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
       ====== ============================= ============= ==================== =========================== ============================= =============
                                                                                    $40K-  $60K-        FT/          Not
                                                                                    <$60K  <100K        Self         Emplo Reti
       Total  West   ON     QC     Atl    Male   Female 18-34  35-54   55+  <$40K              $100K+  Empl   PT     yed   red    Canada Other
       ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------ ------
        (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

                      EDUCATION            ABORIGINAL      CAREGIVER TYPE      HAS FINANCIAL   PREVIOUSLY      HEARD OF
                                                                                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
       ------ ------ ------ ------ ------ ------ ------      ------ ------ ------ ------ ------ ------ ------ ------ ------      ------  ------  ------
        (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
```

ENVIRONICS
RESEARCH

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

	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 organizations	513 100%	164 100%	195 100%	118 100%	36 100%	220 100%	293 100%	91 100%	233 100%	189 100%	110 100%	100 100%	140 100%	94 100%	293 100%	35 100%	52 100%	130 100%	414 100%	86 100%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

ENVIRONICS RESEARCH

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 organizations	513 100%	89 100%	212 100%	148 100%	63 100%	11 100%	493 100%	81 100%	321 100%	110 100%	314 100%	174 100%	62 100%	412 100%	89 100%	366 100%	119 100%	283 100%	111 100%

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.

ENVIRONICS
RESEARCH

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

	Total	REGION West	ON	QC	Atl	GENDER Male	Female	AGE 18-34	35-54	55+	INCOME <$40K	$40K-<$60K	$60K-<100K	$100K+	EMPLOYMENT FT/Self Empl	PT	Not Emplo yed	Reti red	BIRTH COUNTRY Canada	Other
	(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 18%	31 19% E	41 21% E	16 14%	2 7%	20 9%	71 24% F	91 100%	–	–	29 26% N	27 27% N	23 17% N	7 7%	60 20%	13 38%	17 32%	–	78 19%	11 13%
18 to 24	6 1%	2 1%	1 1%	4 3%	–	–	6 2%	6 7%	–	–	5 4%	1 1%	–	–	2 1%	–	5 9% O	–	6 2%	–
25 to 34	84 16%	29 18% E	40 21% DE	12 11%	2 7%	20 9%	65 22% F	84 93%	–	–	24 22% N	26 26% N	23 17% N	7 7%	58 20% O	13 38%	12 23%	–	71 17%	11 13%
NET: 35-54	233 46%	69 42%	97 50%	51 43%	16 45%	108 49%	125 43%	–	233 100%	–	44 40%	39 39%	70 50%	54 58% KL	185 63% PR	9 25%	29 56% PR	9 7%	183 44%	42 50%
35 to 44	114 22%	39 23%	47 24%	22 19%	7 20%	52 24%	62 21%	–	114 49%	–	22 20%	13 13%	39 28% L	27 29% L	96 33% PR	2 6%	13 26% PR	0 *%	79 19%	29 34% S
45 to 54	119 23%	31 19%	51 26%	28 24%	9 25%	56 26%	63 21%	–	119 51%	–	22 20%	26 26%	31 22%	27 29%	88 30% R	6 18%	16 30% R	9 7%	104 25%	13 15%
NET: 55+	189 37%	64 39%	56 29%	51 44% C	17 49% C	92 42%	97 33%	–	–	189 100%	37 34%	34 34%	46 33%	33 35%	49 17%	13 37% OQ	6 12%	121 93% OPQ	153 37%	32 38%
55 to 64	112 22%	38 23%	38 19%	26 22%	11 31% C	49 22%	64 22%	–	–	112 59%	20 18%	18 18%	30 22%	24 26%	42 14%	9 26%	6 12%	55 42% OQ	90 22%	19 22%
65 or older	77 15%	26 16%	18 9%	26 22% C	6 18%	43 20% G	33 11%	–	–	77 41%	17 16%	16 16%	16 12%	8 9%	7 2%	4 11%	–	66 51% OP	63 15%	13 16%

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?

	Total	EDUCATION HS or Less	EDUCATION Coll./ Tech/ Some Univ.	EDUCATION Univ. Grad.	EDUCATION Post Grad	ABORIGINAL Yes	ABORIGINAL No	CAREGIVER TYPE Child Only	CAREGIVER TYPE Spouse/ Other Only	CAREGIVER TYPE Both	HAS FINANCIAL EXPENSES Yes	HAS FINANCIAL EXPENSES No	PREVIOUSLY CLAIMED Any	PREVIOUSLY CLAIMED No	HEARD OF NEW CREDIT Yes	HEARD OF NEW CREDIT No	PREFERRED OOH Concept 1	PREFERRED OOH Concept 2	PREFERRED OOH Concept 3
	(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 18%	9 10%	37 17%	32 22% B	11 18%	6 55% G	84 17%	17 21%	61 19%	13 12%	55 17%	31 18%	12 20%	73 18%	11 12%	76 21% O	23 19%	49 17%	19 17%
18 to 24	6 1%	1 1%	3 1%	3 2%	–	–	6 1%	–	6 2%	–	5 2%	2 1%	1 2%	5 1%	–	6 2%	–	4 1%	3 3%
25 to 34	84 16%	8 9%	34 16%	29 20% B	11 18%	6 55% G	78 16%	17 21%	54 17%	13 12%	50 16%	29 17%	11 19%	68 17%	11 12%	70 19%	23 19%	45 16%	16 14%
NET: 35-54	233 46%	33 37%	94 44%	74 50%	33 52%	3 25%	224 45%	51 63% I	115 36%	67 60% I	141 45%	78 45%	28 45%	185 45%	41 46%	166 45%	47 39%	132 47%	55 49%
35 to 44	114 22%	14 16%	43 20%	39 26%	18 29%	2 16%	110 22%	33 40% I	43 13%	38 35% I	71 23%	35 20%	15 24%	90 22%	15 16%	90 25%	25 21%	62 22%	27 24%
45 to 54	119 23%	19 21%	51 24%	35 24%	14 23%	1 9%	114 23%	19 23%	72 22%	28 26%	70 22%	43 25%	13 21%	95 23%	26 30%	75 21%	22 18%	70 25%	27 25%
NET: 55+	189 37%	47 53% CDE	81 38%	42 28%	19 31%	2 20%	185 38%	13 16%	145 45% HJ	31 28%	118 38%	65 38%	21 34%	154 37%	38 42%	125 34%	49 41%	102 36%	38 34%
55 to 64	112 22%	23 26%	53 25%	25 17%	11 18%	2 20%	109 22%	6 8%	88 27% HJ	18 16%	70 22%	39 22%	12 20%	91 22%	18 20%	84 23%	27 23%	66 23%	19 17%
65 or older	77 15%	24 27% CD	28 13%	17 11%	8 13%	–	77 16%	7 8%	57 18% H	13 11%	47 15%	26 15%	9 15%	63 15%	19 22% P	41 11%	22 18%	36 13%	19 17%

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:

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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
Male	220 43%	68 41% E	92 47% E	51 44% E	9 25%	220 100%	–	20 22%	108 46% H	92 49% H	30 28%	39 39%	66 47%	63 68% KLM	144 49% PQ	10 29%	9 17%	57 44% Q	168 41%	44 52%
Female	293 57%	97 59%	103 53%	67 56%	27 75% BCD	–	293 100%	71 78% IJ	125 54%	97 51%	79 72% MN	61 61% N	74 53% N	30 32%	150 51% O	25 71% O	43 83% OR	73 56%	246 59%	41 48%

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:

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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%	43 49%	76 36%	64 44%	36 57% C	2 17%	211 43% F	31 38%	130 41%	59 54% I	140 44%	70 40%	38 61% N	163 40%	38 42%	152 41%	43 36%	117 41%	60 54% QR
Female	293 57%	46 51%	136 64% E	83 56%	27 43%	9 83% G	282 57%	51 62%	191 59% J	51 46%	174 56%	104 60%	24 39%	249 60% M	52 58%	215 59%	76 64% S	166 59% S	51 46%

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.

ENVIRONICS
RESEARCH

Q4.   In which province do you live?

	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 7%	–	–	–	36 100%	9 4%	27 9%	2 3%	16 7%	17 9%	12 11%	9 9%	7 5%	2 3%	14 5%	2 7%	6 12%	13 10%	33 8%	2 3%
Newfoundland and Labrador	7 1%				7 21%	2 1%	6 2%	0 *%	3 1%	4 2%	1 1%	3 3%	0 *%	1 1%	2 1%	1 4%	1 1%	4 3%	7 2%	
Prince Edward Island	2 *%	–	–	–	2 6%	0 *%	2 1%	1 1%	–	1 1%	1 1%	0 *%	–	–	1 *%	–	0 1%	1 1%	2 1%	–
Nova Scotia	17 3%	–	–	–	17 49%	3 1%	14 5%	1 1%	7 3%	9 5%	7 6%	4 4%	2 2%	1 1%	6 2%	1 3%	4 8%	6 5%	15 4%	2 2%
New Brunswick	9 2%	–	–	–	9 25%	4 2%	5 2%	1 1%	6 2%	2 1%	2 2%	1 1%	4 3%	0 *%	5 2%	–	1 2%	2 2%	9 2%	0 *%
Quebec	118 23%	–	–	118 100%	–	51 23%	67 23%	16 18%	51 22%	51 27%	32 29% N	26 26% N	33 23%	12 12%	53 18%	7 20%	13 26%	42 32% O	112 27%	6 7% T
Ontario	195 38%	–	195 100%	–	–	92 42%	103 35%	41 45% J	97 42% J	56 30%	34 31%	40 40%	56 40%	49 52% K	129 44% R	11 31%	19 38%	36 28%	145 35%	43 51% S
NET: West	164 32%	164 100%	–	–	–	68 31%	97 33%	31 34%	69 30%	64 34%	32 29%	25 25%	44 31%	31 33%	97 33%	15 42%	13 25%	40 30%	123 30%	34 39%
NET: MB / SK	36 7%	36 22%	–	–	–	10 5%	25 9%	7 8%	12 5%	17 9%	10 9%	6 6%	8 6%	9 9%	24 8%	4 10%	2 3%	6 5%	34 8% T	2 2%
Manitoba	21 4%	21 12%	–	–	–	5 2%	15 5%	5 6%	4 2%	12 6% I	8 7%	4 4%	3 2%	4 5%	10 3%	4 10%	2 3%	5 4%	19 5%	2 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.

Q4.   In which province do you live?

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Saskatchewan	15 3%	15 9%	-	-	-	5 2%	10 4%	2 2%	9 4%	5 3%	2 2%	2 2%	5 4%	4 5%	15 5% R	-	-	1 1%	15 4%	-
Alberta	62 12%	62 38%	-	-	-	22 10%	39 13%	19 21% IJ	28 12%	15 8%	11 10%	11 11%	9 7%	17 18% M	35 12%	6 16%	11 22% OR	9 7%	47 11%	13 15%
British Columbia	67 13%	67 41%	-	-	-	35 16% G	32 11%	5 6%	29 13% H	32 17% H	11 10%	8 8%	27 19% KLN	5 6%	37 13%	5 15%	-	24 18% O	43 10%	19 22% 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?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 7%	9 10%	16 7%	9 6%	2 4%	1 13%	34 7%	3 4%	26 8%	6 6%	17 5%	17 10%	2 3%	31 8%	7 8%	27 7%	7 6%	18 7%	10 9%
Newfoundland and Labrador	7 1%	2 2%	3 1%	2 1%	1 1%	1 6%	7 1%	1 1%	6 2%	1 1%	4 1%	3 2%	0 1%	6 2%	1 2%	6 2%	1 1%	6 2%	1 1%
Prince Edward Island	2 *%	0 *%	1 1%	0 *%	-	-	2 *%	-	2 1%	-	1 *%	1 1%	0 1%	2 *%	1 1%	1 *%	0 *%	1 *%	1 1%
Nova Scotia	17 3%	5 6%	7 3%	5 3%	1 2%	1 6%	16 3%	1 1%	13 4%	4 4%	9 3%	7 4%	1 2%	15 4%	4 5%	12 3%	4 3%	9 3%	5 4%
New Brunswick	9 2%	1 2%	5 2%	2 1%	1 1%	-	9 2%	1 2%	6 2%	2 2%	3 1%	5 3%	-	9 2%	1 1%	8 2%	3 2%	2 1%	4 3%
Quebec	118 23%	30 34% D	48 23%	28 19%	12 18%	2 16%	116 24%	22 27%	75 23%	20 19%	69 22%	44 26%	11 17%	95 23%	38 43% P	64 17%	24 20%	78 28% S	16 14%
Ontario	195 38%	26 29%	67 32%	66 45% BC	36 57% BC	1 10%	191 39% F	26 32%	122 38%	47 42%	130 41%	56 32%	28 46%	153 37%	29 33%	148 40%	36 30%	107 38%	52 47% Q
NET: West	164 32%	24 27%	81 38% BE	45 31%	13 21%	7 62%	153 31%	30 37%	97 30%	37 33%	97 31%	56 32%	21 33%	133 32%	15 16%	127 35% O	51 43% RS	79 28%	33 30%
NET: MB / SK	36 7%	6 7%	18 9%	10 7%	2 3%	4 39% G	31 6%	5 6%	27 8%	4 3%	18 6%	17 10%	7 11%	27 7%	4 5%	29 8%	6 5%	25 9%	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.

Q4.   In which province do you live?

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Manitoba	21 4%	4 4%	11 5%	6 4%	–	4 31%	17 3%	3 3%	15 5%	3 2%	10 3%	11 6%	4 6%	16 4%	3 3%	15 4%	4 3%	15 5%	2 2%
Saskatchewan	15 3%	3 3%	8 4%	3 2%	2 3%	1 8%	15 3%	3 3%	12 4%	1 1%	8 2%	6 3%	3 6%	11 3%	2 2%	14 4%	3 2%	9 3%	3 3%
Alberta	62 12%	7 8%	34 16% BE	17 11%	4 6%	–	60 12%	17 21% IJ	35 11%	9 8%	37 12%	21 12%	6 9%	52 13%	7 8%	50 14% O	19 16%	28 10%	15 13%
British Columbia	67 13%	11 12%	29 14%	19 13%	8 13%	3 23%	61 12%	8 10%	35 11%	24 22% HI	43 14%	19 11%	8 13%	53 13%	3 3%	48 13% O	27 22% RS	27 9%	13 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.

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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	192 37%	67 41% E	73 37%	43 36%	10 27%	90 41%	102 35%	30 33%	118 51% HJ	44 23%	34 31%	32 33%	67 48% KL	33 35%	124 42% R	14 39%	22 42% R	30 23%	148 36%	36 42%
No	321 63%	97 59%	122 63%	75 64%	26 73% B	130 59%	191 65%	61 67% I	115 49%	145 77% I	76 69% M	67 67% M	72 52%	61 65%	170 58%	21 61%	30 58%	99 77% OQ	265 64%	50 58%

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	192 37%	34 38%	74 35%	58 39%	24 39%	2 19%	186 38%	81 100%	–	110 100%	137 44% L	44 26%	39 64% N	131 32%	37 41%	135 37%	49 41%	105 37%	37 34%
No	321 63%	55 62%	138 65%	90 61%	39 61%	9 81%	307 62%	–	321 100%	–	177 56%	129 74% K	22 36%	281 68% M	52 59%	232 63%	70 59%	178 63%	74 66%

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?

	Total	REGION West	ON	QC	Atl	GENDER Male	Female	AGE 18-34	35-54	55+	INCOME <$40K	$40K-<$60K	$60K-<100K	$100K+	EMPLOYMENT FT/Self Empl	PT	Not Employed	Retired	BIRTH COUNTRY Canada	Other
	(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	432 84%	134 82%	169 87%	96 81%	33 91% D	189 86%	242 83%	74 81%	182 78%	176 93% HI	98 89% M	86 86%	109 78%	81 86%	242 83%	28 80%	41 80%	119 92% OQ	344 83%	74 87%
No	81 16%	30 18%	26 13%	22 19% E	3 9%	31 14%	51 17%	17 19% J	51 22% J	13 7%	12 11%	14 14%	31 22% K	13 14%	51 17% R	7 20%	11 20% R	11 8%	70 17%	11 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.

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?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 84%	82 92% C	172 81%	124 84%	55 87%	9 81%	416 84%	–	321 100%	110 100%	262 84%	148 85%	55 89%	347 84%	77 86%	304 83%	98 82%	236 83%	98 88%
No	81 16%	7 8%	41 19% B	24 16%	8 13%	2 19%	77 16%	81 100%	–	–	52 16%	25 15%	7 11%	65 16%	13 14%	62 17%	21 18%	47 17%	13 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.

Caregiver type

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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 16%	30 18%	26 13%	22 19% E	3 9%	31 14%	51 17%	17 19% J	51 22% J	13 7%	12 11%	14 14%	31 22% K	13 14%	51 17% R	7 20%	11 20% R	11 8%	70 17%	11 13%
Spouse/other only	321 63%	97 59%	122 63%	75 64%	26 73% B	130 59%	191 65%	61 67% I	115 49%	145 77% I	76 69% M	67 67% M	72 52%	61 65%	170 58%	21 61%	30 58%	99 77% OQ	265 64%	50 58%
Both	110 21%	37 22%	47 24%	20 17%	6 18%	59 27% G	51 17%	13 14%	67 29% HJ	31 16%	22 20%	18 19%	37 26%	20 22%	72 25% R	7 19%	11 21%	20 15%	78 19%	24 28%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

ENVIRONICS
RESEARCH

Caregiver type

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 16%	7 8%	41 19% B	24 16%	8 13%	2 19%	77 16%	81 100%	–	–	52 16%	25 15%	7 11%	65 16%	13 14%	62 17%	21 18%	47 17%	13 12%
Spouse/other only	321 63%	55 62%	138 65%	90 61%	39 61%	9 81%	307 62%	–	321 100%	–	177 56%	129 74% K	22 36%	281 68% M	52 59%	232 63%	70 59%	178 63%	74 66%
Both	110 21%	26 29% C	34 16%	34 23%	16 25%	–	109 22%	–	–	110 100%	85 27%	19 11% L	32 52% N	66 16%	24 27%	72 20%	28 24%	58 21%	24 21%

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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 61%	97 59%	130 67% E	69 59%	17 48%	140 63%	174 59%	55 60%	141 61%	118 62%	63 58%	60 60%	87 63%	64 68%	193 66% R	19 53%	31 61%	69 53%	249 60%	54 63%
No	174 34%	56 34%	56 29%	44 38%	17 48% C	70 32%	104 35%	31 34%	78 33%	65 34%	39 35%	38 38%	47 34%	25 26%	86 29%	14 41%	16 31%	57 44% O	149 36%	22 26%
Don't know	26 5%	11 7%	9 4%	4 4%	2 5%	11 5%	15 5%	6 6%	14 6%	6 3%	8 7% L	1 1%	5 4%	5 5%	14 5%	2 6%	5 9%	4 3%	16 4%	9 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.

ENVIRONICS
RESEARCH

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 61%	50 56%	130 61%	90 61%	44 70%	6 50%	302 61%	52 63%	177 55%	85 77% I	314 100%	–	52 84% N	234 57%	56 63%	219 60%	59 50%	183 65% Q	71 64%
No	174 34%	36 40%	73 35%	49 33%	15 24%	6 50%	168 34%	25 31%	129 40% J	19 17%	–	174 100%	8 13%	159 39% M	31 35%	130 35%	53 45% RS	90 32%	31 28%
Don't know	26 5%	3 4%	9 4%	9 6%	4 6%	–	23 5%	5 6%	15 5%	6 5%	–	–	2 3%	19 5%	2 2%	18 5%	7 6%	10 3%	9 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.

ENVIRONICS
RESEARCH

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

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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 7%	19 11% E	10 5%	4 4%	1 2%	20 9%	14 5%	5 6%	15 6%	13 7%	4 4%	9 9%	10 7%	8 9%	25 8% Q	–	1 2%	8 6%	24 6%	7 8%
The Family Caregiver Tax Credit	33 7%	6 4%	22 11% BDE	4 4%	1 3%	23 10% G	11 4%	8 9%	15 6%	10 5%	3 2%	7 7%	10 7%	13 14% K	27 9% QR	2 5%	1 2%	3 3%	26 6%	5 6%
The Infirm Dependent Credit	9 2%	–	2 1%	6 5% CE	0 1%	6 3%	3 1%	1 1%	4 2%	4 2%	2 2%	1 1%	2 1%	3 3%	4 1%	1 3%	1 2%	3 2%	9 2%	–
None of the above	412 80%	133 81%	153 78%	95 80%	31 87%	163 74%	249 85% F	73 81%	185 79%	154 82%	94 86%	77 78%	114 82%	70 75%	227 77%	31 88%	44 85%	108 83%	333 81%	68 79%
Unsure/Don't know	40 8%	11 7%	14 7%	12 11%	2 7%	19 9%	21 7%	5 6%	21 9%	14 7%	9 8%	6 6%	7 5%	6 7%	22 7%	1 4%	5 10%	10 8%	30 7%	9 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?

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 Caregiver Credit	34 7%	5 6%	10 5%	11 7%	8 13%	–	33 7%	–	17 5%	17 16% I	25 8%	7 4%	34 55%	–	10 11%	20 6%	8 6%	19 7%	7 6%
The Family Caregiver Tax Credit	33 7%	5 6%	4 2%	20 13% C	4 6%	–	32 7%	7 8%	8 3%	18 17% I	31 10% L	1 1%	33 54%	–	13 15% P	17 5%	7 6%	15 5%	11 10%
The Infirm Dependent Credit	9 2%	4 4%	2 1%	2 1%	1 2%	–	9 2%	–	1 *%	7 7% I	7 2%	1 1%	9 14%	–	5 6%	3 1%	3 2%	3 1%	3 3%
None of the above	412 80%	68 76%	183 86% D	109 73%	51 80%	11 100% G	397 80%	65 80%	281 87% J	66 60%	234 75%	159 91% K	–	412 100%	62 69%	311 85% O	93 78%	228 80%	91 82%
Unsure/Don't know	40 8%	9 10% E	15 7% E	15 10% E	1 2%	–	36 7%	9 12%	18 6%	12 11%	28 9%	7 4%	–	–	5 6%	25 7%	12 10%	22 8%	6 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.

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

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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	89 17%	15 9%	29 15%	38 32% BCE	7 21% B	38 17%	52 18%	11 12%	41 18%	38 20%	20 18%	19 19%	21 15%	16 17%	45 15%	4 12%	7 13%	33 26% O	82 20% T	7 8%
No	366 71%	127 78% D	148 76% D	64 54%	27 75% D	152 69%	215 73%	76 84% IJ	166 71%	125 66%	81 74%	73 73%	101 72%	67 71%	216 74% R	28 80% R	44 85% R	76 58%	286 69%	69 81% S
Unsure	57 11%	22 14% E	17 9%	16 14% E	1 4%	31 14%	27 9%	4 4%	27 12% H	26 14% H	9 8%	7 7%	17 12%	11 12%	32 11% Q	3 8%	1 2%	21 16% Q	46 11%	9 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.

ENVIRONICS
RESEARCH

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

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 17%	16 18%	37 17%	25 17%	10 16%	1 8%	88 18%	13 15%	52 16%	24 22%	56 18%	31 18%	22 36% N	62 15%	89 100%	–	15 13%	56 20%	18 16%
No	366 71%	64 72%	153 72%	105 71%	45 72%	9 77%	351 71%	62 76%	232 72%	72 66%	219 70%	130 75%	31 50%	311 76% M	–	366 100%	85 72%	195 69%	86 77%
Unsure	57 11%	9 10%	22 11%	18 12%	8 12%	2 16%	54 11%	7 8%	37 11%	14 12%	39 12%	12 7%	8 13%	39 9%	–	–	18 15%	32 11%	8 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.

ENVIRONICS
RESEARCH

B1.   What emotion are you feeling after seeing the ad?
       Concept 1

			REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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% M	9%	19%	17%	32%	4%	12%	15%	15%
Government cares/ availability of government programs to assist caregivers	15	5	5	2	2	7	8	-	10	5	2	5	4	3	9	1	1	4	14	1
	8%	9%	8%	4%	19%	9%	8%		12%	8%	5%	18%	6%	9%	9%	18%	4%	8%	10%	4%
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 might qualify	3	-	-	3	0	3	0	-	1	2	1	1	1	-	1	1	-	1	3	-
	2%			7%	3%	3%	*%		1%	3%	2%	3%	2%		1%	15%		3%	2%	
Helpful/help is available	3	2	1	-	-	1	2	-	3	-	-	2	-	1	3	-	-	-	3	-
	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 are there for them	10	4	2	4	1	7	3	-	6	4	2	2	2	2	7	-	2	2	7	-
	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.

ENVIRONICS
RESEARCH

B1.   What emotion are you feeling after seeing the ad?
        Concept 1

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Subnet: Gratitude	18 / 10%	8 / 15%	6 / 10%	2 / 4%	1 / 10%	1 / 2%	16 / 17% F	3 / 11%	7 / 8%	7 / 12%	4 / 10%	3 / 9%	3 / 4%	3 / 9%	10 / 10%	1 / 18%	3 / 15%	3 / 7%	15 / 11%	2 / 9%
Gratefulness/ gratitude	10 / 6%	5 / 10%	3 / 5%	1 / 2%	1 / 6%	1 / 2%	9 / 9% F	2 / 8%	4 / 5%	4 / 6%	2 / 6%	3 / 9%	3 / 4%	1 / 3%	6 / 5%	–	1 / 8%	3 / 7%	9 / 7%	1 / 4%
Being recognized for my efforts	5 / 3%	2 / 3%	2 / 3%	1 / 2%	–	–	5 / 5%	1 / 4%	1 / 1%	3 / 5%	1 / 3%	–	–	1 / 3%	4 / 4%	1 / 18%	–	–	4 / 3%	1 / 4%
Appreciation	3 / 2%	1 / 2%	1 / 2%	–	1 / 6%	–	3 / 3%	–	2 / 2%	1 / 1%	0 / 1%	–	0 / 1%	1 / 4%	1 / 1%	–	1 / 8%	0 / 1%	3 / 2%	–
Subnet: Curiosity	10 / 6%	1 / 2%	3 / 5%	5 / 13%	1 / 6%	5 / 6%	5 / 5%	–	6 / 7%	4 / 7%	4 / 11%	–	3 / 5%	3 / 11%	5 / 5%	–	1 / 5%	4 / 9%	10 / 7%	–
Curiosity/makes me want to know more	7 / 4%	–	2 / 3%	4 / 11%	1 / 6%	3 / 4%	4 / 5%	–	5 / 6%	2 / 3%	3 / 8%	–	2 / 4%	2 / 8%	4 / 4%	–	1 / 5%	2 / 5%	7 / 5%	–
Interest	5 / 3%	1 / 2%	2 / 3%	2 / 4%	–	3 / 4%	2 / 2%	–	3 / 3%	2 / 3%	2 / 5%	–	1 / 2%	2 / 7%	2 / 2%	–	1 / 5%	2 / 4%	5 / 3%	–
Good ad/concept	10 / 6%	4 / 8%	5 / 8%	–	0 / 3%	5 / 6%	5 / 5%	1 / 4%	7 / 9%	2 / 3%	4 / 10%	1 / 4%	4 / 8%	1 / 4%	8 / 8%	–	1 / 6%	1 / 2%	7 / 5%	3 / 11%
Happiness	10 / 6%	1 / 2%	8 / 11% D	1 / 2%	1 / 6%	8 / 10%	3 / 3%	2 / 7%	5 / 6%	3 / 5%	3 / 7%	1 / 5%	3 / 5%	3 / 10%	7 / 6%	–	1 / 8%	2 / 5%	9 / 6%	1 / 4%
Positive	3 / 2%	–	2 / 3%	1 / 2%	0 / 3%	1 / 2%	2 / 2%	2 / 8%	0 / *%	1 / 1%	1 / 3%	0 / 1%	2 / 4%	–	1 / 1%	1 / 18%	–	1 / 2%	3 / 2%	–
Hopeful/relief	3 / 2%	–	3 / 5%	–	–	3 / 4%	–	–	1 / 1%	2 / 3%	1 / 3%	1 / 4%	–	1 / 4%	2 / 2%	–	–	1 / 3%	2 / 2%	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.

ENVIRONICS
RESEARCH

B1.　　What emotion are you feeling after seeing the ad?
　　　　Concept 1

	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	REGION					**GENDER**		**AGE**			**INCOME**				**EMPLOYMENT**				**BIRTH COUNTRY**	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Satisfaction	3 2%	-	1 2%	2 4%	-	1 1%	2 2%	1 4%	1 1%	1 1%	1 2%	1 4%	1 2%	-	2 2%	-	-	1 2%	3 2%	-
Surprised	3 2%	3 5%	-	-	-	-	3 3%	-	3 3%	-	-	3 9%	-	-	3 3%	-	-	-	3 2%	-
Easy to read ad	2 1%	1 2%	1 2%	-	-	-	2 2%	1 4%	-	1 1%	1 2%	1 4%	-	-	1 1%	-	-	1 2%	2 1%	-
NET: NEGATIVE	28 16%	11 19%	12 18%	3 7%	3 26% D	7 9%	22 22% F	3 9%	12 15%	14 22%	5 14%	4 13%	10 17%	5 18%	15 15%	-	5 26%	8 19%	25 18%	2 8%
Sad	9 5%	3 5%	4 7%	1 2%	1 10%	2 3%	7 7%	1 5%	5 7%	2 3%	2 6%	3 9%	1 2%	3 10%	6 6%	-	2 10%	1 2%	8 6%	1 4%
Dislike being thanked for serving/helping a loved one	6 3%	3 5%	2 3%	-	1 10%	0 *%	6 6%	-	1 2%	4 7%	1 4%	-	4 7%	0 1%	4 4%	-	0 2%	2 4%	6 4%	-
Unconcerned/not relatable	5 3%	3 5%	1 2%	1 2%	-	-	5 5%	1 4%	1 1%	3 4%	-	-	2 4%	-	2 2%	-	-	3 6%	5 3%	-
Confusing/not informative/not clear enough	3 2%	-	2 3%	1 2%	0 3%	2 3%	1 1%	-	-	3 5%	1 2%	-	1 2%	1 4%	1 1%	-	1 5%	1 3%	3 2%	-
Annoyed	3 2%	2 3%	1 2%	-	-	-	3 3%	-	3 4%	-	-	1 4%	2 3%	-	1 1%	-	2 10%	-	2 1%	1 4%
Not too appealing/ does not attract attention	2 1%	1 2%	1 2%	-	-	2 3%	-	-	1 1%	1 1%	-	-	-	1 4%	1 1%	-	-	1 2%	1 1%	-
Overwhelmed	0 *%	-	-	-	0 3%	-	0 *%	-	0 *%	-	0 1%	-	-	-	-	-	-	0 1%	0 *%	-

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

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 53%	14 48%	36 52%	26 51%	15 65%	0 22%	89 53%	12 46%	59 51%	21 63%	51 52%	37 55%	12 53%	76 54%	17 54%	64 52%	25 63%	53 51%	14 45%
Subnet Informed	26 15%	2 8%	10 14%	8 14%	6 25%	-	26 15%	0 1%	15 13%	10 31% H	17 18%	5 8%	6 24%	20 14%	6 20%	14 11%	5 11%	15 14%	6 20%
Government cares/ availability of government programs to assist caregivers	15 8%	2 7%	5 7%	3 6%	5 20%	-	15 9%	0 1%	9 8%	5 14%	11 12%	3 4%	3 11%	12 9%	2 5%	8 6%	4 9%	11 11%	-
Informed	5 3%	0 1%	1 2%	4 7%	-	-	5 3%	0 1%	2 2%	3 8%	-	3 4%	-	5 4%	-	5 4%	1 3%	0 *%	4 12% R
Relatable/that I might qualify	3 2%	-	2 3%	1 2%	-	-	3 2%	-	3 3%	-	3 3%	-	-	3 2%	2 5%	1 1%	-	2 2%	1 4%
Helpful/help is available	3 2%	-	2 3%	-	1 5%	-	3 2%	-	-	3 9%	3 3%	-	3 13%	-	3 9%	-	-	2 2%	1 4%
Subnet: Compassion	20 12%	7 22% C	4 6%	5 9%	5 20%	-	18 11%	5 19%	12 10%	4 11%	12 13%	8 12%	1 5%	19 14%	3 9%	15 12%	7 18%	11 11%	2 7%
Compassion/that we are there for them	10 6%	3 10%	2 3%	1 2%	4 16%	-	7 4%	3 11%	6 5%	1 3%	6 6%	4 6%	-	10 7%	2 7%	7 6%	4 9%	5 5%	1 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.

ENVIRONICS
RESEARCH

B1.   What emotion are you feeling after seeing the ad?
       Concept 1

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Empathy	7 4%	1 3%	1 1%	4 8%	1 4%	-	7 4%	2 8%	5 4%	-	5 5%	2 3%	1 5%	6 4%	1 3%	5 4%	1 2%	5 5%	1 4%
Gentle/kind	4 2%	3 9% C	1 2%	-	-	-	4 2%	-	1 1%	3 8%	1 1%	3 4%	-	4 3%	-	4 3%	3 7%	1 1%	-
Subnet: Gratitude	18 10%	2 8%	10 14%	4 8%	1 5%	-	18 10%	2 8%	11 10%	4 12%	8 8%	10 15%	3 12%	13 10%	3 11%	11 9%	6 16%	10 10%	1 4%
Gratefulness/gratitude	10 6%	1 4%	5 7%	3 6%	1 5%	-	10 6%	1 5%	6 5%	3 9%	5 5%	6 8%	3 12%	7 5%	3 11%	4 3%	4 9%	6 6%	0 1%
Being recognized for my efforts	5 3%	-	4 6%	1 2%	-	-	5 3%	1 3%	4 4%	-	2 2%	3 4%	-	5 4%	-	5 4%	2 5%	3 3%	-
Appreciation	3 2%	1 4%	1 2%	-	-	-	3 2%	0 1%	1 1%	1 3%	1 1%	1 2%	-	2 1%	0 1%	2 2%	0 1%	1 1%	1 4%
Subnet: Curiosity	10 6%	1 3%	4 6%	4 8%	1 6%	-	10 6%	1 3%	8 7%	2 5%	6 6%	4 6%	2 8%	8 6%	3 8%	8 6%	1 2%	7 7%	2 8%
Curiosity/makes me want to know more	7 4%	-	4 6%	3 6%	0 2%	-	7 4%	-	6 5%	2 5%	5 5%	2 3%	1 4%	6 5%	2 5%	6 5%	-	6 6%	1 4%
Interest	5 3%	1 3%	1 1%	2 4%	1 5%	-	5 3%	1 3%	3 3%	1 3%	2 2%	3 4%	2 8%	3 2%	1 3%	4 3%	1 2%	2 2%	2 7%
Good ad/concept	10 6%	1 4%	4 6%	4 7%	1 5%	-	10 6%	2 8%	5 5%	3 8%	4 4%	3 5%	-	10 7%	1 3%	9 7%	3 7%	4 4%	3 10%
Happiness	10 6%	1 5%	3 5%	3 6%	2 9%	0 22%	10 6%	1 6%	6 5%	3 9%	5 5%	4 6%	1 4%	7 5%	2 7%	8 6%	3 8%	5 5%	1 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.

B1.   What emotion are you feeling after seeing the ad?
       Concept 1

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Positive	3 2%	-	-	3 7%	-	-	3 2%	-	3 3%	-	-	3 5%	-	3 2%	1 3%	2 2%	-	3 3%	-
Hopeful/relief	3 2%	-	2 3%	-	1 5%	-	3 2%	-	2 2%	1 3%	3 3%	-	1 5%	2 2%	1 3%	2 2%	1 3%	1 1%	1 4%
Satisfaction	3 2%	1 3%	2 3%	-	-	-	3 2%	-	2 2%	1 3%	3 3%	-	1 5%	2 1%	1 3%	2 2%	1 2%	2 2%	-
Surprised	3 2%	-	3 4%	-	-	-	3 2%	-	3 2%	-	3 3%	-	-	3 2%	-	-	3 7%	-	-
Easy to read ad	2 1%	-	2 3%	-	-	-	2 1%	1 4%	1 1%	-	-	2 3%	-	2 1%	-	2 2%	2 5%	-	-
NET: NEGATIVE	28 16%	4 12%	14 20%	7 14%	3 15%	0 22%	28 17%	4 15%	21 18%	4 11%	17 18%	11 15%	1 4%	27 19% M	6 18%	21 17%	3 7%	21 20%	5 16%
Sad	9 5%	1 4%	3 5%	4 8%	-	0 22%	9 5%	-	8 7%	1 3%	6 6%	3 4%	-	9 6%	-	8 7%	2 5%	5 5%	1 5%
Dislike being thanked for serving/helping a loved one	6 3%	1 5%	4 5%	0 1%	0 2%	-	6 3%	1 4%	4 4%	0 1%	4 5%	1 2%	-	6 4%	0 1%	6 5%	0 1%	4 4%	1 4%
Unconcerned/not relatable	5 3%	-	3 4%	1 2%	1 4%	-	5 3%	1 3%	4 3%	-	4 4%	1 2%	-	5 3%	4 12% P	1 1%	-	5 4%	-
Confusing/not informative/not clear enough	3 2%	-	1 1%	1 5%	1 2%	-	3 2%	-	3 3%	-	2 2%	1 2%	-	3 2%	-	3 3%	0 1%	2 2%	1 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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Annoyed	3 2%	-	2 3%	-	1 5%	-	3 2%	2 7%	-	1 3%	-	3 4%	-	3 2%	2 6%	1 1%	-	2 2%	1 4%
Not too appealing/ does not attract attention	2 1%	1 3%	1 2%	-	-	-	2 1%	-	1 1%	1 3%	1 1%	1 2%	1 4%	1 1%	-	2 2%	-	2 2%	-
Overwhelmed	0 *%	-	0 1%	-	-	-	0 *%	-	-	0 1%	0 *%	-	-	0 *%	-	-	-	0 *%	-
Other	3 2%	-	1 2%	2 3%	-	-	3 2%	-	2 2%	1 3%	1 1%	2 3%	-	1 1%	-	3 2%	-	-	3 10%
Nothing/no emotions	54 31%	12 40%	20 29%	17 32%	5 21%	1 56%	52 31%	10 39%	35 30%	9 27%	29 30%	19 29%	10 44%	39 27%	9 28%	37 30%	14 34%	31 30%	9 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.

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 62%	100 61%	126 64% D	62 53%	28 78% BCD	135 61%	181 62%	50 55%	147 63%	118 63%	71 65%	60 60%	82 59%	63 68%	175 60%	19 55%	35 68%	86 66%	252 61%	56 66%
Strongly agree ..5	129 25%	44 27% D	54 28% D	17 14%	14 40% CD	54 24%	75 26%	15 17%	61 26%	53 28% H	32 29%	25 25%	26 19%	24 25%	63 22%	11 31%	13 25%	42 32% O	110 26%	14 17%
Somewhat agree ..4	187 36%	56 34%	71 37%	45 38%	14 39%	82 37%	105 36%	35 39%	86 37%	66 35%	39 36%	35 35%	56 40%	40 42%	112 38%	8 24%	22 43%	43 34%	142 34%	42 49% S
Neither agree nor disagree ..3	87 17%	20 12%	32 17%	29 25% B	5 15%	35 16%	52 18%	15 17%	41 17%	31 16%	19 18%	17 17%	26 18%	16 17%	47 16%	6 17%	9 17%	23 18%	71 17%	14 16%
Somewhat disagree ..2	67 13%	25 15% E	22 11%	18 15% E	2 6%	30 14%	36 12%	15 17%	30 13%	21 11%	11 10%	16 16% N	20 15% N	5 6%	40 13%	5 14%	7 13%	16 12%	55 13%	12 14%
Strongly disagree ..1	43 8%	19 12% E	15 8% E	9 8% E	0 1%	19 9%	24 8%	10 11%	15 6%	19 10%	8 7%	7 7%	12 8%	10 10%	32 11% QR	5 14%	1 2%	6 4%	36 9%	3 4%
BOTTOM 2 BOX	110 21%	44 27% E	37 19% E	27 23% E	2 7%	49 22%	61 21%	25 28%	45 19%	40 21%	19 17%	23 23%	32 23%	15 16%	71 24%	10 28%	8 15%	21 16%	91 22%	15 18%

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 62%	58 65%	123 58%	98 66%	36 57%	6 49%	304 62%	37 45%	199 62% H	80 72% H	189 60%	111 64%	46 75% N	244 59%	54 60%	230 63%	96 81% RS	154 54%	67 60%
Strongly agree ..5	129 25%	21 24%	56 26%	38 26%	14 22%	4 38%	122 25%	14 17%	74 23%	41 37% HI	78 25%	44 25%	24 40% N	98 24%	24 27%	93 25%	54 45% RS	51 18%	24 22%
Somewhat agree ..4	187 36%	37 41%	67 32%	60 41%	22 36%	1 11%	183 37% F	23 28%	125 39%	39 35%	111 35%	67 38%	22 36%	146 35%	30 33%	137 37%	42 35%	103 36%	42 38%
Neither agree nor disagree ..3	87 17%	12 13%	39 18%	21 14%	15 24%	2 19%	84 17%	18 22%	58 18%	12 11%	49 16%	31 18%	6 10%	74 18%	16 18%	60 16%	15 12%	50 18%	22 20%
Somewhat disagree ..2	67 13%	10 12%	32 15%	18 12%	6 9%	2 15%	65 13%	21 26% IJ	31 10%	15 14%	43 14%	23 13%	7 11%	54 13%	11 12%	46 12%	7 6%	42 15% Q	18 16% Q
Strongly disagree ..1	43 8%	8 9%	18 9%	11 7%	6 9%	2 17%	40 8%	6 7%	33 10% J	4 4%	32 10% L	9 5%	2 3%	40 10% M	8 9%	30 8%	1 1%	38 13% QS	4 4%
BOTTOM 2 BOX	110 21%	19 21%	50 24%	29 20%	12 19%	4 33%	105 21%	27 33% IJ	64 20%	19 17%	76 24%	32 18%	9 14%	94 23%	19 21%	76 21%	8 7%	80 28% Q	22 20% 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.

	Total	REGION West	REGION ON	REGION QC	REGION Atl	GENDER Male	GENDER Female	AGE 18-34	AGE 35-54	AGE 55+	INCOME <$40K	INCOME $40K-<$60K	INCOME $60K-<$100K	INCOME $100K+	EMPLOYMENT FT/Self Empl	EMPLOYMENT PT	EMPLOYMENT Not Employed	EMPLOYMENT Retired	BIRTH COUNTRY Canada	BIRTH COUNTRY Other
	(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 56%	92 56%	116 59% D	53 45%	25 69% D	118 53%	168 57%	48 53%	134 57%	104 55%	71 64% L	46 46%	78 56%	55 59%	157 54%	14 39%	34 66% P	78 60%	227 55%	50 59%
Strongly agree ..5	117 23%	39 24%	51 26% D	16 14%	11 31% D	53 24%	64 22%	14 16%	59 25%	44 23%	28 25%	22 22%	23 17%	25 27%	66 23%	7 20%	11 22%	33 25%	98 24%	14 17%
Somewhat agree ..4	169 33%	52 32%	65 33%	37 32%	14 39%	65 29%	104 35%	34 37%	75 32%	60 32%	43 39% L	24 24%	55 40% L	30 32%	91 31%	7 19%	23 45% P	46 35%	130 31%	36 42%
Neither agree nor disagree ..3	116 23%	32 19%	44 23%	34 29% E	6 16%	52 24%	63 22%	16 18%	61 26%	38 20%	16 15%	26 26% K	37 26% K	22 24%	74 25%	8 22%	10 20%	22 17%	97 24%	17 20%
Somewhat disagree ..2	70 14%	25 15%	19 10%	20 17%	5 13%	33 15%	36 12%	20 22% I	19 8%	31 16% I	13 12%	20 20% N	18 13%	6 6%	36 12%	5 14%	3 7%	25 19% Q	53 13%	15 18%
Strongly disagree ..1	42 8%	15 9% E	15 8% E	11 9% E	1 2%	17 8%	25 9%	7 7%	20 9%	15 8%	10 9%	8 8%	7 5%	10 11%	26 9% R	8 24% R	4 7%	4 3%	36 9%	3 4%
BOTTOM 2 BOX	112 22%	41 25%	35 18%	31 26% E	5 15%	50 23%	62 21%	27 29% I	39 17%	46 25%	23 21%	28 28%	24 17%	17 18%	62 21%	13 38% Q	7 14%	29 22%	89 22%	18 21%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

ENVIRONICS
RESEARCH

B2B.   Please indicate your level of agreement with the following statements about this ad.
Concept 1 - The ad is appealing.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 56%	51 57%	106 50%	95 64% C	34 54%	5 44%	276 56%	35 42%	178 55%	73 67% H	178 57%	93 53%	43 70% N	222 54%	45 50%	211 58%	88 75% RS	140 50%	57 51%
Strongly agree ..5	117 23%	22 25%	48 23%	34 23%	13 21%	1 11%	113 23%	13 16%	66 21%	38 34% HI	73 23%	38 22%	23 38% N	85 21%	23 25%	84 23%	42 36% RS	51 18%	24 22%
Somewhat agree ..4	169 33%	29 33%	58 27%	61 41% C	21 33%	4 33%	163 33%	21 26%	112 35%	35 32%	105 34%	54 31%	20 33%	136 33%	22 25%	127 35%	46 39%	90 32%	33 29%
Neither agree nor disagree ..3	116 23%	18 21%	53 25%	29 19%	15 24%	–	114 23%	27 33% J	73 23%	15 14%	67 21%	42 24%	10 17%	93 22%	24 27%	76 21%	23 19%	64 22%	29 26%
Somewhat disagree ..2	70 14%	13 15%	33 16%	13 9%	11 17%	3 23%	67 14%	14 17%	40 13%	16 14%	42 13%	26 15%	5 8%	61 15%	14 16%	50 14%	3 2%	43 15% Q	23 21% Q
Strongly disagree ..1	42 8%	7 7%	21 10%	12 8%	3 5%	4 33% G	37 8%	6 7%	30 9%	6 5%	27 9%	13 7%	3 5%	36 9%	6 7%	30 8%	4 3%	36 13% QS	2 2%
BOTTOM 2 BOX	112 22%	20 22%	54 25%	24 17%	14 22%	6 56% G	104 21%	20 24%	70 22%	22 20%	69 22%	39 22%	8 13%	98 24% M	20 23%	80 22%	7 6%	79 28% Q	26 23% 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.

ENVIRONICS
RESEARCH

B2C.   Please indicate your level of agreement with the following statements about this ad.
        Concept 1 - The ad is something I personally relate to.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 59%	108 66% D	126 64% D	44 38%	27 76% CD	132 60%	173 59%	47 52%	143 61%	115 61%	66 60%	58 58%	78 56%	65 70%	177 60%	18 50%	30 58%	80 62%	244 59%	54 64%
Strongly agree ..5	114 22%	42 26% D	47 24% D	14 12%	11 32% D	47 21%	68 23%	12 13%	59 25% H	44 23%	29 27%	20 21%	25 18%	21 22%	56 19%	10 27%	16 30%	33 25%	102 25% T	7 9%
Somewhat agree ..4	191 37%	65 40% D	79 41% D	30 26%	16 45% D	86 39%	105 36%	35 38%	84 36%	72 38%	37 34%	37 38%	53 38%	44 47%	121 41% P	8 23%	14 28%	47 36%	143 34%	47 55% S
Neither agree nor disagree ..3	120 23%	32 19%	40 21%	43 37% BCE	5 14%	55 25%	65 22%	25 28%	59 25%	36 19%	25 23%	22 22%	37 26%	17 18%	67 23%	10 29%	12 24%	28 22%	100 24%	17 20%
Somewhat disagree ..2	57 11%	16 10%	15 8%	23 20% BCE	2 5%	22 10%	35 12%	13 14%	22 10%	22 11%	12 11%	14 14%	18 13%	5 6%	31 11%	2 6%	8 15%	15 12%	48 12%	7 8%
Strongly disagree ..1	31 6%	8 5%	14 7%	7 6%	2 5%	11 5%	20 7%	6 7%	9 4%	16 8%	6 6%	6 6%	8 6%	6 6%	18 6%	5 15%	2 3%	6 5%	21 5%	7 8%
BOTTOM 2 BOX	88 17%	25 15%	29 15%	30 26% CE	4 10%	33 15%	55 19%	19 21%	31 13%	37 20%	18 17%	20 20%	25 18%	11 12%	49 17%	7 21%	10 18%	22 17%	69 17%	14 17%

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 59%	51 57%	126 59%	92 62%	36 57%	7 58%	295 60%	30 36%	200 62% H	76 69% H	201 64% L	91 53%	49 80% N	238 58%	56 63%	222 60%	84 70% RS	161 57%	61 54%
Strongly agree ..5	114 22%	23 26%	46 22%	32 21%	13 21%	1 8%	110 22%	10 12%	67 21%	38 34% HI	75 24%	37 21%	28 45% N	79 19%	21 24%	85 23%	42 35% RS	53 19%	20 18%
Somewhat agree ..4	191 37%	28 31%	80 38%	61 41%	22 35%	6 50%	185 37%	20 24%	133 41% H	38 35%	126 40%	55 32%	22 35%	159 39%	35 39%	137 37%	42 35%	108 38%	41 37%
Neither agree nor disagree ..3	120 23%	18 20%	57 27%	27 18%	18 29%	3 27%	112 23%	31 38% IJ	70 22%	19 17%	66 21%	45 26%	8 12%	94 23% M	19 21%	80 22%	21 18%	64 22%	36 32% Q
Somewhat disagree ..2	57 11%	13 15%	20 10%	16 11%	6 9%	2 15%	55 11%	16 20%	31 10%	9 8%	27 9%	27 16% K	3 4%	51 12% M	11 12%	40 11%	7 6%	38 13% Q	11 10%
Strongly disagree ..1	31 6%	7 8%	8 4%	13 9%	3 5%	–	31 6%	5 6%	20 6%	6 6%	20 6%	10 6%	2 3%	28 7%	3 4%	25 7%	7 6%	21 7%	4 3%
BOTTOM 2 BOX	88 17%	20 23%	29 14%	29 20%	9 14%	2 15%	86 17%	21 26%	51 16%	16 14%	47 15%	37 21%	4 7%	80 19% M	14 16%	65 18%	14 12%	59 21% Q	15 13%

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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	372 73%	122 74%	144 74%	78 66%	28 79% D	159 72%	214 73%	64 70%	172 74%	137 72%	78 72%	71 71%	99 71%	74 79%	208 71%	23 66%	40 76%	99 76%	298 72%	66 77%
Strongly agree ..5	169 33%	59 36%	65 33%	30 26%	15 41% D	64 29%	105 36%	24 27%	87 37%	58 31%	37 34%	33 33%	40 28%	32 34%	93 32%	12 35%	15 29%	48 37%	138 33%	25 30%
Somewhat agree ..4	203 40%	63 38%	79 41%	48 41%	14 39%	94 43%	109 37%	39 43%	86 37%	79 42%	41 38%	38 38%	59 42%	42 45%	116 39%	11 32%	24 47%	51 40%	160 39%	41 48%
Neither agree nor disagree ..3	86 17%	21 13%	32 17% E	29 25% BE	2 7%	42 19%	43 15%	17 19%	37 16%	31 17%	16 15%	18 18%	30 21%	11 12%	51 17%	5 14%	7 13%	22 17%	74 18%	10 12%
Somewhat disagree ..2	34 7%	12 7%	12 6%	8 7%	3 8%	9 4%	25 9%	7 8%	11 5%	16 9%	8 7%	9 9%	9 6%	4 4%	19 6%	7 19%	2 4%	7 5%	28 7%	7 8%
Strongly disagree ..1	20 4%	9 6%	6 3%	3 2%	2 6%	10 5%	11 4%	3 3%	13 6%	4 2%	7 7%	2 2%	3 2%	4 5%	15 5% R	0 1%	3 6%	2 1%	14 3%	3 3%
BOTTOM 2 BOX	55 11%	21 13%	18 9%	11 9%	5 14%	19 9%	36 12%	10 11%	24 10%	21 11%	15 14%	12 12%	12 8%	8 9%	34 12%	7 20%	5 10%	9 7%	42 10%	9 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.

ENVIRONICS
RESEARCH

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 73%	63 71%	145 69%	116 78%	47 74%	9 75%	357 72%	50 62%	244 76% H	79 71%	223 71%	135 78%	46 74%	298 72%	60 67%	273 74%	102 86% R	186 66%	85 76%
Strongly agree ..5	169 33%	32 36%	68 32%	51 35%	16 25%	7 64%	159 32%	23 29%	105 33%	41 37%	89 28%	71 41% K	23 37%	135 33%	27 31%	127 35%	63 53% RS	72 25%	35 31%
Somewhat agree ..4	203 40%	31 35%	77 36%	65 44%	31 49%	1 11%	198 40% F	27 33%	139 43%	38 34%	134 43%	65 37%	23 37%	163 40%	33 37%	146 40%	39 33%	114 40%	50 45%
Neither agree nor disagree ..3	86 17%	18 20%	37 17%	20 13%	12 19%	3 25%	83 17%	23 29% IJ	46 14%	16 15%	47 15%	29 17%	14 23%	65 16%	21 23% P	51 14%	13 11%	55 20%	17 15%
Somewhat disagree ..2	34 7%	3 3%	21 10% BE	9 6%	1 2%	–	34 7%	6 7%	22 7%	7 6%	28 9% L	5 3%	2 3%	29 7%	7 7%	26 7%	3 3%	27 10% QS	4 4%
Strongly disagree ..1	20 4%	5 5%	9 4%	4 3%	3 5%	–	19 4%	2 3%	10 3%	8 8%	15 5%	4 2%	–	19 5%	2 2%	18 5%	1 1%	15 5% Q	5 5%
BOTTOM 2 BOX	55 11%	8 9%	30 14%	13 9%	4 7%	–	53 11%	8 10%	32 10%	15 14%	43 14% L	9 5%	2 3%	49 12% M	8 9%	43 12%	4 3%	42 15% Q	9 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.

B2.   Please indicate your level of agreement with the following statements about this ad.
         Concept 1 - Summary Tables: Top 2 Box

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 conveys that there is a credit available for caregivers.	372 73%	122 74%	144 74%	78 66%	28 79% D	159 72%	214 73%	64 70%	172 74%	137 72%	78 72%	71 71%	99 71%	74 79%	208 71%	23 66%	40 76%	99 76%	298 72%	66 77%
This ad catches my attention.	316 62%	100 61%	126 64% D	62 53%	28 78% BCD	135 61%	181 62%	50 55%	147 63%	118 63%	71 65%	60 60%	82 59%	63 68%	175 60%	19 55%	35 68%	86 66%	252 61%	56 66%
The ad is something I personally relate to.	305 59%	108 66% D	126 64% D	44 38%	27 76% CD	132 60%	173 59%	47 52%	143 61%	115 61%	66 60%	58 58%	78 56%	65 70%	177 60%	18 50%	30 58%	80 62%	244 59%	54 64%
The ad is appealing.	286 56%	92 56%	116 59% D	53 45%	25 69% D	118 53%	168 57%	48 53%	134 57%	104 55%	71 64% L	46 46%	78 56%	55 59%	157 54%	14 39%	34 66% P	78 60%	227 55%	50 59%
None of the above	88 17%	27 17%	32 17%	25 21% E	4 10%	39 18%	49 17%	18 20%	41 18%	29 15%	13 12%	20 20% N	34 24% KN	9 9%	56 19%	10 29%	6 12%	15 12%	72 17%	11 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.

B2.   Please indicate your level of agreement with the following statements about this ad.
        Concept 1 – Summary Tables: Top 2 Box

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 conveys that there is a credit available for caregivers.	372 73%	63 71%	145 69%	116 78%	47 74%	9 75%	357 72%	50 62%	244 76% H	79 71%	223 71%	135 78%	46 74%	298 72%	60 67%	273 74%	102 86% R	186 66%	85 76%
This ad catches my attention.	316 62%	58 65%	123 58%	98 66%	36 57%	6 49%	304 62%	37 45%	199 62% H	80 72% H	189 60%	111 64%	46 75% N	244 59%	54 60%	230 63%	96 81% RS	154 54%	67 60%
The ad is something I personally relate to.	305 59%	51 57%	126 59%	92 62%	36 57%	7 58%	295 60%	30 36%	200 62% H	76 69% H	201 64% L	91 53%	49 80% N	238 58%	56 63%	222 60%	84 70% RS	161 57%	61 54%
The ad is appealing.	286 56%	51 57%	106 50%	95 64% C	34 54%	5 44%	276 56%	35 42%	178 55%	73 67% H	178 57%	93 53%	43 70% N	222 54%	45 50%	211 58%	88 75% RS	140 50%	57 51%
None of the above	88 17%	18 21%	32 15%	25 17%	13 20%	2 15%	85 17%	27 33% IJ	40 13%	21 19%	55 18%	24 14%	11 18%	71 17%	14 15%	60 16%	11 9%	61 22% Q	16 14%

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 68%	118 72% D	140 72% D	62 53%	28 77% D	140 63%	208 71%	61 67%	159 68%	128 68%	77 71%	65 66%	86 61%	74 79% M	192 66%	23 67%	40 77%	90 69%	275 67%	64 74%
Very likely ..5	151 29%	57 34% D	62 32% D	19 16%	14 39% D	60 27%	91 31%	25 27%	69 29%	57 30%	37 34% M	31 31%	30 21%	31 34%	80 27%	14 41%	13 25%	44 34%	124 30%	21 24%
Somewhat likely ..4	197 38%	61 37%	78 40%	43 37%	14 39%	80 36%	117 40%	36 40%	90 39%	71 37%	40 36%	34 34%	56 40%	42 45%	113 38%	9 26%	27 51% P	46 36%	152 37%	43 50%
Neither likely nor unlikely ..3	87 17%	23 14%	29 15%	30 26% BCE	5 14%	49 22% G	38 13%	13 14%	50 21% J	24 13%	17 15%	15 15%	30 21%	12 13%	58 20%	6 16%	5 10%	17 13%	75 18%	10 11%
Somewhat unlikely ..2	51 10%	15 9%	17 9%	17 14% E	2 6%	21 10%	29 10%	15 16% I	13 6%	23 12% I	11 10%	16 16% N	15 11%	4 4%	27 9%	4 10%	7 13%	14 11%	40 10%	9 11%
Very unlikely ..1	28 5%	9 6%	9 4%	9 8%	1 3%	10 5%	17 6%	3 3%	12 5%	14 7%	4 4%	4 4%	9 6%	4 4%	16 6%	2 7%	–	9 7%	23 6%	3 4%
BOTTOM 2 BOX	79 15%	24 14%	26 13%	26 22% E	3 9%	32 14%	47 16%	17 19%	25 11%	36 19% I	16 14%	20 20% N	24 17%	8 8%	43 15%	6 17%	7 13%	23 18%	63 15%	12 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.

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 68%	55 61%	144 68%	102 69%	47 74%	9 75%	335 68%	42 51%	226 70% H	79 72% H	218 69%	112 65%	46 75%	280 68%	59 66%	252 69%	94 79% R	180 63%	74 67%
Very likely ..5	151 29%	25 28%	64 30%	43 29%	20 31%	5 42%	143 29%	13 16%	97 30% H	41 37% H	93 30%	48 28%	25 41%	119 29%	24 27%	117 32%	54 46% RS	70 25%	26 24%
Somewhat likely ..4	197 38%	30 34%	80 38%	59 40%	27 43%	4 33%	192 39%	29 35%	130 40%	38 35%	125 40%	64 37%	21 34%	161 39%	34 38%	136 37%	40 34%	109 39%	48 43%
Neither likely nor unlikely ..3	87 17%	13 15%	43 20%	20 13%	10 16%	1 10%	82 17%	24 30% IJ	46 14%	17 15%	51 16%	30 17%	9 15%	65 16%	14 16%	57 16%	15 13%	48 17%	24 22%
Somewhat unlikely ..2	51 10%	12 13%	17 8%	18 12%	4 7%	2 15%	49 10%	12 14%	32 10%	7 7%	29 9%	20 12%	4 6%	43 11%	10 12%	37 10%	7 6%	36 13% Q	9 8%
Very unlikely ..1	28 5%	10 11% C	7 3%	9 6%	2 3%	–	27 6%	4 5%	17 5%	7 6%	16 5%	11 6%	2 4%	23 6%	6 6%	20 5%	3 3%	20 7%	4 4%
BOTTOM 2 BOX	79 15%	21 24% CE	24 12%	27 18%	6 10%	2 15%	77 16%	15 19%	49 15%	14 13%	45 14%	31 18%	6 10%	67 16%	16 18%	57 16%	10 8%	56 20% Q	13 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.

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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 66%	120 73% D	139 71% D	54 46%	26 73% D	142 65%	197 67%	59 65%	161 69%	118 63%	70 64%	61 61%	87 63%	74 79% KLM	198 67%	20 57%	37 72%	83 64%	268 65%	62 73%
Very likely ..5	150 29%	53 32% D	66 34% D	17 14%	14 39% D	58 26%	92 31%	27 30%	70 30%	53 28%	31 28%	32 32%	32 23%	34 36% M	85 29%	11 30%	14 28%	40 31%	129 31% T	15 18%
Somewhat likely ..4	189 37%	67 41%	73 37%	37 32%	12 35%	84 38%	104 36%	32 36%	92 39%	65 34%	39 36%	29 29%	56 40%	40 43%	113 39%	9 27%	23 44%	43 33%	139 34%	47 55% S
Neither likely nor unlikely ..3	95 19%	19 12%	37 19%	33 28% B	7 19%	46 21%	49 17%	17 19%	42 18%	37 19%	24 22%	20 20%	26 18%	12 13%	50 17%	8 23%	9 16%	27 21%	80 19%	13 15%
Somewhat unlikely ..2	51 10%	16 10%	13 7%	20 17% CE	2 5%	19 9%	32 11%	11 12%	18 8%	22 12%	11 10%	13 13% N	20 14% N	4 4%	27 9%	6 17%	6 12%	12 9%	43 10%	7 8%
Very unlikely ..1	28 5%	9 6%	6 3%	11 9% CE	1 3%	13 6%	15 5%	3 4%	12 5%	12 6%	4 4%	6 6%	7 5%	4 4%	18 6%	1 4%	–	8 6%	23 5%	3 3%
BOTTOM 2 BOX	79 15%	25 16%	19 10%	31 26% BCE	3 8%	32 14%	47 16%	15 16%	30 13%	34 18%	16 14%	19 19% N	27 19% N	8 8%	46 16%	7 20%	6 12%	20 15%	66 16%	10 12%

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

	Total	EDUCATION HS or Less	EDUCATION Coll./Tech/Some Univ.	EDUCATION Univ. Grad.	EDUCATION Post Grad	ABORIGINAL Yes	ABORIGINAL No	CAREGIVER TYPE Child Only	CAREGIVER TYPE Spouse/Other Only	CAREGIVER TYPE Both	HAS FINANCIAL EXPENSES Yes	HAS FINANCIAL EXPENSES No	PREVIOUSLY CLAIMED Any	PREVIOUSLY CLAIMED No	HEARD OF NEW CREDIT Yes	HEARD OF NEW CREDIT No	PREFERRED OOH Concept 1	PREFERRED OOH Concept 2	PREFERRED OOH Concept 3
	(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 66%	48 54%	144 68% B	104 70% B	43 69%	8 67%	324 66%	42 51%	219 68% H	78 71% H	215 69%	105 60%	46 75%	267 65%	55 62%	248 68%	89 75% R	174 61%	76 68%
Very likely ..5	150 29%	24 26%	65 30%	40 27%	22 35%	6 50%	141 29%	11 14%	90 28% H	48 44% HI	92 29%	48 28%	28 45% N	115 28%	24 27%	112 30%	52 44% RS	74 26%	23 21%
Somewhat likely ..4	189 37%	24 27%	79 37%	64 43% B	21 34%	2 17%	183 37%	30 37%	129 40% J	30 27%	123 39%	56 33%	18 30%	152 37%	31 35%	136 37%	37 31%	100 35%	53 47% QR
Neither likely nor unlikely ..3	95 19%	20 22%	42 20%	21 14%	12 20%	2 17%	92 19%	22 27%	54 17%	19 17%	56 18%	34 19%	10 17%	75 18%	17 19%	66 18%	17 15%	54 19%	25 22%
Somewhat unlikely ..2	51 10%	13 15%	19 9%	14 9%	4 7%	2 15%	50 10%	15 18% J	29 9%	7 6%	25 8%	24 14%	4 6%	47 11%	10 11%	33 9%	6 5%	39 14% QS	6 6%
Very unlikely ..1	28 5%	8 9%	7 3%	10 7%	3 5%	–	27 6%	3 4%	19 6%	6 5%	17 5%	11 6%	1 2%	23 6%	7 8%	20 5%	7 6%	16 6%	4 4%
BOTTOM 2 BOX	79 15%	21 24% C	26 12%	23 16%	7 12%	2 15%	77 16%	18 22%	48 15%	13 12%	42 13%	35 20%	5 8%	70 17%	17 19%	53 14%	13 11%	55 20% QS	11 10%

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?

	Total	REGION West	ON	QC	Atl	GENDER Male	Female	AGE 18-34	35-54	55+	INCOME <$40K	$40K-<$60K	$60K-<100K	$100K+	EMPLOYMENT FT/Self Empl	PT	Not Employed	Retired	BIRTH COUNTRY Canada	Other
	(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 60%	39 59%	39 61%	20 58%	7 57%	43 59%	61 60%	19 59%	46 59%	40 60%	22 52%	16 49%	32 65%	22 74% L	60 60%	11 70%	8 50%	25 57%	86 60%	15 57%
Subnet: Compassion	35 20%	9 14%	14 22%	11 32% E	1 11%	15 20%	20 20%	6 20%	12 15%	17 26%	10 24%	9 25%	8 15%	6 21%	15 15%	5 32%	1 6%	14 32% Q	30 21%	5 18%
Empathy	20 12%	8 12%	8 12%	4 11%	1 9%	9 12%	12 11%	4 12%	7 8%	10 15%	4 10%	6 19%	4 7%	4 14%	9 9%	4 24%	–	7 16%	17 12%	3 11%
Compassion/that we are there for them	13 7%	1 1%	5 8%	6 18% BE	0 3%	5 7%	8 8%	3 8%	4 6%	6 9%	5 12%	2 6%	3 6%	2 7%	5 5%	1 8%	1 6%	6 13%	12 8%	1 4%
Gentle/kind	2 1%	–	1 2%	1 3%	–	1 2%	1 1%	1 3%	–	1 2%	–	1 3%	1 2%	–	1 1%	–	–	1 2%	2 1%	–
Heart warming	1 1%	–	–	1 3%	–	–	1 1%	–	1 1%	–	1 2%	–	–	–	1 1%	–	–	–	–	1 3%
Subnet Informed	33 19%	16 25%	9 14%	5 16%	2 20%	15 21%	18 17%	8 24%	12 16%	13 19%	4 10%	2 6%	19 37% KLN	5 16%	20 20%	1 8%	5 30%	6 15%	31 21% T	2 7%
Government cares/ availability of government programs to assist caregivers	14 8%	4 6%	8 12%	2 5%	1 9%	9 13%	5 5%	4 13%	6 8%	4 6%	1 3%	1 4%	9 19% K	2 7%	9 9%	1 6%	3 19%	1 2%	14 10%	–
Relatable/that I might qualify	12 7%	9 14% C	1 2%	2 5%	0 3%	5 7%	7 7%	2 6%	4 5%	6 10%	2 5%	1 3%	9 18% KL	–	7 7%	–	0 2%	5 11%	11 8%	1 3%

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

	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Helpful/help is available	6 4%	5 7%	1 2%	1 3%	-	2 3%	4 4%	2 6%	2 3%	3 4%	2 4%	-	-	4 13%	4 4%	-	1 6%	2 4%	6 4%	1 3%
Informed	3 2%	1 1%	-	1 3%	1 9%	-	3 3%	-	2 3%	0 1%	-	-	1 2%	-	1 1%	0 2%	0 2%	-	3 2%	-
Hopeful/relief	13 8%	8 13%	3 5%	1 3%	1 9%	5 7%	8 8%	3 9%	7 10%	3 5%	3 7%	-	4 8%	5 17%	6 6%	1 6%	4 27%	3 7%	13 9%	0 1%
Good ad/concept	12 7%	-	9 14%	3 8%	1 6%	5 7%	7 6%	2 6%	9 11%	1 2%	4 10%	1 3%	4 8%	3 10%	12 12% R	-	-	0 1%	7 5%	5 19%
Subnet: Curiosity -----------------	11 6%	6 10%	1 2%	2 5%	1 11%	4 6%	6 6%	-	9 12% J	1 2%	2 5%	0 1%	5 11%	2 6%	9 9%	1 7%	-	1 2%	11 7%	-
Curiosity/makes me want to know more	8 5%	6 10%	-	1 3%	1 9%	4 6%	4 4%	-	8 11%	-	1 3%	-	5 11%	2 6%	8 8%	1 5%	-	-	8 6%	-
Interest	3 2%	-	1 2%	1 3%	1 6%	-	3 3%	-	1 2%	1 2%	1 3%	0 1%	-	-	1 1%	1 5%	-	1 2%	3 2%	-
Happiness	10 6%	5 8%	3 5%	-	1 9%	6 8%	4 4%	2 6%	3 3%	5 8%	0 1%	2 7%	4 8%	0 1%	6 6%	3 17%	1 7%	-	5 4%	2 7%
Subnet: Gratitude -----------------	7 4%	4 5%	3 5%	-	-	1 2%	6 6%	3 8%	3 4%	1 2%	-	2 6%	3 5%	2 7%	7 7%	-	-	-	7 5%	-
Gratefulness/gratitude	5 3%	3 4%	2 3%	-	-	1 2%	4 4%	3 8%	1 1%	1 2%	-	1 3%	2 4%	2 7%	5 5%	-	-	-	5 3%	-
Being recognized for my efforts	2 1%	1 1%	1 2%	-	-	-	2 2%	-	2 2%	-	-	1 3%	1 2%	-	2 2%	-	-	-	2 1%	-
Positive	5 3%	3 4%	2 3%	-	0 3%	1 2%	4 4%	-	4 5%	1 2%	3 7%	2 6%	-	-	3 3%	-	2 12%	0 1%	4 3%	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.

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

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Satisfaction	1 1%	-	1 2%	-	-	-	1 1%	-	-	1 2%	-	-	-	-	-	-	-	1 2%	1 1%	-
Easy to read ad	1 1%	-	-	1 3%	-	-	1 1%	1 3%	-	-	-	-	1 2%	-	1 1%	-	-	-	-	1 3%
NET: NEGATIVE	31 18%	16 24%	9 14%	4 13%	3 23%	14 20%	17 17%	4 12%	15 19%	13 20%	9 22%	7 20%	9 18%	4 13%	16 16%	4 26%	2 15%	9 22%	26 18%	6 22%
Sad	14 8%	4 6%	5 8%	4 11%	1 11%	7 10%	7 7%	4 12%	6 8%	4 6%	4 11%	3 9%	4 7%	2 7%	7 7%	2 12%	2 12%	3 7%	12 8%	2 8%
Dislike being thanked for serving/helping a loved one	7 4%	6 10%	-	-	0 3%	3 4%	4 4%	-	0 *%	6 10% I	2 4%	-	5 9%	-	2 2%	2 14%	-	3 6%	7 5%	-
Confusing/not informative/not clear enough	4 2%	3 4%	-	1 3%	-	4 5%	-	-	4 5%	-	3 6%	-	1 2%	-	4 4%	-	-	-	1 1%	3 10% S
Feel like I should have been paid all these years	3 2%	2 3%	1 2%	-	-	1 2%	2 2%	-	1 1%	2 3%	-	2 6%	-	1 4%	1 1%	-	-	2 4%	2 1%	1 4%
Exhaustion	1 1%	-	1 2%	0 3%	-	1 1%	-	-	1 1%	0 1%	1 4%	-	-	-	1 1%	-	-	0 1%	1 1%	-
Overwhelmed	1 1%	1 1%	-	0 3%	-	-	1 1%	-	1 2%	-	0 1%	-	-	1 3%	1 1%	-	-	-	1 1%	-
Annoyed	1 1%	-	1 2%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	1 2%	1 1%	-
Unconcerned/not relatable	0 *%	-	-	-	0 3%	-	0 *%	-	0 *%	-	-	0 1%	-	-	-	-	0 2%	-	0 *%	-
Skeptical	0 *%	-	-	-	0 3%	-	0 *%	-	-	0 1%	0 1%	-	-	-	-	-	-	0 1%	0 *%	-

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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% N	31% N	18%	7%	24% P	6%	30%	21%	21%	26%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

ENVIRONICS
RESEARCH

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 60%	19 51%	42 59%	28 63%	16 70%	3 100% G	100 59%	20 66%	57 54%	28 68%	77 67% L	23 45%	14 63%	82 58%	16 61%	80 61%	34 61%	50 63%	20 50%
Subnet: Compassion	35 20%	9 23%	12 16%	9 20%	6 27%	3 100% G	32 19%	10 32%	19 19%	6 15%	23 20%	11 20%	1 4%	31 22% M	4 16%	27 21%	9 17%	19 24%	7 17%
Empathy	20 12%	3 8%	8 10%	8 18%	2 10%	3 100% G	17 10%	7 22% J	12 12%	1 4%	13 11%	6 12%	-	19 14%	-	18 13%	4 7%	11 13%	6 15%
Compassion/that we are there for them	13 7%	4 10%	4 6%	1 2%	4 17%	-	13 8%	3 10%	6 6%	4 9%	9 7%	4 8%	1 4%	11 8%	4 16%	8 6%	5 9%	7 9%	1 2%
Gentle/kind	2 1%	1 3%	-	1 2%	-	-	2 1%	-	2 2%	-	2 2%	-	-	2 1%	-	2 1%	-	2 2%	-
Heart warming	1 1%	1 2%	-	-	-	-	1 1%	-	-	1 2%	1 1%	-	-	-	-	1 1%	1 2%	-	-
Subnet Informed	33 19%	8 20%	12 16%	9 21%	4 18%	1 38%	31 18%	4 14%	20 19%	8 21%	25 21%	7 13%	6 27%	22 16%	3 13%	27 20%	14 25%	13 17%	5 14%
Government cares/ availability of government programs to assist caregivers	14 8%	3 8%	7 10%	4 8%		-	14 8%	3 10%	6 6%	5 12%	12 10%	2 4%	3 11%	9 7%	1 3%	11 8%	4 7%	6 7%	4 11%
Relatable/that I might qualify	12 7%	4 10%	3 4%	2 4%	4 17%	1 38%	11 7%	-	9 9%	3 7%	7 6%	4 7%	4 16%	9 6%	1 3%	11 8%	7 13%	5 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.

(Continued)

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Helpful/help is available	6 / 4%	2 / 5%	1 / 1%	4 / 9%	–	–	6 / 4%	–	5 / 5%	1 / 3%	6 / 5%	1 / 2%	–	5 / 3%	1 / 3%	6 / 4%	3 / 5%	3 / 4%	1 / 2%
Informed	3 / 2%	–	0 / *%	2 / 5%	0 / 2%	–	2 / 1%	1 / 4%	1 / 1%	0 / 1%	2 / 1%	1 / 2%	–	2 / 1%	1 / 3%	2 / 2%	–	3 / 4%	–
Hopeful/relief	13 / 8%	2 / 6%	5 / 6%	5 / 10%	2 / 9%	–	12 / 7%	6 / 19% J	7 / 7%	1 / 2%	9 / 8%	3 / 6%	1 / 5%	12 / 9%	2 / 7%	10 / 8%	2 / 3%	10 / 13% QS	1 / 3%
Good ad/concept	12 / 7%	–	6 / 8%	3 / 7%	3 / 14%	–	12 / 7%	1 / 4%	7 / 7%	4 / 10%	12 / 10% L	0 / 1%	4 / 18%	7 / 5%	3 / 12%	9 / 7%	3 / 5%	4 / 6%	4 / 11%
Subnet: Curiosity	11 / 6%	1 / 4%	6 / 8%	1 / 2%	3 / 12%	–	11 / 6%	–	10 / 9%	1 / 2%	5 / 4%	5 / 11%	3 / 12%	8 / 6%	2 / 9%	8 / 6%	4 / 7%	4 / 5%	3 / 7%
Curiosity/makes me want to know more	8 / 5%	0 / 1%	4 / 6%	1 / 2%	3 / 12%	–	8 / 5%	–	8 / 8%	0 / 1%	4 / 3%	4 / 8%	3 / 12%	6 / 4%	–	8 / 6%	4 / 6%	2 / 3%	3 / 7%
Interest	3 / 2%	1 / 4%	1 / 2%	–	–	–	3 / 2%	–	2 / 2%	1 / 2%	2 / 1%	1 / 2%	–	3 / 2%	2 / 9%	0 / *%	0 / 1%	2 / 2%	0 / 1%
Happiness	10 / 6%	2 / 6%	6 / 9%	0 / 1%	1 / 4%	–	10 / 6%	–	2 / 2%	7 / 18% I	9 / 7%	1 / 2%	2 / 10%	7 / 5%	0 / 1%	8 / 6%	5 / 9%	4 / 6%	0 / 1%
Subnet: Gratitude	7 / 4%	1 / 2%	4 / 6%	1 / 2%	1 / 4%	1 / 30%	6 / 4%	–	5 / 4%	1 / 5%	7 / 6%	–	2 / 9%	4 / 3%	1 / 4%	5 / 4%	1 / 2%	4 / 5%	2 / 5%
Gratefulness/gratitude	5 / 3%	1 / 2%	3 / 4%	1 / 2%	–	1 / 30%	4 / 2%	–	4 / 4%	1 / 3%	5 / 4%	–	1 / 5%	3 / 2%	–	4 / 3%	1 / 2%	2 / 2%	2 / 5%
Being recognized for my efforts	2 / 1%	–	1 / 1%	–	1 / 4%	–	2 / 1%	–	1 / 1%	1 / 3%	2 / 2%	–	1 / 4%	1 / 1%	1 / 4%	1 / 1%	–	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.

ENVIRONICS
RESEARCH

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

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
| | | HS or Less | Coll./ Tech/ Some Univ. | Univ. Grad. | Post Grad | Yes | No | Child Only | Spouse/ Other Only | Both | Yes | No | Any | No | Yes | No | Concept 1 | Concept 2 | Concept 3 |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Positive	5 3%	-	4 5%	1 2%	0 2%	-	5 3%	2 6%	1 1%	2 5%	5 4%	0 1%	1 4%	4 3%	2 8%	3 2%	1 2%	4 5%	-
Satisfaction	1 1%	-	-	-	1 5%	-	1 1%	1 4%	-	-	-	1 2%	-	1 1%	-	1 1%	1 2%	-	-
Easy to read ad	1 1%	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 1%	-	-	1 2%
NET: NEGATIVE	31 18%	11 30%	13 18%	5 11%	3 11%	-	31 18%	3 10%	19 18%	9 23%	16 14%	12 24%	4 17%	26 19%	4 14%	25 19%	7 12%	14 17%	11 28%
Sad	14 8%	4 10%	6 9%	3 6%	1 6%	-	14 8%	2 8%	9 9%	3 7%	7 6%	4 8%	4 17%	10 7%	2 8%	11 8%	1 3%	6 7%	7 18%
Dislike being thanked for serving/helping a loved one	7 4%	5 12%	2 3%	-	-	-	6 4%	-	4 4%	3 7%	2 2%	5 9% K	-	6 5%	0 1%	6 5%	2 3%	5 6%	-
Confusing/not informative/not clear enough	4 2%	-	4 5%	-	-	-	4 2%	-	1 1%	3 6%	4 3%	-	-	4 3%	-	4 3%	-	1 1%	3 7%
Feel like I should have been paid all these years	3 2%	2 5%	-	1 2%	-	-	3 2%	-	2 2%	1 3%	1 1%	2 4%	-	3 2%	-	2 1%	2 3%	-	1 3%
Exhaustion	1 1%	-	1 1%	0 1%	-	-	1 1%	-	1 1%	-	-	1 3%	-	1 1%	0 1%	1 1%	0 1%	1 1%	-
Overwhelmed	1 1%	-	0 *%	1 2%	-	-	1 1%	1 3%	0 *%	-	1 1%	0 1%	-	1 1%	1 3%	0 *%	0 1%	1 1%	-
Annoyed	1 1%	-	-	-	1 5%	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	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.

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unconcerned/not relatable	0 *%	0 1%	-	-	-	-	0 *%	-	0 *%	-	-	0 1%	-	0 *%	-	0 *%	-	0 *%	-
Skeptical	0 *%	0 1%	-	-	-	-	0 *%	-	0 *%	-	-	0 1%	-	0 *%	-	0 *%	-	-	0 1%
Other	5 3%	-	2 3%	3 7%	-	-	5 3%	1 3%	3 3%	1 3%	3 3%	2 4%	-	5 4%	1 4%	4 3%	1 2%	4 5%	-
Nothing/no emotions	38 22%	7 19%	18 24%	9 19%	5 24%	-	37 22%	6 20%	28 27% J	4 11%	23 20%	15 28%	4 20%	31 22%	6 23%	27 20%	14 26%	14 18%	10 24%

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.

B5A. Please indicate your level of agreement with the following statements about this ad.
      Concept 2 - This ad catches my attention.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 78%	118 72%	160 82%	92 78%	30 84% B	170 77%	231 79%	66 73%	182 78%	153 81%	90 82%	78 78%	106 76%	76 82%	226 77%	24 70%	43 82%	106 82%	331 80%	61 72%
Strongly agree ..5	199 39%	63 38%	88 45% D	33 28%	15 43% D	87 40%	111 38%	23 26%	93 40% H	82 44% H	38 34%	37 37%	54 39%	44 47%	115 39%	10 30%	16 30%	58 44%	167 40%	26 31%
Somewhat agree ..4	202 39%	55 34%	73 37%	59 50% BC	15 42%	82 38%	120 41%	43 47%	89 38%	70 37%	52 48%	41 41%	52 37%	32 35%	111 38%	14 40%	27 52%	48 37%	164 40%	35 41%
Neither agree nor disagree ..3	79 15%	32 19%	24 12%	20 17%	4 10%	38 17%	41 14%	20 22% J	39 17%	21 11%	15 14%	16 16%	22 16%	12 12%	45 15%	7 21%	8 15%	18 14%	61 15%	16 19%
Somewhat disagree ..2	22 4%	9 6%	6 3%	4 4%	2 6%	9 4%	13 4%	4 5%	10 4%	7 4%	5 4%	1 1%	6 4%	6 6% L	17 6%	2 5%	1 2%	2 2%	12 3%	7 8%
Strongly disagree ..1	11 2%	6 3%	4 2%	1 1%	–	3 1%	8 3%	1 1%	2 1%	8 4% I	–	5 5%	5 4%	–	6 2%	1 3%	–	4 3%	9 2%	1 1%
BOTTOM 2 BOX	33 6%	15 9%	11 6%	5 5%	2 6%	12 6%	21 7%	5 6%	12 5%	15 8%	5 4%	6 6%	11 8%	6 6%	23 8%	3 8%	1 2%	6 5%	21 5%	8 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.

B5A.　Please indicate your level of agreement with the following statements about this ad.
Concept 2 – This ad catches my attention.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 78%	68 76%	173 82%	116 79%	43 68%	9 77%	388 79%	50 61%	260 81% H	90 82% H	247 79%	137 79%	48 78%	318 77%	73 81%	282 77%	85 72%	237 84% QS	78 70%
Strongly agree ..5	199 39%	36 40%	89 42%	51 34%	24 37%	4 31%	192 39%	25 31%	124 39%	49 45%	127 41%	61 35%	30 48%	155 38%	38 42%	141 38%	42 36%	121 43%	36 32%
Somewhat agree ..4	202 39%	32 36%	85 40%	66 44%	20 31%	5 45%	196 40%	24 30%	137 43%	41 37%	120 38%	76 44%	18 30%	163 40%	35 39%	141 39%	43 37%	116 41%	43 38%
Neither agree nor disagree ..3	79 15%	16 18%	31 15%	20 13%	12 19%	3 23%	76 15%	24 30% IJ	38 12%	17 15%	43 14%	28 16%	8 14%	66 16%	15 17%	57 16%	20 17%	34 12%	26 23% R
Somewhat disagree ..2	22 4%	–	6 3%	10 6%	7 11%	–	19 4%	6 7%	15 5%	2 2%	19 6% L	3 2%	4 7%	18 4%	2 2%	19 5%	8 7%	6 2%	8 7%
Strongly disagree ..1	11 2%	6 6% CD	2 1%	2 1%	1 2%	–	11 2%	2 2%	8 2%	1 1%	5 2%	5 3%	1 2%	10 2%	–	9 2%	5 4%	6 2%	–
BOTTOM 2 BOX	33 6%	6 6%	8 4%	12 8%	8 13%	–	30 6%	7 9%	23 7%	3 3%	24 8%	8 5%	5 8%	28 7%	2 2%	28 8% O	13 11%	12 4%	8 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.

B5B.   Please indicate your level of agreement with the following statements about this ad.
        Concept 2 - The ad is appealing.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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	388 76%	114 70%	155 79%	92 78%	27 75%	167 76%	221 75%	61 67%	182 78%	145 77%	87 79%	74 74%	103 74%	73 79%	222 76%	25 72%	40 76%	98 76%	320 77%	60 70%
Strongly agree ..5	175 34%	62 38% D	70 36% D	28 23%	15 43% D	72 33%	103 35%	21 24%	81 35%	73 39% H	34 31%	36 36%	46 33%	33 35%	105 36%	8 24%	14 27%	48 37%	148 36%	23 27%
Somewhat agree ..4	213 42%	52 32%	84 43%	65 55% BCE	12 33%	96 44%	118 40%	39 43%	101 43%	73 38%	53 48%	38 38%	57 41%	41 43%	118 40%	17 48%	25 49%	51 39%	172 42%	36 43%
Neither agree nor disagree ..3	83 16%	27 17%	29 15%	19 16%	8 22%	37 17%	46 16%	21 23% J	41 18%	21 11%	17 15%	19 19%	23 17%	13 14%	45 15%	8 22%	11 21%	19 15%	68 17%	12 15%
Somewhat disagree ..2	33 6%	18 11% CE	8 4%	6 5%	1 2%	13 6%	20 7%	8 8%	6 3%	19 10% I	5 5%	6 6%	11 8%	7 8%	18 6%	1 3%	1 2%	12 10% Q	20 5%	12 15% S
Strongly disagree ..1	9 2%	5 3%	3 2%	1 1%	0 1%	3 1%	6 2%	1 2%	4 2%	4 2%	1 1%	1 1%	3 2%	-	8 3%	1 3%	-	-	5 1%	1 1%
BOTTOM 2 BOX	42 8%	23 14% CE	11 6%	7 6%	1 3%	16 7%	26 9%	9 10%	10 4%	23 12% I	6 6%	7 7%	13 10%	7 8%	26 9% Q	2 6%	1 2%	12 10% Q	26 6%	14 16% 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.

B5B. Please indicate your level of agreement with the following statements about this ad.
      Concept 2 - The ad is appealing.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	388 76%	62 70%	167 79%	115 78%	44 69%	11 92%	372 75%	48 58%	249 78% H	91 83% H	243 77%	127 73%	48 78%	307 75%	73 81%	272 74%	78 66%	235 83% QS	76 68%
Strongly agree ..5	175 34%	30 34%	75 36%	48 32%	21 34%	3 24%	169 34%	25 31%	102 32%	48 43%	112 36%	53 31%	29 47%	134 33%	35 39%	123 34%	36 30%	108 38%	31 28%
Somewhat agree ..4	213 42%	32 36%	92 43%	67 45%	22 35%	8 69%	203 41%	22 28%	147 46% H	44 40%	131 42%	74 43%	19 31%	173 42%	37 42%	149 41%	43 36%	126 45%	44 40%
Neither agree nor disagree ..3	83 16%	19 21%	34 16%	16 11%	14 21%	1 8%	82 17%	25 30% IJ	45 14%	13 12%	41 13%	37 21% K	9 14%	68 17%	13 14%	61 17%	25 21%	32 11%	26 24% R
Somewhat disagree ..2	33 6%	6 6%	8 4%	16 11% C	3 5%	–	33 7%	7 9%	20 6%	6 5%	23 7%	9 5%	4 6%	29 7%	4 4%	26 7%	12 10%	12 4%	9 8%
Strongly disagree ..1	9 2%	2 2%	3 1%	1 1%	3 4%	–	6 1%	2 2%	7 2%	–	8 2%	0 *% L	1 2%	7 2%	0 *%	8 2%	4 3%	5 2%	0 *%
BOTTOM 2 BOX	42 8%	8 9%	11 5%	17 12% C	6 9%	–	39 8%	9 11%	27 8%	6 5%	30 10%	10 6%	5 8%	36 9%	4 5%	34 9%	16 13% R	17 6%	9 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.

B5C.   Please indicate your level of agreement with the following statements about this ad.
        Concept 2 - The ad is something I personally relate to.

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 67%	99 60%	149 77% BD	67 56%	27 76% BD	143 65%	199 68%	54 60%	156 67%	132 70%	69 63%	68 68%	91 65%	69 74%	196 67%	22 63%	34 65%	88 68%	290 70% T	48 56%
Strongly agree ..5	171 33%	59 36% D	74 38% D	26 22%	13 36% D	71 32%	100 34%	23 25%	78 33%	71 37%	36 33%	35 35%	44 31%	37 40%	103 35%	7 21%	16 30%	45 35%	150 36% T	20 23%
Somewhat agree ..4	171 33%	40 24%	76 39% B	41 35%	15 41% B	72 33%	98 34%	31 34%	79 34%	61 32%	34 31%	32 33%	47 34%	32 34%	93 32%	15 42%	18 35%	43 33%	139 34%	28 33%
Neither agree nor disagree ..3	104 20%	36 22%	29 15%	33 28% C	6 18%	51 23%	53 18%	25 27%	44 19%	35 19%	27 24% N	20 20%	30 21%	12 13%	53 18%	9 26%	10 20%	31 24%	78 19%	20 23%
Somewhat disagree ..2	43 8%	22 13% CE	8 4%	13 11% CE	1 2%	19 9%	24 8%	9 10%	25 11% J	8 4%	10 9%	4 4%	13 9%	8 8%	31 11% R	1 3%	6 11%	6 4%	27 7%	13 15%
Strongly disagree ..1	24 5%	8 5%	9 4%	5 5%	1 4%	7 3%	17 6%	3 3%	8 3%	13 7%	3 3%	8 8%	6 5%	4 5%	13 5%	3 9%	2 4%	5 4%	19 5%	5 6%
BOTTOM 2 BOX	67 13%	30 18% CE	16 8%	19 16% CE	2 6%	26 12%	41 14%	12 13%	33 14%	22 11%	14 12%	12 12%	19 14%	12 13%	44 15% R	4 12%	8 15%	11 8%	46 11%	18 21%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

B5C.   Please indicate your level of agreement with the following statements about this ad.
Concept 2 – The ad is something I personally relate to.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 67%	52 59%	147 69%	102 69%	41 65%	11 97% G	328 66%	37 46%	225 70% H	79 72% H	218 69%	113 65%	46 75%	271 66%	61 69%	244 67%	74 62%	204 72% S	64 57%
Strongly agree ..5	171 33%	30 33%	76 36%	44 30%	22 34%	3 28%	167 34%	17 21%	107 33% H	47 43% H	118 38%	49 28%	36 59% N	124 30%	34 38%	120 33%	41 34%	108 38% S	23 21%
Somewhat agree ..4	171 33%	22 25%	71 34%	58 39% B	19 30%	8 69% G	161 33%	21 25%	118 37%	32 29%	100 32%	64 37%	10 17%	147 36% M	28 31%	123 34%	33 28%	97 34%	41 37%
Neither agree nor disagree ..3	104 20%	20 23%	44 21%	24 16%	17 26%	0 3%	102 21%	26 31% I	55 17%	23 21%	65 21%	27 16%	10 16%	81 20%	18 20%	69 19%	26 22%	46 16%	32 29% R
Somewhat disagree ..2	43 8%	7 7%	16 7%	14 10%	6 9%	–	41 8%	12 14%	25 8%	7 6%	19 6%	23 13% K	1 2%	40 10% M	8 9%	32 9%	11 10%	22 8%	10 9%
Strongly disagree ..1	24 5%	10 12% C	6 3%	8 5%	–	–	24 5%	7 8%	16 5% J	1 1%	12 4%	10 6%	4 6%	20 5%	2 2%	21 6%	7 6%	11 4%	6 5%
BOTTOM 2 BOX	67 13%	17 19%	21 10%	22 15%	6 9%	–	64 13%	18 23% J	41 13%	8 7%	31 10%	33 19% K	5 8%	60 15%	10 11%	53 15%	18 15%	33 12%	16 14%

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.

ENVIRONICS
RESEARCH

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 83%	125 76%	168 86%	98 83%	32 90% B	178 81%	246 84%	71 79%	195 83%	158 84%	89 81%	83 83%	113 81%	79 85%	240 82%	30 86%	42 81%	109 84%	351 85%	65 76%
Strongly agree ..5	228 44%	68 42%	96 49% D	43 37%	20 55% D	90 41%	138 47%	33 37%	108 46%	87 46%	54 49%	48 48%	58 41%	40 42%	125 43%	13 38%	27 53%	62 48%	196 47%	31 36%
Somewhat agree ..4	196 38%	57 35%	71 37%	55 47%	12 35%	89 40%	107 37%	38 42%	87 37%	71 37%	35 32%	35 35%	55 39%	40 42%	115 39%	17 47%	15 28%	47 36%	155 37%	34 40%
Neither agree nor disagree ..3	56 11%	20 12% E	21 11% E	14 12% E	1 4%	29 13%	27 9%	11 12%	24 10%	21 11%	10 10%	15 15%	20 14%	8 8%	36 12% P	1 3%	6 11%	13 10%	44 11%	10 12%
Somewhat disagree ..2	22 4%	12 7%	5 3%	4 4%	1 2%	10 5%	12 4%	5 5%	10 4%	8 4%	8 7%	-	6 4%	4 4%	11 4%	4 11%	3 5%	5 4%	11 3%	10 12% S
Strongly disagree ..1	11 2%	7 4%	1 1%	1 1%	1 4%	3 1%	8 3%	3 3%	5 2%	3 2%	2 2%	2 2%	1 1%	2 2%	7 2%	-	1 2%	3 2%	8 2%	-
BOTTOM 2 BOX	33 6%	19 12% C	6 3%	5 5%	2 6%	13 6%	20 7%	8 9%	15 6%	10 6%	10 9% L	2 2%	7 5%	6 7%	18 6%	4 11%	4 8%	7 6%	19 5%	10 12%

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

	Total	EDUCATION HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	ABORIGINAL Yes	No	CAREGIVER TYPE Child Only	Spouse/ Other Only	Both	HAS FINANCIAL EXPENSES Yes	No	PREVIOUSLY CLAIMED Any	No	HEARD OF NEW CREDIT Yes	No	PREFERRED OOH Concept 1	Concept 2	Concept 3
	(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 83%	72 81%	184 87% E	121 82%	45 71%	11 100% G	408 83%	65 80%	269 84%	89 81%	256 82%	150 87%	52 84%	340 83%	77 86%	300 82%	87 74%	252 89% QS	85 76%
Strongly agree ..5	228 44%	42 48%	106 50% D	54 37%	25 40%	7 58%	220 45%	31 38%	149 46%	48 44%	139 44%	79 46%	34 56%	176 43%	44 49%	165 45%	49 42%	140 49% S	39 35%
Somewhat agree ..4	196 38%	30 34%	78 37%	67 45%	20 31%	5 42%	188 38%	34 42%	120 37%	41 37%	118 37%	71 41%	17 28%	163 40%	34 38%	135 37%	38 32%	112 40%	46 41%
Neither agree nor disagree ..3	56 11%	14 15%	18 9%	16 11%	8 13%	-	56 11%	9 10%	33 10%	15 14%	33 11%	19 11%	8 12%	42 10%	10 11%	39 11%	23 19% R	18 6%	16 14% R
Somewhat disagree ..2	22 4%	1 1%	7 3%	10 7% B	5 8%	-	21 4%	5 7%	11 3%	6 6%	18 6% L	2 1%	2 4%	20 5%	2 2%	17 5%	4 3%	8 3%	11 10% QR
Strongly disagree ..1	11 2%	2 2%	3 1%	1 1%	5 8% CD	-	8 2%	2 3%	9 3%	-	6 2%	3 1%	-	10 2%	0 *%	10 3%	5 4%	6 2%	-
BOTTOM 2 BOX	33 6%	3 3%	9 4%	11 7%	10 16% BC	-	29 6%	8 9%	19 6%	6 6%	25 8% L	5 3%	2 4%	30 7%	2 3%	27 7%	9 7%	14 5%	11 10%

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.

ENVIRONICS
RESEARCH

B5.   Please indicate your level of agreement with the following statements about this ad.
        Concept 2 - Summary Tables: Top 2 Box

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 conveys that there is a credit available for caregivers.	424 83%	125 76%	168 86%	98 83%	32 90% B	178 81%	246 84%	71 79%	195 83%	158 84%	89 81%	83 83%	113 81%	79 85%	240 82%	30 86%	42 81%	109 84%	351 85%	65 76%
This ad catches my attention.	401 78%	118 72%	160 82%	92 78%	30 84% B	170 77%	231 79%	66 73%	182 78%	153 81%	90 82%	78 78%	106 76%	76 82%	226 77%	24 70%	43 82%	106 82%	331 80%	61 72%
The ad is appealing.	388 76%	114 70%	155 79%	92 78%	27 75%	167 76%	221 75%	61 67%	182 78%	145 77%	87 79%	74 74%	103 74%	73 79%	222 76%	25 72%	40 76%	98 76%	320 77%	60 70%
The ad is something I personally relate to.	342 67%	99 60%	149 77% BD	67 56%	27 76% BD	143 65%	199 68%	54 60%	156 67%	132 70%	69 63%	68 68%	91 65%	69 74%	196 67%	22 63%	34 65%	88 68%	290 70% T	48 56%
None of the above	51 10%	25 15% C	13 7%	11 9%	2 7%	25 11%	26 9%	11 13%	22 9%	18 9%	8 7%	10 10%	17 12%	7 7%	30 10%	4 12%	5 10%	12 9%	30 7%	16 18% 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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 conveys that there is a credit available for caregivers.	424 83%	72 81%	184 87% E	121 82%	45 71%	11 100% G	408 83%	65 80%	269 84%	89 81%	256 82%	150 87%	52 84%	340 83%	77 86%	300 82%	87 74%	252 89% QS	85 76%
This ad catches my attention.	401 78%	68 76%	173 82%	116 79%	43 68%	9 77%	388 79%	50 61%	260 81% H	90 82% H	247 79%	137 79%	48 78%	318 77%	73 81%	282 77%	85 72%	237 84% QS	78 70%
The ad is appealing.	388 76%	62 70%	167 79%	115 78%	44 69%	11 92%	372 75%	48 58%	249 78% H	91 83% H	243 77%	127 73%	48 78%	307 75%	73 81%	272 74%	78 66%	235 83% QS	76 68%
The ad is something I personally relate to.	342 67%	52 59%	147 69%	102 69%	41 65%	11 97% G	328 66%	37 46%	225 70% H	79 72% H	218 69%	113 65%	46 75%	271 66%	61 69%	244 67%	74 62%	204 72% S	64 57%
None of the above	51 10%	11 13%	12 6%	16 11%	12 19% C	–	48 10%	14 18%	28 9%	8 8%	32 10%	12 7%	6 9%	40 10%	6 7%	36 10%	23 19% R	16 6%	12 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.

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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 75%	121 74%	149 77%	84 71%	29 80%	163 74%	220 75%	65 72%	172 73%	147 78%	84 76%	72 72%	98 70%	78 83% M	219 75%	25 71%	35 69%	102 78%	315 76%	61 72%
Very likely ..5	191 37%	69 42% D	79 41% D	27 23%	16 45% D	86 39%	105 36%	25 27%	86 37%	80 42% H	37 34%	38 38%	52 37%	42 45%	110 38%	9 26%	18 35%	54 41%	163 40%	24 28%
Somewhat likely ..4	193 38%	52 32%	70 36%	58 49% BCE	13 36%	77 35%	116 40%	40 44%	85 37%	68 36%	46 42%	33 33%	46 33%	36 38%	109 37%	16 46%	18 34%	48 37%	152 37%	38 44%
Neither likely nor unlikely ..3	83 16%	26 16%	32 17%	19 16%	5 15%	36 16%	46 16%	15 17%	44 19%	23 12%	17 16%	20 20%	25 18%	10 11%	50 17%	8 23%	10 19%	15 11%	62 15%	17 20%
Somewhat unlikely ..2	26 5%	7 5%	8 4%	11 9% E	1 2%	10 4%	17 6%	6 7%	12 5%	8 4%	4 3%	3 3%	10 7%	5 5%	16 5%	–	6 11%	5 4%	21 5%	3 3%
Very unlikely ..1	20 4%	9 6%	5 3%	4 4%	1 3%	11 5%	10 3%	4 5%	5 2%	11 6%	5 5%	6 6%	7 5%	1 1%	8 3%	2 6%	1 2%	9 7%	16 4%	4 5%
BOTTOM 2 BOX	46 9%	17 10%	13 7%	15 13% E	2 5%	20 9%	26 9%	10 11%	18 8%	19 10%	9 8%	8 8%	17 12%	6 6%	24 8%	2 6%	7 13%	14 10%	37 9%	7 8%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

ENVIRONICS
RESEARCH

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 75%	60 67%	168 79% B	109 74%	47 74%	11 100% G	365 74%	47 57%	253 79% H	84 76% H	244 78%	124 72%	46 75%	309 75%	67 75%	272 74%	84 70%	223 79%	77 69%
Very likely ..5	191 37%	33 37%	87 41%	46 31%	26 41%	7 63%	181 37%	18 23%	126 39% H	46 42% H	134 43% L	54 31%	32 53% N	149 36%	35 40%	133 36%	44 37%	116 41% S	31 28%
Somewhat likely ..4	193 38%	27 30%	81 38%	64 43%	21 33%	4 37%	184 37%	28 35%	127 39%	38 34%	110 35%	70 40%	13 22%	160 39% M	31 35%	138 38%	40 34%	107 38%	46 41%
Neither likely nor unlikely ..3	83 16%	15 17%	33 15%	22 15%	13 21%	-	82 17%	26 32% IJ	41 13%	15 14%	47 15%	28 16%	13 20%	62 15%	11 13%	63 17%	27 22% R	28 10%	28 25% R
Somewhat unlikely ..2	26 5%	4 4%	7 3%	12 8%	2 3%	-	26 5%	8 9%	15 5%	4 4%	15 5%	11 6%	2 4%	22 5%	8 9%	16 4%	2 1%	21 7% Q	3 3%
Very unlikely ..1	20 4%	10 12% CDE	4 2%	4 3%	1 2%	-	20 4%	1 1%	13 4%	7 6%	8 3%	11 6%	1 1%	18 4%	4 4%	17 5%	7 6%	11 4%	2 2%
BOTTOM 2 BOX	46 9%	14 16% C	11 5%	17 11%	4 6%	-	46 9%	8 10%	27 8%	11 10%	23 7%	22 12%	3 5%	41 10%	11 13%	32 9%	9 7%	32 11%	6 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.

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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 74%	123 75% D	157 81% D	69 59%	29 81% D	162 74%	216 74%	61 67%	178 76%	140 74%	75 68%	66 67%	106 76%	80 86% KL	225 77%	23 66%	35 68%	94 72%	312 75%	58 68%
Very likely ..5	194 38%	69 42% D	81 42% D	28 24%	16 44% D	82 37%	112 38%	31 34%	85 36%	78 41%	38 35%	39 39%	54 39%	39 42%	113 38%	11 30%	20 38%	51 40%	168 41%	24 28%
Somewhat likely ..4	184 36%	54 33%	76 39%	41 35%	14 38%	80 37%	104 35%	30 33%	93 40%	61 32%	36 33%	27 28%	52 37%	41 44% L	113 38%	12 36%	16 30%	42 33%	144 35%	34 40%
Neither likely nor unlikely ..3	83 16%	22 13%	26 13%	29 25% BC	5 15%	33 15%	50 17%	18 19%	40 17%	25 13%	20 19% N	24 24% MN	17 12%	7 8%	44 15%	10 29%	10 19%	16 13%	60 15%	18 21%
Somewhat unlikely ..2	32 6%	13 8% E	5 3%	13 11% CE	0 1%	15 7%	17 6%	10 11%	9 4%	13 7%	10 9%	6 6%	7 5%	6 6%	14 5%	–	6 11%	12 9%	25 6%	7 9%
Very unlikely ..1	20 4%	6 4%	6 3%	6 5%	1 3%	10 5%	10 3%	3 3%	6 3%	11 6%	4 4%	4 4%	9 7% N	1 1%	9 3%	2 6%	1 2%	8 6%	17 4%	2 3%
BOTTOM 2 BOX	52 10%	19 12% E	12 6%	20 17% CE	1 4%	25 11%	27 9%	12 13%	16 7%	24 13% I	14 13%	10 10%	17 12%	6 7%	24 8%	2 6%	7 13%	20 15%	42 10%	9 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.

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	378 74%	56 62%	168 79% B	106 72%	49 77%	10 92% G	361 73%	47 57%	243 76% H	89 81% H	240 76%	121 70%	49 79%	301 73%	67 75%	269 74%	86 72%	223 79% S	70 63%
Very likely ..5	194 38%	30 33%	89 42%	51 34%	25 39%	7 63%	184 37%	21 26%	125 39% H	48 44% H	137 44% L	54 31%	33 54% N	150 36%	37 41%	136 37%	44 37%	123 43% S	28 25%
Somewhat likely ..4	184 36%	26 29%	79 37%	55 37%	24 38%	3 29%	176 36%	25 31%	118 37%	41 37%	103 33%	67 39%	16 25%	151 37%	30 34%	134 36%	42 35%	100 35%	42 38%
Neither likely nor unlikely ..3	83 16%	16 18%	32 15%	23 16%	11 17%	1 8%	81 16%	27 33% IJ	43 13%	13 12%	46 15%	31 18%	11 17%	64 16%	11 12%	63 17%	18 15%	33 12%	31 28% QR
Somewhat unlikely ..2	32 6%	8 9% E	8 4%	14 10% CE	1 2%	–	32 6%	6 8%	23 7% J	3 2%	21 7%	9 5%	2 4%	27 7%	7 7%	20 5%	9 7%	17 6%	7 6%
Very unlikely ..1	20 4%	9 11% CD	4 2%	4 3%	3 4%	–	20 4%	2 2%	13 4%	5 5%	7 2%	12 7% K	–	19 5%	5 5%	14 4%	6 5%	11 4%	4 3%
BOTTOM 2 BOX	52 10%	18 20% CE	12 6%	19 13% C	4 6%	–	52 11%	8 10%	36 11%	8 7%	28 9%	21 12%	2 4%	46 11% M	11 13%	34 9%	15 12%	27 10%	10 9%

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?

	Total	REGION West	ON	QC	Atl	GENDER Male	Female	AGE 18-34	35-54	55+	INCOME <$40K	$40K-<$60K	$60K-<100K	$100K+	EMPLOYMENT FT/Self Empl	PT	Not Employed	Retired	BIRTH COUNTRY Canada	Other
	(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 45%	23 53%	28 43%	18 41%	6 46%	26 37%	48 52%	20 66% J	31 43%	24 38%	17 52%	22 59%	14 41%	14 42%	41 47%	9 65%	9 52%	15 36%	55 43%	19 57%
Subnet: Compassion	36 22%	9 21%	16 25%	9 20%	2 14%	9 13%	26 29% F	8 26%	15 21%	13 21%	6 20%	11 31%	8 23%	9 26%	21 24%	2 15%	4 22%	9 20%	24 19%	12 36%
Compassion/that we are there for them	20 12%	4 8%	11 17%	4 10%	1 11%	5 7%	16 17% F	2 7%	10 13%	9 14%	5 17%	5 13%	3 10%	5 14%	12 13%	2 15%	1 6%	6 13%	14 11%	6 18%
Empathy	12 7%	4 8%	3 5%	4 10%	0 3%	2 2%	10 11% F	3 9%	5 7%	4 7%	–	6 18%	2 7%	3 9%	6 7%	–	1 5%	4 10%	9 7%	3 9%
Heart warming	4 2%	2 4%	2 3%	–	–	2 3%	2 2%	2 7%	2 3%	–	–	1 3%	3 9%	–	3 3%	–	1 6%	–	1 1%	3 9%
Touched	2 1%	–	1 2%	1 2%	–	1 2%	1 1%	1 3%	–	1 2%	1 3%	–	–	1 3%	1 1%	–	1 5%	–	1 1%	1 3%
Hopeful/relief	13 8%	4 9%	5 8%	4 8%	1 6%	3 4%	10 11%	5 15%	6 8%	3 4%	5 15%	1 3%	2 7%	1 3%	5 6%	5 38% OR	2 10%	1 3%	9 7%	4 13%
Subnet Informed	12 8%	2 4%	8 12% D	1 2%	2 17% D	5 7%	7 8%	5 18%	5 7%	2 4%	5 14%	2 5%	3 8%	3 10%	8 9%	–	4 22% R	1 2%	10 8%	2 7%
Government cares/ availability of government programs to assist caregivers	7 4%	2 4%	3 5%	1 2%	1 9%	2 3%	5 6%	3 10%	3 4%	1 2%	4 13%	1 3%	1 4%	–	4 5%	–	3 15%	0 1%	7 6%	–

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

ENVIRONICS
RESEARCH

B7.   What emotion are you feeling after seeing the ad?

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Informed	4 2%	-	2 3%	1 2%	1 6%	3 4%	1 1%	1 5%	2 3%	0 1%	1 4%	0 1%	-	2 7%	3 3%	-	1 5%	0 1%	4 3%	-
Helpful/help is available	4 2%	-	3 5%	-	0 3%	1 2%	3 3%	1 4%	3 3%	-	-	1 3%	1 3%	1 3%	3 3%	-	1 6%	-	1 1%	2 7%
Relatable/that I might qualify	1 1%	-	1 2%	-	0 3%	-	1 2%	-	1 2%	0 1%	-	1 4%	-	-	1 1%	-	-	0 1%	1 1%	-
Subnet: Gratitude	7 4%	5 11%	1 2%	1 2%	-	1 2%	5 6%	5 15% I	2 3%	-	3 9%	3 7%	-	1 3%	2 2%	3 20%	2 10%	-	7 5%	-
Being recognized for my efforts	5 3%	5 11%	-	1 2%	-	-	5 6%	5 15% I	1 1%	-	3 9%	3 7%	-	-	1 1%	3 20% O	2 10%	-	5 4%	-
Gratefulness/ gratitude	1 1%	-	1 2%	-	-	1 2%	-	-	1 2%	-	-	-	-	1 3%	1 1%	-	-	-	1 1%	-
Good ad/concept	6 4%	4 9%	1 2%	2 4%	-	5 7%	2 2%	-	6 8%	1 1%	1 3%	3 7%	-	1 3%	6 6%	-	-	1 2%	6 5%	-
Happiness	5 3%	2 4%	3 5%	-	0 3%	-	5 6%	2 7%	1 2%	2 3%	1 5%	3 8%	1 3%	-	3 4%	-	0 2%	2 4%	3 2%	3 9%
Subnet: Curiosity	5 3%	-	2 3%	2 4%	1 9%	4 6%	1 1%	0 1%	3 3%	2 3%	0 1%	0 1%	2 7%	1 3%	4 5%	-	0 2%	0 1%	5 4%	-
Curiosity/makes me want to know more	3 2%	-	1 2%	1 2%	1 6%	2 3%	1 1%	0 1%	1 2%	1 1%	0 1%	0 1%	1 3%	1 3%	2 3%	-	0 2%	-	3 2%	-
Interest	2 1%	-	1 2%	1 2%	0 3%	2 3%	0 *%	-	1 2%	1 2%	-	-	1 4%	-	2 2%	-	-	0 1%	2 2%	-
Surprised	1 1%	-	1 2%	-	0 3%	1 2%	-	-	-	1 2%	-	1 3%	0 1%	-	-	-	-	-	1 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.

B7.   What emotion are you feeling after seeing the ad?

	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Satisfaction	1 1%	-	-	1 2%	-	1 1%	-	-	1 1%	-	-	-	-	1 3%	1 1%	-	-	-	1 1%	-
NET: NEGATIVE	32 20%	10 23%	16 25% D	4 10%	2 14%	12 16%	21 22%	6 19%	13 18%	14 22%	5 16%	5 14%	6 19%	10 31%	19 22% Q	5 36% Q	1 6%	7 17%	27 21%	6 17%
Sad	19 12%	5 13%	11 17% D	2 4%	1 11%	6 8%	14 15%	4 13%	9 12%	7 11%	5 15%	3 8%	3 10%	4 13%	9 10%	4 28%	1 6%	5 12%	17 13%	3 8%
Confusing/not informative/not clear enough	5 3%	2 4%	1 2%	2 4%	-	1 1%	4 4%	2 6%	2 2%	1 2%	-	1 3%	1 3%	2 6%	4 4%	1 8%	-	-	4 3%	1 3%
Not too appealing/does not attract attention	3 2%	3 6%				3 4%	-	-	-	3 4%	-	-	-	3 8%	3 3%	-	-	-	3 2%	-
Unconcerned/not relatable	3 2%	-	2 3%	-	0 3%	1 2%	1 1%	-	0 *%	2 4%	0 1%	1 3%	1 3%	-	1 2%	1 8%	-	-	0 *%	2 7%
Skeptical	2 1%	-	1 2%	1 2%	-	-	2 2%	-	1 2%	1 1%	-	1 3%	-	-	1 1%	-	-	1 2%	1 1%	1 3%
Dislike being thanked for serving/helping a loved one	1 1%	-	1 2%	-	-	-	1 1%	-	1 2%	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	-
Annoyed	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	1 1%	-
Other	6 3%	3 6%	1 2%	2 4%	-	5 7%	1 1%	1 4%	4 5%	1 1%	-	2 5%	4 11%	-	5 5%	-	-	1 2%	3 2%	3 8%
Nothing/no emotions	55 34%	10 23%	21 32%	20 45%	5 43%	30 42%	26 28%	6 21%	27 37%	22 37%	10 32%	11 29%	10 29%	9 27%	24 27%	4 27%	8 42%	19 44%	47 37% T	6 17%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
DK/NA	1 1%	-	1 2%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 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.

B7.   What emotion are you feeling after seeing the ad?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 45%	11 48%	35 49%	20 37%	8 48%	5 69%	68 44%	13 48%	44 43%	17 49%	48 47%	25 46%	11 72% N	56 43%	18 57%	52 47%	10 46%	38 38%	26 62% R
Subnet: Compassion	36 22%	4 16%	18 26%	11 21%	3 18%	1 18%	35 22%	4 15%	24 23%	8 24%	23 23%	12 22%	6 38%	28 22%	9 30%	22 20%	3 12%	21 21%	12 29%
Compassion/that we are there for them	20 12%	2 8%	11 15%	5 9%	3 18%	0 5%	20 13%	3 11%	12 12%	6 16%	13 13%	7 12%	5 31%	15 12%	5 15%	14 13%	–	11 11%	9 22%
Empathy	12 7%	2 8%	4 5%	4 8%	2 11%	1 13%	11 7%	–	10 9%	2 6%	7 7%	5 9%	–	11 8%	3 9%	7 6%	3 12%	9 9%	–
Heart warming	4 2%	–	2 3%	2 4%	–	–	4 3%	–	2 2%	2 5%	3 3%	1 2%	1 7%	3 2%	2 6%	1 1%	–	1 1%	3 7%
Touched	2 1%	–	2 3%	–	–	–	2 1%	1 4%	1 1%	–	2 2%	–	–	1 1%	–	2 2%	–	2 2%	–
Hopeful/relief	13 8%	2 9%	4 6%	2 4%	4 22%	1 13%	12 8%	4 14%	6 6%	4 11%	8 8%	4 8%	1 7%	11 9%	2 6%	11 10%	2 8%	8 8%	4 9%
Subnet Informed	12 8%	1 5%	3 4%	6 12%	3 15%	0 5%	12 8%	1 4%	8 8%	4 10%	10 10%	2 4%	4 28%	7 5%	4 12%	7 7%	1 6%	7 7%	4 10%
Government cares/ availability of government programs to assist caregivers	7 4%	1 5%	2 3%	3 6%	0 2%	0 5%	7 4%	1 4%	6 6%	–	6 6%	1 2%	1 7%	5 4%	1 4%	6 5%	1 4%	4 4%	2 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.

ENVIRONICS
RESEARCH

(Continued)

B7. What emotion are you feeling after seeing the ad?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Informed	4 2%	1 4%	-	1 1%	2 12%	-	4 2%	-	1 1%	3 7%	3 3%	1 2%	2 14%	2 1%	1 5%	2 2%	1 6%	1 1%	1 3%
Helpful/help is available	4 2%	-	-	4 7%	-	-	4 2%	-	3 2%	1 3%	2 2%	1 2%	1 7%	1 1%	1 4%	1 1%	-	3 3%	1 3%
Relatable/that I might qualify	1 1%	-	0 1%	1 2%	-	-	1 1%	-	1 1%	-	1 1%	0 1%	-	0 *%	-	1 1%	-	1 1%	0 1%
Subnet: Gratitude	7 4%	1 5%	4 5%	2 4%	-	3 38% G	4 2%	-	7 6%	-	3 3%	4 7%	-	7 5%	1 3%	6 5%	3 12% R	1 1%	3 7%
Being recognized for my efforts	5 3%	-	4 5%	2 4%	-	3 38% G	3 2%	-	5 5%	-	2 2%	4 7%	-	5 4%	1 3%	5 4%	3 12% R	1 1%	2 4%
Gratefulness/ gratitude	1 1%	1 5%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%	-	1 1%	-	-	1 3%
Good ad/concept	6 4%	3 12%	3 4%	1 2%	-	-	5 3%	3 10%	1 1%	3 8%	6 6%	1 2%	1 6%	2 2%	2 6%	5 4%	1 4%	3 3%	3 7%
Happiness	5 3%	-	5 7%	0 1%	-	-	5 4%	1 4%	4 4%	-	2 2%	3 6%	-	5 4%	-	5 5%	-	2 2%	3 8%
Subnet: Curiosity	5 3%	1 5%	2 3%	-	1 8%	-	5 3%	0 1%	3 3%	2 6%	4 4%	1 3%	1 7%	3 2%	1 3%	4 4%	-	4 4%	1 3%
Curiosity/makes me want to know more	3 2%	0 2%	1 2%	-	1 6%	-	3 2%	0 1%	0 *%	2 6%	2 2%	0 1%	1 7%	2 1%	-	3 2%	-	3 3%	-
Interest	2 1%	1 4%	1 2%	-	0 2%	-	2 2%	-	2 2%	-	1 1%	1 2%	-	1 1%	1 3%	1 1%	-	1 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.

ENVIRONICS RESEARCH

B7.   What emotion are you feeling after seeing the ad?

	Total	EDUCATION HS or Less	EDUCATION Coll./ Tech/ Some Univ.	EDUCATION Univ. Grad.	EDUCATION Post Grad	ABORIGINAL Yes	ABORIGINAL No	CAREGIVER TYPE Child Only	CAREGIVER TYPE Spouse/ Other Only	CAREGIVER TYPE Both	HAS FINANCIAL EXPENSES Yes	HAS FINANCIAL EXPENSES No	PREVIOUSLY CLAIMED Any	PREVIOUSLY CLAIMED No	HEARD OF NEW CREDIT Yes	HEARD OF NEW CREDIT No	PREFERRED OOH Concept 1	PREFERRED OOH Concept 2	PREFERRED OOH Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Surprised	1 1%	0 2%	1 2%	-	-	-	1 1%	-	1 1%	-	1 1%	0 1%	-	1 1%	-	1 1%	-	1 1%	0 1%
Satisfaction	1 1%	-	-	1 2%	-	-	1 1%	1 3%	-	-	-	1 2%	-	1 1%	-	1 1%	1 4%	-	-
NET: NEGATIVE	32 20%	2 10%	16 23%	8 15%	6 35%	3 38%	30 19%	4 16%	24 23%	4 13%	24 23%	7 13%	2 12%	27 21%	4 12%	26 24%	5 24%	25 25% S	2 6%
Sad	19 12%	2 10%	13 18% D	3 5%	2 12%	3 38%	17 11%	3 12%	13 12%	3 10%	16 15%	4 7%	2 12%	14 11%	4 12%	16 14%	4 19% S	14 14% S	1 3%
Confusing/not informative/not clear enough	5 3%	-	-	2 4%	3 16%	-	5 3%	1 3%	4 4%	-	3 3%	-	-	5 4%	-	5 4%	-	5 5%	-
Not too appealing/ does not attract attention	3 2%	-	3 4%	-	-	-	3 2%	-	3 3%	-	3 3%	-	-	3 2%	-	-	-	3 3%	-
Unconcerned/not relatable	3 2%	-	0 1%	2 4%	-	-	3 2%	-	3 2%	-	1 1%	1 2%	-	3 2%	-	3 2%	-	2 2%	0 1%
Skeptical	2 1%	-	1 1%	1 2%	-	-	2 1%	-	2 2%	-	1 1%	1 2%	-	2 2%	-	2 2%	-	1 1%	1 2%
Dislike being thanked for serving/helping a loved one	1 1%	-	-	1 2%	-	-	1 1%	-	-	1 3%	1 1%	-	-	1 1%	-	1 1%	1 5%	-	-
Annoyed	1 1%	-	-	-	1 6%	-	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.

B7.   What emotion are you feeling after seeing the ad?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Other	6 3%	–	–	6 11%	–	–	6 4%	1 3%	2 2%	3 8%	2 2%	4 7%	1 6%	5 4%	1 3%	4 3%	–	4 4%	1 3%
Nothing/no emotions	55 34%	10 43%	22 32%	19 37%	4 24%	2 31%	53 34%	8 32%	34 33%	13 37%	29 28%	22 42%	3 20%	46 35%	9 30%	33 30%	9 42%	33 33%	13 32%
DK/NA	1 1%	–	1 2%	–	–	–	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.

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 72%	116 71%	145 74%	77 65%	28 79% D	158 72%	209 71%	65 72%	162 70%	139 74%	88 80% N	70 71%	98 70%	60 64%	194 66%	25 72%	42 80% O	105 81% O	298 72%	62 72%
Strongly agree ..5	154 30%	49 30%	69 36% D	22 19%	13 36% D	62 28%	91 31%	22 24%	64 28%	68 36%	38 35%	26 26%	46 33%	23 25%	79 27%	9 25%	15 29%	51 40% O	118 28%	30 35%
Somewhat agree ..4	213 42%	67 41%	76 39%	55 47%	16 44%	96 44%	118 40%	44 48%	98 42%	72 38%	50 45%	44 44%	52 37%	37 39%	115 39%	17 47%	27 51%	53 41%	180 44%	32 38%
Neither agree nor disagree ..3	84 16%	21 13%	31 16%	28 24% BE	4 11%	35 16%	49 17%	12 13%	46 20%	26 14%	10 9%	18 18%	23 17%	20 21% K	59 20% R	5 15%	6 11%	14 11%	64 16%	18 21%
Somewhat disagree ..2	45 9%	23 14% C	10 5%	10 8%	2 6%	20 9%	25 9%	8 9%	19 8%	18 9%	9 8%	8 8%	12 8%	11 11%	28 10%	4 13%	2 4%	10 8%	40 10% T	3 4%
Strongly disagree ..1	16 3%	4 2%	9 4%	3 2%	1 4%	7 3%	10 3%	5 5%	6 3%	5 3%	2 2%	3 3%	7 5%	4 4%	13 4%	–	2 4%	1 1%	11 3%	3 3%
BOTTOM 2 BOX	62 12%	27 17%	18 9%	12 11%	4 10%	27 12%	35 12%	13 15%	25 11%	23 12%	12 11%	11 11%	18 13%	14 15%	41 14%	4 13%	4 8%	12 9%	52 12%	6 7%

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

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
| | | HS or Less | Coll./ Tech/ Some Univ. | Univ. Grad. | Post Grad | Yes | No | Child Only | Spouse/ Other Only | Both | Yes | No | Any | No | Yes | No | Concept 1 | Concept 2 | Concept 3 |
	(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 72%	64 72%	149 70%	109 74%	45 71%	9 75%	352 71%	49 61%	236 73%	82 75%	220 70%	130 75%	48 78%	294 71%	65 73%	266 73%	90 76%	186 66%	91 82% R
Strongly agree ..5	154 30%	31 35%	63 30%	44 30%	15 24%	4 33%	147 30%	19 24%	87 27%	47 43% HI	94 30%	53 30%	24 38%	124 30%	28 31%	110 30%	42 35%	71 25%	40 36%
Somewhat agree ..4	213 42%	33 37%	86 40%	65 44%	29 46%	5 42%	205 41%	30 37%	148 46% J	35 32%	126 40%	77 45%	24 40%	170 41%	38 42%	156 42%	48 41%	114 40%	51 46%
Neither agree nor disagree ..3	84 16%	15 17%	38 18%	22 15%	8 12%	1 8%	82 17%	20 24%	50 16%	15 13%	55 18%	23 13%	10 17%	64 15%	19 21%	54 15%	16 14%	52 18%	16 15%
Somewhat disagree ..2	45 9%	7 7%	18 9%	11 8%	9 14%	2 17%	43 9%	10 12%	26 8%	9 9%	28 9%	14 8%	2 4%	39 10% M	4 4%	33 9%	10 8%	34 12% S	1 1%
Strongly disagree ..1	16 3%	3 3%	7 3%	5 3%	2 3%	–	16 3%	2 3%	10 3%	4 3%	10 3%	6 3%	1 2%	15 4%	1 1%	14 4%	3 2%	11 4%	3 2%
BOTTOM 2 BOX	62 12%	9 11%	25 12%	16 11%	11 17%	2 17%	59 12%	12 15%	36 11%	13 12%	38 12%	20 11%	3 5%	55 13% M	5 5%	47 13% O	12 10%	45 16% S	4 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.

B8B.　　Please indicate your level of agreement with the following statements about this ad.
　　　　Concept 3 - The ad is appealing.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 67%	104 64%	139 71%	73 62%	28 77% BD	146 66%	198 67%	61 67%	155 66%	128 68%	80 73%	68 68%	90 65%	58 62%	190 65%	24 68%	36 70%	92 71%	273 66%	62 72%
Strongly agree ..5	140 27%	50 31% D	56 29% D	21 18%	12 34% D	56 26%	84 29%	20 22%	66 28%	54 29%	32 30%	23 23%	39 28%	27 29%	76 26%	7 21%	15 30%	42 32%	112 27%	24 29%
Somewhat agree ..4	203 40%	54 33%	82 42%	51 44%	16 44%	90 41%	114 39%	40 44%	89 38%	74 39%	48 44%	45 45%	51 37%	31 33%	114 39%	17 48%	21 40%	50 39%	161 39%	37 44%
Neither agree nor disagree ..3	117 23%	40 24% E	40 21%	33 28% E	5 13%	50 23%	67 23%	16 18%	57 25%	44 23%	19 17%	19 19%	34 25%	24 26%	66 22%	9 25%	11 22%	31 24%	95 23%	19 22%
Somewhat disagree ..2	41 8%	17 10%	11 6%	11 9%	2 6%	19 9%	22 7%	13 14%	16 7%	12 6%	8 7%	12 12%	10 7%	9 10%	30 10% R	2 7%	3 6%	5 4%	37 9%	4 4%
Strongly disagree ..1	11 2%	3 2%	5 3%	2 2%	1 4%	5 2%	7 2%	1 1%	5 2%	5 3%	3 3%	1 1%	5 4%	3 3%	8 3%	–	1 2%	3 2%	9 2%	1 1%
BOTTOM 2 BOX	52 10%	20 12%	16 8%	12 11%	4 10%	24 11%	28 10%	14 15%	21 9%	17 9%	10 10%	13 13%	15 11%	12 13%	38 13% R	2 7%	4 8%	7 6%	46 11%	5 6%

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	344 67%	63 71%	133 63%	105 71%	42 66%	9 75%	327 66%	44 53%	219 68% H	81 74% H	203 65%	122 70%	48 79% N	273 66%	62 70%	248 68%	83 70%	169 60%	92 82% QR
Strongly agree ..5	140 27%	29 33%	55 26%	42 29%	13 21%	2 22%	133 27%	19 24%	80 25%	41 37%	88 28%	46 27%	24 39%	106 26%	24 27%	101 27%	34 29%	68 24%	38 34%
Somewhat agree ..4	203 40%	34 38%	78 37%	63 43%	28 45%	6 53%	194 39%	24 30%	138 43% H	41 37%	115 37%	76 44%	24 39%	168 41%	38 42%	148 40%	48 41%	101 36%	54 48% R
Neither agree nor disagree ..3	117 23%	15 17%	55 26%	33 22%	14 22%	2 17%	115 23%	24 30%	73 23%	20 18%	78 25%	35 20%	9 15%	94 23%	24 27%	79 22%	28 23%	74 26% S	16 15%
Somewhat disagree ..2	41 8%	8 9%	20 10%	7 5%	6 9%	1 8%	39 8%	11 13%	23 7%	7 7%	28 9%	11 6%	4 7%	33 8%	3 4%	30 8%	8 7% S	32 11% S	1 1%
Strongly disagree ..1	11 2%	3 3%	3 2%	3 2%	2 3%	–	11 2%	3 4%	7 2%	1 1%	6 2%	6 3%	–	11 3%	–	9 2%	0 *%	8 3%	3 2%
BOTTOM 2 BOX	52 10%	11 12%	24 11%	10 7%	8 13%	1 8%	51 10%	14 17%	30 9%	9 8%	33 11%	17 10%	4 7%	44 11%	3 4%	39 11% O	8 7%	40 14% S	4 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.

B8C.   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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 55%	92 56% D	127 65% D	43 37%	21 58% D	118 54%	165 56%	51 57%	125 54%	106 56%	62 57%	61 61%	74 53%	51 54%	160 55%	21 61%	28 55%	72 55%	228 55%	48 56%
Strongly agree ..5	113 22%	38 23% D	53 27% D	12 11%	10 28% D	50 23%	63 21%	17 19%	50 21%	46 25%	24 22%	22 22%	27 19%	22 23%	60 21%	6 18%	12 23%	34 26%	89 22%	17 20%
Somewhat agree ..4	170 33%	54 33%	74 38% D	31 26%	11 31%	68 31%	102 35%	34 38%	75 32%	60 32%	39 35%	39 39%	47 34%	29 31%	100 34%	15 42%	16 32%	38 29%	138 33%	30 35%
Neither agree nor disagree ..3	121 24%	36 22%	38 19%	40 34% BCE	7 20%	61 28%	60 21%	15 17%	60 26%	46 24%	19 17%	18 18%	39 28%	21 22%	71 24%	6 18%	12 23%	30 23%	94 23%	23 26%
Somewhat disagree ..2	72 14%	28 17% C	16 8%	24 20% CE	4 11%	31 14%	42 14%	16 17%	35 15%	22 12%	16 15%	13 13%	17 12%	16 17%	45 15%	5 15%	8 15%	14 11%	60 14%	11 13%
Strongly disagree ..1	37 7%	8 5%	14 7%	11 9%	4 11%	11 5%	26 9%	8 9%	13 6%	15 8%	12 11%	8 8%	9 7%	6 6%	17 6%	2 6%	3 7%	14 11%	33 8%	4 5%
BOTTOM 2 BOX	109 21%	37 22%	30 16%	35 29% C	8 22%	41 19%	68 23%	24 27%	48 21%	37 20%	28 26%	20 20%	26 19%	22 23%	62 21%	7 21%	11 22%	28 22%	92 22%	15 18%

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.

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 55%	50 57%	121 57%	76 52%	35 56%	7 64%	270 55%	37 46%	169 52%	77 70% HI	192 61% L	81 47%	46 75% N	215 52%	52 58%	205 56%	70 59%	133 47%	80 72% R
Strongly agree ..5	113 22%	23 26%	47 22%	32 22%	11 17%	1 6%	110 22%	14 17%	59 18%	40 37% HI	77 25%	32 19%	24 39% N	82 20%	23 26%	82 22%	30 25%	48 17%	35 32% R
Somewhat agree ..4	170 33%	27 31%	74 35%	44 30%	25 39%	7 58%	160 32%	24 29%	109 34%	37 33%	115 37%	49 28%	22 36%	133 32%	29 32%	123 34%	40 34%	85 30%	45 40%
Neither agree nor disagree ..3	121 24%	18 20%	57 27%	31 21%	15 23%	2 19%	116 24%	20 24%	80 25%	22 20%	67 21%	42 24%	9 14%	98 24%	18 20%	78 21%	26 22%	74 26%	21 19%
Somewhat disagree ..2	72 14%	10 12%	25 12%	27 18%	9 14%	1 8%	72 14%	18 22% J	48 15% J	6 5%	37 12%	32 18%	5 9%	65 16%	13 14%	55 15%	13 11%	54 19% S	6 5%
Strongly disagree ..1	37 7%	10 11%	9 4%	14 9%	4 7%	1 10%	36 7%	6 8%	25 8%	6 5%	18 6%	18 11%	1 2%	33 8% M	6 7%	29 8%	10 9%	22 8%	4 4%
BOTTOM 2 BOX	109 21%	20 23%	35 16%	40 27% C	13 21%	2 17%	107 22%	25 30% J	73 23% J	12 11%	55 17%	50 29% K	7 11%	98 24% M	19 22%	83 23%	23 19%	76 27% S	10 9%

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 76%	125 76%	148 76%	84 71%	31 86% CD	158 72%	231 79%	69 76%	183 78%	138 73%	87 79%	79 79%	99 71%	69 74%	215 73%	29 82%	43 84%	99 76%	317 77%	64 75%
Strongly agree ..5	175 34%	51 31%	75 38% D	32 27%	16 46% BD	69 31%	106 36%	24 26%	79 34%	72 38%	37 34%	32 32%	49 35%	32 34%	97 33%	7 19%	20 39%	51 39%	148 36%	22 26%
Somewhat agree ..4	214 42%	74 45%	74 38%	52 44%	15 41%	90 41%	125 43%	45 50% J	103 44%	66 35%	50 46%	47 47%	50 36%	37 39%	119 40%	22 62% OR	23 45%	48 37%	169 41%	42 49%
Neither agree nor disagree ..3	81 16%	23 14%	32 17% E	23 20% E	2 6%	42 19%	39 13%	9 10%	32 14%	40 21% H	14 12%	17 17%	25 18%	13 14%	46 16%	5 15%	6 11%	25 19%	64 15%	13 16%
Somewhat disagree ..2	34 7%	13 8%	12 6%	9 8%	-	18 8%	16 6%	10 11%	14 6%	10 5%	7 6%	4 4%	14 10%	8 8%	28 9% QR	1 3%	1 2%	4 3%	26 6%	7 8%
Strongly disagree ..1	9 2%	2 1%	2 1%	2 2%	3 8% BCD	2 1%	7 2%	3 3%	4 2%	2 1%	2 2%	0 *%	2 1%	4 4%	5 2%	-	2 3%	2 2%	6 2%	1 1%
BOTTOM 2 BOX	43 8%	15 9%	14 7%	11 9%	3 8%	20 9%	23 8%	13 14%	18 8%	12 6%	9 8%	4 4%	16 11% L	12 12%	33 11% P	1 3%	3 5%	7 5%	33 8%	8 9%

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 76%	69 77%	161 76%	110 75%	49 78%	10 92%	371 75%	57 70%	253 79%	79 72%	236 75%	135 78%	45 73%	316 77%	67 75%	287 78%	94 79%	203 72%	92 83% R
Strongly agree ..5	175 34%	38 43% E	77 36% E	47 32%	12 20%	4 38%	166 34%	25 31%	111 34%	38 35%	109 35%	60 34%	26 43%	135 33%	34 38%	127 35%	41 34%	92 33%	42 37%
Somewhat agree ..4	214 42%	30 34%	84 40%	63 43%	37 59% BC	6 55%	206 42%	32 39%	142 44%	41 37%	127 40%	76 44%	18 30%	181 44% M	33 37%	161 44%	53 45%	111 39%	51 45%
Neither agree nor disagree ..3	81 16%	18 21%	26 12%	29 19%	7 11%	1 8%	79 16%	16 20%	40 13%	24 22%	53 17%	22 13%	15 24%	56 14%	16 18%	49 13%	18 16%	49 17%	14 13%
Somewhat disagree ..2	34 7%	1 1%	21 10% B	8 6%	4 6%	–	34 7%	7 9%	22 7%	5 4%	21 7%	13 7%	2 4%	31 8%	5 5%	25 7%	5 4%	26 9% S	4 3%
Strongly disagree ..1	9 2%	1 1%	4 2%	1 *%	3 5%	–	9 2%	1 1%	6 2%	2 2%	3 1%	3 2%	–	9 2%	2 2%	5 1%	1 1%	6 2%	1 1%
BOTTOM 2 BOX	43 8%	2 2%	25 12% B	9 6%	7 11%	–	43 9%	8 10%	28 9%	7 6%	25 8%	16 9%	2 4%	40 10% M	6 7%	30 8%	6 5%	32 11% S	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.

B8.   Please indicate your level of agreement with the following statements about this ad.
        Concept 3 - Summary Tables: Top 2 Box

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 conveys that there is a credit available for caregivers.	389 76%	125 76%	148 76%	84 71%	31 86% CD	158 72%	231 79%	69 76%	183 78%	138 73%	87 79%	79 79%	99 71%	69 74%	215 73%	29 82%	43 84%	99 76%	317 77%	64 75%
This ad catches my attention.	367 72%	116 71%	145 74%	77 65%	28 79% D	158 72%	209 71%	65 72%	162 70%	139 74%	88 80% N	70 71%	98 70%	60 64%	194 66%	25 72%	42 80% O	105 81% O	298 72%	62 72%
The ad is appealing.	344 67%	104 64%	139 71%	73 62%	28 77% BD	146 66%	198 67%	61 67%	155 66%	128 68%	80 73%	68 68%	90 65%	58 62%	190 65%	24 68%	36 70%	92 71%	273 66%	62 72%
The ad is something I personally relate to.	283 55%	92 56% D	127 65% D	43 37%	21 58% D	118 54%	165 56%	51 57%	125 54%	106 56%	62 57%	61 61%	74 53%	51 54%	160 55%	21 61%	28 55%	72 55%	228 55%	48 56%
None of the above	74 14%	29 18% E	23 12%	20 17% E	2 7%	36 16%	38 13%	13 14%	29 12%	32 17%	9 8%	10 10%	31 22% KL	17 18%	48 16%	4 12%	8 14%	14 11%	56 14%	12 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.

B8.   Please indicate your level of agreement with the following statements about this ad.
        Concept 3 – Summary Tables: Top 2 Box

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 conveys that there is a credit available for caregivers.	389 76%	69 77%	161 76%	110 75%	49 78%	10 92%	371 75%	57 70%	253 79%	79 72%	236 75%	135 78%	45 73%	316 77%	67 75%	287 78%	94 79%	203 72%	92 83% R
This ad catches my attention.	367 72%	64 72%	149 70%	109 74%	45 71%	9 75%	352 71%	49 61%	236 73%	82 75%	220 70%	130 75%	48 78%	294 71%	65 73%	266 73%	90 76%	186 66%	91 82% R
The ad is appealing.	344 67%	63 71%	133 63%	105 71%	42 66%	9 75%	327 66%	44 53%	219 68% H	81 74% H	203 65%	122 70%	48 79% N	273 66%	62 70%	248 68%	83 70%	169 60%	92 82% QR
The ad is something I personally relate to.	283 55%	50 57%	121 57%	76 52%	35 56%	7 64%	270 55%	37 46%	169 52%	77 70% HI	192 61% L	81 47%	46 75% N	215 52%	52 58%	205 56%	70 59%	133 47%	80 72% R
None of the above	74 14%	14 15%	32 15%	18 12%	10 15%	1 8%	73 15%	17 21%	43 13%	14 12%	45 14%	21 12%	8 13%	59 14%	9 10%	52 14%	13 11%	53 19% S	7 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.

ENVIRONICS
RESEARCH

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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 69%	120 73% D	138 71% D	70 59%	26 73% D	148 67%	205 70%	59 65%	160 68%	135 72%	76 69%	76 76%	90 64%	64 68%	199 68%	29 83% Q	30 58%	93 72%	279 68%	64 75%
Very likely ..5	150 29%	47 29%	68 35% D	21 18%	13 36% D	66 30%	84 29%	17 19%	72 31% H	61 32% H	34 31%	27 27%	40 28%	34 37%	78 26%	7 19%	16 31%	49 38% OP	118 29%	28 32%
Somewhat likely ..4	204 40%	72 44%	69 36%	49 41%	14 38%	82 37%	121 41%	41 46%	88 38%	74 39%	42 38%	49 49% N	50 36%	29 31%	122 41% Q	22 63% OQR	14 27%	44 34%	161 39%	37 43%
Neither likely nor unlikely ..3	88 17%	23 14%	36 18%	24 20%	5 14%	44 20%	44 15%	19 21%	47 20% J	23 12%	19 17%	12 12%	29 21%	18 19%	57 19%	4 11%	13 24%	15 11%	70 17%	16 18%
Somewhat unlikely ..2	38 7%	10 6%	11 6%	13 11%	4 10%	10 4%	28 10% F	8 9%	16 7%	13 7%	8 7%	6 6%	10 7%	6 6%	21 7%	1 4%	7 13%	8 6%	33 8%	3 3%
Very unlikely ..1	34 7%	11 7%	11 6%	11 9% E	1 3%	18 8%	16 5%	5 5%	11 5%	17 9%	7 7%	6 6%	11 8%	6 7%	16 5%	1 3%	2 4%	14 11%	31 7%	3 3%
BOTTOM 2 BOX	71 14%	21 13%	22 11%	24 20% C	5 13%	27 12%	44 15%	13 15%	27 12%	31 16%	15 14%	12 12%	20 14%	12 13%	37 13%	2 7%	9 18%	22 17%	64 15% T	5 6%

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.

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
| | | HS or Less | Coll./ Tech/ Some Univ. | Univ. Grad. | Post Grad | Yes | No | Child Only | Spouse/ Other Only | Both | Yes | No | Any | No | Yes | No | Concept 1 | Concept 2 | Concept 3 |
	(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 69%	59 66%	154 73%	99 67%	42 67%	9 83%	337 68%	44 55%	225 70% H	84 77% H	232 74% L	110 63%	50 80% N	276 67%	63 70%	250 68%	81 68%	187 66%	86 77% R
Very likely ..5	150 29%	34 38%	59 28%	39 27%	17 27%	5 45%	142 29%	17 21%	82 26%	51 46% HI	100 32%	45 26%	27 44% N	109 26%	29 33%	105 29%	40 34%	73 26%	37 33%
Somewhat likely ..4	204 40%	25 28%	95 45% B	59 40%	25 40%	4 37%	195 40%	27 34%	143 44% J	34 31%	132 42%	64 37%	22 36%	167 41%	34 38%	145 39%	41 35%	114 40%	49 44%
Neither likely nor unlikely ..3	88 17%	16 18%	35 16%	26 17%	11 18%	-	87 18%	22 27% J	53 16%	13 12%	39 13%	37 21% K	9 14%	72 18%	15 16%	63 17%	24 20%	48 17%	17 15%
Somewhat unlikely ..2	38 7%	2 3%	13 6%	17 11% B	6 9%	1 10%	37 7%	11 13%	21 7%	6 6%	27 9%	10 6%	2 4%	33 8%	4 4%	30 8%	7 5%	26 9%	5 5%
Very unlikely ..1	34 7%	12 14% CD	10 5%	7 5%	4 7%	1 8%	33 7%	4 5%	23 7%	6 6%	15 5%	16 9%	1 2%	31 7% M	8 9%	23 6%	7 6%	23 8%	4 3%
BOTTOM 2 BOX	71 14%	15 16%	24 11%	24 16%	10 15%	2 17%	69 14%	15 18%	44 14%	12 11%	42 14%	27 15%	3 5%	63 15% M	12 13%	53 15%	14 12%	49 17% S	9 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.

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 67%	112 68% D	144 74% D	61 52%	26 73% D	141 64%	203 69%	56 61%	164 70%	124 66%	69 63%	72 73%	93 67%	65 69%	200 68%	24 68%	33 63%	86 66%	274 66%	61 71%
Very likely ..5	138 27%	40 25%	64 33% D	22 19%	12 33% D	57 26%	81 27%	21 24%	66 28%	51 27%	28 25%	27 27%	42 30%	26 28%	75 25%	9 25%	15 28%	40 31%	117 28%	18 21%
Somewhat likely ..4	206 40%	72 44%	80 41%	39 33%	15 41%	83 38%	123 42%	34 38%	99 42%	73 39%	41 37%	46 46%	51 37%	39 41%	125 43%	15 43%	18 35%	46 35%	157 38%	43 50%
Neither likely nor unlikely ..3	93 18%	34 21%	29 15%	26 22% E	4 12%	49 22%	44 15%	21 23%	43 19%	29 15%	19 18%	18 18%	22 16%	19 20%	57 19%	7 20%	10 20%	19 14%	71 17%	18 21%
Somewhat unlikely ..2	43 8%	10 6%	11 6%	19 16% BC	3 9%	14 6%	29 10%	8 9%	17 7%	18 9%	14 13% L	4 4%	13 10%	6 6%	21 7%	3 9%	7 13%	12 9%	38 9%	3 4%
Very unlikely ..1	34 7%	8 5%	11 6%	12 11%	2 6%	17 8%	17 6%	6 6%	9 4%	19 10% I	7 7%	6 6%	11 8%	4 5%	16 5%	1 3%	2 4%	14 11%	31 7%	3 3%
BOTTOM 2 BOX	76 15%	18 11%	22 11%	31 26% BCE	5 15%	31 14%	46 16%	14 15%	26 11%	36 19% I	22 20% L	10 10%	24 17%	10 11%	37 12%	4 12%	9 17%	26 20%	69 17% T	6 7%

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.

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	344 67%	56 63%	148 70%	97 66%	43 68%	9 75%	330 67%	45 56%	217 68%	82 74% H	221 70%	110 63%	46 74%	276 67%	58 65%	250 68%	81 68%	177 63%	86 77% R
Very likely ..5	138 27%	27 31%	59 28%	34 23%	17 27%	5 45%	130 26%	16 20%	78 24%	44 40% HI	96 31%	38 22%	29 47% N	99 24%	29 32%	98 27%	35 29%	70 25%	33 30%
Somewhat likely ..4	206 40%	28 32%	89 42%	63 43%	25 40%	3 29%	200 41%	29 36%	139 43%	38 34%	125 40%	72 42%	17 27%	177 43% M	30 34%	152 41%	46 39%	107 38%	53 47%
Neither likely nor unlikely ..3	93 18%	12 14%	39 18%	30 20%	12 19%	1 8%	89 18%	21 26%	52 16%	19 17%	51 16%	33 19%	15 24%	66 16%	14 16%	65 18%	24 20%	55 19%	14 13%
Somewhat unlikely ..2	43 8%	9 10%	16 7%	13 9%	4 7%	1 10%	42 8%	10 12%	30 9% J	3 3%	27 9%	13 8%	-	39 10%	7 8%	29 8%	6 5%	29 10%	8 7%
Very unlikely ..1	34 7%	12 14% CD	9 4%	8 5%	4 7%	1 8%	33 7%	5 6%	22 7%	6 6%	14 4%	18 10% K	1 2%	31 7%	9 11%	22 6%	8 7%	22 8%	4 4%
BOTTOM 2 BOX	76 15%	21 23% C	25 12%	21 14%	9 14%	2 17%	74 15%	15 18%	52 16% J	10 9%	41 13%	31 18%	1 2%	70 17% M	17 19%	52 14%	14 12%	50 18%	12 10%

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.

	Total	REGION West	REGION ON	REGION QC	REGION Atl	GENDER Male	GENDER Female	AGE 18-34	AGE 35-54	AGE 55+	INCOME <$40K	INCOME $40K-<$60K	INCOME $60K-<100K	INCOME $100K+	EMPLOYMENT FT/Self Empl	EMPLOYMENT PT	EMPLOYMENT Not Employed	EMPLOYMENT Retired	BIRTH COUNTRY Canada	BIRTH COUNTRY Other
	(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 59%	97 59%	120 62%	60 51%	26 71% D	126 57%	177 61%	49 54%	136 58%	118 62%	71 65%	56 56%	76 54%	59 64%	163 56%	21 59%	34 66%	84 64%	244 59%	52 61%
Strongly agree ..5	126 24%	45 27% D	53 27% D	16 14%	12 33% D	55 25%	71 24%	14 16%	64 27% H	47 25%	28 26%	23 23%	29 21%	24 26%	69 23%	8 24%	15 28%	33 26%	102 25%	17 20%
Somewhat agree ..4	178 35%	52 32%	67 34%	44 38%	14 39%	72 33%	106 36%	35 38%	72 31%	71 37%	43 39%	33 33%	47 33%	35 38%	94 32%	12 35%	19 37%	50 39%	141 34%	35 41%
Neither agree nor disagree ..3	121 24%	35 21%	39 20%	41 35% BCE	6 18%	58 26%	64 22%	25 27%	57 24%	39 21%	23 21%	22 22%	40 29%	17 18%	77 26%	9 25%	9 18%	25 20%	95 23%	25 29%
Somewhat disagree ..2	53 10%	18 11%	23 12%	10 8%	2 6%	22 10%	30 10%	7 8%	26 11%	20 10%	8 7%	17 17% K	14 10%	8 8%	28 10%	4 11%	6 11%	15 11%	44 11%	6 7%
Strongly disagree ..1	35 7%	13 8%	13 7%	7 6%	2 5%	14 6%	22 7%	10 11%	14 6%	12 6%	8 7%	5 5%	10 7%	9 10%	25 9%	2 5%	2 5%	6 5%	31 8%	2 3%
BOTTOM 2 BOX	88 17%	32 19%	36 18%	17 14%	4 11%	36 16%	52 18%	17 18%	40 17%	32 17%	15 14%	22 22%	24 17%	17 18%	54 18%	5 16%	8 16%	21 16%	75 18%	9 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.

	Total	EDUCATION HS or Less	EDUCATION Coll./Tech/Some Univ.	EDUCATION Univ. Grad.	EDUCATION Post Grad	ABORIGINAL Yes	ABORIGINAL No	CAREGIVER TYPE Child Only	CAREGIVER TYPE Spouse/Other Only	CAREGIVER TYPE Both	HAS FINANCIAL EXPENSES Yes	HAS FINANCIAL EXPENSES No	PREVIOUSLY CLAIMED Any	PREVIOUSLY CLAIMED No	HEARD OF NEW CREDIT Yes	HEARD OF NEW CREDIT No	PREFERRED OOH Concept 1	PREFERRED OOH Concept 2	PREFERRED OOH Concept 3
	(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 59%	55 62%	122 58%	88 60%	38 60%	9 77%	291 59%	34 41%	193 60% H	77 70% H	181 58%	106 61%	40 65%	244 59%	53 59%	220 60%	96 81% RS	149 53%	58 52%
Strongly agree ..5	126 24%	26 29%	50 24%	35 24%	14 22%	4 31%	119 24%	12 14%	73 23%	41 38% HI	74 23%	45 26%	24 39% N	95 23%	22 25%	93 25%	49 42% RS	52 18%	24 22%
Somewhat agree ..4	178 35%	29 32%	72 34%	53 36%	24 38%	5 45%	172 35%	22 27%	120 37%	36 32%	108 34%	62 36%	16 25%	149 36%	31 34%	127 35%	46 39%	97 34%	34 31%
Neither agree nor disagree ..3	121 24%	15 17%	50 24%	42 28%	14 22%	1 8%	119 24%	26 33%	74 23%	21 19%	76 24%	40 23%	15 25%	89 22%	28 31%	77 21%	16 14%	71 25% Q	34 31% Q
Somewhat disagree ..2	53 10%	10 11%	25 12%	11 7%	7 11%	-	52 10%	16 20% IJ	31 10%	6 5%	32 10%	18 10%	6 10%	46 11%	6 7%	40 11%	6 5%	34 12% Q	13 11%
Strongly disagree ..1	35 7%	9 10%	15 7%	8 5%	4 7%	2 15%	32 7%	5 6%	24 7%	7 6%	24 8%	9 5%	-	33 8%	3 3%	29 8%	0 *%	29 10% Q	6 6% Q
BOTTOM 2 BOX	88 17%	19 21%	40 19%	18 12%	11 18%	2 15%	84 17%	21 26% J	55 17%	12 11%	57 18%	28 16%	6 10%	79 19% M	9 10%	69 19% O	7 6%	63 22% Q	19 17% 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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 58%	97 59%	120 62% D	56 47%	25 69% D	130 59%	168 57%	46 50%	138 59%	114 60%	66 60%	54 54%	75 54%	61 66%	163 56%	20 57%	33 63%	81 62%	235 57%	54 63%
Strongly agree ..5	120 23%	42 26% D	52 27% D	14 12%	11 32% D	52 24%	68 23%	14 16%	59 25%	47 25%	30 27%	20 20%	28 20%	24 25%	62 21%	9 27%	14 28%	34 26%	96 23%	17 20%
Somewhat agree ..4	178 35%	54 33%	68 35%	42 35%	14 38%	78 35%	100 34%	31 35%	80 34%	67 35%	36 33%	34 35%	48 34%	38 41%	101 35%	10 29%	18 35%	47 36%	139 34%	37 43%
Neither agree nor disagree ..3	115 22%	32 20%	37 19%	40 34% BCE	6 16%	48 22%	66 23%	18 20%	58 25%	39 21%	23 21%	22 22%	39 28% N	14 15%	70 24%	8 23%	8 16%	27 21%	91 22%	21 24%
Somewhat disagree ..2	68 13%	24 14%	25 13%	16 14%	3 9%	31 14%	36 12%	18 19%	24 10%	26 14%	14 13%	19 20% M	11 8%	12 13%	39 13%	6 16%	7 14%	16 12%	59 14%	8 10%
Strongly disagree ..1	33 6%	12 7%	13 7%	6 5%	2 6%	10 5%	23 8%	9 10%	13 6%	10 6%	6 6%	4 4%	14 10%	5 6%	22 7%	2 5%	4 8%	6 5%	29 7%	2 3%
BOTTOM 2 BOX	101 20%	35 22%	38 19%	22 19%	5 15%	41 19%	59 20%	27 30% I	38 16%	36 19%	20 18%	23 23%	25 18%	18 19%	61 21%	7 21%	11 21%	22 17%	88 21%	11 12%

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.
        Concept 1 - The ad is appealing.

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 58%	51 57%	118 55%	91 61%	38 61%	8 69%	284 58%	33 41%	193 60% H	71 65% H	180 57%	102 59%	42 68%	235 57%	52 58%	214 58%	90 76% RS	147 52%	61 55%
Strongly agree ..5	120 23%	26 29%	49 23%	35 23%	11 17%	4 34%	113 23%	10 12%	67 21%	42 39% HI	74 24%	37 21%	22 35%	91 22%	22 24%	89 24%	45 38% RS	51 18%	23 21%
Somewhat agree ..4	178 35%	25 28%	69 32%	56 38%	27 43%	4 35%	171 35%	23 29%	125 39% J	29 26%	105 34%	65 37%	20 33%	144 35%	30 34%	125 34%	45 38%	96 34%	37 34%
Neither agree nor disagree ..3	115 22%	18 20%	52 24%	29 20%	15 23%	3 23%	111 22%	26 32%	66 20%	23 21%	67 21%	41 24%	12 20%	91 22%	25 28%	76 21%	22 19%	62 22%	30 27%
Somewhat disagree ..2	68 13%	12 13%	29 14%	18 12%	9 14%	–	68 14%	14 18%	44 14%	9 8%	45 14%	21 12%	7 12%	55 13%	8 9%	49 13%	6 5%	47 17% Q	14 13%
Strongly disagree ..1	33 6%	9 10% E	14 7%	9 6%	1 2%	1 8%	31 6%	8 9%	19 6%	7 6%	22 7%	9 5%	–	30 7%	5 5%	27 7%	0 *%	27 9% Q	6 5%
BOTTOM 2 BOX	101 20%	20 23%	43 20%	28 19%	10 16%	1 8%	99 20%	22 27%	63 20%	16 15%	67 21%	31 18%	7 12%	85 21%	13 15%	76 21%	7 6%	74 26% Q	20 18% 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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 56%	100 61% D	118 61% D	45 38%	23 63% D	128 58%	158 54%	45 50%	141 60%	100 53%	59 54%	54 55%	75 54%	59 63%	169 57%	15 42%	30 58%	72 55%	227 55%	51 60%
Strongly agree ..5	127 25%	48 29% D	53 27% D	15 13%	10 29% D	63 29%	64 22%	12 13%	69 29% H	46 24% H	27 25%	24 24%	27 19%	29 31%	69 24%	9 25%	16 30%	33 25%	105 25%	15 18%
Somewhat agree ..4	159 31%	51 31%	65 33%	30 26%	12 35%	65 30%	94 32%	33 36%	72 31%	54 28%	32 29%	31 31%	49 35%	30 32%	99 34% P	6 17%	14 28%	39 30%	122 29%	36 42%
Neither agree nor disagree ..3	139 27%	41 25%	45 23%	44 38% BCE	9 24%	61 28%	78 27%	27 30%	57 24%	55 29%	36 33%	25 25%	37 27%	20 21%	70 24%	17 48% OQ	13 25%	37 29%	114 28%	23 26%
Somewhat disagree ..2	60 12%	17 11%	21 11%	20 17% E	2 6%	25 11%	35 12%	12 13%	25 11%	23 12%	9 8%	16 16%	17 12%	11 12%	34 12%	2 7%	8 16%	15 11%	49 12%	8 10%
Strongly disagree ..1	29 6%	6 4%	11 6%	9 8%	2 7%	6 3%	22 8% F	7 7%	10 4%	11 6%	5 5%	4 4%	10 7%	4 4%	20 7% Q	1 4%	1 2%	6 5%	23 6%	3 4%
BOTTOM 2 BOX	88 17%	24 15%	31 16%	28 24% E	5 13%	32 14%	57 19%	19 21%	35 15%	34 18%	14 13%	20 20%	27 19%	15 16%	55 19%	4 10%	9 17%	21 16%	72 18%	12 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.

C1C. Please indicate your level of agreement with the following statements about this ad.
Concept 1 - The ad is something I personally relate to.

		EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
	Total	HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 56%	52 59%	115 54%	84 56%	35 56%	6 53%	277 56%	27 34%	177 55% H	81 74% HI	187 60%	86 50%	42 68%	223 54%	52 59%	201 55%	80 67% R	143 51%	63 56%
Strongly agree ..5	127 25%	28 31%	50 24%	34 23%	14 23%	4 34%	120 24%	11 14%	71 22%	44 40% HI	80 26%	40 23%	30 49% N	89 22%	23 26%	95 26%	45 38% RS	58 20%	24 21%
Somewhat agree ..4	159 31%	25 28%	64 30%	49 33%	21 33%	2 19%	157 32%	16 20%	106 33% H	37 33%	107 34%	46 27%	12 19%	134 33% M	29 33%	107 29%	35 30%	85 30%	39 35%
Neither agree nor disagree ..3	139 27%	23 26%	63 30%	35 24%	18 28%	4 39%	132 27%	30 37% J	92 29% J	17 15%	78 25%	52 30%	15 24%	112 27%	24 27%	96 26%	30 25%	77 27%	32 29%
Somewhat disagree ..2	60 12%	7 8%	25 12%	19 13%	7 11%	1 8%	57 12%	17 21% J	36 11%	7 6%	32 10%	25 14%	4 7%	52 13%	10 11%	46 13%	5 4%	41 15% Q	14 12% Q
Strongly disagree ..1	29 6%	6 7%	9 4%	10 7%	3 5%	–	28 6%	7 8%	16 5%	5 5%	17 5%	10 6%	1 2%	24 6%	3 4%	23 6%	4 3%	21 8%	3 3%
BOTTOM 2 BOX	88 17%	13 15%	34 16%	29 20%	10 16%	1 8%	85 17%	24 29% IJ	52 16%	12 11%	49 16%	35 20%	5 8%	76 19% M	13 14%	69 19%	8 7%	63 22% Q	17 15%

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.

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 73%	121 74%	144 74%	80 68%	28 78%	156 71%	217 74%	67 74%	173 74%	133 70%	82 75%	74 74%	96 69%	71 76%	212 72%	25 70%	41 78%	94 72%	307 74%	57 67%
Strongly agree ..5	155 30%	52 32% D	66 34% D	22 19%	14 40% D	65 30%	89 30%	19 21%	79 34% H	57 30%	33 30%	31 31%	37 26%	28 30%	88 30%	11 31%	16 31%	40 31%	128 31%	20 24%
Somewhat agree ..4	218 43%	69 42%	78 40%	58 49%	14 39%	90 41%	128 44%	48 53%	94 40%	76 40%	49 45%	43 43%	59 42%	43 46%	124 42%	14 40%	25 47%	54 42%	179 43%	37 43%
Neither agree nor disagree ..3	83 16%	22 13%	31 16%	26 22% E	4 11%	39 18%	43 15%	13 15%	36 16%	33 18%	14 13%	16 16%	29 21%	13 14%	48 16%	8 22%	8 15%	18 14%	64 15%	16 18%
Somewhat disagree ..2	41 8%	13 8%	16 8%	10 8%	3 8%	18 8%	23 8%	7 8%	18 8%	17 9%	8 7%	9 9%	9 7%	8 8%	23 8%	3 8%	3 5%	13 10%	31 8%	10 12%
Strongly disagree ..1	16 3%	9 6%	3 2%	3 2%	1 3%	6 3%	10 3%	3 4%	7 3%	6 3%	6 5%	–	5 4%	2 2%	11 4%	–	1 2%	4 3%	12 3%	3 3%
BOTTOM 2 BOX	58 11%	22 13%	19 10%	12 11%	4 11%	25 11%	33 11%	10 11%	25 11%	23 12%	14 12%	9 9%	15 11%	10 10%	34 12%	3 8%	4 7%	18 13%	43 10%	13 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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 73%	64 71%	155 73%	111 75%	42 67%	9 75%	359 73%	50 62%	241 75% H	82 74%	222 71%	133 77%	46 75%	299 73%	70 78%	260 71%	101 86% RS	196 69%	76 68%
Strongly agree ..5	155 30%	32 36%	68 32%	40 27%	15 23%	4 39%	147 30%	15 18%	93 29%	47 43% HI	90 29%	57 33%	30 49% N	113 27%	29 33%	109 30%	53 45% RS	68 24%	33 30%
Somewhat agree ..4	218 43%	31 35%	88 41%	71 48%	28 44%	4 36%	211 43%	35 43%	148 46% J	35 32%	131 42%	76 44%	16 26%	186 45% M	41 46%	151 41%	48 41%	127 45%	42 38%
Neither agree nor disagree ..3	83 16%	15 16%	32 15%	23 15%	14 22%	1 8%	81 16%	20 24%	50 15%	14 12%	47 15%	29 17%	14 23%	61 15%	13 15%	57 16%	14 12%	48 17%	21 19%
Somewhat disagree ..2	41 8%	5 6%	21 10%	10 7%	5 8%	2 17%	39 8%	11 13%	23 7%	8 7%	34 11% L	8 4%	1 2%	37 9% M	5 6%	35 10%	3 2%	29 10% Q	10 9% Q
Strongly disagree ..1	16 3%	5 6%	4 2%	4 3%	2 3%	–	15 3%	1 1%	8 2%	7 7% H	11 3%	4 2%	–	15 4%	1 1%	14 4%	1 1%	11 4%	4 4%
BOTTOM 2 BOX	58 11%	11 12%	25 12%	14 10%	7 11%	2 17%	54 11%	12 14%	31 10%	15 13%	45 14% L	12 7%	1 2%	52 13% M	6 7%	49 13%	3 3%	40 14% Q	14 13% 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.

ENVIRONICS
RESEARCH

C1.   Please indicate your level of agreement with the following statements about this ad.
        Concept 1 - Summary Tables: Top 2 Box

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 conveys that there is a credit available for caregivers.	373 73%	121 74%	144 74%	80 68%	28 78%	156 71%	217 74%	67 74%	173 74%	133 70%	82 75%	74 74%	96 69%	71 76%	212 72%	25 70%	41 78%	94 72%	307 74%	57 67%
This ad catches my attention.	303 59%	97 59%	120 62%	60 51%	26 71% D	126 57%	177 61%	49 54%	136 58%	118 62%	71 65%	56 56%	76 54%	59 64%	163 56%	21 59%	34 66%	84 64%	244 59%	52 61%
The ad is appealing.	298 58%	97 59%	120 62% D	56 47%	25 69% D	130 59%	168 57%	46 50%	138 59%	114 60%	66 60%	54 54%	75 54%	61 66%	163 56%	20 57%	33 63%	81 62%	235 57%	54 63%
The ad is something I personally relate to.	286 56%	100 61% D	118 61% D	45 38%	23 63% D	128 58%	158 54%	45 50%	141 60%	100 53%	59 54%	54 55%	75 54%	59 63%	169 57%	15 42%	30 58%	72 55%	227 55%	51 60%
None of the above	111 22%	38 23%	39 20%	28 23%	6 18%	48 22%	62 21%	21 23%	46 20%	44 23%	16 15%	17 17%	38 27% K	20 22%	68 23%	8 24%	8 15%	27 21%	85 21%	21 24%

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 conveys that there is a credit available for caregivers.	373 73%	64 71%	155 73%	111 75%	42 67%	9 75%	359 73%	50 62%	241 75% H	82 74%	222 71%	133 77%	46 75%	299 73%	70 78%	260 71%	101 86% RS	196 69%	76 68%
This ad catches my attention.	303 59%	55 62%	122 58%	88 60%	38 60%	9 77%	291 59%	34 41%	193 60% H	77 70% H	181 58%	106 61%	40 65%	244 59%	53 59%	220 60%	96 81% RS	149 53%	58 52%
The ad is appealing.	298 58%	51 57%	118 55%	91 61%	38 61%	8 69%	284 58%	33 41%	193 60% H	71 65% H	180 57%	102 59%	42 68%	235 57%	52 58%	214 58%	90 76% RS	147 52%	61 55%
The ad is something I personally relate to.	286 56%	52 59%	115 54%	84 56%	35 56%	6 53%	277 56%	27 34%	177 55% H	81 74% HI	187 60%	86 50%	42 68%	223 54%	52 59%	201 55%	80 67% R	143 51%	63 56%
None of the above	111 22%	21 24%	40 19%	32 22%	18 28%	1 8%	108 22%	28 35% IJ	62 19%	21 19%	70 22%	33 19%	13 22%	86 21%	16 18%	82 22%	15 12%	65 23% Q	32 28% 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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 66%	109 66%	140 72% D	65 55%	26 72% D	140 64%	199 68%	56 62%	158 68%	126 66%	73 67%	64 64%	89 64%	67 72%	187 64%	25 73%	37 71%	88 68%	267 64%	64 75%
Very likely ..5	149 29%	57 35% D	57 29% D	20 17%	14 40% D	63 29%	86 29%	16 18%	74 32% H	59 31% H	35 32%	27 27%	33 24%	33 36%	79 27%	9 26%	13 25%	47 36%	126 30%	16 19%
Somewhat likely ..4	191 37%	52 32%	82 42%	44 38%	12 33%	77 35%	114 39%	40 44%	84 36%	67 35%	39 35%	37 37%	56 40%	34 36%	108 37%	16 46%	23 45%	41 32%	141 34%	48 56% S
Neither likely nor unlikely ..3	97 19%	29 18%	30 16%	32 27% C	6 18%	50 23%	47 16%	17 18%	44 19%	36 19%	18 16%	18 18%	29 21%	15 16%	58 20%	7 20%	6 12%	25 20%	84 20%	11 13%
Somewhat unlikely ..2	51 10%	18 11%	17 9%	13 11%	2 6%	20 9%	31 10%	10 11%	25 11%	16 8%	15 14%	11 11%	11 8%	9 9%	31 11%	1 4%	8 16%	10 8%	43 10%	7 8%
Very unlikely ..1	25 5%	8 5%	8 4%	8 7%	1 4%	10 4%	16 5%	8 9%	6 3%	11 6%	3 3%	7 7%	10 7%	2 2%	17 6%	1 4%	1 2%	6 5%	20 5%	4 4%
BOTTOM 2 BOX	76 15%	26 16%	25 13%	21 18%	4 10%	30 13%	46 16%	18 19%	32 14%	27 14%	18 17%	18 18%	21 15%	11 11%	48 16%	2 7%	9 18%	16 12%	62 15%	11 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.

ENVIRONICS
RESEARCH

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 66%	59 66%	139 66%	91 62%	50 79% CD	11 92% G	325 66%	41 50%	218 68% H	81 73% H	208 66%	111 64%	46 75%	272 66%	61 68%	244 66%	86 73%	179 63%	74 67%
Very likely ..5	149 29%	27 30%	66 31%	37 25%	19 30%	6 53%	140 28%	17 20%	87 27%	45 41% HI	93 30%	49 28%	28 45% N	112 27%	28 32%	105 29%	56 47% RS	61 22%	32 29%
Somewhat likely ..4	191 37%	32 36%	74 35%	54 36%	31 49%	4 39%	185 37%	24 30%	130 41%	36 33%	115 37%	63 36%	18 30%	160 39%	33 37%	139 38%	31 26%	118 42% Q	42 38%
Neither likely nor unlikely ..3	97 19%	15 17%	42 20%	30 20%	10 16%	-	94 19%	22 28%	57 18%	18 16%	62 20%	31 18%	11 18%	71 17%	16 18%	65 18%	17 14%	55 19%	26 23%
Somewhat unlikely ..2	51 10%	7 7%	22 10% E	19 13% E	2 3%	1 8%	49 10%	15 19% J	31 10%	5 5%	31 10%	19 11%	4 7%	45 11%	7 7%	37 10%	11 10%	32 11%	7 6%
Very unlikely ..1	25 5%	8 9% E	8 4%	8 5%	1 2%	-	25 5%	3 4%	16 5%	6 6%	13 4%	12 7%	-	24 6%	5 6%	20 5%	4 4%	17 6%	4 4%
BOTTOM 2 BOX	76 15%	15 17% E	30 14% E	27 18% E	3 5%	1 8%	74 15%	18 22% J	47 15%	11 10%	44 14%	32 18%	4 7%	69 17% M	12 13%	58 16%	16 13%	49 17%	11 10%

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.

ENVIRONICS
RESEARCH

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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 64%	105 64%	136 70% D	61 52%	25 70% D	138 63%	190 65%	52 57%	156 67%	120 63%	70 64%	66 66%	82 59%	63 68%	184 63%	23 64%	36 69%	84 65%	262 63%	56 66%
Very likely ..5	142 28%	48 29%	58 30% D	21 18%	14 40% D	60 27%	81 28%	15 17%	73 31% H	54 28% H	31 28%	22 22%	34 24%	33 35%	75 26%	10 27%	13 26%	43 33%	117 28%	18 22%
Somewhat likely ..4	186 36%	57 35%	78 40%	40 34%	11 31%	77 35%	108 37%	36 40%	83 36%	66 35%	39 35%	44 44%	48 34%	31 33%	108 37%	13 37%	22 43%	41 32%	146 35%	38 44%
Neither likely nor unlikely ..3	111 22%	37 22%	32 17%	35 30% CE	6 18%	52 23%	60 20%	21 23%	50 21%	40 21%	26 24%	21 21%	33 24%	18 19%	62 21%	9 27%	11 21%	27 21%	91 22%	18 21%
Somewhat unlikely ..2	48 9%	13 8%	18 9%	14 12%	2 7%	20 9%	28 9%	13 14%	17 7%	18 10%	8 8%	9 9%	14 10%	10 11%	30 10%	1 4%	5 9%	12 10%	42 10%	5 6%
Very unlikely ..1	26 5%	10 6%	8 4%	7 6%	2 5%	10 5%	16 5%	5 5%	11 5%	11 6%	6 5%	4 4%	10 7%	2 2%	18 6%	2 5%	1 2%	6 5%	19 5%	6 7%
BOTTOM 2 BOX	74 14%	23 14%	26 13%	21 18%	4 12%	31 14%	44 15%	18 20%	27 12%	29 15%	14 13%	13 13%	25 18%	13 13%	48 16%	3 9%	5 10%	18 14%	60 15%	11 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.

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	327 64%	59 66%	134 63%	87 59%	47 74% D	9 75%	313 63%	41 50%	207 65% H	79 72% H	201 64%	107 62%	46 75%	259 63%	64 71%	228 62%	89 75% R	166 59%	72 65%
Very likely ..5	142 28%	27 31%	61 29%	35 24%	18 28%	5 45%	134 27%	13 16%	88 27% H	41 37% H	85 27%	48 28%	24 39%	111 27%	27 30%	105 29%	48 40% RS	66 23%	27 25%
Somewhat likely ..4	186 36%	31 35%	73 34%	52 35%	29 46%	3 30%	179 36%	28 34%	120 37%	38 35%	116 37%	59 34%	22 35%	148 36%	37 42%	123 34%	41 35%	100 35%	45 40%
Neither likely nor unlikely ..3	111 22%	14 16%	52 25%	34 23%	10 16%	2 17%	108 22%	24 29%	70 22%	17 16%	68 22%	38 22%	10 17%	88 21%	15 16%	82 22%	16 13%	68 24% Q	27 25%
Somewhat unlikely ..2	48 9%	8 9%	16 7%	20 14%	4 6%	1 8%	46 9%	14 17% J	28 9%	5 5%	31 10%	16 9%	4 7%	40 10%	6 7%	35 10%	11 10%	32 11% S	5 4%
Very unlikely ..1	26 5%	8 9%	10 5%	7 4%	2 3%	–	26 5%	3 4%	15 5%	8 8%	14 4%	13 7%	1 1%	25 6% M	5 5%	22 6%	2 2%	17 6%	7 6%
BOTTOM 2 BOX	74 14%	16 18%	26 12%	27 18%	6 10%	1 8%	72 15%	17 21%	43 14%	14 12%	45 14%	28 16%	5 8%	65 16%	11 12%	57 16%	14 12%	49 17%	12 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.

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 67%	114 69% D	139 71% D	63 53%	27 74% D	141 64%	200 68%	60 66%	163 70%	118 63%	78 71%	68 68%	89 64%	64 68%	193 66%	24 70%	40 78%	83 64%	277 67%	57 66%
Very likely ..5	144 28%	49 30%	60 31% D	22 19%	14 40% D	65 29%	80 27%	17 19%	75 32% H	52 28%	34 31%	23 23%	36 26%	33 35%	79 27%	10 29%	14 28%	41 31%	120 29%	18 21%
Somewhat likely ..4	197 38%	65 40%	79 41%	41 35%	12 35%	77 35%	121 41%	43 47%	88 38%	66 35%	44 40%	45 45%	53 38%	31 33%	114 39%	14 40%	26 50% R	42 32%	156 38%	39 45%
Neither likely nor unlikely ..3	102 20%	31 19%	36 18%	30 26% E	5 14%	49 22%	53 18%	17 19%	46 20%	40 21%	18 17%	20 20%	30 22%	17 19%	62 21%	7 19%	7 14%	26 20%	82 20%	17 20%
Somewhat unlikely ..2	39 8%	10 6%	9 4%	18 15% BC	3 8%	19 9%	20 7%	8 9%	13 5%	19 10%	6 5%	10 10%	10 7%	10 11%	19 7%	2 7%	4 7%	14 11%	32 8%	7 8%
Very unlikely ..1	29 6%	9 6%	12 6%	7 6%	1 4%	10 5%	20 7%	6 6%	12 5%	12 6%	8 7%	3 3%	10 7%	2 2%	20 7% Q	2 5%	1 2%	7 6%	23 6%	5 6%
BOTTOM 2 BOX	69 13%	19 12%	21 11%	25 21% C	4 12%	29 13%	39 13%	14 15%	24 10%	31 16%	13 12%	13 13%	20 14%	12 13%	39 13%	4 11%	5 9%	21 16%	55 13%	12 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.

ENVIRONICS
RESEARCH

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 67%	56 63%	145 68%	93 63%	48 76%	11 92% G	326 66%	49 61%	212 66%	80 73%	216 69%	106 61%	48 78%	270 66%	60 67%	247 67%	86 73%	181 64%	75 67%
Very likely ..5	144 28%	29 32%	60 28%	38 26%	17 27%	6 53%	136 28%	15 18%	85 27%	44 40% HI	90 29%	47 27%	26 42%	111 27%	25 28%	106 29%	51 43% RS	63 22%	30 27%
Somewhat likely ..4	197 38%	28 31%	85 40%	54 37%	31 48%	4 39%	190 38%	34 42%	127 40%	36 33%	126 40%	59 34%	22 36%	159 39%	35 39%	141 38%	35 30%	118 42%	45 40%
Neither likely nor unlikely ..3	102 20%	19 21%	41 19%	32 22%	11 17%	–	100 20%	18 22%	65 20%	19 17%	60 19%	39 22%	12 19%	80 19%	16 18%	71 19%	17 15%	59 21%	26 24%
Somewhat unlikely ..2	39 8%	6 6%	16 7%	15 10%	2 3%	1 8%	38 8%	9 11%	27 8% J	3 3%	23 7%	15 8%	1 2%	35 9% M	8 9%	26 7%	10 8%	27 9% S	3 3%
Very unlikely ..1	29 6%	8 9%	11 5%	8 6%	2 3%	–	29 6%	5 6%	17 5%	8 7%	15 5%	14 8%	1 2%	27 7% M	6 6%	23 6%	5 5%	17 6%	7 6%
BOTTOM 2 BOX	69 13%	14 16%	26 12%	23 16%	4 7%	1 8%	68 14%	14 17%	44 14%	11 10%	38 12%	29 17%	2 4%	62 15% M	13 15%	49 13%	15 13%	44 15%	10 9%

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.

C3A.   Please indicate your level of agreement with the following statements about this ad.
Concept 2 - This ad catches my attention.

	Total	REGION West	REGION ON	REGION QC	REGION Atl	GENDER Male	GENDER Female	AGE 18-34	AGE 35-54	AGE 55+	INCOME <$40K	INCOME $40K-<$60K	INCOME $60K-<$100K	INCOME $100K+	EMPLOYMENT FT/Self Empl	EMPLOYMENT PT	EMPLOYMENT Not Employed	EMPLOYMENT Retired	BIRTH COUNTRY Canada	BIRTH COUNTRY Other
	(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 67%	108 66%	145 74% D	67 57%	23 64%	142 65%	201 69%	58 64%	165 71%	121 64%	79 72%	63 64%	98 70%	59 63%	195 66%	21 61%	41 80%	85 66%	280 68%	61 71%
Strongly agree ..5	154 30%	55 33% D	68 35% D	18 15%	13 36% D	53 24%	101 34% F	25 28%	72 31%	56 30%	35 32%	34 34%	38 27%	31 33%	90 31%	7 20%	17 33%	39 30%	129 31%	23 27%
Somewhat agree ..4	190 37%	53 33%	77 39%	50 42% E	10 29%	89 41%	101 34%	33 36%	93 40%	64 34%	44 40%	30 30%	60 43%	28 30%	104 36%	14 41%	24 47%	47 36%	150 36%	38 44%
Neither agree nor disagree ..3	92 18%	22 13%	29 15%	30 26% BC	10 28% BC	45 20%	47 16%	16 18%	38 16%	37 20%	20 19%	16 16%	23 17%	22 23%	53 18%	7 20%	7 13%	23 17%	72 17%	15 18%
Somewhat disagree ..2	53 10%	25 15% E	14 7%	12 11%	2 5%	22 10%	31 11%	15 16%	18 8%	20 11%	6 6%	19 19% KM	9 6%	10 11%	30 10%	4 11%	4 7%	16 12%	44 11%	8 10%
Strongly disagree ..1	25 5%	9 6%	6 3%	8 7%	1 3%	11 5%	13 5%	2 2%	11 5%	11 6%	4 4%	1 1%	10 7% L	2 2%	16 5%	3 8%	–	6 5%	18 4%	1 1%
BOTTOM 2 BOX	78 15%	34 21% CE	21 11%	20 17% E	3 8%	33 15%	45 15%	17 18%	30 13%	31 17%	11 10%	20 20% K	18 13%	13 14%	45 15% Q	7 19%	4 7%	22 17% Q	62 15%	9 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.

C3A.   Please indicate your level of agreement with the following statements about this ad.
         Concept 2 – This ad catches my attention.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	344 67%	62 70%	146 69%	98 66%	39 61%	5 40%	335 68%	47 58%	217 68%	79 72%	216 69%	115 66%	46 75%	271 66%	65 73%	243 66%	65 55%	198 70% Q	81 73% Q
Strongly agree ..5	154 30%	27 31%	69 33%	44 30%	13 21%	2 18%	151 31%	12 15%	101 32% H	40 36% H	96 30%	49 28%	28 46% N	114 28%	28 31%	114 31%	33 27%	87 31%	34 31%
Somewhat agree ..4	190 37%	35 39%	77 36%	54 36%	25 40%	2 22%	184 37%	35 43%	116 36%	39 36%	120 38%	66 38%	18 29%	157 38%	37 41%	129 35%	33 28%	111 39%	47 42% Q
Neither agree nor disagree ..3	92 18%	11 12%	39 19%	28 19%	13 20%	6 52% G	86 17%	16 19%	58 18%	17 16%	47 15%	36 21%	8 13%	75 18%	18 20%	62 17%	23 19%	51 18%	18 16%
Somewhat disagree ..2	53 10%	10 11%	21 10%	17 11%	5 8%	1 8%	51 10%	15 19% J	31 10%	7 6%	33 11%	17 10%	7 11%	43 10%	4 4%	42 11% O	24 20% RS	19 7%	10 9%
Strongly disagree ..1	25 5%	6 7%	6 3%	6 4%	7 11% C	–	22 4%	3 3%	15 5%	7 6%	18 6%	6 3%	–	24 6%	3 3%	19 5%	6 5%	16 6%	3 2%
BOTTOM 2 BOX	78 15%	16 18%	27 13%	22 15%	12 19%	1 8%	73 15%	18 22%	46 14%	13 12%	51 16%	23 13%	7 11%	67 16%	7 7%	61 17% O	31 26% RS	35 12%	13 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.

C3B.   Please indicate your level of agreement with the following statements about this ad.
        Concept 2 - The ad is appealing.

	Total	REGION West	REGION ON	REGION QC	REGION Atl	GENDER Male	GENDER Female	AGE 18-34	AGE 35-54	AGE 55+	INCOME <$40K	INCOME $40K-<$60K	INCOME $60K-<$100K	INCOME $100K+	EMPLOYMENT FT/Self Empl	EMPLOYMENT PT	EMPLOYMENT Not Employed	EMPLOYMENT Retired	BIRTH COUNTRY Canada	BIRTH COUNTRY Other
	(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 62%	99 60% D	138 71% D	55 47%	25 68% D	130 59%	186 63%	54 60%	149 64%	113 60%	72 66%	60 61%	88 63%	56 60%	174 59%	19 55%	38 73%	82 63%	259 63%	54 63%
Strongly agree ..5	136 27%	52 32% D	56 29% D	17 14%	11 30% D	42 19%	94 32% F	20 22%	67 29%	49 26%	28 26%	31 31%	35 25%	27 29%	79 27%	6 18%	15 29%	35 27%	112 27%	23 27%
Somewhat agree ..4	180 35%	47 29%	81 42% B	38 32%	14 39%	88 40%	92 31%	34 38%	81 35%	64 34%	44 40%	30 30%	52 38%	28 30%	95 32%	13 37%	23 44%	47 36%	147 35%	31 36%
Neither agree nor disagree ..3	108 21%	31 19%	30 16%	38 32% BC	9 24%	50 23%	58 20%	21 23%	51 22%	35 19%	20 19%	20 20%	29 20%	24 26%	69 23%	6 18%	10 20%	22 17%	85 21%	20 24%
Somewhat disagree ..2	59 11%	21 13% E	22 11% E	15 13% E	1 4%	23 11%	36 12%	12 13%	21 9%	26 14%	13 12%	11 11%	13 10%	12 13%	32 11%	6 16%	4 7%	17 13%	48 12%	8 10%
Strongly disagree ..1	30 6%	14 8%	5 3%	10 8% C	1 4%	17 8%	14 5%	4 4%	12 5%	14 8%	4 4%	8 8% N	10 7%	1 1%	18 6%	4 11%	–	9 7%	22 5%	3 3%
BOTTOM 2 BOX	89 17%	34 21% E	27 14%	25 21% E	3 8%	40 18%	49 17%	16 17%	33 14%	40 21%	17 16%	19 20%	23 17%	14 15%	50 17% Q	9 27% Q	4 7%	26 20% Q	70 17%	11 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.

C3B.   Please indicate your level of agreement with the following statements about this ad.
Concept 2 - The ad is appealing.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 62%	56 63%	132 62%	95 64%	33 53%	6 51%	307 62%	42 51%	196 61%	78 71% H	197 63%	107 61%	46 75% N	244 59%	63 70%	219 60%	58 49%	185 65% Q	73 66% Q
Strongly agree ..5	136 27%	25 28% E	64 30% E	40 27% E	7 11%	3 26%	133 27%	15 18%	81 25%	40 36% H	88 28%	38 22%	21 33%	106 26%	25 28%	104 28%	26 22%	80 28%	31 27%
Somewhat agree ..4	180 35%	31 35%	68 32%	54 37%	26 41%	3 25%	174 35%	27 34%	114 36%	38 35%	109 35%	68 39%	26 42%	138 34%	38 42%	115 31%	33 28%	105 37%	43 38%
Neither agree nor disagree ..3	108 21%	18 20%	44 21%	31 21%	14 22%	4 31%	102 21%	20 24%	70 22%	17 16%	54 17%	46 27% K	11 17%	86 21%	16 18%	78 21%	30 26%	53 19%	25 22%
Somewhat disagree ..2	59 11%	8 9%	23 11%	18 12%	10 16%	1 10%	58 12%	17 21% J	37 12% J	5 4%	41 13%	14 8%	4 6%	53 13%	7 7%	46 12%	21 18%	27 10%	11 10%
Strongly disagree ..1	30 6%	7 8%	13 6%	5 3%	6 9%	1 8%	27 5%	3 3%	18 6%	10 9%	23 7%	7 4%	1 1%	29 7% M	4 4%	23 6%	9 8%	19 7%	3 2%
BOTTOM 2 BOX	89 17%	15 16%	36 17%	23 15%	16 25%	2 17%	85 17%	20 24%	55 17%	14 13%	63 20% L	21 12%	5 8%	81 20% M	11 12%	69 19%	30 25% S	46 16%	14 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.

C3C.   Please indicate your level of agreement with the following statements about this ad.
        Concept 2 - The ad is something I personally relate to.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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	272 53%	90 55% D	120 62% D	38 32%	24 66% D	110 50%	162 55%	50 56%	124 53%	98 52%	56 51%	61 61%	69 49%	56 60%	157 54%	18 53%	28 54%	66 51%	225 54%	46 54%
Strongly agree ..5	137 27%	51 31% D	63 32% D	13 11%	10 29% D	54 25%	83 28%	21 23%	66 28%	50 26%	27 25%	27 27%	29 21%	38 41% KM	84 29%	6 17%	15 29%	32 25%	115 28%	20 24%
Somewhat agree ..4	135 26%	39 24%	57 29%	25 21%	14 38% BD	56 25%	79 27%	29 32%	57 25%	48 26%	29 27%	34 34% N	40 29%	18 19%	73 25%	12 35%	13 25%	34 26%	109 26%	26 30%
Neither agree nor disagree ..3	132 26%	40 24%	45 23%	39 33% E	7 21%	63 29%	69 23%	15 16%	68 29% H	49 26%	31 28%	22 22%	38 27%	21 23%	79 27%	7 21%	15 28%	30 23%	103 25%	26 30%
Somewhat disagree ..2	60 12%	16 10%	16 8%	25 21% BCE	2 6%	25 11%	35 12%	24 26% IJ	17 7%	18 10%	13 12%	11 11%	16 12%	10 11%	33 11%	3 8%	7 14%	17 13%	48 12%	10 12%
Strongly disagree ..1	50 10%	18 11%	13 7%	16 14% C	2 7%	22 10%	27 9%	2 2%	25 11% H	23 12% H	9 8%	6 6%	17 12%	6 7%	24 8%	6 18%	2 4%	17 13% Q	38 9%	3 4%
BOTTOM 2 BOX	109 21%	35 21%	29 15%	41 35% BCE	5 13%	47 21%	62 21%	26 28%	42 18%	42 22%	22 20%	17 17%	33 23%	16 17%	57 19%	9 27%	9 18%	34 26%	86 21%	14 16%

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 53%	48 54%	111 52%	85 57%	28 45%	8 72%	263 53%	27 33%	174 54% H	71 64% H	179 57%	82 47%	44 72% N	207 50%	45 50%	199 54%	53 45%	158 56%	60 54%
Strongly agree ..5	137 27%	26 29% E	63 30% E	40 27% E	8 13%	2 19%	134 27%	13 16%	85 26%	39 35% H	93 30% L	36 21%	28 45% N	99 24%	27 30%	103 28%	25 21%	80 28%	32 29%
Somewhat agree ..4	135 26%	22 25%	48 23%	44 30%	20 32%	6 53%	129 26%	14 17%	89 28%	32 29%	86 27%	46 26%	17 27%	108 26%	18 20%	96 26%	28 24%	78 28%	29 26%
Neither agree nor disagree ..3	132 26%	24 27%	61 29%	33 22%	14 22%	2 17%	126 26%	31 38% IJ	76 24%	24 22%	75 24%	50 29%	12 20%	107 26%	24 27%	89 24%	35 30%	62 22%	35 32%
Somewhat disagree ..2	60 12%	8 9%	21 10%	19 13%	11 18%	–	60 12%	14 17% J	41 13% J	4 4%	32 10%	23 13%	2 3%	53 13% M	11 12%	43 12%	16 13%	32 11%	12 11%
Strongly disagree ..1	50 10%	9 10%	19 9%	12 8%	10 16%	1 11%	45 9%	9 11%	29 9%	11 10%	28 9%	19 11%	3 5%	45 11%	10 11%	36 10%	15 12% S	31 11% S	4 4%
BOTTOM 2 BOX	109 21%	17 19%	40 19%	31 21%	21 34% C	1 11%	104 21%	23 29% J	71 22%	15 14%	60 19%	42 24%	5 8%	98 24% M	20 23%	78 21%	31 26%	63 22%	16 14%

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.

ENVIRONICS
RESEARCH

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.

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 75%	119 73%	161 83% D	75 63%	30 84% D	158 72%	227 77%	72 79%	180 77%	134 71%	80 73%	79 79%	105 75%	74 80%	221 75%	27 78%	41 80%	94 72%	320 77%	62 73%
Strongly agree ..5	187 36%	67 41% D	79 41% D	24 20%	17 47% D	65 29%	122 42% F	27 29%	90 39%	70 37%	47 43%	34 35%	42 30%	37 39%	106 36%	7 19%	24 47% P	50 38% P	159 38%	27 31%
Somewhat agree ..4	199 39%	52 32%	82 42%	51 43%	14 38%	94 43%	105 36%	45 50% J	90 39%	64 34%	33 30%	44 44% K	63 45% K	38 40%	115 39%	21 59% QR	17 33%	44 34%	161 39%	36 42%
Neither agree nor disagree ..3	80 16%	23 14%	19 10%	32 27% BCE	5 15%	43 20%	37 13%	8 9%	35 15%	37 20% H	17 16%	13 13%	21 15%	14 15%	43 15%	2 6%	9 17%	25 19% P	66 16%	13 15%
Somewhat disagree ..2	34 7%	14 9%	10 5%	10 8%	-	14 6%	20 7%	10 11%	11 5%	13 7%	10 9%	8 8%	7 5%	5 5%	18 6%	5 13%	2 4%	9 7%	21 5%	9 11%
Strongly disagree ..1	14 3%	7 4%	4 2%	2 2%	0 1%	5 2%	9 3%	1 1%	7 3%	5 3%	2 2%	-	6 4%	0 *%	11 4%	1 3%	-	1 1%	7 2%	1 1%
BOTTOM 2 BOX	48 9%	22 13% E	14 7% E	12 10% E	0 1%	18 8%	29 10%	11 12%	19 8%	18 10%	12 11%	8 8%	13 9%	5 6%	30 10% Q	6 16%	2 4%	10 8%	28 7%	10 12%

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 75%	68 76%	161 76%	115 78%	41 65%	9 83%	373 76%	54 67%	252 78%	79 72%	235 75%	136 78%	52 84%	304 74%	71 79%	274 75%	79 66%	222 79% Q	84 75%
Strongly agree ..5	187 36%	34 38% E	91 43% E	49 33%	12 19%	4 34%	181 37%	23 28%	118 37%	46 42%	120 38%	56 32%	30 50% N	139 34%	32 36%	138 38%	41 35%	105 37%	40 36%
Somewhat agree ..4	199 39%	34 39%	69 33%	65 44%	29 46%	6 48%	192 39%	32 39%	134 42%	33 30%	115 36%	80 46%	21 34%	165 40%	38 43%	136 37%	38 32%	117 41%	44 39%
Neither agree nor disagree ..3	80 16%	18 20%	32 15%	19 13%	10 16%	1 8%	78 16%	17 20%	47 14%	17 15%	41 13%	32 18%	7 12%	64 16%	15 17%	54 15%	24 20%	40 14%	16 15%
Somewhat disagree ..2	34 7%	1 1%	16 7% B	10 7% B	7 11% B	1 10%	32 6%	9 11%	14 4%	11 10%	26 8% L	5 3%	3 5%	30 7%	4 4%	28 8%	11 10%	14 5%	9 8%
Strongly disagree ..1	14 3%	2 2%	3 2%	4 3%	5 8%	-	11 2%	2 2%	9 3%	3 3%	11 4% L	1 1%	-	14 3%	0 *%	11 3%	5 4%	7 2%	2 2%
BOTTOM 2 BOX	48 9%	3 3%	19 9% B	14 10% B	12 19% B	1 10%	43 9%	10 13%	23 7%	14 13%	38 12% L	6 3%	3 5%	44 11%	4 4%	39 11% O	16 14%	21 7%	11 10%

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.

ENVIRONICS
RESEARCH

C3.   Please indicate your level of agreement with the following statements about this ad.
       Concept 2 - Summary Tables: Top 2 Box

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 conveys that there is a credit available for caregivers.	385 75%	119 73%	161 83% D	75 63%	30 84% D	158 72%	227 77%	72 79%	180 77%	134 71%	80 73%	79 79%	105 75%	74 80%	221 75%	27 78%	41 80%	94 72%	320 77%	62 73%
This ad catches my attention.	344 67%	108 66%	145 74% D	67 57%	23 64%	142 65%	201 69%	58 64%	165 71%	121 64%	79 72%	63 64%	98 70%	59 63%	195 66%	21 61%	41 80%	85 66%	280 68%	61 71%
The ad is appealing.	316 62%	99 60% D	138 71% D	55 47%	25 68% D	130 59%	186 63%	54 60%	149 64%	113 60%	72 66%	60 61%	88 63%	56 60%	174 59%	19 55%	38 73%	82 63%	259 63%	54 63%
The ad is something I personally relate to.	272 53%	90 55% D	120 62% D	38 32%	24 66% D	110 50%	162 55%	50 56%	124 53%	98 52%	56 51%	61 61%	69 49%	56 60%	157 54%	18 53%	28 54%	66 51%	225 54%	46 54%
None of the above	101 20%	39 24% CE	23 12%	35 30% CE	4 12%	46 21%	55 19%	16 18%	40 17%	45 24%	22 20%	19 20%	28 20%	14 15%	58 20%	7 21%	8 16%	27 21%	73 18%	17 20%

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

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 conveys that there is a credit available for caregivers.	385 75%	68 76%	161 76%	115 78%	41 65%	9 83%	373 76%	54 67%	252 78%	79 72%	235 75%	136 78%	52 84%	304 74%	71 79%	274 75%	79 66%	222 79% Q	84 75%
This ad catches my attention.	344 67%	62 70%	146 69%	98 66%	39 61%	5 40%	335 68%	47 58%	217 68%	79 72%	216 69%	115 66%	46 75%	271 66%	65 73%	243 66%	65 55%	198 70% Q	81 73%
The ad is appealing.	316 62%	56 63%	132 62%	95 64%	33 53%	6 51%	307 62%	42 51%	196 61%	78 71% H	197 63%	107 61%	46 75% N	244 59%	63 70%	219 60%	58 49%	185 65% Q	73 66% Q
The ad is something I personally relate to.	272 53%	48 54%	111 52%	85 57%	28 45%	8 72%	263 53%	27 33%	174 54% H	71 64% H	179 57%	82 47%	44 72% N	207 50%	45 50%	199 54%	53 45%	158 56%	60 54%
None of the above	101 20%	17 19%	40 19%	31 21%	14 22%	2 17%	96 19%	23 28%	54 17%	24 22%	62 20%	32 18%	10 16%	81 20%	15 16%	74 20%	35 29% RS	49 17%	18 16%

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 67%	114 70% D	143 73% D	64 54%	25 69% D	144 65%	202 69%	60 66%	157 67%	129 69%	74 68%	69 69%	83 59%	71 75% M	193 66%	23 65%	36 69%	92 71%	284 69%	58 67%
Very likely ..5	165 32%	70 43% D	64 33% D	17 14%	14 39% D	61 28%	104 35%	23 25%	80 34%	63 33%	36 33%	34 34%	38 28%	33 35%	98 33%	9 25%	15 29%	43 33%	137 33%	24 28%
Somewhat likely ..4	181 35%	44 27%	79 41% B	47 40% B	11 31%	83 38%	99 34%	37 41%	77 33%	67 35%	38 35%	35 35%	45 32%	38 41%	96 33%	14 40%	21 41%	49 38%	147 35%	33 39%
Neither likely nor unlikely ..3	94 18%	25 15%	31 16%	31 26% BC	7 19%	49 22%	45 15%	19 21%	45 19%	30 16%	17 16%	18 18%	32 23%	13 14%	59 20%	7 20%	8 15%	20 15%	72 17%	18 21%
Somewhat unlikely ..2	42 8%	16 10%	12 6%	12 11%	2 5%	15 7%	28 9%	8 9%	20 9%	14 7%	11 10%	8 8%	15 11%	7 7%	26 9%	1 4%	7 14%	8 6%	33 8%	8 10%
Very unlikely ..1	30 6%	8 5%	9 4%	11 9%	2 7%	12 5%	18 6%	3 4%	11 5%	15 8%	7 6%	5 5%	10 7%	3 4%	16 5%	4 11%	1 2%	9 7%	25 6%	2 3%
BOTTOM 2 BOX	72 14%	25 15%	21 11%	23 20% C	4 12%	27 12%	46 16%	11 13%	31 13%	30 16%	18 16%	13 13%	25 18%	10 11%	41 14%	5 15%	8 16%	18 14%	58 14%	10 12%

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.

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 67%	61 68%	146 69%	96 65%	44 69%	10 84%	331 67%	42 52%	224 70% H	80 73% H	217 69%	113 65%	45 73%	274 67%	62 69%	247 67%	75 63%	190 67%	81 73%
Very likely ..5	165 32%	27 31%	82 39% D	39 26%	16 26%	5 42%	157 32%	14 17%	107 33% H	44 40% H	109 35%	48 27%	27 44%	128 31%	29 33%	124 34%	42 36%	88 31%	35 31%
Somewhat likely ..4	181 35%	34 38%	64 30%	57 38%	28 44%	5 42%	174 35%	28 34%	117 36%	36 33%	109 35%	65 38%	18 30%	146 35%	32 36%	123 34%	33 28%	102 36%	47 42%
Neither likely nor unlikely ..3	94 18%	14 16%	37 18%	30 20%	12 19%	–	93 19%	25 30% I	50 16%	20 18%	56 18%	33 19%	12 20%	73 18%	16 17%	70 19%	26 22%	50 18%	18 17%
Somewhat unlikely ..2	42 8%	3 3%	19 9%	15 10%	5 8%	1 8%	40 8%	10 13% J	28 9%	4 3%	26 8%	14 8%	2 3%	37 9%	5 6%	30 8%	11 9%	24 9%	7 6%
Very unlikely ..1	30 6%	11 12% E	10 5%	7 5%	2 3%	1 8%	29 6%	5 6%	19 6%	7 6%	14 5%	14 8%	2 4%	28 7%	7 8%	20 5%	7 5%	19 7%	5 4%
BOTTOM 2 BOX	72 14%	14 16%	29 14%	22 15%	8 12%	2 16%	70 14%	15 18%	47 15%	10 9%	40 13%	28 16%	4 7%	64 16%	12 14%	50 14%	17 15%	43 15%	12 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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 68%	113 69%	142 73% D	67 57%	25 69%	144 66%	202 69%	55 61%	168 72%	123 65%	75 69%	68 68%	89 64%	68 72%	206 70%	22 63%	32 62%	85 65%	285 69%	57 66%
Very likely ..5	169 33%	66 40% D	73 37% D	18 15%	13 37% D	67 31%	102 35%	24 26%	84 36%	62 33%	40 37%	33 33%	38 27%	35 37%	95 32%	10 28%	17 33%	47 36%	138 33%	28 32%
Somewhat likely ..4	177 35%	47 28%	69 36%	50 42% B	12 33%	77 35%	100 34%	31 35%	85 36%	61 32%	35 32%	34 35%	52 37%	33 35%	111 38%	12 35%	15 29%	38 29%	147 36%	29 34%
Neither likely nor unlikely ..3	88 17%	24 15%	31 16%	25 21%	7 21%	43 19%	45 15%	17 19%	37 16%	34 18%	18 17%	20 20%	22 16%	12 13%	43 15%	8 22%	13 25%	23 18%	64 16%	19 22%
Somewhat unlikely ..2	49 9%	18 11%	13 7%	16 14% CE	1 4%	19 9%	30 10%	16 18% I	17 7%	16 8%	10 9%	7 7%	18 13%	9 10%	29 10%	1 4%	7 13%	12 9%	39 10%	8 10%
Very unlikely ..1	30 6%	9 6%	9 4%	10 8%	2 6%	14 6%	16 5%	2 3%	11 5%	16 9%	5 5%	5 5%	10 7%	4 5%	16 5%	4 11%	–	10 8%	25 6%	2 3%
BOTTOM 2 BOX	78 15%	27 17%	22 11%	26 22% CE	4 10%	33 15%	46 16%	18 20%	28 12%	32 17%	16 14%	12 12%	28 20%	13 14%	44 15%	5 15%	7 13%	22 17%	64 15%	10 12%

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 68%	57 64%	155 73%	94 63%	41 64%	9 75%	331 67%	42 52%	224 70% H	80 73% H	216 69%	116 67%	45 74%	272 66%	64 72%	244 66%	73 61%	194 69%	80 72%
Very likely ..5	169 33%	31 35%	80 38%	40 27%	17 27%	6 49%	161 33%	16 20%	108 34% H	45 41% H	108 35%	51 29%	31 50% N	128 31%	33 37%	124 34%	45 38%	89 32%	35 31%
Somewhat likely ..4	177 35%	26 29%	75 35%	54 36%	23 37%	3 26%	170 34%	26 32%	116 36%	35 32%	108 34%	65 37%	15 24%	144 35%	32 35%	119 33%	28 23%	105 37% Q	45 40% Q
Neither likely nor unlikely ..3	88 17%	17 19%	31 15%	27 18%	13 20%	2 17%	85 17%	19 24%	50 16%	18 17%	54 17%	29 17%	11 18%	70 17%	10 11%	69 19%	26 22%	40 14%	21 19%
Somewhat unlikely ..2	49 9%	4 4%	16 8%	21 14% B	7 11%	-	49 10%	16 20% IJ	28 9%	5 4%	30 10%	15 9%	3 5%	42 10%	8 9%	34 9%	13 11%	30 11%	6 5%
Very unlikely ..1	30 6%	11 12% CD	10 5%	6 4%	3 5%	1 8%	29 6%	4 4%	19 6%	7 7%	14 4%	14 8%	2 3%	28 7%	7 8%	21 6%	7 5%	19 7%	5 4%
BOTTOM 2 BOX	78 15%	15 17%	26 12%	27 18%	10 16%	1 8%	78 16%	19 24% J	47 15%	12 11%	44 14%	29 17%	5 8%	70 17%	15 17%	54 15%	19 16%	48 17%	11 10%

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 71%	124 76% D	149 77% D	66 56%	24 67%	156 71%	208 71%	64 70%	172 73%	128 68%	79 72%	68 68%	95 68%	73 78%	211 72%	24 70%	36 69%	90 69%	301 73%	58 67%
Very likely ..5	167 33%	62 38% D	73 37% D	20 17%	13 37% D	64 29%	103 35%	27 30%	80 34%	61 32%	37 34%	35 35%	39 28%	34 36%	96 33%	9 25%	17 33%	45 35%	139 34%	24 28%
Somewhat likely ..4	196 38%	62 38%	77 39%	46 39%	11 31%	92 42%	105 36%	37 41%	92 39%	68 36%	42 38%	32 32%	56 40%	39 42%	115 39%	16 45%	19 36%	44 34%	162 39%	33 39%
Neither likely nor unlikely ..3	81 16%	20 12%	27 14%	27 23% B	7 21%	36 17%	45 15%	15 16%	36 15%	30 16%	17 16%	17 17%	21 15%	11 12%	45 15%	5 15%	11 22%	20 15%	60 15%	16 18%
Somewhat unlikely ..2	34 7%	10 6%	8 4%	14 12% C	2 7%	9 4%	25 9%	7 7%	16 7%	12 6%	8 8%	9 9%	12 8%	4 4%	18 6%	2 7%	4 8%	10 8%	27 7%	7 8%
Very unlikely ..1	34 7%	10 6%	11 6%	12 10%	2 5%	19 8%	16 5%	6 6%	10 4%	18 10%	5 5%	7 7%	12 8%	5 6%	20 7% Q	3 8%	1 2%	10 8%	25 6%	5 6%
BOTTOM 2 BOX	69 13%	20 12%	18 9%	26 22% CE	4 12%	28 13%	41 14%	12 14%	26 11%	30 16%	14 12%	15 16%	23 17%	9 10%	38 13%	5 15%	5 10%	20 16%	52 13%	12 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.

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 71%	63 71%	156 74%	100 68%	44 69%	10 89%	346 70%	47 58%	233 73% H	83 75% H	231 74%	115 66%	47 76%	287 70%	63 70%	262 71%	75 63%	204 72%	84 76%
Very likely ..5	167 33%	30 33%	74 35%	46 31%	18 29%	5 45%	159 32%	14 18%	105 33% H	48 44% H	112 36%	47 27%	31 50% N	125 30%	34 38%	122 33%	41 35%	96 34%	31 27%
Somewhat likely ..4	196 38%	34 38%	82 39%	54 37%	26 41%	5 44%	187 38%	33 41%	128 40%	35 32%	119 38%	69 39%	16 26%	163 39%	29 32%	140 38%	34 29%	108 38%	54 48% Q
Neither likely nor unlikely ..3	81 16%	12 13%	30 14%	29 19%	11 17%	0 3%	79 16%	17 21%	49 15%	15 14%	48 15%	30 17%	11 18%	63 15%	11 13%	58 16%	27 22%	36 13%	18 16%
Somewhat unlikely ..2	34 7%	3 3%	14 6%	13 8%	4 7%	–	34 7%	13 16% IJ	17 5%	4 3%	18 6%	12 7%	2 3%	29 7%	8 8%	22 6%	8 7%	22 8%	4 4%
Very unlikely ..1	34 7%	11 12% D	12 6%	7 5%	4 7%	1 8%	33 7%	4 4%	22 7%	8 8%	16 5%	17 10%	1 2%	32 8%	8 9%	24 7%	9 8%	20 7%	5 4%
BOTTOM 2 BOX	69 13%	14 16%	26 12%	19 13%	9 14%	1 8%	68 14%	17 21%	40 12%	12 11%	34 11%	29 17%	3 5%	62 15% M	15 17%	46 13%	17 14%	43 15%	9 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.

C5A.   Please indicate your level of agreement with the following statements about this ad.
       Concept 3 - This ad catches my attention.

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/ Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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 77%	123 75%	157 81%	86 73%	28 78%	163 74%	230 79%	69 76%	180 77%	144 76%	89 81%	75 75%	104 74%	74 79%	218 74%	25 71%	44 86%	104 80%	317 77%	71 83%
Strongly agree ..5	172 33%	66 40% D	67 34% D	26 22%	13 36% D	68 31%	104 35%	24 27%	82 35%	66 35%	40 37%	36 36%	46 33%	28 30%	97 33%	8 24%	18 35%	48 37%	149 36%	23 27%
Somewhat agree ..4	222 43%	57 34%	90 46%	60 51% B	15 43%	95 43%	127 43%	45 50%	99 42%	79 42%	48 44%	39 39%	58 42%	46 49%	121 41%	16 46%	26 51%	56 43%	168 41%	48 56% S
Neither agree nor disagree ..3	92 18%	31 19%	30 16%	26 22%	5 15%	45 20%	47 16%	13 15%	42 18%	36 19%	14 13%	17 17%	28 20%	18 19%	57 19%	7 19%	7 14%	21 16%	75 18%	11 13%
Somewhat disagree ..2	20 4%	7 4%	6 3%	4 3%	2 7%	10 4%	10 3%	7 7%	8 4%	5 2%	6 5%	5 5%	4 3%	2 2%	14 5%	4 10%	–	3 2%	15 4%	4 4%
Strongly disagree ..1	7 1%	4 2%	1 1%	3 2%	–	2 1%	6 2%	1 1%	3 1%	4 2%	1 1%	3 3%	4 3%	–	6 2%	–	–	2 1%	7 2%	–
BOTTOM 2 BOX	27 5%	11 7%	8 4%	6 5%	2 7%	12 5%	16 5%	8 9%	11 5%	8 4%	7 6%	8 8% N	8 5%	2 2%	19 7%	4 10%	–	5 4%	22 5%	4 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.

C5A. Please indicate your level of agreement with the following statements about this ad.
Concept 3 – This ad catches my attention.

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
| | | HS or Less | Coll./ Tech/ Some Univ. | Univ. Grad. | Post Grad | Yes | No | Child Only | Spouse/ Other Only | Both | Yes | No | Any | No | Yes | No | Concept 1 | Concept 2 | Concept 3 |
	(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 77%	67 75%	165 78%	111 75%	51 80%	10 92%	376 76%	56 68%	252 79%	86 78%	244 78%	131 75%	47 76%	317 77%	72 81%	279 76%	87 73%	222 79%	84 76%
Strongly agree ..5	172 33%	35 40%	76 36%	43 29%	18 28%	7 66% G	161 33%	21 26%	104 33%	46 41%	112 36%	50 29%	24 40%	133 32%	32 35%	122 33%	42 35%	95 34%	35 31%
Somewhat agree ..4	222 43%	31 35%	90 42%	68 46%	33 53%	3 26%	215 44%	34 42%	148 46%	40 36%	132 42%	81 47%	23 37%	184 45%	41 46%	157 43%	45 38%	127 45%	50 45%
Neither agree nor disagree ..3	92 18%	14 16%	36 17%	32 21%	9 15%	–	92 19%	18 22%	53 16%	21 19%	50 16%	35 20%	12 19%	71 17%	13 15%	64 18%	22 19%	49 17%	20 18%
Somewhat disagree ..2	20 4%	4 5%	10 5%	5 3%	1 2%	1 8%	18 4%	6 7%	11 3%	3 3%	14 5%	6 3%	3 5%	16 4%	4 4%	16 4%	6 5%	8 3%	6 5%
Strongly disagree ..1	7 1%	4 4% CD	1 *%	1 1%	2 3%	–	7 2%	2 2%	6 2%	–	6 2%	2 1%	–	7 2%	–	7 2%	3 2%	4 1%	1 1%
BOTTOM 2 BOX	27 5%	8 9%	11 5%	6 4%	3 5%	1 8%	25 5%	8 9%	16 5%	3 3%	20 6%	7 4%	3 5%	23 6%	4 4%	24 6%	9 8%	11 4%	7 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.

ENVIRONICS
RESEARCH

C5B.   Please indicate your level of agreement with the following statements about this ad.
        Concept 3 - The ad is appealing.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 78%	125 76%	157 81%	90 76%	27 76%	165 75%	235 80%	68 75%	186 80%	146 77%	85 78%	76 77%	106 76%	78 83%	222 76%	25 71%	41 80%	109 84%	322 78%	72 84%
Strongly agree ..5	187 36%	79 48% CD	65 33%	30 26%	13 36%	71 32%	116 40%	28 31%	91 39%	68 36%	43 39%	34 34%	53 38%	35 37%	108 37%	9 27%	21 40%	48 37%	158 38%	28 33%
Somewhat agree ..4	213 42%	47 29%	92 47% B	59 50% B	15 41%	94 43%	119 41%	40 44%	95 41%	78 41%	42 39%	42 42%	53 38%	43 46%	114 39%	15 44%	21 40%	61 47%	164 40%	44 52%
Neither agree nor disagree ..3	87 17%	25 15%	35 18%	21 18%	6 18%	44 20%	43 15%	17 19%	39 17%	31 17%	18 16%	18 18%	27 20%	14 15%	57 19%	8 23%	8 15%	15 11%	69 17%	12 15%
Somewhat disagree ..2	20 4%	10 6%	2 1%	5 5%	2 6%	9 4%	10 4%	5 5%	7 3%	8 4%	5 5%	3 3%	3 2%	2 2%	10 3%	2 6%	3 5%	5 4%	16 4%	1 1%
Strongly disagree ..1	7 1%	4 2%	1 1%	2 2%	-	2 1%	5 2%	1 1%	2 1%	4 2%	1 1%	3 3%	3 2%	-	5 2%	-	-	2 1%	7 2%	-
BOTTOM 2 BOX	26 5%	14 8% C	3 2%	7 6%	2 6%	11 5%	15 5%	6 6%	9 4%	12 6%	6 6%	6 6%	6 4%	2 2%	15 5%	2 6%	3 5%	6 5%	23 5% T	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.

C5B.   Please indicate your level of agreement with the following statements about this ad.
Concept 3 - The ad is appealing.

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 78%	66 74%	173 82%	113 76%	47 75%	10 92%	385 78%	58 71%	253 79%	89 80%	247 79%	136 78%	48 78%	319 78%	71 79%	284 77%	85 71%	230 81%	85 76%
Strongly agree ..5	187 36%	36 40%	90 42% DE	45 31%	16 25%	7 66%	176 36%	29 36%	109 34%	48 44%	119 38%	57 33%	27 44%	145 35%	34 38%	130 36%	46 39%	107 38%	33 30%
Somewhat agree ..4	213 42%	30 34%	84 39%	67 46%	31 50%	3 26%	209 42%	28 35%	144 45%	40 37%	128 41%	78 45%	21 34%	174 42%	37 41%	153 42%	38 32%	123 43%	52 46%
Neither agree nor disagree ..3	87 17%	16 18%	30 14%	29 19%	11 18%	1 8%	85 17%	19 23%	48 15%	20 18%	50 16%	31 18%	12 19%	68 16%	16 18%	62 17%	23 20%	41 15%	22 20%
Somewhat disagree ..2	20 4%	3 3%	8 4%	6 4%	3 4%	-	17 3%	4 5%	14 4%	2 1%	13 4%	5 3%	2 3%	18 4%	3 3%	15 4%	8 7%	8 3%	3 3%
Strongly disagree ..1	7 1%	4 4% C	1 *%	-	2 3%	-	7 1%	1 1%	6 2%	-	5 2%	2 1%	-	7 2%	-	7 2%	3 2%	3 1%	1 1%
BOTTOM 2 BOX	26 5%	7 8%	8 4%	6 4%	5 7%	-	24 5%	5 6%	20 6% J	2 1%	17 5%	7 4%	2 3%	24 6%	3 3%	21 6%	11 9%	11 4%	4 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.

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/ Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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 61%	94 57%	132 68% D	65 55%	24 67%	136 62%	179 61%	57 62%	148 63%	110 58%	68 63%	69 69% M	73 52%	63 68% M	183 62%	23 67%	32 62%	76 59%	258 62%	54 64%
Strongly agree ..5	161 31%	63 38% D	64 33% D	22 19%	11 32% D	71 32%	90 31%	23 25%	74 32%	64 34%	35 32%	34 35%	35 25%	38 40% M	96 33%	10 27%	16 31%	39 30%	137 33%	24 28%
Somewhat agree ..4	154 30%	31 19%	68 35% B	43 36% B	13 36% B	65 29%	89 31%	34 38%	74 32%	47 25%	33 30%	35 35%	38 27%	26 27%	87 30%	14 39%	16 31%	37 29%	121 29%	31 36%
Neither agree nor disagree ..3	131 26%	41 25%	48 24%	34 29%	9 24%	60 27%	71 24%	19 21%	60 26%	52 27%	27 25%	14 14%	47 34% L	21 23%	73 25%	11 32%	10 20%	34 26%	102 25%	19 23%
Somewhat disagree ..2	48 9%	19 12%	12 6%	15 13% C	2 6%	22 10%	27 9%	13 15%	18 8%	17 9%	10 9%	9 9%	15 10%	8 8%	29 10% P	0 1%	9 18% P	9 7%	38 9%	9 10%
Strongly disagree ..1	19 4%	10 6%	3 2%	4 4%	1 3%	3 1%	16 6% F	1 2%	7 3%	10 5%	4 3%	7 7%	5 3%	1 1%	8 3%	–	–	11 8% O	16 4%	3 3%
BOTTOM 2 BOX	67 13%	29 18% C	15 8%	20 17% C	3 9%	24 11%	43 15%	15 16%	26 11%	27 14%	14 13%	16 16%	19 14%	9 10%	38 13% P	0 1%	9 18% P	20 15% P	54 13%	12 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.

C5C. Please indicate your level of agreement with the following statements about this ad.
Concept 3 - The ad is something I personally relate to.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 61%	52 59%	138 65%	87 59%	38 60%	8 67%	304 62%	41 50%	192 60%	82 74% HI	208 66% L	91 53%	42 68%	248 60%	53 59%	225 61%	65 55%	182 64%	68 61%
Strongly agree ..5	161 31%	32 36%	72 34%	38 25%	19 29%	6 49%	154 31%	16 20%	92 28%	53 48% HI	111 35% L	40 23%	32 52% N	119 29%	32 36%	112 31%	38 32%	91 32%	31 28%
Somewhat agree ..4	154 30%	20 23%	65 31%	49 33%	19 31%	2 18%	150 30%	25 30%	101 31%	29 26%	98 31%	52 30%	10 16%	128 31% M	21 23%	113 31%	27 23%	91 32%	36 32%
Neither agree nor disagree ..3	131 26%	24 27%	49 23%	37 25%	21 34%	3 25%	123 25%	28 34% J	84 26%	19 17%	78 25%	43 25%	19 30%	99 24%	24 27%	90 24%	36 31%	64 22%	31 28%
Somewhat disagree ..2	48 9%	6 7%	21 10% E	18 12% E	2 3%	1 8%	47 10%	9 12%	30 9%	9 8%	20 7%	27 16% K	–	47 12%	11 12%	36 10%	8 7%	31 11%	9 8%
Strongly disagree ..1	19 4%	7 8% C	4 2%	6 4%	2 3%	–	19 4%	4 5%	15 5%	–	7 2%	12 7% K	1 2%	18 4%	2 2%	16 4%	9 7%	7 2%	3 3%
BOTTOM 2 BOX	67 13%	13 14%	25 12%	24 16% E	4 6%	1 8%	66 13%	13 16%	45 14%	9 8%	27 9%	39 23% K	1 2%	65 16% M	12 14%	52 14%	17 14%	38 13%	13 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.

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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	416 81%	125 76%	160 82%	99 84%	31 86%	170 77%	245 84%	73 81%	186 80%	157 83%	87 79%	85 85%	112 80%	77 82%	230 78%	27 78%	44 86%	111 86%	345 83%	67 79%
Strongly agree ..5	199 39%	70 43% D	78 40% D	35 29%	16 45% D	78 35%	121 41%	29 32%	95 41%	76 40%	43 40%	46 46%	55 39%	35 37%	115 39% P	7 19%	21 40%	56 43% P	167 40%	31 36%
Somewhat agree ..4	217 42%	55 33%	82 42%	65 55% BCE	15 42%	93 42%	124 42%	45 49%	91 39%	81 43%	43 40%	39 39%	57 41%	42 45%	115 39%	20 58%	24 46%	55 42%	178 43%	37 43%
Neither agree nor disagree ..3	73 14%	26 16%	28 14%	15 13%	4 11%	38 17%	35 12%	6 7%	38 16% H	29 15%	12 11%	10 10%	21 15%	15 16%	46 16%	5 14%	5 9%	18 14%	50 12%	13 15%
Somewhat disagree ..2	20 4%	11 7%	5 3%	3 2%	1 2%	11 5%	8 3%	10 11% IJ	9 4% J	1 1%	10 9% N	4 4%	5 4%	1 1%	14 5% R	3 8%	3 5%	0 *%	14 3%	6 7%
Strongly disagree ..1	4 1%	2 1%	1 1%	1 1%	0 1%	–	4 1%	1 1%	1 *%	2 1%	1 1%	1 1%	2 1%	0 *%	4 1%	–	–	0 *%	4 1%	–
BOTTOM 2 BOX	24 5%	13 8%	6 3%	4 3%	1 3%	11 5%	13 4%	11 12% IJ	10 4%	3 2%	11 10% N	5 5%	7 5%	1 2%	17 6% R	3 8%	3 5%	1 1%	18 4%	6 7%

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

		EDUCATION			ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
	Total	HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	416 81%	72 81%	172 81%	119 80%	52 82%	10 92%	401 81%	60 74%	267 83%	89 81%	252 80%	145 84%	49 79%	336 82%	77 86%	292 80%	90 76%	245 87% QS	81 72%
Strongly agree ..5	199 39%	42 47%	87 41%	49 33%	21 34%	7 63%	191 39%	23 29%	124 39%	51 47% H	128 41%	60 35%	31 50%	154 37%	39 44%	138 38%	44 37%	120 42%	35 31%
Somewhat agree ..4	217 42%	30 34%	85 40%	70 47%	30 48%	3 29%	210 43%	37 45%	143 44%	38 34%	124 40%	85 49%	18 29%	182 44% M	37 42%	155 42%	46 39%	125 44%	46 41%
Neither agree nor disagree ..3	73 14%	12 13%	27 13%	25 17%	10 15%	1 8%	69 14%	16 20%	41 13%	16 15%	45 14%	22 13%	10 16%	56 14%	10 12%	53 15%	24 20% R	25 9%	24 21% R
Somewhat disagree ..2	20 4%	4 4%	12 6%	4 2%	–	–	20 4%	5 7%	9 3%	5 5%	12 4%	6 3%	3 5%	16 4%	2 2%	17 5%	3 2%	11 4%	6 5%
Strongly disagree ..1	4 1%	2 2%	0 *%	–	2 3%	–	4 1%	–	4 1%	–	4 1%	0 *%	–	4 1%	0 *%	4 1%	1 1%	2 1%	1 1%
BOTTOM 2 BOX	24 5%	6 6%	13 6%	4 2%	2 3%	–	24 5%	5 7%	13 4%	5 5%	16 5%	6 3%	3 5%	20 5%	2 3%	21 6%	4 4%	13 4%	7 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.

C5.   Please indicate your level of agreement with the following statements about this ad.
        Concept 3 – Summary Tables: Top 2 Box

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 conveys that there is a credit available for caregivers.	416 81%	125 76%	160 82%	99 84%	31 86%	170 77%	245 84%	73 81%	186 80%	157 83%	87 79%	85 85%	112 80%	77 82%	230 78%	27 78%	44 86%	111 86%	345 83%	67 79%
The ad is appealing.	399 78%	125 76%	157 81%	90 76%	27 76%	165 75%	235 80%	68 75%	186 80%	146 77%	85 78%	76 77%	106 76%	78 83%	222 76%	25 71%	41 80%	109 84%	322 78%	72 84%
This ad catches my attention.	394 77%	123 75%	157 81%	86 73%	28 78%	163 74%	230 79%	69 76%	180 77%	144 76%	89 81%	75 75%	104 74%	74 79%	218 74%	25 71%	44 86%	104 80%	317 77%	71 83%
The ad is something I personally relate to.	315 61%	94 57%	132 68% D	65 55%	24 67%	136 62%	179 61%	57 62%	148 63%	110 58%	68 63%	69 69% M	73 52%	63 68% M	183 62%	23 67%	32 62%	76 59%	258 62%	54 64%
None of the above	60 12%	25 15%	18 9%	12 11%	4 10%	29 13%	30 10%	10 11%	28 12%	22 12%	10 9%	10 10%	20 15%	10 11%	38 13%	7 19%	5 9%	10 8%	43 10%	11 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.

ENVIRONICS
RESEARCH

C5.　Please indicate your level of agreement with the following statements about this ad.
　　Concept 3 – Summary Tables: Top 2 Box

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 conveys that there is a credit available for caregivers.	416 81%	72 81%	172 81%	119 80%	52 82%	10 92%	401 81%	60 74%	267 83%	89 81%	252 80%	145 84%	49 79%	336 82%	77 86%	292 80%	90 76%	245 87% QS	81 72%
The ad is appealing.	399 78%	66 74%	173 82%	113 76%	47 75%	10 92%	385 78%	58 71%	253 79%	89 80%	247 79%	136 78%	48 78%	319 78%	71 79%	284 77%	85 71%	230 81%	85 76%
This ad catches my attention.	394 77%	67 75%	165 78%	111 75%	51 80%	10 92%	376 76%	56 68%	252 79%	86 78%	244 78%	131 75%	47 76%	317 77%	72 81%	279 76%	87 73%	222 79%	84 76%
The ad is something I personally relate to.	315 61%	52 59%	138 65%	87 59%	38 60%	8 67%	304 62%	41 50%	192 60%	82 74% HI	208 66% L	91 53%	42 68%	248 60%	53 59%	225 61%	65 55%	182 64%	68 61%
None of the above	60 12%	14 16%	19 9%	19 13%	8 13%	1 8%	58 12%	14 17%	31 10%	15 14%	35 11%	19 11%	10 15%	43 11%	7 8%	45 12%	21 18% R	21 7%	18 16% 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.

	Total	REGION West	REGION ON	REGION QC	REGION Atl	GENDER Male	GENDER Female	AGE 18-34	AGE 35-54	AGE 55+	INCOME <$40K	INCOME $40K-<$60K	INCOME $60K-<100K	INCOME $100K+	EMPLOYMENT FT/Self Empl	EMPLOYMENT PT	EMPLOYMENT Not Emplo yed	EMPLOYMENT Reti red	BIRTH COUNTRY Canada	BIRTH COUNTRY Other
	(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	376 73%	120 73%	151 77% D	77 65%	29 80% D	158 72%	219 75%	66 73%	175 75%	136 72%	81 74%	71 72%	92 66%	80 86% LM	213 73%	26 74%	38 73%	97 74%	307 74%	64 74%
Very likely ..5	174 34%	68 41% D	68 35% D	24 20%	15 41% D	67 30%	107 37%	27 30%	83 36%	64 34%	41 38%	36 37%	42 30%	32 34%	99 34%	9 27%	19 37%	46 36%	148 36%	25 29%
Somewhat likely ..4	202 39%	52 32%	82 42%	53 45% B	14 40%	91 41%	111 38%	39 43%	92 39%	71 38%	40 36%	35 35%	51 36%	48 52% KLM	114 39%	16 47%	18 35%	51 39%	159 38%	38 45%
Neither likely nor unlikely ..3	85 17%	32 19%	26 13%	22 19%	5 15%	38 17%	48 16%	9 10%	44 19%	32 17%	19 17%	16 16%	26 19%	8 9%	50 17%	5 14%	10 19%	20 15%	66 16%	13 15%
Somewhat unlikely ..2	31 6%	6 4%	12 6%	12 10% E	1 3%	15 7%	16 5%	13 14% I	7 3%	11 6%	8 7%	7 7%	9 7%	4 4%	17 6%	3 9%	4 8%	7 5%	23 6%	8 9%
Very unlikely ..1	21 4%	6 4%	6 3%	7 6%	1 2%	10 4%	11 4%	3 3%	7 3%	10 5%	2 2%	5 5%	12 9% KN	1 1%	13 5%	1 3%	–	7 5%	19 4%	1 1%
BOTTOM 2 BOX	52 10%	13 8%	18 9%	19 16% E	2 5%	25 11%	27 9%	15 17% I	15 6%	21 11%	10 9%	12 12%	21 15% N	5 5%	30 10%	4 12%	4 8%	13 10%	41 10%	9 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.

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 73%	62 70%	158 75%	109 74%	47 75%	10 92% G	361 73%	52 63%	236 73%	89 81% H	244 78%	114 65%	47 76%	303 74%	64 72%	269 73%	81 68%	215 76%	81 73%
Very likely ..5	174 34%	32 36%	80 38%	44 29%	19 30%	6 56%	168 34%	19 24%	103 32%	52 47% HI	119 38% L	46 27%	25 41%	136 33%	30 34%	126 34%	40 34%	101 36%	33 30%
Somewhat likely ..4	202 39%	30 34%	78 37%	65 44%	29 45%	4 36%	193 39%	32 40%	132 41%	37 34%	124 40%	67 39%	22 35%	167 41%	34 38%	143 39%	41 34%	114 40%	48 43%
Neither likely nor unlikely ..3	85 17%	12 13%	41 19%	23 15%	10 15%	1 8%	81 16%	19 24%	52 16%	14 12%	43 14%	37 21%	9 15%	64 16%	15 16%	62 17%	26 22% R	33 12%	26 23% R
Somewhat unlikely ..2	31 6%	7 8%	10 5%	10 7%	3 5%	-	31 6%	7 8%	20 6%	4 3%	17 5%	12 7%	4 7%	25 6%	7 8%	20 6%	8 7%	23 8%	-
Very unlikely ..1	21 4%	8 9% C	3 1%	7 4%	3 5%	-	21 4%	4 5%	13 4%	4 3%	10 3%	11 6%	1 2%	20 5%	4 4%	15 4%	4 3%	13 5%	4 4%
BOTTOM 2 BOX	52 10%	15 17% C	13 6%	17 11%	6 10%	-	52 10%	10 13%	34 10%	8 7%	27 9%	23 13%	5 8%	45 11%	11 12%	35 10%	12 10%	36 13%	4 4% 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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/ Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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 72%	113 69%	148 76%	78 66%	28 78% D	156 71%	211 72%	64 70%	175 75%	128 68%	82 75%	66 66%	95 68%	75 80% L	210 72%	24 70%	40 76%	90 69%	303 73%	58 68%
Very likely ..5	182 35%	70 42% D	70 36% D	27 23%	15 43% D	65 30%	116 40% F	29 31%	89 38%	64 34%	41 38%	40 40%	41 30%	37 40%	107 36%	10 27%	18 34%	48 37%	147 35%	34 40%
Somewhat likely ..4	185 36%	43 26%	78 40% B	51 44% B	13 36%	91 41%	94 32%	35 39%	86 37%	64 34%	41 37%	27 27%	53 38%	37 40%	104 35%	15 42%	22 42%	43 33%	156 38%	24 28%
Neither likely nor unlikely ..3	98 19%	39 24%	30 16%	23 20%	6 16%	41 19%	56 19%	19 21%	43 18%	35 19%	21 19%	25 25%	25 18%	13 14%	57 20%	8 23%	11 21%	21 17%	71 17%	21 25%
Somewhat unlikely ..2	28 5%	5 3%	12 6%	9 8%	1 4%	12 5%	16 5%	6 6%	8 3%	14 8%	4 4%	4 4%	10 7%	4 4%	15 5%	2 5%	1 2%	10 8%	21 5%	5 6%
Very unlikely ..1	20 4%	7 4%	4 2%	8 7%	1 2%	10 5%	10 3%	2 2%	7 3%	11 6%	2 2%	5 5%	10 7%	2 2%	11 4%	1 3%	–	8 6%	18 4%	1 1%
BOTTOM 2 BOX	48 9%	13 8%	16 8%	17 14% E	2 6%	22 10%	26 9%	8 8%	15 6%	25 13% I	6 6%	9 9%	19 14% K	6 6%	26 9%	3 8%	1 2%	18 14% Q	40 10%	6 7%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

ENVIRONICS
RESEARCH

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 72%	57 64%	156 74%	104 71%	50 79%	10 92% G	350 71%	55 68%	229 71%	83 75%	233 74%	115 66%	46 75%	293 71%	67 75%	262 71%	80 67%	206 73%	81 73%
Very likely ..5	182 35%	33 37%	78 37%	49 33%	22 34%	6 56%	175 36%	24 29%	106 33%	52 47% HI	120 38%	52 30%	32 52% N	137 33%	35 39%	130 36%	48 41%	102 36%	31 28%
Somewhat likely ..4	185 36%	24 27%	78 37%	56 38%	28 45% B	4 36%	174 35%	32 39%	123 38%	31 28%	114 36%	63 36%	14 23%	156 38% M	32 36%	132 36%	31 26%	104 37%	50 45% Q
Neither likely nor unlikely ..3	98 19%	16 18%	44 21%	29 20%	8 13%	1 8%	97 20%	18 22%	61 19%	19 17%	58 18%	34 20%	11 18%	76 18%	15 16%	73 20%	26 22%	48 17%	24 21%
Somewhat unlikely ..2	28 5%	6 7%	9 4%	11 7%	2 3%	–	27 5%	5 6%	19 6%	4 4%	14 5%	12 7%	3 5%	24 6%	3 3%	17 5%	8 7%	17 6%	3 3%
Very unlikely ..1	20 4%	10 11% CD	4 2%	3 2%	3 5%	–	20 4%	3 3%	13 4%	5 4%	8 3%	12 7%	1 1%	19 5%	4 5%	15 4%	5 4%	12 4%	3 3%
BOTTOM 2 BOX	48 9%	16 18% C	12 6%	14 10%	5 8%	–	47 10%	8 9%	32 10%	9 8%	23 7%	24 14% K	4 7%	43 10%	7 8%	32 9%	13 11%	29 10%	6 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.

ENVIRONICS
RESEARCH

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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 72%	122 75% D	149 77% D	72 61%	27 76% D	160 73%	211 72%	63 69%	178 76%	131 69%	85 77%	68 69%	97 69%	76 81%	213 73%	23 65%	41 78%	92 71%	301 73%	64 75%
Very likely ..5	178 35%	66 40% D	74 38% D	24 20%	14 40% D	61 28%	116 40% F	29 32%	83 35%	66 35%	40 37%	39 39%	43 31%	34 36%	102 35%	8 24%	17 34%	49 38%	146 35%	31 36%
Somewhat likely ..4	194 38%	57 35%	76 39%	48 41%	13 37%	99 45% G	95 32%	34 37%	95 41%	65 34%	45 41%	29 29%	54 38%	42 45% L	111 38%	14 41%	23 45%	43 33%	155 38%	33 39%
Neither likely nor unlikely ..3	93 18%	32 19%	29 15%	26 22%	6 17%	37 17%	55 19%	17 19%	41 18%	34 18%	19 17%	21 21%	23 17%	10 11%	50 17%	10 28%	10 19%	22 17%	71 17%	15 18%
Somewhat unlikely ..2	30 6%	4 2%	12 6%	12 11% B	2 6%	14 6%	16 6%	10 11%	7 3%	13 7%	4 3%	6 6%	11 8%	6 7%	18 6%	1 4%	1 2%	9 7%	25 6%	5 6%
Very unlikely ..1	19 4%	6 4%	4 2%	8 7% E	0 1%	9 4%	10 3%	1 2%	7 3%	10 5%	2 2%	5 5%	9 7% N	1 1%	12 4%	1 3%	–	7 5%	17 4%	1 1%
BOTTOM 2 BOX	49 10%	10 6%	16 8%	20 17% BCE	2 7%	23 10%	26 9%	11 12%	15 6%	24 12%	6 5%	11 11%	20 14% K	7 8%	30 10% Q	2 7%	1 2%	16 12% Q	42 10%	6 7%

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

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 72%	59 66%	158 74%	105 71%	49 78%	10 92% G	354 72%	53 65%	234 73%	85 77%	236 75%	117 68%	47 77%	297 72%	64 71%	265 72%	80 67%	212 75%	80 72%
Very likely ..5	178 35%	31 34%	80 38%	44 30%	23 37%	6 53%	170 35%	22 27%	112 35%	44 40%	120 38% L	48 28%	27 44%	140 34%	32 35%	128 35%	39 33%	102 36%	36 32%
Somewhat likely ..4	194 38%	28 32%	78 37%	61 41%	26 41%	4 39%	183 37%	31 38%	122 38%	41 37%	116 37%	69 40%	20 33%	157 38%	32 36%	137 37%	40 34%	109 39%	44 39%
Neither likely nor unlikely ..3	93 18%	16 18%	39 18%	30 20%	8 13%	1 8%	91 18%	19 24%	57 18%	17 15%	53 17%	34 19%	13 21%	70 17%	16 18%	68 19%	25 21%	43 15%	24 22%
Somewhat unlikely ..2	30 6%	5 6%	12 6%	9 6%	3 5%	–	30 6%	7 9%	18 6%	5 4%	17 5%	11 6%	1 2%	26 6%	6 6%	20 5%	8 6%	18 6%	4 4%
Very unlikely ..1	19 4%	9 10% CD	4 2%	3 2%	3 5%	–	19 4%	3 3%	13 4%	4 3%	8 2%	11 7% K	–	19 5%	4 5%	14 4%	6 5%	10 4%	3 3%
BOTTOM 2 BOX	49 10%	14 16% C	15 7%	12 8%	6 10%	–	49 10%	10 12%	31 10%	8 8%	24 8%	23 13%	1 2%	45 11% M	10 11%	33 9%	13 11%	28 10%	8 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.

ENVIRONICS
RESEARCH

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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 23%	51 31% C	36 18%	24 20%	7 21%	43 19%	76 26%	23 25%	47 20%	49 26%	25 23%	26 26%	32 23%	13 14%	59 20%	13 37%	10 19%	37 28%	97 24%	15 17%
Concept 2	283 55%	79 48%	107 55%	78 66% BCE	18 51%	117 53%	166 57%	49 54%	132 57%	102 54%	56 51%	57 57%	81 58%	58 62%	164 56%	16 46%	33 64%	68 52%	240 58% T	37 44%
Concept 3	111 22%	33 20%	52 27% D	16 14%	10 28% D	60 27% G	51 18%	19 21%	55 23%	38 20%	28 26%	16 16%	27 19%	22 24%	71 24%	6 18%	9 17%	25 20%	77 19%	33 39% 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.

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.

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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
Concept 1	119 23%	24 27%	49 23%	31 21%	14 22%	4 39%	110 22%	21 26%	70 22%	28 25%	59 19%	53 30% K	14 23%	93 23%	15 17%	85 23%	119 100%	–	–
Concept 2	283 55%	49 55%	112 53%	86 58%	35 55%	5 47%	276 56%	47 58%	178 55%	58 53%	183 58%	90 52%	33 54%	228 55%	56 63%	195 53%	–	283 100%	–
Concept 3	111 22%	16 18%	50 24%	31 21%	15 23%	2 14%	107 22%	13 17%	74 23%	24 22%	71 23%	31 18%	14 24%	91 22%	18 20%	86 23%	–	–	111 100%

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.

ENVIRONICS
RESEARCH

C8.   Why do you prefer this ad concept 1?

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 understand	14	9	2	3	-	4	10	4	4	7	4	6	5	-	4	4	-	7	10	4
	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% I		11%	43%	11%	7%			36% O	13%	31%
Straightforward/ direct/to the point	6	4	1	-	0	1	5	3	1	2	1	3	1	0	1	3	-	2	6	-
	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% F	42%	32%	14%	17%	43%	16%	17%	31%	82% OR	15%	6%	30%	13%
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% F	47%	17%	23%	21%	31%	28%	14%	25%	20%		28%	23%	31%
Attracts attention/ stands out/makes me want to read the rest of message	9	4	1	4	1	2	7	2	5	2	3	3	-	1	5	1	-	3	9	-
	15%	14%	6%	24%	29%	8%	18%	17%	17%	10%	21%	18%		14%	15%	20%		14%	17%	
Easy to read/bold fonts	4	3	1	-	-	-	4	1	-	3	-	1	3	-	1	-	-	3	1	3
	6%	11%	6%				10%	10%		13%		6%	20%		3%			14%	2%	31%
Appealing to the eye/ like appearance/ design	3	-	2	1	-	1	2	2	1	-	-	1	1	1	3	-	-	-	3	-
	5%		13%	6%		4%	6%	20%	3%			6%	8%	14%	10%				6%	

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?

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Like colours of the ad	1 2%	-	1 6%	-	-	-	1 3%	1 10%	-	-	-	-	1 8%	-	1 3%	-	-	-	1 2%	-
NET: Positive Emotions	13 22%	6 25%	3 19%	4 24%	-	7 35%	6 15%	5 43%	5 17%	4 18%	1 6%	6 38%	2 15%	3 45%	6 18%	4 62%	1 38%	3 15%	10 20%	3 32%
It speaks of gratitude/ appreciation for being a caregiver	11 19%	5 18%	3 19%	4 24%	-	5 26%	6 15%	3 25%	5 17%	4 18%	1 6%	4 26%	2 15%	3 45%	4 12%	4 62%	1 38%	3 15%	10 20%	1 10%
More positive/hopeful	2 3%	2 7%	-	-	-	2 9%	-	2 18%	-	-	-	2 11%	-	-	2 6%	-	-	-	-	2 22%
Relatable/can identify with message (I am a caregiver/I am a care receiver)	10 17%	7 28%	2 13%	1 6%	-	3 13%	8 19%	-	10 35%	-	3 18%	1 5%	3 20%	1 17%	7 20%	-	1 47%	3 14%	10 20%	-
More informative/ provides better information about caregiving	4 6%	1 3%	-	3 18%	-	2 8%	2 4%	1 8%	1 3%	2 9%	2 12%	-	2 13%	-	2 5%	1 15%	-	1 5%	4 7%	-
It applies to a broader base of people/any family member not just a spouse	2 4%	-	1 6%	1 6%	0 14%	0 2%	2 5%	-	2 7%	0 2%	1 7%	-	-	1 14%	2 6%	-	-	0 2%	2 4%	-
Like/good message	2 3%	-	1 6%	1 6%	-	-	2 5%	1 10%	1 3%	-	1 7%	-	1 7%	-	2 6%	-	-	-	2 4%	-
Makes me curious/want to know more	1 2%	-	-	1 6%	0 14%	1 4%	0 1%	-	-	1 6%	-	-	-	0 5%	-	-	-	1 6%	1 2%	-
Looks more inviting	1 2%	-	1 6%	-	-	-	1 3%	-	-	1 5%	-	-	-	-	-	1 18%	-	-	-	1 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.

C8.   Why do you prefer this ad concept 1?

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
More serious/realistic/ less emotional	1 1%	-	-	1 6%	-	-	1 2%	-	1 3%	-	-	-	-	1 14%	1 3%	-	-	-	1 2%	-
Other	2 3%	-	1 6%	1 6%	-	1 4%	1 3%	-	1 4%	1 4%	1 6%	-	-	1 17%	1 3%	-	-	1 5%	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.

C8.   Why do you prefer this ad concept 1?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 31%	4 48%	11 36%	3 19%	1 13%	3 100% G	16 28%	7 47% J	11 29%	1 10%	10 38%	8 27%	2 23%	13 27%	0 5%	17 38% O	19 31%	-	-
Clear/easy to understand	14 23%	3 36%	8 28%	3 19%	-	3 100% G	11 20%	6 37%	7 21%	1 10%	8 31%	6 18%	-	11 23%	-	14 31%	14 23%	-	-
Concise/simple	9 16%	2 25%	4 12%	3 19%	1 13%	-	9 16%	5 34%	4 12%	-	6 21%	4 12%	1 11%	7 15%	0 5%	8 18%	9 16%	-	-
Straightforward/ direct/to the point	6 10%	1 12%	4 13%	-	1 13%	3 100% G	3 6%	-	6 16%	-	2 7%	4 13%	2 23%	3 6%	0 5%	4 10%	6 10%	-	-
Text/wording/"Thank you"	17 27%	1 16%	12 38%	4 26%	-	3 100% G	14 24%	2 13%	11 31%	3 38%	9 33%	6 21%	2 26%	15 30%	2 35%	9 21%	17 27%	-	-
NET: Design elements	15 25%	-	10 33%	4 26%	1 13%	-	15 26%	8 51% J	7 19%	0 4%	9 32%	6 20%	-	14 29%	1 17%	10 22%	15 25%	-	-
Attracts attention/ stands out/makes me want to read the rest of message	9 15%	-	7 22%	1 6%	1 13%	-	9 15%	2 12%	7 19%	0 4%	6 22%	3 10%	-	8 16%	1 17%	4 9%	9 15%	-	-
Easy to read/bold fonts	4 6%	-	1 4%	3 19%	-	-	4 7%	4 25%	-	-	3 10%	1 3%	-	4 8%	-	4 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.

ENVIRONICS
RESEARCH

C8.   Why do you prefer this ad concept 1?

	Total	EDUCATION HS or Less	EDUCATION Coll./ Tech/ Some Univ.	EDUCATION Univ. Grad.	EDUCATION Post Grad	ABORIGINAL Yes	ABORIGINAL No	CAREGIVER TYPE Child Only	CAREGIVER TYPE Spouse/ Other Only	CAREGIVER TYPE Both	HAS FINANCIAL EXPENSES Yes	HAS FINANCIAL EXPENSES No	PREVIOUSLY CLAIMED Any	PREVIOUSLY CLAIMED No	HEARD OF NEW CREDIT Yes	HEARD OF NEW CREDIT No	PREFERRED OOH Concept 1	PREFERRED OOH Concept 2	PREFERRED OOH Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Appealing to the eye/ like appearance/ design	3 5%	-	2 7%	1 6%	-	-	3 5%	3 20%	-	-	-	3 10%	-	3 6%	-	3 7%	3 5%	-	-
Like colours of the ad	1 2%	-	1 4%	-	-	-	1 2%	1 7%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	-	-
NET: Positive Emotions	13 22%	2 24%	8 27%	2 14%	1 13%	3 100% G	11 18%	2 14%	9 25%	2 21%	5 18%	7 24%	1 15%	11 23%	-	12 28%	13 22%	-	-
It speaks of gratitude/ appreciation for being a caregiver	11 19%	2 24%	7 21%	2 14%	1 13%	3 100% G	9 15%	2 14%	9 25%	-	3 11%	7 24%	1 15%	9 20%	-	10 23%	11 19%	-	-
More positive/hopeful	2 3%	-	2 6%	-	-	-	2 3%	-	-	2 21%	2 7%	-	-	2 4%	-	2 4%	2 3%	-	-
Relatable/can identify with message (I am a caregiver/I am a care receiver)	10 17%	-	3 10%	4 27%	4 44%	-	10 18%	-	10 28%	-	1 3%	9 30% K	3 36%	8 16%	1 15%	7 16%	10 17%	-	-
More informative/ provides better information about caregiving	4 6%	1 12%	3 9%	-	-	-	4 6%	-	3 7%	1 10%	3 10%	1 3%	1 11%	3 6%	-	4 8%	4 6%	-	-
It applies to a broader base of people/any family member not just a spouse	2 4%	-	-	1 8%	1 15%	-	2 4%	2 13%	0 1%	-	2 7%	0 1%	-	2 5%	0 5%	1 2%	2 4%	-	-
Like/good message	2 3%	-	-	1 6%	1 13%	-	2 3%	-	-	2 22%	1 4%	1 3%	1 15%	1 2%	1 15%	1 2%	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 1?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Makes me curious/want to know more	1 2%	-	1 4%	-	-	-	1 2%	-	1 3%	-	-	1 4%	-	1 3%	1 17%	-	1 2%	-	-
Looks more inviting	1 2%	-	1 4%	-	-	-	1 2%	-	1 3%	-	-	-	-	1 2%	-	-	1 2%	-	-
More serious/realistic/ less emotional	1 1%	-	-	-	1 11%	-	1 2%	1 6%	-	-	1 3%	-	-	1 2%	-	-	1 1%	-	-
Other	2 3%	-	1 3%	1 8%	-	-	2 3%	-	2 5%	-	2 7%	-	1 15%	1 2%	1 12%	1 2%	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?

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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% CDE	38%	42%	33%	33%	60% F	65%	47%	41%	51%	45%	40%	43%	53%	41%	52%	37%	50%	34%
Attracts attention/ stands out/makes me want to read the rest of message	22	6	6	8	2	5	17	9	8	6	2	8	5	3	15	3	2	2	22	1
	17%	18%	15%	20%	17%	10%	22%	32%	13%	14%	8%	34% K	16%	13%	20%	41%	11%	9%	19%	7%
Appealing to the eye/ like appearance/ design	22	12	6	3	1	7	16	8	10	5	8	2	1	6	13	-	6	4	18	2
	17%	34% DE	15%	7%	10%	13%	20%	27%	16%	12%	25% M	7%	4%	22%	17%	-	32%	14%	16%	15%
Easy to read/bold fonts	21	12	4	4	2	3	18	6	11	4	5	5	6	3	16	2	2	1	20	1
	17%	33% D	10%	9%	17%	6%	23% F	20%	19%	10%	16%	20%	18%	13%	21% R	26%	12%	5%	18%	9%
Beautiful image/ picture	8	2	1	4	1	2	6	3	4	1	2	-	3	-	5	-	1	1	7	1
	6%	5%	3%	11%	7%	4%	8%	9%	7%	3%	6%	-	10%	-	6%	-	5%	5%	6%	12%
Like colours of the ad	2	-	1	1	-	1	1	-	1	1	1	-	-	1	1	-	-	1	2	-
	2%	-	3%	2%	-	2%	1%	-	1%	3%	3%	-	-	4%	1%	-	-	4%	2%	-
Relatable/can identify with message (I am a caregiver/I am a care receiver)	38	8	17	9	3	18	19	4	19	14	9	7	9	8	22	0	4	12	34	4
	29%	23%	40%	22%	30%	34%	25%	14%	32%	35%	29%	29%	28%	31%	28%	5%	22%	47% P	30%	30%
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 understand	21	4	8	7	2	7	14	4	10	7	4	3	5	7	14	1	3	3	18	3
	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.

C8.   Why do you prefer this ad concept 2?

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Concise/simple	9 7%	5 15%	-	3 7%	1 10%	-	9 12%	1 3%	4 6%	5 11%	4 13%	1 5%	4 11%	-	6 7%	1 12%	2 12%	0 1%	8 7%	1 6%
Straightforward/ direct/to the point	8 6%	2 5%	2 5%	4 9%	0 3%	2 4%	6 8%	3 10%	4 6%	1 4%	2 7%	1 4%	1 3%	4 15%	6 7%	-	1 7%	1 4%	8 7%	0 3%
More informative/ provides better information about caregiving	15 12%	7 21%	5 13%	2 4%	1 7%	5 10%	10 13%	1 5%	9 15%	5 12%	8 24% M	2 8%	3 8%	3 12%	8 10%	-	6 34% OR	1 4%	14 13%	1 7%
It applies to a broader base of people/any family member not just a spouse	13 10%	-	6 15%	5 13%	1 10%	5 10%	8 10%	3 9%	3 5%	7 18%	9 27% LMN	1 4%	2 6%	1 4%	4 6%	1 17%	2 13%	5 19%	9 8%	3 27%
NET: Positive Emotions ----------------------	11 8%	3 8%	2 5%	5 13%	1 7%	7 14%	3 4%	-	6 10%	5 13%	1 3%	3 12%	4 13%	1 6%	7 9%	-	1 5%	3 13%	10 8%	1 10%
More sentimental/warm	7 5%	3 8%	2 5%	2 4%	-	6 11% G	1 1%	-	4 6%	3 7%	-	2 8%	3 8%	1 4%	5 6%	-	-	2 8%	7 6%	-
More positive/hopeful	2 2%	-	-	2 4%	0 3%	1 2%	1 2%	-	1 1%	1 3%	-	1 4%	1 3%	-	2 2%	-	-	0 1%	1 1%	1 10%
Heart at the bottom conveys care and compassion	1 1%	-	-	1 2%	0 3%	-	1 2%	-	1 2%	-	1 3%	-	-	0 1%	0 *%	-	1 5%	-	1 1%	-
It speaks of gratitude/ appreciation for being a caregiver	1 1%	-	-	1 2%	-	1 2%	-	-	1 1%	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	-
Doctor evokes trust	1 1%	-	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 3%	-	-	-	-	1 4%	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.

C8.   Why do you prefer this ad concept 2?

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Like character/lady in the ad	7 6%	4 10%	1 3%	2 4%	1 10%	3 6%	4 6%	-	2 3%	6 14%	1 2%	1 4%	6 18% K	-	4 5%	-	1 4%	3 12%	7 7%	-
Like/good message	6 4%	2 5%	2 5%	2 4%	-	4 7%	2 3%	1 4%	4 6%	1 2%	-	2 8%	3 9%	-	4 5%	-	1 6%	1 4%	5 4%	-
More serious/realistic/ less emotional	5 4%	2 5%	2 5%	1 2%	-	5 9%	-	1 4%	2 3%	2 5%	-	1 4%	1 3%	3 12%	3 4%	1 12%	-	1 4%	5 4%	-
Text/wording/"Thank you"	4 3%	1 3%	1 3%	2 4%	1 7%	-	4 6%	1 3%	4 6%		-	-	3 8%	1 4%	3 4%	1 12%	-	-	4 4%	-
Looks more inviting	0 *%	-	-	-	0 3%	-	0 *%	-	0 1%	-	0 1%	-	-	-	-	-	0 2%	-	0 *%	-
Other	3 2%	3 8%	-	-	0 3%	3 5%	0 *%	-	-	3 7%	-	-	-	3 12%	3 3%	-	-	0 1%	3 3%	-
DK/NA	1 1%	-	1 3%	-	-	1 2%	-	1 4%	-	-	-	1 4%	-	-	-	1 14%	-	-	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.

C8.   Why do you prefer this ad concept 2?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 49%	9 40%	29 61% E	20 47%	5 31%	2 61%	61 48%	9 56%	44 49%	10 43%	39 47%	20 49%	1 10%	55 52% M	5 30%	50 53% O	–	63 49%	–
Attracts attention/ stands out/makes me want to read the rest of message	22 17%	5 22%	10 22%	6 14%	1 7%	1 28%	22 17%	4 24%	17 19%	2 8%	12 14%	10 23%	–	20 19%	–	20 22%	–	22 17%	–
Appealing to the eye/ like appearance/ design	22 17%	0 2%	8 17% B	11 25% B	3 18%	–	22 18%	3 17%	14 16%	5 23%	13 16%	7 17%	1 10%	17 16%	3 18%	16 17%	–	22 17%	–
Easy to read/bold fonts	21 17%	2 10%	15 33% BD	4 8%	–	1 28%	20 16%	3 17%	17 19%	2 7%	16 19%	4 11%	–	20 19%	1 6%	18 19% O	–	21 17%	–
Beautiful image/ picture	8 6%	3 12%	4 8%	2 4%	–	–	8 6%	1 5%	4 5%	3 13%	4 5%	3 8%	–	8 8%	2 11%	4 4%	–	8 6%	–
Like colours of the ad	2 2%	–	1 2%	–	1 7%	1 34%	1 1%	1 5%	1 1%	–	1 1%	1 2%	–	2 2%	–	2 2%	–	2 2%	–
Relatable/can identify with message (I am a caregiver/I am a care receiver)	38 29%	7 31%	12 26%	14 33%	4 26%	1 45%	36 29%	6 39%	25 28%	6 24%	25 30%	12 29%	2 19%	32 30%	6 33%	27 28%	–	38 29%	–
NET: Clear/Simple	32 25%	2 11%	14 30%	9 21%	6 37%	1 34%	31 25%	4 27%	24 27%	3 13%	21 25%	9 21%	–	29 28%	3 20%	23 24%	–	32 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.

ENVIRONICS
RESEARCH

C8.   Why do you prefer this ad concept 2?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Clear/easy to understand	21 16%	1 6%	10 20%	8 19%	2 13%	-	21 17%	2 11%	18 20%	2 8%	14 17%	7 17%	-	19 18%	3 20%	13 14%	-	21 16%	-
Concise/simple	9 7%	2 7%	5 10%	2 5%	1 5%	-	9 7%	3 17%	6 6%	1 4%	7 8%	2 5%	-	9 9%	0 2%	8 8%	-	9 7%	-
Straightforward/ direct/to the point	8 6%	1 6%		4 9%	3 18%	1 34%	7 5%	2 11%	5 6%	1 5%	4 5%	2 4%	-	7 7%	-	7 7%	-	8 6%	-
More informative/ provides better information about caregiving	15 12%	1 5%	10 20% BD	2 5%	2 13%	1 34%	14 11%	4 23% J	11 12%	0 2%	14 17% L	1 2%	1 10%	13 12%	1 5%	14 15%	-	15 12%	-
It applies to a broader base of people/any family member not just a spouse	13 10%	4 17%	4 8%	4 10%	1 7%	-	13 10%	1 4%	11 12%	1 5%	7 8%	6 14%	1 10%	11 11%	3 17%	10 10%	-	13 10%	-
NET: Positive Emotions	11 8%	2 8%	2 4%	3 8%	4 23%	-	11 9%	1 5%	5 6%	5 20%	9 10%	2 6%	4 33%	7 7%	-	6 7%	-	11 8%	-
More sentimental/warm	7 5%	-	1 2%	2 4%	4 23% C	-	7 5%	1 5%	3 3%	3 11%	5 6%	2 5%	3 25%	4 4%	-	3 3%	-	7 5%	-
More positive/hopeful	2 2%	-	1 2%	1 3%	-	-	2 2%	-	2 2%	-	2 3%	-	-	2 2%	-	1 1%	-	2 2%	-
Heart at the bottom conveys care and compassion	1 1%	1 4%	-	0 1%	-	-	1 1%	-	-	1 5%	1 1%	0 1%	-	1 1%	-	1 1%	-	1 1%	-
It speaks of gratitude/ appreciation for being a caregiver	1 1%	-	-	1 2%	-	-	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.

ENVIRONICS
RESEARCH

(Continued)

C8.   Why do you prefer this ad concept 2?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 4%	-	-	-	-	1 1%	-	-	1 4%	1 1%	-	1 8%	-	-	1 1%	-	1 1%	-
Like character/lady in the ad	7 6%	1 5%	3 7%	2 5%	1 5%	-	7 6%	0 2%	7 8%	-	6 7%	1 3%	-	7 7%	2 12%	5 6%	-	7 6%	-
Like/good message	6 4%	2 9%	4 8%	-	-	-	6 4%	1 5%	2 2%	3 13%	3 3%	3 7%	1 10%	3 3%	1 5%	5 5%	-	6 4%	-
More serious/realistic/less emotional	5 4%	2 9%	-	2 4%	1 7%	-	5 4%	-	5 6%	-	4 5%	1 3%	2 18%	3 3%	1 6%	3 3%	-	5 4%	-
Text/wording/"Thank you"	4 3%	-	3 6%	2 4%	-	1 28%	4 3%	2 13%	1 1%	1 5%	3 4%	1 3%	-	4 4%	-	4 5%	-	4 3%	-
Looks more inviting	0 *%	0 2%	-	-	-	-	0 *%	0 2%	-	-	0 *%	-	-	0 *%	-	0 *%	-	0 *%	-
Other	3 2%	-	3 6%	-	0 2%	-	3 2%	-	3 3%	-	3 3%	0 1%	-	3 3%	-	0 *%	-	3 2%	-
DK/NA	1 1%	-	1 2%	-	-	-	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.

ENVIRONICS RESEARCH

C8.   Why do you prefer this ad concept 3?

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 with message (I am a caregiver/I am a care receiver)	24 37%	8 48%	9 27%	5 50%	1 33%	9 30%	14 43%	5 39%	10 36%	9 36%	11 75% LMN	2 21%	3 22%	2 20%	8 24%	2 38%	5 71% O	8 50%	22 46% T	1 7%
NET: Clear/Simple	13 20%	5 27%	5 17%	2 17%	1 25%	8 25%	5 15%	3 26%	5 18%	5 19%	0 2%	2 19%	3 21%	1 11%	5 15%	3 48%	1 13%	4 22%	6 13%	7 42%
Clear/easy to understand	9 15%	5 27%	3 10%	1 8%	1 17%	4 14%	5 15%	3 26%	2 9%	4 15%	0 2%	1 10%	1 8%	1 11%	3 8%	3 48%	1 13%	3 17%	3 6%	7 42% S
Straightforward/ direct/to the point	3 4%	-	2 7%	-	1 17%	3 9%	-	-	3 11%	-	0 2%	1 10%	1 8%	-	3 8%	-	-	-	3 6%	-
Concise/simple	1 1%	-	-	1 8%	-	1 3%	-	-	-	1 4%	-	-	1 6%	-	-	-	-	1 6%	1 2%	-
NET: Design elements	12 18%	1 5%	8 23%	2 17%	1 33%	4 13%	7 23%	3 20%	7 25%	2 9%	1 7%	1 10%	5 36% K	1 11%	8 23%	1 18%	2 29%	0 2%	10 20%	2 13%
Attracts attention/ stands out/makes me want to read the rest of message	6 9%	1 5%	4 13%	-	1 17%	2 7%	4 11%	1 9%	4 16%	0 1%	1 7%	1 10%	2 13%	-	3 10%	1 18%	1 16%	0 2%	6 12%	-
Beautiful image/ picture	5 8%	-	3 10%	2 17%	0 8%	2 6%	3 10%	1 9%	2 9%	2 8%	-	-	3 24%	1 11%	4 13%	-	1 13%	-	3 7%	2 13%
Easy to read/bold fonts	1 2%	-	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 8%	-	1 3%	-	-	-	1 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?

	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	REGION					GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Appealing to the eye/ like appearance/ design	0 1%	-	-	-	0 8%	-	0 1%	0 3%	-	-	-	-	-	-	0 1%	-	-	-	0 1%	-
NET: Positive Emotions	11 17%	4 21%	6 20%	1 8%	-	6 19%	5 15%	2 17%	5 18%	4 15%	2 15%	2 18%	1 8%	5 48% M	9 25%	1 14%	1 16%	-	8 17%	3 17%
Heart at the bottom conveys care and compassion	8 12%	4 21%	3 10%	1 8%	-	5 15%	3 9%	-	5 18%	3 11%	1 7%	1 8%	1 8%	4 37%	6 16%	1 14%	1 16%	-	5 10%	3 17%
More sentimental/warm	2 3%	-	2 7%	-	-	1 3%	1 3%	1 9%	-	1 4%	1 7%	-	-	1 11%	2 6%	-	-	-	2 4%	-
Doctor evokes trust	1 2%	-	1 3%	-	-	-	1 3%	1 9%	-	-	-	1 10%	-	-	1 3%	-	-	-	1 2%	-
It applies to a broader base of people/any family member not just a spouse	6 10%	1 5%	4 13%	1 8%	0 8%	3 10%	3 10%	1 9%	1 5%	4 16%	1 6%	1 10%	2 16%	2 22%	3 10%	1 18%	-	2 12%	4 9%	2 14%
More informative/ provides better information about caregiving	4 6%	-	2 7%	1 8%	1 17%	3 8%	1 4%	-	3 10%	1 4%	1 8%	0 3%	1 8%	-	2 5%	-	1 13%	1 7%	4 8%	-
Text/wording/"Thank you"	3 5%	-	1 3%	2 17%	0 8%	2 6%	1 4%	-	2 9%	1 4%	1 7%	1 8%	1 9%	-	1 3%	1 14%	1 16%	-	3 7%	-
More serious/realistic/ less emotional	2 3%	-	2 7%	-	-	1 3%	1 3%	-	2 8%	-	-	-	-	-	1 3%	1 18%	-	-	2 4%	-
Like character/lady in the ad	2 3%	-	2 7%	-	-	1 3%	1 3%	-	2 8%	-	-	2 19%	-	-	2 6%	-	-	-	-	2 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.

C8.　　Why do you prefer this ad concept 3?

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Like/good message	2 3%	-	1 3%	1 8%	-	1 3%	1 3%	-	2 7%	-	-	-	2 14%	-	2 6%	-	-	-	2 4%	-
Makes me curious/want to know more	1 2%	-	1 3%	-	-	1 3%	-	-	1 4%	-	1 7%	-	-	-	-	-	1 16%	-	1 2%	-
Have no preference	1 2%	-	1 3%	-	0 8%	1 5%	-	-	0 1%	1 4%	0 2%	1 10%	-	-	0 1%	-	-	1 7%	0 1%	1 7%
Other	1 2%	-	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 8%	-	1 3%	-	-	-	1 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.

C8.   Why do you prefer this ad concept 3?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./Tech/Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 with message (I am a caregiver/I am a care receiver)	24 37%	8 67% E	10 40% E	4 28%	1 9%	1 100%	21 34%	3 43%	17 33%	4 52%	12 31%	7 37%	1 17%	20 36%	2 20%	18 36%	–	–	24 37%
NET: Clear/Simple	13 20%	1 9%	6 22%	1 9%	5 41%	–	13 21%	3 41%	10 19%	0 5%	8 20%	5 24%	1 15%	12 21%	2 26%	10 21%	–	–	13 20%
Clear/easy to understand	9 15%	–	4 16%	1 9%	4 33%	–	9 15%	3 41%	7 13%	–	6 15%	3 17%	1 15%	8 15%	1 16%	8 16%	–	–	9 15%
Straightforward/direct/to the point	3 4%	1 9%	2 7%	–	–	–	3 5%	–	3 5%	0 5%	1 4%	1 7%	–	3 5%	–	3 6%	–	–	3 4%
Concise/simple	1 1%	–	–	–	1 8%	–	1 1%	–	1 2%	–	1 2%	–	–	1 2%	1 10%	–	–	–	1 1%
NET: Design elements	12 18%	2 15%	5 20%	3 19%	2 17%	–	12 19%	1 13%	9 18%	1 21%	5 12%	7 35%	–	12 21%	1 14%	9 18%	–	–	12 18%
Attracts attention/stands out/makes me want to read the rest of message	6 9%	1 7%	5 18%	0 2%	–	–	6 10%	–	4 9%	1 21%	1 4%	4 22%	–	6 11%	–	6 12%	–	–	6 9%
Beautiful image/picture	5 8%	1 7%	0 1%	2 14%	2 17%	–	5 9%	1 13%	4 9%	–	3 8%	2 11%	–	5 10%	1 10%	3 7%	–	–	5 8%
Easy to read/bold fonts	1 2%	–	1 4%	–	–	–	1 2%	–	1 2%	–	1 3%	–	–	1 2%	–	1 2%	–	–	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.

ENVIRONICS
RESEARCH

C8. Why do you prefer this ad concept 3?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Appealing to the eye/ like appearance/ design	0 1%	-	-	0 2%	-	-	0 1%	-	0 1%	-	-	0 2%	-	0 1%	0 4%		-	-	0 1%
NET: Positive Emotions	11 17%	2 16%	2 8%	4 25%	3 28%	-	11 18%	-	10 19%	1 16%	8 20%	3 14%	4 52%	7 13%	2 22%	9 18%	-	-	11 17%
Heart at the bottom conveys care and compassion	8 12%	2 16%	2 8%	3 17%	1 9%	-	8 12%	-	7 13%	1 16%	5 12%	3 14%	3 37%	5 9%	2 22%	6 11%	-	-	8 12%
More sentimental/warm	2 3%	-	-	-	2 19%	-	2 4%	-	2 4%	-	2 5%	-	-	2 4%	-	2 4%	-	-	2 3%
Doctor evokes trust	1 2%	-	-	1 7%	-	-	1 2%	-	1 2%	-	1 3%	-	1 15%	-	-	1 2%	-	-	1 2%
It applies to a broader base of people/any family member not just a spouse	6 10%	-	4 17%	1 7%	1 9%	-	6 10%	1 16%	5 11%	-	4 10%	3 13%	1 15%	5 10%	1 12%	5 11%	-	-	6 10%
More informative/ provides better information about caregiving	4 6%	-	2 9%	1 7%	0 3%	-	4 6%	-	3 5%	1 18%	3 7%	1 4%	1 12%	3 5%	1 12%	3 5%	-	-	4 6%
Text/wording/"Thank you"	3 5%	1 7%	2 9%	-	-	-	3 5%	-	3 6%	-	-	3 16%	-	3 6%	2 20%	1 3%	-	-	3 5%
More serious/realistic/ less emotional	2 3%	-	2 8%	-	-	-	2 4%	-	1 2%	1 16%	-	1 5%	-	2 4%	-	2 4%	-	-	2 3%
Like character/lady in the ad	2 3%	-	-	1 7%	1 9%	-	2 4%	-	1 2%	1 16%	1 3%	1 5%	-	2 4%	-	2 4%	-	-	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 3?

	Total	HS or Less	EDUCATION Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	ABORIGINAL Yes	No	CAREGIVER TYPE Child Only	Spouse/ Other Only	Both	HAS FINANCIAL EXPENSES Yes	No	PREVIOUSLY CLAIMED Any	No	HEARD OF NEW CREDIT Yes	No	PREFERRED OOH Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Like/good message	2 3%	-	2 8%	-	-	-	2 3%	-	2 4%	-	1 2%	1 5%	-	2 4%	1 10%	1 2%	-	-	2 3%
Makes me curious/want to know more	1 2%	-	1 4%	-	-	-	1 2%	-	1 2%	-	-	1 5%	-	1 2%	-	1 2%	-	-	1 2%
Have no preference	1 2%	-	0 1%	1 7%	-	-	1 2%	-	1 3%	-	0 1%	1 5%	1 15%	0 1%	-	1 3%	-	-	1 2%
Other	1 2%	-	1 4%	-	-	-	1 2%	-	1 2%	-	-	1 5%	-	1 2%	-	1 2%	-	-	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.

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.

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 75%	122 74%	153 78%	82 69%	29 80%	160 73%	225 77%	62 69%	178 76%	144 76%	84 76%	71 71%	101 72%	75 80%	212 72%	30 85%	44 84% O	97 75%	315 76%	60 71%
Strongly agree ..5	177 34%	66 40% D	63 32%	32 27%	16 45% CD	65 30%	112 38%	21 23%	85 36% H	70 37% H	42 38%	32 32%	40 28%	32 35%	93 32%	12 33%	20 38%	52 40%	147 36%	24 28%
Somewhat agree ..4	208 41%	56 34%	90 46%	50 42%	13 36%	95 43%	113 39%	41 46%	93 40%	74 39%	42 38%	39 39%	61 44%	43 46%	119 41%	18 52%	24 46%	46 35%	168 40%	36 42%
Neither agree nor disagree ..3	86 17%	30 19%	28 14%	23 20%	4 12%	42 19%	44 15%	19 21%	38 16%	28 15%	16 15%	16 16%	28 20%	10 10%	52 18%	4 10%	6 12%	23 18%	66 16%	16 19%
Somewhat disagree ..2	30 6%	6 4%	9 4%	12 11% BC	3 8%	13 6%	17 6%	5 6%	16 7%	9 5%	9 8%	7 7%	7 5%	7 7%	21 7%	2 5%	2 4%	5 4%	26 6%	4 5%
Strongly disagree ..1	12 2%	6 3%	5 3%	1 1%	–	5 2%	7 2%	4 4%	1 *%	7 4% I	1 1%	6 6% K	3 2%	2 2%	8 3%	–	–	4 3%	7 2%	5 6%
BOTTOM 2 BOX	42 8%	12 7%	14 7%	13 11%	3 8%	18 8%	24 8%	9 10%	17 7%	16 9%	10 9%	13 13%	10 7%	9 9%	29 10% Q	2 5%	2 4%	9 7%	33 8%	9 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.

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.

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 75%	72 80% D	167 79% D	101 68%	46 73%	7 59%	372 75%	55 68%	250 78%	80 73%	241 77%	125 72%	43 70%	312 76%	66 74%	277 76%	90 76%	212 75%	83 75%
Strongly agree ..5	177 34%	31 35%	85 40% D	42 28%	19 30%	3 27%	171 35%	25 30%	106 33%	46 42%	116 37%	50 29%	25 41%	140 34%	39 44%	121 33%	46 38%	95 34%	36 32%
Somewhat agree ..4	208 41%	40 45%	82 39%	59 40%	27 42%	4 33%	201 41%	30 37%	144 45% J	34 31%	125 40%	75 43%	18 29%	172 42%	27 30%	156 43% O	45 38%	116 41%	47 42%
Neither agree nor disagree ..3	86 17%	11 13%	31 14%	27 18%	16 25%	5 41%	79 16%	16 20%	43 14%	27 24% I	51 16%	28 16%	16 27%	61 15%	15 17%	59 16%	21 18%	41 14%	24 22%
Somewhat disagree ..2	30 6%	3 4%	9 4%	18 12% BCE	0 1%	–	30 6%	9 11% J	20 6% J	1 1%	17 5%	14 8%	2 4%	27 7%	6 7%	20 6%	5 4%	23 8% S	2 2%
Strongly disagree ..1	12 2%	3 3%	6 3%	2 1%	1 2%	–	12 2%	1 1%	8 3%	3 2%	5 2%	7 4%	–	11 3%	2 2%	10 3%	3 2%	7 3%	2 2%
BOTTOM 2 BOX	42 8%	6 7%	15 7%	20 14% E	1 2%	–	42 9%	10 13% J	28 9% J	3 3%	22 7%	21 12%	2 4%	38 9%	8 9%	30 8%	8 6%	31 11% S	4 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.

ENVIRONICS
RESEARCH

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.

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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	111 22%	34 20%	53 27% D	17 14%	7 20%	53 24%	58 20%	20 22%	64 27% J	27 14%	15 14%	19 19%	36 26% K	29 31% K	73 25% R	5 13%	14 28% R	17 13%	79 19%	25 29%
Strongly agree ..5	39 8%	15 9%	16 8%	5 5%	2 7%	18 8%	21 7%	4 4%	27 12% HJ	7 4%	4 3%	6 6%	13 10%	11 11% K	24 8%	3 8%	5 11%	6 5%	33 8%	3 4%
Somewhat agree ..4	72 14%	19 12%	37 19% D	12 10%	5 13%	35 16%	37 12%	16 17%	37 16%	19 10%	12 11%	13 13%	23 16%	19 20%	49 17% PR	2 6%	9 17%	11 9%	46 11%	22 25% S
Neither agree nor disagree ..3	143 28%	51 31%	41 21%	41 35% C	10 27%	63 29%	80 27%	25 28%	59 25%	59 31%	29 27%	24 24%	41 30%	25 27%	74 25%	13 38%	9 18%	45 35% Q	111 27%	26 31%
Somewhat disagree ..2	161 31%	49 30%	55 28%	46 39% C	10 28%	62 28%	98 34%	35 38%	69 30%	57 30%	35 32%	29 30%	46 33%	23 25%	96 33%	9 25%	17 33%	38 29%	141 34% T	18 21%
Strongly disagree ..1	99 19%	30 18%	45 23% D	14 12%	9 26% D	41 19%	57 20%	11 12%	41 18%	46 24% H	30 27% M	27 27% M	16 11%	16 17%	50 17%	8 24%	11 22%	29 23%	83 20%	16 19%
BOTTOM 2 BOX	259 51%	79 48%	101 52%	60 51%	19 53%	104 47%	156 53%	46 51%	110 47%	103 55%	65 59% MN	57 57%	62 44%	39 42%	146 50%	17 49%	28 55%	67 52%	224 54% T	34 40%

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

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
| | | HS or Less | Coll./ Tech/ Some Univ. | Univ. Grad. | Post Grad | Yes | No | Child Only | Spouse/ Other Only | Both | Yes | No | Any | No | Yes | No | Concept 1 | Concept 2 | Concept 3 |
	(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	111 22%	20 23%	33 16%	39 26% C	18 29%	1 11%	109 22%	16 19%	47 15%	48 43% HI	76 24% L	28 16%	21 34% N	83 20%	16 18%	87 24%	32 27%	54 19%	24 22%
Strongly agree ..5	39 8%	8 9%	16 8%	9 6%	6 9%	-	39 8%	7 8%	9 3%	22 20% HI	26 8%	12 7%	10 16%	27 7%	11 12%	26 7%	16 13%	17 6%	5 5%
Somewhat agree ..4	72 14%	12 14%	17 8%	30 20% C	12 20%	1 11%	71 14%	9 11%	38 12%	25 23% I	51 16%	17 10%	11 18%	56 14%	6 6%	61 17% O	16 13%	37 13%	19 17%
Neither agree nor disagree ..3	143 28%	28 32%	59 28%	34 23%	22 34%	5 42%	130 26%	27 33%	93 29%	23 21%	84 27%	45 26%	13 20%	116 28%	28 31%	101 28%	34 29%	71 25%	38 34%
Somewhat disagree ..2	161 31%	23 25%	68 32%	51 35%	18 28%	0 3%	160 32% F	28 35%	107 33%	25 23%	94 30%	63 36%	21 35%	124 30%	29 33%	106 29%	33 28%	100 35%	28 25%
Strongly disagree ..1	99 19%	18 20%	51 24% E	24 16%	6 9%	5 44%	94 19%	10 13%	74 23% HJ	14 13%	59 19%	38 22%	7 11%	88 21% M	16 18%	73 20%	20 17%	58 21%	21 19%
BOTTOM 2 BOX	259 51%	40 45%	119 56% E	75 51%	23 37%	5 47%	254 51%	38 47%	181 56% J	40 36%	153 49%	100 58%	28 45%	212 52%	45 51%	179 49%	53 44%	158 56%	49 44%

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.

D1C.   Thinking about the ads you have seen overall, please indicate your level of agreement with the following statements about this ad.
        The ads encourage me to see myself as a caregiver.

| | Total | REGION | | | | GENDER | | AGE | | | INCOME | | | | EMPLOYMENT | | | | BIRTH COUNTRY | |
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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	402 78%	131 80%	158 81% D	83 71%	30 82% D	170 77%	232 79%	70 77%	181 78%	151 80%	91 83%	74 74%	108 77%	80 86%	221 75%	31 88%	44 84%	104 80%	326 79%	66 78%
Strongly agree ..5	159 31%	53 32% D	70 36% D	20 17%	15 42% D	64 29%	94 32%	17 19%	79 34% H	63 33% H	36 33%	33 33%	38 27%	34 37%	90 31%	11 32%	17 33%	41 31%	133 32%	22 26%
Somewhat agree ..4	243 47%	77 47%	88 45%	63 53%	15 41%	105 48%	137 47%	53 58% I	102 44%	88 46%	54 50%	41 41%	70 50%	46 49%	131 45%	20 56%	27 51%	63 48%	193 47%	44 51%
Neither agree nor disagree ..3	88 17%	25 15%	31 16%	27 23%	5 14%	41 19%	47 16%	15 16%	43 18%	31 16%	14 13%	20 20%	24 17%	12 12%	54 18%	4 12%	8 15%	22 17%	70 17%	16 19%
Somewhat disagree ..2	15 3%	4 2%	3 2%	7 6%	1 3%	6 3%	10 3%	5 5%	8 3%	3 1%	5 4%	3 3%	3 2%	1 1%	14 5% R	–	0 1%	1 1%	11 3%	3 3%
Strongly disagree ..1	8 2%	5 3%	2 1%	1 1%	0 1%	4 2%	4 1%	1 1%	2 1%	5 3%	–	3 3%	5 3%	1 1%	5 2%	–	–	3 2%	8 2%	–
BOTTOM 2 BOX	23 5%	8 5%	5 3%	8 7%	1 4%	9 4%	14 5%	6 6%	10 4%	8 4%	5 4%	6 6%	7 5%	2 2%	19 6% Q	–	0 1%	4 3%	18 4%	3 3%

Comparison Groups: BCDE/FG/HIJ/KLMN/OPQR/ST
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

D1C.   Thinking about the ads you have seen overall, please indicate your level of agreement with the following statements about this ad.
         The ads encourage me to see myself as a caregiver.

		EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
	Total	HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	402 78%	65 73%	167 79%	114 77%	56 88% B	11 97% G	384 78%	55 68%	254 79%	92 84% H	253 81%	130 75%	53 86%	316 77%	68 76%	294 80%	90 76%	226 80%	86 77%
Strongly agree ..5	159 31%	22 24%	78 37%	41 28%	18 28%	4 39%	153 31%	17 20%	100 31%	42 38% H	100 32%	51 29%	28 46% N	123 30%	36 40%	110 30%	38 32%	89 31%	32 28%
Somewhat agree ..4	243 47%	43 49%	88 42%	72 49%	38 60% C	7 58%	231 47%	39 47%	154 48%	50 46%	153 49%	79 45%	25 40%	193 47%	32 35%	184 50% O	52 43%	137 48%	54 49%
Neither agree nor disagree ..3	88 17%	16 19%	38 18%	27 18%	7 10%	0 3%	87 18%	23 29% J	54 17%	11 10%	47 15%	34 20%	7 11%	75 18%	18 20%	55 15%	25 21%	40 14%	24 21%
Somewhat disagree ..2	15 3%	3 3%	5 2%	6 4%	1 2%	–	15 3%	1 1%	10 3%	5 4%	11 3%	5 3%	1 2%	13 3%	3 4%	10 3%	3 2%	11 4%	1 1%
Strongly disagree ..1	8 2%	5 5% CD	3 1%	1 1%	–	–	8 2%	2 2%	3 1%	3 2%	3 1%	5 3%	0 1%	8 2%	0 *%	8 2%	1 1%	6 2%	1 1%
BOTTOM 2 BOX	23 5%	8 8% E	7 3%	7 5%	1 2%	–	23 5%	3 4%	13 4%	7 7%	14 4%	9 5%	1 2%	21 5%	4 4%	18 5%	4 3%	17 6% S	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.

ENVIRONICS
RESEARCH

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 see myself as a caregiver.	402 78%	131 80%	158 81% D	83 71%	30 82% D	170 77%	232 79%	70 77%	181 78%	151 80%	91 83%	74 74%	108 77%	80 86%	221 75%	31 88%	44 84%	104 80%	326 79%	66 78%
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.	385 75%	122 74%	153 78%	82 69%	29 80%	160 73%	225 77%	62 69%	178 76%	144 76%	84 76%	71 71%	101 72%	75 80%	212 72%	30 85%	44 84% O	97 75%	315 76%	60 71%
The ads contains too much detail	111 22%	34 20%	53 27% D	17 14%	7 20%	53 24%	58 20%	20 22%	64 27% J	27 14%	15 14%	19 19%	36 26% K	29 31% K	73 25% R	5 13%	14 28% R	17 13%	79 19%	25 29%
None of the above	49 10%	16 10%	14 7%	17 14% CE	2 6%	24 11%	25 9%	9 10%	28 12%	12 7%	11 10%	11 11%	14 10%	5 6%	38 13% PR	1 3%	4 8%	7 5%	34 8%	14 16%

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

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 see myself as a caregiver.	402 78%	65 73%	167 79%	114 77%	56 88% B	11 97% G	384 78%	55 68%	254 79%	92 84% H	253 81%	130 75%	53 86%	316 77%	68 76%	294 80%	90 76%	226 80%	86 77%
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.	385 75%	72 80% D	167 79% D	101 68%	46 73%	7 59%	372 75%	55 68%	250 78%	80 73%	241 77%	125 72%	43 70%	312 76%	66 74%	277 76%	90 76%	212 75%	83 75%
The ads contains too much detail	111 22%	20 23%	33 16%	39 26% C	18 29%	1 11%	109 22%	16 19%	47 15%	48 43% HI	76 24%	28 16%	21 34% N	83 20%	16 18%	87 24%	32 27%	54 19%	24 22%
None of the above	49 10%	9 10%	21 10%	16 11%	4 6%	–	49 10%	11 14%	28 9%	11 10%	30 10%	15 9%	6 10%	38 9%	12 14%	32 9%	11 9%	25 9%	14 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?

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 64%	113 69%	121 62%	70 59%	25 68%	141 64%	188 64%	62 69%	157 67%	109 58%	76 69%	63 63%	82 59%	62 66%	186 63%	25 71%	38 74%	79 61%	264 64%	57 67%
No, they are not necessary	130 25%	31 19%	54 28%	35 30%	9 26%	52 24%	78 27%	21 23%	53 23%	56 30%	26 24%	23 24%	39 28%	26 28%	78 27%	10 28%	8 16%	31 24%	107 26%	19 22%
No preference	54 11%	20 12%	19 10%	12 11%	2 6%	27 12%	27 9%	7 8%	23 10%	24 13%	8 7%	14 14%	19 13%	6 6%	29 10% P	0 1%	5 10%	19 15% P	42 10%	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.

D2.   Please carefully read these two versions of statements from the ads:
       Do you feel the words "who depends on you" are necessary?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 64%	49 55%	146 69% B	91 61%	42 66%	10 84%	312 63%	57 70%	202 63%	70 64%	206 66%	106 61%	47 76%	260 63%	59 66%	235 64%	71 60%	178 63%	80 72%
No, they are not necessary	130 25%	27 30%	52 25%	33 22%	18 29%	2 16%	127 26%	16 19%	89 28%	26 23%	74 24%	51 29%	11 17%	111 27%	20 23%	96 26%	26 22%	80 28%	25 22%
No preference	54 11%	13 14% E	14 6%	25 17% CE	3 5%	–	54 11%	9 11%	31 10%	15 13%	34 11%	16 9%	4 6%	40 10%	10 11%	36 10%	21 18% RS	25 9%	7 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.

ENVIRONICS
RESEARCH

E1.   Which is the highest level of education that you have completed?

	Total	REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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: 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% BC	24% C	20%	16%	10%	14%	25% HI	29% N	21% N	18% N	2%	11%	16%	30% O	27% O	21% T	4%
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% C	18%	16%	13%	7%	12%	21% H	24% N	20% N	15% N	1%	9%	15%	24% O	23% O	17% T	2%
NET: Coll. / Tech / Some Univ.	212	81	67	48	16	76	136	37	94	81	49	47	52	30	124	21	20	45	176	30
	41%	50% C	34%	41%	44%	35%	46% F	41%	40%	43%	45%	47%	37%	32%	42%	61% R	40%	35%	43%	35%
College/Vocational/ Technical school	159	51	58	39	11	60	98	29	72	58	42	32	37	25	93	16	20	29	135	18
	31%	31%	30%	33%	30%	27%	34%	32%	31%	30%	38%	32%	26%	26%	32%	46% R	39% R	22%	33%	21%
Some university	53	31	9	9	5	16	38	8	22	23	7	14	15	5	32	5	0	16	42	11
	10%	19% CD	4%	8%	14% C	7%	13% F	9%	9%	12%	7%	14%	11%	6%	11% Q	15% Q	1%	12% Q	10%	13%
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% D	23%	26%	29%	28%	36% J	32% J	22%	21%	28%	31%	43% K	32% P	15%	23%	27%	25%	51% 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% BDE	10%	7%	16% G	9%	12%	14%	10%	6%	5%	13% L	23% KL	14%	8%	7%	11%	12%	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.

ENVIRONICS
RESEARCH

E1.   Which is the highest level of education that you have completed?

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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
Uppercase letters indicate significance at the 95% level.

E1.   Which is the highest level of education that you have completed?

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
| | | HS or Less | Coll./ Tech/ Some Univ. | Univ. Grad. | Post Grad | Yes | No | Child Only | Spouse/ Other Only | Both | Yes | No | Any | No | Yes | No | Concept 1 | Concept 2 | Concept 3 |
	(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: HS or Less	89 17%	89 100%	-	-	-	1 11%	88 18%	7 9%	55 17%	26 24% H	50 16%	36 21%	12 20%	68 17%	16 18%	64 17%	24 20%	49 17%	16 14%
Grade school or less	2 *%	2 2%	-	-	-	-	2 *%	-	2 1%	-	2 1%	-	-	1 *%	1 1%	1 *%	-	1 *%	1 1%
Some high school	13 2%	13 14%	-	-	-	-	13 3%	1 1%	8 3%	3 3%	8 2%	4 2%	1 2%	9 2%	1 1%	11 3%	2 2%	9 3%	1 1%
High school grad	74 14%	74 84%	-	-	-	1 11%	73 15%	6 8%	45 14%	23 21% H	40 13%	32 18%	11 18%	58 14%	14 16%	52 14%	22 18%	39 14%	13 12%
NET: Coll. / Tech / Some Univ.	212 41%	-	212 100%	-	-	9 80% G	200 40%	41 50% J	138 43% J	34 31%	130 41%	73 42%	13 22%	183 45% M	37 41%	153 42%	49 42%	112 40%	50 45%
College/Vocational/ Technical school	159 31%	-	159 75%	-	-	4 33%	152 31%	31 39%	100 31%	27 25%	101 32%	50 29%	11 18%	134 33% M	29 33%	115 31%	39 33%	84 30%	36 32%
Some university	53 10%	-	53 25%	-	-	5 47% G	48 10%	9 11%	38 12%	7 6%	29 9%	23 13%	2 3%	49 12% M	8 8%	38 10%	11 9%	28 10%	14 13%
University grad	148 29%	-	-	148 100%	-	-	147 30%	24 30%	90 28%	34 31%	90 29%	49 28%	25 40%	109 26%	25 28%	105 29%	31 26%	86 30%	31 27%
Postgraduate degree	63 12%	-	-	-	63 100%	1 10%	58 12%	8 10%	39 12%	16 15%	44 14%	15 9%	11 18%	51 12%	10 11%	45 12%	14 12%	35 12%	15 13%

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)

E1.   Which is the highest level of education that you have completed?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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
Canada	414 81%	123 75%	145 74%	112 95% BC	33 93% BC	168 76%	246 84% F	78 86%	183 78%	153 81%	94 85%	78 79%	113 81%	74 79%	224 76%	27 78%	48 92% O	112 87% O	414 100%	–
NET: Other	86 17%	34 20% DE	43 22% DE	6 5%	2 7%	44 20%	41 14%	11 12%	42 18%	32 17%	16 15%	21 21%	23 16%	18 19%	60 20% QR	5 15%	4 8%	16 13%	–	86 100%
UK (England, Scotland, Wales)	17 3%	6 4%	9 4%	–	2 5%	5 2%	12 4%	2 2%	3 1%	12 6% I	4 4%	5 5%	6 4%	1 1%	7 2%	–	1 2%	9 7%	–	17 20%
China	9 2%	5 3%	4 2%	–	–	4 2%	5 2%	–	8 3% J	1 1%	–	1 1%	4 3%	4 4%	9 3%	–	–	–	–	9 10%
Philippines	8 2%	5 3%	3 2%	–	–	8 4%	–	2 2%	2 1%	4 2%	–	3 3%	–	5 5%	8 3%	–	–	–	–	8 9%
Hong Kong	6 1%	3 2%	3 2%	–	–	2 1%	4 1%	–	6 3%	–	–	–	4 3%	2 2%	6 2%	–	–	–	–	6 7%
USA	5 1%	5 3%	–	–	–	–	5 2%	2 2%	–	3 1%	2 2%	–	–	–	–	–	2 4%	3 2%	–	5 5%
Jamaica	4 1%	3 2%	1 1%	–	–	4 2%	–	–	4 2%	–	3 2%	–	–	1 1%	4 1%	–	–	–	–	4 4%
Germany	3 1%	–	3 2%	–	–	–	3 1%	–	1 *%	2 1%	1 1%	1 1%	1 1%	–	1 *%	1 3%	–	1 1%	–	3 4%
India	3 1%	–	3 2%	–	–	3 1%	–	–	3 1%	–	–	2 2%	1 1%	–	3 1%	–	–	–	–	3 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.

E2.   In what country were you born?

	Total		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
		West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/ Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Greece	2 *%	-	2 1%	-	-	2 1%	-	-	1 *%	1 1%	-	1 1%	1 1%	-	2 1%	-	-	-	-	2 3%
France	2 *%	-	-	2 2%	0 1%	-	2 1%	1 1%	-	1 1%	0 *%	1 1%	1 1%	-	2 1%	-	0 1%	-	-	2 2%
Holland	1 *%	-	1 1%	-	0 1%	-	1 *%	-	-	1 1%	-	-	-	-	-	1 3%	-	0 *%	-	1 2%
Other	26 5%	8 5%	13 7%	4 4%	-	17 8% G	9 3%	4 4%	15 6%	7 4%	6 5%	7 7%	5 4%	5 5%	19 6%	3 8%	1 2%	3 3%	-	26 30%
Prefer not to say	14 3%	7 4%	6 3%	-	-	8 4%	6 2%	2 2%	8 3%	4 2%	-	-	4 3%	1 1%	10 3%	3 8% R	-	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.

E2.   In what country were you born?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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
Canada	414 81%	86 97% CDE	176 83% D	101 69%	49 78%	11 100% G	399 81%	70 86% J	265 83% J	78 71%	249 79%	149 86%	50 81%	333 81%	82 92% P	286 78%	97 82% S	240 85% S	77 69%
NET: Other	86 17%	3 3%	30 14% B	44 29% BCE	9 15% B	–	86 17%	11 14%	50 16%	24 22%	54 17%	22 13%	9 15%	68 16%	7 8%	69 19% O	15 13%	37 13%	33 30% QR
UK (England, Scotland, Wales)	17 3%	2 2%	7 3%	7 5%	1 2%	–	17 3%	3 3%	13 4%	1 1%	7 2%	10 6%	1 2%	15 4%	–	16 4%	4 3%	5 2%	7 7%
China	9 2%	–	1 1%	6 4% C	2 3%	–	9 2%	–	3 1%	6 5% I	6 2%	3 2%	2 3%	7 2%	–	8 2%	–	8 3%	1 1%
Philippines	8 2%	–	3 1%	5 3%	–	–	8 2%	1 1%	4 1%	3 3%	7 2%	1 1%	3 4%	4 1%	–	7 2%	3 2%	1 *%	4 3% R
Hong Kong	6 1%	–	–	6 4%	–	–	6 1%	3 3%	3 1%	–	3 1%	–	1 2%	2 1%	–	2 1%	3 2%	3 1%	–
USA	5 1%	–	3 1%	2 1%	–	–	5 1%	–	5 1%	–	3 1%	2 1%	–	5 1%	–	5 1%	–	2 1%	3 2%
Jamaica	4 1%	–	4 2%	–	–	–	4 1%	–	1 *%	3 2%	4 1%	–	–	4 1%	–	4 1%	–	–	4 3%
Germany	3 1%	–	2 1%	1 1%	–	–	3 1%	1 1%	2 1%	–	3 1%	–	–	3 1%	1 1%	2 1%	–	2 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?

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
| | | HS or Less | Coll./Tech/Some Univ. | Univ. Grad. | Post Grad | Yes | No | Child Only | Spouse/Other Only | Both | Yes | No | Any | No | Yes | No | Concept 1 | Concept 2 | Concept 3 |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
India	3 1%	-	1 1%	2 1%	-	-	3 1%	1 1%	1 *%	1 1%	2 1%	1 1%	-	3 1%	1 1%	2 1%	1 1%	2 1%	-
Greece	2 *%	-	1 1%	1 1%	-	-	2 *%	-	2 1%	-	1 *%	1 1%	-	2 1%	-	2 1%	-	2 1%	-
France	2 *%	0 *%	2 1%	-	-	-	2 *%	-	2 1%	-	2 1%	-	-	1 *%	-	2 1%	-	1 *%	1 1%
Holland	1 *%	-	1 1%	-	-	-	1 *%	-	1 *%	-	0 *%	-	0 1%	1 *%	0 *%	-	1 1%	-	-
Other	26 5%	1 1%	5 2%	14 9% BC	6 9% B	-	26 5%	3 3%	12 4%	11 10%	16 5%	5 3%	2 4%	20 5%	5 5%	20 5%	3 2%	10 4%	13 11% QR
Prefer not to say	14 3%	-	6 3%	3 2%	5 8%	-	9 2%	-	6 2%	8 7% I	10 3%	2 1%	2 4%	10 3%	-	12 3%	6 5% S	6 2%	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.

ENVIRONICS
RESEARCH

E3.   Which of the following categories best describes your current employment status? Are you:

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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: Employed	328 64%	112 68% DE	140 72% DE	60 51%	17 47%	154 70% G	174 59%	73 81% J	193 83% J	62 33%	49 44%	71 71% K	103 74% K	74 79% K	293 100%	35 100%	–	–	251 61%	65 76% S
NET: FT/Self Empl	293 57%	97 59% DE	129 66% DE	53 45%	14 40%	144 65% G	150 51%	60 66% J	185 79% HJ	49 26%	39 36%	60 60% K	98 70% K	72 77% KL	293 100%	–	–	–	224 54%	60 70% S
Working full-time, that is, 35 or more hours per week	269 52%	89 54% E	117 60% DE	51 43%	12 34%	130 59% G	139 47%	59 65% J	173 74% J	37 20%	31 28%	57 57% K	93 67% K	65 70% K	269 92%	–	–	–	209 50%	50 59%
Self-employed	25 5%	8 5%	12 6%	3 2%	2 6%	14 6%	11 4%	1 1%	12 5%	12 6% H	8 7%	3 3%	4 3%	7 7%	25 8%	–	–	–	15 4%	10 11%
Working part-time, that is, less than 35 hours per week	35 7%	15 9%	11 6%	7 6%	2 7%	10 5%	25 8%	13 15% I	9 4%	13 7%	10 9%	11 11% MN	5 4%	2 2%	–	35 100%	–	–	27 7%	5 6%
Retired	130 25%	40 24%	36 18%	42 35% C	13 36% C	57 26%	73 25%	–	9 4%	121 64% I	30 27%	25 25%	28 20%	17 18%	–	–	–	130 100%	112 27%	16 19%
NET: Not Employed	52 10%	13 8%	19 10%	13 11%	6 17%	9 4%	43 15% F	17 18% J	29 12% J	6 3%	31 28% LMN	4 4%	9 7%	3 3%	–	–	52 100%	–	48 12%	4 5%
Unemployed, but looking for work	10 2%	4 2%	4 2%	1 1%	1 3%	2 1%	8 3%	2 2%	6 3%	1 1%	7 7% LM	1 1%	0 *%	–	–	–	10 19%	–	10 2%	–
A student attending school full-time	7 1%	2 1%	2 1%	3 2%	0 1%	–	7 2%	7 7% I	0 *%	–	7 6% L	0 *%	–	–	–	–	7 14%	–	7 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.

E3.   Which of the following categories best describes your current employment status? Are you:

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<$100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	22 4%	7 4%	6 3%	7 6%	1 4%	1 *%	22 7% F	7 7% J	14 6% J	2 1%	8 8%	2 2%	6 4%	3 3%	-	-	22 43%	-	20 5%	3 3%
Other	12 2%	-	6 3%	3 2%	3 9% D	6 3%	6 2%	1 1%	8 4%	3 2%	9 8% L	0 *%	3 2%	-	-	-	12 24%	-	11 3%	1 2%
Prefer not to say	3 1%	-	-	3 2%	0 1%	0 *%	3 1%	1 1%	2 1%	-	0 *%	-	-	-	-	-	-	-	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.

E3.   Which of the following categories best describes your current employment status? Are you:

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 64%	37 41%	146 69% B	100 68% B	45 71% B	9 76%	313 63%	58 72%	191 60%	79 72% I	212 67%	100 58%	47 76%	258 63%	49 55%	244 67%	72 60%	180 64%	77 69%
NET: FT/Self Empl	293 57%	31 35%	124 59% B	95 64% B	42 66% B	6 53%	281 57%	51 63%	170 53%	72 66% I	193 62% L	86 50%	44 72% N	227 55%	45 50%	216 59%	59 50%	164 58%	71 64%
Working full-time, that is, 35 or more hours per week	269 52%	29 33%	115 54% B	84 57% B	40 63% B	5 42%	257 52%	50 62% I	149 46%	70 63% I	172 55%	82 47%	40 66% N	208 51%	42 47%	196 54%	57 48%	150 53%	61 55%
Self-employed	25 5%	2 3%	10 4%	11 7%	2 3%	1 11%	24 5%	1 1%	21 7% H	3 2%	21 7% L	4 2%	4 6%	19 5%	3 3%	20 5%	1 1%	14 5%	10 9% Q
Working part-time, that is, less than 35 hours per week	35 7%	5 6%	21 10% D	5 4%	3 5%	3 23%	32 6%	7 9%	21 7%	7 6%	19 6%	14 8%	3 4%	31 7%	4 5%	28 8%	13 11%	16 6%	6 6%
Retired	130 25%	35 40% CD	45 21%	35 23%	15 24%	1 13%	127 26%	11 13%	99 31% HJ	20 18%	69 22%	57 33% K	12 19%	108 26%	33 37% P	76 21%	37 31%	68 24%	25 23%
NET: Not Employed	52 10%	16 18% E	20 10%	12 8%	3 5%	0 3%	51 10%	11 13%	30 9%	11 10%	31 10%	16 9%	3 5%	44 11%	7 7%	44 12%	10 8%	33 12%	9 8%
Unemployed, but looking for work	10 2%	3 3%	7 3%	–	0 1%	–	10 2%	3 4%	4 1%	3 3%	6 2%	2 1%	1 1%	9 2%	3 3%	7 2%	3 3%	5 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)

E3.　　Which of the following categories best describes your current employment status? Are you:

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
A student attending school full-time	7 1%	1 1%	2 1%	3 2%	1 2%	-	7 1%	-	7 2%	-	5 2%	2 1%	-	6 1%	-	7 2%	-	4 1%	3 3%
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	22 4%	6 6%	8 4%	8 5%	1 1%	-	22 5%	8 9%	8 3%	6 6%	14 4%	8 4%	2 3%	18 4%	4 4%	19 5%	6 5%	14 5%	3 2%
Other	12 2%	6 7%	4 2%	1 1%	1 2%	0 3%	12 2%	-	11 3%	2 1%	7 2%	4 2%	-	10 2%	0 *%	11 3%	1 1%	10 4%	1 1%
Prefer not to say	3 1%	1 1%	1 *%	1 1%	-	1 8%	2 *%	2 2%	0 *%	1 1%	2 1%	0 *%	-	2 *%	-	3 1%	0 *%	3 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.

ENVIRONICS
RESEARCH

E4.   Which of the following categories best describes your total annual personal income, before taxes are deducted?

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/ Self Empl	PT	Not Emplo yed	Reti red	Canada	Other
	(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 21%	32 19%	34 17%	32 27% C	12 35% BC	30 14%	79 27% F	29 32% I	44 19%	37 20%	110 100%	–	–	–	39 13%	10 27%	31 59% OPR	30 23% O	94 23%	16 19%
under $20,000	34 7%	6 3%	11 6%	13 11% B	5 13% B	9 4%	25 9%	13 15% J	15 7%	6 3%	34 31%	–	–	–	3 1%	6 16%	21 41% OPR	4 3%	33 8% T	1 1%
between $20,000 and just under $40,000	75 15%	26 16%	23 12%	19 16%	8 22% C	21 10%	54 18% F	15 17%	28 12%	31 17%	75 69%	–	–	–	36 12%	4 11%	9 18%	26 20%	60 15%	15 17%
between $40,000 and just under $60,000	100 19%	25 15%	40 21%	26 22%	9 24%	39 18%	61 21%	27 30% I	39 17%	34 18%	–	100 100%	–	–	60 20% Q	11 32% Q	4 7%	25 19% Q	78 19%	21 25%
NET: $60K - <100K	140 27%	44 27%	56 29%	33 28%	7 19%	66 30%	74 25%	23 26%	70 30%	46 25%	–	–	140 100%	–	98 33% PQR	5 15%	9 18%	28 21%	113 27%	23 27%
between $60,000 and just under $80,000	90 18%	30 19% E	35 18% E	22 19% E	3 8%	44 20%	46 16%	14 15%	43 18%	34 18%	–	–	90 65%	–	58 20%	5 14%	6 12%	21 16%	72 18%	14 17%
between $80,000 and just under $100,000	50 10%	13 8%	22 11%	11 9%	4 11%	22 10%	27 9%	9 10%	27 12%	13 7%	–	–	50 35%	–	40 13% PR	0 1%	3 6%	6 5%	40 10%	8 10%
NET: $100K+	94 18%	31 19% E	49 25% DE	12 10%	2 7%	63 29% G	30 10%	7 7%	54 23% H	33 17% H	–	–	–	94 100%	72 25% PQR	2 6%	3 6%	17 13%	74 18%	18 21%
between $100,000 and just under $120,000	42 8%	15 9%	21 11% DE	5 5%	1 4%	25 11% G	17 6%	6 6%	23 10%	13 7%	–	–	–	42 45%	33 11% QR	2 6%	1 2%	6 5%	31 7%	11 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)

E4.   Which of the following categories best describes your total annual personal income, before taxes are deducted?

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
over $120,000	52 10%	16 10%	28 14% DE	6 5%	1 3%	38 17% G	13 5%	1 1%	32 14% H	19 10% H	-	-	-	52 55%	39 13% Q	-	2 4%	10 8%	44 11%	7 8%
prefer not to say	70 14%	33 20% C	16 8%	16 14%	6 16%	21 10%	49 17% F	5 6%	26 11%	39 20% HI	-	-	-	-	25 8%	7 20%	5 10%	31 24% OQ	55 13%	7 8%

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?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 21%	32 36% DE	49 23% E	23 15%	6 10%	5 44%	105 21%	12 15%	76 24%	22 20%	63 20%	39 22%	6 10%	94 23% M	20 23%	81 22%	25 21%	56 20%	28 25%
under $20,000	34 7%	12 13%	12 6%	7 5%	3 5%	1 10%	33 7%	6 8%	22 7%	6 6%	22 7%	10 6%	2 3%	28 7%	4 5%	30 8%	7 6%	21 7%	6 6%
between $20,000 and just under $40,000	75 15%	20 22% DE	36 17% E	16 11%	3 5%	4 34%	71 14%	6 7%	54 17% H	15 14%	41 13%	29 17%	4 7%	66 16% M	16 18%	51 14%	18 15%	35 12%	22 20%
between $40,000 and just under $60,000	100 19%	21 23% E	47 22% E	28 19% E	4 7%	4 37%	95 19%	14 17%	67 21%	18 17%	60 19%	38 22%	16 27%	77 19%	19 22%	73 20%	26 22%	57 20%	16 15%
NET: $60K - <100K	140 27%	25 28%	52 25%	43 29%	19 30%	–	139 28%	31 38% I	72 22%	37 33%	87 28%	47 27%	18 30%	114 28%	21 24%	101 28%	32 27%	81 29%	27 24%
between $60,000 and just under $80,000	90 18%	18 20%	37 17%	21 14%	14 22%	–	90 18%	16 20%	48 15%	26 23%	59 19%	27 16%	13 22%	71 17%	16 18%	60 16%	25 21%	48 17%	17 16%
between $80,000 and just under $100,000	50 10%	6 7%	15 7%	22 15% C	5 7%	–	49 10%	15 18% I	24 7%	11 10%	28 9%	19 11%	5 8%	43 10%	6 6%	41 11%	7 6%	33 12%	10 9%
NET: $100K+	94 18%	2 2%	30 14% B	40 27% BC	22 34% BC	1 8%	92 19%	13 16%	61 19%	20 18%	64 20%	25 14%	17 28%	70 17%	16 17%	67 18%	13 11%	58 20% Q	22 20%
between $100,000 and just under $120,000	42 8%	1 1%	12 6% B	18 12% B	11 17% BC	1 8%	40 8%	5 6%	25 8%	12 11%	28 9%	9 5%	9 14%	31 8%	5 6%	28 8%	5 4%	27 10%	10 9%

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?

	Total	EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
over $120,000	52 10%	1 1%	18 8% B	22 15% B	11 17% B	–	52 10%	8 9%	36 11%	8 8%	36 12%	16 9%	8 13%	39 10%	10 11%	39 11%	8 7%	31 11%	13 12%
prefer not to say	70 14%	10 11%	35 16%	14 10%	12 19%	1 11%	63 13%	12 15%	45 14%	13 12%	39 13%	25 14%	3 5%	56 14% M	13 14%	45 12%	22 19%	31 11%	17 16%

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	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 2%	7 4%	1 1%	2 2%	1 4%	2 1%	9 3%	6 7%	3 1%	2 1%	5 5%	4 4%	–	1 1%	6 2%	3 8%	0 1%	1 1%	11 3%	–
No	493 96%	153 93%	191 98%	116 98%	34 95%	211 96%	282 96%	84 93%	224 96%	185 98%	105 95%	95 96%	139 99%	92 98%	281 96%	32 91%	51 99%	127 98%	399 96%	86 100% S
Prefer not to say	8 2%	5 3%	3 2%	–	0 1%	7 3% G	1 *%	–	7 3% J	1 1%	–	–	1 1%	1 1%	7 2%	0 1%	–	1 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.

E5.   Are you an Aboriginal person, that is, First Nations, Métis or Inuk?

| | Total | EDUCATION | | | | ABORIGINAL | | CAREGIVER TYPE | | | HAS FINANCIAL EXPENSES | | PREVIOUSLY CLAIMED | | HEARD OF NEW CREDIT | | PREFERRED OOH | | |
		HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 2%	1 1%	9 4%	–	1 2%	11 100%	–	2 3%	9 3%	–	6 2%	6 3%	–	11 3%	1 1%	9 2%	4 4%	5 2%	2 1%
No	493 96%	88 99%	200 94%	147 99% CE	58 92%	–	493 100%	77 95%	307 96%	109 99%	302 96%	168 97%	60 98%	397 96%	88 99%	351 96%	110 93%	276 98%	107 96%
Prefer not to say	8 2%	–	3 2%	1 1%	4 6% D	–	–	2 2%	5 2%	1 1%	6 2%	–	1 2%	4 1%	0 *%	7 2%	4 3%	1 1%	3 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.

Language tracker

		REGION				GENDER		AGE			INCOME				EMPLOYMENT				BIRTH COUNTRY	
	Total	West	ON	QC	Atl	Male	Female	18-34	35-54	55+	<$40K	$40K-<$60K	$60K-<100K	$100K+	FT/Self Empl	PT	Not Employed	Retired	Canada	Other
	(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 78%	164 100% D	195 100% D	3 2%	36 100% D	171 78%	227 77%	75 82%	183 78%	140 74%	78 71%	76 76%	107 77%	82 88% K	241 82% R	28 80%	39 74%	90 69%	304 73%	80 94% S
French	115 22%	–	–	115 98%	–	49 22%	67 23%	16 18%	51 22%	49 26%	32 29% N	24 24%	33 23%	12 12%	52 18%	7 20%	13 26%	40 31% O	110 27% T	5 6%

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

		EDUCATION				ABORIGINAL		CAREGIVER TYPE			HAS FINANCIAL EXPENSES		PREVIOUSLY CLAIMED		HEARD OF NEW CREDIT		PREFERRED OOH		
	Total	HS or Less	Coll./ Tech/ Some Univ.	Univ. Grad.	Post Grad	Yes	No	Child Only	Spouse/ Other Only	Both	Yes	No	Any	No	Yes	No	Concept 1	Concept 2	Concept 3
	(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 78%	60 67%	165 78%	121 82% B	52 82%	10 84%	380 77%	59 73%	248 77%	91 82%	245 78%	131 75%	51 83%	319 78%	51 57%	305 83% O	96 81%	206 73%	95 86% R
French	115 22%	29 33% D	47 22%	27 18%	12 18%	2 16%	114 23%	22 27%	74 23%	20 18%	68 22%	43 25%	11 17%	92 22%	38 43% P	61 17%	22 19%	77 27% S	16 14%

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.

ENVIRONICS
RESEARCH