# Testing Recall of Recruitment Advertising: 2025-2026 CAF Priority Occupations (PO) and "This is For You" (TIFY) Awareness Campaigns

## Methodological Report

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**Department of National Defence**

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**POR Number:** POR 091-25
**Contract Number:** CW2230238
**Contract Value:** $44,856.08 (including HST)
**Contract Award Date:** March 09, 2026
**Delivery Date:** May 22, 2026

Ce rapport est aussi disponible en français

National Defence Défense nationale

Canada

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## Copyright

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**Methodological Report**

**Prepared for Department of National Defence**
Supplier Name: The Logit Group Inc.
May 22, 2026

This report presents the methodological details for the April 2026 Campaign Assessment for the **Testing Recall of Recruitment Advertising: 2025-2026 CAF Priority Occupations (PO) and This Is For You (TIFY) Awareness Campaigns** studies conducted by The Logit Group Inc. on behalf of the Department of National Defence (DND). For each research study, all respondents were from the Canadian general public aged 18-34. A total of 1,000 respondents were included in the PO Campaign Assessment survey conducted between April 1 and April 27, 2026; and a total of 1,000 respondents were included in the TIFY Campaign Assessment survey conducted between April 15 and May 5, 2026.

Ce rapport est aussi disponible en français sous le titre: **Évaluation du rappel des publicités de recrutement des FAC : Campagne sur les groupes professionnels prioritaires et campagne de sensibilisation « C'est fait pour toi » (2025-2026).**

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60 Moodie Drive
Nepean, Ontario K2H 8G1
Canada

Catalogue Number: D2-411/2-2026E-PDF

International Standard Book Number (ISBN): 978-0-662-78214-8

Related publications (registration number: POR 091-25

Catalogue Number (Final Methodological Report, French): D2-411/2-2026F-PDF

ISBN (French): 978-0-662-78220-9

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# Executive Summary

## Project Background

The CAF recruitment advertising campaigns follow an integrated marketing approach which includes uniform messaging and a common look and feel across DND/CAF recruitment channels and complementary tactics.

The CAF's recruitment advertising strategy for 2025-26 will consist of an overarching Awareness campaign complemented by targeted campaigns to meet specific recruiting objectives. This research pertains to the Priority Occupations (PO) campaign and the This Is For You (TIFY) campaign.

**Priority Occupations (PO) recruitment campaign:**
The intent of this campaign is to:

- Increase awareness of priority and threshold occupations within the CAF.
- Showcase specific priority occupations (using civilian terminology) that offer millennials (aged 18 to 24) what they seek, namely jobs and rewarding careers that are team-oriented and provide unique experiences and excitement.
- Reach out to college students and recent graduates and make them aware of the link between civilian qualifications (e.g., IT skills) and occupation trades available in the Royal Canadian Navy, Royal Canadian Air Force, and Canadian Army (e.g. Sonar Operator).
- Increase the number of applicants for in-demand careers in the CAF.
- Ensure that the CAF brand remains visible and credible.
- Drive traffic to the forces.ca website and ultimately increase the number of applications.

**This is For You (TIFY) Awareness campaign**
The intent of this campaign is to:

- Raise awareness of more than 100 careers that exist beyond the CAF training, education, and career development programs.
- Drive traffic to forces.ca and social media platforms.
- Increase engagement with digital media placements across social channels.
- Attract a more diverse audience, namely women, Canadians who have not considered joining the CAF before, and people who know very little about it.
- Showcase the CAF as an inclusive workplace that is working to reflect Canada's diversity.
- Demonstrate that the CAF is a best in class, professional employer that offers rewarding and challenging careers with competitive pay and benefits, including: paid leave and education, training and career development programs, adventure and travel, and transferable skills.

- Ensure that the CAF brand remains visible and credible.

This Advertising Campaign Evaluation Tool (ACET) will evaluate the Priority Occupations campaign that ran from April 7, 2025 to March 29, 2026 and the TIFY Awareness campaign that ran from April 1, 2025 to March 31, 2026.

**DND AND CAF OBJECTIVES**

The five primary DND and CAF military recruitment objectives include:

- Raise awareness of the CAF and its many careers and programs.
- Filling priority (in-demand) occupations.
- Recruiting Reservists.
- Increase in advertising visits to the Forces.ca website.
- Increase the number of Canadians who click 'Apply Now' on Forces.ca

These five primary recruitment objectives are supported by ADM(PA) through targeted marketing and advertising efforts, including content geared towards increasing the number of women and visible minorities serving in the CAF.

Every year, the CAF needs to enrol Regular Force (full-time) and Reserve Force (part-time) members to fulfill the Strategic Intake Plan of the Canadian Forces Recruiting Group (CFRG). The CAF competes with other Canadian employers for top quality applicants, and a highly competitive job market has posed significant challenges for the CAF recruitment initiatives.

To meet this challenge, DND has launched an overarching awareness campaign that is the basis for targeted campaigns aimed at addressing key recruiting objectives, such as the Priority Occupations campaign, which constitutes filling in-demand jobs and programs, increasing diversity in the CAF recruit reservists and meet diversity targets.

The media mix for fiscal year 2025-26 for TIFY consisted of television, YouTube, and display ads (images, videos, banners on websites, apps, and social media). The media mix for fiscal year 2025-26 for PO consisted of out of home (subway, Malls, Gym, Street furniture, Bars, etc.), connected TV (Netflix, Prime, Crave, etc.), internet websites, online news sites, web searches (e.g., Google), LinkedIn, Indeed, Meta platforms (Instagram and Facebook), TikTok, Snapchat, Reddit, and video games. Recruitment efforts include complementary messaging and creative concepts being used across all channels in order to maximize reach and impact.

## Research Objectives

The studies assessed post recall of and reactions to the PO and TIFY ad campaigns. More specifically, the research objectives include:

1. Measuring *unaided* recall of CAF advertising;
2. Measuring *aided* recall of CAF advertising;
3. Assessing the level of understanding of the key messages of the advertising campaign; and
4. Gauging the level of awareness of who was responsible for creating the advertising.

Per PCO-mandated requirements, multiple waves of post-campaign fieldwork are normally conducted for campaigns with an advertising spend greater than $2M. The first wave is typically a pre-campaign survey, however baseline data has already been collected for both the PO and TIFY campaigns. Pre-campaign data will be used from July 2023 as a baseline for PO and the pre-campaign data will be used from February 2023 as a baseline for the TIFY Awareness campaign. The research activity conducted for this ACET consists of one post-campaign survey for each campaign following the in-market dates around the Priority Occupations campaign that ran from April 7, 2025 – March 29, 2026, and the This Is For You campaign that ran April 1, 2025 – March 31, 2026.

## Target Population

The target audience of the 2025-2026 Canadian Armed Forces Priority Occupations (PO) Recruitment Campaign and This Is For You (TIFY) Campaign were Canadians between the ages of 18 and 34. Data was gathered from a general public panel modelling key demographics of Canadians within the aforementioned age group. The PO March 2026 post-campaign survey required an average of eight minutes to administer, and the TIFY April 2026 post-campaign survey also required an average of eight minutes to administer.

The participation rates for the PO and TIFY studies were 95.9 percent, and 95.2 percent, respectively. The contact records for both studies were drawn from a national panel administered by The Logit Group Inc. of Toronto, Ontario. There was a total of 1,000 surveys completed for the March 2026 PO post-advertising campaign wave; and another total of a 1,000 surveys completed for the April 2026 TIFY post-advertising campaign wave. The PO post-campaign survey was administered April 1 to April 27, 2026, while the TIFY post-campaign survey was administered April 15 to May 5, 2026.

## Methodology and Research Usage

This research activity will utilize the DND Advertising Campaign Evaluation Tool (ACET) pre-campaign data that was collected right before the PO campaign began from July 2023 as a baseline and will measure post recall and effectiveness of the Priority Occupations campaign media placement after the spring campaign running from April 7, 2025 – March 29, 2026.

Data collected in the pre-campaign survey conducted in February 2023, served as the baseline for the April 2026 This Is For You post-campaign survey.

The findings from these studies will be used by DND to monitor the effectiveness of the Priority Occupations campaign and the This Is For You Campaign, the efficiency of the media placement, and provide information to enhance the effectiveness of each recruitment campaign.

Again, as per the standard ACET methodology, the surveys collected information related to recall of the advertisement and its key messages, ad sponsorship, and what, if any, action has been taken as a result of the ad. Post-campaign data metrics in 2025-2026 will subsequently be compared by Government of Canada representatives against the applicable July 2023 baseline findings and March 2024/December 2024/February 2025 post-campaign findings for the PO campaign. Similarly, the post-campaign data metrics for the TIFY campaign will be used by Government of Canada to compare against the applicable February 2023 baseline findings and July 2023/March 2024/August 2024/January 2025 post-campaign findings.

The findings from these studies are to be used by the Department of National Defence to monitor the recall of the media campaign, the efficiency of the media placement, and provide information to enhance the effectiveness of the recruitment campaign. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population 18-34 years of age.

## Expenditure

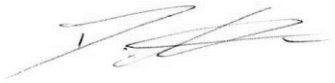
The survey entailed the expenditure of $44,856.08 (including HST).

## Consent

The Logit Group Inc. offers this written consent allowing the Library and Archives Canada to post, in both official languages, this Methodological Report.

## Political Neutrality Statement and Contact Information

I hereby certify as a Senior VP of Research Services of The Logit Group Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not contain any reference to or information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



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## Study Methodology

This research involves the administration of two online surveys. Each survey will take approximately 10 minutes. For the advertising tests, the ACET will be administered in compliance with federal government procedures. Data will be collected from a random representative sample of Canadians ages 18-34: one sounding near the end of the PO campaign in early March 2026; and one near the end of the TIFY Awareness campaign in late March 2026.

Because the primary demographic of the campaign is younger Canadians, the sample for this project will consist of 1,000 Canadians ages 18-34 collected online per survey (2,000 participants in total). Sample Design may be modified in consultation with DND and the Privy Council Office (PCO).

For the PO campaign, The Logit Group Inc. (TLGI) will be required to merge the baseline pre-campaign data conducted in July 2023 (to be provided by DND in SPSS format) and the post-campaign survey data (to be provided by DND in SPSS format) collected in March 2024, December 2024, February 2025, along with the upcoming phase of post-campaign survey data to be conducted in March 2026. All data files will be provided to TLGI by DND. TLGI will also ensure a review of the SPSS data file will take place to confirm codes of the previous waves of the survey match the coding in the two 2025-26 waves. For the TIFY Awareness campaign, TLGI will also be required to merge the baseline pre-campaign data conducted in February 2023 (to be provided by DND in SPSS format) and the post-campaign survey data (to be provided by DND in SPSS format) collected in July 2023, March 2024, August 2024, January 2025, along with the upcoming phase of post-campaign survey data to be conducted in March 2026. All data files will be provided to TLGI by DND. TLGI will also ensure a review of the SPSS data file will take place to confirm codes of the previous waves of the survey match the coding in the two 2025-26 waves.

### Questionnaire Design

As stated, the questions utilized in each study were based on the Government of Canada's standard ACET questionnaire.

The July 2023 onwards iterations of the PO study and the February 2023 onwards iterations of the TIFY study utilized the newly updated ACET questionnaires developed by the Privy Council Office (PCO). The surveys collected information related to recall of the advertisement and its

key messages, ad sponsorship, and what, if any, action has been taken as a result of the ad. Post-campaign data metrics would subsequently be compared by Government of Canada representatives against previous baseline findings. For the post-campaign surveys of April 2026, respondents were aided in their ad recall by way of being shown on-screen advertisement content from the recent DND Priority Occupations and This Is For You advertising Awareness campaigns.

Post-campaign wave survey tools include advertisement content from the campaigns, and respondents were subsequently asked a series of questions about this content. This aiding of respondents by showing content drawn from the advertising campaign is a process that is possible with an online survey methodology. The Logit Group Inc. ensured that respondents were able to complete the survey on various platforms including computers, tablets or smartphones.

As required by Government of Canada standards, English and French pre-test surveys were collected for each survey. As well, a line of questioning was included at the end of the pre-test surveys in which respondents were asked if they encountered any questions or survey wording that was difficult to understand. During the April 2026 PO wave, one pre-test respondent expressed concerns stating that they found some questions to be very leading and felt said questions attempted to bring survey takers to a specific conclusion. For the latest TIFY wave, one respondent stated having several questions about the survey but did not specify what they were in the pre-test questions. No other issues were identified, and the survey was functioning properly.

### Sampling

The surveys were designed to be administered to separate, unique online general public panel samples of approximately 1,000 Canadian adults (per study) between the ages of 18 and 34. The Logit Group Inc. ensured that the surveys collected closely reflected the true distribution of the Canadian general population from 18 to 34 years of age in terms of the size of gender and age group proportions (broken into 18 to 24 and 25 to 34 age segments), as well as by regional proportions, as required by the project's Statement of Work. Attention was also given to the mother tongue of respondents, to ensure a meaningful distribution of surveys along this relevant demographic category in terms of official language. Please note, however, that given the fact that this online survey methodology used a non-probability sampling approach, the data collected cannot be extrapolated to the Canadian general public adult population 18-34 years of age. Specifically, to ensure robust samples that approximate the true population

parameters for age (18-24 and 25-34), gender (male/female), and region (Atlantic, Quebec, Ontario, West/North), quotas were implemented. Age and gender quotas were implemented per region, and statistical weighting of the survey data was implemented to adjust for the small differences between the target data collection quotas, on the one hand, and the actual distribution of survey completions, on the other hand (mother tongue was included in this statistical weighting regimen, as discussed below in the Data Collection section of this Methodological Report).

**Contact Records Source:** The Logit Group would utilize the services of its partner panel providers. Logit's online general population panel is comprised of over 600,000 Canadian residents nationally, drawn from throughout the country.

Logit's panelists are recruited from a large number of sources to maximize reach and dispersion. The recruitment policies of Logit's partners are broad in scope. Combined with multiple quality controls and checks to ensure potential respondents are indeed eligible to take part in a survey.
Survey data quality rests on many different factors, including sourcing of panelists who are vetted, using ongoing quality checks, eliminating panelists who are no longer active, and so forth. The following are among the panel member sources for Logit studies:

- *Email invitations: pre-authorized to opt in lists from associations and groups*
- *Social Media: advertising and social groups on leading social media platforms*
- *Media Platforms: advertising on online media platforms both niche and mainstream*
- *Use of major recruiting brands*
- *Loyalty programs*
- *Targeted audiences*
- *Web and social networking sites*
- *Targeted emails by Logit's online partners to their members or subscribers*
- *Referral programs*

To ensure the collection of the highest quality data, Logit has established a variety of quality assurance processes to proactively identify fraudulent respondents; incorporated methods to quickly identify and flag straight-liners, speedsters and to monitor whether panelists are providing thoughtful and accurate responses.

Annual profile refreshing campaigns are conducted to incentivize panelists to remain active; these can also contain new questions in order to target even more precisely. Panelists'

participation is rewarded with their choice of HBC Rewards bonus points, Aeroplan Miles or Petro Points, as well as various prizes.

Please note that given this is an online methodology using a non-probability sample, a margin of error cannot be applied to the results as per the Standards for the Conduct of Government of Canada Public Opinion Research for Online Surveys, as the approach would not constitute a probability sampling of the general public. Online general public panels are by definition a non-probability sampling approach, as no panel contains contact information for all adult Canadians.

Accordingly, the results of any general public online panel research study conducted in Canada, including the data collection foreseen in the currently proposed study, cannot be described as statistically projectable to the target population of Canadian adults. As a result, no estimates of sampling error can be calculated. The sample to be utilized in this data collection endeavour is based on those who initially self-selected for participation in panel of the proposed nature.

## Survey Administration

### Survey Programming and Testing

The 2026 surveys were programmed by The Logit Group Inc. in both English and French, using Voxco Acuity programming software. Respondents were formally invited to the survey in the official language of their choice. As well, at any point when completing the questionnaires, respondents had the option to change the questionnaire language to the other official language. Respondents were able to verify the legitimacy of the survey via representatives from The Logit Group Inc., or via the survey registration system made available by way of the Canadian Research Insights Council (CRIC), Canada's national research agency for this sector. The programmed surveys were tested to ensure question order and skip patterns were properly implemented. Testing included The Logit Group Inc. researchers receiving the invitation just as a respondent would, to ensure accuracy of delivery, text, links, and so on. DND staff were also provided with the survey links for testing.

In addition, pre-tests were conducted among respondents. In the PO April 2026 survey, a total of 93 English and 57 French pre-tests were completed. For the TIFY April 2026 survey, a total of 54 English and 48 French pre-tests were completed. These pre-test survey completions were conducted via a survey "soft launch" whereby a small number of panel respondents were invited to participate in the survey for testing purposes.

The pre-testing of the surveys allowed the collected data to be reviewed to ensure accuracy and to identify any programming aspects that should be modified. Pre-test respondents were asked if they had difficulty understanding any aspect of the survey.

### Data Collection

As with all studies conducted by The Logit Group, accessibility for persons with disabilities was taken into consideration during the research implementation. Specifically, support was available in terms of logging into the survey, as well as providing other customized assistance as required as per evolving Treasury Board standards on web technologies, optimizing accessible formats, and offering alternative modes of data collection. The Logit Group would inform respondents of the available assistive technologies or alternatives. Our company is mindful and appreciates the need to ensure that accessibility issues (i.e., respondents who use assistive technologies) are addressed, thereby expediting participation in this study. Ensuring online surveys are fully accessible on assistive technologies often requires basic programming (e.g., single font being used, minimal to no imagery, and so forth). The Logit Group Inc, for example, would use JAWS (**J**ob **A**ccess **W**ith **S**peech) to test accessibility of the survey for those using assistive technologies.

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

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

The PO study consisted of one data collection phase: April 2026 (2025-26 ACET post campaign PO). This wave was administered during April 1st – April 27th. The TIFY study also consisted of one data collection phase: April 2026 (2025-2026 CAF This Is For You Awareness Campaign). This wave was administered during April 15th – May 5th, 2026. Fieldwork was monitored and reviewed on an ongoing basis to ensure target quotas were being met. The Logit Group Inc. provided regular reports to DND representatives regarding progress, as requested. Quality assurance measures were implemented whereby no individual was able to complete the survey questionnaire more than once.

A total of 1,026 surveys were submitted in the April 2026 PO post-campaign wave. In this wave 1,000 surveys were ultimately utilized. A total of 1,029 surveys were submitted in the April 2026 TIFY post-campaign wave; with 1,000 surveys ultimately utilized. It is important to note that for various reasons, a small percentage of submitted online panel surveys is often removed from study data sets after submission. Such was indeed the case for both surveys, as The Logit Group Inc.'s initial quota targets for each survey exceeded the overall final requirement of 1,000 questionnaires per research. Thus, given the essentially unavoidable possibility of having to remove surveys, post collection, The Logit Group Inc. as a precautionary measure collected more than the initially targeted number of surveys per study. Reasons for removing surveys ultimately included respondents who consistently provided non-intelligible verbatim responses. Thus overall, a small number were removed in the April 2026 PO wave (n=26) and TIFY wave (n=29).

Both the April 2026 PO and TIFY surveys required an average of eight minutes to administer. A non-probability sample approach was implemented given that the studies were designed to be conducted among online Canadian general public panelists. All such panels are inherently non-probability in nature, given that panelists self-select to become members of such panels, and not all adult Canadians belong to such a panel.

The tables below display regional, gender, mother tongue, and age data in terms of the actual distribution of adult Canadians from 18 to 34 years old as catalogued in the 2021 Statistics Canada Census. As well, approximate regional, gender, and age quota targets are detailed (both in terms of the actual *number* of surveys completed, and the *percentage* of all surveys completed). Please note, such quotas were not implemented for mother tongue; however, during the data collection phase of the project the distribution of surveys collected along this demographic dimension was observed, to ensure that a meaningful distribution of surveys for the relevant categories was indeed captured. In addition, the tables on the pages below present

data with the weighted and unweighted number as well as percentage of surveys collected, for relevant demographic dimensions for each wave.

**Data Tabulation:** There were a total of 16 overlapping or interlocking statistical weighting cells created from the study design for each project using the weighting factors of: Region (4: Atlantic, Quebec, Ontario, and West/North – based on survey Question d); Age group (2: 18–24, 25–34 - based on survey Question c) and Gender (2: Male, Female – based on survey Question b). The 16 overlapping or interlocking statistical weighting cells thus were derived from Region (4) x Age (2) x Gender (2) dimensions = 16 unique statistical weighting cells. Population data for the 16 statistical weighting cells were obtained from the most recent (2021) Census of Canada, and can be found here:

https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=Canada&DGUIDlist=2021A000011124&GENDERlist=1,2,3&STATISTIClist=1&HEADERlist=0

With such a large number of weighting cells, it was necessary to combine specific cells due to the fact that sample sizes for specific cells were small or empty and therefore would have led to quite large weights if left separate. Combining weighting cells is a common approach in such instances, and it explains why the final weighted data distribution differs slightly from the actual population distribution, along certain dimensions.

Nonetheless, it is suggested that the quantitative impact of implementing this approach was very modest, thereby recommending the specific statistical weighting approach as helpful. It should also be noted that a small number of individuals were not able to be placed into one of the 16 weighting cells due to the fact that they identified as gender diverse. For tabulation purposes, these individuals were given a weight value of 1.0.

**April 2026 PO Post-Campaign Survey** ***(percentages may not sum exactly to 100%, owing to rounding)***

| | 2021 Census | Quota Targets | | Surveys Completed (Unweighted) | | Surveys Completed (Weighted) | |
|---|---|---|---|---|---|---|---|
| | | Surveys (n=) | Surveys (%) | (n=) | (%) | (n=) | (%) |
| **Region** | | | | | | | |
| Atlantic | 5.8% | 58 | 5.8% | 60 | 6.0% | 57 | 5.7% |
| Quebec | 21.3% | 213 | 21.3% | 230 | 23.0% | 213 | 21.3% |
| Ontario | 39.9% | 400 | 39.9% | 388 | 38.8% | 399 | 39.9% |
| West/North | 32.9% | 329 | 32.9% | 322 | 32.2% | 331 | 33.0% |
| **Gender**[1] | | | | | | | |
| Male | 50.8% | 508 | 50.8% | 488 | 48.8% | 488 | 48.8% |
| Female | 49.2% | 492 | 49.2% | 486 | 48.6% | 486 | 48.6% |
| **Age** | | | | | | | |
| 18-24 | 37.8% | 378 | 37.8% | 380 | 38.0% | 380 | 38.0% |
| 25-34 | 62.2% | 622 | 62.2% | 620 | 62.0% | 620 | 62.0% |

[1] 25 respondents identified as gender diverse, or did not say and are not presented in the table.

**April 2026 TIFY Post-Campaign Survey** ***(percentages may not sum exactly to 100%, owing to rounding)***

| | 2021 Census | Quota Targets | | Surveys Completed (Unweighted) | | Surveys Completed (Weighted) | |
|---|---|---|---|---|---|---|---|
| | | Surveys (n=) | Surveys (%) | (n=) | (%) | (n=) | (%) |
| **Region** | | | | | | | |
| Atlantic | 5.8% | 58 | 5.8% | 60 | 6.0% | 57 | 5.7% |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Quebec | 21.3% | 213 | 21.3% | 231 | 23.1% | 214 | 21.4% |
| Ontario | 39.9% | 400 | 39.9% | 395 | 39.5% | 400 | 40.0% |
| West/North | 32.9% | 329 | 32.9% | 314 | 31.4% | 217 | 21.7% |
| **Gender**[1] | | | | | | | |
| Male | 50.8% | 508 | 50.8% | 459 | 45.9% | 489 | 48.9% |
| Female | 49.2% | 492 | 49.2% | 519 | 51.9% | 488 | 48.8% |
| **Age** | | | | | | | |
| 18-24 | 37.8% | 378 | 37.8% | 350 | 35.0% | 377 | 37.7% |
| 25-34 | 62.2% | 622 | 62.2% | 650 | 65.0% | 623 | 62.3% |

[1] 22 respondents identified as gender diverse or did not say and are not presented in the table.

**Survey Participation Rate:**

***April 2026 PO Post-Campaign Survey***

| | |
|---|---|
| **Total commenced survey process:** | **2,020** |
| **Invalid cases** | **457** |
| Invitations mistakenly sent to people who did not qualify for the study: | 457 |
| Incomplete or missing email addresses: | 0 |
| **Unresolved (U)** | **0** |
| Email invitations bounce back: | 0 |
| Email invitations unanswered: | 0 |
| **In-scope non-responding units (IS)** | **63** |
| Non-response from eligible respondents: | 0 |
| Respondent refusals: | 0 |
| Language problem: | 0 |
| Selected respondent not available (illness; leave of absence; vacation; other): | 0 |
| Early break-offs: | 63 |
| **Responding units (R)** | **1,500** |
| Completed surveys disqualified – quota filled: | 474 |
| Completed surveys disqualified for other reasons: | 26 |
| Completed surveys: | 1,000 |

Participation Rate = R/(U + IS + R) = **1,500/(0 + 63 + 1,500) = 95.9%**

***April 2026 TIFY Post-Campaign Survey***

| | |
|---|---|
| **Total commenced survey process:** | **2,642** |
| **Invalid cases** | **596** |
| Invitations mistakenly sent to people who did not qualify for the study: | 596 |
| Incomplete or missing email addresses: | 0 |
| **Unresolved (U)** | **0** |
| Email invitations bounce back: | 0 |
| Email invitations unanswered: | 0 |
| **In-scope non-responding units (IS)** | **97** |
| Non-response from eligible respondents: | 0 |
| Respondent refusals: | 0 |
| Language problem: | 0 |
| Selected respondent not available (illness; leave of absence; vacation; other): | 0 |
| Early break-offs: | 97 |
| **Responding units (R)** | **1,949** |
| Completed surveys disqualified – quota filled: | 920 |
| Completed surveys disqualified for other reasons: | 29 |
| Completed surveys: | 1,000 |

Participation Rate = R/(U + IS + R) = **1,949/(0 + 97 + 1,949) = 95.2%**

Given that the online methodology utilized a non-probability sample, a margin of error cannot be applied to the results as per the Standards for the Conduct of Government of Canada Public Opinion Research for Online Surveys.

## Non-Response Bias Analysis

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable.
Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus it is possible that the results obtained from this group of respondents is not reflective of the population as a whole.

In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error, and processing error.

No measurement of sampling error can be attributed to the current study, given that the contact records utilized in the data collection process were derived from an online panel of the general public, which is to say, a non-probability sample source. Having stated that, measures were taken in the implementation of the data collection to ensure sufficient completed surveys were obtained from demographic groups traditionally regarded as central in quantitative survey research, such as gender, age, region/province, and mother tongue. The final data set for this survey wave was statistically weighted to closely match the distribution of these dimensions as estimated in the 2021 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians between the ages of 18 and 34 along these demographic dimensions.

With respect to non-sampling error, a number of steps were taken to minimize bias due to these sources. All surveys utilized online interviewing technology to ensure proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments were pre-tested with small samples of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. In terms of coverage, the surveys were conducted with an online panel of the Canadian general public 18 years of age or older, based on a randomized sampling of panel records for the target audience (adults 18 to 34 years of age) drawn from a commercially available online general public panel.

**ADVERTISING CAMPAIGN EVALUATION TOOL**
**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]**

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

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

START SURVEY

Click here if you wish to verify the authenticity of this survey by entering the project code: 20260326-LO745. To view our privacy policy, click here.

If you require any technical assistance, please contact ACETtechnicalassistance@logit-group.com.

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

**SELECT ALL THAT APPLY**

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

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

b) Which of the following best describes your gender identity? *Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

- ○ Man
- ○ Woman
- ○ Gender diverse (Optional to specify: )
- ○ Prefer not to say

c) In what year were you born?

[ ]

YYYY

**ADMISSIBLE RANGE 1992 - 2008**
**IF > 2008, THANK AND TERMINATE**
**ASK D IF QUESTION C IS LEFT BLANK, OR IF 1991 OR IF 1992 OR IF 2008 IN QUESTION C**

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

**SELECT ONE ONLY**

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

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

## e) In which province or territory do you live?

**SELECT ONE ONLY**

- ○ Alberta
- ○ British Columbia
- ○ Manitoba
- ○ New Brunswick
- ○ Newfoundland and Labrador
- ○ Northwest Territories
- ○ Nova Scotia
- ○ Nunavut
- ○ Ontario
- ○ Prince Edward Island
- ○ Quebec
- ○ Saskatchewan
- ○ Yukon
- ○ None of the above / I don't live in Canada

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

**D7:**

Are you part of an Indigenous group, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

- ○ Yes
- ○ No

**D9:**

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

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

**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 the Canadian Armed Forces

- ○ Yes
- ○ No **=> GO TO T1G**

**T1B:**
Where have you seen, read or heard this ad about the Canadian Armed Forces?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- ○ Out of Home (Subway, Malls, Gym, Bars, etc.)
- ○ Connected TV (Netflix, Prime, Crave, etc.)
- ○ Snapchat
- ○ YouTube
- ○ Internet website
- ○ Online news sites
- ○ Web search (e.g. Google)
- ○ Indeed
- ○ LinkedIn
- ○ Reddit
- ○ Video game
- ○ Instagram
- ○ Facebook
- ○ TikTok
- ○ Other, please specify:

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

**ASK ALL RESPONDENTS**

**T1D:** Did you do anything as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces

Yes => POSE T1E
No => SKIP TO T1G

---

**T1E:** What did you do as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

**[SELECT ALL THAT APPLY]**

**[RANDOMIZE]**

- ○ Visited the Department of National Defence/DND website
- ○ Visited the Forces.ca website
- ○ Visited other website(s) (PLEASE specify which websites: _____)
- ○ Telephoned the Department of National Defence/DND
- ○ Visited the Department of National Defence/DND in person
- ○ Visited the Department of National Defence/DND social media pages
- ○ Other, please specify:

---

**T1F:** After having recently seen, heard or read advertising about the Canadian Armed Forces, did you specifically take steps to learn more about jobs offered by the Canadian Armed Forces?

- ○ Yes => skip to T1G
- ○ No

**T1FA: Why didn't you take steps to learn more about jobs offered by the Canadian Armed Forces?**

| |
|---|
| |

**ASK ALL RESPONDENTS**

**T1G:**
And over the past three weeks, have you seen, heard or read any advertising specifically showing members of the Canadian Armed Forces doing their job?

- ○ Yes **POSE T1H**
- ○ No **SKIP TO T1I**

**T1H:**
What do you remember about this ad? **[RECORD VERBATIM]**

- ○ Nothing

---

**T1I:**
If someone you know, such as a family member or friend, told you that they were joining the Canadian Armed Forces, how would you view that decision? Would your reaction be …:

- ○ Very favourable
- ○ Somewhat favourable
- ○ Neutral
- ○ Somewhat unfavourable
- ○ Very unfavourable

**T1J: ASK ALL RESPONDENTS – ROTATE STATEMENTS (Statement "A" should always be posed first)**

**To what extent are you aware of:**

| | 1 Not at all informed | 2 | 3 | 4 | 5 Very informed |
|---|---|---|---|---|---|
| a) Career or job options in the Canadian Armed Forces? | o | o | o | o | o |
| b) Educational and training options within the Canadian Armed Forces? | o | o | o | o | o |
| c) Career or job options among women within the Canadian Armed Forces? | o | o | o | o | o |
| d) Career or job options among Indigenous Peoples in the Canadian Armed Forces? | o | o | o | o | o |
| e) Opportunities specifically within the Reserve Force of the Canadian Armed Forces? | o | o | o | o | O |
| f) Summer programs among Indigenous Peoples in the Canadian Armed Forces? | o | o | o | o | O |
| g) Fall programs among Indigenous Peoples in the Canadian Armed Forces? | o | o | o | o | O |
| h) The Canadian Armed Forces (CAF) **Regular Force?** | o | o | o | o | O |
| i) The Canadian Armed Forces (CAF) **Reserve Force?** | o | o | o | o | O |

**T1K:**
Over the past three weeks, have you seen or read content related to recruitment into the Canadian Armed Forces on television and/or social media websites such as YouTube, X (formally known as Twitter) or LinkedIn?

- ○ Yes
- ○ No

T2K:
Please indicate the degree to which you agree or disagree with the following statements:

**RANDOMIZE STATEMENTS**

| | 1 Strongly disagree | 2 Somewhat disagree | 3 Neutral | 4 Somewhat agree | 5 Strongly agree |
|---|---|---|---|---|---|
| a) I am interested in seeing targeted advertising based on my employment interests. | o | o | o | o | o |
| b) I am more likely to engage with an ad when it's based on my employment interests. | o | o | o | o | o |

T3K:
**[A: IF DISAGREE, ASK]** Please describe how you would like to see advertisements related to employment.
**[B: IF DISAGREE, ASK]** What would make you engage with an ad?
**[B: IF AGREE, ASK]** What else, if anything, would make you more likely to engage with an ad?

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

**[PRIORITY OCCUPATION CAMPAIGN]**

**[PLEASE SHOW VIDEO AD AND ASK T1L TO T1P; THEN SHOW STATIC AD AND ASK T1L TO T1O AND T1Q]**

**T1L:**

[FOR VIDEO] Here is an ad that has recently been broadcast on various media.
[FOR STATIC] Here are some ads that have recently been broadcast on various media.

**[INSERT VIDEO, PRINT AND/OR RADIO ADS]**

**[CLICK TO GO TO THE NEXT PAGE]**

[FOR VIDEO] Over the past three weeks, have you seen, read or heard this ad?
[FOR STATIC] Over the past three weeks, have you seen or read these ads?

- ○ Yes
- ○ No **=> GO TO T1N**

---

**T1M:**
[FOR VIDEO] Where have you seen, read or heard this ad?
[FOR STATIC] Where have you seen or read these ads?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

Out of Home (Subway, Malls, Gym, Bars, etc.)
Connected TV (Netflix, Prime, Crave, etc.)
Snapchat
YouTube
Internet website
Online news sites
Web search (e.g. Google)
Indeed
LinkedIn
Reddit
Video game
Instagram
Facebook
TikTok
Other, specify:

---

**T1N:**
[FOR VIDEO] What do you think is the main point this ad is trying to get across?
[FOR STATIC] What do you think is the main point these ads are trying to get across?

# Appendix A: Study Questionnaires

**T1O:**

[FOR VIDEO] Do you think this advertisement provides an authentic representation of the Canadian Armed Forces?
[FOR STATIC] Do you think these advertisements provide an authentic representation of the Canadian Armed Forces?

- ○ Yes
- ○ No
- ○ Don't know

---

**T1P:**

**[FOR VIDEO] Thinking about the ad you just saw,** please indicate your level of agreement with the following statements about the ad:

**RANDOMIZE STATEMENTS**

**[FOR VIDEO]**

| | 1 Strongly Disagree | 2 | 3 | 4 | 5 Strongly Agree |
|---|---|---|---|---|---|
| This ad catches my attention | o | o | o | o | o |
| This ad is relevant to me | o | o | o | o | o |
| This ad is difficult to follow | o | o | o | o | o |
| This ad does not favour one political party over another | o | o | o | o | o |
| This ad talks about an important topic | o | o | o | o | o |
| This ad provides new information | o | o | o | o | o |
| This ad clearly conveys that the Canadian Armed Forces have 100+ careers available | o | o | o | o | o |
| This ad made me want to learn more about the opportunities available within the Canadian Armed Forces. | o | o | o | o | o |
| This ad showed me that there are careers within the Canadian Armed Forces that align with my education and experience. | o | o | o | o | o |
| This ad introduced me to specific jobs within the Canadian Armed Forces that I was previously unfamiliar with. | o | o | o | o | o |
| It was clear that recruitment was the objective of this ad | | | | | |

T1Q:

[FOR STATIC] Thinking about the 3 static ads you just saw, please indicate your level of agreement with the following statements about these ads:

RANDOMIZE STATEMENTS

[FOR STATIC]

| | 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 Canadian Armed Forces have 100+ careers available | o | o | o | o | o |

| | | | | | |
|---|---|---|---|---|---|
| These ads made me want to learn more about the opportunities available within the Canadian Armed Forces | o | o | o | o | o |
| These ads showed me that there are careers within the Canadian Armed Forces that align with my education and experience | o | o | o | o | o |
| These ads introduced me to specific jobs within the Canadian Armed Forces that I was previously unfamiliar with | o | o | o | o | o |
| It was clear that recruitment was the objective of these ads | o | o | o | o | o |

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

**D1:**
Which of the following categories best describes your current employment status? Are you…

**SELECT ONE ONLY**

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

---

**D2:**
What is the highest level of formal education that you have completed?

**SELECT ONE ONLY**

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

---

**D3:**
Are there any children under the age of 18 currently living in your household?

- ○ Yes
- ○ No

---

**D4:**

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

**SELECT ONE ONLY**

- ○ Under $20,000
- ○ Between $20,001 and $40,000
- ○ Between $40,001 and $60,000
- ○ Between $60,001 and $80,000
- ○ Between $80,001 and $100,000
- ○ Between $100,001 and $150,000
- ○ Between $150,001 and $200,000
- ○ $200,001 and above
- ○ Prefer not to say

---

**D5:**

Where were you born?

- ○ Born in Canada
- ○ Born outside Canada **SPECIFYI'**:
  - ➥ Specify the country: ☐

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:**

In what year did you first move to Canada?

☐
YYYY

**ADMISSIBLE RANGE: 1900-2026**

---

**D8:**

You may belong to one or more racial or cultural groups on the following list. Are you...? **SELECT UP TO TWO**

- ○ White
- ○ South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- ○ Chinese
- ○ Black
- ○ Filipino
- ○ Latin American
- ○ Arab
- ○ Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
- ○ West Asian (e.g., Iranian, Afghan)
- ○ Korean
- ○ Japanese
- ○ Other, please specify _____

---

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

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

- ○ Yes
- ○ No

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

**RECORD VERBATIM**

---

**That concludes the survey. This survey was conducted on behalf of the Department of National Defence, of the Government of Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.**

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Appendix A: Study Questionnaires

## OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES – MODÈLES DE SONDAGE DE RÉFÉRENCE ET D'APRÈS CAMPAGNE

**Les questions présentées dans les sections du sondage de référence doivent être posées avant la diffusion des publicités dans les médias.**
**Les questions présentées dans toutes les sections doivent être posées après la diffusion des annonces dans les médias.**

### INTRODUCTION [QUESTIONS À POSER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]

Merci de prendre quelques minutes pour répondre à ce sondage sur des enjeux d'actualité qui intéressent les Canadiens. If you prefer to complete this survey in English, please click **English [PASSER À LA VERSION ANGLAISE].**

Le présent sondage est mené par The Logit Group. **Votre participation est volontaire et toutes vos réponses demeureront confidentielles**. Le sondage prend environ [SONDAGE DE RÉFÉRENCE : 5 minutes / SONDAGE D'APRÈS CAMPAGNE : 7 minutes] à compléter. Ce sondage est conforme aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et d'autres lois pertinentes.

DÉBUT DU SONDAGE

Cliquez ici si vous souhaitez vérifier l'authenticité du présent sondage en entrant le code de projet : 20260326-LO745 et ici pour lire notre politique de confidentialité.

Veuillez communiquer avec ACETtechnicalassistance@logit-group.com pour obtenir un soutien technique.

j) Une personne au sein de votre foyer travaille-t-elle pour l'une ou l'autre des organisations suivantes?

**CHOISIR TOUTES LES RÉPONSES APPLICABLES**

- ○ Une firme de recherche en marketing
- ○ Un magazine ou un journal
- ○ Une agence de publicité ou de conception graphique
- ○ Un parti politique
- ○ Une station de radio ou de télévision
- ○ Une firme de relations publiques
- ○ Le gouvernement fédéral ou provincial
- ○ Aucune de ces organisations

**SI LA RÉPONSE « AUCUNE DE CES ORGANISATIONS » EST SÉLECTIONNÉE, POURSUIVRE. SINON, REMERCIER LE RÉPONDANT ET METTRE FIN AU SONDAGE.**

Laquelle de ces catégories décrit le mieux votre identité de genre? *Le mot « genre » fait référence au genre actuel, lequel peut être différent du sexe assigné à la naissance ou des renseignements qui figurent dans les documents juridiques.*

- ○ Homme
- ○ Femme
- ○ Diversité de genre (vous pouvez préciser si vous le souhaitez : ( )
- ○ Je préfère ne pas répondre

k) Quelle est votre année de naissance?

[ ]

AAAA

**TRANCHE ADMISSIBLE : 1992 À 2008**
**SI L'ANNÉE EST > 2008, REMERCIER ET METTRE FIN AU SONDAGE.**
**POSER LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE, OU SI LES ANNÉES 1991, 1992 OU 2008 SONT INSCRITES À LA QUESTION C.**

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

**NE CHOISIR QU'UNE SEULE CATÉGORIE**

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

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

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

**CHOISIR UNE SEULE RÉPONSE**

- ○ Alberta
- ○ Colombie-Britannique
- ○ Manitoba
- ○ Nouveau-Brunswick
- ○ Terre-Neuve-et-Labrador
- ○ Territoire du Nord-Ouest
- ○ Nouvelle-Écosse
- ○ Nunavut
- ○ Ontario
- ○ Île-du-Prince-Édouard
- ○ Québec
- ○ Saskatchewan
- ○ Yukon
- ○ Aucune de ces réponses / Je n'habite pas au Canada

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

D7. Appartenez-vous à un groupe autochtone, soit Premières Nations, Inuit ou Métis? Les membres des Premières Nations comprennent les Indiens inscrits et les Indiens non inscrits.

- ○ Oui
- ○ Non

D9. Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours? **CHOISIR AU PLUS DEUX RÉPONSES**

- ○ Français
- ○ Anglais
- ○ Autre langue, veuillez préciser : _____

**QUESTIONS DE BASE [À POSER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]**

**POSER À TOUS LES RÉPONDANTS**

**Q1 :**
Au cours des trois dernières semaines, avez-vous vu, lu ou entendu des publicités du gouvernement du Canada?

- ○ Oui
- ○ Non **=> ALLER À T1A**

**Q3 :**

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

**QUESTIONS PROPRES À LA CAMPAGNE [À POSER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]**

**POSER À TOUS LES RÉPONDANTS**

**T1A :**

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet des Forces armées canadiennes?

- ○ Oui
- ○ Non **=> ALLER À T1G**

**T1B :**

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

**CHOISIR TOUTES LES RÉPONSES APPLICABLES**

**[PLACER EN ORDRE ALÉATOIRE]**

- ○ À l'extérieur (transport en commun, centre commerciaux, centre de conditionnement physique, bars, etc.)
- ○ Télévision (Netflix, Prime, Crave, etc.)
- ○ Snapchat
- ○ YouTube
- ○ Site Internet
- ○ Sites Web de nouvelles
- ○ Moteur de recherche (p. ex. : Google)
- ○ Indeed
- ○ LinkedIn
- ○ Reddit
- ○ Jeux Vidéo
- ○ Instagram
- ○ Facebook
- ○ TikTok
- ○ Autre, veuillez préciser : _____

**T1C :**

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

**POSER À TOUS LES RÉPONDANTS**

**T1D :**
Avez-vous fait quelque chose après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

Oui **=> POSER T1E**
Non **=> ALLER À T1G**

---

**T1E :**

Qu'avez-vous fait après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

**CHOISIR TOUTES LES RÉPONSES APPLICABLES**

**[PLACER EN ORDRE ALÉATOIRE]**

- J'ai consulté le site Web du ministère de la Défense nationale (MDN)
- J'ai consulté le site Web de Forces.ca
- J'ai consulté d'autres sites Web (veuillez préciser) : _____)
- J'ai téléphoné au ministère de la Défense nationale (MDN)
- J'ai visité le ministère de la Défense nationale (MDN) en personne
- J'ai visité les comptes de médias sociaux du ministère de la Défense nationale (MDN)
- AUTRE (VEUILLEZ PRÉCISER)

---

**T1F :**
Après avoir récemment vu, entendu ou lu la publicité au sujet des Forces armées canadiennes, avez-vous entrepris des démarches précises afin d'en savoir plus sur les emplois offerts dans les Forces armées canadiennes?

- Oui **=> ALLER À T1G**
- Non

**T1FA :** Pourquoi n'avez-vous pas pris de démarches pour en savoir plus sur les emplois offerts dans les Forces armées canadiennes?

| |
|---|
| |

**POSER À TOUS LES RÉPONDANTS**

**T1G :**
Et au cours des trois dernières semaines, avez-vous vu, entendu ou lu une publicité illustrant précisément des membres des Forces armées canadiennes en train de travailler?

- Oui **=> POSER T1H**
- Non **=> ALLER À T1I**

**T1H :**
De quoi vous souvenez-vous à propos de cette publicité? **[REPRODUIRE LA RÉPONSE TEXTUELLEMENT]**

_____

- Rien

---

**T1I :**
Si une personne de votre connaissance, comme un membre de la famille ou un ami, vous disait qu'elle s'enrôle dans les Forces armées canadiennes, comment percevriez-vous cette décision? Quelle serait votre réaction?

- Très favorable

- ○ Plutôt favorable
- ○ Neutre
- ○ Plutôt défavorable
- ○ Très défavorable

**T1J : POSER À TOUS LES RÉPONDANTS – PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE (l'énoncé A devrait toujours être lu en premier)**

**Dans quelle mesure êtes-vous au courant :**

| | 1 Pas du tout informé(e) | 2 | 3 | 4 | 5 Très informé(e) |
|---|---|---|---|---|---|
| a. des possibilités de carrière ou d'emploi au sein des Forces armées canadiennes? | o | o | o | o | o |
| b. des possibilités d'apprentissage et de formation au sein des Forces armées canadiennes? | o | o | o | o | o |
| c. des possibilités de carrière ou d'emploi pour les femmes au sein des Forces armées canadiennes? | o | o | o | o | o |
| d. des possibilités de carrière ou d'emploi pour les Autochtones au sein des Forces armées canadiennes? | o | o | o | o | o |
| e. des possibilités propres à la Force de réserve des Forces armées canadiennes? | o | o | o | o | o |
| f. des programmes d'été pour les Autochtones dans les Forces armées canadiennes? | | | | | |
| g. des programmes d'automne pour les Autochtones dans les Forces armées canadiennes? | | | | | |
| de la **Force régulière** des Forces armées canadiennes (FAC)? | | | | | |
| de la **Force de réserve** des Forces armées canadiennes (FAC)? | | | | | |

**T1K :**
Au cours des trois dernières semaines, avez-vous vu ou lu du contenu au sujet du recrutement dans les Forces armées canadiennes à la télévision et/ou dans les médias sociaux comme YouTube, X (auparavant Twitter) ou LinkedIn?

- ○ Oui
- ○ Non

T2K:
Veuillez indiquer dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants :

**[PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE]**

| | 1 Fortement en désaccord | 2 Plutôt en désaccord | 3 Neutre | 4 Plutôt en accord | 5 Fortement en accord |
|---|---|---|---|---|---|
| a) J'aimerais voir de la publicité ciblée selon mes intérêts professionnels. | o | o | o | o | o |
| b) Je suis plus susceptible de réagir à de la publicité axée sur mes intérêts professionnels. | o | o | o | o | o |

T3K:
**[A: SI LE RÉPONDANT EST EN DÉSACCORD, DEMANDEZ]** Veuillez décrire comment vous souhaiteriez voir de la publicité sur l'emploi.

**[B: SI LE RÉPONDANT EST EN DÉSACCORD, DEMANDEZ]** Qu'est-ce qui vous ferait réagir à de la publicité?
**[B: SI LE RÉPONDANT EST EN ACCORD, DEMANDEZ]** Quel autre élément, le cas échéant, serait susceptible de vous faire réagir à de la publicité?

**QUESTIONS SUR LE RAPPEL DES PUBLICITÉS [À POSER UNIQUEMENT DANS LE SONDAGE D'APRÈS CAMPAGNE]**

**[CAMPAGNE DES GROUPES PROFESSIONNELS PRIORITAIRES]**

**[MONTRER LA PUBLICITÉ VIDÉO ET POSER ENSUITE LES QUESTIONS T1L À T1P; PUIS MONTRER LA PUBLICITÉ STATIQUE ET POSER LES QUESTIONS T1L À T1O + T1Q]**

**T1L :**

**[POUR LA PUBLICITÉ VIDÉO]** Voici une publicité qui a récemment été diffusée sur différents médias.
**[POUR LES PUBLICITÉS STATIQUES]** Voici quelques publicités qui ont récemment été diffusées sur différents médias.

**[INSÉRER LES PUBLICITÉS VIDÉO, IMPRIMÉES ET RADIO]**

**[CLIQUER POUR PASSER À LA PAGE SUIVANTE]**

**[POUR LA PUBLICITÉ VIDÉO]** Au cours des trois dernières semaines, avez-vous vu, lu ou entendu cette publicité?
**[POUR LES PUBLICITÉS STATIQUES]** Au cours des trois dernières semaines, avez-vous vu ou lu ces publicités?

- ○ Oui
- ○ Non **=> ALLER À T1N**

**T1M :**

**[POUR LA PUBLICITÉ VIDÉO]** Où avez-vous vu, lu ou entendu cette publicité?
**[POUR LES PUBLICITÉS STATIQUES]** Où avez-vous vu ou lu ces publicités?

**CHOISIR TOUTES LES RÉPONSES APPLICABLES**

**[PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE]**

- ○ À l'extérieur (transport en commun, centre commerciaux, centre de conditionnement physique, bars, etc.)
- ○ Télévision (Netflix, Prime, Crave, etc.)
- ○ Snapchat
- ○ YouTube
- ○ Site Internet
- ○ Sites Web de nouvelles
- ○ Moteur de recherche (p. ex. : Google)
- ○ Indeed
- ○ LinkedIn
- ○ Reddit
- ○ Jeux Vidéo
- ○ Instagram
- ○ Facebook
- ○ TikTok
- ○ Autre, veuillez préciser : _____

## Appendix A: Study Questionnaires

**T1N :**

**[POUR LA PUBLICITÉ VIDÉO]** Quel est, selon vous, le message **principal** que cette publicité tente de véhiculer?
**[POUR LES PUBLICITÉS STATIQUES]** Quel est, selon vous, le message **principal** que ces publicités tentent de véhiculer?

**T1O :**
**[POUR LA PUBLICITÉ VIDÉO]** Pensez-vous que cette publicité donne une représentation authentique des Forces armées canadiennes?
**[POUR LES PUBLICITÉS STATIQUES]** Pensez-vous que ces publicités donnent une représentation authentique des Forces armées canadiennes?

- ○ Oui
- ○ Non
- ○ Je ne sais pas

**T1P :**
**[POUR LA PUBLICITÉ VIDÉO]** En songeant à la publicité que vous venez de voir, dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de cette publicité:

**[PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE]**

**[POUR LA PUBLICITÉ VIDÉO]**

| | 1 Fortement en désaccord | 2 | 3 | 4 | 5 Fortement en accord |
|---|---|---|---|---|---|
| Cette publicité attire mon attention | o | o | o | o | o |
| Cette publicité est pertinente à mes yeux | o | o | o | o | o |
| Cette publicité est difficile à suivre | o | o | o | o | o |
| Cette publicité ne favorise pas un parti politique plus qu'un autre | o | o | o | o | o |
| Cette publicité traite d'un sujet important | o | o | o | o | o |
| Cette publicité fournit de nouveaux renseignements | o | o | o | o | o |
| Cette publicité fait clairement comprendre que les Forces armées canadiennes offrent plus de 100 choix de carrière | o | o | o | o | o |
| Cette publicité me donne envie d'en savoir davantage sur les possibilités qu'offrent les Forces armées canadiennes | o | o | o | o | o |
| Cette publicité me montre que des carrières au sein des Forces armées canadiennes correspondent à mes études et à mon expérience | o | o | o | o | o |
| Cette publicité me fait découvrir certains emplois au sein des Forces armées canadiennes dont j'ignorais l'existence avant | o | o | o | o | o |
| Cette publicité avait clairement comme objectif le recrutement | o | o | o | o | o |

T1Q :
En songeant aux trois publicités statiques que vous venez de voir, dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités :

# Appendix A: Study Questionnaires

**[PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE]**

**[POUR LES PUBLICITÉS STATIQUES]**

| | 1 Fortement en désaccord | 2 | 3 | 4 | 5 Fortement en accord |
|---|---|---|---|---|---|
| Ces publicités attirent mon attention | o | o | o | o | o |
| Ces publicités sont pertinentes à mes yeux | o | o | o | o | o |
| Ces publicités sont difficiles à suivre | o | o | o | o | o |
| Ces publicités ne favorisent pas un parti politique plus qu'un autre | o | o | o | o | o |
| Ces publicités traitent d'un sujet important | o | o | o | o | o |
| Ces publicités fournissent de nouveaux renseignements | o | o | o | o | o |
| Ces publicités font clairement comprendre que les Forces armées canadiennes offrent plus de 100 choix de carrière | o | o | o | o | o |
| Ces publicités me donnent envie d'en savoir davantage sur les possibilités qu'offrent les Forces armées canadiennes | o | o | o | o | o |
| Ces publicités me montrent que des carrières au sein des Forces armées canadiennes correspondent à mes études et à mon expérience. | o | o | o | o | o |
| Ces publicités me font découvrir certains emplois au sein des Forces armées canadiennes dont j'ignorais l'existence auparavant. | o | o | o | o | o |
| Ces publicités avaient clairement comme objectif le recrutement. | o | o | o | o | o |

**QUESTIONS DÉMOGRAPHIQUES [À POSER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]**

**D1 :**
Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous…

**NE CHOISIR QU'UNE CATÉGORIE**

- ○ Travailleur/travailleuse à temps plein (30 heures et plus par semaine)
- ○ Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- ○ Travailleur/travailleuse autonome
- ○ Employé(e), mais à la recherche d'un emploi
- ○ Sans emploi, mais à la recherche d'un emploi
- ○ Étudiant(e) à temps plein
- ○ Retraité(e)
- ○ Absent(e) du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- ○ Autre situation

**D2 :**
Quel est le plus haut niveau de scolarité que vous avez atteint?

**NE CHOISIR QU'UNE SEULE RÉPONSE**

- ○ 2e secondaire/8e année ou moins
- ○ Quelques années d'études secondaires
- ○ Diplôme d'études secondaires ou l'équivalent

- ○ Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- ○ Certificat ou diplôme d'un collège, d'un cégep ou d'un autre établissement non universitaire
- ○ Certificat ou diplôme universitaire inférieur au baccalauréat
- ○ Baccalauréat
- ○ Diplôme d'études universitaires supérieur au baccalauréat

---

**D3 :**

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

- ○ Oui
- ○ Non

---

**D4 :**

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

**NE CHOISIR QU'UNE SEULE RÉPONSE**

- ○ Moins de 20 000 $
- ○ Entre 20 001 $ et 40 000 $
- ○ Entre 40 001 $ et 60 000 $
- ○ Entre 60 001 $ et 80 000 $
- ○ Entre 80 001 $ et 100 000 $
- ○ Entre 100 001 $ et 150 000 $
- ○ Entre 150 001 $ et 200 000 $
- ○ 200 001 $ et plus
- ○ Préfère ne pas répondre

---

D5. Où êtes-vous né(e)?

- ○ Au Canada
- ○ À l'extérieur du Canada
  - ➥ Précisez quel pays : [ ]

**POSER CETTE QUESTION SI D5=NÉ(E) À L'EXTÉRIEUR DU CANADA**

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

[ ]
AAAA

**PÉRIODE ADMISSIBLE : 1900 à 2026**

---

D8. Vous appartenez peut-être à un ou à plusieurs des groupes ethniques ou culturels suivants. Êtes-vous…?

**CHOISIR AU PLUS DEUX RÉPONSES**

- ○ Blanc
- ○ Sud-asiatique (p. ex. : Indien, Pakistanais, Sri-Lankais)
- ○ Chinois

- ○ Noir
- ○ Philippin
- ○ Latino-américain
- ○ Arabe
- ○ Asiatique du Sud-Est (p. ex. : Vietnamien, Cambodgien, Malaisien, Laotien)
- ○ Asiatique de l'Ouest (par ex. : Iranien, Afghan)
- ○ Coréen
- ○ Japonais
- ○ Autre, veuillez préciser : _____

---

***Conclusion*** (TEST PRÉLIMINAIRE SEULEMENT – SUPPRIMER AVANT LE LANCEMENT COMPLET DU SONDAGE) **:**

**D10 :**
Le présent sondage comporte-t-il des questions que vous avez eu du mal à comprendre?

- ○ Oui
- ○ Non

**D11 : SI « OUI » À LA QUESTION D10 :** Quelles questions avez-vous eu du mal à comprendre?

**REPRODUIRE LA RÉPONSE TEXTUELLEMENT**

---

**Voilà qui met fin au sondage que nous avons effectué au nom du ministère de la Défense nationale et du gouvernement du Canada. Au cours des prochains mois, le rapport sera disponible auprès de Bibliothèque et Archives Canada. Merci beaucoup d'avoir pris le temps de répondre à ce sondage, nous vous sommes reconnaissants de votre participation.**

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**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]**

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

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

START SURVEY

Click here if you wish to verify the authenticity of this survey, by entering the project code: 20260401-LO831. To view our privacy policy, click here.

If you require any technical assistance, please contact ACETtechnicalassistance@logit-group.com.

n) 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.**

o) Which of the following best describes your gender identity? *Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

- ○ Man
- ○ Woman
- ○ Gender diverse (Optional to specify: )
- ○ Prefer not to say

p) In what year were you born?

[ ]
YYYY

**ADMISSIBLE RANGE 1992-2008**
**IF > 2008, THANK AND TERMINATE**
**ASK D IF QUESTION C IS LEFT BLANK, OR IF 1991 OR IF 1992 OR IF 2008 IN QUESTION C**

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

**SELECT ONE ONLY**

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

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

r) In which province or territory do you live?

**SELECT ONE ONLY**

- ○ Alberta
- ○ British Columbia
- ○ Manitoba
- ○ New Brunswick
- ○ Newfoundland and Labrador
- ○ Northwest Territories
- ○ Nova Scotia
- ○ Nunavut
- ○ Ontario
- ○ Prince Edward Island
- ○ Quebec
- ○ Saskatchewan
- ○ Yukon
- ○ None of the above / I don't live in Canada

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

**D7:**
Are you part of an Indigenous group, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

- ○ Yes
- ○ No

**D9:**
What is the language you first learned at home as a child and still understand? **SELECT UP TO TWO**

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

**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 the Canadian Armed Forces?

- ○ Yes
- ○ No **=> GO TO T1G**

**T1B:**
Where have you seen, read or heard this ad about the Canadian Armed Forces?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- ○ Television (PN: New option added in this wave)
- ○ YouTube (PN: New option added in this wave)
- ○ Web search (e.g. Google)
- ○ Display ads (images, videos, banners on websites, apps, and social media) (PN: New option added in this wave)
- ○ Other, please specify:

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

**ASK ALL RESPONDENTS**

**CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE**

**T1D:** Did you do anything as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

Yes => POSE T1E
No => SKIP TO T1G

**T1E:** What did you do as a result of seeing, hearing, or reading recent advertising about the Canadian Armed Forces?

**[SELECT ALL THAT APPLY]**

**[RANDOMIZE]**

- ○ Visited the Department of National Defence/DND website
- ○ Visited the Forces.ca website (PN: New option added in this)
- ○ Visited other website(s) (PLEASE specify which websites: _____)
- ○ Telephoned the Department of National Defence/DND
- ○ Visited the Department of National Defence/DND in person
- ○ Visited the Department of National Defence/DND social media pages
- ○ Other, please specify

---

**T1F:** After having recently seen, heard or read advertising about the Canadian Armed Forces, did you specifically take steps to learn more about jobs offered by the Canadian Armed Forces?

- ○ Yes => skip to T1G
- ○ No

**T1FA: Why didn't you take steps to learn more about jobs offered by the Canadian Armed Forces?**

| |
|---|
| |

**ASK ALL RESPONDENTS**

**T1G:**
And over the past three weeks, have you seen, heard or read any advertising specifically showing members of the Canadian Armed Forces doing their job?

- ○ Yes **POSE T1H**
- ○ No **SKIP TO T1I**

**T1H:**
What do you remember about this ad? **[RECORD VERBATIM]**

- ○ Nothing

---

**T1I:**
If someone you know, such as a family member or friend, told you that they were joining the Canadian Armed Forces, how would you view that decision? Would your reaction be …:

- ○ Very favourable
- ○ Somewhat favourable
- ○ Neutral
- ○ Somewhat unfavourable
- ○ Very unfavourable

**T1J: ASK ALL RESPONDENTS – ROTATE STATEMENTS (Statement "A" should always be posed first)**

**To what extent are you aware of:**

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|

## Appendix A: Study Questionnaires

| | Not at all informed | | | | Very informed |
|---|---|---|---|---|---|
| a) Career or job options in the Canadian Armed Forces? | o | o | o | o | o |
| b) Educational and training options within the Canadian Armed Forces? | o | o | o | o | o |
| c) Career or job options among women within the Canadian Armed Forces? | o | o | o | o | o |
| d) Career or job options among Indigenous Peoples in the Canadian Armed Forces? | o | o | o | o | o |
| e) Opportunities specifically within the Reserve Force of the Canadian Armed Forces? | o | o | o | o | O |
| s) Summer programs among Indigenous Peoples in the Canadian Armed Forces? | | | | | |
| t) Fall programs among Indigenous Peoples in the Canadian Armed Forces? | | | | | |
| u) The Canadian Armed Forces (CAF) **Regular Force?** | | | | | |
| v) The Canadian Armed Forces (CAF) **Reserve Force?** | | | | | |

**T1K:**

Over the past three weeks, have you seen or read content related to recruitment into the Canadian Armed Forces on television and/or social media websites such as YouTube, X (formally known as Twitter) or LinkedIn?

Appendix A: Study Questionnaires

## OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES – MODÈLES DE SONDAGE DE RÉFÉRENCE ET D'APRÈS CAMPAGNE

**Les questions présentées dans les sections du sondage de référence doivent être posées avant la diffusion des publicités dans les médias.**
**Les questions présentées dans toutes les sections doivent être posées après la diffusion des annonces dans les médias.**

### INTRODUCTION [QUESTIONS À POSER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]

Merci de prendre quelques minutes pour répondre à ce sondage sur des enjeux d'actualité qui intéressent les Canadiens. If you prefer to complete this survey in English, please click **English [PASSER À LA VERSION ANGLAISE].**

Le présent sondage est mené par The Logit Group. **Votre participation est volontaire et toutes vos réponses demeureront confidentielles**. Le sondage prend environ [SONDAGE DE RÉFÉRENCE : 5 minutes / SONDAGE D'APRÈS CAMPAGNE : 7 minutes] à compléter. Ce sondage est conforme aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et d'autres lois pertinentes.

DÉBUT DU SONDAGE

Cliquez ici si vous souhaitez vérifier l'authenticité du présent sondage en entrant le code de projet : 20260401-LO831 et ici pour lire notre politique de confidentialité.

Veuillez communiquer avec ACETtechnicalassistance@logit-group.com pour obtenir un soutien technique.

w) Une personne au sein de votre foyer travaille-t-elle pour l'une ou l'autre des organisations suivantes?

**CHOISIR TOUTES LES RÉPONSES APPLICABLES**

- ○ Une firme de recherche en marketing
- ○ Un magazine ou un journal
- ○ Une agence de publicité ou de conception graphique
- ○ Un parti politique
- ○ Une station de radio ou de télévision
- ○ Une firme de relations publiques
- ○ Le gouvernement fédéral ou provincial
- ○ Aucune de ces organisations

**SI LA RÉPONSE « AUCUNE DE CES ORGANISATIONS » EST SÉLECTIONNÉE, POURSUIVRE. SINON, REMERCIER LE RÉPONDANT ET METTRE FIN AU SONDAGE.**

b) Laquelle de ces catégories décrit le mieux votre identité de genre? *Le mot « genre » fait référence au genre actuel, lequel peut être différent du sexe assigné à la naissance ou des renseignements qui figurent dans les documents juridiques.*

- ○ Homme
- ○ Femme
- ○ Diversité de genre (vous pouvez préciser si vous le souhaitez : ( )
- ○ Je préfère ne pas répondre

c) Quelle est votre année de naissance?

[ ]
AAAA

**TRANCHE ADMISSIBLE : 1992 À 2008**
**SI L'ANNÉE EST > 2008, REMERCIER ET METTRE FIN AU SONDAGE.**
**POSER LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE, OU SI LES ANNÉES 1991, 1992 OU 2008 SONT INSCRITES À LA QUESTION C.**

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

**NE CHOISIR QU'UNE SEULE CATÉGORIE**

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

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

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

**CHOISIR UNE SEULE RÉPONSE**

- ○ Alberta
- ○ Colombie-Britannique
- ○ Manitoba
- ○ Nouveau-Brunswick
- ○ Terre-Neuve-et-Labrador
- ○ Territoire du Nord-Ouest
- ○ Nouvelle-Écosse
- ○ Nunavut
- ○ Ontario
- ○ Île-du-Prince-Édouard
- ○ Québec
- ○ Saskatchewan
- ○ Yukon
- ○ Aucune de ces réponses / Je n'habite pas au Canada

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

D7. Appartenez-vous à un groupe autochtone, soit Premières Nations, Inuit ou Métis? Les membres des Premières Nations comprennent les Indiens inscrits et les Indiens non inscrits.

- ○ Oui
- ○ Non

D9. Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours? **CHOISIR AU PLUS DEUX RÉPONSES**

- ○ Français
- ○ Anglais
- ○ Autre langue, veuillez préciser : _____

**QUESTIONS DE BASE [À POSER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]**

**POSER À TOUS LES RÉPONDANTS**

**Q1 :**
Au cours des trois dernières semaines, avez-vous vu, lu ou entendu des publicités du gouvernement du Canada?

- ○ Oui
- ○ Non **=> ALLER À T1A**

**Q3 :**
Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité?

**QUESTIONS PROPRES À LA CAMPAGNE [À POSER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]**

**POSER À TOUS LES RÉPONDANTS**

**T1A :**
Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet des Forces armées canadiennes?

- ○ Oui
- ○ Non **=> ALLER À T1G**

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**T1B :**
Où avez-vous vu, lu ou entendu cette publicité au sujet des Forces armées canadiennes?

**CHOISIR TOUTES LES RÉPONSES APPLICABLES**

**[PLACER EN ORDRE ALÉATOIRE]**

- ○ Télévision
- ○ YouTube
- ○ Plateformes de jeu en ligne Moteur de recherche (p. ex. : Google)
- ○ Affichage publicitaire (images, vidéos ou bannières sur des sites Web, applications ou médias sociaux)
- ○ Autre, veuillez préciser : _____

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**T1C :**
De quoi vous souvenez-vous à propos de cette publicité?

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**POSER À TOUS LES RÉPONDANTS**

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

**T1D :**
Avez-vous fait quelque chose après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

Oui **=> POSER T1E**
Non **=> ALLER À T1G**

---

**T1E :**

Qu'avez-vous fait après avoir vu, entendu ou lu la récente publicité au sujet des Forces armées canadiennes?

**CHOISIR TOUTES LES RÉPONSES APPLICABLES**

**[PLACER EN ORDRE ALÉATOIRE]**

- J'ai consulté le site Web du ministère de la Défense nationale (MDN)
- J'ai consulté le site Web de Forces.ca
- J'ai consulté d'autres sites Web (veuillez préciser) : _____)
- J'ai téléphoné au ministère de la Défense nationale (MDN)
- J'ai visité le ministère de la Défense nationale (MDN) en personne
- J'ai visité les comptes de médias sociaux du ministère de la Défense nationale (MDN)
- AUTRE (VEUILLEZ PRÉCISER)

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**T1F :**
Après avoir récemment vu, entendu ou lu la publicité au sujet des Forces armées canadiennes, avez-vous entrepris des démarches précises afin d'en savoir plus sur les emplois offerts dans les Forces armées canadiennes?

- ○ Oui **=> ALLER À T1G**
- ○ Non

**T1FA :** Pourquoi n'avez-vous pas pris de démarches pour en savoir plus sur les emplois offerts dans les Forces armées canadiennes?

| |
|---|
| |

**POSER À TOUS LES RÉPONDANTS**

**T1G :**
Et au cours des trois dernières semaines, avez-vous vu, entendu ou lu une publicité illustrant précisément des membres des Forces armées canadiennes en train de travailler?

- ○ Oui **=> POSER T1H**
- ○ Non **=> ALLER À T1I**

**T1H :**
De quoi vous souvenez-vous à propos de cette publicité? **[REPRODUIRE LA RÉPONSE TEXTUELLEMENT]**

_____

- ○ Rien

---

**T1I :**
Si une personne de votre connaissance, comme un membre de la famille ou un ami, vous disait qu'elle s'enrôle dans les Forces armées canadiennes, comment percevriez-vous cette décision? Quelle serait votre réaction?

- ○ Très favorable
- ○ Plutôt favorable
- ○ Neutre
- ○ Plutôt défavorable
- ○ Très défavorable

**T1J : POSER À TOUS LES RÉPONDANTS – PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE (l'énoncé A devrait toujours être lu en premier)**

**Dans quelle mesure êtes-vous au courant :**

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|

## Appendix A: Study Questionnaires

| | Pas du tout informé(e) | | | | Très informé(e) |
|---|---|---|---|---|---|
| a. des possibilités de carrière ou d'emploi au sein des Forces armées canadiennes? | o | o | o | o | o |
| b. des possibilités d'apprentissage et de formation au sein des Forces armées canadiennes? | o | o | o | o | o |
| c. des possibilités de carrière ou d'emploi pour les femmes au sein des Forces armées canadiennes? | o | o | o | o | o |
| d. des possibilités de carrière ou d'emploi pour les Autochtones au sein des Forces armées canadiennes? | o | o | o | o | o |
| e. des possibilités propres à la Force de réserve des Forces armées canadiennes? | o | o | o | o | o |
| f. des programmes d'été pour les Autochtones dans les Forces armées canadiennes? | o | o | o | o | o |
| g. des programmes d'automne pour les Autochtones dans les Forces armées canadiennes? | o | o | o | o | o |
| de la **Force régulière** des Forces armées canadiennes (FAC)? | o | o | o | o | o |
| de la **Force de réserve** des Forces armées canadiennes (FAC)? | o | o | o | o | o |

**T1K :**
Au cours des trois dernières semaines, avez-vous vu ou lu du contenu au sujet du recrutement dans les Forces armées canadiennes à la télévision et/ou dans les médias sociaux comme YouTube, X (auparavant Twitter) ou LinkedIn?

- ○ Oui
- ○ Non

T2K:
Veuillez indiquer dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants :

**[PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE]**

| | 1 Fortement en désaccord | 2 Plutôt en désaccord | 3 Neutre | 4 Plutôt en accord | 5 Fortement en accord |
|---|---|---|---|---|---|
| a) J'aimerais voir de la publicité ciblée selon mes intérêts professionnels. | o | o | o | o | o |
| b) Je suis plus susceptible de réagir à de la publicité axée sur mes intérêts professionnels. | o | o | o | o | o |

T3K:
**[A: SI LE RÉPONDANT EST EN DÉSACCORD, DEMANDEZ]** Veuillez décrire comment vous souhaiteriez voir de la publicité sur l'emploi.
**[B: SI LE RÉPONDANT EST EN DÉSACCORD, DEMANDEZ]** Qu'est-ce qui vous ferait réagir à de la publicité?
**[B: SI LE RÉPONDANT EST EN ACCORD, DEMANDEZ]** Quel autre élément, le cas échéant, serait susceptible de vous faire réagir à de la publicité?

**QUESTIONS SUR LE RAPPEL DES PUBLICITÉS [À POSER UNIQUEMENT DANS LE SONDAGE D'APRÈS CAMPAGNE]**

**[CAMPAGNE DE SENSIBILISATION]**

**[MONTRER LA PUBLICITÉ VIDÉO ET POSER ENSUITE LES QUESTIONS T1L À T1P; PUIS MONTRER LES PUBLICITÉS STATIQUES ET POSER LES QUESTIONS T1L À T1O + T1Q]**

**T1L :**
**[POUR LA PUBLICITÉ VIDÉO]** Voici une publicité qui a récemment été diffusée sur différents médias.
**[POUR LES PUBLICITÉS STATIQUES]** Voici quelques publicités qui ont récemment été diffusées sur différents médias.

**[INSÉRER LES PUBLICITÉS VIDÉO, IMPRIMÉES ET RADIO]**

**[CLIQUER POUR PASSER À LA PAGE SUIVANTE]**

**[POUR LA PUBLICITÉ VIDÉO]** Au cours des trois dernières semaines, avez-vous vu, lu ou entendu cette publicité?
**[POUR LES PUBLICITÉS STATIQUES]** Au cours des trois dernières semaines, avez-vous vu ou lu ces publicités?

- ○ Oui
- ○ Non **=> ALLER À T1N**

---

**T1M :**
**[POUR LA PUBLICITÉ VIDÉO]** Où avez-vous vu, lu ou entendu cette publicité?
**[POUR LES PUBLICITÉS STATIQUES]** Où avez-vous vu ou lu ces publicités?

**CHOISIR TOUTES LES RÉPONSES APPLICABLES**

**[PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE]**

- ○ Télévision
- ○ YouTube
- ○ Plateformes de jeu en ligne Moteur de recherche (p. ex. : Google)
- ○ Affichage publicitaire (images, vidéos ou bannières sur des sites Web, applications ou médias sociaux)
- ○ Autre, veuillez préciser : _____

---

**T1N :**
**[POUR LA PUBLICITÉ VIDÉO]** Quel est, selon vous, le message **principal** que cette publicité tente de véhiculer?
**[POUR LES PUBLICITÉS STATIQUES]** Quel est, selon vous, le message **principal** que ces publicités tentent de véhiculer?

| |
|---|
| |

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**T1O : [POUR LA PUBLICITÉ VIDÉO]** Pensez-vous que cette publicité donne une représentation authentique des Forces armées canadiennes?
**[POUR LES PUBLICITÉS STATIQUES]** Pensez-vous que ces publicités donnent une représentation authentique des Forces armées canadiennes?

- ○ Oui
- ○ Non
- ○ Je ne sais pas

---

**T1P :**
**[POUR LA PUBLICITÉ VIDÉO]** En songeant à la publicité que vous venez de voir, dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de cette publicité :

**[PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE]**

# Appendix A: Study Questionnaires

**[POUR LA PUBLICITÉ VIDÉO]**

| | 1 Fortement en désaccord | 2 | 3 | 4 | 5 Fortement en accord |
|---|---|---|---|---|---|
| Cette publicité attire mon attention | o | o | o | o | o |
| Cette publicité est pertinente à mes yeux | o | o | o | o | o |
| Cette publicité est difficile à suivre | o | o | o | o | o |
| Cette publicité ne favorise pas un parti politique plus qu'un autre | o | o | o | o | o |
| Cette publicité traite d'un sujet important | o | o | o | o | o |
| Cette publicité fournit de nouveaux renseignements | o | o | o | o | o |
| Cette publicité fait clairement comprendre que les Forces armées canadiennes offrent plus de 100 choix de carrière | o | o | o | o | o |
| Cette publicité me donne envie d'en savoir davantage sur les possibilités qu'offrent les Forces armées canadiennes. | o | o | o | o | o |
| Cette publicité avait clairement comme objectif le recrutement. | o | o | o | o | o |

T1Q :
En songeant aux trois publicités statiques que vous venez de voir, dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités :

**[PRÉSENTER LES ÉNONCÉS DANS UN ORDRE ALÉATOIRE]**

**[POUR LES PUBLICITÉS STATIQUES]**

| | 1 Fortement en désaccord | 2 | 3 | 4 | 5 Fortement en accord |
|---|---|---|---|---|---|
| Ces publicités attirent mon attention | o | o | o | o | o |
| Ces publicités sont pertinentes à mes yeux | o | o | o | o | o |
| Ces publicités sont difficiles à suivre | o | o | o | o | o |
| Ces publicités ne favorisent pas un parti politique plus qu'un autre | o | o | o | o | o |
| Ces publicités traitent d'un sujet important | o | o | o | o | o |
| Ces publicités fournissent de nouveaux renseignements | o | o | o | o | o |
| Ces publicités font clairement comprendre que les Forces armées canadiennes offrent plus de 100 choix de carrière | o | o | o | o | o |
| Ces publicités me donnent envie d'en savoir davantage sur les possibilités qu'offrent les Forces armées canadiennes | o | o | o | o | o |
| Ces publicités avaient clairement comme objectif le recrutement. | o | o | o | o | o |

**QUESTIONS DÉMOGRAPHIQUES [À POSER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]**

**D1 :**
Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous…

**NE CHOISIR QU'UNE CATÉGORIE**

- ○ Travailleur/travailleuse à temps plein (30 heures et plus par semaine)
- ○ Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)

- ○ Travailleur/travailleuse autonome
- ○ Employé(e), mais à la recherche d'un emploi
- ○ Sans emploi, mais à la recherche d'un emploi
- ○ Étudiant(e) à temps plein
- ○ Retraité(e)
- ○ Absent(e) du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- ○ Autre situation

---

**D2 :**
Quel est le plus haut niveau de scolarité que vous avez atteint?

**NE CHOISIR QU'UNE SEULE RÉPONSE**

- ○ 2e secondaire/8e année ou moins
- ○ Quelques années d'études secondaires
- ○ Diplôme d'études secondaires ou l'équivalent
- ○ Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- ○ Certificat ou diplôme d'un collège, d'un cégep ou d'un autre établissement non universitaire
- ○ Certificat ou diplôme universitaire inférieur au baccalauréat
- ○ Baccalauréat
- ○ Diplôme d'études universitaires supérieur au baccalauréat

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**D3 :**
Des enfants de moins de 18 ans habitent-ils actuellement dans votre foyer?

- ○ Oui
- ○ Non

---

**D4 :**
Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer?

**NE CHOISIR QU'UNE SEULE RÉPONSE**

- ○ Moins de 20 000 $
- ○ Entre 20 001 $ et 40 000 $
- ○ Entre 40 001 $ et 60 000 $
- ○ Entre 60 001 $ et 80 000 $
- ○ Entre 80 001 $ et 100 000 $
- ○ Entre 100 001 $ et 150 000 $
- ○ Entre 150 001 $ et 200 000 $
- ○ 200 001 $ et plus
- ○ Préfère ne pas répondre

---

D5. Où êtes-vous né(e)?

- ○ Au Canada
- ○ À l'extérieur du Canada
  - ➥ Précisez quel pays : _____

**POSER CETTE QUESTION SI D5=NÉ(E) À L'EXTÉRIEUR DU CANADA**

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

| |
|---|
| |

AAAA

**PÉRIODE ADMISSIBLE : 1900 à 2024**

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D8. Vous appartenez peut-être à un ou à plusieurs des groupes ethniques ou culturels suivants. Êtes-vous…?

**CHOISIR AU PLUS DEUX RÉPONSES**

- ○ Blanc
- ○ Sud-asiatique (p. ex. : Indien, Pakistanais, Sri-Lankais)
- ○ Chinois
- ○ Noir
- ○ Philippin
- ○ Latino-américain
- ○ Arabe
- ○ Asiatique du Sud-Est (p. ex. : Vietnamien, Cambodgien, Malaisien, Laotien)
- ○ Asiatique de l'Ouest (par ex. : Iranien, Afghan)
- ○ Coréen
- ○ Japonais
- ○ Autre, veuillez préciser : _____

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***Conclusion*** (TEST PRÉLIMINAIRE SEULEMENT – SUPPRIMER AVANT LE LANCEMENT COMPLET DU SONDAGE) **:**

**D10 :**
Le présent sondage comporte-t-il des questions que vous avez eu du mal à comprendre?

- ○ Oui
- ○ Non

**D11 : SI « OUI » À LA QUESTION D10 :** Quelles questions avez-vous eu du mal à comprendre?

**REPRODUIRE LA RÉPONSE TEXTUELLEMENT**

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**Voilà qui met fin au sondage que nous avons effectué au nom du ministère de la Défense nationale et du gouvernement du Canada. Au cours des prochains mois, le rapport sera disponible auprès de Bibliothèque et Archives Canada. Merci beaucoup d'avoir pris le temps de répondre à ce sondage, nous vous sommes reconnaissants de votre participation.**