

Evaluation of the Canadian Health and  
Safety Marketing Campaign – ACET  
Survey 2012 (HC-POR-12-01)

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"Ce rapport est aussi disponible en français sur demande"

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# 1. Background and Objectives

## 1.1 Background and Objectives of the Ad Campaign

The Food and Consumer Safety Action Plan (FCSAP) was announced in December 2007. It was premised on the notion that food and product safety is a shared responsibility between industry, consumers and government. With the Action Plan (FCSAP), the Government committed to:

- Modernize regulations;
- Improve industry oversight;
- Respond more quickly to risks; and
- Provide better product information to consumers.

In order for Canadians to make individual choices related to their health, they need to be provided with credible and balanced information that is easily accessible and reflects their knowledge and circumstances. Canadians will then be able to make safe and informed decisions in order to protect their health and safety and that of their families.

Canadians look to the federal government and its relevant departments for specific information relating to their own safety and health. In that context, the Government ensures that families have the information they need to make informed choices by expanding the Healthy Canadians website and developing the Recalls and Safety Alerts web and mobile applications.

In this context, a marketing strategy was developed to support Canadian parents in making safe and informed purchase decisions for the health and safety of their families. The purpose of this advertising campaign was to support the 2010 Speech from the Throne theme of Making Canada the Best Place for Families by protecting the health and safety of Canadians. It did this by ensuring Canadians were aware of and have access to the Government of Canada's wealth of expert information in the areas of health, safety and security with a focus on increasing awareness of the Government of Canada recalls and safety alerts.

Marketing and advertising activities not only informed and raised awareness of why and where to get up to date and relevant information on health and safety, but will also help create the context for action and behaviour change, thus maintaining the well being of Canadians.

The objectives of the ad campaign were to:

- Provide information that was easily understood and shared in a modern and accessible format.
- Help parents and consumers make informed purchase decisions and take simple actions to protect their health and safety, and that of their families.

More specifically, the campaign was expected to:

- Increase the number of people who use www.HealthyCanadians.gc.ca and the Healthy Canadians Facebook page as their primary source of authoritative information on health and safety topics including product safety.
- Increase the number of parents taking simple actions to protect the health and the safety of their families.
- Increase the number of Canadians that use the tools the government provides to keep them informed on health and safety topics including product safety.
- Increase the number of Canadian parents who read the label every time.
- To sustain engagement with current audience.

## **1.2 Research Objectives**

The research was undertaken to adhere to Government of Canada's requirement that all major ad campaigns be assessed using the Advertising Campaign Evaluation Tool. Additionally, the research included additional indicators that measured changes in Canadian parents' attitudes, knowledge and behaviour with regard to the health and safety of themselves and their families. This information gathered will be used to assist in determining the success of the campaign.

Specific research objectives included:

- Determining unaided/aided recall of the Canadian Health and Safety marketing campaign.
- Determining the recall of key messages of the campaign.
- Determining the extent of contact with the government through the website and specifically the Recalls and Safety Alerts web application.
- Determining awareness of who was responsible for creating the ads and whether the ads were considered acceptable activity by the Government of Canada.
- Examining changes in behaviour or intentions to change behaviour as a result of the ad campaign.
- Assess changes in parents' current level of understanding, perceptions of risk and concern regarding the health and safety of their children, specifically with regard to recalls and safety alerts.
- Assessing changes in parents' behaviour with regard to understanding health and safety risks, specifically with respect to recalls and safety alerts.

## **1.3 Total Expenditures**

The total cost of this research was \$33, 943.79 plus HST.

## 2. Methodology

An 8 minute telephone survey was conducted with a nationally representative sample of 2,002 Canadians eighteen years of age or older (18+). Respondents were selected by interviewers asking to speak with the person who was 18 years of age or older and who had the most recent birthday.

The standardized Government of Canada ACET questionnaire was used.

As a Gold Seal member of the Marketing Research and Intelligence Association (MRIA), TNS strictly complies with all industry standards. As such, the survey complied with both MRIA and PORD requirements such as: providing privacy and confidentiality assurances (as per the Privacy Act); informing respondents that the survey is registered with the National Survey Registration System; stating the length of the survey; and, informing respondents how to obtain a copy of the final report.

### 2.1 Sampling

The telephone sample was a national proportionate sample drawn to achieve a national margin of error of no greater than +/- 5%. The actual margin of error was 2.2 per cent 19 times out of 20. Regional and other sub-samples will have correspondingly higher margins of error. Details of the margin of error by region can be found in Table 2.1b.

**Table 2.1a Sample Distribution**

Total	Atlantic	Quebec	Ontario	Prairies	BC
85,690	8517	14281	34742	14004	14146

**Table 2.1b: Margin of Error**

Canada	Atlantic	Quebec	Ontario	Prairies	BC
2.2	8.17	4.44	3.53	5.35	6.02

## 2.2 Fieldwork

A Random Digit Dialling plus digit<sup>1</sup> telephone survey was conducted with Canadians aged 18+. Respondents were selected by interviewers asking to speak with the person who was 18 years of age or older and who had the most recent birthday. A pre-test was held on December 7, 2012. In total, 2000 surveys were completed between December 10 -20, 2012 for a total response rate of 5.32%.

## 2.3 Weighting

Weighting adjustments (age, gender and region) were applied to the final edited, clean data to ensure that the data were representative of the 18+ population of Canada based on the 2011 Census. In cases where the respondent refused to provide their age, an age was randomly assigned. The following is the breakdown of actual and weighted completions.

**Table 2.3a: Actual**

	Total	Atlantic	Quebec	Ontario	Prairies	BC
M 18-34	126	11	41	34	23	17
M 35-49	247	12	74	98	32	28
M 50-64	370	31	85	139	68	47
M 65+	202	13	29	92	25	43
F 18-34	148	9	38	60	26	15
F 35-49	292	23	82	104	54	29
F 50-64	359	25	87	136	59	52
F 65+	258	20	51	108	45	34

<sup>1</sup> Random Digit Dialling plus digit involves selecting household telephone numbers at random from a landline telephone directory and adding one to the last number in each telephone number selected.

**Table 2.3b: Weighted**

	Total	Atlantic	Quebec	Ontario	Prairies	BC
M 18-34	278	17	65	105	55	36
M 35-49	266	18	62	104	47	35
M 50-64	261	20	65	97	43	36
M 65+	166	13	41	63	25	24
F 18-34	279	18	65	107	53	36
F 35-49	275	19	62	110	47	37
F 50-64	271	21	67	102	43	38
F 65+	206	17	53	79	30	27

## 2.4 Record of Call

**Table 2.3a: Actual**

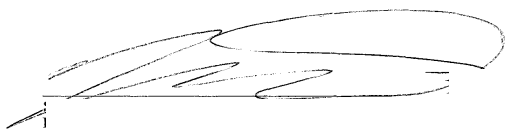
Total Numbers Attempted	85,690
<b>Invalid</b>	48,046
NIS	42,928
Fax	2,747
Business/Non-Residential	2,371
<b>Unresolved (U)</b>	20,353
Busy	1,448
No Answer	7,311
Answering Machine	10,462
<b>Unresolved (IS)</b>	15,289
Language Problem	762
Illness, incapable	241
Selected Respondent not Available	531
Household Refusal	13,590
Respondent Refusal	53
Qualified Respondent Break-off	112
<b>In-scope Responding Units (R)</b>	2002
Language Disqualify	0
No one 18+	0
Other disqualify	0
Completed Interviews	2002
<b>Response Rate (R/U+IS+R)</b>	5.32%



## 3. Certification

### 3.1 Political Neutrality Requirement

We hereby attest that the final deliverables comply with the political neutrality requirement in section 6.2.4 of the revised Procedures for Planning and Contracting Public Opinion Research in the Government of Canada.



Norman Baillie-David, CMRP  
Vice President, Director of Public Opinion Research

January 9, 2013  
Date

# 4. Appendix

## 4.1 English Survey

### CANADIAN HEALTH & SATEFY ADVERTISING CAMPAIGN EVALUATION TOOL

#### INTRODUCTION

Hello, my name is \_\_\_\_\_. I'm calling on behalf of TNS a survey research firm. I'd like to ask you a few questions on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA) and the sponsor will be revealed at the end.

- a) May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes ==> **CONTINUE**

No ==> **ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN**

REFUSED ==> **THANK AND TERMINATE**

- b) Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

Yes, now ==> **CONTINUE**

Yes, call later ==> **SCHEDULE CALLBACK DATE AND TIME**

REFUSED ==> **THANK AND TERMINATE**

**[IF ASKED]** The survey will take about 7 minutes to complete.

## CORE QUESTIONS

### ASK ALL RESPONDENTS

#### Q1A:

Over the past few weeks or so, have you seen, heard or read any advertising about the safety of health and consumer products, food and vehicles in Canada?

Yes

No

=> GO TO Q2

DON'T KNOW

=> GO TO Q2

REFUSED

=> GO TO Q2

---

#### Q1B:

What can you remember about this advertising? What words, sounds or images come to mind? **[ACCEPT MULTIPLE RESPONSES]**

INSERT RESPONSES

DON'T KNOW

REFUSED

---

**RANDOMIZE BLOCK [Q2AA-Q2AC] AND [Q2BA-Q2BC] – ORDER WITHIN BLOCK SHOULD STAY THE SAME**

**Q2. More specifically...**

---

**Q2AA:** Do you remember seeing a **television** ad over the past few weeks or so featuring a teddy bear with three other toys in a police line-up. The teddy bear is identified as the suspect. The ad talks about a new tool that allows people to see the latest information related to health and consumer products, food and vehicles.

Yes

No

DON'T KNOW

REFUSED

VOLUNTEERED: Not applicable/do not watch television

**Q2AB:** Over the past few weeks or so, do you remember seeing this same ad as an **Internet video** that is shown before watching a television show or another video on the Internet?

Yes

No

DON'T KNOW

REFUSED

VOLUNTEERED: Not applicable/do not use the Internet

**Q2AC:** And do you remember seeing this ad at a **movie theatre**?

Yes

No

DON'T KNOW

REFUSED

VOLUNTEERED: Not applicable/do not go to movie theatre or cinema

---

**Q2BA:** Do you remember seeing a **television** ad over the past few weeks or so featuring a coughing pill bottle. The pill bottle eventually coughs up all the pills and become covered with pink spots. The ad talks about a new tool that allows people to see the latest information related to health and consumer products, food and vehicles.

Yes

No

DON'T KNOW

REFUSED

VOLUNTEERED: Not applicable/do not watch television

**Q2BB:** Over the past few weeks or so, do you remember seeing this same ad as an **Internet video** that is shown before watching a television show or another video on the Internet?

Yes

No

DON'T KNOW

REFUSED

VOLUNTEERED: Not applicable/do not use the Internet

**Q2BC:** And do you remember seeing this ad at a **movie theatre**?

Yes

No

DON'T KNOW

REFUSED

VOLUNTEERED: Not applicable/do not go to movie theatre or cinema

---

**Q2C:** Finally, do you remember seeing any other ad on the **Internet** over the past few weeks or so about the safety of health and consumer products, food and vehicles in Canada?

Yes

No

DON'T KNOW

REFUSED

VOLUNTEERED: Not applicable/do not use the Internet

---

**IF RESPONDENT RECALLS ANY OF THE ADS IN Q2AA TO Q2C, CONTINUE; OTHERWISE SKIP TO Q6.**

**Q3:**

Thinking about the advertising that you saw, what do you think was the **main** point the advertising was trying to get across? [**OPEN-ENDED, ACCEPT ONE RESPONSE**]

INSERT RESPONSE

DON'T KNOW

REFUSED

---

**Q4A:**

Did you do anything as a result of seeing this ad?

Yes

No

**=> GO TO Q5A**

DON'T KNOW

**=> GO TO Q5A**

REFUSED

**=> GO TO Q5A**

---

**Q4B:**

What did you do? Anything else? [**ACCEPT MULTIPLE RESPONSES**]

INSERT RESPONSE

DON'T KNOW

REFUSED

---

**Q5A:**

Thinking about the advertising you saw, who do you think produced it? That is, who paid for it? **[DO NOT READ LIST, ACCEPT ONE RESPONSE]**

Government of Canada / Federal Government

Provincial Government

Municipal Government

Government (General)

Taxpayers

Other (Specify) \_\_\_\_\_

DON'T KNOW

REFUSED

**Q5B:**

**[ASK Q5B IF Q5A = 'Government (General) OTHERWISE GO TO Q6]**

Which level of government? **[READ LIST, ACCEPT ONE RESPONSE]**

Federal government

Provincial government

Municipal government

Other

DON'T KNOW

REFUSED

---

**ASK ALL RESPONDENTS:** The next three questions have to do with the performance of the government in general.

**Q6:** How would you rate the performance of the Government of Canada in providing information to Canadians about the safety of health and consumer products, food and vehicles? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

- 01 – Terrible
  - 02
  - 03
  - 04 – Neither good nor bad
  - 05
  - 06
  - 07 – Excellent
  - DON'T KNOW
  - REFUSED
- 

**Q7:**

And, using the same scale how would you rate the performance of the Government of Canada in providing information to the public in general? **[REPEAT SCALE IF NECESSARY]**

- 01 – Terrible
  - 02
  - 03
  - 04 – Neither good nor bad
  - 05
  - 06
  - 07 – Excellent
  - DON'T KNOW
  - REFUSED
- 

**Q8:**

Generally speaking, how would you rate the overall performance of the Government of Canada? Once again, please use the same scale. **[REPEAT SCALE IF NECESSARY]**

- 01 – Terrible
- 02
- 03
- 04 – Neither good nor bad
- 05
- 06



07 – Excellent  
DON'T KNOW  
REFUSED

## CORE DEMOGRAPHIC QUESTIONS

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

### D1:

Which of the following categories best describes your current employment status? Are you...? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time (35 or more hours per week)  
Working part-time (less than 35 hours per week)  
Self-employed  
Student attending full time school (not working)  
Unemployed, but looking for work  
Not in the workforce (e.g. unemployed, but not looking for work, a full-time homemaker or parent)  
Retired  
Other  
REFUSED

### D2:

What is the highest level of formal education that you have completed to date? **[READ LIST, ACCEPT ONE RESPONSE]**

Elementary school or less  
Secondary school  
Some post-secondary  
College, vocational or trade school  
Undergraduate university program  
Graduate or professional university program  
REFUSED

**D3:**

In what year were you born?

RECORD YEAR: \_\_\_ \_\_\_ \_\_\_ \_\_\_

REFUSED

---

**D4:**

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

Yes

No

REFUSED

=> GO TO D5

=> GO TO D5

---

**D4A:** Do you have children in any of the following age groups living in your household? [READ LIST – SELECT ALL THAT APPLY]

Under 1 year old

Between 1 & 3 years old

Between 4 & 6 years old

Between 7 & 12 years old

Between 13 & 17 years old

DON'T KNOW

REFUSED

---

**D5:**

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes? **[READ LIST, ACCEPT ONE RESPONSE]**

Under \$20,000

\$20,000 to just under \$40,000

\$40,000 to just under \$60,000

\$60,000 to just under \$80,000

\$80,000 to just under \$100,000

\$100,000 to just under \$120,000

\$120,000 to just under \$150,000

\$150,000 and above

REFUSED

---

**D6:**

Were you born in Canada?

Yes

No

REFUSED

---

**MEDIA CONSUMPTION QUESTION**

**D7:**

In the last two weeks, have you...

**RANDOMIZE MEDIA CHANNELS**

- a. Read a daily newspaper?
- b. Read a weekly newspaper?
- c. Watched television?
- d. Listened to the radio?
- e. Used public transit?
- f. Read a magazine?
- g. Used the Internet?
- h. **(IF RESPONDENT USED THE INTERNET)** Used the Internet to access Facebook?
- i. **(IF RESPONDENT USED THE INTERNET)** Used the Internet to watch videos on Youtube?

Yes

No

DONT KNOW

REFUSED

---

**That concludes the survey. This survey was conducted on behalf of Health 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 participate, it is greatly appreciated.**

---

**INTERVIEWER RECORDS:**

- **INSERT GENDER**
- **INSERT LANGUAGE OF INTERVIEW**
- **INSERT DATE OF THE INTERVIEW**
- **INSERT PROVINCE/TERRITORY**

## 4.2 French Survey

### OUTIL D'ÉVALUATION DE LA CAMPAGNE PUBLICITAIRE SUR LA SANTÉ ET LA SÉCURITÉ DES CANADIENS

#### INTRODUCTION

Bonjour, je m'appelle \_\_\_\_\_. Je vous appelle au nom de TNS, une compagnie d'études de marché. J'aimerais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est enregistré auprès de l'Association de la recherche et de l'intelligence marketing (ARIM). Le commanditaire de cette étude sera dévoilé à la fin du sondage.

- c) Pourrais-je parler à un membre de votre foyer qui a 18 ans ou plus ayant le plus récemment célébré son anniversaire? Seriez-vous cette personne ? **[SI LA PERSONNE N'EST PAS DISPONIBLE, FIXER UN MOMENT POUR LE RAPPEL]**

Oui **=> CONTINUER**

Non **=> DEMANDER LA PERSONNE ÉLIGIBLE ET RECOMMENCER**

REFUS [DÉCLARATION SPONTANÉE] **=> REMERCIER ET TERMINER**

- d) Seriez-vous disponible pour prendre part à ce sondage ? Nous pouvons le faire dès maintenant ou à un moment plus propice pour vous.

Oui, maintenant **=> CONTINUER**

Oui, rappeler **=> CÉDULER LA DATE ET L'HEURE POUR UN RAPPEL**

REFUS **=> REMERCIER ET TERMINER**

**[SI DEMANDÉ]** Le sondage est d'une durée d'environ 7 minutes.

## CORE QUESTIONS

### DEMANDER À TOUS

#### Q1A:

Au cours des dernières semaines, avez-vous vu, lu ou entendu une annonce sur la sécurité des produits de consommation et de santé, aliments et véhicules au Canada.

Oui

Non

=> PASSER À Q2

NE SAIS PAS

=> PASSER À Q2

REFUS

=> PASSER À Q2

---

#### Q1B:

De quoi vous souvenez-vous à propos de cette (ces) annonce(s)? Quels sont les mots, les sons ou les images qui vous viennent à l'esprit ? **[ACCEPTER TOUTES LES RÉPONSES PERTINENTES]**

INSCRIRE LES RÉPONSES

NE SAIS PAS

REFUS

---

**PRÉSENTER ALÉATOIREMENT LES BLOCS [Q2AA-Q2AC] ET [Q2BA-Q2BC] – L'ORDRE DANS CHAQUE BLOC NE DEVRAIT PAS CHANGER**

**Q2.** Plus précisément...

---

**Q2AA:** Vous souvenez-vous avoir vu au cours des dernières semaines une annonce à la **télévision** mettant en vedette un ours en peluche et trois autres jouets dans une séance d'identification de suspect. L'ours en peluche est identifié comme le suspect numéro 1.

La publicité parle d'un nouvel outil qui permet aux gens de consulter les dernières informations liées aux produits de consommation et de santé, aliments et véhicules.

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/ne regarde pas la télévision

**Q2AB:** Vous souvenez-vous avoir vu au cours des dernières semaines cette même annonce sous forme de **vidéo sur Internet** que l'on montre avant de présenter une émission de télévision ou une autre vidéo sur Internet?

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/n'utilise pas l'Internet

**Q2AC:** Et vous souvenez-vous avoir vu cette annonce dans une **salle de cinéma** au cours des dernières semaines?

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/Ne va pas au cinéma

---

**Q2BA:** Vous souvenez-vous avoir vu au cours des dernières semaines une annonce à la **télévision** mettant en vedette une bouteille de pilules qui tousse ? Éventuellement, la bouteille de pilules crache toutes les pilules et se retrouvent couverte de petit boutons roses La publicité parle d'un nouvel outil qui permet aux gens de consulter les dernières informations liées aux produits de consommation et de santé, aliments et véhicules.

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/ne regarde pas la télévision

**Q2BB:** Vous souvenez-vous avoir vu au cours des dernières semaines cette même annonce sous forme de **vidéo sur Internet** que l'on montre avant de présenter une émission de télévision ou une autre vidéo sur Internet?

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/n'utilise pas l'Internet

**Q2BC:** Et vous souvenez-vous avoir vu cette annonce dans une **salle de cinéma** au cours des dernières semaines?

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/Ne va pas au cinéma

---

**Q2C:** Enfin, vous souvenez-vous avoir vu au cours des dernières semaines d'autre annonce sur **Internet** au sujet de la sécurité des produits de consommation et de santé, aliments et véhicules au Canada ?

Oui



Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/n'utilise pas l'Internet

---

**SI LE/LA RÉPONDANT(E) SE SOUVIENT D'UNE DES ANNONCES AUX QUESTIONS Q2AA A Q2C, CONTINUER;  
SINON PASSER À LA Q6.**

**Q3:**

En ce qui concerne l'annonce que vous avez vue, à votre avis, quel était le message **principal** que cette annonce voulait communiquer ? **[QUESTION OUVERTE, ACCEPTER UNE SEULE RÉPONSE]**

INSCRIRE LA RÉPONSE

NE SAIS PAS

REFUS

---

**Q4A:**

Avez-vous fait quelque chose en réponse à cette (ces) annonce(s) ?

Oui

Non

NE SAIS PAS

REFUS

**=> PASSER À Q5A**

**=> PASSER À Q5A**

**=> PASSER À Q5A**

---

**Q4B:**

Qu'avez-vous fait? Y a-t-il autre chose ? **[ACCEPTER TOUTES LES RÉPONSES PERTINENTES]**

INSCRIRE LES RÉPONSES

NE SAIS PAS

REFUS

---

**Q5A:**

En ce qui concerne la publicité que vous avez vue à votre avis, qui en était l'auteur? Autrement dit, qui l'a financée ?

**[NE PAS LIRE, ACCEPTER UNE SEULE RÉPONSE]**

Gouvernement du Canada / Gouvernement fédéral

Gouvernement provincial

Administration municipale

Gouvernement – en général

Contribuables

Autre (préciser) \_\_\_\_\_

NE SAIS PAS

REFUS

**SI LE/LA RÉPONDANT(E) A RÉPONDU « GOUVERNEMENT – EN GÉNÉRAL » À Q5A, DEMANDER Q5B, AUTREMENT PASSER À Q6.**

**Q5B:**

Quel ordre de gouvernement ? **[LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE]**

Gouvernement fédéral

Gouvernement provincial

Administration municipale

Autre

NE SAIS PAS

REFUS

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**DEMANDER A TOUS:** Les trois prochaines questions concernent le rendement du gouvernement du Canada en général.

**Q6:** Quelle serait votre évaluation du rendement du gouvernement du Canada pour ce qui est d'informer les Canadiens sur la sécurité des produits de consommation et de santé, aliments et véhicules? Veuillez répondre selon une échelle de sept points, où « 1 » signifie affreux, « 7 », excellent et le point milieu, « 4 », ni bon, ni mauvais.

- 01 – Affreux
- 02
- 03
- 04 – Ni bon, ni mauvais
- 05
- 06
- 07 – Excellent
- NE SAIS PAS
- REFUS

---

**Q7:**

Et selon la même échelle **[RÉPÉTER AU BESOIN]**, quelle serait votre évaluation du rendement du gouvernement du Canada pour ce qui est de communiquer de l'information à la population en générale ?

- 01 – Affreux
- 02
- 03
- 04 – Ni bon, ni mauvais
- 05
- 06
- 07 – Excellent
- NE SAIS PAS
- REFUS

---

**Q8:**

De façon générale, quelle serait votre évaluation du rendement global du gouvernement du Canada? Encore une fois, veuillez utiliser la même échelle **[RÉPÉTER SI NÉCESSAIRE]**.

- 01 – Affreux
- 02

03  
04 – Ni bon, ni mauvais  
05  
06  
07 – Excellent  
NE SAIS PAS  
REFUS

## QUESTIONS DÉMOGRAPHIQUES DE BASE

En terminant, j'aimerais vous poser certaines questions pour les besoins de la compilation de statistiques. Je tiens à vous rappeler que toutes vos réponses demeureront entièrement confidentielles.

### D1:

À l'heure actuelle, quelle est votre situation dans le contexte de l'emploi ? Êtes-vous...? [**LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE**]

Employé(e) à temps plein (au moins 35 heures par semaine)  
Employé(e) à temps partiel (moins de 35 heures par semaine)  
Travailleur/travailleuse autonome  
Étudiant(e) à l'école à temps plein (sans emploi)  
Sans emploi, mais à la recherche d'un emploi  
En dehors de la population active (p. ex., sans emploi, mais pas à la recherche d'un emploi; personne au foyer ou parent à temps plein)  
À la retraite  
Autre  
REFUS

### D2:

Quel est le plus haut niveau de scolarité que vous avez atteint ? [**LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE**]

École primaire ou moins

Études secondaires

Études post-secondaires en partie

Diplôme d'un collège, d'une école technique ou d'une école de métiers

Diplôme d'études universitaires de premier cycle

Diplôme d'études universitaires de deuxième ou de troisième cycle

REFUS

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**D3:**

En quelle année êtes-vous né(e) ?

INSCRIRE L'ANNÉE : \_ \_ \_ \_

REFUS

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**D4:**

Est ce qu'il y a des enfants de moins de 18 ans dans votre foyer ?

Oui

Non

REFUS

=> PASSER À D5

=> PASSER À D5

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**D4A:**

Avez-vous des enfants dans les groupes d'âge suivants dans votre foyer ? **[LIRE LA LISTE, ACCEPTER TOUTES LES RÉPONSES]**

Moins d'un an

Entre 1 et 3 ans

Entre 4 et 6 ans

Entre 7 et 12 ans

Entre 13 et 17 ans

NE SAIS PAS

REFUS

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**D5:**

Laquelle des catégories suivantes décrit le mieux la somme des revenus avant impôts de tous les membres de votre foyer ? **[LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE]**

Moins de 20 000 \$

20 000 \$ à un peu moins de 40 000 \$

40 000 \$ à un peu moins de 60 000 \$

60 000 \$ à un peu moins de 80 000 \$

80 000 \$ à un peu moins de 100 000 \$

100 000 \$ à un peu moins de 120 000 \$

120 000 \$ à un peu moins de 150 000 \$

150 000 \$ ou plus

REFUS

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**D6 :**

Êtes-vous né(e) au Canada?

Oui

Non

REFUS

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**QUESTIONS PORTANT SUR L'UTILISATION DES MEDIAS**

**D7 :**

Au cours des deux dernières semaines, avez-vous...

**PRÉSENTER LES MÉDIAS ALÉATOIREMENT**

- a. lu un journal quotidien ?
- b. lu un journal hebdomadaire ?
- c. regardé la télévision ?
- d. écouté la radio ?
- e. utilisé le transport en commun ?
- f. lu une revue ou un magazine ?
- g. utilisé l'Internet ?
- h. **(SI LE RÉPONDANT UTILISE INTERNET)** utilisé l'Internet pour accéder à Facebook ?
- i. **(SI LE RÉPONDANT UTILISE INTERNET)** utilisé l'Internet pour visionner des vidéos sur Youtube ?

Oui

Non

NE SAIS PAS

REFUS

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**Voilà qui met fin au sondage que nous avons effectué pour le compte de Santé Canada. Dans les mois à venir, le rapport sera disponible de Bibliothèque et archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.**

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**POUR LES DOSSIERS DE L'ENQUÊTEUR :**

- **INSCRIRE LE SEXE**
- **INSCRIRE LA LANGUE DE L'ENTREVUE**
- **INSCRIRE LA DATE DE L'ENTREVUE**
- **PROVINCE/TERRITOIRE**