



Government
of Canada

Gouvernement
du Canada

Travel and Border Post-Advertising Campaign Evaluation Tool (ACET)

Methodological Report

Prepared for Global Affairs Canada

Supplier name: Advanis Inc.

Contract number: EP363-140002/001/CY

Contract value: \$21,051.81 (including HST)

Award date: March 17, 2021

Delivery date: April 17, 2021

For more information on this report, please contact Global Affairs Canada at:

POR-ROP@international.gc.ca

Registration number: POR 131-20

Ce rapport est aussi disponible en français.

Canada

Travel and Border Post-Advertising Campaign Evaluation Tool (ACET)

Methodological Report

Prepared for Global Affairs Canada

Supplier Name: Advanis Inc.

April 2021

This report presents the methodological details for the *Travel and Border Post-Advertising Campaign Evaluation Tool (ACET)* conducted by Advanis Inc. on behalf of Global Affairs Canada (GAC). The survey was administered among 2,269 members of the adult Canadian general public aged 18 or older, between March 31 and April 9, 2021.

Ce rapport est aussi disponible en français sous le titre: Outil d'évaluation de campagnes publicitaires (OECF) sur les voyages et les frontières - Rapport méthodologique

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Global Affairs Canada. For more information on this report, please contact Global Affairs Canada at:

POR-ROP@international.gc.ca

Lester B. Pearson Building Tower B3
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Canada

Catalogue Number: FR5-178/2021E-PDF

International Standard Book Number (ISBN): 978-0-660-37955-5

Related publications (registration number: POR 131-20):

Catalogue number: FR5-178/2021F-PDF (Methodological Report, French)

International Standard Book Number (ISBN): 978-0-660-37956-2

© Her Majesty the Queen in right of Canada, as represented by Global Affairs Canada, 2021

TABLE OF CONTENTS

TABLE OF CONTENTS	3
CONTEXT	4
<i>1.1 Background</i>	4
<i>1.2 Objective</i>	6
<i>1.3 Political Neutrality Requirement</i>	6
2.0 SAMPLING	6
<i>2.1 Project Characteristics</i>	6
<i>2.2 Sampling Plan</i>	7
3.0 INVITATIONS	7
<i>3.1 Details of email and SMS invites/reminders</i>	7
4.0 COMPLETES AND TARGETS	9
<i>4.1 Completes and targets</i>	9
<i>4.2 Screened out participants</i>	9
5.0 WEIGHTING	10
6.0 DATABASE AND BANNERS	11
7.0 SURVEY DESIGN	11
APPENDICES	13
<i>Appendix A: Survey English Questionnaire</i>	13

1. Context

1.1 BACKGROUND

As the COVID-19 pandemic evolves and restrictions change, the Government of Canada must communicate relevant travel information and provide resources to Canadians to make informed decisions around travel.

Feedback from social media comments, general inquiry mailboxes and 1-800 calls to Global Affairs Canada (GAC) and Treasury Board Secretariat (TBS), indicated that Canadians are finding it difficult to find and understand travel information that pertains to their situation during the pandemic. A high volume of inquiries, calls and emails to the GAC general information lines are questions related to quarantine and isolation. The overall strategy of the ad campaign is to ensure that Canadians have all the up-to-date information and resources they need to make safe travel decisions by driving them to the <https://travel.gc.ca/travel-covid> site, the hub for all government travel and border information, which was launched on July 10, 2020. A mix of paid and organic media tactics across different digital channels was used to promote the resources Canadians need to make safe travel decisions.

The site reminds Canadians of the global travel advisories and raises awareness of the tools, advice and assistance at the disposal of Canadians to make informed decisions. The site also provides information on how to stay safe should they decide to travel abroad. It will inform foreign nationals and Canadian citizens about entry restrictions, what they need to know before they travel or leave Canada, and what they can expect at the border. The latest Public Health Agency of Canada/Health Canada (PHAC/HC) information is also on this site. PHAC/HC is running a \$1.5 million ad campaign to support the ArriveCANapp, a key tool that will support Canada Border Services Agency (CBSA) operations.

Global Affairs Canada has launched an advertising campaign to promote safe travel and border information during the pandemic. Travel and border post-campaign feedback will help inform advertising campaigns in the COVID-19 era. Feedback will be collected on the creative executions (radio, print and digital) and short-term outcomes. The results will help to ensure GAC's delivery of important messaging to Canadians in future advertising campaigns. The details on each of the campaigns are as follows:

Radio & Spotify

In market:

- February 8 – February 21 – Script 1
- March 6 – March 21 – Script 2

Markets:

- Toronto, Kitchener, London, Ottawa, Montréal, City of Québec, Winnipeg, Vancouver, Calgary, Edmonton, Regina, Saskatoon, St John's, Saint John, Charlottetown, Halifax and Fredericton

Print

In market:

- November – December

Publications:

- 55+
- *Canadian Snowbirds Association* (Eng & Fr)
- *Le guide accès Floride*

Digital

In market and platforms:

- *Le guide accès Floride* December 15 – March 31
- The Epic Adventure List (English & French) December 1 – December 27

Programmatic

In market:

- February 8 – March 31

Platforms:

- Kayak, Trip Advisor, Expedia and Open Exchange

Social

In market:

- March 8 – March 31

Platforms:

- Facebook/Instagram

SEM

In market:

- December 23 – March 31

Platforms:

- Google & Bing

1.2 OBJECTIVE

The purpose of this quantitative study is to collect feedback from Canadians in order to:

- measure public awareness of the campaign
- understand public recall of the campaign
- gauge personal relevance
- understand if the public is motivated to learn more about travel restrictions

1.3 POLITICAL NEUTRALITY REQUIREMENT

Political neutrality certification

I hereby certify as Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not 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.

Signed: 

Nicolas Toutant, Vice-President, Research and Evaluation

2. SAMPLING

2.1 PROJECT CHARACTERISTICS

This study measured awareness, recall and impact of the ads among the target population. More precisely, the study aimed to assess:

- unaided and aided recall of the ads
- awareness of the campaign itself
- the perceived messages of the ads and their relevance to Canadians
- if the public is interested in learning more about travel restrictions.

The post-campaign survey was conducted from March 31 to April 9, 2021. There was no pre-campaign survey conducted. Canadians were invited to the survey from Advanis' General Population

Representative Sample (GPRS), which is a representative sample source recruited via probability-sampling. Overall, 2,269 people completed the survey, with a response rate of 27.08%, and a margin of error of 2% (19 times out of 20 at a 95% confidence interval).

2.2 SAMPLING PLAN

The target audience for this project was Canadians, across all provinces and territories, who are 18 years and older. The targeted number of completed surveys for the post-campaign survey was 2,000 Canadian adults.

Questions within the survey further filtered out responses from anyone under the age of 18, who did not live in Canada, and anyone working for a market research firm, a magazine or a newspaper, an advertising agency, a graphic design firm, a political party, a radio or television station, a public relations company or the federal/provincial governments.

Table 1: Sample plan by province/region of Canada

Region	Percentage of population	Ideal sample size
NFLD & Labrador	1.4%	28
PEI	0.45%	9
NS	2.6%	52
NB	2.1%	42
QC	22.9%	458
ON	38.7%	774
MB	3.6%	72
SK	3.2%	64
AB	11.6%	232
BC	13.1%	262
Territories	0.35%	7
TOTAL	100%	2000

3. INVITATIONS

3.1 DETAILS OF EMAIL AND SMS INVITES/REMINDERS

Invitations were sent by SMS and grouped by province, to ensure that they were sent out during appropriate hours within each time zone.

After sending the initial invitation, a reminder message was sent 3 days later to applicants who did not complete a survey or were not screened out of the survey. A maximum of 2 reminder messages were sent. Overall, 18,686 SMS were sent during the course of data collection for this study.

Table 2: Number of SMS invitations/reminders sent

Message ID	Purpose	Total Sent
1	Invitation (EN)	9,463
2	Invitation (FR)	2,110
3	Reminder 1 (EN)	4,047
4	Reminder 1 (FR)	1,516
5	Reminder 2 (EN)	149
6	Reminder 2 (FR)	1,401
Total		18,686

A test pre-launch was conducted on March 31. Respondents were asked to provide feedback on the survey. At least 15 English and 15 French completes were captured during this pre-test period. Neither language pretests highlighted any difficulties with the survey itself or with data collection.

A support email address and phone number were provided in the survey itself for any related technical issues. Each survey had a unique number embedded in the hyperlink to eliminate the possibility of duplicate responses from one participant.

4. Completes and Targets

Overall, 11,573 Canadians were invited to participate in the web survey. The average survey length of the survey was 9 minutes. In total, 2,269 web questionnaires were completed during the data-collection period.

4.1 COMPLETES AND TARGETS

Table 3: Number of completes and targeted number of completes per province

Province/Region	Completed the web survey	Target
Nova Scotia	81	52
Newfoundland & Labrador	37	28
New Brunswick	38	42
PEI	6	9
Quebec	463	458
Ontario	848	774
Manitoba	66	72
Saskatchewan	111	64
Alberta	263	232
British Columbia	354	262
Territories	1	7
Total	2268	2000

4.2 SCREENED-OUT PARTICIPANTS

Table 4: Number of screened-out participants

Survey wave	Working in ineligible sector	Does not live in Canada	Younger than 18	Total
Total	341	3	5	349

5. Weighting

Overall, 2,269 web interviews were conducted during data collection. The weighting of the final file was based on 3 variables: age, gender and region. No weights were attributed to the 34 people who were neither of male nor female genders. The population sizes are based on the latest Statistics Canada census results published—the 2016 census.

Table 5: The weights

Weight category	Unweighted N	Weighted N	Weight
18-34, Female, Alberta & NWT	34	40	1.187
18-34, Female, Atlantic	12	18	1.499
18-34, Female, B.C. & Yukon	51	41	0.799
18-34, Female, Ontario	58	119	2.056
18-34, Female, Prairies & Nunavut	15	22	1.474
18-34, Female, Quebec	27	68	2.507
18-34, Gender diverse, Alberta & N.W.T.	6	0	0
18-34, Gender diverse, Atlantic	3	0	0
18-34, Gender diverse, B.C. & Yukon	5	0	0
18-34, Gender diverse, Ontario	1	0	0
18-34, Gender diverse, Prairies & Nunavut	3	0	0
18-34, Gender diverse, Quebec	2	0	0
18-34, Male, Alberta & N.W.T.	43	41	0.964
18-34, Male, Atlantic	13	18	1.376
18-34, Male, B.C. & Yukon	34	41	1.215
18-34, Male, Ontario	94	120	1.273
18-34, Male, Prairies & Nunavut	16	23	1.415
18-34, Male, Quebec	31	68	2.200
35-54, Female, Alberta & N.W.T.	35	46	1.320
35-54, Female, Atlantic	27	27	0.984
35-54, Female, B.C. & Yukon	41	53	1.297
35-54, Female, Ontario	124	155	1.248
35-54, Female, Prairies & Nunavut	22	25	1.132
35-54, Female, Quebec	70	89	1.266
35-54, Gender diverse, Alberta & N.W.T.	1	0	0
35-54, Gender diverse, Atlantic	1	0	0
35-54, Gender diverse, Ontario	1	0	0
35-54, Gender diverse, Prairies & Nunavut	3	0	0
35-54, Gender diverse, Quebec	1	0	0
35-54, Male, Alberta & N.W.T.	44	47	1.065
35-54, Male, Atlantic	19	25	1.306
35-54, Male, B.C. & Yukon	42	50	1.187
35-54, Male, Ontario	103	145	1.405
35-54, Male, Prairies & Nunavut	20	25	1.231
35-54, Male, Quebec	49	89	1.810
55+, Female, Alberta & N.W.T.	44	42	0.958
55+, Female, Atlantic	54	36	0.661

55+, Female, B.C. & Yukon	107	65	0.611
55+, Female, Ontario	253	176	0.697
55+, Female, Prairies & Nunavut	52	29	0.560
55+, Female, Quebec	153	116	0.757
55+, Gender diverse, Ontario	4	0	0
55+, Gender diverse, Prairies & Nunavut	1	0	0
55+, Gender diverse, Quebec	2	0	0
55+, Male, Alberta & N.W.T.	57	39	0.691
55+, Male, Atlantic	33	32	0.962
55+, Male, BC & Yukon	74	59	0.795
55+, Male, Ontario	210	154	0.732
55+, Male, Prairies & Nunavut	45	26	0.577
55+, Male, Quebec	129	102	0.789

6. Database and Banners

The database was cleaned to remove any errors at the end of the data-collection phase, and all unique identifiers in the client profiles were removed in the final data set provided to GAC. All survey answers have been matched and compiled into banner tables.

New variables were created to include in the banner tables. Using the respondent's responses to the survey questions, Advanis created variables for the following sub-groups to facilitate further analysis:

- Canadians aged 18+ of all genders interested in international travel for either business or leisure
- seniors who are likely to travel internationally within the next year
- students aged 18 to 24 likely to travel internationally within the next year
- families with children likely to travel internationally within the next year
- Canadians aged 18+ of all genders who are returning to Canada following international travel

7. Survey design

The survey draft and the French translations were provided by GAC and were programmed using SurveyBuilder, a software program that is proprietary to Advanis. The surveys were available to be completed online and were compatible with both desktop computers and mobile devices (tablets and smartphones). The surveys were housed on a website hosted by Advanis.

Respondents were shown 9 image advertisement banners (static image with text) and 2 30-second radios ads and were asked follow-up questions about their exposure to the ads, their reaction to the ads and their assessment of the ads.

The surveys were designed to include multiple-choice questions, including scaled, open-ended and demographic questions. Skip logic was applied throughout, including 3 thank you messages used for the screening out of ineligible participants (having an occupation that makes them ineligible to participate, not living in Canada, or being under the age of 18). The survey was thoroughly pre-tested to ensure that skip patterns and survey questions were correctly programmed.

APPENDICES

APPENDIX A: SURVEY ENGLISH QUESTIONNAIRE

Global Affairs Travel US Border Advertising Main Survey



Government of Canada

Generated on 2021-04-13 at 07:28:09 MT

Languages: English

Section Survey Questions

LoginTCH, QA, Thnk1, QB, QC, QD, Thnk2, QE, Thnk3, S1, S2, Q1, Q2, Q3, Q4, T1A, T1B, T1C, T1D, T1HBanners1, T1HBanners2, T1HBanners3, T1HRadio1, T1HRadio2, T1H, T1I, T1J, T1K, D1, D2, D3, D4, D5, D5elsewhere, D6, D7

Page Survey Questions

LoginTCH



The Government of Canada is conducting this survey dealing with current issues of interest to Canadians.

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

La version française est disponible en cliquant sur le bouton ci-dessus.

Click [here](https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en) (https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en) if you wish to verify the authenticity of this survey. You will need to enter the Project code: 20210323-AD299.

If you require any assistance, please contact

POR-ROP@international.gc.ca (mailto:POR-ROP@international.gc.ca)

For technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

If you get interrupted while doing the survey, you **can click on the same link** to pick up right where you left off.

© 2021 Privacy Policy (<http://www.telcityhall.ca/privacy.html>) CRIC Pledge (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

QA

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

Click here if you require any technical assistance: ***?***

Select all that apply

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

- 1 a marketing research firm
- 2 a magazine or newspaper
- 3 an advertising agency or graphic design firm
- 4 a political party
- 5 a radio or television station
- 6 a public relations company
- 7 the federal or provincial government
- 8 none of these organizations (*Exclusive*)

Page *Show if QA Any Selected*

Thnk1



**Government
of Canada**

**Gouvernement
du Canada**

Thank you for your interest. This survey is intended for those who are not working in any of the sectors mentioned in the previous question.

Click here if you require any technical assistance: ****?**

****?** please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

Status Code: 501

Page

QB

Are you...

Click here if you require any technical assistance: ****?**

****?** please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 1 Male gender
- 2 Female gender
- 3 Gender diverse

QC

In what year were you born?

Click here if you require any technical assistance: ****?**

****?** please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

Minimum: 1900, Maximum: 2006

-8 Prefer not to say

QD *Show if QC Not Answered*

In which of the following age categories do you belong?

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 1 less than 18 years old
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older

Page *Show if QC or QD less than 18yo*

Thnk2



Government
of Canada

Gouvernement
du Canada

Thank you for your interest. This survey is intended for those who are 18 or over.

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

Status Code: 504

Page

QE

In which province or territory do you live?

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 1 Alberta
- 2 British Columbia
- 3 Manitoba
- 4 New Brunswick
- 5 Newfoundland and Labrador
- 6 Northwest Territories
- 7 Nova Scotia
- 8 Nunavut

- 9 Ontario
- 10 Prince Edward Island
- 11 Quebec
- 12 Saskatchewan
- 13 Yukon
- 8 Prefer not to say

Page *Show if QE No Answer*

Thnk3



Government
of Canada

Gouvernement
du Canada

Thank you for your interest. This survey is intended for those who live in a Canadian province or Territory.

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

Status Code: 505

Page

S1

Have you travelled internationally... ***?***

? If you require any technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

1. within the past five years?
2. within the past year, that is, during the COVID-19 pandemic?

- 1 Yes
- 2 No
- 3 Unsure

S2

How likely do you think you will travel within the next year... ***?***

? If you require any technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

1. somewhere within Canada?
2. somewhere within the U.S.?
3. somewhere internationally, outside of the U.S.?

- 1 Not at all likely

- 2 Somewhat unlikely
- 3 Somewhat likely
- 4 Very likely
- 5 Unsure

Page

Q1

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

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

- 1 Yes
- 2 No

Page *Show if Q1 Yes*

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

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

- 1 Cinema
- 2 Facebook
- 3 Internet website
- 4 Magazines
- 5 Newspaper (daily)
- 6 Newspaper (weekly or community)
- 7 Outdoor billboards
- 8 Pamphlet or brochure in the mail
- 9 Public transit (bus or subway)
- 10 Radio
- 11 Television
- 12 Twitter
- 13 YouTube
- 14 Instagram
- 15 LinkedIn
- 16 Snapchat

- 17 Spotify
- 18 Other (specify): _____

Q3

What do you remember about the ad?

Click here if you require any technical assistance: ***?***

Please do not enter personally-identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

Q4

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

Click here if you require any technical assistance: ***?***

Please do not enter personally-identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

Page

T1A

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

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 1 Yes
- 2 No

T1B

Where have you seen, read or heard this ad about travel?

Select all that apply

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 1 Cinema
- 2 Facebook
- 3 Internet website
- 4 Magazines
- 5 Newspaper (daily)
- 6 Newspaper (weekly or community)
- 7 Outdoor billboards
- 8 Pamphlet or brochure in the mail
- 9 Public transit (bus or subway)
- 10 Radio
- 11 Television
- 12 Twitter
- 13 YouTube
- 14 Instagram
- 15 LinkedIn
- 16 Snapchat
- 17 Spotify
- 18 Other (specify): _____

T1C

What do you remember about this ad?

Click here if you require any technical assistance: ***?***

Please do not enter personally-identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

Page

T1D

Canada currently has a number of travel restrictions in place in order to help contain the spread of COVID-19. Are you aware of any of the following measures currently in place for entry to Canada? ***?***

? If you require any technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

1. All travellers (land and air) must provide proof of a negative COVID-19 test taken within 72 hours prior to their arrival to Canada. *
2. All travellers (land and air) must submit their travel and contact information, including a suitable quarantine plan, electronically via ArriveCAN before crossing the border or boarding a flight. *
3. All travellers (land and air) must take a COVID-19 test upon arrival to Canada. *
4. All travellers (land and air) must quarantine for 14 days upon arrival to Canada. *
5. All air travellers must stay in a government-authorized hotel upon arrival to Canada. *
6. All air travellers must book and pay for their mandatory hotel stay prior to their departure to Canada. *

*Levels marked with * are randomized*

- 1 Yes
- 2 No
- 3 Unsure

T1HBanners1

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

Click here if you require any technical assistance: ***?***



Travellers are required to book and pay for their hotel stay.

Get the facts. Stay in Canada.

[Learn more](#)



travel.gc.ca/travel-covid **Canada**

Mandatory 3-night hotel stay at your own expense.

Get the facts. Stay in Canada.

[Learn more](#)



travel.gc.ca/travel-covid **Canada**

Click on the right arrow to go to the next page.

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

T1HBanners2

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

Click here if you require any technical assistance: *?*

Avoid non-essential travel.

Get the facts. Stay in Canada.

[Learn more](#)



travel.gc.ca/travel-covid

Canada

Quarantine is mandatory for all travellers entering Canada.

Get the facts to stay safe.

[Learn more](#)



travel.gc.ca/travel-covid

Canada



Click on the right arrow to go to the next page.

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net
(<mailto:survey+usborderadv2021@advanis.net>).

T1HBanners3

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

Click here if you require any technical assistance: *?*

Spring break. Staycation.

Get the facts. Stay in Canada.

[Learn more](#)



travel.gc.ca/travel-covid

Canada

Entering Canada requires a negative COVID-19 molecular test.

Get the facts to stay safe.

[Learn more](#)



travel.gc.ca/travel-covid

Canada

**Travelling
puts you and
others at risk.**

Get the facts. Stay in Canada.

Learn more

travel.gc.ca/travel-covid

Canada

Click on the right arrow to go to the next page.

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

T1HRadio1

Here is a radio ad that has recently been broadcast on various media.

Click here if you require any technical assistance: [**](#)

If the audio does not load automatically, please click here to open the player in a new window ([https://surveys.advanis.ca/media/usborderadv2021/GOV Hotel Stay and Testing_Final ENG_fullmix.mp3](https://surveys.advanis.ca/media/usborderadv2021/GOV_Hotel_Stay_and_Testing_Final_ENG_fullmix.mp3))

Audio News Release

Client: Global Affairs Canada

Title: Mandatory test result

Length: 30 seconds

Distribution Date: 2021

English

The Government of Canada urges all Canadians to avoid all non-essential travel outside the country. If travel is essential, travellers should know that:

All air passengers are required to show a negative COVID-19 test result before boarding their flight to Canada; and that

Everyone entering Canada must quarantine for 14 days.

Details at TRAVEL dot GC dot CA slash TRAVEL dash COVID

A message from the Government of Canada

Click on the right arrow to go to the next page.

** please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

T1HRadio2

Here is another radio ad that has recently been broadcast on various media.

Click here if you require any technical assistance: [**](#)

If the audio does not load automatically, please click here to open the player in a new window
(https://surveys.advanis.ca/media/usborderadv2021/GOV CAN_mandatory test_WITH MUSIC_eng.mp3)

Audio News Release (second edition)

Client: Global Affairs Canada

Title: Mandatory test result and other tests requirements

Length: 30 seconds

Distribution Date: March 8, 2021

English

The Government of Canada urges Canadians to avoid all non-essential travel.

All travelers 5 years of age or older entering Canada must provide proof of a valid COVID-19 molecular test result. Travellers will be tested again upon arrival.

Air passengers are also required to book a 3-night stay at a government-authorized hotel at their own cost prior to entering Canada.

Details at TRAVEL dot GC dot CA slash TRAVEL dash COVID

A message from the Government of Canada

Click on the right arrow to go to the next page.

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net
(<mailto:survey+usborderadv2021@advanis.net>).

T1H

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

Click here if you require any technical assistance: *?*

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net
(<mailto:survey+usborderadv2021@advanis.net>).

- 1 Yes
- 2 No

T11

Where have you seen, read or heard these ads?

Select all that apply

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net
(<mailto:survey+usborderadv2021@advanis.net>).

- ₁ Cinema
- ₂ Facebook
- ₃ Internet website
- ₄ Magazines
- ₅ Newspaper (daily)
- ₆ Newspaper (weekly or community)
- ₇ Outdoor billboards
- ₈ Pamphlet or brochure in the mail
- ₉ Public transit (bus or subway)
- ₁₀ Radio
- ₁₁ Television
- ₁₂ Twitter
- ₁₃ YouTube
- ₁₄ Instagram
- ₁₅ LinkedIn
- ₁₆ Snapchat
- ₁₇ Spotify
- ₁₈ Other (specify): _____

Page

T1J

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

Click here if you require any technical assistance: ***?***

Please do not enter personally-identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

**?* please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).*

T1K

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

**?* If you require any technical assistance, please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).*

1. These ads catch my attention *
2. These ads are relevant to me *
3. These ads are difficult to follow *
4. These ads do not favour one political party over another *
5. These ads talk about an important topic *
6. These ads provide new information *
7. These ads clearly convey that the Government of Canada had provided resources to Canadians to make informed decisions around international travel amid the COVID-19 pandemic *

*Levels marked with * are randomized*

- 1 1 - Strongly Disagree
- 2 2
- 3 3 - Neither agree or disagree
- 4 4
- 5 5 - Strongly Agree

Page

D1

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

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

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

D2

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

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

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

D3

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

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 1 Yes
- 2 No

D4

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

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 1 under \$20,000
- 2 between \$20,000 and \$40,000
- 3 between \$40,000 and \$60,000
- 4 between \$60,000 and \$80,000
- 5 between \$80,000 and \$100,000
- 6 between \$100,000 and \$150,000
- 7 \$150,000 and above
- 8 Prefer not to say

Page

D5

Where were you born?

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 1 Born in Canada
- 2 Born outside Canada

D5elsewhere *Show if D5 Outside Canada*

Please select the country in which you were born.

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

- 167 __TREE_QUESTION__
- 3 North America | Mexico
- 2 North America | United States of America
- 4 Caribbean/Central America | Bahama Islands, The
- 5 Caribbean/Central America | Barbados
- 6 Caribbean/Central America | Cayman Islands
- 7 Caribbean/Central America | Costa Rica
- 8 Caribbean/Central America | Cuba
- 9 Caribbean/Central America | Dominica
- 10 Caribbean/Central America | Dominican Republic

- 11 Caribbean/Central America | El Salvador
- 12 Caribbean/Central America | Grenada
- 13 Caribbean/Central America | Guadeloupe
- 14 Caribbean/Central America | Guatemala
- 15 Caribbean/Central America | Haiti
- 16 Caribbean/Central America | Honduras
- 17 Caribbean/Central America | Jamaica
- 18 Caribbean/Central America | Martinique
- 19 Caribbean/Central America | Nicaragua
- 20 Caribbean/Central America | Panama, Republic of
- 21 Caribbean/Central America | Saint Lucia
- 22 Caribbean/Central America | St. Kitts-Nevis
- 23 Caribbean/Central America | St. Vincent and the Grenadines
- 24 Caribbean/Central America | Trinidad & Tobago, Republic of
- 26 South America | Argentina
- 25 South America | Brazil
- 27 South America | Bolivia
- 28 South America | Chile
- 29 South America | Colombia
- 30 South America | Ecuador
- 31 South America | Guyana
- 32 South America | Paraguay
- 33 South America | Peru
- 34 South America | Uruguay
- 35 South America | Venezuela
- 37 East Europe | Belarus
- 38 East Europe | Bulgaria
- 39 East Europe | Czech Republic
- 40 East Europe | Hungary
- 41 East Europe | Moldova
- 42 East Europe | Poland
- 43 East Europe | Romania
- 44 East Europe | Russia
- 45 East Europe | Slovak Republic
- 46 East Europe | Ukraine
- 47 North Europe | Denmark
- 48 North Europe | England
- 49 North Europe | Estonia
- 50 North Europe | Finland
- 51 North Europe | Ireland, Republic of
- 52 North Europe | Latvia
- 53 North Europe | Lithuania
- 54 North Europe | Northern Ireland
- 55 North Europe | Norway

- 56 North Europe | Scotland
- 57 North Europe | Sweden
- 58 North Europe | Wales
- 59 South Europe | Albania
- 60 South Europe | Bosnia-Hercegovina
- 61 South Europe | Croatia
- 62 South Europe | Gibraltar
- 63 South Europe | Greece
- 64 South Europe | Italy
- 65 South Europe | Kosovo, Republic of
- 66 South Europe | Macedonia, FYR
- 67 South Europe | Malta
- 68 South Europe | Montenegro, Republic of
- 69 South Europe | Portugal
- 70 South Europe | Serbia, Republic Of
- 71 South Europe | Spain
- 72 West Europe | Austria
- 73 West Europe | Belgium
- 36 West Europe | France
- 74 West Europe | Germany, Federal Republic of
- 76 West Europe | Luxembourg
- 77 West Europe | Netherlands Antilles, The
- 78 West Europe | Netherlands, The
- 79 West Europe | Switzerland
- 80 North Africa | Algeria
- 81 North Africa | Egypt
- 82 North Africa | Libya
- 83 North Africa | Morocco
- 84 North Africa | Sudan, Democratic Republic of
- 85 North Africa | Tunisia
- 86 West Africa | Benin, Republic of
- 87 West Africa | Burkina-Faso
- 88 West Africa | Gambia
- 89 West Africa | Ghana
- 90 West Africa | Ivory Coast, Republic of
- 91 West Africa | Liberia
- 92 West Africa | Mali, Republic of
- 93 West Africa | Nigeria
- 94 West Africa | Senegal
- 95 West Africa | Sierra Leone
- 96 West Africa | Somali Republic
- 97 West Africa | South Africa, Republic Of
- 98 West Africa | Togo, Republic of
- 99 Other Africa | Angola

- 100 Other Africa | Burundi
- 101 Other Africa | Cameroon, Republic of
- 102 Other Africa | Chad, Republic of
- 103 Other Africa | Congo, Democratic Republic of
- 104 Other Africa | Djibouti, Republic of
- 105 Other Africa | Ethiopia
- 106 Other Africa | Gabon Republic
- 107 Other Africa | Guinea, Republic of
- 108 Other Africa | Kenya
- 109 Other Africa | Madagascar
- 110 Other Africa | Mauritius
- 111 Other Africa | Namibia
- 112 Other Africa | Reunion
- 113 Other Africa | Rwanda
- 114 Other Africa | Tanzania, United Republic Of
- 115 Other Africa | Uganda
- 116 Other Africa | Zambia
- 117 Other Africa | Zimbabwe
- 118 Central/South Asia | Afghanistan
- 119 Central/South Asia | Bangladesh
- 120 Central/South Asia | Bhutan
- 126 Central/South Asia | India
- 121 Central/South Asia | Kazakhstan
- 122 Central/South Asia | Kyrgyzstan
- 123 Central/South Asia | Nepal
- 143 Central/South Asia | Pakistan
- 124 Central/South Asia | Sri Lanka
- 125 Central/South Asia | Uzbekistan
- 128 East/South East Asia | Brunei
- 141 East/South East Asia | China, People's Republic of
- 129 East/South East Asia | Hong Kong
- 130 East/South East Asia | Hong Kong SAR
- 131 East/South East Asia | Indonesia, Republic of
- 132 East/South East Asia | Japan
- 142 East/South East Asia | Korea, Republic Of (South)
- 133 East/South East Asia | Macao SAR
- 134 East/South East Asia | Malaysia
- 135 East/South East Asia | Mongolia, People's Republic of
- 144 East/South East Asia | Philippines
- 136 East/South East Asia | Singapore
- 137 East/South East Asia | Taiwan
- 138 East/South East Asia | Thailand
- 139 East/South East Asia | Vietnam, Socialist Republic of
- 145 West Asia | Armenia

- 146 West Asia | Azerbaijan
- 147 West Asia | Bahrain
- 148 West Asia | Georgia
- 127 West Asia | Iran
- 149 West Asia | Iraq
- 150 West Asia | Israel
- 151 West Asia | Jordan
- 152 West Asia | Kuwait
- 153 West Asia | Lebanon
- 154 West Asia | Oman
- 155 West Asia | Palestinian Authority (Gaza)
- 156 West Asia | Qatar
- 157 West Asia | Saudi Arabia
- 158 West Asia | Syria
- 159 West Asia | Turkey
- 160 West Asia | United Arab Emirates
- 161 West Asia | Yemen, Republic of
- 162 Oceania | Australia
- 163 Oceania | Fiji
- 164 Oceania | New Caledonia
- 165 Oceania | New Zealand
- 166 Other (specify): _____

D6 *Show if D5 Outside Canada*

In what year did you first move to Canada?

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

Minimum: 1900, Maximum: 2021

Page

D7

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

Click here if you require any technical assistance: ***?***

Select up to two

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (mailto:survey+usborderadv2021@advanis.net).

1 English

- 2 French
- 3 Other language (specify): _____

Section End1

EndTCH

Page End1

EndTCH



Government
of Canada

Gouvernement
du Canada

That concludes the survey. This survey was conducted on behalf of Global Affairs 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.

If you'd like to see results from other studies conducted by Advanis via TellCityHall, please visit [tellcityhall.ca/surveys](http://www.tellcityhall.ca/surveys) (<http://www.tellcityhall.ca/surveys.html>).

© 2021 [Privacy Policy](http://www.tellcityhall.ca/privacy.html) (<http://www.tellcityhall.ca/privacy.html>) [CRIC Pledge](https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf) (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

Click here if you require any technical assistance: ***?***

? please contact Sue Day, by telephone at 1-866-542-6921 or by e-mail at survey+usborderadv2021@advanis.net (<mailto:survey+usborderadv2021@advanis.net>).

Status Code: -1

