

# Testing Recall of Recruitment Advertising: 2022-2023 Campaigns

## Methodological Report

Submitted to:  
Department of National Defence

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**POR Number:** POR 009-22  
**Contract Number:** CW2230133  
**Contract Value:** \$35,679.75 (including HST)  
**Contract Award Date:** June 8, 2022  
**Delivery Date:** March 1, 2023

Ce rapport est aussi disponible en français

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## Copyright

### Testing Recall of Recruitment Advertising: 2022-23 Campaigns

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This report presents the methodological details for the August 2022 Campaign Assessment and the February 2023 Campaign Assessment for the **Testing Recall of Recruitment Advertising: 2022-2023 Campaigns** 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 August 2022 post-campaign survey conducted between August 8 to 17, 2022, and total of 1,008 respondents were included in the February 2023 pre-campaign survey conducted between February 6 and February 16, 2023.

Ce rapport est aussi disponible en français sous le titre: Évaluation du rappel de la publicité de recrutement : campagnes 2022-23 Rapport de méthodologie

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Nepean, Ontario K2H 8G1  
Canada

Catalogue Number: D2-411/2023E-PDF

International Standard Book Number (ISBN): 978-0-660-47877-7

Related publications (registration number: POR 009-22

Catalogue Number (Final Methodological Report, French): D2-411/2023F-PDF

ISBN (French): 978-0-660-47878-4

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## 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 2022-2023 Awareness Campaigns continue 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 a multi-pronged CAF recruitment campaign consisting of an overarching awareness campaign, a priority occupations campaign, a women-focus campaign, an Indigenous campaign, a paid education campaign and a Reserve campaign. In 2023, new campaign material was developed for use for CAF recruitment in 2023. Thus, the most recent February 2023 survey serves as a pre-campaign survey for the new 2023 campaign materials. Thus, the results presented in this report are referred to as the August 2022 post-campaign survey (for the 2022 campaign) and the February 2023 pre-campaign survey (for the 2023 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:

- a) Measuring *unaided* recall of CAF advertising;
- b) Measuring *aided* recall of CAF advertising;
- c) Assessing the level of understanding of the key messages of the advertising campaign; and
- d) Gauging the awareness level 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 2022-2023 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 Canadians within the aforementioned age group. The August 2022 survey required an average of five minutes to administer, while the February 2023 survey required an average of approximately four minutes to administer.

The participation rates in each wave were 86.1 percent, and 90.3 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 August 2022 post-advertising campaign wave, while 1,008 surveys were completed for the February 2023 pre-wave iteration. The August 2022 post-campaign survey was administered August 8 to 17, 2022, while the February 2023 pre-campaign survey was administered February 6 to 16, 2023.

### Methodology and Research Usage

The survey data was collected to measure the recall and reaction to the 2022-2023 Recruitment Advertising Campaigns. As per the standard methodology utilizing the Government of Canada's Advertising Campaign Evaluation Tool (ACET), the data collected in the pre-campaign survey conducted in February 2023, prior to campaign ads being run in the media, will serve as a baseline for the upcoming 2023 post-campaign survey.

Again, as per the standard ACET methodology, both the 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 in 2023 will subsequently be compared by Government of Canada representatives against the February 2023 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 \$35,679.75, 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 2022 and February 2023. Data collected in February 2023 served as a pre-campaign baseline for the upcoming 2023 campaign, while the August 2022 served as a post-campaign measurement for the 2022 campaign.

### 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 February 2023 iteration of the study utilized the newly updated ACET questionnaire developed by the Privy Council Office (PCO). The 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 previous baseline findings. For the post-campaign survey of August 2022, respondents were 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 include advertisement content from the campaigns, 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.

No pre-test respondents expressed difficulty in understanding survey questions during the August 2022 survey. One February 2023 respondent expressed difficulty and as a result, this respondent was asked to identify which question or questions were problematic from a comprehension perspective. No verbatim response was provided to this question, thus no changes to the survey tool were necessary as a result of the two waves of pre-tests.

### Sampling

The surveys 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 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 in terms of official language. 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

Both survey waves 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-wave and post-wave survey links.

In addition, pre-tests were conducted among respondents for both waves. In the August 2022 survey a total of 18 English and 10 French pre-tests were completed, while in the February 2023 survey a total of 14 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. No pre-test respondents expressed difficulty in understanding survey questions during the August 2022 survey, and one February 2023 respondent expressed general difficulty but when asked, this respondent did not indicate 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

Accessibility for persons with disabilities was taken into consideration during the research implementation. Specifically, support was available in terms of logging into the survey, as well as providing other customized assistance as required as per Treasury Board [standards on web technologies](#), optimizing accessible formats, and offering alternative modes of data collection. Respondents are informed of the available assistive technologies or alternatives. Narrative Research is mindful and appreciates the need to ensure that accessibility issues (i.e., respondents who use assistive technologies) are addressed, thereby expediting participation in this study. Ensuring online surveys are accessible on assistive technologies often requires basic programming (e.g., single font being used, minimal to no imagery, and so forth). Narrative Research, for example, uses JAWS (Job Access With Speech) as well as NVDA to test accessibility of the survey for those using assistive technologies.

For this study router technology was utilized to screen potential survey respondents and direct them to a potential survey. Accordingly, it is not feasible to offer an estimation regarding the number of panelists who were invited to take part in the research. As a result, it is correspondingly also not feasible to estimate the number of Unresolved panelists in this ACET research study. The sample routing technology utilizes an algorithm to assign surveys to participants likely to be eligible for the study. Priority is given to respondents who are invited via email. A list of potential survey matches is determined for each panelist based on pre-identified information already known about the participant (in the case of the current DND study, age, for example, is a germane variable as the target population is people 18-34 years of age), as well as information obtained by additional screening information within the panel system.

Pairing this information together with known survey information sought (i.e., gender, region, and age targets to achieve a statistically aligned sample), participants are matched to the appropriate project for which they likely qualify. Survey schedule and quota requirements are also factored into which studies participants are invited to, although this is a secondary priority for the algorithm as compared to the profile of the target participants needed to achieve study objectives.

This study consisted of two data collection phases: August 2022 and February 2023. The first wave, which was the August 2022 post-campaign measurement, was administered August 8 to 17, 2022 while the second, which was the 2023 pre-campaign measurement, was administered February 6 to 16, 2023. 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. Quality assurance measures were implemented whereby no individual was able to complete the survey questionnaire more than once.

A total of 1,028 surveys were submitted in the August 2022 post-campaign wave, and 1,026 surveys were submitted in the February 2023 pre-campaign wave. In the August 2022 survey, 1,000 surveys were ultimately utilized, and 1,008 ultimately were utilized in the February 2023 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 essentially 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 the August 2022 wave (n=28), and the February 2023 wave (n=18).

The August 2022 survey required an average of five minutes to administer and the February 2023 survey required approximately four 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 2021 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. In addition, 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 (2021) Census of Canada, and can be found here:

<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=Canada&DGUIDlist=2021A000011124&GENDERlist=1,2,3&STATISTIClist=1&HEADERlist=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 identified as gender diverse or did not provide mother tongue. For tabulation purposes, these individuals were given a weight value of 1.0.

## Testing Recall of Recruitment Advertising: 2022-23 Campaigns – Methodological Report

August 2022 Post-Campaign Survey (Percentages may not sum exactly to 100%, owing to rounding)							
	2021 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
<b>Region</b>							
Atlantic	5.8%	75	7.5%	65	6.5%	59	5.9%
Quebec	21.3%	230	23.0%	230	23.0%	213	21.3%
Ontario	39.9%	400	40.0%	401	40.1%	395	39.5%
West/North	32.9%	300	30.0%	304	30.4%	333	33.3%
<b>Gender<sup>1</sup></b>							
Male	50.8%	525	52.5%	481	48.1%	497	49.7%
Female	49.2%	507	50.7%	500	50.0%	484	48.4%
<b>Mother Tongue</b>							
English	55.4%	Not applicable	Not applicable	657	65.8%	556	55.7%
French	17.1%	Not applicable	Not applicable	159	15.9%	166	16.6%
Other	27.5%	Not applicable	Not applicable	182	18.2%	276	27.7%
<b>Age (Quotas)</b>							
18-24	37.8%	476	47.6%	433	43.3%	397	39.7%
25-34	62.2%	556	55.6%	567	56.7%	603	60.3%

<sup>1</sup> 19 respondents identified as gender diverse and are not presented in the table.

## Testing Recall of Recruitment Advertising: 2022-23 Campaigns – Methodological Report

February 2023 Pre-Campaign Survey (Percentages may not sum exactly to 100%, owing to rounding)							
	2021 Census	Quota Targets		Surveys Completed (Unweighted)		Surveys Completed (Weighted)	
		Surveys (n=)	Surveys (%)	(n=)	(%)	(n=)	(%)
<b>Region</b>							
Atlantic	5.8%	75	7.5%	75	7.4%	58	5.8%
Quebec	21.3%	230	23.0%	230	22.8%	214	21.3%
Ontario	39.9%	400	40.0%	400	39.7%	401	39.7%
West/North	32.9%	300	30.0%	303	30.1%	335	33.2%
<b>Gender<sup>1</sup></b>							
Male	50.8%	525	52.5%	505	50.1%	505	50.1%
Female	49.2%	507	50.7%	490	48.6%	490	48.7%
<b>Mother Tongue<sup>2</sup></b>							
English	55.4%	Not applicable	Not applicable	628	62.9%	556	55.7%
French	17.1%	Not applicable	Not applicable	212	21.2%	169	17.0%
Other	27.5%	Not applicable	Not applicable	159	15.9%	273	27.4%
<b>Age (Quotas)</b>							
18-24	37.8%	476	47.6%	450	44.6%	387	38.4%
25-34	62.2%	556	55.6%	558	55.4%	621	61.6%

<sup>1</sup> 13 respondents identified as gender diverse and are not presented in the table.

<sup>2</sup> Nine respondents did not provide mother tongue data and are not presented in the table.

Survey Participation Rate:

August 2022 Post-Campaign Survey

<b>Total commenced survey process:</b>	<b>3,511</b>
<b>Invalid cases</b>	<b>1,203</b>
Invitations mistakenly sent to people who did not qualify for the study:	1,203
Incomplete or missing email addresses:	0
<b>Unresolved (U)</b>	<b>0</b>
Email invitations bounce back:	0
Email invitations unanswered:	0
<b>In-scope non-responding units (IS)</b>	<b>320</b>
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:	320
<b>Responding units (R)</b>	<b>1,988</b>
Completed surveys disqualified – quota filled:	960
Completed surveys disqualified for other reasons:	28
Completed surveys:	1,000

Participation Rate =  $R/(U + IS + R) = 1,988/(0 + 320 + 1,988) = 86.1\%$

February 2023 Pre-Campaign Survey

<b>Total commenced survey process:</b>	2,524
<b>Invalid cases</b>	<b>416</b>
Invitations mistakenly sent to people who did not qualify for the study:	416
Incomplete or missing email addresses:	0
<b>Unresolved (U)</b>	<b>0</b>
Email invitations bounce back:	0
Email invitations unanswered:	0
<b>In-scope non-responding units (IS)</b>	<b>204</b>
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:	204
<b>Responding units (R)</b>	<b>1,904</b>
Completed surveys disqualified – quota filled:	878
Completed surveys disqualified for other reasons:	18
Completed surveys:	1,008

Participation Rate =  $R / (U + IS + R) = 1,904 / (0 + 204 + 1,904) = 90.3\%$

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 it is 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 2021 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 small samples 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.

ADVERTISING CAMPAIGN EVALUATION TOOL  
2022 POST-CAMPAIGN SURVEY – AUGUST 2022

All sections should be asked after the ads have run in the media.

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur [français \[SWITCH TO FRENCH VERSION\]](#).

The survey is being conducted by Narrative Research. **Your participation is voluntary and your responses will be kept entirely confidential** and anonymous. The survey takes about [BASELINE: 5 minutes / POST-CAMPAIGN: 7 minutes] to complete. This survey is being administered according to the requirements of the Privacy Act, the Access to Information Act, and any other relevant legislation.

[START SURVEY](#)

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

a) Does anyone in your household work for any of the following organizations? **SELECT ALL THAT APPLY**

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

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

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1988-2004**

**IF > 2004, THANK AND TERMINATE**

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

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

**SELECT ONE ONLY**

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

**IF “LESS THAN 18 YEARS OLD” OR “BLANK”, OR “35 OR OLDER” THANK AND TERMINATE**

e) In which province or territory do you live?

**SELECT ONE ONLY**

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

**IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE**

**CORE QUESTIONS**

**ASK ALL RESPONDENTS**

**Q1:**

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

- Yes
- No=> **GO TO T1A**

**Q3:**

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

**CAMPAIGN-SPECIFIC QUESTIONS**

**ASK ALL RESPONDENTS**

**T1A:**

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

- Yes
- No=> **GO TO T1D**

**T1B:**

Where have you seen, read or heard this ad about the Canadian Armed Forces?

**SELECT ALL THAT APPLY**

- Print magazine
  - Medical Journals
  - Radio
  - Facebook
  - Instagram
  - Snapchat
  - Spotify
  - LinkedIn
  - In a mobile app
  - YouTube
  - Apex
  - Internet website
  - Online news sites
  - Web search (e.g. Google, Bing)
  - Other, specify: \_\_\_\_\_
- 

**T1C:**

What do you remember about this ad?

---

**ASK ALL RESPONDENTS**

**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 websites: \_\_\_\_\_)
  - 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)**

To what extent are you aware of ...:

	1 Not at all informed	2	3	4	5 Very informed
a) Career or job options in the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Educational and training options within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Career or job options specifically for <u>women</u> within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Career or job options specifically for <u>Indigenous Peoples</u> in the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Opportunities specifically within the <u>Reserve Force</u> of the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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, Instagram or LinkedIn?

- Yes
- No

## AD RECALL QUESTIONS

### T1L:

Here is an ad that has recently been broadcast on various media. Please click the play button to view this ad.

[INSERT VIDEO, PRINT AND RADIO ADS]

[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**

- Print magazine
- Medical Journals
- Radio
- Facebook
- Instagram
- Snapchat
- Spotify
- LinkedIn
- In a mobile app
- YouTube
- Apex
- Internet website
- Online news sites
- Web search (e.g. Google, Bing)
- Other, specify: \_\_\_\_\_

### T1N:

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

### 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad does not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad talks about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad provides new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad clearly conveys that the Canadian Armed Forces have 100+ careers available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### DEMOGRAPHIC QUESTIONS

**D1:**

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

**SELECT ONE ONLY**

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

**D2:**

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

**SELECT ONE ONLY**

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

**D3:**

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

- Yes
- No

**D4:**

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

**SELECT ONE ONLY**

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

---

**D5:**

Where were you born?

- Born in Canada
- Born outside Canada **SPECIFY:**

Specify the country:

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:**

In what year did you first move to Canada?

YYYY

**ADMISSIBLE RANGE: 1900-2022**

---

**D7:**

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

**D8:**

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 \_\_\_\_\_



---

**D9:**

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

- English
- French
- Other language, specify \_\_\_\_\_

**(PRE-TEST ONLY-REMOVE BEFORE FULL LAUNCH)**

**D10:** Are there any questions in this survey that you found difficult to understand?

- Yes
- No

**D11: IF YES IN D10:** Which questions did you find difficult to understand?

RECORD VERBATIM

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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, it is greatly appreciated.

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

Toutes les sections doivent être posées après la diffusion des annonces dans les médias.

### INTRODUCTION

Merci de prendre quelques minutes pour répondre à ce sondage sur des enjeux d'actualité qui intéressent les Canadiens. If you prefer to complete this 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.** Le sondage prend environ [SONDAGE DE RÉFÉRENCE : 5 minutes / SONDAGE D'APRÈS CAMPAGNE : 7 minutes] à compléter. 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.

### DÉBUT DU SONDAGE

[Cliquez ici](#) si vous souhaitez vérifier l'authenticité du présent sondage et [ici](#) pour lire notre politique de confidentialité.

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

**CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

- 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.**

b) Quel est votre genre?

- homme
- femme
- autre
- je préfère ne pas répondre

c) Quelle est votre année de naissance?

YYYY

**TRANCHE ADMISSIBLE : 1988 À 2004**

**SI L'ANNÉE EST > 2004, REMERCIEZ ET METTEZ FIN AU SONDAGE.**

**POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE.**

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

**NE CHOISIR QU'UNE SEUL CATÉGORIE.**

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

**SI LE RÉPONDANT A MOINS DE 18 ANS, A PLUS DE 35 ANS OU NE RÉPOND PAS, REMERCIEZ ET METTEZ FIN AU SONDAGE.**

e) Dans quelle province ou quel territoire habitez-vous?

**NE CHOISIR QU'UN 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.**

#### 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**

**Q3 :**

Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité?

#### QUESTIONS SPÉCIFIQUES 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 T1D**
- 

**T1B :**

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

**CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

- Magazines
  - Revues médicales
  - Radio
  - Facebook
  - Instagram
  - Snapchat
  - Spotify
  - LinkedIn
  - Une application mobile
  - YouTube
  - Apex
  - Site Internet
  - Sites web de nouvelles
  - Moteur de recherche (par ex., Google, Bing)
  - Autre, veuillez préciser \_\_\_\_\_
- 

**T1C :**

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

---

**POSER À TOUS LES RÉPONDANTS.**

**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**

- 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?

- 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**

Dans quelle mesure êtes-vous au courant des possibilités :

	1 Pas du tout informé(e)	2	3	4	5 Très informé(e)
a. de carrière ou d'emploi au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. d'apprentissage et de formation au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. de carrière ou d'emploi précisément pour les <u>femmes</u> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. de carrière ou d'emploi précisément pour les <u>autochtones</u> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. précisément dans la <u>Force de réserve</u> des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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, Instagram ou LinkedIn?

- Oui  
 Non

**QUESTIONS SUR LE RAPPEL DES ANNONCES**

**T1L :**

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

**[INSÉREZ LES PUBLICITÉS VIDÉO, IMPRIMÉE ET RADIO] [CLIQUEZ POUR ALLER À LA PAGE SUIVANTE]**

Au cours des trois dernières semaines avez-vous vu, lu ou entendu cette publicité?

- oui  
 non => **ALLER À T1N**

**T1M :**

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

**CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

- Magazines  
 Revues médicales  
 Radio  
 Facebook  
 Instagram  
 Snapchat  
 Spotify  
 LinkedIn  
 Une application mobile  
 YouTube  
 Apex  
 Site Internet  
 Sites web de nouvelles  
 Moteur de recherche (par ex., Google, Bing)  
 Autre, veuillez préciser \_\_\_\_\_

**T1N :**

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

**T10 :** 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité me concerne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité est difficile à suivre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité ne favorise pas un parti politique plus qu'un autre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité traite d'un sujet important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité fournit de l'information nouvelle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cette publicité indique clairement que les Forces armées canadiennes offrent plus de 100 options de carrière	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### QUESTIONS DÉMOGRAPHIQUES

**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
  - retraité(e)
  - à l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
  - 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 :**

Des enfants de moins de 18 ans habitent-ils actuellement dans votre foyer?

- oui
  - non
- 

**D4 :**

Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer?

**NE CHOISIR QU'UNE SEULE RÉPONSE.**

- moins de 20 000 \$
  - entre 20 000 \$ et 40 000 \$
  - entre 40 000 \$ et 60 000 \$
  - entre 60 000 \$ et 80 000 \$
  - entre 80 000 \$ et 100 000 \$
  - entre 100 000 \$ et 150 000 \$
  - entre 150 000 \$ et 200 000 \$
  - 200 000 \$ et plus
  - préfère ne pas répondre
- 

**D5.** Où êtes-vous né(e)?

- Au Canada
- À l'étranger Précisez quel pays \_\_\_\_\_

**DEMANDEZ SI D5=NÉ(E) À L'ÉTRANGER**

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

YYYY

**PÉRIODE ADMISSIBLE : 1900 à 2022**

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D7.

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 inscrits.

- Oui
- Non

D8. 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 \_\_\_\_\_

---

D9. 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 :**

D10 : Ce sondage contenait-il des questions qui étaient difficile à comprendre?

- Oui
- Non

D11 : Si « OUI » EN D10 : Quelles questions étaient difficiles à comprendre selon vous?

[NOTER MOT À MOT] \_\_\_\_\_

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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.

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**ADVERTISING CAMPAIGN EVALUATION TOOL  
BASELINE 2023 CAMPAIGN SURVEY – FEBRUARY 2023**

Baseline sections should be asked before the ads have run in the media.

**INTRODUCTION**

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur [français \[SWITCH TO FRENCH VERSION\]](#).

The survey is being conducted by Narrative Research. **Your participation is voluntary and your responses will be kept entirely confidential** and anonymous. The survey takes about [BASELINE: 5 minutes / POST-CAMPAIGN: 7 minutes] to complete. This survey is being administered according to the requirements of the Privacy Act, the Access to Information Act, and any other relevant legislation.

[START SURVEY](#)

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

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

**SELECT ALL THAT APPLY**

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

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

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1988-2005**

**IF > 2005, THANK AND TERMINATE**

**ASK D IF QUESTION C IS LEFT BLANK, OR IF 1988 OR IF 1998 OR IF 2005 IN QUESTION C**

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

**SELECT ONE ONLY**

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

IF "LESS THAN 18 YEARS OLD" OR "BLANK", OR "35 OR OLDER" THANK AND TERMINATE

e) In which province or territory do you live?

**SELECT ONE ONLY**

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

#### CORE QUESTIONS

ASK ALL RESPONDENTS

**Q1:**

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

- Yes
- No => GO TO T1A

**Q3:**

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

#### CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

**T1A:**

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

- Yes
- No => GO TO T1G

**T1B:**

Where have you seen, read or heard this ad about the Canadian Armed Forces?

**SELECT ALL THAT APPLY**

- Print magazine
  - Facebook
  - Instagram
  - Snapchat
  - TikTok
  - Twitch
  - LinkedIn
  - In a mobile app
  - Video Game
  - YouTube
  - Internet website
  - Online news sites
  - Web search (e.g. Google, Bing)
  - Arena/stadium
  - Doctor's office
  - Other, specify: \_\_\_\_\_
- 

**T1C:**

What do you remember about this ad?

---

**ASK ALL RESPONDENTS**

**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 websites: \_\_\_\_\_)
  - 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)**

To what extent are you aware of:

	1 Not at all informed	2	3	4	5 Very informed
a) Career or job options in the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Educational and training options within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Career or job options specifically for <u>women</u> within the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Career or job options specifically for <u>Indigenous Peoples</u> in the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Opportunities specifically within the <u>Reserve Force</u> of the Canadian Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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

## DEMOGRAPHIC QUESTIONS

**D1:**

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

**SELECT ONE ONLY**

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

**D2:**

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

**SELECT ONE ONLY**

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

**D3:**

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

- Yes
  - No
- 

**D4:**

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

**SELECT ONE ONLY**

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

**D5:**

Where were you born?

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

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:**

In what year did you first move to Canada?

YYYY

**ADMISSIBLE RANGE: 1900-2023**

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**D7:**

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

**D8:**

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 \_\_\_\_\_
- 

**D9:**

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

- English
- French
- Other language, specify \_\_\_\_\_

**(PRE-TEST ONLY-REMOVE BEFORE FULL LAUNCH)**

**D10:** Are there any questions in this survey that you found difficult to understand?

- Yes
- No

D11: IF YES IN D10: Which questions did you find difficult to understand?

RECORD VERBATIM

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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, it is greatly appreciated.

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## OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES 2023 SONDAGE DE RÉFÉRENCE– FÉVRIER 2023

Les sections du sondage de référence doivent être posées avant la diffusion des annonces dans les médias.  
Toutes les sections doivent être posées après la diffusion des annonces dans les médias.

### INTRODUCTION

Merci de prendre quelques minutes pour répondre à ce sondage sur des enjeux d'actualité qui intéressent les Canadiens. If you prefer to complete this 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.** Le sondage prend environ [SONDAGE DE RÉFÉRENCE : 5 minutes / SONDAGE D'APRÈS CAMPAGNE : 7 minutes] à compléter. 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.

### DÉBUT DU SONDAGE

[Cliquez ici](#) si vous souhaitez vérifier l'authenticité du présent sondage et [ici](#) pour lire notre politique de confidentialité.

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

**CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

- 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.**

b) Quel est votre genre?

- homme
- femme
- autre
- je préfère ne pas répondre

c) Quelle est votre année de naissance?

YYYY

**TRANCHE ADMISSIBLE : 1988 À 2005 SI L'ANNÉE EST > 2005, REMERCIEZ ET METTEZ FIN AU SONDAGE.  
POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE, OU SI 1988 OU SI 1998 OU SI 2005 À Q.C.**

d) À quelle catégorie d'âge appartenez-vous? **NE CHOISIR QU'UNE SEUL CATÉGORIE.**

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

SI LE RÉPONDANT A MOINS DE 18 ANS, A PLUS DE 35 ANS OU NE RÉPOND PAS, REMERCIEZ ET METTEZ FIN AU SONDAGE.

e) Dans quelle province ou quel territoire habitez-vous?

**NE CHOISIR QU'UN 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

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

#### 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**

**Q3 :**

Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité?

#### QUESTIONS SPÉCIFIQUES 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 au sujet des Forces armées canadiennes? **CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

- Magazines
  - Facebook
  - Instagram
  - Snapchat
  - TikTok
  - Twitch
  - LinkedIn
  - Une application mobile
  - Jeux Vidéo
  - YouTube
  - Site Internet
  - Sites web de nouvelles
  - Moteur de recherche (par ex., Google, Bing)
  - Aréna/stade
  - Le bureau de médecin
  - Autre, veuillez préciser \_\_\_\_\_
- 

**T1C :**

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

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**POSER À TOUS LES RÉPONDANTS.**

**ON PEUT AJOUTER ICI DES QUESTIONS PRÉCISES À LA CAMPAGNE POUR ÉVALUER LES ATTITUDES ET LES COMPORTEMENTS.**

**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**

- 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?

- 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**

Dans quelle mesure êtes-vous au courant des possibilités :

	1 Pas du tout informé(e)	2	3	4	5 Très informé(e)
a. de carrière ou d'emploi au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. d'apprentissage et de formation au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. de carrière ou d'emploi précisément pour les <u>femmes</u> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. de carrière ou d'emploi précisément pour les <u>autochtones</u> au sein des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. précisément dans la <u>Force de réserve</u> des Forces armées canadiennes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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

**QUESTIONS DÉMOGRAPHIQUES****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
- retraité(e)
- à l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- 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 :**

Des enfants de moins de 18 ans habitent-ils actuellement dans votre foyer?

- oui
- non

**D4 :**

Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer?

**NE CHOISIR QU'UNE SEULE RÉPONSE.**

- moins de 20 000 \$
  - entre 20 000 \$ et 40 000 \$
  - entre 40 000 \$ et 60 000 \$
  - entre 60 000 \$ et 80 000 \$
  - entre 80 000 \$ et 100 000 \$
  - entre 100 000 \$ et 150 000 \$
  - entre 150 000 \$ et 200 000 \$
  - 200 000 \$ et plus
  - préfère ne pas répondre
-

D5. Où êtes-vous né(e)?

- Au Canada
- À l'étranger Précisez quel pays \_\_\_\_\_

**DEMANDEZ SI D5=NÉ(E) À L'ÉTRANGER**

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

YYYY

**PÉRIODE ADMISSIBLE : 1900 à 2023**

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D7. 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

D8. 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 \_\_\_\_\_
- 

D9. 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 :**

**D10 :**

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

- Oui
- Non

D11 : SI « OUI » EN D10 : Quelles questions étaient difficiles à comprendre selon vous?

[NOTER MOT À MOT] \_\_\_\_\_

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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.

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