



Public Safety  
Canada

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# Baseline and Post-Campaign ACET for Emergency Preparedness Public Opinion Research

Methodological Report

**Prepared for Public Safety Canada**

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For more information on this report, please contact Public Safety Canada at:

[julie.chan@ps-sp.gc.ca](mailto:julie.chan@ps-sp.gc.ca).

*Ce rapport est aussi disponible en français*

Canada 

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I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

A handwritten signature in black ink, appearing to read "Brad Griffin".

Brad Griffin  
President  
Ipsos Public Affairs



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Methodological Report

Prepared for Public Safety Canada  
Supplier name: Ipsos Public Affairs  
August 2025

This public opinion research report presents the methodology of the Baseline and Post-Campaign ACET for Emergency Preparedness Public Opinion Research online surveys conducted by Ipsos Public Affairs on behalf of Public Safety Canada. The baseline survey was conducted with a sample of n=2,311 Canadians aged 25-55 between February 11th to 25th, 2025. The post-campaign survey was conducted with a sample of n=2,326 Canadians aged 25-55 between August 8th to 19th, 2025.

Cette publication est aussi disponible en français sous le titre : Étude de référence et d'après-campagne ACET pour la recherche d'opinion publique sur la préparation aux situations d'urgence

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Public Safety Canada  
269 Laurier Avenue West  
Ottawa ON K1A 0P8

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## 1. Background

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A national advertising campaign will seek to educate and inform a broad swath of Canadians about the risks they could potentially face in their region, and to increase the preparedness and readiness of Canadians when it comes to disasters and emergencies, helping to not only reduce the financial costs of disaster response and recovery, but ultimately to increase the resiliency of all individuals and communities in Canada.

The national campaign will feature the continuation of the successful Emergency Preparedness Awareness campaign launched in March 2021 and subsequently in February 2023 and will target Canadians between 25 and 55 years old, newcomers to Canada (less than 10 years), those with a lower socio-economic status, and Indigenous communities. Messaging will be geo-targeted and regionally focused whenever possible.

Extreme weather events have wide-ranging impacts on the lives and livelihoods of Canadians. Natural disasters are increasing in frequency, severity and unpredictability in Canada. Some of the most expensive years for disaster losses ever in Canada occurred over the last decade, including the recent event of the November 2021 BC floods, which was estimated to have cost \$7.5 billion in damage, making it the fifth-costliest climate disaster in the world in 2021, the 2013 Southern Alberta floods (over \$4B), and the 2016 Fort McMurray wildfire (\$9.9B), the most expensive disaster in Canadian history.

Disaster losses are likely to continue to increase in the foreseeable future in part due to climate change – the impacts of which are already being felt across Canada through the increasing frequency and intensity of hazards such as floods, wildfires, drought, extreme heat, tropical storms, coastal erosion, and, in Northern Canada, damage to seasonal ice roads and melting permafrost. These hazards pose significant risks to communities, individual health and well-being, the economy, and the natural environment. A key element in building a stronger, more resilient Canada is empowering citizens to educate themselves and to take action to mitigate risks to their property and personal safety.

In March 2022, federal, provincial and territorial Ministers responsible for emergency management released the 2021-22 Federal, Provincial, and Territorial Emergency Management Strategy Interim Action Plan. The plan defines outcomes within the Emergency Management Strategy for Canada, and demonstrates concrete steps that federal, provincial and territorial governments, and respective emergency management partners, intend to take to advance resilience to disasters.

The Emergency Management Strategy is Canada's official emergency management and disaster risk reduction strategy until 2030. The Strategy establishes federal, provincial and territorial priorities aimed at strengthening the resilience of Canadian society and provides guidance and support for governments in assessing risks and preventing, preparing for, responding to, and recovering from disasters.

## 2. Research Objectives

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Public Safety Canada is conducting Public Opinion Research (POR) in the form of a pre- and post-campaign Advertising Campaign Evaluation Tool (ACET) survey to measure and inform a public awareness campaign on emergency preparedness.



The research objectives are:

- It is mandatory for all advertising campaigns with a media component of \$1 million or more for a pre- and post-ACET to assess and track campaign performance, in accordance with the Communications Policy of the Government of Canada.
- Results from ACET testing will allow for comparison with past and future campaigns, providing valuable trend information for Public Safety and enabling them to evaluate the performance and improve future phases of the campaign.

The research will be used in the following ways:

- The pre-ACET baseline survey conducted in fiscal year 2024-2025 prior to media placements of the ads.
- The post-ACET survey conducted in fiscal year 2025-2026 to determine whether the concept was effective in raising awareness about the risks Canadians could potentially face in their region and to increase their preparedness and readiness when it comes to disasters and emergencies. Research findings will help inform future marketing and advertising activities.

## Target Audience

Each survey will have the same sample composition and will include a national sample of n=2,000 members of the general population aged 25-55. an oversample of n = 100 was included for each of the following target audiences:

Newcomers to Canada (<10 years in Canada)

Lower socio-economic status (defined as <\$20,000 household income)

Indigenous Peoples

## 3. Methodology

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### 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 February 11<sup>th</sup>, 2025 with 65 completes (36 English / 29 French) no issues were flagged. The survey was fully launched and ran between February 12<sup>th</sup> to 25<sup>th</sup>, 2025. For the post campaign survey, a pre-test was conducted on August 8<sup>th</sup>, 2025, with 73 completes (48 English / 25 French). No issues were flagged. The survey was fully launched and ran between August 9<sup>th</sup> to 19<sup>th</sup>, 2025.

### 3.2 Sample Frame

The baseline survey was conducted with a sample of n = 2,311 Canadians aged 25–55, and the post-campaign survey with n = 2,326 Canadians aged 25–55. For both surveys, an oversample of n = 100 was included for each of the following target audiences: Newcomers to Canada (in Canada for less than 10 years), individuals of lower socioeconomic status (household income below \$20,000), and Indigenous Peoples.

#### Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. The final data reflects the actual adult population by region, age, and gender according to the 2021 Census. 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)

	Baseline		Post-Campaign	
	Unweighted Sample	Weighted Sample	Unweighted Sample	Weighted Sample
<b>Canada</b>	<b>2311</b>	<b>2311</b>	<b>2326</b>	<b>2326</b>
<b>Region</b>				
British Columbia/Yukon	323	324	290	326
Alberta/ Northwest Territories	257	254	254	256
Prairies (MB/SK)/ Nunavut	148	139	142	140
Ontario	897	901	914	907
Quebec	536	532	563	535
Atlantic Canada	150	162	163	163
<b>Gender</b>				
Male	1140	1126	1071	1138
Female	1159	1172	1250	1183
Gender Diverse	12	12	5	5
<b>Age</b>				
25-34	782	786	676	791
35-44	781	786	841	791
45-55	748	740	809	744



The figures presented in the table above show minimal differences between the unweighted and weighted samples, except for post-campaign aged 25 to 34. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent was 1.12. Both surveys were conducted with a fresh sample of respondents; there was no overlap between them.

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

#### Sample Breakdown of Target Groups

Criteria	Baseline Survey	Post Campaign Survey
Newcomers to Canada (<10 years in Canada)	280	265
Lower socio-economic status (defined as <\$20,000 household income)	190	180
Indigenous Peoples	182	159

### 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:

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



	Baseline Survey	Post - Campaign Survey
Invalid Cases	773	678
Unresolved (U)	0	0
In-scope non-responding (IS)	286	525
Responding units (R)	3045	2658
<b>Participation Rate</b>	<b>91%</b>	<b>84%</b>

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	Post - Campaign Survey
Over quota	734	332
Qualified Completes	2311	2326
<b>Responding units (R)</b>	<b>3045</b>	<b>2658</b>



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 weighted based on the 2021 Census results to ensure that it is representative of the national adult population.

	Baseline		Post-Campaign	
	Unweighted Percentage	Census 2021 Proportions	Unweighted Percentage	Census 2021 Proportions
<b>Canada</b>				
<b>*Region</b>				
British Columbia/Yukon	14%	14%	12%	14%
Alberta/ Northwest Territories	11%	11%	11%	11%
Prairies (MB/SK)/ Nunavut	6%	6%	6%	6%
Ontario	39%	39%	39%	39%
Quebec	23%	23%	24%	23%
Atlantic Canada	7%	7%	7%	7%
<b>*Gender</b>				
Male	49%	49%	46%	49%
Female	50%	51%	54%	51%
Gender Diverse	1%	<1%	<1%	<1%
<b>*Age</b>				
25-34	34%	34%	29%	34%
35-44	34%	34%	36%	34%
45-55	32%	32%	35%	32%



\* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal, except for post-campaign aged 25-34. 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

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### 4.1 Baseline Questionnaire

#### INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Do you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais ?

- English / Anglais
- French / Français

**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. To view our privacy policy, [click here](#).

If you require any technical assistance, please contact Daniel Kunasingam at [daniel.kunasingam@ipsos.com](mailto: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 [**Exclusive**]

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

b) Are you a...

- Man
- Woman
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

**Prefer not to answer**



**ADMISSIBLE RANGE 1960-2008**

**IF <> 1969-1999, THANK AND TERMINATE**

**ASK D IF QUESTION C IS Prefer not to answer**

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 to 44
- 45 to 55
- 56 to 64
- 65 or older

**IF “LESS THAN 25” OR “MORE THAN 55” 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]**

F1. Are you the parent or legal guardian of a child under the age of 19?

Yes (please enter number of children) **[NUMERIC TEXT BOX] [ALLOW RESPONSES 1-10]**

No

**[If Yes in F1 ask F2 , else skip to D4]**

F2. Please enter the age of your child(ren) below. If your child is under 1 years old, please enter 0

Child 1 **[NUMERIC TEXT BOX, RANGE 0-18]**

Child 2 **[NUMERIC TEXT BOX, RANGE 0-18]**



**[INSERT CHILD BOXES FOR NUMBER OF CHILDREN - CHILD 1, CHILD 2, CHILD 3,...CHILD 10]**

**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 \$39,999
- Between \$40,000 and \$59,999
- Between \$60,000 and \$79,999
- Between \$80,000 and \$99,999
- Between \$100,000 and \$149,999
- Between \$150,000 and \$199,999
- \$200,000 and above
- Prefer not to say

**D5:** Where were you born?

- Born in Canada
- Born outside Canada

Ê Specify the country: [Record]

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:** In what year did you first move to Canada? [value should be greater than Question C]

[Record]

YYYY

**ADMISSIBLE RANGE: 1900-2025**

**D8.** Are you First Nations, Métis, or Inuk (Inuit)?

**SELECT ONE ONLY**

Yes

No

Prefer not to answer

Target Audience: Each group below will have n=100. We will rely on natural fallout within the general population, and any shortages will be addressed by oversampling once the general population sample is complete. Need to include in the quota file for observation purpose. [CAN QUALIFY IN MULTIPLE GROUPS]

1. Newcomers to Canada (<10 years in Canada) aged 25-55[< 10 YEARS = RANGE '2017-2025']
2. Lower socio-economic status (defined as <\$20,000 household income) aged 25-55
3. Indigenous Peoples aged 25-55
4. None of the above

[TERMINATE IF BOOST SAMPLE AND NONE OF THE ABOVE GETS PUNCHED]

**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

**Q2:** Deleted

**Q3:** Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

[Record]

**Q4:** Deleted

**CAMPAIGN SPECIFIC QUESTIONS**

**ASK ALL RESPONDENTS**

**T1A:** Over the past three weeks, have you seen, read or heard any Government of Canada advertising about getting prepared for emergencies, such as severe winter storms, floods, wildfires, earthquakes, and power outages?

- Yes
- No

=> GO TO T1D

**T1B:** Where have you seen, read or heard this ad about getting prepared for emergencies? Select all that apply.

**SELECT ALL THAT APPLY [RANDOMIZE WITHIN GROUP]**

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	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	Twitch
Internet website	X
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	



<b>The following are examples of signage locations. Please select those that apply or add ones specific to campaign.</b>	
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)
<b>Mandatory option(s):</b>	
Other, specify:	

**T1C:** What do you remember about this ad?

[Record]

#### ASK ALL RESPONDENTS

**T1D.** Are you aware of the extreme weather-related risks in your area?

Yes

No

Don't know

**T2D.** To the best of your knowledge, how at risk is your household from a weather-related emergency or natural hazard such as severe winter storms, floods, wildfires, earthquakes, and power outages, etc.?

GRID ROW [RANDOMIZE]

Severe winter storms

Floods

Wildfires

Earthquakes

Power outages

GRID COLUMN

Very at risk

Somewhat at risk

Not very at risk

Not at all at risk

Don't know

**T3D.** Would you know where to find information about how to get prepared for an emergency, such as wildfires, floods, severe winter storms, earthquakes, and power outages, etc.?

Yes

No



Don't know

**[IF YES ASK T4D, OTHERWISE SKIP TO T5D]**

---

**T4D.** Where would you go?

[text box]

Don't know

---

**T5D.** The Government of Canada has a website to help Canadians get prepared for emergencies such as a natural disaster or a weather-related event. It provides a variety of information, including what to do before, during and after an emergency event, how to draft an emergency plan and how to build an emergency kit.

Before today, were you aware of this website?

Yes

No

Don't know

---

**[IF YES ASK T6D OTHERWISE SKIP TO T7D]**

---

**T6D.** What is the name of the website? Please type the URL below.

[text box]

Don't know

---

**T7D.** The website we are talking about is [getprepared.ca](https://getprepared.ca), have you visited the website before today?

Yes

No

Don't know

---

**T8D.** In the past 12 months, have you or a member of your household taken any measures (e.g. made a plan, built an emergency kit, etc.) to prepare for a weather-related emergency or natural hazard such as severe winter storms, floods, wildfires, earthquakes, and power outages, etc.?

Yes

No

Don't know / Not sure

**[IF YES ASK T8D2 OTHERWISE SKIP TO T9D]**

---

**T8D2.** What action have you or a member of your household taken?

[Text box]

Don't know

---

**T9D.** How important is it for you to be prepared for a weather-related emergency or natural disaster?

Very important

Somewhat important

Not very important



Not at all important

**T10D.** How concerned are you about the risk that your household would be affected by a weather-related emergency or natural hazard?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don't know

**T11D.** In your opinion, how much of a threat, if any, are climate change and its future impacts to...[RANDOMIZE]

5. Extreme weather-related events in your region
6. Your personal health and wellbeing
7. The health and wellbeing of Canadians
8. The health and wellbeing of marginalized or vulnerable Canadians
9. Your household finances
10. Canada's economic growth
11. The stability of Canada's democratic institutions
12. The maintenance of law and order in Canada
13. Canada's natural environment, including the variety of plants, animals and other forms of life
14. The rights and freedoms of Canadians
15. Canada's national security

- Not a threat
- Minor threat
- Moderate threat
- Major threat
- I don't think the climate is changing
- Prefer not to say

**Pretest 1:** Was anything in the survey today confusing?

- Yes (please specify)
- 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:** Deleted

---

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

**SELECT UP TO TWO**

English

French

Other language, specify \_\_\_\_\_

---

**D11.** Which of the following best describes your living situation?

**SELECT ONE ONLY**

Own a house

Own a condo/co-op

Rent

Live with parents/relatives

Other

Prefer not to answer

---

**That concludes the survey. This survey was conducted on behalf of Public Safety 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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## 4.2 Post-Campaign Questionnaire



## INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Do you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais ?

- English / Anglais
- French / Français

**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. To view our privacy policy, [click here](#).

If you require any technical assistance, please contact Daniel Kunasingam at [daniel.kunasingam@ipsos.com](mailto:daniel.kunasingam@ipsos.com)

e) 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 [**Exclusive**]

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

f) Are you a...

- Man
- Woman
- Other
- Prefer not to answer

g) In what year were you born?

YYYY

**Prefer not to answer**

**ADMISSIBLE RANGE 1960-2008**

**IF <> 1970-2000, THANK AND TERMINATE**

**ASK D IF QUESTION C IS Prefer not to answer**

h) 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 to 44



- 45 to 55
- 56 to 64
- 65 or older

**IF “LESS THAN 25” OR “MORE THAN 55” 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]**

F1. Are you the parent or legal guardian of a child under the age of 19?

Yes (please enter number of children) **[NUMERIC TEXT BOX] [ALLOW RESPONSES 1-10]**

No

**[If Yes in F1 ask F2 , else skip to D4]**

F2. Please enter the age of your child(ren) below. If your child is under 1 years old, please enter 0

Child 1 **[NUMERIC TEXT BOX, RANGE 0-18]**

Child 2 **[NUMERIC TEXT BOX, RANGE 0-18]**

**[INSERT CHILD BOXES FOR NUMBER OF CHILDREN - CHILD 1, CHILD 2, CHILD 3,...CHILD 10]**

**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 \$39,999
- Between \$40,000 and \$59,999
- Between \$60,000 and \$79,999
- Between \$80,000 and \$99,999
- Between \$100,000 and \$149,999
- Between \$150,000 and \$199,999
- \$200,000 and above
- Prefer not to say



**D5:** Where were you born?

- Born in Canada
- Born outside Canada

↳ Specify the country: [Record]

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:** In what year did you first move to Canada? [value should be greater than Question C]

[Record]

YYYY

**ADMISSIBLE RANGE: 1900-2025**

**D8.** Are you First Nations, Métis, or Inuk (Inuit)?

**SELECT ONE ONLY**

- Yes
- No
- Prefer not to answer

Target Audience: Each group below will have n=100. We will rely on natural fallout within the general population, and any shortages will be addressed by oversampling once the general population sample is complete. Need to include in the quota file for observation purpose. [CAN QUALIFY IN MULTIPLE GROUPS]

16. Newcomers to Canada (<10 years in Canada) aged 25-55[< 10 YEARS = RANGE '2017-2025']
17. Lower socio-economic status (defined as <\$20,000 household income) aged 25-55
18. Indigenous Peoples aged 25-55
19. None of the above

[TERMINATE IF BOOST SAMPLE AND NONE OF THE ABOVE GETS PUNCHED]

## 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

**Q2:** Deleted

**Q3:** Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

[Record]

**Q4:** Deleted

## CAMPAIGN SPECIFIC QUESTIONS

**ASK ALL RESPONDENTS**

**T1A:** Over the past three weeks, have you seen, read or heard any Government of Canada advertising about getting prepared for emergencies, such as severe winter storms, floods, wildfires, earthquakes, and power outages?



- Yes
- No

=> GO TO T1D

**T1B:** Where have you seen, read or heard this ad about getting prepared for emergencies? Select all that apply.

**SELECT ALL THAT APPLY [RANDOMIZE WITHIN GROUP]**

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	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	Twitch
Internet website	X
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	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?

[Record]

**ASK ALL RESPONDENTS**

**T1D.** Are you aware of the extreme weather-related risks in your area?

- Yes
- No

**T2D.** To the best of your knowledge, how at risk is your household from a weather-related emergency or natural hazard?

GRID ROW [RANDOMIZE]

- Severe winter storms
- Floods
- Wildfires
- Earthquakes
- Power outages

GRID COLUMN

- Very at risk



- Somewhat at risk
- Not very at risk
- Not at all at risk
- Don't know

**T3D.** Would you know where to find information about how to get prepared for an emergency, such as wildfires, floods, severe winter storms, earthquakes, and power outages, etc.?

- Yes
- No

**[IF YES ASK T4D, OTHERWISE SKIP TO T5D]**

---

**T4D.** Where would you go?

- [text box]
  - Don't know
- 

**T5D.** The Government of Canada has a website to help Canadians get prepared for emergencies such as a natural disaster or a weather-related event. It provides a variety of information, including what to do before, during and after an emergency event, how to draft an emergency plan and how to build an emergency kit. Before today, were you aware of this website?

- Yes
- No
- Don't know

**[IF YES ASK T6D OTHERWISE SKIP TO T7D]**

---

**T6D.** What is the name of the website? Please type the URL below.

- [text box]
  - Don't know
- 

**T7D.** The website we are talking about is [Canada.ca/get-prepared](https://Canada.ca/get-prepared) have you visited the website before today?

- Yes
  - No
  - Don't know
- 

**T8D.** In the past 12 months, have you or a member of your household taken any measures (e.g. made a plan, built an emergency kit, etc.) to prepare for a weather-related emergency or natural hazard such as severe winter storms, floods, wildfires, earthquakes, and power outages, etc.?

- Yes
- No
- Don't know / Not sure

**[IF YES ASK T8D2 OTHERWISE SKIP TO T9D]**

---

**T8D2.** What action have you or a member of your household taken?

- [Text box]
  - Don't know
- 

**T9D.** How important is it for you to be prepared for a weather-related emergency or natural disaster?



- Very important
- Somewhat important
- Not very important
- Not at all important

---

**T10D.** How concerned are you about the risk that your household would be affected by a weather-related emergency or natural hazard?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don't know

**T11D.** In your opinion, how much of a threat, if any, are climate change and its future impacts to...[RANDOMIZE]

- Extreme weather-related events in your region
- Your personal health and wellbeing
- The health and wellbeing of Canadians
- The health and wellbeing of marginalized or vulnerable Canadians
- Your household finances
- Canada's economic growth
- The stability of Canada's democratic institutions
- The maintenance of law and order in Canada
- Canada's natural environment, including the variety of plants, animals and other forms of life
- The rights and freedoms of Canadians
- Canada's national security

- Not a threat
- Minor threat
- Moderate threat
- Major threat
- I don't think the climate is changing
- Prefer not to say

---

## New Section (from Post-wave questionnaire)

**T2A:**

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

[INSERT VIDEO, PRINT AND RADIO ADS]

[CLICK TO GO TO THE NEXT PAGE]

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

- Yes
- No

=> GO TO T2C

---

**T2B:**

Where have you seen, read or heard these ads?



SELECT ALL THAT APPLY. Randomize

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	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	Twitch
Internet website	X
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	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:	

T2C:

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

T2Da:

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"/>				
These ads provide new information	<input type="radio"/>				
These ads clearly convey that emergency preparedness is important as extreme weather is increasing in frequency and severity across Canada	<input type="radio"/>				
These ads clearly convey that information about the weather-related risks Canadians may face in their area is available through the Government of Canada	<input type="radio"/>				
These ads clearly convey that resources on how to prepare before, during, and after a weather-related emergency are available through the Government of Canada	<input type="radio"/>				

**Pretest 1:** Was anything in the survey today confusing?

Yes (please specify)

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:** Deleted

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

**SELECT UP TO TWO**

English

French

Other language, specify \_\_\_\_\_

---

**D11.** Which of the following best describes your living situation?**SELECT ONE ONLY**

Own a house

Own a condo/co-op

Rent

Live with parents/relatives

Other

Prefer not to answer

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**That concludes the survey. This survey was conducted on behalf of Public Safety 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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