



Government
of Canada

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GOVERNMENT OF CANADA'S COVID-19 ECONOMIC RESPONSE PLAN ADVERTISING CAMPAIGN - ACET SURVEY SPRING AND FALL 2020

Final Report

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For more information on this report, please contact Department of Finance Canada at:

stephanie.rubec@canada.ca

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Canada



This methodological report presents the technical aspects of two online surveys conducted by Leger Marketing Inc. on behalf of the Department of Finance Canada. The first survey was conducted with 2,000 Canadians between April 24, 2020 and May 4, 2020. The second survey was conducted with 2,048 Canadians between August 20, 2020 and August 31, 2020.

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Department of Finance Canada
90 Elgin Street
Ottawa, Ontario K1A 0G5
House of Commons
Parliament Buildings
Ottawa, Ontario K1A 0A6

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1. Executive Summary

Leger is pleased to present the Department of Finance Canada with this report on findings from a quantitative web survey designed to learn about Canadian individuals and businesses response to the advertising campaign.

This report was prepared by Leger who was contracted by Department of Finance Canada (contract number 60074-200050/001/CY awarded April 22, 2020; Contract value is \$66,395.98).

1.1 Background and Objectives

In April 2020, the Department of Finance Canada and the Government of Canada developed an advertising campaign to support the government's COVID-19 Economic Response Plan. The campaign objectives were to inform Canadians and increase awareness and take-up of key initiatives, programs, and benefits within Government of Canada's COVID-19 Economic Response Plan. The campaign pursued two main objectives regarding two groups of people: support for individual Canadians and families and support for businesses. The main objective of this study was to evaluate the performance of the campaign with the target audience using the Advertising Campaign Evaluation Tool (ACET), both for pretesting and post testing the campaign. The objectives of the study were the following:

- Measure overall aided and unaided awareness of the advertising
- Establish recall of the key campaign messages
- Establish if any action had been taken as a result of seeing or hearing the advertising
- Measure awareness of who was responsible for creating the ad

More precisely, the components measured in the pretesting wave were:

- Pre-campaign awareness of the Government's COVID-19 Economic Response Plan;
- Aided and unaided awareness of general Government of Canada advertising; along with advertising related to the Government's COVID-19 Economic Response Plan;
- Aided and unaided awareness of the Government's COVID-19 Economic Response Plan.

The components measured in the post testing wave were:

- The unaided and aided awareness of the Department of Finance advertisements and general Government of Canada advertising;
- The message recall to measure;
 - Various attributes of the campaign (credibility, clarity, relevance, captivity, provided new information, and importance of topic);
 - Aided and unaided awareness of the Government’s COVID-19 Economic Response Plan;
 - Intention to act.

1.2 Application of Results

As a result of the government's investment in this campaign, the Department of Finance of Canada is required to evaluate the performance of the campaign with the target audience using the Advertising Campaign Evaluation Tool (ACET), both for pretesting and post testing the campaign. This study will help the Department of Finance to improve the performance of future advertising campaigns.

1.3 Methodology – Quantitative Research

Online Survey

The study was conducted among the general population, but quotas were also fixed to reach the following targets: Indigenous people, youth (aged under 25), low-income individuals (annual household income \$40,000 and under) and business executives. The table below shows the breakdown of the quotas. The complete details of the quotas and the completed interviews in those specific targets for both waves can be found in Annexe A.

Target	Quotas
Indigenous	100
Youth (under 25 years of age)	200
Low income households (annual household income of \$40,000 and under)	200
Business executives	200
General population	1,300

Pre-campaign

This quantitative research consisted of two waves of data collection. The first wave took place between April 24 and May 4, 2020. The national participation rate for the survey was 30.9%. To validate the programming of the questionnaire, a pretest of 40 interviews, 20 in each official language, was conducted on April 24, 2020. The interviews lasted an

average of five minutes. As no problems were detected, fieldwork proceeded with no changes. A total of 2,000 Canadians were interviewed.

Post campaign

The second wave of data collection took place between August 20 and August 31, 2020. The national participation rate for the survey was 17.2%. To validate the programming of the questionnaire, a pretest of 43 interviews, in both official languages, was conducted on August 20 and ended on August 21, 2020. The interviews lasted an average of seven minutes. As no problems were detected, data collection proceeded with no changes. A total of 2,048 Canadians were interviewed.

1.4 Notes on The Interpretation of The Findings

The opinions and observations expressed in this document do not reflect those of the Department of Finance of Canada. This report was compiled by Leger based on research conducted specifically for this project.

1.5 Declaration of Political Neutrality and Contact Information

I hereby certify, as chief agent of Leger, that the deliverables are in full compliance with the neutrality requirements of the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party positions, or the assessment of the performance of a political party or its leaders.

Signed by:



Christian Bourque
Executive Vice President and Associate
Leger
507 Place d'Armes, Suite 700
Montréal, Quebec
H2Y 2W8
cbourque@leger360.com

Appendix A. Quantitative Methodology

A.1.1 Methods

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

Computer Aided Web Interviewing (CAWI)

A panel-based Internet survey with a sample of Canadian adults from the general population (with quotas for the following audiences: Indigenous people, youth [under 25 years of age], low income individuals and business executives) was conducted by Leger. Participant selection was made randomly from *LegerWeb's* online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of web users profiled on different sociodemographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

Leger meets the strictest quantitative research guidelines. The ACET questionnaire, the standardized questionnaire for federal government's pre- and post-tests was used. No changes were made by Leger to the content of the questionnaire. The questionnaire was provided by the Department of Finance Canada. The data collection has been conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research—Series A—Fieldwork and Data Tabulation for Online Surveys.

Respondents were assured of the voluntary and confidential nature of the approach, and the anonymity of their responses. As with all research conducted by Leger, any information that could identify respondents was removed from the data, in accordance with Canada's Privacy Act.

A.1.2 Quality Control Measures and coding

The research team supervised the programming to ensure each question, response category and skip pattern was been properly entered, even after this information has been verified by two separate programmers and a data analyst, to check for consistency.

In broad terms, Leger's methodological approach for an online survey includes the following steps:

- Program the finalized questionnaire for Computer Assisted Web Interviews (CAWI).

- Review the programmed CAWI questionnaire to ensure it fully matches the paper version agreed to by the client.
- Test the programming to ensure all skip patterns and filters are working properly. This testing phase includes thorough review by the research team, as well as the running of multiple automated simulations to check the consistency of frequencies obtained.
- Pre-test the programmed questionnaire with qualified participants (conducted each wave if applicable).
- Complete a pre-test of the research instrument with the target population in both English and French (at least 10 completed questionnaires in each language) and make sure that some respondents from all sub-groups targeted in the project are part of the pre-test.
- Analyze the pre-test frequency results the day following the pre-test to ensure all skip patterns functioned accordingly.
- Verbal debrief with the project authority about the pre-test results and make recommendations to adjust the questionnaire if there is any need.
- Proceed with a full-field launch.
- Assign a supervisor to a project. A supervisor will be given the responsibility for a work group for a specific project and will follow this project from start to finish.
- All questions, issues, or concerns raised to supervisors by interviewers/data entry staff in the course of a project are reported to the research manager prior to any decision being made.
- Research managers deliver daily status reports on a survey's progress.
- Review data throughout the data collection process.
- Once field is under way, a coding briefing is held so the coders get a better understanding of the types of codes that are likely to occur. The code list is reviewed after 100 cases to adjust for any changes. Upon completion of field, a final review of coding is held, and codes are adjusted/collapsed as necessary.
- The finalized code book of open-ended responses is approved by the research manager. Original verbatim information is not erased and replaced by codes. This gives the research manager the opportunity to go back to the original data if necessary. Leger will ensure that any information that could identify respondents is removed in order to deliver a completely anonymous database.
- Produce frequencies and tabs.

Highly trained programmers, assisted by experienced data analysts, program each survey in CAWI then perform thorough testing to ensure that no stone is left unturned.

Upon completion of data collection for online surveys, Leger's data analysts and data processing department will clean the data thoroughly, ensuring that:

- all closed-ended questions are within the allowable or logical range (allowable ranges will be confirmed with the client in any circumstance where it is not obvious from the questionnaire);

- outliers are verified and, if necessary, excluded from the data;
- all skip patterns have been followed correctly;
- data is complete (except where it is intentional and within client expectations);
- information is consistent and logical across questions, with no contradictions in the data.

The data is checked and cleaned after the pre-test, after the first night of field, and at project completion. During analysis, all numbers are double-checked, and any outliers are also double-checked to ensure the data has been entered accurately in the first place.

All projects have a team of coders assigned to edit, clean, and develop meaningful codes for the answers to open-ended questions. Leger will develop the code book and code open-ended questions accordingly. The same code book will be used for each wave (if applicable). New codes may be created if a specific answer becomes more prominent and the client approves. All data from open-ended questions is checked by different coders to ensure data is accurate and correctly coded. No coded data leaves to be processed by our statisticians until a second team of coders has reviewed and approved of all code lists.

With Centralus, our proprietary software, project managers can check on frequencies, the number of completes, quotas (if any), and the participation rate at any time during field. Centralus is most often use internally by research teams as a rapid checker tool for frequencies check and quotas. This “real-time” management tool allows for any issues to be quickly flagged and corrected as well as in managing survey invitations to be sent to reach set quotas for the research. Centralus is also capable of delivering standard frequencies to clients in real-time via the Internet (with a password-protected site). Centralus is an additional project tracking tool in addition to Decipher and are both used by research teams.

Our Leo (Leger Opinion) technical assistance team is available 7 days a week from 8am to 9pm ET to answer any inquiry on the part of survey respondents or help fix technical problems. If a question is submitted by phone or email outside of office hours, the technical assistance team will respond first thing the following morning. Once again, our LegerWeb team comprises individuals who can answer questions in both official languages at all times. This is the Leger advantage.

It should be noted that a margin of error cannot be associated with a non-probability sample in a panel survey.

A.1.3 Data Collection

Online Survey

Pre campaign

Fieldwork for the first wave was carried out from April 24 to May 4, 2020. A total of 2,000 Canadians were interviewed. A pretest of 40 interviews was completed in both official languages before the launch of the data collection to validate the programming of the questionnaire.

Post campaign

Fieldwork for the second wave was carried out from August 20 to August 31, 2020. A total of 2,048 Canadians were interviewed. A pretest of 43 interviews was completed before the launch of the data collection to validate the programming of the questionnaire.

Representative sample of Canadians

To obtain reliable data for each of the subgroups, we surveyed a total sample of 2,000 Canadian adults for the first wave and 2,048 for the second wave, in all regions of the country.

A sample of Canadian adults was selected using a stratified regional sampling approach. Flexible regional quotas were applied to ensure that a sufficient number of interviews were conducted in each region of Canada.

The next two tables detail the regional quotas and the complete number of interviews for both waves.

Table 1. Regional quotas - Wave 1

Region	Quotas	Number of completed interviews
Atlantic	85	118
Quebec	285	635
Ontario	500	665
Prairies	130	168
Alberta	130	183
British Columbia	170	230
None of the above	0	1
Total	1,300	2,000

Table 2. Regional quotas- Wave 2

Region	Quotas	Number of completed interviews
Atlantic	85	106

Quebec	285	616
Ontario	500	720
Prairies	130	171
Alberta	130	193
British Columbia	170	242
None of the above	0	0
Total	1,300	2,048

In order to have a better understanding of certain segments of the Canadian population, quotas had been established beforehand. The next two tables show the number of completed interviews for each wave.

Table 3. Targeted quotas and completed interviews- Wave 1

Target	Quotas	Number of completed interviews
Indigenous	100	246
Youth (under 25 years of age)	200	253
Low income households (annual household income of \$40,000 and under)	200	407
Business executives	200	370

Table 4. Targeted quotas and completed interviews- Wave 2

Target	Quotas	Number of completed interviews
Indigenous	100	137
Youth (under 25 years of age)	200	159
Low income households (annual household income of \$40,000 and under)	200	232
Business executives	200	217

A.1.4 Participation rate

Below is the calculation of the participation rate to the web survey for both waves. The overall response rate for the first wave is 30.9% and 17.2% for the second wave. Quota fulfillment was harder during the second survey wave, particularly with regard to the Indigenous and business oversamples. Reaching the objectives therefore required a larger base sample, which had a negative impact on the participation rate in the second wave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 5. Participation rate wave 1

Base Sample	8,080
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	5,215
Email invitations bounce back	12
Email invitations unanswered	5 203
EFFECTIVE SAMPLE*	2,500
In-scope non-responding units (IS)	112
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	112
Responding units (R)	2,388
Completed surveys disqualified – quota filled	388
Completed surveys disqualified for other reasons	0
COMPLETED INTERVIEWS	2,000
Participation rate	30.9%

Table 6. Participation rate wave 2

Base Sample	13,908
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	11,046
Email invitations bounce back	7
Email invitations unanswered	11,039
EFFECTIVE SAMPLE*	2,569
In-scope non-responding units (IS)	229
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	229
Responding units (R)	2,340
Completed surveys disqualified – quota filled	290
Completed surveys disqualified for other reasons	0
COMPLETED INTERVIEWS	2,048
Participation rate	17.2%

It should be noted that for both waves, respondents received two reminders via e-mail.

A.1.5 Weighted and Unweighted Samples

According to Statistics Canada’s 2016 national census data, Leger weighted the results of this survey by age, gender, province of residence for each wave, Indigenous identity and household income.

According to Info-Canada, the business sample has been weighted by region and by business size.

The table below shows the geographical distribution of respondents, before and after weighting for the first wave. There is almost no geographical distribution imbalance in the unweighted sample. The weighting process mainly adjusted the weighting of Quebec (which was overrepresented) and Ontario (which were slightly underrepresented).

Table 7. Unweighted and weighted sample distribution by region- Wave 1

Province or territory	Unweighted	Weighted
Atlantic	118	138
Quebec	635	460
Ontario	665	764
Prairies (MB&SK)	168	114
Alberta	183	230
British Columbia	230	293
None of the above	1	1

The table below shows the geographical distribution of respondents for the second wave. Similar to the first wave, there is almost no geographical distribution imbalance in the

unweighted sample. The weighting process mainly adjusted the weighting of Quebec, which was overrepresented.

Table 8. Unweighted and weighted sample distribution by region- Wave 2

Province or territory	Unweighted	Weighted
Atlantic	106	122
Quebec	616	470
Ontario	720	782
Prairies (MB&SK)	171	131
Alberta	193	265
British Columbia	242	277
None of the above	0	1

The tables below illustrate the demographic distribution of respondents by gender, age, language (mother tongue), education and household income for both waves.

With respect to gender in both waves, we can see that very few adjustments were needed.

Table 9. Unweighted and gender-weighted sample distribution- Wave 1

GENDER	Unweighted	Weighted
Male	913	955
Female	1,080	1,040
Gender diverse	7	5

Table 10. Unweighted and gender-weighted sample distribution- Wave 2

GENDER	Unweighted	Weighted
Male	972	986
Female	1,069	1,054
Gender Diverse	7	8

With respect to age distribution, for both waves, the weighting process adjusted the 18-24 years old sample who were slightly over-represented (due to targeted sampling) and the older samples (55 to 64 years old and 65 and older) who were slightly underrepresented.

Table 11. Unweighted and age-weighted sample distribution - Wave 1

AGE	Unweighted	Weighted
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18 to 24 years old	253	171
25 to 34 years old	351	358
35 to 44 years old	375	351
45 to 54 years old	395	394
55 to 64 years old	327	358
65 and older	299	368

Table 12. Unweighted and age-weighted sample distribution - Wave 2

AGE	Unweighted	Weighted
18 to 24 years old	260	192
25 to 34 years old	328	318
35 to 44 years old	342	351
45 to 54 years old	365	368
55 to 64 years old	365	389
65 and older	388	431

The relatively small size of the weighting factors and differences in the responses of the various subgroups suggest that the quality of the data was not affected by the process. The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required.

A.1.6 Weighting Factors – Wave 1

Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall studied population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The following tables illustrate the proportion allocated to each target in the sample for the first wave.

Table 13. Weighting by region

REGION	Weighting
GENPOP AND British Columbia	0.1356
GENPOP AND Alberta	0.1122
GENPOP AND Saskatchewan	0.0301
GENPOP AND Manitoba, Nunavut	0.0352

GENPOP AND Ontario	0.3839
GENPOP AND Quebec	0.2346
GENPOP AND New Brunswick	0.0219
GENPOP AND Nova Scotia	0.0271
GENPOP AND Prince Edward Island	0.0041
GENPOP AND Newfoundland and Labrador	0.0153
Total	1

Table 14. Weighting by gender, region, and age

GENDER*REGION*AGE	Weighting
GENPOP AND British Columbia AND Male gender, Gender diverse AND 18 to 24	0.0181
GENPOP AND British Columbia AND Male gender, Gender diverse AND 35 to 44	0.0102
GENPOP AND British Columbia AND Male gender, Gender diverse AND 45 to 54	0.0117
GENPOP AND British Columbia AND Male gender, Gender diverse AND 55 to 64	0.0117
GENPOP AND British Columbia AND Male gender, Gender diverse AND 65 or older	0.0141
GENPOP AND British Columbia AND Female gender AND 18 to 24	0.0068
GENPOP AND British Columbia AND Female gender AND 25 to 34	0.0111
GENPOP AND British Columbia AND Female gender AND 35 to 44	0.0108
GENPOP AND British Columbia AND Female gender AND 45 to 54	0.0125
GENPOP AND British Columbia AND Female gender AND 55 to 64	0.0125
GENPOP AND British Columbia AND Female gender AND 65 or older	0.0162
GENPOP AND Alberta AND Male gender, Gender diverse AND 18 to 24	0.0181
GENPOP AND Alberta AND Male gender, Gender diverse AND 35 to 44	0.0106
GENPOP AND Alberta AND Male gender, Gender diverse AND 45 to 54	0.0099
GENPOP AND Alberta AND Male gender, Gender diverse AND 55 to 64	0.0090
GENPOP AND Alberta AND Male gender, Gender diverse AND 65 or older	0.0083
GENPOP AND Alberta AND Female gender AND 18 to 24	0.0062
GENPOP AND Alberta AND Female gender AND 25 to 34	0.0114
GENPOP AND Alberta AND Female gender AND 35 to 44	0.0104
GENPOP AND Alberta AND Female gender AND 45 to 54	0.0098
GENPOP AND Alberta AND Female gender AND 55 to 64	0.0089
GENPOP AND Alberta AND Female gender AND 65 or older	0.0096
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 18 to 24	0.0098
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 35 to 44	0.0053
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 45 to 54	0.0055
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 55 to 64	0.0055

GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 65 or older	0.0059
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 18 to 24	0.0038
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 25 to 34	0.0058
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 35 to 44	0.0053
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 45 to 54	0.0055
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 55 to 64	0.0056
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 65 or older	0.0072
GENPOP AND Ontario AND Male gender, Gender diverse AND 18 to 24	0.0223
GENPOP AND Ontario AND Male gender, Gender diverse AND 25 to 34	0.0306
GENPOP AND Ontario AND Male gender, Gender diverse AND 35 to 44	0.0292
GENPOP AND Ontario AND Male gender, Gender diverse AND 45 to 54	0.0346
GENPOP AND Ontario AND Male gender, Gender diverse AND 55 to 64	0.0316
GENPOP AND Ontario AND Male gender, Gender diverse AND 65 or older	0.0363
GENPOP AND Ontario AND Female gender AND 18 to 24	0.0212
GENPOP AND Ontario AND Female gender AND 25 to 34	0.0315
GENPOP AND Ontario AND Female gender AND 35 to 44	0.0319
GENPOP AND Ontario AND Female gender AND 45 to 54	0.0365
GENPOP AND Ontario AND Female gender AND 55 to 64	0.0338
GENPOP AND Ontario AND Female gender AND 65 or older	0.0441
GENPOP AND Quebec AND Male gender, Gender diverse AND 18 to 24	0.0121
GENPOP AND Quebec AND Male gender, Gender diverse AND 25 to 34	0.0180
GENPOP AND Quebec AND Male gender, Gender diverse AND 35 to 44	0.0189
GENPOP AND Quebec AND Male gender, Gender diverse AND 45 to 54	0.0203
GENPOP AND Quebec AND Male gender, Gender diverse AND 55 to 64	0.0211
GENPOP AND Quebec AND Male gender, Gender diverse AND 65 or older	0.0239
GENPOP AND Quebec AND Female gender AND 18 to 24	0.0118
GENPOP AND Quebec AND Female gender AND 25 to 34	0.0181
GENPOP AND Quebec AND Female gender AND 35 to 44	0.0189
GENPOP AND Quebec AND Female gender AND 45 to 54	0.0203
GENPOP AND Quebec AND Female gender AND 55 to 64	0.0217
GENPOP AND Quebec AND Female gender AND 65 or older	0.0295
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 18 to 24	0.0080
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 35 to 44	0.0049
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 45 to 54	0.0061

GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 55 to 64	0.0065
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 65 or older	0.0076
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 18 to 24	0.0033
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 25 to 34	0.0047
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 35 to 44	0.0053
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 45 to 54	0.0065
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 55 to 64	0.0069
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 65 or older	0.0089
Total	1

Table 15. EDUCATION

EDUCATION	Weighting
GENPOP AND 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	0.272
GENPOP AND University certificate or diploma below bachelor's level, Bachelor's degree, Postgraduate degree above bachelor's level	0.728
Total	1

Table 16. INCOME

INCOME	Weighting
GENPOP AND Under \$20,000, Between \$20,000 and \$40,000	0.17973010
GENPOP AND Between \$40,000 and \$60,000-\$150,000 and above	0.72026989
GENPOP AND I prefer not to answer	0.1
Total	1

Table 17. Weighting by region and language

REGION*LANGUAGE	Weighting
QC and French	0.1809
QC and other language	0.0537
CAN and French	0.0271
CAN and other language	0.7383
Total	1

Table 18. Weighting by Indigenous

INDIGENOUS/FIRST NATIONS	Weighting
NO TO: Indigenous	0.951
Indigenous	0.049
Total	1

Table 19. Weighting Business executives and region

BUSINESS EXECUTIVES*REGION	Weighting
BUSINESS AND British Columbia, Alberta, Manitoba, Saskatchewan	0.34593575
BUSINESS AND Ontario	0.37343373
BUSINESS AND Quebec	0.20967456
BUSINESS AND Newfoundland and Labrador, New Brunswick, Nova Scotia, Prince Edward Island	0.07095593
Total	1

Table 20. Weighting Business executives and number of employees

BUSINESS EXECUTIVES*NUMBER OF EMPLOYEES	Weighting
BUSINESS AND 1-99	0.89729095
BUSINESS AND 100-499	0.01446508
BUSINESS AND Over 500	0.00194396
DK/REF	0.0863
Total	1

A.1.7 Weighting Factors – Wave 2

The following tables illustrate the proportion allocated to each target in the sample for the first wave.

Table 21. Weighting by region

REGION	Weighting
GENPOP AND British Columbia	0.1356
GENPOP AND Alberta	0.1122
GENPOP AND Saskatchewan	0.0301
GENPOP AND Manitoba, Nunavut	0.0352
GENPOP AND Ontario	0.3839
GENPOP AND Quebec	0.2346

GENPOP AND New Brunswick	0.0219
GENPOP AND Nova Scotia	0.0271
GENPOP AND Prince Edward Island	0.0041
GENPOP AND Newfoundland and Labrador	0.0153
Total	1

Table 22. Weighting by gender, region, and age

GENDER*REGION*AGE	Weighting
GENPOP AND British Columbia AND Male gender, Gender diverse AND 18 to 24	0.0072
GENPOP AND British Columbia AND Male gender, Gender diverse AND 25 to 34	0.0109
GENPOP AND British Columbia AND Male gender, Gender diverse AND 35 to 44	0.0102
GENPOP AND British Columbia AND Male gender, Gender diverse AND 45 to 54	0.0117
GENPOP AND British Columbia AND Male gender, Gender diverse AND 55 to 64	0.0117
GENPOP AND British Columbia AND Male gender, Gender diverse AND 65 or older	0.0141
GENPOP AND British Columbia AND Female gender AND 18 to 24	0.0068
GENPOP AND British Columbia AND Female gender AND 25 to 34	0.0111
GENPOP AND British Columbia AND Female gender AND 35 to 44	0.0108
GENPOP AND British Columbia AND Female gender AND 45 to 54	0.0125
GENPOP AND British Columbia AND Female gender AND 55 to 64	0.0125
GENPOP AND British Columbia AND Female gender AND 65 or older	0.0162
GENPOP AND Alberta AND Male gender, Gender diverse AND 18 to 24	0.0181
GENPOP AND Alberta AND Male gender, Gender diverse AND 35 to 44	0.0106
GENPOP AND Alberta AND Male gender, Gender diverse AND 45 to 54	0.0099
GENPOP AND Alberta AND Male gender, Gender diverse AND 55 to 64	0.0090
GENPOP AND Alberta AND Male gender, Gender diverse AND 65 or older	0.0083
GENPOP AND Alberta AND Female gender AND 18 to 24	0.0062
GENPOP AND Alberta AND Female gender AND 25 to 34	0.0114
GENPOP AND Alberta AND Female gender AND 35 to 44	0.0104
GENPOP AND Alberta AND Female gender AND 45 to 54	0.0098
GENPOP AND Alberta AND Female gender AND 55 to 64	0.0089
GENPOP AND Alberta AND Female gender AND 65 or older	0.0096
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 18 to 24	0.0040
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 25 to 34	0.0058
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 35 to 44	0.0053
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 45 to 54	0.0055

GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 55 to 64	0.0055
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Male gender, Gender diverse AND 65 or older	0.0059
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 18 to 24	0.0038
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 25 to 34	0.0058
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 35 to 44	0.0053
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 45 to 54	0.0055
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 55 to 64	0.0056
GENPOP AND Manitoba, Saskatchewan, Nunavut AND Female gender AND 65 or older	0.0072
GENPOP AND Ontario AND Male gender, Gender diverse AND 18 to 24	0.0223
GENPOP AND Ontario AND Male gender, Gender diverse AND 25 to 34	0.0306
GENPOP AND Ontario AND Male gender, Gender diverse AND 35 to 44	0.0292
GENPOP AND Ontario AND Male gender, Gender diverse AND 45 to 54	0.0346
GENPOP AND Ontario AND Male gender, Gender diverse AND 55 to 64	0.0316
GENPOP AND Ontario AND Male gender, Gender diverse AND 65 or older	0.0363
GENPOP AND Ontario AND Female gender AND 18 to 24	0.0212
GENPOP AND Ontario AND Female gender AND 25 to 34	0.0315
GENPOP AND Ontario AND Female gender AND 35 to 44	0.0319
GENPOP AND Ontario AND Female gender AND 45 to 54	0.0365
GENPOP AND Ontario AND Female gender AND 55 to 64	0.0338
GENPOP AND Ontario AND Female gender AND 65 or older	0.0441
GENPOP AND Quebec AND Male gender, Gender diverse AND 18 to 24	0.0121
GENPOP AND Quebec AND Male gender, Gender diverse AND 25 to 34	0.0180
GENPOP AND Quebec AND Male gender, Gender diverse AND 35 to 44	0.0189
GENPOP AND Quebec AND Male gender, Gender diverse AND 45 to 54	0.0203
GENPOP AND Quebec AND Male gender, Gender diverse AND 55 to 64	0.0211
GENPOP AND Quebec AND Male gender, Gender diverse AND 65 or older	0.0239
GENPOP AND Quebec AND Female gender AND 18 to 24	0.0118
GENPOP AND Quebec AND Female gender AND 25 to 34	0.0181
GENPOP AND Quebec AND Female gender AND 35 to 44	0.0189
GENPOP AND Quebec AND Female gender AND 45 to 54	0.0203
GENPOP AND Quebec AND Female gender AND 55 to 64	0.0217
GENPOP AND Quebec AND Female gender AND 65 or older	0.0295
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 18 to 24	0.0034
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 25 to 34	0.0046

GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 35 to 44	0.0049
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Male gender, Gender diverse AND 45 or older	0.0202
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 18 to 24	0.0033
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 25 to 34	0.0047
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 35 to 44	0.0053
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 45 to 54	0.0065
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 55 to 64	0.0069
GENPOP AND Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland and Labrador AND Female gender AND 65 or older	0.0089
Total	1

Table 23. EDUCATION

EDUCATION	Weighting
GENPOP AND 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	0.272
GENPOP AND University certificate or diploma below bachelor's level, Bachelor's degree, Postgraduate degree above bachelor's level	0.728
Total	1

Table 24. INCOME

INCOME	Weighting
GENPOP AND Under \$20,000, Between \$20,000 and \$40,000	0.17835217
GENPOP AND Between \$40,000 and above	0.71474782
GENPOP AND I prefer not to answer	0.1069
Total	1

Table 25. Weighting by region and language

REGION*LANGUAGE	Weighting
QC and French	0.1809
QC and other language	0.0537
CAN and French	0.0271
CAN and other language	0.7383
Total	1

Table 26. Weighting by Indigenous

INDIGENOUS/FIRST NATIONS	Weighting
NO TO: Indigenous	0.951
Indigenous	0.049
Total	1

Table 27. Weighting Business executives and region

BUSINESS EXECUTIVES*REGION	Weighting
BUSINESS AND Not Quebec or Ontario	0.41689168
BUSINESS AND Ontario	0.37343373
BUSINESS AND Quebec	0.20967456
Total	1

Table 28. Weighting Business executives and number of employees

BUSINESS EXECUTIVES*NUMBER OF EMPLOYEES	Weighting
BUSINESS AND 1-99	0.92734141
BUSINESS AND 100-499	0.01494951
BUSINESS AND Over 500	0.00200906
DK/REF	0.0557
Total	1

Appendix B. Survey Questionnaire Wave 1

Thank you for taking the time to complete 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 12 minutes to complete and is registered with the Canadian Research Insights Council (CRIC).

The product registration code is 20200423-LE673. [`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 [`click here`_](#).
Duplicate explicit target name: "click here".

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

SELECT ALL THAT APPLY

Row:

- [r1] A marketing research firm
- [r2] A magazine or newspaper
- [r3] An advertising agency or graphic design firm
- [r4] A political party
- [r5] A radio or television station
- [r6] A public relations company
- [r7] The federal or provincial government
- [r97] None of these organizations

[QB] Are you...

Row:

- [r1] Female gender
- [r2] Male gender
- [r3] Gender diverse

[QC] In what year were you born?

[QD] In which of the following age categories do you belong?

Row:

[r0] Less than 18 years old

[r1] 18 to 24

[r2] 25 to 34

[r3] 35 to 44

[r4] 45 to 54

[r5] 55 to 64

[r6] 65 or older

[r9] I prefer not to answer

[PROV] In which province or territory do you live?

Row:

[AB] Alberta

[BC] British Columbia

[MB] Manitoba

[NB] New Brunswick

[NF] Newfoundland and Labrador

[NT] Northwest Territories

[NS] Nova Scotia

[NU] Nunavut

[ON] Ontario

[PE] Prince Edward Island

[QC] Quebec

[SK] Saskatchewan

[YK] Yukon

[r97] None of the above

[PROV2] PROVINCE WITH GROUPINGS FOR PRAIRIES & MARITIMES

Row:

[BC] British Columbia

[AB] Alberta

[PR] Prairies

[ON] Ontario

[QC] Quebec

[AT] Maritimes

[NT] Northwest Territories

[YK] Yukon

[NU] Nunavut

[INDI] Do you consider yourself as an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?

Row:

[r1] Yes

[r2] No

[r9] I prefer not to answer

[BUS1] What is your job title?

Row:

[r1] CEO/Managing Director

[r2] CFO/Financial Director

[r3] COO

[r4] Chairman

[r5] President

[r6] Director

[r7] Partner

[r8] Executive Vice President

[r9] Senior Vice President

[r10] Owner

[r96] Other (please specify):

[BUS1A] When it comes to the highest levels of company management and executive decisions, which of the following best describes your responsibility?

Row:

[r1] You have the primary responsibility for executive decisions.

[r2] You are part of a group whose members have direct responsibility or input on such decisions.

[r3] You have a limited amount of input and/or responsibility on such matters.

[r4] You do not have any direct responsibility for executive decisions.

[r99] I don't know/I prefer not to answer

[BUS3] Including any subsidiaries you may own, how many people do you employ?

Row:

[r1] 1-4

[r2] 5-99

[r3] 100-499

[r4] Over 500

[r9] I don't know/I prefer not to answer

[BUS4] What is your company's main line of business?

Row:

[r1] Construction & real estate

[r2] Travel, tourism & leisure

[r3] Hospitality

[r4] Technology, media & telecoms

[r5] Consumer products (Food & beverage, retail, logistics, automotive)

[r6] Manufacturing

[r7] Transport

[r8] Healthcare

[r9] Financial services

[r10] Agriculture, hunting, forestry and fishing

[r11] Mining & quarrying

[r12] Electricity, gas & water supply/utilities

[r13] Professional services

[r14] Other business services

[r15] Education & social services, personal services

[r16] Oil & gas

[r96] Other (please specify):

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

Row:

[r1] Under \$20,000

[r2] Between \$20,000 and \$40,000

[r3] Between \$40,000 and \$60,000

- [r4] Between \$60,000 and \$80,000
- [r5] Between \$80,000 and \$100,000
- [r6] Between \$100,000 and \$150,000
- [r7] \$150,000 and above
- [r9] I prefer not to answer

[SAMPLE_QUOTAS] Sample Quotas

Row:

- [r1] Genpop
- [r2] Indigenous / First Nations
- [r3] Low income
- [r4] Youth
- [r5] Business

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

Row:

- [r1] Yes
- [r2] No

[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

Row:

- [r1] Facebook
- [r2] Internet website
- [r3] Magazines
- [r4] Newspaper (daily)
- [r5] Newspaper (weekly or community)
- [r6] Outdoor billboards
- [r7] Pamphlet or brochure in the mail
- [r8] Public transit (bus or subway)
- [r9] Radio
- [r10] Television
- [r11] Twitter

- [r12] YouTube
- [r13] Instagram
- [r14] LinkedIn
- [r15] Snapchat
- [r16] Spotify
- [r96] 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?

[T1A] Over the past three weeks, have you seen, read or heard any Government of Canada advertising about COVID-19?

Row:

- [r1] Yes
- [r2] No

[T1B] Where have you seen, read or heard a Government of Canada ad about COVID-19?

SELECT ALL THAT APPLY

Row:

- [r1] Facebook
- [r2] Internet website
- [r3] Magazines
- [r4] Newspaper (daily)
- [r5] Newspaper (weekly or community)
- [r6] Outdoor billboards
- [r7] Pamphlet or brochure in the mail
- [r8] Public transit (bus or subway)
- [r9] Radio
- [r10] Television
- [r11] Twitter
- [r12] YouTube
- [r13] Instagram

- [r14] LinkedIn
- [r15] Snapchat
- [r16] Spotify
- [r96] Other, specify:

[T1C] What do you remember about this ad?

[T1D] Have you heard any advertising from your provincial/ territorial government about COVID-19?

Row:

- [r1] Yes
- [r2] No

[T1D2] Where have you seen, read or heard this ad about COVID-19 from your provincial/ territorial government?

SELECT ALL THAT APPLY

Row:

- [r1] Facebook
- [r2] Internet website
- [r3] Magazines
- [r4] Newspaper (daily)
- [r5] Newspaper (weekly or community)
- [r6] Outdoor billboards
- [r7] Pamphlet or brochure in the mail
- [r8] Public transit (bus or subway)
- [r9] Radio
- [r10] Television
- [r11] Twitter
- [r12] YouTube
- [r13] Instagram
- [r14] LinkedIn
- [r15] Snapchat
- [r16] Spotify
- [r96] Other, specify:

[T1E] Have you heard about any actions the Government of Canada is undertaking to help Canadians with the economic downturn caused by the COVID-19 pandemic?

Row:

[r1] Yes

[r2] No

[r8] I don't know/ unsure

[T1F] Have you heard of these Government of Canada economic measures?

Column:

[c1] Yes

[c2] No

Row:

[rA] Extending the tax filing deadline for individuals to June 1st

[rB] The Canada Emergency Response Benefit (CERB) which provides \$2,000 a month to workers who are staying home or have lost their job due to the COVID-19 pandemic

[rC] A six-month interest-free moratorium on repaying student loans

[rD] An increase to the Canada Child Benefit this year by \$300 per child

[rE] The Canada Emergency Wage Subsidy (CEWS) that cover up to 75 percent of salaries to help businesses keep employees on their payroll

[rF] The Canada Emergency Business Account (CEBA) which provides interest-free loans of up to \$40,000 to help small businesses cover their operating costs during this period of uncertainty

[rG] An increase of up to \$400 to the GST/HST credit for low-income Canadians

[rH] Access to additional credit to support businesses through the Business Development Bank of Canada (BDC) and Export Development Canada (EDC)

[rI] Deferred sales tax remittance and customs duty payments

[rJ] Regional and rural supports for small and medium sized businesses

[rK] Canada Emergency Student Benefit that provides \$1,250 to students and new graduates who are not eligible for the CERB

[T1G] Did you try to apply for any of the following from the Government of Canada in the past three weeks?

Column:

[c1] Yes

[c2] No

Row:

[rA] Canada Emergency Response Benefit (CERB)

[rB] Employment Insurance (EI)

[T1G2] What is the biggest problem you encountered when trying to apply for the Canada Emergency Response Benefit, if any?

Row:

[r1] Could not find the information on how to apply

[r2] Could not get through on the phone

[r3] Service Canada Centres were closed

[r4] The application process was too complicated or confusing

[r5] The Canada Emergency Response Benefit did not apply to me

[r6] Other problem

[r7] Did not encounter any problems

[T1G3] Were you able to complete and submit an application?

Row:

[r1] Yes

[r2] No

[T1G4] How did you submit your application?

Row:

[r1] Online

[r2] Automated phone service

[r3] Mail

[T1H] Have you applied or do you plan to apply for any of the benefits targeting businesses (for example the wage subsidy or the Canada Emergency Business Account)?

Row:

[r1] Yes

[r2] No

[r8] I don't know/ unsure

[T1I] Have you visited Canada.ca/coronavirus?

Row:

[r1] Yes

[r2] No

[T1I2] Did you look for information about benefits or programs available to Canadians or businesses?

Row:

[r1] Yes

[r2] No

[T1J] Have you heard of financial supports targeting the following sectors?

Column:

[c1] Yes

[c2] No

Row:

[rA] Agriculture and fisheries

[rB] Culture, heritage and supports

[rC] Air transportation

[rD] Tourism

[rE] Energy

[T1K] How well do you think Canadian financial institutions are doing in terms of helping individuals and families financially impacted by the COVID-19 pandemic?

Row:

[r1] Very well

[r2] Somewhat well

[r3] Not very well

[r4] Not well at all

[r8] I don't know/ unsure

[T1L] How well do you think Canadian financial institutions are doing in terms of helping businesses financially impacted by the COVID-19 pandemic?

Row:

- [r1] Very well
- [r2] Somewhat well
- [r3] Not very well
- [r4] Not well at all
- [r8] I don't know/ unsure

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

Row:

- [r1] Working full-time, that is, 30 or more hours per week
- [r2] Working part-time, that is, less than 30 hours per week
- [r3] Self-employed
- [r4] Unemployed
- [r5] A student
- [r6] Retired
- [r7] Not in the workforce (Full-time homemaker or unemployed but not looking for work)
- [r8] Other employment status

[D1A] Which of the following best describes the impact that the new coronavirus or the COVID-19 pandemic has had on your employment?

Row:

- [r1] You have temporarily lost your job
- [r2] You have permanently lost your job
- [r3] You have suffered a loss of income / working hours
- [r4] Your employment situation has not changed
- [r99] I don't know/I prefer not to answer

[D1B] Which of the following best describes the impact that COVID-19 has had on the current status of your business?

Row:

- [r1] Closed
- [r2] Closed, but moved to online sales
- [r3] Reduced staff/layoffs
- [r4] Minor drop in revenue

- [r5] Significant drop in revenue
- [r6] Lack of liquidity
- [r7] No impact
- [r99] I don't know/I prefer not to answer

[D2] What is the highest level of formal education that you have completed?

Row:

- [r1] Grade 8 or less
- [r2] Some high school
- [r3] High school diploma or equivalent
- [r4] Registered apprenticeship or other trades certificate or diploma
- [r5] College, CEGEP or other non-university certificate or diploma
- [r6] University certificate or diploma below bachelor's level
- [r7] Bachelor's degree
- [r8] Postgraduate degree above bachelor's level

[D3] Are there any children under the age of 18 currently living in your household?

Row:

- [r1] Yes
- [r2] No

[D5] Where were you born?

Row:

- [r1] Born in Canada
- [r2] Born outside Canada (please specify):

[D6] In what year did you first move to Canada?

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

SELECT UP TO TWO

Row:

- [r1] English
- [r2] French

[r96] Other language, specify:

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

Appendix C. Survey Questionnaire Wave 2

Thank you for taking the time to complete 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 12 minutes to complete and is registered with the Canadian Research Insights Council (CRIC). The product registration code is 20200812-LE289.

`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 `click here`_.
Duplicate explicit target name: "click here".

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

SELECT ALL THAT APPLY

Row:

- [r1] A marketing research firm
- [r2] A magazine or newspaper
- [r3] An advertising agency or graphic design firm
- [r4] A political party
- [r5] A radio or television station
- [r6] A public relations company
- [r7] The federal or provincial government
- [r97] None of these organizations

[QB] Are you...

Row:

- [r1] Female gender
- [r2] Male gender
- [r3] Gender diverse

[QC] In what year were you born?

[QD] In which of the following age categories do you belong?

Row:

[r0] Less than 18 years old

[r1] 18 to 24

[r2] 25 to 34

[r3] 35 to 44

[r4] 45 to 54

[r5] 55 to 64

[r6] 65 or older

[r9] I prefer not to answer

[PROV] In which province or territory do you live?

Row:

[AB] Alberta

[BC] British Columbia

[MB] Manitoba

[NB] New Brunswick

[NF] Newfoundland and Labrador

[NT] Northwest Territories

[NS] Nova Scotia

[NU] Nunavut

[ON] Ontario

[PE] Prince Edward Island

[QC] Quebec

[SK] Saskatchewan

[YK] Yukon

[r97] None of the above

[PROV2] PROVINCE AVEC REGROUPEMENT POUR PRAIRIES & MARITIMES

Row:

[BC] British Columbia

[AB] Alberta

[PR] Prairies

[ON] Ontario
[QC] Quebec
[AT] Maritimes
[NT] Northwest Territories
[YK] Yukon
[NU] Nunavut

[INDI] Do you consider yourself as an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?

Row:

[r1] Yes
[r2] No
[r9] I prefer not to answer

[BUS1] What is your job title?

Row:

[r1] CEO/Managing Director
[r2] CFO/Financial Director
[r3] COO
[r4] Chairman
[r5] President
[r6] Director
[r7] Partner
[r8] Executive Vice President
[r9] Senior Vice President
[r10] Owner
[r96] Other (please specify):

[BUS1A] When it comes to the highest levels of company management and executive decisions, which of the following best describes your responsibility?

Row:

[r1] You have the primary responsibility for executive decisions.
[r2] You are part of a group whose members have direct responsibility or input on such decisions.
[r3] You have a limited amount of input and/or responsibility on such matters.

[r4] You do not have any direct responsibility for executive decisions.

[r99] I don't know/I prefer not to answer

[BUS3] Including any subsidiaries you may own, how many people do you employ?

Row:

[r1] 1-4

[r2] 5-99

[r3] 100-499

[r4] Over 500

[r9] I don't know/I prefer not to answer

[BUS4] What is your company's main line of business?

Row:

[r1] Construction & real estate

[r2] Travel, tourism & leisure

[r3] Hospitality

[r4] Technology, media & telecoms

[r5] Consumer products (Food & beverage, retail, logistics, automotive)

[r6] Manufacturing

[r7] Transport

[r8] Healthcare

[r9] Financial services

[r10] Agriculture, hunting, forestry and fishing

[r11] Mining & quarrying

[r12] Electricity, gas & water supply/utilities

[r13] Professional services

[r14] Other business services

[r15] Education & social services, personal services

[r16] Oil & gas

[r96] Other (please specify):

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

Row:

[r1] Under \$20,000

- [r2] Between \$20,000 and \$40,000
- [r3] Between \$40,000 and \$60,000
- [r4] Between \$60,000 and \$80,000
- [r5] Between \$80,000 and \$100,000
- [r6] Between \$100,000 and \$150,000
- [r7] \$150,000 and above
- [r9] I prefer not to answer

[SAMPLE_QUOTAS] Sample Quotas

Row:

- [r1] Genpop
- [r2] Indigenous / First Nations
- [r3] Low income
- [r4] Youth
- [r5] Business

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

Row:

- [r1] Yes
- [r2] No

[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

Row:

- [r1] Facebook
- [r2] Internet website
- [r3] Magazines
- [r4] Newspaper (daily)
- [r5] Newspaper (weekly or community)
- [r6] Outdoor billboards
- [r7] Pamphlet or brochure in the mail
- [r8] Public transit (bus or subway)
- [r9] Radio

- [r10] Television
- [r11] Twitter
- [r12] YouTube
- [r13] Instagram
- [r14] LinkedIn
- [r15] Snapchat
- [r16] Spotify
- [r96] 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?

[T1A] Over the past three weeks, have you seen, read or heard any Government of Canada advertising about COVID-19?

Row:

- [r1] Yes
- [r2] No

[T1B] Where have you seen, read or heard a Government of Canada ad about COVID-19?

SELECT ALL THAT APPLY

Row:

- [r1] Facebook
- [r2] Internet website
- [r3] Magazines
- [r4] Newspaper (daily)
- [r5] Newspaper (weekly or community)
- [r6] Outdoor billboards
- [r7] Pamphlet or brochure in the mail
- [r8] Public transit (bus or subway)
- [r9] Radio
- [r10] Television
- [r11] Twitter

- [r12] YouTube
- [r13] Instagram
- [r14] LinkedIn
- [r15] Snapchat
- [r16] Spotify
- [r96] Other, specify:

[T1C] What do you remember about this ad?

[T1D] Have you heard any advertising from your provincial/ territorial government about COVID-19?

Row:

- [r1] Yes
- [r2] No

[T1D2] Where have you seen, read or heard this ad about COVID-19 from your provincial/ territorial government?

SELECT ALL THAT APPLY

Row:

- [r1] Facebook
- [r2] Internet website
- [r3] Magazines
- [r4] Newspaper (daily)
- [r5] Newspaper (weekly or community)
- [r6] Outdoor billboards
- [r7] Pamphlet or brochure in the mail
- [r8] Public transit (bus or subway)
- [r9] Radio
- [r10] Television
- [r11] Twitter
- [r12] YouTube
- [r13] Instagram
- [r14] LinkedIn
- [r15] Snapchat
- [r16] Spotify

[r96] Other, specify:

[T1E] Have you heard about any actions the Government of Canada is undertaking to help Canadians with the economic downturn caused by the COVID-19 pandemic?

Row:

[r1] Yes

[r2] No

[r8] I don't know/ unsure

[T1HH] Have you seen these ads?

Row:

[r1] Yes

[r2] No

[r8] I don't know/ unsure

[T1II] Here is a video that has recently appeared on various media. Have you seen this ad?

Row:

[r1] Yes

[r2] No

[r8] I don't know/ unsure

[T1JJ] What do you think is the main point these ads are trying to get across?

[T1KK] Please indicate your level of agreement with each of these statements (0 to 5 scale, where 0 is strongly disagree and 5 is strongly agree)

Column:

[c0] 0 – strongly disagree

[c1] 1

[c2] 2

[c3] 3

[c4] 4

[c5] 5 – strongly agree

[c98] I don't know

Row:

[r1] These ads catch my attention

[r2] These ads are relevant to me

[r3] These ads are difficult to follow

[r4] The information in these ads is objective

[r5] These ads talk about an important topic

[r6] These ads provide new information

[r7] These ads clearly convey that the Government of Canada made COVID-19 financial supports available to Canadians

[T1F] Have you heard of these Government of Canada economic measures?

Column:

[c1] Yes

[c2] No

Row:

[rA] Extending the tax filing deadline for individuals to September 30

[rB] The Canada Emergency Response Benefit (CERB)

[rC] A six-month interest-free moratorium on repaying student loans

[rD] An increase to the Canada Child Benefit this year by \$300 per child

[rE] The Canada Emergency Wage Subsidy (CEWS)

[rF] The Canada Emergency Business Account (CEBA) which provides interest-free loans of up to \$40,000 to help small businesses cover their operating costs during this period of uncertainty

[rG] An increase of up to \$400 to the GST/HST credit for low-income Canadians

[rH] Access to additional credit to support businesses through the Business Development Bank of Canada (BDC) and Export Development Canada (EDC)

[rI] Deferred sales tax remittance and customs duty payments

[rJ] Regional and rural supports for small and medium sized businesses

[rK] Canada Emergency Student Benefit

[rL] One-time tax-free payment for old age security (OAS) and Guaranteed Income Supplement (GIS)

[rM] Mortgage payment deferral

[rN] Special one-time, tax-free payment for people with disabilities

[T1G] Did you apply for any of the following from the Government of Canada?

Column:

[c1] Yes

[c2] No

Row:

[rA] Canada Emergency Response Benefit (CERB)

[rB] Canada Emergency Student Benefit

[T1G2] What is the biggest problem you encountered when trying to apply for financial benefits, if any?

Row:

[r1] Could not find the information on how to apply

[r2] Could not get through on the phone

[r3] Service Canada Centres were closed

[r4] The application process was too complicated or confusing

[r5] *HIDDEN* The Canada Emergency Response Benefit did not apply to me

[r8] None of the benefits for individuals applied to me

[r6] Other problem

[r7] Did not encounter any problems

[T1H] Have you or the business you represent applied for any of the Government of Canada supports targeting businesses?

Please select all that apply.

Row:

[r1] Canada Emergency Wage subsidy (CEWS)

[r2] Canada Emergency Business Account (CEBA)

[r3] Canada Emergency Commercial Rent Assistance (CECRA)

[r4] Regional Relief and Recovery Fund (RRRF)

[r5] Industrial Research Assistance Program (IRAP) for early-stage businesses

[r6] Sector-specific support

[r97] No

[r98] Don't know/ unsure

[T1I] If your organization is using one of the Government of Canada supports targeting business, does it provide the right level of support for the needs of your organization?
(Select one)

Row:

[r1] Yes

[r2] No

[r3] Don't know/ not applicable

[T1J] What has been your primary source of information on benefits targeting business?
(Select one)

Row:

[r1] News

[r2] Government of Canada website

[r3] Government of Canada social media

[r4] Tax advisor or accountant

[r5] Direct engagement with government officials

[r6] Industry or professional organization

[r96] Other (please specify)

[r98] Don't know / not applicable

[T1K] Have you or the employer you represent applied for the CEWS?
(Select one)

Row:

[r1] Yes

[r2] No

[T1K2] What is the biggest challenge your organization has encountered with the CEWS program?

(Select all that apply)

Row:

[r1] Meeting the qualification requirements

[r2] The process is complicated or confusing

[r3] Receiving the subsidy takes too long

[r4] Overlap with the Canada Emergency Response Benefit

[r5] Changes to program were hard to follow or were not communicated clearly

[r6] Uncertainty around the program end date

[r96] Other (please specify)

[r98] Don't know/ not applicable

[T1L] The Government of Canada recently extended the CEWS until December 19, 2020. Is this long enough to accommodate your businesses' ramp up period?

Row:

[r1] Yes

[r2] No

[r98] I don't know

[T1M] Last week, the Government of Canada announced changes to ease the qualification requirements by removing the 30-per-cent revenue drop threshold and replacing it with a sliding revenue test. Are you aware of this change?

Row:

[r1] Yes

[r2] No

[r98] I don't know

[T1N] Are you aware of the CEWS calculator on the CRA website?

Row:

[r1] Yes

[r2] No

[r98] I don't know

[T1O] Since May 2020, has your level of optimism about your businesses' ability to survive the pandemic improved?

Row:

[r1] Yes

[r2] No

[r3] Too soon to say

[r98] I don't know / unsure

[T1P] As of today, how concerned are you about the threat that COVID-19 poses to your businesses? Using a scale of 1 to 5, where 1 means "Not concerned at all" and 5 means "Very concerned"

Row:

[r1] 1 — Not concerned at all

[r2] 2

[r3] 3

[r4] 4

[r5] 5 — Very concerned

[D1] Which of the following categories best describes your current employment status?

Are you...

Row:

[r1] Working full-time, that is, 30 or more hours per week

[r2] Working part-time, that is, less than 30 hours per week

[r3] Self-employed

[r4] Unemployed

[r5] A student

[r6] Retired

[r7] Not in the workforce (Full-time homemaker or unemployed but not looking for work)

[r8] Other employment status

[D1A] Which of the following best describes the impact that the new coronavirus or the COVID-19 pandemic has had on your employment?

Row:

[r1] You have temporarily lost your job

[r2] You have permanently lost your job

[r3] You have suffered a loss of income / working hours

[r4] Your employment situation has not changed

[r99] I don't know/I prefer not to answer

[D1B] Which of the following best describes the impact that COVID-19 has had on the current status of your business?

Row:

[r1] Closed

[r2] Closed, but moved to online sales

[r3] Reduced staff/layoffs

- [r4] Minor drop in revenue
- [r5] Significant drop in revenue
- [r6] Lack of liquidity
- [r7] No impact
- [r99] I don't know/I prefer not to answer

[D2] What is the highest level of formal education that you have completed?

Row:

- [r1] Grade 8 or less
- [r2] Some high school
- [r3] High school diploma or equivalent
- [r4] Registered apprenticeship or other trades certificate or diploma
- [r5] College, CEGEP or other non-university certificate or diploma
- [r6] University certificate or diploma below bachelor's level
- [r7] Bachelor's degree
- [r8] Postgraduate degree above bachelor's level

[D3] Are there any children under the age of 18 currently living in your household?

Row:

- [r1] Yes
- [r2] No

[D5] Where were you born?

Row:

- [r1] Born in Canada
- [r2] Born outside Canada (please specify):

[D6] In what year did you first move to Canada?

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

SELECT UP TO TWO

Row:

- [r1] English

[r2] French

[r96] Other language, specify:

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