



Government  
of Canada

Gouvernement  
du Canada

# Firearms Public Awareness Campaign – Phase 1: All Canadians Evaluation

## *ACET Methodological Report*

**Prepared for Public Safety and Emergency Preparedness Canada**

**Supplier: EKOS RESEARCH ASSOCIATES INC.**

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Canada 

# **Firearms Public Awareness Campaign Evaluation**

## ***ACET Methodological Report***

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**Supplier: EKOS RESEARCH ASSOCIATES INC.**

**Date:** March 31, 2022

This public opinion research report presents the methodology for two online surveys conducted by EKOS Research Associates Inc. on behalf of Public Safety Canada. The research was conducted in two phases, the first with 2,118 Canadian adults and was collected between June 17 and 29, 2021. The second phase included 2,019 Canadian adults and was collected between March 7 and 18, 2022.

Cette publication est aussi disponible en français sous le titre : Évaluation de la campagne de sensibilisation du public aux armes à feu – Rapport méthodologique de l'OÉCP

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# SUMMARY

EKOS Research Associates Inc. is pleased to submit this report to Public Safety Canada detailing the methodology of two online surveys assessing the ad recall from the Firearms Public Awareness Campaign. The goal of this campaign was to raise awareness about the rise of gun violence in Canada and the actions being taken by the Government of Canada to address it.

## A. CAMPAIGN BACKGROUND

The Minister of Public Safety's mandate letter outlined the Government's commitment to take action to further reduce firearms-related violence, including by strengthening gun control laws, targeting gang violence and illegal firearms trafficking, and banning assault-style firearms. On May 1, 2020, the Government of Canada announced the prohibition of over 1,500 models of assault-style firearms and certain components of some newly prohibited firearms. These models represent nine categories of firearms and two types identified by characteristic.

Public Safety Canada has developed a national campaign to raise awareness and educate Canadians and firearms owners of the need to reduce violent crime by limiting illicit access to firearms. The campaign focused on raising awareness and understanding among Canadians 18+ (slight skew to men) to raise awareness and understanding of the actions being taken by the Government of Canada to address gun violence.

The research included two components:

1. Pre-Campaign Evaluation using the standardized ACET Baseline online survey, with Canadian adults, to assess pre-campaign awareness of the subject matter, including:
  - Aided and unaided awareness of general GC advertising, along with advertising related to firearms in Canada
  - Aided and unaided awareness of the subject matter
2. Post-campaign evaluation using the standardized ACET Post-Campaign online survey, with Canadian adults to assess:
  - The unaided and aided awareness of the Firearms Public Awareness Campaign ads
  - Message recall
  - Where the ads had been seen
  - Aided and unaided awareness of firearms in Canada

### *Application of results*

The results of this research will allow Public Safety Canada to assess the recall of the ad campaign based on feedback from the survey data and analysis.

## **B. METHODOLOGY – QUANTITATIVE RESEARCH**

Two bilingual, national online surveys were conducted: one as a pre-campaign baseline, in advance of the campaign launch, and one at the end of the campaign to measure change in awareness, and to assess the impact of the campaign. The baseline survey included 2,118 Canadian adults, and was collected between June 17 and 29, 2021. The post campaign sample included 2,019 Canadian adults, and was collected between March 7 and 18, 2022. Each sample strived for a 60% representation among men as previous research conducted on behalf of Public Safety Canada showed that men are slightly more represented in the firearms owners audience and this demographic information should be taken into account due to the subject matter of the campaign. Each survey instrument included the Advertising Campaign Evaluation Tool (ACET) questions used by the Government of Canada in all of its advertising evaluation research, along with additional questions testing impact on perceptions targeted through the campaign. Each sample included randomly selected respondents from all provinces and territories.

Each survey sample relied on EKOS' Probit panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame, and provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 120,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied.

Appendix A provides the details of the methodology for these pre- and post-campaign surveys. The pre- and post-campaign questionnaires can be found in Appendix B and C.

### *Notes on the interpretation of the findings*

The opinions and observations expressed in this document do not reflect those of Public Safety Canada. This report was compiled by EKOS Research Associates Inc. based on research conducted specifically for this project.







**APPENDIX A**  
**PRE- AND POST-CAMPAIGN ACET METHODOLOGY**



## APPENDIX A: Pre- and Post-Campaign ACET Methodology

The Advertising Campaign Evaluation Tool (ACET) consisted of a baseline and post-campaign survey, featuring questions used by the Government of Canada in all of its advertising evaluation research. The ACET focused on recall of the campaign, along with questions testing the impact of the ads on perceptions and behaviour. The average time it took respondents to complete the survey was seven minutes for the baseline, and 10 minutes for the post-campaign survey. The baseline survey was pre-tested with 30 respondents (20 in English, 10 in French), and the post-campaign survey was pre-tested with 27 respondents (17 in English, 10 in French). Since no significant changes were made these cases were retained in the final sample.

In each case, respondents to the online survey were 18 years of age and older and were randomly selected, striving for a mix of 60% men and 40% women. The sample included all provinces and territories, and the survey was administered in English and French, as well as with an accessible link for those using a mobile phone or screen reading technology. The survey sample relied on an EKOS' Probit panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame and provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 120,000-member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied. All households/individuals in the Probit panel are contacted by telephone and the nature of the panel is explained in greater detail (as are EKOS' privacy policies) and demographic information is collected. At this time, the online/off-line as well as landline/cell phone status is ascertained to determine the method of completing surveys (i.e., online, telephone, or mail). This variable of 'type of telephone service' (cell phone only, landline only or both) collected at the time of screening is used to determine cell phone only sample. As with any random digit dialing sample, Probit panel cases are considered to be a probability-based sample.

In the baseline survey, the total number of completed cases in the sample was 2,118 and was collected between June 17 and 29, 2021. The post-campaign survey was collected between March 7 and 18, 2022 including 2,019 cases. The associated margin of error is up to plus or minus 2.2%, at a .95 confidence interval (i.e., 19 times out of 20) in each sample. The regional distribution is as follows:

### Regional Distribution

Province/Region	Baseline	Post-Campaign
British Columbia and Territories	303	280
Alberta	243	248
Manitoba & Saskatchewan	142	139
Ontario	836	814
Quebec	452	428
Atlantic	142	110
Total	2,118	2,019

Survey data collection adhered to the Government of Canada standard for public opinion research as well as all applicable industry standards. EKOS informed respondents of their rights under the *Privacy Act* and the *Access to Information Act* and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and the research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.

Once the survey data was collected, each database was reviewed for data quality. Coding was also completed. Survey results were weighted based on Statistics Canada data according to age, gender and region to ensure the sample was representative of the general public aged 18 years and older.

Data tables were created for each survey to isolate results for major subgroups to be used in the analysis (e.g., results for each age segment, gender, region, education and household income). Other subgroups include mother tongue, respondents born in Canada, family with children, employment, and Government of Canada ad recall (in general and for firearms).

### Response Rates and Non-Response Bias

The response rate for the online pre-campaign baseline survey was 18.7%, using a formula developed by the Marketing Research Intelligence Agency in conjunction with the Government of Canada. A total of 13,237 email invitations were sent, of which 58 were returned as undeliverable, for a resulting valid sample of 13,179. A total of 2,118 valid cases were completed

and combined with another 356 respondents who were screened out of the survey as ineligible<sup>1</sup>, as the responding numerator in the calculation of the response rate. In the post-campaign, 9,673 invitations were sent, of which 495 were undeliverable for a valid sample of 9,178. In addition to the 2,019 valid cases that completed the survey, 293 respondents were screened out of the survey. The resulting response rate was 25.1%.

<b>Response Rate</b>		
	<b>Pre-campaign</b>	<b>Post-Campaign</b>
Total Invited	13,237	9,673
Invalid	0	0
Unresolved	58	495
In-scope Responding	10,705	6,866
Responding Units	2,474	2,312
Response Rate (R/(U+IS+R))	18.7%	25.1%

A comparison of each unweighted sample with 2016 Census figures from Statistics Canada suggests that there are similar sources of systematic sample bias in the survey, following patterns typically found in most general public surveys. There is a somewhat more educated sample in each survey than found in the population with 31% reporting university degrees in the baseline and 29% in the post-campaign survey, compared with 23% in the population. There is also an under representation of Canadians born outside of Canada in each survey (14% in the baseline and 12% in the post-campaign survey versus 22%). As previously described, each sample was weighted by age, gender and region.

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<sup>1</sup> Under 18 years of age or work for an advertising agency, graphic design firm, media, market research, a political party, government or public relations company.



# **APPENDIX B**

## **PRE-CAMPAIGN ACET QUESTIONNAIRE**





## APPENDIX B: Pre-Campaign ACET Questionnaire

### INTRO

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians.

Si vous préférez répondre au sondage en français, veuillez cliquer sur français.

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete.

The survey is registered with the Research Verification Services operated by the Canadian Research Insights Council (CRIC). Click [here](#) if you wish to verify its authenticity (project code 20210614-EK988053-21Quantitative2021-06-142021-07-10130002000). To view our privacy policy, click here.

If you require any technical assistance, please contact [online@ekos.com](mailto:online@ekos.com).

### D1A [1,7]

Do you, or does anyone in your household, work for any of the following organizations?

SELECT ALL THAT APPLY

A marketing research firm	1
A magazine or newspaper	2
An advertising agency or graphic design firm	3
A political party	4
A radio or television station	5
A public relations company	6
Federal or provincial government	7
None of the above	98
Prefer not to say	99

### D1B

Are you...

Male gender	1
Female gender	2
Gender diverse	3
Prefer not to say	99

### QAGEX

In what year were you born?

Year:	77
Prefer not to say	9999

**QAGEY**

*Hesitant, QAGEX; <18 or NR, terminate*

In which of the following age categories do you belong?

Less than 18 years old	1
18 to 24	2
25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 or older	7
Prefer not to say	99

**D1E**

In which province or territory do you live?

Alberta	1
British Columbia	2
Manitoba	3
New Brunswick	4
Newfoundland and Labrador	5
Nova Scotia	6
Ontario	7
Prince Edward Island	8
Quebec	9
Saskatchewan	10
Northwest Territories	11
Nunavut	12
Yukon	13
None of the above	99

**Q1**

**CORE QUESTIONS**

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

Yes	1
No	2
Don't know/not sure	99

**Q2 [1,19]**

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Select all that apply	
Cinema	1
Internet website	2
Magazines	3
Newspaper (daily)	4
Newspaper (weekly or community)	5
Outdoor billboard	6

Pamphlet or brochure in the mail	7
Public transit (bus or subway)	8
Radio	9
Television	10
Twitter	11
YouTube	12
Facebook	13
Instagram	14
LinkedIn	15
Snapchat	16
Spotify	17
Other, specify:	77
Don't know/not sure	99

### Q3

What do you remember about this ad?

Please specify:	77
Don't know/not sure	97

### Q4

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

Please specify:	77
Don't know/not sure	97

### T1A

#### **CAMPAIGN SPECIFIC QUESTIONS**

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about firearms or gun violence?

Yes	1
No	2
Don't know/not sure	99

### T1B [1,20]

Where have you seen, read or heard this advertising about firearms or gun violence?

Select all that apply	
Cinema	1
Facebook	2
Internet Websites	3
Magazines	4
Newspaper (daily)	5
Newspaper (weekly or community)	6
Outdoor billboards/signage	7
Pamphlet or brochure in the mail	8
Public transit (bus or subway)	9
Radio	10
Television	11
Twitter	12

YouTube	13
Instagram	14
Snapchat	15
Spotify	17
LinkedIn	18
Other, specify:	77
Don't know/not sure	99

### **T1C [1,3]**

What do you remember about this ad?

Please specify:	77
Don't know/not sure	99

### **T1DA**

Have you heard anything about reducing gun violence in Canada?

Yes, I have heard about it and I recall some of the details	1
Yes, I have heard about it but I don't know any of the details	2
Don't know/not sure	99

### **T1DB [1,19]**

Where have you seen, read or heard about reducing gun violence?

SELECT ALL THAT APPLY

Cinema	1
Internet website	2
Magazines	3
Newspaper (daily)	4
Newspaper (weekly or community)	5
Outdoor billboard	6
Pamphlet or brochure in the mail	7
Public transit (bus or subway)	8
Radio	9
Television	10
Twitter	11
YouTube	12
Facebook	13
Instagram	14
LinkedIn	15
Snapchat	16
Spotify	17
Other, specify:	77
Don't know/not sure	99

### **T1E**

Have you heard of any new measures the Government of Canada has announced lately to address gun-related violence?

Yes	1
No	2

Don't know/not sure 99

## T1E2

What new measures have you heard about or seen?

Please specify: 77

Don't know/not sure 99

## T1F

How much of a threat to public safety do you think gun violence is in your community?

No threat at all 1

A minimal threat 2

A moderate threat 3

A considerable threat 4

A significant threat 5

Don't know/not sure 99

## T1G

Would you say that the regulation of firearms in Canada is too strict, not strict enough, or strikes the right balance?

Not strict enough 1

Strikes the right balance 2

Too strict 3

Don't know/not sure 99

## T1H

To what extent do you support or oppose the ban of assault-style firearms in Canada?

Strongly oppose 1

Slightly oppose 2

Neither oppose nor support 3

Slightly support 4

Strong support 5

Don't know/not sure 99

## DEMIN

### *DEMOGRAPHIC QUESTIONS*

Finally, a few questions for statistical purposes only. Please be assured that all of your answers will remain completely confidential.

## D1

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

SELECT ONLY ONE

Working full-time (30 or more hours per week) 1

Working part-time (less than 30 hours per week) 2

Self-employed 3

Unemployed, but looking for work 4

A student attending full-time school 5

Retired	6
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	7
Other employment status	77
Prefer not to say	99

## D2

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

SELECT ONLY ONE

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Prefer not to say	99

## D3

Are there any children under the age of 18 currently living in your household?

Yes	1
No	2
Prefer not to say	99

## D4

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

Under \$20,000	1
Between \$20,000 and \$39,999	2
Between \$40,000 and \$59,999	3
Between \$60,000 and \$79,999	4
Between \$80,000 and \$99,999	5
Between \$100,000 and \$149,999	6
\$150,000 or above	7
Prefer not to say	99

## D5

Where were you born?

Born in Canada	1
Born outside Canada (Specify the country):	2
Prefer not to say	99

**D6*****Born outside Canada, D5***

In what year did you first move to Canada?

Record year:	77
Prefer not to say	99

**D7 [1,2]**

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

SELECT UP TO TWO

English	1
French	2
Other language, specify:	77
Prefer not to say	99

**D8**

Do you live in a household where there are firearms present?

Yes	1
No	2
Prefer not to say/Don't know	99

**THNK**

That concludes the survey. This survey was conducted on behalf of Public Safety Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

**THNK2**

We regret that your responses have shown that you are ineligible to participate in this survey. Thank you for your time.





# **APPENDIX C**

## **POST-CAMPAIGN ACET QUESTIONNAIRE**



## APPENDIX C: Post-Campaign ACET Questionnaire

### INTRO

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians.

Si vous préférez répondre au sondage en français, veuillez cliquer sur français.

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete.

The survey is registered with the Research Verification Services operated by the Canadian Research Insights Council (CRIC). Click [here](#) if you wish to verify its authenticity (project code 20210614-EK988053-21Quantitative2021-06-142021-07-10130002000). To view our privacy policy, click here.

If you require any technical assistance, please contact [online@ekos.com](mailto:online@ekos.com).

### D1A [1,7]

Do you, or does anyone in your household, work for any of the following organizations?

SELECT ALL THAT APPLY

A marketing research firm	1
A magazine or newspaper	2
An advertising agency or graphic design firm	3
A political party	4
A radio or television station	5
A public relations company	6
Federal or provincial government	7
None of the above	98
Prefer not to say	99

### D1B

Are you...

Male gender	1
Female gender	2
Gender diverse	3
Prefer not to say	99

### QAGEX

In what year were you born?

Year:	77
Prefer not to say	9999

**QAGEY**

*Hesitant, QAGEX; <18 or NR, terminate*

In which of the following age categories do you belong?

Less than 18 years old	1
18 to 24	2
25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 or older	7
Prefer not to say	99

**D1E**

In which province or territory do you live?

Alberta	1
British Columbia	2
Manitoba	3
New Brunswick	4
Newfoundland and Labrador	5
Nova Scotia	6
Ontario	7
Prince Edward Island	8
Quebec	9
Saskatchewan	10
Northwest Territories	11
Nunavut	12
Yukon	13
None of the above	99

**Q1**

**CORE QUESTIONS**

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

Yes	1
No	2
Don't know/not sure	99

**Q2 [1,19]**

**Yes, Q1**

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Select all that apply	
Cinema	1
Facebook	2
Internet website	3
Magazines	4
Newspaper (daily)	5

Newspaper (weekly or community)	6
Outdoor billboards	7
Pamphlet or brochure in the mail	8
Public transit (bus or subway)	9
Radio	10
Television	11
Twitter	12
YouTube	13
Instagram	14
LinkedIn	15
Snapchat	16
Spotify	17
Other, specify:	77
Don't know/not sure	99

### Q3

#### *Yes, Q1*

What do you remember about this ad?

Please specify:	77
Don't know/not sure	97

### Q4

#### *Yes, Q1*

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

Please specify:	77
Don't know/not sure	97

### T1A

#### *CAMPAIGN SPECIFIC QUESTIONS*

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about firearms or gun violence?

Yes	1
No	2
Don't know/not sure	99

### T1B [1,20]

#### *Yes, T1A*

Where have you seen, read or heard this advertising about firearms or gun violence?

Select all that apply	
Cinema	1
Facebook	2
Internet Websites	3
Magazines	4
Newspaper (daily)	5
Newspaper (weekly or community)	6
Outdoor billboards/signage	7
Pamphlet or brochure in the mail	8

Public transit (bus or subway)	9
Radio	10
Television	11
Twitter	12
YouTube	13
Instagram	14
LinkedIn	15
Snapchat	16
Spotify	17
Other, specify:	77
Don't know/not sure	99

### **T1C [1,3]**

#### **Yes, T1A**

What do you remember about this ad?

Please specify:	77
Don't know/not sure	99

### **T1DA**

Have you heard anything about reducing gun violence in Canada?

Yes, I have heard about it and I recall some of the details	1
Yes, I have heard about it but I don't know any of the details	2
Don't know/not sure	99

### **T1DB [1,19]**

#### **Yes, T1DA**

Where have you seen, read or heard about reducing gun violence?

SELECT ALL THAT APPLY

Cinema	1
Internet website	2
Magazines	3
Newspaper (daily)	4
Newspaper (weekly or community)	5
Outdoor billboard	6
Pamphlet or brochure in the mail	7
Public transit (bus or subway)	8
Radio	9
Television	10
Twitter	11
YouTube	12
Facebook	13
Instagram	14
LinkedIn	15
Snapchat	16
Spotify	17
Other, specify:	77
Don't know/not sure	99

**T1E**

Have you heard of any new measures the Government of Canada has announced lately to address gun-related violence?

Yes	1
No	2
Don't know/not sure	99

**T1E2**

What new measures have you heard about or seen?

Please specify:	77
Don't know/not sure	99

**T1F**

How much of a threat to public safety do you think gun violence is in your community?

No threat at all	1
A minimal threat	2
A moderate threat	3
A considerable threat	4
A significant threat	5
Don't know/not sure	99

**T1G**

Would you say that the regulation of firearms in Canada is too strict, not strict enough, or strikes the right balance?

Not strict enough	1
Strikes the right balance	2
Too strict	3
Don't know/not sure	99

**T1H**

To what extent do you support or oppose the ban of assault-style firearms in Canada?

Strongly oppose	1
Slightly oppose	2
Neither oppose nor support	3
Slightly support	4
Strong support	5
Don't know/not sure	99

**T1IAINTRO**

Here are some ads that have recently been broadcast on various media.

**T1IA**

<Displays a YouTube 30 second video ad>

<Displays a Youtube 6 second video ad, randomized among 3>

Over the past two months, have you seen these ads?	
Yes	1
No	2
Don't remember/not sure	99

### **T1IBINTRO**

Here are some ads that have recently been broadcast on various media.

#### **T1IB**

<Displays a set of 3 banner ads, randomized among 3 set>

Over the past two months, have you seen this ad?	
Yes	1
No	2
Don't remember/not sure	99

### **T1ICINTRO**

Here are some ads that have recently been broadcast on various media.

#### **T1IC**

<Displays a set of 3 banner ads, randomized among 2 set>

Over the past two months, have you seen this ad?	
Yes	1
No	2
Don't remember/not sure	99

### **T1J [1,20]**

*Yes, T1IA, T1IB or T1IC*

Where have you seen these <[T1IA = 1 and T1IB = 2,99 and T1IC = 2,99]video ads?[ELSE]ads?>

Click here to review the ads you've seen.

Select all that apply

Cinema	1
Magazines	2
Newspaper (daily)	3
Newspaper (weekly or community)	4
Outdoor billboards/signage	5
Pamphlet or brochure in the mail	6
Public transit (bus or subway)	7
Radio	8
Television	9
Facebook	10
Twitter	11
YouTube	12
Instagram	13
Spotify	14
Internet Websites	15
Other, specify:	77
Don't know/not sure	99



## T1K [1,5]

What do you think is the main point these ads are trying to get across?

Please specify:	77
Don't know/No response	99

## PRET1L

Please indicate your level of agreement with the following statements about these ads.  
Click here to review the ads.

### T1LA

These ads catch my attention	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
No response	99

### T1LB

These ads are relevant to me	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
No response	99

### T1LC

These ads are difficult to follow	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
No response	99

### T1LD

These ads do not favour one political party over another	
Strongly disagree 1	1
2	2
3	3
4	4
Strongly agree 5	5
No response	99

## T1LE

These ads talk about an important topic

Strongly disagree	1
2	2
3	3
4	4
Strongly agree	5
No response	99

## T1LF

These ads provide new information

Strongly disagree	1
2	2
3	3
4	4
Strongly agree	5
No response	99

## T1LG

These ads clearly convey that the Government of Canada has taken measures recently to address gun-related violence

Strongly disagree	1
2	2
3	3
4	4
Strongly agree	5
No response	99

## DEMIN

### *DEMOGRAPHIC QUESTIONS*

Finally, a few questions for statistical purposes only. Please be assured that all of your answers will remain completely confidential.

### D1

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

SELECT ONLY ONE

Working full-time (30 or more hours per week)	1
Working part-time (less than 30 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
A student attending full-time school	5
Retired	6
Not in the workforce (Full-time homemaker, unemployed but not looking for work)	7
Other employment status	77
Prefer not to say	99

**D2**

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

SELECT ONLY ONE

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Prefer not to say	99

**D3**

Are there any children under the age of 18 currently living in your household?

Yes	1
No	2
Prefer not to say	99

**D4**

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

Under \$20,000	1
Between \$20,000 and \$39,999	2
Between \$40,000 and \$59,999	3
Between \$60,000 and \$79,999	4
Between \$80,000 and \$99,999	5
Between \$100,000 and \$149,999	6
\$150,000 or above	7
Prefer not to say	99

**D5**

Where were you born?

Born in Canada	1
Born outside Canada (Specify the country):	2
Prefer not to say	99

**D6**

***Born outside Canada, D5***

In what year did you first move to Canada?

Record year:	77
Prefer not to say	99

**D7 [1,2]**

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

SELECT UP TO TWO

English	1
French	2
Other language, specify:	77
Prefer not to say	99

**D8**

Do you live in a household where there are firearms present?

Yes	1
No	2
Prefer not to say/Don't know	99

**THNK**

That concludes the survey. This survey was conducted on behalf of Public Safety Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

**THNK2**

We regret that your responses have shown that you are ineligible to participate in this survey. Thank you for your time.