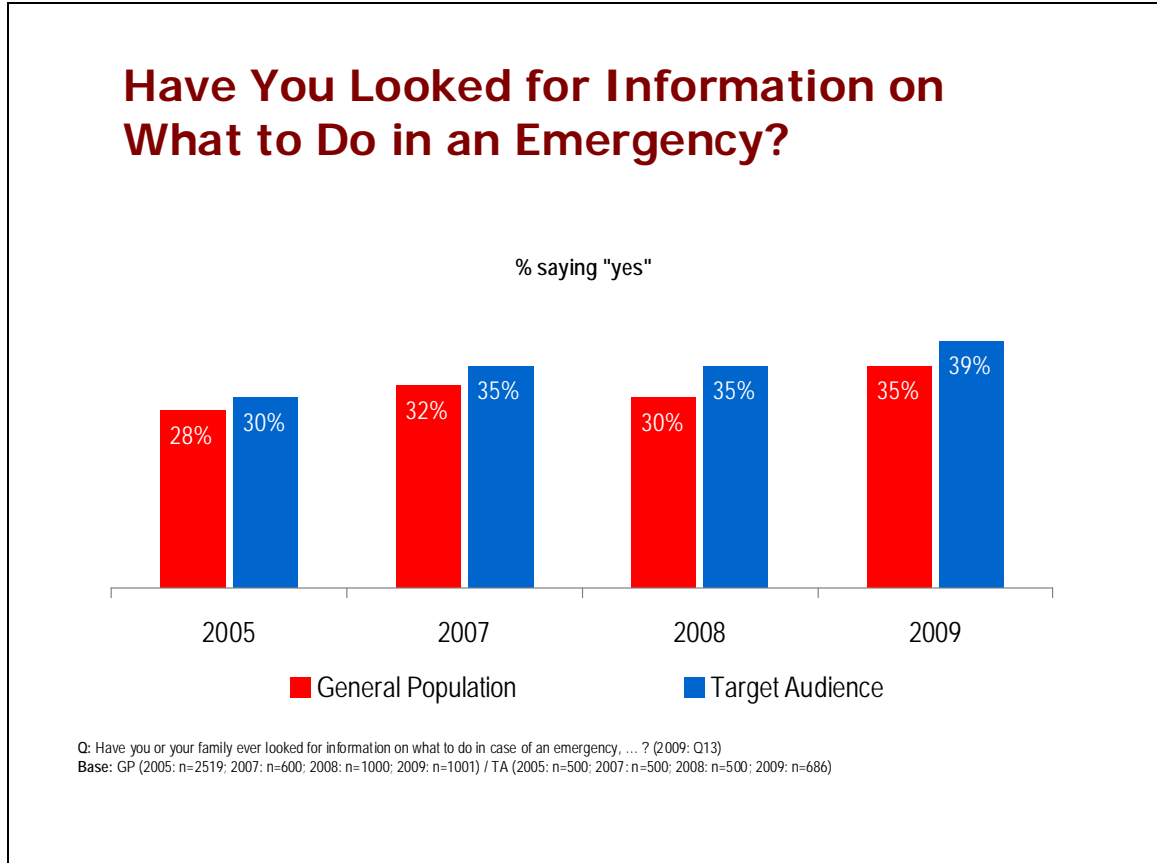


- Those living in the Atlantic region (78%) and the Prairie Provinces (76%) were the most likely to agree that they would know what to do and where to go for help in an emergency. At 61%, residents of Quebec were the least likely to agree that they would know what to do.
- Young Canadians under 25 years of age (81%) were much more likely than other Canadians to agree.
- Canadians with a college, vocational, or a trade school education were the most likely to agree with this statement (82%).
- Canadians with a disability were much more likely (28%) than those without (17%) to indicate that they did not know what they would do in case of an emergency.

## Emergency Preparedness Behaviours

### Information Seeking

Over one third of Canadians overall (35%), and 39% of members of the target audience have recently sought information on what to do in case of an emergency. Looking at this behaviour over time shows a slow upward trend among the members of the target audience (up by 9 percentage points since 2005).



- British Columbians (50%) and Albertans (40%) were most likely to have looked for information on what to do in an emergency, while Quebecers (28%) the least likely.
- Women (38%) were much more likely than men (32%) to have sought information of this type.
- Those of higher education levels were more likely to have sought out information on what to do in case of an emergency.

## Sources of Information on Emergency Preparedness

Among both those who have sought information (57% GP, 64% TA) as well as those who haven't (56% GP, 72% TA), the Internet was found to be the most likely source of information that both Canadians as well as women with children would consult in order to learn how to prepare for an emergency.

### Sources Consulted for Information on Preparing for an Emergency

	General Population		Women with children	
	Actual	Hypothetical	Actual	Hypothetical
Sample Size (Un-weighted)	352	644	269	417
And where did you look [for / if you wanted to find] information on what to do in case of an emergency? (Q13A/B)				
Internet (general)	40%	35%	44%	40%
Internet – Google	10%	11%	10%	17%
Books / magazines	7%	1%	6%	<1%
Internet – Government website	7%	10%	10%	15%
Newspaper	6%	2%	6%	1%
Television	6%	2%	6%	2%
Family / Friends	5%	1%	4%	1%
Internet – Other specified	4%	3%	10%	4%
First Aid Course	4%	-	1%	-

**Note:** Totals may not add to 100% because multiple answers were accepted; items mentioned by less than 4% of Q13A GP respondents and "DK/NR" responses are excluded.  
**Note 2:** Other items mentioned by less than 4% of GP respondents included: Internet – Red Cross, fire department, pamphlets, 911 / emergency services, at work, attend a meeting / lecture, radio, school, phonebook / Yellow Pages, church, municipal office, in the mail, library, hospital.  
**Base:** Those who looked for information on what to do in case of an emergency (Q13A) / Those who did not look for information on what to do in case of an emergency (Q13B)

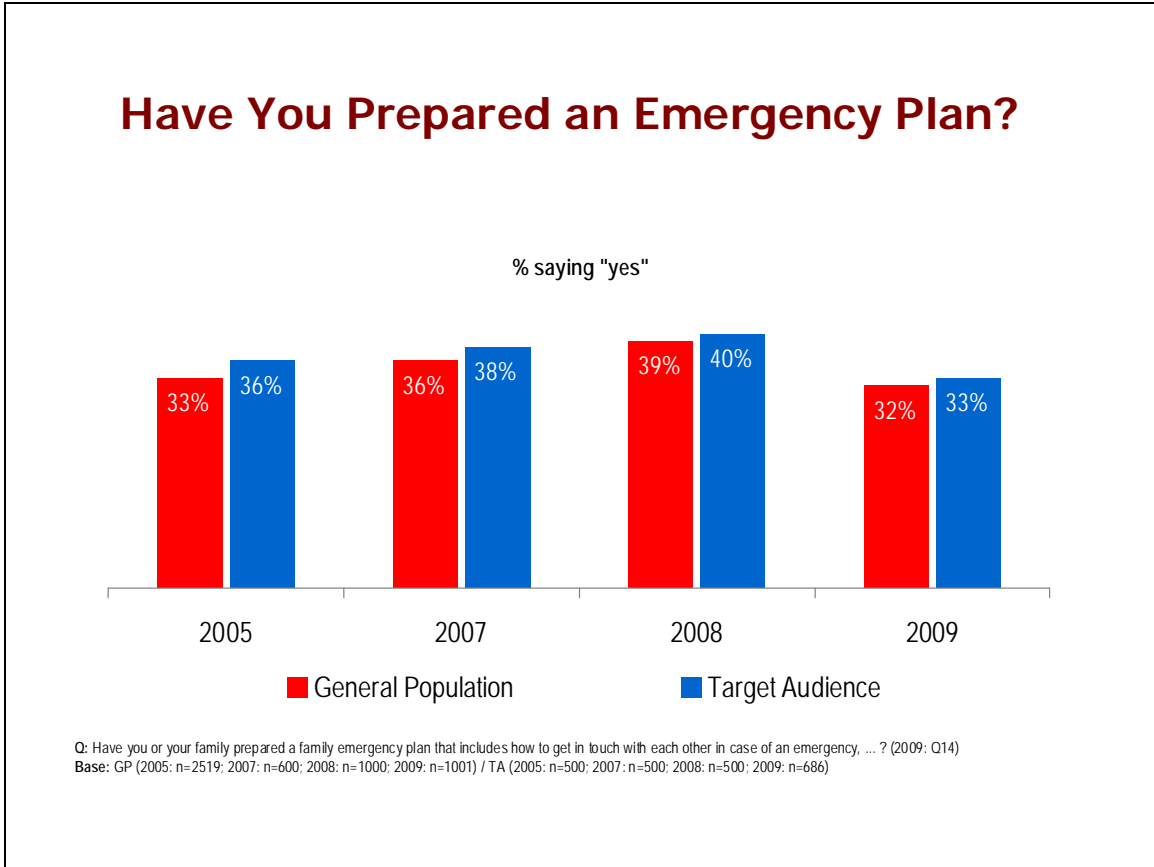
Of those who had looked for information:

- Quebecers (28%) were the least likely to have used the Internet, and the most likely to have gone to family or friends (12%).
- Older Canadians were less likely to have turned to the Internet (including Google) for information.
- Women (14%) were much more likely than men (6%) to have used Google to seek out information on how to prepare for an emergency.
- Those with children (47%) were much more likely than others (36%) to have searched the Internet.
- Canadians with higher levels of education were more likely to have searched the Internet in general.
- Canadians with a disability (21%) were much more likely than those without (42%) to have searched the Internet.

Potential information sources identified by those who hadn't looked for information followed the same regional and demographic patterns as described above.

## Preparation of a Family Emergency Plan

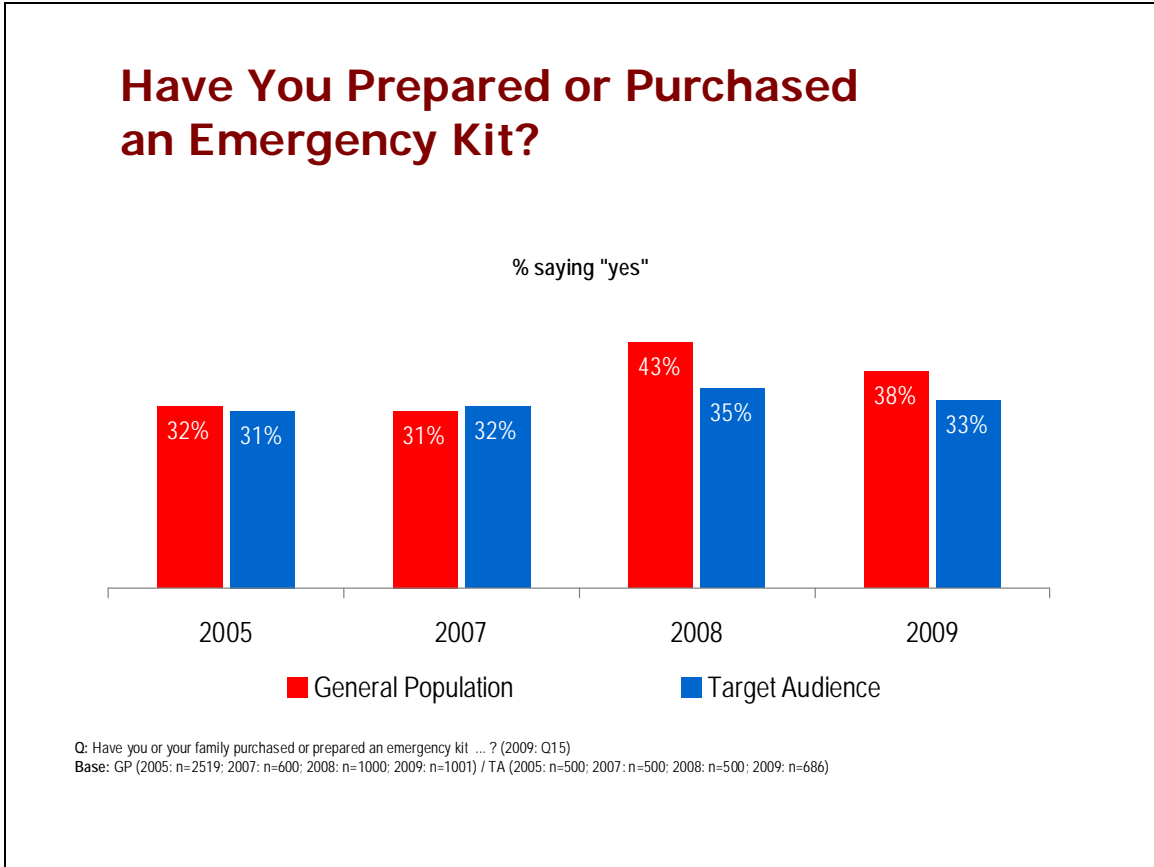
About one third of respondents had prepared a family emergency plan (32% GP, 33% TA). Although both audiences were showing steady increases between 2005 and 2008, the data from 2009 registered lower incidence of this behaviour, within the margin of error of those measured by the baseline study in 2005.



- British Columbians (37%) and Ontarians (36%) were much more likely to have prepared a family emergency plan than were Albertans (24%) and Quebecers (25%).
- Among the age categories, the 45 to 54 cohort (37%) were the most likely to have a plan – much more likely than the 25 to 34 group (27%), who were the least likely to have one.
- Those with a college, vocational or trade school education (37%) were the most likely to have prepared a plan – much more likely than those with either an undergraduate (28%) or a graduate or professional university education (26%).

## Ownership of Emergency Kits

Close to two out of five Canadians (38%) and one in three members of the target audience (33%) have prepared an emergency kit. Since 2005, the proportion of Canadians reporting to have prepared a kit has increased (by 6 points), while the proportion of the target audience has remained relatively unchanged (up 2 points).

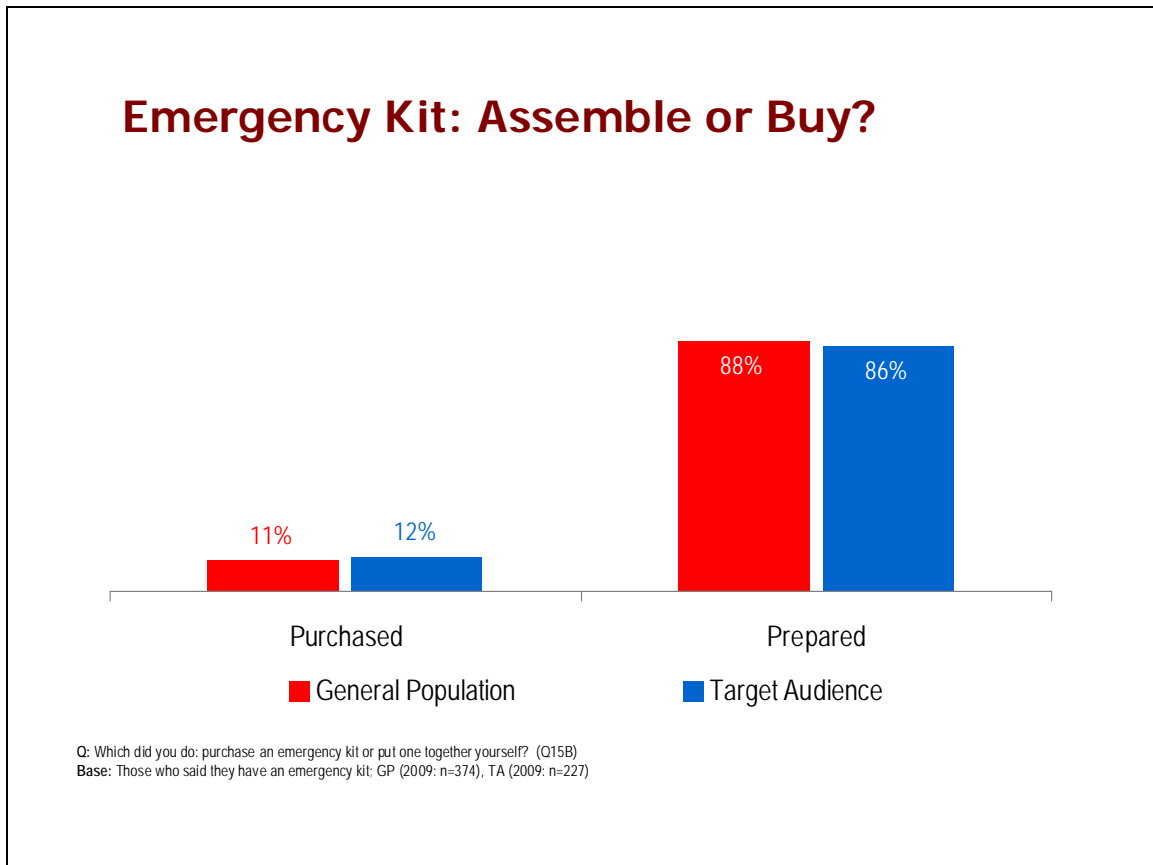


- Residents of British Columbia (50%), Ontario (40%) and the Atlantic region (50%) were much more likely to have purchased or prepared an emergency kit than those living in Alberta (28%) or Quebec (28%).
- Canadians aged 55 to 64 (45%) were the most likely to have a kit, while those in the 25 to 34 cohort were the least likely (29%).
- Canadians living in households with an income between \$80K and \$100K were the most likely to have acquired a kit (49%).



## Assemble or Buy?

Consistent with the findings of the 2008 survey, the majority of the survey respondents prepared the kit themselves (88% GP, 86% TA), while just over one in ten chose to purchase their emergency kit (11% GP, 12% TA).



- Quebecers (26%) were much more likely than other Canadians to have purchased (rather than prepared) their kits.<sup>9</sup>
- Those in the 18 to 24 cohort were most likely to have prepared their kit themselves (95%).

<sup>9</sup> Given the small sample size of the sub-group of Canadians who have an emergency kit, the results of regional and demographic analyses are limited in their reliability and should be interpreted with caution.

## Age of Emergency Preparedness Kit

The majority of members of both audiences have acquired their emergency kits over a year ago (68% GP, 64% TA).

### How old is your emergency kit?

	General Population		Target Audience	
	2008	2009	2008	2009
Sample Size (Un-weighted)	440	376	174	227
And when did you [purchase/prepare] your emergency kit? (Q16*)				
Within the last month	7%	3%	12%	3%
Within the last 3 months	6%	6%	6%	5%
Within the last 6 months	6%	9%	9%	7%
Within the last year	12%	11%	11%	19%
Over a year ago	67%	68%	63%	64%

Note: Totals may not add to 100% due to rounding and exclusion of the "Don't know / No Response" categories.  
 Note 2 (\*): Question wording adjusted: question in 2008 survey read "When did you prepare your emergency kit?"  
 Base: Those who said they had an emergency kit

- Residents of Quebec were the most likely to say that they prepared their emergency kit "within the last year" (22%).<sup>10</sup>
- Canadians in the 55 to 64 cohort were the most likely to have prepared their kit over a year ago.
- A higher incidence of Canadians living in a household with an income between \$20K and \$40K indicated that they had prepared their kit within the last 3 months.
- Those with children in the household were more likely than those without to have prepared their kit over a year ago (74% vs. 59%).
- Compared to those with other type of education, Canadians with a college, vocational, or trade school education were more likely to say that they prepared their kit "within the last year" (18%).
- Canadians with a disability were more likely than those without to have prepared their kit over a year ago (88% vs. 66%).

<sup>10</sup> See footnote 9.

## Verification of Emergency Kit Contents

When prompted, the three items most frequently said to be part of one's emergency kit were: 'candles and matches, or a lighter,' 'flashlight and batteries,' and a 'First Aid kit.' Across all years (2007-09), these items were included over 90% of the time by both audiences. In 2009, 'candles and matches, or a lighter' were most frequently found in the kits of the members of the target audience, while 'flashlight and batteries' ranked first for Canadians overall.

### "What's in your emergency kit?"

% saying "yes"	General Population			Target Audience		
	2007	2008	2009	2007	2008	2009
Sample Size (Un-weighted)	296	421	374	116	176	227
I'm going to read you a list of items. Please tell me which of these items are in your emergency kit. (Q21)						
Candles and matches, or a lighter	99%	97%	96%	99%	93%	97%
Flashlight and batteries	96%	97%	97%	97%	93%	96%
First Aid kit	98%	93%	95%	97%	92%	96%
Food that won't spoil	90%	91%	92%	91%	89%	91%
Manual can opener	82%	75%	81%	73%	70%	77%
At least 6L of water for each person in HH	65%	65%	74%	58%	61%	59%
Battery-powered radio or a wind-up radio	78%	73%	71%	72%	65%	70%
Cash in small bills	55%	50%	50%	47%	36%	41%
Extra keys	58%	59%	41%	51%	49%	33%
A copy of your emergency plan	33%	22%	25%	33%	27%	24%

Base: Those who said they had an emergency kit

Regional and demographic analyses of the data above yielded results similar to those reported for other personal emergency preparedness indicators. Namely, residents of Quebec were generally less prepared while those living in British Columbia were more prepared than those living other regions. Similarly, those with higher levels of education, household income, and those with living with dependents were generally more likely to have included more of the items listed above.<sup>11</sup>

<sup>11</sup> See footnote 9.

## Storage of Emergency Supplies

Forty-four percent of Canadians and 42% of women with children said their kit supplies were stored in a single, prepared bundle. Both figures represent an increase from the levels measured in the first two years of the campaign (+8 points GP, +6 points TA).

### Storage of Emergency Supplies

	General Population			Target Audience		
	2007	2008	2009	2007	2008	2009
Sample Size (Un-weighted)	1000	421	374	500	176	227
And do you keep all of the items I mentioned above in a single prepared bundle, like a container, bin or bag, or do you store some of the items in different places in your home, or do you store them in a single place but not in a prepared bundle? (Q22)						
Single, prepared bundle	36%	36%	44%	37%	36%	42%
In different places	40%	43%	35%	44%	40%	37%
Single place, but not in a prepared bundle	23%	21%	21%	19%	24%	20%

Note: Totals may not add to 100% due to rounding and exclusion of the 'Don't know / No Response' categories.  
 Base: Those who said they already have an emergency kit

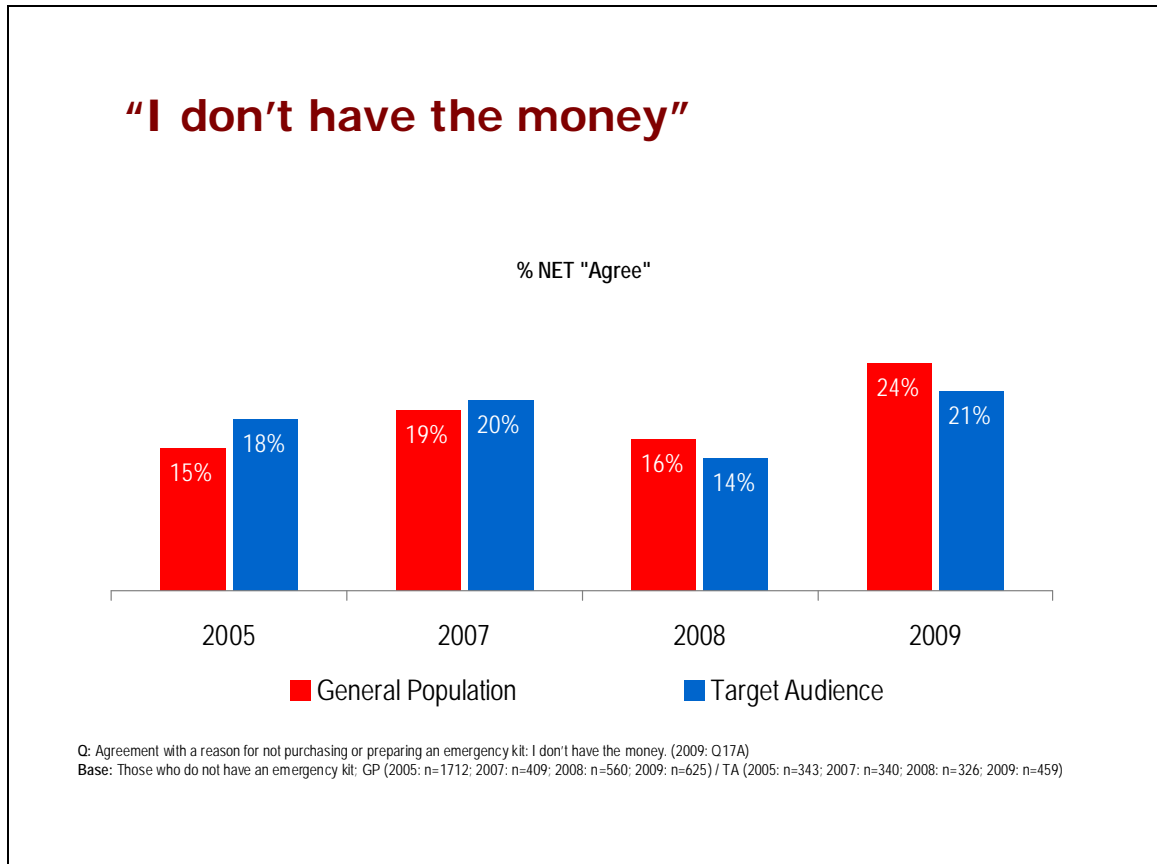
- British Columbians (57%) were the most likely to have stored their kit in a 'single, prepared bundle' – much more likely than were Albertans (30%), who were the most likely to have their items stored in different places (47%).<sup>12</sup>
- Those in the 55 to 64 cohort (51%) were the most likely to have stored their kit in a single, prepared bundle, while those 65 and older (45%) were the most likely to have stored their items in different places.
- Women (50%) were much more likely than men (37%) to keep their kits in one prepared bundle.
- Those in the \$60-100K income bracket (57%) were the most likely to keep their items in one bundle while those in the \$20-40K range (51%) were the most likely to keep their items in different places.

<sup>12</sup> See footnote 9.

## Barriers to Getting Prepared

### Lack of Money

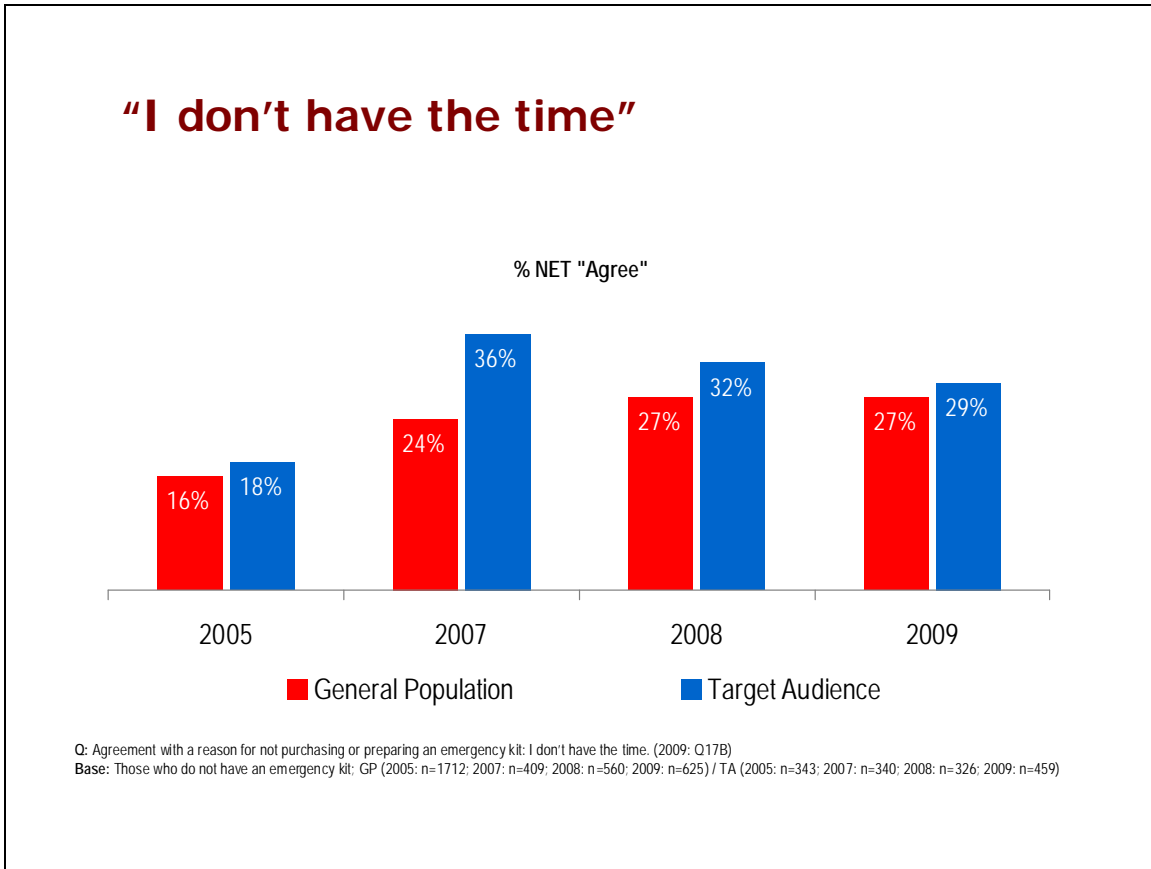
Lack of money as a barrier to preparing an emergency kit (24% GP, 21% TA) has increased in comparison to the previous years of the campaign (15-19% GP, 14-20% TA).



- Ontarians (29%) were the most likely to say they couldn't afford an emergency kit – much more likely than Quebecers (20%), who were the least likely to say money was an issue.
- Those 18-24 (40%) were the most likely to say they couldn't afford a kit.
- Lower income earners tended to agree that they could not afford a kit.
- Canadians with lower education levels tended to be much more likely to agree that they couldn't afford a kit.
- Canadians with a disability were much more likely (41%) than those without a disability (23%) to say that they could not afford to spend the money to get an emergency kit.

## Lack of Time

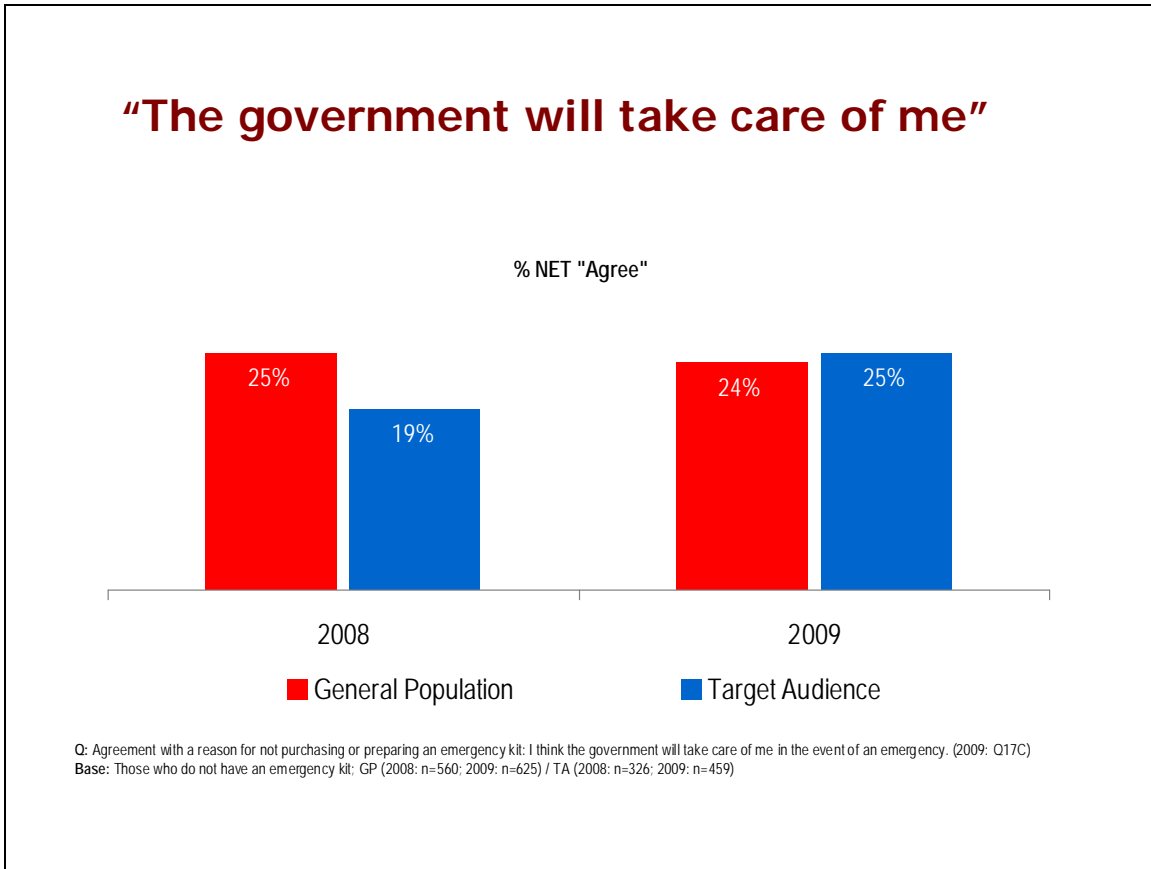
Lack of time as a barrier to preparing an emergency kit was cited by 27% of Canadians, and 29% of women with children. Looking at the results of post-campaign surveys, this barrier continues to be mentioned by a consistent proportion of members of the general public, but appears to be declining in prominence among members of the target audience.



- Residents of Quebec (33%), were the most likely to identify time as a barrier to their getting an emergency kit. On the other hand, residents of the Prairie Provinces (10%) or the Atlantic region (17%), who were the least likely to say that time was an issue.
- Younger Canadians, aged between 18 and 34, were more likely to indicate that time was a barrier for them to prepare an emergency kit.

## Reliance on Government as a Barrier to Getting a Kit

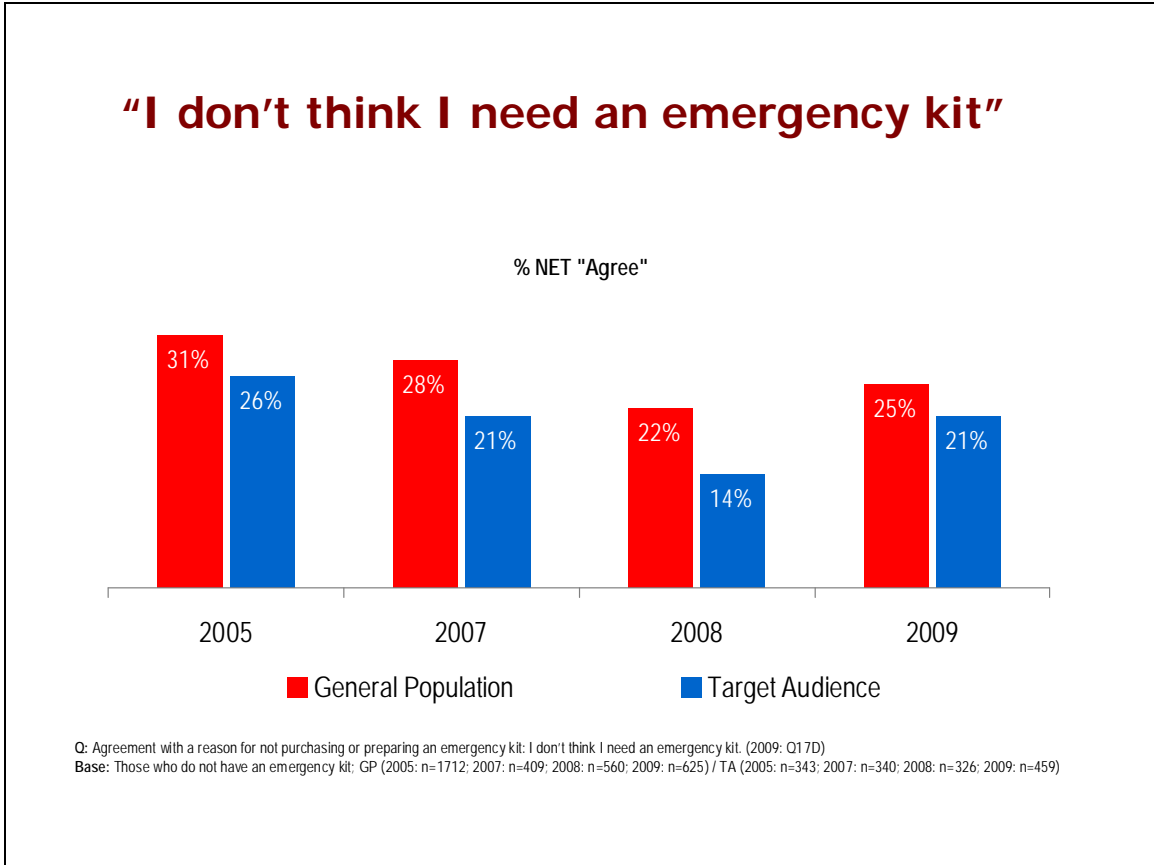
About a quarter of either audience (24% GP, 25% TA) continues to agree that their belief that Government will take care of them in the event of an emergency is a barrier to taking action to prepare. Although unchanged among Canadians overall, this belief has increased in prominence among members of the target audience since 2008 by 6 points.



- Quebecers (38%) were much more likely than other Canadians to believe that government would take care of them in an emergency is a reason not to get an emergency kit.
- Those in the 55 to 64 cohort (65%) were most likely to share this sentiment – much more so than those aged 25 to 34 (49%), who were the least likely.
- Generally, lower income earners and those with lower education levels tended to be more likely to agree that their belief that government would take care of them in an emergency prevented them getting a kit.

## Lack of Perceived Need for an Emergency Kit

The belief that one does not need to have an emergency kit was shared by 25% of Canadians and 21% of women with children, down from 31% and 26% respectively in 2005.



- Across the major cities, Torontonians (34%) and residents of Montreal (29%) were much more likely than Vancouverites (8%) to say that they didn't need an emergency kit.
- Those 65 and older (32%) were much more likely than those in the 35 to 54 cohort not to feel the need for a kit.
- Generally, lower income earners and those with lower levels of educational attainment tended to be more apt to agree that having an emergency kit was unnecessary.



In all, the 2009 survey found that among those who do not currently have an emergency kit, time was seen as a dominant barrier, although closely followed by the other reasons presented to the respondents.

It is worth noting that the increase in the proportion of respondents who indicated that money is a barrier to getting a kit may be at least partially attributed to the current economic downturn. Tracking over time shows that the perception that an emergency kit is unnecessary has diminished in its influence as a barrier in the 2005 to 2007 period.

## Barriers to Getting Prepared: Summary

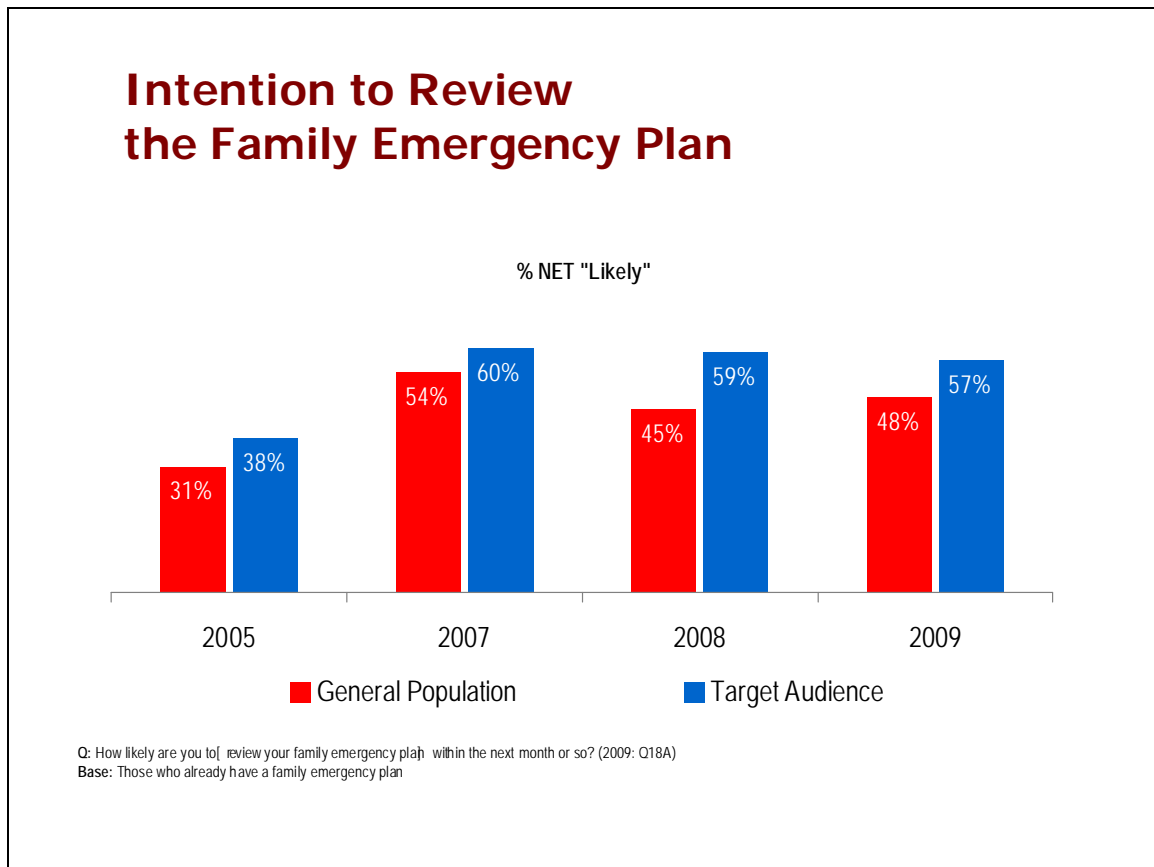
	General Population				Women with children			
	2005	2007	2008	2009	2005	2007	2008	2009
Sample Size	1712	409	560	625	343	340	326	459
<b>I don't have the money (Q17A)</b>								
NET Likely	15%	19%	16%	24%	18%	20%	14%	21%
<b>I don't have the time (Q17B)</b>								
NET Likely	16%	24%	27%	27%	18%	36%	32%	29%
<b>I think the government will take care of me in the event of an emergency (Q17C)</b>								
NET Likely	-	-	25%	24%	-	-	19%	25%
<b>I don't think I need an emergency kit (Q17D)</b>								
NET Likely	31%	28%	22%	25%	26%	21%	14%	21%

Base: Those who said they do not have an emergency kit

## ***Intentions to Get Better Prepared***

### **Review of an Existing Emergency Plan**

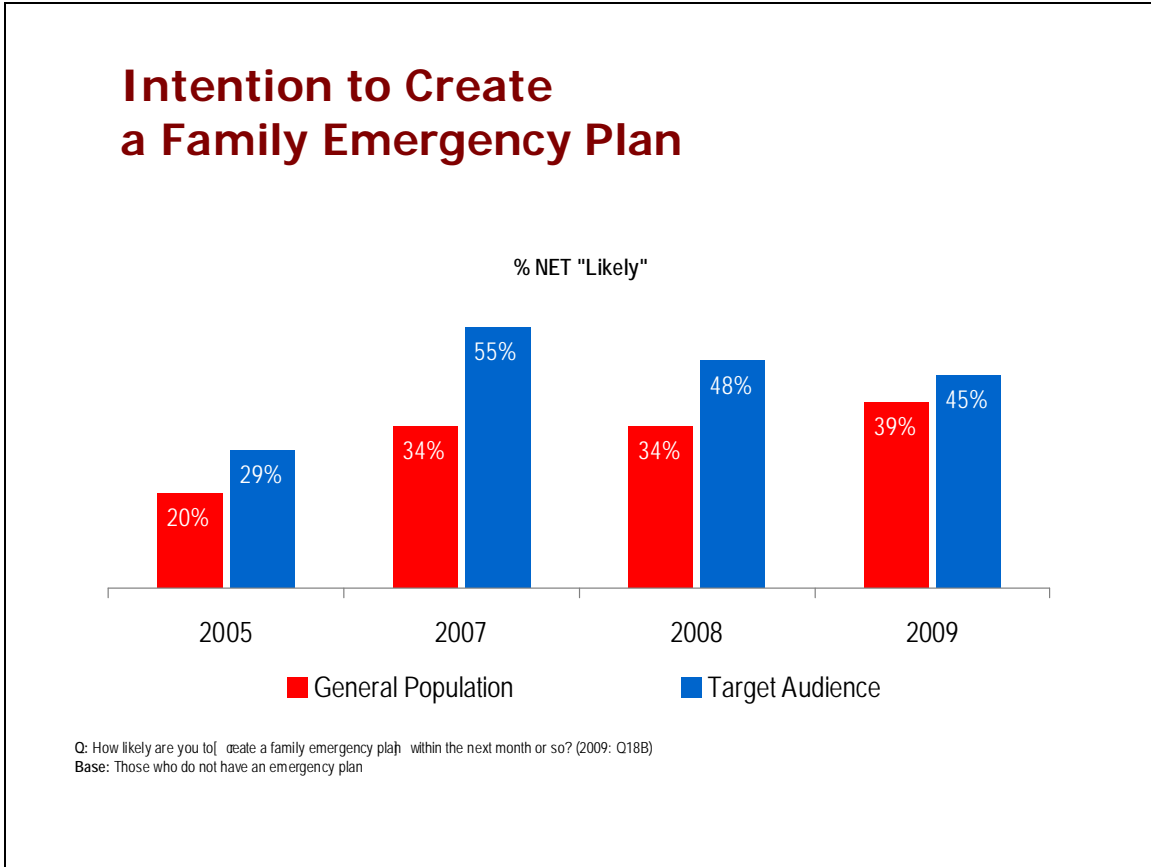
Approximately half of those who already have an emergency plan intend to review it in the near future (48% GP, 57% TA). The intentions to take this action have remained stable for the duration of the advertising campaign (2007-09).



- There were no regional differences among those who already have a family emergency plan in terms of their intention to review or update it in the near future.
- Those in the 18 to 24 age cohort (69%) were the most likely to review their plans – much more so than those 45-54 (41%), who were the least likely.
- Lower income earners were more likely say that they would review their family emergency plan over the next month.

## Intention to Create a Family Emergency Plan

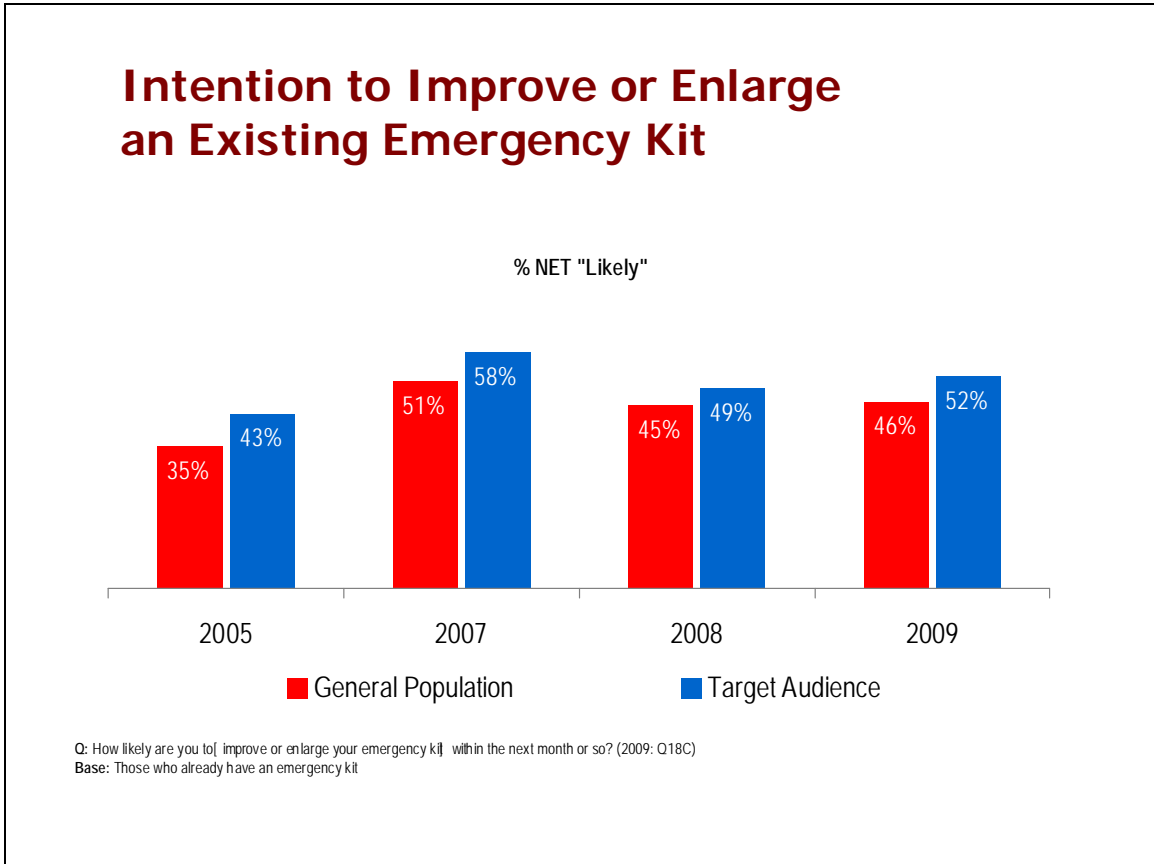
Substantial proportions of those who do not currently have an emergency plan intend to create one in the near future (39% GP, 45% TA). Findings of the three post-campaign surveys (2007-09) show a downward trend among members of the target audience, whereas likelihood of taking action among members of the general public appears to be growing, up 19 points since 2005.



- No regional differences were found in Canadians' intentions to create a family emergency plan.
- Canadians in the 35 to 64 age cohort were the most likely to create a plan, while those 65 and older were the least likely (28%).
- Women (45%) were much more likely than men (32%) to say they would create a family emergency plan in the near future.
- Parents were also found to have a higher proportion of those intending to put together a plan (45%) compared to respondents without dependents in the household (35%).

## Improvements to an Existing Emergency Kit

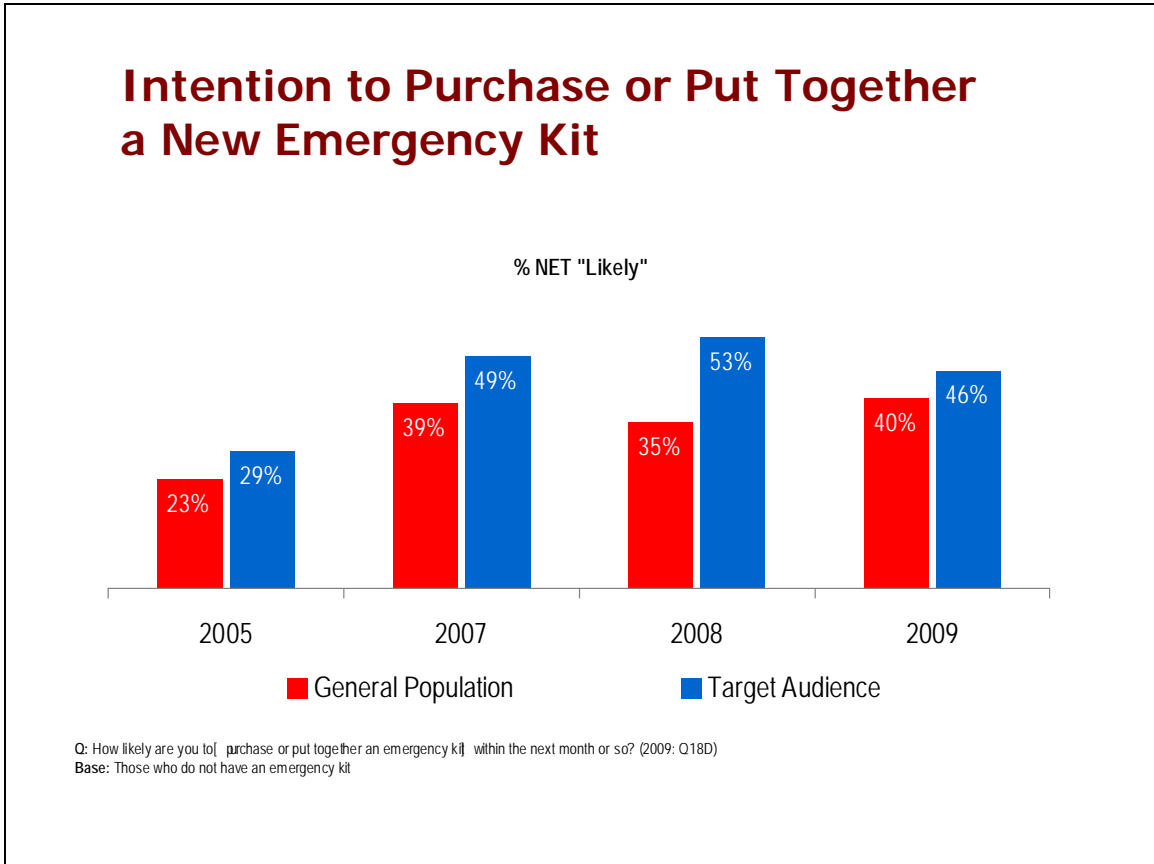
Among those who already have an emergency kit, 46% of Canadians, and 52% of women with children intend to improve or enlarge their kit. These levels are similar to those found in 2008 (45% GP, 49% TA), but lower than those in 2007 (51% GP, 58% TA).



- Of those who already had a kit, Quebecers (57%) were the most likely to say they will improve or enlarge their kits over the next month or so — much more likely than were British Columbians (38%), who were the least likely.

## Intention to Obtain an Emergency Kit

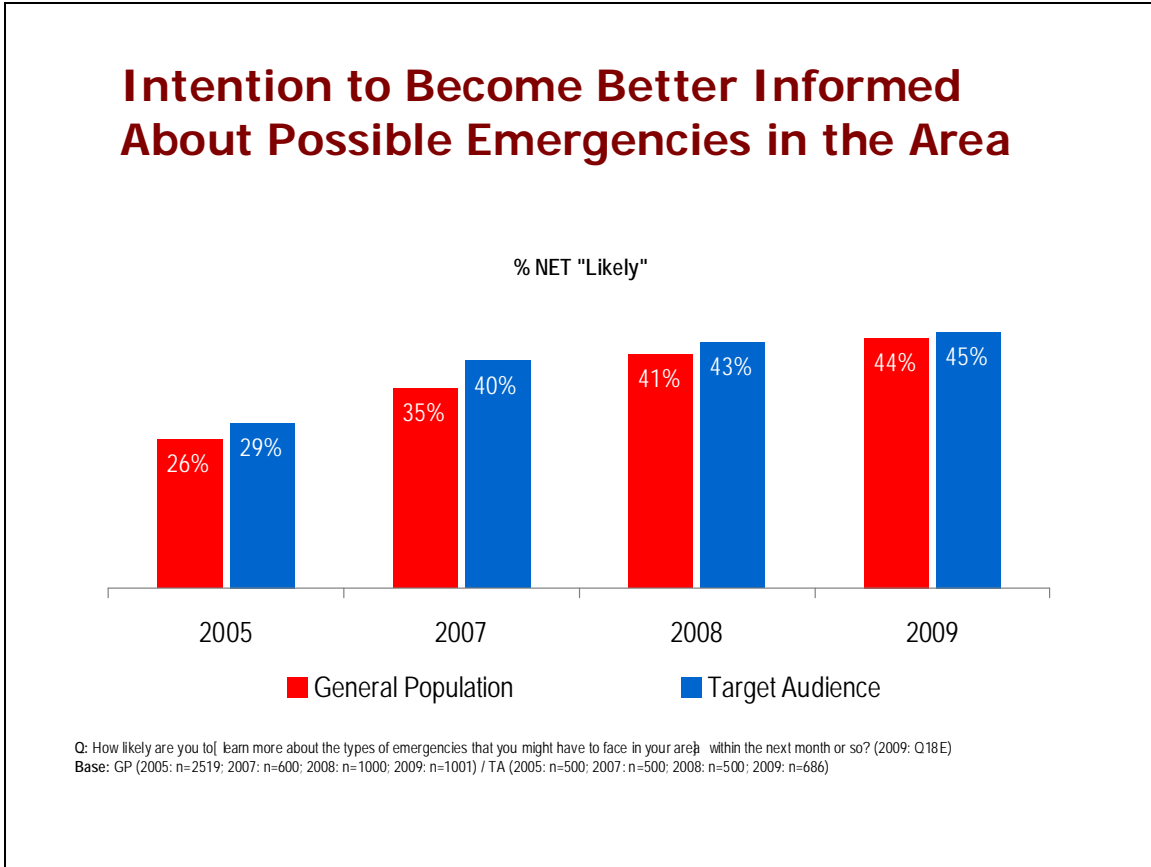
The proportion of those who do not currently have a kit, but intend to purchase or put one together has remained stable between 2007 and 2009, currently at 40% of Canadians overall, and 46% of members of the target audience.



- Of those who did not have an emergency kit, Ontarians (43%) and Quebecers (43%) were the most likely to say that they will get a kit over the next month or so—much more likely than those living in the Prairie Provinces (24%), who were the least likely.
- Those in the 25 to 34 age cohort (45%) were the most likely to get a kit – much more so than those 65 and older, who were the least likely.
- Women (44%) were much more likely than men (35%) to say they would get a kit in the near future.
- Canadians with a household income of between \$60K and \$80K were more likely (54%) than others to say that they will get a kit over the next month.
- Parents were also much more likely (46%) than those without dependents (35%) to say that they intend to get a kit in the next month.

## Intention to Become Better Informed

Since 2005, intention to become better informed about possible emergencies in one's area has shown consistent year-to-year increases. In 2009, 44% of Canadians overall and 45% of members of the target audience said they intend to become better informed about emergencies that may happen in their area.



- Quebecers (56%) were much more likely than other Canadians to say that they would learn more about the potential types of emergencies in their area over the next month or so.
- Also, Canadians in the \$20K to \$40K income bracket were the most likely to say they will learn more about the issue in the near future (61%).

## Conclusions

The results of the *'72 Hours' Advertising Post-campaign Evaluation 2009* survey suggest the following:

### Emergency Preparedness Advertising

- Over the three years of the campaign, there has been an upward trend in Canadians' awareness of EP advertising. Moreover, familiarity with the '72 Hours' brand has also shown significant growth.
- Aided recall of the '72 hours' advertising in 2009 was comparable to that of the first year of the campaign, but lower than the aided recall recorded in 2008. Reduced air time, combined with the launch of a new ad (after having aired the same ad two years in a row), most likely contributed to the decrease in recall over the past year.
- However, tracking data clearly shows that online ads have become an effective way to communicate with Canadians. Based on the evaluation research findings in this report it is evident that web-based advertising can now be considered as not only a cost-efficient means of delivering Government of Canada's message, but is also a means of communicating to an audience that is unlikely to be reached by other media channels.
- About a quarter of Canadians familiar with EP advertising said they took action as a result of the campaign. This figure is consistent with the number of Canadians that took action to better prepare themselves in the other years of the campaign. In all, it is estimated that over 1.4 million Canadians took action as the result of their exposure to the '72 Hours' ads.
- Finally, a strong majority of Canadians continue believe that it is important for the government to run campaigns promoting emergency kits. This is supported by multiple indicators that show that on the whole, regardless of whether they have seen the ads, Canadians see the importance and value of encouraging them to be better prepared for an emergency.

### Personal Emergency Preparedness

- Most Canadians feel that the responsibility for their own and their family's safety is shared between themselves and emergency personnel – a findings that is consistent with the campaign messaging that emergency preparedness is a shared responsibility.
- However, while attitudes toward personal emergency preparedness targeted by campaign messaging have moved in the desired direction, other beliefs such as the fact that there are some emergencies that one simply can't prepare for appear to be more entrenched and are unlikely to be affected.
- Still, with every year a larger proportion of Canadians assert that they would know what to do and where to go in an emergency. This is further supported by the increases registered in Canadians' information seeking behaviour.
- Finally, a growing number of Canadians agree that having an emergency kit is necessary to their safety, and almost two out of five have followed through and obtained a kit.

Thus, in light of the findings presented in this report, one can confidently conclude that the '72 Hours' advertising campaign has had a positive impact on the levels of personal preparedness among Canadians, and has increased the population's awareness of the need to take an active role in ensuring their own and their family's safety.

# **APPENDIX**





## 72 Hours Advertising Post-Campaign Evaluation 2009

### Survey Questionnaire – FINAL ENGLISH

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**TITLE**                    Items in bold and underlined font are section titles.  
***QXX:***                    Items in bold and italics are question titles.  
**TEXT**                    Content presented in all capitals is meant to be for the interviewer only, and is not to be read to the survey participant. Also includes question skip logic.

---

#### **INTRODUCTION**

Hello, my name is \_\_\_\_\_. I'm calling on behalf of Phoenix, a survey research company. I'd like to ask you some questions about current issues of interest to Canadians. Your responses will be kept entirely confidential and this survey is registered with the national survey registration system.

[FOR RESPONDENTS SEEKING MORE INFORMATION - The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry, or register a complaint. The registration system's toll-free telephone number is 1-800-554-9996.]

May I please speak to a member of the household who is 18 years of age or older? Would that be you? [IF NOT, ASK TO SPEAK TO THAT PERSON AND START AGAIN]

Yes	CONTINUE
No	ASK TO SPEAK TO 'ELIGIBLE' PERSON
REFUSED	THANK/DISCONTINUE

Your participation in this survey is voluntary, but would be extremely helpful. Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

YES, NOW	CONTINUE
YES, CALL LATER	SPECIFY DATE/TIME
REFUSED	THANK/DISCONTINUE

REVEAL NAME OF THE CLIENT THAT COMMISSIONED THE SURVEY AT THE END OF THE SURVEY ONLY.

---

#### **SCREENER**

***DEMO01:***  
INTERVIEWER: PLEASE RECORD GENDER OF RESPONDENT

***DEMO02:***  
Are there any children under the age of 18 currently living in your household? This can be full time or part time as part of a shared custody arrangement.

Yes  
No  
REFUSED

[AFTER GENERAL PUBLIC QUOTA IS FULL, AT n=1000, CONTINUE ONLY WITH FEMALES WHO ANSWER YES TO DEMO02 TO FILL QUOTA OF "MOTHERS WITH CHILDREN UNDER 18" TO FILL OVERSAMPLE QUOTA OF n=500]

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DON'T KNOW [VOLUNTEERED]  
REFUSED [VOLUNTEERED]

**Q5B:** = >Q5A = GOVERNMENT (GENERAL)  
Which level of government? [READ LIST, ACCEPT ONE RESPONSE]

Federal government  
Provincial government  
Municipal government  
OTHER [VOLUNTEERED]  
DON'T KNOW [VOLUNTEERED]  
REFUSED [VOLUNTEERED]

IF RESPONDENT RECALLED ANY OF THE ADS: This advertising was produced by the Government of Canada.

EVERYONE: The next three questions have to do with the performance of the government in general.

FOR THE NEXT THREE QUESTIONS, RECORD "DON'T KNOW" AND "REFUSED" SEPARATELY.

**Q6:**  
How would you rate the performance of the Government of Canada on helping Canadians prepare themselves for an emergency? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

[1 – 7]  
DON'T KNOW [VOLUNTEERED]  
REFUSED [VOLUNTEERED]

**Q7:**  
And, using the same scale [REPEAT IF NECESSARY], how would you rate the performance of the Government of Canada in providing information to the public in general?

[1 – 7]  
DON'T KNOW [VOLUNTEERED]  
REFUSED [VOLUNTEERED]

**Q8:**  
Generally speaking, how would you rate the overall performance of the Government of Canada? Once again, please use the same scale [REPEAT IF NECESSARY].

[1 – 7]  
DON'T KNOW [VOLUNTEERED]  
REFUSED [VOLUNTEERED]

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**CAMPAIGN-SPECIFIC SOCIAL MARKETING INDICATORS**

ASK Q9 AND Q10 ONLY OF THOSE WHO SAID YES OR MAYBE TO EITHER Q2A OR Q2B, OTHERWISE SKIP TO Q11.

Now, thinking again about the advertisements that you saw or heard about emergency kits...

**Q9:**  
On a scale of 1 to 7, where 1 means not at all relevant and 7 means very relevant, how relevant do you think these advertisements are to you personally?



[1 – 7]  
DK/RF

**Q10:**

Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? [READ AND RANDOMIZE].

- a) *The advertising made you think about preparing an emergency kit.*
- b) *The advertising was helpful to you.*
- c) *The advertising contained new information that you were not aware of.*
- d) *The advertising told you something that had meaning to you personally.*
- e) *It is a good idea for the Government of Canada to run advertisements like this.*

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree  
DK/RF

[DO NOT READ] N/A (Because I already have a kit)

**Q11A:**

In case of an emergency, such as a natural disaster, serious accident, or incident caused by human error, do you think you would be prepared and know what to do? Would you say you have ... ?

ALL the information you need to know what to do  
have ENOUGH information to know what to do  
or need MORE information about what to do?  
DK/NR

**Q11B:**

And in your opinion, in case of an emergency like those just mentioned, whose responsibility would you say it is to ensure your and your family's safety? Would you say that it is ... ?

[ONLY IF ASKED TO REPEAT: Emergencies such as a natural disaster, serious accident, or incident caused by human error.] [ROTATE RESPONSE OPTIONS, BUT ALWAYS PRESENT 'SHARED RESPONSIBILITY' OPTION SECOND]

Your responsibility  
Shared responsibility between you and emergency personnel  
The responsibility of emergency personnel  
DK/NR

**Q11C:**

And in case of an emergency such as a natural disaster, serious accident, or incident caused by human error, how long would you say you and your family should be prepared to wait until help arrives? [READ LIST, ACCEPT ONE RESPONSE]

A few hours  
At least 24 hours  
48 hours  
72 hours  
A week  
Over a week  
DK/RF

**Q12:**



The advertisements that we talked about are actually designed to encourage Canadians to purchase or prepare an emergency kit with enough supplies to last for 72 hours. On a scale of 1 to 7, where 1 means not at all important and 7 means very important, how important is it for the government to encourage Canadians to prepare or buy an emergency kit?

[1 – 7]  
DK/RF

**Q13:**

Have you or your family ever looked for information on what to do in case of an emergency, such as a natural disaster, serious accident, or incident caused by human error?

Yes  
No  
DK/RF

**Q13A:** ASK ONLY IF Q13 = YES, SKIP Q13B

And where did you look for information on what to do in case of an emergency? [OPEN ENDED, CODE FIRST, SECOND, AND THIRD MENTIONS; IF INTERNET PROBE FOR SPECIFIC WEBSITES]

[RECORD RESPONSE]  
DK/NR

**Q13B:** ASK ONLY IF Q13 = NO

And where would you look if you wanted to find information on what to do in case of an emergency? [OPEN ENDED, CODE FIRST, SECOND, AND THIRD MENTIONS; IF INTERNET PROBE FOR SPECIFIC WEBSITES]

[RECORD RESPONSE]  
DK/NR

**Q14:**

Have you or your family prepared a family emergency *plan* that includes how to get in touch with each other in case of an emergency, such as a natural disaster, a serious accident, or incident caused by human error?

Yes  
No  
DK/RF

**Q15:**

Have you or your family purchased or prepared an emergency *kit* with supplies you might need in case of an emergency, such as a natural disaster, a serious accident, or incident caused by human error?

Yes  
No  
DK/RF

IF YES AT Q15, ASK Q15B

**Q15b:**

Which did you do... purchase an emergency kit or put one together yourself?

Purchased a kit  
Prepared a kit  
DK/RF



IF YES AT Q15, ASK Q16, THEN SKIP TO Q18. IF NO TO Q15, SKIP TO Q17.

**Q16:**

And when did you [purchase/prepare]\* your emergency kit?

- Within the last month
- Within the last three months
- Within the last six months
- Within the last year
- Over a year ago
- DK/RF

\* INSERT RESPONDENT'S ANSWER FROM Q15B

**Q17:**

I am going to read you some statements describing possible reasons why you have not purchased or prepared an emergency kit. Please rate your agreement with each statement on a scale from 1 to 7, where 1 means you completely disagree and 7 means you completely agree with the statement. [ROTATE STATEMENTS]

- a) I don't have the money
- b) I don't have the time
- c) I think the government will take care of me in the event of an emergency
- d) I don't think I need an emergency kit

[1 – 7]  
DK/RF

**Q18 :**

How likely are you to do each of the following within the next month or so? Please rate how likely you are to do each on a scale from 1 to 7, where 1 is not at all likely and 7 is very likely.

[IF "NO" AT Q14, SKIP TO Q18B]

- a) Review your family emergency plan.

[IF "YES" AT Q14 SKIP TO Q18C]

- b) Create a family emergency plan.

[IF "NO" AT Q15 SKIP TO Q18D]

- c) Improve or enlarge your emergency kit.

[IF "YES" AT Q15 SKIP TO Q18E]

- d) Purchase or put together an emergency kit.
- e) Learn more about the types of emergencies that you might have to face in your area.

[1 – 7]  
DK/RF

**Q19:**

I am going to read you some statements. Please rate your agreement with each statement on a scale from 1 to 7, where 1 means you completely disagree and 7 means you completely agree with the statement. [ROTATE STATEMENTS]



- a) Any disaster that happens in my area is likely to be over in a short time.
- b) My area is not likely to be affected by a disaster soon.
- c) Making a family emergency plan is a necessary part of ensuring my own and my family's safety.
- d) The Government will take care of me if a large-scale emergency were to occur.
- e) There are a lot of emergencies that you simply can't prepare for.
- f) Preparing an emergency kit is a necessary part of ensuring my own and my family's safety.
- g) In an emergency I would know what to do and where to go for help.

[1 – 7] DK/RF

**Q20:**

Emergency kits can include different items. Off the top of your head, what do *you* think should be included in an emergency kit with supplies for 72 hours? [DO NOT READ. PROBE WITH "ANYTHING ELSE?" RECORD ALL THAT APPLY]

First aid kit  
Flashlight and batteries  
Battery-powered radio or a wind-up radio  
Candles and matches, or a lighter  
Manual can opener  
Food that won't spoil  
At least 6 litres of water for each person in the household  
Cash in small bills  
A copy of your emergency plan  
Equipment for people with disabilities  
Extra keys  
Infant formula  
Prescription medications  
Other [SPECIFY]  
DK/RF

IF Q15 = 'Yes' THEN ASK Q21, OTHERWISE SKIP TO Q23

**Q21:**

I'm going to read you a list of items. Please tell me which of these items are in your emergency kit. [READ/RANDOMIZE ITEMS]

- a) First aid kit
- b) Flashlight and batteries
- c) Battery-powered radio or a wind-up radio
- d) Candles and matches, or a lighter
- e) Manual can opener
- f) Food that won't spoil
- g) At least 6 litres of water for each person in your household, including yourself
- h) Cash in small bills
- i) A copy of your emergency plan
- j) Extra keys

Yes  
No  
DK/RF

**Q22:**

And do you keep all of the items I mentioned above in a single prepared bundle, like a container, bin or bag, or do you store some of the items in different places in your home, or do you store them in a single place but not in a prepared bundle?





Single, prepared bundle  
In different places  
Single place, but not in a prepared bundle  
DK/RF

**Q23:**

Do you or does anyone in your household work for any of the following organizations: St Johns Ambulance, the Salvation Army or the Red Cross, or first responders such as police, firefighters or emergency personnel?

Yes  
No  
DK/RF

**Q24:**

Over the past two weeks, have you ... ? [READ AND RANDOMIZE. CODE ALL THAT APPLY.]

- a) Read a daily newspaper?
- b) Watched television?
- c) Listened to the radio?
- d) Taken public transit?
- e) Used the internet?
- f) Attended a fair/exhibition?
- g) Read a magazine?

Yes  
No  
Maybe  
DK/RF

---

**DEMOGRAPHICS**

ASK OF ALL RESPONDENTS

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

**DEMO03:**

What is your current employment status? Are you...? [READ LIST IF HELPFUL, ACCEPT ONE ANSWER ONLY]

- Working full-time (35 or more hours per week)
- Working part-time (less than 35 hours per week)
- Self-employed
- Student (not working)
- Unemployed, but looking for work
- Not in the workforce (for example, unemployed, but not looking for work, a full-time homemaker or parent)
- Retired
- OTHER [VOLUNTEERED]
- REFUSED [VOLUNTEERED]

**DEMO04:**

What is the highest level of formal education that you have completed to date? [READ LIST IF HELPFUL, ACCEPT ONE ANSWER ONLY]



Elementary school or less  
Secondary school  
Some post-secondary  
College, vocational or trade school  
Undergraduate university program  
Graduate or professional university program  
REFUSED [VOLUNTEERED]

**DEMO05:**

In what year were you born?

RECORD YEAR  
REFUSED

**DEMO06:**

To which ethnic or cultural group or groups do you belong? [DO NOT READ LIST, RECORD UP TO FIRST FOUR GROUPS MENTIONED]

CANADIAN (e.g. Québécois/Québécoise)  
NORTH OR CENTRAL AMERICAN – OUTSIDE CANADA (e.g. American, Cuban, Haitian, Mexican, Guatemalan, Panamanian)  
ABORIGINAL (e.g. Métis, North American Indian, Inuit)  
ARAB  
AFRICAN (e.g. Algerian, Ethiopian, Egyptian, Moroccan, Somali,)  
AUSTRALASIAN (e.g. Australia, New Zealand)  
ASIAN (e.g. Lebanese, Iranian, Indian, Chinese)  
BLACK  
EUROPEAN (e.g. English, French, German, Italian, Russian, Turkish)  
JEWISH  
SOUTH AMERICAN (e.g. Columbian, Brazilian, Chilean)  
OTHER (specify)  
REFUSED

**DEMO07:**

Which of the following income ranges best describes the combined annual income of all persons in your household, before taxes? [READ LIST]

Under \$20,000  
\$20,000 to just under \$40,000  
\$40,000 to just under \$60,000  
\$60,000 to just under \$80,000  
\$80,000 to just under \$100,000  
Over \$100,000  
REFUSED [VOLUNTEERED]

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**ADDITIONAL DEMOGRAPHICS QUESTIONS**

**DEMO11:**

How many persons over the age of 65 who depend on you for care are currently living in your household? [RESPONDENT TO EXCLUDE HIMSELF/HERSELF IF OVER 65]

[RECORD NUMBER]  
DK/RF

**DEMO12:**

Do you consider yourself to be a person with a disability?



Yes  
No  
DK/RF

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That concludes the survey. This survey was conducted on behalf of Public Safety Canada. In the coming months the report will be available from Library and Archives Canada. Thank you very much for taking part. It is appreciated.

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INTERVIEWER RECORDS:

**DEMO13:**  
LANGUAGE OF INTERVIEW

**DEMO14:**  
PROVINCE/TERRITORY



## Évaluation de la campagne publicitaire « 72 heures » - 2009

### Sondage – version française FINALE

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#### **INTRODUCTION**

Bonjour, je m'appelle \_\_\_\_\_. Je vous appelle au nom de Phoenix, une entreprise de sondages d'opinion. J'aimerais vous poser certaines questions au sujet d'enjeux actuels d'importance pour les Canadiens. Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est inscrit auprès du système national d'enregistrement des sondages.

[POUR LES RÉPONDANTS QUI VEULENT EN SAVOIR PLUS : Le système d'enregistrement a été mis sur pied par l'industrie canadienne du sondage pour permettre au public de vérifier la légitimité d'un sondage, se renseigner sur l'industrie du sondage ou déposer une plainte. Le numéro sans frais du système d'enregistrement est le 1 800 554-9996.]

Pourrais-je parler à un membre de votre foyer qui a 18 ans ou plus? Seriez-vous cette personne?  
[SI NON, DEMANDER DE PARLER AVEC CETTE PERSONNE ET RECOMMENCER]

Oui	CONTINUER
Non	DEMANDER LA PERSONNE ÉLIGIBLE
REFUS	REMERCIER/TERMINER

Vous êtes libre de participer au présent sondage mais cela serait très utile. Seriez-vous d'accord pour prendre part à ce sondage? Nous pouvons le faire dès maintenant ou à un moment plus propice pour vous.

Oui, maintenant	CONTINUER
Oui, rappeler	PRÉCISER LA DATE/L'HEURE
REFUS	REMERCIER/TERMINER

NE RÉVÉLER LE NOM DU CLIENT AYANT COMMANDÉ LE SONDRAGE QU'À LA FIN DE CELUI-CI.

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#### **RESPONSABLE DE LA SÉLECTION**

**DEMO01 :**  
INTERVIEWEUR : INSCRIRE LE SEXE DU RÉPONDANT

**DEMO02 :**  
Est ce qu'il y a des enfants de moins de 18 ans qui vivent dans votre foyer, que ce soit à temps plein ou à temps partiel dans le cadre d'une garde partagée?

Oui  
Non  
REFUS

[LORSQUE LE QUOTA DE MEMBRES DU GRAND PUBLIC EST ATTEINT, À n = 1000, POURSUIVRE UNIQUEMENT AVEC DES FEMMES QUI RÉPONDENT OUI À LA Q2 AFIN D'ATTEINDRE LE QUOTA DES « MÈRES AVEC ENFANTS » ET LE QUOTA DE SURÉCHANTILLON DE n = 500]





NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/n'a pas/n'utilise pas le médium (p. ex. Internet).

SI LE/LA RÉPONDANT(E) SE SOUVIENT DE L'UNE OU L'AUTRE DES ANNONCES SIGNALÉES DANS LA SÉRIE DE QUESTIONS Q2, CONTINUER; AUTREMENT, PASSER À LA Q6.

**Q3 :**

Pour ce qui concerne l'annonce que vous avez vue/entendue, à votre avis, quel serait le message principal que l'annonce tente de communiquer? [QUESTION OUVERTE. ACCEPTER UNE SEULE RÉPONSE]

Se préparer à une urgence

72 heures

Trousse/fournitures

Catastrophes naturelles

Responsabilité personnelle

Panne de courant généralisée / locale

Sensibilisation

Nourriture et eau

AUTRE (préciser)

RIEN

NE SAIS PAS

REFUS

**Q4A :**

Avez-vous fait quelque chose en réponse à cette (ces) annonce(s)?

Oui

=> DEMANDER Q4B

Non

=> SAUTER LA PROCHAINE QUESTION

NE SAIS PAS

REFUS

**Q4B :** = >Q4A = OUI

Qu'avez-vous fait? Y a-t-il autre chose? [NE PAS LIRE LA LISTE, CODER TOUTES LES RÉPONSES PERTINENTES]

A ajouté de l'eau/a vérifié qu'il y avait suffisamment d'eau à proximité/eau embouteillée

A ajouté des aliments en conserve/a vérifié qu'il y avait suffisamment d'aliments en conserve S'est assuré qu'il était prêt/a vérifié que tous les articles nécessaires étaient à proximité

A ajouté des piles/a vérifié qu'il y avait suffisamment de piles à proximité

A visité le site Web/a imprimé la liste des articles

A ajouté une lampe de poche/a vérifié que la lampe de poche était à proximité

Possède déjà une trousse/est déjà prêt

A réfléchi à la situation

S'est procuré une trousse d'urgence/a préparé une trousse d'urgence

A discuté avec des membres de sa famille/des collègues

S'est procuré une trousse de premiers soins/a préparé une trousse de premiers soins

AUTRE (préciser)

RIEN

NE SAIS PAS

REFUS

**Q5A :**

Pour ce qui concerne la publicité que vous avez vue/entendue, à votre avis, qui en était l'auteur? Autrement dit, qui l'a financée? [NE PAS LIRE, ACCEPTER UNE SEULE RÉPONSE]





Maintenant, en pensant encore une fois aux publicités que vous avez vues/entendues à propos des troussees d'urgence...

**Q9 :**

Dans quelle mesure ces publicités sont-elles pertinentes pour vous personnellement, sur une échelle de 1 à 7, où 1 signifie pas du tout pertinente, et 7, très pertinente?

[1 À 7]

NSP/REFUS

**Q10 :**

Veuillez me dire si vous êtes fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord avec les énoncés suivants : [LIRE AU HASARD].

- a) La publicité vous a fait penser à préparer une trousse d'urgence
- b) La publicité vous a été utile
- c) La publicité contenait de nouveaux renseignements que vous ignoriez
- d) La publicité disait quelque chose de significatif pour vous personnellement
- e) C'est une bonne idée que le gouvernement du Canada diffuse des publicités comme celle-ci

Fortement d'accord

Plutôt d'accord

Plutôt en désaccord

Fortement en désaccord

NSP/REFUS

[NE LISEZ PAS] N/A (Parce que j'ai déjà une trousse)

**Q11A :**

En cas d'urgence, comme lors d'une catastrophe naturelle, d'un grave accident ou d'un incident causé par une erreur humaine, estimez-vous que vous seriez préparé et sauriez quoi faire? Diriez-vous que... ?

Vous disposez de TOUS les renseignements nécessaires pour savoir quoi faire

Vous disposez de SUFFISAMMENT de renseignements pour savoir quoi faire

Vous avez besoin de PLUS de renseignements sur ce qu'il faut faire

NSP/REFUS

**Q11B :**

D'après vous, si l'une des urgences susmentionnées se produit, à qui incombe la responsabilité d'assurer la sécurité de votre famille et la vôtre? Diriez-vous qu'il s'agit ...?

[SEULEMENT SI L'ON VOUS DEMANDE DE RÉPÉTER : En cas d'urgence, comme lors d'une catastrophe naturelle, un accident grave ou un incident causé par une erreur humaine] [FAIRE UNE ROTATION DES RÉPONSES, MAIS TOUJOURS PRÉSENTER L'OPTION 'RESPONSABILITÉ PARTAGÉE' COMME DEUXIÈME OPTION]

De votre responsabilité

D'une responsabilité partagée entre les intervenants d'urgence et vous

De la responsabilité des intervenants d'urgence

NSP/REFUS

**Q11C :**

En cas d'urgence, comme lors d'une catastrophe naturelle, d'un grave accident ou d'un incident causé par une erreur humaine, à votre avis, combien de temps vous et votre famille devriez être préparés à attendre avant l'arrivée des secours? [LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE]

Quelques heures





Au moins 24 heures  
48 heures  
72 heures  
Une semaine  
Plus d'une semaine  
NSP/REFUS

**Q12 :**

Les publicités dont nous venons de parler sont en fait conçues pour inciter les Canadiens à acheter ou à préparer une trousse d'urgence contenant ce qu'il faut pour subsister pendant 72 heures. Dans quelle mesure est-il important que le gouvernement incite les Canadiens à préparer ou à acheter une trousse d'urgence, sur une échelle de 1 à 7, où 1 signifie pas du tout important, et 7, très important?

[1 À 7]  
NSP/REFUS

**Q13 :**

Avez-vous, vous ou votre famille, déjà cherché à obtenir des renseignements sur les mesures à prendre en cas d'urgence, comme lors d'une catastrophe naturelle, d'un grave accident ou d'un incident causé par une erreur humaine?

Oui  
Non  
NSP/REFUS

**Q13A :** POSER LA QUESTION SEULEMENT SI LA RÉPONSE À LA Q13 EST OUI. SINON, PASSER À LA QUESTION 13B

Quelles sources avez-vous consultées pour connaître les mesures à prendre lors d'une urgence? [QUESTION OUVERTE, CODER LA PREMIÈRE, LA DEUXIÈME ET LA TROISIÈME RÉPONSE; S'IL S'AGIT D'INTERNET, DEMANDER DES PRÉCISIONS SUR LES SITES WEB]

[CONSIGNER LA RÉPONSE]  
NSP/REFUS

**Q13B :** POSER LA QUESTION SEULEMENT SI LA RÉPONSE À LA Q13 EST NON

Quelles sources consulteriez-vous pour obtenir des renseignements sur les mesures à prendre lors d'une urgence? [QUESTION OUVERTE, CODER LA PREMIÈRE, LA DEUXIÈME ET LA TROISIÈME RÉPONSE; S'IL S'AGIT D'INTERNET, DEMANDER DES PRÉCISIONS SUR LES SITES WEB]

[CONSIGNER LA RÉPONSE]  
NSP/REFUS

**Q14 :**

Avez-vous, vous ou votre famille, élaboré **un plan** d'urgence familial qui prévoit une façon de permettre aux membres de la famille de communiquer entre eux en cas d'urgence, comme lors d'une catastrophe naturelle, d'un grave accident ou d'un incident causé par une erreur humaine?

Oui  
Non  
NSP/REFUS

**Q15 :**

Avez-vous, vous ou votre famille, acheté ou préparé une **trousse** d'urgence contenant des articles dont vous pourriez avoir besoin en cas d'urgence, comme lors d'une catastrophe naturelle, d'un grave accident ou d'un incident causé par une erreur humaine?



Oui  
Non  
NSP/REFUS

SI LA RÉPONSE EST « OUI » À LA Q15, POSEZ LA Q15 B

**Q15b :**

Avez-vous acheté ou préparé une trousse d'urgence?

Acheté une trousse  
Préparé une trousse  
NSP/REFUS

SI LA RÉPONSE EST « OUI » À LA Q15, POSEZ LA Q16, ET PUIS, PASSEZ À LA Q18. SI LA RÉPONSE EST « NON » À LA Q15, PASSEZ À LA Q17.

**Q16 :**

Quand avez-vous [acheté/préparé] votre trousse d'urgence?

Au cours du dernier mois  
Au cours des trois derniers mois  
Au cours des six derniers mois  
Au cours de la dernière année  
Il y a plus d'un an  
NSP/REFUS

\*INSÉRER ICI LA RÉPONSE DE LA Q15B

**Q17 :**

Je vais vous lire quelques énoncés décrivant des raisons pouvant expliquer pourquoi vous n'avez pas préparé ou acheté de trousse d'urgence, et j'aimerais savoir dans quelle mesure vous êtes d'accord avec chacun d'eux, sur une échelle de 1 à 7, où 1 signifie que vous êtes entièrement en désaccord, et 7, entièrement d'accord. [FAIRE UNE ROTATION DES ÉNONCÉS]

- e) Je n'ai pas l'argent
- f) Je manque de temps
- g) Le gouvernement me viendra en aide en situation d'urgence
- h) Je ne crois pas avoir besoin de trousse d'urgence

[1 À 7]  
NSP/REFUS

**Q18 :**

Dans quelle mesure est-il probable que vous vous adonnerez à chacune des activités suivantes au cours du prochain mois environ? Veuillez indiquer dans quelle mesure il est probable que vous le fassiez sur une échelle de 1 à 7, où 1 signifie pas du tout probable, et 7, très probable.

[SI LA RÉPONSE EST « NON » À LA Q14, PASSER À LA Q18B]

- f) Réviser votre plan d'urgence familial.

[SI LA RÉPONSE EST « OUI » À LA Q14, PASSER À LA Q18C]

- g) Élaborer un plan d'urgence familial.

[SI LA RÉPONSE EST « NON » À LA Q15, PASSER À LA Q18D]

- h) Améliorer ou mieux approvisionner votre trousse d'urgence.



[SI LA RÉPONSE EST « OUI » À LA Q15 PASSER À LA Q18E]

- i) Préparer ou acheter une trousse d'urgence.
- j) Obtenir plus de renseignements au sujet de diverses situations d'urgence susceptibles de survenir dans votre région.

[1 À 7]  
NSP/REFUS

**Q19 :**

Je vais maintenant vous lire quelques énoncés, et j'aimerais savoir dans quelle mesure vous êtes d'accord avec chacun d'eux, sur une échelle de 1 à 7, où 1 signifie que vous êtes entièrement en désaccord, et 7, entièrement d'accord. [FAIRE UNE ROTATION DES ÉNONCÉS]

- a) Toute catastrophe qui se produirait dans ma région serait sans doute de courte durée
- b) Il est peu probable que ma région soit frappée par une catastrophe dans un avenir rapproché
- c) Élaborer un plan d'urgence familial est une démarche essentielle pour assurer ma sécurité et celle de ma famille
- d) Le gouvernement me viendra en aide si une situation d'urgence d'envergure survient
- e) Il y a de nombreuses situations d'urgence pour lesquelles il est impossible de se préparer
- f) Préparer une trousse d'urgence est une démarche essentielle pour assurer ma sécurité et celle de ma famille.
- g) En situation d'urgence, je saurais quoi faire et où me rendre pour obtenir de l'aide

[1 À 7]  
NSP/REFUS

**Q20 :**

Les trousse d'urgence peuvent contenir différents articles. Qu'est-ce qui vous vient à l'esprit en premier lieu lorsque vous songez à ce que devrait contenir une trousse d'urgence pour 72 heures? [NE PAS LIRE. SONDER EN DEMANDANT « Y A-T-IL AUTRE CHOSE? ». INSCRIRE TOUT CE QUI S'APPLIQUE.]

Une trousse de premiers soins  
Une lampe de poche et des piles  
Une radio à piles ou à manivelle  
Des chandelles et des allumettes, ou un briquet  
Un ouvre-boîte manuel  
Des aliments non périssables  
Au moins 6 litres d'eau pour chaque personne du foyer  
De l'argent en petites coupures  
Un exemplaire du plan d'urgence  
L'équipement nécessaire pour les personnes aux prises avec des incapacités  
Un double des clés  
Du lait maternisé  
Des médicaments sur ordonnance  
Autre [PRÉCISER]  
NSP/REFUS

POSER LA QUESTION Q21 SI LA RÉPONSE À LA Q15 EST OUI. SINON, PASSER À LA Q23.

**Q21 :**

Je vais maintenant vous lire une liste d'articles, et j'aimerais savoir lesquels se retrouvent dans votre trousse d'urgence :

- a) Une trousse de premiers soins



- b) Une lampe de poche et des piles
- c) Une radio à piles ou à manivelle
- d) Des chandelles et des allumettes, ou un briquet
- e) Un ouvre-boîte manuel
- f) Des aliments non périssables
- g) Au moins 6 litres d'eau pour chaque personne du foyer, y compris vous-même
- h) De l'argent en petites coupures
- i) Une copie de votre plan d'urgence
- j) Un double de clés

Oui

Non

NSP/REFUS

**Q22 :**

Conservez-vous tous les articles que je viens de mentionner dans une trousse assemblée unique, comme un contenant, un coffre ou un sac, ou rangez-vous certains des articles à différents endroits de la maison ou les rangez-vous à un seul endroit, mais pas dans une trousse assemblée?

À un seul endroit, dans une trousse assemblée

À différents endroits

À un seul endroit, mais pas dans une trousse assemblée

NSP/REFUS

**Q23 :**

Est-ce que vous ou une personne de votre foyer travaillez pour l'une des organisations suivantes : l'Ambulance Saint-Jean, l'Armée du Salut ou la Croix-Rouge, ou encore comme premier intervenant, par exemple comme agent de police, pompier ou secouriste?

Oui

Non

NSP/REFUS

**Q24 :**

Au cours des deux dernières semaines, avez-vous... [LIRE AU HASARD. CODER TOUT CE QUI S'APPLIQUE.]

- a) Lu un quotidien?
- b) Regardé la télévision?
- c) Écouté la radio?
- d) Utilisé le transport en commun?
- e) Utilisé Internet?
- f) Assisté à un salon/une exposition?
- g) Lu une revue?

Oui

Non

Peut-être

NSP/REFUS

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**QUESTIONS DÉMOGRAPHIQUES DE BASE**

À DEMANDER À TOUS LES RÉPONDANTS



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

**DEMO03 :**

À l'heure actuelle, quelle est votre situation dans le contexte de l'emploi? Êtes-vous...? [LIRE LA LISTE SI UTILE, ACCEPTER UNE SEULE RÉPONSE]

Employé(e) à temps plein (au moins 35 heures par semaine)  
Employé(e) à temps partiel (moins de 35 heures par semaine)  
Travailleur/travailleuse autonome  
Étudiant(e) (sans emploi)  
Sans emploi, mais à la recherche d'un emploi  
En dehors de la population active (p. ex., sans emploi, mais pas à la recherche d'un emploi; personne au foyer ou parent à temps plein)  
À la retraite  
AUTRE [DÉCLARATION SPONTANÉE]  
REFUS [DÉCLARATION SPONTANÉE]

**DEMO04 :**

Quel est le plus haut niveau de scolarité que vous avez atteint? [LIRE LA LISTE SI UTILE, ACCEPTER UNE SEULE RÉPONSE]

École primaire ou moins  
Études secondaires  
Études post-secondaires en partie  
Diplôme d'un collège, d'une école technique ou d'une école de métiers  
Diplôme d'études universitaires de premier cycle  
Diplôme d'études universitaires de deuxième ou de troisième cycles ou d'un programme universitaire de formation professionnelle  
REFUS [DÉCLARATION SPONTANÉE]

**DEMO05:**

En quelle année êtes-vous né(e)?

INSCRIRE L'ANNÉE  
REFUS

**DEMO06 :**

À quel(s) groupe(s) ethnique(s) ou culturel(s) appartenez-vous [NE PAS LIRE LA LISTE, NOTER JUSQU'À LES QUATRES PREMIERS GROUPES IDENTIFIÉS]

CANADIEN (p. ex. Québécois/Québécoise)  
AMÉRICAIN DU NORD OU CENTRAL – HORS CANADA (p. ex. Américain, Cubain, Haïtien, Mexicain, Guatémalien, Panaméen)  
AUTOCHTONE (p. ex. Métis, Premières Nations, Inuit)  
ARABE  
AFRICAIN (p. ex. Algérien, Éthiopien, Égyptien, Marocain, Somalien,)  
AUSTRALASIEN (p. ex. Australien, Néo-Zélandais)  
ASIATIQUE (p. ex. Libanais, Iranien, Indien, Chinois)  
NOIR  
EUROPÉEN (p. ex. Anglais, Français, Allemand, Italien, Russe, Turque)  
JUIF  
SUD AMÉRICAIN (p. ex. Colombien, Brésilien, Chiléen)  
AUTRE (préciser)  
REFUS

**DEMO07 :**



Laquelle des catégories suivantes décrit le mieux la somme des revenus avant impôts de tous les membres de votre foyer? [LIRE LA LISTE]

Moins de 20 000 \$  
20 000 \$ à un peu moins de 40 000 \$  
40 000 \$ à un peu moins de 60 000 \$  
60 000 \$ à un peu moins de 80 000 \$  
80 000 \$ à un peu moins de 100 000 \$  
Plus de 100 000 \$  
REFUS [DÉCLARATION SPONTANÉE]

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### **QUESTIONS DÉMOGRAPHIQUES ADDITIONNELLES**

***DEMO11 :***

Combien de personnes de plus de 65 ans vivant présentement dans votre foyer comptent sur vous pour prendre soin d'elles? [LE RÉPONDANT DOIT S'EXCLURE S'IL EST AGÉ DE PLUS DE 65 ANS]

[INSCRIRE LE NOMBRE]  
NSP/REFUS

***DEMO12 :***

Vous considérez-vous comme une personne handicapée?

Oui  
Non  
NSP/REFUS

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Voilà qui met fin au sondage que nous avons effectué pour le compte de Sécurité publique Canada. Dans les mois à venir, le rapport sera disponible de Bibliothèque et archives Canada. Merci beaucoup d'y avoir participé. Nous vous en sommes très reconnaissants.

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### DOSSIERS DE L'INTERVIEWEUR

***DEMO13 :***

LANGUE DE L'ENTREVUE

***DEMO14 :***

PROVINCE/TERRITOIRE