



Public Safety  
Canada

Sécurité publique  
Canada

# Baseline and Post-Emergency Preparedness Public Awareness Campaign-ACET

Methodological Report

## Prepared for Public Safety Canada

Supplier name: Ipsos Public Affairs

Contract Number: CW2247851

Contract value: \$78,919.20

Award Date: 22 December 2022

Delivery Date: 30 April 2023

Registration number: POR 078-22

For more information on this report, please contact Public Safety Canada at:

[ps.communications-communications.sp@canada.ca](mailto:ps.communications-communications.sp@canada.ca)

*Ce rapport est aussi disponible en français*

## **POLITICAL NEUTRALITY STATEMENT**

I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

A handwritten signature in black ink, appearing to read "M. Colledge". The signature is stylized and written in a cursive-like font.

Mike Colledge  
President  
Ipsos Public Affairs

Baseline and Post-Emergency Preparedness Public Awareness Campaign-ACET  
Methodological Report

Prepared for Public Safety Canada  
Supplier name: Ipsos Public Affairs  
April 2023

This public opinion research report presents the methodology of the Baseline and Post-Emergency Preparedness Public Awareness Campaign-ACET online survey conducted by Ipsos Public Affairs on behalf of Public Safety Canada. The baseline survey was conducted with a sample of n=2,006 Canadians between the ages of 25 to 55 years old from January 31<sup>st</sup> to February 8<sup>th</sup>, 2023. The post-wave survey was conducted with a sample of n=2,008 Canadians between the ages of 25 to 55 years old from March 15<sup>th</sup> and March 24<sup>th</sup>, 2023.

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Public Safety Canada. For more information on this report, please contact Public Safety Canada at [ps.communications-communications.sp@canada.ca](mailto:ps.communications-communications.sp@canada.ca) or at:

Public Safety Canada  
269 Laurier Avenue West  
Ottawa  
ON K1A 0P8

Catalogue Number:  
PS9-29/1-2023E-PDF

International Standard Book Number (ISBN):  
978-0-660-47715-2

Related publications (registration number: POR 078-22)  
Catalogue Number PS9-29/1-2023F-PDF (Final Report, French)

ISBN 978-0-660-47717-6

© His Majesty the King in Right of Canada, as represented by the Minister of Public Works and Government Services, 2023

## Contents

---

1. Background.....	1
2. Research Objectives.....	1
3. Methodology.....	2
3.1 Online Sample .....	2
3.2 Participant Recruitment .....	3
4. Appendix.....	7
4.1 Baseline English Online Questionnaire.....	7
4.2 Post English Online Questionnaire.....	15

## Executive Summary

### 1. Background

Natural disasters are increasing in frequency and severity in Canada. Some of the most expensive years for disaster losses ever in Canada occurred over the last decade. Disaster losses are likely to continue to increase in the foreseeable future in part due to climate change, the impacts of which are already being felt across Canada, increasing the frequency and intensity of hazards.

A key element in building a stronger more resilient Canada is empowering citizens to educate themselves and to take action to mitigate risks to their property and personal safety. A national advertising campaign will seek to educate and inform a broad swath of Canadians about the risks they could potentially face in their region. This advertising initiative aims to increase the preparedness and readiness of Canadians when it comes to disasters and emergencies, helping to not only reduce the financial costs of disaster response and recovery but ultimately to increase the resiliency of all individuals and communities in Canada.

The national campaign will feature the continuation of the successful Emergency Preparedness Awareness campaign launched in March 2021 and allow for a refresh of the brand and its existing assets. This advertising campaign will target Canadians between 25 and 55 years old, newcomers to Canada, and those with a lower socio-economic status which are less likely to know the specific risks in their area.

Public Safety Canada's (PSC) marketing team would like to conduct Public Opinion Research (POR) to evaluate both the baseline and post-campaign via the advertising campaign evaluation tool (ACET) to determine the recall effectiveness of advertising messages

The value of this contract, including HST, is \$78,919.20.

### 2. Research Objectives

The research objectives for the pre-campaign evaluation (ACET) are to assess and later to track campaign performance using the advertising campaign evaluation tool, in accordance with the Communications Policy of the Government of Canada. Results from ACET testing allow for comparison with past and future campaigns providing valuable trend information for the department, allowing Public Safety Canada to evaluate the performance and improve future phases of the campaign.

The objectives of the ACET (Advertising Campaign Evaluation Tool) research are as follows:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Identify attitudinal and behavioral changes as a result of the advertising campaign

A baseline survey was conducted prior to ads being run in the media and a post-campaign survey, using the same online panel, was conducted after the ads have been run in the media. Both surveys ask similar questions to allow comparisons.

Post-campaign evaluation research is conducted to assess and track campaign performance via the advertising campaign evaluation tool (ACET), in accordance with the Communications Policy of the Government of Canada.

The Government of Canada's Policy on Communications and Federal Identity requires the evaluation of all advertising campaigns exceeding \$1 million in media through the Advertising Campaign Evaluation Tool (ACET).

## Target Audience

The target audience for both surveys was as follows:

- General Canadian population 25-55 years of age
- Newcomers to Canada
- Those with a lower socio-economic status
- Indigenous communities

Secondary Target Audience:

- Canadian home and property owners

## 3. Methodology

### 3.1 Online Sample

This project involved two (2) waves of surveying – a baseline survey and a post-campaign survey. Both surveys were executed online using a non-probability online panel. This is the standard approach for all Government of Canada advertising evaluation surveys. The initial baseline survey was conducted before the campaign launched and the recall survey was conducted following the completion of the campaign.

Respondents for the survey samples were drawn from a trusted partner panel vendor, Canadian Viewpoint Inc. The baseline survey was conducted with a sample of n=2,006 Canadians ages 25-55 and the post-wave survey was conducted with a sample of n=2,008 Canadians ages 25-55. Interviews were conducted in the language of their choice, either English or French.

For the baseline survey, a pre-test was conducted on January 31<sup>st</sup>, 2023, with 40 completes (19 English / 21 French) to confirm the survey length before fully deploying the questionnaire. An open-ended question was asked at the end of the survey where any problems, questions, or unclear statements could be brought to our attention. No issues were flagged. The survey was fully launched and ran between February 1<sup>st</sup> and February 8<sup>th</sup>, 2023.

For the post-wave survey, a pre-test was conducted on March 15<sup>th</sup>, 2023, with 31 completes (16 English / 15 French). An open-ended question was asked at the end of the survey where any problems, questions, or unclear statements could be brought to our attention. Again, no issues were flagged. The survey was fully launched and ran between March 16<sup>th</sup> and March 24<sup>th</sup>, 2023.

For both surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information. In the end, within natural fallout, we obtained our targets without having to oversample. The unweighted counts are shown below.

	Baseline Survey	Post-wave Survey
Those with lower socio-economic status (Under \$40K)	435	384
Indigenous communities	75	87
Newcomers to Canada (<10 years in Canada)	186	186
Homeowners	1070	1111

The sampling methodology utilized email invitations and router technology to invite participants. Each participant received a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete. On average, the online interviews took 7 minutes for the baseline and 10 minutes for the post-wave survey to complete.

### 3.2 Participant Recruitment

#### Sample Source

Ipsos partnered with sub-contractor Canadian Viewpoint Inc (CVI). Canadian Viewpoint has one of the largest consumer panels with ~300,000 active panelists. Like Ipsos, Canadian Viewpoint uses mixed-media strategies (phone/online/in-person) to build its panel to allow more representative samples. Canadian Viewpoint’s online consumer panel is also recruited using post screeners during telephone surveys, Facebook, online vetted lists and in-person studies. Incentives were not used for recruitment purposes to ensure quality, but respondents were incentivized for completing the survey, which is directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources.

The comprehensive background profiling data were gathered when respondents joined the panel through screener questions, which allowed for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, intention to buy a home within 12 months, profession, and other characteristics.

The online survey was conducted using Computer Assisted Web Interviewing (CAWI). Every panelist opted-in or chose to participate in research surveys. Panelists that meet our desired criteria were randomly selected and sent an email invitation to complete the survey. Participants were offered a choice to complete the survey in either English or French.

The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant, according to Web Content Accessibility Guidelines (WCAG 2.0AA).

#### *Incentives and Quality Control Measures*

Canadian Viewpoint uses a multi-faceted approach to quality, integrating controls and best practices into every phase of the process. Panel members come from diverse fully certified sources. A dedicated team monitors performance by source using feedback loops and continuous reporting to prevent fraud. Our dedicated team monitors the panels for potentially fraudulent behavior, and blocks these people from ever entering a survey via safeguards that includes:

- A double opt-in authentication process
- Cash incentives, in the form of cheques to ensure confirmation of our panelist identity
- Respondents provided us with legitimate information about their identity and address and allow them to receive their incentive cheque
- Immediate examination of suspicious email addresses, suspicious behavior, or unrealistic completion
- Fast and permanent removal of offenders
- CVI works with our clients to set up customized data quality checks for the surveys that we program. When we provide Sample Only, the client is ultimately responsible for setting up their own data quality checks
- We limited invitations to 3 x a week. The average respondent receives 1.38 surveys a month from Ipsos and completes 5 - 6 surveys per year
- CVI keeps the participation history, join date and source of the respondent on file. Project analysis of such data is available to our clients upon request
- Proprietary Verification is a suite of quality control procedures, including digital fingerprinting, address verification against USPS databases (standard in the US and Canada) and third-party verification upon request

**Sample Weighting**

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample to ensure that the final data reflects the general adult population by region, age, and gender according to the 2021 Census. A Random Iterative Method (RIM) technique was applied for weighting.

**Weighted and Unweighted Online Sample**

	Baseline Survey		Post-wave Survey	
	Unweighted Sample Size	Weighted Sample Size	Unweighted Sample Size	Weighted Sample Size
<b>Canada</b>	<b>2006</b>	<b>2006</b>	<b>2008</b>	<b>2008</b>
<b>Region</b>				
British Columbia/ Yukon	282	263	247	263
Alberta /Northwest Territories	222	253	196	253
Prairies (MB/SK) / Nunavut	142	124	126	124
Ontario	763	774	805	775
Quebec	461	469	482	470
Atlantic Canada	136	122	152	122



<b>Gender</b>				
Male	992	980	876	983
Female	1000	1012	1122	1015
Diverse / Prefer not to Answer	14	14	10	10
<b>Age</b>				
25-34	618	633	607	634
35-44	624	613	641	614
45+	764	760	760	760

The figures presented in the table above show minimal differences between the unweighted and weighted samples. As a result of the strong representativeness of the unweighted data, the largest weight factor that was applied for any respondent is 1.29, which is well within acceptable ranges for a survey of the general population.

### Email Statistics

For this survey, a sample router was used. Therefore, a response rate cannot be calculated. However, the participation rate for the baseline survey was 96% and the post-wave survey was 93%. The participation rate is calculated as follows: (qualified completes + over quota + terminates)/click-through).

<b>Completions</b>	<b>Baseline Survey</b>	<b>Post-wave Survey</b>
<b>Click-Through</b>	<b>3112</b>	<b>4126</b>
- Partial Completes	128	235
- Terminates	<b>362</b>	<b>812</b>
- Over quota	<b>616</b>	<b>1030</b>
<b>Qualified Completes</b>	<b>2006</b>	<b>2008</b>
<b>Participation Rate</b>	<b>96%</b>	<b>93%</b>

### Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The data have been weighted to reflect the demographic composition of Canadian adults between the ages of 22 to 55 years.

The table below compares the unweighted survey samples to the 2021 Census results by region, age, and gender.

	<b>Baseline Survey</b>	<b>Post-wave Survey</b>
--	------------------------	-------------------------

	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions
<b>Region*</b>				
British Columbia/ Yukon	14%	13%	12%	13%
Alberta /Northwest Territories	11%	13%	10%	13%
Prairies (MB/SK) / Nunavut	7%	6%	6%	6%
Ontario	38%	39%	40%	39%
Quebec	23%	23%	24%	23%
Atlantic	7%	6%	8%	6%
<b>Gender*</b>				
Male	49%	49%	44%	49%
Female	50%	51%	56%	51%
Diverse / Prefer not to Answer	1%	<1%	<1%	<1%
<b>Age*</b>				
25-34	31%	32%	30%	32%
35-44	31%	31%	32%	31%
45+	38%	38%	38%	38%

\* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the 2021 Census data.

## 4. Appendix – Survey Questionnaire

### 4.1 English Baseline Questionnaire

#### INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Do you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais ?

- English / Anglais
- French / Français

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

[START SURVEY](#)

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

If you require any technical assistance, please contact Daniel Kunasingam at [daniel.kunasingam@ipsos.com](mailto:daniel.kunasingam@ipsos.com)

a) Does anyone in your household work for any of the following organizations? Select all that apply.

- A marketing research firm
- A magazine or newspaper
- An advertising agency or graphic design firm
- A political party
- A radio or television station
- A public relations company
- The federal or provincial government
- None of these organizations [**Exclusive**]

**IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.**

b) Are you...

- Male gender
- Female gender
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1967-1997**

**IF <> 1967-1997, THANK AND TERMINATE**

**ASK D IF QUESTION C IS LEFT BLANK**

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

**SELECT ONE ONLY**

- Less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 55
- 56 to 64
- 65 or older

**IF "LESS THAN 25" OR "MORE THAN 55" THANK AND TERMINATE**

E) In which province or territory do you live?

**SELECT ONE ONLY**

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- I do not live in Canada **[THANK AND TERMINATE]**

F1. Are you the parent or legal guardian of a child under the age of 19?

Yes (please enter number of children) **[NUMERIC TEXT BOX] [ALLOW RESPONSES 1-10]**

No

**[If Yes in F1 ask F2 , else skip to Q1]**

F2. Please enter the age of your child(ren) below. If your child is under 1 years old, please enter 0

Child 1 **[NUMERIC TEXT BOX, RANGE 0-18]**

Child 2 **[NUMERIC TEXT BOX, RANGE 0-18]**

**[INSERT CHILD BOXES FOR NUMBER OF CHILDREN - CHILD 1, CHILD 2, CHILD 3,...CHILD 10]**

**CORE QUESTIONS**

**ASK ALL RESPONDENTS**

**Q1:** Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- Yes
- No

**=> GO TO T1A**

**Q2:** Deleted

**Q3:** Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

**Q4:** Deleted

**CAMPAIGN SPECIFIC QUESTIONS**

**ASK ALL RESPONDENTS**

**T1A:** Over the past three weeks, have you seen, read or heard any Government of Canada advertising about getting prepared for emergencies, such as severe winter storms, floods, and power outages?

- Yes
- No

**=> GO TO T1D**

**T1B:** Where have you seen, read or heard this ad about getting prepared for emergencies? Select all that apply.

**SELECT ALL THAT APPLY**

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	Television
Online / digital	

Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
<b>Out-of-home (indoor and outdoor signage)</b>	
<b>The following are examples of signage locations.</b>	
<b>Please select those that apply or add ones specific to campaign.</b>	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	
Other, specify:	

**T1C:** What do you remember about this ad?

**ASK ALL RESPONDENTS**

**T1D.** Would you know where to find information about how to get prepared for an emergency, such as severe winter storms, floods, and power outages?

- Yes
- No

Don't know

**[IF YES ASK T2D, OTHERWISE SKIP TO T3D]**

---

**T2D.** Where would you go?

[text box]

Don't know

---

**T3D.** The Government of Canada has created a website designed to help Canadians get prepared for emergencies such as a natural disaster or a weather-related event. It provides a variety of information, including what to do before, during and after a natural disaster, how to draft an emergency plan and how to build an emergency kit. Before today, were you aware of this website?

Yes

No

Don't know

**[IF YES ASK T4D OTHERWISE SKIP TO T5D]**

---

**T4D.** What is the name of the website? Please type the URL below.

[text box]

Don't know

---

**T5D.** The website we are talking about is [getprepared.ca](http://getprepared.ca), have you visited the website before today?

Yes

No

Don't know

---

**T6D.** In the past 12 months, have you or a family member taken any measures to prepare your household for a weather-related emergency or natural disaster such as severe winter storms, floods, and power outages, etc.?

Yes

No

Don't know / Not sure

**[IF YES ASK T6D2 OTHERWISE SKIP TO T7D]**

---

**T6D2.** What action have you or your family member taken?

[Text box]

Don't know

---

**T7D.** To the best of your knowledge, how at risk is your household from a weather-related emergency or natural disaster such as severe winter storms, floods, and power outages, etc.?

GRID ROW

Severe winter storms

Floods

Power outages

GRID COLUMN

Very at risk

Somewhat at risk

Not very at risk

Not at all at risk

---

**T8D.** How concerned are you about the risk that your household would be affected by a weather-related emergency or natural disaster?

Very concerned

Somewhat concerned

Not very concerned

Not at all concerned

Don't know

---

**Pretest 1:** Was anything in the survey today confusing?

Yes (please specify)

No

## DEMOGRAPHIC QUESTIONS

**D1:** Which of the following categories best describes your current employment status? Are you...

**SELECT ONE ONLY**

- Working full-time (30 or more hours per week)
- Working part-time (less than 30 hours per week)
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time



- Retired
  - Not in the workforce (Full-time homemaker or unemployed but not looking for work)
  - Other employment status
- 

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

**SELECT ONE ONLY**

- Grade 8 or less
  - Some high school
  - High school diploma or equivalent
  - Registered Apprenticeship or other trades certificate or diploma
  - College, CEGEP or other non-university certificate or diploma
  - University certificate or diploma below bachelor's level
  - Bachelor's degree
  - Postgraduate degree above bachelor's level
- 

**D3: Deleted**

---

**D4:** Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

**SELECT ONE ONLY**

- Under \$20,000
  - Between \$20,000 and \$40,000
  - Between \$40,000 and \$60,000
  - Between \$60,000 and \$80,000
  - Between \$80,000 and \$100,000
  - Between \$100,000 and \$150,000
  - between \$150,000 and \$200,000
  - \$200,000 and above
  - Prefer not to say
- 

**D5:** Where were you born?

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

**ASK IF D5=BORN OUTSIDE CANADA**

---

**D6:** In what year did you first move to Canada?

YYYY

**ADMISSIBLE RANGE: 1900-2023**

---

**D7:** What is the language you first learned at home as a child and still understand?

**SELECT UP TO TWO**

English

French

Other language, specify \_\_\_\_\_

---

**D8.** Are you First Nations, Métis, or Inuk (Inuit)?

**SELECT ONE ONLY**

Yes

No

Prefer not to answer

---

**D11.** Which of the following best describes your living situation?

**SELECT ONE ONLY**

Own a house

Own a condo/co-op

Rent

Live with parents/relatives

Other

Prefer not to answer

---

**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. We thank you very much for taking the time to answer this survey, it is greatly appreciated.**

---

## 4.2 English Post-Wave Questionnaire

### INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Do you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais ?

- English / Anglais
- French / Français

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

[START SURVEY](#)

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

If you require any technical assistance, please contact Daniel Kunasingam at [daniel.kunasingam@ipsos.com](mailto:daniel.kunasingam@ipsos.com)

e) Does anyone in your household work for any of the following organizations? Select all that apply.

- A marketing research firm
- A magazine or newspaper
- An advertising agency or graphic design firm
- A political party
- A radio or television station
- A public relations company
- The federal or provincial government
- None of these organizations **[Exclusive]**

**IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.**

f) Are you...

- Male gender
- Female gender
- Other
- Prefer not to answer

g) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1967-1997**

**IF <> 1967-1997, THANK AND TERMINATE  
ASK D IF QUESTION C IS LEFT BLANK**

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

**SELECT ONE ONLY**

- Less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 55
- 56 to 64
- 65 or older

**IF "LESS THAN 25" OR "MORE THAN 55" THANK AND TERMINATE**

E) In which province or territory do you live?

**SELECT ONE ONLY**

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- I do not live in Canada **[THANK AND TERMINATE]**

F1. Are you the parent or legal guardian of a child under the age of 19?

Yes (please enter number of children) **[NUMERIC TEXT BOX] [ALLOW RESPONSES 1-10]**

No

**[If Yes in F1 ask F2 , else skip to Q1]**

F2. Please enter the age of your child(ren) below. If your child is under 1 years old, please enter 0

Child 1 **[NUMERIC TEXT BOX, RANGE 0-18]**

Child 2 **[NUMERIC TEXT BOX, RANGE 0-18]**

**[INSERT CHILD BOXES FOR NUMBER OF CHILDREN - CHILD 1, CHILD 2, CHILD 3,...CHILD 10]**

**CORE QUESTIONS**

**ASK ALL RESPONDENTS**

**Q1:** Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- Yes
- No

**=> GO TO T1A**

**Q2:** Deleted

**Q3:** Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

**Q4:** Deleted

**CAMPAIGN SPECIFIC QUESTIONS**

**ASK ALL RESPONDENTS**

**T1A:** Over the past three weeks, have you seen, read or heard any Government of Canada advertising about getting prepared for emergencies, such as severe winter storms, floods, and power outages?

- Yes
- No

**=> GO TO T1D**

**T1B:** Where have you seen, read or heard this ad about getting prepared for emergencies? Select all that apply.

**SELECT ALL THAT APPLY**

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat

Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
<b>Out-of-home (indoor and outdoor signage)</b>	
<b>The following are examples of signage locations.</b>	
<b>Please select those that apply or add ones specific to campaign. [Don't show ]</b>	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	
Other, specify:	

**T1C:** What do you remember about this ad?

**ASK ALL RESPONDENTS**

T1D. Would you know where to find information about how to get prepared for an emergency, such as severe winter storms, floods, and power outages?

- Yes
- No
- Don't know

**[IF YES ASK T2D, OTHERWISE SKIP TO T3D]**

---

**T2D.** Where would you go?

[text box]

Don't know

---

**T3D.** The Government of Canada has created a website designed to help Canadians get prepared for emergencies such as a natural disaster or a weather-related event. It provides a variety of information, including what to do before, during and after a natural disaster, how to draft an emergency plan and how to build an emergency kit. Before today, were you aware of this website?

Yes

No

Don't know

**[IF YES ASK T4D OTHERWISE SKIP TO T5D]**

---

**T4D.** What is the name of the website? Please type the URL below.

[text box]

Don't know

---

**T5D.** The website we are talking about is [getprepared.ca](http://getprepared.ca), have you visited the website before today?

Yes

No

Don't know

---

**T6D.** In the past 12 months, have you or a family member taken any measures to prepare your household for a weather-related emergency or natural disaster such as severe winter storms, floods, and power outages, etc.?

Yes

No

Don't know / Not sure

**[IF YES ASK T6D2 OTHERWISE SKIP TO T7D]**

---

**T6D2.** What action have you or your family member taken?

[Text box]

Don't know

---

**T7D.** To the best of your knowledge, how at risk is your household from a weather-related emergency or natural disaster such as severe winter storms, floods, and power outages, etc.?

GRID ROW

Severe winter storms  
Floods  
Power outages

GRID COLUMN

Very at risk  
Somewhat at risk  
Not very at risk  
Not at all at risk

---

**T8D.** How concerned are you about the risk that your household would be affected by a weather-related emergency or natural disaster?

Very concerned  
Somewhat concerned  
Not very concerned  
Not at all concerned  
Don't know

**AD RECALL QUESTIONS [ASK IN POST-CAMPAIGN SURVEY ONLY]**

**T1H:** Here are some ads that have recently been broadcast on various media. Click here to watch.

**[INSERT VIDEO, PRINT AND RADIO ADS]**

**[CLICK TO GO TO THE NEXT PAGE]**

Over the past three weeks, have you seen, read or heard these ads?

- yes
- no

**=> GO TO T1J**

---

**T1I:** Where have you seen, read or heard these ads?

**[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]**



**SELECT ALL THAT APPLY**

<b>Printed publications</b>	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
<b>Broadcasting</b>	
Radio	Television
<b>Online / digital</b>	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
<b>Out-of-home (indoor and outdoor signage)</b>	
<p><b>The following are examples of signage locations.</b></p> <p><b>Please select those that apply or add ones specific to campaign. [Don't show ]</b></p>	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	

Other, specify: \_\_\_\_\_

**T1J:** What do you think is the **main** point these ads are trying to get across?

\_\_\_\_\_

**T1K:** Please indicate your level of agreement with the following statements about these ads?

**RANDOMIZE STATEMENTS**

	1	2	3	4	5
	Strongly Disagree				Strongly Agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the Government of Canada had [INSERT CAMPAIGN TOPIC AREA]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Pretest 1:** Was anything in the survey today confusing?

- Yes (please specify)
- No

**DEMOGRAPHIC QUESTIONS**

**D1:** Which of the following categories best describes your current employment status? Are you...

**SELECT ONE ONLY**

- Working full-time (30 or more hours per week)
  - Working part-time (less than 30 hours per week)
  - Self-employed
  - Unemployed, but looking for work
  - A student attending school full-time
  - Retired
  - Not in the workforce (Full-time homemaker or unemployed but not looking for work)
  - Other employment status
- 

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

**SELECT ONE ONLY**

- Grade 8 or less
  - Some high school
  - [IN QUEBEC] Secondary 2 or less
  - [IN QUEBEC] Secondary 2 to 5
  - High school diploma or equivalent
  - Registered Apprenticeship or other trades certificate or diploma
  - College, CEGEP or other non-university certificate or diploma
  - University certificate or diploma below bachelor's level
  - Bachelor's degree
  - Postgraduate degree above bachelor's level
- 

**D3:** Deleted

---

**D4:** Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

**SELECT ONE ONLY**

- Under \$20,000
  - Between \$20,000 and \$40,000
  - Between \$40,000 and \$60,000
  - Between \$60,000 and \$80,000
  - Between \$80,000 and \$100,000
  - Between \$100,000 and \$150,000
  - between \$150,000 and \$200,000
  - \$200,000 and above
  - Prefer not to say
- 

**D5:** Where were you born?

- Born in Canada
- Born outside Canada

↳ Specify the country:

---

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:** In what year did you first move to Canada?

YYYY

**ADMISSIBLE RANGE: 1900-2023**

---

**D7:** What is the language you first learned at home as a child and still understand?

**SELECT UP TO TWO**

English

French

Other language, specify \_\_\_\_\_

---

**D8.** Are you First Nations, Métis, or Inuk (Inuit)?

**SELECT ONE ONLY**

Yes

No

Prefer not to answer

---

**D11.** Which of the following best describes your living situation?

**SELECT ONE ONLY**

Own a house

Own a condo/co-op

Rent

Live with parents/relatives

Other

Prefer not to answer

---

**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. We thank you very much for taking the time to answer this survey, it is greatly appreciated.**

---