



Building Canada's Economy Campaign Evaluation Research – Qualitative Findings and ACET Methodology Report

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This public opinion research report presents the results of a study conducted by Léger Marketing Inc. on behalf of Innovation, Science and Economic Development Canada (ISED). The study involved qualitative and quantitative research. The qualitative research was done through six online focus groups and eight in-depth interviews, conducted with 54 Canadians and 8 business owners or operators between October 21 and November 4, 2025.

The quantitative research was conducted through pre- and post-campaign surveys using Leger's panel. The pre-campaign survey was conducted from October 28 to November 12, 2025. The post-campaign survey was conducted from March 2 to March 16, 2026

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1.Executive Summary

Leger is pleased to present Innovation, Science and Economic Development Canada (ISED) with this report on findings from a qualitative study designed to collect participants' impressions and comments on the Building Canada's Economy advertising messages and a quantitative survey designed to measure the campaign's performance, as well as current awareness and perceptions of the Government of Canada's plan to build a stronger Canadian economy, using the Advertising Campaign Evaluation Tool (ACET). This report was prepared by Léger Marketing Inc., who was contracted by Innovation, Science and Economic Development Canada (ISED) under contract number U1400-25-7181. This contract has a value of \$226,832.46 (including HST).

1.1 Background and Objectives

The Building Canada's Economy advertising campaign is a Government of Canada (GC) initiative, led by Innovation, Science and Economic Development Canada (ISED). The campaign is designed to help Canadians and Canadian businesses understand the government's key economic priorities and actions and what this means for them in the short, medium, and long term.

The campaign is inspired by the urgent need to address the evolving economic challenges facing Canadians, coupled with a renewed national determination to transform adversity into opportunity. Driven by historic shifts in global geopolitics and trade, Canadians are experiencing heightened concerns over affordability, job security, and the cost of living—issues that can only be addressed through bold, coordinated, and tangible action.

Ultimately, the campaign aims to create a more informed and empowered public, foster business, and consumer participation in shaping Canada's economic future, and demonstrate the Government of Canada's commitment to affordability, job creation, and inclusive prosperity.

1.2 Campaign Aims

The primary aims of the "Building Canada's Economy" campaign were to:

1. **Raise awareness** of the government's economic strategy—including key initiatives such as accelerating home construction, removing internal trade barriers, and attracting new investment—and communicate their direct impact on daily life and long-term prosperity, as measured by pre- and post-campaign surveys.
2. **Reinforce national unity and pride** by highlighting the collective role Canadians play in overcoming challenges and ensuring long-term economic growth and resilience, as measured by changes in survey responses.
3. **Build confidence in our economic future** by highlighting the work being done to transform the national economy and help Canadians get ahead.
4. **Increase engagement** by featuring educational content, resources, and tools on the web landing page, ensuring Canadians and businesses understand the new opportunities, supports, and benefits made available through these economic measures.
5. **Increasing traffic** to the Canada.ca/BuildStrong web landing page, where consumers and businesses can find clear, accessible, and actionable information about the government's economic plan.

1.3 Purpose and Objectives

The quantitative study was preceded by a qualitative phase, during which three variations of the campaign messages and Calls To Action (CTAs) were tested to ensure that the messaging effectively aligned with the campaign's objectives.

The qualitative study objectives were to:

- Gather the target audiences' insights on and reaction toward the campaign's proposed messages to make final decisions on creative development of the campaign
- Gather the target audiences' insights on and reaction toward the landing page creatives to make final decisions on the page design and content
- Gain sufficient insight through research to ensure the final creatives connect the intended message with the intended consumer audiences to produce the desired outcomes. Gather audience impressions of the target website
- Get a reading on the target audience's outlook on the current marketplace, including its current priorities and challenges, communications preferences, and awareness of what the Government of Canada is doing to help build a stronger Canadian economy.

The quantitative study objectives were to:

- Establish baselines of awareness against which the success of the Building Canada's Economy campaign was measured.
- Establish a baseline of current consumer and business perceptions and attitudes toward the Government of Canada's economic strategy and related initiatives.
- Measure any lift in awareness and recall achieved by the campaign, by media channel and message for each target audience.
- Assess effectiveness of the campaign in changing the behaviour of the audience in identifying the key initiatives of the government's economic strategy, in understanding the central role they can play in shaping a stronger, more resilient nation for future generations, in recognizing the work being done to transform the national economy and help Canadians get ahead, and knowing where the target audiences can find information about the new opportunities, supports, and benefits made available to them through the proposed economic measures.

1.4 Qualitative Methodology

Leger conducted a series of six online focus groups and eight in-depth interviews with French- and English-speaking Canadians recruited from all regions of the country. The groups were conducted among Canadians aged 18 and over who are active consumers (individuals who make purchases, use services, or engage with brands online), including low-income individuals, seniors, newcomers, women, Indigenous peoples, persons with disabilities, racialized Canadians, and youth and students. In-depth interviews were conducted among Canadian business owners and operators, including those from rural, remote, equity-deserving, and minority-language communities.

The main purpose of the focus groups and the in-depth interviews was to test three variations of the ad message and to gather participants' impressions and comments on each version (see Appendix 1 for the tested material). A total of 54 recruits participated in the virtual discussion groups and 8 recruits participated in the in-depth interviews. Group and in-depth interviews participants received an honorarium of \$140 and \$150, respectively. Each group and in-depth interview participant viewed the three variations of the message in a different order to minimize bias.

Table 1. Details of the discussion sessions

Group or in-depth interview Detail	Date	Recruits	Participants	Language
Group 1 – Group with Canadians residing in Atlantic Canada /Ontario including Anglophones from Quebec	October 21, 2025 (5 PM EST)	12	9	English
Group 2 - Group with Canadians residing in the Prairies, Western Canada, NWT, Nunavut and Yukon	October 21, 2025 (7:30 PM EST)	12	7	English
Group 3 - Group with Canadians residing in Atlantic Canada /Ontario including Anglophones from Quebec	October 22, 2025 (5 PM EST)	12	10	English
Group 4 - Group with Canadians residing in the Prairies, Western Canada, NWT, Nunavut and Yukon	October 22, 2025 (7:30 PM EST)	12	8	English
Group 5 - Group with Canadians residing in Quebec including Francophones from other provinces or territories	October 23, 2025 (5 PM EST)	12	9	French
Group 6 - Group with Canadians residing in Quebec including Francophones from other provinces or territories	October 23, 2025 (7:30 PM EST)	12	11	French

The virtual discussion group sessions were approximately 120 minutes in duration, while the in-depth interviews lasted about 45 minutes. All sessions were conducted by a moderator using the CMNTY online platform. The choice of the platform helped to facilitate moderation, ensure an optimal interface between moderator and participants, and enable interaction as the discussion unfolded. The platform also allowed the moderator to show the variations of the advertising message to participants to lead each part of the discussion. Polling questions regarding the rating of the variation, as well as identifying the preferred variation, were also incorporated. The online platform also allowed for remote viewing of each session by Leger and ISED observers.

All focus group sessions and in-depth interviews were moderated and supervised by a senior Leger researcher assisted by a research analyst. The discussion guide (see Appendix 1) consisted of a semi-structured discussion guide. It allowed the moderator to follow the thread of the discussion while leaving sufficient room for the participants to express themselves and develop in detail their ideas, opinions and perceptions.

1.5 Overview of the Findings – Qualitative Research

Leger recommends moving forward with Variation C – “Our Future is Made in Canada” (Build Strong) as the main message for the campaign. This variation was the most appreciated among both consumers and business owners, being viewed as clear, credible, and emotionally resonant. It effectively balanced optimism with realism and provided tangible examples of government action that helped participants connect the message to their everyday lives.

Variation A

Positive / neutral comments:

- Participants liked the assertive and hopeful tone, describing it as “energizing” and “patriotic.”
- The slogan “*Our Future is Made in Canada*” resonated as empowering and pride-inducing.
- The message encouraged a sense of collective effort and optimism.

Negative comments:

- The message was perceived as too vague and generic, with little detail about actual government initiatives.
- Some found the messaging political-sounding or reminiscent of past campaigns.
- A few participants noted that expressions like “*stronger and more free*” could be misinterpreted or politicized.
- Participants wanted more tangible proof of results and fewer broad statements.

Overall, Variation A was valued for its emotional appeal but lacked the specificity and credibility needed to fully engage audiences.

Variation B

Positive / neutral comments:

- The variation was appreciated for being more action-oriented and for including relatable language such as “*by Canadians, for Canadians.*”
- Participants liked the sense of progress and unity and found “*Build Strong*” short and memorable.

Negative comments:

- The slogan “*Build Strong*” divided opinions—some found it clear and dynamic, others found it mechanical or cold.
- The message was still perceived as surface-level, lacking enough concrete details or evidence of progress.

- The visuals and tone were sometimes described as disjointed or overly forceful, reducing emotional connection.

Variation B conveyed determination but needed a warmer, more grounded tone to build trust.

Variation C

Positive / neutral comments:

- This message stood out as the most credible and informative, with specific examples of government action such as *building homes, investing in clean energy, and improving transportation*.
- The tone struck the right balance between confidence and humility—assertive without being aggressive.
- The alignment between visuals and narration helped make the message more coherent and believable.
- Participants said it felt patriotic in a positive way, evoking pride and trust in the government’s role.

Negative comments:

- A few participants found the content slightly dense and suggested simplifying the structure.
- Some expressions (“*super economy*,” “*on our own terms*”) were seen as exaggerated or unclear.

Overall, Variation C was clearly the preferred version. It was seen as the most grounded, inspiring, and effective in motivating audiences to learn more about the government’s plan.

Static Images

Participants agreed the static images were consistent with the campaign tone, but many found them visually dull and text-heavy.

- The first image (“*The future needs us to trade coast to coast to coast*”) was described as unclear and uninspiring, with several participants questioning the English phrase “*from coast to coast to coast*”, many did not immediately recognize it referred to Canada’s three coasts.
- The second image (“*Our future needs a home for families and industry. We’re building both.*”) was better received, appreciated for being more relatable and connecting people and economy. However, participants noted that the construction-focused visuals lacked human warmth and emotional appeal.

Participants recommended simplifying the text, increasing visual contrast and brightness, and adding more human or community elements to convey inclusiveness and progress.

Closing Line

Preferences varied by language:

- In English, most preferred “Learn more” over “Learn how”, describing it as friendlier and more inviting.
- In French, both “Apprenez-en plus” and “Découvrez comment” were well received, though the former felt “warmer and more neutral.”

- The slogan “Build Strong / Avenir solide” was widely preferred to “Building the Future / Construire l’avenir”, as it conveyed stability, reassurance, and concrete progress.

Website Landing Page

The website was positively received for being clear, organized, and visually appealing. Participants described it as “easier to navigate than most government sites” and appreciated its structured sections (e.g., *Supporting Workers, Families and Communities*).

However, some suggested simplifying navigation and adding more human imagery to reflect inclusivity.

Overall, the landing page reinforced the campaign message and was perceived as a credible, informative complement to the advertising materials.

1.6 Quantitative Methodology

The quantitative phase consisted of two online surveys using the standardized Advertising Campaign Evaluation Tool (ACET) developed by the Government of Canada to evaluate advertising campaigns, one with the general population and the other with business owners.

The questionnaire demographics were customized for a general population and business owners audience, and the Project Authority worked with the supplier to adapt custom questions to focus on this campaign, which explored how Canadians and Canadian businesses viewed the current marketplace, including the economic challenges they faced in a context impacted by the high cost of living, inflation, housing crisis, etc.

Additionally, the evaluation assessed aided and unaided awareness of the subject matter.

The quantitative component of the research was conducted using Leger's proprietary panel (details provided in the next section). This non-probability panel included over 400,000 Canadians, representing a wide cross-section of the population. The panel was highly reflective of the Canadian demographic profile, allowing for reliable and insightful data collection.

For the general population survey, a sample of 2,024 Canadians aged 18 and over was drawn. For the business survey, a sample of 601 Canadian business owners was drawn. The sample was designed to reflect the broader Canadian population, ensuring balanced representation across regions and key demographic groups. This approach allows for robust analysis of how different segments of the population responded to the survey.

To ensure that the sample reflected the population distribution, quotas were set for each region of Canada. This ensured good regional representation, allowing for detailed analysis in different parts of the country. Below is a table showing the targeted distribution of the sample, based on the Canadian population distribution.

General Population:

Region	Sample Size per wave
Atlantic Canada	130
Québec	450

Ontario	770
Prairies (Saskatchewan and Manitoba)	155
Alberta	220
Western Canada (British Columbia and the Territories)	275
Total	2,000

Business owners:

Region	Sample Size per wave
Atlantic Canada	36
Québec	126
Ontario	228
Prairies (Saskatchewan and Manitoba)	36
Alberta	78
Western Canada (British Columbia and the Territories)	96
Total	600

By setting quotas, we ensured that the data collected from each region allowed for meaningful regional analysis, helping to assess the campaign's impact across the diverse Canadian landscape.

This methodology ensured that the sample was representative of key demographic variables, including age, gender, and language, allowing the insights gained from the surveys to be reliable and reflective of the views of Canadians from all walks of life.

To ensure that the opinions of vulnerable or high-risk populations were collected, the following minimum quotas were set for the general population sample:

Target	Minimum sample Size per wave
Indigenous	98
Newcomers (last 5 years)	150
People with disabilities	200
Low-income	500
Seniors	400
Youth/Students	105
Women	1000

To meet ISED's research objectives, a web-based survey methodology was implemented. The questionnaire was primarily based on the established ACET structure, with the addition of some campaign-specific questions. The questionnaires did not exceed 15 minutes in length. The ACET instrument was provided by ISED in English, and Leger translated the questionnaire into French. ISED delivered the visuals (images/storyboards) of the campaign to Leger, who was responsible for programming them into the survey's structure. The questionnaire could be completed in either official

language, depending on the respondent's preference. Leger handled all necessary translations of the survey instruments and email invitations.

Internet surveys using Web panels as a sample base are not probabilistic in nature. Therefore, no measure of the margin of error is possible, and thus is not provided. Nonetheless, Internet surveys have many positive characteristics that make them widely used in the survey industry. Indeed, Internet surveys are cost-effective, enable faster data collection than other methods, and produce reliable results. Given the nature of the project (campaign evaluation survey among targeted groups), an Internet survey was the most appropriate method to meet the study's objectives. The team of professionals at Leger ensured that the final samples reflected the studied population demographics in terms of gender, age, socioeconomic status (household income, employment status), and region.

Leger used Decipher to program its web-based questionnaires. Decipher is a survey platform that offers a wide range of question formats and designs in a user-friendly interface, which both reduces respondent dropouts and maintains respondent motivation.

Weighting was done according to gender, age, province, mother tongue, education level, ethnicity and the presence of children in the household, to help readjust the sample for minor imbalances. For business owners and operators, weighting was done according to province, business sector and number of employees.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the [Standards for the Conduct of Government of Canada Public Opinion Research—Online Surveys](#).

A complete methodological description is provided in the Appendices section of this document (please see [Appendix](#)).

1.7 Notes on Interpretation of the Research Findings

The views and observations expressed in this document do not reflect those of ISED. This report was compiled by Leger based on the research conducted specifically for this project.

Qualitative research is designed to reveal a rich range of participants' opinions, perceptions and interpretations. It does not and cannot measure what percentage of the target population holds a given opinion or perception. Findings are qualitative in nature and cannot be used quantitatively to estimate the numeric proportion or number of individuals in the population who hold a particular opinion.

The results of the quantitative research use a sample drawn from an internet panel which is not probabilistic in nature. As a result, the margin of error cannot be calculated for this survey, and the results cannot be described as statistically projectable to the target population.

1.8 Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's 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.

Signed by:



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2. Qualitative Research Detailed Results

2.1 In-Depth Interviews with business owner and operators

2.1.1 Challenges and business's support

Prior to the testing, business owners were asked about the challenges they are facing. This revealed various difficulties encountered by owners of small and medium-sized enterprises (SMEs) across different regions in Canada.

Participants mentioned labour issues, such as market access and competition challenges, including barriers to entering interprovincial or international markets and the dominance of government-favoured enterprises that limit fair competition; excessive regulation and bureaucracy, with the federal government perceived as slow or complex in regulating small and medium-sized businesses; inflation and rising operating costs, particularly in transportation, construction, and tariffs, which severely impact operations; and concerns related to cash flow and sustainability, as decreased revenues caused by market slowdowns and increased tariffs have added operational burdens.

Business owners were also asked what the government's short-term (0 to 2 years) priorities should be. In line with the challenges they identified, they mentioned reducing operational costs and controlling inflation, providing more labor incentives such as recruitment or worker retention programs, and improving communications, as many business owners are unsure whether they are aware of the various available programs.

Concerning long-term priorities (2 to 5 years), participants stated that the Government of Canada should focus on ensuring affordability and sustainability, supporting SMEs in expanding nationally and internationally, allowing for more competition through reduced centralization, and placing greater emphasis on environmental education and innovation.

Most participants (business owners) were not familiar with current federal support programs. Some mentioned programs from the COVID-19 period or other minor initiatives, but overall, this was not a well-known topic for them. Following this logic, they expressed interest in learning more and stated that the government should improve communication between small and medium-sized businesses and federal institutions to ensure they are informed about the various programs available.

2.1.2 Message testing

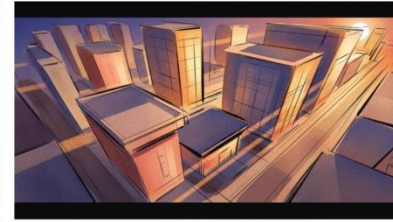
Comments and Impressions on Variation A



It's dark out. Morning dew glistens. Music builds, like a marching beat.
 VO: The world has changed. But in challenging moments, opportunities are born.



The sun rises on Canada's East Coast. From east to west, north to south. We see the morning sun creep up, illuminating the new day for Canada.
 VO: So, we made a plan. And we're already working it.



The sun rises on schools, construction sites, small businesses, forests, Bay St.
 VO: Building a strong economy. One we control. Expanding industry, championing innovation...



Small towns, wind turbines...It's the quiet energy of a new day.
 VO: ...building more homes for more families—doing it at a pace yesterday would call 'impossible.'



The sun is now fully out. A group of children pour out into a schoolyard for recess.
 VO: This is the dawn of an economic powerhouse. Stronger and more free.



SUPER: OUR FUTURE IS MADE IN CANADA
 SUPER: Learn how at Canada.ca/BuildingTheFuture

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Among participants, Variation A received a mixed response. While some appreciated the direct nature of the message, others felt it lacked sufficient information and came across as too vague.

A few participants found it straightforward and felt the tone conveyed reassurance, suggesting a government that is present and supportive. One described the message as “*Canada saying we’ve got you, we’re here for you.*” For these respondents, the message worked well precisely because it wasn’t overly explicit. As one business owner noted, “*You don’t need to spell it out for us,*” suggesting that a subtler approach was more appropriate.

However, a significant number of participants found the message unclear and lacking in specificity. While the message mentioned that a plan was in place and that work was underway, several respondents questioned what that plan actually was and why it wasn’t explained. Although the visuals were appreciated, many felt the narrative was too vague or abstract to effectively communicate the government’s concrete actions. Some described the message as “*not bad, just lacking clarity,*” while others felt it left too much unsaid, creating confusion about what was being promised or delivered.

One participant also took issue with the use of the word “control,” particularly in the context of the economy. For this respondent, it implied that the government held all the power and would be making decisions on behalf of business owners, which was perceived negatively.

Among both English- and French-speaking participants, the closing line, “**Learn how at Canada.ca/BuildingTheFuture,**” was generally well received. Participants described it as positive and motivational, appreciating that it wasn’t overly sentimental but instead conveyed a sense of progress and long-term momentum. The phrase “Learn how” was seen as engaging and informative by some

respondents, as it pointed to how the government is working to strengthen the economy for Canadians and for small and medium-sized businesses.

Comments and Impressions on Variation B



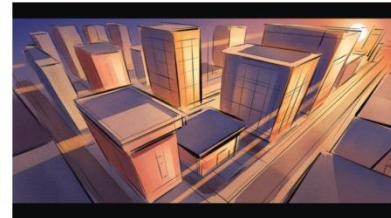
It's dark out. Morning dew glistens. Music builds, like a marching beat.

VO: The world has changed, but with every challenge comes a chance to build something better, stronger.



The sun rises on Canada's East Coast. From east to west, north to south. We see the morning sun creep up, illuminating the new day for Canada.

VO: So, we made a plan. And we're already working it.



The sun rises on schools, construction sites, small businesses, forests, Bay St.,

VO: Building a strong economy. One we control. Expanding industry, and creating jobs. Championing innovation,



small towns, wind turbines...It's the quiet energy of a new day.

VO: ...building more homes for more families—doing it at a pace yesterday would call 'impossible.'



The sun is now fully out. A group of children pour out into a schoolyard for recess.

VO: This is our moment, to build an economy by Canadians, for Canadians.



SUPER: BUILD STRONG

SUPER: Learn how at Canada.ca/BuildStrong

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Variation B received a few positive comments, but overall the feedback was more neutral than strong. While it aimed to show strength and progress with lines like "Building a strong economy, one we control," many respondents didn't find it convincing.

Some participants appreciated the patriotic tone and phrases like "by Canadians for Canadians," which felt positive and inclusive. For these viewers, the message gave a sense of unity and determination. However, even those parts were often overshadowed by what many saw as a confusing and unfocused message. Several participants said the ad jumped too quickly between different topics, such as housing, job creation, and building stronger industries. This made it hard to follow and weakened the overall impact.

Participants also pointed out that the visuals didn't really match what was being said. Some felt everything seemed scattered, and the images didn't help tell a clear story or build an emotional connection. The tone was supposed to sound confident, but a few participants felt it came off as too pushy or preachy. One person said, "*This sounds very imperialistic. I'm being told how things work,*" which showed that the message felt a bit too top-down for some.

The line "We made a plan, and we're working on it" got a lot of criticism for being too vague. Many respondents said it didn't explain what the plan was or how it would actually happen. That made the message feel empty and hard to trust.

Among both English- and French-speaking participants, the closing line, "**Learn how at Canada.ca/BuildStrong,**" was one part that business owners responded to positively. They found "Learn how" to be clearer and more direct. It gave the impression that there was something useful to find out if they chose to visit the site. While it didn't save the whole message, it stood out as one of the stronger parts.

Overall, Variation B was trying to deliver a bold, patriotic message, but it didn't land for most people. The story felt all over the place, the tone was too stiff, and it needed more warmth and real-life connection.

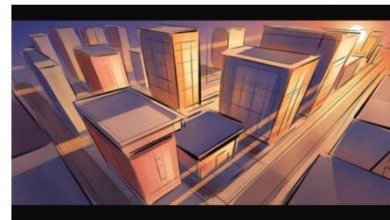
Comments and Impressions on Variation C



It's dark out. Morning dew glistens. Music builds, like a marching beat.
VO: This is the start of a new era. Defining our future – on our own terms.



The sun rises on Canada's East Coast. From east to west, north to south. We see the morning sun creep up, illuminating the new day for Canada.
VO: Investing in ourselves. Buying what we make, harnessing our own energy's power,



The sun rises on schools, construction sites, small businesses, forests, Bay St.
VO: prospering from our critical minerals. We're building twice as many homes in half the time,



small towns, wind turbines...It's the quiet energy of a new day.
VO: ...breaking down provincial walls, putting in high-speed rail.



The sun is now fully out. A group of children pour out into a schoolyard for recess.
VO: The world's next super economy isn't an idea on paper; we're already building it, strong and resilient.



SUPER: Learn more at Canada.ca/BuildStrong

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Variation C was slightly adjusted during the data collection process across the in-depth interviews. The phrase "Investing in ourselves. Buying what we sell, harnessing our own energy's power" was revised to "Investing in ourselves. Buying what we make, harnessing our own energy's power." This modification did not produce any noticeable differences in participants' responses.

Among participants, Variation C was the most positively received of the three tested messages. It was consistently described as clearer, more detailed, and more engaging than the other versions. Many respondents felt that it effectively conveyed the government's plan, citing specific examples such as investment in housing, infrastructure, and clean energy. These concrete references made the message feel more credible and grounded.

Several participants noted that this version had the right emotional tone. It was hopeful without being overly sentimental, and assertive without being aggressive. It offered a sense of national pride and unity, with one participant stating that it “*makes me feel more patriotic in a good way.*” Others appreciated that the message focused on collaboration and highlighted sectors that matter to Canadians, such as transportation and energy.

One of the main strengths in Variation C was the alignment between the visuals and the voiceover. Unlike Variation B, which many described as disjointed, participants felt that the imagery in Variation C supported and reinforced the spoken message. This helped build trust and gave the impression that the government was addressing real issues that Canadians care about.

Despite these strengths, a few participants said the message tried to take on too much at once. This made it feel a bit heavy or hard to absorb for some. Others pointed out that certain phrases, like “super economy” or “on our own terms,” felt exaggerated or out of touch. However, these comments were relatively minor compared to the overall positive feedback.

The closing line “**Learn more at Canada.ca/BuildStrong**” received limited but generally neutral to mildly positive feedback. A few participants preferred it for being clear and easy to understand, especially in French, where “Apprenez-en plus” was seen as familiar and accessible. However, it was also described as generic or less engaging compared to other versions.

In summary, Variation C stood out for its clarity, emotional impact, and specific content. Participants felt it delivered the government’s economic message in a way that was easy to understand and inspiring. It struck a strong balance between providing useful information and motivating viewers to take the next step.

2.1.3 Preferred Variation

Variation C was the most widely preferred version among participants. It stood out as the clearest, most informative, and emotionally engaging of the three messages tested. For many, it delivered the government’s message in a way that felt concrete, credible, and motivating.

A key reason for this preference was the level of detail in the message. Participants pointed to specific examples, such as building more homes, investing in infrastructure, and supporting clean energy. These references made it feel like the government was taking real action on important issues. The clarity helped connect general ideas to actual policies, making it easier for viewers to understand what the plan was and how it could affect them.

The tone was also an important factor. Message C was described as hopeful and energizing without sounding too emotional or exaggerated. It created a sense of national pride and unity while still feeling accessible and inclusive. This emotional balance made the message feel more relatable and engaging than the other versions.

Many participants also highlighted how well the visuals matched the narration. Unlike other variations that felt scattered or disconnected, Variation C had a clear flow. The images supported the voiceover, making the overall message stronger and more believable.

In short, Variation C stood out because it combined clear information, the right emotional tone, and a strong call to action. It was seen as the most effective version for sharing the Government of Canada's economic message and the one most likely to build trust and encourage follow-up.

2.1.4 Closing Line

Although there was no real consensus among business owners, the most preferred closing line was "Learn how at Canada.ca/BuildStrong," used in Variation B. Across both language groups, this version was seen as the clearest and most action-oriented. Participants said "Learn how" felt practical and engaging, suggesting that useful, specific information was available. The English URL "BuildStrong" was also seen as short, memorable, and easy to associate with a clear government initiative. Among Francophone participants, the line "Découvrez comment au Canada.ca/AvenirSolide" was well received for its tone and structure.

The line "Learn how at Canada.ca/BuildingTheFuture," from Variation A was generally well received. Participants appreciated the optimistic tone of "BuildingTheFuture," which matched the concept's imagery and message. As in other versions, "Learn how" made the line feel like an invitation to explore something concrete. However, the longer URL was seen as slightly harder to remember. This was especially noted by some Francophone participants, who found the full phrase less fluid and a bit more complex.

The closing line from Variation C, "Learn more at Canada.ca/BuildStrong", was generally understood, but a few English-speaking participants described it as less engaging or too passive. In French, "Apprenez-en plus" was seen as clear but not especially compelling or motivating.

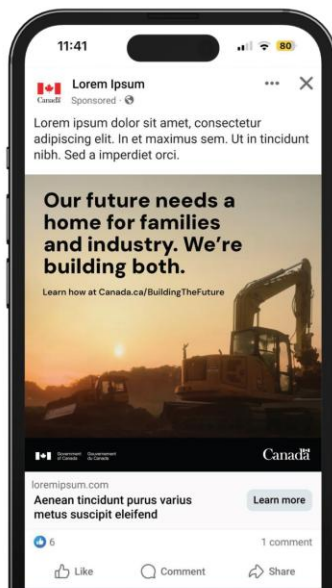
In summary, participants preferred closing lines that were short, clear, and action-driven. "Learn how at Canada.ca/BuildStrong" stood out as the strongest option, offering a simple and motivating message that worked well in both English and French. Lines that felt too long or too vague were less effective in holding attention or encouraging follow-through.

2.1.5 Static images

First static Image



Second static Image



Participants were shown two static visuals as part of the evaluation. The first included the message "The future needs us to trade coast to coast to coast. It's already in motion," while the second stated, "Our future needs a home for families and industry. We're building both."

Overall, the second message was preferred. Business owners felt it addressed both people and the economy, making it more relatable and meaningful. However, the accompanying image of construction equipment drew criticism from some, who felt it clashed with the mention of families and lacked human presence. One participant described it as resembling a 1990s government ad.

The first message was viewed as simpler and clearer to read, but some participants found it vague and less engaging. A few also mentioned that it was not immediately obvious that the ad came from the Government of Canada.

Across both messages, several respondents described the visuals as dull or muted, pointing to the dawn setting as reducing visual impact. Some also found the text too long or dense, especially on mobile formats.

In summary, while the second message was stronger in content, both ads were seen as needing more vibrant visuals, clearer branding, and greater emotional connection.

2.1.6 Comments and impressions on the Website landing page

Participants' impressions of the website landing page were mostly positive, though opinions varied based on individual expectations. Most respondents found the page visually appropriate and generally complete in terms of content and structure, but several pointed out areas that could be improved, especially around layout, clarity, and accessibility.

Many participants said the page looked like a typical Government of Canada site, which helped build trust. They liked the use of clear categories, icons, and images to organize topics such as business supports, innovation, infrastructure, and affordability. Visual cues and symbols were seen as helpful, especially by users who expected a government website to be more text-heavy or difficult to navigate.

That said, some feedback was more critical. A number of users felt the layout lacked a cohesive style. The page was described by some as fragmented, with buttons and sections that looked like they belonged to different sites. This was especially frustrating for those who preferred clean, simple navigation.

Navigation was another area of concern. Some users felt there were too many clickable sections on the homepage, which made it hard to know where to start. One participant described it as falling into a "*rabbit hole*," where they can keep clicking deeper into content without a clear sense of direction. There were suggestions to simplify the structure and better prioritize key information.

Images on the page were mostly well received. Participants liked the photos and felt they helped support the content in each section. However, some respondents, said the site lacked a human touch. They wanted to see more people and community-based visuals instead of machines or abstract symbols, to make the page feel more relatable and emotionally engaging.

Placement of content also mattered. One participant mentioned that the line "*Government helps businesses grow*" was too far down the page and should be moved higher, as it summed up the site's purpose well.

In conclusion, while the landing page was seen as informative and visually credible, participants pointed to several ways it could be improved. Suggestions included making the layout more cohesive, simplifying navigation and adding a stronger human presence.

2.2 General Population Discussion groups

2.2.1 Challenges and consumer's support

Before reviewing the advertising messages, participants were invited to discuss the main economic challenges they currently face and the kind of support they expect from the Government of Canada. Participants voiced widespread concern about the high cost of living, particularly inflation and housing affordability. Many reported feeling that wages and benefits are not keeping pace with rising prices, leaving households under increasing financial pressure.

Inflation dominated the discussion and is shaping day-to-day behaviour. Participants described sharp increases in the cost of essentials, particularly groceries, fuel, and rent, which are forcing trade-offs. Many reported cutting discretionary spending and adopting cost-saving strategies such as bulk buying, waiting for promotions, and switching to lower-cost or lower-quality products. Rising interest rates are compounding this pressure, with mortgage and loan payments becoming harder to manage and contributing to a broader sense of financial insecurity.

Housing was framed not just as a cost issue but as a question of access. Younger participants and renters in particular described renting as increasingly out of reach. Affordable rental options were seen as scarce, while buying a home felt unattainable in both large urban centres and smaller communities. There is a perception that supply and affordability challenges are systemic, leading some to argue that governments should prioritize accelerating housing construction and strengthening affordability measures, especially for first-time buyers.

Employment and job security were also raised as ongoing concerns. While some acknowledged that jobs are available, they felt that many of them are low-paying or precarious, and that the cost of living offsets any financial stability gained from employment. A few participants emphasized the need for government investment in training programs and job creation in sectors that can sustain long-term growth.

Some participants also mentioned the lack of access to resources or support in certain communities. Those living outside major urban centers said they often face higher costs for goods and services, limited access to transportation, and fewer job opportunities, leading to a perception of inequality. A few also mentioned the need for better communication from the federal government regarding available support programs and initiatives for Canadians struggling with affordability.

Overall, participants felt that the government could do more to help Canadians manage these economic challenges by offering clear, practical, and accessible information about its actions and by demonstrating tangible progress. While some had heard of certain initiatives such as programs to boost housing construction or support workers, most were not aware of specific measures currently in place.

2.2.2 Message testing

It is worth noting that the visuals used in the in-depth interviews were also used in the discussion groups with the general population.

Comments and Impressions on Variation A

This variation generated mixed reactions among participants. While some found the tone assertive and energizing, others felt the message lacked substance. Several described it as very positive and filled with energy. One participant said it showed that Canadians need to “*work together*” and that the slogan “*Our Future is Made in Canada*” was a perfect ending that everyone could agree with.

Others appreciated that it evoked national pride. Some said the narration “*gives you energy*” that it “*makes us move,*” and “*shows that we’re moving forward.*” Others felt it made them proud, saying that it “*felt like we are going to stand on our own... right on, let’s go.*” Participants also praised its hopeful framing, noting that it was “*empowering*” and that it “*acknowledges that the times have changed.*”

However, many found the message overly vague and generic. One participant bluntly said, “*It doesn’t tell me anything, it’s just like word salad.*” Others described it as “*vague,*” “*generic,*” and “*something we’ve heard before.*” A few noted that it sounded like a political campaign message: “*This ad could have been in any one of the last fifteen elections, there’s nothing in here that tells me anything.*”

While the slogan “*Our Future is Made in Canada*” resonated with some as strong and empowering, others found it hollow or confusing. “*It doesn’t tell me anything*” one person remarked.

A few participants also questioned the phrase “*stronger and more free.*” One participant pointed out that “*our license plates now say ‘stronger and freer’, and that’s what the separatists here are pushing*” suggesting that it might not be the right phrasing for a federal campaign.

Overall, participants felt that the variation’s strengths lay in its patriotic tone and emotional appeal, but that its lack of detail limited its impact. Several said they would have been more inclined to engage if the ad had shown tangible actions or evidence of results rather than broad statements.

Comments and Impressions on Variation B

Participants generally viewed Variation B as more specific and action-oriented than Variation A. The wording suggested that things were already in motion, which appealed to several participants. One person described it as “*more action oriented*” explaining that “*we’re working on it at this moment*” Others agreed, noting that phrases such as “*working it*” made it feel like progress was happening behind the scenes. The closing sentiment, “*by Canadians, for Canadians*” resonated strongly for many, as it conveyed ownership and self-reliance.

However, the slogan “*Build Strong*” divided English-speaking participants. Some described it as “*catchy*” “*to the point*” and “*clear.*” Others criticized it as “*tacky*” “*too simplistic*” or reminiscent of unrelated campaigns such as “*Livestrong*”. For a few, it even sounded too forceful or mechanical, which reduced its emotional connection.

The tone was perceived as more pragmatic and grounded, but participants still found it too general. Several said it *“felt like a campaign video”* adding that it made promises without providing enough specifics. Others expressed frustration, calling it *“surface level”* or *“just a few empty promises.”* Many felt that the variation needed concrete examples, real projects, numbers, or proof of results to support the claims being made.

Despite these critiques, participants appreciated the attempt to be more proactive and inclusive. They liked the focus on Canadian industry, job creation, and innovation, and many said they would respond well if the message were combined with real evidence of progress.

In summary, Variation B was viewed as clear and forward looking, with an appealing call to action. Yet the English tagline *“Build Strong”* was polarizing, and participants wanted more tangible proof to make the message credible.

Comments and Impressions on Variation C

Variation C was slightly adjusted during the data collection process across the discussion groups. The phrase *“Investing in ourselves. Buying what we sell, harnessing our own energy’s power”* was revised to *“Investing in ourselves. Buying what we make, harnessing our own energy’s power.”* This adjustment did not result in any noticeable differences in responses across groups.

Variation C was the most positively received overall. Participants described it as clearer, more concrete, and more informative than the others. Many appreciated that it included tangible examples such as *“building twice as many homes in half the time”* *“breaking down provincial walls,”* and *“putting in high speed rail.”* These statements made the ad feel more real and achievable. One participant said it provided *“concrete ways of doing things”* while another remarked that *“it actually has some specifics.”*

The theme of self-reliance resonated strongly. Several people liked that it highlighted Canada’s ability to use its own energy and resources, *“harnessing our own power”* and *“prospering from our critical minerals.”* They felt that this vision gave the ad a sense of confidence and national independence. Some added that these elements made them more interested in visiting the campaign website to learn more.

Still, a few participants wanted even greater precision and realism. They asked for numbers, timelines, or specific examples of what the government had already accomplished. Others cautioned against overemphasizing resource extraction or relying on non-renewable materials, suggesting that the message could better reflect environmental considerations.

Not everyone preferred this variation. Some described the pacing and language as *“choppy”* while others missed the emotional pull of Variation A’s final line. Several participants suggested combining A’s inspirational ending with C’s specific content. Overall, however, most agreed that this version struck the best balance between vision and substance.

In conclusion, Variation C was considered the strongest of the three. It communicated concrete actions and gave participants a better sense of direction and progress, while still maintaining an optimistic and inclusive tone.

2.2.3 Preferred Variation

Across nearly all groups, participants selected Variation C as their preferred version. They appreciated its clear messaging, tangible details, and sense of progress. It was viewed as the most credible and informative, offering both inspiration and evidence of action.

Variation A ranked second. Participants valued its strong emotional appeal, its patriotic tone, and its memorable closing line. However, its lack of concrete examples limited its perceived credibility.

Variation B generally ranked last. Although its wording and structure were seen as improvements over A, participants found the slogan divisive and felt that it still lacked substance.

2.2.4 Static images

It is worth noting that the visuals used in the in-depth interviews were also used in the discussion groups with the general population.

Participants acknowledged that the visuals were consistent with the campaign's overall tone, but many found them vague and unengaging. In several groups, participants commented that *"the first message says absolutely nothing"* and that *"there's just too much text for an ad you'd see on the street."* Others said the imagery lacked stopping power, noting that *"if I drove by that billboard, I probably wouldn't even look at it."* One participant summed it up by saying, *"It looks like it's trying to say everything and ends up saying nothing."*

Several participants commented on the use of the phrase *"from coast to coast to coast."* In the billboard ad. While some appreciated it as a distinctly Canadian expression that conveys unity and inclusiveness, many found it confusing or overused. In the English groups, many admitted they were unsure what the *third coast* referred to, with one participant asking, *"Is that supposed to be the North? Because most people wouldn't think of it that way."*

The social media ad was viewed somewhat more positively, as it mentioned industries and families, making it slightly more relatable and concrete. Participants liked that it used more personalized language such as *"we"* and *"families"* and included visuals of machinery and construction that aligned with the idea of building. *"At least this one talks about real things, it feels a bit more human,"* said one participant. However, others still found the message vague and poorly structured, explaining that *"the text doesn't flow naturally and it's hard to read quickly."*

Participants also commented on the visual presentation, finding the colors dull and the layout unappealing which discouraged them from engaging with the ad. Others mentioned that while the government logo lent some credibility, *"it looks official, but it doesn't make me feel anything."*

A few participants questioned whether viewers would actually visit the website after seeing these ads, saying the visuals did not motivate further engagement. *"There's nothing here that would make me curious enough to go online,"* one participant explained.

Overall, participants perceived the static images as aligned with the campaign's messaging but lacking impact. They suggested simplifying the copy, using brighter visuals, and ensuring that both the imagery and wording more clearly communicate the ideas of progress and inclusivity.

2.2.5 Closing Line

Across both language groups, participants appreciated a clear and simple closing line that encouraged them to learn more about the government's economic plan without feeling instructed.

In English groups, "Learn more" was clearly preferred over "Learn how." Participants felt that "Learn more" sounded inviting and informative, whereas "Learn how" came across as slightly prescriptive. One participant explained, *"'Learn how' sounds like homework. 'Learn more' makes me feel like I'm being invited to see what's happening."* Another added, *"'Learn more' feels natural. 'Learn how' sounds like they're going to teach me something I should already know."*

In French groups, opinions were divided between "Apprenez-en plus" and "Découvrez comment." Those who preferred "Apprenez-en plus" found it warmer, more neutral, and more respectful, as it invites people to inform themselves at their own pace. As one participant put it, *"'Apprenez-en plus' is softer, more neutral, it lets people decide whether to go look or not."* Others favored "Découvrez comment," which they described as more dynamic and engaging, though a few noted it could sound a bit promotional or presumptive, as if assuming the audience knew nothing about the topic. One participant explained, *"'Découvrez comment' is catchier, but a bit like an ad; it feels like they're trying too hard to convince us."*

When comparing slogans, participants in both languages leaned toward "Build Strong / Avenir Solide" rather than "Building the Future / Construire l'Avenir." "Build Strong / Avenir Solide" was considered more concrete and reassuring, evoking strength, stability, and credibility. "Building the Future / Construire l'Avenir" was perceived as more aspirational but less tangible, giving the impression that progress was still ongoing. Some linguistic nuances emerged. English-speaking participants viewed "Build Strong" as short, powerful, and easy to remember, though a few found it slightly corporate in tone. French-speaking participants described "Avenir Solide" as both reassuring and credible, aligning naturally with the campaign's optimistic tone.

2.2.6 Comments and impressions on the Website landing page

Participants across all groups generally reacted positively to the website. They described it as clear, well organized, and easier to navigate than typical government pages. Many appreciated its visual appeal, with straightforward sections and accessible buttons that made it user friendly and pleasant to read. One participant said it was *"simple, easy to follow, and not overloaded with text like most government sites."* Another noted, *"It actually looks like they want people to read it, not just check a box that it exists."*

Several participants highlighted that the site's structure, particularly sections such as "Supporting Workers, Families and Communities," was logical and easy to follow. One participant remarked, *"I like how it's divided; you can find what you need right away without clicking a dozen times."* The website also helped clarify the overall message of the campaign, providing additional context that was not always clear in the ads alone. As one person explained, *"The ads were nice, but this makes it make sense. it shows what they're actually doing."*

Some participants, however, expressed minor concerns. A few mentioned the possibility of getting lost among multiple links and suggested including a single, comprehensive PDF summarizing the plan. *“It’s good, but I’d prefer one page that sums everything up instead of opening link after link”* one participant suggested. Others felt that the design could better reflect inclusivity, noting that there was limited content directed toward seniors or audiences less represented in the visuals.

Despite these remarks, the overall perception was highly positive. Participants viewed the website as credible, informative, and representative of the government’s efforts to provide transparency about its economic plan. *“It feels honest, like they’re actually showing what’s been done”* one person said. It was widely seen as a clear and trustworthy complement to the advertising campaign.

Appendix

A.1 Quantitative Methodology for the Baseline Survey (pre-campaign)

A.1.1 Quantitative Methodology for the Baseline Survey among General Population

Quantitative research was conducted through a web approach, using Computer Aided Web Interviewing (CAWI) technology.

As a Canadian Research Insights Council Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the Privacy Act.

The questionnaire is available in Appendix A.3.

Using data from the 2021 Statistics Canada census, the weighting was done according to age, gender, province, education, spoken language, presence of children in the household, and belonging to a vulnerable community or not, to help readjust the sample for minor imbalances. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the [A.1.4. section](#) of this report.

A pre-test of 57 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French.

A.1.1.1 Sampling Procedure

Leger conducted a panel-based Internet survey with a sample of adult Canadians, using Computer Aided Web Interviewing (CAWI) technology.

A total of 2,024 respondents participated in the survey. The exact distribution is presented in the following section. Participant selection was done randomly from Leo's online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables.

A.1.1.2 Data Collection

Fieldwork for the survey was carried out from October 23 to November 5, 2025. A pre-test of 57 survey completes was conducted prior to full launch to validate the questionnaire programming in both English and French. These pre-test responses are included in the final dataset, bringing the total sample to 2,024 Canadians with demographic characteristics reflective of the Canadian population. An average of 7 minutes and 47 seconds was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 9.69%.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

During data collection, regional quotas and soft quotas were established to ensure an adequate subsample size for Newcomers, Indigenous People, people living with a disability, low-income people, seniors, youth and students, and women.

The tables below present the distribution of respondents by region, gender, age, newcomers, indigenous people, people living with a disability, income and occupation.

Table 2: Distribution of respondents by Region

	Number of respondents (unweighted)
British Columbia	266
Alberta	235
Saskatchewan	63
Manitoba	74
Ontario	793
Quebec	459
New Brunswick	42
Nova Scotia	52
Prince Edward Island	7
Newfoundland and Labrador	27
Northwest Territories	2
Yukon	2
Nunavut	2

Table 3: Distribution of respondents by Gender

Note: Gender-diverse people and answer refusals make up the rest of the sample.

	Number of respondents (unweighted)
Women	1,052
Men	958

Table 4: Distribution of respondents by Age

	Number of respondents (unweighted)
18-34	443
35-54	610
55+	971

Table 5: Distribution of respondents by Indigenous People

	Number of respondents (unweighted)
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Indigenous	99
Non-Indigenous	1,925

Table 6: Distribution of respondents by People living with a disability

	Number of respondents (unweighted)
Living with a disability	328
Not living with a disability	1,660

Table 7: Distribution of respondents by occupation

	Number of respondents (unweighted)
Student	71
Not a student	1,953

Table 8: Distribution of respondents by income

	Number of respondents (unweighted)
Under \$40,000	363
Between \$40,000 et \$100,000	821
\$100,000 or more	657

A.1.1.3 Participation Rate

The overall participation rate for this study is 9.69%.

Participation rates for online surveys generally fall between 20% and 30%. A response rate of 9.69% may seem somewhat low, but given the limited timeframe, we had to send invitations more broadly across the panel in order to meet our objectives, which had an impact on the participation rate.

The participation rate is calculated as the number of **in-scope responding units** (n=3,508), divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units** (n=36,187). The detailed completion results are as follows:

- Total number of sample units selected to participate: 36,268
- Number of invalid cases: 0
 - Invitations mistakenly sent to people who did not qualify for the study: 0
 - Incomplete or missing email addresses: 0
- Number of **unresolved units**: 32,536
 - Email invitations bounce back: 24
 - Email invitations unanswered: 32,512
- Number of **in-scope non-responding units**: 143
 - Non-response from eligible respondents: 0
 - Respondent refusals: 0
 - Language problem: 0
 - Selected respondent not available (illness; leave of absence; vacation; other): 0
 - Early breakoffs: 143
- Number of **in-scope responding units**: 3,508

- Surveys disqualified – quota filled: 1,464
- Completed surveys disqualified for other reasons: 20
- Completed interviews: 2,024

A.1.1.4 Unweighted and Weighted Samples

Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of this survey by region, age, gender, maternal language, level of education, ethnicity and the presence of children in the household, in order to reflect the actual distribution of the Canadian adult population.

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The small differences observed have not introduced a non-response bias for these sample subgroups.

Table 9: Unweighted and Weighted Sample Distribution by Region

Region	Unweighted	Weighted
British Columbia	266	286
Alberta	235	224
Saskatchewan	63	59
Manitoba	74	70
Ontario	793	784
Quebec	459	464
New Brunswick	42	41
Nova Scotia	52	58
Prince Edward Island	7	5
Newfoundland	27	29
Northwest Territories	2	2
Yukon	2	2
Nunavut	2	2
Total	2,024	2,024

The following tables present the distribution of Canadians by age and gender. The weighting slightly decreased the weight of women to correct the quota that was set for this population, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these sample subgroups.

Table 10: Unweighted and Weighted Sample Distribution by Age

Age	Unweighted	Weighted
18-34	443	538
35-54	610	651
55+	971	835
Total	2,024	2,024

Table 11: Unweighted and Weighted Sample Distribution by Gender

Gender	Unweighted	Weighted
Men	958	969
Women	1,052	1,037
Total	2,024	2,024

The following tables present the distribution of Canadians by Maternal language. The weighting process has corrected some discrepancies, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these sample subgroups.

Table 12: Unweighted and Weighted Sample Distribution by Maternal language

Education	Unweighted	Weighted
English	1,417	1,510
French	500	400
Other	210	194
Total	2,024	2,024

The following tables present the distribution of Canadians by level of education and the presence of children in the household. Weighting decreased the weight of respondents who attended university in favor of those with lower education levels.

Table 13: Unweighted and Weighted Sample Distribution by Education

Education	Unweighted	Weighted
High school and less	425	587
College	616	810
University	983	626
Total	2,024	2,024

Table 14: Unweighted and Weighted Sample Distribution by Presence of children in the household

Presence of children in the household	Unweighted	Weighted
Yes	555	550
No	1,469	1,474
Total	2,024	2,024

There is no evidence from the data that having achieved a different distribution through the presented variables prior to weighting would have significantly changed the results for this study. The relatively small weight factors and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

Table 15: Weight factors by Profile

Label	Weight
BC M 18-24	0.706
BC M 25-34	1.209
BC M 35-44	1.146
BC M 45-54	1.062
BC M 55-64	1.178
BC M 65+	1.617
BC F 18-24	0.665
BC F 25-34	1.199
BC F 35-44	1.179
BC F 45-54	1.140
BC F 55-64	1.265
BC F 65+	1.848
AB M 18-24	0.607
AB M 25-34	1.006
AB M 35-44	1.085
AB M 45-54	0.914
AB M 55-64	0.901
AB M 65+	0.995
AB F 18-24	0.568
AB F 25-34	1.011
AB F 35-44	1.093
AB F 45-54	0.907
AB F 55-64	0.916
AB F 65+	1.126

MB/SK M 18-24	0.384
MB/SK M 25-34	0.561
MB/SK M 35-44	0.547
MB/SK M 45-54	0.480
MB/SK M 55-64	0.532
MB/SK M 65+	0.660
MB/SK F 18-24	0.351
MB/SK F 25-34	0.554
MB/SK F 35-44	0.555
MB/SK F 45-54	0.485
MB/SK F 55-64	0.545
MB/SK F 65+	0.778
ON M 18-24	2.126
ON M 25-34	3.318
ON M 35-44	3.002
ON M 45-54	2.985
ON M 55-64	3.288
ON M 65+	4.040
ON F 18-24	1.972
ON F 25-34	3.275
ON F 35-44	3.191
ON F 45-54	3.201
ON F 55-64	3.474
ON F 65+	4.848
QC M 18-24	1.088
QC M 25-34	1.800
QC M 35-44	1.889
QC M 45-54	1.759

QC M 55-64	2.072
QC M 65+	2.702
QC F 18-24	0.980
QC F 25-34	1.702
QC F 35-44	1.894
QC F 45-54	1.722
QC F 55-64	2.111
QC F 65+	3.207
ATL M 18-24	0.277
ATL M 25-34	0.466
ATL M 35-44	0.360
ATL M 45-54	0.518
ATL M 55-64	0.632
ATL M 65+	0.852
ATL F 18-24	0.300
ATL F 25-34	0.466
ATL F 35-44	0.498
ATL F 45-54	0.550
ATL F 55-64	0.670
ATL F 65+	0.987

Table 16: Weight Factors by Region

Label	Weight
British Columbia	14.122
Alberta	11.051
Saskatchewan	2.896
Manitoba	3.456
Ontario	38.721
Quebec	22.927

New-Brunswick	2.019
Nova Scotia	2.856
Prince-Edward Island	0.269
Newfoundland and Labrador	1.434
Northwest Territories	0.079
Yukon	0.091
Nunavut	0.081

Table 17: Weight Factors by language and region

Label	Weight
French – Rest of Canada	2.458
French- Quebec	1.281
Non-francophone – Rest of Canada	74.616
Non-francophone - Quebec	5.646

Table 18: Weight Factors by Education level

Label	Weight
College and less	69.055
University – Rest of Canada	24.401
University - Quebec	6.544

Table 19 Weight Factors by Presence of children in the household

Label	Weight
Yes	27.171
Non	72.829

A.1.2 Quantitative Methodology for the Baseline Survey among Business owners

Quantitative research was conducted through a web approach, using Computer Aided Web Interviewing (CAWI) technology.

As a Canadian Research Insights Council Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the Privacy Act.

The questionnaire is available in Appendix A.3.

Using data from Statistics Canada Canadian Business Register (BR), the weighting was done according province, business sector and number of employees. in order to reflect the actual distribution of the targeted population. The weighting factors are presented in detail in the [A.1.2.4. section](#) of this report.

A pre-test of 34 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French.

A.1.2.1 Sampling Procedure

Leger conducted a panel-based Internet survey among Canadian business owners and operators, using Computer-Aided Web Interviewing (CAWI) technology. A total of 601 respondents participated in the survey. The exact distribution is presented in the following section. Participants were randomly selected from Leo's online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables.

A.1.2.2 Data Collection

Fieldwork for the survey was carried out from October 23 to November 11, 2025. A pre-test of 34 survey completes was conducted prior to full launch to validate the questionnaire programming in both English and French. These pre-test responses are included in the final dataset, bringing the total sample to 601 Canadian business owners or operators with demographic characteristics reflective of Canadian business sectors. An average of 5 minutes and 18 seconds was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 12.18%.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect

the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

During data collection, provincial quotas were established to ensure adequate representation across provinces.

The tables below present the distribution of respondents by region, gender, age, role in the company, company size, based region, and business sector.

Table 20: Distribution of respondents by Region

	Number of respondents (unweighted)
British Columbia	96
Alberta	78
Saskatchewan	12
Manitoba	18
Ontario	228
Quebec	136
New Brunswick	12
Nova Scotia	11
Prince Edward Island	4
Newfoundland	6
Northwest Territories	0
Yukon	0
Nunavut	0

Table 21: Distribution of respondents by Gender

Note: Gender-diverse people and answer refusals make up the rest of the sample.

	Number of respondents (unweighted)
Women	242
Men	355

Table 22: Distribution of respondents by Age

	Number of respondents (unweighted)
18-34	130
35-54	297
55+	174

Table 23: Distribution of respondents by Role in the company

	Number of respondents (unweighted)
Owner	364
Operator	48
Partner	73
Senior manager	116

Table 24: Distribution of respondents by Company Size

	Number of respondents (unweighted)
Micro	220
Small	275
Medium	106

Table 25: Distribution of respondents by Business based region

	Number of respondents (unweighted)
Urban area	318
Suburban area	188
Small community	36
Rural area	55

Table 26: Distribution of respondents by Industry sector

	Number of respondents (unweighted)
Natural Resources, Mining, Construction & Manufacturing	122
Trade, Transportation & Utilities	90
Professional & Information Services	178
Education & Health Services	87
Leisure & Hospitality	70
Other	54

A.1.2.3 Participation Rate

The overall participation rate for this study is 12.18%.

Participation rates for online surveys generally fall between 20% and 30%. A response rate of 12.18% may seem somewhat low, but given the limited timeframe, we had to send invitations more broadly across the panel in order to meet our objectives, which had an impact on the participation rate.

The participation rate is calculated as the number of **in-scope responding units** (n=1,181), divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units** (n=9,695). The detailed completion results are as follows:

- Total number of sample units selected to participate: 9,695
- Number of invalid cases: 0
 - Invitations mistakenly sent to people who did not qualify for the study: 0
 - Incomplete or missing email addresses: 0
- Number of **unresolved units**: 8,514
 - Email invitations bounce back: 7
 - Email invitations unanswered: 8,507
- Number of **in-scope non-responding units**: 0
 - Non-response from eligible respondents: 0

- Respondent refusals: 0
- Language problem: 0
- Selected respondent not available (illness; leave of absence; vacation; other): 0
- Early breakoffs: 0
- Number of **in-scope responding units**: 1,181
 - Surveys disqualified – quota filled: 576
 - Completed surveys disqualified for other reasons: 4
 - Completed interviews: 601

A.1.2.4 Unweighted and Weighted Samples

Based on data from Statistics Canada Canadian Business Register (BR), Leger weighted the results of this survey by province, business sector and number of employees. in order to reflect the actual distribution of the targeted population.

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The small differences observed have not introduced a non-response bias for these sample subgroups.

Table 27: Unweighted and Weighted Sample Distribution by Region

Region	Unweighted	Weighted
British Columbia	96	94
Alberta	78	77
Saskatchewan	12	20
Manitoba	18	20
Ontario	228	228
Quebec	136	127
New Brunswick	12	12
Nova Scotia	11	14
Prince Edward Island	4	3
Newfoundland	6	8
Northwest Territories	0	0
Yukon	0	0
Nunavut	0	0
Total	601	601

Table 28: Unweighted and Weighted Sample Industry sector

Industry sector	Unweighted	Weighted
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Natural Resources, Mining, Construction & Manufacturing	122	127
Trade, Transportation & Utilities	90	128
Professional & Information Services	178	137
Education & Health Services	87	72
Leisure & Hospitality	70	49
Other	54	88
Total	601	601

The following tables present the distribution by Company size. The weighting slightly decreased the weight of medium sized companies to correct the quota that was set for this population, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these sample subgroups.

Table 29: Unweighted and Weighted Sample Company size

Company size	Unweighted	Weighted
Micro	220	332
Small	275	258
Medium	106	11
Total	601	601

There is no evidence from the data that having achieved a different distribution through the presented variables prior to weighting would have significantly changed the results for this study. The relatively small weight factors and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

Table 30: Weight factors by Industry sector

Label	Weight
Accommodation and food services	6.68
Administrative and support, waste management and remediation services	4.28
Agriculture, forestry, fishing, and hunting	3.94

Arts, entertainment, and recreation	1.48
Construction	12.45
Educational services	1.19
Finance and insurance	3.35
Health care and social assistance	10.76
Information and cultural industries	1.50
Management of companies and enterprises	0.50
Manufacturing	4.13
Mining, quarrying, and oil and gas extraction	0.60
Other services (except public administration)	8.84
Professional, scientific, and technical services	12.67
Real estate and rental and leasing	4.79
Retail trade	11.51
Transportation and warehousing	5.31
Utilities	0.11
Wholesale trade	4.38
Other, please specify	1.51

Table 31: Weight Factors by Number of employees

Label	Weight
1-4	55.28
5-49	39.95
50-99	2.92
100 and more	1.85

Table 32: Weight Factors by Province

Label	Weight
British Columbia	15.59
Alberta	12.80

Saskatchewan	3.26
Manitoba	3.27
Ontario	37.93
Quebec	21.14
New Brunswick	1.99
Nova Scotia	2.26
Prince Edward Island	0.50
Newfoundland and Labrador	1.26

A.2 Quantitative Methodology for the Post-campaign Survey

A.2.1 Quantitative Methodology for the Post-campaign Survey among General Population

Quantitative research was conducted through a web approach, using Computer Aided Web Interviewing (CAWI) technology.

As a Canadian Research Insights Council Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the Privacy Act.

The questionnaire is available in Appendix A.3.

Using data from the 2021 Statistics Canada census, the weighting was done according to age, gender, province, education, spoken language, presence of children in the household, and belonging to a vulnerable community or not, to help readjust the sample for minor imbalances. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the [A.2.1.4](#) section of this report.

A pre-test of 69 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French.

A.2.1.1 Sampling Procedure

Leger conducted a panel-based Internet survey with a sample of adult Canadians, using Computer Aided Web Interviewing (CAWI) technology.

A total of 2,001 respondents participated in the survey. The exact distribution is presented in the following section. Participant selection was done randomly from Leo's online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables.

A.2.1.2 Data Collection

Fieldwork for the survey was carried out from March 2 to March 14, 2026. A pre-test of 69 survey completes was conducted prior to full launch to validate the questionnaire programming in both English and French. These pre-test responses are included in the final dataset, bringing the total sample to 2,001 Canadians with demographic characteristics reflective of the Canadian population. An average of 11 minutes and 01 seconds was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 8.07%.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have

volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

During data collection, regional quotas and soft quotas were established to ensure an adequate subsample size for Newcomers, Indigenous People, people living with a disability, low-income people, seniors, youth and students, and women.

The tables below present the distribution of respondents by region, gender, age, newcomers, indigenous people, people living with a disability, income and occupation.

Table 33: Distribution of respondents by Region

	Number of respondents (unweighted)
British Columbia	262
Alberta	234
Saskatchewan	63
Manitoba	73
Ontario	772
Quebec	462
New Brunswick	42
Nova Scotia	52
Prince Edward Island	8
Newfoundland and Labrador	29
Northwest Territories	2
Yukon	2
Nunavut	0

Table 34: Distribution of respondents by Gender

Note: Gender-diverse people and answer refusals make up the rest of the sample.

	Number of respondents (unweighted)
Women	1,014
Men	974

Table 35: Distribution of respondents by Age

	Number of respondents (unweighted)
18-34	454
35-54	653
55+	894

Table 36: Distribution of respondents by Indigenous People

	Number of respondents (unweighted)
Indigenous	201
Non-Indigenous	1,765

Table 37: Distribution of respondents by People living with a disability

	Number of respondents (unweighted)
Living with a disability	349
Not living with a disability	1,630

Table 38: Distribution of respondents by occupation

	Number of respondents (unweighted)
Student	85
Not a student	1,916

Table 39: Distribution of respondents by income

	Number of respondents (unweighted)
Under \$40,000	368
Between \$40,000 et \$100,000	833
\$100,000 or more	642

A.2.1.3 Participation Rate

The overall participation rate for this study is 8.07%.

Participation rates for online surveys generally fall between 20% and 30%. A response rate of 8.07% may seem somewhat low, but given the limited timeframe, we had to send invitations more broadly across the panel in order to meet our objectives, which had an impact on the participation rate.

The participation rate is calculated as the number of **in-scope responding units** (n=2,382), divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units** (n=29,500). The detailed completion results are as follows:

- Total number of sample units selected to participate: 29,440
- Number of invalid cases: 0
 - Invitations mistakenly sent to people who did not qualify for the study: 0
 - Incomplete or missing email addresses: 0
- Number of **unresolved units**: 26,924
 - Email invitations bounce back: 7
 - Email invitations unanswered: 26,917
- Number of **in-scope non-responding units**: 194
 - Non-response from eligible respondents: 0
 - Respondent refusals: 53
 - Language problem: 0
 - Selected respondent not available (illness; leave of absence; vacation; other): 0
 - Early breakoffs: 141

- Number of **in-scope responding units**: 2,382
 - Surveys disqualified – quota filled: 361
 - Completed surveys disqualified for other reasons: 20
 - Completed interviews: 2,001

A.2.1.4 Unweighted and Weighted Samples

Based on data from Statistics Canada’s 2021 national census, Léger weighted the results of this survey by gender, age, mother tongue, level of education, the presence of children in the household, Indigenous identity, and new immigrants, to reflect the actual distribution of the Canadian adult population.

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The small differences observed have not introduced a non-response bias for these sample subgroups.

Table 40: Unweighted and Weighted Sample Distribution by Region

Region	Unweighted	Weighted
British Columbia	262	283
Alberta	234	220
Saskatchewan	63	60
Manitoba	73	69
Ontario	772	772
Quebec	462	461
New Brunswick	42	41
Nova Scotia	52	57
Prince Edward Island	8	8
Newfoundland	29	28
Northwest Territories	2	2
Yukon	2	1
Nunavut	0	0
Total	2,001	2,001

The following tables present the distribution of Canadians by age and gender. The weighting process helped correct certain disparities, particularly among individuals aged 18 to 34; however, we cannot in any way assume that the minor differences observed in the representative samples introduced a non-response bias for this subgroup of the sample.

Table 41: Unweighted and Weighted Sample Distribution by Age

Age	Unweighted	Weighted
18-34	454	534
35-54	653	644

55+	894	823
Total	2,001	2,001

Table 42: Unweighted and Weighted Sample Distribution by Gender

Gender	Unweighted	Weighted
Men	974	960
Women	1,014	1,025
Total	2,001	2,001

The following tables present the distribution of Canadians by Maternal language. The weighting process has corrected some discrepancies, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these sample subgroups.

Table 43: Unweighted and Weighted Sample Distribution by Maternal language

Education	Unweighted	Weighted
English	1,434	1,490
French	459	394
Other	184	177
Total	2,001	2,001

The following tables present the distribution of Canadians by level of education and the presence of children in the household. Weighting decreased the weight of respondents who attended university in favor of those with lower education levels.

Table 44: Unweighted and Weighted Sample Distribution by Education

Education	Unweighted	Weighted
High school and less	422	569
College	628	815
University	951	617
Total	2,001	2,001

Table 45: Unweighted and Weighted Sample Distribution by Presence of children in the household

Presence of children in the household	Unweighted	Weighted
Yes	579	545
No	1,422	1,456
Total	2,001	2,001

The following tables present the distribution of Canadians by Indigenous identity. The weighting reduced the proportion of Indigenous respondents to obtain a sample representative of the population.

Table 46: Unweighted and Weighted Sample Distribution by Indigenous identity

Indigenous identity	Unweighted	Weighted
Indigenous	197	98
Other	1 804	1 903
Total	2,001	2,001

The following tables present the distribution of Canadians by newcomer status. The weighting reduced the proportion of newcomer respondents in order to obtain a sample representative of the population.

able 47: Unweighted and Weighted Sample Distribution by Newcomers

Newcomer	Unweighted	Weighted
Yes	142	44
No	1,859	1,957
Total	2,001	2,001

There is no evidence from the data that having achieved a different distribution through the presented variables prior to weighing would have significantly changed the results for this study. The relatively small weight factors and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulation was necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

Table 48: Weight factors by Profile

Label	Weight
BC M 18-24	0.704
BC M 25-34	1.205
BC M 35-44	1.142
BC M 45-54	1.059
BC M 55-64	1.175
BC M 65+	1.612
BC F 18-24	0.663
BC F 25-34	1.195
BC F 35-44	1.176
BC F 45-54	1.136
BC F 55-64	1.261

BC F 65+	1.842
AB M 18-24	0.605
AB M 25-34	1.003
AB M 35-44	1.082
AB M 45-54	0.912
AB M 55-64	0.898
AB M 65+	0.991
AB F 18-24	0.566
AB F 25-34	1.008
AB F 35-44	1.090
AB F 45-54	0.904
AB F 55-64	0.914
AB F 65+	1.122
MB/SK M 18-24	0.382
MB/SK M 25-34	0.559
MB/SK M 35-44	0.546
MB/SK M 45-54	0.478
MB/SK M 55-64	0.530
MB/SK M 65+	0.658
MB/SK F 18-24	0.350
MB/SK F 25-34	0.552
MB/SK F 35-44	0.553
MB/SK F 45-54	0.483
MB/SK F 55-64	0.544
MB/SK F 65+	0.776
ON M 18-24	2.119
ON M 25-34	3.307
ON M 35-44	2.993

ON M 45-54	2.976
ON M 55-64	3.277
ON M 65+	4.027
ON F 18-24	1.966
ON F 25-34	3.265
ON F 35-44	3.181
ON F 45-54	3.191
ON F 55-64	3.463
ON F 65+	4.833
QC M 18-24	1.085
QC M 25-34	1.794
QC M 35-44	1.883
QC M 45-54	1.754
QC M 55-64	2.065
QC M 65+	2.694
QC F 18-24	1.039
QC F 25-34	1.777
QC F 35-44	1.888
QC F 45-54	1.737
QC F 55-64	2.104
QC F 65+	3.196
ATL M 18-24	0.323
ATL M 25-34	0.464
ATL M 35-44	0.464
ATL M 45-54	0.517
ATL M 55-64	0.630
ATL M 65+	0.850
ATL F 18-24	0.300

ATL F 25-34	0.465
ATL F 35-44	0.496
ATL F 45-54	0.548
ATL F 55-64	0.668
ATL F 65+	0.984

Table 49: Weight Factors by Region

Label	Weight
British Columbia	14.122
Alberta	11.051
Saskatchewan	2.896
Manitoba	3.456
Ontario	38.721
Quebec	22.927
New-Brunswick	2.019
Nova Scotia	2.856
Prince-Edward Island	0.269
Newfoundland and Labrador	1.434
Northwest Territories	0.079
Yukon	0.091
Nunavut	0.081

Table 50: Weight Factors by language and region

Label	Weight
French – Rest of Canada	2.450
French- Quebec	17.226
Non-francophone – Rest of Canada	74.532
Non-francophone - Quebec	5.792

Table 51: Weight Factors by Education level

Label	Weight
College and less	69.152
University – Rest of Canada	24.324
University - Quebec	6.523

Table 52: Weight Factors by Presence of children in the household

Label	Weight
Yes	27.220
Non	72.780

Table 53: Weight Factors by Indigenous identity

Label	Weight
Indigenous	4.880
Other	93.140
No answer	1.980

Table 54: Weight Factors by Newcomer status

Label	Weight
Yes	2.190
No	97.810

A.2.2 Quantitative Methodology for the Post-campaign Survey among Business owners

Quantitative research was conducted through a web approach, using Computer Aided Web Interviewing (CAWI) technology.

As a Canadian Research Insights Council Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the Privacy Act.

The questionnaire is available in Appendix A.3.

Using data from Statistics Canada Canadian Business Register (BR), the weighting was done according to province, business sector and number of employees. in order to reflect the actual distribution of the targeted population. The weighting factors are presented in detail in the [A.2.2.4. section](#) of this report.

A pre-test of 35 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French.

A.2.2.1 Sampling Procedure

Leger conducted a panel-based Internet survey among Canadian business owners and operators, using Computer-Aided Web Interviewing (CAWI) technology. A total of 612 respondents participated in the survey. The exact distribution is presented in the following section. Participants were randomly selected from Leo’s online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables.

A.2.2.2 Data Collection

Fieldwork for the survey was carried out from March 2 to March 16, 2026. A pre-test of 35 survey completes was conducted prior to full launch to validate the questionnaire programming in both English and French. These pre-test responses are included in the final dataset, bringing the total sample to 612 Canadian business owners or operators with demographic characteristics reflective of Canadian business sectors. An average of 10 minutes and 25 seconds was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 9.50%.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

During data collection, provincial quotas were established to ensure adequate representation across provinces.

The tables below present the distribution of respondents by region, gender, age, role in the company, company size, based region, and business sector.

Table 55: Distribution of respondents by Region

	Number of respondents (unweighted)
British Columbia	97
Alberta	78

Saskatchewan	18
Manitoba	18
Ontario	228
Quebec	136
New Brunswick	10
Nova Scotia	17
Prince Edward Island	3
Newfoundland	7
Northwest Territories	0
Yukon	0
Nunavut	0

Table 56: Distribution of respondents by Gender

Note: Gender-diverse people and answer refusals make up the rest of the sample.

	Number of respondents (unweighted)
Women	298
Men	311

Table 57: Distribution of respondents by Age

	Number of respondents (unweighted)
18-34	118
35-54	303
55+	191

Table 58: Distribution of respondents by Role in the company

	Number of respondents (unweighted)
Owner	412
Operator	46
Partner	66
Senior manager	88

Table 59: Distribution of respondents by Company Size

	Number of respondents (unweighted)
Micro	327
Small	203
Medium	82

Table 60: Distribution of respondents by Business based region

	Number of respondents (unweighted)
Urban area	306
Suburban area	180
Small community	51
Rural area	69

Table 61: Distribution of respondents by Industry sector

	Number of respondents (unweighted)
Natural Resources, Mining, Construction & Manufacturing	128
Trade, Transportation & Utilities	87
Professional & Information Services	166
Education & Health Services	82
Leisure & Hospitality	74
Other	75

A.2.2.3 Participation Rate

The overall participation rate for this study is 9.50%.

Participation rates for online surveys generally fall between 20% and 30%. A response rate of 9.50% may seem somewhat low, but given the limited timeframe, we had to send invitations more broadly across the panel in order to meet our objectives, which had an impact on the participation rate.

The participation rate is calculated as the number of **in-scope responding units** (n=1,564), divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units** (n=16,538). The detailed completion results are as follows:

- Total number of sample units selected to participate: 16,478
- Number of invalid cases: 0
 - Invitations mistakenly sent to people who did not qualify for the study: 0
 - Incomplete or missing email addresses: 0
- Number of **unresolved units**: 14,846
 - Email invitations bounce back: 2
 - Email invitations unanswered: 14,844
- Number of **in-scope non-responding units**: 128
 - Non-response from eligible respondents: 0
 - Respondent refusals: 58
 - Language problem: 0
 - Selected respondent not available (illness; leave of absence; vacation; other): 0
 - Early breakoffs: 70
- Number of **in-scope responding units**: 1,564
 - Surveys disqualified – quota filled: 949
 - Completed surveys disqualified for other reasons: 3
 - Completed interviews: 612

A.2.2.4 Unweighted and Weighted Samples

Based on data from Statistics Canada Canadian Business Register (BR), Leger weighted the results of this survey by province, business sector and number of employees, to reflect the actual distribution of the targeted population.

A basic comparison of the unweight and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighing. The small differences observed have not introduced a non-response bias for these sample subgroups.

Table 62 Unweighted and Weighted Sample Distribution by Region

Region	Unweighted	Weighted
British Columbia	97	96
Alberta	78	79
Saskatchewan	18	20
Manitoba	18	20
Ontario	228	230
Quebec	136	129
New Brunswick	10	12
Nova Scotia	17	15
Prince Edward Island	3	3
Newfoundland	7	8
Total	612	612

Table 63 Unweighted and Weighted Sample Industry sector

Industry sector	Unweighted	Weighted
Natural Resources, Mining, Construction & Manufacturing	128	129
Trade, Transportation & Utilities	87	134
Professional & Information Services	166	140
Education & Health Services	82	73
Leisure & Hospitality	74	50
Other	75	86
Total	612	612

The following tables present the distribution by company size. The weighting reduced the proportion of medium-sized enterprises to correct the quota set for this population, and we cannot in any way assume

that the minor differences observed in the representative samples introduced a non-response bias for any of these subgroups of the sample.

Table 64 Unweighted and Weighted Sample Company size

Company size	Unweighted	Weighted
Micro	327	339
Small	203	261
Medium	82	11
Total	612	612

There is no evidence from the data that having achieved a different distribution through the presented variables prior to weighting would have significantly changed the results for this study. The relatively small weight factors and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

Table 65 Weight factors by Industry sector

Label	Weight
Accommodation and food services	6.68
Administrative and support, waste management and remediation services	4.28
Agriculture, forestry, fishing, and hunting	3.93
Arts, entertainment, and recreation	1.48
Construction	12.45
Educational services	1.19
Finance and insurance	3.35
Health care and social assistance	10.75
Information and cultural industries	1.50
Management of companies and enterprises	0.50
Manufacturing	4.13

Mining, quarrying, and oil and gas extraction	0.60
Other services (except public administration)	8.83
Professional, scientific, and technical services	12.66
Real estate and rental and leasing	4.78
Retail trade	11.50
Transportation and warehousing	5.91
Utilities	0.11
Wholesale trade	4.38
Other, please specify	0.98

Table 66 Weight Factors by Number of employees

Label	Weight
1-4	55.46
5-49	39.80
50-99	2.90
100 and more	1.84

Table 67 Weight Factors by Province

Label	Weight
British Columbia	15.77
Alberta	12.99
Saskatchewan	3.24
Manitoba	3.25
Ontario	37.59
Quebec	21.01
New Brunswick	1.97
Nova Scotia	2.43
Prince Edward Island	0.50
Newfoundland and Labrador	1.25

A.3 Survey Questionnaire

A.3.1 Questionnaire for Baseline Survey General Population

ADVERTISING CAMPAIGN EVALUATION TOOL

BASELINE AND POST-CAMPAIGN SURVEY TEMPLATE

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

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

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

Would you prefer to complete the survey in English or French? Préférez-vous répondre à ce questionnaire en anglais ou en français

- ☐ French / Français
- ☐ English / Anglais

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary, and confidential, and your responses will be kept entirely anonymous. The information provided will be managed according to the requirements of the Privacy Act, the Access to Information Act, and any other pertinent legislation. The survey takes about 10- 15 minutes to complete. You may opt-out of the survey at any time.

START SURVEY

If you wish to verify the authenticity of this survey, visit:

<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

The CRIC Research Verification Service project code is: 20250930-LE921

You can read our Privacy Policy here <https://www.legeropinion.com/en/privacy-policy/>

If you require any technical assistance, please contact support@legeropinion.com.

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

SELECT ALL THAT APPLY

- ☐ a marketing research firm
- ☐ a magazine or newspaper
- ☐ an advertising agency or graphic design firm
- ☐ a political party

- ☐ a radio or television station
- ☐ a public relations company
- ☐ the federal or provincial government
- ☐ none of these organizations

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

PROV.

In which province or territory do you live?

SELECT ONE ONLY – CHECK AGAINST QUOTA

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

b) What is your gender?

- ☐ Male
- ☐ Female **[CHECK AGAINST QUOTA]**
- ☐ Other
- ☐ Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2007

IF > 2007, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

SELECT ONE ONLY

- ☐ less than 18 years old
- ☐ 18 to 24 [YOUTH – CHECK AGAINST QUOTA]
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older [Seniors – CHECK AGAINST QUOTA]

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

D1: 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

D2: Are there any children under the age of 18 currently living in your household?

- ☐ Yes
- ☐ No

D3: Which of the following best describes your housing arrangement:

- ☐ Own your home, with a mortgage
- ☐ Own your home, without a mortgage
- ☐ Rent your home
- ☐ Neither own nor rent your home
- ☐ DK/Ref

D4: What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

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

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 [LOW INCOME – CHECK AGAINST QUOTA]
- ☐ between \$20,000 and \$40,000 [LOW INCOME – CHECK AGAINST QUOTA]
- ☐ between \$40,000 and \$60,000 [LOW INCOME – CHECK AGAINST QUOTA]
- ☐ between \$60,000 and \$80,000
- ☐ between \$80,000 and \$100,000
- ☐ between \$100,000 and \$150,000
- ☐ between \$150,000 and \$200,000
- ☐ \$200,000 and above
- ☐ prefer not to say

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 [CHECK AGAINST QUOTA]
- ☐ retired
- ☐ not in the workforce (Full-time homemaker or unemployed but not looking for work)

other employment status

Where were you born?

- ☐ born in Canada
- ☐ born outside Canada

Specify the country: _____

ASK IF BORN OUTSIDE CANADA

In what year did you first move to Canada? [IF 5 YEARS OR LESS, IDENTIFY AS NEWCOMER – CHECK AGAINST QUOTA] _____YYYY

ADMISSIBLE RANGE: 1900-2025

Are you First Nations, Métis, or Inuit? Note: First Nations includes Status and Non-Status Indians. Please select all that apply.

- ☐ No, not First Nations, Métis, or Inuit

- ☐ Yes, First Nations
- ☐ Yes, Métis
- ☐ Yes, Inuit
- ☐ Prefer not to say

{IF YES, IDENTIFY AS INDIGENOUS – CHECK AGAINST QUOTA}

DISAB:

Do you identify as a person with one or more disabilities?

A disability means any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation – whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society. A barrier means anything – including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation. Source: Accessible Canada Act.

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

[IF YES, IDENTIFY AS DISABLE – CHECK AGAINST QUOTA]

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

ASK ALL RESPONDENTS

Q1:

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

- ☐ Yes
- ☐ No

=> GO TO T1A

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about its plan to build a stronger Canadian economy?

☐ Yes

☐ No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about the Government of Canada's plan to build a stronger Canadian economy?

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Ethnic Media	Indigenous Radio
Online / digital	
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast, SRC OHdio)
Internet website / banner ad	Digital/Streaming TV (e.g. Netflix, Disney+t), CBC Gem, Crave
LinkedIn	Tik Tok
Online news sites	Web search (e.g. Google, Bing)
Reddit	YouTube
	Connected TV
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.	
Airport	Highway billboard
On school campus	Shopping mall
Digital billboard	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D1. On a scale of 1 to 10, where 1 means “very poor” and 10 means “excellent”, how would you rate the current state of the Canadian economy?

- 1- Very poor
- 2-
- 3-
- 4-
- 5-
- 6-
- 7-
- 8-
- 9-
- 10- Excellent
- Don't know/prefer not to say

T1D2. How worried are you, if at all, that the Canadian economy will suffer a significant downturn over the next 12 months? [ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not very worried
- ☐ Not at all worried
- ☐ Don't know/prefer not to say

T1D3. Have you seen, read or heard anything lately about the Government of Canada's plan to help lower everyday costs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1D4. Have you seen, read or heard anything lately about the Government of Canada's support for workers and businesses impacted by tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1D5. Which of the following, if any, would you like to see the Government of Canada make the top priority in managing the Canadian economy? [ROTATE CHOICE RESPONSES 1 TO 6]

- ☐ Reducing the deficit
- ☐ Building more affordable housing
- ☐ Strengthening Canada's economic independence
- ☐ Supporting small- and medium-sized businesses
- ☐ Undertaking more infrastructure major projects
- ☐ Supporting industries and workers impacted by U.S. tariffs
- ☐ None of the above
- ☐ Don't know

T1E1. In the past month, how often, if at all, have you used the following sources to get information about the Canadian economy? [RANDOMIZE]

- a) Search engines (e.g., Google, Bing, etc.)
 - b) A.I. tools (e.g., ChatGPT, Gemini, etc.)
 - c) Family, friends, and/or colleagues
 - d) Social media
 - e) Podcasts
 - f) Large news organizations (e.g., CBC/SRC, CTV, National Post, La Presse)
 - g) Large international news organizations (e.g., BBC, Le Monde, Reuters, AFP)
 - h) Your local newspaper or news outlet
 - i) Television
 - j) Radio
 - k) Print sources
 - l) Federal Government of Canada information sources (e.g., websites, social media accounts, commercials)
 - m) Influencers (e.g., independent bloggers, podcasters, commentators, or journalists)
- ☐ Never
 - ☐ Once or twice
 - ☐ Once or a few times a week
 - ☐ Once a day
 - ☐ Multiple times a day
 - ☐ Don't know

T1E2. In general, how much do you currently distrust or trust the following levels of government to make good decisions in the best interest of [genpop: the public / business: Canadian businesses]? [RANDOMIZE]

- a) The federal government

- b) Your provincial/territorial government
- c) Your local or municipal government

- ☐ Strongly distrust
- ☐ Somewhat distrust
- ☐ Neither trust nor distrust
- ☐ Somewhat trust
- ☐ Strongly trust
- ☐ Don't know / Prefer not to say

T1F1. How would you rate your current level of understanding of how the Government of Canada plans to build a stronger Canadian economy?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor
- ☐ Don't know

T1F2. How confident or doubtful are you that the Government of Canada can build a stronger Canadian economy?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neither confident nor doubtful
- ☐ Somewhat doubtful
- ☐ Very doubtful
- ☐ Don't know/prefer not to say

T1GP3. Thinking about the cost of living and your personal financial situation, are you currently:
[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

- ☐ Falling behind on your monthly expenses
- ☐ Just getting by, with no savings
- ☐ Getting ahead, with some savings
- ☐ Financially secure
- ☐ Don't know/prefer not to say

T1GP4. Would you say that your financial situation is better, worse, or about the same as your parents' when they were your age?

- ☐ Better
- ☐ About the same
- ☐ Worse
- ☐ Don't know/prefer not to say

T1GP5. What is the most important action the Government of Canada should take to address the cost of living in Canada? (open-end)

T1GP6. Other than cost of living, what is the most important action the Government of Canada should take to help Canadians in their daily lives? Please choose one.

- ☐ Offer financial assistance programs, tax credits, and/or incentives for families
- ☐ Improve access to healthcare and mental health services, including virtual care.
- ☐ Support accessibility for people with disabilities and vulnerable populations.
- ☐ Improve public transit and transportation safety
- ☐ Strengthen community safety, emergency preparedness, and disaster response.
- ☐ Promote environmental initiatives, including clean energy and urban green spaces.
- ☐ Enhance digital services, cybersecurity, and online privacy protection.
- ☐ Support diversity, equity, inclusion, and social cohesion initiatives
- ☐ Offer affordable education, training, and mentorship to help Canadians develop skills and advance their careers
- ☐ Simplify government services and applications
- ☐ Foster community engagement and volunteering opportunities.
- ☐ Other (please specify)
- ☐ Don't know

T1GP7. How confident or doubtful are you that the Government of Canada's plan to build a stronger Canadian economy will help you get ahead in your daily life?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neither confident nor doubtful
- ☐ Somewhat doubtful
- ☐ Very doubtful
- ☐ Don't know/prefer not to say

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

AREA: What is the size of the community you live in?

- ☐ Major metropolitan area with population of 1,000,000 or more
- ☐ Large urban centre with population of 100,000 or more
- ☐ Medium population centre with population of between 30,000 and 99,999
- ☐ Small population centre with population between 1,000 and 29,999
- ☐ Rural area with population of less than 1,000
- ☐ Prefer not to say

That concludes the survey. This survey was conducted on behalf of [Innovation, Science and Economic Development 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.

A.3.2 Questionnaire for Baseline Survey Businesses

ADVERTISING CAMPAIGN EVALUATION TOOL

BASELINE AND POST-CAMPAIGN SURVEY TEMPLATE

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

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

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

Would you prefer to complete the survey in English or French? Préférez-vous répondre à ce questionnaire en anglais ou en français

- ☐ French / Français
- ☐ English / Anglais

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary, and confidential, and your responses will be kept entirely anonymous. The information provided will be managed according to the requirements of the Privacy Act, the Access to Information Act, and any other pertinent legislation. The survey takes about 10- 15 minutes to complete. You may opt-out of the survey at any time.

START SURVEY

If you wish to verify the authenticity of this survey, visit:

<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

The CRIC Research Verification Service project code is: 20250930-LE923

You can read our Privacy Policy here: <https://www.legeropinion.com/en/privacy-policy/>

If you require any technical assistance, please contact support@legeropinion.com.

S1:

Are you the owner or the operator of a Canadian business of any size, who influences the overall direction of the company?

- ☐ Yes, Owner
- ☐ Yes, Operator
- ☐ Yes, Partner
- ☐ Yes, Senior manager
- ☐ No **TERMINATE**

S2:

Is any of the following your company's primary business line? (select all that apply)

- ☐ Media **TERMINATE**

- | | |
|--|------------------|
| ☐ Advertising | TERMINATE |
| ☐ Marketing | TERMINATE |
| ☐ Public relations | TERMINATE |
| ☐ Market research | TERMINATE |
| ☐ Government | TERMINATE |
| ☐ None of the above | |

S3:

Including you, approximately how many full-time equivalent staff does your business or organization employ in Canada?

- | | |
|--------------------------------------|------------------|
| ☐ 1, just me | MICRO |
| ☐ 2-4 | MICRO |
| ☐ 5-24 | SMALL |
| ☐ 25-49 | SMALL |
| ☐ 50-99 | SMALL |
| ☐ 100-249 | MEDIUM |
| ☐ 250-499 | MEDIUM |
| ☐ 500 or more | TERMINATE |

S4:

In which province or territory is your business based?

- | | |
|---|------------------------------|
| SELECT ONE ONLY | [CHECK AGAINST QUOTA] |
| ☐ Alberta | |
| ☐ British Columbia | |
| ☐ Manitoba | |
| ☐ New Brunswick | |
| ☐ Newfoundland and Labrador | |
| ☐ Northwest Territories | |
| ☐ Nova Scotia | |
| ☐ Nunavut | |
| ☐ Ontario | |
| ☐ Prince Edward Island | |
| ☐ Quebec | |
| ☐ Saskatchewan | |
| ☐ Yukon | |
| ☐ My business is not based in Canada | TERMINATE |

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

S5:

e) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2007

IF > 2007, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

f) 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 54
- ☐ 55 to 64
- ☐ 65 or older

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

S6:

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to answer

S7:

Is your business based in a...

- ☐ Urban area
- ☐ Suburban area
- ☐ Small Community
- ☐ Rural area
- ☐ Northern/Remote area
- ☐ Don't know/prefer not to answer

S8:

Which of the following industry sectors best describes your company's main business? If you are active in more than one sector, please identify the main sector.

- ☐ Accommodation and food services
- ☐ Administrative and support, waste management and remediation services
- ☐ Agriculture, forestry, fishing, and hunting
- ☐ Arts, entertainment, and recreation
- ☐ Construction
- ☐ Educational services

- ☐ Finance and insurance
- ☐ Health care and social assistance
- ☐ Information and cultural industries
- ☐ Management of companies and enterprises
- ☐ Manufacturing
- ☐ Mining, quarrying, and oil and gas extraction
- ☐ Other services (except public administration)
- ☐ Professional, scientific, and technical services
- ☐ Public administration TERMINATE
- ☐ Real estate and rental and leasing
- ☐ Retail trade
- ☐ Transportation and warehousing
- ☐ Utilities
- ☐ Wholesale trade
- ☐ Other, please specify _____

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

ASK ALL RESPONDENTS

Q1:

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

- ☐ Yes
- ☐ No

=> GO TO T1A

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about its plan to build a stronger Canadian economy?

- ☐ Yes
- ☐ No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about the Government of Canada's plan to build a stronger Canadian economy?

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Ethnic Media	Indigenous Radio
Online / digital	
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast, SRC OHdio)
Internet website / banner ad	Digital/Streaming TV (e.g. Netflix, Disney+, CBC Gem, Crave)
LinkedIn	Tik Tok
Online news sites	Web search (e.g. Google, Bing)
Reddit	YouTube
	Connected TV
Out-of-home (indoor and outdoor signage)	
Airport	Highway billboard
On school campus	Shopping mall
Digital billboard	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D1. On a scale of 1 to 10, where 1 means “very poor” and 10 means “excellent”, how would you rate the current state of the Canadian economy?

- 1- Very poor
- 2-
- 3-
- 4-
- 5-
- 6-
- 7-
- 8-
- 9-
- 10- Excellent
- Don't know/prefer not to say

T1D2. How worried are you, if at all, that the Canadian economy will suffer a significant downturn over the next 12 months? [ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not very worried
- ☐ Not at all worried
- ☐ Don't know/prefer not to say

T1D3. Have you seen, read or heard anything lately about the Government of Canada's plan to help lower everyday costs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1D4. Have you seen, read or heard anything lately about the Government of Canada's support for workers and businesses impacted by tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1D5. Which of the following, if any, would you like to see the Government of Canada make the top priority in managing the Canadian economy? [ROTATE CHOICE RESPONSES 1 TO 6]

- ☐ Reducing the deficit
- ☐ Building more affordable housing
- ☐ Strengthening Canada's economic independence
- ☐ Supporting small- and medium-sized businesses

- ☐ Undertaking more infrastructure major projects
- ☐ Supporting industries and workers impacted by U.S. tariffs
- ☐ None of the above
- ☐ Don't know

T1E1. In the past month, how often, if at all, have you used the following sources to get information about the Canadian economy? [RANDOMIZE]

- a. Search engines (e.g., Google, Bing, etc.)
 - b. A.I. tools (e.g., ChatGPT, Gemini, etc.)
 - c. Family, friends, and/or colleagues
 - d. Social media
 - e. Podcasts
 - f. Large news organizations (e.g., CBC/SRC, CTV, National Post, La Presse)
 - g. Large international news organizations (e.g., BBC, Le Monde, Reuters, AFP)
 - h. Your local newspaper or news outlet
 - i. Television
 - j. Radio
 - k. Print sources
 - l. Federal Government of Canada information sources (e.g., websites, social media accounts, commercials)
 - m. Influencers (e.g., independent bloggers, podcasters, commentators, or journalists)
- ☐ Never
 - ☐ Once or twice
 - ☐ Once or a few times a week
 - ☐ Once a day
 - ☐ Multiple times a day
 - ☐ Don't know

T1E2. In general, how much do you currently distrust or trust the following levels of government to make good decisions in the best interest of [genpop: the public / business: Canadian businesses]? [RANDOMIZE]

- a. The federal government
 - b. Your provincial/territorial government
 - c. Your local or municipal government
- ☐ Strongly distrust
 - ☐ Somewhat distrust
 - ☐ Neither trust nor distrust
 - ☐ Somewhat trust
 - ☐ Strongly trust
 - ☐ Don't know / Prefer not to say

T1F1. How would you rate your current level of understanding of how the Government of Canada plans to build a stronger Canadian economy?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor
- ☐ Don't know

T1F2. How confident or doubtful are you that the Government of Canada can build a stronger Canadian economy?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neither confident nor doubtful
- ☐ Somewhat doubtful
- ☐ Very doubtful
- ☐ Don't know/prefer to answer

T1GB1. How would you describe the overall health of your business right now? Is it...?

- ☐ Very poor
- ☐ Poor
- ☐ Fair
- ☐ Good
- ☐ Excellent
- ☐ Don't know / Prefer not to say

T1GB6. What are the three biggest challenges currently facing your business? Select up to three

- ☐ Securing financing and managing borrowing costs (e.g., rising interest rates, loans).
- ☐ Hiring, retaining, and accessing skilled labour.
- ☐ Succession planning and business continuity.
- ☐ Product development, innovation, and testing.
- ☐ Marketing, building a customer base, and finding partnerships/mentorship.
- ☐ Increasing productivity and profitability.
- ☐ Managing supply chain challenges, logistics, and cost of goods/services.
- ☐ Applying new technologies to operations.
- ☐ Adopting or keeping up with digital tools (e.g., e-commerce, digital storefronts, cybersecurity, data privacy).
- ☐ Competing with domestic and global competitors.
- ☐ Accessing government programs, incentives, and regulatory compliance.
- ☐ Exporting, accessing international markets, and dealing with tariffs/trade restrictions.
- ☐ Managing currency fluctuations and exchange rate risks.
- ☐ Meeting sustainability, environmental, and climate regulation requirements.

- ☐ Adapting to evolving government regulations and policies
- ☐ Other, please specify: ANCHOR
- ☐ None, we have no challenges ANCHOR / EXCLUSIVE
- ☐ Don't know/prefer not to say ANCHOR / EXCLUSIVE

T1GB2. What is the most important action the Government of Canada should take to support your business? (open-end)

T1GB3. Since the start of U.S. tariffs, has your business experienced any changes in the following:

- a) Overall business profit
- b) Overall business revenue
- c) Number of clients/customers

- ☐ Decreased
- ☐ Remained the same
- ☐ Increased
- ☐ Don't know / Prefer not to say

T1GB4. Since the start of U.S. tariffs, has your business taken any of the following actions? Select all that apply.

[RANDOMIZE]

- ☐ Raised product/service prices
- ☐ Absorbed additional tariff costs
- ☐ Reduced the size of your workforce
- ☐ Delayed or cancelled expansion plans
- ☐ Shifted to domestic suppliers
- ☐ Shifted to suppliers outside of the U.S.
- ☐ Shifted to domestic markets
- ☐ Shifted to markets outside of the U.S.
- ☐ Applied to Government of Canada programs or resources available to businesses affected by U.S. tariffs (e.g. applying for a refund of duties paid on imported goods, applied to the Duties Relief Program, etc.)
- ☐ Shifted business operations to the U.S.
- ☐ Other (specify)
- ☐ Have not taken any actions since the start of U.S. tariffs

T1GB5. How confident or doubtful are you that the Government of Canada's plan to build a stronger Canadian economy will help your business?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neither confident nor doubtful
- ☐ Somewhat doubtful
- ☐ Very doubtful

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

DIS.

Are you a person with a disability*?

* A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Prefer not to answer

IND.

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

* First Nations includes Status and Non-Status Indians

- ☐ No, not First Nations, Métis or Inuk (Inuit)
- ☐ Yes, First Nations, (North American Indian)
- ☐ Yes, Métis
- ☐ Yes, Inuk (Inuit)
- ☐ Prefer not to answer

VISMIN. Are you...? (Check all that apply):

- ☐ White
- ☐ South Asian (e.g., Indian, Pakistani, Sri Lankan)
- ☐ Chinese
- ☐ Black
- ☐ Filipino
- ☐ Arab
- ☐ Latin American
- ☐ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- ☐ West Asian (e.g., Iranian, Afghan)
- ☐ Korean
- ☐ Japanese
- ☐ Other [please specify]
- ☐ Prefer not to answer

LGBTQ. Do you identify as a member of the 2SLGBTQIA+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual) community?

- ☐ Yes
- ☐ Non
- ☐ Prefer not to answer

D5:

Where were you born?

- ☐ born in Canada
☐ born outside Canada

Ê Specify the country

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2025

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 _____

That concludes the survey. This survey was conducted on behalf of [Innovation, Science and Economic Development 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.

A.3.3 Questionnaire for Post-campaign Survey General Population

ADVERTISING CAMPAIGN EVALUATION TOOL BASELINE AND POST-CAMPAIGN SURVEY TEMPLATE

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

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

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

Would you prefer to complete the survey in English or French? Préférez-vous répondre à ce questionnaire en anglais ou en français

- ☐ French / Français
- ☐ English / Anglais

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary, and confidential, and your responses will be kept entirely anonymous. The information provided will be managed according to the requirements of the Privacy Act, the Access to Information Act, and any other pertinent legislation. The survey takes about 10-15 minutes to complete. You may opt-out of the survey at any time.

START SURVEY

If you wish to verify the authenticity of this survey, visit:

<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

The CRIC Research Verification Service project code is: 20250930-LE921

You can read our Privacy Policy here <https://www.legeropinion.com/en/privacy-policy/>

If you require any technical assistance, please contact support@legeropinion.com.

A few quality control questions have been placed throughout this questionnaire to ensure that you stay attentive. If you answer too many quality control questions incorrectly, your responses to this survey will not be considered.

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

SELECT ALL THAT APPLY

- ☐ a marketing research firm
- ☐ a magazine or newspaper
- ☐ an advertising agency or graphic design firm
- ☐ a political party
- ☐ a radio or television station
- ☐ a public relations company

- the federal or provincial government
- none of these organizations

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

PROV.

In which province or territory do you live?

SELECT ONE ONLY – CHECK AGAINST QUOTA

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

h) What is your gender?

- ☐ Male
- ☐ Female [CHECK AGAINST QUOTA]
- ☐ Other, please specify:
- ☐ Prefer not to say

i) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2007

IF > 2007, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

SELECT ONE ONLY

- ☐ less than 18 years old
- ☐ 18 to 24 [YOUTH – CHECK AGAINST QUOTA]
- ☐ 25 to 34
- ☐ 35 to 44

- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older [Seniors – CHECK AGAINST QUOTA]

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

D1: 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

D2: Are there any children under the age of 18 currently living in your household?

- ☐ Yes
- ☐ No

D3. Which of the following best describes your housing arrangement:

- ☐ Own your home, with a mortgage
- ☐ Own your home, without a mortgage
- ☐ Rent your home
- ☐ Other, please specify:
- ☐ Don't know / Prefer not to say

D4: What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

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

REVEN, 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 | [LOW INCOME – CHECK AGAINST QUOTA] |
| ☐ between \$20,000 and \$40,000 | [LOW INCOME – CHECK AGAINST QUOTA] |
| ☐ between \$40,000 and \$60,000 | [LOW INCOME – CHECK AGAINST QUOTA] |
| ☐ between \$60,000 and \$80,000 | |

- ☐ between \$80,000 and \$100,000
- ☐ between \$100,000 and \$150,000
- ☐ between \$150,000 and \$200,000
- ☐ \$200,000 and above
- ☐ Prefer not to say

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 **[CHECK AGAINST QUOTA]**
- ☐ retired
- ☐ not in the workforce (Full-time homemaker or unemployed but not looking for work)
- ☐ other employment status, please specify:

Where were you born?

- ☐ born in Canada
- ☐ born outside Canada

Specify the country: _____

ASK IF BORN OUTSIDE CANADA

In what year did you first move to Canada? **[IF 5 YEARS OR LESS, IDENTIFY AS NEWCOMER – CHECK AGAINST QUOTA]**

YYYY

ADMISSIBLE RANGE: 1900-2025

Are you First Nations, Métis, or Inuit? Note: First Nations includes Status and Non-Status Indians.

PLEASE SELECT ALL THAT APPLY

- ☐ No, not First Nations, Métis, or Inuit
- ☐ Yes, First Nations
- ☐ Yes, Métis **{IF YES, IDENTIFY AS INDIGENOUS – CHECK AGAINST QUOTA}**
- ☐ Yes, Inuit
- ☐ Prefer not to say

DISAB:

Do you identify as a person with one or more disabilities?

A disability means any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation – whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society. A barrier means anything – including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation. Source: Accessible Canada Act.

☐ Yes

[IF YES, IDENTIFY AS DISABLED – CHECK AGAINST QUOTA]

☐ No

☐ Prefer not to say

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

ASK ALL RESPONDENTS

Q1:

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

☐ yes

☐ no

=> GO TO T1A

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about its plan to build a stronger Canadian economy?

☐ Yes

☐ No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about the Government of Canada’s plan to build a stronger Canadian economy?

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

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Ethnic Media	Indigenous Radio
Online / digital	
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast, SRC Ohdio)
Internet website / banner ad	Digital/Streaming TV (e.g. Netflix, Disney+t), CBC Gem, Crave)
LinkedIn	TikTok
Online news sites	Web search (e.g. Google, Bing)
Reddit	YouTube
Connected TV	
Out-of-home (indoor and outdoor signage)	
Airport	Highway billboard
On school campus	Shopping mall
Digital billboard	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D1. On a scale of 1 to 10, where 1 means “very poor” and 10 means “excellent”, how would you rate the current state of the Canadian economy?

- 1- Very poor
- 2-
- 3-
- 4-
- 5-
- 6-
- 7-
- 8-
- 9-

10- Excellent

Don't know/prefer not to say

T1D2. How worried are you, if at all, that the Canadian economy will suffer a significant downturn over the next 12 months? [ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not very worried
- ☐ Not at all worried
- ☐ Don't know/prefer not to say

T1D3. Have you seen, read or heard anything lately about the Government of Canada's plan to help lower everyday costs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1D4. Have you seen, read or heard anything lately about the Government of Canada's support for workers and businesses impacted by tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1D5. Which of the following, if any, would you like to see the Government of Canada make the top priority in managing the Canadian economy? [ROTATE CHOICE RESPONSES 1 TO 6]

- ☐ Reducing the deficit
- ☐ Building more affordable housing
- ☐ Strengthening Canada's economic independence
- ☐ Supporting small- and medium-sized businesses
- ☐ Undertaking more infrastructure major projects
- ☐ Supporting industries and workers impacted by U.S. tariffs
- ☐ None of the above
- ☐ Don't know

T1E1. In the past month, how often, if at all, have you used the following sources to get information about the Canadian economy? [RANDOMIZE]

- a) Search engines (e.g., Google, Bing, etc.)
- b) A.I. tools (e.g., ChatGPT, Gemini, etc.)
- c) Family, friends, and/or colleagues
- d) Social media
- e) Podcasts
- f) Large news organizations (e.g., CBC/SRC, CTV, National Post, La Presse)

- g) Large international news organizations (e.g., BBC, Le Monde, Reuters, AFP, CNN, ABC, NBC, CBS)
 - h) Your local newspaper or news outlet
 - i) Television
 - j) Radio
 - k) Print sources
 - l) Federal Government of Canada information sources (e.g., websites, social media accounts, commercials)
 - m) Influencers (e.g., independent bloggers, podcasters, commentators, or journalists)
- ☐ Never
 - ☐ Once or twice
 - ☐ Once or a few times a week
 - ☐ Once a day
 - ☐ Multiple times a day
 - ☐ Don't know

T1F2. In general, how much do you currently distrust or trust the following levels of government to make good decisions in the best interest of the public?

[RANDOMIZE]

- a) The federal government
 - b) Your provincial/territorial government
 - c) Your local or municipal government
- ☐ Strongly distrust
 - ☐ Somewhat distrust
 - ☐ Neither trust nor distrust
 - ☐ Somewhat trust
 - ☐ Strongly trust
 - ☐ Don't know / Prefer not to say

T1F1. How would you rate your current level of understanding of how the Government of Canada plans to build a stronger Canadian economy?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor
- ☐ Don't know

T1F2. How confident or doubtful are you that the Government of Canada can build a stronger Canadian economy?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neither confident nor doubtful
- ☐ Somewhat doubtful

- ☐ Very doubtful
- ☐ Don't know/prefer not to say

T1GP3. Thinking about the cost of living and your personal financial situation, are you currently:
[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

- ☐ Falling behind on your monthly expenses
- ☐ Just getting by, with no savings
- ☐ Getting ahead, with some savings
- ☐ Financially secure
- ☐ Don't know/prefer not to say

T1GP4. Would you say that your financial situation is better, worse, or about the same as your parents when they were your age?

- ☐ Better
- ☐ About the same
- ☐ Worse
- ☐ Don't know/prefer not to say

T1GP5. What is the most important action the Government of Canada should take to address the cost of living in Canada? (open-end)

T1GP6. Other than cost of living, what is the most important action the Government of Canada should take to help Canadians in their daily lives? **Please choose one.**

- ☐ Offer financial assistance programs, tax credits, and/or incentives for families
- ☐ Improve access to healthcare and mental health services, including virtual care.
- ☐ Support accessibility for people with disabilities and vulnerable populations.
- ☐ Improve public transit and transportation safety
- ☐ Strengthen community safety, emergency preparedness, and disaster response.
- ☐ Promote environmental initiatives, including clean energy and urban green spaces.
- ☐ Enhance digital services, cybersecurity, and online privacy protection.
- ☐ Support diversity, equity, inclusion, and social cohesion initiatives
- ☐ Offer affordable education, training, and mentorship to help Canadians develop skills and advance their careers
- ☐ Simplify government services and applications
- ☐ Foster community engagement and volunteering opportunities.
- ☐ Other, please specify:
- ☐ Don't know/prefer not to say

T1GP7. How confident or doubtful are you that the Government of Canada's plan to build a stronger Canadian economy will help you get ahead in your daily life?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neither confident nor doubtful
- ☐ Somewhat doubtful
- ☐ Very doubtful

☐ Don't know/prefer not to say

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

T1H:

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 T1J

T1I:

Where have you seen, read or heard these ads?

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

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Ethnic Media	Indigenous Radio
Online / digital	
Facebook	Digital/Streaming TV (e.g. Netflix, Disney+, CBC Gem, Crave)
Internet website / banner ad	Digital/Streaming radio (e.g. Spotify, Podcast, SRC OHdio)
LinkedIn	TikTok
Online news sites	Web search (e.g. Google, Bing)
Reddit	YouTube
Connected TV	
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.	
Airport	Highway billboard
On school campus	Shopping mall
Digital billboard	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1J:

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

T1K:

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	o	o	o	o	o
These ads are relevant to me	o	o	o	o	o
These ads are difficult to follow	o	o	o	o	o
These ads do not favour one political party over another	o	o	o	o	o
These ads talk about an important topic	o	o	o	o	o
These ads provide new information	o	o	o	o	o
These ads clearly convey that the Government of Canada has a plan to strengthen Canada's Economy	o	o	o	o	o
The Government of Canada is headed in the right direction	o	o	o	o	o

DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]**AREA:**

What is the size of the community you live in?

- ☐ Major metropolitan area with population of 1,000,000 or more
- ☐ Large urban centre with population of 100,000 or more
- ☐ Medium population centre with population of between 30,000 and 99,999
- ☐ Small population centre with population between 1,000 and 29,999
- ☐ Rural area with population of less than 1,000
- ☐ Prefer not to say

That concludes the survey. This survey was conducted on behalf of [Innovation, Science and Economic Development 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.

A.3.4 Questionnaire for Post-campaign Survey Businesses

ADVERTISING CAMPAIGN EVALUATION TOOL BASELINE AND POST-CAMPAIGN SURVEY TEMPLATE

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

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

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

Would you prefer to complete the survey in English or French? Préférez-vous répondre à ce questionnaire en anglais ou en français

- ☐ French / Français
- ☐ English / Anglais

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary, and confidential, and your responses will be kept entirely anonymous. The information provided will be managed according to the requirements of the Privacy Act, the Access to Information Act, and any other pertinent legislation. The survey takes about 10-15 minutes to complete. You may opt-out of the survey at any time.

START SURVEY

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<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

The CRIC Research Verification Service project code is: 20250930-LE923

You can read our Privacy Policy here: <https://www.legeropinion.com/en/privacy-policy/>

If you require any technical assistance, please contact support@legeropinion.com.

A few quality control questions have been placed throughout this questionnaire to ensure that you stay attentive. If you answer too many quality control questions incorrectly, your responses to this survey will not be considered.

[S1] Are you the owner or the operator of a Canadian business of any size, who influences the overall direction of the company?

- ☐ Yes, Owner
- ☐ Yes, Operator
- ☐ Yes, Partner
- ☐ Yes, Senior manager
- ☐ No

TERMINATE

[S2] Is any of the following your company's primary business line? (select all that apply)

- | | |
|--|-----------|
| ☐ Media | TERMINATE |
| ☐ Advertising | TERMINATE |
| ☐ Marketing | TERMINATE |
| ☐ Public relations | TERMINATE |
| ☐ Market research | TERMINATE |
| ☐ Government | TERMINATE |
| ☐ None of the above | |

[S3] Including you, approximately how many full-time equivalent staff does your business or organization employ in Canada?

- | | |
|--------------------------------------|-----------|
| ☐ 1, just me | MICRO |
| ☐ 2-4 | MICRO |
| ☐ 5-24 | SMALL |
| ☐ 25-49 | SMALL |
| ☐ 50-99 | SMALL |
| ☐ 100-249 | MEDIUM |
| ☐ 250-499 | MEDIUM |
| ☐ 500 or more | TERMINATE |

[S4] In which province or territory is your business based?

SELECT ONE ONLY

[CHECK AGAINST QUOTA]

- | | |
|---|-----------|
| ☐ Alberta | |
| ☐ British Columbia | |
| ☐ Manitoba | |
| ☐ New Brunswick | |
| ☐ Newfoundland and Labrador | |
| ☐ Northwest Territories | |
| ☐ Nova Scotia | |
| ☐ Nunavut | |
| ☐ Ontario | |
| ☐ Prince Edward Island | |
| ☐ Quebec | |
| ☐ Saskatchewan | |
| ☐ Yukon | |
| ☐ My business is not based in Canada | TERMINATE |

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

[S5]

e) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2008

IF > 2007, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

f) 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 54
- ☐ 55 to 64
- ☐ 65 or older
- ☐ I prefer not to answer

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

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other, please specify:
- ☐ Prefer not to answer

S7:

Is your business based in a...

- ☐ Urban area
- ☐ Suburban area
- ☐ Small Community
- ☐ Rural area
- ☐ Northern/Remote area
- ☐ Don't know/prefer not to answer

[S8] Which of the following industry sectors best describes your company's main business? If you are active in more than one sector, please identify the main sector.

- ☐ Accommodation and food services
- ☐ Administrative and support, waste management and remediation services
- ☐ Agriculture, forestry, fishing, and hunting
- ☐ Arts, entertainment, and recreation
- ☐ Construction
- ☐ Educational services
- ☐ Finance and insurance
- ☐ Health care and social assistance
- ☐ Information and cultural industries
- ☐ Management of companies and enterprises
- ☐ Manufacturing
- ☐ Mining, quarrying, and oil and gas extraction

- ☐ Professional, scientific, and technical services
- ☐ Public administration TERMINATE
- ☐ Real estate and rental and leasing
- ☐ Retail trade
- ☐ Transportation and warehousing
- ☐ Utilities
- ☐ Wholesale trade
- ☐ Other services (except public administration)
- ☐ Other, please specify _____

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

ASK ALL RESPONDENTS

Q1:

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

- ☐ Yes
- ☐ No

=> GO TO T1A

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about its plan to build a stronger Canadian economy?

- ☐ Yes
- ☐ No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about the Government of Canada's plan to build a stronger Canadian economy?

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Ethnic Media	Indigenous Radio
Online / digital	

Facebook	Digital/Streaming radio (e.g. Spotify, Podcast, SRC OHdio)
Internet website / banner ad	Digital/Streaming TV (e.g. Netflix, Disney+, CBC Gem, Crave)
LinkedIn	TikTok
Online news sites	Web search (e.g. Google, Bing)
Reddit	YouTube
Connected TV	
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.	
Airport	Highway billboard
On school campus	Shopping mall
Digital billboard	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D1. On a scale of 1 to 10, where 1 means “very poor” and 10 means “excellent”, how would you rate the current state of the Canadian economy?

1- Very poor

2-

3-

4-

5-

6-

7-

8-

9-

10- Excellent

11- Don’t know/prefer not to say

T1D2. How worried are you, if at all, that the Canadian economy will suffer a significant downturn over the next 12 months? **[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]**

☐ Very worried

☐ Somewhat worried

- ☐ Not very worried
- ☐ Not at all worried
- ☐ Don't know/prefer not to say

T1D3. Have you seen, read or heard anything lately about the Government of Canada's plan to help lower everyday costs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1D4. Have you seen, read or heard anything lately about the Government of Canada's support for workers and businesses impacted by tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1D5. Which of the following, if any, would you like to see the Government of Canada make the top priority in managing the Canadian economy? **[ROTATE CHOICE RESPONSES 1 TO 6]**

- ☐ Reducing the deficit
- ☐ Building more affordable housing
- ☐ Strengthening Canada's economic independence
- ☐ Supporting small- and medium-sized businesses
- ☐ Undertaking more infrastructure major projects
- ☐ Supporting industries and workers impacted by U.S. tariffs
- ☐ None of the above
- ☐ Don't know / Prefer not to say

T1E1. In the past month, how often, if at all, have you used the following sources to get information about the Canadian economy? **[RANDOMIZE]**

- a. Search engines (e.g., Google, Bing, etc.)
- b. A.I. tools (e.g., ChatGPT, Gemini, etc.)
- c. Family, friends, and/or colleagues
- d. Social media
- e. Podcasts
- f. Large news organizations (e.g., CBC/SRC, CTV, National Post, La Presse)
- g. Large international news organizations (e.g., BBC, Le Monde, Reuters, AFP, CNN, ABC, NBC, CBS)
- h. Your local newspaper or news outlet
- i. Television
- j. Radio
- k. Print sources
- l. Federal Government of Canada information sources (e.g., websites, social media accounts, commercials)

m. Influencers (e.g., independent bloggers, podcasters, commentators, or journalists)

- ☐ Never
- ☐ Once or twice
- ☐ Once or a few times a week
- ☐ Once a day
- ☐ Multiple times a day
- ☐ Don't know/prefer not to say

T1E2. In general, how much do you currently distrust or trust the following levels of government to make good decisions in the best interest of [genpop: the public / business: Canadian businesses]? [RANDOMIZE]

- a. The federal government
- b. Your provincial/territorial government
- c. Your local or municipal government

- ☐ Strongly distrust
- ☐ Somewhat distrust
- ☐ Neither trust nor distrust
- ☐ Somewhat trust
- ☐ Strongly trust
- ☐ Don't know / Prefer not to say

T1F1. How would you rate your current level of understanding of how the Government of Canada plans to build a stronger Canadian economy?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor
- ☐ Don't know/prefer not to say

T1F2. How confident or doubtful are you that the Government of Canada can build a stronger Canadian economy?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neither confident nor doubtful
- ☐ Somewhat doubtful
- ☐ Very doubtful
- ☐ Don't know/prefer to say

T1GB1. How would you describe the overall health of your business right now? Is it...?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor
- ☐ Don't know / Prefer not to say

T1GB2. What are the three biggest challenges currently facing your business?

Select up to three

- ☐ Securing financing and managing borrowing costs (e.g., rising interest rates, loans).
- ☐ Hiring, retaining, and accessing skilled labour.
- ☐ Succession planning and business continuity.
- ☐ Product development, innovation, and testing.
- ☐ Marketing, building a customer base, and finding partnerships/mentorship.
- ☐ Increasing productivity and profitability.
- ☐ Managing supply chain challenges, logistics, and cost of goods/services.
- ☐ Applying new technologies to operations.
- ☐ Adopting or keeping up with digital tools (e.g., e-commerce, digital storefronts, cybersecurity, data privacy).
- ☐ Competing with domestic and global competitors.
- ☐ Accessing government programs, incentives, and regulatory compliance.
- ☐ Exporting, accessing international markets, and dealing with tariffs/trade restrictions.
- ☐ Managing currency fluctuations and exchange rate risks.
- ☐ Meeting sustainability, environmental, and climate regulation requirements.
- ☐ Adapting to evolving government regulations and policies
- ☐ Other, please specify: ANCHOR
- ☐ None, we have no challenges ANCHOR / EXCLUSIVE
- ☐ Don't know/prefer not to say ANCHOR / EXCLUSIVE

T1GB2. What is the most important action the Government of Canada should take to support your business? (open-end)

T1GB3. Since the start of U.S. tariffs, has your business experienced any changes in the following:

- a) Overall business profit
 - b) Overall business revenue
 - c) Number of clients/customers
- ☐ Decreased
 - ☐ Remained the same
 - ☐ Increased
 - ☐ Don't know / Prefer not to say

T1GB4. Since the start of U.S. tariffs, has your business taken any of the following actions? **Select all that apply.**

[RANDOMIZE]

- ☐ Raised product/service prices
- ☐ Absorbed additional tariff costs
- ☐ Reduced the size of your workforce
- ☐ Delayed or cancelled expansion plans
- ☐ Shifted to domestic suppliers
- ☐ Shifted to suppliers outside of the U.S.
- ☐ Shifted to domestic markets
- ☐ Shifted to markets outside of the U.S.
- ☐ Applied to Government of Canada programs or resources available to businesses affected by U.S. tariffs (e.g. applying for a refund of duties paid on imported goods, applied to the Duties Relief Program, etc.)
- ☐ Shifted business operations to the U.S.
- ☐ Other, please specify:
- ☐ Have not taken any actions since the start of U.S. tariffs

T1GB5. How confident or doubtful are you that the Government of Canada's plan to build a stronger Canadian economy will help your business?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neither confident nor doubtful
- ☐ Somewhat doubtful
- ☐ Very doubtful
- ☐ Don't know / Prefer not to say

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

T1H:

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 T1J

T1I:

Where have you seen, read or heard these ads?

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

SELECT ALL THAT APPLY

Broadcasting	
Radio	Television
Ethnic Media	Indigenous Radio
Online / digital	
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast, SRC OHdio)
Internet website / banner ad	Digital/Streaming TV (e.g. Netflix, Disney+, CBC Gem, Crave)
LinkedIn	TikTok
Online news sites	Web search (e.g. Google, Bing)
Reddit	YouTube
Connected TV	
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.	
Airport	Highway billboard
On school campus	Shopping mall
Digital billboard	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1J:

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

T1K:

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	☐	☐	☐	☐	☐
These ads are relevant to me	☐	☐	☐	☐	☐
These ads are difficult to follow	☐	☐	☐	☐	☐
These ads do not favour one political party over another	☐	☐	☐	☐	☐

These ads talk about an important topic	o	o	o	o	o
These ads provide new information	o	o	o	o	o
These ads clearly convey that the Government of Canada has a plan to strengthen Canada's Economy	o	o	o	o	o
The Government of Canada is headed in the right direction	o	o	o	o	o

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

DIS.

Are you a person with a disability*?

A disability means any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation – whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person's full and equal participation in society. A barrier means anything – including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation. Source: Accessible Canada Act.

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Prefer not to answer

IND.

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

* First Nations includes Status and Non-Status Indians

- ☐ Yes, First Nations, (North American Indian)
- ☐ Yes, Métis
- ☐ Yes, Inuk (Inuit)
- ☐ No, not First Nations, Métis or Inuk (Inuit)
- ☐ Prefer not to answer

VISMIN.

Are you...? (Check all that apply):

- ☐ White
- ☐ South Asian (e.g., Indian, Pakistani, Sri Lankan)
- ☐ Chinese
- ☐ Black
- ☐ Filipino

- ☐ Arab
- ☐ Latin American
- ☐ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- ☐ West Asian (e.g., Iranian, Afghan)
- ☐ Korean
- ☐ Japanese
- ☐ Other, please specify:
- ☐ Prefer not to answer

LGBTQ.

Do you identify as a member of the 2SLGBTQIA+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual) community?

- ☐ Yes
- ☐ Non
- ☐ Prefer not to answer

D5:

Where were you born?

- ☐ born in Canada
- ☐ born outside Canada
- ☐ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2026

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 _____

That concludes the survey. This survey was conducted on behalf of [Innovation, Science and Economic Development 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.

A.4 Qualitative Instrument

A.4.1. General Population Moderator's guide



Moderator Guide

Building Canada's Economy Advertising Campaign Evaluation Research

6 Focus groups

BLOCK 1**Introduction and explanation****Length****10 MINUTES****WELCOME AND PRESENTATION**

- Reception of participants
- Introduction of the moderator
- Presentation of Léger
- Value of participating to the session

PRIMARY AIM

- The research is being conducted by Léger Marketing on behalf of the Government of Canada.

The focus of tonight's discussion is an advertising campaign that is being planned by the government. You are here to provide feedback to the government on advertising concepts that are not in their final format, but that are currently being designed.

The discussion will last approximately 120 minutes.

RULES OF DISCUSSION

Dynamics of the discussion (duration, discussion, round table)

- No wrong answers, not a knowledge test
- Importance of giving personal, spontaneous and honest opinions
- Importance of reacting respectfully to the opinions of others
- Importance of speaking one person at a time
- OK to disagree (want people to speak up if hold different views)
- Participants can exchange ideas/opinions with each other
- Please make sure your webcam and your microphone are on and that you can hear me clearly
- If you are not speaking, please mute your microphone to keep background noise to a minimum
- Indicate where to find the chat feature and ask them to test by writing hello
- Your feedback will in no way affect your dealings with the Government of Canada
- Feel free to ask for clarification if something is unclear

PRESENTATION OF THE GROUP ROOM

- Audio and video recording for subsequent analysis
- Recordings are stored for up to six months and then destroyed.

- Presence of observers from the government research team (will not participate in the discussion. Here only to take notes and hear first hand what you think of the different concepts)
- Presence of analyst to take notes
- Toward the end of the session I will be asking the observers whether they need more information from you or if they have further questions they would like to be asked

RESULTS CONFIDENTIALITY

- The discussions we will have this evening will remain confidential and anonymous at all times
- Your name will never be mentioned in the report
- Information collected for study purposes only
- Report will summarise the findings in aggregate format. No name will appear in the report
- Do not provide any identifiable information about yourself or others

Do you have any questions before we get started?

INTRODUCTION OF PARTICIPANTS

- What's your first name?
- Your place of residence (province and city)?
- What's keeping you up at night?

BLOCK 2

CHALLENGES AND CANADIAN ECONOMY

Length

10 MINUTES

1. Before I get your reactions on the advertising campaign, are there any aspects of the Canadian economy that concern you? What concerns, if any, do you have about the current state of the Canadian economy?
2. What should the Government of Canada prioritize in the short term (now and over the next year or two) in managing the Canadian economy?
3. By a show of hands, how many of you are aware of current federal plans to build a stronger Canadian economy
- 4- Can you give me examples of initiatives you are aware of?

BLOCK 3

CONCEPT TESTING

Length

55 MINUTES

ROTATE ORDER BETWEEN STORYBOARDS FOR EACH GROUP FOLLOWING THE CHART BELOW.

- VARIATION A: OUR FUTURE IS MADE IN CANADA – A
- VARIATION B: OUR FUTURE IS MADE IN CANADA – B
- VARIATION C: OUR FUTURE IS MADE IN CANADA - C

GROUPS IN CHRONOLOGICAL ORDER ROTATION

Group 1 – Atlantic Canada/Ontario ROTATION A/B/C

Group 2 – Prairies, Western Canada, NWT, Nunavut and Yukon B/C/A

Group 3 – Atlantic Canada /Ontario ROTATION C/A/B

Group 4 - Prairies, Western Canada, NWT, Nunavut and Yukon ROTATION A/C/B

Group 5 – Quebec ROTATION B/A/C

Group 6 – Quebec ROTATION C/B/A

Today we would like to get your reactions on an advertising campaign (The concepts are still being developed by the Government of Canada). I'd like you to focus on the general ideas behind the ad, messages that they are trying to get across and the way they are trying to get this through to you.

The advertising campaign will include an online video ad and a static ad, which is like a print ad, except in digital form.

The video ad concepts are in the form of a storyboard. You will notice that they are not in finished form. Instead, the images look more like a comic strip, which we call a storyboard. A storyboard is something that is developed early in the creative process so you get a graphical illustration and short narrative that gives a sense of what the video might look like in its finished format. The final product will be a 30 second video produced professionally that will be shown on social media, TV and digital platforms. Please keep this in mind as you are viewing the variations of the concept.

We will look at three variations of the same concept over the course of the evening. For each variation, we will show you a storyboard for a video ad, and we will discuss each of the variations together.

Let's start with the first variation.

[MODERATOR TO SHARE SCREEN, SHOWING PPT SLIDES WITH CONCEPT VARIATIONS]

VARIATION A (25 minutes)

[SHOW AND READ STORYBOARD]

I will now ask you to answer a question through the platform to indicate, on a scale of 1 to 10, to what extent do you like this variation.

The question will now appear on your screen, and you can respond individually.

DISPLAY POLL QUESTION TO PARTICIPANTS.

5. Using a scale from 1 to 10, where 1 means "I don't like it at all" and 10 means "I like it a lot," to what extent do you like this variation?

1 – Not at all 2 3 4 5 6 7 8 9 10 – A lot

6. What score out of 10 did you give for how much you like or dislike this concept, and why? (Roundtable)

PROBING: a. What are your initial reactions? What did you think?

7. What did you like most? Was there a part you particularly liked? Which part and why?

8. What did you dislike / what did you like less about this variation? Why?

9. What do you understand from this variation? In other words, what are the main messages? What is it trying to communicate? What did you take away?

PROBING

a. If you had to summarize this concept in your own words, what would you say?

b. Is the message clear to you? Easy to understand? Why?

10. Do you find the message credible?

11. Does the language used in the ad resonate with you

a. If not, what would you suggest instead?

12. How do you feel about the tone of the concept? (positive, negative, realistic?)

a. Does it fit with the fact that it is an ad from the Government of Canada?

13. What type of images would you expect to see given the voice over that you are hearing? Are the types of images shown here appropriate for this message?

a. Are the types of images shown here appropriate for this message?

14. Would you do anything as a result of seeing it? (IF YES: What would you do?)

a. Would you click through?

b. Would you type the address shown in the advertisement?

c. Would you scan the QR code with your mobile phone?

Does this message help you get a better sense of what the Government of Canada's economic plan is all about—and how it might affect you?

15. The ad finishes with the closing line "CLOSING LINE" **[MODERATOR: SEE TABLE BELOW]**

VARIATION A: [Learn how at Canada.ca/BuildingTheFuture](https://Canada.ca/BuildingTheFuture)

VARIATION B : [Learn how at Canada.ca/BuildStrong](https://Canada.ca/BuildStrong)

VARIATION C: [Learn more at Canada.ca/BuildStrong](https://Canada.ca/BuildStrong)

16. What do you think of this closing line?

17. Is the main message clear? Why? Why not?

18. What do you think about the tone of this line?

19. How would you improve this line if you could?

VARIATION B (15 minutes)

[SHOW AND READ STORYBOARD]

Now, let's look at another variation of the same concept. As you'll see, it's similar to the previous one but with some differences in the voice-over.

20. I will now ask you to answer a question through the platform to indicate, on a scale of 1 to 10, to what extent do you like this variation.

The question will now appear on your screen.

DISPLAY POLL QUESTION TO PARTICIPANTS.

Using a scale from 1 to 10, where 1 means *"I don't like it at all"* and 10 means *"I like it a lot,"* to what extent do you like this variation in messaging?

1 – Not at all 2 3 4 5 6 7 8 9 10 – A lot

21. What score out of 10 did you give for how much you like or dislike this variation, and why?

As you view it, think about how it compares to the first version you just saw.

22. What are your first impressions of this variation?

- What's the first thing that stood out to you?
- How does it compare with the first version?

23. What are the main differences you noticed between this and the first variation?

- Are these changes for the better or worse? Why?

24. Does this version communicate the message more clearly, less clearly, or about the same as the first one?

- What makes you say that?

25. Does the tone or feeling of this ad work better or worse for you than the previous one?

- Why?
- Which version feels more authentic or credible coming from the Government of Canada?

26. Between the two, which version do you find more appealing overall? Why?

- Which one would be more likely to capture your attention if you saw it online?

27. Does this variation help you get a better sense of what the Government of Canada's economic plan is all about—and how it might affect you?

28. The ad finishes with the closing line "CLOSING LINE" **[MODERATOR: SEE TABLE BELOW]**

VARIATION A: Learn how at Canada.ca/BuildingTheFuture

VARIATION B : Learn how at Canada.ca/BuildStrong

VARIATION C: Learn more at Canada.ca/BuildStrong

28. What do you think of this closing line?
29. is the main message clear? Why? Why not?
30. What do you think about the tone of this line?
31. How would you improve this line if you could?

Let's move to the third variation.

VARIATION C (15 minutes)

[Repeat same questions as above comparing this variation with the two previous ones]

BLOCK 4	PREFERRED VARIATION
Length	10 MINUTES

One of the three ad variations that we have shown you will be selected by the government to be shown to Canadians across the country, with the goal of informing Canadians about the Government of Canada's plan to build a stronger Canadian economy. Which of the three variations do you think achieves this goal the best?

[MODERATOR PRESENTS A SCREEN WITH ALL THREE VARIATIONS ON IT AS A REMINDER TO PARTICIPANTS; USE POLL QUESTION TO CAPTURE PREFERRED VARIATION]

32. Why do you prefer this variation?
33. What elements worked for you?
34. Was there anything that stood out to you? What grabbed your attention?
35. What do you like in this variation that is not in the other variations?
36. We've talked about your preferred variation, but now I'd like to know which variation resonates with you the least. Why?

BLOCK 5	CLOSING LINE
Length	10 MINUTES

37. Now, I'm going to show you the three different messages that can close the ad, I would like you to vote for the one you prefer. **[SHOW POLL]**

- a. Why do you prefer this message?

BLOCK 6**STATIC AD****Length****10 MINUTES**

I will now show you a static ad

[STATIC AD : SHOW IMAGES]

- 38. What do you think of this ad?
- 39. Is the message clear to you? Easy to understand? Why?
- 40. Is this new information for you? How so?
- 41. Is it helpful or relevant for you? How so?
- 42. Is it persuasive? Why? / Why not?
- 43. Is it memorable? Why? / Why not?
- 44. Do you find the message credible?
- 45. Was it clear to you that this was a Government of Canada ad? Why? /Why not?
- 46. Would you do anything as a result of seeing one of this ad? (IF YES: What would you do?)
 - a. Would you click through?

BLOCK 7**WEB LANDING PAGE****Length****15 MINUTES**

The ads we've shown you all encourage Canadians to visit a web page. Here it is. Please take a minute to look at it. **[MODERATOR SHOWS LANDING PAGE]**

- 47. Is it what you were expecting?
- 48. What's your first impression of this webpage?
- 49. Does it seem easy to navigate and understand?
- 50. What sorts of actions do you think the webpage would help you to do?
- 51. Would you be interested enough to click through?
- 52. What would you search (e.g., in Google) to find this website again in the future?
- 53. Is there anything here you would expect to see that is missing for you?
- 54. Is there anything here that you find unclear?
- 55. Is there anything that you like or dislike?
- 56. Is there anything you'd suggest changing or adding to make the webpage more engaging?

or useful?

[IF TIME PERMITS]

57. What kind of images would you expect to see for each of these?

- a. Creating Good Jobs & Skills for the Future
- b. Strengthening Industries and Communities
- c. Making Life More Affordable

BLOCK 8

CONCLUSION

Length

5 MINUTES

Ask the concluding question below.

We are basically done. Let me just check with the observers to see if they have any additional questions.

Finally, before we go, do you have further comments or suggestions for the Government of Canada as to how they could improve this advertising campaign? Is there anything that you think I should have asked but I didn't?

Thanks again! The team that invited you to participate in this session will contact you regarding the manner in which you can receive the incentive we promised you.

CONCLUDE AND END THE MEETING.

THANK YOU VERY MUCH FOR YOUR COLLABORATION

A.4.2. Business Owners and Operators Moderator's guide



Moderator guide

Building Canada's Economy Advertising Campaign Evaluation Research

8 in-depth interviews

BLOCK 1**Introduction and explanation****Length****3 MINUTES****WELCOME AND PRESENTATION**

- Reception of the participant
- Introduction of the moderator
- Presentation of Léger
- Value of participating to the session

PRIMARY AIM

- The research is being conducted by Léger Marketing on behalf of the Government of Canada.
- The focus of tonight's discussion is an advertising campaign that is being planned by the government. You are here to provide feedback to the government on advertising concepts that are not in their final format, but that are currently being designed.
- The discussion will last approximately 45 minutes.

RULES OF DISCUSSION

Dynamics of the discussion (duration, discussion, round table)

- No wrong answers, not a knowledge test
- Importance of giving personal, spontaneous and honest opinions
- Your feedback will in no way affect your dealings with the Government of Canada
- Feel free to ask for clarification if something is unclear

PRESENTATION OF THE DISCUSSION ROOM

- Audio and video recording for subsequent analysis
- Recordings are stored for up to six months and then destroyed.
- Presence of observers from the government research team (will not participate in the discussion. Here only to take notes and hear firsthand what you think of the different concepts)
- Presence of analyst to take notes
- Toward the end of the session I will be asking the observers whether they need more information from you or if they have further questions they would like to be asked

RESULTS CONFIDENTIALITY

- The discussions we will have this evening will remain confidential and anonymous at all times

- Your name will never be mentioned in the report
- Information collected for study purposes only
- Report will summarise the findings in aggregate format. No name will appear in the report
- Do not provide any identifiable information about yourself or others

Do you have any questions before we get started?

INTRODUCTION OF PARTICIPANTS

- What's your first name?
- What's your role or your position?
- What type of business do you own/operate/manage?
- For those with employees, how many employees do you have in Canada? If you are a micro business, how many contractors or casual employees do you have?
- How many years have you been in business?

BLOCK 2

CHALLENGES AND CONSUMERS' SUPPORT

Length

5 MINUTES

1. Before I get your reactions on the advertising campaign, can you tell me about the main challenges your business is facing these days? What keeps you awake at night?

2. What should the Government of Canada prioritize in the short term (now and over the next year or two) when it comes to supporting workers and businesses in the current economic state?

- What should they prioritize in the longer term, so a 2 to 5-year horizon?

3. Are you aware of current federal initiatives designed to help support small and medium businesses in the current economic state?

- Can you give me examples of programs or services you are aware of?
 - Can you give examples of programs you have recently accessed or applied to that address your challenges, that is, that are relevant to your business now?
 - What areas of support are you most interested in exploring/implementing for your business?

IF NEEDED: ...programs to support exports, developing and/or expanding new markets, navigating through those difficult times, staying afloat, digital adoption, innovation, green technologies/clean growth, tax incentives, funding, etc.

4. Do you feel better knowledge of available programming would benefit your business?

- Why/Why not?

BLOCK 3**CONCEPT TESTING****Length****20 MINUTES**

ROTATE ORDER BETWEEN STORYBOARDS FOR EACH IN-DEPTH INTERVIEW FOLLOWING THE CHART BELOW.

- VARIATION A: OUR FUTURE IS MADE IN CANADA – A
- VARIATION B: OUR FUTURE IS MADE IN CANADA – B
- VARIATION C: OUR FUTURE IS MADE IN CANADA – C

GROUPS IN CHRONOLOGICAL ORDER ROTATION

IDI 1 – Atlantic Canada (urban) ROTATION A/B/C

IDI 2 – Atlantic Canada (rural) ROTATION B/C/A

IDI 3 – Ontario (urban) C/A/B

IDI 4 – Ontario (rural) A/C/B

IDI 5 – Western Canada (urban) ROTATION B/A/C

IDI 6 – Western Canada (rural) ROTATION C/B/A

IDI 7 – Quebec (urban) – A/B/C

IDI 8 – Quebec (rural) – B/C/A

Today we would like to get your reactions on an advertising campaign (The concept is still being developed by the Government of Canada). I'd like you to focus on the general ideas behind the ad, messages that they are trying to get across and the way they are trying to get this through to you.

The advertising campaign will include an online video ad and a static ad, which is like a print ad, except in digital form.

The video ad concepts are in the form of a storyboard. You will notice that they are not in finished form. Instead, the images look more like a comic strip, which we call a storyboard. A storyboard is something that is developed early in the creative process so you get a graphical illustration and short narrative that gives a sense of what the video might look like in its finished format. The final product will be a 30 second video produced professionally that will be shown on TV, social media, and digital platforms. Please keep this in mind as you are viewing the variations of the concept.

We will look at three variations of the same concept over the course of the evening. For each variation, we will show you a storyboard for a video ad. We will discuss each of the variations. together.

Let's start with the first variation. **[MODERATOR TO SHARE SCREEN, SHOWING PPT SLIDES WITH CONCEPT VARIATIONS]**

VARIATION A (8 minutes)

[SHOW AND READ STORYBOARD]

I will now ask you to answer a question through the platform to indicate, on a scale of 1 to 10, to what extent do you like this variation.

The question will now appear on your screen.

DISPLAY POLL QUESTION TO PARTICIPANTS.

5. Using a scale from 1 to 10, where 1 means "I don't like it at all" and 10 means "I like it a lot," to what extent do you like this variation?

1 – Not at all 2 3 4 5 6 7 8 9 10 – A lot

6. What score out of 10 did you give for how much you like or dislike this variation, and why?

PROBING: a. What are your initial reactions? What did you think?

7. What did you like most? Was there a part you particularly liked? Which part and why?

8. What did you dislike / what did you like less about this variation? Why?

9. What do you understand from this variation? In other words, what are the main messages? What is it trying to communicate? What did you take away?

PROBING

a. If you had to summarize this concept in your own words, what would you say?

b. Is the message clear to you? Easy to understand? Why?

10. Do you find the message credible?

11. Does the language used in the ad resonate with you

a. If not, what would you suggest instead?

12. How do you feel about the tone of the concept? (positive, negative, realistic?)

a. Does it fit with the fact that it is an ad from the Government of Canada?

13. What type of images would you expect to see given the voice over that you are hearing? Are the types of images shown here appropriate for this message?

a. Are the types of images shown here appropriate for this message?

14. Would you do anything as a result of seeing it? (IF YES: What would you do?)

a. Would you click through?

b. Would you type the address shown in the advertisement?

c. Would you scan the QR code with your mobile phone?

Does this message help you get a better sense of what the Government of Canada’s economic plan is all about—and how it might affect your business?

15. The ad finishes with the closing line “CLOSING LINE” **[MODERATOR: SEE TABLE BELOW]**

VARIATION A: Learn how at Canada.ca/BuildingTheFuture

VARIATION B : Learn how at Canada.ca/BuildStrong

VARIATION C: Learn more at Canada.ca/BuildStrong

16. What do you think of this closing line?

17. is the main message clear? Why? Why not?

18. What do you think about the tone of this line?

19. How would you improve this line if you could?

Let’s move to the second variation.

VARIATION B (5 minutes)

[SHOW AND READ STORYBOARD]

Now, let’s look at another variation of the same concept. As you’ll see, it’s similar to the previous one but with some differences.

20. I will now ask you to answer a question through the platform to indicate, on a scale of 1 to 10, to what extent do you like this variation.

The question will now appear on your screen.

DISPLAY POLL QUESTION TO PARTICIPANTS.

Using a scale from 1 to 10, where 1 means “*I don’t like it at all*” and 10 means “*I like it a lot,*” to what extent do you like this variation?
1 – Not at all 2 3 4 5 6 7 8 9 10 – A lot

21. What score out of 10 did you give for how much you like or dislike this variation, and why?

As you view it, think about how it compares to the first version you just saw.

22. What are your first impressions of this variation?

- What’s the first thing that stood out to you?
- How does it compare with the first version?

23. What are the main differences you noticed between this and the first variation?

- Are these changes for the better or worse? Why?

24. Does this version communicate the message more clearly, less clearly, or about the same as the first one?

- What makes you say that?

25. Does the tone or feeling of this ad work better or worse for you than the previous one?

- Why?
- Which version feels more authentic or credible coming from the Government of Canada?

26. Between the two, which version do you find more appealing overall? Why?

- Which one would be more likely to capture your attention if you saw it online?

27. Does this variation help you get a better sense of what the Government of Canada's economic plan is all about—and how it might affect your business?

ASK ONLY IF CLOSING LINE IS DIFFERENT THAN FIRST ONE 37. The ad finishes with the closing line "CLOSING LINE" **[MODERATOR: SEE TABLE BELOW]**

VARIATION A: [Learn how at Canada.ca/BuildingTheFuture](#)

VARIATION B : [Learn how at Canada.ca/BuildStrong](#)

VARIATION C: [Learn more at Canada.ca/BuildStrong](#)

28. What do you think of this closing line?

29. is the main message clear? Why? Why not?

30. What do you think about the tone of this line?

31. How would you improve this line if you could?

Let's move to the third variation.

VARIATION C (5 minutes)

[Repeat same questions as above comparing this variation with the two previous ones]

BLOCK 4	PREFERRED VARIATION
Length	3 MINUTES

One of the three ad variations that we have shown you will be selected by the government to be shown to Canadians across the country, with the goal of informing Canadians about the Government of Canada's plan to build a stronger Canadian economy. Which of the three variations do you think achieves this goal the best?

[MODERATOR PRESENTS A SCREEN WITH ALL THREE VARIATIONS ON IT AS A REMINDER TO PARTICIPANTS; USE POLL QUESTION TO CAPTURE PREFERRED VARIATION]

32. Why do you prefer this variation?

33. What elements (colour, graphics, relatable, text, image, tone) worked for you?

34. Was there anything that stood out to you? What grabbed your attention?
35. What do you like in this variation that is not in the other variations?
36. We've talked about your preferred variation, but now I'd like to know which variation resonates with you the least. Why?

BLOCK 5	CLOSING LINE
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Length	2 MINUTES
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37. Now, I'm going to show the three messages that can close the ad, I would like you to vote for the one you prefer. **[SHOW POLL]**

- a. Why do you prefer this message?

BLOCK 6	STATIC AD
----------------	------------------

Length	5 MINUTES
---------------	------------------

I will now show you a static ad

[STATIC AD : SHOW IMAGE]

38. What do you think of this ad?
39. Is the message clear to you? Easy to understand? Why?
40. Is this new information for you? How so?
41. Is it helpful or relevant for you? How so?
42. Is it persuasive? Why? / Why not?
43. Is it memorable? Why? / Why not?
44. Do you find the message credible?
45. Was it clear to you that this was a Government of Canada ad? Why? /Why not?
46. Would you do anything as a result of seeing one of this ad? (IF YES: What would you do?)
- a. Would you click through?

BLOCK 7	WEB LANDING PAGE
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Length	5 MINUTES
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The ads we've shown you all encourage Canadians including business owners and operators to visit a web page. Here it is. Please take a minute to look at it. **[MODERATOR SHOWS LANDING PAGE]**

47. Is it what you were expecting?
48. What's your first impression of this webpage?

49. Does it seem easy to navigate and understand?
50. What sorts of actions do you think the webpage would help you to do?
51. Would you be interested enough to click through?
52. What would you search (e.g., in Google) to find this website again in the future
53. Is there anything here you would expect to see that is missing for you?
54. Is there anything here that you find unclear?
55. Is there anything that you like or dislike?
56. Is there anything you'd suggest changing or adding to make the webpage more engaging or useful?

[IF TIME PERMITS]

57. What kind of images would you expect to see for each of these:
- a. Creating Good Jobs & Skills for the Future
 - b. Strengthening Industries and Communities
 - c. Making Life More Affordable

BLOCK 8

CONCLUSION

Length

1-2 MINUTES

Ask the concluding question below.

We are basically done. Let me just check with the observers to see if they have any additional questions.

Finally, before we go, do you have further comments or suggestions for the Government of Canada as to how they could improve this advertising campaign? Is there anything that you think I should have asked but I didn't?

Thanks again! The team that invited you to participate in this session will contact you regarding the manner in which you can receive the incentive we promised you.

CONCLUDE AND END THE MEETING.

THANK YOU VERY MUCH FOR YOUR COLLABORATION

A.5 Screener

A.5.1. General Population Screener

PROJECT DESCRIPTION

The groups will be held online via CMNTY.

- 6 groups
- Recruit 12 for 8-10 participants in the groups

	DATE / TIME (EST)	LOCAL TIME	PARTICIPANTS
GROUP 1	21/10/2025 5PM – 7:00 EDT	6:00 PM – 8:00 PM ADT	Group with Canadians residing in Atlantic Canada /Ontario (English) • Canadian consumers aged 18 years and older • A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation • First official language spoken: English • Region: Atlantic Canada, Ontario, Quebec (Anglophones)
GROUP 2	21/10/2025 7:30PM – 9 :30PM EDT	4:30 – 6:30 PM PDT 5:30 – 7:30 PM MDT 6:30 – 8:30 PM CDT	Group with Canadians residing in the Prairies, Western Canada, NWT, Nunavut and Yukon (English) • Canadian consumers aged 18 years and older • A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation • First official language spoken: English • Region: Prairies +Western Canda + NWT + Nunavut+ Yukon
GROUP 3	22/10/2025 5PM – 7:00 EDT	6:00 PM – 8:00 PM ADT	Group with Canadians residing in Atlantic Canada /Ontario (English) • Canadian consumers aged 18 years and older • A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation • First official language spoken: English

			Region: Atlantic Canada, Ontario, Quebec (Anglophones)
GROUP 4	22/10/2025 7:30PM – 9 :30PM EDT	:30 – 6:30 PM PDT 5:30 – 7:30 PM MDT 6:30 – 8:30 PM CDT	Group with Canadians residing in the Prairies, Western Canada, NWT, Nunavut and Yukon (English) - Canadian consumers aged 18 years and older - Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), homeowners, home/apartment renters, students, occupation - First official language spoken: English - Region: Prairies +Western Canda + NWT + Nunavut+ Yukon
GROUP 5	23/10/2025 5PM – 7PM EDT	5PM – 6:30PM EDT	Group with Canadians residing in Quebec (French) - Canadian consumers aged 18 years and older - A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), - Home owners, home/apartment renters, students, occupation - First official language spoken: French - Region: Quebec + Other provinces or territories (Francophones)
GROUP 6	23/10/2025 7:30 PM – 9 :30PM EDT	7:30 PM – 9 :30PM EDT	Group with Canadians residing in Quebec (French) - Canadian consumers aged 18 years and older - A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation - First official language spoken: French - Region: Quebec + Other provinces or territories (Francophones)

For each participant, collect the following information:

Participant name:

Phone number at home:

Cell phone:

Email address:

Recruitment date:

Recruiter :

Group #:

Confirmation (date):

INTRODUCTION

Hello/Bonjour, I'm _____ of Leger, a marketing research company. We are organizing a research project on behalf of the Government of Canada.

Do you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?"

The research's objective is to collect opinions and feedback from Canadians on an upcoming advertising campaign.

We are now preparing to hold a few research sessions with people like yourself. Participation is completely voluntary. We are interested in your opinions. The format is an "online" discussion led by a research professional with up to 10 participants. All opinions shared in the sessions will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy. You don't need to be an expert to participate. We don't have anything to sell and we don't advertise and it's not an opinion poll on current events or politics. We are also committed to protecting the privacy of all participants. The names of the participants will not be provided to any third party, nor will be used in the research final report.

We are organizing several of these discussions. We would be interested in possibly having you participate.

[INTERVIEWER NOTE: IF ASKED ABOUT PRIVACY LAWS, SAY: "The information collected through the research is subject to the provisions of the Privacy Act, the legislation of the Government of Canada, and to the provisions of relevant provincial privacy legislation.]

The focus group would take place online on the (INSERT DATE/TIME) and will be a maximum of **120 minutes**. You will be compensated **\$140** for your time.

A1. Are you interested in participating?

Yes	1	CONTINUE
No	2	THANK AND CONCLUDE

I would now like to ask you a few questions to see if you meet our eligibility criteria to participate. This should take 5 minutes.

When you conclude, say: Thank you for your cooperation. We have already reached the number of participants with a profile similar to yours. Therefore, we cannot invite you to participate. If screened out due to ineligibility (e.g., government employment, recent participation in research): Thank you for your cooperation. Unfortunately, you do not meet the eligibility criteria for this study, so we cannot invite you to participate.

A2. The group discussions we are organizing are going to be held **over the Internet**. They are going to be "online focus groups". Participants will need to have **a computer/tablet**, a **high-speed Internet connection**, and a **WebCam** in order to participate in the group. Would you be able to participate under these conditions?

Yes	1	CONTINUE
No	2	THANK AND CONCLUDE

PROFILING

INTRO1.

Do you or anyone in your immediate family work or have you ever worked in ...?

Marketing Research	1 THANK AND CONCLUDE
Marketing and Advertising	2 THANK AND CONCLUDE
Public relations, communications	3 THANK AND CONCLUDE
Media (newspapers, television, radio, etc.)	4 THANK AND CONCLUDE
Telecommunications	5 THANK AND CONCLUDE
Federal or provincial government or agency	6 THANK AND CONCLUDE
None of the above	9

Gender

Please indicate the gender of the person.

Male	1
Female	2
Other (please specify)	3
Prefer not to answer	

Gender: Ensure a good mix (50/50 ideally) during the recruitment, Other is not a screening criteria

IMM1

Were you born in Canada?

Yes	1
No	2

IMM2 *If No in IMM1*

How many years have you been living in Canada?

5 years or less	1	NEW COMER
More than 5 years	2	
Prefer not to answer	3	

IMM1 & IMM2: Ensure a good mix during the recruitment

AGE

What age category do you fall into?

18 to 24	1	
25 to 29	2	
30 to 44	3	
45 to 54	4	
55 to 64	5	
65 and over	6	SENIOR
Prefer not to answer	7	

Age: Ensure a good mix of age during the recruitment

Language

Which of French or English is your primary spoken language?

INT: *If respondent mentions a language other than French or English, determine which language they are most familiar with between French and English.*

French	1
English	2

Province

In which province or territory do you live?

British Columbia	1
Alberta	2
Saskatchewan	3
Manitoba	4
Ontario	5
Quebec	6

New Brunswick	7
Nova Scotia	8
Prince Edward Island	9
Newfoundland and Labrador	10
Northwest Territories	11
Yukon	12
Nunavut	13

AREA

What is the size of the community you live in?

Major metropolitan area with population of 1,000,000 or more	1	
Large urban centre with population of between 100,000 and 999,999	2	
Medium population centre with population of between 30,000 and 99,999	3	
Small population centre with population between 1,000 and 29,999	4	
Rural area with population of less than 1,000	5	RURAL

Ensure a good mix of community sizes. Make sure to have at least 1-2 rural participants per group.

EDUCATION

What is the highest level of education you completed?

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

Ensure a good mix for all groups if possible, during the recruitment

OCCUP.

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

Working full-time (35 or more hours per week)	1
Working part-time (less than 35 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
A student attending school full-time	5
Retired	6

Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)	7
Other employment status. Please specify.	98

Ensure a good mix for all groups if possible, during the recruitment

HOME.

Do you currently ... ?

Own your home (house, condo, etc.)	1
Rent your home or apartment	2
Other	3

Ensure a good mix for all groups if possible, during the recruitment

PARENT,

Are you a parent or guardian of one or more children under 18 living in your household?

Yes	1
No	2

INCOME.

Which of the following categories best describes your household income?

Under \$20,000	1	LOW INCOME
\$20,000 to just under \$50,000	2	LOW INCOME
\$50,000 to just under \$80,000	3	
\$80,000 to just under \$100,000	4	
\$100,000 to just under \$150,000	5	
\$150,000 and above	6	

Ensure a good mix for all groups if possible, during the recruitment

IND.

Do you identify as Indigenous, that is, First Nations, Métis, or Inuit? **Note: First Nations (North American Indian) includes Status and Non-Status Indians.**

Yes	1
No	2

Make sure to include at least one indigenous participant per group if possible.

MIN.

Do you identify as a member of a racialized group?

Refers to people of African, Asian, Latin American, West or Central Asian, Pacific Islander, or mixed heritage that includes one or more of these groups who have been historically disadvantaged as a group and may experience discrimination based on colour, culture and race.

Yes	1
No	2

Ensure a good mix if possible, during the recruitment

DIS. Do you identify as a person with one or more disabilities?

A disability means any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation – whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society. A barrier means anything – including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation. Source: Accessible Canada Act

Yes	1
No	2
Prefer not to answer	

Ensure a good mix if possible, during the recruitment

GROUP ATTRIBUTION

Language = 2 (English) Province = 5,6,7,8,9 or 10 (Ontario, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador)	GROUP 1	Group with Canadians residing in Atlantic Canada /Ontario (English) • Canadian consumers aged 18 years and older • A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), Home owners, home/apartment renters, students, occupation • First official language spoken: English Region: Atlantic Canada, Ontario, Quebec (Anglophones)
Language = 2 (English) Province = 1,2,3,4,11,12,13 (British Columbia, Alberta, Saskatchewan, Manitoba, NWT, Yukon, Nunavut)	GROUP 2	Group with Canadians residing in the Prairies, Western Canada, NWT, Nunavut and Yukon (English) • Canadian consumers aged 18 years and older • Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation

		• <i>First official language spoken: English</i> • <i>Region: Prairies + Western Canada + NWT + Nunavut+ Yukon</i>
Language = 2 (English) Province = 5,7,8,9 or 10 (Ontario, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador)	GROUP 3	Group with Canadians residing in Atlantic Canada /Ontario (English) • <i>Canadian consumers aged 18 years and older</i> • <i>A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation</i> • <i>First official language spoken: English</i> • <i>Region: Atlantic Canada, Ontario</i>
Language = 2 (English) Province = 1,2,3,4,11,12,13 (British Columbia, Alberta, Saskatchewan, Manitoba, NWT, Yukon, Nunavut)	GROUP 4	Group with Canadians residing in the Prairies, Western Canada, NWT, Nunavut and Yukon (English) • <i>Canadian consumers aged 18 years and older</i> • <i>Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation</i> • <i>First official language spoken: English</i> • <i>Region: Prairies + Western Canada + NWT + Nunavut + Yukon</i>
Language = 1 (French) Province = 6 (Quebec) OR Language =1(French) Province = 1,2,3,4,5,7,8,9,10,11,12,13	GROUP 5	Group with Canadians residing in Quebec (French) • <i>Canadian consumers aged 18 years and older</i> • <i>A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation</i> • <i>First official language spoken: French</i> • <i>Region: Quebec + Other provinces or territories (Francophones)</i>
Language = 1 (French) Province = 6 (Quebec) OR Language =1(French) Province = 1,2,3,4,5,7,8,9,10,11,12,13	GROUP 6	Group with Canadians residing in Quebec (French) • <i>Canadian consumers aged 18 years and older</i> • <i>A good mix of: Age, Gender, Income (including low-income individuals), education, place of residence (rural/urban), home owners, home/apartment renters, students, occupation</i> • <i>First official language spoken: French</i>

		• <i>Region: Quebec + Other provinces or territories (Francophones)</i>
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PSPC POR1

Have you ever attended a discussion group or taken part in an interview on any topic that was arranged in advance and for which you received money for participating?

Yes	1 GO TO PSPC POR2
No	2

PSPC POR2

When did you last attend one of these discussion groups or interviews?

Within the last 6 months	1 THANK AND CONCLUDE
Over 6 months ago	2

PSPC POR 3

Thinking about the groups or interviews that you have taken part in, what were the main topics discussed?

RECORD: _____ **THANK/TERMINATE IF RELATED TO THE CANADIAN ECONOMY**

PSPC POR4

How many discussion groups or interviews have you attended in the past 5 years?

Fewer than 5	1
Five or more	2 THANK AND CONCLUDE

CONCLUSION

Q1.

By participating in this focus group, you will be asked to discuss with other participants and share your opinion on advertising campaign material. Please note that you do not need to be an expert to participate. You may also be asked to read during the meeting.

How comfortable do you feel in such an environment?

Read the answer choices.

Very comfortable	1
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Somewhat comfortable	2
Not very comfortable	3 THANK AND CONCLUDE
Not at all comfortable	4 THANK AND CONCLUDE

INVITATION

Thank you. We'd like to invite you to participate in this focus group.

We are thrilled to have you as one of our participants in this study; your profile perfectly fits the target respondent we are looking for. We would like to invite you to participate in an online focus group that will be facilitated by an experienced professional moderator and will last approximately 120 minutes. The session will take place at [XX], on ____XX____ (date/time) __XX__.

For your participation, you will receive a financial incentive of \$140.

Please note that the session will be recorded. Your interview may also be observed by government employees who are directly working on the research study.

Just a quick reminder that the groups of discussion are going to be held over the Internet. They are going to be "online focus groups". You will need a computer or tablet, a high-speed Internet connection, and a WebCam in order to participate in the group.

INV1.

Are you still interested in participating in this research study?

Yes	1
No	2 THANK AND CONCLUDE

The information provided by you will be kept confidential and will only be disclosed to those who are directly working on the research that is relevant to the topic of discussion.

INV2.

Representatives from Innovation, Science, and Economic Development Canada (ISED) may observe the discussion, but will not have access to any of your private information. You will be asked to sign a consent form in order to participate in this research. Would you be willing to do this?

Yes	1
No	2 THANK AND CONCLUDE

PRIVACY SECTION

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will provide **the online platform** and **session moderator** with a list of respondents' names and profiles (screener responses) so that they can sign you into the group. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1 GO TO P2
No	2 Read information below and P1A

We need to provide the **online platform** and **session moderator** with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. **GO TO P1A**

P1a) Now that I've explained this, do I have your permission to provide your name and profiles **to the online platform and moderator?**

Yes	1 GO TO P2
No	2 THANK AND CONCLUDE

P2) A recording of the group session will be produced for research purposes. The recording will only be used by **the team of researchers at Léger** to assist in preparing a report on the research findings.
Do you agree to be recorded for research purposes only?

Yes	1 GO TO INVITATION
No	2 Read information below and P2A

It is necessary for the research process for us to record the session as the researcher needs this material to complete the report.

P2a) Now that I've explained this, do I have your permission for recording?

Yes	1 GO TO INVITATION
No	2 THANK AND CONCLUDE

As we are only inviting a small number of people to take part, your participation is very important to us. If for some reason you are unable to participate, please call so that we can get someone to replace you. You can reach us at ____ at our office. Please ask for ____.

To ensure that the focus groups run smoothly, we remind you:

- To make sure you are connected to the Internet and logged on 15 minutes in advance of the group
- To turn off your cellular phones – to avoid disruptions during the group.

- Make sure your WebCam is ON and functional
- To bring reading glasses, if necessary, to be able to go over the material.
- To make sure you will be located in a clear room (luminous)
- To make sure the space is private and free from people or distractions.

Email address : _____

Thank you very much for your assistance!

CONTACT INFORMATION

Someone from our company will contact you to confirm the group. Could you leave me a phone number where we can reach you in the evening as well as during the day?

Name :

Phone number:

Cell phone:

Recruited by:

Confirmed by:

A.5.2. Business Owners and Operators Screener

PROJECT DESCRIPTION

The In-depth interviews will be held online via CMNTY.

- 8 In-depth interviews

	DATE / TIME (EST)	LOCAL TIME	PARTICIPANTS
IDI 1	21/10/2025 9:00 AM	10:00 AM (ADT)	Atlantic Canada – Urban • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Atlantic
IDI 2	21/10/2025 2:30 PM	3:30 PM (ADT)	Atlantic Canada – Rural • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Rural • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Atlantic
IDI 3	04/11/2025 11:00 AM	11:00 AM (EST)	Ontario – Urban • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Ontario

IDI 4	22/10/2025 12:00 PM	12:00 PM (EDT)	Ontario – Rural • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Rural • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Ontario
IDI 5	28/10/2025 4:00 PM	2:00 PM (MDT)	Western Canada – Urban • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Western Canada
IDI 6	22/10/2025 1:30 PM	11:30 PM (MDT)	Western Canada – Rural • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Western Canada
IDI 7	23/10/2025 1:00 PM	1:00 PM (EDT)	Quebec – Urban • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Quebec

IDI 8	23/10/2025 2:00 PM	2:00 PM (EDT)	Quebec – Rural Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Rural • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Quebec

For each participant, collect the following information:

Participant name:	
Phone number at home:	
Cell phone:	
Email address:	
Recruitment date:	Recruiter :
IDI #:	Confirmation (date):

INTRODUCTION

Hello/Bonjour, I'm _____ of Leger, a marketing research company. We are organizing a research project on behalf of the Government of Canada.

Do you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?"

The research's objective is to collect opinions and feedback from Canadians on an upcoming advertising campaign.

We are now preparing to hold a few research sessions with business owners and operators. For the purpose of this research, "business operators" refers to people who influence the overall direction of a company. This may include owners, partners, senior managers, or others in a leadership role.

Participation is completely voluntary. We are interested in your opinions. The format is an "online" in-depth interview led by a research professional. All opinions shared in the sessions will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy. You don't need to be an expert to participate. We don't have anything to sell and we don't advertise and it's not an opinion poll on current events or politics. We are also committed to protecting

the privacy of all participants. The names of the participants will not be provided to any third party, nor will be used in the research final report.

We are organizing several of these discussions. We would be interested in possibly having you participate.

[INTERVIEWER NOTE: IF ASKED ABOUT PRIVACY LAWS, SAY: "The information collected through the research is subject to the provisions of the Privacy Act, the legislation of the Government of Canada, and to the provisions of relevant provincial privacy legislation.]

The interview would take place online on the (INSERT DATE/TIME) and will be a maximum of **45 minutes**. You will be compensated **\$150** for your time.

A1. Are you interested in participating?

Yes	1	CONTINUE
No	2	THANK AND CONCLUDE

I would now like to ask you a few questions to see if you meet our eligibility criteria to participate. This should take 5 minutes.

When you conclude, say: Thank you for your cooperation. We have already reached the number of participants with a profile similar to yours. Therefore, we cannot invite you to participate.

If screened out due to ineligibility (e.g., government employment, recent participation in research): Thank you for your cooperation. Unfortunately, you do not meet the eligibility criteria for this study, so we cannot invite you to participate.

A2. The in-depth interviews we are organizing are going to be held **over the Internet**. They are going to be "online discussions". The participant will need to have a **computer/tablet**, a **high-speed Internet connection**, and a **WebCam** in order to participate in the session. Would you be able to participate under these conditions?

Yes	1	CONTINUE
No	2	THANK AND CONCLUDE

PROFILING

INTRO1.

Do you or anyone in your immediate family work or have you ever worked in ...?

Marketing Research	1 THANK AND CONCLUDE
Marketing and Advertising	2 THANK AND CONCLUDE
Public relations, communications	3 THANK AND CONCLUDE
Media (newspapers, television, radio, etc.)	4 THANK AND CONCLUDE
Telecommunications	5 THANK AND CONCLUDE
Federal or provincial government or agency	6 THANK AND CONCLUDE
None of the above	9

ROLE

Are you the owner or the operator of a Canadian business of any size ?
For the purpose of this research, “business operators” refers to people who influence the overall direction of a company. This may include owners, partners, senior managers, or others in a leadership role.

- ☐ Yes
- ☐ No **TERMINATE**

BUSINESS.

Is your business registered or incorporated?

Registered	1
Incorporated	2
None of the above	3 THANK AND CONCLUDE

BUSINESS2.

Is your company any of the following?

A corporate chain or franchise	1 THANK AND CONCLUDE
A registered charity	2 THANK AND CONCLUDE
A multi-level marketing company?	3 THANK AND CONCLUDE
A real estate brokerage?	4 THANK AND CONCLUDE
None of the above	9

PROVINCE

In which province or territory is your business based? If you have more than one location, please identify your head office location.

British Columbia	1
Alberta	2
Saskatchewan	3
Manitoba	4
Ontario	5
Quebec	6
New Brunswick	7
Nova Scotia	8
Prince Edward Island	9
Newfoundland and Labrador	10

Northwest Territories	11
Yukon	12
Nunavut	13

SECTOR

Which of the following best describes the industry or sector of your business or organization? If you are active in more than one sector, please identify the main sector.

Accommodation and food services	1
Administrative and support, waste management and remediation services	2
Agriculture, forestry, fishing, and hunting	3
Arts, entertainment, and recreation	4
Construction	5
Educational services	6
Finance and insurance	7
Health care and social assistance	8
Information and cultural industries	9
Management of companies and enterprises	10
Manufacturing	11
Mining, quarrying, and oil and gas extraction	12
Other services (except public administration)	13
Professional, scientific, and technical services	14
Public administration	15 TERMINATE
Real estate and rental and leasing	16
Retail trade	17
Transportation and warehousing	18
Utilities	19
Wholesale trade	20
Other, please specify _____	21

Sector: Ensure a good mix during the recruitment.

SIZE

Including you, approximately how many full-time equivalent staff does your business or organization employ in Canada?

1, just me	1	Micro business
2 to 4	2	Micro business
5 to 24	3	Small business
25 to 49	4	Small business
50 to 99	5	Small business
100 to 249	6	Medium business
250 to 499	7	Medium business
500 or more	8	TERMINATE

Size: Ensure a good mix during the recruitment.

SUPPORT1

Is your company interested in government support to help us grow our business and expand into new markets?

Yes	1
No	2

SUPPORT2

Is your company interested in information about government initiatives to help us navigate difficult times and stay afloat?

Yes	1
No	2

IF NO TO SUPPORT 1 AND SUPPORT 2 THANK AND CONCLUDE.

FAMILIARITY.

How would you rate your own level of familiarity with the decisions your company takes when it comes to researching and using federal government programs and initiatives to support your business and expand into new market, or information about government initiatives to your business navigate difficult times and stay afloat?

Very familiar	1
Fairly familiar	2
Not very familiar	3 ASK FAMILIARITY 1
Not at all familiar	4 ASK FAMILIARITY 1

FAMILIARITY1.

Since this will be one of the themes discussed, is there someone else in your company who would be more familiar with these types of decisions?

YES	ASK TO SPEAK WITH THAT PERSON INSTEAD
NO	THANK AND TERMINATE

ENTREPRENEUR.

Are you one of the individuals who founded this company?

Yes	1
No	2

Gender

Please indicate the gender of the person.

Male	1
Female	2
Other (please specify)	3
Prefer not to answer	4

If entrepreneur = yes and gender = female = ENTREPRENEUR WOMAN

Make sure we have at least one entrepreneur woman

Gender: Ensure a good mix during the recruitment [Aim for 50/50 male/female split], Other is not a screening criteria

AGE

What age category do you fall into?

18 to 24	1
25 to 29	2
30 to 44	3
45 to 54	4
55 to 64	5
65 and over	6
Prefer not to answer	7

Language

Which of French or English is your primary spoken language?

INT: If respondent mentions a language other than French or English, determine which language they are most familiar with between French and English.

French	1
English	2

Make sure to include at least one participant from a language minority group i.e English speaking in Quebec or French speaking in a province or territory other than Quebec or New Brunswick. Recruit as OLMC business owner/operator

AREA

What is the size of the community where your business is located?

Major metropolitan area with population of 1,000,000 or more	1	
Large urban centre with population of between 100,000 and 999,999	2	
Medium population centre with population of between 30,000 and 99,999	3	

Small population centre with population between 1,000 and 29,999	4	
Rural area with population of less than 1,000	5	RURAL

On a best effort basis, recruit a mix of businesses area.

IND.

Do you identify as Indigenous, that is, First Nations, Métis, or Inuit? **Note: First Nations (North American Indian) includes Status and Non-Status Indians.**

Yes	1
No	2

On a best effort basis, please include one indigenous participant.

Recruit as Indigenous business owner/operator

MIN.

Do you identify as a member of a racialized group? [ASK ONLY IF IND = NO]

Refers to people of African, Asian, Latin American, West or Central Asian, Pacific Islander, or mixed heritage that includes one or more of these groups who have been historically disadvantaged as a group and may experience discrimination based on colour, culture and race.

Yes	1
No	2

Make sure to include racialized participants.

Recruit as racialized business owner/operator

2SLGBTQIA+. Do you identify as a member of the 2SLGBTQIA+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual) community?

Yes	1 2SLGBTQIA+ COMMUNITY BUSINESS OWNER / OPERATOR
No	2

Make sure to include at least one 2SLGBTQIA+ COMMUNITY BUSINESS OWNER / OPERATOR participant

DIS. Do you identify as a person with one or more disabilities?

A disability means any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation – whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person's full and equal participation in society. A barrier means anything – including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation. Source: Accessible Canada Act

Yes	1
-----	---

No	2
Prefer not to answer	

*Make sure to include participants with a disability
Recruit as business owner/operator with a disability*

IDI ATTRIBUTION

Language = 1 or 2 (English or French) Province = 7,8,9 or 10 (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador) Area = 1,2,3,4 (urban)	IDI 1	Atlantic Canada – Urban • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Atlantic
Language = 1 or 2 (English or French) Province = 7,8,9 or 10 (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador) Area = 5 (rural)	IDI 2	Atlantic Canada – Rural • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Rural • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Atlantic
Language = 1,2 (English or French) Province = 5 (Ontario) Area = 1,2,3,4 (urban)	IDI 3	Ontario – Urban • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Ontario
Language = 1,2 (English or French) Province = 5 (Ontario) Area = 5 (rural)	IDI 4	Ontario – Rural • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses

		• Rural • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Ontario
Language = 1,2 (English or French) Province = 1,2,3,4,11,12,13 (British Columbia, Alberta, Saskatchewan, Manitoba, NWT, Yukon, Nunavut) Area = 1,2,3,4 (urban)	IDI 5	Western Canda – Urban • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Western Canda
Language = 1,2 (English or French) Province = 1,2,3,4,11,12,13 (British Columbia, Alberta, Saskatchewan, Manitoba, NWT, Yukon, Nunavut) Area = 5 (rural)	IDI 6	Western Canada – Rural • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Rural • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Western Canda
Language = 1,2 (French or English) Province = 6 (Quebec) Area = 1,2,3,4 (urban)	IDI 7	Quebec – Urban • Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Urban • those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat • Region: Quebec
Language = 1 (French or English) Province = 6 (Quebec) Area = 5 (rural)	IDI 8	Quebec = Rural Canadian micro (1-4 FTE), small (5-99 FTE) and medium businesses (100-499 FTE) businesses • Rural

		- those seeking to access government support to grow their business and expand their market, and those that are seeking information about government initiatives to help them navigating through those difficult times and staying afloat - Region: Quebec
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PSPC POR1

Have you ever attended a discussion group or taken part in an interview on any topic that was arranged in advance and for which you received money for participating?

Yes	1 GO TO PSPC POR2
No	2

PSPC POR2

When did you last attend one of these discussion groups or interviews?

Within the last 6 months	1 THANK AND CONCLUDE
Over 6 months ago	2

PSPC POR 3

Thinking about the groups or interviews that you have taken part in, what were the main topics discussed?

RECORD: _____ **THANK/TERMINATE IF RELATED TO THE CANADIAN ECONOMY**

PSPC POR4

How many discussion groups or interviews have you attended in the past 5 years?

Fewer than 5	1
Five or more	2 THANK AND CONCLUDE

CONCLUSION

Q1.

By participating in this in-depth interview, you will be asked to share your opinion on an advertising campaign material. Please note that you do not need to be an expert to participate. You may also be asked to read during the meeting.

How comfortable do you feel in such an environment?

Read the answer choices.

Very comfortable	1
Somewhat comfortable	2
Not very comfortable	3 THANK AND CONCLUDE
Not at all comfortable	4 THANK AND CONCLUDE

INVITATION

Thank you. We'd like to invite you to participate in this in-depth interview.

We are thrilled to have you as one of our participants in this study; your profile perfectly fits the target respondent we are looking for. We would like to invite you to participate in an in-depth interview that will be facilitated by an experienced professional moderator and will last approximately 45 minutes. The session will take place at [XX], on ____XX____ (date/time) __XX__.

For your participation, you will receive a financial incentive of \$150.

Please note that the session will be recorded. Your interview may also be observed by government employees who are directly working on the research study.

Just a quick reminder that the discussions are going to be held over the Internet. They are going to be "online interviews". You will need a computer or tablet, a high-speed Internet connection, and a WebCam in order to participate in the session.

INV1.

Are you still interested in participating in this research study?

Yes	1
No	2 THANK AND CONCLUDE

The information provided by you will be kept confidential and will only be disclosed to those who are directly working on the research that is relevant to the topic of discussion.

INV2.

Representatives from Innovation, Science, and Economic Development Canada (ISED) may observe the discussion, but will not have access to any of your private information. You will be asked to sign a consent form in order to participate in this research. Would you be willing to do this?

Yes	1
No	2 THANK AND CONCLUDE

PRIVACY SECTION

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will provide **the online platform** and **session moderator** with a list of participants' names and profiles (screener responses) so that they can sign you into the session. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1 GO TO P2
No	2 Read information below and P1A

We need to provide the **online platform** and **session moderator** with the names and background of the people attending the in-depth interviews because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential.

GO TO P1A

P1a) Now that I've explained this, do I have your permission to provide your name and profiles **to the online platform and moderator?**

Yes	1 GO TO P2
No	2 THANK AND CONCLUDE

P2) A recording of the session will be produced for research purposes. The recording will only be used by **the team of researchers at Léger** to assist in preparing a report on the research findings. Do you agree to be recorded for research purposes only?

Yes	1 GO TO INVITATION
No	2 Read information below and P2A

It is necessary for the research process for us to record the session as the researcher needs this material to complete the report.

P2a) Now that I've explained this, do I have your permission for recording?

Yes	1 GO TO INVITATION
No	2 THANK AND CONCLUDE

As we are only inviting a small number of people to take part, your participation is very important to us. If for some reason you are unable to participate, please call so that we can get someone to replace you. You can reach us at ____ at our office. Please ask for ____.

To ensure that the interview run smoothly, we remind you:

- To make sure you are connected to the Internet and logged on 15 minutes in advance of the session
- To turn off your cellular phones – to avoid disruptions during the session.
- Make sure your WebCam is ON and functional
- To bring reading glasses, if necessary, to be able to go over the material.
- To make sure you will be located in a clear room (luminous)
- To make sure the space is private and free from people or distractions.

Email address : _____

Thank you very much for your assistance!

CONTACT INFORMATION

Someone from our company will contact you to confirm the session. Could you leave me a phone number where we can reach you in the evening as well as during the day?

Name

Phone number:

Cell phone:

Recruited by

Confirmed by:

A.6. Materials

VARITATION A



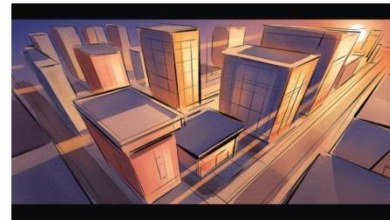
It's dark out. Morning dew glistens. Music builds, like a marching beat.

VO: The world has changed. But in challenging moments, opportunities are born.



The sun rises on Canada's East Coast. From east to west, north to south. We see the morning sun creep up, illuminating the new day for Canada.

VO: So, we made a plan. And we're already working it.



The sun rises on schools, construction sites, small businesses, forests, Bay St.,

VO: Building a strong economy. One we control. Expanding industry, championing innovation...



small towns, wind turbines...It's the quiet energy of a new day.

VO: ...building more homes for more families—doing it at a pace yesterday would call 'impossible.'



The sun is now fully out. A group of children pour out into a schoolyard for recess.

VO: This is the dawn of an economic powerhouse. Stronger and more free.



SUPER: OUR FUTURE IS MADE IN CANADA

SUPER: Learn how at Canada.ca/BuildingTheFuture



10

VARIATION B



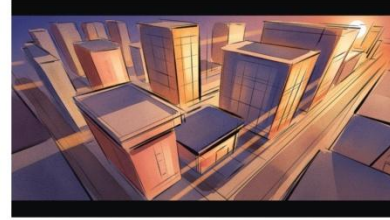
It's dark out. Morning dew glistens. Music builds, like a marching beat.

VO: The world has changed, but with every challenge comes a chance to build something better, stronger.



The sun rises on Canada's East Coast. From east to west, north to south. We see the morning sun creep up, illuminating the new day for Canada.

VO: So, we made a plan. And we're already working it.



The sun rises on schools, construction sites, small businesses, forests, Bay St.,

VO: Building a strong economy. One we control. Expanding industry, and creating jobs. Championing innovation,



small towns, wind turbines...It's the quiet energy of a new day.

VO: ...building more homes for more families—doing it at a pace yesterday would call 'impossible.'



The sun is now fully out. A group of children pour out into a schoolyard for recess.

VO: This is our moment, to build an economy by Canadians, for Canadians.



SUPER: BUILD STRONG

SUPER: Learn how at Canada.ca/BuildStrong

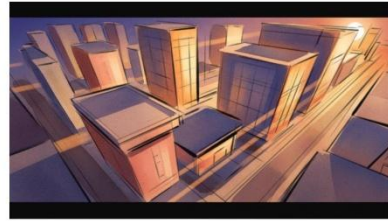
VARIATION C



It's dark out. Morning dew glistens. Music builds, like a marching beat.
VO: This is the start of a new era. Defining our future – on our own terms.



The sun rises on Canada's East Coast. From east to west, north to south. We see the morning sun creep up, illuminating the new day for Canada.
VO: Investing in ourselves. Buying what we make, harnessing our own energy's power,



The sun rises on schools, construction sites, small businesses, forests, Bay St.
VO: prospering from our critical minerals. We're building twice as many homes in half the time,



small towns, wind turbines...It's the quiet energy of a new day.
VO: ...breaking down provincial walls, putting in high-speed rail.



The sun is now fully out. A group of children pour out into a schoolyard for recess.
VO: The world's next super economy isn't an idea on paper; we're already building it, strong and resilient.



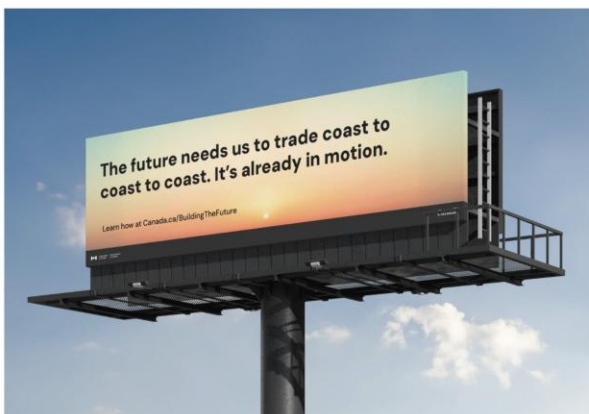
SUPER: Learn more at Canada.ca/BuildStrong



14

STATIC IMAGES

First image



Second image

