Canada Revenue Agency | Agence du revenu du Canada

2025-2026 CRA Benefits and Credits Advertising Campaign

Advertising Campaign Evaluation Tool (ACET)
Methodological Report

Prepared for the Canada Revenue Agency (CRA)

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For more information on this report, please contact the CRA at: cra-arc.media@cra-arc.gc.ca

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This public opinion research report presents the methodology of the 2025-2026 CRA Benefits and Credits Campaign – ACET online survey conducted by Advanis on behalf of the Canada Revenue Agency (CRA). This study was completed from February 2 to February 23, 2026, in the form of a pre-campaign survey and from April 30 to May 21, 2026, in the form of a post-campaign survey. Both waves were conducted using Advanis' General Population Representative Sample (GPRS) sample. Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population.

Ce rapport est aussi disponible en français sous le titre: Campagne publicitaire sur les prestations et les crédits de l'ARC de 2025-2026 - Outil d'évaluation des campagnes publicitaires (OECP) – Rapport méthodologique.

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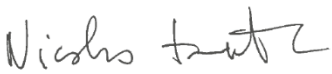


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I hereby certify as Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not 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.

Signature:



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1. Background

The Canada Revenue Agency (CRA) administers taxes, benefits, and related programs for governments across Canada. These services and programs help people living in Canada comply with tax obligations and receive benefits, which contributes to social economic well-being.

It is dedicated to ensuring people living in Canada receive the benefits and credits they qualify for. Certain segments of the vulnerable population such as modest-income households, Indigenous Peoples, those new to Canada, people with disabilities and youth aged 18-24 face a variety of barriers when doing their taxes and receiving their benefits and credits. These barriers include a lack of general awareness of benefits and credits, lack of support to complete their taxes, lack of access to services in remote locations, language barriers, low financial literacy and/or mental or physical health issues. Given the range of backgrounds and circumstances, it is important for the Government of Canada (GC) to make proactive and targeted efforts to reach vulnerable populations with important tax-related information. Greater awareness is needed so these populations know that doing their taxes every year is necessary to be eligible for these benefits and credits and that they are aware of the tools and supports like free tax clinics that are available to them. Increasing awareness of benefits and credits will help to contribute to the GC's gender equality goal for poverty reduction, health and wellbeing.

In order to raise awareness about the benefits and credits Canadians are entitled to when they do their taxes and building upon the success of previous Benefits and Credits advertising campaigns, the CRA launched a nationwide advertising campaign between February 23 and April 30, 2026. The campaign featured the Canada child benefit (CCB), Canada workers benefit (CWB), GST/HST credit, the disability tax credit (DTC), Canada Disability Benefit (CDB) and the Community Volunteer Income Tax Program's (CVITP) free tax clinics. The campaign also promoted housing programs, including the first-time home buyers' GST/HST rebate, first home savings account (FHSA), multigenerational home renovation tax credit (MHRTC), Home Buyers' Plan, GST/HST new housing rebate and home buyers' amount. It also raised awareness of the Learn about your taxes online tool and, the CRA's digital services (i.e., My Account, SimpleFile, etc.) to help make tax filing easier. Campaign messaging included references to the income tax cut along with other new tax benefits and credits.

In accordance with Government of Canada requirements, advertising campaigns valued at $2 million or more must be evaluated using the Advertising and Campaign Evaluation Tool (ACET) through pre (baseline) and post-campaign surveys. The pre and post ad campaign evaluations aimed to demonstrate the effectiveness of the selected advertising campaigns in shifting attitudes, beliefs and behaviours by measuring (and comparing) awareness of the subject matter with the audiences.

This study was completed from February 2 to February 23, 2026, in the form of a pre-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign survey was conducted from April 30 to May 21, 2026. For each wave, this probability-based tool was administered to a nationally representative sample of 2,000 adult Canadians aged 18 and older. Data was weighted by region, gender, and age using 2021 Canadian Census population data.

The contract value for this study was $82,563.63 (tax included).

2. Research Objectives

Advertising campaign evaluation is mandatory for all advertising campaigns in which media buys exceed $2 million. The pre- and post-campaign ACETs are used for all major Government of Canada advertising campaigns in order to consistently evaluate these campaigns, and comply with key requirements in the Government of Canada Communications Policy. Advanis was contracted to conduct the data collection and tabulation, and to provide a methodology report.

The pre and post ad campaign evaluations aimed to demonstrate the effectiveness of the selected advertising campaigns in shifting attitudes, beliefs and behaviours by measuring (and comparing) awareness of the subject matter with the audiences.

This research had two components:

1. Pre-Campaign Evaluation using the standardized ACET Baseline online survey, to assess precampaign awareness of the subject matter, including:
    a. Aided and unaided awareness of general GC advertising, along with advertising related to the campaign topic
    b. Aided and unaided awareness of the subject matter

2. Post-campaign evaluation using the standardized ACET Post-Campaign online survey, to assess:
    a. The unaided and aided awareness of the CRA advertisements and general GC advertising
    b. The message recall
    c. Whether the advertisements were:
        i. Attention catching
        ii. Relevant
        iii. Difficult to follow
        iv. About an important topic
        v. Provide new information
    d. Aided and unaided awareness of the subject matter
    e. Intention to act

3. Target Audiences

Primary Target Audiences:

- Modest-income individuals, with household income <$50K, including:
    - Indigenous peoples
    - Newcomers to Canada (resident of Canada for less than 5 years)
    - People with disabilities
    - Youth aged 18-24

Secondary Target Audience:

- Home buyers in Canada
- Home owners renovating or planning to renovate a home in Canada

4. Methodology

4.1 Survey design

Survey content and the French translations were provided by the CRA and were programmed using SurveyBuilder, a software program that is proprietary to Advanis. The surveys were available to be completed online and were compatible with both desktop computers and mobile devices (tablets and smartphones). It was also designed to be accessible according to the Government of Canada's Standards for Web Accessibility. The surveys were housed on a website hosted by Advanis.

The surveys were designed to include multiple-choice questions, including scaled, open-ended and demographic questions. Skip logic was applied throughout, including 3 thank you messages used for the screening out of ineligible participants (having an occupation that makes them ineligible to participate, not living in Canada, or being under the age of 18). The survey was thoroughly pre-tested to ensure that skip patterns and survey questions were correctly programmed.

A pre-test was conducted on February 2, 2026, in English and on February 3 in French, for the pre-campaign survey (13 English and 18 French) and on April 30, 2026, for the post-campaign survey (19 English and 22 French). Respondents were asked to provide feedback on the survey, and no difficulties were reported; as a result, no changes were required.

This study was completed from February 2 to February 23, 2026, in the form of a pre-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign survey was conducted from April 30 to May 21, 2026, again using the GPRS. Participants were asked the same questions in each of the pre and post waves for comparative purposes. Additional questions were asked in the post survey specific to the actual campaign, as participants were shown the ads that aired on the main media platforms.

4.2 Sampling Plan and Administration

The target audience for this project was Canadians, across all provinces and territories, who are 18 years and older. The targeted number of completed surveys for each of the pre and post-campaign survey was 2,000 Canadian adults. The table below presents the targets for each subgroup.

Table 1: Priority and Secondary Subgroups Target

Subgroups	**Priority**	**Target**
Indigenous peoples (First Nations, Métis, Inuit, on- and off- reserve and in the North)	Primary	100
Modest income individuals (household income 50K and under)	Primary	Natural fallout
New to Canada <10 years	Primary	~50
People with disabilities	Primary	~400
Youth aged 18-24	Primary	~200
New homebuyers and home owners renovating or planning to renovate a home	Secondary	Natural fallout

Invitations were sent by SMS and email and grouped by province, to ensure that they were sent out during appropriate hours within each time zone. Overall, 7,602 were invited for the pre-campaign survey and 7,817 for the post-campaign survey. After sending the initial invitation, a reminder message was sent 3 days later to

applicants who did not complete a survey or were not screened out of the survey. A maximum of 2 reminder messages were sent.

Table 2 – Pre and Post Wave Details

	Pre-campaign	**Post-campaign**
Data collection period	February 2 – February 23, 2026	April 30 – May 21, 2026
Survey length (average minutes)	5.1	8.6
National target	2,000	2,000
Screened out	320	309
Invited to participate	7,602	7,817
Completed surveys (unweighted)	2,193	2,276
Response rate[1]	33.1%	33.1%
Margin of error (national)	+/-2.1%	+/-2.1%

4.3 Weighing and Data Cleaning

The weighting of each dataset (pre / post-campaign) was based on 3 variables: age, gender and region. The six regions used for weighing were Atlantic Canada, Quebec, Ontario/Nunavut, Manitoba/Saskatchewan, Alberta/Northwest Territories and British Columbia/Yukon. The weights are based on the most recent Statistics Canada census information that is publicly available, the 2021 census. A direct weighing method was applied.

[1] Response rate = (Completed surveys + screened out) / invited to participate

Table 3 : Weighted and Unweighted Counts

Demographics	Pre-campaign		Post-campaign	
	Unweighted Counts	**Weighting Counts**	**Unweighted Counts**	**Weighting Counts**
Region				
BC / Yukon	303	314	324	326
AB / NWT	253	249	296	259
MB / SK	152	103	171	107
ON / NU	902	863	870	896
QC	445	513	482	533
ATL	138	150	133	155
Gender				
Male+	1093	1089	1124	1130
Female+	1100	1104	1152	1146
Age				
18-34	563	585	475	607
35-54	685	706	690	733
55+	945	902	1111	936

The table below presents the targets and the counts achieved for the subgroups of interest.

Table 4 : Subgroups Targets and Counts per Wave

Subgroups	**Target**	**Achieved (Pre-campaign)**	**Achieved (Post-campaign)**
Indigenous peoples (First Nations, Métis, Inuit, on- and off- reserve and in the North)	100	103	101
Modest income individuals (household income 50K and under)	Natural fallout	495	495
New to Canada <10 years	~50	145	154
People with disabilities	~400	443	455
Youth aged 18-24	~200	176	184
New homebuyers and home owners renovating or planning to renovate a home	Natural fallout	896	927

5. Non-response Bias

Non-response bias occurs when non-responders differ in a meaningful way from respondents and this difference impacts the information gathered. It is difficult to assess the presence of non-response bias since information about why non-responders did not participate is usually not unavailable. That said, one way to gauge the potential impacts of non-response bias is to evaluate if the sample is representative by comparing the respondents' characteristics and gauge if they reflect known population characteristics. Where possible, we can check the distribution of respondents across various demographics (e.g., age and gender) and geographic categories and compare those distributions against known population characteristics. If the variation is fairly small and we have no reason to believe there are other factors impacting respondents' willingness to participate, we can conclude that the likelihood of non-response bias impacting the information gathered in the study is minimal. This is the case with the current study.

Several strategies were employed to increase response rates and reduce the effects of non-response bias. This includes:

- Recruiting respondents by telephone, which achieves a higher response rate compared to email invitations.
- Outpulsing a local phone number (rather than a toll-free number) which increases pick-up rates (reducing call screening).
- Systematically setting the next call date and time based on the outcome of the current call, which ensures that each respondent is called methodically across days of the week and times of the day. Especially for respondents that are difficult to reach, this maximizes the likelihood of reaching them.
- Sending an SMS text message to recruits, which assures a seamless transition from the telephone survey to the online survey, as receipt can be confirmed in real-time and encourages respondents to complete the survey as soon as the call ends.
- Offering the survey in both official languages to maximize ease of completion.

Appendix: Surveys

CRA ACET 2026 Campaign Survey (English)

Government of Canada

Section Login page

wcag, record

Page Login page

wcag

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. **Si vous préférez répondre au sondage en français, veuillez cliquer sur français.**

Your participation is voluntary, and your responses will be kept entirely confidential. The survey takes about 9 minutes to complete.

If you get interrupted while doing the survey, you **can click on the same link** to pick up right where you left off.

If you have any questions regarding this survey or would like to verify the legitimacy of this research, you can contact Krista Holmes, Senior Public Affairs Advisor at Krista.Holmes@cra-arc.gc.ca (mailto:Krista.Holmes@cra-arc.gc.ca) or visit the CRA's public opinion research projects page (opens in a new window). (https://www.canada.ca/en/revenue-agency/services/about-canada-revenue-agency-cra/public-opinion-research-executive-summaries.html)

If you require any technical assistance, please contact survey+gocacet@tellcityhall.ca (mailto:survey+gocacet@tellcityhall.ca)

The Government of Canada has contracted an independent public opinion research company, Advanis (opens in a new window) (http://advanis.net), to conduct the research on Government of Canada behalf. You've completed a TellCityHall (opens in a new window) (http://www.tellcityhall.ca) survey for us in the past, and indicated then that you might participate in public policy studies in the future (TellCityHall is one of Advanis' data collection methods). Your personal information is treated with the highest standards of confidentiality by Advanis. Survey answers will be grouped with other participant responses, and your personal information will only be used for the purposes stated in the survey. We will not use this information for any purposes other than those consistent with market research requirements and guidelines.

This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20260128-AD111. Click here (opens in a new window) (https://www.canadianresearchinsightscouncil.ca/rvs/home/) to verify the legitimacy of this survey.

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❍ 1 If you require a screen reader or assistive device to complete this survey, check this box to access a compatible version

❍ 2 Start Survey

Section Survey Questions

Qa, TermQa, Qb, Qc, TermQc, Qd, TermQd, Qe, TermQe, Qf, Qg, Qh, Qi, Qi2, Qj, Qk, Q1, Q2, T1A, T1B, T1C, T1D, T2D, T2DA, T3D, T4D, T4E, T4F, T1Hmedia1, T1Hmedia2, T1H, T1I, T1J, T1K, T1L, D1, D2, D3, D4

Page Screeners

Qa

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

(Show if Web) Select all that apply

- ❑ 1 A marketing research firm
- ❑ 2 A magazine or newspaper
- ❑ 3 An advertising agency or graphic design firm
- ❑ 4 A political party
- ❑ 5 A radio or television station
- ❑ 6 A public relations company
- ❑ 7 The federal or provincial government
- ❑ 8 None of these organizations *(Exclusive)*

TermQa *Show if works in marketing media politics PR gov NOT (Qa_8 = 1)*

Those are all the questions we have for you today. Thank you for your interest in this survey, but your household must not be working in one of the listed sectors to participate. We thank you very much for taking the time to participate, it is greatly appreciated.

This study was hosted by market and social research firm Advanis using our data collection method TellCityHall.

If you'd like to see results from other studies conducted by Advanis via TellCityHall, please visit tellcityhall.ca/surveys (http://www.tellcityhall.ca/surveys.html).

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Status Code: 501

Qb

What is your gender?

(Show if Web) <<singleinstruction>>

- ❍ 1 Male
- ❍ 2 Female
- ❍ 3 Other
- ❑ -8 Prefer not to answer

Qc

In what year were you born?

(Show if Web) <<numericinstruction>>

Minimum: 1900, Maximum: 2026

_____

- ❑ -8 Prefer not to answer

TermQc *Show if not 18 or older (Qc > 2007)*

Those are all the questions we have for you today. Thank you for your interest in this survey, but you must be 18 or older to participate. We thank you very much for taking the time to participate, it is greatly appreciated.

This study was hosted by market and social research firm Advanis using our data collection method TellCityHall.

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Status Code: 502

Qd *Show if did not provide year of birth (Qc = Prefer not to answer)*

In which of the following age categories do you belong?

(Show if Web) <<singleinstruction>>

- ❍ 1 less than 18 years old
- ❍ 2 18 to 24
- ❍ 3 25 to 34
- ❍ 4 35 to 44
- ❍ 5 45 to 54
- ❍ 6 55 to 64
- ❍ 7 65 or older

TermQd *Show if less than 18 years old (Qd = 1)*

Those are all the questions we have for you today. Thank you for your interest in this survey, but you must be 18 or older to participate. We thank you very much for taking the time to participate, it is greatly appreciated.

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Status Code: 502

Qe

In which province or territory do you live?

(Show if Web) <<singleinstruction>>

- ❍ 1 Alberta
- ❍ 2 British Columbia
- ❍ 3 Manitoba
- ❍ 4 New Brunswick
- ❍ 5 Newfoundland and Labrador
- ❍ 6 Northwest Territories
- ❍ 7 Nova Scotia
- ❍ 8 Nunavut

- ❍ 9 Ontario
- ❍ 10 Prince Edward Island
- ❍ 11 Quebec
- ❍ 12 Saskatchewan
- ❍ 13 Yukon
- ❍ 14 Do not live in Canada

TermQe *Show if does not live in Canada (Qe = 14)*

Those are all the questions we have for you today. Thank you for your interest in this survey, but you must be living in Canada to participate. We thank you very much for taking the time to participate, it is greatly appreciated.

This study was hosted by market and social research firm Advanis using our data collection method TellCityHall.

If you'd like to see results from other studies conducted by Advanis via TellCityHall, please visit tellcityhall.ca/surveys (http://www.tellcityhall.ca/surveys.html).

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Status Code: 503

Qf

Where were you born?

(Show if Web) <<singleinstruction>>

- ❍ 1 Born in Canada
- ❍ 2 Born outside Canada (specify the country):
  _____

Qg *Show if was born outside of Canada (Qf = 2)*

In what year did you first move to Canada?

(Show if Web) <<numericinstruction>>

Minimum: 1900, Maximum: 2026

_____

Qh

Are you an Indigenous person?

An Indigenous person is a North American Indian or a member of a First Nation, a Métis or an Inuk (Inuit). North American Indians or members of a First Nation include status, treaty or registered Indians, as well as non-status and non-registered Indians.

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes
- ❍ 0 No
- ❑ -8 Prefer not to say

Qi

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

(Show if Web) <<singleinstruction>>

- ❍ 1 Under $20,000
- ❍ 2 Between $20,000 and less than $50,000
- ❍ 3 Between $50,000 and less than $80,000
- ❍ 4 Between $80,000 and less than $100,000
- ❍ 5 Between $100,000 and less than $150,000
- ❍ 6 Between $150,000 and less than $200,000
- ❍ 7 $200,000 and above
- ❑ -8 Prefer not to say

Qi2 *Show if Income PNA (Qi = Prefer not to say)*

Would you mind instead indicating if your total annual household income is more or less than $50,000?

This is to help determine how well materials we will be showing later in the survey have reached different demographic groups.

- ❍ 1 Less than $50,000
- ❍ 2 $50,000 or more
- ❑ -8 I still prefer not to answer

Qj

Are you a person with a disability?

A person with a disability has a long-term or recurring physical, mental, sensory, psychiatric or learning impairment and:

considers themselves to be disadvantaged in employment by reason of that impairment;
believes that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment.

Persons with disabilities are also those whose functional limitations owing to their impairment have been accommodated in their current job or workplace. Disabilities include:

co-ordination or dexterity
mobility
blind or visual impairment
deaf or hard of hearing
speech impairment
other disability (including learning disabilities, developmental disabilities and all other types of disabilities).

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes
- ❍ 0 No
- ❑ -8 Prefer not to say

Qk

Are you considering either renovating an existing home or purchasing your first home in the next 5 years?

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes, considering renovating
- ❍ 2 Yes, considering purchasing my first home
- ❍ 3 No

Page Communications

Q1

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

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes
- ❍ 0 No

Q2 *Show if Q1 has seen GoC ads (Q1 = 1)*

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

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

_____
_____
_____
_____
_____

❑ -9 Don't remember

Page Campaign specific questions

T1A

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about benefits, tax credits, and/or housing programs?

(Show if Web) <<singleinstruction>>

❍ 1 Yes
❍ 0 No

T1B *Show if T1A has seen GoC ads about benefits taxes housingprogs (T1A = 1)*

Where have you seen, read or heard this ad about benefits, tax credits and/or housing programs?

(Show if Web) Select all that apply

❑ 1 Internet website *
❑ 2 Radio *
❑ 3 Television *
❑ 4 Digital/streaming TV (e.g., Netflix, Amazon Prime, Disney+) *
❑ 5 Digital/streaming radio (e.g., Spotify, Podcast) *
❑ 6 In a mobile app *
❑ 7 Online news sites *
❑ 8 YouTube *
❑ 9 Web search (e.g., Google) *

- ❑ 10 Facebook *
- ❑ 11 Instagram *
- ❑ 12 LinkedIn *
- ❑ 13 Buzzfeed *
- ❑ 14 Reddit *
- ❑ 15 Snapchat *
- ❑ 16 Twitch *
- ❑ 17 Other (specify): _____

*Levels marked with * are randomized*

T1C *Show if T1A has seen GoC ads about benefits taxes housingprogs (T1A = 1)*

What do you remember about this ad?

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

_____
_____
_____
_____
_____

T1D

Are you aware that you may qualify for Government of Canada benefits, tax credits and housing programs?

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes
- ❍ 0 No
- ❑ -9 Not sure

T2D

Are you aware that there is free tax help for eligible people to get their taxes done by volunteers at free tax clinics?

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes
- ❍ 0 No
- ❑ -9 Not sure

T2DA

What motivates you to do your taxes?

(Show if Web) Select all that apply

- ❑ 1 I feel I have to do them
- ❑ 2 It's the right thing to do
- ❑ 3 To get my refund
- ❑ 4 To get or keep benefits and/or tax credits like the Canada child benefit
- ❑ 5 To get access to programs to help with buying or renovating a home
- ❑ 6 To get proof of income
- ❑ 7 Other (specify): _____

T3D

Do you feel confident to do your own taxes?

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes
- ❍ 0 No
- ❑ -9 Not sure

T4D

Who does your taxes?

(Show if Web) <<singleinstruction>>

- ❍ 1 I do my own
- ❍ 2 My spouse/partner
- ❍ 3 Friend/family member
- ❍ 4 Professional tax preparer/accountant (includes H&R Block-type companies)
- ❍ 5 Volunteer program to help people with their tax returns
- ❍ 6 Other (specify): _____

T4E *Show if does taxes on their own (T4D = 1)*

Do you do taxes for anyone else in addition to yourself?

(Show if Web) Select all that apply

- ❑ 1 Friend

- ❑ 2 Family member
- ❑ 3 Other
- ❑ 4 Only for myself *(Exclusive)*

T4F *Show if does NOT do taxes on their own1 (T4D != 1)*

Why do you not do your own taxes?

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

_____
_____
_____
_____
_____

POST-CAMPAIGN ONLY

Page Media questions

T1Hmedia1

Here is an ad that has recently been shown on various media.
Please scroll down to see the whole ad.

Click on the right arrow to go to the next page.

T1Hmedia2

Here is another ad that has recently been shown on various media.
Press the "play" icon to view the video.

Click on the right arrow to go to the next page.

T1H

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

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes
- ❍ 0 No

T1I *Show if has seen the ads (T1H = 1)*

Where have you seen, read or heard these ads?

(Show if Web) Select all that apply

- ❑ 1 Internet website *
- ❑ 2 Radio *
- ❑ 3 Television *
- ❑ 4 Digital/streaming TV (e.g., Netflix, Amazon Prime, Disney+) *
- ❑ 5 Digital/streaming radio (e.g., Spotify, Podcast) *
- ❑ 6 In a mobile app *
- ❑ 7 Online news sites *

- ❑ 8 YouTube *
- ❑ 9 Web search (e.g., Google) *
- ❑ 10 Facebook *
- ❑ 11 Instagram *
- ❑ 12 LinkedIn *
- ❑ 13 Buzzfeed *
- ❑ 14 Reddit *
- ❑ 15 Snapchat *
- ❑ 16 Twitch *
- ❑ 17 Other (specify): _____

*Levels marked with * are randomized*

T1J

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

(Show if Web) Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

_____
_____
_____
_____
_____

T1K

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

(Show if Web) <<tablesingleinstruction>>

1. These ads catch my attention *
2. These ads are relevant to me *
3. These ads are difficult to follow *
4. These ads do not favour one political party over another *
5. These ads talk about an important topic *
6. These ads provide new information *
7. These ads clearly convey that I may qualify for Government of Canada benefits, tax credits and/or housing programs *

*Levels marked with * are randomized*

- ❍ 1 1 - Strongly Disagree
- ❍ 2 2 -

❍ 3 3 - Neither disagree nor agree
❍ 4 4 -
❍ 5 5 - Strongly Agree

T1L *Show if has seen the ads (T1H = 1)*

Which of the following actions did you take as a result of seeing/hearing this advertising?

(Show if Web) Select all that apply

❑ 1 Thought about what benefits and tax credits I might qualify for / be eligible to receive
❑ 2 Talked to a friend/family member about benefits, tax credits and housing programs
❑ 3 Talked to my financial planner/accountant about benefits, tax credits and housing programs
❑ 4 Looked online for more information
❑ 5 Visited canada.ca or the CRA website
❑ 6 Other (specify, try to be as specific as you can):
_____
❑ 7 I did not do anything as a result of seeing the advertising *(Exclusive)*

Page Demographic Questions

D1

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

(Show if Web) <<singleinstruction>>

- ❍ 1 Working full-time (30 or more hours per week)
- ❍ 2 Working part-time (less than 30 hours per week)
- ❍ 3 Self-employed
- ❍ 4 Unemployed, but looking for work
- ❍ 5 A student attending school full-time
- ❍ 6 Retired
- ❍ 7 Not in the workforce (full-time homemaker or unemployed but not looking for work)
- ❍ 8 Other employment status

D2

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

(Show if Web) <<singleinstruction>>

- ❍ 1 Grade 8 or less
- ❍ 2 Some high school
- ❍ 3 High school diploma or equivalent
- ❍ 4 Registered apprenticeship or other trades certificate or diploma
- ❍ 5 College, CEGEP, or other non-university certificate or diploma
- ❍ 6 University certificate or diploma below bachelor's level
- ❍ 7 Bachelor's degree
- ❍ 8 Postgraduate degree above bachelor's level

D3

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

(Show if Web) <<singleinstruction>>

- ❍ 1 Yes
- ❍ 0 No

D4

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

(Show if Web) Select up to two.

- ❑ 1 English
- ❑ 2 French
- ❑ 3 Other language (specify): _____

Section Survey End

WebEndTCH, CATIEnd

Page End of the survey

WebEndTCH *Show if isWeb (custom: <<current_mode_is("web")>>)*

That concludes the survey. This survey was conducted on behalf of the Canada Revenue 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.

Canada Revenue Agency has contracted an independent public opinion research company, Advanis (http://advanis.net), to conduct the research on Canada Revenue Agency behalf. TellCityHall (http://www.tellcityhall.ca) is one of Advanis' data collection methods.

If you'd like to see results from other studies conducted by Advanis via TellCityHall, please visit tellcityhall.ca/surveys (http://www.tellcityhall.ca/surveys.html).

© 2026 Privacy Policy (http://www.tellcityhall.ca/privacy.html) CRIC Pledge (https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf)

Status Code: -1

CRA ACET 2026 Campaign Survey (French)

Government of Canada

Section Page de connexion

wcag, record

Page Page de connexion

wcag

Merci de prendre quelques minutes pour répondre à ce sondage portant sur des enjeux actuels qui intéressent les Canadiens.

If you prefer to take the survey in English, please click on English.

Votre participation est volontaire et vos réponses resteront strictement confidentielles. Le questionnaire prend environ 9 minutes à remplir.

Si vous êtes interrompu pendant que vous remplissez le sondage, vous pouvez **cliquer sur le même lien** pour reprendre là où vous vous étiez arrêté.

Pour toute question au sujet de ce sondage ou si vous souhaitez en vérifier l'authenticité, vous pouvez contacter Krista Holmes, conseillère principale en affaires publiques, à Krista.Holmes@cra-arc.gc.ca (mailto:Krista.Holmes@cra-arc.gc.ca) ou consulter la page des projets de recherche sur l'opinion publique de l'ARC : cliquez ici (s'ouvre dans une nouvelle fenêtre). (https://www.canada.ca/fr/agence-revenu/services/a-propos-agence-revenu-canada-arc/recherche-opinion-publique-sommaires.html)

Si vous avez besoin d'une assistance technique, veuillez contacter survey+gocacet@mavilleecoute.ca (mailto:survey+gocacet@mavilleecoute.ca)

Le gouvernement du Canada a mandaté une société indépendante de recherche sur l'opinion publique, Advanis (s'ouvre dans une nouvelle fenêtre) (https://advanis.net/fr/), pour réaliser l'étude en son nom. Vous avez déjà complété une étude MaVilleÉcoute (s'ouvre dans une nouvelle fenêtre) (https://www.mavilleecoute.ca/) pour nous dans le passé et vous nous avez dit que vous pourriez participer à d'autres études de politique publique à l'avenir. Vos informations personnelles sont traitées avec les plus hauts standards de confidentialité par Advanis. Les réponses à l'enquête seront regroupées avec celles des autres participants et vos informations personnelles ne seront utilisées qu'aux fins indiquées dans l'enquête. Nous n'utiliserons pas ces informations à d'autres fins que celles conformes aux exigences et aux directives en matière d'études de marché.

Ce sondage est enregistré auprès du Conseil de recherche et d'intelligence marketing canadien. Le numéro de vérification du projet est le:

20260128-AD111. Cliquez ici (s'ouvre dans une autre fenêtre) (https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=fr) pour vérifier la légitimité de ce sondage.

© 2026 Politique de confidentialité (https://www.mavilleecoute.ca/privacy.html) Engagement du CRIC (https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/Engagement-du-CRIC-aupres-des-Canadiens.pdf)

❍ 1 Si vous avez besoin d'un lecteur d'écran ou d'un dispositif d'assistance pour répondre à cette enquête, cochez cette case pour accéder à une version compatible.
❍ 2 Commencer le sondage

Section Questions du sondage

Qa, TermQa, Qb, Qc, TermQc, Qd, TermQd, Qe, TermQe, Qf, Qg, Qh, Qi, Qi2, Qj, Qk, Q1, Q2, T1A, T1B, T1C, T1D, T2D, T2DA, T3D, T4D, T4E, T4F, T1Hmedia1, T1Hmedia2, T1H, T1I, T1J, T1K, T1L, D1, D2, D3, D4

Page Sélections

Qa

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

(Montrer si Web) Choisissez toutes les réponses applicables

❑ 1 Une firme de recherche marketing
❑ 2 Un magazine ou un quotidien
❑ 3 Une agence de publicité ou de conception graphique
❑ 4 Un parti politique
❑ 5 Une station radiophonique ou de télévision
❑ 6 Une firme de relations publiques
❑ 7 Le gouvernement fédéral ou provincial
❑ 8 Aucune de ces organisations *(Exclusif)*

TermQa *Montrer si emploi en marketing médias politique PR gouv N'EST PAS (Qa_8 = 1)*

Ce sont toutes les questions que nous avions pour vous aujourd'hui. Nous vous remercions de l'intérêt que vous portez à cette enquête, mais vous ne pouvez pas y participer si quelqu'un dans votre foyer travaille dans l'un des secteurs mentionnés. Merci pour votre temps, c'est très apprécié.
Cette étude a été réalisée par la firme de recherche marketing et de recherche sociale Advanis par le biais de sa méthode de collecte de données MaVilleÉcoute.

Si vous souhaitez consulter les résultats d'autres études menées par Advanis via MaVilleÉcoute, veuillez visiter mavilleecoute.ca/sondages (http://www.mavilleecoute.ca/sondages.html).

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Code de statut: 501

Qb

Quel est votre genre?

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Homme
- ❍ 2 Femme
- ❍ 3 Autre
- ❑ -8 Je préfère ne pas répondre

Qc

Quelle est votre année de naissance?

(Montrer si Web) <<numericinstruction>>

Minimum: 1900, Maximum: 2026

_____

- ❑ -8 Je préfère ne pas répondre

TermQc *Montrer si pas 18 ou plus (Qc > 2007)*

Ce sont toutes les questions que nous avions pour vous aujourd'hui. Nous vous remercions de votre intérêt pour cette enquête, mais vous devez être âgé d'au moins 18 ans pour y participer. Merci pour votre temps, c'est très apprécié.

Cette étude a été réalisée par la firme de recherche marketing et de recherche sociale Advanis par le biais de sa méthode de collecte de données MaVilleÉcoute.

Si vous souhaitez consulter les résultats d'autres études menées par Advanis via MaVilleÉcoute, veuillez visiter mavilleecoute.ca/sondages (http://www.mavilleecoute.ca/sondages.html).

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Code de statut: 502

Qd *Montrer si n'a pas fourni année de naissance (Qc = Je préfère ne pas répondre)*

À quelle catégorie d'âge appartenez-vous?

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Moins de 18 ans
- ❍ 2 18 à 24
- ❍ 3 25 à 34
- ❍ 4 35 à 44
- ❍ 5 45 à 54
- ❍ 6 55 à 64
- ❍ 7 65 et plus

TermQd *Montrer si moins de 18 ans (Qd = 1)*

Ce sont toutes les questions que nous avions pour vous aujourd'hui. Nous vous remercions de votre intérêt pour cette enquête, mais vous devez être âgé d'au moins 18 ans pour y participer. Merci pour votre temps, c'est très apprécié.

Cette étude a été réalisée par la firme de recherche marketing et de recherche sociale Advanis par le biais de sa méthode de collecte de données MaVilleÉcoute.

Si vous souhaitez consulter les résultats d'autres études menées par Advanis via MaVilleÉcoute, veuillez visiter mavilleecoute.ca/sondages (http://www.mavilleecoute.ca/sondages.html).

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Code de statut: 502

Qe

Dans quelle province ou quel territoire habitez-vous?

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Alberta
- ❍ 2 Colombie-Britannique
- ❍ 3 Manitoba
- ❍ 4 Nouveau-Brunswick
- ❍ 5 Terre-Neuve-et-Labrador
- ❍ 6 Territoire du Nord-Ouest
- ❍ 7 Nouvelle-Écosse
- ❍ 8 Nunavut
- ❍ 9 Ontario
- ❍ 10 Île-du-Prince-Édouard
- ❍ 11 Québec
- ❍ 12 Saskatchewan
- ❍ 13 Yukon
- ❍ 14 Je ne vis pas au Canada

TermQe *Montrer si ne vit pas au Canada (Qe = 14)*

Ce sont toutes les questions que nous avions pour vous aujourd'hui. Nous vous remercions de l'intérêt que vous portez à cette enquête, mais vous devez résider au Canada pour y participer. Merci pour votre temps, c'est très apprécié.

Cette étude a été réalisée par la firme de recherche marketing et de recherche sociale Advanis par le biais de sa méthode de collecte de données MaVilleÉcoute.

Si vous souhaitez consulter les résultats d'autres études menées par Advanis via MaVilleÉcoute, veuillez visiter mavilleecoute.ca/sondages (http://www.mavilleecoute.ca/sondages.html).

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Code de statut: 503

Qf

Où êtes-vous né(e)?

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Au Canada
- ❍ 2 À l'étranger (précisez quel pays): _____

Qg *Montrer si est né à l'extérieur du Canada (Qf = 2)*

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

(Montrer si Web) <<numericinstruction>>

Minimum: 1900, Maximum: 2026

_____

Qh

Êtes-vous Autochtone?

Une personne autochtone est un Indien de l'Amérique du Nord, un membre d'une Première Nation, un Métis ou un Inuit. Les Indiens de l'Amérique du Nord ou les membres d'une Première Nation comprennent les Indiens inscrits, les Indiens visés par un traité et les Indiens non-inscrits.

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Oui
- ❍ 0 Non
- ❑ -8 Préfère ne pas répondre

Qi

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

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Moins de 20 000 $
- ❍ 2 De 20 000 $ à moins de 50 000 $
- ❍ 3 De 50 000 $ à moins de 80 000 $
- ❍ 4 De 80 000 $ à moins de 100 000 $

❍ 5 De 100 000 $ à moins de 150 000 $
❍ 6 De 150 000 $ à moins de 200 000 $
❍ 7 200 000 $ et plus
❑ -8 Préfère ne pas répondre

Qi2 *Montrer si Revenu PNR (Qi = Préfère ne pas répondre)*

Pourriez-vous plutôt indiquer si la somme des revenus annuels de tous les membres de votre foyer est supérieure ou inférieure à 50 000 $?

Cette question nous aide à déterminer dans quelle mesure les éléments qui seront présentés plus tard dans le sondage rejoignent les différents groupes démographiques.

❍ 1 Moins de 50 000 $
❍ 2 50 000 $ ou plus
❑ -8 Je préfère ne pas répondre

Qj

Êtes-vous une personne en situation de handicap ? *On entend par « personne en situation de handicap » une personne atteinte d'une incapacité à long terme ou récurrente [incapacité physique, mentale, sensorielle, d'ordre psychiatrique ou en matière d'apprentissage] et :*

s'estime désavantagée sur le plan de l'emploi en raison de cette incapacité;
estime qu'un employeur, actuel ou potentiel, est susceptible de la considérer comme désavantagée sur le plan de l'emploi en raison de cette incapacité.
Les personnes en situation de handicap sont également des personnes dont les limitations fonctionnelles liées à leur incapacité font l'objet de mesures d'adaptation dans le cadre de leur emploi ou sur leur lieu de travail. Les handicaps comprennent ce qui suit :

troubles de coordination ou de dextérité
troubles de mobilité
personne aveugle ou ayant une déficience visuelle
personne sourde ou malentendante
troubles de la parole
autres déficiences telles que les troubles d'apprentissage, les troubles sur le plan du développement et tous les autres types de handicaps.

(Montrer si Web) <<singleinstruction>>

❍ 1 Oui
❍ 0 Non
❑ -8 Préfère ne pas répondre

Qk

Envisagez-vous de rénover une maison existante ou d'acheter votre première maison dans les 5 prochaines années?

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Oui, j'envisage des rénovations
- ❍ 2 Oui, j'envisage d'acheter ma première maison
- ❍ 3 Non

Page Communications

Q1

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

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Oui
- ❍ 0 Non

Q2 *Montrer si Q1 a vu les publicités du Gouv (Q1 = 1)*

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?

(Montrer si Web) Veuillez ne pas entrer d'informations permettant de vous identifier personnellement (par exemple, nom, adresse courriel, numéro de téléphone, adresse postale), car ces informations pourraient être partagées avec le commanditaire de cette recherche.

_____
_____
_____
_____
_____

- ❑ -9 Je ne m'en souviens pas

Page Questions spécifiques à la campagne

T1A

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet de prestations, de crédits d'impôt et/ou de programmes liés au logement?

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Oui
- ❍ 0 Non

T1B *Montrer si T1A a vu les publicités du Gouv sur les bénéfices taxes etc (T1A = 1)*

Où avez-vous vu, lu ou entendu cette publicité au sujet de prestations, de crédits d'impôt et/ou de programmes liés au logement?

(Montrer si Web) Choisissez toutes les réponses applicables

- ❑ 1 Site web *
- ❑ 2 Radio *
- ❑ 3 Télévision *
- ❑ 4 La télévision numérique/en continu (p. Ex. Netflix, Amazon prime, Disney+) *
- ❑ 5 Radio numérique/en continu (p. Ex. Spotify, balado) *
- ❑ 6 Sur une application mobile *
- ❑ 7 Sites de nouvelles en ligne *
- ❑ 8 YouTube *
- ❑ 9 Recherche sur le web (p. Ex. Google) *
- ❑ 10 Facebook *
- ❑ 11 Instagram *
- ❑ 12 LinkedIn *
- ❑ 13 Buzzfeed *
- ❑ 14 Reddit *
- ❑ 15 Snapchat *
- ❑ 16 Twitch *
- ❑ 17 Autre (précisez): _____

** Ces niveaux sont présentés dans un ordre aléatoire*

T1C *Montrer si T1A a vu les publicités du Gouv sur les bénéfices taxes etc (T1A = 1)*

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

(Montrer si Web) Veuillez ne pas entrer d'informations permettant de vous identifier personnellement (par exemple, nom, adresse courriel, numéro de téléphone, adresse postale), car ces informations pourraient être partagées avec le

commanditaire de cette recherche.

_____
_____
_____
_____
_____

T1D

Saviez-vous que vous pourriez être admissible à des prestations, à des crédits d'impôt et à des programmes liés au logement offerts par le gouvernement du Canada?

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Oui
- ❍ 0 Non
- ❑ -9 Je ne sais pas

T2D

Êtes-vous au courant qu'une aide fiscale gratuite est offerte aux personnes admissibles qui se rendent à un comptoir d'impôts gratuit pour faire remplir leur déclaration de revenus par des bénévoles?

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Oui
- ❍ 0 Non
- ❑ -9 Je ne sais pas

T2DA

Qu'est-ce qui vous motive à faire vos impôts?

(Montrer si Web) Choisissez toutes les réponses applicables

- ❑ 1 Selon moi, je dois les faire
- ❑ 2 C'est la bonne chose à faire
- ❑ 3 Pour obtenir mon remboursement
- ❑ 4 Pour recevoir, ou continuer de recevoir, des prestations et/ou des crédits d'impôt comme l'allocation canadienne pour enfants
- ❑ 5 Pour avoir accès à des programmes d'aide à l'achat ou à la rénovation d'une maison
- ❑ 6 Pour obtenir une preuve de revenu

❑ 7 Autre (précisez): _____

T3D

Vous sentez-vous en confiance de produire votre propre déclaration de revenus?

(Montrer si Web) <<singleinstruction>>

❍ 1 Oui
❍ 0 Non
❑ -9 Je ne sais pas

T4D

Qui produit vos déclarations de revenus?

(Montrer si Web) <<singleinstruction>>

❍ 1 Moi-même
❍ 2 Époux ou conjoint de fait
❍ 3 Membre de la famille ou ami
❍ 4 Préparateur de déclarations de revenus professionnel ou comptable (y compris les sociétés comme H&R Block)
❍ 5 Programme de bénévoles pour aider les gens à remplir leurs déclarations de revenus
❍ 6 Autre (précisez): _____

T4E *Montrer si fait ses impôts soi-même (T4D = 1)*

Produisez-vous des déclarations de revenus pour une autre personne en plus de vous-même?

(Montrer si Web) Choisissez toutes les réponses applicables

❑ 1 Ami
❑ 2 Membre de la famille
❑ 3 Autre
❑ 4 Seulement pour moi-même *(Exclusif)*

T4F *Montrer si ne fait pas ses impôts soi-même (T4D != 1)*

Pourquoi ne produisez-vous pas votre propre déclaration de revenus?

(Montrer si Web) Veuillez ne pas entrer d'informations permettant de vous identifier personnellement (par exemple, nom, adresse courriel, numéro de téléphone, adresse postale), car ces informations pourraient être partagées avec le

commanditaire de cette recherche.

_____
_____
_____
_____
_____

QUESTIONS D'APRÈS-CAMPAGNE SEULEMENT

Page Questions médias

T1Hmedia1

Voici une publicité qui a récemment été diffusée sur divers médias.
Veuillez faire défiler la page vers le bas pour voir la publicité dans son intégralité.

Cliquez sur la flèche vers la droite pour passer à la page suivante.

T1Hmedia2

Voici une autre publicité qui a récemment été diffusée sur divers médias.
Cliquez sur l'icône « Lecture » pour visionner la vidéo.

Cliquez sur la flèche vers la droite pour passer à la page suivante.

T1H

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

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Oui
- ❍ 0 Non

T1I *Montrer si a vu les publicités (T1H = 1)*

Où avez-vous vu, lu ou entendu ces publicités?

(Montrer si Web) Choisissez toutes les réponses applicables

- ❑ 1 Site web *
- ❑ 2 Radio *
- ❑ 3 Télévision *
- ❑ 4 La télévision numérique/en continu (p. Ex. Netflix, Amazon prime, Disney+) *
- ❑ 5 Radio numérique/en continu (p. Ex. Spotify, balado) *
- ❑ 6 Sur une application mobile *
- ❑ 7 Sites de nouvelles en ligne *

- ❑ 8 YouTube *
- ❑ 9 Recherche sur le web (p. Ex. Google) *
- ❑ 10 Facebook
- ❑ 11 Instagram *
- ❑ 12 LinkedIn *
- ❑ 13 Buzzfeed *
- ❑ 14 Reddit *
- ❑ 15 Snapchat *
- ❑ 16 Twitch *
- ❑ 17 Autre (précisez): _____

** Ces niveaux sont présentés dans un ordre aléatoire*

T1J

Quel est, selon vous, le message **principal** que ces publicités tentent de véhiculer?

(Montrer si Web) Veuillez ne pas entrer d'informations permettant de vous identifier personnellement (par exemple, nom, adresse courriel, numéro de téléphone, adresse postale), car ces informations pourraient être partagées avec le commanditaire de cette recherche.

_____
_____
_____
_____
_____

T1K

Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités?

(Montrer si Web) <<tablesingleinstruction>>

1. Ces publicités attirent mon attention *
2. Ces publicités me concernent *
3. Ces publicités sont difficiles à suivre *
4. Ces publicités ne favorisent pas un parti politique plus qu'un autre *
5. Ces publicités traitent d'un sujet important *
6. Ces publicités fournissent de l'information nouvelle *
7. Ces publicités indiquent clairement que je pourrais être admissible à des prestations, à des crédits d'impôt et/ou à des programmes liés au logement offerts par le gouvernement du Canada *

** Ces niveaux sont présentés dans un ordre aléatoire*

- ❍ 1 1 - Tout à fait en désaccord
- ❍ 2 2 -

❍ 3 3 - Ni d'accord ni en désaccord
❍ 4 4 -
❍ 5 5 - Tout à fait d'accord

T1L *Montrer si a vu les publicités (T1H = 1)*

Laquelle des mesures suivantes avez-vous prise en réponse à cette (ces) publicités(s)?

(Montrer si Web) Choisissez toutes les réponses applicables

❑ 1 J'ai réfléchi aux prestations et aux crédits d'impôt auxquels je pourrais avoir droit ou être admissible
❑ 2 J'ai parlé à un ami et/ou à un membre de la famille de prestations, de crédits d'impôt et de programmes liés au logement
❑ 3 J'ai parlé à mon planificateur financier/à mon comptable au sujet de prestations, de crédits d'impôt et de programmes liés au logement
❑ 4 J'ai cherché de plus amples renseignements en ligne
❑ 5 J'ai consulté canada.ca et/ou le site Web de l'Agence du revenu du Canada
❑ 6 Autre (précisez, essayez d'être aussi précis que possible):
_____
❑ 7 Je n'ai rien fait en réponse à cette (ces) publicité(s) *(Exclusif)*

Page Questions Démographiques

D1

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

(Montrer si Web) <<singleinstruction>>

❍ 1 Travailleur/travailleuse à temps plein (30 heures et plus par semaine)
❍ 2 Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
❍ 3 Travailleur/travailleuse autonome
❍ 4 Sans emploi, mais à la recherche d'un emploi
❍ 5 Étudiant(e) à temps plein
❍ 6 Retraité(e)
❍ 7 À l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi mais ne cherchant pas d'emploi)
❍ 8 Autre situation

D2

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

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Huitième année ou moins
- ❍ 2 Quelques années d'études secondaires
- ❍ 3 Diplôme d'études secondaires ou l'équivalent
- ❍ 4 Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- ❍ 5 Collège, Cégep, ou autre certificat ou diplôme d'une institution non universitaire
- ❍ 6 Certificat ou diplôme universitaire inférieur au baccalauréat
- ❍ 7 Baccalauréat
- ❍ 8 Diplôme d'études universitaires supérieur au baccalauréat

D3

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

(Montrer si Web) <<singleinstruction>>

- ❍ 1 Oui
- ❍ 0 Non

D4

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

(Montrer si Web) En choisir au plus deux.

- ❑ 1 Anglais
- ❑ 2 Français
- ❑ 3 Autre langue (préciser): _____

Section Fin du sondage

WebEndTCH, CATIEnd

Page Fin du sondage

WebEndTCH *Montrer si estWeb (personnalisation: <<current_mode_is("web")>>)*

Voilà qui met fin au sondage qui a été mené pour le compte de l'Agence du Revenu du Canada. Dans les mois à venir, le rapport sera disponible auprès de Bibliothèque et Archives Canada. Nous vous remercions beaucoup d’avoir pris le temps d’y participer, nous vous en sommes reconnaissants.

L'Agence du revenu du Canada a mandaté une société indépendante de recherche sur l'opinion publique, Advanis (https://advanis.net/fr/), pour réaliser l'étude en son nom. MaVilleÉcoute (https://www.mavilleecoute.ca/) est l'une des méthodes de collecte de données d'Advanis.

Si vous souhaitez voir les résultats d'autres études menées par Advanis via MaVilleÉcoute, veuillez consulter le site suivant: mavilleecoute.ca/sondages (https://www.mavilleecoute.ca/sondages.html).

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Code de statut: -1