2021 Census of Population – Advertising Campaign Evaluation Tool (ACET)

Methodological Report

Submitted to:
Statistics Canada

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Methodological Report

Prepared for Statistics Canada
Supplier Name: Narrative Research Inc.
July 2021

This report presents the methodological details for the 2021 Census of Population ACET study conducted by Narrative Research Inc. on behalf of Statistics Canada. The survey for the pre-advertising campaign wave was conducted with 2,001 respondents from the Canadian general public aged 18 years or older, between March 1-8, 2021, while the post-advertising campaign wave was conducted with 2002 respondents of the adult Canadian general public aged 18 years or older, between June 14-19, 2021.

Ce rapport est aussi disponible en français sous le titre: Recensement de la population de 2021 – Outil d'évaluation des campagnes publicitaires (OECP)

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Executive Summary

Background

As noted in the project's Statement of Work (SOW), Statistics Canada is responsible under the *Statistics Act* for conducting the Census of Population every five years. By law, completion of a census questionnaire is mandatory for all households in Canada.

To promote the 2021 Census of Population, an Integrated Communications Strategy for collection was developed. A mix of outreach activities, including paid advertising, owned, earned, public relations, media relations, and other events were conducted to provide an ongoing presence during the census cycle. These activities were integrated in nature, and designed to deliver maximum impact and message receptivity toward the target audiences.

Through a refreshed branding and a nationwide media strategy, Statistics Canada's advertising campaign deployed products to support field collection activities. The campaign sought to inform Canadians that the census is important, relevant, secure and mandatory. Emphasis was placed on the benefits of the census to individual Canadians and their communities. It encouraged households to complete their questionnaire online.

As part of the Integrated Communications Strategy for collection, 2021 Census advertising activities (paid media) sought to support the following key campaign objectives:

- *Support collection activities by urging households to complete their census questionnaire in May 2021, especially on May 3 and within the first two weeks of May.*

- *Increase self-response through online collection.*

- *Increase participation for groups that have traditionally been difficult to enumerate.*

- *Increase awareness that Statistics Canada and, by extension, the Government of Canada is committed to protecting the personal information of all Canadians.*

Research Objectives

The purpose of the current research evaluation was to assess the 2021 Census of the Population advertising campaign's main objectives, identified as recall, recognition, and message retention.

Moreover, it was recognized at the outset that this research project may uncover results that may lead to reshaping future advertising campaigns or influencing the Government of Canada's priorities. These changes may lead to more effective messaging and the delivery of the message to Canadians.

ACET evaluations are required to help improve the Government of Canada's ability to consistently evaluate major advertising campaigns, and to assist departments in complying with a key requirement in the Communications Directive. The following criteria will be used to qualify the effectiveness of the 2021 Census of the Population advertising campaign:

1. *Pre-Campaign Evaluation using the standardized Advertising Campaign Evaluation Tool (ACET) baseline or pre-campaign online survey, with the objectives being to assess pre-campaign awareness of the subject matter, including:*
   - *The unaided and aided awareness of the 2021 Census advertising campaign*
   - *Aided and unaided awareness of the subject matter*

2. *Post-Campaign Evaluation using the standardized ACET Post-Campaign online survey, which will assess:*
   - *The unaided and aided awareness of the 2021 Census advertising campaign*
   - *The message recall*
   - *Media platforms on which participants interacted during the campaign*
   - *The impact of the 2021 Census advertising campaign on each participant*

Target Population

As specified in the Statement of Work, the target audience of the 2021 Statistics Canada Census ACET was Canadians 18 years of age or older. Quotas were assigned on the basis of region, gender and age. Online surveys of the adult Canadian general public (18+ years of age) were undertaken in two waves with the initial wave conducted from March 1 to 8, 2021, and the subsequent wave conducted from June 14 to 19, 2021.

A pre-campaign wave online survey of the Canadian general public required an average of approximately four minutes to administer, for both English and French instruments. The post-campaign wave French and English surveys required an average of eight minutes to administer. The participation rate was 26.2 percent for the pre-campaign or baseline wave, while the post-campaign wave in June achieved a participation rate of 31.7 percent. The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. There was a total of 2,001 useable surveys completed in the pre-wave surveying, and 2,002 surveys completed in the post-campaign wave.

Research Usage

As articulated in the Statement of Work, the objective of the research activity was to conduct pre- and post-ad campaign evaluations, demonstrating the degree of effectiveness of the selected advertising campaigns in shifting public attitudes, beliefs and behaviours. These evaluations were designed to measure (and compare) awareness of the subject matter with the audiences in question.

Statistic Canada's goals were to obtain the highest response rate possible for the census to ensure the required quality and precision in population counts, and by implication also the highest rate of self-response to reduce follow-up costs.

It is noted in the present Statement of Work that advertising campaign evaluations are mandatory under the guidelines of the Government of Canada, in situations such as the current case, in which a media buy exceeds $1 million.

The sought-after pre-and post-campaign ACET-related data collections are used for all major Government of Canada advertising campaigns in order to consistently evaluate these campaigns, as a means of complying with key requirements in the Government of Canada Communications Policy.

Given that this online survey methodology used a non-probability sampling approach, the data collected cannot be extrapolated to the Canadian general public adult population 18+ years of age.

Expenditure

The survey entailed an expenditure of $53,454.65, including tax.

Consent

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

Political Neutrality Statement and Contact Information

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

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Appendix A

Study Methodology

This evaluation utilized the Government of Canada's Advertising Campaign Evaluation Tool (ACET) and was administered to a sample of Canadian adults 18 years of age or older. The data collection was conducted in two waves with the initial wave in March 2021 before Statistics Canada's Census advertising campaign began in April 2021, and the subsequent data collection wave was undertaken in June 2021, after the completion of the advertising campaign. This approach permits a comparison of awareness and opinions over time, as well as a comparison to previous Government of Canada commissioned advertising campaigns.

Questionnaire Design

The questions utilized in this study were based on the Government of Canada's standard Advertising Campaign Evaluation Tool questionnaire. The primary difference between the online ACET survey questionnaire and the previously utilized telephone ACET survey questionnaire, was that in the online approach implemented in the present study, the survey respondents are aided in their ad recall by way of being shown on-screen one or more advertisements from the recent Statistics Canada advertising campaign. However, no ads were displayed in the pre-campaign wave as the pre-advertising survey was aimed at assessing recall and opinions prior to the new 2021 advertising campaign. In the post-campaign wave the respondents were shown a series of ads (out of home, print, video and radio) from the advertising campaign.

Additionally, respondents who self-identified as Indigenous and/or who indicated they reside in Nunavut, Northwest Territories or Yukon, were also shown a subset of radio and print advertisements targeted to Indigenous residents, and Northern residents. The respondents were subsequently asked a series of questions about the advertisements. This aiding of respondents by showing an ad drawn from the advertising campaign is a process that is possible with an online survey methodology. Narrative Research ensured that respondents were able to complete the survey on various platforms including computers, tablets and smartphones.

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

Sampling

The survey approach utilized was designed to be administered to an online general public panel sample of approximately 2,000 Canadian adults age 18 or older. Narrative Research ensured that the surveys collected closely reflected the actual, true adult Canadian general population in terms of gender and age group and by region, as required by the project's Statement of Work.

Specifically, to ensure robust samples that approximate the true population parameters for age (18-34, 35-54, and 55+), gender (male/female), and region (Atlantic, Quebec, Ontario, MB/SK/NU, AB/NT, BC/YT), data collection quotas were implemented. Age and gender quotas were implemented *per region*, and statistical weighting of the survey data was implemented to adjust for any differences between the target data collection quotas, on the one hand, and the actual distribution of survey completions, on the other hand.

Contact Records Source

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

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

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

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

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

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

Survey Administration

Survey Programming and Testing

The online survey was programmed by Narrative Research in both English and French, using Voxco Acuity programming software. Respondents were formally invited to the survey in the official language of their choice. As well, at any point when completing the questionnaire, respondents had the option to change the questionnaire language to the other official language. Assistance in completing the survey was available from bilingual Narrative Research staff, as required. Respondents were able to verify the legitimacy of the survey via representatives from Narrative Research, or via the survey registration system made available through the Canadian Research Insights Council (CRIC), Canada's national research sector agency. The programmed survey was tested to ensure question order and skip patterns were properly implemented. Testing included Narrative Research researchers receiving the invitation via email just as a respondent would, to ensure accuracy of delivery, text, links, and so on. Statistics Canada staff were also provided with the pre-test link.

A total of 52 English and 21 French pre-tests were completed in the pre-campaign wave in March 2021, and 96 English and 11 French pre-tests were completed in the post-campaign wave in June 2021. These pre-test survey completions were conducted via a survey "soft launch" whereby a small number of panel respondents were invited to participate in the survey. The pre-testing of the survey allowed the collected data to be reviewed to ensure accuracy and to identify any programming aspects that should be modified. Pre-test respondents were asked if they had any difficulty understanding any aspect of the survey. No one replied in the affirmative. No substantive data quality issues arose as a result of the pre-test, and thus the pre-test data was maintained in the final data set.

Data Collection

Unlike telephone surveys which typically occur with new respondents being contacted throughout the specified data collection time period, in online surveys of the type implemented in the present case, the preponderance of respondents are notified within a short period, for example, at the end of the advertising campaign being assessed. Reminder notices were forwarded to these sampled respondents until such time as the target number of survey completions had been achieved. This data collection approach offers a timing advantage in contacting respondents shortly after the campaign has ended.

This study consisted of a pre-campaign wave administered between March 1-8, 2021, followed by the post-campaign wave administered between June 14-19, 2021. The survey invitations as well as reminder invitations were sent to panel members during the data collection period. Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met. Narrative Research provided regular reports to Statistics Canada representatives regarding progress. Given that single use unique survey links were distributed to prospective respondents, no individual was able to complete the survey questionnaire more than once.

In the pre-campaign wave of surveying, a total of 2,030 surveys were submitted by respondents, and 2,001 were ultimately used in the final data set. In the post-campaign wave, a total of 2,047 surveys were submitted by respondents, 2,002 of which were useable. It is important to note that for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission. Such was indeed the case in both the pre- and post-campaign waves, as Narrative Research's initial quota targets exceeded the overall final requirement of 2,000 questionnaires. Thus, given the unavoidable possibility of having to remove surveys, post collection, Narrative Research as a precautionary measure collected more than the initially targeted number of surveys in both waves. Reasons for removing surveys ultimately included respondent "speedsters" who were deemed to have moved too quickly through the questionnaire, consistently non-intelligible verbatim responses, and duplicate IDs. Thus overall, a small number were removed in the pre-wave (n=29), and in the post-wave (n=45).

The surveys from the pre-campaign wave required a mean average of approximately four minutes for respondents to complete, and the post-campaign wave required approximately eight minutes to complete on average. A non-probability sample approach was implemented given that the study was designed to be conducted among Canadian general public online panelists. All such panels are inherently non-probability in nature, given that panelists self-select to become members of such panels, and not all adult Canadians belong to such a panel. The tables below for the pre-campaign and post-campaign surveys display region, gender, and age data in terms of the actual distribution of adult Canadians as catalogued in the 2016 Statistics Canada Census.

As well, approximate regional, gender, and age quota targets per wave are detailed (both in terms of the actual *number* of surveys completed, and the *percentage* of all surveys completed). The tables on the pages below present data with the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions for each wave.

Pre-Campaign Wave (March 2021)

Data Tabulation: There were a total of 36 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (6: Atlantic, Quebec, Ontario, MB/SK/NU, AB/NT, and BC/YT); Age group (3: 18–34, 35–54, and 55+); Gender (2: Male, Female). The 36 overlapping or interlocking statistical weighting cells thus were derived from Region (6) x Age (3) x Gender (2) dimensions = 36 unique statistical weighting cells. Population data for the 36 statistical weighting cells were obtained from the most recent (2016) Census of Canada, and can be found here:

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

With such a large number of weighting cells, it was necessary to combine specific cells due to the fact that sample sizes for specific cells were small or empty, and therefore would have led to quite large weights if left separate. Combining weighting cells is a common approach in such instances, and it explains why the final weighted data distribution differs slightly from the actual population distribution, along certain dimensions.

Nonetheless, it is suggested that the quantitative impact of implementing this approach was very modest, thereby recommending the specific statistical weighting approach as helpful. It should also be noted that a small number of individuals were not able to be placed into one of the 36 weighting cells due to the fact that they identified as gender diverse. For tabulation purposes, these individuals were given a statistical weight value of 1.0.

		Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
	2016 Census	Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.8%	200	10.0%	200	10.0%	137	6.8%
Quebec	23.4%	400	20.0%	400	20.0%	467	23.3%
Ontario	38.3%	620	31.0%	621	31.0%	765	38.2%
MB/SK/NU	6.6%	232	11.6%	232	11.6%	134	6.7%
AB/NT	11.3%	264	13.2%	264	13.2%	227	11.3%
BC/YT	13.6%	284	14.2%	284	14.2%	272	13.6%
Gender[1]							
Male	48.6%	975	48.8%	965	48.5%	967	48.6%
Female	51.4%	1025	51.3%	1025	51.5%	1023	51.4%

Pre-Campaign Wave Survey – March 2021
(Percentages may not sum exactly to 100%, owing to rounding)

Age							
18-34	27.4%	548	27.4%	541	27.0%	549	27.4%
35-54	34.1%	778	38.9%	781	39.0%	681	34.0%
55+	38.6%	674	33.7%	679	33.9%	771	38.5%

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

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

Pre-Campaign Survey

Total email addresses used:	10,219

Invalid cases

Invitations mistakenly sent to people who did not qualify for the study:	374
Incomplete or missing email addresses:	0

Unresolved (U)

Email invitations bounce back:	0
Email invitations unanswered:	6,916

In-scope non-responding units (IS)

Non-response from eligible respondents:	0
Respondent refusals	0
Language problem:	0
Selected respondent not available (illness; leave of absence; vacation; other):	0
Early break-offs:	354

Responding units (R)

Completed surveys disqualified – quota filled:	545
Completed surveys disqualified for other reasons:	29
Completed surveys:	2,001

Pre-Campaign Wave Participation Rate = R/(U + IS + R) = **2,575/(6,916 + 354 + 2,575) = 26.2%**

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

Post-Campaign Wave (June 2021)

Data Tabulation: At the data tabulation phase of the project, a decision was made to not combine the small number of northern territory respondents, with adjacent provincial respondents (e.g., Alberta and NWT were no longer tabulated in tandem). The impact of this decision was to allot the North a separate geographic tabulation column in the final banner tables. Accordingly, there were a total of 42 overlapping or interlocking statistical weighting cells created using the weighting factors of: Region (7: Atlantic, Quebec, Ontario, MB/SK, AB, BC, and North); Age group (3: 18–34, 35–54, and 55+); Gender (2: Male, Female). The 42 overlapping or interlocking statistical weighting cells thus were derived from Region (7) x Age (3) x Gender (2) dimensions = 42 unique statistical weighting cells. Population data for the 426 statistical weighting cells were obtained from the most recent (2016) Census of Canada, and can be found here:

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

With such a large number of weighting cells, it was necessary to combine specific cells due to the fact that sample sizes for specific cells were small or empty, and therefore would have led to quite large weights if left separate. Combining weighting cells is a common approach in such instances, and it explains why the final weighted data distribution differs somewhat from the actual population distribution, along certain dimensions. Nonetheless, it is suggested that the quantitative impact of implementing this approach was modest, thereby recommending the specific statistical weighting approach as helpful. It should also be noted that a small number of individuals were not able to be placed into one of the 42 weighting cells due to the fact that they identified as gender diverse. For tabulation purposes, these individuals were given a weight value of 1.0.

Post-Campaign Wave Survey – June 2021 *(Percentages may not sum exactly to 100%, owing to rounding)*							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.8%	200	10.0%	200	10.0%	136	6.8%
Quebec	23.4%	400	20.0%	400	20.0%	466	23.3%
Ontario	38.3%	620	31.0%	620	31.0%	764	38.2%
MB/SK/NU	6.6%	232	11.6%	234	11.7%	136	6.8%
AB/NT	11.3%	264	13.2%	264	13.2%	225	11.2%
BC/YK	13.6%	284	14.2%	284	14.2%	274	13.7%

Gender[1]							
Male	48.6%	975	48.8%	955	48.2%	963	48.6%
Female	51.4%	1025	51.3%	1028	51.8%	1020	51.4%
Age							
18-34	27.4%	548	27.4%	540	27.0%	558	27.9%
35-54	34.1%	778	38.9%	781	39.0%	678	33.9%
55+	38.6%	674	33.7%	681	34.0%	767	38.3%

[1] Nineteen respondents identified as gender diverse and are not presented in the table.

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

Post-Campaign Survey

Total email addresses used: 9,875

Invalid cases
    Invitations mistakenly sent to people who did not qualify for the study: 562
    Incomplete or missing email addresses: 0

Unresolved (U)
    Email invitations bounce back: 0
    Email invitations unanswered: 6,118

In-scope non-responding units (IS)
    Non-response from eligible respondents: 0
    Respondent refusals   0
    Language problem: 0
    Selected respondent not available (illness; leave of absence; vacation; other):   0
    Early break-offs: 240

Responding units (R)
    Completed surveys disqualified – quota filled: 908
    Completed surveys disqualified for other reasons: 45
    Completed surveys: 2,002

Post-Campaign Wave Participation Rate = R/(U + IS + R) = **2,955/(6,118 + 240 + 2,955) = 31.7%**

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

Non-Response Bias Analysis

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

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

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

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

APPENDIX B: STUDY QUESTIONNAIRES

ADVERTISING CAMPAIGN EVALUATION TOOL
BASELINE SURVEY

To be conducted before the ads are run in the media.

INTRODUCTION

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

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

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

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 XXX.

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

IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.

b)   Are you…

> ○   Male gender
> ○   Female gender
> ○   Gender diverse

c)   In what year were you born?

> YYYY

ADMISSIBLE RANGE 1900-2003   IF > 2003, THANK AND TERMINATE   ASK D IF QUESTION C IS LEFT BLANK OR 2003

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 54
- ○ 55 to 64
- ○ 65 or older

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

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
- ○ None of the above

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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

CORE QUESTIONS

ASK ALL RESPONDENTS

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

- ○ yes
- ○ no   **=> GO TO T1A**

Q2:
Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

SELECT ALL THAT APPLY

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

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

Q3:
What do you remember about this ad?

<div style="border:1px solid black; height:60px;"></div>

Q4:
How did you know that it was an ad from the Government of Canada?

<div style="border:1px solid black; height:60px;"></div>

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:
Over the past three weeks, have you seen, read or heard any Government of Canada advertising about the Canadian 2021 Census?
[STATE TOPIC IN TWO OR THREE WORDS BUT DO NOT DESCRIBE CAMPAIGN THEME]

- ○ Yes
- ○ No   **=> GO TO T2**

T1B:
Where have you seen, read or heard this Government of Canada ad about the Canadian 2021 Census?

SELECT ALL THAT APPLY

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

T1C:
What do you remember about this ad?

```
┌──────────────────────────────────────────────────────────────────┐
│                                                                    │
│                                                                    │
└──────────────────────────────────────────────────────────────────┘
```

T2. Please indicate your level of agreement with the following statements.

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
a. The Census provides valuable information to government to help them make decisions	○	○	○	○	○
b. Census information is used to plan programs and services in my community	○	○	○	○	○
c. The data collected from the census will have a positive impact on my community	○	○	○	○	○

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

- ○ yes
- ○ no

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
- ○ $150,000 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: 1900-2021

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

- ○ English
- ○ French
- ○ Other language, specify _____

Closing (PRE-TEST ONLY)***:***

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

- ○ Yes
- ○ No

D9:   IF 'YES' IN D8: Which questions did you find difficult to understand?   **RECORD VERBATIM**

That concludes the survey. This survey was conducted on behalf of Statistics 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.

OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES
SONDAGE DE RÉFÉRENCE

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

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

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

Pour vérifier l'authenticité du présent sondage, cliquez ici. Pour lire notre politique de confidentialité, cliquez ici.

COMMENCER LE SONDAGE

Pour vérifier l'authenticité du présent sondage, cliquez ici. Pour lire notre politique de confidentialité, cliquez ici.

Pour obtenir de l'aide technique, veuillez communiquer avec XXX.

a) Est-ce qu'un membre de votre ménage travaille pour l'une des organisations suivantes?
CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

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

SI LA RÉPONSE « AUCUNE DE CES ORGANISATIONS » A ÉTÉ SÉLECTIONNÉE, POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

b) Êtes-vous de…

- ○ genre masculin
- ○ genre féminin
- ○ diverses identités de genre

c) Quelle est votre année de naissance?

YYYY

TRANCHE ADMISSIBLE : DE 1900 À 2003   SI L'ANNÉE EST 2004 OU APRÈS, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.
        POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE OU SI LA RÉPONSE EST DANS LA TRANCHE ADMISSIBLE.

d) À quelle catégorie d'âge appartenez-vous?
CHOISISSEZ UNE SEULE CATÉGORIE

- ○ moins de 18 ans
- ○ 18 à 24 ans
- ○ 25 à 34 ans
- ○ 35 à 44 ans
- ○ 45 à 54 ans
- ○ 55 à 64 ans
- ○ 65 ans et plus

SI LA RÉPONSE « MOINS DE 18 ANS » A ÉTÉ SÉLECTIONNÉE, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE. SI LA QUESTION EST DEMEURÉE SANS RÉPONSE, COMMENCEZ PAR DIRE : « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA CATÉGORIE D'ÂGE À LAQUELLE VOUS APPARTENEZ. »

e. Dans quelle province ou quel territoire habitez-vous? **CHOISISSEZ UNE SEULE PROVINCE OU UN SEUL TERRITOIRE.**

- ○ Alberta
- ○ Colombie-Britannique
- ○ Manitoba
- ○ Nouveau-Brunswick
- ○ Terre-Neuve-et-Labrador
- ○ Territoires du Nord-Ouest
- ○ Nouvelle-Écosse
- ○ Nunavut
- ○ Ontario
- ○ Île-du-Prince-Édouard
- ○ Québec
- ○ Saskatchewan
- ○ Yukon
- ○ Aucune de ces réponses

SI LE RÉPONDANT NE CHOISIT AUCUNE PROVINCE NI AUCUN TERRITOIRE, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE. AVANT DE METTRE FIN AU SONDAGE, COMMENCEZ PAR DIRE : « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA PROVINCE OU LE TERRITOIRE OÙ VOUS HABITEZ. » SI LA RÉPONSE « AUCUNE DE CES RÉPONSES » A ÉTÉ SÉLECTIONNÉE, REMERCIEZ LE RÉPONDANT, METTEZ FIN AU SONDAGE ET NOTEZ LES RÉPONSES POUR LES CONSERVER.

QUESTIONS DE BASE

QUESTIONS À POSER À TOUS LES RÉPONDANTS

Q1 :
Au cours des trois dernières semaines avez-vous vu, lu ou entendu une publicité du gouvernement du Canada?

- ○ Oui
- ○ Non   **=> ALLER À T1A**

Q2 :
À quel endroit avez-vous vu, lu ou entendu la dernière publicité du gouvernement du Canada qui vous vient à l'esprit?
CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- ○ au cinéma
- ○ sur Facebook
- ○ sur un site Web
- ○ dans un magazine
- ○ dans un journal (quotidien)
- ○ dans un journal (hebdomadaire ou communautaire)
- ○ sur un tableau d'affichage extérieur
- ○ dans un dépliant ou une brochure dans votre boîte aux lettres
- ○ sur un véhicule de transport en commun (autobus ou métro)
- ○ à la radio
- ○ à la télévision
- ○ sur Twitter
- ○ sur YouTube
- ○ sur Instagram
- ○ sur LinkedIn
- ○ sur Snapchat
- ○ sur Spotify
- ○ autre, veuillez préciser _____

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

> [ ]

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

> [ ]

QUESTIONS RELATIVES À LA CAMPAGNE

QUESTIONS À POSER À TOUS LES RÉPONDANTS

T1A :
Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet du Recensement Canadien de 2021? **[INDIQUER LE SUJET DE LA CAMPAGNE EN DEUX OU TROIS MOTS, SANS EN DÉCRIRE LE THÈME.]**

- ○ Oui
- ○ Non   **=> ALLEZ À T2**

T1B :
À quel endroit avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet du Recensement Canadien de 2021?

> **CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

- ○ au cinéma
- ○ sur Facebook
- ○ sur un site Web
- ○ dans un magazine
- ○ dans un journal (quotidien)
- ○ dans un journal (hebdomadaire ou communautaire)
- ○ sur un tableau d'affichage extérieur
- ○ dans un dépliant ou une brochure dans votre boîte aux lettres
- ○ sur un véhicule de transport en commun (autobus ou métro)
- ○ à la radio
- ○ à la télévision
- ○ sur Twitter
- ○ sur YouTube
- ○ sur Instagram
- ○ sur LinkedIn
- ○ sur Snapchat
- ○ sur Spotify
- ○ autre, veuillez préciser _____

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

> [ ]

T2. Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants.

> **ÉNONCÉS ALÉATOIRES**

	1 Fortement en désaccord	2	3	4	5 Fortement d'accord
a. Le recensement fournit de précieux renseignements au gouvernement pour l'aider à prendre des décisions éclairées	○	○	○	○	○
b. Les données du recensement servent à planifier des programmes et des services dans ma collectivité	○	○	○	○	○
c. Les données recueillies dans le cadre du recensement auront une incidence positive sur ma collectivité	○	○	○	○	○

QUESTIONS DÉMOGRAPHIQUES

D1 :
Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous…

CHOISISSEZ UNE SEULE CATÉGORIE.

- ○ travailleur/travailleuse à temps plein (30 heures ou plus par semaine)
- ○ travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- ○ travailleur/travailleuse autonome
- ○ sans emploi, mais à la recherche d'un emploi
- ○ étudiant/étudiante à temps plein
- ○ à la retraite
- ○ sans emploi (personne au foyer à temps plein ou sans emploi et non à la recherche d'un emploi)
- ○ autre situation d'emploi

D2 :
Quel est le plus haut niveau de scolarité que vous avez atteint?

CHOISISSEZ UNE SEULE RÉPONSE.

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

D3 :
Des enfants de moins de 18 ans habitent-ils actuellement dans votre ménage?
- ○ Oui
- ○ Non

D4 :
Laquelle des catégories suivantes décrit le mieux le revenu annuel total avant impôts de votre ménage?

CHOISISSEZ UNE SEULE RÉPONSE.

- ○ moins de 20 000 $
- ○ entre 20 000 $ et 40 000 $
- ○ entre 40 000 $ et 60 000 $
- ○ entre 60 000 $ et 80 000 $
- ○ entre 80 000 $ et 100 000 $
- ○ entre 100 000 $ et 150 000 $
- ○ 150 000 $ et plus
- ○ préfère ne pas répondre

D5 :
Où êtes-vous né(e)?

- ○ au Canada
- ○ à l'étranger
    - ↪ Précisez quel pays : [_____]

POSEZ CETTE QUESTION SI LA RÉPONSE À LA QUESTION D5 ÉTAIT « À L'ÉTRANGER »

D6 :
En quelle année êtes-vous arrivé(e) au Canada?

[_____]
YYYY

PÉRIODE ADMISSIBLE : De 1900 à 2021

D7 :
Quelle est la première langue que vous avez apprise à la maison lorsque vous étiez enfant et que vous comprenez toujours?

CHOISIR JUSQU'À DEUX RÉPONSES.

- ○ anglais
- ○ français
- ○ autre langue, veuillez préciser _____

Conclusion (AVANT LE TEST SEULEMENT) :

D8 :
Ce sondage contenait-il des questions qui étaient difficiles à comprendre?

- ○ Oui
- ○ Non

POSEZ CETTE QUESTION SI LA RÉPONSE À LA QUESTION D8 ÉTAIT « OUI »

D9 :
Quelles questions avez-vous trouvé difficiles à comprendre?

REPRENDRE LES PAROLES EXACTES DU RÉPONDANT.

_____

Voilà qui met fin au sondage que nous avons mené au nom de Statistique Canada. Dans les mois à venir, un rapport réalisé par Bibliothèque et Archives Canada sera disponible. Nous vous remercions sincèrement d'avoir pris le temps de participer à ce sondage.

ADVERTISING CAMPAIGN EVALUATION TOOL
POST-CAMPAIGN SURVEY

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

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 <u>français</u> [SWITCH TO FRENCH VERSION].

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

START SURVEY

<u>Click here</u> if you wish to verify the authenticity of this survey. To view our privacy policy, <u>click here</u>.

If you require any technical assistance, please contact XXX.

a)   Does anyone in your household work for any of the following organizations?

    SELECT ALL THAT APPLY

- O   a marketing research firm
- O   a magazine or newspaper
- O   an advertising agency or graphic design firm
- O   a political party
- O   a radio or television station
- O   a public relations company
- O   the federal or provincial government
- O   none of these organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.

b)   Are you…

- O   male gender
- O   female gender
- O   gender diverse

c)   In what year were you born?

[   ]

    YYYY

ADMISSIBLE RANGE 1900-2003   IF > 2003, THANK AND TERMINATE   ASK D IF QUESTION C IS LEFT BLANK, OR 2003

d)   In which of the following age categories do you belong?   **SELECT ONE ONLY**

- O   less than 18 years old
- O   18 to 24
- O   25 to 34
- O   35 to 44
- O   45 to 54
- O   55 to 64
- O   65 or older

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

e. In which province or territory do you live? **SELECT ONE ONLY**

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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

f. Do you belong to one or more racial or cultural groups on the following list?

SELECT UP TO TWO

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

CORE QUESTIONS

ASK ALL RESPONDENTS

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

- O   yes
- O   no   => GO TO T1A

Q2:

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

SELECT ALL THAT APPLY

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

Q3:

What do you remember about this ad?

Q4:

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

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about the Canadian 2021 Census?

- ○ Yes
- ○ No   **=> GO TO T2**

T1B:

Where have you seen, read or heard this ad about the Canadian 2021 Census?

SELECT ALL THAT APPLY

- ○ cinema
- ○ Facebook
- ○ Internet website
- ○ magazines

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

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T2. Please indicate your level of agreement with the following statements.

RANDOMIZE STATEMENTS

		1 Strongly Disagree	2	3	4	5 Strongly Agree
a.	The Census provides valuable information to government to help them make decisions	○	○	○	○	○
b.	Census information is used to plan programs and services in my community	○	○	○	○	○
c.	The data collected from the census will have a positive impact on my community	○	○	○	○	○

T1H:

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

[INSERT VIDEO, PRINT, OOH AND RADIO ADS; IF 'INDIGENOUS' IN Q.f FROM INTRODUCTION, OR IF "NUNAVUT," "NORTHWEST TERRITORIES," OR YUKON" IN Q.e FROM INTRODUCTION, PRESENT ADS WITH INDIGENOUS/NORTHERN EMPHASIS; OTHERWISE RANDOMLY PRESENT 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? **SELECT ALL THAT APPLY**

- O   cinema
- O   Facebook
- O   Internet website
- O   magazines
- O   newspaper (daily)
- O   newspaper (weekly or community)
- O   outdoor billboards
- O   pamphlet or brochure in the mail
- O   public transit (bus or subway)
- O   radio
- O   television
- O   Twitter
- O   YouTube
- O   Instagram
- O   LinkedIn
- O   Snapchat
- O   Spotify
- O   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 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	O	O	O	O	O
These ads are relevant to me	O	O	O	O	O
These ads are difficult to follow	O	O	O	O	O
These ads do not favour one political party over another	O	O	O	O	O
These ads talk about an important topic	O	O	O	O	O
These ads provide new information	O	O	O	O	O
These ads clearly convey information about the Canadian 2021 Census	O	O	O	O	O
These ads clearly convey that the Canadian 2021 Census is completely confidential	O	O	O	O	O
These ads clearly convey that the Canadian 2021 Census is easy to fill out	O	O	O	O	O
These ads clearly convey that the Canadian 2021 Census is important for the future of my community	O	O	O	O	O
These ads clearly convey that the Canadian 2021 Census can be completed online	O	O	O	O	O
The ads clearly convey that I would be receiving my census invitation in the mail	O	O	O	O	O

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:

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

- ○ yes
- ○ no

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
- ○ $150,000 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: 1900-2021

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

- O   English
- O   French
- O   Other language, specify _____

Closing (PRE-TEST ONLY)**:**

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

- O   Yes
- O   No

D9:   IF 'YES' IN D8: Which questions did you find difficult to understand? **RECORD VERBATIM**

_____

That concludes the survey. This survey was conducted on behalf of Statistics 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.

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

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

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

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

COMMENCER LE SONDAGE

Pour vérifier l'authenticité du présent sondage, <u>cliquez ici</u>. Pour lire notre politique de confidentialité, <u>cliquez ici.</u>

Pour obtenir de l'aide technique, veuillez communiquer avec XXX.

a) Est-ce qu'un membre de votre ménage travaille pour l'une des organisations suivantes?
CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

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

SI LA RÉPONSE « AUCUNE DE CES ORGANISATIONS » A ÉTÉ SÉLECTIONNÉE, POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

b) Êtes-vous de…

- ○ genre masculin
- ○ genre féminin
- ○ diverses identités de genre

c) Quelle est votre année de naissance?

YYYY

TRANCHE ADMISSIBLE : DE 1900 À 2003   SI L'ANNÉE EST 2004 OU APRÈS, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.   POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE OU SI LA RÉPONSE EST DANS LA TRANCHE ADMISSIBLE.

d) À quelle catégorie d'âge appartenez-vous? **CHOISISSEZ UNE SEULE CATÉGORIE**

- ○ moins de 18 ans
- ○ 18 à 24
- ○ 25 à 34
- ○ 35 à 44
- ○ 45 à 54
- ○ 55 à 64
- ○ 65 et plus

SI LA RÉPONSE « MOINS DE 18 ANS » A ÉTÉ SÉLECTIONNÉE, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE. SI LA QUESTION EST DEMEURÉE SANS RÉPONSE, COMMENCEZ PAR DIRE : « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA CATÉGORIE D'ÂGE À LAQUELLE VOUS APPARTENEZ. »

e. Dans quelle province ou quel territoire habitez-vous?
CHOISISSEZ UNE SEULE PROVINCE OU UN SEUL TERRITOIRE

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

SI LE RÉPONDANT NE CHOISIT AUCUNE PROVINCE NI AUCUN TERRITOIRE, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

AVANT DE METTRE FIN AU SONDAGE, COMMENCEZ PAR DIRE : « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA PROVINCE OU LE TERRITOIRE OÙ VOUS HABITEZ. » SI LA RÉPONSE « AUCUNE DE CES RÉPONSES » A ÉTÉ SÉLECTIONNÉE, REMERCIEZ LE RÉPONDANT, METTEZ FIN AU SONDAGE ET NOTEZ LES RÉPONSES POUR LES CONSERVER.

f. Appartenez-vous à un ou à plusieurs groupes culturels ou ethniques figurant dans la liste suivante?

VOUS POUVEZ SÉLECTIONNER JUSQU'À DEUX RÉPONSES

- Blanc
- Autochtone (p. ex. Premières nations, Métis ou Inuit)
- Sud-Asiatique (p. ex. Indien d'Asie, Pakistanais, Sri-Lankais)
- Chinois
- Noir
- Philippin
- Latino-Américain
- Arabe
- Asiatique du Sud-Est (p. ex. Vietnamien, Cambodgien, Malaisien, Laotien)
- Asiatique occidental (p. ex. Iranien, Afghan)
- Coréen
- Japonais
- Autre, veuillez préciser

QUESTIONS DE BASE

QUESTIONS À POSER À TOUS LES RÉPONDANTS

Q1 :
Au cours des trois dernières semaines avez-vous vu, lu ou entendu une publicité du gouvernement du Canada?

- Oui
- Non   => ALLER À T1A

Q2 :

À quel endroit avez-vous vu, lu ou entendu la dernière publicité du gouvernement du Canada qui vous vient à l'esprit?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- ○ au cinéma
- ○ sur Facebook
- ○ sur un site Web
- ○ dans un magazine
- ○ dans un journal (quotidien)
- ○ dans un journal (hebdomadaire ou communautaire)
- ○ sur un tableau d'affichage extérieur
- ○ dans un dépliant ou une brochure dans votre boîte aux lettres
- ○ sur un véhicule de transport en commun (autobus ou métro)
- ○ à la radio
- ○ à la télévision
- ○ sur Twitter
- ○ sur YouTube
- ○ sur Instagram
- ○ sur LinkedIn
- ○ sur Snapchat
- ○ sur Spotify
- ○ autre, veuillez préciser _____

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

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

QUESTIONS RELATIVES À LA CAMPAGNE

QUESTIONS À POSER À TOUS LES RÉPONDANTS

T1A :
Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet du Recensement canadien de 2021?

- ○ Oui
- ○ Non   **=> ALLEZ À T2**

T1B :
À quel endroit avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet du Recensement canadien de 2021?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.
- ○ au cinéma
- ○ sur Facebook
- ○ sur un site Web
- ○ dans un magazine
- ○ dans un journal (quotidien)
- ○ dans un journal (hebdomadaire ou communautaire)

- ○ sur un tableau d'affichage extérieur
- ○ dans un dépliant ou une brochure dans votre boîte aux lettres
- ○ sur un véhicule de transport en commun (autobus ou métro)
- ○ à la radio
- ○ à la télévision
- ○ sur Twitter
- ○ sur YouTube
- ○ sur Instagram
- ○ sur LinkedIn
- ○ sur Snapchat
- ○ sur Spotify
- ○ autre, veuillez préciser _____

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

QUESTIONS À POSER À TOUS LES RÉPONDANTS

ON PEUT AJOUTER ICI DES QUESTIONS RELATIVES À UNE CAMPAGNE PRÉCISE POUR ÉVALUER LES ATTITUDES ET LES COMPORTEMENTS

T2. Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés suivants.

LIRE LES ÉNONCÉS DE FAÇON ALÉATOIRE

	1 Fortement en désaccord	2	3	4	5 Fortement d'accord
a. Le recensement fournit de précieux renseignements au gouvernement pour l'aider à prendre des décisions éclairées	○	○	○	○	○
b. Les données du recensement servent à planifier des programmes et des services dans ma collectivité	○	○	○	○	○
c. Les données recueillies dans le cadre du recensement auront une incidence positive sur ma collectivité	○	○	○	○	○

T1H : Vous trouverez aux pages suivantes quelques publicités qui ont récemment été diffusées dans différents médias. Veuillez cliquer sur « Suivant » après avoir consulté chaque publicité.

[INSÉREZ LES PUBLICITÉS VIDÉO, IMPRIMÉES, EXTÉRIEURES ET RADIO; SI LA RÉPONSE « AUTOCHTONE » A ÉTÉ SÉLECTIONNÉE À LA QUESTION F DANS L'INTRODUCTION OU SI LA RÉPONSE « NUNAVUT », « TERRITOIRES DU NORD-OUEST » OU « YUKON » A ÉTÉ SÉLECTIONNÉE À LA QUESTION E DANS L'INTRODUCTION, PRÉSENTEZ LES PUBLICITÉS AXÉES SUR LES AUTOCHTONES OU LES RÉGIONS NORDIQUES; AUTREMENT, PRÉSENTEZ LES PUBLICITÉS DE FAÇON ALÉATOIRE.]

[CLIQUEZ SUR L'ÉCRAN POUR ALLER À LA PAGE SUIVANTE]

Radio

Veuillez cliquer sur le bouton Lecture pour entendre la publicité ci-dessous.

Veuillez cliquer sur « Suivant » pour continuer.

Vidéo

Veuillez cliquer sur le bouton Lecture pour voir cette publicité.

Veuillez cliquer sur « Suivant » pour continuer.

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

- ⭘ Oui
- ⭘ Non   => PASSEZ À LA T1J

T1I :

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

CHOISISSEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT

- ⭘ au cinéma
- ⭘ sur Facebook
- ⭘ sur un site Web
- ⭘ dans un magazine
- ⭘ dans un journal (quotidien)
- ⭘ dans un journal (hebdomadaire ou communautaire)
- ⭘ sur un tableau d'affichage extérieur
- ⭘ dans un dépliant ou une brochure dans votre boîte aux lettres
- ⭘ sur un véhicule de transport en commun (autobus ou métro)
- ⭘ à la radio
- ⭘ à la télévision
- ⭘ sur Twitter
- ⭘ sur YouTube
- ⭘ sur Instagram
- ⭘ sur LinkedIn
- ⭘ sur Snapchat
- ⭘ sur Spotify
- ⭘ autre, veuillez préciser _____

T1J :

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

T1K :

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

LIRE LES ÉNONCÉS DE FAÇON ALÉATOIRE

	1 Fortement en désaccord	2	3	4	5 Fortement d'accord
Ces publicités attirent mon attention	⭘	⭘	⭘	⭘	⭘
Je trouve ces publicités pertinentes	⭘	⭘	⭘	⭘	⭘
Ces publicités sont difficiles à suivre	⭘	⭘	⭘	⭘	⭘

Ces publicités ne favorisent pas un parti politique plutôt qu'un autre	O	O	O	O	O
Ces publicités traitent d'un sujet important	O	O	O	O	O
Ces publicités fournissent de nouvelles informations	O	O	O	O	O
Ces publicités transmettent clairement de l'information sur le Recensement canadien de 2021	O	O	O	O	O
Ces publicités indiquent clairement que le Recensement canadien de 2021 est totalement confidentiel	O	O	O	O	O
Ces publicités indiquent clairement que le formulaire du Recensement canadien de 2021 est facile à remplir	O	O	O	O	O
Ces publicités indiquent clairement que le Recensement canadien de 2021 est important pour l'avenir de ma communauté	O	O	O	O	O
Ces publicités indiquent clairement que le questionnaire du Recensement canadien de 2021 peut être rempli en ligne	O	O	O	O	O
Les publicités indiquent clairement que je recevrai mon invitation à participer au recensement par la poste	O	O	O	O	O

QUESTIONS DÉMOGRAPHIQUES

D1 :
Laquelle des catégories suivantes décrit le mieux votre situation d'emploi actuelle? Êtes-vous…

CHOISISSEZ UNE SEULE CATÉGORIE

- O travailleur/travailleuse à temps plein (30 heures ou plus par semaine)
- O travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- O travailleur/travailleuse autonome
- O sans emploi, mais à la recherche d'un emploi
- O étudiant/étudiante à temps plein
- O à la retraite
- O sans emploi (personne au foyer à temps plein ou sans emploi et non à la recherche d'un emploi)
- O autre situation d'emploi

D2 :
Quel est le plus haut niveau de scolarité que vous avez atteint?

CHOISISSEZ UNE SEULE RÉPONSE

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

D3 :
Des enfants de moins de 18 ans habitent-ils actuellement dans votre ménage?
- O Oui
- O Non

D4 :
Laquelle des catégories suivantes décrit le mieux le revenu annuel total avant impôts de votre ménage?

CHOISISSEZ UNE SEULE RÉPONSE

- ○ moins de 20 000 $
- ○ entre 20 000 $ et 40 000 $
- ○ entre 40 000 $ et 60 000 $
- ○ entre 60 000 $ et 80 000 $
- ○ entre 80 000 $ et 100 000 $
- ○ entre 100 000 $ et 150 000 $
- ○ 150 000 $ et plus
- ○ préfère ne pas répondre

D5 :
Où êtes-vous né(e)?

- ○ au Canada
- ○ à l'étranger
    - ➥ Précisez quel pays :

POSEZ CETTE QUESTION SI LA RÉPONSE À LA QUESTION D5 ÉTAITEST « À L'ÉTRANGER »

D6 :
En quelle année êtes-vous arrivé(e) au Canada?

YYYY

PÉRIODE ADMISSIBLE : De 1900 à 2021

D7 :

Quelle est la première langue que vous avez apprise à la maison lorsque vous étiez enfant et que vous comprenez toujours?
CHOISIR JUSQU'À DEUX RÉPONSES.

- ○ anglais
- ○ français
- ○ autre langue, veuillez préciser _____

Conclusion (ESSAI PRÉLIMINAIRE SEULEMENT) :

D8 :
Ce sondage contenait-il des questions qui étaient difficiles à comprendre?

- ○ Oui
- ○ Non

POSEZ CETTE QUESTION SI LA RÉPONSE À LA QUESTION D8 ÉTAIT « OUI »

D9 :
Quelles questions avez-vous trouvées difficiles à comprendre?

CONSIGNEZ TEXTUELLEMENT

_____

Voilà qui met fin au sondage que nous avons mené au nom de Statistique Canada. Dans les mois à venir, un rapport sera accessible au public à Bibliothèque et Archives Canada. Nous vous remercions sincèrement d'avoir pris le temps de participer à ce sondage.