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# Canada Revenue Agency Canada Caregiver Credit Advertising Campaign

# Banner Tables

Field dates: January 19-23, 2018

PN9787

**Banner-Question Key**

This detailed set of statistical tables shows survey results for the total survey population and also by various subgroups of interest. The “banners” of subgroups are drawn from questions in the survey. The results have also been tested for significant differences between related subgroups. The statistical tests undertaken are an independent T-Test for means and independent Z-Test for percentages. The following key shows the questions used to create the banner subgroups and also what groups have been tested for significant differences in each of the banners.

In the tables that follow, **upper case letters** under the percentages indicate subgroup differences that are significant at the **95% confidence level**.

**BANNER 1**

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

**Subgroups tested for significant differences: BCDE/FG/HIJ/KLMN/OPQR/ST**

**BANNER 2**

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

**Subgroups tested for significant differences: BCDE/FG/HIJ/KL/MN/OP/QRS**

Q1. Do you or does anyone in your household work for any of the following organizations?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

None of these 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

organizations 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q1. Do you or does anyone in your household work for any of the following organizations?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

None of these 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

organizations 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q2. In which of the following age categories do you belong?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

NET: 18-34 91 31 41 16 2 20 71 91 - - 29 27 23 7 60 13 17 - 78 11

---------- 18% 19% 21% 14% 7% 9% 24% 100% 26% 27% 17% 7% 20% 38% 32% 19% 13%

E E F N N N

18 to 24 6 2 1 4 - - 6 6 - - 5 1 - - 2 - 5 - 6 -

1% 1% 1% 3% 2% 7% 4% 1% 1% 9% 2%

O

25 to 34 84 29 40 12 2 20 65 84 - - 24 26 23 7 58 13 12 - 71 11

16% 18% 21% 11% 7% 9% 22% 93% 22% 26% 17% 7% 20% 38% 23% 17% 13%

E DE F N N N O

NET: 35-54 233 69 97 51 16 108 125 - 233 - 44 39 70 54 185 9 29 9 183 42

---------- 46% 42% 50% 43% 45% 49% 43% 100% 40% 39% 50% 58% 63% 25% 56% 7% 44% 50%

KL PR PR

35 to 44 114 39 47 22 7 52 62 - 114 - 22 13 39 27 96 2 13 0 79 29

22% 23% 24% 19% 20% 24% 21% 49% 20% 13% 28% 29% 33% 6% 26% \*% 19% 34%

L L PR PR S

45 to 54 119 31 51 28 9 56 63 - 119 - 22 26 31 27 88 6 16 9 104 13

23% 19% 26% 24% 25% 26% 21% 51% 20% 26% 22% 29% 30% 18% 30% 7% 25% 15%

R R

NET: 55+ 189 64 56 51 17 92 97 - - 189 37 34 46 33 49 13 6 121 153 32

-------- 37% 39% 29% 44% 49% 42% 33% 100% 34% 34% 33% 35% 17% 37% 12% 93% 37% 38%

C C OQ OPQ

55 to 64 112 38 38 26 11 49 64 - - 112 20 18 30 24 42 9 6 55 90 19

22% 23% 19% 22% 31% 22% 22% 59% 18% 18% 22% 26% 14% 26% 12% 42% 22% 22%

C OQ

65 or older 77 26 18 26 6 43 33 - - 77 17 16 16 8 7 4 - 66 63 13

15% 16% 9% 22% 18% 20% 11% 41% 16% 16% 12% 9% 2% 11% 51% 15% 16%

C G OP

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q2. In which of the following age categories do you belong?

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EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

NET: 18-34 91 9 37 32 11 6 84 17 61 13 55 31 12 73 11 76 23 49 19

---------- 18% 10% 17% 22% 18% 55% 17% 21% 19% 12% 17% 18% 20% 18% 12% 21% 19% 17% 17%

B G O

18 to 24 6 1 3 3 - - 6 - 6 - 5 2 1 5 - 6 - 4 3

1% 1% 1% 2% 1% 2% 2% 1% 2% 1% 2% 1% 3%

25 to 34 84 8 34 29 11 6 78 17 54 13 50 29 11 68 11 70 23 45 16

16% 9% 16% 20% 18% 55% 16% 21% 17% 12% 16% 17% 19% 17% 12% 19% 19% 16% 14%

B G

NET: 35-54 233 33 94 74 33 3 224 51 115 67 141 78 28 185 41 166 47 132 55

---------- 46% 37% 44% 50% 52% 25% 45% 63% 36% 60% 45% 45% 45% 45% 46% 45% 39% 47% 49%

I I

35 to 44 114 14 43 39 18 2 110 33 43 38 71 35 15 90 15 90 25 62 27

22% 16% 20% 26% 29% 16% 22% 40% 13% 35% 23% 20% 24% 22% 16% 25% 21% 22% 24%

I I

45 to 54 119 19 51 35 14 1 114 19 72 28 70 43 13 95 26 75 22 70 27

23% 21% 24% 24% 23% 9% 23% 23% 22% 26% 22% 25% 21% 23% 30% 21% 18% 25% 25%

NET: 55+ 189 47 81 42 19 2 185 13 145 31 118 65 21 154 38 125 49 102 38

-------- 37% 53% 38% 28% 31% 20% 38% 16% 45% 28% 38% 38% 34% 37% 42% 34% 41% 36% 34%

CDE HJ

55 to 64 112 23 53 25 11 2 109 6 88 18 70 39 12 91 18 84 27 66 19

22% 26% 25% 17% 18% 20% 22% 8% 27% 16% 22% 22% 20% 22% 20% 23% 23% 23% 17%

HJ

65 or older 77 24 28 17 8 - 77 7 57 13 47 26 9 63 19 41 22 36 19

15% 27% 13% 11% 13% 16% 8% 18% 11% 15% 15% 15% 15% 22% 11% 18% 13% 17%

CD H P

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q3. Are you:

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Male 220 68 92 51 9 220 - 20 108 92 30 39 66 63 144 10 9 57 168 44

43% 41% 47% 44% 25% 100% 22% 46% 49% 28% 39% 47% 68% 49% 29% 17% 44% 41% 52%

E E E H H K KLM PQ Q

Female 293 97 103 67 27 - 293 71 125 97 79 61 74 30 150 25 43 73 246 41

57% 59% 53% 56% 75% 100% 78% 54% 51% 72% 61% 53% 32% 51% 71% 83% 56% 59% 48%

BCD IJ MN N N O OR

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q3. Are you:

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

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HS or Some Univ. Post Child Other Concept Concept Concept

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Male 220 43 76 64 36 2 211 31 130 59 140 70 38 163 38 152 43 117 60

43% 49% 36% 44% 57% 17% 43% 38% 41% 54% 44% 40% 61% 40% 42% 41% 36% 41% 54%

C F I N QR

Female 293 46 136 83 27 9 282 51 191 51 174 104 24 249 52 215 76 166 51

57% 51% 64% 56% 43% 83% 57% 62% 59% 46% 56% 60% 39% 60% 58% 59% 64% 59% 46%

E G J M S S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4. In which province do you live?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

NET: Atlantic 36 - - - 36 9 27 2 16 17 12 9 7 2 14 2 6 13 33 2

------------- 7% 100% 4% 9% 3% 7% 9% 11% 9% 5% 3% 5% 7% 12% 10% 8% 3%

Newfoundland and 7 - - - 7 2 6 0 3 4 1 3 0 1 2 1 1 4 7 -

Labrador 1% 21% 1% 2% \*% 1% 2% 1% 3% \*% 1% 1% 4% 1% 3% 2%

Prince Edward Island 2 - - - 2 0 2 1 - 1 1 0 - - 1 - 0 1 2 -

\*% 6% \*% 1% 1% 1% 1% \*% \*% 1% 1% 1%

Nova Scotia 17 - - - 17 3 14 1 7 9 7 4 2 1 6 1 4 6 15 2

3% 49% 1% 5% 1% 3% 5% 6% 4% 2% 1% 2% 3% 8% 5% 4% 2%

New Brunswick 9 - - - 9 4 5 1 6 2 2 1 4 0 5 - 1 2 9 0

2% 25% 2% 2% 1% 2% 1% 2% 1% 3% \*% 2% 2% 2% 2% \*%

Quebec 118 - - 118 - 51 67 16 51 51 32 26 33 12 53 7 13 42 112 6

23% 100% 23% 23% 18% 22% 27% 29% 26% 23% 12% 18% 20% 26% 32% 27% 7%

N N O T

Ontario 195 - 195 - - 92 103 41 97 56 34 40 56 49 129 11 19 36 145 43

38% 100% 42% 35% 45% 42% 30% 31% 40% 40% 52% 44% 31% 38% 28% 35% 51%

J J K R S

NET: West 164 164 - - - 68 97 31 69 64 32 25 44 31 97 15 13 40 123 34

========= 32% 100% 31% 33% 34% 30% 34% 29% 25% 31% 33% 33% 42% 25% 30% 30% 39%

NET: MB / SK 36 36 - - - 10 25 7 12 17 10 6 8 9 24 4 2 6 34 2

------------ 7% 22% 5% 9% 8% 5% 9% 9% 6% 6% 9% 8% 10% 3% 5% 8% 2%

T

Manitoba 21 21 - - - 5 15 5 4 12 8 4 3 4 10 4 2 5 19 2

4% 12% 2% 5% 6% 2% 6% 7% 4% 2% 5% 3% 10% 3% 4% 5% 2%

I

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

Q4. In which province do you live?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Saskatchewan 15 15 - - - 5 10 2 9 5 2 2 5 4 15 - - 1 15 -

3% 9% 2% 4% 2% 4% 3% 2% 2% 4% 5% 5% 1% 4%

R

Alberta 62 62 - - - 22 39 19 28 15 11 11 9 17 35 6 11 9 47 13

12% 38% 10% 13% 21% 12% 8% 10% 11% 7% 18% 12% 16% 22% 7% 11% 15%

IJ M OR

British Columbia 67 67 - - - 35 32 5 29 32 11 8 27 5 37 5 - 24 43 19

13% 41% 16% 11% 6% 13% 17% 10% 8% 19% 6% 13% 15% 18% 10% 22%

G H H KLN O S

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q4. In which province do you live?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

NET: Atlantic 36 9 16 9 2 1 34 3 26 6 17 17 2 31 7 27 7 18 10

------------- 7% 10% 7% 6% 4% 13% 7% 4% 8% 6% 5% 10% 3% 8% 8% 7% 6% 7% 9%

Newfoundland and 7 2 3 2 1 1 7 1 6 1 4 3 0 6 1 6 1 6 1

Labrador 1% 2% 1% 1% 1% 6% 1% 1% 2% 1% 1% 2% 1% 2% 2% 2% 1% 2% 1%

Prince Edward Island 2 0 1 0 - - 2 - 2 - 1 1 0 2 1 1 0 1 1

\*% \*% 1% \*% \*% 1% \*% 1% 1% \*% 1% \*% \*% \*% 1%

Nova Scotia 17 5 7 5 1 1 16 1 13 4 9 7 1 15 4 12 4 9 5

3% 6% 3% 3% 2% 6% 3% 1% 4% 4% 3% 4% 2% 4% 5% 3% 3% 3% 4%

New Brunswick 9 1 5 2 1 - 9 1 6 2 3 5 - 9 1 8 3 2 4

2% 2% 2% 1% 1% 2% 2% 2% 2% 1% 3% 2% 1% 2% 2% 1% 3%

Quebec 118 30 48 28 12 2 116 22 75 20 69 44 11 95 38 64 24 78 16

23% 34% 23% 19% 18% 16% 24% 27% 23% 19% 22% 26% 17% 23% 43% 17% 20% 28% 14%

D P S

Ontario 195 26 67 66 36 1 191 26 122 47 130 56 28 153 29 148 36 107 52

38% 29% 32% 45% 57% 10% 39% 32% 38% 42% 41% 32% 46% 37% 33% 40% 30% 38% 47%

BC BC F Q

NET: West 164 24 81 45 13 7 153 30 97 37 97 56 21 133 15 127 51 79 33

========= 32% 27% 38% 31% 21% 62% 31% 37% 30% 33% 31% 32% 33% 32% 16% 35% 43% 28% 30%

BE O RS

NET: MB / SK 36 6 18 10 2 4 31 5 27 4 18 17 7 27 4 29 6 25 5

------------ 7% 7% 9% 7% 3% 39% 6% 6% 8% 3% 6% 10% 11% 7% 5% 8% 5% 9% 5%

G

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

Q4. In which province do you live?

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Manitoba 21 4 11 6 - 4 17 3 15 3 10 11 4 16 3 15 4 15 2

4% 4% 5% 4% 31% 3% 3% 5% 2% 3% 6% 6% 4% 3% 4% 3% 5% 2%

Saskatchewan 15 3 8 3 2 1 15 3 12 1 8 6 3 11 2 14 3 9 3

3% 3% 4% 2% 3% 8% 3% 3% 4% 1% 2% 3% 6% 3% 2% 4% 2% 3% 3%

Alberta 62 7 34 17 4 - 60 17 35 9 37 21 6 52 7 50 19 28 15

12% 8% 16% 11% 6% 12% 21% 11% 8% 12% 12% 9% 13% 8% 14% 16% 10% 13%

BE IJ O

British Columbia 67 11 29 19 8 3 61 8 35 24 43 19 8 53 3 48 27 27 13

13% 12% 14% 13% 13% 23% 12% 10% 11% 22% 14% 11% 13% 13% 3% 13% 22% 9% 12%

HI O RS

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q5. Do you provide care for your children/step-children in Canada, of any age (adult children included), who need more assistance

for their personal needs and care compared to children/adults of the same age?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Yes 192 67 73 43 10 90 102 30 118 44 34 32 67 33 124 14 22 30 148 36

37% 41% 37% 36% 27% 41% 35% 33% 51% 23% 31% 33% 48% 35% 42% 39% 42% 23% 36% 42%

E HJ KL R R

No 321 97 122 75 26 130 191 61 115 145 76 67 72 61 170 21 30 99 265 50

63% 59% 63% 64% 73% 59% 65% 67% 49% 77% 69% 67% 52% 65% 58% 61% 58% 77% 64% 58%

B I I M M OQ

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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Q5. Do you provide care for your children/step-children in Canada, of any age (adult children included), who need more assistance

for their personal needs and care compared to children/adults of the same age?

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Yes 192 34 74 58 24 2 186 81 - 110 137 44 39 131 37 135 49 105 37

37% 38% 35% 39% 39% 19% 38% 100% 100% 44% 26% 64% 32% 41% 37% 41% 37% 34%

L N

No 321 55 138 90 39 9 307 - 321 - 177 129 22 281 52 232 70 178 74

63% 62% 65% 61% 61% 81% 62% 100% 56% 74% 36% 68% 59% 63% 59% 63% 66%

K M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q6. Do you provide care for your spouse/partner, parents/parents-in-law or extended relatives (grandparents, nieces, nephews, sisters, brothers, aunts/uncles)

who are living in Canada?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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Yes 432 134 169 96 33 189 242 74 182 176 98 86 109 81 242 28 41 119 344 74

84% 82% 87% 81% 91% 86% 83% 81% 78% 93% 89% 86% 78% 86% 83% 80% 80% 92% 83% 87%

D HI M OQ

No 81 30 26 22 3 31 51 17 51 13 12 14 31 13 51 7 11 11 70 11

16% 18% 13% 19% 9% 14% 17% 19% 22% 7% 11% 14% 22% 14% 17% 20% 20% 8% 17% 13%

E J J K R R

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q6. Do you provide care for your spouse/partner, parents/parents-in-law or extended relatives (grandparents, nieces, nephews, sisters, brothers, aunts/uncles)

who are living in Canada?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

======= =============================== =============== ======================= =============== =============== =============== =======================

Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Yes 432 82 172 124 55 9 416 - 321 110 262 148 55 347 77 304 98 236 98

84% 92% 81% 84% 87% 81% 84% 100% 100% 84% 85% 89% 84% 86% 83% 82% 83% 88%

C

No 81 7 41 24 8 2 77 81 - - 52 25 7 65 13 62 21 47 13

16% 8% 19% 16% 13% 19% 16% 100% 16% 15% 11% 16% 14% 17% 18% 17% 12%

B

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Caregiver type

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Child only 81 30 26 22 3 31 51 17 51 13 12 14 31 13 51 7 11 11 70 11

16% 18% 13% 19% 9% 14% 17% 19% 22% 7% 11% 14% 22% 14% 17% 20% 20% 8% 17% 13%

E J J K R R

Spouse/other only 321 97 122 75 26 130 191 61 115 145 76 67 72 61 170 21 30 99 265 50

63% 59% 63% 64% 73% 59% 65% 67% 49% 77% 69% 67% 52% 65% 58% 61% 58% 77% 64% 58%

B I I M M OQ

Both 110 37 47 20 6 59 51 13 67 31 22 18 37 20 72 7 11 20 78 24

21% 22% 24% 17% 18% 27% 17% 14% 29% 16% 20% 19% 26% 22% 25% 19% 21% 15% 19% 28%

G HJ R

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Caregiver type

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Child only 81 7 41 24 8 2 77 81 - - 52 25 7 65 13 62 21 47 13

16% 8% 19% 16% 13% 19% 16% 100% 16% 15% 11% 16% 14% 17% 18% 17% 12%

B

Spouse/other only 321 55 138 90 39 9 307 - 321 - 177 129 22 281 52 232 70 178 74

63% 62% 65% 61% 61% 81% 62% 100% 56% 74% 36% 68% 59% 63% 59% 63% 66%

K M

Both 110 26 34 34 16 - 109 - - 110 85 19 32 66 24 72 28 58 24

21% 29% 16% 23% 25% 22% 100% 27% 11% 52% 16% 27% 20% 24% 21% 21%

C L N

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q7. Do you have financial expenses for the care you provide for this family member?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Yes 314 97 130 69 17 140 174 55 141 118 63 60 87 64 193 19 31 69 249 54

61% 59% 67% 59% 48% 63% 59% 60% 61% 62% 58% 60% 63% 68% 66% 53% 61% 53% 60% 63%

E R

No 174 56 56 44 17 70 104 31 78 65 39 38 47 25 86 14 16 57 149 22

34% 34% 29% 38% 48% 32% 35% 34% 33% 34% 35% 38% 34% 26% 29% 41% 31% 44% 36% 26%

C O

Don't know 26 11 9 4 2 11 15 6 14 6 8 1 5 5 14 2 5 4 16 9

5% 7% 4% 4% 5% 5% 5% 6% 6% 3% 7% 1% 4% 5% 5% 6% 9% 3% 4% 10%

L

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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Q7. Do you have financial expenses for the care you provide for this family member?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Yes 314 50 130 90 44 6 302 52 177 85 314 - 52 234 56 219 59 183 71

61% 56% 61% 61% 70% 50% 61% 63% 55% 77% 100% 84% 57% 63% 60% 50% 65% 64%

I N Q

No 174 36 73 49 15 6 168 25 129 19 - 174 8 159 31 130 53 90 31

34% 40% 35% 33% 24% 50% 34% 31% 40% 17% 100% 13% 39% 35% 35% 45% 32% 28%

J M RS

Don't know 26 3 9 9 4 - 23 5 15 6 - - 2 19 2 18 7 10 9

5% 4% 4% 6% 6% 5% 6% 5% 5% 3% 5% 2% 5% 6% 3% 8%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q8. In recent years, have you claimed any of the following tax credits?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

The Caregiver Credit 34 19 10 4 1 20 14 5 15 13 4 9 10 8 25 - 1 8 24 7

7% 11% 5% 4% 2% 9% 5% 6% 6% 7% 4% 9% 7% 9% 8% 2% 6% 6% 8%

E Q

The Family Caregiver Tax 33 6 22 4 1 23 11 8 15 10 3 7 10 13 27 2 1 3 26 5

Credit 7% 4% 11% 4% 3% 10% 4% 9% 6% 5% 2% 7% 7% 14% 9% 5% 2% 3% 6% 6%

BDE G K QR

The Infirm Dependent 9 - 2 6 0 6 3 1 4 4 2 1 2 3 4 1 1 3 9 -

Credit 2% 1% 5% 1% 3% 1% 1% 2% 2% 2% 1% 1% 3% 1% 3% 2% 2% 2%

CE

None of the above 412 133 153 95 31 163 249 73 185 154 94 77 114 70 227 31 44 108 333 68

80% 81% 78% 80% 87% 74% 85% 81% 79% 82% 86% 78% 82% 75% 77% 88% 85% 83% 81% 79%

F

Unsure/Don’t know 40 11 14 12 2 19 21 5 21 14 9 6 7 6 22 1 5 10 30 9

8% 7% 7% 11% 7% 9% 7% 6% 9% 7% 8% 6% 5% 7% 7% 4% 10% 8% 7% 10%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q8. In recent years, have you claimed any of the following tax credits?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

The Caregiver Credit 34 5 10 11 8 - 33 - 17 17 25 7 34 - 10 20 8 19 7

7% 6% 5% 7% 13% 7% 5% 16% 8% 4% 55% 11% 6% 6% 7% 6%

I

The Family Caregiver Tax 33 5 4 20 4 - 32 7 8 18 31 1 33 - 13 17 7 15 11

Credit 7% 6% 2% 13% 6% 7% 8% 3% 17% 10% 1% 54% 15% 5% 6% 5% 10%

C I L P

The Infirm Dependent 9 4 2 2 1 - 9 - 1 7 7 1 9 - 5 3 3 3 3

Credit 2% 4% 1% 1% 2% 2% \*% 7% 2% 1% 14% 6% 1% 2% 1% 3%

I

None of the above 412 68 183 109 51 11 397 65 281 66 234 159 - 412 62 311 93 228 91

80% 76% 86% 73% 80% 100% 80% 80% 87% 60% 75% 91% 100% 69% 85% 78% 80% 82%

D G J J K O

Unsure/Don’t know 40 9 15 15 1 - 36 9 18 12 28 7 - - 5 25 12 22 6

8% 10% 7% 10% 2% 7% 12% 6% 11% 9% 4% 6% 7% 10% 8% 5%

E E E

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q9. Have you heard of the Government of Canada’s new Canada Caregiver Credit?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Yes 89 15 29 38 7 38 52 11 41 38 20 19 21 16 45 4 7 33 82 7

17% 9% 15% 32% 21% 17% 18% 12% 18% 20% 18% 19% 15% 17% 15% 12% 13% 26% 20% 8%

BCE B O T

No 366 127 148 64 27 152 215 76 166 125 81 73 101 67 216 28 44 76 286 69

71% 78% 76% 54% 75% 69% 73% 84% 71% 66% 74% 73% 72% 71% 74% 80% 85% 58% 69% 81%

D D D IJ R R R S

Unsure 57 22 17 16 1 31 27 4 27 26 9 7 17 11 32 3 1 21 46 9

11% 14% 9% 14% 4% 14% 9% 4% 12% 14% 8% 7% 12% 12% 11% 8% 2% 16% 11% 11%

E E H H Q Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Q9. Have you heard of the Government of Canada’s new Canada Caregiver Credit?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Yes 89 16 37 25 10 1 88 13 52 24 56 31 22 62 89 - 15 56 18

17% 18% 17% 17% 16% 8% 18% 15% 16% 22% 18% 18% 36% 15% 100% 13% 20% 16%

N

No 366 64 153 105 45 9 351 62 232 72 219 130 31 311 - 366 85 195 86

71% 72% 72% 71% 72% 77% 71% 76% 72% 66% 70% 75% 50% 76% 100% 72% 69% 77%

M

Unsure 57 9 22 18 8 2 54 7 37 14 39 12 8 39 - - 18 32 8

11% 10% 11% 12% 12% 16% 11% 8% 11% 12% 12% 7% 13% 9% 15% 11% 7%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B1. What emotion are you feeling after seeing the ad?

Concept 1

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 174 56 66 41 11 77 98 29 84 62 36 29 56 31 106 6 19 43 142 25

Unweighted Total 171 33 61 46 31 72 99 29 74 68 43 30 51 30 93 6 23 48 148 18

NET: POSITIVE 92 28 39 20 6 43 48 12 47 33 20 16 26 18 59 4 8 21 78 11

============= 53% 49% 59% 48% 52% 57% 50% 41% 56% 54% 55% 55% 47% 59% 56% 68% 42% 48% 55% 44%

Subnet Informed 26 11 8 4 3 15 10 - 17 8 6 8 5 6 18 2 1 5 22 4

--------------- 15% 19% 11% 11% 26% 20% 10% 21% 13% 16% 27% 9% 19% 17% 32% 4% 12% 15% 15%

M

Government cares/ 15 5 5 2 2 7 8 - 10 5 2 5 4 3 9 1 1 4 14 1

availability of 8% 9% 8% 4% 19% 9% 8% 12% 8% 5% 18% 6% 9% 9% 18% 4% 8% 10% 4%

government

programs to assist

caregivers

Informed 5 4 1 - 1 5 - - 4 1 3 - - 2 5 - - 0 3 3

3% 6% 2% 6% 7% 5% 2% 8% 7% 5% 1% 2% 11%

Relatable/that I 3 - - 3 0 3 0 - 1 2 1 1 1 - 1 1 - 1 3 -

might qualify 2% 7% 3% 3% \*% 1% 3% 2% 3% 2% 1% 15% 3% 2%

Helpful/help is 3 2 1 - - 1 2 - 3 - - 2 - 1 3 - - - 3 -

available 2% 3% 2% 1% 2% 4% 6% 4% 3% 2%

Subnet: Compassion 20 8 5 6 1 12 9 2 10 9 3 3 7 4 14 - 2 5 15 3

------------------ 12% 14% 8% 15% 6% 15% 9% 8% 12% 14% 7% 9% 12% 12% 13% 9% 11% 10% 12%

Compassion/that we 10 4 2 4 1 7 3 - 6 4 2 2 2 2 7 - 2 2 7 -

are there for them 6% 6% 3% 9% 6% 10% 3% 7% 6% 4% 6% 4% 6% 6% 9% 4% 5%

Empathy 7 2 2 3 - 2 5 1 1 5 - 1 2 2 4 - - 3 5 2

4% 3% 3% 7% 2% 5% 4% 1% 8% 3% 4% 6% 4% 7% 3% 7%

Gentle/kind 4 3 1 - - 3 1 1 3 - 1 - 3 - 4 - - - 3 1

2% 5% 2% 3% 1% 4% 3% 3% 5% 4% 2% 4%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

B1. What emotion are you feeling after seeing the ad?

Concept 1

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Subnet: Gratitude 18 8 6 2 1 1 16 3 7 7 4 3 3 3 10 1 3 3 15 2

----------------- 10% 15% 10% 4% 10% 2% 17% 11% 8% 12% 10% 9% 4% 9% 10% 18% 15% 7% 11% 9%

F

Gratefulness/ 10 5 3 1 1 1 9 2 4 4 2 3 3 1 6 - 1 3 9 1

gratitude 6% 10% 5% 2% 6% 2% 9% 8% 5% 6% 6% 9% 4% 3% 5% 8% 7% 7% 4%

F

Being recognized 5 2 2 1 - - 5 1 1 3 1 - - 1 4 1 - - 4 1

for my efforts 3% 3% 3% 2% 5% 4% 1% 5% 3% 3% 4% 18% 3% 4%

Appreciation 3 1 1 - 1 - 3 - 2 1 0 - 0 1 1 - 1 0 3 -

2% 2% 2% 6% 3% 2% 1% 1% 1% 4% 1% 8% 1% 2%

Subnet: Curiosity 10 1 3 5 1 5 5 - 6 4 4 - 3 3 5 - 1 4 10 -

----------------- 6% 2% 5% 13% 6% 6% 5% 7% 7% 11% 5% 11% 5% 5% 9% 7%

Curiosity/makes me 7 - 2 4 1 3 4 - 5 2 3 - 2 2 4 - 1 2 7 -

want to know more 4% 3% 11% 6% 4% 5% 6% 3% 8% 4% 8% 4% 5% 5% 5%

Interest 5 1 2 2 - 3 2 - 3 2 2 - 1 2 2 - 1 2 5 -

3% 2% 3% 4% 4% 2% 3% 3% 5% 2% 7% 2% 5% 4% 3%

Good ad/concept 10 4 5 - 0 5 5 1 7 2 4 1 4 1 8 - 1 1 7 3

6% 8% 8% 3% 6% 5% 4% 9% 3% 10% 4% 8% 4% 8% 6% 2% 5% 11%

Happiness 10 1 8 1 1 8 3 2 5 3 3 1 3 3 7 - 1 2 9 1

6% 2% 11% 2% 6% 10% 3% 7% 6% 5% 7% 5% 5% 10% 6% 8% 5% 6% 4%

D

Positive 3 - 2 1 0 1 2 2 0 1 1 0 2 - 1 1 - 1 3 -

2% 3% 2% 3% 2% 2% 8% \*% 1% 3% 1% 4% 1% 18% 2% 2%

Hopeful/relief 3 - 3 - - 3 - - 1 2 1 1 - 1 2 - - 1 2 1

2% 5% 4% 1% 3% 3% 4% 4% 2% 3% 2% 4%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

B1. What emotion are you feeling after seeing the ad?

Concept 1

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Satisfaction 3 - 1 2 - 1 2 1 1 1 1 1 1 - 2 - - 1 3 -

2% 2% 4% 1% 2% 4% 1% 1% 2% 4% 2% 2% 2% 2%

Surprised 3 3 - - - - 3 - 3 - - 3 - - 3 - - - 3 -

2% 5% 3% 3% 9% 3% 2%

Easy to read ad 2 1 1 - - - 2 1 - 1 1 1 - - 1 - - 1 2 -

1% 2% 2% 2% 4% 1% 2% 4% 1% 2% 1%

NET: NEGATIVE 28 11 12 3 3 7 22 3 12 14 5 4 10 5 15 - 5 8 25 2

============= 16% 19% 18% 7% 26% 9% 22% 9% 15% 22% 14% 13% 17% 18% 15% 26% 19% 18% 8%

D F

Sad 9 3 4 1 1 2 7 1 5 2 2 3 1 3 6 - 2 1 8 1

5% 5% 7% 2% 10% 3% 7% 5% 7% 3% 6% 9% 2% 10% 6% 10% 2% 6% 4%

Dislike being thanked 6 3 2 - 1 0 6 - 1 4 1 - 4 0 4 - 0 2 6 -

for serving/helping a 3% 5% 3% 10% \*% 6% 2% 7% 4% 7% 1% 4% 2% 4% 4%

loved one

Unconcerned/not 5 3 1 1 - - 5 1 1 3 - - 2 - 2 - - 3 5 -

relatable 3% 5% 2% 2% 5% 4% 1% 4% 4% 2% 6% 3%

Confusing/not 3 - 2 1 0 2 1 - - 3 1 - 1 1 1 - 1 1 3 -

informative/not clear 2% 3% 2% 3% 3% 1% 5% 2% 2% 4% 1% 5% 3% 2%

enough

Annoyed 3 2 1 - - - 3 - 3 - - 1 2 - 1 - 2 - 2 1

2% 3% 2% 3% 4% 4% 3% 1% 10% 1% 4%

Not too appealing/ 2 1 1 - - 2 - - 1 1 - - - 1 1 - - 1 1 -

does not attract 1% 2% 2% 3% 1% 1% 4% 1% 2% 1%

attention

Overwhelmed 0 - - - 0 - 0 - 0 - 0 - - - - - - 0 0 -

\*% 3% \*% \*% 1% 1% \*%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

B1. What emotion are you feeling after seeing the ad?

Concept 1

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Other 3 1 1 1 - 2 1 - - 3 - - 2 1 1 - - 2 1 2

2% 2% 2% 2% 2% 1% 5% 3% 4% 1% 5% 1% 8%

Nothing/no emotions 54 17 16 18 3 25 29 14 27 13 11 10 19 6 32 2 6 13 40 10

31% 30% 25% 43% 26% 32% 30% 50% 32% 21% 31% 36% 35% 20% 31% 32% 32% 30% 28% 41%

C J

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B1. What emotion are you feeling after seeing the ad?

Concept 1

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 174 30 70 52 23 2 169 26 115 34 97 68 24 140 32 123 41 104 30

Unweighted Total 171 34 69 47 21 3 166 24 118 29 94 70 21 139 35 121 34 104 33

NET: POSITIVE 92 14 36 26 15 0 89 12 59 21 51 37 12 76 17 64 25 53 14

============= 53% 48% 52% 51% 65% 22% 53% 46% 51% 63% 52% 55% 53% 54% 54% 52% 63% 51% 45%

Subnet Informed 26 2 10 8 6 - 26 0 15 10 17 5 6 20 6 14 5 15 6

--------------- 15% 8% 14% 14% 25% 15% 1% 13% 31% 18% 8% 24% 14% 20% 11% 11% 14% 20%

H

Government cares/ 15 2 5 3 5 - 15 0 9 5 11 3 3 12 2 8 4 11 -

availability of 8% 7% 7% 6% 20% 9% 1% 8% 14% 12% 4% 11% 9% 5% 6% 9% 11%

government

programs to assist

caregivers

Informed 5 0 1 4 - - 5 0 2 3 - 3 - 5 - 5 1 0 4

3% 1% 2% 7% 3% 1% 2% 8% 4% 4% 4% 3% \*% 12%

R

Relatable/that I 3 - 2 1 - - 3 - 3 - 3 - - 3 2 1 - 2 1

might qualify 2% 3% 2% 2% 3% 3% 2% 5% 1% 2% 4%

Helpful/help is 3 - 2 - 1 - 3 - - 3 3 - 3 - 3 - - 2 1

available 2% 3% 5% 2% 9% 3% 13% 9% 2% 4%

Subnet: Compassion 20 7 4 5 5 - 18 5 12 4 12 8 1 19 3 15 7 11 2

------------------ 12% 22% 6% 9% 20% 11% 19% 10% 11% 13% 12% 5% 14% 9% 12% 18% 11% 7%

C

Compassion/that we 10 3 2 1 4 - 7 3 6 1 6 4 - 10 2 7 4 5 1

are there for them 6% 10% 3% 2% 16% 4% 11% 5% 3% 6% 6% 7% 7% 6% 9% 5% 4%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

B1. What emotion are you feeling after seeing the ad?

Concept 1

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Empathy 7 1 1 4 1 - 7 2 5 - 5 2 1 6 1 5 1 5 1

4% 3% 1% 8% 4% 4% 8% 4% 5% 3% 5% 4% 3% 4% 2% 5% 4%

Gentle/kind 4 3 1 - - - 4 - 1 3 1 3 - 4 - 4 3 1 -

2% 9% 2% 2% 1% 8% 1% 4% 3% 3% 7% 1%

C

Subnet: Gratitude 18 2 10 4 1 - 18 2 11 4 8 10 3 13 3 11 6 10 1

----------------- 10% 8% 14% 8% 5% 10% 8% 10% 12% 8% 15% 12% 10% 11% 9% 16% 10% 4%

Gratefulness/ 10 1 5 3 1 - 10 1 6 3 5 6 3 7 3 4 4 6 0

gratitude 6% 4% 7% 6% 5% 6% 5% 5% 9% 5% 8% 12% 5% 11% 3% 9% 6% 1%

Being recognized 5 - 4 1 - - 5 1 4 - 2 3 - 5 - 5 2 3 -

for my efforts 3% 6% 2% 3% 3% 4% 2% 4% 4% 4% 5% 3%

Appreciation 3 1 1 - - - 3 0 1 1 1 1 - 2 0 2 0 1 1

2% 4% 2% 2% 1% 1% 3% 1% 2% 1% 1% 2% 1% 1% 4%

Subnet: Curiosity 10 1 4 4 1 - 10 1 8 2 6 4 2 8 3 8 1 7 2

----------------- 6% 3% 6% 8% 6% 6% 3% 7% 5% 6% 6% 8% 6% 8% 6% 2% 7% 8%

Curiosity/makes me 7 - 4 3 0 - 7 - 6 2 5 2 1 6 2 6 - 6 1

want to know more 4% 6% 6% 2% 4% 5% 5% 5% 3% 4% 5% 5% 5% 6% 4%

Interest 5 1 1 2 1 - 5 1 3 1 2 3 2 3 1 4 1 2 2

3% 3% 1% 4% 5% 3% 3% 3% 3% 2% 4% 8% 2% 3% 3% 2% 2% 7%

Good ad/concept 10 1 4 4 1 - 10 2 5 3 4 3 - 10 1 9 3 4 3

6% 4% 6% 7% 5% 6% 8% 5% 8% 4% 5% 7% 3% 7% 7% 4% 10%

Happiness 10 1 3 3 2 0 10 1 6 3 5 4 1 7 2 8 3 5 1

6% 5% 5% 6% 9% 22% 6% 6% 5% 9% 5% 6% 4% 5% 7% 6% 8% 5% 5%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

B1. What emotion are you feeling after seeing the ad?

Concept 1

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Positive 3 - - 3 - - 3 - 3 - - 3 - 3 1 2 - 3 -

2% 7% 2% 3% 5% 2% 3% 2% 3%

Hopeful/relief 3 - 2 - 1 - 3 - 2 1 3 - 1 2 1 2 1 1 1

2% 3% 5% 2% 2% 3% 3% 5% 2% 3% 2% 3% 1% 4%

Satisfaction 3 1 2 - - - 3 - 2 1 3 - 1 2 1 2 1 2 -

2% 3% 3% 2% 2% 3% 3% 5% 1% 3% 2% 2% 2%

Surprised 3 - 3 - - - 3 - 3 - 3 - - 3 - - 3 - -

2% 4% 2% 2% 3% 2% 7%

Easy to read ad 2 - 2 - - - 2 1 1 - - 2 - 2 - 2 2 - -

1% 3% 1% 4% 1% 3% 1% 2% 5%

NET: NEGATIVE 28 4 14 7 3 0 28 4 21 4 17 11 1 27 6 21 3 21 5

============= 16% 12% 20% 14% 15% 22% 17% 15% 18% 11% 18% 15% 4% 19% 18% 17% 7% 20% 16%

M

Sad 9 1 3 4 - 0 9 - 8 1 6 3 - 9 - 8 2 5 1

5% 4% 5% 8% 22% 5% 7% 3% 6% 4% 6% 7% 5% 5% 5%

Dislike being thanked 6 1 4 0 0 - 6 1 4 0 4 1 - 6 0 6 0 4 1

for serving/helping a 3% 5% 5% 1% 2% 3% 4% 4% 1% 5% 2% 4% 1% 5% 1% 4% 4%

loved one

Unconcerned/not 5 - 3 1 1 - 5 1 4 - 4 1 - 5 4 1 - 5 -

relatable 3% 4% 2% 4% 3% 3% 3% 4% 2% 3% 12% 1% 4%

P

Confusing/not 3 - 1 1 1 - 3 - 3 - 2 1 - 3 - 3 0 2 1

informative/not clear 2% 1% 3% 5% 2% 3% 2% 2% 2% 3% 1% 2% 4%

enough

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

B1. What emotion are you feeling after seeing the ad?

Concept 1

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EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Annoyed 3 - 2 - 1 - 3 2 - 1 - 3 - 3 2 1 - 2 1

2% 3% 5% 2% 7% 3% 4% 2% 6% 1% 2% 4%

Not too appealing/ 2 1 1 - - - 2 - 1 1 1 1 1 1 - 2 - 2 -

does not attract 1% 3% 2% 1% 1% 3% 1% 2% 4% 1% 2% 2%

attention

Overwhelmed 0 - 0 - - - 0 - - 0 0 - - 0 - - - 0 -

\*% 1% \*% 1% \*% \*% \*%

Other 3 - 1 2 - - 3 - 2 1 1 2 - 1 - 3 - - 3

2% 2% 3% 2% 2% 3% 1% 3% 1% 2% 10%

Nothing/no emotions 54 12 20 17 5 1 52 10 35 9 29 19 10 39 9 37 14 31 9

31% 40% 29% 32% 21% 56% 31% 39% 30% 27% 30% 29% 44% 27% 28% 30% 34% 30% 30%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2A. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - This ad catches my attention.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 316 100 126 62 28 135 181 50 147 118 71 60 82 63 175 19 35 86 252 56

62% 61% 64% 53% 78% 61% 62% 55% 63% 63% 65% 60% 59% 68% 60% 55% 68% 66% 61% 66%

D BCD

Strongly agree ..5 129 44 54 17 14 54 75 15 61 53 32 25 26 24 63 11 13 42 110 14

25% 27% 28% 14% 40% 24% 26% 17% 26% 28% 29% 25% 19% 25% 22% 31% 25% 32% 26% 17%

D D CD H O

Somewhat agree ..4 187 56 71 45 14 82 105 35 86 66 39 35 56 40 112 8 22 43 142 42

36% 34% 37% 38% 39% 37% 36% 39% 37% 35% 36% 35% 40% 42% 38% 24% 43% 34% 34% 49%

S

Neither agree nor 87 20 32 29 5 35 52 15 41 31 19 17 26 16 47 6 9 23 71 14

disagree ..3 17% 12% 17% 25% 15% 16% 18% 17% 17% 16% 18% 17% 18% 17% 16% 17% 17% 18% 17% 16%

B

Somewhat disagree ..2 67 25 22 18 2 30 36 15 30 21 11 16 20 5 40 5 7 16 55 12

13% 15% 11% 15% 6% 14% 12% 17% 13% 11% 10% 16% 15% 6% 13% 14% 13% 12% 13% 14%

E E N N

Strongly disagree ..1 43 19 15 9 0 19 24 10 15 19 8 7 12 10 32 5 1 6 36 3

8% 12% 8% 8% 1% 9% 8% 11% 6% 10% 7% 7% 8% 10% 11% 14% 2% 4% 9% 4%

E E E QR

BOTTOM 2 BOX 110 44 37 27 2 49 61 25 45 40 19 23 32 15 71 10 8 21 91 15

21% 27% 19% 23% 7% 22% 21% 28% 19% 21% 17% 23% 23% 16% 24% 28% 15% 16% 22% 18%

E E E

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2A. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - This ad catches my attention.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 316 58 123 98 36 6 304 37 199 80 189 111 46 244 54 230 96 154 67

62% 65% 58% 66% 57% 49% 62% 45% 62% 72% 60% 64% 75% 59% 60% 63% 81% 54% 60%

H H N RS

Strongly agree ..5 129 21 56 38 14 4 122 14 74 41 78 44 24 98 24 93 54 51 24

25% 24% 26% 26% 22% 38% 25% 17% 23% 37% 25% 25% 40% 24% 27% 25% 45% 18% 22%

HI N RS

Somewhat agree ..4 187 37 67 60 22 1 183 23 125 39 111 67 22 146 30 137 42 103 42

36% 41% 32% 41% 36% 11% 37% 28% 39% 35% 35% 38% 36% 35% 33% 37% 35% 36% 38%

F

Neither agree nor 87 12 39 21 15 2 84 18 58 12 49 31 6 74 16 60 15 50 22

disagree ..3 17% 13% 18% 14% 24% 19% 17% 22% 18% 11% 16% 18% 10% 18% 18% 16% 12% 18% 20%

Somewhat disagree ..2 67 10 32 18 6 2 65 21 31 15 43 23 7 54 11 46 7 42 18

13% 12% 15% 12% 9% 15% 13% 26% 10% 14% 14% 13% 11% 13% 12% 12% 6% 15% 16%

IJ Q Q

Strongly disagree ..1 43 8 18 11 6 2 40 6 33 4 32 9 2 40 8 30 1 38 4

8% 9% 9% 7% 9% 17% 8% 7% 10% 4% 10% 5% 3% 10% 9% 8% 1% 13% 4%

J L M QS

BOTTOM 2 BOX 110 19 50 29 12 4 105 27 64 19 76 32 9 94 19 76 8 80 22

21% 21% 24% 20% 19% 33% 21% 33% 20% 17% 24% 18% 14% 23% 21% 21% 7% 28% 20%

IJ Q Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2B. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The ad is appealing.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 286 92 116 53 25 118 168 48 134 104 71 46 78 55 157 14 34 78 227 50

56% 56% 59% 45% 69% 53% 57% 53% 57% 55% 64% 46% 56% 59% 54% 39% 66% 60% 55% 59%

D D L P

Strongly agree ..5 117 39 51 16 11 53 64 14 59 44 28 22 23 25 66 7 11 33 98 14

23% 24% 26% 14% 31% 24% 22% 16% 25% 23% 25% 22% 17% 27% 23% 20% 22% 25% 24% 17%

D D

Somewhat agree ..4 169 52 65 37 14 65 104 34 75 60 43 24 55 30 91 7 23 46 130 36

33% 32% 33% 32% 39% 29% 35% 37% 32% 32% 39% 24% 40% 32% 31% 19% 45% 35% 31% 42%

L L P

Neither agree nor 116 32 44 34 6 52 63 16 61 38 16 26 37 22 74 8 10 22 97 17

disagree ..3 23% 19% 23% 29% 16% 24% 22% 18% 26% 20% 15% 26% 26% 24% 25% 22% 20% 17% 24% 20%

E K K

Somewhat disagree ..2 70 25 19 20 5 33 36 20 19 31 13 20 18 6 36 5 3 25 53 15

14% 15% 10% 17% 13% 15% 12% 22% 8% 16% 12% 20% 13% 6% 12% 14% 7% 19% 13% 18%

I I N Q

Strongly disagree ..1 42 15 15 11 1 17 25 7 20 15 10 8 7 10 26 8 4 4 36 3

8% 9% 8% 9% 2% 8% 9% 7% 9% 8% 9% 8% 5% 11% 9% 24% 7% 3% 9% 4%

E E E R R

BOTTOM 2 BOX 112 41 35 31 5 50 62 27 39 46 23 28 24 17 62 13 7 29 89 18

22% 25% 18% 26% 15% 23% 21% 29% 17% 25% 21% 28% 17% 18% 21% 38% 14% 22% 22% 21%

E I Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2B. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The ad is appealing.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 286 51 106 95 34 5 276 35 178 73 178 93 43 222 45 211 88 140 57

56% 57% 50% 64% 54% 44% 56% 42% 55% 67% 57% 53% 70% 54% 50% 58% 75% 50% 51%

C H N RS

Strongly agree ..5 117 22 48 34 13 1 113 13 66 38 73 38 23 85 23 84 42 51 24

23% 25% 23% 23% 21% 11% 23% 16% 21% 34% 23% 22% 38% 21% 25% 23% 36% 18% 22%

HI N RS

Somewhat agree ..4 169 29 58 61 21 4 163 21 112 35 105 54 20 136 22 127 46 90 33

33% 33% 27% 41% 33% 33% 33% 26% 35% 32% 34% 31% 33% 33% 25% 35% 39% 32% 29%

C

Neither agree nor 116 18 53 29 15 - 114 27 73 15 67 42 10 93 24 76 23 64 29

disagree ..3 23% 21% 25% 19% 24% 23% 33% 23% 14% 21% 24% 17% 22% 27% 21% 19% 22% 26%

J

Somewhat disagree ..2 70 13 33 13 11 3 67 14 40 16 42 26 5 61 14 50 3 43 23

14% 15% 16% 9% 17% 23% 14% 17% 13% 14% 13% 15% 8% 15% 16% 14% 2% 15% 21%

Q Q

Strongly disagree ..1 42 7 21 12 3 4 37 6 30 6 27 13 3 36 6 30 4 36 2

8% 7% 10% 8% 5% 33% 8% 7% 9% 5% 9% 7% 5% 9% 7% 8% 3% 13% 2%

G QS

BOTTOM 2 BOX 112 20 54 24 14 6 104 20 70 22 69 39 8 98 20 80 7 79 26

22% 22% 25% 17% 22% 56% 21% 24% 22% 20% 22% 22% 13% 24% 23% 22% 6% 28% 23%

G M Q Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2C. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The ad is something I personally relate to.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 305 108 126 44 27 132 173 47 143 115 66 58 78 65 177 18 30 80 244 54

59% 66% 64% 38% 76% 60% 59% 52% 61% 61% 60% 58% 56% 70% 60% 50% 58% 62% 59% 64%

D D CD

Strongly agree ..5 114 42 47 14 11 47 68 12 59 44 29 20 25 21 56 10 16 33 102 7

22% 26% 24% 12% 32% 21% 23% 13% 25% 23% 27% 21% 18% 22% 19% 27% 30% 25% 25% 9%

D D D H T

Somewhat agree ..4 191 65 79 30 16 86 105 35 84 72 37 37 53 44 121 8 14 47 143 47

37% 40% 41% 26% 45% 39% 36% 38% 36% 38% 34% 38% 38% 47% 41% 23% 28% 36% 34% 55%

D D D P S

Neither agree nor 120 32 40 43 5 55 65 25 59 36 25 22 37 17 67 10 12 28 100 17

disagree ..3 23% 19% 21% 37% 14% 25% 22% 28% 25% 19% 23% 22% 26% 18% 23% 29% 24% 22% 24% 20%

BCE

Somewhat disagree ..2 57 16 15 23 2 22 35 13 22 22 12 14 18 5 31 2 8 15 48 7

11% 10% 8% 20% 5% 10% 12% 14% 10% 11% 11% 14% 13% 6% 11% 6% 15% 12% 12% 8%

BCE

Strongly disagree ..1 31 8 14 7 2 11 20 6 9 16 6 6 8 6 18 5 2 6 21 7

6% 5% 7% 6% 5% 5% 7% 7% 4% 8% 6% 6% 6% 6% 6% 15% 3% 5% 5% 8%

BOTTOM 2 BOX 88 25 29 30 4 33 55 19 31 37 18 20 25 11 49 7 10 22 69 14

17% 15% 15% 26% 10% 15% 19% 21% 13% 20% 17% 20% 18% 12% 17% 21% 18% 17% 17% 17%

CE

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2C. Please indicate your level of agreement with the following statements about this ad.

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HAS FINANCIAL PREVIOUSLY HEARD OF

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 305 51 126 92 36 7 295 30 200 76 201 91 49 238 56 222 84 161 61

59% 57% 59% 62% 57% 58% 60% 36% 62% 69% 64% 53% 80% 58% 63% 60% 70% 57% 54%

H H L N RS

Strongly agree ..5 114 23 46 32 13 1 110 10 67 38 75 37 28 79 21 85 42 53 20

22% 26% 22% 21% 21% 8% 22% 12% 21% 34% 24% 21% 45% 19% 24% 23% 35% 19% 18%

HI N RS

Somewhat agree ..4 191 28 80 61 22 6 185 20 133 38 126 55 22 159 35 137 42 108 41

37% 31% 38% 41% 35% 50% 37% 24% 41% 35% 40% 32% 35% 39% 39% 37% 35% 38% 37%

H

Neither agree nor 120 18 57 27 18 3 112 31 70 19 66 45 8 94 19 80 21 64 36

disagree ..3 23% 20% 27% 18% 29% 27% 23% 38% 22% 17% 21% 26% 12% 23% 21% 22% 18% 22% 32%

IJ M Q

Somewhat disagree ..2 57 13 20 16 6 2 55 16 31 9 27 27 3 51 11 40 7 38 11

11% 15% 10% 11% 9% 15% 11% 20% 10% 8% 9% 16% 4% 12% 12% 11% 6% 13% 10%

K M Q

Strongly disagree ..1 31 7 8 13 3 - 31 5 20 6 20 10 2 28 3 25 7 21 4

6% 8% 4% 9% 5% 6% 6% 6% 6% 6% 6% 3% 7% 4% 7% 6% 7% 3%

BOTTOM 2 BOX 88 20 29 29 9 2 86 21 51 16 47 37 4 80 14 65 14 59 15

17% 23% 14% 20% 14% 15% 17% 26% 16% 14% 15% 21% 7% 19% 16% 18% 12% 21% 13%

M Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2D. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The language clearly conveys that there is a credit available for caregivers.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

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TOP 2 BOX 372 122 144 78 28 159 214 64 172 137 78 71 99 74 208 23 40 99 298 66

73% 74% 74% 66% 79% 72% 73% 70% 74% 72% 72% 71% 71% 79% 71% 66% 76% 76% 72% 77%

D

Strongly agree ..5 169 59 65 30 15 64 105 24 87 58 37 33 40 32 93 12 15 48 138 25

33% 36% 33% 26% 41% 29% 36% 27% 37% 31% 34% 33% 28% 34% 32% 35% 29% 37% 33% 30%

D

Somewhat agree ..4 203 63 79 48 14 94 109 39 86 79 41 38 59 42 116 11 24 51 160 41

40% 38% 41% 41% 39% 43% 37% 43% 37% 42% 38% 38% 42% 45% 39% 32% 47% 40% 39% 48%

Neither agree nor 86 21 32 29 2 42 43 17 37 31 16 18 30 11 51 5 7 22 74 10

disagree ..3 17% 13% 17% 25% 7% 19% 15% 19% 16% 17% 15% 18% 21% 12% 17% 14% 13% 17% 18% 12%

E BE

Somewhat disagree ..2 34 12 12 8 3 9 25 7 11 16 8 9 9 4 19 7 2 7 28 7

7% 7% 6% 7% 8% 4% 9% 8% 5% 9% 7% 9% 6% 4% 6% 19% 4% 5% 7% 8%

Strongly disagree ..1 20 9 6 3 2 10 11 3 13 4 7 2 3 4 15 0 3 2 14 3

4% 6% 3% 2% 6% 5% 4% 3% 6% 2% 7% 2% 2% 5% 5% 1% 6% 1% 3% 3%

R

BOTTOM 2 BOX 55 21 18 11 5 19 36 10 24 21 15 12 12 8 34 7 5 9 42 9

11% 13% 9% 9% 14% 9% 12% 11% 10% 11% 14% 12% 8% 9% 12% 20% 10% 7% 10% 11%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2D. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The language clearly conveys that there is a credit available for caregivers.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

======= =============================== =============== ======================= =============== =============== =============== =======================

Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 372 63 145 116 47 9 357 50 244 79 223 135 46 298 60 273 102 186 85

73% 71% 69% 78% 74% 75% 72% 62% 76% 71% 71% 78% 74% 72% 67% 74% 86% 66% 76%

H R

Strongly agree ..5 169 32 68 51 16 7 159 23 105 41 89 71 23 135 27 127 63 72 35

33% 36% 32% 35% 25% 64% 32% 29% 33% 37% 28% 41% 37% 33% 31% 35% 53% 25% 31%

K RS

Somewhat agree ..4 203 31 77 65 31 1 198 27 139 38 134 65 23 163 33 146 39 114 50

40% 35% 36% 44% 49% 11% 40% 33% 43% 34% 43% 37% 37% 40% 37% 40% 33% 40% 45%

F

Neither agree nor 86 18 37 20 12 3 83 23 46 16 47 29 14 65 21 51 13 55 17

disagree ..3 17% 20% 17% 13% 19% 25% 17% 29% 14% 15% 15% 17% 23% 16% 23% 14% 11% 20% 15%

IJ P

Somewhat disagree ..2 34 3 21 9 1 - 34 6 22 7 28 5 2 29 7 26 3 27 4

7% 3% 10% 6% 2% 7% 7% 7% 6% 9% 3% 3% 7% 7% 7% 3% 10% 4%

BE L QS

Strongly disagree ..1 20 5 9 4 3 - 19 2 10 8 15 4 - 19 2 18 1 15 5

4% 5% 4% 3% 5% 4% 3% 3% 8% 5% 2% 5% 2% 5% 1% 5% 5%

Q

BOTTOM 2 BOX 55 8 30 13 4 - 53 8 32 15 43 9 2 49 8 43 4 42 9

11% 9% 14% 9% 7% 11% 10% 10% 14% 14% 5% 3% 12% 9% 12% 3% 15% 8%

L M Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - Summary Tables: Top 2 Box

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

The language clearly 372 122 144 78 28 159 214 64 172 137 78 71 99 74 208 23 40 99 298 66

conveys that there is a 73% 74% 74% 66% 79% 72% 73% 70% 74% 72% 72% 71% 71% 79% 71% 66% 76% 76% 72% 77%

credit available for D

caregivers.

This ad catches my 316 100 126 62 28 135 181 50 147 118 71 60 82 63 175 19 35 86 252 56

attention. 62% 61% 64% 53% 78% 61% 62% 55% 63% 63% 65% 60% 59% 68% 60% 55% 68% 66% 61% 66%

D BCD

The ad is something I 305 108 126 44 27 132 173 47 143 115 66 58 78 65 177 18 30 80 244 54

personally relate to. 59% 66% 64% 38% 76% 60% 59% 52% 61% 61% 60% 58% 56% 70% 60% 50% 58% 62% 59% 64%

D D CD

The ad is appealing. 286 92 116 53 25 118 168 48 134 104 71 46 78 55 157 14 34 78 227 50

56% 56% 59% 45% 69% 53% 57% 53% 57% 55% 64% 46% 56% 59% 54% 39% 66% 60% 55% 59%

D D L P

None of the above 88 27 32 25 4 39 49 18 41 29 13 20 34 9 56 10 6 15 72 11

17% 17% 17% 21% 10% 18% 17% 20% 18% 15% 12% 20% 24% 9% 19% 29% 12% 12% 17% 13%

E N KN

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B2. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - Summary Tables: Top 2 Box

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

The language clearly 372 63 145 116 47 9 357 50 244 79 223 135 46 298 60 273 102 186 85

conveys that there is a 73% 71% 69% 78% 74% 75% 72% 62% 76% 71% 71% 78% 74% 72% 67% 74% 86% 66% 76%

credit available for H R

caregivers.

This ad catches my 316 58 123 98 36 6 304 37 199 80 189 111 46 244 54 230 96 154 67

attention. 62% 65% 58% 66% 57% 49% 62% 45% 62% 72% 60% 64% 75% 59% 60% 63% 81% 54% 60%

H H N RS

The ad is something I 305 51 126 92 36 7 295 30 200 76 201 91 49 238 56 222 84 161 61

personally relate to. 59% 57% 59% 62% 57% 58% 60% 36% 62% 69% 64% 53% 80% 58% 63% 60% 70% 57% 54%

H H L N RS

The ad is appealing. 286 51 106 95 34 5 276 35 178 73 178 93 43 222 45 211 88 140 57

56% 57% 50% 64% 54% 44% 56% 42% 55% 67% 57% 53% 70% 54% 50% 58% 75% 50% 51%

C H N RS

None of the above 88 18 32 25 13 2 85 27 40 21 55 24 11 71 14 60 11 61 16

17% 21% 15% 17% 20% 15% 17% 33% 13% 19% 18% 14% 18% 17% 15% 16% 9% 22% 14%

IJ Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B3A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 1 - Go to the Government of Canada website for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 347 118 140 62 28 140 208 61 159 128 77 65 86 74 192 23 40 90 275 64

68% 72% 72% 53% 77% 63% 71% 67% 68% 68% 71% 66% 61% 79% 66% 67% 77% 69% 67% 74%

D D D M

Very likely ..5 151 57 62 19 14 60 91 25 69 57 37 31 30 31 80 14 13 44 124 21

29% 34% 32% 16% 39% 27% 31% 27% 29% 30% 34% 31% 21% 34% 27% 41% 25% 34% 30% 24%

D D D M

Somewhat likely ..4 197 61 78 43 14 80 117 36 90 71 40 34 56 42 113 9 27 46 152 43

38% 37% 40% 37% 39% 36% 40% 40% 39% 37% 36% 34% 40% 45% 38% 26% 51% 36% 37% 50%

P

Neither likely nor 87 23 29 30 5 49 38 13 50 24 17 15 30 12 58 6 5 17 75 10

unlikely ..3 17% 14% 15% 26% 14% 22% 13% 14% 21% 13% 15% 15% 21% 13% 20% 16% 10% 13% 18% 11%

BCE G J

Somewhat unlikely ..2 51 15 17 17 2 21 29 15 13 23 11 16 15 4 27 4 7 14 40 9

10% 9% 9% 14% 6% 10% 10% 16% 6% 12% 10% 16% 11% 4% 9% 10% 13% 11% 10% 11%

E I I N

Very unlikely ..1 28 9 9 9 1 10 17 3 12 14 4 4 9 4 16 2 - 9 23 3

5% 6% 4% 8% 3% 5% 6% 3% 5% 7% 4% 4% 6% 4% 6% 7% 7% 6% 4%

BOTTOM 2 BOX 79 24 26 26 3 32 47 17 25 36 16 20 24 8 43 6 7 23 63 12

15% 14% 13% 22% 9% 14% 16% 19% 11% 19% 14% 20% 17% 8% 15% 17% 13% 18% 15% 14%

E I N

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 347 55 144 102 47 9 335 42 226 79 218 112 46 280 59 252 94 180 74

68% 61% 68% 69% 74% 75% 68% 51% 70% 72% 69% 65% 75% 68% 66% 69% 79% 63% 67%

H H R

Very likely ..5 151 25 64 43 20 5 143 13 97 41 93 48 25 119 24 117 54 70 26

29% 28% 30% 29% 31% 42% 29% 16% 30% 37% 30% 28% 41% 29% 27% 32% 46% 25% 24%

H H RS

Somewhat likely ..4 197 30 80 59 27 4 192 29 130 38 125 64 21 161 34 136 40 109 48

38% 34% 38% 40% 43% 33% 39% 35% 40% 35% 40% 37% 34% 39% 38% 37% 34% 39% 43%

Neither likely nor 87 13 43 20 10 1 82 24 46 17 51 30 9 65 14 57 15 48 24

unlikely ..3 17% 15% 20% 13% 16% 10% 17% 30% 14% 15% 16% 17% 15% 16% 16% 16% 13% 17% 22%

IJ

Somewhat unlikely ..2 51 12 17 18 4 2 49 12 32 7 29 20 4 43 10 37 7 36 9

10% 13% 8% 12% 7% 15% 10% 14% 10% 7% 9% 12% 6% 11% 12% 10% 6% 13% 8%

Q

Very unlikely ..1 28 10 7 9 2 - 27 4 17 7 16 11 2 23 6 20 3 20 4

5% 11% 3% 6% 3% 6% 5% 5% 6% 5% 6% 4% 6% 6% 5% 3% 7% 4%

C

BOTTOM 2 BOX 79 21 24 27 6 2 77 15 49 14 45 31 6 67 16 57 10 56 13

15% 24% 12% 18% 10% 15% 16% 19% 15% 13% 14% 18% 10% 16% 18% 16% 8% 20% 12%

CE Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B3B. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 1 - Consider whether or not I might be eligible for the Canada Caregiver Credit.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 339 120 139 54 26 142 197 59 161 118 70 61 87 74 198 20 37 83 268 62

66% 73% 71% 46% 73% 65% 67% 65% 69% 63% 64% 61% 63% 79% 67% 57% 72% 64% 65% 73%

D D D KLM

Very likely ..5 150 53 66 17 14 58 92 27 70 53 31 32 32 34 85 11 14 40 129 15

29% 32% 34% 14% 39% 26% 31% 30% 30% 28% 28% 32% 23% 36% 29% 30% 28% 31% 31% 18%

D D D M T

Somewhat likely ..4 189 67 73 37 12 84 104 32 92 65 39 29 56 40 113 9 23 43 139 47

37% 41% 37% 32% 35% 38% 36% 36% 39% 34% 36% 29% 40% 43% 39% 27% 44% 33% 34% 55%

S

Neither likely nor 95 19 37 33 7 46 49 17 42 37 24 20 26 12 50 8 9 27 80 13

unlikely ..3 19% 12% 19% 28% 19% 21% 17% 19% 18% 19% 22% 20% 18% 13% 17% 23% 16% 21% 19% 15%

B

Somewhat unlikely ..2 51 16 13 20 2 19 32 11 18 22 11 13 20 4 27 6 6 12 43 7

10% 10% 7% 17% 5% 9% 11% 12% 8% 12% 10% 13% 14% 4% 9% 17% 12% 9% 10% 8%

CE N N

Very unlikely ..1 28 9 6 11 1 13 15 3 12 12 4 6 7 4 18 1 - 8 23 3

5% 6% 3% 9% 3% 6% 5% 4% 5% 6% 4% 6% 5% 4% 6% 4% 6% 5% 3%

CE

BOTTOM 2 BOX 79 25 19 31 3 32 47 15 30 34 16 19 27 8 46 7 6 20 66 10

15% 16% 10% 26% 8% 14% 16% 16% 13% 18% 14% 19% 19% 8% 16% 20% 12% 15% 16% 12%

BCE N N

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

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Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 339 48 144 104 43 8 324 42 219 78 215 105 46 267 55 248 89 174 76

66% 54% 68% 70% 69% 67% 66% 51% 68% 71% 69% 60% 75% 65% 62% 68% 75% 61% 68%

B B H H R

Very likely ..5 150 24 65 40 22 6 141 11 90 48 92 48 28 115 24 112 52 74 23

29% 26% 30% 27% 35% 50% 29% 14% 28% 44% 29% 28% 45% 28% 27% 30% 44% 26% 21%

H HI N RS

Somewhat likely ..4 189 24 79 64 21 2 183 30 129 30 123 56 18 152 31 136 37 100 53

37% 27% 37% 43% 34% 17% 37% 37% 40% 27% 39% 33% 30% 37% 35% 37% 31% 35% 47%

B J QR

Neither likely nor 95 20 42 21 12 2 92 22 54 19 56 34 10 75 17 66 17 54 25

unlikely ..3 19% 22% 20% 14% 20% 17% 19% 27% 17% 17% 18% 19% 17% 18% 19% 18% 15% 19% 22%

Somewhat unlikely ..2 51 13 19 14 4 2 50 15 29 7 25 24 4 47 10 33 6 39 6

10% 15% 9% 9% 7% 15% 10% 18% 9% 6% 8% 14% 6% 11% 11% 9% 5% 14% 6%

J QS

Very unlikely ..1 28 8 7 10 3 - 27 3 19 6 17 11 1 23 7 20 7 16 4

5% 9% 3% 7% 5% 6% 4% 6% 5% 5% 6% 2% 6% 8% 5% 6% 6% 4%

BOTTOM 2 BOX 79 21 26 23 7 2 77 18 48 13 42 35 5 70 17 53 13 55 11

15% 24% 12% 16% 12% 15% 16% 22% 15% 12% 13% 20% 8% 17% 19% 14% 11% 20% 10%

C QS

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B4. What emotion are you feeling after seeing the ad?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 175 65 64 34 12 72 103 32 78 65 41 34 50 30 100 15 15 43 145 27

Unweighted Total 173 41 59 38 35 66 107 28 82 63 41 38 44 29 101 16 16 39 147 24

NET: POSITIVE 104 39 39 20 7 43 61 19 46 40 22 16 32 22 60 11 8 25 86 15

============= 60% 59% 61% 58% 57% 59% 60% 59% 59% 60% 52% 49% 65% 74% 60% 70% 50% 57% 60% 57%

L

Subnet: Compassion 35 9 14 11 1 15 20 6 12 17 10 9 8 6 15 5 1 14 30 5

------------------ 20% 14% 22% 32% 11% 20% 20% 20% 15% 26% 24% 25% 15% 21% 15% 32% 6% 32% 21% 18%

E Q

Empathy 20 8 8 4 1 9 12 4 7 10 4 6 4 4 9 4 - 7 17 3

12% 12% 12% 11% 9% 12% 11% 12% 8% 15% 10% 19% 7% 14% 9% 24% 16% 12% 11%

Compassion/that we 13 1 5 6 0 5 8 3 4 6 5 2 3 2 5 1 1 6 12 1

are there for them 7% 1% 8% 18% 3% 7% 8% 8% 6% 9% 12% 6% 6% 7% 5% 8% 6% 13% 8% 4%

BE

Gentle/kind 2 - 1 1 - 1 1 1 - 1 - 1 1 - 1 - - 1 2 -

1% 2% 3% 2% 1% 3% 2% 3% 2% 1% 2% 1%

Heart warming 1 - - 1 - - 1 - 1 - 1 - - - 1 - - - - 1

1% 3% 1% 1% 2% 1% 3%

Subnet Informed 33 16 9 5 2 15 18 8 12 13 4 2 19 5 20 1 5 6 31 2

--------------- 19% 25% 14% 16% 20% 21% 17% 24% 16% 19% 10% 6% 37% 16% 20% 8% 30% 15% 21% 7%

KLN T

Government cares/ 14 4 8 2 1 9 5 4 6 4 1 1 9 2 9 1 3 1 14 -

availability of 8% 6% 12% 5% 9% 13% 5% 13% 8% 6% 3% 4% 19% 7% 9% 6% 19% 2% 10%

government K

programs to assist

caregivers

Relatable/that I 12 9 1 2 0 5 7 2 4 6 2 1 9 - 7 - 0 5 11 1

might qualify 7% 14% 2% 5% 3% 7% 7% 6% 5% 10% 5% 3% 18% 7% 2% 11% 8% 3%

C KL

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Helpful/help is 6 5 1 1 - 2 4 2 2 3 2 - - 4 4 - 1 2 6 1

available 4% 7% 2% 3% 3% 4% 6% 3% 4% 4% 13% 4% 6% 4% 4% 3%

Informed 3 1 - 1 1 - 3 - 2 0 - - 1 - 1 0 0 - 3 -

2% 1% 3% 9% 3% 3% 1% 2% 1% 2% 2% 2%

Hopeful/relief 13 8 3 1 1 5 8 3 7 3 3 - 4 5 6 1 4 3 13 0

8% 13% 5% 3% 9% 7% 8% 9% 10% 5% 7% 8% 17% 6% 6% 27% 7% 9% 1%

Good ad/concept 12 - 9 3 1 5 7 2 9 1 4 1 4 3 12 - - 0 7 5

7% 14% 8% 6% 7% 6% 6% 11% 2% 10% 3% 8% 10% 12% 1% 5% 19%

R

Subnet: Curiosity 11 6 1 2 1 4 6 - 9 1 2 0 5 2 9 1 - 1 11 -

----------------- 6% 10% 2% 5% 11% 6% 6% 12% 2% 5% 1% 11% 6% 9% 7% 2% 7%

J

Curiosity/makes me 8 6 - 1 1 4 4 - 8 - 1 - 5 2 8 1 - - 8 -

want to know more 5% 10% 3% 9% 6% 4% 11% 3% 11% 6% 8% 5% 6%

Interest 3 - 1 1 1 - 3 - 1 1 1 0 - - 1 1 - 1 3 -

2% 2% 3% 6% 3% 2% 2% 3% 1% 1% 5% 2% 2%

Happiness 10 5 3 - 1 6 4 2 3 5 0 2 4 0 6 3 1 - 5 2

6% 8% 5% 9% 8% 4% 6% 3% 8% 1% 7% 8% 1% 6% 17% 7% 4% 7%

Subnet: Gratitude 7 4 3 - - 1 6 3 3 1 - 2 3 2 7 - - - 7 -

----------------- 4% 5% 5% 2% 6% 8% 4% 2% 6% 5% 7% 7% 5%

Gratefulness/ 5 3 2 - - 1 4 3 1 1 - 1 2 2 5 - - - 5 -

gratitude 3% 4% 3% 2% 4% 8% 1% 2% 3% 4% 7% 5% 3%

Being recognized 2 1 1 - - - 2 - 2 - - 1 1 - 2 - - - 2 -

for my efforts 1% 1% 2% 2% 2% 3% 2% 2% 1%

Positive 5 3 2 - 0 1 4 - 4 1 3 2 - - 3 - 2 0 4 1

3% 4% 3% 3% 2% 4% 5% 2% 7% 6% 3% 12% 1% 3% 4%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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(Continued)

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Satisfaction 1 - 1 - - - 1 - - 1 - - - - - - - 1 1 -

1% 2% 1% 2% 2% 1%

Easy to read ad 1 - - 1 - - 1 1 - - - - 1 - 1 - - - - 1

1% 3% 1% 3% 2% 1% 3%

NET: NEGATIVE 31 16 9 4 3 14 17 4 15 13 9 7 9 4 16 4 2 9 26 6

============= 18% 24% 14% 13% 23% 20% 17% 12% 19% 20% 22% 20% 18% 13% 16% 26% 15% 22% 18% 22%

Sad 14 4 5 4 1 7 7 4 6 4 4 3 4 2 7 2 2 3 12 2

8% 6% 8% 11% 11% 10% 7% 12% 8% 6% 11% 9% 7% 7% 7% 12% 12% 7% 8% 8%

Dislike being thanked 7 6 - - 0 3 4 - 0 6 2 - 5 - 2 2 - 3 7 -

for serving/helping a 4% 10% 3% 4% 4% \*% 10% 4% 9% 2% 14% 6% 5%

loved one I

Confusing/not 4 3 - 1 - 4 - - 4 - 3 - 1 - 4 - - - 1 3

informative/not clear 2% 4% 3% 5% 5% 6% 2% 4% 1% 10%

enough S

Feel like I should 3 2 1 - - 1 2 - 1 2 - 2 - 1 1 - - 2 2 1

have been paid all 2% 3% 2% 2% 2% 1% 3% 6% 4% 1% 4% 1% 4%

these years

Exhaustion 1 - 1 - 0 - 1 - 1 0 - 1 - - 1 - - 0 1 -

1% 2% 3% 1% 1% 1% 4% 1% 1% 1%

Overwhelmed 1 1 - - 0 - 1 - 1 - 0 - - 1 1 - - - 1 -

1% 1% 3% 1% 2% 1% 3% 1% 1%

Annoyed 1 - 1 - - - 1 - 1 - - - - - - - - 1 1 -

1% 2% 1% 1% 2% 1%

Unconcerned/not 0 - - - 0 - 0 - 0 - - 0 - - - - 0 - 0 -

relatable \*% 3% \*% \*% 1% 2% \*%

Skeptical 0 - - - 0 - 0 - - 0 0 - - - - - - 0 0 -

\*% 3% \*% 1% 1% 1% \*%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

B4. What emotion are you feeling after seeing the ad?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Other 5 1 3 1 - 3 2 - 5 - 1 - 1 3 4 - 1 - 5 -

3% 1% 5% 3% 4% 2% 6% 2% 2% 10% 4% 6% 3%

Nothing/no emotions 38 10 16 9 3 15 23 10 16 13 11 11 9 2 24 1 5 9 30 7

22% 16% 25% 26% 26% 21% 22% 30% 20% 20% 26% 31% 18% 7% 24% 6% 30% 21% 21% 26%

N N P

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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B4. What emotion are you feeling after seeing the ad?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 175 37 72 44 23 3 170 30 105 41 116 52 23 141 26 133 56 80 40

Unweighted Total 173 34 71 45 23 3 167 25 108 40 110 55 22 138 30 128 48 87 38

NET: POSITIVE 104 19 42 28 16 3 100 20 57 28 77 23 14 82 16 80 34 50 20

============= 60% 51% 59% 63% 70% 100% 59% 66% 54% 68% 67% 45% 63% 58% 61% 61% 61% 63% 50%

G L

Subnet: Compassion 35 9 12 9 6 3 32 10 19 6 23 11 1 31 4 27 9 19 7

------------------ 20% 23% 16% 20% 27% 100% 19% 32% 19% 15% 20% 20% 4% 22% 16% 21% 17% 24% 17%

G M

Empathy 20 3 8 8 2 3 17 7 12 1 13 6 - 19 - 18 4 11 6

12% 8% 10% 18% 10% 100% 10% 22% 12% 4% 11% 12% 14% 13% 7% 13% 15%

G J

Compassion/that we 13 4 4 1 4 - 13 3 6 4 9 4 1 11 4 8 5 7 1

are there for them 7% 10% 6% 2% 17% 8% 10% 6% 9% 7% 8% 4% 8% 16% 6% 9% 9% 2%

Gentle/kind 2 1 - 1 - - 2 - 2 - 2 - - 2 - 2 - 2 -

1% 3% 2% 1% 2% 2% 1% 1% 2%

Heart warming 1 1 - - - - 1 - - 1 1 - - - - 1 1 - -

1% 2% 1% 2% 1% 1% 2%

Subnet Informed 33 8 12 9 4 1 31 4 20 8 25 7 6 22 3 27 14 13 5

--------------- 19% 20% 16% 21% 18% 38% 18% 14% 19% 21% 21% 13% 27% 16% 13% 20% 25% 17% 14%

Government cares/ 14 3 7 4 - - 14 3 6 5 12 2 3 9 1 11 4 6 4

availability of 8% 8% 10% 8% 8% 10% 6% 12% 10% 4% 11% 7% 3% 8% 7% 7% 11%

government

programs to assist

caregivers

Relatable/that I 12 4 3 2 4 1 11 - 9 3 7 4 4 9 1 11 7 5 -

might qualify 7% 10% 4% 4% 17% 38% 7% 9% 7% 6% 7% 16% 6% 3% 8% 13% 6%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

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(Continued)

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Helpful/help is 6 2 1 4 - - 6 - 5 1 6 1 - 5 1 6 3 3 1

available 4% 5% 1% 9% 4% 5% 3% 5% 2% 3% 3% 4% 5% 4% 2%

Informed 3 - 0 2 0 - 2 1 1 0 2 1 - 2 1 2 - 3 -

2% \*% 5% 2% 1% 4% 1% 1% 1% 2% 1% 3% 2% 4%

Hopeful/relief 13 2 5 5 2 - 12 6 7 1 9 3 1 12 2 10 2 10 1

8% 6% 6% 10% 9% 7% 19% 7% 2% 8% 6% 5% 9% 7% 8% 3% 13% 3%

J QS

Good ad/concept 12 - 6 3 3 - 12 1 7 4 12 0 4 7 3 9 3 4 4

7% 8% 7% 14% 7% 4% 7% 10% 10% 1% 18% 5% 12% 7% 5% 6% 11%

L

Subnet: Curiosity 11 1 6 1 3 - 11 - 10 1 5 5 3 8 2 8 4 4 3

----------------- 6% 4% 8% 2% 12% 6% 9% 2% 4% 11% 12% 6% 9% 6% 7% 5% 7%

Curiosity/makes me 8 0 4 1 3 - 8 - 8 0 4 4 3 6 - 8 4 2 3

want to know more 5% 1% 6% 2% 12% 5% 8% 1% 3% 8% 12% 4% 6% 6% 3% 7%

Interest 3 1 1 - - - 3 - 2 1 2 1 - 3 2 0 0 2 0

2% 4% 2% 2% 2% 2% 1% 2% 2% 9% \*% 1% 2% 1%

Happiness 10 2 6 0 1 - 10 - 2 7 9 1 2 7 0 8 5 4 0

6% 6% 9% 1% 4% 6% 2% 18% 7% 2% 10% 5% 1% 6% 9% 6% 1%

I

Subnet: Gratitude 7 1 4 1 1 1 6 - 5 2 7 - 2 4 1 5 1 4 2

----------------- 4% 2% 6% 2% 4% 30% 4% 4% 5% 6% 9% 3% 4% 4% 2% 5% 5%

Gratefulness/ 5 1 3 1 - 1 4 - 4 1 5 - 1 3 - 4 1 2 2

gratitude 3% 2% 4% 2% 30% 2% 4% 3% 4% 5% 2% 3% 2% 2% 5%

Being recognized 2 - 1 - 1 - 2 - 1 1 2 - 1 1 1 1 - 2 -

for my efforts 1% 1% 4% 1% 1% 3% 2% 4% 1% 4% 1% 2%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Positive 5 - 4 1 0 - 5 2 1 2 5 0 1 4 2 3 1 4 -

3% 5% 2% 2% 3% 6% 1% 5% 4% 1% 4% 3% 8% 2% 2% 5%

Satisfaction 1 - - - 1 - 1 1 - - - 1 - 1 - 1 1 - -

1% 5% 1% 4% 2% 1% 1% 2%

Easy to read ad 1 - 1 - - - 1 - 1 - 1 - - - - 1 - - 1

1% 1% 1% 1% 1% 1% 2%

NET: NEGATIVE 31 11 13 5 3 - 31 3 19 9 16 12 4 26 4 25 7 14 11

============= 18% 30% 18% 11% 11% 18% 10% 18% 23% 14% 24% 17% 19% 14% 19% 12% 17% 28%

Sad 14 4 6 3 1 - 14 2 9 3 7 4 4 10 2 11 1 6 7

8% 10% 9% 6% 6% 8% 8% 9% 7% 6% 8% 17% 7% 8% 8% 3% 7% 18%

Dislike being thanked 7 5 2 - - - 6 - 4 3 2 5 - 6 0 6 2 5 -

for serving/helping a 4% 12% 3% 4% 4% 7% 2% 9% 5% 1% 5% 3% 6%

loved one K

Confusing/not 4 - 4 - - - 4 - 1 3 4 - - 4 - 4 - 1 3

informative/not clear 2% 5% 2% 1% 6% 3% 3% 3% 1% 7%

enough

Feel like I should 3 2 - 1 - - 3 - 2 1 1 2 - 3 - 2 2 - 1

have been paid all 2% 5% 2% 2% 2% 3% 1% 4% 2% 1% 3% 3%

these years

Exhaustion 1 - 1 0 - - 1 - 1 - - 1 - 1 0 1 0 1 -

1% 1% 1% 1% 1% 3% 1% 1% 1% 1% 1%

Overwhelmed 1 - 0 1 - - 1 1 0 - 1 0 - 1 1 0 0 1 -

1% \*% 2% 1% 3% \*% 1% 1% 1% 3% \*% 1% 1%

Annoyed 1 - - - 1 - 1 - 1 - 1 - - - - - 1 - -

1% 5% 1% 1% 1% 2%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Unconcerned/not 0 0 - - - - 0 - 0 - - 0 - 0 - 0 - 0 -

relatable \*% 1% \*% \*% 1% \*% \*% \*%

Skeptical 0 0 - - - - 0 - 0 - - 0 - 0 - 0 - - 0

\*% 1% \*% \*% 1% \*% \*% 1%

Other 5 - 2 3 - - 5 1 3 1 3 2 - 5 1 4 1 4 -

3% 3% 7% 3% 3% 3% 3% 3% 4% 4% 4% 3% 2% 5%

Nothing/no emotions 38 7 18 9 5 - 37 6 28 4 23 15 4 31 6 27 14 14 10

22% 19% 24% 19% 24% 22% 20% 27% 11% 20% 28% 20% 22% 23% 20% 26% 18% 24%

J

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

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B5A. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - This ad catches my attention.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 401 118 160 92 30 170 231 66 182 153 90 78 106 76 226 24 43 106 331 61

78% 72% 82% 78% 84% 77% 79% 73% 78% 81% 82% 78% 76% 82% 77% 70% 82% 82% 80% 72%

B

Strongly agree ..5 199 63 88 33 15 87 111 23 93 82 38 37 54 44 115 10 16 58 167 26

39% 38% 45% 28% 43% 40% 38% 26% 40% 44% 34% 37% 39% 47% 39% 30% 30% 44% 40% 31%

D D H H

Somewhat agree ..4 202 55 73 59 15 82 120 43 89 70 52 41 52 32 111 14 27 48 164 35

39% 34% 37% 50% 42% 38% 41% 47% 38% 37% 48% 41% 37% 35% 38% 40% 52% 37% 40% 41%

BC

Neither agree nor 79 32 24 20 4 38 41 20 39 21 15 16 22 12 45 7 8 18 61 16

disagree ..3 15% 19% 12% 17% 10% 17% 14% 22% 17% 11% 14% 16% 16% 12% 15% 21% 15% 14% 15% 19%

J

Somewhat disagree ..2 22 9 6 4 2 9 13 4 10 7 5 1 6 6 17 2 1 2 12 7

4% 6% 3% 4% 6% 4% 4% 5% 4% 4% 4% 1% 4% 6% 6% 5% 2% 2% 3% 8%

L

Strongly disagree ..1 11 6 4 1 - 3 8 1 2 8 - 5 5 - 6 1 - 4 9 1

2% 3% 2% 1% 1% 3% 1% 1% 4% 5% 4% 2% 3% 3% 2% 1%

I

BOTTOM 2 BOX 33 15 11 5 2 12 21 5 12 15 5 6 11 6 23 3 1 6 21 8

6% 9% 6% 5% 6% 6% 7% 6% 5% 8% 4% 6% 8% 6% 8% 8% 2% 5% 5% 10%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 401 68 173 116 43 9 388 50 260 90 247 137 48 318 73 282 85 237 78

78% 76% 82% 79% 68% 77% 79% 61% 81% 82% 79% 79% 78% 77% 81% 77% 72% 84% 70%

H H QS

Strongly agree ..5 199 36 89 51 24 4 192 25 124 49 127 61 30 155 38 141 42 121 36

39% 40% 42% 34% 37% 31% 39% 31% 39% 45% 41% 35% 48% 38% 42% 38% 36% 43% 32%

Somewhat agree ..4 202 32 85 66 20 5 196 24 137 41 120 76 18 163 35 141 43 116 43

39% 36% 40% 44% 31% 45% 40% 30% 43% 37% 38% 44% 30% 40% 39% 39% 37% 41% 38%

Neither agree nor 79 16 31 20 12 3 76 24 38 17 43 28 8 66 15 57 20 34 26

disagree ..3 15% 18% 15% 13% 19% 23% 15% 30% 12% 15% 14% 16% 14% 16% 17% 16% 17% 12% 23%

IJ R

Somewhat disagree ..2 22 - 6 10 7 - 19 6 15 2 19 3 4 18 2 19 8 6 8

4% 3% 6% 11% 4% 7% 5% 2% 6% 2% 7% 4% 2% 5% 7% 2% 7%

L

Strongly disagree ..1 11 6 2 2 1 - 11 2 8 1 5 5 1 10 - 9 5 6 -

2% 6% 1% 1% 2% 2% 2% 2% 1% 2% 3% 2% 2% 2% 4% 2%

CD

BOTTOM 2 BOX 33 6 8 12 8 - 30 7 23 3 24 8 5 28 2 28 13 12 8

6% 6% 4% 8% 13% 6% 9% 7% 3% 8% 5% 8% 7% 2% 8% 11% 4% 7%

O

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B5B. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - The ad is appealing.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

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TOP 2 BOX 388 114 155 92 27 167 221 61 182 145 87 74 103 73 222 25 40 98 320 60

76% 70% 79% 78% 75% 76% 75% 67% 78% 77% 79% 74% 74% 79% 76% 72% 76% 76% 77% 70%

Strongly agree ..5 175 62 70 28 15 72 103 21 81 73 34 36 46 33 105 8 14 48 148 23

34% 38% 36% 23% 43% 33% 35% 24% 35% 39% 31% 36% 33% 35% 36% 24% 27% 37% 36% 27%

D D D H

Somewhat agree ..4 213 52 84 65 12 96 118 39 101 73 53 38 57 41 118 17 25 51 172 36

42% 32% 43% 55% 33% 44% 40% 43% 43% 38% 48% 38% 41% 43% 40% 48% 49% 39% 42% 43%

BCE

Neither agree nor 83 27 29 19 8 37 46 21 41 21 17 19 23 13 45 8 11 19 68 12

disagree ..3 16% 17% 15% 16% 22% 17% 16% 23% 18% 11% 15% 19% 17% 14% 15% 22% 21% 15% 17% 15%

J

Somewhat disagree ..2 33 18 8 6 1 13 20 8 6 19 5 6 11 7 18 1 1 12 20 12

6% 11% 4% 5% 2% 6% 7% 8% 3% 10% 5% 6% 8% 8% 6% 3% 2% 10% 5% 15%

CE I Q S

Strongly disagree ..1 9 5 3 1 0 3 6 1 4 4 1 1 3 - 8 1 - - 5 1

2% 3% 2% 1% 1% 1% 2% 2% 2% 2% 1% 1% 2% 3% 3% 1% 1%

BOTTOM 2 BOX 42 23 11 7 1 16 26 9 10 23 6 7 13 7 26 2 1 12 26 14

8% 14% 6% 6% 3% 7% 9% 10% 4% 12% 6% 7% 10% 8% 9% 6% 2% 10% 6% 16%

CE I Q Q S

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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B5B. Please indicate your level of agreement with the following statements about this ad.

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

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76% 70% 79% 78% 69% 92% 75% 58% 78% 83% 77% 73% 78% 75% 81% 74% 66% 83% 68%

H H QS

Strongly agree ..5 175 30 75 48 21 3 169 25 102 48 112 53 29 134 35 123 36 108 31

34% 34% 36% 32% 34% 24% 34% 31% 32% 43% 36% 31% 47% 33% 39% 34% 30% 38% 28%

Somewhat agree ..4 213 32 92 67 22 8 203 22 147 44 131 74 19 173 37 149 43 126 44

42% 36% 43% 45% 35% 69% 41% 28% 46% 40% 42% 43% 31% 42% 42% 41% 36% 45% 40%

H

Neither agree nor 83 19 34 16 14 1 82 25 45 13 41 37 9 68 13 61 25 32 26

disagree ..3 16% 21% 16% 11% 21% 8% 17% 30% 14% 12% 13% 21% 14% 17% 14% 17% 21% 11% 24%

IJ K R

Somewhat disagree ..2 33 6 8 16 3 - 33 7 20 6 23 9 4 29 4 26 12 12 9

6% 6% 4% 11% 5% 7% 9% 6% 5% 7% 5% 6% 7% 4% 7% 10% 4% 8%

C

Strongly disagree ..1 9 2 3 1 3 - 6 2 7 - 8 0 1 7 0 8 4 5 0

2% 2% 1% 1% 4% 1% 2% 2% 2% \*% 2% 2% \*% 2% 3% 2% \*%

L

BOTTOM 2 BOX 42 8 11 17 6 - 39 9 27 6 30 10 5 36 4 34 16 17 9

8% 9% 5% 12% 9% 8% 11% 8% 5% 10% 6% 8% 9% 5% 9% 13% 6% 8%

C R

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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B5C. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - The ad is something I personally relate to.

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TOP 2 BOX 342 99 149 67 27 143 199 54 156 132 69 68 91 69 196 22 34 88 290 48

67% 60% 77% 56% 76% 65% 68% 60% 67% 70% 63% 68% 65% 74% 67% 63% 65% 68% 70% 56%

BD BD T

Strongly agree ..5 171 59 74 26 13 71 100 23 78 71 36 35 44 37 103 7 16 45 150 20

33% 36% 38% 22% 36% 32% 34% 25% 33% 37% 33% 35% 31% 40% 35% 21% 30% 35% 36% 23%

D D D T

Somewhat agree ..4 171 40 76 41 15 72 98 31 79 61 34 32 47 32 93 15 18 43 139 28

33% 24% 39% 35% 41% 33% 34% 34% 34% 32% 31% 33% 34% 34% 32% 42% 35% 33% 34% 33%

B B

Neither agree nor 104 36 29 33 6 51 53 25 44 35 27 20 30 12 53 9 10 31 78 20

disagree ..3 20% 22% 15% 28% 18% 23% 18% 27% 19% 19% 24% 20% 21% 13% 18% 26% 20% 24% 19% 23%

C N

Somewhat disagree ..2 43 22 8 13 1 19 24 9 25 8 10 4 13 8 31 1 6 6 27 13

8% 13% 4% 11% 2% 9% 8% 10% 11% 4% 9% 4% 9% 8% 11% 3% 11% 4% 7% 15%

CE CE J R

Strongly disagree ..1 24 8 9 5 1 7 17 3 8 13 3 8 6 4 13 3 2 5 19 5

5% 5% 4% 5% 4% 3% 6% 3% 3% 7% 3% 8% 5% 5% 5% 9% 4% 4% 5% 6%

BOTTOM 2 BOX 67 30 16 19 2 26 41 12 33 22 14 12 19 12 44 4 8 11 46 18

13% 18% 8% 16% 6% 12% 14% 13% 14% 11% 12% 12% 14% 13% 15% 12% 15% 8% 11% 21%

CE CE R

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 342 52 147 102 41 11 328 37 225 79 218 113 46 271 61 244 74 204 64

67% 59% 69% 69% 65% 97% 66% 46% 70% 72% 69% 65% 75% 66% 69% 67% 62% 72% 57%

G H H S

Strongly agree ..5 171 30 76 44 22 3 167 17 107 47 118 49 36 124 34 120 41 108 23

33% 33% 36% 30% 34% 28% 34% 21% 33% 43% 38% 28% 59% 30% 38% 33% 34% 38% 21%

H H N S

Somewhat agree ..4 171 22 71 58 19 8 161 21 118 32 100 64 10 147 28 123 33 97 41

33% 25% 34% 39% 30% 69% 33% 25% 37% 29% 32% 37% 17% 36% 31% 34% 28% 34% 37%

B G M

Neither agree nor 104 20 44 24 17 0 102 26 55 23 65 27 10 81 18 69 26 46 32

disagree ..3 20% 23% 21% 16% 26% 3% 21% 31% 17% 21% 21% 16% 16% 20% 20% 19% 22% 16% 29%

I R

Somewhat disagree ..2 43 7 16 14 6 - 41 12 25 7 19 23 1 40 8 32 11 22 10

8% 7% 7% 10% 9% 8% 14% 8% 6% 6% 13% 2% 10% 9% 9% 10% 8% 9%

K M

Strongly disagree ..1 24 10 6 8 - - 24 7 16 1 12 10 4 20 2 21 7 11 6

5% 12% 3% 5% 5% 8% 5% 1% 4% 6% 6% 5% 2% 6% 6% 4% 5%

C J

BOTTOM 2 BOX 67 17 21 22 6 - 64 18 41 8 31 33 5 60 10 53 18 33 16

13% 19% 10% 15% 9% 13% 23% 13% 7% 10% 19% 8% 15% 11% 15% 15% 12% 14%

J K

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B5D. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - The language clearly conveys that there is a credit available for caregivers.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 424 125 168 98 32 178 246 71 195 158 89 83 113 79 240 30 42 109 351 65

83% 76% 86% 83% 90% 81% 84% 79% 83% 84% 81% 83% 81% 85% 82% 86% 81% 84% 85% 76%

B

Strongly agree ..5 228 68 96 43 20 90 138 33 108 87 54 48 58 40 125 13 27 62 196 31

44% 42% 49% 37% 55% 41% 47% 37% 46% 46% 49% 48% 41% 42% 43% 38% 53% 48% 47% 36%

D D

Somewhat agree ..4 196 57 71 55 12 89 107 38 87 71 35 35 55 40 115 17 15 47 155 34

38% 35% 37% 47% 35% 40% 37% 42% 37% 37% 32% 35% 39% 42% 39% 47% 28% 36% 37% 40%

Neither agree nor 56 20 21 14 1 29 27 11 24 21 10 15 20 8 36 1 6 13 44 10

disagree ..3 11% 12% 11% 12% 4% 13% 9% 12% 10% 11% 10% 15% 14% 8% 12% 3% 11% 10% 11% 12%

E E E P

Somewhat disagree ..2 22 12 5 4 1 10 12 5 10 8 8 - 6 4 11 4 3 5 11 10

4% 7% 3% 4% 2% 5% 4% 5% 4% 4% 7% 4% 4% 4% 11% 5% 4% 3% 12%

S

Strongly disagree ..1 11 7 1 1 1 3 8 3 5 3 2 2 1 2 7 - 1 3 8 -

2% 4% 1% 1% 4% 1% 3% 3% 2% 2% 2% 2% 1% 2% 2% 2% 2% 2%

BOTTOM 2 BOX 33 19 6 5 2 13 20 8 15 10 10 2 7 6 18 4 4 7 19 10

6% 12% 3% 5% 6% 6% 7% 9% 6% 6% 9% 2% 5% 7% 6% 11% 8% 6% 5% 12%

C L

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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B5D. Please indicate your level of agreement with the following statements about this ad.

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 424 72 184 121 45 11 408 65 269 89 256 150 52 340 77 300 87 252 85

83% 81% 87% 82% 71% 100% 83% 80% 84% 81% 82% 87% 84% 83% 86% 82% 74% 89% 76%

E G QS

Strongly agree ..5 228 42 106 54 25 7 220 31 149 48 139 79 34 176 44 165 49 140 39

44% 48% 50% 37% 40% 58% 45% 38% 46% 44% 44% 46% 56% 43% 49% 45% 42% 49% 35%

D S

Somewhat agree ..4 196 30 78 67 20 5 188 34 120 41 118 71 17 163 34 135 38 112 46

38% 34% 37% 45% 31% 42% 38% 42% 37% 37% 37% 41% 28% 40% 38% 37% 32% 40% 41%

Neither agree nor 56 14 18 16 8 - 56 9 33 15 33 19 8 42 10 39 23 18 16

disagree ..3 11% 15% 9% 11% 13% 11% 10% 10% 14% 11% 11% 12% 10% 11% 11% 19% 6% 14%

R R

Somewhat disagree ..2 22 1 7 10 5 - 21 5 11 6 18 2 2 20 2 17 4 8 11

4% 1% 3% 7% 8% 4% 7% 3% 6% 6% 1% 4% 5% 2% 5% 3% 3% 10%

B L QR

Strongly disagree ..1 11 2 3 1 5 - 8 2 9 - 6 3 - 10 0 10 5 6 -

2% 2% 1% 1% 8% 2% 3% 3% 2% 1% 2% \*% 3% 4% 2%

CD

BOTTOM 2 BOX 33 3 9 11 10 - 29 8 19 6 25 5 2 30 2 27 9 14 11

6% 3% 4% 7% 16% 6% 9% 6% 6% 8% 3% 4% 7% 3% 7% 7% 5% 10%

BC L

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B5. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - Summary Tables: Top 2 Box

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

The language clearly 424 125 168 98 32 178 246 71 195 158 89 83 113 79 240 30 42 109 351 65

conveys that there is a 83% 76% 86% 83% 90% 81% 84% 79% 83% 84% 81% 83% 81% 85% 82% 86% 81% 84% 85% 76%

credit available for B

caregivers.

This ad catches my 401 118 160 92 30 170 231 66 182 153 90 78 106 76 226 24 43 106 331 61

attention. 78% 72% 82% 78% 84% 77% 79% 73% 78% 81% 82% 78% 76% 82% 77% 70% 82% 82% 80% 72%

B

The ad is appealing. 388 114 155 92 27 167 221 61 182 145 87 74 103 73 222 25 40 98 320 60

76% 70% 79% 78% 75% 76% 75% 67% 78% 77% 79% 74% 74% 79% 76% 72% 76% 76% 77% 70%

The ad is something I 342 99 149 67 27 143 199 54 156 132 69 68 91 69 196 22 34 88 290 48

personally relate to. 67% 60% 77% 56% 76% 65% 68% 60% 67% 70% 63% 68% 65% 74% 67% 63% 65% 68% 70% 56%

BD BD T

None of the above 51 25 13 11 2 25 26 11 22 18 8 10 17 7 30 4 5 12 30 16

10% 15% 7% 9% 7% 11% 9% 13% 9% 9% 7% 10% 12% 7% 10% 12% 10% 9% 7% 18%

C S

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B5. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - Summary Tables: Top 2 Box

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

The language clearly 424 72 184 121 45 11 408 65 269 89 256 150 52 340 77 300 87 252 85

conveys that there is a 83% 81% 87% 82% 71% 100% 83% 80% 84% 81% 82% 87% 84% 83% 86% 82% 74% 89% 76%

credit available for E G QS

caregivers.

This ad catches my 401 68 173 116 43 9 388 50 260 90 247 137 48 318 73 282 85 237 78

attention. 78% 76% 82% 79% 68% 77% 79% 61% 81% 82% 79% 79% 78% 77% 81% 77% 72% 84% 70%

H H QS

The ad is appealing. 388 62 167 115 44 11 372 48 249 91 243 127 48 307 73 272 78 235 76

76% 70% 79% 78% 69% 92% 75% 58% 78% 83% 77% 73% 78% 75% 81% 74% 66% 83% 68%

H H QS

The ad is something I 342 52 147 102 41 11 328 37 225 79 218 113 46 271 61 244 74 204 64

personally relate to. 67% 59% 69% 69% 65% 97% 66% 46% 70% 72% 69% 65% 75% 66% 69% 67% 62% 72% 57%

G H H S

None of the above 51 11 12 16 12 - 48 14 28 8 32 12 6 40 6 36 23 16 12

10% 13% 6% 11% 19% 10% 18% 9% 8% 10% 7% 9% 10% 7% 10% 19% 6% 11%

C R

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B6A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 2 - Go to the Government of Canada website for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 384 121 149 84 29 163 220 65 172 147 84 72 98 78 219 25 35 102 315 61

75% 74% 77% 71% 80% 74% 75% 72% 73% 78% 76% 72% 70% 83% 75% 71% 69% 78% 76% 72%

M

Very likely ..5 191 69 79 27 16 86 105 25 86 80 37 38 52 42 110 9 18 54 163 24

37% 42% 41% 23% 45% 39% 36% 27% 37% 42% 34% 38% 37% 45% 38% 26% 35% 41% 40% 28%

D D D H

Somewhat likely ..4 193 52 70 58 13 77 116 40 85 68 46 33 46 36 109 16 18 48 152 38

38% 32% 36% 49% 36% 35% 40% 44% 37% 36% 42% 33% 33% 38% 37% 46% 34% 37% 37% 44%

BCE

Neither likely nor 83 26 32 19 5 36 46 15 44 23 17 20 25 10 50 8 10 15 62 17

unlikely ..3 16% 16% 17% 16% 15% 16% 16% 17% 19% 12% 16% 20% 18% 11% 17% 23% 19% 11% 15% 20%

Somewhat unlikely ..2 26 7 8 11 1 10 17 6 12 8 4 3 10 5 16 - 6 5 21 3

5% 5% 4% 9% 2% 4% 6% 7% 5% 4% 3% 3% 7% 5% 5% 11% 4% 5% 3%

E

Very unlikely ..1 20 9 5 4 1 11 10 4 5 11 5 6 7 1 8 2 1 9 16 4

4% 6% 3% 4% 3% 5% 3% 5% 2% 6% 5% 6% 5% 1% 3% 6% 2% 7% 4% 5%

BOTTOM 2 BOX 46 17 13 15 2 20 26 10 18 19 9 8 17 6 24 2 7 14 37 7

9% 10% 7% 13% 5% 9% 9% 11% 8% 10% 8% 8% 12% 6% 8% 6% 13% 10% 9% 8%

E

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

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Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 384 60 168 109 47 11 365 47 253 84 244 124 46 309 67 272 84 223 77

75% 67% 79% 74% 74% 100% 74% 57% 79% 76% 78% 72% 75% 75% 75% 74% 70% 79% 69%

B G H H

Very likely ..5 191 33 87 46 26 7 181 18 126 46 134 54 32 149 35 133 44 116 31

37% 37% 41% 31% 41% 63% 37% 23% 39% 42% 43% 31% 53% 36% 40% 36% 37% 41% 28%

H H L N S

Somewhat likely ..4 193 27 81 64 21 4 184 28 127 38 110 70 13 160 31 138 40 107 46

38% 30% 38% 43% 33% 37% 37% 35% 39% 34% 35% 40% 22% 39% 35% 38% 34% 38% 41%

M

Neither likely nor 83 15 33 22 13 - 82 26 41 15 47 28 13 62 11 63 27 28 28

unlikely ..3 16% 17% 15% 15% 21% 17% 32% 13% 14% 15% 16% 20% 15% 13% 17% 22% 10% 25%

IJ R R

Somewhat unlikely ..2 26 4 7 12 2 - 26 8 15 4 15 11 2 22 8 16 2 21 3

5% 4% 3% 8% 3% 5% 9% 5% 4% 5% 6% 4% 5% 9% 4% 1% 7% 3%

Q

Very unlikely ..1 20 10 4 4 1 - 20 1 13 7 8 11 1 18 4 17 7 11 2

4% 12% 2% 3% 2% 4% 1% 4% 6% 3% 6% 1% 4% 4% 5% 6% 4% 2%

CDE

BOTTOM 2 BOX 46 14 11 17 4 - 46 8 27 11 23 22 3 41 11 32 9 32 6

9% 16% 5% 11% 6% 9% 10% 8% 10% 7% 12% 5% 10% 13% 9% 7% 11% 5%

C

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B6B. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 2 - Consider whether or not I might be eligible for the Canada Caregiver Credit.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 378 123 157 69 29 162 216 61 178 140 75 66 106 80 225 23 35 94 312 58

74% 75% 81% 59% 81% 74% 74% 67% 76% 74% 68% 67% 76% 86% 77% 66% 68% 72% 75% 68%

D D D KL

Very likely ..5 194 69 81 28 16 82 112 31 85 78 38 39 54 39 113 11 20 51 168 24

38% 42% 42% 24% 44% 37% 38% 34% 36% 41% 35% 39% 39% 42% 38% 30% 38% 40% 41% 28%

D D D

Somewhat likely ..4 184 54 76 41 14 80 104 30 93 61 36 27 52 41 113 12 16 42 144 34

36% 33% 39% 35% 38% 37% 35% 33% 40% 32% 33% 28% 37% 44% 38% 36% 30% 33% 35% 40%

L

Neither likely nor 83 22 26 29 5 33 50 18 40 25 20 24 17 7 44 10 10 16 60 18

unlikely ..3 16% 13% 13% 25% 15% 15% 17% 19% 17% 13% 19% 24% 12% 8% 15% 29% 19% 13% 15% 21%

BC N MN

Somewhat unlikely ..2 32 13 5 13 0 15 17 10 9 13 10 6 7 6 14 - 6 12 25 7

6% 8% 3% 11% 1% 7% 6% 11% 4% 7% 9% 6% 5% 6% 5% 11% 9% 6% 9%

E CE

Very unlikely ..1 20 6 6 6 1 10 10 3 6 11 4 4 9 1 9 2 1 8 17 2

4% 4% 3% 5% 3% 5% 3% 3% 3% 6% 4% 4% 7% 1% 3% 6% 2% 6% 4% 3%

N

BOTTOM 2 BOX 52 19 12 20 1 25 27 12 16 24 14 10 17 6 24 2 7 20 42 9

10% 12% 6% 17% 4% 11% 9% 13% 7% 13% 13% 10% 12% 7% 8% 6% 13% 15% 10% 11%

E CE I

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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B6B. Please indicate how likely you would be to do each of the following after seeing this ad:

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

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74% 62% 79% 72% 77% 92% 73% 57% 76% 81% 76% 70% 79% 73% 75% 74% 72% 79% 63%

B G H H S

Very likely ..5 194 30 89 51 25 7 184 21 125 48 137 54 33 150 37 136 44 123 28

38% 33% 42% 34% 39% 63% 37% 26% 39% 44% 44% 31% 54% 36% 41% 37% 37% 43% 25%

H H L N S

Somewhat likely ..4 184 26 79 55 24 3 176 25 118 41 103 67 16 151 30 134 42 100 42

36% 29% 37% 37% 38% 29% 36% 31% 37% 37% 33% 39% 25% 37% 34% 36% 35% 35% 38%

Neither likely nor 83 16 32 23 11 1 81 27 43 13 46 31 11 64 11 63 18 33 31

unlikely ..3 16% 18% 15% 16% 17% 8% 16% 33% 13% 12% 15% 18% 17% 16% 12% 17% 15% 12% 28%

IJ QR

Somewhat unlikely ..2 32 8 8 14 1 - 32 6 23 3 21 9 2 27 7 20 9 17 7

6% 9% 4% 10% 2% 6% 8% 7% 2% 7% 5% 4% 7% 7% 5% 7% 6% 6%

E CE J

Very unlikely ..1 20 9 4 4 3 - 20 2 13 5 7 12 - 19 5 14 6 11 4

4% 11% 2% 3% 4% 4% 2% 4% 5% 2% 7% 5% 5% 4% 5% 4% 3%

CD K

BOTTOM 2 BOX 52 18 12 19 4 - 52 8 36 8 28 21 2 46 11 34 15 27 10

10% 20% 6% 13% 6% 11% 10% 11% 7% 9% 12% 4% 11% 13% 9% 12% 10% 9%

CE C M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B7. What emotion are you feeling after seeing the ad?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 163 42 65 43 12 71 92 30 72 61 32 37 34 33 88 13 18 43 127 33

Unweighted Total 169 25 60 49 35 67 102 26 76 67 39 38 37 27 86 12 19 50 139 28

NET: POSITIVE 74 23 28 18 6 26 48 20 31 24 17 22 14 14 41 9 9 15 55 19

============= 45% 53% 43% 41% 46% 37% 52% 66% 43% 38% 52% 59% 41% 42% 47% 65% 52% 36% 43% 57%

J

Subnet: Compassion 36 9 16 9 2 9 26 8 15 13 6 11 8 9 21 2 4 9 24 12

------------------ 22% 21% 25% 20% 14% 13% 29% 26% 21% 21% 20% 31% 23% 26% 24% 15% 22% 20% 19% 36%

F

Compassion/that we 20 4 11 4 1 5 16 2 10 9 5 5 3 5 12 2 1 6 14 6

are there for them 12% 8% 17% 10% 11% 7% 17% 7% 13% 14% 17% 13% 10% 14% 13% 15% 6% 13% 11% 18%

F

Empathy 12 4 3 4 0 2 10 3 5 4 - 6 2 3 6 - 1 4 9 3

7% 8% 5% 10% 3% 2% 11% 9% 7% 7% 18% 7% 9% 7% 5% 10% 7% 9%

F

Heart warming 4 2 2 - - 2 2 2 2 - - 1 3 - 3 - 1 - 1 3

2% 4% 3% 3% 2% 7% 3% 3% 9% 3% 6% 1% 9%

Touched 2 - 1 1 - 1 1 1 - 1 1 - - 1 1 - 1 - 1 1

1% 2% 2% 2% 1% 3% 2% 3% 3% 1% 5% 1% 3%

Hopeful/relief 13 4 5 4 1 3 10 5 6 3 5 1 2 1 5 5 2 1 9 4

8% 9% 8% 8% 6% 4% 11% 15% 8% 4% 15% 3% 7% 3% 6% 38% 10% 3% 7% 13%

OR

Subnet Informed 12 2 8 1 2 5 7 5 5 2 5 2 3 3 8 - 4 1 10 2

--------------- 8% 4% 12% 2% 17% 7% 8% 18% 7% 4% 14% 5% 8% 10% 9% 22% 2% 8% 7%

D D R

Government cares/ 7 2 3 1 1 2 5 3 3 1 4 1 1 - 4 - 3 0 7 -

availability of 4% 4% 5% 2% 9% 3% 6% 10% 4% 2% 13% 3% 4% 5% 15% 1% 6%

government

programs to assist

caregivers

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

B7. What emotion are you feeling after seeing the ad?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Informed 4 - 2 1 1 3 1 1 2 0 1 0 - 2 3 - 1 0 4 -

2% 3% 2% 6% 4% 1% 5% 3% 1% 4% 1% 7% 3% 5% 1% 3%

Helpful/help is 4 - 3 - 0 1 3 1 3 - - 1 1 1 3 - 1 - 1 2

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Relatable/that I 1 - 1 - 0 - 1 - 1 0 - 1 - - 1 - - 0 1 -

might qualify 1% 2% 3% 2% 2% 1% 4% 1% 1% 1%

Subnet: Gratitude 7 5 1 1 - 1 5 5 2 - 3 3 - 1 2 3 2 - 7 -

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Being recognized 5 5 - 1 - - 5 5 1 - 3 3 - - 1 3 2 - 5 -

for my efforts 3% 11% 2% 6% 15% 1% 9% 7% 1% 20% 10% 4%

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Gratefulness/ 1 - 1 - - 1 - - 1 - - - - 1 1 - - - 1 -

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Good ad/concept 6 4 1 2 - 5 2 - 6 1 1 3 - 1 6 - - 1 6 -

4% 9% 2% 4% 7% 2% 8% 1% 3% 7% 3% 6% 2% 5%

Happiness 5 2 3 - 0 - 5 2 1 2 1 3 1 - 3 - 0 2 3 3

3% 4% 5% 3% 6% 7% 2% 3% 5% 8% 3% 4% 2% 4% 2% 9%

Subnet: Curiosity 5 - 2 2 1 4 1 0 3 2 0 0 2 1 4 - 0 0 5 -

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Curiosity/makes me 3 - 1 1 1 2 1 0 1 1 0 0 1 1 2 - 0 - 3 -

want to know more 2% 2% 2% 6% 3% 1% 1% 2% 1% 1% 1% 3% 3% 3% 2% 2%

Interest 2 - 1 1 0 2 0 - 1 1 - - 1 - 2 - - 0 2 -

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Surprised 1 - 1 - 0 1 - - - 1 - 1 0 - - - - 1 1 -

1% 2% 3% 2% 2% 3% 1% 3% 1%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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B7. What emotion are you feeling after seeing the ad?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Satisfaction 1 - - 1 - 1 - - 1 - - - - 1 1 - - - 1 -

1% 2% 1% 1% 3% 1% 1%

NET: NEGATIVE 32 10 16 4 2 12 21 6 13 14 5 5 6 10 19 5 1 7 27 6

============= 20% 23% 25% 10% 14% 16% 22% 19% 18% 22% 16% 14% 19% 31% 22% 36% 6% 17% 21% 17%

D Q Q

Sad 19 5 11 2 1 6 14 4 9 7 5 3 3 4 9 4 1 5 17 3

12% 13% 17% 4% 11% 8% 15% 13% 12% 11% 15% 8% 10% 13% 10% 28% 6% 12% 13% 8%

D

Confusing/not 5 2 1 2 - 1 4 2 2 1 - 1 1 2 4 1 - - 4 1

informative/not clear 3% 4% 2% 4% 1% 4% 6% 2% 2% 3% 3% 6% 4% 8% 3% 3%

enough

Not too appealing/ 3 3 - - - 3 - - - 3 - - - 3 3 - - - 3 -

does not attract 2% 6% 4% 4% 8% 3% 2%

attention

Unconcerned/not 3 - 2 - 0 1 1 - 0 2 0 1 1 - 1 1 - - 0 2

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Skeptical 2 - 1 1 - - 2 - 1 1 - 1 - - 1 - - 1 1 1

1% 2% 2% 2% 2% 1% 3% 1% 2% 1% 3%

Dislike being thanked 1 - 1 - - - 1 - 1 - - - 1 - 1 - - - 1 -

for serving/helping a 1% 2% 1% 2% 3% 1% 1%

loved one

Annoyed 1 - 1 - - 1 - - - 1 - - - 1 - - - 1 1 -

1% 2% 2% 2% 3% 3% 1%

Other 6 3 1 2 - 5 1 1 4 1 - 2 4 - 5 - - 1 3 3

3% 6% 2% 4% 7% 1% 4% 5% 1% 5% 11% 5% 2% 2% 8%

Nothing/no emotions 55 10 21 20 5 30 26 6 27 22 10 11 10 9 24 4 8 19 47 6

34% 23% 32% 45% 43% 42% 28% 21% 37% 37% 32% 29% 29% 27% 27% 27% 42% 44% 37% 17%

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Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

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1% 2% 1% 2% 3% 3% 1%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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B7. What emotion are you feeling after seeing the ad?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 163 23 70 52 17 7 154 26 102 35 101 54 15 131 31 111 22 99 42

Unweighted Total 169 29 70 53 16 7 161 27 109 33 98 62 15 138 36 114 26 101 42

NET: POSITIVE 74 11 35 20 8 5 68 13 44 17 48 25 11 56 18 52 10 38 26

============= 45% 48% 49% 37% 48% 69% 44% 48% 43% 49% 47% 46% 72% 43% 57% 47% 46% 38% 62%

N R

Subnet: Compassion 36 4 18 11 3 1 35 4 24 8 23 12 6 28 9 22 3 21 12

------------------ 22% 16% 26% 21% 18% 18% 22% 15% 23% 24% 23% 22% 38% 22% 30% 20% 12% 21% 29%

Compassion/that we 20 2 11 5 3 0 20 3 12 6 13 7 5 15 5 14 - 11 9

are there for them 12% 8% 15% 9% 18% 5% 13% 11% 12% 16% 13% 12% 31% 12% 15% 13% 11% 22%

Empathy 12 2 4 4 2 1 11 - 10 2 7 5 - 11 3 7 3 9 -

7% 8% 5% 8% 11% 13% 7% 9% 6% 7% 9% 8% 9% 6% 12% 9%

Heart warming 4 - 2 2 - - 4 - 2 2 3 1 1 3 2 1 - 1 3

2% 3% 4% 3% 2% 5% 3% 2% 7% 2% 6% 1% 1% 7%

Touched 2 - 2 - - - 2 1 1 - 2 - - 1 - 2 - 2 -

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Hopeful/relief 13 2 4 2 4 1 12 4 6 4 8 4 1 11 2 11 2 8 4

8% 9% 6% 4% 22% 13% 8% 14% 6% 11% 8% 8% 7% 9% 6% 10% 8% 8% 9%

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Government cares/ 7 1 2 3 0 0 7 1 6 - 6 1 1 5 1 6 1 4 2

availability of 4% 5% 3% 6% 2% 5% 4% 4% 6% 6% 2% 7% 4% 4% 5% 4% 4% 4%

government

programs to assist

caregivers

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Informed 4 1 - 1 2 - 4 - 1 3 3 1 2 2 1 2 1 1 1

2% 4% 1% 12% 2% 1% 7% 3% 2% 14% 1% 5% 2% 6% 1% 3%

Helpful/help is 4 - - 4 - - 4 - 3 1 2 1 1 1 1 1 - 3 1

available 2% 7% 2% 2% 3% 2% 2% 7% 1% 4% 1% 3% 3%

Relatable/that I 1 - 0 1 - - 1 - 1 - 1 0 - 0 - 1 - 1 0

might qualify 1% 1% 2% 1% 1% 1% 1% \*% 1% 1% 1%

Subnet: Gratitude 7 1 4 2 - 3 4 - 7 - 3 4 - 7 1 6 3 1 3

----------------- 4% 5% 5% 4% 38% 2% 6% 3% 7% 5% 3% 5% 12% 1% 7%

G R

Being recognized 5 - 4 2 - 3 3 - 5 - 2 4 - 5 1 5 3 1 2

for my efforts 3% 5% 4% 38% 2% 5% 2% 7% 4% 3% 4% 12% 1% 4%

G R

Gratefulness/ 1 1 - - - - 1 - 1 - 1 - - 1 - 1 - - 1

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Good ad/concept 6 3 3 1 - - 5 3 1 3 6 1 1 2 2 5 1 3 3

4% 12% 4% 2% 3% 10% 1% 8% 6% 2% 6% 2% 6% 4% 4% 3% 7%

Happiness 5 - 5 0 - - 5 1 4 - 2 3 - 5 - 5 - 2 3

3% 7% 1% 4% 4% 4% 2% 6% 4% 5% 2% 8%

Subnet: Curiosity 5 1 2 - 1 - 5 0 3 2 4 1 1 3 1 4 - 4 1

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Curiosity/makes me 3 0 1 - 1 - 3 0 0 2 2 0 1 2 - 3 - 3 -

want to know more 2% 2% 2% 6% 2% 1% \*% 6% 2% 1% 7% 1% 2% 3%

Interest 2 1 1 - 0 - 2 - 2 - 1 1 - 1 1 1 - 1 1

1% 4% 2% 2% 2% 2% 1% 2% 1% 3% 1% 1% 3%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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Surprised 1 0 1 - - - 1 - 1 - 1 0 - 1 - 1 - 1 0

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Satisfaction 1 - - 1 - - 1 1 - - - 1 - 1 - 1 1 - -

1% 2% 1% 3% 2% 1% 1% 4%

NET: NEGATIVE 32 2 16 8 6 3 30 4 24 4 24 7 2 27 4 26 5 25 2

============= 20% 10% 23% 15% 35% 38% 19% 16% 23% 13% 23% 13% 12% 21% 12% 24% 24% 25% 6%

S

Sad 19 2 13 3 2 3 17 3 13 3 16 4 2 14 4 16 4 14 1

12% 10% 18% 5% 12% 38% 11% 12% 12% 10% 15% 7% 12% 11% 12% 14% 19% 14% 3%

D S S

Confusing/not 5 - - 2 3 - 5 1 4 - 3 - - 5 - 5 - 5 -

informative/not clear 3% 4% 16% 3% 3% 4% 3% 4% 4% 5%

enough

Not too appealing/ 3 - 3 - - - 3 - 3 - 3 - - 3 - - - 3 -

does not attract 2% 4% 2% 3% 3% 2% 3%

attention

Unconcerned/not 3 - 0 2 - - 3 - 3 - 1 1 - 3 - 3 - 2 0

relatable 2% 1% 4% 2% 2% 1% 2% 2% 2% 2% 1%

Skeptical 2 - 1 1 - - 2 - 2 - 1 1 - 2 - 2 - 1 1

1% 1% 2% 1% 2% 1% 2% 2% 2% 1% 2%

Dislike being thanked 1 - - 1 - - 1 - - 1 1 - - 1 - 1 1 - -

for serving/helping a 1% 2% 1% 3% 1% 1% 1% 5%

loved one

Annoyed 1 - - - 1 - 1 - 1 - - 1 - 1 - 1 - 1 -

1% 6% 1% 1% 2% 1% 1% 1%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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Other 6 - - 6 - - 6 1 2 3 2 4 1 5 1 4 - 4 1

3% 11% 4% 3% 2% 8% 2% 7% 6% 4% 3% 3% 4% 3%

Nothing/no emotions 55 10 22 19 4 2 53 8 34 13 29 22 3 46 9 33 9 33 13

34% 43% 32% 37% 24% 31% 34% 32% 33% 37% 28% 42% 20% 35% 30% 30% 42% 33% 32%

DK/NA 1 - 1 - - - 1 - 1 - 1 - - 1 - 1 - 1 -

1% 2% 1% 1% 1% 1% 1% 1%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B8A. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - This ad catches my attention.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 367 116 145 77 28 158 209 65 162 139 88 70 98 60 194 25 42 105 298 62

72% 71% 74% 65% 79% 72% 71% 72% 70% 74% 80% 71% 70% 64% 66% 72% 80% 81% 72% 72%

D N O O

Strongly agree ..5 154 49 69 22 13 62 91 22 64 68 38 26 46 23 79 9 15 51 118 30

30% 30% 36% 19% 36% 28% 31% 24% 28% 36% 35% 26% 33% 25% 27% 25% 29% 40% 28% 35%

D D O

Somewhat agree ..4 213 67 76 55 16 96 118 44 98 72 50 44 52 37 115 17 27 53 180 32

42% 41% 39% 47% 44% 44% 40% 48% 42% 38% 45% 44% 37% 39% 39% 47% 51% 41% 44% 38%

Neither agree nor 84 21 31 28 4 35 49 12 46 26 10 18 23 20 59 5 6 14 64 18

disagree ..3 16% 13% 16% 24% 11% 16% 17% 13% 20% 14% 9% 18% 17% 21% 20% 15% 11% 11% 16% 21%

BE K R

Somewhat disagree ..2 45 23 10 10 2 20 25 8 19 18 9 8 12 11 28 4 2 10 40 3

9% 14% 5% 8% 6% 9% 9% 9% 8% 9% 8% 8% 8% 11% 10% 13% 4% 8% 10% 4%

C T

Strongly disagree ..1 16 4 9 3 1 7 10 5 6 5 2 3 7 4 13 - 2 1 11 3

3% 2% 4% 2% 4% 3% 3% 5% 3% 3% 2% 3% 5% 4% 4% 4% 1% 3% 3%

BOTTOM 2 BOX 62 27 18 12 4 27 35 13 25 23 12 11 18 14 41 4 4 12 52 6

12% 17% 9% 11% 10% 12% 12% 15% 11% 12% 11% 11% 13% 15% 14% 13% 8% 9% 12% 7%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 367 64 149 109 45 9 352 49 236 82 220 130 48 294 65 266 90 186 91

72% 72% 70% 74% 71% 75% 71% 61% 73% 75% 70% 75% 78% 71% 73% 73% 76% 66% 82%

R

Strongly agree ..5 154 31 63 44 15 4 147 19 87 47 94 53 24 124 28 110 42 71 40

30% 35% 30% 30% 24% 33% 30% 24% 27% 43% 30% 30% 38% 30% 31% 30% 35% 25% 36%

HI

Somewhat agree ..4 213 33 86 65 29 5 205 30 148 35 126 77 24 170 38 156 48 114 51

42% 37% 40% 44% 46% 42% 41% 37% 46% 32% 40% 45% 40% 41% 42% 42% 41% 40% 46%

J

Neither agree nor 84 15 38 22 8 1 82 20 50 15 55 23 10 64 19 54 16 52 16

disagree ..3 16% 17% 18% 15% 12% 8% 17% 24% 16% 13% 18% 13% 17% 15% 21% 15% 14% 18% 15%

Somewhat disagree ..2 45 7 18 11 9 2 43 10 26 9 28 14 2 39 4 33 10 34 1

9% 7% 9% 8% 14% 17% 9% 12% 8% 9% 9% 8% 4% 10% 4% 9% 8% 12% 1%

M S S

Strongly disagree ..1 16 3 7 5 2 - 16 2 10 4 10 6 1 15 1 14 3 11 3

3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 2% 4% 1% 4% 2% 4% 2%

BOTTOM 2 BOX 62 9 25 16 11 2 59 12 36 13 38 20 3 55 5 47 12 45 4

12% 11% 12% 11% 17% 17% 12% 15% 11% 12% 12% 11% 5% 13% 5% 13% 10% 16% 4%

M O S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B8B. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - The ad is appealing.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

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67% 64% 71% 62% 77% 66% 67% 67% 66% 68% 73% 68% 65% 62% 65% 68% 70% 71% 66% 72%

BD

Strongly agree ..5 140 50 56 21 12 56 84 20 66 54 32 23 39 27 76 7 15 42 112 24

27% 31% 29% 18% 34% 26% 29% 22% 28% 29% 30% 23% 28% 29% 26% 21% 30% 32% 27% 29%

D D D

Somewhat agree ..4 203 54 82 51 16 90 114 40 89 74 48 45 51 31 114 17 21 50 161 37

40% 33% 42% 44% 44% 41% 39% 44% 38% 39% 44% 45% 37% 33% 39% 48% 40% 39% 39% 44%

Neither agree nor 117 40 40 33 5 50 67 16 57 44 19 19 34 24 66 9 11 31 95 19

disagree ..3 23% 24% 21% 28% 13% 23% 23% 18% 25% 23% 17% 19% 25% 26% 22% 25% 22% 24% 23% 22%

E E

Somewhat disagree ..2 41 17 11 11 2 19 22 13 16 12 8 12 10 9 30 2 3 5 37 4

8% 10% 6% 9% 6% 9% 7% 14% 7% 6% 7% 12% 7% 10% 10% 7% 6% 4% 9% 4%

R

Strongly disagree ..1 11 3 5 2 1 5 7 1 5 5 3 1 5 3 8 - 1 3 9 1

2% 2% 3% 2% 4% 2% 2% 1% 2% 3% 3% 1% 4% 3% 3% 2% 2% 2% 1%

BOTTOM 2 BOX 52 20 16 12 4 24 28 14 21 17 10 13 15 12 38 2 4 7 46 5

10% 12% 8% 11% 10% 11% 10% 15% 9% 9% 10% 13% 11% 13% 13% 7% 8% 6% 11% 6%

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Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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B8B. Please indicate your level of agreement with the following statements about this ad.

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HAS FINANCIAL PREVIOUSLY HEARD OF

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67% 71% 63% 71% 66% 75% 66% 53% 68% 74% 65% 70% 79% 66% 70% 68% 70% 60% 82%

H H N QR

Strongly agree ..5 140 29 55 42 13 2 133 19 80 41 88 46 24 106 24 101 34 68 38

27% 33% 26% 29% 21% 22% 27% 24% 25% 37% 28% 27% 39% 26% 27% 27% 29% 24% 34%

Somewhat agree ..4 203 34 78 63 28 6 194 24 138 41 115 76 24 168 38 148 48 101 54

40% 38% 37% 43% 45% 53% 39% 30% 43% 37% 37% 44% 39% 41% 42% 40% 41% 36% 48%

H R

Neither agree nor 117 15 55 33 14 2 115 24 73 20 78 35 9 94 24 79 28 74 16

disagree ..3 23% 17% 26% 22% 22% 17% 23% 30% 23% 18% 25% 20% 15% 23% 27% 22% 23% 26% 15%

S

Somewhat disagree ..2 41 8 20 7 6 1 39 11 23 7 28 11 4 33 3 30 8 32 1

8% 9% 10% 5% 9% 8% 8% 13% 7% 7% 9% 6% 7% 8% 4% 8% 7% 11% 1%

S S

Strongly disagree ..1 11 3 3 3 2 - 11 3 7 1 6 6 - 11 - 9 0 8 3

2% 3% 2% 2% 3% 2% 4% 2% 1% 2% 3% 3% 2% \*% 3% 2%

BOTTOM 2 BOX 52 11 24 10 8 1 51 14 30 9 33 17 4 44 3 39 8 40 4

10% 12% 11% 7% 13% 8% 10% 17% 9% 8% 11% 10% 7% 11% 4% 11% 7% 14% 3%

O S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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$40K- $60K- Self Emplo Reti

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 283 92 127 43 21 118 165 51 125 106 62 61 74 51 160 21 28 72 228 48

55% 56% 65% 37% 58% 54% 56% 57% 54% 56% 57% 61% 53% 54% 55% 61% 55% 55% 55% 56%

D D D

Strongly agree ..5 113 38 53 12 10 50 63 17 50 46 24 22 27 22 60 6 12 34 89 17

22% 23% 27% 11% 28% 23% 21% 19% 21% 25% 22% 22% 19% 23% 21% 18% 23% 26% 22% 20%

D D D

Somewhat agree ..4 170 54 74 31 11 68 102 34 75 60 39 39 47 29 100 15 16 38 138 30

33% 33% 38% 26% 31% 31% 35% 38% 32% 32% 35% 39% 34% 31% 34% 42% 32% 29% 33% 35%

D

Neither agree nor 121 36 38 40 7 61 60 15 60 46 19 18 39 21 71 6 12 30 94 23

disagree ..3 24% 22% 19% 34% 20% 28% 21% 17% 26% 24% 17% 18% 28% 22% 24% 18% 23% 23% 23% 26%

BCE

Somewhat disagree ..2 72 28 16 24 4 31 42 16 35 22 16 13 17 16 45 5 8 14 60 11

14% 17% 8% 20% 11% 14% 14% 17% 15% 12% 15% 13% 12% 17% 15% 15% 15% 11% 14% 13%

C CE

Strongly disagree ..1 37 8 14 11 4 11 26 8 13 15 12 8 9 6 17 2 3 14 33 4

7% 5% 7% 9% 11% 5% 9% 9% 6% 8% 11% 8% 7% 6% 6% 6% 7% 11% 8% 5%

BOTTOM 2 BOX 109 37 30 35 8 41 68 24 48 37 28 20 26 22 62 7 11 28 92 15

21% 22% 16% 29% 22% 19% 23% 27% 21% 20% 26% 20% 19% 23% 21% 21% 22% 22% 22% 18%

C

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B8C. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - The ad is something I personally relate to.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 283 50 121 76 35 7 270 37 169 77 192 81 46 215 52 205 70 133 80

55% 57% 57% 52% 56% 64% 55% 46% 52% 70% 61% 47% 75% 52% 58% 56% 59% 47% 72%

HI L N R

Strongly agree ..5 113 23 47 32 11 1 110 14 59 40 77 32 24 82 23 82 30 48 35

22% 26% 22% 22% 17% 6% 22% 17% 18% 37% 25% 19% 39% 20% 26% 22% 25% 17% 32%

HI N R

Somewhat agree ..4 170 27 74 44 25 7 160 24 109 37 115 49 22 133 29 123 40 85 45

33% 31% 35% 30% 39% 58% 32% 29% 34% 33% 37% 28% 36% 32% 32% 34% 34% 30% 40%

Neither agree nor 121 18 57 31 15 2 116 20 80 22 67 42 9 98 18 78 26 74 21

disagree ..3 24% 20% 27% 21% 23% 19% 24% 24% 25% 20% 21% 24% 14% 24% 20% 21% 22% 26% 19%

Somewhat disagree ..2 72 10 25 27 9 1 72 18 48 6 37 32 5 65 13 55 13 54 6

14% 12% 12% 18% 14% 8% 14% 22% 15% 5% 12% 18% 9% 16% 14% 15% 11% 19% 5%

J J S

Strongly disagree ..1 37 10 9 14 4 1 36 6 25 6 18 18 1 33 6 29 10 22 4

7% 11% 4% 9% 7% 10% 7% 8% 8% 5% 6% 11% 2% 8% 7% 8% 9% 8% 4%

M

BOTTOM 2 BOX 109 20 35 40 13 2 107 25 73 12 55 50 7 98 19 83 23 76 10

21% 23% 16% 27% 21% 17% 22% 30% 23% 11% 17% 29% 11% 24% 22% 23% 19% 27% 9%

C J J K M S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B8D. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - The language clearly conveys that there is a credit available for caregivers.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 389 125 148 84 31 158 231 69 183 138 87 79 99 69 215 29 43 99 317 64

76% 76% 76% 71% 86% 72% 79% 76% 78% 73% 79% 79% 71% 74% 73% 82% 84% 76% 77% 75%

CD

Strongly agree ..5 175 51 75 32 16 69 106 24 79 72 37 32 49 32 97 7 20 51 148 22

34% 31% 38% 27% 46% 31% 36% 26% 34% 38% 34% 32% 35% 34% 33% 19% 39% 39% 36% 26%

D BD

Somewhat agree ..4 214 74 74 52 15 90 125 45 103 66 50 47 50 37 119 22 23 48 169 42

42% 45% 38% 44% 41% 41% 43% 50% 44% 35% 46% 47% 36% 39% 40% 62% 45% 37% 41% 49%

J OR

Neither agree nor 81 23 32 23 2 42 39 9 32 40 14 17 25 13 46 5 6 25 64 13

disagree ..3 16% 14% 17% 20% 6% 19% 13% 10% 14% 21% 12% 17% 18% 14% 16% 15% 11% 19% 15% 16%

E E H

Somewhat disagree ..2 34 13 12 9 - 18 16 10 14 10 7 4 14 8 28 1 1 4 26 7

7% 8% 6% 8% 8% 6% 11% 6% 5% 6% 4% 10% 8% 9% 3% 2% 3% 6% 8%

QR

Strongly disagree ..1 9 2 2 2 3 2 7 3 4 2 2 0 2 4 5 - 2 2 6 1

2% 1% 1% 2% 8% 1% 2% 3% 2% 1% 2% \*% 1% 4% 2% 3% 2% 2% 1%

BCD

BOTTOM 2 BOX 43 15 14 11 3 20 23 13 18 12 9 4 16 12 33 1 3 7 33 8

8% 9% 7% 9% 8% 9% 8% 14% 8% 6% 8% 4% 11% 12% 11% 3% 5% 5% 8% 9%

L P

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B8D. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - The language clearly conveys that there is a credit available for caregivers.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

======= =============================== =============== ======================= =============== =============== =============== =======================

Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 389 69 161 110 49 10 371 57 253 79 236 135 45 316 67 287 94 203 92

76% 77% 76% 75% 78% 92% 75% 70% 79% 72% 75% 78% 73% 77% 75% 78% 79% 72% 83%

R

Strongly agree ..5 175 38 77 47 12 4 166 25 111 38 109 60 26 135 34 127 41 92 42

34% 43% 36% 32% 20% 38% 34% 31% 34% 35% 35% 34% 43% 33% 38% 35% 34% 33% 37%

E E

Somewhat agree ..4 214 30 84 63 37 6 206 32 142 41 127 76 18 181 33 161 53 111 51

42% 34% 40% 43% 59% 55% 42% 39% 44% 37% 40% 44% 30% 44% 37% 44% 45% 39% 45%

BC M

Neither agree nor 81 18 26 29 7 1 79 16 40 24 53 22 15 56 16 49 18 49 14

disagree ..3 16% 21% 12% 19% 11% 8% 16% 20% 13% 22% 17% 13% 24% 14% 18% 13% 16% 17% 13%

Somewhat disagree ..2 34 1 21 8 4 - 34 7 22 5 21 13 2 31 5 25 5 26 4

7% 1% 10% 6% 6% 7% 9% 7% 4% 7% 7% 4% 8% 5% 7% 4% 9% 3%

B S

Strongly disagree ..1 9 1 4 1 3 - 9 1 6 2 3 3 - 9 2 5 1 6 1

2% 1% 2% \*% 5% 2% 1% 2% 2% 1% 2% 2% 2% 1% 1% 2% 1%

BOTTOM 2 BOX 43 2 25 9 7 - 43 8 28 7 25 16 2 40 6 30 6 32 5

8% 2% 12% 6% 11% 9% 10% 9% 6% 8% 9% 4% 10% 7% 8% 5% 11% 5%

B M S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B8. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - Summary Tables: Top 2 Box

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

The language clearly 389 125 148 84 31 158 231 69 183 138 87 79 99 69 215 29 43 99 317 64

conveys that there is a 76% 76% 76% 71% 86% 72% 79% 76% 78% 73% 79% 79% 71% 74% 73% 82% 84% 76% 77% 75%

credit available for CD

caregivers.

This ad catches my 367 116 145 77 28 158 209 65 162 139 88 70 98 60 194 25 42 105 298 62

attention. 72% 71% 74% 65% 79% 72% 71% 72% 70% 74% 80% 71% 70% 64% 66% 72% 80% 81% 72% 72%

D N O O

The ad is appealing. 344 104 139 73 28 146 198 61 155 128 80 68 90 58 190 24 36 92 273 62

67% 64% 71% 62% 77% 66% 67% 67% 66% 68% 73% 68% 65% 62% 65% 68% 70% 71% 66% 72%

BD

The ad is something I 283 92 127 43 21 118 165 51 125 106 62 61 74 51 160 21 28 72 228 48

personally relate to. 55% 56% 65% 37% 58% 54% 56% 57% 54% 56% 57% 61% 53% 54% 55% 61% 55% 55% 55% 56%

D D D

None of the above 74 29 23 20 2 36 38 13 29 32 9 10 31 17 48 4 8 14 56 12

14% 18% 12% 17% 7% 16% 13% 14% 12% 17% 8% 10% 22% 18% 16% 12% 14% 11% 14% 15%

E E KL

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B8. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - Summary Tables: Top 2 Box

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

The language clearly 389 69 161 110 49 10 371 57 253 79 236 135 45 316 67 287 94 203 92

conveys that there is a 76% 77% 76% 75% 78% 92% 75% 70% 79% 72% 75% 78% 73% 77% 75% 78% 79% 72% 83%

credit available for R

caregivers.

This ad catches my 367 64 149 109 45 9 352 49 236 82 220 130 48 294 65 266 90 186 91

attention. 72% 72% 70% 74% 71% 75% 71% 61% 73% 75% 70% 75% 78% 71% 73% 73% 76% 66% 82%

R

The ad is appealing. 344 63 133 105 42 9 327 44 219 81 203 122 48 273 62 248 83 169 92

67% 71% 63% 71% 66% 75% 66% 53% 68% 74% 65% 70% 79% 66% 70% 68% 70% 60% 82%

H H N QR

The ad is something I 283 50 121 76 35 7 270 37 169 77 192 81 46 215 52 205 70 133 80

personally relate to. 55% 57% 57% 52% 56% 64% 55% 46% 52% 70% 61% 47% 75% 52% 58% 56% 59% 47% 72%

HI L N R

None of the above 74 14 32 18 10 1 73 17 43 14 45 21 8 59 9 52 13 53 7

14% 15% 15% 12% 15% 8% 15% 21% 13% 12% 14% 12% 13% 14% 10% 14% 11% 19% 6%

S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B9A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 3 - Go to the Government of Canada website for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 353 120 138 70 26 148 205 59 160 135 76 76 90 64 199 29 30 93 279 64

69% 73% 71% 59% 73% 67% 70% 65% 68% 72% 69% 76% 64% 68% 68% 83% 58% 72% 68% 75%

D D D Q

Very likely ..5 150 47 68 21 13 66 84 17 72 61 34 27 40 34 78 7 16 49 118 28

29% 29% 35% 18% 36% 30% 29% 19% 31% 32% 31% 27% 28% 37% 26% 19% 31% 38% 29% 32%

D D H H OP

Somewhat likely ..4 204 72 69 49 14 82 121 41 88 74 42 49 50 29 122 22 14 44 161 37

40% 44% 36% 41% 38% 37% 41% 46% 38% 39% 38% 49% 36% 31% 41% 63% 27% 34% 39% 43%

N Q OQR

Neither likely nor 88 23 36 24 5 44 44 19 47 23 19 12 29 18 57 4 13 15 70 16

unlikely ..3 17% 14% 18% 20% 14% 20% 15% 21% 20% 12% 17% 12% 21% 19% 19% 11% 24% 11% 17% 18%

J

Somewhat unlikely ..2 38 10 11 13 4 10 28 8 16 13 8 6 10 6 21 1 7 8 33 3

7% 6% 6% 11% 10% 4% 10% 9% 7% 7% 7% 6% 7% 6% 7% 4% 13% 6% 8% 3%

F

Very unlikely ..1 34 11 11 11 1 18 16 5 11 17 7 6 11 6 16 1 2 14 31 3

7% 7% 6% 9% 3% 8% 5% 5% 5% 9% 7% 6% 8% 7% 5% 3% 4% 11% 7% 3%

E

BOTTOM 2 BOX 71 21 22 24 5 27 44 13 27 31 15 12 20 12 37 2 9 22 64 5

14% 13% 11% 20% 13% 12% 15% 15% 12% 16% 14% 12% 14% 13% 13% 7% 18% 17% 15% 6%

C T

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B9A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 3 - Go to the Government of Canada website for more information.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 353 59 154 99 42 9 337 44 225 84 232 110 50 276 63 250 81 187 86

69% 66% 73% 67% 67% 83% 68% 55% 70% 77% 74% 63% 80% 67% 70% 68% 68% 66% 77%

H H L N R

Very likely ..5 150 34 59 39 17 5 142 17 82 51 100 45 27 109 29 105 40 73 37

29% 38% 28% 27% 27% 45% 29% 21% 26% 46% 32% 26% 44% 26% 33% 29% 34% 26% 33%

HI N

Somewhat likely ..4 204 25 95 59 25 4 195 27 143 34 132 64 22 167 34 145 41 114 49

40% 28% 45% 40% 40% 37% 40% 34% 44% 31% 42% 37% 36% 41% 38% 39% 35% 40% 44%

B J

Neither likely nor 88 16 35 26 11 - 87 22 53 13 39 37 9 72 15 63 24 48 17

unlikely ..3 17% 18% 16% 17% 18% 18% 27% 16% 12% 13% 21% 14% 18% 16% 17% 20% 17% 15%

J K

Somewhat unlikely ..2 38 2 13 17 6 1 37 11 21 6 27 10 2 33 4 30 7 26 5

7% 3% 6% 11% 9% 10% 7% 13% 7% 6% 9% 6% 4% 8% 4% 8% 5% 9% 5%

B

Very unlikely ..1 34 12 10 7 4 1 33 4 23 6 15 16 1 31 8 23 7 23 4

7% 14% 5% 5% 7% 8% 7% 5% 7% 6% 5% 9% 2% 7% 9% 6% 6% 8% 3%

CD M

BOTTOM 2 BOX 71 15 24 24 10 2 69 15 44 12 42 27 3 63 12 53 14 49 9

14% 16% 11% 16% 15% 17% 14% 18% 14% 11% 14% 15% 5% 15% 13% 15% 12% 17% 8%

M S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B9B. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 3 - Consider whether or not I might be eligible for the Canada Caregiver Credit.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

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TOP 2 BOX 344 112 144 61 26 141 203 56 164 124 69 72 93 65 200 24 33 86 274 61

67% 68% 74% 52% 73% 64% 69% 61% 70% 66% 63% 73% 67% 69% 68% 68% 63% 66% 66% 71%

D D D

Very likely ..5 138 40 64 22 12 57 81 21 66 51 28 27 42 26 75 9 15 40 117 18

27% 25% 33% 19% 33% 26% 27% 24% 28% 27% 25% 27% 30% 28% 25% 25% 28% 31% 28% 21%

D D

Somewhat likely ..4 206 72 80 39 15 83 123 34 99 73 41 46 51 39 125 15 18 46 157 43

40% 44% 41% 33% 41% 38% 42% 38% 42% 39% 37% 46% 37% 41% 43% 43% 35% 35% 38% 50%

Neither likely nor 93 34 29 26 4 49 44 21 43 29 19 18 22 19 57 7 10 19 71 18

unlikely ..3 18% 21% 15% 22% 12% 22% 15% 23% 19% 15% 18% 18% 16% 20% 19% 20% 20% 14% 17% 21%

E

Somewhat unlikely ..2 43 10 11 19 3 14 29 8 17 18 14 4 13 6 21 3 7 12 38 3

8% 6% 6% 16% 9% 6% 10% 9% 7% 9% 13% 4% 10% 6% 7% 9% 13% 9% 9% 4%

BC L

Very unlikely ..1 34 8 11 12 2 17 17 6 9 19 7 6 11 4 16 1 2 14 31 3

7% 5% 6% 11% 6% 8% 6% 6% 4% 10% 7% 6% 8% 5% 5% 3% 4% 11% 7% 3%

I

BOTTOM 2 BOX 76 18 22 31 5 31 46 14 26 36 22 10 24 10 37 4 9 26 69 6

15% 11% 11% 26% 15% 14% 16% 15% 11% 19% 20% 10% 17% 11% 12% 12% 17% 20% 17% 7%

BCE I L T

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

B9B. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 3 - Consider whether or not I might be eligible for the Canada Caregiver Credit.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

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TOP 2 BOX 344 56 148 97 43 9 330 45 217 82 221 110 46 276 58 250 81 177 86

67% 63% 70% 66% 68% 75% 67% 56% 68% 74% 70% 63% 74% 67% 65% 68% 68% 63% 77%

H R

Very likely ..5 138 27 59 34 17 5 130 16 78 44 96 38 29 99 29 98 35 70 33

27% 31% 28% 23% 27% 45% 26% 20% 24% 40% 31% 22% 47% 24% 32% 27% 29% 25% 30%

HI N

Somewhat likely ..4 206 28 89 63 25 3 200 29 139 38 125 72 17 177 30 152 46 107 53

40% 32% 42% 43% 40% 29% 41% 36% 43% 34% 40% 42% 27% 43% 34% 41% 39% 38% 47%

M

Neither likely nor 93 12 39 30 12 1 89 21 52 19 51 33 15 66 14 65 24 55 14

unlikely ..3 18% 14% 18% 20% 19% 8% 18% 26% 16% 17% 16% 19% 24% 16% 16% 18% 20% 19% 13%

Somewhat unlikely ..2 43 9 16 13 4 1 42 10 30 3 27 13 - 39 7 29 6 29 8

8% 10% 7% 9% 7% 10% 8% 12% 9% 3% 9% 8% 10% 8% 8% 5% 10% 7%

J

Very unlikely ..1 34 12 9 8 4 1 33 5 22 6 14 18 1 31 9 22 8 22 4

7% 14% 4% 5% 7% 8% 7% 6% 7% 6% 4% 10% 2% 7% 11% 6% 7% 8% 4%

CD K M

BOTTOM 2 BOX 76 21 25 21 9 2 74 15 52 10 41 31 1 70 17 52 14 50 12

15% 23% 12% 14% 14% 17% 15% 18% 16% 9% 13% 18% 2% 17% 19% 14% 12% 18% 10%

C J M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1A. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - This ad catches my attention.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 303 97 120 60 26 126 177 49 136 118 71 56 76 59 163 21 34 84 244 52

59% 59% 62% 51% 71% 57% 61% 54% 58% 62% 65% 56% 54% 64% 56% 59% 66% 64% 59% 61%

D

Strongly agree ..5 126 45 53 16 12 55 71 14 64 47 28 23 29 24 69 8 15 33 102 17

24% 27% 27% 14% 33% 25% 24% 16% 27% 25% 26% 23% 21% 26% 23% 24% 28% 26% 25% 20%

D D D H

Somewhat agree ..4 178 52 67 44 14 72 106 35 72 71 43 33 47 35 94 12 19 50 141 35

35% 32% 34% 38% 39% 33% 36% 38% 31% 37% 39% 33% 33% 38% 32% 35% 37% 39% 34% 41%

Neither agree nor 121 35 39 41 6 58 64 25 57 39 23 22 40 17 77 9 9 25 95 25

disagree ..3 24% 21% 20% 35% 18% 26% 22% 27% 24% 21% 21% 22% 29% 18% 26% 25% 18% 20% 23% 29%

BCE

Somewhat disagree ..2 53 18 23 10 2 22 30 7 26 20 8 17 14 8 28 4 6 15 44 6

10% 11% 12% 8% 6% 10% 10% 8% 11% 10% 7% 17% 10% 8% 10% 11% 11% 11% 11% 7%

K

Strongly disagree ..1 35 13 13 7 2 14 22 10 14 12 8 5 10 9 25 2 2 6 31 2

7% 8% 7% 6% 5% 6% 7% 11% 6% 6% 7% 5% 7% 10% 9% 5% 5% 5% 8% 3%

BOTTOM 2 BOX 88 32 36 17 4 36 52 17 40 32 15 22 24 17 54 5 8 21 75 9

17% 19% 18% 14% 11% 16% 18% 18% 17% 17% 14% 22% 17% 18% 18% 16% 16% 16% 18% 10%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1A. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - This ad catches my attention.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 303 55 122 88 38 9 291 34 193 77 181 106 40 244 53 220 96 149 58

59% 62% 58% 60% 60% 77% 59% 41% 60% 70% 58% 61% 65% 59% 59% 60% 81% 53% 52%

H H RS

Strongly agree ..5 126 26 50 35 14 4 119 12 73 41 74 45 24 95 22 93 49 52 24

24% 29% 24% 24% 22% 31% 24% 14% 23% 38% 23% 26% 39% 23% 25% 25% 42% 18% 22%

HI N RS

Somewhat agree ..4 178 29 72 53 24 5 172 22 120 36 108 62 16 149 31 127 46 97 34

35% 32% 34% 36% 38% 45% 35% 27% 37% 32% 34% 36% 25% 36% 34% 35% 39% 34% 31%

Neither agree nor 121 15 50 42 14 1 119 26 74 21 76 40 15 89 28 77 16 71 34

disagree ..3 24% 17% 24% 28% 22% 8% 24% 33% 23% 19% 24% 23% 25% 22% 31% 21% 14% 25% 31%

Q Q

Somewhat disagree ..2 53 10 25 11 7 - 52 16 31 6 32 18 6 46 6 40 6 34 13

10% 11% 12% 7% 11% 10% 20% 10% 5% 10% 10% 10% 11% 7% 11% 5% 12% 11%

IJ Q

Strongly disagree ..1 35 9 15 8 4 2 32 5 24 7 24 9 - 33 3 29 0 29 6

7% 10% 7% 5% 7% 15% 7% 6% 7% 6% 8% 5% 8% 3% 8% \*% 10% 6%

Q Q

BOTTOM 2 BOX 88 19 40 18 11 2 84 21 55 12 57 28 6 79 9 69 7 63 19

17% 21% 19% 12% 18% 15% 17% 26% 17% 11% 18% 16% 10% 19% 10% 19% 6% 22% 17%

J M O Q Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1B. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The ad is appealing.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 298 97 120 56 25 130 168 46 138 114 66 54 75 61 163 20 33 81 235 54

58% 59% 62% 47% 69% 59% 57% 50% 59% 60% 60% 54% 54% 66% 56% 57% 63% 62% 57% 63%

D D

Strongly agree ..5 120 42 52 14 11 52 68 14 59 47 30 20 28 24 62 9 14 34 96 17

23% 26% 27% 12% 32% 24% 23% 16% 25% 25% 27% 20% 20% 25% 21% 27% 28% 26% 23% 20%

D D D

Somewhat agree ..4 178 54 68 42 14 78 100 31 80 67 36 34 48 38 101 10 18 47 139 37

35% 33% 35% 35% 38% 35% 34% 35% 34% 35% 33% 35% 34% 41% 35% 29% 35% 36% 34% 43%

Neither agree nor 115 32 37 40 6 48 66 18 58 39 23 22 39 14 70 8 8 27 91 21

disagree ..3 22% 20% 19% 34% 16% 22% 23% 20% 25% 21% 21% 22% 28% 15% 24% 23% 16% 21% 22% 24%

BCE N

Somewhat disagree ..2 68 24 25 16 3 31 36 18 24 26 14 19 11 12 39 6 7 16 59 8

13% 14% 13% 14% 9% 14% 12% 19% 10% 14% 13% 20% 8% 13% 13% 16% 14% 12% 14% 10%

M

Strongly disagree ..1 33 12 13 6 2 10 23 9 13 10 6 4 14 5 22 2 4 6 29 2

6% 7% 7% 5% 6% 5% 8% 10% 6% 6% 6% 4% 10% 6% 7% 5% 8% 5% 7% 3%

BOTTOM 2 BOX 101 35 38 22 5 41 59 27 38 36 20 23 25 18 61 7 11 22 88 11

20% 22% 19% 19% 15% 19% 20% 30% 16% 19% 18% 23% 18% 19% 21% 21% 21% 17% 21% 12%

I

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1B. Please indicate your level of agreement with the following statements about this ad.

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 298 51 118 91 38 8 284 33 193 71 180 102 42 235 52 214 90 147 61

58% 57% 55% 61% 61% 69% 58% 41% 60% 65% 57% 59% 68% 57% 58% 58% 76% 52% 55%

H H RS

Strongly agree ..5 120 26 49 35 11 4 113 10 67 42 74 37 22 91 22 89 45 51 23

23% 29% 23% 23% 17% 34% 23% 12% 21% 39% 24% 21% 35% 22% 24% 24% 38% 18% 21%

HI RS

Somewhat agree ..4 178 25 69 56 27 4 171 23 125 29 105 65 20 144 30 125 45 96 37

35% 28% 32% 38% 43% 35% 35% 29% 39% 26% 34% 37% 33% 35% 34% 34% 38% 34% 34%

J

Neither agree nor 115 18 52 29 15 3 111 26 66 23 67 41 12 91 25 76 22 62 30

disagree ..3 22% 20% 24% 20% 23% 23% 22% 32% 20% 21% 21% 24% 20% 22% 28% 21% 19% 22% 27%

Somewhat disagree ..2 68 12 29 18 9 - 68 14 44 9 45 21 7 55 8 49 6 47 14

13% 13% 14% 12% 14% 14% 18% 14% 8% 14% 12% 12% 13% 9% 13% 5% 17% 13%

Q

Strongly disagree ..1 33 9 14 9 1 1 31 8 19 7 22 9 - 30 5 27 0 27 6

6% 10% 7% 6% 2% 8% 6% 9% 6% 6% 7% 5% 7% 5% 7% \*% 9% 5%

E Q

BOTTOM 2 BOX 101 20 43 28 10 1 99 22 63 16 67 31 7 85 13 76 7 74 20

20% 23% 20% 19% 16% 8% 20% 27% 20% 15% 21% 18% 12% 21% 15% 21% 6% 26% 18%

Q Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1C. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The ad is something I personally relate to.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 286 100 118 45 23 128 158 45 141 100 59 54 75 59 169 15 30 72 227 51

56% 61% 61% 38% 63% 58% 54% 50% 60% 53% 54% 55% 54% 63% 57% 42% 58% 55% 55% 60%

D D D

Strongly agree ..5 127 48 53 15 10 63 64 12 69 46 27 24 27 29 69 9 16 33 105 15

25% 29% 27% 13% 29% 29% 22% 13% 29% 24% 25% 24% 19% 31% 24% 25% 30% 25% 25% 18%

D D D H H

Somewhat agree ..4 159 51 65 30 12 65 94 33 72 54 32 31 49 30 99 6 14 39 122 36

31% 31% 33% 26% 35% 30% 32% 36% 31% 28% 29% 31% 35% 32% 34% 17% 28% 30% 29% 42%

P

Neither agree nor 139 41 45 44 9 61 78 27 57 55 36 25 37 20 70 17 13 37 114 23

disagree ..3 27% 25% 23% 38% 24% 28% 27% 30% 24% 29% 33% 25% 27% 21% 24% 48% 25% 29% 28% 26%

BCE OQ

Somewhat disagree ..2 60 17 21 20 2 25 35 12 25 23 9 16 17 11 34 2 8 15 49 8

12% 11% 11% 17% 6% 11% 12% 13% 11% 12% 8% 16% 12% 12% 12% 7% 16% 11% 12% 10%

E

Strongly disagree ..1 29 6 11 9 2 6 22 7 10 11 5 4 10 4 20 1 1 6 23 3

6% 4% 6% 8% 7% 3% 8% 7% 4% 6% 5% 4% 7% 4% 7% 4% 2% 5% 6% 4%

F Q

BOTTOM 2 BOX 88 24 31 28 5 32 57 19 35 34 14 20 27 15 55 4 9 21 72 12

17% 15% 16% 24% 13% 14% 19% 21% 15% 18% 13% 20% 19% 16% 19% 10% 17% 16% 18% 14%

E

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1C. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The ad is something I personally relate to.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Tech/ Spouse/

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Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 286 52 115 84 35 6 277 27 177 81 187 86 42 223 52 201 80 143 63

56% 59% 54% 56% 56% 53% 56% 34% 55% 74% 60% 50% 68% 54% 59% 55% 67% 51% 56%

H HI R

Strongly agree ..5 127 28 50 34 14 4 120 11 71 44 80 40 30 89 23 95 45 58 24

25% 31% 24% 23% 23% 34% 24% 14% 22% 40% 26% 23% 49% 22% 26% 26% 38% 20% 21%

HI N RS

Somewhat agree ..4 159 25 64 49 21 2 157 16 106 37 107 46 12 134 29 107 35 85 39

31% 28% 30% 33% 33% 19% 32% 20% 33% 33% 34% 27% 19% 33% 33% 29% 30% 30% 35%

H M

Neither agree nor 139 23 63 35 18 4 132 30 92 17 78 52 15 112 24 96 30 77 32

disagree ..3 27% 26% 30% 24% 28% 39% 27% 37% 29% 15% 25% 30% 24% 27% 27% 26% 25% 27% 29%

J J

Somewhat disagree ..2 60 7 25 19 7 1 57 17 36 7 32 25 4 52 10 46 5 41 14

12% 8% 12% 13% 11% 8% 12% 21% 11% 6% 10% 14% 7% 13% 11% 13% 4% 15% 12%

J Q Q

Strongly disagree ..1 29 6 9 10 3 - 28 7 16 5 17 10 1 24 3 23 4 21 3

6% 7% 4% 7% 5% 6% 8% 5% 5% 5% 6% 2% 6% 4% 6% 3% 8% 3%

BOTTOM 2 BOX 88 13 34 29 10 1 85 24 52 12 49 35 5 76 13 69 8 63 17

17% 15% 16% 20% 16% 8% 17% 29% 16% 11% 16% 20% 8% 19% 14% 19% 7% 22% 15%

IJ M Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1D. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The language clearly conveys that there is a credit available for caregivers.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 373 121 144 80 28 156 217 67 173 133 82 74 96 71 212 25 41 94 307 57

73% 74% 74% 68% 78% 71% 74% 74% 74% 70% 75% 74% 69% 76% 72% 70% 78% 72% 74% 67%

Strongly agree ..5 155 52 66 22 14 65 89 19 79 57 33 31 37 28 88 11 16 40 128 20

30% 32% 34% 19% 40% 30% 30% 21% 34% 30% 30% 31% 26% 30% 30% 31% 31% 31% 31% 24%

D D D H

Somewhat agree ..4 218 69 78 58 14 90 128 48 94 76 49 43 59 43 124 14 25 54 179 37

43% 42% 40% 49% 39% 41% 44% 53% 40% 40% 45% 43% 42% 46% 42% 40% 47% 42% 43% 43%

Neither agree nor 83 22 31 26 4 39 43 13 36 33 14 16 29 13 48 8 8 18 64 16

disagree ..3 16% 13% 16% 22% 11% 18% 15% 15% 16% 18% 13% 16% 21% 14% 16% 22% 15% 14% 15% 18%

E

Somewhat disagree ..2 41 13 16 10 3 18 23 7 18 17 8 9 9 8 23 3 3 13 31 10

8% 8% 8% 8% 8% 8% 8% 8% 8% 9% 7% 9% 7% 8% 8% 8% 5% 10% 8% 12%

Strongly disagree ..1 16 9 3 3 1 6 10 3 7 6 6 - 5 2 11 - 1 4 12 3

3% 6% 2% 2% 3% 3% 3% 4% 3% 3% 5% 4% 2% 4% 2% 3% 3% 3%

BOTTOM 2 BOX 58 22 19 12 4 25 33 10 25 23 14 9 15 10 34 3 4 18 43 13

11% 13% 10% 11% 11% 11% 11% 11% 11% 12% 12% 9% 11% 10% 12% 8% 7% 13% 10% 15%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1D. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - The language clearly conveys that there is a credit available for caregivers.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 373 64 155 111 42 9 359 50 241 82 222 133 46 299 70 260 101 196 76

73% 71% 73% 75% 67% 75% 73% 62% 75% 74% 71% 77% 75% 73% 78% 71% 86% 69% 68%

H RS

Strongly agree ..5 155 32 68 40 15 4 147 15 93 47 90 57 30 113 29 109 53 68 33

30% 36% 32% 27% 23% 39% 30% 18% 29% 43% 29% 33% 49% 27% 33% 30% 45% 24% 30%

HI N RS

Somewhat agree ..4 218 31 88 71 28 4 211 35 148 35 131 76 16 186 41 151 48 127 42

43% 35% 41% 48% 44% 36% 43% 43% 46% 32% 42% 44% 26% 45% 46% 41% 41% 45% 38%

J M

Neither agree nor 83 15 32 23 14 1 81 20 50 14 47 29 14 61 13 57 14 48 21

disagree ..3 16% 16% 15% 15% 22% 8% 16% 24% 15% 12% 15% 17% 23% 15% 15% 16% 12% 17% 19%

Somewhat disagree ..2 41 5 21 10 5 2 39 11 23 8 34 8 1 37 5 35 3 29 10

8% 6% 10% 7% 8% 17% 8% 13% 7% 7% 11% 4% 2% 9% 6% 10% 2% 10% 9%

L M Q Q

Strongly disagree ..1 16 5 4 4 2 - 15 1 8 7 11 4 - 15 1 14 1 11 4

3% 6% 2% 3% 3% 3% 1% 2% 7% 3% 2% 4% 1% 4% 1% 4% 4%

H

BOTTOM 2 BOX 58 11 25 14 7 2 54 12 31 15 45 12 1 52 6 49 3 40 14

11% 12% 12% 10% 11% 17% 11% 14% 10% 13% 14% 7% 2% 13% 7% 13% 3% 14% 13%

L M Q Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - Summary Tables: Top 2 Box

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

The language clearly 373 121 144 80 28 156 217 67 173 133 82 74 96 71 212 25 41 94 307 57

conveys that there is a 73% 74% 74% 68% 78% 71% 74% 74% 74% 70% 75% 74% 69% 76% 72% 70% 78% 72% 74% 67%

credit available for

caregivers.

This ad catches my 303 97 120 60 26 126 177 49 136 118 71 56 76 59 163 21 34 84 244 52

attention. 59% 59% 62% 51% 71% 57% 61% 54% 58% 62% 65% 56% 54% 64% 56% 59% 66% 64% 59% 61%

D

The ad is appealing. 298 97 120 56 25 130 168 46 138 114 66 54 75 61 163 20 33 81 235 54

58% 59% 62% 47% 69% 59% 57% 50% 59% 60% 60% 54% 54% 66% 56% 57% 63% 62% 57% 63%

D D

The ad is something I 286 100 118 45 23 128 158 45 141 100 59 54 75 59 169 15 30 72 227 51

personally relate to. 56% 61% 61% 38% 63% 58% 54% 50% 60% 53% 54% 55% 54% 63% 57% 42% 58% 55% 55% 60%

D D D

None of the above 111 38 39 28 6 48 62 21 46 44 16 17 38 20 68 8 8 27 85 21

22% 23% 20% 23% 18% 22% 21% 23% 20% 23% 15% 17% 27% 22% 23% 24% 15% 21% 21% 24%

K

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C1. Please indicate your level of agreement with the following statements about this ad.

Concept 1 - Summary Tables: Top 2 Box

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

The language clearly 373 64 155 111 42 9 359 50 241 82 222 133 46 299 70 260 101 196 76

conveys that there is a 73% 71% 73% 75% 67% 75% 73% 62% 75% 74% 71% 77% 75% 73% 78% 71% 86% 69% 68%

credit available for H RS

caregivers.

This ad catches my 303 55 122 88 38 9 291 34 193 77 181 106 40 244 53 220 96 149 58

attention. 59% 62% 58% 60% 60% 77% 59% 41% 60% 70% 58% 61% 65% 59% 59% 60% 81% 53% 52%

H H RS

The ad is appealing. 298 51 118 91 38 8 284 33 193 71 180 102 42 235 52 214 90 147 61

58% 57% 55% 61% 61% 69% 58% 41% 60% 65% 57% 59% 68% 57% 58% 58% 76% 52% 55%

H H RS

The ad is something I 286 52 115 84 35 6 277 27 177 81 187 86 42 223 52 201 80 143 63

personally relate to. 56% 59% 54% 56% 56% 53% 56% 34% 55% 74% 60% 50% 68% 54% 59% 55% 67% 51% 56%

H HI R

None of the above 111 21 40 32 18 1 108 28 62 21 70 33 13 86 16 82 15 65 32

22% 24% 19% 22% 28% 8% 22% 35% 19% 19% 22% 19% 22% 21% 18% 22% 12% 23% 28%

IJ Q Q

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C2A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 1 - Click on it for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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TOP 2 BOX 339 109 140 65 26 140 199 56 158 126 73 64 89 67 187 25 37 88 267 64

66% 66% 72% 55% 72% 64% 68% 62% 68% 66% 67% 64% 64% 72% 64% 73% 71% 68% 64% 75%

D D

Very likely ..5 149 57 57 20 14 63 86 16 74 59 35 27 33 33 79 9 13 47 126 16

29% 35% 29% 17% 40% 29% 29% 18% 32% 31% 32% 27% 24% 36% 27% 26% 25% 36% 30% 19%

D D D H H

Somewhat likely ..4 191 52 82 44 12 77 114 40 84 67 39 37 56 34 108 16 23 41 141 48

37% 32% 42% 38% 33% 35% 39% 44% 36% 35% 35% 37% 40% 36% 37% 46% 45% 32% 34% 56%

S

Neither likely nor 97 29 30 32 6 50 47 17 44 36 18 18 29 15 58 7 6 25 84 11

unlikely ..3 19% 18% 16% 27% 18% 23% 16% 18% 19% 19% 16% 18% 21% 16% 20% 20% 12% 20% 20% 13%

C

Somewhat unlikely ..2 51 18 17 13 2 20 31 10 25 16 15 11 11 9 31 1 8 10 43 7

10% 11% 9% 11% 6% 9% 10% 11% 11% 8% 14% 11% 8% 9% 11% 4% 16% 8% 10% 8%

Very unlikely ..1 25 8 8 8 1 10 16 8 6 11 3 7 10 2 17 1 1 6 20 4

5% 5% 4% 7% 4% 4% 5% 9% 3% 6% 3% 7% 7% 2% 6% 4% 2% 5% 5% 4%

BOTTOM 2 BOX 76 26 25 21 4 30 46 18 32 27 18 18 21 11 48 2 9 16 62 11

15% 16% 13% 18% 10% 13% 16% 19% 14% 14% 17% 18% 15% 11% 16% 7% 18% 12% 15% 13%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C2A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 1 - Click on it for more information.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 339 59 139 91 50 11 325 41 218 81 208 111 46 272 61 244 86 179 74

66% 66% 66% 62% 79% 92% 66% 50% 68% 73% 66% 64% 75% 66% 68% 66% 73% 63% 67%

CD G H H

Very likely ..5 149 27 66 37 19 6 140 17 87 45 93 49 28 112 28 105 56 61 32

29% 30% 31% 25% 30% 53% 28% 20% 27% 41% 30% 28% 45% 27% 32% 29% 47% 22% 29%

HI N RS

Somewhat likely ..4 191 32 74 54 31 4 185 24 130 36 115 63 18 160 33 139 31 118 42

37% 36% 35% 36% 49% 39% 37% 30% 41% 33% 37% 36% 30% 39% 37% 38% 26% 42% 38%

Q

Neither likely nor 97 15 42 30 10 - 94 22 57 18 62 31 11 71 16 65 17 55 26

unlikely ..3 19% 17% 20% 20% 16% 19% 28% 18% 16% 20% 18% 18% 17% 18% 18% 14% 19% 23%

Somewhat unlikely ..2 51 7 22 19 2 1 49 15 31 5 31 19 4 45 7 37 11 32 7

10% 7% 10% 13% 3% 8% 10% 19% 10% 5% 10% 11% 7% 11% 7% 10% 10% 11% 6%

E E J

Very unlikely ..1 25 8 8 8 1 - 25 3 16 6 13 12 - 24 5 20 4 17 4

5% 9% 4% 5% 2% 5% 4% 5% 6% 4% 7% 6% 6% 5% 4% 6% 4%

E

BOTTOM 2 BOX 76 15 30 27 3 1 74 18 47 11 44 32 4 69 12 58 16 49 11

15% 17% 14% 18% 5% 8% 15% 22% 15% 10% 14% 18% 7% 17% 13% 16% 13% 17% 10%

E E E J M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

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C2B. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 1 - Go to the Government of Canada website for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 327 105 136 61 25 138 190 52 156 120 70 66 82 63 184 23 36 84 262 56

64% 64% 70% 52% 70% 63% 65% 57% 67% 63% 64% 66% 59% 68% 63% 64% 69% 65% 63% 66%

D D

Very likely ..5 142 48 58 21 14 60 81 15 73 54 31 22 34 33 75 10 13 43 117 18

28% 29% 30% 18% 40% 27% 28% 17% 31% 28% 28% 22% 24% 35% 26% 27% 26% 33% 28% 22%

D D H H

Somewhat likely ..4 186 57 78 40 11 77 108 36 83 66 39 44 48 31 108 13 22 41 146 38

36% 35% 40% 34% 31% 35% 37% 40% 36% 35% 35% 44% 34% 33% 37% 37% 43% 32% 35% 44%

Neither likely nor 111 37 32 35 6 52 60 21 50 40 26 21 33 18 62 9 11 27 91 18

unlikely ..3 22% 22% 17% 30% 18% 23% 20% 23% 21% 21% 24% 21% 24% 19% 21% 27% 21% 21% 22% 21%

CE

Somewhat unlikely ..2 48 13 18 14 2 20 28 13 17 18 8 9 14 10 30 1 5 12 42 5

9% 8% 9% 12% 7% 9% 9% 14% 7% 10% 8% 9% 10% 11% 10% 4% 9% 10% 10% 6%

Very unlikely ..1 26 10 8 7 2 10 16 5 11 11 6 4 10 2 18 2 1 6 19 6

5% 6% 4% 6% 5% 5% 5% 5% 5% 6% 5% 4% 7% 2% 6% 5% 2% 5% 5% 7%

BOTTOM 2 BOX 74 23 26 21 4 31 44 18 27 29 14 13 25 13 48 3 5 18 60 11

14% 14% 13% 18% 12% 14% 15% 20% 12% 15% 13% 13% 18% 13% 16% 9% 10% 14% 15% 13%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 327 59 134 87 47 9 313 41 207 79 201 107 46 259 64 228 89 166 72

64% 66% 63% 59% 74% 75% 63% 50% 65% 72% 64% 62% 75% 63% 71% 62% 75% 59% 65%

D H H R

Very likely ..5 142 27 61 35 18 5 134 13 88 41 85 48 24 111 27 105 48 66 27

28% 31% 29% 24% 28% 45% 27% 16% 27% 37% 27% 28% 39% 27% 30% 29% 40% 23% 25%

H H RS

Somewhat likely ..4 186 31 73 52 29 3 179 28 120 38 116 59 22 148 37 123 41 100 45

36% 35% 34% 35% 46% 30% 36% 34% 37% 35% 37% 34% 35% 36% 42% 34% 35% 35% 40%

Neither likely nor 111 14 52 34 10 2 108 24 70 17 68 38 10 88 15 82 16 68 27

unlikely ..3 22% 16% 25% 23% 16% 17% 22% 29% 22% 16% 22% 22% 17% 21% 16% 22% 13% 24% 25%

Q

Somewhat unlikely ..2 48 8 16 20 4 1 46 14 28 5 31 16 4 40 6 35 11 32 5

9% 9% 7% 14% 6% 8% 9% 17% 9% 5% 10% 9% 7% 10% 7% 10% 10% 11% 4%

J S

Very unlikely ..1 26 8 10 7 2 - 26 3 15 8 14 13 1 25 5 22 2 17 7

5% 9% 5% 4% 3% 5% 4% 5% 8% 4% 7% 1% 6% 5% 6% 2% 6% 6%

M

BOTTOM 2 BOX 74 16 26 27 6 1 72 17 43 14 45 28 5 65 11 57 14 49 12

14% 18% 12% 18% 10% 8% 15% 21% 14% 12% 14% 16% 8% 16% 12% 16% 12% 17% 11%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

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C2C. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 1 - Consider whether or not I might be eligible for the Canada Caregiver Credit.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 342 114 139 63 27 141 200 60 163 118 78 68 89 64 193 24 40 83 277 57

67% 69% 71% 53% 74% 64% 68% 66% 70% 63% 71% 68% 64% 68% 66% 70% 78% 64% 67% 66%

D D D

Very likely ..5 144 49 60 22 14 65 80 17 75 52 34 23 36 33 79 10 14 41 120 18

28% 30% 31% 19% 40% 29% 27% 19% 32% 28% 31% 23% 26% 35% 27% 29% 28% 31% 29% 21%

D D H

Somewhat likely ..4 197 65 79 41 12 77 121 43 88 66 44 45 53 31 114 14 26 42 156 39

38% 40% 41% 35% 35% 35% 41% 47% 38% 35% 40% 45% 38% 33% 39% 40% 50% 32% 38% 45%

R

Neither likely nor 102 31 36 30 5 49 53 17 46 40 18 20 30 17 62 7 7 26 82 17

unlikely ..3 20% 19% 18% 26% 14% 22% 18% 19% 20% 21% 17% 20% 22% 19% 21% 19% 14% 20% 20% 20%

E

Somewhat unlikely ..2 39 10 9 18 3 19 20 8 13 19 6 10 10 10 19 2 4 14 32 7

8% 6% 4% 15% 8% 9% 7% 9% 5% 10% 5% 10% 7% 11% 7% 7% 7% 11% 8% 8%

BC

Very unlikely ..1 29 9 12 7 1 10 20 6 12 12 8 3 10 2 20 2 1 7 23 5

6% 6% 6% 6% 4% 5% 7% 6% 5% 6% 7% 3% 7% 2% 7% 5% 2% 6% 6% 6%

Q

BOTTOM 2 BOX 69 19 21 25 4 29 39 14 24 31 13 13 20 12 39 4 5 21 55 12

13% 12% 11% 21% 12% 13% 13% 15% 10% 16% 12% 13% 14% 13% 13% 11% 9% 16% 13% 14%

C

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 342 56 145 93 48 11 326 49 212 80 216 106 48 270 60 247 86 181 75

67% 63% 68% 63% 76% 92% 66% 61% 66% 73% 69% 61% 78% 66% 67% 67% 73% 64% 67%

G

Very likely ..5 144 29 60 38 17 6 136 15 85 44 90 47 26 111 25 106 51 63 30

28% 32% 28% 26% 27% 53% 28% 18% 27% 40% 29% 27% 42% 27% 28% 29% 43% 22% 27%

HI RS

Somewhat likely ..4 197 28 85 54 31 4 190 34 127 36 126 59 22 159 35 141 35 118 45

38% 31% 40% 37% 48% 39% 38% 42% 40% 33% 40% 34% 36% 39% 39% 38% 30% 42% 40%

Neither likely nor 102 19 41 32 11 - 100 18 65 19 60 39 12 80 16 71 17 59 26

unlikely ..3 20% 21% 19% 22% 17% 20% 22% 20% 17% 19% 22% 19% 19% 18% 19% 15% 21% 24%

Somewhat unlikely ..2 39 6 16 15 2 1 38 9 27 3 23 15 1 35 8 26 10 27 3

8% 6% 7% 10% 3% 8% 8% 11% 8% 3% 7% 8% 2% 9% 9% 7% 8% 9% 3%

J M S

Very unlikely ..1 29 8 11 8 2 - 29 5 17 8 15 14 1 27 6 23 5 17 7

6% 9% 5% 6% 3% 6% 6% 5% 7% 5% 8% 2% 7% 6% 6% 5% 6% 6%

M

BOTTOM 2 BOX 69 14 26 23 4 1 68 14 44 11 38 29 2 62 13 49 15 44 10

13% 16% 12% 16% 7% 8% 14% 17% 14% 10% 12% 17% 4% 15% 15% 13% 13% 15% 9%

M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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C3A. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - This ad catches my attention.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 344 108 145 67 23 142 201 58 165 121 79 63 98 59 195 21 41 85 280 61

67% 66% 74% 57% 64% 65% 69% 64% 71% 64% 72% 64% 70% 63% 66% 61% 80% 66% 68% 71%

D

Strongly agree ..5 154 55 68 18 13 53 101 25 72 56 35 34 38 31 90 7 17 39 129 23

30% 33% 35% 15% 36% 24% 34% 28% 31% 30% 32% 34% 27% 33% 31% 20% 33% 30% 31% 27%

D D D F

Somewhat agree ..4 190 53 77 50 10 89 101 33 93 64 44 30 60 28 104 14 24 47 150 38

37% 33% 39% 42% 29% 41% 34% 36% 40% 34% 40% 30% 43% 30% 36% 41% 47% 36% 36% 44%

E

Neither agree nor 92 22 29 30 10 45 47 16 38 37 20 16 23 22 53 7 7 23 72 15

disagree ..3 18% 13% 15% 26% 28% 20% 16% 18% 16% 20% 19% 16% 17% 23% 18% 20% 13% 17% 17% 18%

BC BC

Somewhat disagree ..2 53 25 14 12 2 22 31 15 18 20 6 19 9 10 30 4 4 16 44 8

10% 15% 7% 11% 5% 10% 11% 16% 8% 11% 6% 19% 6% 11% 10% 11% 7% 12% 11% 10%

E KM

Strongly disagree ..1 25 9 6 8 1 11 13 2 11 11 4 1 10 2 16 3 - 6 18 1

5% 6% 3% 7% 3% 5% 5% 2% 5% 6% 4% 1% 7% 2% 5% 8% 5% 4% 1%

L

BOTTOM 2 BOX 78 34 21 20 3 33 45 17 30 31 11 20 18 13 45 7 4 22 62 9

15% 21% 11% 17% 8% 15% 15% 18% 13% 17% 10% 20% 13% 14% 15% 19% 7% 17% 15% 11%

CE E K Q Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

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TOP 2 BOX 344 62 146 98 39 5 335 47 217 79 216 115 46 271 65 243 65 198 81

67% 70% 69% 66% 61% 40% 68% 58% 68% 72% 69% 66% 75% 66% 73% 66% 55% 70% 73%

Q Q

Strongly agree ..5 154 27 69 44 13 2 151 12 101 40 96 49 28 114 28 114 33 87 34

30% 31% 33% 30% 21% 18% 31% 15% 32% 36% 30% 28% 46% 28% 31% 31% 27% 31% 31%

H H N

Somewhat agree ..4 190 35 77 54 25 2 184 35 116 39 120 66 18 157 37 129 33 111 47

37% 39% 36% 36% 40% 22% 37% 43% 36% 36% 38% 38% 29% 38% 41% 35% 28% 39% 42%

Q

Neither agree nor 92 11 39 28 13 6 86 16 58 17 47 36 8 75 18 62 23 51 18

disagree ..3 18% 12% 19% 19% 20% 52% 17% 19% 18% 16% 15% 21% 13% 18% 20% 17% 19% 18% 16%

G

Somewhat disagree ..2 53 10 21 17 5 1 51 15 31 7 33 17 7 43 4 42 24 19 10

10% 11% 10% 11% 8% 8% 10% 19% 10% 6% 11% 10% 11% 10% 4% 11% 20% 7% 9%

J O RS

Strongly disagree ..1 25 6 6 6 7 - 22 3 15 7 18 6 - 24 3 19 6 16 3

5% 7% 3% 4% 11% 4% 3% 5% 6% 6% 3% 6% 3% 5% 5% 6% 2%

C

BOTTOM 2 BOX 78 16 27 22 12 1 73 18 46 13 51 23 7 67 7 61 31 35 13

15% 18% 13% 15% 19% 8% 15% 22% 14% 12% 16% 13% 11% 16% 7% 17% 26% 12% 11%

O RS

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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C3B. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - The ad is appealing.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 316 99 138 55 25 130 186 54 149 113 72 60 88 56 174 19 38 82 259 54

62% 60% 71% 47% 68% 59% 63% 60% 64% 60% 66% 61% 63% 60% 59% 55% 73% 63% 63% 63%

D D D

Strongly agree ..5 136 52 56 17 11 42 94 20 67 49 28 31 35 27 79 6 15 35 112 23

27% 32% 29% 14% 30% 19% 32% 22% 29% 26% 26% 31% 25% 29% 27% 18% 29% 27% 27% 27%

D D D F

Somewhat agree ..4 180 47 81 38 14 88 92 34 81 64 44 30 52 28 95 13 23 47 147 31

35% 29% 42% 32% 39% 40% 31% 38% 35% 34% 40% 30% 38% 30% 32% 37% 44% 36% 35% 36%

B

Neither agree nor 108 31 30 38 9 50 58 21 51 35 20 20 29 24 69 6 10 22 85 20

disagree ..3 21% 19% 16% 32% 24% 23% 20% 23% 22% 19% 19% 20% 20% 26% 23% 18% 20% 17% 21% 24%

BC

Somewhat disagree ..2 59 21 22 15 1 23 36 12 21 26 13 11 13 12 32 6 4 17 48 8

11% 13% 11% 13% 4% 11% 12% 13% 9% 14% 12% 11% 10% 13% 11% 16% 7% 13% 12% 10%

E E E

Strongly disagree ..1 30 14 5 10 1 17 14 4 12 14 4 8 10 1 18 4 - 9 22 3

6% 8% 3% 8% 4% 8% 5% 4% 5% 8% 4% 8% 7% 1% 6% 11% 7% 5% 3%

C N

BOTTOM 2 BOX 89 34 27 25 3 40 49 16 33 40 17 19 23 14 50 9 4 26 70 11

17% 21% 14% 21% 8% 18% 17% 17% 14% 21% 16% 20% 17% 15% 17% 27% 7% 20% 17% 13%

E E Q Q Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

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TOP 2 BOX 316 56 132 95 33 6 307 42 196 78 197 107 46 244 63 219 58 185 73

62% 63% 62% 64% 53% 51% 62% 51% 61% 71% 63% 61% 75% 59% 70% 60% 49% 65% 66%

H N Q Q

Strongly agree ..5 136 25 64 40 7 3 133 15 81 40 88 38 21 106 25 104 26 80 31

27% 28% 30% 27% 11% 26% 27% 18% 25% 36% 28% 22% 33% 26% 28% 28% 22% 28% 27%

E E E H

Somewhat agree ..4 180 31 68 54 26 3 174 27 114 38 109 68 26 138 38 115 33 105 43

35% 35% 32% 37% 41% 25% 35% 34% 36% 35% 35% 39% 42% 34% 42% 31% 28% 37% 38%

Neither agree nor 108 18 44 31 14 4 102 20 70 17 54 46 11 86 16 78 30 53 25

disagree ..3 21% 20% 21% 21% 22% 31% 21% 24% 22% 16% 17% 27% 17% 21% 18% 21% 26% 19% 22%

K

Somewhat disagree ..2 59 8 23 18 10 1 58 17 37 5 41 14 4 53 7 46 21 27 11

11% 9% 11% 12% 16% 10% 12% 21% 12% 4% 13% 8% 6% 13% 7% 12% 18% 10% 10%

J J

Strongly disagree ..1 30 7 13 5 6 1 27 3 18 10 23 7 1 29 4 23 9 19 3

6% 8% 6% 3% 9% 8% 5% 3% 6% 9% 7% 4% 1% 7% 4% 6% 8% 7% 2%

M

BOTTOM 2 BOX 89 15 36 23 16 2 85 20 55 14 63 21 5 81 11 69 30 46 14

17% 16% 17% 15% 25% 17% 17% 24% 17% 13% 20% 12% 8% 20% 12% 19% 25% 16% 12%

L M S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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Concept 2 - The ad is something I personally relate to.

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 272 90 120 38 24 110 162 50 124 98 56 61 69 56 157 18 28 66 225 46

53% 55% 62% 32% 66% 50% 55% 56% 53% 52% 51% 61% 49% 60% 54% 53% 54% 51% 54% 54%

D D D

Strongly agree ..5 137 51 63 13 10 54 83 21 66 50 27 27 29 38 84 6 15 32 115 20

27% 31% 32% 11% 29% 25% 28% 23% 28% 26% 25% 27% 21% 41% 29% 17% 29% 25% 28% 24%

D D D KM

Somewhat agree ..4 135 39 57 25 14 56 79 29 57 48 29 34 40 18 73 12 13 34 109 26

26% 24% 29% 21% 38% 25% 27% 32% 25% 26% 27% 34% 29% 19% 25% 35% 25% 26% 26% 30%

BD N

Neither agree nor 132 40 45 39 7 63 69 15 68 49 31 22 38 21 79 7 15 30 103 26

disagree ..3 26% 24% 23% 33% 21% 29% 23% 16% 29% 26% 28% 22% 27% 23% 27% 21% 28% 23% 25% 30%

E H

Somewhat disagree ..2 60 16 16 25 2 25 35 24 17 18 13 11 16 10 33 3 7 17 48 10

12% 10% 8% 21% 6% 11% 12% 26% 7% 10% 12% 11% 12% 11% 11% 8% 14% 13% 12% 12%

BCE IJ

Strongly disagree ..1 50 18 13 16 2 22 27 2 25 23 9 6 17 6 24 6 2 17 38 3

10% 11% 7% 14% 7% 10% 9% 2% 11% 12% 8% 6% 12% 7% 8% 18% 4% 13% 9% 4%

C H H Q

BOTTOM 2 BOX 109 35 29 41 5 47 62 26 42 42 22 17 33 16 57 9 9 34 86 14

21% 21% 15% 35% 13% 21% 21% 28% 18% 22% 20% 17% 23% 17% 19% 27% 18% 26% 21% 16%

BCE

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C3C. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - The ad is something I personally relate to.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

======= =============================== =============== ======================= =============== =============== =============== =======================

Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 272 48 111 85 28 8 263 27 174 71 179 82 44 207 45 199 53 158 60

53% 54% 52% 57% 45% 72% 53% 33% 54% 64% 57% 47% 72% 50% 50% 54% 45% 56% 54%

H H N

Strongly agree ..5 137 26 63 40 8 2 134 13 85 39 93 36 28 99 27 103 25 80 32

27% 29% 30% 27% 13% 19% 27% 16% 26% 35% 30% 21% 45% 24% 30% 28% 21% 28% 29%

E E E H L N

Somewhat agree ..4 135 22 48 44 20 6 129 14 89 32 86 46 17 108 18 96 28 78 29

26% 25% 23% 30% 32% 53% 26% 17% 28% 29% 27% 26% 27% 26% 20% 26% 24% 28% 26%

Neither agree nor 132 24 61 33 14 2 126 31 76 24 75 50 12 107 24 89 35 62 35

disagree ..3 26% 27% 29% 22% 22% 17% 26% 38% 24% 22% 24% 29% 20% 26% 27% 24% 30% 22% 32%

IJ

Somewhat disagree ..2 60 8 21 19 11 - 60 14 41 4 32 23 2 53 11 43 16 32 12

12% 9% 10% 13% 18% 12% 17% 13% 4% 10% 13% 3% 13% 12% 12% 13% 11% 11%

J J M

Strongly disagree ..1 50 9 19 12 10 1 45 9 29 11 28 19 3 45 10 36 15 31 4

10% 10% 9% 8% 16% 11% 9% 11% 9% 10% 9% 11% 5% 11% 11% 10% 12% 11% 4%

S S

BOTTOM 2 BOX 109 17 40 31 21 1 104 23 71 15 60 42 5 98 20 78 31 63 16

21% 19% 19% 21% 34% 11% 21% 29% 22% 14% 19% 24% 8% 24% 23% 21% 26% 22% 14%

C J M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C3D. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - The language clearly conveys that there is a credit available for caregivers.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 385 119 161 75 30 158 227 72 180 134 80 79 105 74 221 27 41 94 320 62

75% 73% 83% 63% 84% 72% 77% 79% 77% 71% 73% 79% 75% 80% 75% 78% 80% 72% 77% 73%

D D

Strongly agree ..5 187 67 79 24 17 65 122 27 90 70 47 34 42 37 106 7 24 50 159 27

36% 41% 41% 20% 47% 29% 42% 29% 39% 37% 43% 35% 30% 39% 36% 19% 47% 38% 38% 31%

D D D F P P

Somewhat agree ..4 199 52 82 51 14 94 105 45 90 64 33 44 63 38 115 21 17 44 161 36

39% 32% 42% 43% 38% 43% 36% 50% 39% 34% 30% 44% 45% 40% 39% 59% 33% 34% 39% 42%

J K K QR

Neither agree nor 80 23 19 32 5 43 37 8 35 37 17 13 21 14 43 2 9 25 66 13

disagree ..3 16% 14% 10% 27% 15% 20% 13% 9% 15% 20% 16% 13% 15% 15% 15% 6% 17% 19% 16% 15%

BCE H P

Somewhat disagree ..2 34 14 10 10 - 14 20 10 11 13 10 8 7 5 18 5 2 9 21 9

7% 9% 5% 8% 6% 7% 11% 5% 7% 9% 8% 5% 5% 6% 13% 4% 7% 5% 11%

Strongly disagree ..1 14 7 4 2 0 5 9 1 7 5 2 - 6 0 11 1 - 1 7 1

3% 4% 2% 2% 1% 2% 3% 1% 3% 3% 2% 4% \*% 4% 3% 1% 2% 1%

BOTTOM 2 BOX 48 22 14 12 0 18 29 11 19 18 12 8 13 5 30 6 2 10 28 10

9% 13% 7% 10% 1% 8% 10% 12% 8% 10% 11% 8% 9% 6% 10% 16% 4% 8% 7% 12%

E E E Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C3D. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - The language clearly conveys that there is a credit available for caregivers.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 385 68 161 115 41 9 373 54 252 79 235 136 52 304 71 274 79 222 84

75% 76% 76% 78% 65% 83% 76% 67% 78% 72% 75% 78% 84% 74% 79% 75% 66% 79% 75%

Q

Strongly agree ..5 187 34 91 49 12 4 181 23 118 46 120 56 30 139 32 138 41 105 40

36% 38% 43% 33% 19% 34% 37% 28% 37% 42% 38% 32% 50% 34% 36% 38% 35% 37% 36%

E E N

Somewhat agree ..4 199 34 69 65 29 6 192 32 134 33 115 80 21 165 38 136 38 117 44

39% 39% 33% 44% 46% 48% 39% 39% 42% 30% 36% 46% 34% 40% 43% 37% 32% 41% 39%

Neither agree nor 80 18 32 19 10 1 78 17 47 17 41 32 7 64 15 54 24 40 16

disagree ..3 16% 20% 15% 13% 16% 8% 16% 20% 14% 15% 13% 18% 12% 16% 17% 15% 20% 14% 15%

Somewhat disagree ..2 34 1 16 10 7 1 32 9 14 11 26 5 3 30 4 28 11 14 9

7% 1% 7% 7% 11% 10% 6% 11% 4% 10% 8% 3% 5% 7% 4% 8% 10% 5% 8%

B B B L

Strongly disagree ..1 14 2 3 4 5 - 11 2 9 3 11 1 - 14 0 11 5 7 2

3% 2% 2% 3% 8% 2% 2% 3% 3% 4% 1% 3% \*% 3% 4% 2% 2%

L

BOTTOM 2 BOX 48 3 19 14 12 1 43 10 23 14 38 6 3 44 4 39 16 21 11

9% 3% 9% 10% 19% 10% 9% 13% 7% 13% 12% 3% 5% 11% 4% 11% 14% 7% 10%

B B B L O

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C3. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - Summary Tables: Top 2 Box

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

The language clearly 385 119 161 75 30 158 227 72 180 134 80 79 105 74 221 27 41 94 320 62

conveys that there is a 75% 73% 83% 63% 84% 72% 77% 79% 77% 71% 73% 79% 75% 80% 75% 78% 80% 72% 77% 73%

credit available for D D

caregivers.

This ad catches my 344 108 145 67 23 142 201 58 165 121 79 63 98 59 195 21 41 85 280 61

attention. 67% 66% 74% 57% 64% 65% 69% 64% 71% 64% 72% 64% 70% 63% 66% 61% 80% 66% 68% 71%

D

The ad is appealing. 316 99 138 55 25 130 186 54 149 113 72 60 88 56 174 19 38 82 259 54

62% 60% 71% 47% 68% 59% 63% 60% 64% 60% 66% 61% 63% 60% 59% 55% 73% 63% 63% 63%

D D D

The ad is something I 272 90 120 38 24 110 162 50 124 98 56 61 69 56 157 18 28 66 225 46

personally relate to. 53% 55% 62% 32% 66% 50% 55% 56% 53% 52% 51% 61% 49% 60% 54% 53% 54% 51% 54% 54%

D D D

None of the above 101 39 23 35 4 46 55 16 40 45 22 19 28 14 58 7 8 27 73 17

20% 24% 12% 30% 12% 21% 19% 18% 17% 24% 20% 20% 20% 15% 20% 21% 16% 21% 18% 20%

CE CE

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C3. Please indicate your level of agreement with the following statements about this ad.

Concept 2 - Summary Tables: Top 2 Box

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

The language clearly 385 68 161 115 41 9 373 54 252 79 235 136 52 304 71 274 79 222 84

conveys that there is a 75% 76% 76% 78% 65% 83% 76% 67% 78% 72% 75% 78% 84% 74% 79% 75% 66% 79% 75%

credit available for Q

caregivers.

This ad catches my 344 62 146 98 39 5 335 47 217 79 216 115 46 271 65 243 65 198 81

attention. 67% 70% 69% 66% 61% 40% 68% 58% 68% 72% 69% 66% 75% 66% 73% 66% 55% 70% 73%

Q Q

The ad is appealing. 316 56 132 95 33 6 307 42 196 78 197 107 46 244 63 219 58 185 73

62% 63% 62% 64% 53% 51% 62% 51% 61% 71% 63% 61% 75% 59% 70% 60% 49% 65% 66%

H N Q Q

The ad is something I 272 48 111 85 28 8 263 27 174 71 179 82 44 207 45 199 53 158 60

personally relate to. 53% 54% 52% 57% 45% 72% 53% 33% 54% 64% 57% 47% 72% 50% 50% 54% 45% 56% 54%

H H N

None of the above 101 17 40 31 14 2 96 23 54 24 62 32 10 81 15 74 35 49 18

20% 19% 19% 21% 22% 17% 19% 28% 17% 22% 20% 18% 16% 20% 16% 20% 29% 17% 16%

RS

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C4A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 2 - Click on it for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 346 114 143 64 25 144 202 60 157 129 74 69 83 71 193 23 36 92 284 58

67% 70% 73% 54% 69% 65% 69% 66% 67% 69% 68% 69% 59% 75% 66% 65% 69% 71% 69% 67%

D D D M

Very likely ..5 165 70 64 17 14 61 104 23 80 63 36 34 38 33 98 9 15 43 137 24

32% 43% 33% 14% 39% 28% 35% 25% 34% 33% 33% 34% 28% 35% 33% 25% 29% 33% 33% 28%

D D D

Somewhat likely ..4 181 44 79 47 11 83 99 37 77 67 38 35 45 38 96 14 21 49 147 33

35% 27% 41% 40% 31% 38% 34% 41% 33% 35% 35% 35% 32% 41% 33% 40% 41% 38% 35% 39%

B B

Neither likely nor 94 25 31 31 7 49 45 19 45 30 17 18 32 13 59 7 8 20 72 18

unlikely ..3 18% 15% 16% 26% 19% 22% 15% 21% 19% 16% 16% 18% 23% 14% 20% 20% 15% 15% 17% 21%

BC

Somewhat unlikely ..2 42 16 12 12 2 15 28 8 20 14 11 8 15 7 26 1 7 8 33 8

8% 10% 6% 11% 5% 7% 9% 9% 9% 7% 10% 8% 11% 7% 9% 4% 14% 6% 8% 10%

Very unlikely ..1 30 8 9 11 2 12 18 3 11 15 7 5 10 3 16 4 1 9 25 2

6% 5% 4% 9% 7% 5% 6% 4% 5% 8% 6% 5% 7% 4% 5% 11% 2% 7% 6% 3%

BOTTOM 2 BOX 72 25 21 23 4 27 46 11 31 30 18 13 25 10 41 5 8 18 58 10

14% 15% 11% 20% 12% 12% 16% 13% 13% 16% 16% 13% 18% 11% 14% 15% 16% 14% 14% 12%

C

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C4A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 2 - Click on it for more information.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 346 61 146 96 44 10 331 42 224 80 217 113 45 274 62 247 75 190 81

67% 68% 69% 65% 69% 84% 67% 52% 70% 73% 69% 65% 73% 67% 69% 67% 63% 67% 73%

H H

Very likely ..5 165 27 82 39 16 5 157 14 107 44 109 48 27 128 29 124 42 88 35

32% 31% 39% 26% 26% 42% 32% 17% 33% 40% 35% 27% 44% 31% 33% 34% 36% 31% 31%

D H H

Somewhat likely ..4 181 34 64 57 28 5 174 28 117 36 109 65 18 146 32 123 33 102 47

35% 38% 30% 38% 44% 42% 35% 34% 36% 33% 35% 38% 30% 35% 36% 34% 28% 36% 42%

Neither likely nor 94 14 37 30 12 - 93 25 50 20 56 33 12 73 16 70 26 50 18

unlikely ..3 18% 16% 18% 20% 19% 19% 30% 16% 18% 18% 19% 20% 18% 17% 19% 22% 18% 17%

I

Somewhat unlikely ..2 42 3 19 15 5 1 40 10 28 4 26 14 2 37 5 30 11 24 7

8% 3% 9% 10% 8% 8% 8% 13% 9% 3% 8% 8% 3% 9% 6% 8% 9% 9% 6%

J

Very unlikely ..1 30 11 10 7 2 1 29 5 19 7 14 14 2 28 7 20 7 19 5

6% 12% 5% 5% 3% 8% 6% 6% 6% 6% 5% 8% 4% 7% 8% 5% 5% 7% 4%

E

BOTTOM 2 BOX 72 14 29 22 8 2 70 15 47 10 40 28 4 64 12 50 17 43 12

14% 16% 14% 15% 12% 16% 14% 18% 15% 9% 13% 16% 7% 16% 14% 14% 15% 15% 11%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C4B. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 2 - Go to the Government of Canada website for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 347 113 142 67 25 144 202 55 168 123 75 68 89 68 206 22 32 85 285 57

68% 69% 73% 57% 69% 66% 69% 61% 72% 65% 69% 68% 64% 72% 70% 63% 62% 65% 69% 66%

D

Very likely ..5 169 66 73 18 13 67 102 24 84 62 40 33 38 35 95 10 17 47 138 28

33% 40% 37% 15% 37% 31% 35% 26% 36% 33% 37% 33% 27% 37% 32% 28% 33% 36% 33% 32%

D D D

Somewhat likely ..4 177 47 69 50 12 77 100 31 85 61 35 34 52 33 111 12 15 38 147 29

35% 28% 36% 42% 33% 35% 34% 35% 36% 32% 32% 35% 37% 35% 38% 35% 29% 29% 36% 34%

B

Neither likely nor 88 24 31 25 7 43 45 17 37 34 18 20 22 12 43 8 13 23 64 19

unlikely ..3 17% 15% 16% 21% 21% 19% 15% 19% 16% 18% 17% 20% 16% 13% 15% 22% 25% 18% 16% 22%

Somewhat unlikely ..2 49 18 13 16 1 19 30 16 17 16 10 7 18 9 29 1 7 12 39 8

9% 11% 7% 14% 4% 9% 10% 18% 7% 8% 9% 7% 13% 10% 10% 4% 13% 9% 10% 10%

CE I

Very unlikely ..1 30 9 9 10 2 14 16 2 11 16 5 5 10 4 16 4 - 10 25 2

6% 6% 4% 8% 6% 6% 5% 3% 5% 9% 5% 5% 7% 5% 5% 11% 8% 6% 3%

BOTTOM 2 BOX 78 27 22 26 4 33 46 18 28 32 16 12 28 13 44 5 7 22 64 10

15% 17% 11% 22% 10% 15% 16% 20% 12% 17% 14% 12% 20% 14% 15% 15% 13% 17% 15% 12%

CE

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C4B. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 2 - Go to the Government of Canada website for more information.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 347 57 155 94 41 9 331 42 224 80 216 116 45 272 64 244 73 194 80

68% 64% 73% 63% 64% 75% 67% 52% 70% 73% 69% 67% 74% 66% 72% 66% 61% 69% 72%

H H

Very likely ..5 169 31 80 40 17 6 161 16 108 45 108 51 31 128 33 124 45 89 35

33% 35% 38% 27% 27% 49% 33% 20% 34% 41% 35% 29% 50% 31% 37% 34% 38% 32% 31%

H H N

Somewhat likely ..4 177 26 75 54 23 3 170 26 116 35 108 65 15 144 32 119 28 105 45

35% 29% 35% 36% 37% 26% 34% 32% 36% 32% 34% 37% 24% 35% 35% 33% 23% 37% 40%

Q Q

Neither likely nor 88 17 31 27 13 2 85 19 50 18 54 29 11 70 10 69 26 40 21

unlikely ..3 17% 19% 15% 18% 20% 17% 17% 24% 16% 17% 17% 17% 18% 17% 11% 19% 22% 14% 19%

Somewhat unlikely ..2 49 4 16 21 7 - 49 16 28 5 30 15 3 42 8 34 13 30 6

9% 4% 8% 14% 11% 10% 20% 9% 4% 10% 9% 5% 10% 9% 9% 11% 11% 5%

B IJ

Very unlikely ..1 30 11 10 6 3 1 29 4 19 7 14 14 2 28 7 21 7 19 5

6% 12% 5% 4% 5% 8% 6% 4% 6% 7% 4% 8% 3% 7% 8% 6% 5% 7% 4%

CD

BOTTOM 2 BOX 78 15 26 27 10 1 78 19 47 12 44 29 5 70 15 54 19 48 11

15% 17% 12% 18% 16% 8% 16% 24% 15% 11% 14% 17% 8% 17% 17% 15% 16% 17% 10%

J

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C4C. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 2 - Consider whether or not I might be eligible for the Canada Caregiver Credit.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 364 124 149 66 24 156 208 64 172 128 79 68 95 73 211 24 36 90 301 58

71% 76% 77% 56% 67% 71% 71% 70% 73% 68% 72% 68% 68% 78% 72% 70% 69% 69% 73% 67%

D D

Very likely ..5 167 62 73 20 13 64 103 27 80 61 37 35 39 34 96 9 17 45 139 24

33% 38% 37% 17% 37% 29% 35% 30% 34% 32% 34% 35% 28% 36% 33% 25% 33% 35% 34% 28%

D D D

Somewhat likely ..4 196 62 77 46 11 92 105 37 92 68 42 32 56 39 115 16 19 44 162 33

38% 38% 39% 39% 31% 42% 36% 41% 39% 36% 38% 32% 40% 42% 39% 45% 36% 34% 39% 39%

Neither likely nor 81 20 27 27 7 36 45 15 36 30 17 17 21 11 45 5 11 20 60 16

unlikely ..3 16% 12% 14% 23% 21% 17% 15% 16% 15% 16% 16% 17% 15% 12% 15% 15% 22% 15% 15% 18%

B

Somewhat unlikely ..2 34 10 8 14 2 9 25 7 16 12 8 9 12 4 18 2 4 10 27 7

7% 6% 4% 12% 7% 4% 9% 7% 7% 6% 8% 9% 8% 4% 6% 7% 8% 8% 7% 8%

C

Very unlikely ..1 34 10 11 12 2 19 16 6 10 18 5 7 12 5 20 3 1 10 25 5

7% 6% 6% 10% 5% 8% 5% 6% 4% 10% 5% 7% 8% 6% 7% 8% 2% 8% 6% 6%

Q

BOTTOM 2 BOX 69 20 18 26 4 28 41 12 26 30 14 15 23 9 38 5 5 20 52 12

13% 12% 9% 22% 12% 13% 14% 14% 11% 16% 12% 16% 17% 10% 13% 15% 10% 16% 13% 14%

CE

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C4C. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 2 - Consider whether or not I might be eligible for the Canada Caregiver Credit.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

======= =============================== =============== ======================= =============== =============== =============== =======================

Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 364 63 156 100 44 10 346 47 233 83 231 115 47 287 63 262 75 204 84

71% 71% 74% 68% 69% 89% 70% 58% 73% 75% 74% 66% 76% 70% 70% 71% 63% 72% 76%

H H

Very likely ..5 167 30 74 46 18 5 159 14 105 48 112 47 31 125 34 122 41 96 31

33% 33% 35% 31% 29% 45% 32% 18% 33% 44% 36% 27% 50% 30% 38% 33% 35% 34% 27%

H H N

Somewhat likely ..4 196 34 82 54 26 5 187 33 128 35 119 69 16 163 29 140 34 108 54

38% 38% 39% 37% 41% 44% 38% 41% 40% 32% 38% 39% 26% 39% 32% 38% 29% 38% 48%

Q

Neither likely nor 81 12 30 29 11 0 79 17 49 15 48 30 11 63 11 58 27 36 18

unlikely ..3 16% 13% 14% 19% 17% 3% 16% 21% 15% 14% 15% 17% 18% 15% 13% 16% 22% 13% 16%

Somewhat unlikely ..2 34 3 14 13 4 - 34 13 17 4 18 12 2 29 8 22 8 22 4

7% 3% 6% 8% 7% 7% 16% 5% 3% 6% 7% 3% 7% 8% 6% 7% 8% 4%

IJ

Very unlikely ..1 34 11 12 7 4 1 33 4 22 8 16 17 1 32 8 24 9 20 5

7% 12% 6% 5% 7% 8% 7% 4% 7% 8% 5% 10% 2% 8% 9% 7% 8% 7% 4%

D

BOTTOM 2 BOX 69 14 26 19 9 1 68 17 40 12 34 29 3 62 15 46 17 43 9

13% 16% 12% 13% 14% 8% 14% 21% 12% 11% 11% 17% 5% 15% 17% 13% 14% 15% 8%

M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C5A. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - This ad catches my attention.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 394 123 157 86 28 163 230 69 180 144 89 75 104 74 218 25 44 104 317 71

77% 75% 81% 73% 78% 74% 79% 76% 77% 76% 81% 75% 74% 79% 74% 71% 86% 80% 77% 83%

Strongly agree ..5 172 66 67 26 13 68 104 24 82 66 40 36 46 28 97 8 18 48 149 23

33% 40% 34% 22% 36% 31% 35% 27% 35% 35% 37% 36% 33% 30% 33% 24% 35% 37% 36% 27%

D D D

Somewhat agree ..4 222 57 90 60 15 95 127 45 99 79 48 39 58 46 121 16 26 56 168 48

43% 34% 46% 51% 43% 43% 43% 50% 42% 42% 44% 39% 42% 49% 41% 46% 51% 43% 41% 56%

B S

Neither agree nor 92 31 30 26 5 45 47 13 42 36 14 17 28 18 57 7 7 21 75 11

disagree ..3 18% 19% 16% 22% 15% 20% 16% 15% 18% 19% 13% 17% 20% 19% 19% 19% 14% 16% 18% 13%

Somewhat disagree ..2 20 7 6 4 2 10 10 7 8 5 6 5 4 2 14 4 - 3 15 4

4% 4% 3% 3% 7% 4% 3% 7% 4% 2% 5% 5% 3% 2% 5% 10% 2% 4% 4%

Strongly disagree ..1 7 4 1 3 - 2 6 1 3 4 1 3 4 - 6 - - 2 7 -

1% 2% 1% 2% 1% 2% 1% 1% 2% 1% 3% 3% 2% 1% 2%

BOTTOM 2 BOX 27 11 8 6 2 12 16 8 11 8 7 8 8 2 19 4 - 5 22 4

5% 7% 4% 5% 7% 5% 5% 9% 5% 4% 6% 8% 5% 2% 7% 10% 4% 5% 4%

N

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C5A. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - This ad catches my attention.

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 394 67 165 111 51 10 376 56 252 86 244 131 47 317 72 279 87 222 84

77% 75% 78% 75% 80% 92% 76% 68% 79% 78% 78% 75% 76% 77% 81% 76% 73% 79% 76%

Strongly agree ..5 172 35 76 43 18 7 161 21 104 46 112 50 24 133 32 122 42 95 35

33% 40% 36% 29% 28% 66% 33% 26% 33% 41% 36% 29% 40% 32% 35% 33% 35% 34% 31%

G

Somewhat agree ..4 222 31 90 68 33 3 215 34 148 40 132 81 23 184 41 157 45 127 50

43% 35% 42% 46% 53% 26% 44% 42% 46% 36% 42% 47% 37% 45% 46% 43% 38% 45% 45%

Neither agree nor 92 14 36 32 9 - 92 18 53 21 50 35 12 71 13 64 22 49 20

disagree ..3 18% 16% 17% 21% 15% 19% 22% 16% 19% 16% 20% 19% 17% 15% 18% 19% 17% 18%

Somewhat disagree ..2 20 4 10 5 1 1 18 6 11 3 14 6 3 16 4 16 6 8 6

4% 5% 5% 3% 2% 8% 4% 7% 3% 3% 5% 3% 5% 4% 4% 4% 5% 3% 5%

Strongly disagree ..1 7 4 1 1 2 - 7 2 6 - 6 2 - 7 - 7 3 4 1

1% 4% \*% 1% 3% 2% 2% 2% 2% 1% 2% 2% 2% 1% 1%

CD

BOTTOM 2 BOX 27 8 11 6 3 1 25 8 16 3 20 7 3 23 4 24 9 11 7

5% 9% 5% 4% 5% 8% 5% 9% 5% 3% 6% 4% 5% 6% 4% 6% 8% 4% 6%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C5B. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - The ad is appealing.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 399 125 157 90 27 165 235 68 186 146 85 76 106 78 222 25 41 109 322 72

78% 76% 81% 76% 76% 75% 80% 75% 80% 77% 78% 77% 76% 83% 76% 71% 80% 84% 78% 84%

Strongly agree ..5 187 79 65 30 13 71 116 28 91 68 43 34 53 35 108 9 21 48 158 28

36% 48% 33% 26% 36% 32% 40% 31% 39% 36% 39% 34% 38% 37% 37% 27% 40% 37% 38% 33%

CD

Somewhat agree ..4 213 47 92 59 15 94 119 40 95 78 42 42 53 43 114 15 21 61 164 44

42% 29% 47% 50% 41% 43% 41% 44% 41% 41% 39% 42% 38% 46% 39% 44% 40% 47% 40% 52%

B B

Neither agree nor 87 25 35 21 6 44 43 17 39 31 18 18 27 14 57 8 8 15 69 12

disagree ..3 17% 15% 18% 18% 18% 20% 15% 19% 17% 17% 16% 18% 20% 15% 19% 23% 15% 11% 17% 15%

Somewhat disagree ..2 20 10 2 5 2 9 10 5 7 8 5 3 3 2 10 2 3 5 16 1

4% 6% 1% 5% 6% 4% 4% 5% 3% 4% 5% 3% 2% 2% 3% 6% 5% 4% 4% 1%

Strongly disagree ..1 7 4 1 2 - 2 5 1 2 4 1 3 3 - 5 - - 2 7 -

1% 2% 1% 2% 1% 2% 1% 1% 2% 1% 3% 2% 2% 1% 2%

BOTTOM 2 BOX 26 14 3 7 2 11 15 6 9 12 6 6 6 2 15 2 3 6 23 1

5% 8% 2% 6% 6% 5% 5% 6% 4% 6% 6% 6% 4% 2% 5% 6% 5% 5% 5% 1%

C T

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C5B. Please indicate your level of agreement with the following statements about this ad.

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 399 66 173 113 47 10 385 58 253 89 247 136 48 319 71 284 85 230 85

78% 74% 82% 76% 75% 92% 78% 71% 79% 80% 79% 78% 78% 78% 79% 77% 71% 81% 76%

Strongly agree ..5 187 36 90 45 16 7 176 29 109 48 119 57 27 145 34 130 46 107 33

36% 40% 42% 31% 25% 66% 36% 36% 34% 44% 38% 33% 44% 35% 38% 36% 39% 38% 30%

DE

Somewhat agree ..4 213 30 84 67 31 3 209 28 144 40 128 78 21 174 37 153 38 123 52

42% 34% 39% 46% 50% 26% 42% 35% 45% 37% 41% 45% 34% 42% 41% 42% 32% 43% 46%

Neither agree nor 87 16 30 29 11 1 85 19 48 20 50 31 12 68 16 62 23 41 22

disagree ..3 17% 18% 14% 19% 18% 8% 17% 23% 15% 18% 16% 18% 19% 16% 18% 17% 20% 15% 20%

Somewhat disagree ..2 20 3 8 6 3 - 17 4 14 2 13 5 2 18 3 15 8 8 3

4% 3% 4% 4% 4% 3% 5% 4% 1% 4% 3% 3% 4% 3% 4% 7% 3% 3%

Strongly disagree ..1 7 4 1 - 2 - 7 1 6 - 5 2 - 7 - 7 3 3 1

1% 4% \*% 3% 1% 1% 2% 2% 1% 2% 2% 2% 1% 1%

C

BOTTOM 2 BOX 26 7 8 6 5 - 24 5 20 2 17 7 2 24 3 21 11 11 4

5% 8% 4% 4% 7% 5% 6% 6% 1% 5% 4% 3% 6% 3% 6% 9% 4% 4%

J

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

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C5C. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - The ad is something I personally relate to.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

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Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 315 94 132 65 24 136 179 57 148 110 68 69 73 63 183 23 32 76 258 54

61% 57% 68% 55% 67% 62% 61% 62% 63% 58% 63% 69% 52% 68% 62% 67% 62% 59% 62% 64%

D M M

Strongly agree ..5 161 63 64 22 11 71 90 23 74 64 35 34 35 38 96 10 16 39 137 24

31% 38% 33% 19% 32% 32% 31% 25% 32% 34% 32% 35% 25% 40% 33% 27% 31% 30% 33% 28%

D D D M

Somewhat agree ..4 154 31 68 43 13 65 89 34 74 47 33 35 38 26 87 14 16 37 121 31

30% 19% 35% 36% 36% 29% 31% 38% 32% 25% 30% 35% 27% 27% 30% 39% 31% 29% 29% 36%

B B B

Neither agree nor 131 41 48 34 9 60 71 19 60 52 27 14 47 21 73 11 10 34 102 19

disagree ..3 26% 25% 24% 29% 24% 27% 24% 21% 26% 27% 25% 14% 34% 23% 25% 32% 20% 26% 25% 23%

L

Somewhat disagree ..2 48 19 12 15 2 22 27 13 18 17 10 9 15 8 29 0 9 9 38 9

9% 12% 6% 13% 6% 10% 9% 15% 8% 9% 9% 9% 10% 8% 10% 1% 18% 7% 9% 10%

C P P

Strongly disagree ..1 19 10 3 4 1 3 16 1 7 10 4 7 5 1 8 - - 11 16 3

4% 6% 2% 4% 3% 1% 6% 2% 3% 5% 3% 7% 3% 1% 3% 8% 4% 3%

F O

BOTTOM 2 BOX 67 29 15 20 3 24 43 15 26 27 14 16 19 9 38 0 9 20 54 12

13% 18% 8% 17% 9% 11% 15% 16% 11% 14% 13% 16% 14% 10% 13% 1% 18% 15% 13% 14%

C C P P P

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 315 52 138 87 38 8 304 41 192 82 208 91 42 248 53 225 65 182 68

61% 59% 65% 59% 60% 67% 62% 50% 60% 74% 66% 53% 68% 60% 59% 61% 55% 64% 61%

HI L

Strongly agree ..5 161 32 72 38 19 6 154 16 92 53 111 40 32 119 32 112 38 91 31

31% 36% 34% 25% 29% 49% 31% 20% 28% 48% 35% 23% 52% 29% 36% 31% 32% 32% 28%

HI L N

Somewhat agree ..4 154 20 65 49 19 2 150 25 101 29 98 52 10 128 21 113 27 91 36

30% 23% 31% 33% 31% 18% 30% 30% 31% 26% 31% 30% 16% 31% 23% 31% 23% 32% 32%

M

Neither agree nor 131 24 49 37 21 3 123 28 84 19 78 43 19 99 24 90 36 64 31

disagree ..3 26% 27% 23% 25% 34% 25% 25% 34% 26% 17% 25% 25% 30% 24% 27% 24% 31% 22% 28%

J

Somewhat disagree ..2 48 6 21 18 2 1 47 9 30 9 20 27 - 47 11 36 8 31 9

9% 7% 10% 12% 3% 8% 10% 12% 9% 8% 7% 16% 12% 12% 10% 7% 11% 8%

E E K

Strongly disagree ..1 19 7 4 6 2 - 19 4 15 - 7 12 1 18 2 16 9 7 3

4% 8% 2% 4% 3% 4% 5% 5% 2% 7% 2% 4% 2% 4% 7% 2% 3%

C K

BOTTOM 2 BOX 67 13 25 24 4 1 66 13 45 9 27 39 1 65 12 52 17 38 13

13% 14% 12% 16% 6% 8% 13% 16% 14% 8% 9% 23% 2% 16% 14% 14% 14% 13% 11%

E K M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C5D. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - The language clearly conveys that there is a credit available for caregivers.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

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TOP 2 BOX 416 125 160 99 31 170 245 73 186 157 87 85 112 77 230 27 44 111 345 67

81% 76% 82% 84% 86% 77% 84% 81% 80% 83% 79% 85% 80% 82% 78% 78% 86% 86% 83% 79%

Strongly agree ..5 199 70 78 35 16 78 121 29 95 76 43 46 55 35 115 7 21 56 167 31

39% 43% 40% 29% 45% 35% 41% 32% 41% 40% 40% 46% 39% 37% 39% 19% 40% 43% 40% 36%

D D D P P

Somewhat agree ..4 217 55 82 65 15 93 124 45 91 81 43 39 57 42 115 20 24 55 178 37

42% 33% 42% 55% 42% 42% 42% 49% 39% 43% 40% 39% 41% 45% 39% 58% 46% 42% 43% 43%

BCE

Neither agree nor 73 26 28 15 4 38 35 6 38 29 12 10 21 15 46 5 5 18 50 13

disagree ..3 14% 16% 14% 13% 11% 17% 12% 7% 16% 15% 11% 10% 15% 16% 16% 14% 9% 14% 12% 15%

H

Somewhat disagree ..2 20 11 5 3 1 11 8 10 9 1 10 4 5 1 14 3 3 0 14 6

4% 7% 3% 2% 2% 5% 3% 11% 4% 1% 9% 4% 4% 1% 5% 8% 5% \*% 3% 7%

IJ J N R

Strongly disagree ..1 4 2 1 1 0 - 4 1 1 2 1 1 2 0 4 - - 0 4 -

1% 1% 1% 1% 1% 1% 1% \*% 1% 1% 1% 1% \*% 1% \*% 1%

BOTTOM 2 BOX 24 13 6 4 1 11 13 11 10 3 11 5 7 1 17 3 3 1 18 6

5% 8% 3% 3% 3% 5% 4% 12% 4% 2% 10% 5% 5% 2% 6% 8% 5% 1% 4% 7%

IJ N R

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

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TOP 2 BOX 416 72 172 119 52 10 401 60 267 89 252 145 49 336 77 292 90 245 81

81% 81% 81% 80% 82% 92% 81% 74% 83% 81% 80% 84% 79% 82% 86% 80% 76% 87% 72%

QS

Strongly agree ..5 199 42 87 49 21 7 191 23 124 51 128 60 31 154 39 138 44 120 35

39% 47% 41% 33% 34% 63% 39% 29% 39% 47% 41% 35% 50% 37% 44% 38% 37% 42% 31%

H

Somewhat agree ..4 217 30 85 70 30 3 210 37 143 38 124 85 18 182 37 155 46 125 46

42% 34% 40% 47% 48% 29% 43% 45% 44% 34% 40% 49% 29% 44% 42% 42% 39% 44% 41%

M

Neither agree nor 73 12 27 25 10 1 69 16 41 16 45 22 10 56 10 53 24 25 24

disagree ..3 14% 13% 13% 17% 15% 8% 14% 20% 13% 15% 14% 13% 16% 14% 12% 15% 20% 9% 21%

R R

Somewhat disagree ..2 20 4 12 4 - - 20 5 9 5 12 6 3 16 2 17 3 11 6

4% 4% 6% 2% 4% 7% 3% 5% 4% 3% 5% 4% 2% 5% 2% 4% 5%

Strongly disagree ..1 4 2 0 - 2 - 4 - 4 - 4 0 - 4 0 4 1 2 1

1% 2% \*% 3% 1% 1% 1% \*% 1% \*% 1% 1% 1% 1%

BOTTOM 2 BOX 24 6 13 4 2 - 24 5 13 5 16 6 3 20 2 21 4 13 7

5% 6% 6% 2% 3% 5% 7% 4% 5% 5% 3% 5% 5% 3% 6% 4% 4% 6%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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Uppercase letters indicate significance at the 95% level.

C5. Please indicate your level of agreement with the following statements about this ad.

Concept 3 - Summary Tables: Top 2 Box

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

The language clearly 416 125 160 99 31 170 245 73 186 157 87 85 112 77 230 27 44 111 345 67

conveys that there is a 81% 76% 82% 84% 86% 77% 84% 81% 80% 83% 79% 85% 80% 82% 78% 78% 86% 86% 83% 79%

credit available for

caregivers.

The ad is appealing. 399 125 157 90 27 165 235 68 186 146 85 76 106 78 222 25 41 109 322 72

78% 76% 81% 76% 76% 75% 80% 75% 80% 77% 78% 77% 76% 83% 76% 71% 80% 84% 78% 84%

This ad catches my 394 123 157 86 28 163 230 69 180 144 89 75 104 74 218 25 44 104 317 71

attention. 77% 75% 81% 73% 78% 74% 79% 76% 77% 76% 81% 75% 74% 79% 74% 71% 86% 80% 77% 83%

The ad is something I 315 94 132 65 24 136 179 57 148 110 68 69 73 63 183 23 32 76 258 54

personally relate to. 61% 57% 68% 55% 67% 62% 61% 62% 63% 58% 63% 69% 52% 68% 62% 67% 62% 59% 62% 64%

D M M

None of the above 60 25 18 12 4 29 30 10 28 22 10 10 20 10 38 7 5 10 43 11

12% 15% 9% 11% 10% 13% 10% 11% 12% 12% 9% 10% 15% 11% 13% 19% 9% 8% 10% 13%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

The language clearly 416 72 172 119 52 10 401 60 267 89 252 145 49 336 77 292 90 245 81

conveys that there is a 81% 81% 81% 80% 82% 92% 81% 74% 83% 81% 80% 84% 79% 82% 86% 80% 76% 87% 72%

credit available for QS

caregivers.

The ad is appealing. 399 66 173 113 47 10 385 58 253 89 247 136 48 319 71 284 85 230 85

78% 74% 82% 76% 75% 92% 78% 71% 79% 80% 79% 78% 78% 78% 79% 77% 71% 81% 76%

This ad catches my 394 67 165 111 51 10 376 56 252 86 244 131 47 317 72 279 87 222 84

attention. 77% 75% 78% 75% 80% 92% 76% 68% 79% 78% 78% 75% 76% 77% 81% 76% 73% 79% 76%

The ad is something I 315 52 138 87 38 8 304 41 192 82 208 91 42 248 53 225 65 182 68

personally relate to. 61% 59% 65% 59% 60% 67% 62% 50% 60% 74% 66% 53% 68% 60% 59% 61% 55% 64% 61%

HI L

None of the above 60 14 19 19 8 1 58 14 31 15 35 19 10 43 7 45 21 21 18

12% 16% 9% 13% 13% 8% 12% 17% 10% 14% 11% 11% 15% 11% 8% 12% 18% 7% 16%

R R

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C6A. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 3 - Click on it for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 376 120 151 77 29 158 219 66 175 136 81 71 92 80 213 26 38 97 307 64

73% 73% 77% 65% 80% 72% 75% 73% 75% 72% 74% 72% 66% 86% 73% 74% 73% 74% 74% 74%

D D LM

Very likely ..5 174 68 68 24 15 67 107 27 83 64 41 36 42 32 99 9 19 46 148 25

34% 41% 35% 20% 41% 30% 37% 30% 36% 34% 38% 37% 30% 34% 34% 27% 37% 36% 36% 29%

D D D

Somewhat likely ..4 202 52 82 53 14 91 111 39 92 71 40 35 51 48 114 16 18 51 159 38

39% 32% 42% 45% 40% 41% 38% 43% 39% 38% 36% 35% 36% 52% 39% 47% 35% 39% 38% 45%

B KLM

Neither likely nor 85 32 26 22 5 38 48 9 44 32 19 16 26 8 50 5 10 20 66 13

unlikely ..3 17% 19% 13% 19% 15% 17% 16% 10% 19% 17% 17% 16% 19% 9% 17% 14% 19% 15% 16% 15%

Somewhat unlikely ..2 31 6 12 12 1 15 16 13 7 11 8 7 9 4 17 3 4 7 23 8

6% 4% 6% 10% 3% 7% 5% 14% 3% 6% 7% 7% 7% 4% 6% 9% 8% 5% 6% 9%

E I

Very unlikely ..1 21 6 6 7 1 10 11 3 7 10 2 5 12 1 13 1 - 7 19 1

4% 4% 3% 6% 2% 4% 4% 3% 3% 5% 2% 5% 9% 1% 5% 3% 5% 4% 1%

KN

BOTTOM 2 BOX 52 13 18 19 2 25 27 15 15 21 10 12 21 5 30 4 4 13 41 9

10% 8% 9% 16% 5% 11% 9% 17% 6% 11% 9% 12% 15% 5% 10% 12% 8% 10% 10% 11%

E I N

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C6A. Please indicate how likely you would be to do each of the following after seeing this ad:

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 376 62 158 109 47 10 361 52 236 89 244 114 47 303 64 269 81 215 81

73% 70% 75% 74% 75% 92% 73% 63% 73% 81% 78% 65% 76% 74% 72% 73% 68% 76% 73%

G H L

Very likely ..5 174 32 80 44 19 6 168 19 103 52 119 46 25 136 30 126 40 101 33

34% 36% 38% 29% 30% 56% 34% 24% 32% 47% 38% 27% 41% 33% 34% 34% 34% 36% 30%

HI L

Somewhat likely ..4 202 30 78 65 29 4 193 32 132 37 124 67 22 167 34 143 41 114 48

39% 34% 37% 44% 45% 36% 39% 40% 41% 34% 40% 39% 35% 41% 38% 39% 34% 40% 43%

Neither likely nor 85 12 41 23 10 1 81 19 52 14 43 37 9 64 15 62 26 33 26

unlikely ..3 17% 13% 19% 15% 15% 8% 16% 24% 16% 12% 14% 21% 15% 16% 16% 17% 22% 12% 23%

R R

Somewhat unlikely ..2 31 7 10 10 3 - 31 7 20 4 17 12 4 25 7 20 8 23 -

6% 8% 5% 7% 5% 6% 8% 6% 3% 5% 7% 7% 6% 8% 6% 7% 8%

Very unlikely ..1 21 8 3 7 3 - 21 4 13 4 10 11 1 20 4 15 4 13 4

4% 9% 1% 4% 5% 4% 5% 4% 3% 3% 6% 2% 5% 4% 4% 3% 5% 4%

C

BOTTOM 2 BOX 52 15 13 17 6 - 52 10 34 8 27 23 5 45 11 35 12 36 4

10% 17% 6% 11% 10% 10% 13% 10% 7% 9% 13% 8% 11% 12% 10% 10% 13% 4%

C S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C6B. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 3 - Go to the Government of Canada website for more information.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 367 113 148 78 28 156 211 64 175 128 82 66 95 75 210 24 40 90 303 58

72% 69% 76% 66% 78% 71% 72% 70% 75% 68% 75% 66% 68% 80% 72% 70% 76% 69% 73% 68%

D L

Very likely ..5 182 70 70 27 15 65 116 29 89 64 41 40 41 37 107 10 18 48 147 34

35% 42% 36% 23% 43% 30% 40% 31% 38% 34% 38% 40% 30% 40% 36% 27% 34% 37% 35% 40%

D D D F

Somewhat likely ..4 185 43 78 51 13 91 94 35 86 64 41 27 53 37 104 15 22 43 156 24

36% 26% 40% 44% 36% 41% 32% 39% 37% 34% 37% 27% 38% 40% 35% 42% 42% 33% 38% 28%

B B

Neither likely nor 98 39 30 23 6 41 56 19 43 35 21 25 25 13 57 8 11 21 71 21

unlikely ..3 19% 24% 16% 20% 16% 19% 19% 21% 18% 19% 19% 25% 18% 14% 20% 23% 21% 17% 17% 25%

Somewhat unlikely ..2 28 5 12 9 1 12 16 6 8 14 4 4 10 4 15 2 1 10 21 5

5% 3% 6% 8% 4% 5% 5% 6% 3% 8% 4% 4% 7% 4% 5% 5% 2% 8% 5% 6%

Very unlikely ..1 20 7 4 8 1 10 10 2 7 11 2 5 10 2 11 1 - 8 18 1

4% 4% 2% 7% 2% 5% 3% 2% 3% 6% 2% 5% 7% 2% 4% 3% 6% 4% 1%

BOTTOM 2 BOX 48 13 16 17 2 22 26 8 15 25 6 9 19 6 26 3 1 18 40 6

9% 8% 8% 14% 6% 10% 9% 8% 6% 13% 6% 9% 14% 6% 9% 8% 2% 14% 10% 7%

E I K Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C6B. Please indicate how likely you would be to do each of the following after seeing this ad:

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EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 367 57 156 104 50 10 350 55 229 83 233 115 46 293 67 262 80 206 81

72% 64% 74% 71% 79% 92% 71% 68% 71% 75% 74% 66% 75% 71% 75% 71% 67% 73% 73%

G

Very likely ..5 182 33 78 49 22 6 175 24 106 52 120 52 32 137 35 130 48 102 31

35% 37% 37% 33% 34% 56% 36% 29% 33% 47% 38% 30% 52% 33% 39% 36% 41% 36% 28%

HI N

Somewhat likely ..4 185 24 78 56 28 4 174 32 123 31 114 63 14 156 32 132 31 104 50

36% 27% 37% 38% 45% 36% 35% 39% 38% 28% 36% 36% 23% 38% 36% 36% 26% 37% 45%

B M Q

Neither likely nor 98 16 44 29 8 1 97 18 61 19 58 34 11 76 15 73 26 48 24

unlikely ..3 19% 18% 21% 20% 13% 8% 20% 22% 19% 17% 18% 20% 18% 18% 16% 20% 22% 17% 21%

Somewhat unlikely ..2 28 6 9 11 2 - 27 5 19 4 14 12 3 24 3 17 8 17 3

5% 7% 4% 7% 3% 5% 6% 6% 4% 5% 7% 5% 6% 3% 5% 7% 6% 3%

Very unlikely ..1 20 10 4 3 3 - 20 3 13 5 8 12 1 19 4 15 5 12 3

4% 11% 2% 2% 5% 4% 3% 4% 4% 3% 7% 1% 5% 5% 4% 4% 4% 3%

CD

BOTTOM 2 BOX 48 16 12 14 5 - 47 8 32 9 23 24 4 43 7 32 13 29 6

9% 18% 6% 10% 8% 10% 9% 10% 8% 7% 14% 7% 10% 8% 9% 11% 10% 6%

C K

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C6C. Please indicate how likely you would be to do each of the following after seeing this ad:

Concept 3 - Consider whether or not I might be eligible for the Canada Caregiver Credit.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 371 122 149 72 27 160 211 63 178 131 85 68 97 76 213 23 41 92 301 64

72% 75% 77% 61% 76% 73% 72% 69% 76% 69% 77% 69% 69% 81% 73% 65% 78% 71% 73% 75%

D D D

Very likely ..5 178 66 74 24 14 61 116 29 83 66 40 39 43 34 102 8 17 49 146 31

35% 40% 38% 20% 40% 28% 40% 32% 35% 35% 37% 39% 31% 36% 35% 24% 34% 38% 35% 36%

D D D F

Somewhat likely ..4 194 57 76 48 13 99 95 34 95 65 45 29 54 42 111 14 23 43 155 33

38% 35% 39% 41% 37% 45% 32% 37% 41% 34% 41% 29% 38% 45% 38% 41% 45% 33% 38% 39%

G L

Neither likely nor 93 32 29 26 6 37 55 17 41 34 19 21 23 10 50 10 10 22 71 15

unlikely ..3 18% 19% 15% 22% 17% 17% 19% 19% 18% 18% 17% 21% 17% 11% 17% 28% 19% 17% 17% 18%

Somewhat unlikely ..2 30 4 12 12 2 14 16 10 7 13 4 6 11 6 18 1 1 9 25 5

6% 2% 6% 11% 6% 6% 6% 11% 3% 7% 3% 6% 8% 7% 6% 4% 2% 7% 6% 6%

B

Very unlikely ..1 19 6 4 8 0 9 10 1 7 10 2 5 9 1 12 1 - 7 17 1

4% 4% 2% 7% 1% 4% 3% 2% 3% 5% 2% 5% 7% 1% 4% 3% 5% 4% 1%

E N

BOTTOM 2 BOX 49 10 16 20 2 23 26 11 15 24 6 11 20 7 30 2 1 16 42 6

10% 6% 8% 17% 7% 10% 9% 12% 6% 12% 5% 11% 14% 8% 10% 7% 2% 12% 10% 7%

BCE K Q Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 371 59 158 105 49 10 354 53 234 85 236 117 47 297 64 265 80 212 80

72% 66% 74% 71% 78% 92% 72% 65% 73% 77% 75% 68% 77% 72% 71% 72% 67% 75% 72%

G

Very likely ..5 178 31 80 44 23 6 170 22 112 44 120 48 27 140 32 128 39 102 36

35% 34% 38% 30% 37% 53% 35% 27% 35% 40% 38% 28% 44% 34% 35% 35% 33% 36% 32%

L

Somewhat likely ..4 194 28 78 61 26 4 183 31 122 41 116 69 20 157 32 137 40 109 44

38% 32% 37% 41% 41% 39% 37% 38% 38% 37% 37% 40% 33% 38% 36% 37% 34% 39% 39%

Neither likely nor 93 16 39 30 8 1 91 19 57 17 53 34 13 70 16 68 25 43 24

unlikely ..3 18% 18% 18% 20% 13% 8% 18% 24% 18% 15% 17% 19% 21% 17% 18% 19% 21% 15% 22%

Somewhat unlikely ..2 30 5 12 9 3 - 30 7 18 5 17 11 1 26 6 20 8 18 4

6% 6% 6% 6% 5% 6% 9% 6% 4% 5% 6% 2% 6% 6% 5% 6% 6% 4%

Very unlikely ..1 19 9 4 3 3 - 19 3 13 4 8 11 - 19 4 14 6 10 3

4% 10% 2% 2% 5% 4% 3% 4% 3% 2% 7% 5% 5% 4% 5% 4% 3%

CD K

BOTTOM 2 BOX 49 14 15 12 6 - 49 10 31 8 24 23 1 45 10 33 13 28 8

10% 16% 7% 8% 10% 10% 12% 10% 8% 8% 13% 2% 11% 11% 9% 11% 10% 7%

C M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C7. Thinking of these three different concepts for the ads, which one do you prefer overall? You may click on the image to see the enlarged image.

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Concept 1 119 51 36 24 7 43 76 23 47 49 25 26 32 13 59 13 10 37 97 15

23% 31% 18% 20% 21% 19% 26% 25% 20% 26% 23% 26% 23% 14% 20% 37% 19% 28% 24% 17%

C

Concept 2 283 79 107 78 18 117 166 49 132 102 56 57 81 58 164 16 33 68 240 37

55% 48% 55% 66% 51% 53% 57% 54% 57% 54% 51% 57% 58% 62% 56% 46% 64% 52% 58% 44%

BCE T

Concept 3 111 33 52 16 10 60 51 19 55 38 28 16 27 22 71 6 9 25 77 33

22% 20% 27% 14% 28% 27% 18% 21% 23% 20% 26% 16% 19% 24% 24% 18% 17% 20% 19% 39%

D D G S

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Concept 1 119 24 49 31 14 4 110 21 70 28 59 53 14 93 15 85 119 - -

23% 27% 23% 21% 22% 39% 22% 26% 22% 25% 19% 30% 23% 23% 17% 23% 100%

K

Concept 2 283 49 112 86 35 5 276 47 178 58 183 90 33 228 56 195 - 283 -

55% 55% 53% 58% 55% 47% 56% 58% 55% 53% 58% 52% 54% 55% 63% 53% 100%

Concept 3 111 16 50 31 15 2 107 13 74 24 71 31 14 91 18 86 - - 111

22% 18% 24% 21% 23% 14% 22% 17% 23% 22% 23% 18% 24% 22% 20% 23% 100%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C8. Why do you prefer this ad concept 1?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 60 25 17 15 2 21 39 11 29 20 14 17 13 7 32 6 2 20 52 8

Unweighted Total 53 13 16 17 7 19 34 8 23 22 14 13 10 7 27 5 3 18 47 6

NET: Clear/Simple 19 11 4 3 1 5 13 5 5 9 5 6 7 1 6 4 - 9 15 4

----------------- 31% 43% 25% 18% 29% 24% 34% 44% 17% 43% 31% 33% 50% 11% 18% 59% 46% 29% 42%

Clear/easy to 14 9 2 3 - 4 10 4 4 7 4 6 5 - 4 4 - 7 10 4

understand 23% 36% 13% 18% 18% 26% 33% 12% 33% 25% 33% 35% 11% 59% 34% 20% 42%

Concise/simple 9 5 3 - 1 3 6 1 1 7 - 2 6 1 2 - - 7 7 3

16% 21% 19% 29% 16% 15% 10% 5% 34% 11% 43% 11% 7% 36% 13% 31%

I O

Straightforward/ 6 4 1 - 0 1 5 3 1 2 1 3 1 0 1 3 - 2 6 -

direct/to the point 10% 17% 6% 14% 4% 13% 25% 4% 10% 6% 16% 6% 5% 3% 44% 12% 11%

Text/wording/"Thank you" 17 7 4 4 1 2 15 4 9 3 2 7 2 1 10 5 0 1 15 1

27% 28% 25% 24% 57% 9% 37% 42% 32% 14% 17% 43% 16% 17% 31% 82% 15% 6% 30% 13%

F OR

NET: Design elements 15 6 4 4 1 2 13 5 5 5 3 5 4 1 8 1 - 5 12 3

-------------------- 25% 24% 25% 24% 29% 8% 33% 47% 17% 23% 21% 31% 28% 14% 25% 20% 28% 23% 31%

F

Attracts attention/ 9 4 1 4 1 2 7 2 5 2 3 3 - 1 5 1 - 3 9 -

stands out/makes me 15% 14% 6% 24% 29% 8% 18% 17% 17% 10% 21% 18% 14% 15% 20% 14% 17%

want to read the rest

of message

Easy to read/bold 4 3 1 - - - 4 1 - 3 - 1 3 - 1 - - 3 1 3

fonts 6% 11% 6% 10% 10% 13% 6% 20% 3% 14% 2% 31%

Appealing to the eye/ 3 - 2 1 - 1 2 2 1 - - 1 1 1 3 - - - 3 -

like appearance/ 5% 13% 6% 4% 6% 20% 3% 6% 8% 14% 10% 6%

design

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

C8. Why do you prefer this ad concept 1?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Like colours of the 1 - 1 - - - 1 1 - - - - 1 - 1 - - - 1 -

ad 2% 6% 3% 10% 8% 3% 2%

NET: Positive Emotions 13 6 3 4 - 7 6 5 5 4 1 6 2 3 6 4 1 3 10 3

---------------------- 22% 25% 19% 24% 35% 15% 43% 17% 18% 6% 38% 15% 45% 18% 62% 38% 15% 20% 32%

It speaks of 11 5 3 4 - 5 6 3 5 4 1 4 2 3 4 4 1 3 10 1

gratitude/ 19% 18% 19% 24% 26% 15% 25% 17% 18% 6% 26% 15% 45% 12% 62% 38% 15% 20% 10%

appreciation for

being a caregiver

More positive/hopeful 2 2 - - - 2 - 2 - - - 2 - - 2 - - - - 2

3% 7% 9% 18% 11% 6% 22%

Relatable/can identify 10 7 2 1 - 3 8 - 10 - 3 1 3 1 7 - 1 3 10 -

with message (I am a 17% 28% 13% 6% 13% 19% 35% 18% 5% 20% 17% 20% 47% 14% 20%

caregiver/I am a care

receiver)

More informative/ 4 1 - 3 - 2 2 1 1 2 2 - 2 - 2 1 - 1 4 -

provides better 6% 3% 18% 8% 4% 8% 3% 9% 12% 13% 5% 15% 5% 7%

information about

caregiving

It applies to a broader 2 - 1 1 0 0 2 - 2 0 1 - - 1 2 - - 0 2 -

base of people/any 4% 6% 6% 14% 2% 5% 7% 2% 7% 14% 6% 2% 4%

family member not just a

spouse

Like/good message 2 - 1 1 - - 2 1 1 - 1 - 1 - 2 - - - 2 -

3% 6% 6% 5% 10% 3% 7% 7% 6% 4%

Makes me curious/want to 1 - - 1 0 1 0 - - 1 - - - 0 - - - 1 1 -

know more 2% 6% 14% 4% 1% 6% 5% 6% 2%

Looks more inviting 1 - 1 - - - 1 - - 1 - - - - - 1 - - - 1

2% 6% 3% 5% 18% 13%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

C8. Why do you prefer this ad concept 1?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

More serious/realistic/ 1 - - 1 - - 1 - 1 - - - - 1 1 - - - 1 -

less emotional 1% 6% 2% 3% 14% 3% 2%

Other 2 - 1 1 - 1 1 - 1 1 1 - - 1 1 - - 1 2 -

3% 6% 6% 4% 3% 4% 4% 6% 17% 3% 5% 4%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C8. Why do you prefer this ad concept 1?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 60 8 31 14 8 3 57 15 36 9 27 31 7 48 7 45 60 - -

Unweighted Total 53 8 27 11 7 1 52 13 31 9 23 28 6 43 10 37 53 - -

NET: Clear/Simple 19 4 11 3 1 3 16 7 11 1 10 8 2 13 0 17 19 - -

----------------- 31% 48% 36% 19% 13% 100% 28% 47% 29% 10% 38% 27% 23% 27% 5% 38% 31%

G J O

Clear/easy to 14 3 8 3 - 3 11 6 7 1 8 6 - 11 - 14 14 - -

understand 23% 36% 28% 19% 100% 20% 37% 21% 10% 31% 18% 23% 31% 23%

G

Concise/simple 9 2 4 3 1 - 9 5 4 - 6 4 1 7 0 8 9 - -

16% 25% 12% 19% 13% 16% 34% 12% 21% 12% 11% 15% 5% 18% 16%

Straightforward/ 6 1 4 - 1 3 3 - 6 - 2 4 2 3 0 4 6 - -

direct/to the point 10% 12% 13% 13% 100% 6% 16% 7% 13% 23% 6% 5% 10% 10%

G

Text/wording/"Thank you" 17 1 12 4 - 3 14 2 11 3 9 6 2 15 2 9 17 - -

27% 16% 38% 26% 100% 24% 13% 31% 38% 33% 21% 26% 30% 35% 21% 27%

G

NET: Design elements 15 - 10 4 1 - 15 8 7 0 9 6 - 14 1 10 15 - -

-------------------- 25% 33% 26% 13% 26% 51% 19% 4% 32% 20% 29% 17% 22% 25%

J

Attracts attention/ 9 - 7 1 1 - 9 2 7 0 6 3 - 8 1 4 9 - -

stands out/makes me 15% 22% 6% 13% 15% 12% 19% 4% 22% 10% 16% 17% 9% 15%

want to read the rest

of message

Easy to read/bold 4 - 1 3 - - 4 4 - - 3 1 - 4 - 4 4 - -

fonts 6% 4% 19% 7% 25% 10% 3% 8% 8% 6%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Appealing to the eye/ 3 - 2 1 - - 3 3 - - - 3 - 3 - 3 3 - -

like appearance/ 5% 7% 6% 5% 20% 10% 6% 7% 5%

design

Like colours of the 1 - 1 - - - 1 1 - - - 1 - 1 - 1 1 - -

ad 2% 4% 2% 7% 3% 2% 2% 2%

NET: Positive Emotions 13 2 8 2 1 3 11 2 9 2 5 7 1 11 - 12 13 - -

---------------------- 22% 24% 27% 14% 13% 100% 18% 14% 25% 21% 18% 24% 15% 23% 28% 22%

G

It speaks of 11 2 7 2 1 3 9 2 9 - 3 7 1 9 - 10 11 - -

gratitude/ 19% 24% 21% 14% 13% 100% 15% 14% 25% 11% 24% 15% 20% 23% 19%

appreciation for G

being a caregiver

More positive/hopeful 2 - 2 - - - 2 - - 2 2 - - 2 - 2 2 - -

3% 6% 3% 21% 7% 4% 4% 3%

Relatable/can identify 10 - 3 4 4 - 10 - 10 - 1 9 3 8 1 7 10 - -

with message (I am a 17% 10% 27% 44% 18% 28% 3% 30% 36% 16% 15% 16% 17%

caregiver/I am a care K

receiver)

More informative/ 4 1 3 - - - 4 - 3 1 3 1 1 3 - 4 4 - -

provides better 6% 12% 9% 6% 7% 10% 10% 3% 11% 6% 8% 6%

information about

caregiving

It applies to a broader 2 - - 1 1 - 2 2 0 - 2 0 - 2 0 1 2 - -

base of people/any 4% 8% 15% 4% 13% 1% 7% 1% 5% 5% 2% 4%

family member not just a

spouse

Like/good message 2 - - 1 1 - 2 - - 2 1 1 1 1 1 1 2 - -

3% 6% 13% 3% 22% 4% 3% 15% 2% 15% 2% 3%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Makes me curious/want to 1 - 1 - - - 1 - 1 - - 1 - 1 1 - 1 - -

know more 2% 4% 2% 3% 4% 3% 17% 2%

Looks more inviting 1 - 1 - - - 1 - 1 - - - - 1 - - 1 - -

2% 4% 2% 3% 2% 2%

More serious/realistic/ 1 - - - 1 - 1 1 - - 1 - - 1 - - 1 - -

less emotional 1% 11% 2% 6% 3% 2% 1%

Other 2 - 1 1 - - 2 - 2 - 2 - 1 1 1 1 2 - -

3% 3% 8% 3% 5% 7% 15% 2% 12% 2% 3%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

C8. Why do you prefer this ad concept 2?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 129 35 43 40 11 52 77 29 60 41 32 24 33 25 76 8 18 25 114 12

Unweighted Total 138 23 40 45 30 51 87 28 65 45 39 27 34 23 76 9 23 28 122 14

NET: Design elements 63 26 16 17 4 17 46 19 28 17 16 11 13 11 40 3 10 9 57 4

-------------------- 49% 75% 38% 42% 33% 33% 60% 65% 47% 41% 51% 45% 40% 43% 53% 41% 52% 37% 50% 34%

CDE F

Attracts attention/ 22 6 6 8 2 5 17 9 8 6 2 8 5 3 15 3 2 2 22 1

stands out/makes me 17% 18% 15% 20% 17% 10% 22% 32% 13% 14% 8% 34% 16% 13% 20% 41% 11% 9% 19% 7%

want to read the rest K

of message

Appealing to the eye/ 22 12 6 3 1 7 16 8 10 5 8 2 1 6 13 - 6 4 18 2

like appearance/ 17% 34% 15% 7% 10% 13% 20% 27% 16% 12% 25% 7% 4% 22% 17% 32% 14% 16% 15%

design DE M

Easy to read/bold 21 12 4 4 2 3 18 6 11 4 5 5 6 3 16 2 2 1 20 1

fonts 17% 33% 10% 9% 17% 6% 23% 20% 19% 10% 16% 20% 18% 13% 21% 26% 12% 5% 18% 9%

D F R

Beautiful image/ 8 2 1 4 1 2 6 3 4 1 2 - 3 - 5 - 1 1 7 1

picture 6% 5% 3% 11% 7% 4% 8% 9% 7% 3% 6% 10% 6% 5% 5% 6% 12%

Like colours of the 2 - 1 1 - 1 1 - 1 1 1 - - 1 1 - - 1 2 -

ad 2% 3% 2% 2% 1% 1% 3% 3% 4% 1% 4% 2%

Relatable/can identify 38 8 17 9 3 18 19 4 19 14 9 7 9 8 22 0 4 12 34 4

with message (I am a 29% 23% 40% 22% 30% 34% 25% 14% 32% 35% 29% 29% 28% 31% 28% 5% 22% 47% 30% 30%

caregiver/I am a care P

receiver)

NET: Clear/Simple 32 11 10 9 2 9 23 6 15 11 9 3 9 10 21 1 5 4 29 3

----------------- 25% 31% 23% 22% 23% 18% 30% 22% 24% 27% 27% 12% 26% 38% 28% 17% 29% 17% 25% 26%

Clear/easy to 21 4 8 7 2 7 14 4 10 7 4 3 5 7 14 1 3 3 18 3

understand 16% 13% 18% 18% 20% 14% 18% 15% 16% 17% 14% 12% 15% 26% 18% 17% 16% 13% 16% 23%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

C8. Why do you prefer this ad concept 2?

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Concise/simple 9 5 - 3 1 - 9 1 4 5 4 1 4 - 6 1 2 0 8 1

7% 15% 7% 10% 12% 3% 6% 11% 13% 5% 11% 7% 12% 12% 1% 7% 6%

Straightforward/ 8 2 2 4 0 2 6 3 4 1 2 1 1 4 6 - 1 1 8 0

direct/to the point 6% 5% 5% 9% 3% 4% 8% 10% 6% 4% 7% 4% 3% 15% 7% 7% 4% 7% 3%

More informative/ 15 7 5 2 1 5 10 1 9 5 8 2 3 3 8 - 6 1 14 1

provides better 12% 21% 13% 4% 7% 10% 13% 5% 15% 12% 24% 8% 8% 12% 10% 34% 4% 13% 7%

information about M OR

caregiving

It applies to a broader 13 - 6 5 1 5 8 3 3 7 9 1 2 1 4 1 2 5 9 3

base of people/any 10% 15% 13% 10% 10% 10% 9% 5% 18% 27% 4% 6% 4% 6% 17% 13% 19% 8% 27%

family member not just a LMN

spouse

NET: Positive Emotions 11 3 2 5 1 7 3 - 6 5 1 3 4 1 7 - 1 3 10 1

---------------------- 8% 8% 5% 13% 7% 14% 4% 10% 13% 3% 12% 13% 6% 9% 5% 13% 8% 10%

More sentimental/warm 7 3 2 2 - 6 1 - 4 3 - 2 3 1 5 - - 2 7 -

5% 8% 5% 4% 11% 1% 6% 7% 8% 8% 4% 6% 8% 6%

G

More positive/hopeful 2 - - 2 0 1 1 - 1 1 - 1 1 - 2 - - 0 1 1

2% 4% 3% 2% 2% 1% 3% 4% 3% 2% 1% 1% 10%

Heart at the bottom 1 - - 1 0 - 1 - 1 - 1 - - 0 0 - 1 - 1 -

conveys care and 1% 2% 3% 2% 2% 3% 1% \*% 5% 1%

compassion

It speaks of 1 - - 1 - 1 - - 1 - - - 1 - 1 - - - 1 -

gratitude/ 1% 2% 2% 1% 3% 1% 1%

appreciation for

being a caregiver

Doctor evokes trust 1 - - 1 - 1 - - - 1 - - 1 - - - - 1 1 -

1% 2% 2% 2% 3% 4% 1%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Like character/lady in 7 4 1 2 1 3 4 - 2 6 1 1 6 - 4 - 1 3 7 -

the ad 6% 10% 3% 4% 10% 6% 6% 3% 14% 2% 4% 18% 5% 4% 12% 7%

K

Like/good message 6 2 2 2 - 4 2 1 4 1 - 2 3 - 4 - 1 1 5 -

4% 5% 5% 4% 7% 3% 4% 6% 2% 8% 9% 5% 6% 4% 4%

More serious/realistic/ 5 2 2 1 - 5 - 1 2 2 - 1 1 3 3 1 - 1 5 -

less emotional 4% 5% 5% 2% 9% 4% 3% 5% 4% 3% 12% 4% 12% 4% 4%

Text/wording/"Thank you" 4 1 1 2 1 - 4 1 4 - - - 3 1 3 1 - - 4 -

3% 3% 3% 4% 7% 6% 3% 6% 8% 4% 4% 12% 4%

Looks more inviting 0 - - - 0 - 0 - 0 - 0 - - - - - 0 - 0 -

\*% 3% \*% 1% 1% 2% \*%

Other 3 3 - - 0 3 0 - - 3 - - - 3 3 - - 0 3 -

2% 8% 3% 5% \*% 7% 12% 3% 1% 3%

DK/NA 1 - 1 - - 1 - 1 - - - 1 - - - 1 - - 1 -

1% 3% 2% 4% 4% 14% 1%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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C8. Why do you prefer this ad concept 2?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 129 22 47 43 16 3 126 17 89 23 84 41 11 105 17 95 - 129 -

Unweighted Total 138 29 47 47 15 4 134 20 95 23 84 49 10 114 21 104 - 138 -

NET: Design elements 63 9 29 20 5 2 61 9 44 10 39 20 1 55 5 50 - 63 -

-------------------- 49% 40% 61% 47% 31% 61% 48% 56% 49% 43% 47% 49% 10% 52% 30% 53% 49%

E M O

Attracts attention/ 22 5 10 6 1 1 22 4 17 2 12 10 - 20 - 20 - 22 -

stands out/makes me 17% 22% 22% 14% 7% 28% 17% 24% 19% 8% 14% 23% 19% 22% 17%

want to read the rest

of message

Appealing to the eye/ 22 0 8 11 3 - 22 3 14 5 13 7 1 17 3 16 - 22 -

like appearance/ 17% 2% 17% 25% 18% 18% 17% 16% 23% 16% 17% 10% 16% 18% 17% 17%

design B B

Easy to read/bold 21 2 15 4 - 1 20 3 17 2 16 4 - 20 1 18 - 21 -

fonts 17% 10% 33% 8% 28% 16% 17% 19% 7% 19% 11% 19% 6% 19% 17%

BD O

Beautiful image/ 8 3 4 2 - - 8 1 4 3 4 3 - 8 2 4 - 8 -

picture 6% 12% 8% 4% 6% 5% 5% 13% 5% 8% 8% 11% 4% 6%

Like colours of the 2 - 1 - 1 1 1 1 1 - 1 1 - 2 - 2 - 2 -

ad 2% 2% 7% 34% 1% 5% 1% 1% 2% 2% 2% 2%

Relatable/can identify 38 7 12 14 4 1 36 6 25 6 25 12 2 32 6 27 - 38 -

with message (I am a 29% 31% 26% 33% 26% 45% 29% 39% 28% 24% 30% 29% 19% 30% 33% 28% 29%

caregiver/I am a care

receiver)

NET: Clear/Simple 32 2 14 9 6 1 31 4 24 3 21 9 - 29 3 23 - 32 -

----------------- 25% 11% 30% 21% 37% 34% 25% 27% 27% 13% 25% 21% 28% 20% 24% 25%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

C8. Why do you prefer this ad concept 2?

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Coll./

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Clear/easy to 21 1 10 8 2 - 21 2 18 2 14 7 - 19 3 13 - 21 -

understand 16% 6% 20% 19% 13% 17% 11% 20% 8% 17% 17% 18% 20% 14% 16%

Concise/simple 9 2 5 2 1 - 9 3 6 1 7 2 - 9 0 8 - 9 -

7% 7% 10% 5% 5% 7% 17% 6% 4% 8% 5% 9% 2% 8% 7%

Straightforward/ 8 1 - 4 3 1 7 2 5 1 4 2 - 7 - 7 - 8 -

direct/to the point 6% 6% 9% 18% 34% 5% 11% 6% 5% 5% 4% 7% 7% 6%

More informative/ 15 1 10 2 2 1 14 4 11 0 14 1 1 13 1 14 - 15 -

provides better 12% 5% 20% 5% 13% 34% 11% 23% 12% 2% 17% 2% 10% 12% 5% 15% 12%

information about BD J L

caregiving

It applies to a broader 13 4 4 4 1 - 13 1 11 1 7 6 1 11 3 10 - 13 -

base of people/any 10% 17% 8% 10% 7% 10% 4% 12% 5% 8% 14% 10% 11% 17% 10% 10%

family member not just a

spouse

NET: Positive Emotions 11 2 2 3 4 - 11 1 5 5 9 2 4 7 - 6 - 11 -

---------------------- 8% 8% 4% 8% 23% 9% 5% 6% 20% 10% 6% 33% 7% 7% 8%

More sentimental/warm 7 - 1 2 4 - 7 1 3 3 5 2 3 4 - 3 - 7 -

5% 2% 4% 23% 5% 5% 3% 11% 6% 5% 25% 4% 3% 5%

C

More positive/hopeful 2 - 1 1 - - 2 - 2 - 2 - - 2 - 1 - 2 -

2% 2% 3% 2% 2% 3% 2% 1% 2%

Heart at the bottom 1 1 - 0 - - 1 - - 1 1 0 - 1 - 1 - 1 -

conveys care and 1% 4% 1% 1% 5% 1% 1% 1% 1% 1%

compassion

It speaks of 1 - - 1 - - 1 - 1 - 1 - - 1 - - - 1 -

gratitude/ 1% 2% 1% 1% 1% 1% 1%

appreciation for

being a caregiver

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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(Continued)

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Doctor evokes trust 1 1 - - - - 1 - - 1 1 - 1 - - 1 - 1 -

1% 4% 1% 4% 1% 8% 1% 1%

Like character/lady in 7 1 3 2 1 - 7 0 7 - 6 1 - 7 2 5 - 7 -

the ad 6% 5% 7% 5% 5% 6% 2% 8% 7% 3% 7% 12% 6% 6%

Like/good message 6 2 4 - - - 6 1 2 3 3 3 1 3 1 5 - 6 -

4% 9% 8% 4% 5% 2% 13% 3% 7% 10% 3% 5% 5% 4%

More serious/realistic/ 5 2 - 2 1 - 5 - 5 - 4 1 2 3 1 3 - 5 -

less emotional 4% 9% 4% 7% 4% 6% 5% 3% 18% 3% 6% 3% 4%

Text/wording/"Thank you" 4 - 3 2 - 1 4 2 1 1 3 1 - 4 - 4 - 4 -

3% 6% 4% 28% 3% 13% 1% 5% 4% 3% 4% 5% 3%

Looks more inviting 0 0 - - - - 0 0 - - 0 - - 0 - 0 - 0 -

\*% 2% \*% 2% \*% \*% \*% \*%

Other 3 - 3 - 0 - 3 - 3 - 3 0 - 3 - 0 - 3 -

2% 6% 2% 2% 3% 3% 1% 3% \*% 2%

DK/NA 1 - 1 - - - 1 - 1 - 1 - - 1 - 1 - 1 -

1% 2% 1% 1% 1% 1% 1% 1%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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C8. Why do you prefer this ad concept 3?

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 64 17 32 11 4 32 33 13 27 25 15 11 14 10 36 6 7 16 49 16

Unweighted Total 64 10 30 12 12 29 35 11 32 21 15 12 17 8 38 6 6 14 53 11

Relatable/can identify 24 8 9 5 1 9 14 5 10 9 11 2 3 2 8 2 5 8 22 1

with message (I am a 37% 48% 27% 50% 33% 30% 43% 39% 36% 36% 75% 21% 22% 20% 24% 38% 71% 50% 46% 7%

caregiver/I am a care LMN O T

receiver)

NET: Clear/Simple 13 5 5 2 1 8 5 3 5 5 0 2 3 1 5 3 1 4 6 7

----------------- 20% 27% 17% 17% 25% 25% 15% 26% 18% 19% 2% 19% 21% 11% 15% 48% 13% 22% 13% 42%

Clear/easy to 9 5 3 1 1 4 5 3 2 4 0 1 1 1 3 3 1 3 3 7

understand 15% 27% 10% 8% 17% 14% 15% 26% 9% 15% 2% 10% 8% 11% 8% 48% 13% 17% 6% 42%

S

Straightforward/ 3 - 2 - 1 3 - - 3 - 0 1 1 - 3 - - - 3 -

direct/to the point 4% 7% 17% 9% 11% 2% 10% 8% 8% 6%

Concise/simple 1 - - 1 - 1 - - - 1 - - 1 - - - - 1 1 -

1% 8% 3% 4% 6% 6% 2%

NET: Design elements 12 1 8 2 1 4 7 3 7 2 1 1 5 1 8 1 2 0 10 2

-------------------- 18% 5% 23% 17% 33% 13% 23% 20% 25% 9% 7% 10% 36% 11% 23% 18% 29% 2% 20% 13%

K

Attracts attention/ 6 1 4 - 1 2 4 1 4 0 1 1 2 - 3 1 1 0 6 -

stands out/makes me 9% 5% 13% 17% 7% 11% 9% 16% 1% 7% 10% 13% 10% 18% 16% 2% 12%

want to read the rest

of message

Beautiful image/ 5 - 3 2 0 2 3 1 2 2 - - 3 1 4 - 1 - 3 2

picture 8% 10% 17% 8% 6% 10% 9% 9% 8% 24% 11% 13% 13% 7% 13%

Easy to read/bold 1 - 1 - - 1 - - 1 - - - 1 - 1 - - - 1 -

fonts 2% 3% 3% 4% 8% 3% 2%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

C8. Why do you prefer this ad concept 3?

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Appealing to the eye/ 0 - - - 0 - 0 0 - - - - - - 0 - - - 0 -

like appearance/ 1% 8% 1% 3% 1% 1%

design

NET: Positive Emotions 11 4 6 1 - 6 5 2 5 4 2 2 1 5 9 1 1 - 8 3

---------------------- 17% 21% 20% 8% 19% 15% 17% 18% 15% 15% 18% 8% 48% 25% 14% 16% 17% 17%

M

Heart at the bottom 8 4 3 1 - 5 3 - 5 3 1 1 1 4 6 1 1 - 5 3

conveys care and 12% 21% 10% 8% 15% 9% 18% 11% 7% 8% 8% 37% 16% 14% 16% 10% 17%

compassion

More sentimental/warm 2 - 2 - - 1 1 1 - 1 1 - - 1 2 - - - 2 -

3% 7% 3% 3% 9% 4% 7% 11% 6% 4%

Doctor evokes trust 1 - 1 - - - 1 1 - - - 1 - - 1 - - - 1 -

2% 3% 3% 9% 10% 3% 2%

It applies to a broader 6 1 4 1 0 3 3 1 1 4 1 1 2 2 3 1 - 2 4 2

base of people/any 10% 5% 13% 8% 8% 10% 10% 9% 5% 16% 6% 10% 16% 22% 10% 18% 12% 9% 14%

family member not just a

spouse

More informative/ 4 - 2 1 1 3 1 - 3 1 1 0 1 - 2 - 1 1 4 -

provides better 6% 7% 8% 17% 8% 4% 10% 4% 8% 3% 8% 5% 13% 7% 8%

information about

caregiving

Text/wording/"Thank you" 3 - 1 2 0 2 1 - 2 1 1 1 1 - 1 1 1 - 3 -

5% 3% 17% 8% 6% 4% 9% 4% 7% 8% 9% 3% 14% 16% 7%

More serious/realistic/ 2 - 2 - - 1 1 - 2 - - - - - 1 1 - - 2 -

less emotional 3% 7% 3% 3% 8% 3% 18% 4%

Like character/lady in 2 - 2 - - 1 1 - 2 - - 2 - - 2 - - - - 2

the ad 3% 7% 3% 3% 8% 19% 6% 14%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

C8. Why do you prefer this ad concept 3?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Like/good message 2 - 1 1 - 1 1 - 2 - - - 2 - 2 - - - 2 -

3% 3% 8% 3% 3% 7% 14% 6% 4%

Makes me curious/want to 1 - 1 - - 1 - - 1 - 1 - - - - - 1 - 1 -

know more 2% 3% 3% 4% 7% 16% 2%

Have no preference 1 - 1 - 0 1 - - 0 1 0 1 - - 0 - - 1 0 1

2% 3% 8% 5% 1% 4% 2% 10% 1% 7% 1% 7%

Other 1 - 1 - - 1 - - 1 - - - 1 - 1 - - - 1 -

2% 3% 3% 4% 8% 3% 2%

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HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 64 12 26 15 12 1 62 7 51 7 40 20 7 55 9 51 - - 64

Unweighted Total 64 12 26 15 11 1 62 5 49 10 37 23 6 56 10 51 - - 64

Relatable/can identify 24 8 10 4 1 1 21 3 17 4 12 7 1 20 2 18 - - 24

with message (I am a 37% 67% 40% 28% 9% 100% 34% 43% 33% 52% 31% 37% 17% 36% 20% 36% 37%

caregiver/I am a care E E

receiver)

NET: Clear/Simple 13 1 6 1 5 - 13 3 10 0 8 5 1 12 2 10 - - 13

----------------- 20% 9% 22% 9% 41% 21% 41% 19% 5% 20% 24% 15% 21% 26% 21% 20%

Clear/easy to 9 - 4 1 4 - 9 3 7 - 6 3 1 8 1 8 - - 9

understand 15% 16% 9% 33% 15% 41% 13% 15% 17% 15% 15% 16% 16% 15%

Straightforward/ 3 1 2 - - - 3 - 3 0 1 1 - 3 - 3 - - 3

direct/to the point 4% 9% 7% 5% 5% 5% 4% 7% 5% 6% 4%

Concise/simple 1 - - - 1 - 1 - 1 - 1 - - 1 1 - - - 1

1% 8% 1% 2% 2% 2% 10% 1%

NET: Design elements 12 2 5 3 2 - 12 1 9 1 5 7 - 12 1 9 - - 12

-------------------- 18% 15% 20% 19% 17% 19% 13% 18% 21% 12% 35% 21% 14% 18% 18%

Attracts attention/ 6 1 5 0 - - 6 - 4 1 1 4 - 6 - 6 - - 6

stands out/makes me 9% 7% 18% 2% 10% 9% 21% 4% 22% 11% 12% 9%

want to read the rest

of message

Beautiful image/ 5 1 0 2 2 - 5 1 4 - 3 2 - 5 1 3 - - 5

picture 8% 7% 1% 14% 17% 9% 13% 9% 8% 11% 10% 10% 7% 8%

Easy to read/bold 1 - 1 - - - 1 - 1 - 1 - - 1 - 1 - - 1

fonts 2% 4% 2% 2% 3% 2% 2% 2%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Appealing to the eye/ 0 - - 0 - - 0 - 0 - - 0 - 0 0 - - - 0

like appearance/ 1% 2% 1% 1% 2% 1% 4% 1%

design

NET: Positive Emotions 11 2 2 4 3 - 11 - 10 1 8 3 4 7 2 9 - - 11

---------------------- 17% 16% 8% 25% 28% 18% 19% 16% 20% 14% 52% 13% 22% 18% 17%

Heart at the bottom 8 2 2 3 1 - 8 - 7 1 5 3 3 5 2 6 - - 8

conveys care and 12% 16% 8% 17% 9% 12% 13% 16% 12% 14% 37% 9% 22% 11% 12%

compassion

More sentimental/warm 2 - - - 2 - 2 - 2 - 2 - - 2 - 2 - - 2

3% 19% 4% 4% 5% 4% 4% 3%

Doctor evokes trust 1 - - 1 - - 1 - 1 - 1 - 1 - - 1 - - 1

2% 7% 2% 2% 3% 15% 2% 2%

It applies to a broader 6 - 4 1 1 - 6 1 5 - 4 3 1 5 1 5 - - 6

base of people/any 10% 17% 7% 9% 10% 16% 11% 10% 13% 15% 10% 12% 11% 10%

family member not just a

spouse

More informative/ 4 - 2 1 0 - 4 - 3 1 3 1 1 3 1 3 - - 4

provides better 6% 9% 7% 3% 6% 5% 18% 7% 4% 12% 5% 12% 5% 6%

information about

caregiving

Text/wording/"Thank you" 3 1 2 - - - 3 - 3 - - 3 - 3 2 1 - - 3

5% 7% 9% 5% 6% 16% 6% 20% 3% 5%

More serious/realistic/ 2 - 2 - - - 2 - 1 1 - 1 - 2 - 2 - - 2

less emotional 3% 8% 4% 2% 16% 5% 4% 4% 3%

Like character/lady in 2 - - 1 1 - 2 - 1 1 1 1 - 2 - 2 - - 2

the ad 3% 7% 9% 4% 2% 16% 3% 5% 4% 4% 3%

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Like/good message 2 - 2 - - - 2 - 2 - 1 1 - 2 1 1 - - 2

3% 8% 3% 4% 2% 5% 4% 10% 2% 3%

Makes me curious/want to 1 - 1 - - - 1 - 1 - - 1 - 1 - 1 - - 1

know more 2% 4% 2% 2% 5% 2% 2% 2%

Have no preference 1 - 0 1 - - 1 - 1 - 0 1 1 0 - 1 - - 1

2% 1% 7% 2% 3% 1% 5% 15% 1% 3% 2%

Other 1 - 1 - - - 1 - 1 - - 1 - 1 - 1 - - 1

2% 4% 2% 2% 5% 2% 2% 2%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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D1A. Thinking about the ads you have seen overall, please indicate your level of agreement with the following statements about this ad.

It is clear there is a need to have spent some money in caring for this person in order to be eligible for this credit.

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 385 122 153 82 29 160 225 62 178 144 84 71 101 75 212 30 44 97 315 60

75% 74% 78% 69% 80% 73% 77% 69% 76% 76% 76% 71% 72% 80% 72% 85% 84% 75% 76% 71%

O

Strongly agree ..5 177 66 63 32 16 65 112 21 85 70 42 32 40 32 93 12 20 52 147 24

34% 40% 32% 27% 45% 30% 38% 23% 36% 37% 38% 32% 28% 35% 32% 33% 38% 40% 36% 28%

D CD H H

Somewhat agree ..4 208 56 90 50 13 95 113 41 93 74 42 39 61 43 119 18 24 46 168 36

41% 34% 46% 42% 36% 43% 39% 46% 40% 39% 38% 39% 44% 46% 41% 52% 46% 35% 40% 42%

Neither agree nor 86 30 28 23 4 42 44 19 38 28 16 16 28 10 52 4 6 23 66 16

disagree ..3 17% 19% 14% 20% 12% 19% 15% 21% 16% 15% 15% 16% 20% 10% 18% 10% 12% 18% 16% 19%

Somewhat disagree ..2 30 6 9 12 3 13 17 5 16 9 9 7 7 7 21 2 2 5 26 4

6% 4% 4% 11% 8% 6% 6% 6% 7% 5% 8% 7% 5% 7% 7% 5% 4% 4% 6% 5%

BC

Strongly disagree ..1 12 6 5 1 - 5 7 4 1 7 1 6 3 2 8 - - 4 7 5

2% 3% 3% 1% 2% 2% 4% \*% 4% 1% 6% 2% 2% 3% 3% 2% 6%

I K

BOTTOM 2 BOX 42 12 14 13 3 18 24 9 17 16 10 13 10 9 29 2 2 9 33 9

8% 7% 7% 11% 8% 8% 8% 10% 7% 9% 9% 13% 7% 9% 10% 5% 4% 7% 8% 10%

Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

TOP 2 BOX 385 72 167 101 46 7 372 55 250 80 241 125 43 312 66 277 90 212 83

75% 80% 79% 68% 73% 59% 75% 68% 78% 73% 77% 72% 70% 76% 74% 76% 76% 75% 75%

D D

Strongly agree ..5 177 31 85 42 19 3 171 25 106 46 116 50 25 140 39 121 46 95 36

34% 35% 40% 28% 30% 27% 35% 30% 33% 42% 37% 29% 41% 34% 44% 33% 38% 34% 32%

D

Somewhat agree ..4 208 40 82 59 27 4 201 30 144 34 125 75 18 172 27 156 45 116 47

41% 45% 39% 40% 42% 33% 41% 37% 45% 31% 40% 43% 29% 42% 30% 43% 38% 41% 42%

J O

Neither agree nor 86 11 31 27 16 5 79 16 43 27 51 28 16 61 15 59 21 41 24

disagree ..3 17% 13% 14% 18% 25% 41% 16% 20% 14% 24% 16% 16% 27% 15% 17% 16% 18% 14% 22%

I

Somewhat disagree ..2 30 3 9 18 0 - 30 9 20 1 17 14 2 27 6 20 5 23 2

6% 4% 4% 12% 1% 6% 11% 6% 1% 5% 8% 4% 7% 7% 6% 4% 8% 2%

BCE J J S

Strongly disagree ..1 12 3 6 2 1 - 12 1 8 3 5 7 - 11 2 10 3 7 2

2% 3% 3% 1% 2% 2% 1% 3% 2% 2% 4% 3% 2% 3% 2% 3% 2%

BOTTOM 2 BOX 42 6 15 20 1 - 42 10 28 3 22 21 2 38 8 30 8 31 4

8% 7% 7% 14% 2% 9% 13% 9% 3% 7% 12% 4% 9% 9% 8% 6% 11% 4%

E J J S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

D1B. Thinking about the ads you have seen overall, please indicate your level of agreement with the following statements about this ad.

The ads contains too much detail.

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 111 34 53 17 7 53 58 20 64 27 15 19 36 29 73 5 14 17 79 25

22% 20% 27% 14% 20% 24% 20% 22% 27% 14% 14% 19% 26% 31% 25% 13% 28% 13% 19% 29%

D J K K R R

Strongly agree ..5 39 15 16 5 2 18 21 4 27 7 4 6 13 11 24 3 5 6 33 3

8% 9% 8% 5% 7% 8% 7% 4% 12% 4% 3% 6% 10% 11% 8% 8% 11% 5% 8% 4%

HJ K

Somewhat agree ..4 72 19 37 12 5 35 37 16 37 19 12 13 23 19 49 2 9 11 46 22

14% 12% 19% 10% 13% 16% 12% 17% 16% 10% 11% 13% 16% 20% 17% 6% 17% 9% 11% 25%

D PR S

Neither agree nor 143 51 41 41 10 63 80 25 59 59 29 24 41 25 74 13 9 45 111 26

disagree ..3 28% 31% 21% 35% 27% 29% 27% 28% 25% 31% 27% 24% 30% 27% 25% 38% 18% 35% 27% 31%

C Q

Somewhat disagree ..2 161 49 55 46 10 62 98 35 69 57 35 29 46 23 96 9 17 38 141 18

31% 30% 28% 39% 28% 28% 34% 38% 30% 30% 32% 30% 33% 25% 33% 25% 33% 29% 34% 21%

C T

Strongly disagree ..1 99 30 45 14 9 41 57 11 41 46 30 27 16 16 50 8 11 29 83 16

19% 18% 23% 12% 26% 19% 20% 12% 18% 24% 27% 27% 11% 17% 17% 24% 22% 23% 20% 19%

D D H M M

BOTTOM 2 BOX 259 79 101 60 19 104 156 46 110 103 65 57 62 39 146 17 28 67 224 34

51% 48% 52% 51% 53% 47% 53% 51% 47% 55% 59% 57% 44% 42% 50% 49% 55% 52% 54% 40%

MN T

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

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TOP 2 BOX 111 20 33 39 18 1 109 16 47 48 76 28 21 83 16 87 32 54 24

22% 23% 16% 26% 29% 11% 22% 19% 15% 43% 24% 16% 34% 20% 18% 24% 27% 19% 22%

C HI L N

Strongly agree ..5 39 8 16 9 6 - 39 7 9 22 26 12 10 27 11 26 16 17 5

8% 9% 8% 6% 9% 8% 8% 3% 20% 8% 7% 16% 7% 12% 7% 13% 6% 5%

HI

Somewhat agree ..4 72 12 17 30 12 1 71 9 38 25 51 17 11 56 6 61 16 37 19

14% 14% 8% 20% 20% 11% 14% 11% 12% 23% 16% 10% 18% 14% 6% 17% 13% 13% 17%

C I O

Neither agree nor 143 28 59 34 22 5 130 27 93 23 84 45 13 116 28 101 34 71 38

disagree ..3 28% 32% 28% 23% 34% 42% 26% 33% 29% 21% 27% 26% 20% 28% 31% 28% 29% 25% 34%

Somewhat disagree ..2 161 23 68 51 18 0 160 28 107 25 94 63 21 124 29 106 33 100 28

31% 25% 32% 35% 28% 3% 32% 35% 33% 23% 30% 36% 35% 30% 33% 29% 28% 35% 25%

F

Strongly disagree ..1 99 18 51 24 6 5 94 10 74 14 59 38 7 88 16 73 20 58 21

19% 20% 24% 16% 9% 44% 19% 13% 23% 13% 19% 22% 11% 21% 18% 20% 17% 21% 19%

E HJ M

BOTTOM 2 BOX 259 40 119 75 23 5 254 38 181 40 153 100 28 212 45 179 53 158 49

51% 45% 56% 51% 37% 47% 51% 47% 56% 36% 49% 58% 45% 52% 51% 49% 44% 56% 44%

E J

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

TOP 2 BOX 402 131 158 83 30 170 232 70 181 151 91 74 108 80 221 31 44 104 326 66

78% 80% 81% 71% 82% 77% 79% 77% 78% 80% 83% 74% 77% 86% 75% 88% 84% 80% 79% 78%

D D

Strongly agree ..5 159 53 70 20 15 64 94 17 79 63 36 33 38 34 90 11 17 41 133 22

31% 32% 36% 17% 42% 29% 32% 19% 34% 33% 33% 33% 27% 37% 31% 32% 33% 31% 32% 26%

D D D H H

Somewhat agree ..4 243 77 88 63 15 105 137 53 102 88 54 41 70 46 131 20 27 63 193 44

47% 47% 45% 53% 41% 48% 47% 58% 44% 46% 50% 41% 50% 49% 45% 56% 51% 48% 47% 51%

I

Neither agree nor 88 25 31 27 5 41 47 15 43 31 14 20 24 12 54 4 8 22 70 16

disagree ..3 17% 15% 16% 23% 14% 19% 16% 16% 18% 16% 13% 20% 17% 12% 18% 12% 15% 17% 17% 19%

Somewhat disagree ..2 15 4 3 7 1 6 10 5 8 3 5 3 3 1 14 - 0 1 11 3

3% 2% 2% 6% 3% 3% 3% 5% 3% 1% 4% 3% 2% 1% 5% 1% 1% 3% 3%

R

Strongly disagree ..1 8 5 2 1 0 4 4 1 2 5 - 3 5 1 5 - - 3 8 -

2% 3% 1% 1% 1% 2% 1% 1% 1% 3% 3% 3% 1% 2% 2% 2%

BOTTOM 2 BOX 23 8 5 8 1 9 14 6 10 8 5 6 7 2 19 - 0 4 18 3

5% 5% 3% 7% 4% 4% 5% 6% 4% 4% 4% 6% 5% 2% 6% 1% 3% 4% 3%

Q

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

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78% 73% 79% 77% 88% 97% 78% 68% 79% 84% 81% 75% 86% 77% 76% 80% 76% 80% 77%

B G H

Strongly agree ..5 159 22 78 41 18 4 153 17 100 42 100 51 28 123 36 110 38 89 32

31% 24% 37% 28% 28% 39% 31% 20% 31% 38% 32% 29% 46% 30% 40% 30% 32% 31% 28%

H N

Somewhat agree ..4 243 43 88 72 38 7 231 39 154 50 153 79 25 193 32 184 52 137 54

47% 49% 42% 49% 60% 58% 47% 47% 48% 46% 49% 45% 40% 47% 35% 50% 43% 48% 49%

C O

Neither agree nor 88 16 38 27 7 0 87 23 54 11 47 34 7 75 18 55 25 40 24

disagree ..3 17% 19% 18% 18% 10% 3% 18% 29% 17% 10% 15% 20% 11% 18% 20% 15% 21% 14% 21%

J

Somewhat disagree ..2 15 3 5 6 1 - 15 1 10 5 11 5 1 13 3 10 3 11 1

3% 3% 2% 4% 2% 3% 1% 3% 4% 3% 3% 2% 3% 4% 3% 2% 4% 1%

Strongly disagree ..1 8 5 3 1 - - 8 2 3 3 3 5 0 8 0 8 1 6 1

2% 5% 1% 1% 2% 2% 1% 2% 1% 3% 1% 2% \*% 2% 1% 2% 1%

CD

BOTTOM 2 BOX 23 8 7 7 1 - 23 3 13 7 14 9 1 21 4 18 4 17 2

5% 8% 3% 5% 2% 5% 4% 4% 7% 4% 5% 2% 5% 4% 5% 3% 6% 2%

E S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

D1. Thinking about the ads you have seen overall, please indicate your level of agreement with the following statements about this ad.

Summary Tables: Top 2 Box

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

The ads encourage me to 402 131 158 83 30 170 232 70 181 151 91 74 108 80 221 31 44 104 326 66

see myself as a 78% 80% 81% 71% 82% 77% 79% 77% 78% 80% 83% 74% 77% 86% 75% 88% 84% 80% 79% 78%

caregiver. D D

It is clear there is a 385 122 153 82 29 160 225 62 178 144 84 71 101 75 212 30 44 97 315 60

need to have spent some 75% 74% 78% 69% 80% 73% 77% 69% 76% 76% 76% 71% 72% 80% 72% 85% 84% 75% 76% 71%

money in caring for this O

person in order to be

eligible for this

credit.

The ads contains too 111 34 53 17 7 53 58 20 64 27 15 19 36 29 73 5 14 17 79 25

much detail 22% 20% 27% 14% 20% 24% 20% 22% 27% 14% 14% 19% 26% 31% 25% 13% 28% 13% 19% 29%

D J K K R R

None of the above 49 16 14 17 2 24 25 9 28 12 11 11 14 5 38 1 4 7 34 14

10% 10% 7% 14% 6% 11% 9% 10% 12% 7% 10% 11% 10% 6% 13% 3% 8% 5% 8% 16%

CE PR

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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Summary Tables: Top 2 Box

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

The ads encourage me to 402 65 167 114 56 11 384 55 254 92 253 130 53 316 68 294 90 226 86

see myself as a 78% 73% 79% 77% 88% 97% 78% 68% 79% 84% 81% 75% 86% 77% 76% 80% 76% 80% 77%

caregiver. B G H

It is clear there is a 385 72 167 101 46 7 372 55 250 80 241 125 43 312 66 277 90 212 83

need to have spent some 75% 80% 79% 68% 73% 59% 75% 68% 78% 73% 77% 72% 70% 76% 74% 76% 76% 75% 75%

money in caring for this D D

person in order to be

eligible for this

credit.

The ads contains too 111 20 33 39 18 1 109 16 47 48 76 28 21 83 16 87 32 54 24

much detail 22% 23% 16% 26% 29% 11% 22% 19% 15% 43% 24% 16% 34% 20% 18% 24% 27% 19% 22%

C HI L N

None of the above 49 9 21 16 4 - 49 11 28 11 30 15 6 38 12 32 11 25 14

10% 10% 10% 11% 6% 10% 14% 9% 10% 10% 9% 10% 9% 14% 9% 9% 9% 12%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

D2. Please carefully read these two versions of statements from the ads:

Do you feel the words “who depends on you” are necessary?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Yes, they are necessary 329 113 121 70 25 141 188 62 157 109 76 63 82 62 186 25 38 79 264 57

64% 69% 62% 59% 68% 64% 64% 69% 67% 58% 69% 63% 59% 66% 63% 71% 74% 61% 64% 67%

No, they are not 130 31 54 35 9 52 78 21 53 56 26 23 39 26 78 10 8 31 107 19

necessary 25% 19% 28% 30% 26% 24% 27% 23% 23% 30% 24% 24% 28% 28% 27% 28% 16% 24% 26% 22%

No preference 54 20 19 12 2 27 27 7 23 24 8 14 19 6 29 0 5 19 42 10

11% 12% 10% 11% 6% 12% 9% 8% 10% 13% 7% 14% 13% 6% 10% 1% 10% 15% 10% 11%

P P

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Yes, they are necessary 329 49 146 91 42 10 312 57 202 70 206 106 47 260 59 235 71 178 80

64% 55% 69% 61% 66% 84% 63% 70% 63% 64% 66% 61% 76% 63% 66% 64% 60% 63% 72%

B

No, they are not 130 27 52 33 18 2 127 16 89 26 74 51 11 111 20 96 26 80 25

necessary 25% 30% 25% 22% 29% 16% 26% 19% 28% 23% 24% 29% 17% 27% 23% 26% 22% 28% 22%

No preference 54 13 14 25 3 - 54 9 31 15 34 16 4 40 10 36 21 25 7

11% 14% 6% 17% 5% 11% 11% 10% 13% 11% 9% 6% 10% 11% 10% 18% 9% 6%

E CE RS

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

E1. Which is the highest level of education that you have completed?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

NET: HS or Less 89 24 26 30 9 43 46 9 33 47 32 21 25 2 31 5 16 35 86 3

--------------- 17% 15% 13% 26% 24% 20% 16% 10% 14% 25% 29% 21% 18% 2% 11% 16% 30% 27% 21% 4%

BC C HI N N N O O T

Grade school or less 2 - 1 1 - 1 1 - 2 - - - - 1 1 - 1 - 2 -

\*% 1% 1% \*% \*% 1% 1% \*% 2% \*%

Some high school 13 2 4 4 2 7 6 3 2 8 5 1 3 - 4 0 3 5 12 1

2% 1% 2% 4% 6% 3% 2% 3% 1% 4% 5% 1% 2% 1% 1% 5% 4% 3% 1%

High school grad 74 23 21 25 6 35 39 6 29 39 27 20 21 1 27 5 12 30 72 2

14% 14% 11% 21% 18% 16% 13% 7% 12% 21% 24% 20% 15% 1% 9% 15% 24% 23% 17% 2%

C H N N N O O T

NET: Coll. / Tech / Some 212 81 67 48 16 76 136 37 94 81 49 47 52 30 124 21 20 45 176 30

Univ. 41% 50% 34% 41% 44% 35% 46% 41% 40% 43% 45% 47% 37% 32% 42% 61% 40% 35% 43% 35%

------------------------ C F R

College/Vocational/ 159 51 58 39 11 60 98 29 72 58 42 32 37 25 93 16 20 29 135 18

Technical school 31% 31% 30% 33% 30% 27% 34% 32% 31% 30% 38% 32% 26% 26% 32% 46% 39% 22% 33% 21%

R R

Some university 53 31 9 9 5 16 38 8 22 23 7 14 15 5 32 5 0 16 42 11

10% 19% 4% 8% 14% 7% 13% 9% 9% 12% 7% 14% 11% 6% 11% 15% 1% 12% 10% 13%

CD C F Q Q Q

University grad 148 45 66 28 9 64 83 32 74 42 23 28 43 40 95 5 12 35 101 44

29% 27% 34% 23% 26% 29% 28% 36% 32% 22% 21% 28% 31% 43% 32% 15% 23% 27% 25% 51%

D J J K P S

Postgraduate degree 63 13 36 12 2 36 27 11 33 19 6 4 19 22 42 3 3 15 49 9

12% 8% 18% 10% 7% 16% 9% 12% 14% 10% 6% 5% 13% 23% 14% 8% 7% 11% 12% 11%

BDE G L KL

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

E1. Which is the highest level of education that you have completed?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Don’t know 1 - - 1 - - 1 1 - - - - 1 - 1 - - - 1 -

\*% 1% \*% 1% 1% \*% \*%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

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Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

NET: HS or Less 89 89 - - - 1 88 7 55 26 50 36 12 68 16 64 24 49 16

--------------- 17% 100% 11% 18% 9% 17% 24% 16% 21% 20% 17% 18% 17% 20% 17% 14%

H

Grade school or less 2 2 - - - - 2 - 2 - 2 - - 1 1 1 - 1 1

\*% 2% \*% 1% 1% \*% 1% \*% \*% 1%

Some high school 13 13 - - - - 13 1 8 3 8 4 1 9 1 11 2 9 1

2% 14% 3% 1% 3% 3% 2% 2% 2% 2% 1% 3% 2% 3% 1%

High school grad 74 74 - - - 1 73 6 45 23 40 32 11 58 14 52 22 39 13

14% 84% 11% 15% 8% 14% 21% 13% 18% 18% 14% 16% 14% 18% 14% 12%

H

NET: Coll. / Tech / Some 212 - 212 - - 9 200 41 138 34 130 73 13 183 37 153 49 112 50

Univ. 41% 100% 80% 40% 50% 43% 31% 41% 42% 22% 45% 41% 42% 42% 40% 45%

------------------------ G J J M

College/Vocational/ 159 - 159 - - 4 152 31 100 27 101 50 11 134 29 115 39 84 36

Technical school 31% 75% 33% 31% 39% 31% 25% 32% 29% 18% 33% 33% 31% 33% 30% 32%

M

Some university 53 - 53 - - 5 48 9 38 7 29 23 2 49 8 38 11 28 14

10% 25% 47% 10% 11% 12% 6% 9% 13% 3% 12% 8% 10% 9% 10% 13%

G M

University grad 148 - - 148 - - 147 24 90 34 90 49 25 109 25 105 31 86 31

29% 100% 30% 30% 28% 31% 29% 28% 40% 26% 28% 29% 26% 30% 27%

Postgraduate degree 63 - - - 63 1 58 8 39 16 44 15 11 51 10 45 14 35 15

12% 100% 10% 12% 10% 12% 15% 14% 9% 18% 12% 11% 12% 12% 12% 13%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

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(Continued)

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Don’t know 1 - - - - - 1 1 - - - - - 1 1 - - 1 -

\*% \*% 1% \*% 1% \*%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

E2. In what country were you born?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Canada 414 123 145 112 33 168 246 78 183 153 94 78 113 74 224 27 48 112 414 -

81% 75% 74% 95% 93% 76% 84% 86% 78% 81% 85% 79% 81% 79% 76% 78% 92% 87% 100%

BC BC F O O

NET: Other 86 34 43 6 2 44 41 11 42 32 16 21 23 18 60 5 4 16 - 86

---------- 17% 20% 22% 5% 7% 20% 14% 12% 18% 17% 15% 21% 16% 19% 20% 15% 8% 13% 100%

DE DE QR

UK (England, Scotland, 17 6 9 - 2 5 12 2 3 12 4 5 6 1 7 - 1 9 - 17

Wales) 3% 4% 4% 5% 2% 4% 2% 1% 6% 4% 5% 4% 1% 2% 2% 7% 20%

I

China 9 5 4 - - 4 5 - 8 1 - 1 4 4 9 - - - - 9

2% 3% 2% 2% 2% 3% 1% 1% 3% 4% 3% 10%

J

Philippines 8 5 3 - - 8 - 2 2 4 - 3 - 5 8 - - - - 8

2% 3% 2% 4% 2% 1% 2% 3% 5% 3% 9%

Hong Kong 6 3 3 - - 2 4 - 6 - - - 4 2 6 - - - - 6

1% 2% 2% 1% 1% 3% 3% 2% 2% 7%

USA 5 5 - - - - 5 2 - 3 2 - - - - - 2 3 - 5

1% 3% 2% 2% 1% 2% 4% 2% 5%

Jamaica 4 3 1 - - 4 - - 4 - 3 - - 1 4 - - - - 4

1% 2% 1% 2% 2% 2% 1% 1% 4%

Germany 3 - 3 - - - 3 - 1 2 1 1 1 - 1 1 - 1 - 3

1% 2% 1% \*% 1% 1% 1% 1% \*% 3% 1% 4%

India 3 - 3 - - 3 - - 3 - - 2 1 - 3 - - - - 3

1% 2% 1% 1% 2% 1% 1% 4%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

E2. In what country were you born?

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Greece 2 - 2 - - 2 - - 1 1 - 1 1 - 2 - - - - 2

\*% 1% 1% \*% 1% 1% 1% 1% 3%

France 2 - - 2 0 - 2 1 - 1 0 1 1 - 2 - 0 - - 2

\*% 2% 1% 1% 1% 1% \*% 1% 1% 1% 1% 2%

Holland 1 - 1 - 0 - 1 - - 1 - - - - - 1 - 0 - 1

\*% 1% 1% \*% 1% 3% \*% 2%

Other 26 8 13 4 - 17 9 4 15 7 6 7 5 5 19 3 1 3 - 26

5% 5% 7% 4% 8% 3% 4% 6% 4% 5% 7% 4% 5% 6% 8% 2% 3% 30%

G

Prefer not to say 14 7 6 - - 8 6 2 8 4 - - 4 1 10 3 - 1 - -

3% 4% 3% 4% 2% 2% 3% 2% 3% 1% 3% 8% 1%

R

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

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HAS FINANCIAL PREVIOUSLY HEARD OF

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81% 97% 83% 69% 78% 100% 81% 86% 83% 71% 79% 86% 81% 81% 92% 78% 82% 85% 69%

CDE D G J J P S S

NET: Other 86 3 30 44 9 - 86 11 50 24 54 22 9 68 7 69 15 37 33

---------- 17% 3% 14% 29% 15% 17% 14% 16% 22% 17% 13% 15% 16% 8% 19% 13% 13% 30%

B BCE B O QR

UK (England, Scotland, 17 2 7 7 1 - 17 3 13 1 7 10 1 15 - 16 4 5 7

Wales) 3% 2% 3% 5% 2% 3% 3% 4% 1% 2% 6% 2% 4% 4% 3% 2% 7%

China 9 - 1 6 2 - 9 - 3 6 6 3 2 7 - 8 - 8 1

2% 1% 4% 3% 2% 1% 5% 2% 2% 3% 2% 2% 3% 1%

C I

Philippines 8 - 3 5 - - 8 1 4 3 7 1 3 4 - 7 3 1 4

2% 1% 3% 2% 1% 1% 3% 2% 1% 4% 1% 2% 2% \*% 3%

R

Hong Kong 6 - - 6 - - 6 3 3 - 3 - 1 2 - 2 3 3 -

1% 4% 1% 3% 1% 1% 2% 1% 1% 2% 1%

USA 5 - 3 2 - - 5 - 5 - 3 2 - 5 - 5 - 2 3

1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 2%

Jamaica 4 - 4 - - - 4 - 1 3 4 - - 4 - 4 - - 4

1% 2% 1% \*% 2% 1% 1% 1% 3%

Germany 3 - 2 1 - - 3 1 2 - 3 - - 3 1 2 - 2 1

1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

E2. In what country were you born?

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

India 3 - 1 2 - - 3 1 1 1 2 1 - 3 1 2 1 2 -

1% 1% 1% 1% 1% \*% 1% 1% 1% 1% 1% 1% 1% 1%

Greece 2 - 1 1 - - 2 - 2 - 1 1 - 2 - 2 - 2 -

\*% 1% 1% \*% 1% \*% 1% 1% 1% 1%

France 2 0 2 - - - 2 - 2 - 2 - - 1 - 2 - 1 1

\*% \*% 1% \*% 1% 1% \*% 1% \*% 1%

Holland 1 - 1 - - - 1 - 1 - 0 - 0 1 0 - 1 - -

\*% 1% \*% \*% \*% 1% \*% \*% 1%

Other 26 1 5 14 6 - 26 3 12 11 16 5 2 20 5 20 3 10 13

5% 1% 2% 9% 9% 5% 3% 4% 10% 5% 3% 4% 5% 5% 5% 2% 4% 11%

BC B QR

Prefer not to say 14 - 6 3 5 - 9 - 6 8 10 2 2 10 - 12 6 6 1

3% 3% 2% 8% 2% 2% 7% 3% 1% 4% 3% 3% 5% 2% 1%

I S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

E3. Which of the following categories best describes your current employment status? Are you:

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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NET: Employed 328 112 140 60 17 154 174 73 193 62 49 71 103 74 293 35 - - 251 65

============= 64% 68% 72% 51% 47% 70% 59% 81% 83% 33% 44% 71% 74% 79% 100% 100% 61% 76%

DE DE G J J K K K S

NET: FT/Self Empl 293 97 129 53 14 144 150 60 185 49 39 60 98 72 293 - - - 224 60

----------------- 57% 59% 66% 45% 40% 65% 51% 66% 79% 26% 36% 60% 70% 77% 100% 54% 70%

DE DE G J HJ K K KL S

Working full-time, 269 89 117 51 12 130 139 59 173 37 31 57 93 65 269 - - - 209 50

that is, 35 or more 52% 54% 60% 43% 34% 59% 47% 65% 74% 20% 28% 57% 67% 70% 92% 50% 59%

hours per week E DE G J J K K K

Self-employed 25 8 12 3 2 14 11 1 12 12 8 3 4 7 25 - - - 15 10

5% 5% 6% 2% 6% 6% 4% 1% 5% 6% 7% 3% 3% 7% 8% 4% 11%

H

Working part-time, 35 15 11 7 2 10 25 13 9 13 10 11 5 2 - 35 - - 27 5

that is, less than 35 7% 9% 6% 6% 7% 5% 8% 15% 4% 7% 9% 11% 4% 2% 100% 7% 6%

hours per week I MN

Retired 130 40 36 42 13 57 73 - 9 121 30 25 28 17 - - - 130 112 16

25% 24% 18% 35% 36% 26% 25% 4% 64% 27% 25% 20% 18% 100% 27% 19%

C C I

NET: Not Employed 52 13 19 13 6 9 43 17 29 6 31 4 9 3 - - 52 - 48 4

----------------- 10% 8% 10% 11% 17% 4% 15% 18% 12% 3% 28% 4% 7% 3% 100% 12% 5%

F J J LMN

Unemployed, but 10 4 4 1 1 2 8 2 6 1 7 1 0 - - - 10 - 10 -

looking for work 2% 2% 2% 1% 3% 1% 3% 2% 3% 1% 7% 1% \*% 19% 2%

LM

A student attending 7 2 2 3 0 - 7 7 0 - 7 0 - - - - 7 - 7 -

school full-time 1% 1% 1% 2% 1% 2% 7% \*% 6% \*% 14% 2%

I L

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

E3. Which of the following categories best describes your current employment status? Are you:

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Not in the workforce 22 7 6 7 1 1 22 7 14 2 8 2 6 3 - - 22 - 20 3

(Full-time homemaker 4% 4% 3% 6% 4% \*% 7% 7% 6% 1% 8% 2% 4% 3% 43% 5% 3%

or unemployed but not F J J

looking for work)

Other 12 - 6 3 3 6 6 1 8 3 9 0 3 - - - 12 - 11 1

2% 3% 2% 9% 3% 2% 1% 4% 2% 8% \*% 2% 24% 3% 2%

D L

Prefer not to say 3 - - 3 0 0 3 1 2 - 0 - - - - - - - 3 -

1% 2% 1% \*% 1% 1% 1% \*% 1%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

E3. Which of the following categories best describes your current employment status? Are you:

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

NET: Employed 328 37 146 100 45 9 313 58 191 79 212 100 47 258 49 244 72 180 77

============= 64% 41% 69% 68% 71% 76% 63% 72% 60% 72% 67% 58% 76% 63% 55% 67% 60% 64% 69%

B B B I

NET: FT/Self Empl 293 31 124 95 42 6 281 51 170 72 193 86 44 227 45 216 59 164 71

----------------- 57% 35% 59% 64% 66% 53% 57% 63% 53% 66% 62% 50% 72% 55% 50% 59% 50% 58% 64%

B B B I L N

Working full-time, 269 29 115 84 40 5 257 50 149 70 172 82 40 208 42 196 57 150 61

that is, 35 or more 52% 33% 54% 57% 63% 42% 52% 62% 46% 63% 55% 47% 66% 51% 47% 54% 48% 53% 55%

hours per week B B B I I N

Self-employed 25 2 10 11 2 1 24 1 21 3 21 4 4 19 3 20 1 14 10

5% 3% 4% 7% 3% 11% 5% 1% 7% 2% 7% 2% 6% 5% 3% 5% 1% 5% 9%

H L Q

Working part-time, 35 5 21 5 3 3 32 7 21 7 19 14 3 31 4 28 13 16 6

that is, less than 35 7% 6% 10% 4% 5% 23% 6% 9% 7% 6% 6% 8% 4% 7% 5% 8% 11% 6% 6%

hours per week D

Retired 130 35 45 35 15 1 127 11 99 20 69 57 12 108 33 76 37 68 25

25% 40% 21% 23% 24% 13% 26% 13% 31% 18% 22% 33% 19% 26% 37% 21% 31% 24% 23%

CD HJ K P

NET: Not Employed 52 16 20 12 3 0 51 11 30 11 31 16 3 44 7 44 10 33 9

----------------- 10% 18% 10% 8% 5% 3% 10% 13% 9% 10% 10% 9% 5% 11% 7% 12% 8% 12% 8%

E

Unemployed, but 10 3 7 - 0 - 10 3 4 3 6 2 1 9 3 7 3 5 2

looking for work 2% 3% 3% 1% 2% 4% 1% 3% 2% 1% 1% 2% 3% 2% 3% 2% 2%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

E3. Which of the following categories best describes your current employment status? Are you:

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

A student attending 7 1 2 3 1 - 7 - 7 - 5 2 - 6 - 7 - 4 3

school full-time 1% 1% 1% 2% 2% 1% 2% 2% 1% 1% 2% 1% 3%

Not in the workforce 22 6 8 8 1 - 22 8 8 6 14 8 2 18 4 19 6 14 3

(Full-time homemaker 4% 6% 4% 5% 1% 5% 9% 3% 6% 4% 4% 3% 4% 4% 5% 5% 5% 2%

or unemployed but not

looking for work)

Other 12 6 4 1 1 0 12 - 11 2 7 4 - 10 0 11 1 10 1

2% 7% 2% 1% 2% 3% 2% 3% 1% 2% 2% 2% \*% 3% 1% 4% 1%

Prefer not to say 3 1 1 1 - 1 2 2 0 1 2 0 - 2 - 3 0 3 -

1% 1% \*% 1% 8% \*% 2% \*% 1% 1% \*% \*% 1% \*% 1%

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

E4. Which of the following categories best describes your total annual personal income, before taxes are deducted?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

====== =========================== ============= ==================== =========================== =========================== =============

FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

NET: <$40K 110 32 34 32 12 30 79 29 44 37 110 - - - 39 10 31 30 94 16

---------- 21% 19% 17% 27% 35% 14% 27% 32% 19% 20% 100% 13% 27% 59% 23% 23% 19%

C BC F I OPR O

under $20,000 34 6 11 13 5 9 25 13 15 6 34 - - - 3 6 21 4 33 1

7% 3% 6% 11% 13% 4% 9% 15% 7% 3% 31% 1% 16% 41% 3% 8% 1%

B B J OPR T

between $20,000 and 75 26 23 19 8 21 54 15 28 31 75 - - - 36 4 9 26 60 15

just under $40,000 15% 16% 12% 16% 22% 10% 18% 17% 12% 17% 69% 12% 11% 18% 20% 15% 17%

C F

between $40,000 and just 100 25 40 26 9 39 61 27 39 34 - 100 - - 60 11 4 25 78 21

under $60,000 19% 15% 21% 22% 24% 18% 21% 30% 17% 18% 100% 20% 32% 7% 19% 19% 25%

I Q Q Q

NET: $60K - <100K 140 44 56 33 7 66 74 23 70 46 - - 140 - 98 5 9 28 113 23

----------------- 27% 27% 29% 28% 19% 30% 25% 26% 30% 25% 100% 33% 15% 18% 21% 27% 27%

PQR

between $60,000 and 90 30 35 22 3 44 46 14 43 34 - - 90 - 58 5 6 21 72 14

just under $80,000 18% 19% 18% 19% 8% 20% 16% 15% 18% 18% 65% 20% 14% 12% 16% 18% 17%

E E E

between $80,000 and 50 13 22 11 4 22 27 9 27 13 - - 50 - 40 0 3 6 40 8

just under $100,000 10% 8% 11% 9% 11% 10% 9% 10% 12% 7% 35% 13% 1% 6% 5% 10% 10%

PR

NET: $100K+ 94 31 49 12 2 63 30 7 54 33 - - - 94 72 2 3 17 74 18

----------- 18% 19% 25% 10% 7% 29% 10% 7% 23% 17% 100% 25% 6% 6% 13% 18% 21%

E DE G H H PQR

between $100,000 and 42 15 21 5 1 25 17 6 23 13 - - - 42 33 2 1 6 31 11

just under $120,000 8% 9% 11% 5% 4% 11% 6% 6% 10% 7% 45% 11% 6% 2% 5% 7% 13%

DE G QR

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

E4. Which of the following categories best describes your total annual personal income, before taxes are deducted?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

over $120,000 52 16 28 6 1 38 13 1 32 19 - - - 52 39 - 2 10 44 7

10% 10% 14% 5% 3% 17% 5% 1% 14% 10% 55% 13% 4% 8% 11% 8%

DE G H H Q

prefer not to say 70 33 16 16 6 21 49 5 26 39 - - - - 25 7 5 31 55 7

14% 20% 8% 14% 16% 10% 17% 6% 11% 20% 8% 20% 10% 24% 13% 8%

C F HI OQ

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

E4. Which of the following categories best describes your total annual personal income, before taxes are deducted?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

NET: <$40K 110 32 49 23 6 5 105 12 76 22 63 39 6 94 20 81 25 56 28

---------- 21% 36% 23% 15% 10% 44% 21% 15% 24% 20% 20% 22% 10% 23% 23% 22% 21% 20% 25%

DE E M

under $20,000 34 12 12 7 3 1 33 6 22 6 22 10 2 28 4 30 7 21 6

7% 13% 6% 5% 5% 10% 7% 8% 7% 6% 7% 6% 3% 7% 5% 8% 6% 7% 6%

between $20,000 and 75 20 36 16 3 4 71 6 54 15 41 29 4 66 16 51 18 35 22

just under $40,000 15% 22% 17% 11% 5% 34% 14% 7% 17% 14% 13% 17% 7% 16% 18% 14% 15% 12% 20%

DE E H M

between $40,000 and just 100 21 47 28 4 4 95 14 67 18 60 38 16 77 19 73 26 57 16

under $60,000 19% 23% 22% 19% 7% 37% 19% 17% 21% 17% 19% 22% 27% 19% 22% 20% 22% 20% 15%

E E E

NET: $60K - <100K 140 25 52 43 19 - 139 31 72 37 87 47 18 114 21 101 32 81 27

----------------- 27% 28% 25% 29% 30% 28% 38% 22% 33% 28% 27% 30% 28% 24% 28% 27% 29% 24%

I

between $60,000 and 90 18 37 21 14 - 90 16 48 26 59 27 13 71 16 60 25 48 17

just under $80,000 18% 20% 17% 14% 22% 18% 20% 15% 23% 19% 16% 22% 17% 18% 16% 21% 17% 16%

between $80,000 and 50 6 15 22 5 - 49 15 24 11 28 19 5 43 6 41 7 33 10

just under $100,000 10% 7% 7% 15% 7% 10% 18% 7% 10% 9% 11% 8% 10% 6% 11% 6% 12% 9%

C I

NET: $100K+ 94 2 30 40 22 1 92 13 61 20 64 25 17 70 16 67 13 58 22

----------- 18% 2% 14% 27% 34% 8% 19% 16% 19% 18% 20% 14% 28% 17% 17% 18% 11% 20% 20%

B BC BC Q

between $100,000 and 42 1 12 18 11 1 40 5 25 12 28 9 9 31 5 28 5 27 10

just under $120,000 8% 1% 6% 12% 17% 8% 8% 6% 8% 11% 9% 5% 14% 8% 6% 8% 4% 10% 9%

B B BC

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

(Continued)

E4. Which of the following categories best describes your total annual personal income, before taxes are deducted?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

over $120,000 52 1 18 22 11 - 52 8 36 8 36 16 8 39 10 39 8 31 13

10% 1% 8% 15% 17% 10% 9% 11% 8% 12% 9% 13% 10% 11% 11% 7% 11% 12%

B B B

prefer not to say 70 10 35 14 12 1 63 12 45 13 39 25 3 56 13 45 22 31 17

14% 11% 16% 10% 19% 11% 13% 15% 14% 12% 13% 14% 5% 14% 14% 12% 19% 11% 16%

M

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

E5. Are you an Aboriginal person, that is, First Nations, Métis or Inuk?

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

Yes 11 7 1 2 1 2 9 6 3 2 5 4 - 1 6 3 0 1 11 -

2% 4% 1% 2% 4% 1% 3% 7% 1% 1% 5% 4% 1% 2% 8% 1% 1% 3%

No 493 153 191 116 34 211 282 84 224 185 105 95 139 92 281 32 51 127 399 86

96% 93% 98% 98% 95% 96% 96% 93% 96% 98% 95% 96% 99% 98% 96% 91% 99% 98% 96% 100%

S

Prefer not to say 8 5 3 - 0 7 1 - 7 1 - - 1 1 7 0 - 1 3 -

2% 3% 2% 1% 3% \*% 3% 1% 1% 1% 2% 1% 1% 1%

G J

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

E5. Are you an Aboriginal person, that is, First Nations, Métis or Inuk?

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

Yes 11 1 9 - 1 11 - 2 9 - 6 6 - 11 1 9 4 5 2

2% 1% 4% 2% 100% 3% 3% 2% 3% 3% 1% 2% 4% 2% 1%

No 493 88 200 147 58 - 493 77 307 109 302 168 60 397 88 351 110 276 107

96% 99% 94% 99% 92% 100% 95% 96% 99% 96% 97% 98% 96% 99% 96% 93% 98% 96%

CE

Prefer not to say 8 - 3 1 4 - - 2 5 1 6 - 1 4 0 7 4 1 3

2% 2% 1% 6% 2% 2% 1% 2% 2% 1% \*% 2% 3% 1% 3%

D

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Language tracker

REGION GENDER AGE INCOME EMPLOYMENT BIRTH COUNTRY

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FT/ Not

$40K- $60K- Self Emplo Reti

Total West ON QC Atl Male Female 18-34 35-54 55+ <$40K <$60K <100K $100K+ Empl PT yed red Canada Other

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T)

Total 513 164 195 118 36 220 293 91 233 189 110 100 140 94 293 35 52 130 414 86

Unweighted Total 513 99 180 133 101 205 308 83 232 198 123 106 132 86 280 34 58 137 434 70

English 398 164 195 3 36 171 227 75 183 140 78 76 107 82 241 28 39 90 304 80

78% 100% 100% 2% 100% 78% 77% 82% 78% 74% 71% 76% 77% 88% 82% 80% 74% 69% 73% 94%

D D D K R S

French 115 - - 115 - 49 67 16 51 49 32 24 33 12 52 7 13 40 110 5

22% 98% 22% 23% 18% 22% 26% 29% 24% 23% 12% 18% 20% 26% 31% 27% 6%

N O T

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Language tracker

HAS FINANCIAL PREVIOUSLY HEARD OF

EDUCATION ABORIGINAL CAREGIVER TYPE EXPENSES CLAIMED NEW CREDIT PREFERRED OOH

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Coll./

Tech/ Spouse/

HS or Some Univ. Post Child Other Concept Concept Concept

Total Less Univ. Grad. Grad Yes No Only Only Both Yes No Any No Yes No 1 2 3

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(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S)

Total 513 89 212 148 63 11 493 81 321 110 314 174 62 412 89 366 119 283 111

Unweighted Total 513 97 210 145 60 13 494 76 335 102 302 187 58 415 101 363 108 292 113

English 398 60 165 121 52 10 380 59 248 91 245 131 51 319 51 305 96 206 95

78% 67% 78% 82% 82% 84% 77% 73% 77% 82% 78% 75% 83% 78% 57% 83% 81% 73% 86%

B O R

French 115 29 47 27 12 2 114 22 74 20 68 43 11 92 38 61 22 77 16

22% 33% 22% 18% 18% 16% 23% 27% 23% 18% 22% 25% 17% 22% 43% 17% 19% 27% 14%

D P S

Comparison Groups: BCDE/FG/HIJ/KL/MN/OP/QRS

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.