Testing Recall of Recruitment Advertising: 2021-2022 Campaign

Methodological Report

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Methodological Report

Prepared for Department of National Defence
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This report presents the methodological details for the Post-Wave I and Post-Wave II of the **Testing Recall of Recruitment Advertising: 2021-2022 Campaign** study conducted by Narrative Research Inc. on behalf of the Department of National Defence (DND). For each research wave, all respondents were from the Canadian general public aged 18-34. A total of 1,000 respondents were included in the first post-wave survey between August 6 to 12, 2021, and total of 1,006 respondents were included in the second post-wave survey between February 22 and March 2, 2022.

Ce rapport est aussi disponible en français sous le titre: Évaluation du rappel de la publicité de recrutement : campagne 2021-22 Rapport de méthodologie

Executive Summary

Background

A robust recruitment marketing strategy is an integral component of fulfilling the priority of maintaining the Canadian Armed Forces (CAF) and National Defence readiness. The Assistant Deputy Minister (Public Affairs) (ADM (PA)) supports the recruitment strategy of the CAF. Recruitment marketing and advertising initiatives are developed to inform Canadians, with a particular focus on women and visible minorities, about career opportunities available in the CAF, and to support the Strategic Intake Plan.

Each year the Canadian Armed Forces must enroll Regular Force (full-time) and Reserve Force (part-time) members to fulfill the Strategic Intake Plan. Specifically, The CAF's 2021-2022 Awareness Campaign continues to target Canadians aged 18-34, with a goal of increasing interest and consideration for CAF jobs by focussing attention on the relevancy of its training, education and career development programs. To help meet stated recruiting objectives, DND has launched a multi-pronged CAF recruitment campaign consisting of an overarching awareness campaign, a priority occupations campaign, a women-focus campaign, an Indigenous campaign, and a Reserve campaign.

This research is mandatory, given that the Treasury Board requires all Government of Canada advertising campaigns that cost more than one million dollars to be evaluated.

Research Objectives

The purpose of the quantitative research was to assess recall of and reactions to the advertising campaign. At the highest level, the purpose of the research is to evaluate the effectiveness of the advertising campaign. More specifically, the research objectives included:

- Measuring **unaided** recall of CAF advertising;
- Measuring **aided** recall of CAF advertising;
- Assessing the level of understanding of the key messages of the advertising campaign; and
- Gauging the level of awareness of who was responsible for commissioning the advertising.

Target Population

As specified in the project's Statement of Work (SOW), the target audience of the 2021-2022 Canadian Armed Forces Recruitment Campaigns was Canadians between the ages of 18 and 34. Data was gathered from a general public panel modelling key demographics of Canadian males and females within the aforementioned age group. The first post-advertising campaign required an average of six minutes to administer, while the second post-advertising campaign survey required an average of approximately seven minutes to administer.

The participation rates in each wave were 25.4 percent, and 17.1 percent, respectively. The contact records for each wave were drawn from a national panel administered by The Logit Group of Toronto, Ontario. There was a total of 1,000 surveys completed for the first post-advertising campaign wave, while 1,006 surveys were completed for the second post wave iteration.

The first post-advertising campaign survey wave was administered August 6 to 12, 2021, while the second post-advertising campaign survey wave was administered February 22 to March 2, 2022.

Methodology and Research Usage

The survey data was collected to measure the recall and reaction to the 2021-2022 Recruitment Advertising Campaign. As per the standard methodology utilizing the Government of Canada's Advertising Campaign Evaluation Tool (ACET), the data being used as the baseline survey was conducted in August 2020, prior to campaign ads being run in the media.

Again, as per the standard ACET methodology, the post-campaign surveys collected information related to recall of the advertisement and its key messages, ad sponsorship, and what, if any, action has been taken as a result of the ad. Post-campaign data metrics would subsequently be compared by Government of Canada representatives against the baseline findings.

The findings from this study are to be used by the Department of National Defence to monitor the recall of the media campaign, the efficiency of the media placement, and provide information to enhance the effectiveness of the recruitment campaign. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population 18-34 years of age.

Expenditure

The survey entailed the expenditure of $29,884.55, including HST.

Consent

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

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Narrative Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not contain any reference to or information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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Study Methodology

This evaluation utilized the Government of Canada's Advertising Campaign Evaluation Tool (ACET), and was administered to a sample of Canadian adults 18 to 34 years old. The data collection was conducted in August 2021 and February/March 2022 after the campaign had run in the media. The online-based data collection regimen entailed two post-advertising campaign data collection waves. Data collected in August 2020 served as a pre-campaign baseline for this iteration of the advertising assessment, permitting a comparison of awareness and opinions over time. It should be noted that in the baseline wave of data collection, the target age group were Canadians 17-35 years of age.

Questionnaire Design

As stated, the questions utilized in this study were based on the Government of Canada's standard Advertising Campaign Evaluation Tool questionnaire. The primary difference between the online ACET survey questionnaire and the previously utilized telephone ACET survey questionnaire, is that in the online approach implemented in the present study, the survey respondents are aided in their ad recall by way of being shown on-screen advertisement content from the recent DND advertising campaign. Post-campaign wave survey tools included advertisement content from the campaign, and respondents were subsequently asked a series of questions about this content. This aiding of respondents by showing content drawn from the advertising campaign is a process that is possible with an online survey methodology. Narrative Research ensured that respondents were able to complete the survey on various platforms including computers, tablets or smartphones.

As required by Government of Canada standards, English and French pre-test surveys were collected in each survey wave. As well, a line of questioning was included at the end of the pre-test surveys in which respondents were asked if they encountered any questions or survey wording that was difficult to understand. Two pre-test respondents expressed difficulty in understanding any of the survey questions during the first post-campaign wave. As a result, both pre-test respondents were asked to identify which question or questions were problematic from a comprehension perspective. Verbatim responses were either not meaningful or did not express problems with comprehension of any of the questions and hence, no changes to the survey tool were necessary as a result of the pre-tests.

Sampling

The current post-campaign survey approaches were designed to be administered to separate, unique online general public panel samples of approximately 1,000 Canadian adults between the ages of 18 and 34. That is, different panelists were utilized in each post-campaign wave.

Narrative Research ensured that the surveys collected closely reflected the true distribution of the Canadian general population from 18 to 34 years of age in terms of the size of gender and age group proportions (broken into 18 to 24 and 25 to 34 age segments), as well as by regional proportions, as required by the project's Statement of Work. Attention was also given to the mother tongue of respondents, to ensure a meaningful distribution of surveys along this relevant demographic category. Please note, however, that given the fact that this online survey methodology used a non-probability sampling approach, the data collected cannot be extrapolated to the Canadian general public adult population 18-34 years of age.

Specifically, to ensure robust samples that approximate the true population parameters for age (18-24 and 25-34), gender (male/female), and region (Atlantic, Quebec, Ontario, West/North), quotas were implemented. Age and gender quotas were implemented per region, and statistical weighting of the survey data was implemented to adjust for the small differences between the target data collection quotas, on the one hand, and the actual distribution of survey completions, on the other hand (mother tongue was included in this statistical weighting regimen, as discussed below in the Data Collection section of this Methodological Report).

Contact Records Source

Narrative Research used the services of The Logit Group for this research. The Logit Group's online general population panel is comprised of over 600,000 Canadian residents nationally, with sound representation across regions. Logit Group panelists are recruited from a large number of sources to maximize reach and representation. The recruitment policies of The Logit Group's partners (SSI, Toluna, Asking Canadians, and Research Now) are broad in scope. Survey data quality rests on many different factors, including sourcing of panelists who are vetted, using ongoing quality checks such as eliminating panelists who are no longer active, and so forth. The following are panel member sources for Logit Group studies:

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

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

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

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

Survey Administration

Survey Programming and Testing

The post-wave online surveys were programmed by Narrative Research in both English and French, using Voxco Acuity programming software. Respondents were formally invited to the survey in the official language of their choice. As well, at any point when completing the questionnaire, respondents had the option to change the questionnaire language to the other official language. Assistance in completing the survey was available from bilingual Narrative Research staff, as required.

Respondents were able to verify the legitimacy of the survey via representatives from Narrative Research, or via the survey registration system made available by way of the Canadian Research Insights Council (CRIC), Canada's national research agency for this sector. The programmed survey was tested to ensure question order and skip patterns were properly implemented. Testing included Narrative Research researchers receiving the invitation just as a respondent would, to ensure accuracy of delivery, text, links, and so on. DND staff were also provided with the pre-test survey links.

In addition, pre-tests were conducted among respondents for both post-campaign waves. In the first post-campaign wave a total of 42 English and 19 French pre-tests were completed, while in the second post-campaign wave a total of 28 English and 14 French pre-tests were completed. These pre-test survey completions were conducted via a survey "soft launch" whereby a small number of panel respondents were invited to participate in the survey for testing purposes.

The pre-testing of the survey allowed the collected data to be reviewed to ensure accuracy and to identify any programming aspects that should be modified. Pre-test respondents in both data collection waves were asked if they had difficulty understanding any aspect of the survey. Two respondents in the first post-campaign replied in the affirmative, but did not express any specific concerns. No substantive data quality issues arose as a result of the pre-tests, and thus the pre-test data was maintained in the final data sets.

Data Collection

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

This study consisted of two data collection phases of two post-advertising campaign waves. The first post-advertising campaign wave was administered August 6 to 12, 2021 while the second post-advertising campaign wave was administered February 22 to March 2, 2022. The survey invitations as well as reminder invitations were sent to panel members during the data collection period. Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met.

Narrative Research provided regular reports to DND representatives regarding progress, as requested or pre-determined. Given that single use unique survey links were distributed to prospective respondents, no individual was able to complete the survey questionnaire more than once.

A total of 1,053 surveys were submitted in the first post-campaign wave, and 1,062 surveys were submitted in the second post-campaign wave. In the first post-campaign, 1,000 surveys were used, and 1,006 were used in the second post-campaign wave. It is important to note that for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission.

Such was indeed the case in these survey waves, as Narrative Research's initial quota targets in each wave exceeded the overall final requirement of 1,000 questionnaires. Thus, given the unavoidable possibility of having to remove surveys, post collection, Narrative Research as a precautionary measure collected more than the initially targeted number of surveys per wave. Reasons for removing surveys ultimately included respondents who consistently provided non-intelligible verbatim responses, and duplicate IDs. Thus overall, a small number were removed in first post-wave (n=53), and second post-wave (n=56).

The first post-campaign survey required an average of six minutes to administer and second post-advertising campaign surveys required approximately seven minutes to administer on average. A non-probability sample approach was implemented given that the study was designed to be conducted among online Canadian general public panelists. All such panels are inherently non-probability in nature, given that panelists self-select to become members of such panels, and not all adult Canadians belong to such a panel.

The tables below display regional, gender, mother tongue, and age data in terms of the actual distribution of adult Canadians from 18 to 34 years old as catalogued in the 2016 Statistics Canada Census.

As well, approximate regional, gender, and age quota targets per wave are detailed (both in terms of the actual number of surveys completed, and the percentage of all surveys completed). Please note, such quotas were not implemented for mother tongue; however, during the data collection phase of the project the distribution of surveys collected along this demographic dimension was observed, to ensure that a meaningful distribution of surveys for the relevant categories was indeed captured.

The tables on the pages below present data with the weighted and unweighted number as well as percentage of surveys collected, for relevant demographic dimensions for each wave.

Data Tabulation: There were a total of 48 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (4: Atlantic, Quebec, Ontario, and West/North – based on survey Question d); Age group (2: 18–24, 25–34 - based on survey Question c); Gender (2: Male, Female – based on survey Question b); and Mother Tongue (3: English, French, Other – based on survey Question D7). The 48 overlapping or interlocking statistical weighting cells thus were derived from Region (4) x Age (2) x Gender (2) x Mother Tongue (3) dimensions = 48 unique statistical weighting cells.

Population data for the 48 statistical weighting cells were obtained from the most recent (2016) Census of Canada, and can be found here:

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

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

Nonetheless, it is suggested that the quantitative impact of implementing this approach was very modest, thereby recommending the specific statistical weighting approach as helpful.

It should also be noted that a small number of individuals were not able to be placed into one of the 48 weighting cells due to the fact that they did not provide their region, answer the optional mother tongue weighting question or identified as gender diverse. For tabulation purposes, these individuals were given a weight value of 1.0.

Post-Campaign Wave I Survey – August 2021 (Percentages may not sum exactly to 100%, owing to rounding)							
		Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
	2016 Census	Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region[1]							
Atlantic	5.8%	75	7.5%	75	7.5%	58	5.8%
Quebec	21.9%	230	23.0%	225	22.5%	220	22.1%
Ontario	38.6%	400	40.0%	400	40.0%	385	38.6%
West/North	33.6%	300	30.0%	299	29.9%	336	33.6%
Gender[2]							
Male	50.2%	525	52.5%	483	48.9%	496	50.2%
Female	49.8%	507	50.7%	505	51.1%	492	49.8%
Mother Tongue[3]							
English	57.9%	Not applicable	Not applicable	695	69.7%	577	57.9%
French	18.5%	Not applicable	Not applicable	134	13.4%	181	18.2%
Other	23.6%	Not applicable	Not applicable	168	16.9%	238	23.9%
Age (Quotas)							
18-24	39.8%	476	47.6%	440	44.0%	402	40.2%
25-34	60.2%	556	55.6%	560	56.0%	598	59.8%

[1] One respondent did not provide a region and is not presented in the table.

[2] 12 respondents identified as gender diverse and are not presented in the table.

[3] Three respondents did not provide mother tongue data and are not presented in the table.

Post-Campaign Wave II Survey – February/March 2022 (Percentages may not sum exactly to 100%, owing to rounding)							
	2016 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
Region[1]							
Atlantic	5.8%	75	7.5%	75	7.5%	58	5.8%
Quebec	21.9%	230	22.9%	230	22.9%	218	21.7%
Ontario	38.6%	400	39.8%	400	39.8%	390	38.8%
West/North	33.6%	300	29.8%	300	29.9%	338	33.7%
Gender[2]							
Male	50.2%	525	52.2%	464	46.9%	497	50.2%
Female	49.8%	507	50.4%	526	53.1%	493	49.8%
Mother Tongue[3]							
English	57.9%	Not applicable	Not applicable	672	66.9%	582	57.9%
French	18.5%	Not applicable	Not applicable	152	15.1%	176	17.5%
Other	23.6%	Not applicable	Not applicable	181	18.0%	247	24.5%
Age (Quotas)							
18-24	39.8%	476	47.3%	423	42.0%	401	39.9%
25-34	60.2%	556	55.3%	583	58.0%	605	60.1%

[1] One respondent did not provide a region and is not presented in the table.

[2] 16 respondents identified as gender diverse and are not presented in the table.

[3] One respondent did not provide mother tongue data and is not presented in the table.

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

Post-Campaign Survey I – August 2021

Total email addresses used:	7,294

Invalid cases

Invitations mistakenly sent to people who did not qualify for the study:	821
Incomplete or missing email addresses:	0

Unresolved (U)

Email invitations bounce back:	0
Email invitations unanswered:	4,829

In-scope non-responding units (IS)

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

Responding units (R)

Completed surveys disqualified – quota filled:	591
Completed surveys disqualified for other reasons:	53
Completed surveys:	1,000

Post-Campaign Wave I Participation Rate = R/(U + IS + R) = **1,644/(4,829 + 0 + 1,644) = 25.4%**

Post-Campaign Survey II – February/March 2022

Total email addresses used: 11,387

Invalid cases
    Invitations mistakenly sent to people who did not qualify for the study: 1,035
    Incomplete or missing email addresses: 0

Unresolved (U)
    Email invitations bounce back: 0
    Email invitations unanswered: 8,420

In-scope non-responding units (IS)
    Non-response from eligible respondents: 0
    Respondent refusals   0
    Language problem: 0
    Selected respondent not available (illness; leave of absence; vacation;   0
other):
    Early break-offs: 165

Responding units (R)
    Completed surveys disqualified – quota filled: 705
    Completed surveys disqualified for other reasons: 56
    Completed surveys: 1,006

Post-Campaign Wave II Participation Rate = R/(U + IS + R) = **1,767/(8,420 + 165 + 1,767) = 17.1%**

Reminders were distributed to potential respondents who were invited to complete a survey, but who chose not to do so.

Given that the online methodology utilized a non-probability sample, a margin of error cannot be applied to the results as per the Standards for the Conduct of Government of Canada Public Opinion Research for Online Surveys.

Non-Response Bias Analysis

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

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

No measurement of sampling error can be attributed to the current study, given that the contact records utilized in the data collection process were derived from an online panel of the general public, which is to say, a non-probability sample source. Having stated that, measures were taken in the implementation of the data collection to ensure sufficient completed surveys were obtained from demographic groups traditionally regarded as central in quantitative survey research, such as gender, age, region/province, and mother tongue. The final data set for each survey wave was statistically weighted to closely match the distribution of these dimensions as estimated in the 2016 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians between the ages of 18 and 34 along these demographic dimensions.

With respect to non-sampling error, a number of steps were taken to minimize bias due to these sources. All surveys utilized online interviewing technology to ensure proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments from each campaign themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. In terms of coverage, the surveys were conducted with an online panel of the Canadian general public 18 years of age or older, based on a randomized sampling of panel records for the target audience (adults 18 to 34 years of age) drawn from a commercially available online general public panel.

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

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

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

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

a) Do you, or does anyone in your household, work in any of the following areas? **[CHECK ALL THAT APPLY] [ACCEPT MULTIPLE RESPONSES]**

- ○ A marketing research firm
- ○ A magazine or newspaper
- ○ An advertising agency or graphic design firm
- ○ A political party
- ○ A radio or television station
- ○ A public relations company
- ○ Federal or provincial government
- ○ None of the above

IF 'YES' TO ANY, THANK AND TERMINATE

b) What is your gender?

- ○ Male
- ○ Female
- ○ Other (**Please specify**: _____)
- ○ Prefer not to answer

PROGRAMMING NOTE: IF THE RESPONDENT DOES NOT PROVIDE A GENDER UPON BEING PROMPTED TO DO SO: We require an answer to this question for research purposes. Please select a response.

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

- ○ Less than 18 years old
- ○ 18 to 24
- ○ 25 to 34
- ○ 35 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK" OR 35 OR OLDER, THANK AND TERMINATE. IF BLANK, FIRST PROMPT BY SAYING: 'WE REQUIRE AN ANSWER TO THIS QUESTION FOR RESEARCH PURPOSES. PLEASE SELECT AN AGE CATEGORY."

d) In which province or territory do you live? **SELECT ONE ONLY**

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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

CORE QUESTIONS

ASK ALL RESPONDENTS

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

- ○ Yes
- ○ No   **=> GO TO T1A**

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

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

Q3:

What do you remember about this ad? **[RECORD VERBATIM]**

_____

Nothing

Q4:

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

_____

Don't know

ASK ALL RESPONDENTS

T1A:

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

- ○ Yes
- ○ No　　　　　　　　　　　　　　**=> GO TO T1G**

T1B:

Where did you see, hear, or read recent advertising about the Canadian Armed Forces?

[SELECT ALL THAT APPLY]

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

T1C:

What do you remember about this ad? **[RECORD VERBATIM]**

_____

Nothing

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D:

Did you do anything as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

- ○   Yes   **=> POSE T1E**

- ○   No   => **SKIP TO T1F**

T1E:

What did you do as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

[SELECT ALL THAT APPLY]

- ○   Visited the Department of National Defence/DND website

- ○   Visited other website(s) (PLEASE SPECIFY WHICH ONES: _____)

- ○   Telephoned the Department of National Defence/DND

- ○   Visited the Department of National Defence/DND in person

- ○   Visited the Department of National Defence/DND social media pages

- ○   OTHER (PLEASE SPECIFY:_____)

T1F:
After having recently seen, heard or read advertising about the Canadian Armed Forces, did you specifically take steps to learn more about jobs offered by the Canadian Armed Forces?

- ○   Yes
- ○   No

ASK ALL RESPONDENTS

T1G:
And over the past three weeks, have you seen, heard or read any advertising specifically showing members of the Canadian Armed Forces doing their job?

- ○   Yes   **POSE T1H**
- ○   No   **SKIP TO T1I**

T1H:
What do you remember about this ad? **[RECORD VERBATIM]**

_____

     Nothing

T1I:

If someone you know, such as a family member or friend, told you that they were joining the Canadian Armed Forces, how would you view that decision? Would your reaction be ...:

- ○ Very favourable
- ○ Somewhat favourable
- ○ Neutral
- ○ Somewhat unfavourable
- ○ Very unfavourable

T1J: **ASK ALL RESPONDENTS – ROTATE STATEMENTS (Statement "A" should always be posed first)**

	1 Not at all informed	2	3	4	5 Very informed
a) To what extent are you aware of career or job options in the Canadian Armed Forces?	○	○	○	○	○
b) To what extent are you aware of educational and training options within the Canadian Armed Forces?	○	○	○	○	○
c) To what extent are you aware of career or job options specifically for women within the Canadian Armed Forces?	○	○	○	○	○
d) To what extent are you aware of career or job options specifically for Indigenous Peoples in the Canadian Armed Forces?	○	○	○	○	○
e) To what extent are you aware of opportunities specifically within the Reserve Force of the Canadian Armed Forces?	○	○	○	○	○

T1K:

Over the past three weeks, have you seen or read content related to recruitment into the Canadian Armed Forces on television and/or social media websites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

- ○ yes
- ○ no

T1L:

Here is an ad that recently has been broadcast on various media. Click here to watch.

[INSERT VIDEO AD]

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen, read or heard this ad?

- ○ yes
- ○ no   **=> GO TO T1N**

T1M:

Where have you seen, read or heard this ad? **[SELECT ALL THAT APPLY]**

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

T1N:

What do you think is the **main point** this ad is trying to get across? **[RECORD VERBATIM]**

_____

Don't know

T1O:

Do you think this advertisement provides an authentic representation of the Canadian Armed Forces?

- ○ yes
- ○ no
- ○ don't know

T1P:

Please indicate your level of agreement with the following statements about this ad.

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
This ad catches my attention	○	○	○	○	○
This ad is relevant to me	○	○	○	○	○
This ad is difficult to follow	○	○	○	○	○
This ad does not favour one political party over another	○	○	○	○	○
This ad talks about an important topic	○	○	○	○	○
This ad provides new information	○	○	○	○	○
This ad clearly conveys that the Canadian Armed Forces have 100+ careers available	○	○	○	○	○

D1:

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

SELECT ONE ONLY

- ○ working full-time (30 or more hours per week)
- ○ working part-time (less than 30 hours per week)
- ○ self-employed
- ○ unemployed, but looking for work
- ○ a student attending school full-time
- ○ other employment status

D2:

What is the highest level of formal education that you have completed? **SELECT ONE ONLY**

- ○ grade 8 or less
- ○ some high school
- ○ high school diploma or equivalent
- ○ registered Apprenticeship or other trades certificate or diploma
- ○ college, CEGEP or other non-university certificate or diploma
- ○ university certificate or diploma below bachelor's level
- ○ bachelor's degree
- ○ postgraduate degree above bachelor's level

D3:

Where were you born?

- ○ born in Canada
- ○ born outside Canada
  - ➥ Specify the country: _____

ASK IF D3=BORN OUTSIDE CANADA

D4:

In what year did you first move to Canada?

[_____]

YYYY

ADMISSIBLE RANGE: 1984-2021

D5:

Are you part of an Indigenous group, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

- ○ yes
- ○ no

D6:

You may belong to one or more racial or cultural groups on the following list. Are you...?

      SELECT UP TO TWO

- ○ White
- ○ South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- ○ Chinese
- ○ Black
- ○ Filipino
- ○ Latin American
- ○ Arab
- ○ Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
- ○ West Asian (e.g., Iranian, Afghan)
- ○ Korean
- ○ Japanese
- ○ Other, specify _____
- ○ None of the above

D7:

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

      SELECT UP TO TWO

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

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

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

- ○ Yes
- ○ No

D9:   IF YES IN D8: Which questions did you find difficult to understand?

RECORD VERBATIM

_____

That concludes the survey. This survey was conducted on behalf of the Department of National Defence, of the Government of 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. Your help is greatly appreciated.

OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES
SONDAGE D'APRÈS CAMPAGNE – AOÛT 2021

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

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

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

Cliquez ici si vous souhaitez vérifier l'authenticité du présent sondage, et ici pour lire notre politique de confidentialité.

e) Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES. ACCEPTER PLUSIEURS RÉPONSES

- ○ Une firme de recherche en marketing
- ○ Un magazine ou un quotidien
- ○ Une agence de publicité ou de conception graphique
- ○ Un parti politique
- ○ Une station radiophonique ou de télévision
- ○ Une firme de relations publiques
- ○ Le gouvernement fédéral ou provincial
- ○ Aucune de ces organisations

SI « AUCUNE DE CES ORGANISATIONS », POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

f) Quel est votre genre?

- ○ Masculin
- ○ Féminin
- ○ Autre [**Veuillez préciser** : _____]
- ○ Je préfère ne pas répondre

Nous devons obtenir une réponse à cette question à des fins de recherche. Veuillez sélectionner une réponse..

g) À quelle catégorie d'âge appartenez-vous?

- ○ Moins de 18 ans
- ○ 18 à 24
- ○ 25 à 34
- ○ 35 et plus

SI LE RÉPONDANT À MOINS DE 18 ANS OU « SANS RÉPONSE » OU 35 ET PLUS, LE REMERCIEZ ET METTRE FIN AU SONDAGE. SI LA QUESTION EST DEMEURÉE SANS RÉPONSE, DEMANDER D'ABORD « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA CATÉGORIE D'ÂGE A LAQUELLE VOUS APPARTENEZ. ».

h)   Dans quelle province ou quel territoire habitez-vous? **NE CHOISIR QU'UN PROVINCE OÙ QU'UN TERRITOIRE.**

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

SI AUCUNE PROVINCE OU AUCUN TERRITOIRE N'EST CHOISI(E), REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

SI LE RÉPONDANT ESSAI D'AVANCER AU PROCHAIN ÉCRAN SANS RÉPONDRE À CETTE QUESTION, DEMANDER CECI : « NOUS DEVONS OBTENIR UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA PROVINCE OU LE TERRITOIRE OÙ VOUS RÉSIDEZ. » REMERCIER LE RÉPONDANT, METTRE FIN AU SONDAGE, NOTER LES RÉPONSES ET LES CONSERVER, SI LA RÉPONSE EST 'AUCUNE DE CES RÉPONSES'

QUESTIONS DE BASE

POSER À TOUS LES RÉPONDANTS.

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

- ○ Oui
- ○ Non   **=> ALLER À T1A**

Q2 :
Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- ○ Cinéma
- ○ Facebook
- ○ Site Internet
- ○ Magazines
- ○ Journal (quotidien)
- ○ Journal (hebdomadaire ou communautaire)
- ○ Panneaux d'affichage extérieurs
- ○ Dépliant ou brochure reçu(e) par la poste
- ○ Transport public (autobus ou métro)
- ○ Radio
- ○ Télévision
- ○ Twitter
- ○ YouTube
- ○ Instagram
- ○ LinkedIn
- ○ Snapchat
- ○ Spotify
- ○ Autre, veuillez préciser _____

Q3 :

De quoi vous souvenez-vous à propos de cette publicité? **[NOTER MOT À MOT]**

_____

Rien

Q4 :

Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada?

_____

Je ne sais pas

QUESTIONS SPÉCIFIQUES RELATIVES À LA CAMPAGNE

POSER À TOUS LES RÉPONDANTS.

T1A :

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet des Forces armées canadiennes?

- ○ Oui
- ○ Non   **=> ALLEZ À T1G**

T1B :

Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet des Forces armées canadiennes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- ○ Cinéma
- ○ Facebook
- ○ Site Internet
- ○ Magazines
- ○ Journal (quotidien)
- ○ Journal (hebdomadaire ou communautaire)
- ○ Panneaux d'affichage extérieurs
- ○ Dépliant ou brochure reçu(e) par la poste
- ○ Transport public (autobus ou métro)
- ○ Radio
- ○ Télévision
- ○ Twitter
- ○ YouTube
- ○ Instagram
- ○ LinkedIn
- ○ Snapchat
- ○ Spotify
- ○ Autre, veuillez préciser _____

T1C :

De quoi vous souvenez-vous à propos de cette publicité? **[NOTER MOT À MOT]**

_____

Rien

T1D :

Avez-vous fait quelque chose après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

- ○ Oui   **=> POSER T1E**
- ○ Non   **=> ALLEZ À T1F**

T1E :

Qu'avez-vous fait après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES

- o A visité le site Web du ministère de la Défense nationale/MDN
- o Consulté un ou d'autres sites Web (veuillez préciser)
- o A téléphoné au ministère de la Défense nationale/MDN
- o A visité le ministère de la Défense nationale/MDN en personne
- o A visité les pages des média sociaux du ministère de la Défense nationale/MDN
- o Autre, veuillez préciser

T1F :

Après avoir récemment vu, entendu ou lu la publicité au sujet des Forces armées canadiennes, avez-vous entrepris des démarches précises afin d'en savoir plus sur les emplois offerts aux Forces armées canadiennes?

- ○ Oui
- ○ Non

POSER À TOUS LES RÉPONDANTS.

T1G :

Et au cours des trois dernières semaines, avez-vous vu, entendu ou lu une publicité illustrant précisément des membres des Forces armées canadiennes en train de travailler?

- ○ Oui   **=> POSER T1H**
- ○ Non   **=> ALLEZ À T1I**

T1H :

De quoi vous souvenez-vous à propos de cette publicité? **[NOTER MOT À MOT]**

_____

Rien

T1I :

Si une personne de votre connaissance, comme un membre de la famille ou un ami, vous disait qu'elle se joint aux Forces armées canadiennes, comment percevriez-vous cette décision? Quelle serait votre réaction?

- ○ Très favorable
- ○ Plutôt favorable
- ○ Neutre
- ○ Plutôt défavorable
- ○ Très défavorable

T1J :

POSER À TOUS LES RÉPONDANTS - LIRE LES ÉNONCÉS AU HASARD, A = FAUT TOUJOURS ÊTRE LE PREMIER

	1 Pas du tout informé(e)	2	3	4	5 Très informé(e)
a. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi au sein des Forces armées canadiennes?	○	○	○	○	○
b. Dans quelle mesure êtes-vous au courant des possibilités d'apprentissage et de formation au sein des Forces armées canadiennes?	○	○	○	○	○
c. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les **femmes** au sein des Forces armées canadiennes?	○	○	○	○	○
d. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les **autochtones** au sein des Forces armées canadiennes?	○	○	○	○	○
e. Dans quelle mesure êtes-vous au courant des possibilités précisément dans **la Force de réserve** des Forces armées canadiennes?	○	○	○	○	○

T1K :

Au cours des trois dernières semaines, avez-vous vu ou lu du contenu au sujet du recrutement dans les Forces armées canadiennes à la télévision et/ou sur les réseaux sociaux comme Facebook, YouTube, Twitter, Instagram ou LinkedIn?

- ○ Oui
- ○ Non

T1L :

Voici une publicité qui a récemment été diffusée sur différents médias. . Cliquez ici pour voir.

[INSÉREZ LA PUBLICITÉ VIDÉO]

[CLIQUEZ POUR ALLER À LA PAGE SUIVANTE]

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

- ○ Oui
- ○ Non   **=> ALLER À T1N**

T1M :
Où avez-vous vu, lu ou entendu cette publicité?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

○ Cinéma
○ Facebook
○ Site Internet
○ Magazines
○ Journal (quotidien)
○ Journal (hebdomadaire ou communautaire)
○ Panneaux d'affichage extérieurs
○ Dépliant ou brochure reçu(e) par la poste
○ Transport public (autobus ou métro)
○ Radio
○ Télévision
○ Twitter
○ YouTube
○ Instagram
○ LinkedIn
○ Snapchat
○ Spotify
○ Autre, veuillez préciser _____

T1N :
Quel est, selon vous, le message **principal** que cette publicité tente de véhiculer? **[NOTER MOT À MOT]**

_____
Je ne sais pas

T1O : Pensez-vous que cette publicité fournit une représentation authentique des Forces armées canadiennes?
○ Oui
○ Non
○ Je ne sais pas

T1P : Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de cette publicité. **LIRE LES ÉNONCÉS AU HASARD.**

	1 Fortement en désaccord	2	3	4	5 Fortement en accord
Cette publicité attire mon attention	○	○	○	○	○
Cette publicité me concerne	○	○	○	○	○
Cette publicité est difficile à suivre	○	○	○	○	○
Cette publicité ne favorise pas un parti politique plus qu'un autre	○	○	○	○	○
Cette publicité trait d'un sujet important	○	○	○	○	○
Cette publicité fournit de l'information nouvelle	○	○	○	○	○
Cette publicité transmet clairement que les Forces armées canadiennes offrent plus de 100 options de carrière	○	○	○	○	○

D1 :

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

NE CHOISIR QU'UNE CATÉGORIE.

- ○ Travailleur/travailleuse à temps complet (30 heures et plus par semaine)
- ○ Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- ○ Travailleur/travailleuse autonome
- ○ Sans emploi, mais à la recherche d'un emploi
- ○ Étudiant(e) à temps plein
- ○ Autre situation

D2 :

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

NE CHOISIR QU'UNE SEULE OPTION.

- ○ Huitième année ou moins
- ○ Quelques années d'études secondaires
- ○ Diplôme d'études secondaires ou l'équivalent
- ○ Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- ○ Collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
- ○ Certificat ou diplôme inférieur au baccalauréat
- ○ Baccalauréat
- ○ Diplôme d'études universitaires supérieur au baccalauréat

D3 :

Où êtes-vous né(e)?

- ○ Au Canada
- ○ À l'étranger (Précisez quel pays) [_____]

DEMANDEZ SI D3=NÉ(E) À L'ÉTRANGER

D4 :

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

[_____]

YYYY

PÉRIODE ADMISSIBLE : 1984 à 2021

D5 :

Appartenez-vous à un groupe autochtone, soit Premières nations, Inuit ou Métis? Les membres des Premières Nations comprennent les Indiens inscrits et les Indiens non inscrit.

- ○ Oui
- ○ Non

D6 :

Il se peut que vous apparteniez à un ou à plusieurs groupes culturels ou ethniques de la liste suivante. Êtes-vous…?

EN CHOISIR AU PLUS DEUX

- ○ Blanc
- ○ Asiatique du sud (p. ex. Indien(ne) d'Asie, Pakistanais(e), Sri-lankais(e))
- ○ Chinois
- ○ Noir
- ○ Philippin
- ○ Latino-américain
- ○ Arabe
- ○ Asiatique du Sud-Est (par ex., Vietnamien(ne), Cambodgien(ne), Malaisien(ne), Laotien(ne))
- ○ Asiatique de l'ouest (par ex., Iranien(ne), Afghan(e))
- ○ Coréen
- ○ Japonais
- ○ Autre, veuillez préciser
- ○ Aucune de ces réponses

D7 :

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

EN CHOISIR AU PLUS DEUX.

- ○ Anglais
- ○ Français
- ○ Autre langue, veuillez préciser _____

Final SONDAGE-TEST SEULEMENT :

D8 :

Ce sondage contenait-il des questions qui étaient difficile à comprendre?

- ○ Oui
- ○ Non

SI « OUI » EN D8

D9 :

Quelles questions étaient difficiles à comprendre selon vous? **[NOTER MOT À MOT]**

_____

Voilà qui met fin au sondage que nous avons effectué pour le compte du Ministère de la Défense nationale, du gouvernement du Canada.

Dans les mois à venir, le rapport sera disponible de Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer. Votre

aide nous est très précieuse.

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

<div align="center">

INTRODUCTION

</div>

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

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

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

i)   Do you, or does anyone in your household, work in any of the following areas? **[CHECK ALL THAT APPLY] [ACCEPT MULTIPLE RESPONSES]**

    A marketing research firm
    A magazine or newspaper
    An advertising agency or graphic design firm
    A political party
    A radio or television station
    A public relations company
    Federal or provincial government
    None of the above

IF 'YES' TO ANY, THANK AND TERMINATE

j)   What is your gender?

    Male
    Female
    Other (**Please specify**: _____)
    Prefer not to answer

PROGRAMMING NOTE: IF THE RESPONDENT DOES NOT PROVIDE A GENDER UPON BEING PROMPTED TO DO SO: We require an answer to this question for research purposes. Please select a response.

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

    ○   Less than 18 years old
    ○   18 to 24
    ○   25 to 34
    ○   35 or older

IF "LESS THAN 18 YEARS OLD" OR "BLANK" OR 35 OR OLDER, THANK AND TERMINATE. IF BLANK, FIRST PROMPT BY SAYING: 'WE REQUIRE AN ANSWER TO THIS QUESTION FOR RESEARCH PURPOSES. PLEASE SELECT AN AGE CATEGORY."

l)   In which province or territory do you live? **SELECT ONE ONLY**

    ○   Alberta
    ○   British Columbia
    ○   Manitoba
    ○   New Brunswick
    ○   Newfoundland and Labrador
    ○   Northwest Territories

- ○ Nova Scotia
- ○ Nunavut
- ○ Ontario
- ○ Prince Edward Island
- ○ Quebec
- ○ Saskatchewan
- ○ Yukon
- ○ None of the above .

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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

CORE QUESTIONS

ASK ALL RESPONDENTS

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

Yes
No   **=> GO TO T1A**

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

SELECT ALL THAT APPLY

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

Q3:
What do you remember about this ad?   **[RECORD VERBATIM]**

_____

Nothing

Q4:

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

_____

Don't know

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

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

Yes

No   **=> GO TO T1G**

T1B:

Where did you see, hear, or read recent advertising about the Canadian Armed Forces?

[SELECT ALL THAT APPLY]

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

T1C:
What do you remember about this ad? **[RECORD VERBATIM]**

_____

Nothing

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D:

Did you do anything as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

Yes   **=> POSE T1E**

No   => **SKIP TO T1F**

T1E:

What did you do as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

[SELECT ALL THAT APPLY]

Visited the Department of National Defence/DND website

Visited other website(s) (PLEASE SPECIFY WHICH ONES: _____)

Telephoned the Department of National Defence/DND

Visited the Department of National Defence/DND in person

Visited the Department of National Defence/DND social media pages

OTHER (PLEASE SPECIFY: _____)

T1F:
After having recently seen, heard or read advertising about the Canadian Armed Forces, did you specifically take steps to learn more about jobs offered by the Canadian Armed Forces?

    Yes
    No

ASK ALL RESPONDENTS

T1G:
And over the past three weeks, have you seen, heard or read any advertising specifically showing members of the Canadian Armed Forces doing their job?

    Yes   **POSE T1H**
    No   **SKIP TO T1I**

T1H:
What do you remember about this ad? **[RECORD VERBATIM]**

    _____
    Nothing

T1I:
If someone you know, such as a family member or friend, told you that they were joining the Canadian Armed Forces, how would you view that decision? Would your reaction be …:

    Very favourable
    Somewhat favourable
    Neutral
    Somewhat unfavourable
    Very unfavourable

T1J: **ASK ALL RESPONDENTS – ROTATE STATEMENTS (Statement "A" should always be posed first)**

	1 Not at all informed	2	3	4	5 Very informed
a) To what extent are you aware of career or job options in the Canadian Armed Forces?	○	○	○	○	○
b) To what extent are you aware of educational and training options within the Canadian Armed Forces?	○	○	○	○	○
c) To what extent are you aware of career or job options specifically for <u>women</u> within the Canadian Armed Forces?	○	○	○	○	○
d) To what extent are you aware of career or job options specifically for <u>Indigenous Peoples</u> in the Canadian Armed Forces?	○	○	○	○	○
e) To what extent are you aware of opportunities specifically within the <u>Reserve Force</u> of the Canadian Armed Forces?	○	○	○	○	○

T1K:

Over the past three weeks, have you seen or read content related to recruitment into the Canadian Armed Forces on television and/or social media websites such as Facebook, YouTube, Twitter, Instagram or LinkedIn?

○ yes
○ no

T1L:

Here is an ad that recently has been broadcast on various media. Click here to watch. **[INSERT VIDEO AD] [CLICK TO GO TO THE NEXT PAGE]**

Over the past three weeks, have you seen, read or heard this ad?

○ yes
○ no   **=> GO TO T1N**

T1M:

Where have you seen, read or heard this ad? **[SELECT ALL THAT APPLY]**

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

T1N:

What do you think is the **main point** this ad is trying to get across? **[RECORD VERBATIM]**

_____

Don't know

T1O:

Do you think this advertisement provides an authentic representation of the Canadian Armed Forces?

- ○ yes
- ○ no
- ○ don't know

T1P:

Please indicate your level of agreement with the following statements about this ad.

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
This ad catches my attention	○	○	○	○	○
This ad is relevant to me	○	○	○	○	○
This ad is difficult to follow	○	○	○	○	○
This ad does not favour one political party over another	○	○	○	○	○
This ad talks about an important topic	○	○	○	○	○
This ad provides new information	○	○	○	○	○
This ad clearly conveys that the Canadian Armed Forces have 100+ careers available	○	○	○	○	○

DEMOGRAPHIC QUESTIONS

D1:

Which of the following categories best describes your current employment status? Are you… **SELECT ONE ONLY**

- ○ working full-time (30 or more hours per week)
- ○ working part-time (less than 30 hours per week)
- ○ self-employed
- ○ unemployed, but looking for work
- ○ a student attending school full-time
- ○ other employment status

D2:

What is the highest level of formal education that you have completed? **SELECT ONE ONLY**

- ○ grade 8 or less
- ○ some high school
- ○ high school diploma or equivalent
- ○ registered Apprenticeship or other trades certificate or diploma
- ○ college, CEGEP or other non-university certificate or diploma
- ○ university certificate or diploma below bachelor's level
- ○ bachelor's degree
- ○ postgraduate degree above bachelor's level

D3:

Where were you born?

- ○ born in Canada
- ○ born outside Canada
  - ➥ Specify the country: [   ]

ASK IF D3=BORN OUTSIDE CANADA

D4:

In what year did you first move to Canada?

[   ]

YYYY

ADMISSIBLE RANGE: 1984-2022

D5:

Are you part of an Indigenous group, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

- ○ yes
- ○ no

D6:

You may belong to one or more racial or cultural groups on the following list. Are you...?

SELECT UP TO TWO

- ○ White
- ○ South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- ○ Chinese
- ○ Black
- ○ Filipino
- ○ Latin American
- ○ Arab
- ○ Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
- ○ West Asian (e.g., Iranian, Afghan)
- ○ Korean
- ○ Japanese
- ○ Other, specify _____
- ○ None of the above

D7:

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

SELECT UP TO TWO

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

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

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

- ○ Yes
- ○ No

D9: IF YES IN D8: Which questions did you find difficult to understand?

RECORD VERBATIM

_____

That concludes the survey. This survey was conducted on behalf of the Department of National Defence, of the Government of 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. Your help is greatly appreciated.

<div align="center">

OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES
SONDAGE D'APRÈS CAMPAGNE – FÉVRIER 2022

</div>

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

<div align="center">

INTRODUCTION

</div>

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

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

Cliquez ici si vous souhaitez vérifier l'authenticité du présent sondage, et ici pour lire notre politique de confidentialité.

m)   Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES. ACCEPTER PLUSIEURS RÉPONSES

- ○   Une firme de recherche en marketing
- ○   Un magazine ou un quotidien
- ○   Une agence de publicité ou de conception graphique
- ○   Un parti politique
- ○   Une station radiophonique ou de télévision
- ○   Une firme de relations publiques
- ○   Le gouvernement fédéral ou provincial
- ○   Aucune de ces organisations

SI « AUCUNE DE CES ORGANISATIONS », POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

n)   Quel est votre genre?

- ○   Masculin
- ○   Féminin
- ○   Autre [**Veuillez préciser** : _____]
      Je préfère ne pas répondre

Nous devons obtenir une réponse à cette question à des fins de recherche. Veuillez sélectionner une réponse..

o)   À quelle catégorie d'âge appartenez-vous?

- ○   Moins de 18 ans
- ○   18 à 24
- ○   25 à 34
- ○   35 et plus

SI LE RÉPONDANT À MOINS DE 18 ANS OU « SANS RÉPONSE » OU 35 ET PLUS, LE REMERCIEZ ET METTRE FIN AU SONDAGE. SI LA QUESTION EST DEMEURÉE SANS RÉPONSE, DEMANDER D'ABORD « NOUS AVONS BESOIN D'UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA CATÉGORIE D'ÂGE A LAQUELLE VOUS APPARTENEZ. ».

p) Dans quelle province ou quel territoire habitez-vous? **NE CHOISIR QU'UNE PROVINCE OU QU'UN TERRITOIRE.**

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

SI AUCUNE PROVINCE OU AUCUN TERRITOIRE N'EST CHOISI(E), REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.

SI LE RÉPONDANT ESSAI D'AVANCER AU PROCHAIN ÉCRAN SANS RÉPONDRE À CETTE QUESTION, DEMANDER CECI : « NOUS DEVONS OBTENIR UNE RÉPONSE À CETTE QUESTION À DES FINS DE RECHERCHE. VEUILLEZ SÉLECTIONNER LA PROVINCE OU LE TERRITOIRE OÙ VOUS RÉSIDEZ. » REMERCIER LE RÉPONDANT, METTRE FIN AU SONDAGE, NOTER LES RÉPONSES ET LES CONSERVER, SI LA RÉPONSE EST 'AUCUNE DE CES RÉPONSES'

QUESTIONS DE BASE

POSER À TOUS LES RÉPONDANTS.

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

- ○ Oui
- ○ Non   **=> ALLER À T1A**

Q2 :
Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- ○ Cinéma
- ○ Facebook
- ○ Site Internet
- ○ Magazines
- ○ Journal (quotidien)
- ○ Journal (hebdomadaire ou communautaire)
- ○ Panneaux d'affichage extérieurs
- ○ Dépliant ou brochure reçu(e) par la poste
- ○ Transport public (autobus ou métro)
- ○ Radio
- ○ Télévision
- ○ Twitter
- ○ YouTube
- ○ Instagram
- ○ LinkedIn
- ○ Snapchat
- ○ Spotify
- ○ Autre, veuillez préciser _____

Q3 :

De quoi vous souvenez-vous à propos de cette publicité? **[NOTER MOT À MOT]**

| |
| |

Rien

Q4 :

Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada?

| |
| |

Je ne sais pas

QUESTIONS SPÉCIFIQUES RELATIVES À LA CAMPAGNE

POSER À TOUS LES RÉPONDANTS.

T1A :

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet des Forces armées canadiennes?

- o Oui
- o Non   **=> ALLEZ À T1G**

T1B :

Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet des Forces armées canadiennes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- o Cinéma
- o Facebook
- o Site Internet
- o Magazines
- o Journal (quotidien)
- o Journal (hebdomadaire ou communautaire)
- o Panneaux d'affichage extérieurs
- o Dépliant ou brochure reçu(e) par la poste
- o Transport public (autobus ou métro)
- o Radio
- o Télévision
- o Twitter
- o YouTube
- o Instagram
- o LinkedIn
- o Snapchat
- o Spotify
- o Autre, veuillez préciser _____

T1C :

De quoi vous souvenez-vous à propos de cette publicité? **[NOTER MOT À MOT]**

| |
| |

T1D :

Avez-vous fait quelque chose après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

      O   Oui   **=> POSER T1E**

      O   Non   **=> ALLEZ À T1F**

T1E :

Qu'avez-vous fait après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES

        A visité le site Web du ministère de la Défense nationale/MDN

        Consulté un ou d'autres sites Web (veuillez préciser)

        A téléphoné au ministère de la Défense nationale/MDN

        A visité le ministère de la Défense nationale/MDN en personne

        A visité les pages des média sociaux du ministère de la Défense nationale/MDN

        Autre, veuillez préciser

T1F :

Après avoir récemment vu, entendu ou lu la publicité au sujet des Forces armées canadiennes, avez-vous entrepris des démarches précises afin d'en savoir plus sur les emplois offerts aux Forces armées canadiennes?

      O   Oui

      O   Non

POSER À TOUS LES RÉPONDANTS.

T1G :

Et au cours des trois dernières semaines, avez-vous vu, entendu ou lu une publicité illustrant précisément des membres des Forces armées canadiennes en train de travailler?

      O   Oui   **=> POSER T1H**

      O   Non   **=> ALLEZ À T1I**

T1H :

De quoi vous souvenez-vous à propos de cette publicité? **[NOTER MOT À MOT]**

_____

Rien

T1I :

Si une personne de votre connaissance, comme un membre de la famille ou un ami, vous disait qu'elle se joint aux Forces armées canadiennes, comment percevriez-vous cette décision? Quelle serait votre réaction?

      O   Très favorable

      O   Plutôt favorable

      O   Neutre

      O   Plutôt défavorable

      O   Très défavorable

T1J :

POSER À TOUS LES RÉPONDANTS - LIRE LES ÉNONCÉS AU HASARD, A = FAUT TOUJOURS ÊTRE LE PREMIER

	1 Pas du tout informé(e)	2	3	4	5 Très informé(e)
a. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi au sein des Forces armées canadiennes?	O	O	O	O	O
b. Dans quelle mesure êtes-vous au courant des possibilités d'apprentissage et de formation au sein des Forces armées canadiennes?	O	O	O	O	O
c. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les <u>femmes</u> au sein des Forces armées canadiennes?	O	O	O	O	O
d. Dans quelle mesure êtes-vous au courant des possibilités de carrière ou d'emploi précisément pour les <u>autochtones</u> au sein des Forces armées canadiennes?	O	O	O	O	O
e. Dans quelle mesure êtes-vous au courant des possibilités précisément dans la <u>Force de réserve</u> des Forces armées canadiennes?	O	O	O	O	O

T1K :

Au cours des trois dernières semaines, avez-vous vu ou lu du contenu au sujet du recrutement dans les Forces armées canadiennes à la télévision et/ou sur les réseaux sociaux comme Facebook, YouTube, Twitter, Instagram ou LinkedIn?

- O Oui
- O Non

T1L :

Voici une publicité qui a récemment été diffusée sur différents médias. . Cliquez ici pour voir.

[INSÉREZ LA PUBLICITÉ VIDÉO]

[CLIQUEZ POUR ALLER À LA PAGE SUIVANTE]

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

- O Oui
- O Non   **=> ALLER À T1N**

T1M :

Où avez-vous vu, lu ou entendu cette publicité?

CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

- O Cinéma
- O Facebook
- O Site Internet
- O Magazines

- Journal (quotidien)
- Journal (hebdomadaire ou communautaire)
- Panneaux d'affichage extérieurs
- Dépliant ou brochure reçu(e) par la poste
- Transport public (autobus ou métro)
- Radio
- Télévision
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Autre, veuillez préciser _____

T1N :

Quel est, selon vous, le message **principal** que cette publicité tente de véhiculer? **[NOTER MOT À MOT]**

_____

Je ne sais pas

T1O : Pensez-vous que cette publicité fournit une représentation authentique des Forces armées canadiennes?

- Oui
- Non
- Je ne sais pas

T1P : Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de cette publicité.

LIRE LES ÉNONCÉS AU HASARD.

	1 Fortement en désaccord	2	3	4	5 Fortement en accord
Cette publicité attire mon attention	O	O	O	O	O
Cette publicité me concerne	O	O	O	O	O
Cette publicité est difficile à suivre	O	O	O	O	O
Cette publicité ne favorise pas un parti politique plus qu'un autre	O	O	O	O	O
Cette publicité trait d'un sujet important	O	O	O	O	O
Cette publicité fournit de l'information nouvelle	O	O	O	O	O
Cette publicité transmet clairement que les Forces armées canadiennes offrent plus de 100 options de carrière	O	O	O	O	O

D1 :

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

NE CHOISIR QU'UNE CATÉGORIE.

- ○ Travailleur/travailleuse à temps complet (30 heures et plus par semaine)
- ○ Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- ○ Travailleur/travailleuse autonome
- ○ Sans emploi, mais à la recherche d'un emploi
- ○ Étudiant(e) à temps plein
- ○ Autre situation

D2 :

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

NE CHOISIR QU'UNE SEULE OPTION.

- ○ Huitième année ou moins
- ○ Quelques années d'études secondaires
- ○ Diplôme d'études secondaires ou l'équivalent
- ○ Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- ○ Collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
- ○ Certificat ou diplôme inférieur au baccalauréat
- ○ Baccalauréat
- ○ Diplôme d'études universitaires supérieur au baccalauréat

D3 :

Où êtes-vous né(e)?

- ○ Au Canada
- ○ À l'étranger (Précisez quel pays)

DEMANDEZ SI D3=NÉ(E) À L'ÉTRANGER

D4 :

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

> YYYY

PÉRIODE ADMISSIBLE : 1984-2022

D5 :

Appartenez-vous à un groupe autochtone, soit Premières nations, Inuit ou Métis? Les membres des Premières Nations comprennent les Indiens inscrits et les Indiens non inscrit.

- ○ Oui
- ○ Non

D6 :
Il se peut que vous apparteniez à un ou à plusieurs groupes culturels ou ethniques de la liste suivante. Êtes-vous…?

EN CHOISIR AU PLUS DEUX

- ○ Blanc
- ○ Asiatique du sud (p. ex. Indien(ne) d'Asie, Pakistanais(e), Sri-lankais(e))
- ○ Chinois
- ○ Noir
- ○ Philippin
- ○ Latino-américain
- ○ Arabe
- ○ Asiatique du Sud-Est (par ex., Vietnamien(ne), Cambodgien(ne), Malaisien(ne), Laotien(ne))
- ○ Asiatique de l'ouest (par ex., Iranien(ne), Afghan(e))
- ○ Coréen
- ○ Japonais
- ○ Autre, veuillez préciser
- ○ Aucune de ces réponses

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

EN CHOISIR AU PLUS DEUX.

- ○ Anglais
- ○ Français
- ○ Autre langue, veuillez préciser _____

SONDAGE-TEST SEULEMENT :

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

- ○ Oui
- ○ Non

SI « OUI » EN D8

D9 :
Quelles questions étaient difficiles à comprendre selon vous? **[NOTER MOT À MOT]**

_____

Voilà qui met fin au sondage que nous avons effectué pour le compte du Ministère de la Défense nationale, du gouvernement du Canada.

Dans les mois à venir, le rapport sera disponible de Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer. Votre aide nous est très précieuse.