



Public Services and
Procurement Canada

Services publics et
Approvisionnement Canada

EMERGING NEEDS FUND 2025-2026: Advertising Campaign Evaluation Tool

Methodology report

Prepared for: Public Services and Procurement Canada (PSPC)

Supplier: Leger Marketing Inc.

Contract Number: CW2436764

Contract Value: \$ 106,131.07 (including HST)

Award Date: 2026-01-16

Delivery Date: 2026-09-28

Registration Number: POR 085-25

For more information on this report, please contact Public Service Procurement Canada at: TPSGC.DCPP-ACPD.PWGSC@tpsgc-pwgsc.gc.ca

Ce rapport est aussi disponible en français.

Canada 

Copyright

This report presents the methodology for three online surveys conducted by Leger on behalf of Public Services Procurement Canada (PSPC). The objective of the surveys was to assess advertising recall of three awareness campaigns addressing the economic challenges Canadians are facing and how the Government of Canada (GC) is trying to provide relief through programs and services. The research was conducted between February 11, 2026 and April 15, 2026.

Cette publication est aussi disponible en français sous le titre :

Fonds pour les besoins émergents 2025-2026 : Outil d'Évaluation de Campagnes Publicitaires (OECF) : rapport méthodologique

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Public Service Procurement Canada. For more information on this report, please contact: TPSGC.DCPP-ACPD.PWGSC@tpsgc-pwgsc.gc.ca .

Catalogue Number: P4-194/2026E-PDF

International Standard Book Number (ISBN): 978-1-100-00464-8

Related publications (registration number: POR 085-25):

Catalogue Number: P4-194/2026F-PDF

International Standard Book Number (ISBN): 978-1-100-00466-2

Table of contents

Copyright	2
Table of contents	3
Executive Summary	4
Background and Objectives	4
Methodology	6
Notes on Interpretation of the Research Findings	6
Political Neutrality Statement and Contact Information	7
Appendix 1: Quantitative Methodology	8
Sampling Procedure	8
1.1 Detailed Methodology for Survey 1 – Nation of Builders	8
1.2 Detailed Methodology for Survey 2 – Supporting Canadian Workers and Employers	15
1.3 Detailed Methodology for Survey 3 – Affordability	23
Appendix 2 : Questionnaires	32
Survey 1 – Nation of Builders	32
Survey 2 – Supporting Canadian Workers and Employers	45
Survey 3 – Affordability	58

Executive Summary

Leger is pleased to submit this report to Public Services Procurement Canada (PSPC) detailing the methodology of three online surveys assessing ad recall for three different Emerging Needs Fund (ENF) advertising campaigns. The Advertising Campaign Evaluation Tool (ACET) was used to evaluate the recall of the targeted phases for each campaign. This report was prepared by Léger Marketing Inc. who was contracted by Public Services Procurement Canada (PSPC). (contract number CW2436764, awarded January 16, 2026, for a total value of \$106,131.07 including HST).

Background and Objectives

The Emerging Needs Fund (ENF) is a special fund set-aside in the fiscal framework that allows Public Services Procurement Canada (PSPC) to run advertising campaigns, and related research when necessary, for high-priority, urgent and/or unforeseen issues on behalf of and in collaboration with other Government of Canada (GC) departments.

PSPC, in collaboration with Privy Council Office (PCO) and Employment and Social Development Canada (ESDC), has developed three awareness campaigns addressing the economic challenges Canadians are facing and how the Government of Canada (GC) is trying to provide relief through programs and services. These campaigns highlight efforts to ease financial pressures, invest in major infrastructure, protect critical industries, and support workers and employers for a stronger future. Three campaigns were developed: **Affordability**, **Supporting Canadian Workers and Employers**, and **Nation of Builders**.

1. **Affordability** : to raise awareness among Canadians that the government understands the challenges they face with cost of living and explain what the government is doing to provide relief that will help Canadians move forward with confidence.
2. **Supporting Canadian Workers and Employers** : to raise awareness about the Government of Canada's plan to protect and strengthen Canada's critical industries and economic future, while also informing workers and employers affected by tariffs of financial resources available.
3. **Nation of Builders** : to raise awareness among Canadians that the government understands the challenges they face regarding the consequences of tariffs and explain what the government is doing to provide relief that will help Canadians move forward with confidence.

Research Objectives

The primary objectives of the research for each campaign are as follows:

- Determine if people have seen the advertisements associated with the campaign.
- Determine where the ads have been seen.
- Measure recall of specific elements of the campaign.
- Measure increased knowledge and awareness.

Rationale and Intended Use of Research

The Government's Policy on Communications and Federal Identity requires the evaluation of advertising campaigns exceeding \$2 million in media buy using the Advertising Campaign Evaluation Tool (ACET). The ACET was created in 2002 following a Cabinet directive identifying the need for a standard advertising evaluation approach across departments. The main objectives were to bring rigor and consistency to ad campaign evaluations and to develop norms on metrics against which campaigns could be evaluated.

As each campaign exceeds \$2 million in media buy, an ACET must be completed for each campaign to assess the impact these campaigns had on their audiences. In addition, the Post ACET will provide insights on unaided and aided recall of key campaign messages and call to actions.

Results from this research will be used for mandatory reporting purposes and would provide strong evidence to support potential future ENF campaigns as needed.

Methodology

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. The questionnaires were provided by Public Services Procurement Canada (PSPC).

The target audiences for the research are as described above. Across all three surveys, the target population consisted of the general population. For the Affordability survey, sample composition was monitored throughout data collection to ensure a minimum of 100 respondents in each of the audience subgroups identified for the advertising campaign, including recent immigrants, visible minorities, families with children under 18, lower-income Canadians, specific age groups, residents of major CMAs, renters and first-time home buyers. The first two surveys, the Nation of Builders and Supporting Canadian Workers and Employers, were each conducted with a sample size of 2,001 respondents, while the Affordability survey was conducted with a sample size of 2,000 respondents recruited through a non-probability panel and all had an approximate duration of 10 minutes. Based on data from Statistics Canada's 2021 national census, Leger weighted the results of each sample by gender, age, region, mother tongue, level of education, and presence of children in the household.

Since samples drawn from an Internet panel are non-probabilistic in nature, the margin of error cannot be calculated for these surveys. Details regarding the weighting procedures and participation rate can be found in Appendix 1.

Leger meets the strictest quantitative research guidelines. The questionnaire was prepared in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research— Online Surveys.

The details of the methodology and more information on Leger's quality control mechanisms are presented in Appendix 1. The questionnaires are presented in Appendix 2.

Notes on Interpretation of the Research Findings

The opinions and observations expressed in this document do not reflect those of Public Services Procurement Canada (PSPC). This report was compiled by Leger based on research conducted specifically for this project. This research is non-probabilistic; the results cannot be applied to the general population of Canada. The research was not designed with this objective in mind.

Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed: 

Sébastien Poitras

Vice-President, Public Affairs and Communications, Léger

Appendix 1: Quantitative Methodology

As a CRIC Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research— Series A – Fieldwork and Data Tabulation for Online Surveys.

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

Sampling Procedure

Leger conducted a panel-based Internet survey with a sample of adult Canadians, using Computer Aided Web Interviewing (CAWI) technology. A total of 2,001 respondents participated in the Nation of Builders survey, 2,001 respondents participated in the Supporting Canadian Workers and Employers survey, and 2,000 respondents participated in the Affordability survey. The exact distribution is presented in the following sections. Participant selection was done randomly from Leo's online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

As with all research conducted by Leger, the contact information was kept entirely confidential and all information that could allow for the identification of participants was removed from the data in accordance with Canada's *Privacy Act*.

1.1 Detailed Methodology for Survey 1 – Nation of Builders

Data Collection

Fieldwork for the survey was carried out from February 11th to February 23rd, 2026. A pre-test of 45 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 2,001 Canadians with demographic characteristics reflective of the Canadian population were surveyed.

An average of eleven minutes was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 3.5%.

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

composition of the target population based on data from Statistics Canada's 2021 national census. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

The tables below detail the distribution of respondents by region, gender, age, education level, mother tongue, presence of children in the household.

Table 1: Distribution of respondents by region

	Number of respondents (unweighted)
Quebec	450
Ontario	770
Manitoba/Saskatchewan	135
Alberta	224
British Columbia and Territories	285
Atlantic	137

Table 2: Distribution of respondents by gender

	Number of respondents (unweighted)
Man	973
Woman	1,017
Self-described gender identity	10

Note: The total may not equal the full sample size as respondents who preferred not to answer are not shown.

Table 3: Distribution of respondents by age

	Number of respondents (unweighted)
18-34	547
35-54	606
55+	848

Table 4: Distribution of respondents by education level

	Number of respondents (unweighted)
High school or less	447
College	621
University	933

Table 5: Distribution of respondents by mother tongue

	Number of respondents (unweighted)
French	446
English	1,438
Other	227

Note: Respondents could select up to two mother tongues. As a result, the total number of responses may exceed the total sample size.

Table 6: Distribution of respondents by presence of children in the household

	Number of respondents (unweighted)
Yes	541
No	1,460

Participation Rate

The overall participation rate for this study is 3.5%. The low participation rate is largely driven by the high number of unanswered email invitations (28,035) and unresolved cases. Given the limited data collection timeline, invitations were distributed broadly to reach the required number of completed surveys. Such participation rates are typical for large-scale online surveys.

The participation rate is calculated as the number of **in-scope responding units**, divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units**. The detailed completion results are as follows:

Table 7: Participation rate calculation

Invalid cases	209
Invitations mistakenly sent to people who did not qualify for the study	209
Incomplete or missing email addresses	-
Unresolved (U)	28,069
Email invitations bounce back	34
Email invitations unanswered	28,035
In-scope non-responding units (IS)	28,673
Non-response from eligible respondents	28,423
Respondent refusals	100
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	150
Responding units (R)	2,030
Surveys disqualified – quota filled	6
Completed surveys disqualified for other reasons	23
Completed interviews	2,001
POTENTIALLY ELIGIBLE (U+IS+R)	58,772
Participation rate= R/(U + IS + R)	3.5%

Unweighted and Weighted Samples

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

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

The table below presents the geographic distribution of respondents, before and after weighting. Weighting by region only brought slight adjustments to correct small imbalances.

Table 8: Unweighted and Weighted Sample Distribution by Province

	Weighted	Unweighted
Quebec	462	450
Ontario	775	770
Manitoba/Saskatchewan	129	135
Alberta	223	224
British Columbia and Territories	278	285
Atlantic	135	137

The following tables present the demographic distribution of respondents, according to gender and age. The weighting applied slightly decreased the weight of men and increased that of women. It also decreased the proportion of respondents aged 55 and over and increased that of those aged 35–54.

Table 9: Unweighted and Weighted Sample Distribution by Gender

	Weighted	Unweighted
Man	964	973
Woman	1,025	1,017
Self-described gender identity	11	10

Note: The total may not equal the full sample size as respondents who preferred not to answer are not shown.

Table 10: Unweighted and Weighted Sample Distribution by Age Group

	Weighted	Unweighted
18-34	534	547
35-54	644	606
55+	823	848

The following tables present the demographic distribution of respondents, according to education level and presence of children in the household. Regarding education level, the weighting increased the weight of those with a high school or college-level education and decreased the weight of those with a university-level education.

Table 11: Unweighted and Weighted Sample Distribution by Education Level

	Weighted	Unweighted
High school	577	447
College	807	621
University	617	933

Table 12: Unweighted and Weighted Sample Distribution by Presence of Children in the Household

	Weighted	Unweighted
Yes	545	541
No	1,456	1,460

Weighting Targets

Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required.

The survey data were weighted to align the sample with the demographic composition of the Canadian adult population based on Statistics Canada's 2021 Census. The weighting targets used for region, gender, age, education level, mother tongue and presence of children in the household are presented in the tables below. The values shown represent target population proportions (%) used in the weighting process. The weighting was applied to each sub-sample individually.

The following tables illustrate the proportion allocated to each target audience in the overall **sample**.

Table 13: Weighting targets by region, gender and age

Label	Target proportion (%)
British Columbia Male 18-24	0.687
British Columbia Male 25-34	1.177
British Columbia Male 35-44	1.117
British Columbia Male 45-54	1.038
British Columbia Male 55-64	1.155

UNCLASSIFIED / NON CLASSIFIÉ

British Columbia Male 65+	1.596
British Columbia Female 18-24	0.647
British Columbia Female 25-34	1.166
British Columbia Female 35-44	1.150
British Columbia Female 45-54	1.115
British Columbia Female 55-64	1.242
British Columbia Female 65+	1.828
Alberta Male 18-24	0.607
Alberta Male 25-34	1.006
Alberta Male 35-44	1.085
Alberta Male 45-54	0.914
Alberta Male 55-64	0.901
Alberta Male 65+	0.994
Alberta Female 18-24	0.568
Alberta Female 25-34	1.011
Alberta Female 35-44	1.093
Alberta Female 45-54	0.907
Alberta Female 55-64	0.916
Alberta Female 65+	1.125
Manitoba/Saskatchewan Male 18-24	0.383
Manitoba/Saskatchewan Male 25-34	0.561
Manitoba/Saskatchewan Male 35-44	0.547
Manitoba/Saskatchewan Male 45-54	0.480
Manitoba/Saskatchewan Male 55-64	0.532
Manitoba/Saskatchewan Male 65+	0.660
Manitoba/Saskatchewan Female 18-24	0.351
Manitoba/Saskatchewan Female 25-34	0.553
Manitoba/Saskatchewan Female 35-44	0.555
Manitoba/Saskatchewan Female 45-54	0.485
Manitoba/Saskatchewan Female 55-64	0.545
Manitoba/Saskatchewan Female 65+	0.778
Ontario Male 18-24	2.125
Ontario Male 25-34	3.317
Ontario Male 35-44	3.002
Ontario Male 45-54	2.985
Ontario Male 55-64	3.287
Ontario Male 65+	4.039
Ontario Female 18-24	1.972
Ontario Female 25-34	3.274
Ontario Female 35-44	3.191

Ontario Female 45-54	3.200
Ontario Female 55-64	3.473
Ontario Female 65+	4.847
Québec Male 18-24	1.088
Québec Male 25-34	1.800
Québec Male 35-44	1.889
Québec Male 45-54	1.759
Québec Male 55-64	2.072
Québec Male 65+	2.701
Québec Female 18-24	1.042
Québec Female 25-34	1.782
Québec Female 35-44	1.894
Québec Female 45-54	1.742
Québec Female 55-64	2.110
Québec Female 65+	3.206
Atlantic Male 18-24	0.324
Atlantic Male 25-34	0.466
Atlantic Male 35-44	0.465
Atlantic Male 45-54	0.518
Atlantic Male 55-64	0.632
Atlantic Male 65+	0.852
Atlantic Female 18-24	0.300
Atlantic Female 25-34	0.466
Atlantic Female 35-44	0.498
Atlantic Female 45-54	0.550
Atlantic Female 55-64	0.670
Atlantic Female 65+	0.987

Table 14: Weighting targets by region

Label	Target proportion (%)
British Columbia (Vancouver CMA)	7.372
British Columbia (Other)	6.547
Alberta (Calgary CMA)	3.897
Alberta (Edmonton CMA)	3.726
Alberta (Other)	3.504
Saskatchewan	2.925
Manitoba	3.506
Ontario (Toronto CMA)	16.92
Ontario (Other)	21.79
Québec (Montreal CMA)	11.565
Québec (Quebec CMA)	2.296

Québec (Other)	9.223
New-Brunswick	2.159
Nova-Scotia	2.708
Prince Edward Island	0.423
Newfoundland and Labrador	1.439

Table 15: Weighting targets by education level and region

Label	Target proportion (%)
College or less	69.152
University – Rest of Canada	24.324
University - Quebec	6.523

Table 16: Weighting targets by mother tongue

Label	Target proportion (%)
French – Rest of Canada	2.448
French – Quebec	17.275
English and other – Rest of Canada	74.468
English and other – Quebec	5.809

Table 17: Weighting targets by presence of children in the household

Label	Target proportion (%)
Yes	27.220
No	72.780

1.2 Detailed Methodology for Survey 2 – Supporting Canadian Workers and Employers

Data Collection

Fieldwork for the survey was carried out from April 1 to April 13, 2026. A pre-test of 42 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 2,001 Canadians with demographic characteristics reflective of the Canadian population were surveyed.

An average of eleven minutes was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 4.3%.

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

composition of the target population based on data from Statistics Canada's 2021 national census. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

The tables below detail the distribution of respondents by region, gender, age, education level, mother tongue, presence of children in the household.

Table 18: Distribution of respondents by region

	Number of respondents (unweighted)
Quebec	430
Ontario	731
Manitoba/Saskatchewan	125
Alberta	213
British Columbia and Territories	259
Atlantic	243

Table 19: Distribution of respondents by gender

	Number of respondents (unweighted)
Man	982
Woman	1,014
Self-described gender identity	4

Note: The total may not equal the full sample size as respondents who preferred not to answer are not shown.

Table 20: Distribution of respondents by age

	Number of respondents (unweighted)
18-34	541
35-54	629
55+	831

Table 21: Distribution of respondents by education level

	Number of respondents (unweighted)
High school or less	447
College	666
University	888

Table 22: Distribution of respondents by mother tongue

	Number of respondents (unweighted)
French	481
English	1,457
Other	184

Note: Respondents could select up to two mother tongues. As a result, the total number of responses may exceed the total sample size.

Table 23: Distribution of respondents by presence of children in the household

UNCLASSIFIED / NON CLASSIFIÉ

	Number of respondents (unweighted)
Yes	557
No	1,444

Participation Rate

The overall participation rate for this study is 4.3%. The low participation rate is largely driven by the high number of unanswered email invitations (22,566) and unresolved cases. Given the limited data collection timeline, invitations were distributed broadly to reach the required number of completed surveys. Such participation rates are typical for large-scale online surveys.

The participation rate is calculated as the number of **in-scope responding units**, divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units**. The detailed completion results are as follows:

Table 24: Participation rate calculation

Invalid cases	212
Invitations mistakenly sent to people who did not qualify for the study	212
Incomplete or missing email addresses	-
Unresolved (U)	22,570
Email invitations bounce back	4
Email invitations unanswered	22,566
In-scope non-responding units (IS)	22,334
Non-response from eligible respondents	22,119
Respondent refusals	26
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	189
Responding units (R)	2,034
Surveys disqualified – quota filled	11
Completed surveys disqualified for other reasons	22
Completed interviews	2,001
POTENTIALLY ELIGIBLE (U+IS+R)	46,938
Participation rate= R/(U + IS + R)	4.3%

Unweighted and Weighted Samples

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

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

The table below presents the geographic distribution of respondents, before and after weighting. Weighting by region only brought slight adjustments to correct small imbalances.

Table 25: Unweighted and Weighted Sample Distribution by Province

	Weighted	Unweighted
Quebec	462	430
Ontario	775	731
Manitoba/Saskatchewan	129	125
Alberta	223	213
British Columbia and Territories	279	259
Atlantic	135	243

The following tables present the demographic distribution of respondents, according to gender and age. The weighting applied slightly decreased the weight of men and increased that of women. It also decreased the proportion of respondents aged 18-34 and 55 and over, and increased that of those aged 35-54.

Table 26: Unweighted and Weighted Sample Distribution by Gender

	Weighted	Unweighted
Man	971	982
Woman	1,025	1,014
Self-described gender identity	3	4

Note: The total may not equal the full sample size as respondents who preferred not to answer are not shown.

Table 27: Unweighted and Weighted Sample Distribution by Age Group

	Weighted	Unweighted
18-34	534	541
35-54	644	629
55+	823	831

The following tables present the demographic distribution of respondents, according to education level and presence of children in the household. Regarding education level, the weighting increased the weight of those with a high school or college-level education and decreased the weight of those with a university-level education.

Table 28: Unweighted and Weighted Sample Distribution by Education Level

	Weighted	Unweighted
High school	569	447
College	815	666
University	617	888

Table 29: Unweighted and Weighted Sample Distribution by Presence of Children in the Household

	Weighted	Unweighted
Yes	545	557
No	1,456	1,444

Weighting Targets

Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required.

The survey data were weighted to align the sample with the demographic composition of the Canadian adult population based on Statistics Canada's 2021 Census. The weighting targets used for region, gender, age, education level, mother tongue and presence of children in the household are presented in the tables below. The values shown represent target population proportions (%) used in the weighting process. The weighting was applied to each sub-sample individually.

The following tables illustrate the proportion allocated to each target audience in the overall **sample**.

Table 30: Weighting targets by region, gender and age

Label	Target proportion (%)
British Columbia Male 18-24	0.687
British Columbia Male 25-34	1.177
British Columbia Male 35-44	1.117
British Columbia Male 45-54	1.038
British Columbia Male 55-64	1.155

UNCLASSIFIED / NON CLASSIFIÉ

British Columbia Male 65+	1.596
British Columbia Female 18-24	0.647
British Columbia Female 25-34	1.166
British Columbia Female 35-44	1.150
British Columbia Female 45-54	1.115
British Columbia Female 55-64	1.242
British Columbia Female 65+	1.828
Alberta Male 18-24	0.607
Alberta Male 25-34	1.006
Alberta Male 35-44	1.085
Alberta Male 45-54	0.914
Alberta Male 55-64	0.901
Alberta Male 65+	0.994
Alberta Female 18-24	0.568
Alberta Female 25-34	1.011
Alberta Female 35-44	1.093
Alberta Female 45-54	0.907
Alberta Female 55-64	0.916
Alberta Female 65+	1.125
Manitoba/Saskatchewan Male 18-24	0.383
Manitoba/Saskatchewan Male 25-34	0.561
Manitoba/Saskatchewan Male 35-44	0.547
Manitoba/Saskatchewan Male 45-54	0.480
Manitoba/Saskatchewan Male 55-64	0.532
Manitoba/Saskatchewan Male 65+	0.660
Manitoba/Saskatchewan Female 18-24	0.351
Manitoba/Saskatchewan Female 25-34	0.553
Manitoba/Saskatchewan Female 35-44	0.555
Manitoba/Saskatchewan Female 45-54	0.485
Manitoba/Saskatchewan Female 55-64	0.545
Manitoba/Saskatchewan Female 65+	0.778
Ontario Male 18-24	2.125
Ontario Male 25-34	3.317
Ontario Male 35-44	3.002
Ontario Male 45-54	2.985
Ontario Male 55-64	3.287
Ontario Male 65+	4.039
Ontario Female 18-24	1.972
Ontario Female 25-34	3.274
Ontario Female 35-44	3.191

Ontario Female 45-54	3.200
Ontario Female 55-64	3.473
Ontario Female 65+	4.847
Québec Male 18-24	1.088
Québec Male 25-34	1.800
Québec Male 35-44	1.889
Québec Male 45-54	1.759
Québec Male 55-64	2.072
Québec Male 65+	2.701
Québec Female 18-24	1.042
Québec Female 25-34	1.782
Québec Female 35-44	1.894
Québec Female 45-54	1.742
Québec Female 55-64	2.110
Québec Female 65+	3.206
Atlantic Male 18-24	0.324
Atlantic Male 25-34	0.466
Atlantic Male 35-44	0.465
Atlantic Male 45-54	0.518
Atlantic Male 55-64	0.632
Atlantic Male 65+	0.852
Atlantic Female 18-24	0.300
Atlantic Female 25-34	0.466
Atlantic Female 35-44	0.498
Atlantic Female 45-54	0.550
Atlantic Female 55-64	0.670
Atlantic Female 65+	0.987

Table 31: Weighting targets by region

Label	Target proportion (%)
British Columbia (Vancouver CMA)	7.372
British Columbia (Other)	6.547
Alberta (Calgary CMA)	3.897
Alberta (Edmonton CMA)	3.726
Alberta (Other)	3.504
Saskatchewan	2.925
Manitoba	3.506
Ontario (Toronto CMA)	16.920
Ontario (Other)	21.790
Québec (Montreal CMA)	11.565
Québec (Quebec CMA)	2.296

Québec (Other)	9.223
New-Brunswick	2.159
Nova-Scotia	2.708
Prince Edward Island	0.423
Newfoundland and Labrador	1.439

Table 32: Weighting targets by education level and region

Label	Target proportion (%)
College or less	69.152
University – Rest of Canada	24.324
University - Quebec	6.523

Table 33: Weighting targets by mother tongue

Label	Target proportion (%)
French – Rest of Canada	2.448
French – Quebec	17.275
English and other – Rest of Canada	74.468
English and other – Quebec	5.809

Table 34: Weighting targets by presence of children in the household

Label	Target proportion (%)
Yes	27.220
No	72.780

1.3 Detailed Methodology for Survey 3 – Affordability

Data Collection

Fieldwork for the survey was carried out from April 2 to April 15, 2026. A pre-test of 33 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 2,000 Canadians with demographic characteristics reflective of the Canadian population were surveyed. For this survey, the composition of the sample was monitored throughout data collection to ensure a minimum of 100 respondents in each of the audience subgroups identified for the advertising campaign. These subgroups included immigrants who had been in Canada for less than 20 years, visible minorities, families with children under the age of 18, lower-income Canadians, individuals aged 18–49 and 50–64, Canadians living in major CMAs such as Toronto and Vancouver, renters, and first-time home buyers. The minimum sample size was achieved for each subgroup through the regular data collection process, and no additional targeting measures were required.

An average of eleven minutes was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 4%.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population based on data from Statistics Canada's 2021 national census. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

The tables below detail the distribution of respondents by region, gender, age, education level, mother tongue, presence of children in the household.

Table 35: Distribution of respondents by region

	Number of respondents (unweighted)
Quebec	462
Ontario	777
Manitoba/Saskatchewan	133
Alberta	225
British Columbia and Territories	281
Atlantic	122

Table 36: Distribution of respondents by gender

	Number of respondents (unweighted)
Man	962
Woman	1,028
Self-described gender identity	7

Note: The total may not equal the full sample size as respondents who preferred not to answer are not shown.

Table 37: Distribution of respondents by age

	Number of respondents (unweighted)
18-34	534
35-54	636
55+	830

Table 38: Distribution of respondents by education level

	Number of respondents (unweighted)
High school or less	416
College	613
University	971

Table 39: Distribution of respondents by mother tongue

	Number of respondents (unweighted)
French	454
English	1,434
Other	216

UNCLASSIFIED / NON CLASSIFIÉ

Note: Respondents could select up to two mother tongues. As a result, the total number of responses may exceed the total sample size.

Table 40: Distribution of respondents by presence of children in the household

	Number of respondents (unweighted)
Yes	557
No	1,443

Participation Rate

The overall participation rate for this study is 4%. The low participation rate is largely driven by the high number of unanswered email invitations (24,044) and unresolved cases. Given the limited data collection timeline, invitations were distributed broadly to reach the required number of completed surveys. Such participation rates are typical for large-scale online surveys.

The participation rate is calculated as the number of **in-scope responding units**, divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units**. The detailed completion results are as follows:

Table 41: Participation rate calculation

Invalid cases	232
Invitations mistakenly sent to people who did not qualify for the study	232
Incomplete or missing email addresses	-
Unresolved (U)	24,050
Email invitations bounce back	6
Email invitations unanswered	24,044
In-scope non-responding units (IS)	24,581
Non-response from eligible respondents	24 414
Respondent refusals	41
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	126
Responding units (R)	2,000
Surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	0
Completed interviews	2,000
POTENTIALLY ELIGIBLE (U+IS+R)	50,631
Participation rate= R/(U + IS + R)	4.0%

Unweighted and Weighted Samples

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

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

The table below presents the geographic distribution of respondents, before and after weighting. Weighting by region only brought slight adjustments to correct small imbalances.

Table 42: Unweighted and Weighted Sample Distribution by Province

	Weighted	Unweighted
Quebec	462	462
Ontario	774	777
Manitoba/Saskatchewan	129	133
Alberta	223	225
British Columbia and Territories	278	281
Atlantic	135	122

The following tables present the demographic distribution of respondents, according to gender and age. The weighting applied slightly decreased the proportion of respondents aged 55 and over and increased that of those aged 35–54.

Table 43: Unweighted and Weighted Sample Distribution by Gender

	Weighted	Unweighted
Man	965	962
Woman	1,025	1,028
Self-described gender identity	8	7

Note: The total may not equal the full sample size as respondents who preferred not to answer are not shown.

Table 44: Unweighted and Weighted Sample Distribution by Age Group

	Weighted	Unweighted
18-34	533	534
35-54	644	636
55+	823	830

The following tables present the demographic distribution of respondents, according to education level and presence of children in the household. Regarding education level, the weighting increased the weight of those with a high school or college-level education and decreased the weight of those with a university-level education.

Table 45: Unweighted and Weighted Sample Distribution by Education Level

	Weighted	Unweighted
High school	559	416
College	824	613
University	617	971

Table 46: Unweighted and Weighted Sample Distribution by Presence of Children in the Household

	Weighted	Unweighted
Yes	544	557
No	1,456	1,443

Weighting Targets

Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required.

The survey data were weighted to align the sample with the demographic composition of the Canadian adult population based on Statistics Canada's 2021 Census. The weighting targets used for region, gender, age, education level, mother tongue and presence of children in the household are presented in the tables below. The values shown represent target population proportions (%) used in the weighting process. The weighting was applied to each sub-sample individually.

The following tables illustrate the proportion allocated to each target audience in the overall **sample**.

Table 47: Weighting targets by region, gender and age

Label	Target proportion (%)
British Columbia Male 18-24	0.687
British Columbia Male 25-34	1.177
British Columbia Male 35-44	1.117
British Columbia Male 45-54	1.038
British Columbia Male 55-64	1.155

UNCLASSIFIED / NON CLASSIFIÉ

British Columbia Male 65+	1.596
British Columbia Female 18-24	0.647
British Columbia Female 25-34	1.166
British Columbia Female 35-44	1.150
British Columbia Female 45-54	1.115
British Columbia Female 55-64	1.242
British Columbia Female 65+	1.828
Alberta Male 18-24	0.607
Alberta Male 25-34	1.006
Alberta Male 35-44	1.085
Alberta Male 45-54	0.914
Alberta Male 55-64	0.901
Alberta Male 65+	0.994
Alberta Female 18-24	0.568
Alberta Female 25-34	1.011
Alberta Female 35-44	1.093
Alberta Female 45-54	0.907
Alberta Female 55-64	0.916
Alberta Female 65+	1.125
Manitoba/Saskatchewan Male 18-24	0.383
Manitoba/Saskatchewan Male 25-34	0.561
Manitoba/Saskatchewan Male 35-44	0.547
Manitoba/Saskatchewan Male 45-54	0.480
Manitoba/Saskatchewan Male 55-64	0.532
Manitoba/Saskatchewan Male 65+	0.660
Manitoba/Saskatchewan Female 18-24	0.351
Manitoba/Saskatchewan Female 25-34	0.553
Manitoba/Saskatchewan Female 35-44	0.555
Manitoba/Saskatchewan Female 45-54	0.485
Manitoba/Saskatchewan Female 55-64	0.545
Manitoba/Saskatchewan Female 65+	0.778
Ontario Male 18-24	2.125
Ontario Male 25-34	3.317
Ontario Male 35-44	3.002
Ontario Male 45-54	2.985
Ontario Male 55-64	3.287
Ontario Male 65+	4.039
Ontario Female 18-24	1.972
Ontario Female 25-34	3.274
Ontario Female 35-44	3.191

Ontario Female 45-54	3.200
Ontario Female 55-64	3.473
Ontario Female 65+	4.847
Québec Male 18-24	1.088
Québec Male 25-34	1.800
Québec Male 35-44	1.889
Québec Male 45-54	1.759
Québec Male 55-64	2.072
Québec Male 65+	2.701
Québec Female 18-24	1.042
Québec Female 25-34	1.782
Québec Female 35-44	1.894
Québec Female 45-54	1.742
Québec Female 55-64	2.110
Québec Female 65+	3.206
Atlantic Male 18-24	0.324
Atlantic Male 25-34	0.466
Atlantic Male 35-44	0.465
Atlantic Male 45-54	0.518
Atlantic Male 55-64	0.632
Atlantic Male 65+	0.852
Atlantic Female 18-24	0.300
Atlantic Female 25-34	0.466
Atlantic Female 35-44	0.498
Atlantic Female 45-54	0.550
Atlantic Female 55-64	0.670
Atlantic Female 65+	0.987

Table 48: Weighting targets by region

Label	Target proportion (%)
British Columbia (Vancouver CMA)	7.372
British Columbia (Other)	6.547
Alberta (Calgary CMA)	3.897
Alberta (Edmonton CMA)	3.726
Alberta (Other)	3.504
Saskatchewan	2.925
Manitoba	3.506
Ontario (Toronto CMA)	16.920
Ontario (Other)	21.790
Québec (Montreal CMA)	11.565
Québec (Quebec CMA)	2.296

Québec (Other)	9.223
New-Brunswick	2.159
Nova-Scotia	2.708
Prince Edward Island	0.423
Newfoundland and Labrador	1.439

Table 49: Weighting targets by education level and region

Label	Target proportion (%)
College or less	69.152
University – Rest of Canada	24.324
University - Quebec	6.523

Table 50: Weighting targets by mother tongue

Label	Target proportion (%)
French – Rest of Canada	2.448
French – Quebec	17.275
English and other – Rest of Canada	74.468
English and other – Quebec	5.809

Table 51: Weighting targets by presence of children in the household

Label	Target proportion (%)
Yes	27.220
No	72.780

Appendix 2: Questionnaires

Survey 1 – Nation of Builders

ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY TEMPLATE FOR EMERGING NEEDS FUNDS CAMPAIGNS – NATION OF BUILDERS

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].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 10-15 minutes to complete.

[START SURVEY](#)

To view our privacy policy: <https://leger360.com/privacy-policy/>

Please copy the following link if you wish to verify the authenticity of this survey:
<https://www.canadianresearchinsightscouncil.ca/rvs/home/>

The CRIC Research Verification Service project code is:
20260123-LE069

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

FSA : Please indicate the first 3 characters of your postal code.

- ☐ I don't know / I prefer not to answer

ASK ALL – IN ORDER ONE MENTION

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

SELECT ALL THAT APPLY

- ☐ a marketing research firm (terminate)
- ☐ a magazine or newspaper (terminate)
- ☐ an advertising agency or graphic design firm (terminate)
- ☐ a political party (terminate)
- ☐ a radio or television station (terminate)
- ☐ a public relations company (terminate)
- ☐ the federal or provincial government (terminate)
- ☐ none of these organizations

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

UNCLASSIFIED / NON CLASSIFIÉ

b) What is your **gender**?

Gender refers to your current gender, which may be different from sex assigned at birth and may be different from what is indicated on legal documents.

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

ASK ALL

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2008

IF > 2008, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

ASK ALL – IN ORDER – ONE MENTION ONLY

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

SELECT ONE ONLY

- ☐ less than 18 years old (TERMINATE)
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older

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

ASK ALL – IN ORDER – ONE MENTION ONLY

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

CORE QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]**ASK ALL RESPONDENTS – IN ORDER - SIMPLE MENTION**

Q1: Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- ☐ Yes
☐ No

=> GO TO T1A

ASK IF Q1=YES - OPEN

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 – IN ORDER – SIMPLE MENTION**

T1A: Over the past three weeks, have you seen, read or heard any Government of Canada advertising about its plan to build a strong economy?

- ☐ Yes
☐ No

=> GO TO T1D

ASK IF T1A = YES – RANDOMIZE within the categories and randomize the categories – MULTIPLE MENTIONS
ANCHOR « OTHER, SPECIFY »

T1B: Where have you seen, read or heard this ad about the Government of Canada's plans to build a strong economy?

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

SELECT ALL THAT APPLY

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations. Please select those that apply or add ones specific to campaign.	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall

Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

ASK IF T1A = YES – OPEN**T1C:**

What do you remember about this ad?

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE**ASK ALL RESPONDENTS – SCALE 1-10**

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1D2: How worried are you, if at all, that the Canadian economy will suffer a significant downturn over the next 12 months?

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

ASK ALL – RANDOMIZE – ANCHOR “NONE” AND “DON'T KNOW” – SIMPLE MENTION

T1D3: Which of the following, if any, would you like to see the Government of Canada make the **top priority** in managing the Canadian economy?

- ☐ Reducing the deficit
- ☐ Building affordable homes faster
- ☐ Strengthening Canada's economic independence
- ☐ Supporting small- and medium-sized businesses
- ☐ Undertaking more energy and infrastructure major projects (e.g. transportation corridors, resilient supply chains)
- ☐ Supporting industries and workers impacted by U.S. tariffs
- ☐ Promote international trade and diversification
- ☐ Attracting skilled workers to Canada
- ☐ Removing interprovincial trade barriers
- ☐ Offer affordable education, tax credits, financial and social assistance programs
- ☐ None of the above
- ☐ Don't know

ASK ALL – IN ORDER – SIMPLE MENTION

T1D4: How would you rate your current level of understanding of how the Government of Canada plans to build a strong Canadian economy?

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1D5: Have you seen, read or heard anything lately about the Government of Canada's plan to build a strong economy using Canadian resources, such as but not limited to metals, technology, and forestry?

- ☐ Yes
- ☐ No **=> GO TO T1D7**
- ☐ Don't know **=> GO TO T1D7**

ASK IF T1D5 = YES – OPEN

T1D6: What have you seen, read or heard?

ASK ALL – IN ORDER – SIMPLE MENTION

T1D7: How confident or doubtful are you that the Government of Canada can build a strong Canadian economy?

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1E1: Thinking about the cost of living and your personal financial situation, are you currently:

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1E2: Have you seen, read or heard anything lately about the Government of Canada's plan to help lower everyday costs?

- ☐ Yes
- ☐ No

- ☐ Don't know

ASK ALL – OPEN

T1E4: What is the most important action the Government of Canada should take to address the cost of living in Canada?

ASK ALL – IN ORDER – SIMPLE MENTION

T1E5: How confident or doubtful are you that the Government of Canada's plan to build a strong Canadian economy will help you get ahead in your daily life?

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1G1: Have you seen, read or heard anything lately about the Government of Canada's support for workers and businesses impacted by U.S. tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

ASK ALL – IN ORDER – SIMPLE MENTION

T1G2: Do you or someone in your household work in an industry or business sector impacted by U.S. tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

ASK ALL – OPEN

T1G3: What is the most important action the Government of Canada should take to help workers and businesses impacted U.S. tariffs?

ASK ALL – IN ORDER – SIMPLE MENTION

T1G4: How confident or doubtful are you that the Government of Canada's plan to build a strong Canadian economy will help you and your community directly?

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

- ☐ Don't know/prefer not to say

ASK ALL – RANDOMIZE CHOICES – SIMPLE MENTION

T1H1: In the past month, how often, if at all, have you used the following sources to get news and information about the Canadian economy?

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

Response options: IN ORDER

- ☐ Never
- ☐ Once or twice
- ☐ Once or a few times a week
- ☐ Once a day
- ☐ Multiple times a day
- ☐ Don't know

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1IA:

Here is an ad that has recently been broadcast on various media.



[INSERT VIDEO]

(Light instrumental music plays in the background.)
Canada wordmark is displayed.

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen or heard this ad?

- ☐ yes
- ☐ no

ASK IF YES AT T11A - RANDOMIZE within the categories and randomize the categories – MULTIPLE MENTIONS
ANCHOR « OTHER, SPECIFY »

T1J: Where have you seen, read or heard these ads?

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

SELECT ALL THAT APPLY

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)

UNCLASSIFIED / NON CLASSIFIÉ

In a mobile app	TikTok
Instagram	Twitter
Internet website	Twitter
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations. Please select those that apply or add ones specific to campaign.	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

ASK IF YES AT T1IA - OPEN

T1K:

What do you think is the main point this ad are trying to get across?

ASK ALL – RANDOMIZE STATEMENTS – SIMPLE MENTION

T1L:

Please indicate your level of agreement with the following statements about this ad?

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
This ad catches my attention.	☐	☐	☐	☐	☐
This ad is relevant to me.	☐	☐	☐	☐	☐
This ad is difficult to follow.	☐	☐	☐	☐	☐
This ad does not favour one political party over another.	☐	☐	☐	☐	☐
This ad talks about an important topic.	☐	☐	☐	☐	☐
This ad provides new information.	☐	☐	☐	☐	☐
The Government of Canada has a plan to strengthen the economy.	☐	☐	☐	☐	☐
The Government of Canada has a plan to build major projects again.	☐	☐	☐	☐	☐
The Government of Canada is headed in the right direction.	☐	☐	☐	☐	☐

ASK IF YES AT T1IA - IN ORDER – SIMPLE MENTION

T1M: What action, if any, did you take as a result of seeing this ad?

- ☐ Visit the website mentioned in the ads
- ☐ Share the information with a friend or family member
- ☐ Discuss the Government of Canada's plans to build a strong economy with someone

- ☐ Other, specify: [open]
- ☐ I wouldn't do anything as a result of seeing the ad

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

ASK ALL – IN ORDER – SIMPLE MENTION

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

SELECT ONE ONLY

- ☐ Employed (e.g., for wages, salary) full time, that is, 30 or more hours per week
- ☐ Employed (e.g., for wages, salary) part-time, that is, less than 30 hours per week
- ☐ On paid or unpaid employment leave (e.g., parental leave, long-term medical leave)
- ☐ Self-employed
- ☐ Employed without wages (e.g., unpaid internships, volunteer work, room-and-board)
- ☐ Unemployed
- ☐ A student attending school full-time
- ☐ Retired
- ☐ Full-time homemaker
- ☐ Other
- ☐ Prefer not to say

ASK ALL – IN ORDER – SIMPLE MENTION

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

ASK ALL – IN ORDER – SIMPLE MENTION

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

- ☐ yes
- ☐ no

ASK IF YES AT D3 – IN ORDER – MULTIPLE MENTIONS

D3A: Do you have any children in the following age groups living in your household?

- ☐ Under 6 years old
- ☐ 6 to 11 years old
- ☐ 12 to 17 years old
- ☐ 18 years old or older
- ☐ Prefer not to say

ASK ALL – IN ORDER – SIMPLE MENTION

UNCLASSIFIED / NON CLASSIFIÉ

D4: Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- ☐ under \$20,000
- ☐ between \$20,000 and \$39,999
- ☐ between \$40,000 and \$59,999
- ☐ between \$60,000 and \$79,999
- ☐ between \$80,000 and \$99,999
- ☐ between \$100,000 and \$149,999
- ☐ between \$150,000 and \$199,999
- ☐ \$200,000 and above
- ☐ prefer not to say

ASK ALL – IN ORDER – SIMPLE MENTION

D5: Where were you born?

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

ASK IF D5=BORN OUTSIDE CANADA - ADMISSIBLE RANGE: 1900-2026

D6: In what year did you first move to Canada?

YYYY

ASK ALL – IN ORDER – MULTIPLE MENTIONS

D7: Are you First Nations, Métis, or Inuit?

Note: First Nations includes Status and Non-Status Indians.

SELECT ALL THAT APPLY

- ☐ Yes, First Nations
- ☐ Yes, Métis
- ☐ Yes, Inuit
- ☐ No, not First Nations, Métis, or Inuit
- ☐ Prefer not to say

ASK ALL – IN ORDER - MULTIPLE MENTIONS

D8: [ASK IF INDIGENOUS=YES] In addition to being an Indigenous person, you may belong to one or more racial or cultural groups in the following list. Are you...?

[ELSE] You may belong to one or more racial or cultural groups on the following list. Are you...?

- ☐ 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 – Specify
- ☐ Prefer not to say [Exclusive]

ASK ALL – IN ORDER – MULTIPLE MENTIONS

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 _____

ASK ALL – IN ORDER – SIMPLE MENTION

D10: Do you identify as a person with one or more disabilities?

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

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

ASK ALL – IN ORDER – SIMPLE MENTION

D11: What is the size of the community you live in?

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

ASK ALL – IN ORDER – SIMPLE MENTION

D12: Which of the following best describes your housing arrangement?

- ☐ Own your home, with a mortgage
- ☐ Own your home, without a mortgage
- ☐ Rent your home
- ☐ Neither own nor rent your home
- ☐ I don't know / I prefer not to answer

ASK IF D1 = 1, 2, 3, 4, 5 – IN ORDER – SIMPLE MENTION

D13. Which of the following best describes the type of work you do:

- ☐ A white collar job – that is, working in an office environment (this would include office jobs being done remotely now)
- ☐ A blue collar job – that is, working in a factory, construction, or skilled trades (e.g. electrical, plumbing, carpentry)
- ☐ A service job – for example, working in a store, restaurant, or other environment where you are interacting with customers regularly
- ☐ Prefer not to say

IN ORDER – SIMPLE MENTION

[Only ask D14 to respondents who select 1, 2 or 3, or 4, or 5 in D1]

D14. Which of the following categories best describes your employment sector?

- ☐ Construction or skilled trade
- ☐ Agriculture, Forestry, Fishing and Hunting

UNCLASSIFIED / NON CLASSIFIÉ

- ☐ Manufacturing
- ☐ Mining, Quarrying, and Oil and Gas Extraction
- ☐ Transportation and Warehousing
- ☐ Wholesale Trade
- ☐ Accommodation and Food Services
- ☐ Administrative and Support, Waste Management and Remediation Services
- ☐ Arts, Entertainment and Recreation
- ☐ Educational Services
- ☐ Finance and Insurance
- ☐ Health Care
- ☐ Social Assistance
- ☐ Information and Cultural Industries
- ☐ Management of Companies and Enterprises
- ☐ Other Services (except Public Administration)
- ☐ Professional, Scientific, and Technical Services
- ☐ Public Administration
- ☐ Real Estate and Rental and Leasing
- ☐ Retail Trade
- ☐ Utilities
- ☐ Other, please specify [open-text]
- ☐ Prefer not to say

That concludes the survey. This survey was conducted on behalf 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.

Survey 2 – Supporting Canadian Workers and Employers

ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY TEMPLATE FOR EMERGING NEEDS FUNDS CAMPAIGNS – SUPPORTING CANADIAN WORKERS AND EMPLOYERS

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].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 10-15 minutes to complete.

[START SURVEY](#)

To view our privacy policy: <https://leger360.com/privacy-policy/>

Please copy the following link if you wish to verify the authenticity of this survey:

<https://www.canadianresearchinsightscouncil.ca/rvs/home/>

The CRIC Research Verification Service project code is: 20260323-LE688

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

ASK ALL – IN ORDER ONE MENTION

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

SELECT ALL THAT APPLY

- ☐ a marketing research firm (terminate)
- ☐ a magazine or newspaper (terminate)
- ☐ an advertising agency or graphic design firm (terminate)
- ☐ a political party (terminate)
- ☐ a radio or television station (terminate)
- ☐ a public relations company (terminate)
- ☐ the federal or provincial government (terminate)
- ☐ none of these organizations

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

f) What is your **gender**?

Gender refers to your current gender, which may be different from sex assigned at birth and may be different from what is indicated on legal documents.

- ☐ Male
- ☐ Female
- ☐ Other

- ☐ Prefer not to answer

ASK ALL

g) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2008
IF > 2008, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK

ASK ALL – IN ORDER – ONE MENTION ONLY

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

SELECT ONE ONLY

- ☐ less than 18 years old (TERMINATE)
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older

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

ASK ALL – IN ORDER – ONE MENTION ONLY

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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

ASK ALL RESPONDENTS – IN ORDER - SIMPLE MENTION

Q1: Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- ☐ Yes

☐ No

=> GO TO T1A

ASK IF Q1=YES - OPEN

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 – IN ORDER – SIMPLE MENTION

T1A: Over the past three weeks, have you seen, read or heard any Government of Canada advertising about financial supports and resources available for tariff impacted workers and employers?

☐ Yes

☐ No

=> GO TO T1D

ASK IF T1A = YES – RANDOMIZE within the categories and randomize the categories – MULTIPLE MENTIONS ANCHOR « OTHER, SPECIFY »

T1B: Where have you seen, read or heard this ad about the Government of Canada's support for tariff-impacted workers and employers?

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

SELECT ALL THAT APPLY

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

ASK IF T1A = YES – OPEN

T1C:

What do you remember about this ad?

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

ASK ALL RESPONDENTS – SCALE 1-10

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1D2: How worried are you, if at all, that the Canadian economy will suffer a significant downturn over the next 12 months?

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

ASK ALL – RANDOMIZE – ANCHOR “NONE” AND “DON’T KNOW” – SIMPLE MENTION

T1D3: Which of the following, if any, would you like to see the Government of Canada make the **top priority** in managing the Canadian economy?

- ☐ Reducing the deficit
- ☐ Building affordable homes faster
- ☐ Strengthening Canada's economic independence
- ☐ Supporting small- and medium-sized businesses
- ☐ Undertaking more energy and infrastructure major projects (e.g. transportation corridors, resilient supply chains)
- ☐ Supporting industries and workers impacted by U.S. tariffs
- ☐ Promote international trade and diversification
- ☐ Attracting skilled workers to Canada
- ☐ Removing interprovincial trade barriers
- ☐ Offer affordable education, tax credits, financial and social assistance programs
- ☐ None of the above
- ☐ Don't know

ASK ALL – IN ORDER – SIMPLE MENTION

T1D4: How would you rate your current level of understanding of how the Government of Canada plans to build a strong Canadian economy?

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1D7: How confident or doubtful are you that the Government of Canada can build a strong Canadian economy?

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1G1: Have you seen, read or heard anything lately about the Government of Canada's support for workers and businesses impacted by tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

ASK ALL – IN ORDER – SIMPLE MENTION

T1G2: Do you or someone in your household work in an industry or business sector impacted by . tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

ASK ALL –SINGLE MENTION

T1G3a: Do you think the Government of Canada is providing enough support to workers and employers impacted by tariffs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1G3: What is the most important action the Government of Canada should take to help workers and businesses impacted by tariffs?

ASK ALL – IN ORDER – SIMPLE MENTION

T1G4: How confident or doubtful are you that the Government of Canada's plan to build a strong Canadian economy will help you and your community directly?

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

- ☐ Don't know/prefer not to say

ASK ALL – RANDOMIZE CHOICES – SIMPLE MENTION

T1H1: In the past month, how often, if at all, have you used the following sources to get news and information about the Canadian economy?

- n) Search engines (e.g., Google, Bing, etc.)
- o) A.I. tools (e.g., ChatGPT, Gemini, etc.)
- p) Family, friends, and/or colleagues
- q) Social media
- r) Podcasts
- s) Large news organizations (e.g., CBC/SRC, CTV, National Post, La Presse)
- t) Large international news organizations (e.g., BBC, Le Monde, Reuters, AFP, CNN, NBC)
- u) Your local newspaper or news outlet
- v) Television
- w) Radio
- x) Print sources
- y) Federal Government of Canada information sources (e.g., websites, social media accounts, commercials)
- z) Influencers (e.g., independent bloggers, podcasters, commentators, or journalists)

Response options: IN ORDER

- ☐ Never
- ☐ Once or twice
- ☐ A few times a week
- ☐ Once a day
- ☐ Multiple times a day
- ☐ Don't know

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1I:

Here is an ad that has recently been broadcast on various media.

Video:



[INSERT VIDEO]

(Light instrumental music plays in the background.)
Canada wordmark is displayed.

Banner:



Social media banner:



[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen or heard this ad?

- ☐ Yes
☐ No

ASK IF YES AT T11A - RANDOMIZE within the categories and randomize the categories – MULTIPLE MENTIONS
 ANCHOR « OTHER, SPECIFY »

T11J: Where have you seen, read or heard this ad?

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

SELECT ALL THAT APPLY

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	

The following are examples of signage locations. Please select those that apply or add ones specific to campaign.	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

ASK IF YES AT T1IA - OPEN**T1K:**What do you think is the main point this ad is trying to get across?

--

ASK ALL – RANDOMIZE STATEMENTS – SIMPLE MENTION**T1L:**

Please indicate your level of agreement with the following statements about this ad?

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
This ad catches my attention.	☐	☐	☐	☐	☐
This ad is relevant to me.	☐	☐	☐	☐	☐
This ad is difficult to follow.	☐	☐	☐	☐	☐
This ad does not favour one political party over another.	☐	☐	☐	☐	☐
This ad talks about an important topic.	☐	☐	☐	☐	☐
This ad provides new information.	☐	☐	☐	☐	☐
The Government of Canada has a plan to strengthen the economy.	☐	☐	☐	☐	☐
The Government of Canada cares about every Canadian.	☐	☐	☐	☐	☐
The Government of Canada is headed in the right direction.	☐	☐	☐	☐	☐
This ad clearly indicates where to learn more.	☐	☐	☐	☐	☐

ASK IF YES AT T1IA - IN ORDER – SIMPLE MENTION**T1M:** What action, if any, did you take as a result of seeing this ad?

- ☐ Visit the website mentioned in the ads
- ☐ Share the information with a friend or family member
- ☐ Discuss with someone the Government of Canada's financial support and resources available for workers and employers impacted by tariffs
- ☐ Other, specify: [open]
- ☐ I wouldn't do anything as a result of seeing the ad

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

ASK ALL – IN ORDER – SIMPLE MENTION

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

SELECT ONE ONLY

- ☐ Employed (e.g., for wages, salary) full-time, that is, 30 or more hours per week
- ☐ Employed (e.g., for wages, salary) part-time, that is, less than 30 hours per week
- ☐ On paid or unpaid employment leave (e.g., parental leave, long-term medical leave)
- ☐ Self-employed
- ☐ Employed without wages (e.g., unpaid internships, volunteer work, room-and-board)
- ☐ Unemployed
- ☐ A student attending school full-time
- ☐ Retired
- ☐ Full-time homemaker
- ☐ Other
- ☐ Prefer not to say

ASK ALL – IN ORDER – SIMPLE MENTION

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

ASK ALL – IN ORDER – SIMPLE MENTION

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

- ☐ yes
- ☐ no

ASK IF YES AT D3 – IN ORDER – MULTIPLE MENTIONS

D3A: Do you have any children in the following age groups living in your household?

- ☐ Under 6 years old
- ☐ 6 to 11 years old
- ☐ 12 to 17 years old
- ☐ 18 years old or older
- ☐ Prefer not to say

ASK ALL – IN ORDER – SIMPLE MENTION

D4: Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- ☐ under \$20,000
- ☐ between \$20,000 and \$39,999
- ☐ between \$40,000 and \$59,999
- ☐ between \$60,000 and \$79,999
- ☐ between \$80,000 and \$99,999
- ☐ between \$100,000 and \$149,999
- ☐ between \$150,000 and \$199,999
- ☐ \$200,000 and above
- ☐ prefer not to say

ASK ALL – IN ORDER – SIMPLE MENTION

D5: Where were you born?

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

ASK IF D5=BORN OUTSIDE CANADA - ADMISSIBLE RANGE: 1900-2026

D6: In what year did you first move to Canada?

YYYY

ASK ALL – IN ORDER – MULTIPLE MENTIONS

D7: Are you First Nations, Métis, or Inuit?

Note: First Nations includes Status and Non-Status Indians.

SELECT ALL THAT APPLY

- ☐ Yes, First Nations
- ☐ Yes, Métis
- ☐ Yes, Inuit
- ☐ No, not First Nations, Métis, or Inuit
- ☐ Prefer not to say

ASK ALL – IN ORDER - MULTIPLE MENTIONS

D8: **[ASK IF INDIGENOUS=YES]** In addition to being an Indigenous person, you may belong to one or more racial or cultural groups in the following list. Are you...?

[ELSE] You may belong to one or more racial or cultural groups in the following list. Are you...?

- ☐ 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 – Specify
- ☐ Prefer not to say **[Exclusive]**

ASK ALL – IN ORDER – MULTIPLE MENTIONS

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 _____

ASK ALL – IN ORDER – SIMPLE MENTION

D10: Do you identify as a person with one or more disabilities?

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

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

ASK ALL – IN ORDER – SIMPLE MENTION

D11: What is the size of the community you live in?

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

ASK ALL – IN ORDER – SIMPLE MENTION

D12: Which of the following best describes your housing arrangement?

- ☐ Own your home, with a mortgage
- ☐ Own your home, without a mortgage
- ☐ Rent your home
- ☐ Neither own nor rent your home
- ☐ I don't know / I prefer not to answer

ASK IF D1 = 1, 2, 3, 4, 5 – IN ORDER – SIMPLE MENTION

D13: Which of the following best describes the type of work you do:

- ☐ A white collar job – that is, working in an office environment (this would include office jobs being done remotely now)
- ☐ A blue collar job – that is, working in a factory, construction, or skilled trades (e.g. electrical, plumbing, carpentry)
- ☐ A service job – for example, working in a store, restaurant, or other environment where you are interacting with customers regularly
- ☐ Prefer not to say

IN ORDER – SIMPLE MENTION

[Only ask D14 to respondents who select 1, 2 or 3, or 4, or 5 in D1]

D14: Which of the following categories best describes your employment sector?

- ☐ Construction or skilled trade
- ☐ Agriculture, Forestry, Fishing and Hunting
- ☐ Manufacturing
- ☐ Mining, Quarrying, and Oil and Gas Extraction
- ☐ Transportation and Warehousing

UNCLASSIFIED / NON CLASSIFIÉ

- ☐ Wholesale Trade
- ☐ Accommodation and Food Services
- ☐ Administrative and Support, Waste Management and Remediation Services
- ☐ Arts, Entertainment and Recreation
- ☐ Educational Services
- ☐ Finance and Insurance
- ☐ Health Care
- ☐ Social Assistance
- ☐ Information and Cultural Industries
- ☐ Management of Companies and Enterprises
- ☐ Other Services (except Public Administration)
- ☐ Professional, Scientific, and Technical Services
- ☐ Public Administration
- ☐ Real Estate and Rental and Leasing
- ☐ Retail Trade
- ☐ Utilities
- ☐ Other, please specify [open-text]
- ☐ Prefer not to say

That concludes the survey. This survey was conducted on behalf 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.

Survey 3 – Affordability

ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY TEMPLATE FOR EMERGING NEEDS FUNDS CAMPAIGNS – AFFORDABILITY

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].

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 10-15 minutes to complete.

[START SURVEY](#)

To view our privacy policy: <https://leger360.com/privacy-policy/>

Please copy the following link if you wish to verify the authenticity of this survey:

<https://www.canadianresearch>

insightscouncil.ca/rvs/home/

The CRIC Research Verification Service project code is: 20260401-LE830

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

ASK ALL – IN ORDER ONE MENTION

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

SELECT ALL THAT APPLY

- ☐ a marketing research firm (terminate)
- ☐ a magazine or newspaper (terminate)
- ☐ an advertising agency or graphic design firm (terminate)
- ☐ a political party (terminate)
- ☐ a radio or television station (terminate)
- ☐ a public relations company (terminate)
- ☐ the federal or provincial government (terminate)
- ☐ none of these organizations

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

j) What is your **gender**?

Gender refers to your current gender, which may be different from sex assigned at birth and may be different from what is indicated on legal documents.

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

ASK ALL

k) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2008
IF > 2008, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK

ASK ALL – IN ORDER – ONE MENTION ONLY

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

SELECT ONE ONLY

- ☐ less than 18 years old (TERMINATE)
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older

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

ASK ALL – IN ORDER – ONE MENTION ONLY

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

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

ASK ALL – IN ORDER – SIMPLE MENTION

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

- ☐ yes
- ☐ no

ASK IF YES AT D3 – IN ORDER – MULTIPLE MENTIONS

D3A: Do you have any children in the following age groups living in your household?

- ☐ Under 6 years old

- ☐ 6 to 11 years old
 - ☐ 12 to 17 years old
 - ☐ 18 years old or older
 - ☐ Prefer not to say
-

ASK ALL – IN ORDER – SIMPLE MENTION

D4: Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- ☐ under \$20,000
- ☐ between \$20,000 and \$39,999
- ☐ between \$40,000 and \$59,999
- ☐ between \$60,000 and \$79,999
- ☐ between \$80,000 and \$99,999
- ☐ between \$100,000 and \$149,999
- ☐ between \$150,000 and \$199,999
- ☐ \$200,000 and above

prefer not to say

ASK ALL – IN ORDER – SIMPLE MENTION

D12: Which of the following best describes your housing arrangement?

- ☐ Own your home, with a mortgage
- ☐ Own your home, without a mortgage
- ☐ Rent your home
- ☐ Neither own nor rent your home
- ☐ I don't know / I prefer not to answer

ASK IF D12=1 or 2

D12A: Is this the first home you have ever owned?

- ☐ Yes
- ☐ No

ASK ALL – IN ORDER – SIMPLE MENTION

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

SELECT ONE ONLY

- ☐ Employed (e.g., for wages, salary) full time, that is, 30 or more hours per week
 - ☐ Employed (e.g., for wages, salary) part-time, that is, less than 30 hours per week
 - ☐ On paid or unpaid employment leave (e.g., parental leave, long-term medical leave)
 - ☐ Self-employed
 - ☐ Employed without wages (e.g., unpaid internships, volunteer work, room-and-board)
 - ☐ Unemployed
 - ☐ A student attending school full-time
 - ☐ Retired
 - ☐ Full-time homemaker
 - ☐ Other
 - ☐ Prefer not to say
-

ASK ALL – IN ORDER – SIMPLE MENTION

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
-

ASK ALL – IN ORDER – SIMPLE MENTION

D5: Where were you born?

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

ASK IF D5=BORN OUTSIDE CANADA - ADMISSIBLE RANGE: 1900-2026

D6: In what year did you first move to Canada?

YYYY

ASK ALL – IN ORDER – MULTIPLE MENTIONS

D7: Are you First Nations, Métis, or Inuit?

Note: First Nations includes Status and Non-Status Indians.

SELECT ALL THAT APPLY

- ☐ Yes, First Nations
- ☐ Yes, Métis
- ☐ Yes, Inuit
- ☐ No, not First Nations, Métis, or Inuit
- ☐ Prefer not to say

ASK ALL – IN ORDER - MULTIPLE MENTIONS

D8: [ASK IF INDIGENOUS=YES] In addition to being an Indigenous person, you may belong to one or more racial or cultural groups in the following list. Are you...?

[ELSE] You may belong to one or more racial or cultural groups in the following list. Are you...?

- ☐ 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

UNCLASSIFIED / NON CLASSIFIÉ

- ☐ Other – Specify
- ☐ Prefer not to say [Exclusive]

ASK ALL – IN ORDER – MULTIPLE MENTIONS

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 _____

ASK ALL – IN ORDER – SIMPLE MENTION

D10: Do you identify as a person with one or more disabilities?

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

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

ASK ALL – IN ORDER – SIMPLE MENTION

D11: What is the size of the community you live in?

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

ASK IF D1 = 1, 2, 3, 4, 5 – IN ORDER – SIMPLE MENTION

D13. Which of the following best describes the type of work you do:

- ☐ A white collar job – that is, working in an office environment (this would include office jobs being done remotely now)
- ☐ A blue collar job – that is, working in a factory, construction, or skilled trades (e.g. electrical, plumbing, carpentry)
- ☐ A service job – for example, working in a store, restaurant, or other environment where you are interacting with customers regularly
- ☐ Prefer not to say

IN ORDER – SIMPLE MENTION

[Only ask D14 to respondents who select 1, 2 or 3, or 4, or 5 in D1]

D14. Which of the following categories best describes your employment sector?

- ☐ Construction or skilled trade
- ☐ Agriculture, Forestry, Fishing and Hunting
- ☐ Manufacturing
- ☐ Mining, Quarrying, and Oil and Gas Extraction
- ☐ Transportation and Warehousing
- ☐ Wholesale Trade
- ☐ Accommodation and Food Services
- ☐ Administrative and Support, Waste Management and Remediation Services

- ☐ Arts, Entertainment and Recreation
- ☐ Educational Services
- ☐ Finance and Insurance
- ☐ Health Care
- ☐ Social Assistance
- ☐ Information and Cultural Industries
- ☐ Management of Companies and Enterprises
- ☐ Other Services (except Public Administration)
- ☐ Professional, Scientific, and Technical Services
- ☐ Public Administration
- ☐ Real Estate and Rental and Leasing
- ☐ Retail Trade
- ☐ Utilities
- ☐ Other, please specify [open-text]
- ☐ Prefer not to say

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

ASK ALL RESPONDENTS – IN ORDER - SIMPLE MENTION

Q1: Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- ☐ Yes
- ☐ No

=> GO TO T1A

ASK IF Q1=YES - OPEN

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 – IN ORDER – SIMPLE MENTION

T1A: Over the past three weeks, have you seen, read or heard any Government of Canada advertising about helping Canadians with the cost of living?

- ☐ Yes
- ☐ No

=> GO TO T1D

ASK IF T1A = YES – RANDOMIZE within the categories and randomize the categories – MULTIPLE MENTIONS
ANCHOR « OTHER, SPECIFY »

T1B: Where have you seen, read or heard this ad about the Government of Canada's plans to make Canada more affordable?

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

SELECT ALL THAT APPLY

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

ASK IF T1A = YES – OPEN**T1C:**

What do you remember about this ad?

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE**ASK ALL RESPONDENTS – SCALE 1-10**

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1D2: How worried are you, if at all, that the Canadian economy will suffer a significant downturn over the next 12 months?

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

ASK ALL – RANDOMIZE – ANCHOR “NONE” AND “DON'T KNOW” – SIMPLE MENTION

UNCLASSIFIED / NON CLASSIFIÉ

T1D3: Which of the following, if any, would you like to see the Government of Canada make the **top priority** in managing the Canadian economy?

- ☐ Reducing the deficit
- ☐ Building affordable homes faster
- ☐ Strengthening Canada's economic independence
- ☐ Supporting small- and medium-sized businesses
- ☐ Undertaking more energy and infrastructure major projects (e.g. transportation corridors, resilient supply chains)
- ☐ Supporting industries and workers impacted by U.S. tariffs
- ☐ Promote international trade and diversification
- ☐ Attracting skilled workers to Canada
- ☐ Removing interprovincial trade barriers
- ☐ Offer affordable education, tax credits, financial and social assistance programs
- ☐ None of the above
- ☐ Don't know

ASK ALL – IN ORDER – SIMPLE MENTION

T1D4: How would you rate your current level of understanding of how the Government of Canada plans to build a strong Canadian economy?

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1D7: How confident or doubtful are you that the Government of Canada can build a strong Canadian economy?

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1E1: Thinking about the cost of living and your personal financial situation, are you currently:

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

ASK ALL – IN ORDER – SIMPLE MENTION

UNCLASSIFIED / NON CLASSIFIÉ

T1E2: Have you seen, read or heard anything lately about the Government of Canada's plan to help lower everyday costs?

- ☐ Yes
- ☐ No
- ☐ Don't know

T1E3: Do you think the Government of Canada is doing enough to help Canadians with the cost of living?

- ☐ Yes
- ☐ No
- ☐ Don't know

ASK ALL – OPEN

T1E4: What is the most important action the Government of Canada should take to address the cost of living in Canada?

T1E5a: Other than cost of living, what is the **most important** action the Government of Canada should take to help Canadians in their daily lives?

PLEASE SELECT ONE

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

ASK ALL – IN ORDER – SIMPLE MENTION

T1E5: How confident or doubtful are you that the Government of Canada's plan to build a strong Canadian economy will help you get ahead in your daily life?

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

ASK ALL – RANDOMIZE CHOICES – SIMPLE MENTION

T1H1: In the past month, how often, if at all, have you used the following sources to get news and information about the Canadian economy?

- aa) Search engines (e.g., Google, Bing, etc.)

UNCLASSIFIED / NON CLASSIFIÉ

- bb) A.I. tools (e.g., ChatGPT, Gemini, etc.)
- cc) Family, friends, and/or colleagues
- dd) Social media
- ee) Podcasts
- ff) Large news organizations (e.g., CBC/SRC, CTV, National Post, La Presse)
- gg) Large international news organizations (e.g., BBC, Le Monde, Reuters, AFP, CNN, NBC)
- hh) Your local newspaper or news outlet
- ii) Television
- jj) Radio
- kk) Print sources
- ll) Federal Government of Canada information sources (e.g., websites, social media accounts, commercials)
- mm) Influencers (e.g., independent bloggers, podcasters, commentators, or journalists)

Response options: IN ORDER

- ☐ Never
- ☐ Once or twice
- ☐ A few times a week
- ☐ Once a day
- ☐ Multiple times a day
- ☐ Don't know

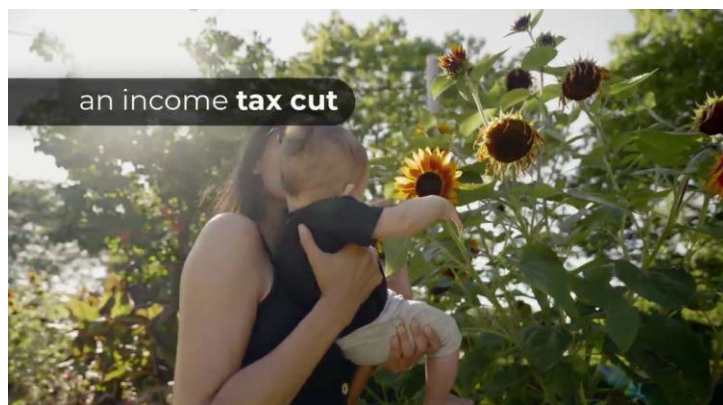
AD RECALL QUESTIONS [ASK IN POST-CAMPAIGN SURVEY ONLY]

ASK ALL – IN ORDER – SIMPLE MENTION

T1IA:

Here is an ad that has recently been broadcast on various media.

Videos:





[INSERT VIDEO]

(Light instrumental music plays in the background.)
Canada wordmark is displayed.

[CLICK TO GO TO THE NEXT PAGE]

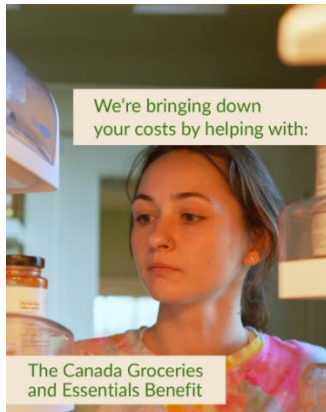
Creative: Banner #1

We're bringing down your costs by helping with: Canada	 An income tax cut Canada	 The Canada Groceries and Essentials Benefit Canada	 Tax savings on your first home Canada	See how we're bringing down costs Canada
--	---	---	--	--

Creative: Banner #2

We're bringing down your costs by helping with:		Canada
An income tax cut		Canada
The Canada Groceries and Essentials Benefit		Canada
Tax savings on your first home		Canada
See how we're bringing down costs		Canada

Creative: Social #1



We're bringing down your costs by helping with:

The Canada Groceries and Essentials Benefit

Canada

Creative: Social # 2



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

- ☐ yes
☐ no

ASK IF YES AT T11A - RANDOMIZE within the categories and randomize the categories – MULTIPLE MENTIONS
 ANCHOR « OTHER, SPECIFY »

T1J: Where have you seen, read or heard these ads?

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

SELECT ALL THAT APPLY

Printed publications	
Flyer/postcard/brochure (by mail)	Print newspaper
Print magazine	
Broadcasting	
Radio	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
LinkedIn	Video game
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
The following are examples of signage locations. Please select those that apply or add ones specific to campaign.	
Arena/stadium	Highway billboard

Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

ASK IF YES AT T1IA - OPEN**T1K:**What do you think is the main point these ads are trying to get across?
ASK ALL – RANDOMIZE STATEMENTS – SIMPLE MENTION**T1L:**

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention.	☐	☐	☐	☐	☐
These ads are relevant to me.	☐	☐	☐	☐	☐
These ads are difficult to follow.	☐	☐	☐	☐	☐
These ads do not favour one political party over another.	☐	☐	☐	☐	☐
These ads talk about an important topic.	☐	☐	☐	☐	☐
These ads provide new information.	☐	☐	☐	☐	☐
The Government of Canada has a plan to reduce the cost of living.	☐	☐	☐	☐	☐
The Government of Canada cares about every Canadian.	☐	☐	☐	☐	☐
The Government of Canada is headed in the right direction.	☐	☐	☐	☐	☐

ASK IF YES AT T1IA - IN ORDER – SIMPLE MENTION**T1M:** What action, if any, did you take as a result of seeing these ads?

- ☐ Visit the website mentioned in the ads
- ☐ Share the information with a friend or family member
- ☐ Discuss the Government of Canada's plans to make Canada more affordable
- ☐ Other, specify: [open]
- ☐ I wouldn't do anything as a result of seeing the ads

That concludes the survey. This survey was conducted on behalf 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.

