



Housing, Infrastructure
and Communities Canada

Logement, Infrastructures
et Collectivités Canada

Housing, Infrastructure and Communities Canada 2024-25 Housing Advertising Campaign

Methodological Report

Prepared for Housing, Infrastructure and Communities Canada

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Canada 



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A handwritten signature in black ink, appearing to read "Brad Griffin", with a stylized flourish at the end.

Brad Griffin
President
Ipsos Public Affairs



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This public opinion research report presents the methodology of the 2024-25 Housing Advertising Campaign online surveys conducted by Ipsos Public Affairs on behalf of Housing, Infrastructure and Communities Canada. The baseline survey was conducted with a sample of n=2,025 Canadians ages 18+ between January 9th to 21st, 2025. The mid-campaign survey was conducted with a sample of n=1,964 Canadians ages 18+ between March 20th to 24th, 2025.

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1. Background

Housing, Infrastructure and Communities Canada (HICC) makes significant investments in housing and public infrastructure, addresses homelessness needs, builds public-private-partnerships, and delivers programs that improve Canadians' quality of life by making our communities more resilient, accessible, and inclusive while creating jobs and supporting economic growth. HICC's mission is to help all communities thrive by making public infrastructure more sustainable, inclusive, and climate-resilient, and housing more available and affordable.

Housing affordability and availability have increasingly become a central concern for Canadians, introducing significant uncertainty and stress into many households. The prospect of owning a home in Canada currently either feels out of reach or puts first-time home buyers in considerable debt. As for renters, they are facing a competitive market with low vacancy rates and rising rent prices, which in turn limits availability and sometimes results in substandard living conditions. For low-income households, affordable housing is of primary concern. The lack of affordable housing disproportionately affects low-income families, who struggle to find housing as real estate prices and rental costs, as well as other costs of living, continue to climb. Canadians who currently own a home are also concerned about their ability to renew their mortgage as interest rates have risen over the past few years.

Recent public opinion research conducted by the Privy Council Office shows that housing affordability, along with the cost of living and inflation, remains consistently the top priority on which Canadians feel the federal government should focus.

Budget 2024 as well as Canada's Housing Plan include multiple programs and initiatives to solve the housing crisis. They highlight the government's commitment to making it easier for Canadians to own or rent a home, helping Canadians who can't afford a home, and working with builders to build more affordable homes, faster. This is echoed in the HICC Departmental Plan, and the Mandate Letter for the Minister of Housing, Diversity, and Inclusion. The 2023 Fall Economic Statement introduces Canada's Housing Action Plan which includes efforts to make the development of affordable housing easier for the builders, by removing financial barriers and initiatives to make it easier for Canadians to own a home.

The 2024-25 campaign aims to raise awareness of the initiatives and projects in place that directly support this Government of Canada priority and will demonstrate that the government is taking action to improve the housing market in Canada to address the housing crisis.

As per the Directive on the Management of Communications, and evaluation of new advertising campaigns that have a media buy of over \$ 1 million must be evaluated through qualitative pre-campaign testing. This will help ensure that the advertising campaign meets the Government of Canada's objectives.

2. Research Objectives

The Government's Policy on Communications and Federal Identity requires the evaluation of advertising campaigns exceeding \$1 million in media buy using the Advertising Campaign Evaluation Tool (ACET). The ACET was created in 2002 following a Cabinet directive identifying the need for a standard advertising



evaluation approach across departments. The main objectives were to bring rigour and consistency to ad campaign evaluation and to develop norms on metrics against which campaigns could be evaluated. The purpose of the quantitative research, using the ACET, was to evaluate the housing advertising campaign. Online ACET surveys were conducted prior to the campaign's run in the media and mid-campaign to measure aided and unaided recall, message retention, and effectiveness. Mid-campaign data metrics were measured against the baseline data. Results provided the department with data that assisted in developing and adjusting future media strategies. It was intended that a post-campaign ACET survey would be conducted as a separate project.

In addition, results from the campaign evaluation provided valuable trend information for future campaigns. Campaign performance indicators and research results were shared with the Communications and Consultations Secretariat PCO for standard tracking and reporting.

The objectives of the research were as follows:

- Gauge general awareness of the topic of the campaign;
- Gauge the effectiveness of the campaign;
- Measure awareness and knowledge of the campaign and housing programs; and
- Detect if the campaign was effective in reassuring Canadians regarding the housing crisis.

Target Audience

The target audience was common for both ACET surveys. Each survey targeted the renters ages 18+, prospective homeowners ages 18-35 and homeowners ages 25-65.

Renters – aged 18-65+; low-income households with less than 50% of the median income for their region; include vulnerable Canadians such as racialized, recent immigrants and seniors. We would also suggest focusing on those renting from a private (as opposed to a social) landlord.

Prospective homeowners – 18-35 with the intention to buy a home within the next 5 years.

Homeowners – aged 25-65+ and to include a mix of those who are mortgage holders and those who own their homes outright.

3. Methodology

3.1 Data collection

Each survey was executed online using a non-probability online panel. This is the standard approach for all Government of Canada advertising evaluation surveys. The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant according to Web Content Accessibility Guidelines (WCAG2.0AA). Survey panellists had the option to communicate their specific accessibility needs via email. The survey invitation included the Canadian Research Insights Council (CRIC) survey registration number so that



respondents could verify the legitimacy of the survey as a research initiative sponsored by the Government of Canada. Survey respondents were informed of their rights under the Privacy Act, the Personal Information Protection and Electronic Documents Act, and the Access to Information Act. They were also informed that their rights were protected throughout the research process.

The surveys were conducted in English and French, with respondents provided the option to complete them in either official language of their choice. Both surveys were under 10 minutes in length on average.

The baseline survey pre-test was conducted on January 9th, 2025, with 120 completes (80 English / 40 French) no issues were flagged. The survey was fully launched and ran between January 10th to 21st, 2025. For the mid-campaign survey, a pre-test was conducted on March 20th, 2025, with 160 completes (110 English / 50 French). No issues were flagged. The survey was fully launched and ran between March 20th to 24th, 2025.

3.2 Sample Frame

The baseline survey was conducted with a sample of n=2,025 Canadians aged 18+ and the mid-campaign survey was conducted with a sample of n=1,964 Canadians aged 18+. For both surveys, quotas were set for renters aged 18+ and homeowners ages 25+ to ensure representation by region, age, and gender, according to the latest Census information and for prospective homeowners aged 18-35, soft quotas for age, gender, and region were applied due to the unavailability of specific Census information for these target groups.

Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample by each target group except prospective homeowners aged 18-35. Weighting was applied to the sample of target audience renters and homeowners to ensure that the final data reflects the actual adult population by region, age, and gender according to the 2021 Census. Prospective homeowners aged 18-35 are not weighted. A Random Iterative Method (RIM) technique was applied for weighting. *Note: totals may not add up to 100% due to rounding.*

Weighted and Unweighted Online Sample (by counts)

Renters aged 18+

	Baseline		Mid-Campaign	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Canada	706	706	654	654
Region				
British Columbia/Yukon	98	100	79	93
Alberta/ Northwest Territories	69	70	77	65
Prairies (MB/SK)/ Nunavut	43	41	34	38
Ontario	247	257	258	238



Quebec	199	198	161	183
Atlantic Canada	50	40	45	37
Gender				
Male	358	341	313	315
Female	347	364	338	337
Other /Prefer not to answer	1	1	3	2
Age				
18-35	327	279	425	259
36-54	153	217	85	201
55+	226	210	144	194

Homeowners aged 25+

	Baseline		Mid-Campaign	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
Canada	660	660	650	650
Region				
British Columbia/Yukon	76	90	57	89
Alberta/ Northwest Territories	89	77	69	76
Prairies (MB/SK)/ Nunavut	55	42	39	42
Ontario	226	259	211	255
Quebec	163	143	224	141
Atlantic Canada	51	48	50	47
Gender				
Male	339	323	327	318
Female	319	336	323	331
Other /Prefer not to answer	2	2	0	0
Age				
25-35	97	97	250	96
36-44	95	120	65	118
45-54	119	120	88	122
55+	349	319	247	314

Prospective homeowners aged 18-35 (Data was not weighted)

	Unweighted Sample	Unweighted Sample
Canada	659	660
Region		
British Columbia/Yukon	114	96
Alberta/ Northwest Territories	93	107
Prairies (MB/SK)/ Nunavut	28	38



Ontario	282	316
Quebec	111	54
Atlantic Canada	31	49
Gender		
Male	305	328
Female	350	332
Other /Prefer not to answer	4	0
Age		
18-24	136	135
25-35	523	525

The figures presented in the table above show minimal differences between the unweighted and weighted samples, except for mid-campaign renters aged 36 to 54. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent was 2.36.

Both surveys were conducted with a fresh sample of respondents; there was no overlap between them.

The target sub-group populations were captured through natural fall out of the base sample.

The following table provides the unweighted sample sizes achieved for each of the target sub-groups in the baseline and mid-campaign surveys:

Sample Breakdown of Target Groups

Criteria	Baseline Survey	Mid-campaign Survey
Renters aged 18+	706	654
Within renters -Low-income households	315	311
Within renters -Recent immigrants / racialized Canadians	103	103
Prospective homeowners aged 18-35	659	660
Homeowners aged 25+	660	650

3.3 Participant Recruitment

Sample Source

Ipsos partnered with Canadian Viewpoint Inc., on the fieldwork and in obtaining the required sample. Canadian Viewpoint has one of the largest consumer panels in Canada with ~300,000 active panellists. Like Ipsos, Canadian Viewpoint uses mixed-mode strategies (phone/online/in-person) to build its panel permitting more representative samples. Canadian Viewpoint’s online consumer panel is also recruited using post screeners during telephone surveys, Facebook, online vetted lists and in-person studies. Incentives are not used for recruitment purposes to ensure quality, but respondents are incentivized to complete the survey, directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources.



The comprehensive background profiling data gathered when respondents join a panel allows for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, intention to buy a home within 12 months, profession, and other characteristics.

The data excludes any duplicate respondents tagged via IP capture and excludes panellists who have completed another Government of Canada survey in the previous 30 days as members of that panel.

Email Statistics

For this survey, a non-probability sample was used. Therefore, a response rate cannot be calculated. The participation rate is calculated as follows:

$$\text{Participation Rate (\%)} = R / (R + IS + U) * 100.$$

	Baseline Survey	Mid-Campaign Survey
Invalid Cases	1420	1250
Unresolved (U)	0	0
In-scope non-responding (IS)	721	843
Responding units (R)	5295	3642
Participation Rate	88%	81%

Online survey cases can be broken down into four broad categories:

Invalid Cases

These can include only clearly invalid cases (for example, invitations sent to people who did not qualify for the study, incomplete or missing email addresses in a client-supplied list).

Unresolved (U)

These include all the cases where it cannot be established whether the invitation was sent to an eligible or an ineligible respondent or unit (for example, when email invitations bounce back or remain without an answer before the candidate could be qualified).

For this survey, a router was used to screen potential respondents and assign them to one of several surveys. Given this, it is not possible to estimate the number of cases “invited” to participate and whether they were eligible or not. Therefore, it is not possible to estimate the “unresolved” cases.

In-scope non-responding (IS)

These include all refusals, either implicit or explicit, all non-contacts and early break-offs of known eligible cases and other eligible non-respondents (due to illness, leave of absence, vacation or other).

Responding units (R)

These include cases who have participated but who were disqualified afterwards (for example, when admissible quotas have been reached). It also includes all completed surveys or partially completed surveys that meet the criteria set by the researcher to be included in the analysis of the data.



Unresolved (U), in-scope (IS), and responding units (R) are all included in the broad category of “potentially eligible” cases. However, invalid cases are not included in the calculation of participation rate.

For this survey, responding units are broken out as follows.

Completions	Baseline Survey	Mid-Campaign Survey
Over quota	3270	1678
Qualified Completes	2025	1964
Responding units (R)	5295	3642

The sample routing technology used weighted randomization to assign surveys to participants. Upon entry into the system, panellists were checked to ensure they had not exceeded survey participation limits. A list of potential survey matches was determined for each panellist based on the information known about them. Panelists were asked additional screening questions within the system to ensure they met the project criteria. As a general practice, priority may be given to surveys that are behind schedule; however, this is kept to a minimum as survey randomization must remain in place as a key element for preventing bias. In this case, limited prioritization was applied during the field period, therefore there is a low chance of sample bias.

Non-Response Analysis

The results of the surveys are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect.

Weighted and Unweighted Online Sample (by percentage)

The table below compares the unweighted survey samples to the 2021 Census results by region, age and gender. The sample is weighed based on the 2021 Census results to ensure that it is representative of the national adult population.

Renters aged 18+

	Baseline		Mid-Campaign	
	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions
Canada	706	706	654	654
*Region				
British Columbia/Yukon	14%	14%	12%	14%
Alberta/ Northwest Territories	10%	10%	12%	10%
Prairies (MB/SK)/ Nunavut	6%	6%	5%	6%
Ontario	35%	36%	39%	36%
Quebec	28%	28%	25%	28%



Atlantic Canada	7%	6%	7%	6%
*Gender				
Male	51%	48%	48%	48%
Female	49%	52%	52%	52%
Other /Prefer not to answer	<1%	<1%	<1%	<1%
*Age				
18-35	46%	40%	65%	40%
36-54	22%	31%	13%	31%
55+	32%	30%	22%	30%

Homeowners aged 25+

	Baseline		Mid-Campaign	
	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions
Canada	660	660	650	650
*Region				
British Columbia/Yukon	12%	14%	9%	14%
Alberta/ Northwest Territories	13%	12%	11%	12%
Prairies (MB/SK)/ Nunavut	8%	6%	6%	6%
Ontario	34%	39%	32%	39%
Quebec	25%	22%	34%	22%
Atlantic Canada	8%	7%	8%	7%
*Gender				
Male	51%	49%	50%	49%
Female	48%	51%	50%	51%
Other /Prefer not to answer	<1%	<1%	<1%	<1%
*Age				
25-35	15%	15%	38%	15%
36-44	14%	18%	10%	18%
45-54	18%	19%	14%	19%
55+	53%	48%	38%	48%

Prospective homeowners aged 18-35 (Data was not weighted)

	Baseline	Mid-Campaign
	Unweighted Percentage	Unweighted Percentage
Canada	659	660
Region		
British Columbia/Yukon	17%	15%
Alberta/ Northwest Territories	14%	16%



Prairies (MB/SK)/ Nunavut	4%	6%
Ontario	43%	48%
Quebec	17%	8%
Atlantic Canada	5%	7%
Gender		
Male	46%	50%
Female	53%	50%
Other /Prefer not to answer	<1%	<1%
Age		
18-24	21%	20%
25-35	79%	80%

* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal, except for mid-campaign renters aged 36-54. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the 2021 Census data.



4. Appendix – Survey Questionnaire

4.1 Baseline Questionnaire

ADVERTISING CAMPAIGN EVALUATION TOOL BASELINE SURVEY

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].

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

[START SURVEY](#)

[Click here](#) if you wish to verify the authenticity of this survey (20241211-IP117). To view our privacy policy, [click here](#).

If you require any technical assistance, please contact Daniel.kunasingam@IPsos.com.

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 1900-2020
IF > 2006, 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 35
- 36 to 44
- 45 to 54
- 55 to 64
- 65 or older

IF “LESS THAN 18 YEARS OLD” OR “BLANK”, 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
- I do not live in Canada **[THANK AND TERMINATE]**
- Prefer not to answer **[THANK AND TERMINATE]**

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



- _1 Less than \$5,000
- _2 \$5,000-\$9,999
- _3 \$10,000-\$14,999
- _4 \$15,000-\$19,999
- _5 \$20,000-\$24,999
- _6 \$25,000-\$29,999
- _7 \$30,000-\$34,999
- _8 \$35,000-\$39,999
- _9 \$40,000-\$44,999
- _10 \$45,000-\$49,999
- _11 \$50,000-\$54,999
- _12 \$55,000-\$59,999
- _13 \$60,000-\$64,999
- _14 \$65,000-\$69,999
- _15 \$70,000-\$74,999
- _16 \$75,000-\$79,999
- _17 \$80,000-\$84,999
- _18 \$85,000-\$89,999
- _19 \$90,000-\$94,999
- _20 \$95,000-\$99,999
- _21 \$100,000-\$124,999
- _22 \$125,000-\$149,999
- _23 \$150,000-\$199,999
- _24 \$200,000-\$249,999
- _25 \$250,000 or more
- _99 Prefer not to answer

[If the province is BC and household income is less than 40K, then classify as **low-income households: Yes**]
[If the province is AB and household income is less than 45K, then classify as **low-income households: Yes**]
[If the province is MB/SK and household income is less than 40K, then classify as **low-income households: Yes**]
[If the province is ON and household income is less than 45K, then classify as **low-income households: Yes**]
[If the province is QC and household income is less than 35K, then classify as **low-income households: Yes**]
[If the province is ATL and household income is less than 35K, then classify as **low-income households: Yes**]

D4a: Which of the following currently describes your living situation?

SELECT ONE ONLY

- Currently renting
- Currently renting and planning to purchase in the next 5 years
- Own a home with a mortgage
- Own a mortgage-free home (i.e. mortgage paid off or purchased without mortgage)



- Other

D5:

Where were you born?

- born in Canada
- born outside Canada

Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2024

CORE QUESTIONS [ASK IN BASELINE AND MID-CAMPAIGN SURVEYS]

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 IN BASELINE AND MID-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

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

- Yes
- No

=> GO TO T1D

T1B:

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

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]



SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
Instagram	TikTok
Internet website	Video game
Online news sites	Web search (e.g. Google, Bing)
	YouTube
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations. Please select those that apply or add ones specific to campaign.	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D: How do you currently feel about housing affordability and accessibility in Canada. **RANDOMIZE**

- a) Hopeful
- b) Indifferent
- c) Worried
- d) Frustrated



Scale:

- (1) Not at all
- (2) Slightly
- (3) Moderately
- (4) Very
- (9) Prefer not to say

T1E: How would you rate housing affordability in your area?

- Very affordable
- Somewhat affordable
- Somewhat unaffordable
- Not affordable at all
- (9999) Prefer not to say

T1F: Are you aware that the Government of Canada has a website where you can find information on federal programs and initiatives related to housing?

- Yes
- No

T1G: How familiar are you with the federal government's current initiatives related to housing affordability and accessibility?

- (1) Not at all familiar [skip to T1I]
- (2) Slightly familiar
- (3) Moderately familiar
- (4) Very familiar
- (5) Extremely familiar
- (9999) Prefer not to say [skip to T1I]

T1H: Which of the following Government of Canada programs and/or initiatives related to housing affordability and accessibility are you familiar with?

Select all that apply from list of programs: [RANDOMIZE]

Initiatives that aim to make it easier to rent or own a home:

- 30-year mortgage amortization
- Tax-free first home savings account
- Home buyers' plan
- Extending the grace period to repay home buyers' plan withdrawals
- Canada greener home initiative
- Initiatives that support building more homes



- Affordable housing fund
- Apartment construction loan program
- Housing accelerator fund
- I am not aware of any initiatives or programs [anchor at bottom]

T1I: How confident are you that the Government of Canada is working to make housing more affordable and accessible?

- Not at all
- Slightly
- Moderately
- Very
- Extremely
- (9999) Prefer not to say

T1J. Do you think the Government of Canada's housing plan will benefit people like you?

- Yes
- No
- Prefer not to say

DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND MID-CAMPAIGN SURVEYS]

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

That concludes the survey. This survey was conducted on behalf of [INSERT DEPARTMENT/AGENCY]. 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.

4.2 Mid-Campaign Questionnaire

ADVERTISING CAMPAIGN EVALUATION TOOL MID-CAMPAIGN SURVEY TEMPLATE

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].

Your participation is voluntary, and your responses will be kept entirely confidential. The survey takes about 7 minutes to complete.

[START SURVEY](#)

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If you require any technical assistance, please contact Daniel.kunasingam@Ipsos.com.

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 1900-2020

IF > 2006, 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 35
- 36 to 44
- 45 to 54
- 55 to 64
- 65 or older

IF “LESS THAN 18 YEARS OLD” OR “BLANK”, 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
- I do not live in Canada **[THANK AND TERMINATE]**
- Prefer not to answer **[THANK AND TERMINATE]**

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

- _1 Less than \$5,000
- _2 \$5,000-\$9,999
- _3 \$10,000-\$14,999
- _4 \$15,000-\$19,999
- _5 \$20,000-\$24,999
- _6 \$25,000-\$29,999
- _7 \$30,000-\$34,999
- _8 \$35,000-\$39,999
- _9 \$40,000-\$44,999
- _10 \$45,000-\$49,999
- _11 \$50,000-\$54,999
- _12 \$55,000-\$59,999
- _13 \$60,000-\$64,999
- _14 \$65,000-\$69,999
- _15 \$70,000-\$74,999
- _16 \$75,000-\$79,999
- _17 \$80,000-\$84,999
- _18 \$85,000-\$89,999
- _19 \$90,000-\$94,999
- _20 \$95,000-\$99,999
- _21 \$100,000-\$124,999
- _22 \$125,000-\$149,999
- _23 \$150,000-\$199,999
- _24 \$200,000-\$249,999
- _25 \$250,000 or more
- _99 Prefer not to answer



[If the province is BC and household income is less than 40K, then classify as **low-income households: Yes**]
[If the province is AB and household income is less than 45K, then classify as **low-income households: Yes**]
[If the province is MB/SK and household income is less than 40K, then classify as **low-income households: Yes**]
[If the province is ON and household income is less than 45K, then classify as **low-income households: Yes**]
[If the province is QC and household income is less than 35K, then classify as **low-income households: Yes**]
[If the province is ATL and household income is less than 35K, then classify as **low-income households: Yes**]

D4a: Which of the following currently describes your living situation?

SELECT ONE ONLY

- Currently renting
- Currently renting and planning to purchase in the next 5 years
- Own a home with a mortgage
- Own a mortgage-free home (i.e. mortgage paid off or purchased without mortgage)
- Other

D5:

Where were you born?

- born in Canada
- born outside Canada

Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2024

CORE QUESTIONS [ASK IN BASELINE AND MID-CAMPAIGN SURVEYS]

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 IN BASELINE AND MID-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

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

- Yes
- No

=> GO TO T1D

T1B:

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

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Broadcasting	
	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
Instagram	TikTok
Internet website	Video game
Online news sites	Web search (e.g. Google, Bing)
	YouTube
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations.	
Please select those that apply or add ones specific to campaign.	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	



T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D: How do you currently feel about housing affordability and accessibility in Canada. RANDOMIZE

- a) Hopeful
- b) Indifferent
- c) Worried
- d) Frustrated

Scale:

- (1) Not at all
- (2) Slightly
- (3) Moderately
- (4) Very
- (9) Prefer not to say

T1E: How would you rate housing affordability in your area?

- Very affordable
- Somewhat affordable
- Somewhat unaffordable
- Not affordable at all
- (9999) Prefer not to say

T1F: Are you aware that the Government of Canada has a website where you can find information on federal programs and initiatives related to housing?

- (1) Yes
- (2) No

T1G: How familiar are you with the federal government's current initiatives related to housing affordability and accessibility?

- (1) Not at all familiar [skip to T1I]
- (2) Slightly familiar
- (3) Moderately familiar
- (4) Very familiar



- (5) Extremely familiar
- (9999) Prefer not to say [skip to T1I]

T1H: Which of the following Government of Canada programs and/or initiatives related to housing affordability and accessibility are you familiar with?

Select all that apply from list of programs: [RANDOMIZE]

Initiatives that aim to make it easier to rent or own a home:

- 30-year mortgage amortization
- Tax-free first home savings account
- Home buyers' plan
- Extending the grace period to repay home buyers' plan withdrawals
- Canada greener home initiative
- Initiatives that support building more homes
- Affordable housing fund
- Apartment construction loan program
- Housing accelerator fund
- I am not aware of any initiatives or programs [anchor at bottom]

T1I: How confident are you that the Government of Canada is working to make housing more affordable and accessible?

- (1) Not at all
- (2) Slightly
- (3) Moderately
- (4) Very
- (5) Extremely
- (9999) Prefer not to say

T1J. Do you think the Government of Canada's housing plan will benefit people like you?

- Yes
- No
- Prefer not to say

AD RECALL QUESTIONS [ASK IN MID-CAMPAIGN SURVEY ONLY]

T1H1:

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

[INSERT VIDEO, PRINT AND RADIO ADS]

[VIDEO AND RADIO ADS – 30 SEC FILE SAME FOR ALL CATEGORIES]

[IMAGES NAME ENDING WITH – OOH_1920X1080 AND ARE SEPARATE FOR EACH CATEGORY] [FTHB and Owners have a combined image]



[CLICK TO GO TO THE NEXT PAGE]

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

- yes
- no

=> GO TO T1J

T1J:

Where have you seen, read or heard these ads?

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Broadcasting	
	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	
Internet website	
Online news sites	Web search (e.g. Google, Bing)
	YouTube
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations.	
Please select those that apply or add ones specific to campaign.	
Cinema	
Digital billboard	
	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	



T1J1:

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

T1K:

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the Government of Canada has programs and initiatives that address housing affordability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

T1L: [ASK IF YES IN T1H] Which of the following actions did you take as a result of seeing/hearing this advertising? [ACCEPT MULTIPLE RESPONSES]

- Visited Canada.ca/housing to:
 - search for first-time homebuying programs and initiatives
 - search for programs and initiatives available to renters
 - search for programs and initiatives available for homeowners
 - learn more about housing programs and initiatives
 - other, specify:
- Thought about what housing programs I might qualify for / be eligible to receive
- Talked to a friend/family member about housing programs
- Learned more about Canada’s Housing Plan
- Other, specify (try to be as specific as you can): _____
- Looked online for more information
- I did not do anything as a result of seeing the advertising



DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND MID-CAMPAIGN SURVEYS]

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

That concludes the survey. This survey was conducted on behalf of [INSERT DEPARTMENT/AGENCY]. 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.
