



# Creative Testing and Advertising Campaign Evaluation Tool (ACET) for the Services for Seniors Advertising Campaign

**Prepared for Employment and Social Development Canada**

**Supplier: EKOS RESEARCH ASSOCIATES INC.**

**Registration Number:** POR 040-18

**Contract Number:** G9292-191660/001/CY

**Contract Value:** \$117,458.42 (tax included)

**Award Date:** August 22, 2018

**Delivery Date:** August 13, 2019

For more information on this report, please contact Employment and Social Development Canada at [nc-por-rop-gd@hrsdc-rhdcc.gc.ca](mailto:nc-por-rop-gd@hrsdc-rhdcc.gc.ca)

*Ce rapport est aussi disponible en français*

## EKOS RESEARCH ASSOCIATES

**Contact:** Susan Galley

**Ottawa Office**

359 Kent Street, Suite 300

Ottawa, Ontario

K2P 0R6

Tel: (613) 235 7215

Fax: (613) 235 8498

E-mail: [pobox@ekos.com](mailto:pobox@ekos.com)

[www.ekos.com](http://www.ekos.com)

## **Creative Testing and Advertising Campaign Evaluation Tool (ACET) for the Services for Seniors Campaign**

**Prepared for Employment and Social Development Canada**

Supplier name: **EKOS RESEARCH ASSOCIATES INC.**

Date: August 13, 2019

This public opinion research report presents the results of in-person and online focus groups testing three proposed concepts, and two online surveys measuring campaign recall and impact. Each was conducted by EKOS Research Associates Inc. on behalf of Employment and Social Development Canada.

Cette publication est aussi disponible en français sous le titre : **Test de concept et outil d'évaluation des campagnes publicitaires de la campagne Services pour les aînés.**

This publication is available for download at [canada.ca/publiccentre-ESDC](http://canada.ca/publiccentre-ESDC).

It is available upon request in multiple formats (large print, MP3, braille, audio CD, e-text CD, DAISY or accessible PDF), by contacting 1 800 O-Canada (1-800-622-6232).

By teletypewriter (TTY), call 1-800-926-9105.

### **Catalogue Number:**

POR-105-12-19E

PDF: Em4-22/2019E-PDF

### **International Standard Book Number (ISBN):**

978-0-660-32003-8

### **Related publications (registration number: POR 40-18):**

**Catalogue Number:** Em4-22/2019F-PDF (Final Report, French)

**ISBN:** 978-0-660-32004-5

© Her Majesty the Queen in Right of Canada, 2019

For information regarding reproduction rights: [droitdauteur.copyright@HRSDC-RHDCC.gc.ca](mailto:droitdauteur.copyright@HRSDC-RHDCC.gc.ca).



# TABLE OF CONTENTS

Summary	vii
1. Creative Testing for the Services for Seniors Advertising Campaign	1
1.1 Background	1
1.2 Methodology	2
2. Findings of the Creative Testing for the Services for Seniors Advertising Campaign	3
2.1 Method of Accessing Information	3
2.2 Feedback on Creative Concepts	4
2.3 Concept Ratings	16
2.4 Website Layout	18
3. Advertising Evaluation Campaign Tool – Online Survey Methodology	27

Appendix A – Recruitment script

Appendix B – Discussion Guide & Concept Rating Sheet

Appendix C – Creative Concepts

Appendix D – Baseline Survey Questionnaire (English and French)

Appendix E – Post campaign Survey Questionnaire (English and French)



# SUMMARY

As part of its mandate to build a stronger and more competitive Canada and support Canadians in leading productive and rewarding lives, the Government of Canada (GC) offers many programs and services to help older Canadians prepare for and live in retirement. In an effort to support Canadians in leading productive and rewarding lives, the GC is working to make Canadians aware of the programs and services offered by Employment and Social Development (ESDC) and other departments to support those retired or planning to retire. To address this objective, the GC launched a Services for Seniors campaign to make older Canadians aware of the programs and services offered by Employment and Social Development (ESDC) and other departments. Canadians who are 55 or older, preparing for or living in retirement are the primary target for the campaign. Veterans and vulnerable populations 55 or older, who are Indigenous, have a low income, and/or are living with a disability or chronic illness are a secondary target audience of the campaign.

In accordance with the Policy on Communications and Federal Identity, all advertising campaigns that have a media buy over \$1 million require pre-testing and evaluation using the Advertising Campaign Evaluation Tool (ACET) issued by the Communications and Consultations Secretariat of PCO. ESDC commissioned two phases of research: first to test proposed concepts providing communication material aimed at making older Canadians aware of the programs and services available; and second, to test advertising recall from the campaign, as well as measuring impact on related perceptions and behaviours, using the ACET.

## ***Concept Testing (Focus Groups)***

The study involved a series of focus groups (4 in person and 12 online) with older Canadians to garner feedback on three creative concepts, gathering reactions to animatic television ad mock ups, print ads and potential webpage layouts. The focus groups were conducted between September 25<sup>th</sup> and October 1<sup>st</sup>, 2019

Participants indicate they have searched for information to support their retirement online, in person at Service Canada offices, or through an employer. Some have felt that there was no need to look for information. Many are unaware of what resources there are from the Government of Canada, for those retired or planning to retire, beyond financial support programs such as the Canada Pension Plan.

Research findings revealed some general considerations based on feedback of participants. Across concepts, many participants noted confusion on the target audience of the communication material or the website; these participants pointed out the different needs of those retired and those planning to retire. Participants would like the intent of the ad (to go to a website for information for help with retirement) to be clearer in print ads and presented earlier in the television ads. Participants would also like to have the option of calling a 1-800 number for information rather than relying exclusively on a website.

Some wording preferences were identified. Participants felt that “seniors” is an appropriate term in the context of these concepts, along with “older Canadians”. “Later years” is also an acceptable term to some, but “Golden Years” imparted negative reactions. Participants would like material to read in plain language, avoiding euphemisms and government-speak.

Of the three concepts tested, ‘We Know a Lot’ proved to be the most highly rated concept, with participants commending the positive and respectful tone toward older Canadians. The two concepts relying on humour to catch attention were not as well received. ‘Silver Squad’ was rated second overall with participants appreciating the images of seniors taking action during their retirement. The ‘Prepare Right’ concept conjured strong negative reactions for many participants, with the humour interpreted as being condescending towards seniors. More details regarding reactions to these concepts can be found within the report.

Three website layouts were presented to participants during the study. Overall, most participants supported a layout that was clean and uncluttered. The use of contrasting colours was preferred by many as a way to highlight and distinguish between the categories of programs and services presented in the website. Participants were divided on the need for a description of the categories on the home page of the website, as the additional wording, while intended to be informative, can take away from the clear navigability of the ideal web layout. Most participants would look at the website through their desktop or laptop computer, while some anticipate they would access through a tablet or smartphone.

### ***Advertising Campaign Evaluation Tool (ACET) (Online Survey)***

The Services for Seniors campaign was launched in late 2018, continuing throughout 2019, including multimedia advertising. In accordance with the Policy on Communications and Federal Identity, all advertising campaigns that have a media buy over \$1 million require pre-testing and evaluation using the Advertising Campaign Evaluation Tool (ACET) issued by the Communications and Consultations Secretariat of PCO. The ACET was conducted in two phases; a baseline phase prior to the campaign, and a post-campaign phase. Data collection to evaluate the advertising campaign supports the goal of effectively gauging older Canadians (55 years and older), with regard to their awareness of programs for them, and in determining the effectiveness of this



campaign in influencing older Canadians' knowledge and behaviour. Information gathered from this process will provide ESDC with concrete data that will assist in developing/adjusting future media strategies.

## **Research Purpose**

Specifically, the purpose of the ACET surveys was to jointly evaluate the Services for Seniors Campaign and to gauge:

- Unaided and aided recall of the campaign and of key messages;
- Awareness/knowledge of the campaign as seen on television, web and social media;
- Understanding of the messaging and performance in increasing awareness of the programs and services available, as well as driving traffic to the website for more information;
- Campaign effectiveness in promoting personal relevance among Canadians;
- Whether the advertisements were:
  - ◇ Attention catching
  - ◇ Relevant
  - ◇ Difficult to follow
  - ◇ About an important topic
  - ◇ Provide new information
  - ◇ Effective in promoting the call to action

Information obtained through this research can be extrapolated to the wider population of Canadians 55 or older who access the Internet, as the sample was provided from a randomly recruited survey panel of Canadians who are online. This allows ESDC to determine the impact of its advertising campaign and provide direction on areas where the campaign can be adjusted to reach Canadians 55 or older. The findings provide useful information to improve future campaigns which are better targeted, more informative and better geared to the target population and Canadians who are 55 years of age or older.

## **Sample design**

National online surveys were conducted: one in November 2018 as a baseline, in advance of the campaign, and one in June 2019 to measure change in awareness and to assess impact of the campaign. The baseline included 2,036 Canadians 55 years of age or older, while the post campaign sample included 2,010 Canadians, also 55 years of age or older. In each sample, just

over 600 cases were completed among Veterans and vulnerable populations, including those who are Indigenous, have a low income, and/or are living with a disability or chronic illness. Each survey instrument was based on the Advertising Campaign Evaluation Tool (ACET) issued by the Communications and Consultations Secretariat of PCO. Questions testing the impact on knowledge, perceptions and behaviour targeted through the campaign were also added. Each survey instrument included a sample of randomly selected respondents from all provinces and territories. Each survey sample relied on EKOS' *Probit* panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame, and provides full coverage of Canadians with telephone access. The distribution of the recruitment process (for the panel) is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 90,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel closely resembles the public at large) and margins of error can be applied. The baseline and post-campaign surveys were sampled from the portion of the *Probit* panel who access the Internet, and therefore results do not represent those Canadians 55 or older who do not access the Internet.

## POLITICAL NEUTRALITY CERTIFICATION

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

**Signed by:**



Susan Galley (Vice President)



# 1. CREATIVE TESTING FOR THE SERVICES FOR SENIORS ADVERTISING CAMPAIGN

## 1.1 BACKGROUND

As part of its mandate to build a stronger and more competitive Canada and support Canadians in leading productive and rewarding lives, the Government of Canada (GC) offers many programs and services to help older Canadians prepare for and live in retirement. The GC intends to launch a Services for Seniors campaign to make older Canadians aware of the programs and services offered by Employment and Social Development (ESDC) and other departments.

Canadians who are 55 years of age or older and preparing for or living in retirement will form the primary target for the campaign. Veterans and vulnerable populations 55 or older, who are Indigenous, have a low income, and/or are living with a disability or chronic illness are a secondary target audience.

In accordance with the Policy on Communications and Federal Identity, all advertising campaigns that have a media buy over \$1 million require pre-testing and evaluation using the Advertising Campaign Evaluation Tool (ACET) issued by the Communications and Consultations Secretariat of PCO. Research was required to test the proposed concepts in advance of the campaign to ensure they will be successful in clearly communicating information to the target audiences about the programs and services available. The following section of this report details the findings from the creative testing, followed by a methodological section for the ACET online surveys.

### a) Objectives of the Study

Concept testing with the target audiences to test the proposed creative concepts will ensure the campaign resonates with its intended audience and meets its objectives, including:

- How well the messages are understood and perceived;
- Whether the proposed concepts command attention, and identification of components that are successful or unsuccessful at doing so (e.g., language, imagery, message, approach, tone);
- Assess the clarity and terminology, as well as overall strengths and weakness of the ads, and generate suggestions for improvements; and,

- Assess the perceptions, strengths and weakness of the proposed webpage concepts.

## 1.2 METHODOLOGY

In order to ensure the campaign resonates with its intended audience and meets its objectives, a series of 16 focus groups were conducted. Four focus groups were held in-person in (Montreal (2) and Toronto (2)) on September 25<sup>th</sup> and 26<sup>th</sup>, and 12 were held online (three in Quebec, four in the Atlantic and Ontario combined, and five in the West) between September 24<sup>th</sup> and October 1<sup>st</sup>. Participants were recruited using the Probit panel (recruitment screener can be found in Appendix A). Groups were stratified to ensure a balance of males and females, with a good mix of those who are vulnerable<sup>1</sup> and those who are not. In total, 105 Canadians 55 years of age or older participated in the discussions, of the 140 recruited. A focus group guide (provided in Appendix B) was developed by EKOS in consultation with ESDC, along with a rating sheet used to rate each television ad mock-up. A total of eleven groups were conducted in English (nine online and two in-person in Toronto), while five (three online and two in-person in Montreal) were held in French.

Discussions centred on the provision of feedback on three creative concepts, gathering reactions to mock-ups of animatic television ads, print ads and potential webpage layouts. Ratings sheets were used to capture individual views about the strength or weakness of the three television concepts, followed by the group discussion.

Each focus group was, on average, two hours in duration. In-person groups were held in professional focus group facilities. Refreshments were provided and participants received an incentive for their attendance (\$125 in-person/\$100 online). Video or audio recordings, researchers' notes and observations from the focus groups formed the basis for analysis and reporting of results.

It should be kept in mind when reading this report that findings from the focus groups are qualitative in nature, designed to provide a richer context rather than to measure percentages of the target population. These results are not intended to be used to estimate the numeric proportion or number of individuals in the population who hold a particular opinion, as they are not statistically projectable.

---

<sup>1</sup> Defined as those who are low income, have a chronic illness or disability or are Indigenous.

## 2. FINDINGS OF THE CREATIVE TESTING FOR THE SERVICES FOR SENIORS ADVERTISING CAMPAIGN

### 2.1 METHOD OF ACCESSING INFORMATION

In terms of Government of Canada programs and services to help seniors, focus group participants noted that they found information available through various forms. Some indicated they have searched for information online, through the Government of Canada website. Some said they went in person to a Services Canada office for information. Others noted they received information from their employer as they were preparing for retirement. A few said they have not searched for information as they perceive that they have no need or the information would not be available.

“My initial searches are almost always web based. A lot of times I’m looking for complex information so I end up phoning a lot as a secondary source. I tend not to use the web-based conversation chat function.”

“I normally go online if I have any questions or want to find out something in particular.”

“I went down to the federal government’s office. It’s where you would go when you wanted to apply for a passport or pensions.”

Many participants said that while they have looked for information, they feel that they are unaware of what Government of Canada resources there are for those planning to retire or retired, beyond financial support programs such as the Canada Pension Plan. Some have generally looked for information but feel the information is not obvious to find or was incomplete. Some identified a need for the Government of Canada to provide a source of specific and fulsome information, and to let Canadians who are retired or planning to retire know how to find the information.

“Other than checking on Old Age Security (OAS) or Canada Pension Plan (CPP) I haven’t really looked at the other services that are available.”

“Haven’t looked anywhere yet, I’m not planning to retire for another five years. I know there is CPP and OAS available, and I think a drug card as well. That’s pretty well all I know about it”.

“I haven’t really looked. I should probably but I haven’t really looked. I find it a bit overwhelming. I’ve tried calling Service Canada and I’ve tried going in there but it’s just crazy. I kind of gave up.”

“I’ve looked for plenty of things and I haven’t found them. Often the concept is there but the details? No. It’s like there’s a big gap there.”

“It’s hard at times to drill down into those government services to understand exactly what services are available at any given time but most importantly where is the detailed information?”

“No I don’t think we have enough information because we don’t know where to get it.”

## 2.2 FEEDBACK ON CREATIVE CONCEPTS

The key focus of the discussions centred around reactions to three creative concepts which were played as 30 second animatics<sup>2</sup> and shown as print ads. Images representing each of the three animatics can be found in Appendix C. For each concept the 30 second video was played twice. Participants were then asked to provide ratings of the strength or weakness of the concept in terms of caption and tone, clarity of the message, degree to which the concept would command attention and extent to which it would motivate them to make a change or look for information. Participants were subsequently shown the corresponding print ad for the concept<sup>3</sup>, which can also be found in Appendix C. At the end of the discussion participants were asked to choose which concept they preferred overall. The presentation order of the concepts was rotated across the 16 discussions. The three concepts tested were (1) Silver Squad, (2) We Know A Lot and (3) Prepare Right.

### a) General Observations/Considerations

#### **Preparing for retirement or retired?**

Some participants felt there was a discrepancy in the intent of the website and the target audience of the campaign. To these participants, there are two distinct audiences; those who are preparing for retirement, and those who are already retired. Some participants perceived that a

---

<sup>2</sup> Animated as moving sketches/images with audio and some text-based captions describing the intended ad, with the tagline and URL at the end.

<sup>3</sup> In the first third of groups the order of presenting the television animatic and print ad was also rotated, however, this served to dilute attention to a comparison of the three concepts and was subsequently changed to show all three animatics first, followed by all three print ads.



website for older Canadians preparing for retirement would include financial information only. Specifically, when viewing ads, some assumed the ads would be exclusively created to have older Canadians prepare financially for retirement, and not as a more holistic resource to learn about programs and services for older Canadians. These participants felt that if you are already retired, it is too late to look for information such as Canada Pension Plan and for those retired, information on fraud prevention or active living is not an obvious area that would be found on a federal government website for seniors (these participants note community or provincial active living programs, or fraud information for the general public).

“I look at these people and they look to me like they’re already retired. So why do I care about income supplement plan because I’m already on it? Why do I care about Canada pension because I’ve already made my decisions?”

“The confusion if any is the target audience. They tend toward people just beginning their retirement. Maybe they should have a set of ads for that group and another set for older retirees. I think they’re trying to do too much with all these ads.” [translated from French]

### **Introduce the intent of ad earlier**

Many participants also felt that the intent of the TV ads should be introduced earlier in the sequence. These participants state that they want to know who the ad is intended for sooner, so that they may be more inclined to pay attention to the ad. Likewise, some participants indicated that the website should be displayed throughout the TV ad (regardless of the concept) to allow time to become familiar with the name and write down or note the address for future reference.

“You only had literally seconds at the end to get the website. So, a little banner across the top or bottom (and not a scrolling banner) with just the website or the 1-800 number.”

“I didn’t feel like I would have got the message until the very end. If I didn’t know what it was about, is too late.”

“I was concerned about the amount of time the URL was on the screen, very brief amount of time relative to the plentiful amount of chatter there is.”

Seeing or hearing about the specific programs was also noted as a positive, serving to focus attention and clarify the message.

### **Multiple methods of contact**

Most participants felt there should be an option for a 1-800 number for each concept, in addition to the website.

"I don't like the fact that they don't give a phone number because as many Canadians age their vision becomes an issue. I find the Government is less and less accessible by phone. There's a lot of seniors who would prefer to deal with someone in person by phone, I would like that as an option."

A few participants felt there should be an option communicated to go to a Service Canada office.

"I've found that the 1800# tend to have extremely long wait times for anything you want to talk about. But when I drop into the Service Canada office I get great service from the people there and they're very helpful and I get the information I need quickly and effectively that way."

Additionally, a few participants noted that the information may be best communicated by direct mail, perhaps in place of TV or print ads.

"I'm old fashioned, so whatever I get in the mail I tend to read."

## ***Wording***

### **Older Canadians/ Seniors**

Most focus group participants felt that the term "seniors" is an accurate and effective term to use in the context of these concepts, particularly relative to "older Canadians". Some did, however, prefer the term "older Canadians", compared to the term "seniors", as they felt it is more broad to capture more age groups. Overall, both "older Canadians" and "seniors" did not receive any strong negative reactions.

"It isn't really defining what group you're after. 60-65 don't really think of themselves as old, because they're not. A lot of them have a very full life. Everyone lives longer these days."  
[translated from French]

"I didn't consider myself a senior at 55."

"I'd rather see senior than see old."

"I think "seniors" is fine. We're seniors, after all." [translated from French]

For participants in the focus groups conducted in French, the terms "Ainés" and "personnes retraitées" worked well for most, but when prompted to choose, in the end, most preferred "ainés". The term "Canadiens âgés" did not receive much support; first, these participants indicated that they do not feel old and second, they mentioned that some people retire at a relatively young age and the concepts appeared to apply more to retirement than to age.

## **Later Years / Golden Years**

Many participants preferred the term “Later Years” over the term “Golden Years”, while some were indifferent to the use of either term. Some strongly disliked the term “Golden” as they felt reactions such as “there is nothing golden about getting older”, name health issues and other reasons that this term is not congruent with their stage of life, or that generally the term is outdated. A few did not like the term “Later Years”, with one stating that planning funerals is associated with “late” years. Some simply preferred the term “retirement” or “retirement years”, particularly for those who perceive that the services and support are to help individuals financially in retirement. A few also prefer the term “senior years”.

“The reality is that none of us are living on golden pond.”

In the focus groups conducted in French, the term “Âge d’or” elicited a few negative reactions (although less so than the term “Golden Years” in English groups). Many simply did not like the term “âge d’or” because “our retirement is not always in gold”. In place of “Âge d’or”, most French speaking participants preferred “pour une retraite”. The term “Années à venir” was perceived by participants to be a bit vague or not a very strong term and, therefore, not effective for these concepts.

“In my case, my golden years have been operations and palliative care, so it’s not always golden. Maybe the younger retirees are looking forward to it, but it’s not the same narrative for me.” [translated from French]

“I find ‘golden years’ makes it sound like they’re being too flattering. Continue talking about seniors, but try to be more realistic.” [translated from French]

## **“Changes to strengthen” [the Canada Pension Plan]**

Some participants noted that they were unsure of what was intended by the term “strengthen” the Canada Pension Plan, although they were interested in understanding facts and options regarding the Canada Pension Plan (for those retiring) or any changes (for those already collecting Canada Pension Plan). Use of the term “changes to strengthen” was perceived by many as promotional information or government jargon and not wording intended to clearly communicate to seniors. A few felt that the term “strengthen” might refer to how an individual can best make use of the CPP for their own needs. However, a few saw the term “strengthen” as a political message, promoting how the current government is serving older Canadians to prepare for an election. Several individuals were strongly incensed by the term and the perception of political motivations.

“I would be highly irritated to find out that this is an election campaign and not an awareness campaign on changes.”

It is important to note that CPP is not considered relevant or a draw to the site among residents of Quebec.

### **“Fail Safe”**

Some participants were neutral on the term “fail safe”, even when prompted for a reaction. Others felt that individuals should prepare for their retirement with the goal of having a comprehensive plan and the ideal of having the plan “fail safe”. Still, others felt that the term is completely unachievable and misguided to use in material for those retired or planning to retire.

“Take out the ‘fail-safe’, there’s no such thing as fail-safe.”

The term “Sûr et paisible” was not well received by the majority of French speaking participants. They felt this term was disconnected to the reality of most seniors and overpromising what is achievable in retirement. They felt it is certainly not the income supplement which can ensure a failsafe retirement. These participants suggested more direct wording such as “préparez votre retraite”.

### **“Financial Literacy”**

The term “financial literacy” was not well understood by some participants. These participants indicated it was a term that was not familiar to them, or that it was not clear why the government was providing financial literacy or specifically how it was going to help those retired or planning for retirement. Notably, in French, the term “Littératie financière” was likewise not widely understood and several had confused interpretations of what it meant.

## **b) We Know A Lot**

### ***TV Ad***

Most focus group participants felt the ‘We Know a Lot’ concept was the strongest. These participants indicated that the tone was respectful and positive towards older Canadians. As articulated as a first reaction by one participant, in a group where the concept ordering presented ‘We Know a Lot’ as the third concept - “nailed it!”

The various images of the ‘We Know a Lot’ concept were appreciated by most focus group participants. Specifically, these participants felt the concept showed scenes that were relatable “to real life” and more “graspable”. Some commended the variety of different Canadians portrayed such as Indigenous dancing and traditional dress of cultures within Canada.

"I actually love everything about this ad. It was relatable; it showed people doing everyday activities that we do. It acknowledged we have skills, we're worthy, we're intellectual, I just like the whole ad. It told me I could go to that website and get help with anything I needed."

"I can relate to the characters and I get the sense of the message. There isn't anything insulting in it. Even though we have a lifetime of experience, we can still learn more. I thought it was excellent." [translated from French]

"I like they've included Indigenous and other cultures."

Some participants felt the television ad was effective in stating, on the screen, the types of services and programs available by the Government of Canada. These participants felt that the wording on the screen helped to transition the television ad from the images at the beginning intended to garner attention, to what the ad is communicating and, finally, to the website address and Canada logo at the end.

"I think it got our attention a little more subtly but the message was more complete I think and we knew what the message was supposed to be sooner than in the first two."

"I liked this one a lot better. Music and visual. Positive message of knowing a lot. I noticed the programs mentioned. It is clearer – you understood sooner what it was about, although the website was still announced late."

"This was my favourite. I like the way they had the information that you can get printed on the images. It wasn't that the website [or the intent of the ad] just came up on the last screen. It gave a clearer message."

"It was less condescending and there were questions we could get answers to on the website." [translated from French]

However, some participants disliked certain elements of the concept. A few did not like some of the images used, such as the concept ending with a romantic couple as the last scene (which was received more negatively by those not in a relationship), that some of the individuals appeared too young to be retired, or presenting traditional roles such as a woman setting the table or a man changing a tire. A few participants indicated that they did not know how to do some of the activities presented in the images of the concept. For example, a few individuals said the best way they know to change a tire is to call CAA. A few interpreted the message with a nuance that older Canadians do not know a lot because they need to know more.

"The last scene with the couple, you always see this, it's always the couple going off into the sunset. To me it would appeal more if there were say two or three people in that last scene, so you don't feel excluded, like it's not for you."

"I didn't like it as well, I liked everything but I found I guess I don't like to be told I don't know everything. I guess the phrasing at the end there just turned me off a bit."

"A lot of wishful thinking in this and it kind of bothered me because reality is different."

### ***Print ad***

There were mixed reactions to the print ad of the 'We Know a Lot' concept. Some again commended the positive tone of the concept that did not "talk down" to older Canadians or present this segment of the population as "silly".

"I really like this one the best of all of them. I like the pictures, it's artistic looking. I would stop and read this one."

"I think this print ad is the most suitable of the three that we've seen because there's different things there you can go into and smile a bit about tying a Windsor knot or whatever, changing a flat tire. There's more relatable, everyday things."

Many participants liked the text in the centre of the ad, in terms of being visually appealing and drawing the eye to the words. However, some felt that the print ad was visually cluttered, given the multitude of images framing the ad. A few stated that captions on the photo-style images were not needed, as the additional wording adds to the perception of clutter.

"It is too busy; however, I do like the ad itself. As for catching my eye, I think it is so busy that I would skip over it. One suggestion would be to enlarge on of them."

"If I look at it and I notice the writing in the middle – which is important – it's rather small. I find it very busy. The pictures take attention away from the message. My eye didn't automatically go to the words and the pictures didn't really convey what the words were saying." [translated from French]

"You took a TV ad that I thought was good and you made it busy on the print ad."

"My eyes were drawn to the center but I can't get away from these other pictures while I'm trying to read the message. I find my eyes keep wandering off to these small photos."

"On the TV it catches your attention and you get to see different cultures, so maybe that would pull you in but on a page I don't know if I would even bother reading it."

Many focus group participants felt that the 'We Know a Lot' print ad was understandable, even if an individual has not seen the TV ad. These participants indicate that the framing photos speak to the message portrayed in the centre of the ad.

"The layout is much better [than other concepts], far improved."

Conversely, a few participants interpreted that the photos in the print ad were of activities that an older Canadian should be doing in their retirement years, rather than representing the accumulation of knowledge over time. These participants stated that their children also know things such as how to tie a Windsor knot or change a tire. They would prefer to see images of what older Canadians should or could be doing in their retirement, such as looking up information on the computer and being active. A few likewise said that they would like to see images of older Canadians enjoying arts, culture, and travel.

### c) Silver Squad

#### ***TV ad***

Some focus group participants indicated that 'Silver Squad' was their preferred concept. Survey ratings for the TV ad fell between those of 'We Know a Lot' and 'Prepare Right'. Of those who liked the 'Silver Squad' concept, participants found that the light tone and humour garnered their attention, and the fast pace created the impression of urgency. These participants also appreciated that two of the title characters appeared to be doing something active in their retirement such as gardening and martial arts.

"It caught my attention. The delivery is powerful, so in a world of distractions it got my attention right away. I liked that people looked healthy. It made retirement look good, invigorating, giving the positive message that if you want more out of retirement, it's good and clear. That's about all you can do in a 30 second ad".

"The ad would make you go to the website because it's much more urgent and motivating."

"There was a slight bit of humour without getting to the point of losing my interest or me dismissing it as fluff."

"I like humorous ads, I find that attracts me more than serious ads."

A few participants commended that this concept introduced the notion of finding information related to fraud protection, which is something that affects seniors (including those already retired). Information on Canada Pension Plan is perceived as being only for those who are planning to retire.

“I liked it. Thought it was very good. I thought it was a lot more informative than [Prepare Right]; I don’t believe fraud was in the last one”.

However, many focus group participants did not like the perceived abruptness of the TV ad, in terms of “bouncing around” in introducing the characters. Some did not like what they felt was a “superhero” element of the concept, as they find it childish, unrelatable, or an overused theme. Some participants also felt that they did not appreciate or relate to the characters. Ellen, the female in the ad, was often seen as too young to be a senior, was holding a smart phone that implied wealth, and was yelling in the phone which is not an effective way to mitigate fraud or deal with telephone scams.

“It was just bouncing around trying to tell these stories. I don’t need the stories, I need information.”

“I disliked it immensely. It was condescending. There was only one woman and she was doing something totally useless, screaming at a telemarketer.”

“I think it’s very aggressive, especially the woman. Aside from that, the message is good.”  
[translated from French]

“An ad wouldn’t really keep my attention or make me want to look for information on the Internet. It makes me think of Batman or Spiderman and the woman looks too young to be in an ad for seniors. I don’t like the way it’s all put together.” [translated from French]

A few focus group participants felt that the term “Silver” was a negative aspect of the concept as it is too closely linked to silver or grey hair and a stereotypical trait of older people. Likewise, the term “Silver Squad” was likened by a few participants to instil military imagery in a negative or aggressive manner.

“Looks like they should have an AK47.”

“The name feels too militaristic or aggressive. The hose looks like a gun or a weapon and the karate guy isn’t necessarily something we would wear outside. The lady looks hysterical. I don’t like the concept or the name, like it’s some kind of force of nature.” [translated from French]

“I don’t like the idea of the label ‘Silver Squad.’ I am not silver, I pay a lot of money not to be silver and I just find that to be a bit ageist.”



“Silver Squad, for some reason, is very demeaning to me. I don’t like that name.”

### **Print ad**

Some participants liked the print ad of the ‘Silver Squad’ concept; notably, more than the ‘Silver Squad’ TV ad. These participants felt that the images were captivating and used a quieter tone than the TV ad version.

“I like this better than I did in the TV ad. Again, the printing needs to be a larger font for us to read it. I find it very small. The Silver Squad talks about the golden years, but they are only giving us a silver instead of a gold”.

“It’s a little more tongue and cheek, a little funnier than the previous concept [Prepare Right].”

“This one would pique people’s interest or encourage them to visit the website the most. I do get the message that there’s a range of seniors now.”

As with the TV ad, many participants did not relate to the characters in the print ad and reacted negatively to the images. These participants felt that they could not identify with the characters and stated that the images were meant to show ideal or superior older Canadians, who have it all figured out, but yet also presented them in a caricature way. Again, some participants felt that Ellen appeared too young and that the facial expression was unappealing. A few questioned how Tony’s martial arts outfit related to taking the Canada Pension Plan on his own terms. Dwight’s undershirt was noted as a distracting or negative element to the print ad.

“I can’t really relate to this one. If they had a cyclist, I might relate more. I don’t walk around in an undershirt even when I’m gardening.” [translated from French]

“I didn’t like that much either because it kind of said look at these A listers all prepared for retirement, but you, you might not be. It had kind of a mocking attitude to it. Saying you are lesser than these guys.”

“I knew what they were getting at, he was sort of in control. I guess the connection is a little vague.”

Some participants indicated that they would potentially skip over this print ad if they were looking through a newspaper or magazine, as the concept’s nod to a movie or television show created the impression that the ad is about a show and not directed to older Canadians to find information to support retirement.

“When I see this, I have to laugh and wonder if it’s for a movie.” [translated from French]

“I think I might readily dismiss this as a sitcom ad. I don’t know that I would bother going to the tiny print under the characters names to find out what it’s about.”

Some participants felt that the ‘Silver Squad’ print ad could stand on its own, without the context of having seen the TV ad. This is due to the simplicity of the print version of the concept relative to the TV ad. However, some said that the exaggerated gestures of the individuals may cause confusion of what is being communicated, without having seen the TV ad. Likewise, given that some felt that they did not perceive the print ad to be directed to them, they would not read the ad without having some sense of familiarity from the TV version.

## d) Prepare Right

### ***TV ad***

For most focus group participants, the ‘Prepare Right’ concept was not regarded favourably. Results from the rating exercise showed the concept to have the lowest rating among the three TV ads, with ratings particularly low in the areas of tone and relatability.

Many participants did not grasp the tone of the TV ad, nor understand the humour. While some indicated that the three presented activities (turning a front lawn into a golf venue, collecting beanie babies, or keeping fit with a home disco) were misguided attempts to prepare financially for retirement, others thought that the activities represented strange hobbies that made seniors look foolish. Among those who did not support this concept, participants primarily felt that the ad was “condescending”. In all, those who felt negatively about the ‘Prepare Right’ TV ad expressed strong undesirable emotions to the concept (outweighing the positives more so than the other ads).

“I did not like it at all. I thought it was almost insulting. Three out of four of those people were silly. Is this how seniors are viewed in the world?”

“I still have some concerns about what it says about seniors. The first ad [We Know a Lot] gave us credit for being culturally aware and smart. This one talks about us being a bit fluffy headed and oriented to fun activities. The message it says about us isn’t appealing.”

“It was just kind of silly, who’s putting their retirement on beanie babies? And even if someone is, who is the government to say ‘look at this guy?’”

“I found this one rather demeaning. There are four people there and three seem to be engaged in sort of frivolous activities and not thinking seriously about retirement, I think that’s a bit mean and insulting to the audience.”

“I didn’t hear the end because I was too ticked off with the beanie babies.”

Whether participants understood the intent of the ad or not, a few participants felt positively about having humour in an ad as a means to garner attention and keep a “light” tone.

“I don’t think they quite got the tone across that they’re being playful.”

“It had some humour to it and thus it was of interest because we’re talking about a very heavy, very difficult subject.”

“I think the message was there’s a new GoC website and for us to check it out for more information in a fun way.” [translated from French]

Many indicated that having images of Tom at a computer looking up information on the website was an effective trait of the TV ad as it demonstrates what the TV ad is trying to get people to do and could be an opportunity to show the website name earlier in the ad.

“It struck me as they’re using humour with very exaggerated situations and so they’re saying don’t fall into the pattern of doing foolish and eccentric things, do what the fourth man [Tom] is doing, very practical and grounded.”

“I think the first images are amusing, I mean they’re funny, but somehow that last scene has to be stronger in getting through to a person that it would be more helpful to contact the Government of Canada.”

“I liked the ad because I made me laugh a little. The image of the man using his computer makes the message more targeted, so I would visit the website to look for more information.” [translated from French]

### ***Print ad***

Although many participants did not understand the TV ad, many more participants misinterpreted the intent of the print ad for ‘Prepare Right’. Particularly, many participants felt that the image of the golf venue on the front lawn was showing golf as a hobby that older Canadians may participate in (notably due to the addition of golfers on the front lawn). Some perceived that the ad was showing golfing as one of the ways to prepare for retirement. Some of those with this perspective felt that it showed a bias as not everyone enjoys golf or can afford to golf in their later years, distracting from the intent of the message. Likewise, the caption “this is not one of them” led to confusion of why golfing would not be a good activity in retirement. A few said that it is reasonable that some people would put a putting green in their back yard, so this does not seem like a misguided hobby.

“I don’t think the picture makes an awful lot of sense for what they’re trying to communicate.”

“For low income seniors and even modest income seniors those kinds of things may not be attainable. I’m not sure how realistic that photo is.”

“If we had not seen the previous video I don’t think we would catch on.”

Given these misinterpretations of the intent of the print ad, particularly as shown with the golfer on the front lawn, most participants said that the print ad could not stand on its own without the additional context of viewing the TV ad.

## 2.3 CONCEPT RATINGS

Following are the results of the rating exercise for each of the three concept animatics. In each of the groups’ participants were asked to individually rate the concept on six dimensions, after reviewing the concept, but prior to discussion. In each table below, results are collapsed according to ratings indicating the specific concept to be weak (rating it a 1 or a 2 out of 5), strong (rating it a 4 or a 5), or in between (3 out of 5). **Readers should treat all of the numbers as directional only and note they cannot be projected to the larger population. Please interpret results with caution given that they are generated based on just over 100 participants. Numbers presented below are only to show the results of the rating exercise participants complete during the discussion groups.**

The first rating captured reactions to the **caption** used in each concept, showing ‘We Know A Lot’ to be strongest (54%), although only marginally so compared with ‘Silver Squad’ (47%). The second captures **tone** where ‘We Know a Lot’ has the strongest rating (73%), followed by ‘Silver Squad’ (54%). **Clarity of message** also places ‘We Know A Lot’ first (64%). Both ‘We Know A Lot’ and ‘Silver Squad’ were tied with regards to **focus** and **attention** (61% vs. 59%). ‘We Know A Lot’ is also rated strongest in terms of **relatability** (55% compared with Silver Squad’s 39%) and extent to which it would **motivate viewers to act** (64% compared with 49% for Silver Squad). In each case ‘Prepare Right’ is found in third place, with the exception of **clarity of message** where it is tied with ‘Silver Squad’.

Overall, results reflect the discussion placing ‘We Know A Lot’ first, particularly in terms of its respectful and positive tone. It is seen as clear in its message, able to capture attention and, therefore, motivating. It is also relatable, although less so, with some having concerns about the relevance of some of the scenarios portrayed.

**Table 2.1: Caption**

Rating	Silver Squad	We Know a Lot	Prepare Right
Weak (1-2)	26%	17%	29%
Middle (3)	26%	29%	34%
Strong (4-5)	47%	54%	37%

**Table 2.2: Tone**

Rating	Silver Squad	We Know a Lot	Prepare Right
Weak (1-2)	24%	13%	33%
Middle (3)	23%	14%	20%
Strong (4-5)	54%	73%	48%

**Table 2.3: Clarity of Message**

Rating	Silver Squad	We Know a Lot	Prepare Right
Weak (1-2)	30%	15%	27%
Middle (3)	22%	22%	28%
Strong (4-5)	48%	64%	45%

**Table 2.4: Focus / Draws Attention**

Rating	Silver Squad	We Know a Lot	Prepare Right
Weak (1-2)	26%	14%	28%
Middle (3)	15%	25%	29%
Strong (4-5)	59%	61%	44%

**Table 2.5: Relatable**

Rating	Silver Squad	We Know a Lot	Prepare Right
Weak (1-2)	40%	19%	52%
Middle (3)	20%	27%	24%
Strong (4-5)	39%	55%	24%

**Table 2.6: Motivating**

Rating	Silver Squad	We Know a Lot	Prepare Right
Weak (1-2)	36%	13%	40%
Middle (3)	15%	23%	28%
Strong (4-5)	49%	64%	34%

At the end of the discussion participants were asked which concept they most preferred overall. Again, these results also reflect findings from the discussion. Most participants preferred 'We Know A Lot', and some leaned toward 'Silver Squad'.

- Which concept did you most prefer?
  - ◇ Silver Squad – 31 of 100
  - ◇ We Know A Lot – 61 of 100
  - ◇ Prepare Right – 8 of 100

## 2.4 WEBSITE LAYOUT

Following the presentation and discussion of the television animatics and print ads for the three concepts, participants were presented with a mock-up of a website using each approach. Participants were asked to focus on the design and layout aspects of the website mock-up, and not the concepts themselves, as these were covered previously in the discussion. The images on the website layout were noted to be interchangeable with the images of their preferred or the chosen concept. Likewise, the participants were instructed that the mock-up on screen or paper of the website layouts were smaller than they would appear when implemented as an actual website; therefore, the size and clarity of text and images would be larger and crisper.

### a) Overall Considerations

As with the reactions to the concepts, in obtaining reactions to the three website mock ups, a few general principals were found.

Colour was seen as helpful to focus attention on the program/topic areas. There was some concern expressed about the use of very dark colours, making text difficult to read. Some suggested the need for strong contrasts in colours and with font. Many participants also argued for the need for larger font, easy to read topic labels, and large enough buttons and tabs to make clicking easy. Likewise, some participants noted a preference to see the entire home page of a website on screen at once, eliminating the need to scroll down for the most important information.

“Sometimes, depending on the font, the contrast is not good and it’s the contrast in our vision that makes it difficult to read. For example, the white text on orange at the top is harder to read than the white text on purple at the bottom, you know what I mean? I think that’s important.”

“The bright colours are nice to look at but they’re no good if you can’t read the print on it.”

In terms of categories of programs and services presented on the landing page, some suggested that the “Slips and Falls” category label may need to be revisited in favour of something that is clearer (e.g., Prevention of Slips and Falls) or more consistent in tone to the other categories. It could also include a wider concentration of health-related topics including other safety topics, and general health and wellness (e.g., physical activity, nutrition), and that these may fit under a broader category such as “Quality of Life”. “New Horizons” was also seen as a category that was unclear and many participants said they do not know what that refers to, suggesting the need for a different category heading or explanation of what it refers to. Specifically, “New Horizons” is a program that was unrecognized by participants (especially when compared to Canada Pension Plan). The term was viewed as vague, a euphemism, or as a term perhaps used by government but not the general population.

“I’m not sure about slips and falls. I know that’s a big issue for seniors, but it doesn’t really tie in well with the wording of the other categories. I can’t think of another term other than some kind of health concerns, health issues, keeping fit, or something like that would maybe be more attractive. The other titles are pretty straight forward and welcoming.”

“Slips and falls; I would rather see home safety or something like that cause there’s way more than slips and falls involved in keeping people safely in their homes.”

“Something to do with nutrition should be included -- I think seniors are struggling with it more than we realize.” (translated)

“I think well-being is a topic everyone could relate to, and you could include a lot of information under that like nutrition, etc.” (translated)

There was a significant division of opinion about whether or not a description was needed in addition to the topic label for each program/service category area. For some, these labels were largely obvious and no description was required (particularly when used on an uncluttered web page with the ability to click back if it was not the expected category). For others, having a description provided the enticement to click for further information, and allowed a user to readily find the topics they were most keenly interested in. For those arguing that topic areas are obvious and do not require description, they preferred a cleaner, uncluttered look found in the ‘Silver Squad’ mock-up and noted that it seemed easier to navigate. A possible resolution discussed in some groups was to include hover text for at least less clear topic areas.

“I like the idea of having the short explanation but highlight the titles.”

“Maybe there’s something to be said for having a few sentences to describe each one. It helps to qualify whether I want to go into it (i.e., down that rabbit hole, versus another one). I don’t want to be floating around. I want to have a focus and a purpose.”

“I liked it better where there was a bit of a blurb under each heading. [not this one]. So you know a little more information before you start clicking. I find that’s where I get a bit lost, not knowing what you are clicking on for sure”.

Many said that the video occupies unnecessary space and creates distraction in the mock-ups, particularly in ‘Silver Squad’. These participants often argued that the purpose of the video is to make seniors aware of the site and drive them to it, however, once at the site, the ad was no longer necessary and simply adds to the clutter. A few stated that the video appears to have been added in order to “bulk up” the information provided on the website. For others, the video served as a nice tie into the television ad, for those who have not seen it, and among those who have, as a reminder of the overall message.

“If the video is similar to what we’ve seen, I’d rather have that down at the bottom. It’s just telling the story of how to get to the website, but we’re already here. Move the essential information up. The top part is a little busy.” [translated from French]

“(You) don’t need image anymore, since I’m already on the site .....You are not selling me anymore, I’m already here, so now focus on making it easy to read and click on.”

As with comments about the television and print ads, some participants emphasized the need for a prominently displayed 1-800 number for those who are not finding what they need on the site to be able to speak with a live agent. A few also suggested that an online chat function could also help.

“The video doesn’t do anything. Maybe they should include a 1-800 number instead.”  
[translated from French]

When asked about how they would access a website such as the seniors.ca site, almost all participants indicated they would use a computer to access the site. Fewer noted possible use of a tablet or smartphone to gather the kind of detailed information on a site of this nature. As alluded to by one participant, ‘if I am going to plan my retirement, I am going to sit down at a computer’.



## b) Silver Squad

Overall participants preferred the 'Silver Squad' website mock-up due to the strong use of colour, straightforward layout, and clean and uncluttered look. People across the country commented on this mock up's use of colour which was seen as helpful to focus attention on the program/topic areas as well as to generate interest towards the content each heading would contain.

"The colours draw your eye to each subject. It's very clear."

"I found this easier to look at and caught my attention".

"I like this one, I like the layout of the coloured graphics, it's very clear, and it gives you all the information you need to know and lets you go on to what you're really interested in."

"The different colours would be easy to navigate and I myself would check out most of them just to see what's in each of the headings and see what's offered."

Most participants preferred the list of topics be displayed on the right-hand side of the screen, so they are clearly visible as soon as the site is accessed, while some liked the topics arranged underneath. Many commented on how difficult it can be to find information once you arrive at a website and were relieved to see immediate options to click for further information displayed in the mock-ups.

"It's going to make me click the button to find out more."

"Straightforward. Click and away you go"

"If I was enticed to go to this website I'd be looking at the headings on the right."

Overall, there were mixed feelings regarding the inclusion or exclusion of additional text descriptions under each heading. Many participants appreciated the simplicity of the icons having just titles, however many also enjoyed having a brief description of the kind of information one might find after clicking on a heading. This feeling was especially prevalent in reference to topics participants felt were unclear such as 'Slips and Falls' or 'New Horizons'. One suggestion that arose to keep both the simplicity and increased description was to have the original headings with an option for an additional text box to pop up when a cursor hovered above the icon.

"I find the titles self-explanatory so don't need more text."

“I liked it better where there was a bit of a blurb under each heading. So you know a little more information before you start clicking. I find that’s where I get a bit lost, not knowing what you are clicking on for sure.”

“I don’t need the descriptions ‘cause I’ll just click on all of them.”

“I can track the choices better with the extra information there, I find that a value add.”

“The one sentence is a definite must, so you know what it means. For example, ‘New Horizons for Seniors’, what does that mean?”

The one drawback to this layout was the prominence of the video at the top of the web page. Multiple participants stated the video occupied too much space and attention and should either be reduced in size or removed entirely to further streamline the approach.

“I like the coloured tabs with the themes, but the video might be too big.” [translated from French]

“Not sure you need the video there if you’ve already seen this on TV and it got you to the website.”

“If they made the video smaller, they could include more information about what we’re looking for.” [translated from French]

“I’m wondering how much the video needs to be pushed. If you look at this website it takes up two thirds of that top portion of the page—I don’t know how important this video is to the message, but it should be considered.”

### c) We Know a Lot

Overall participants preferred this web mock-up the least. It was often seen as cluttered, confusing and bland. The lack of bold headings and bright colours were a main sticking point from group to group with most participants stating it would have made the amount of text easier to navigate.

“I think it’s too busy and plain. I prefer the previous website much more; the colours, it was vibrant. This is too plain and something you would expect from the government.”

“I find it busy. I think they would have to make the captions [titles]... less drab compared to the vibrant images.”

“My eye doesn’t track all the choices as well as it did with the one with the buttons.”

“I think there’s too much text. I would include the coloured tabs as well as ‘Click for more information’.” [translated from French]

Other suggestions on how to reduce confusion included use of the text boxes from ‘Prepare Right’, as well as the more prominently placed headings list of topics from ‘Silver Squad’. Both of these options were seen by a majority of people as a means to increase the clarity of the information and simplify the overall aesthetic of the page (though there were some who did like the heading placement as is).

“I prefer when links are in blocks, it isn’t clear with this one that you can click on these links.”

“It seems too busy for me, and not as clickable as the other two where they had the boxes, you don’t have the boxes here and I think that makes a difference.”

“I prefer the buttons at the top, so I don’t have to figure out that maybe I need to scroll down on my device.”

“I like the layout, especially the bottom part. They specify what information people could look for. It’s very specific, and that’s good.” [translated from French]

There was ongoing discussion about the inclusion of additional descriptive text below the headings. There were some participants who found value in them while most preferred the simpler look of the ‘Silver Squad’ icons.

“It was better to have a bit more information than just the bars.”

“One of the things that contributes to the busyness is the links don’t need the little blurb on the bottom.”

Most participants expressed concern with both the quantity of photos at the top of the web page and their close proximity to the video. Their complaint was that it gave an overall feeling of clutter and ‘too much going on’. Some suggested the video be relocated to the bottom of the page, while others thought it should be removed altogether.

“You can have the video. You just have to move it away from the pictures.”

“The pictures seem to take over the whole thing instead of the wording.”

“I like it in general, but I would make the video smaller and move it to the bottom to put more emphasis on the links.” [translated from French]

“It covers all the topics like the other websites, but the image at the top is too busy.”

## d) Prepare Right

This web mock-up was preferred over the one presented for 'We Know a Lot', but not as clearly a favourite as 'Silver Squad'. Participants liked the question posed at the top that asked "Are you prepared for your later years?", paired with the statement "We can help" and was seen as a positive feature that catches attention and entices you to find out more. However, some said this layout feels busy, although not as much as 'We Know a Lot'.

"I like the different facts in the circles and the caption 'we can help'."

"The first format (Silver Squad) was the best in terms of getting you right to what you want to click on. I find this cluttered and problematic, the scale of the information below is just far too small in comparison with the rest of the ad."

The most well received feature of this layout was the use of distinct boxes around each heading and subsequent description. Participants found this incredibly useful for navigation through the site and clarity of information. It was suggested that even those with limited computer literacy would be able to easily find their way around.

"The boxes lead you. If you weren't that computer-literate you would know to click on it."

"When you go to a different box, you're getting a different topic, so it's very clear." [translated from French]

"Looks neat. Boxes are more set off and it looks more streamlined"

"I think the box format works better than just text on a page." [translated from French]

"I like this setup because normally when I go to websites I get lost. I feel like with this one I can find my way for information. Each category has its own block. You can go right to the area you want information about, [the few sentences] would be helpful."

The majority of participants also liked the blue bubbles at the top of the page, though some qualified their responses to say it would depend on the type of information displayed there. Conversely, some participants thought this feature added additional clutter at the top of the page and might confuse people who think they are clickable links for information about additional programs and services.

"What I like about this one is the comparison between facts being shown at the top and actions at the bottom. That's why I like this one a lot."

“This layout works. The bubbles are great as long as there are relevant facts in there. The font is big, so you know exactly what you’re looking at.” [translated from French]

“Not sure the information in the bubbles is anything I might need or find interesting.”

“I like the four bubbles at the top. Very informative.”

“Why does it look like an ad from Walmart? All the percentages make me think there’s something on sale.” [translated from French]

As with each of the previous layouts, participants’ reactions were mixed concerning the amount of description that should accompany each heading with some finding the text more helpful than others and some still disliking the added clutter. Another suggestion to reduce clutter (as in the previous layouts) was to remove the video from the page or reduce its prominence.

“Maybe something to be said for having a few sentences to describe each one. It helps to qualify whether I want to go into it.”

“There are too many details. I would keep ‘new horizons’, but there’s a lot of information to read.” [translated from French]

“It’s brief, concise and to the point so you don’t have to sit around and figure out if this has what you want or not.”

“There’s too much text that people won’t read. They should include links to more important information instead.” [translated from French]

“Normally all you get is that one line on a page and you have to click on it to hopefully take you to what you’re looking for. There may be more information in these little boxes here that would make sure you are in fact heading in the right direction.”

“If the video isn’t saying anything new, it isn’t really helping so I don’t think I’d lead with it.”

It was suggested that a pop of colour on the page, perhaps on the topic headings as in ‘Silver Squad’ or filling in the boxes with background colour would also be a welcome addition to the layout.

“I like the boxes fine but if they added some colour it would help to draw your eye to them a bit more quickly.”

“A little bit of background colour couldn’t hurt.”

“I think the coloured bullet works better for me.”

### ***Overall Poll Results***

Again, reflecting the overall findings in the discussions 'Silver Squad' was voted as the clear favourite in terms of web layout, followed at a distance by 'Prepare Right' .

- Silver Squad Web Layout – 30 of 45
- Prepare Right Web Layout – 11 of 45
- Know a Lot Web Layout – 4 of 45

Again, please note that numbers presented above are only to show the results of the rating exercise participants complete during the discussion groups and readers should treat all of the numbers as directional only and note they cannot be projected to the larger population.

### 3. ADVERTISING EVALUATION CAMPAIGN TOOL – ONLINE SURVEY METHODOLOGY

In accordance with the Policy on Communications and Federal Identity, all advertising campaigns that have a media buy over \$1 million require pre-testing and evaluation using the Advertising Campaign Evaluation Tool (ACET) issued by the Communications and Consultations Secretariat of PCO. The ACET was conducted online, in two phases; a benchmarking baseline survey prior to the campaign, and a post-campaign survey. The post-campaign survey added questions testing recall of two versions of a video key to the campaign, along with several print/web ads, as well as questions testing the impact of the campaign materials on perceptions and behaviour. The average time it took respondents to complete the questionnaire was nine minutes for the baseline, and 12 minutes for the post-campaign survey.

Pre-testing of the questionnaire was conducted for both the baseline and post-campaign questionnaires in order to test the length of the survey and the branching logic. Additional questions were posed at the end of the questionnaire to gather feedback about clarity of the survey questions. The baseline questionnaire was tested with 15 cases in English and 13 in French. The post-campaign questionnaire was tested with 20 in English and 15 in French. In the baseline some questions were removed to accommodate the intended length of the survey. In the post-campaign questionnaire minor adjustments were made to the presentation of campaign materials.

In each case, respondents to the online survey were 55 years of age and older. The sample included all provinces and territories, and the survey was administered in English and French, as well as with an accessible link for those using a mobile phone or screen reading technology. It should be noted that only those members of the panel who access the Internet were samples for the surveys, and therefore results do not represent those Canadians 55 or older who do not access the Internet. Although recruitment of the sample source (Probit) is conducted by telephone, the online methodology for these surveys may skew the results as the ads were primarily traditional and not digital advertisements as research indicates the 55+ audience prefer to receive Government of Canada messaging via traditional media.

## Sampling

The survey sample relied on an EKOS' *Probit* panel (online panel members only), which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame and provides full coverage of Canadians with telephone access. The distribution of the recruitment process (of the panel) is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 90,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied. All households/individuals in the *Probit* panel are contacted by telephone and the nature of the panel is explained in greater detail (as are our privacy policies) and demographic information is collected. At this time the online/off-line as well as landline/cell phone status is ascertained in order to determine the method of completing surveys (i.e., online, telephone, or mail). This variable of 'type of telephone service' (cell phone only, landline only or both) collected at the time of screening is used to determine cell phone only sample. As with any random digit-dialling sample, *Probit* panel cases are considered to be a probability-based sample; in this case of Canadians 55 or older who are online.

In the pre-campaign survey, the total number completed in the sample was 2,036, with an associated margin of error of up to plus or minus 2.2%, at a .05 confidence interval (i.e., 19 times out of 20). The baseline survey was collected between November 22<sup>nd</sup> and 30<sup>th</sup>, 2018. The post-campaign survey, including 2,010 completed cases, was collected between June 18<sup>th</sup> and 29<sup>th</sup>, 2019.

The regional distribution of the sample is as follows:

Province/Region	Baseline	Post-Campaign
British Columbia	331	285
Alberta	194	205
Manitoba & Saskatchewan	127	128
Ontario	791	775
Quebec	428	452
Atlantic	155	162
Total	<b>2,036</b>	<b>2,010</b>

Survey data collection adhere to Government of Canada standard for public opinion research as well as all applicable industry standards. EKOS informed respondents of their rights under the *Privacy Act* and the *Access to Information Act* and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of



the research; identifying both the sponsoring department and the research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.

Once the survey data was collected, each database was reviewed for data quality. Coding was also completed. Survey results were weighted based on Statistics Canada data according to age, gender, and region to ensure the sample was representative of the general public aged 55 years and older.

Data tables were created for each survey to isolate results for major subgroups to be used in the analysis (e.g., results for each age segment, gender, and region).

### ***Response Rates and Non-Response Bias***

The response rate for the online baseline survey was 54.3%, using a formula developed by the Marketing Research Intelligence Agency in conjunction with the Government of Canada. A total of 4,203 email invitations were sent, of which 102 were returned as undeliverable, for a resulting valid sample of 4,101. The numerator in the calculation of the response rate includes the 2,036 valid cases completed, combined with another 191 respondents who were screened out of the survey due to their responses.

For the post-campaign online survey, the response rate was 43.3%, using the same formula. This includes 5,079 email invitations sent, of which only 20 were returned as undeliverable for a resulting valid sample of 5,059. The numerator in the calculation includes the 2,010 valid cases completed, combined with another 183 respondents who were screened out of the survey due to their responses.

A comparison of each unweighted sample with 2016 Census figures from Statistics Canada suggests that there are similar sources of systematic sample bias in each survey, following patterns typically found in most general public surveys. There is a somewhat more educated sample in each survey than found in the population with 36% reporting university degrees in the baseline and 30% in the post-campaign compared with 22% in the population. There is also an under representation of Canadians born outside of Canada in each survey (13% in the baseline and 12% in the post-campaign versus 24%). As previously described, each sample was weighted by age, gender, and region.



APPENDIX A  
RECRUITMENT SCRIPT



## APPENDIX A: Recruitment Script

### INTRO

Hello, my name is \_\_\_\_\_ from EKOS Research. We are calling to invite Canadians who are 55 years of age or older to a series of <focus group/online> discussions we are conducting on behalf of the Government of Canada. The research is related to government services used by Canadians who are either retired or preparing for retirement.

Your participation in the research is completely voluntary and confidential, and your decision to participate or not will not affect any dealings that you may have with EKOS Research or the Government of Canada. The purpose of the research is to understand how best to communicate government services to Canadians, not to sell any service or product.

Would you prefer that I continue in English or in French? Préférez-vous continuer en français ou en anglais? **[IF FRENCH, CONTINUE IN FRENCH OR ARRANGE CALL BACK WITH FRENCH INTERVIEWER: Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir.**

English	1
French	2

### Q1

May I ask you a few questions to see if you fit in our study? It will take about 4 minutes.

Yes	1
No	2

### QGENDR

<ISEX: [{ \$contexte{ip} =~ /192.168.0.?!/ }]Record gender of respondent (DO NOT ASK)[ELSE]Are you...>

Male	1
Female	2
Prefer not to say	

### QAGEX

May I have your year of birth, please?

RECORD YEAR :	77
REFUSED	99

IF REFUSE YEAR OF BIRTH, ASK FOR AGE RANGE

Q2

Are you or is any member of your household or immediate family employed in:

Q2A

Government of Canada

Yes	1
No	2

Q2B

An advertising agency

Yes	1
No	2

Q2C

A market research company

Yes	1
No	2

Q2D

The media (Print, Radio, TV, Internet)

Yes	1
No	2

NOTE: If a response of "YES" to any of the above (Q2a-Q2D) Thank and Terminate →THNK2

QEDUC

What is the highest level of formal education that you have completed to date?

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelors level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Don't know / No answer	9

QINCOME – ASK ONLY OF 19+

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$120,000	6
\$120,000 to just under \$150,000	7

\$150,000 and above	8
Don't know / No answer	9

## D2

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

Working full-time (35 or more hours per week)	1
Working part-time (less than 35 hours per week)	2
Self-employed	3
Unemployed, but looking for work	5
Not in the workforce (for example, unemployed, but not looking for work, a full-time homemaker or parent)	6
Retired	7
Other (please specify)	77
No response	99

## D3

Do you identify as any of the following:

Indigenous, that is someone who is of First Nations, Inuit or Métis descent	1
A Canadian Veteran	2
A person with a disability or chronic health condition such as diabetes	3
None of the above	4
No response	9

## Q3

Participants in these discussions will be asked to voice their opinions and thoughts <in the group /on the telephone>. How comfortable are you in voicing your opinions in front of others, in English? Are you...

Very Comfortable	1
Comfortable	2
Fairly Comfortable	3
Not Very Comfortable	4
Very Uncomfortable	5

### Q3B online only

You will be asked to log onto a website and dial into a teleconference number provided to participate at a set time. You will participate by telephone, but also view and listen to materials shown to you online throughout the discussion.

Would you be comfortable clicking on a link that we provide in an email to log onto the website to see questions and materials?

Yes	1
No	2
No response	9

Q3b. Participants will be asked to view and listen to a few short videos, and read a document during the discussion. Is there any reason why you could not participate, including having a set up for viewing video, seeing and reading digital print and listening to audio through some type of speakers?

Yes	1
No	2

Q4

Have you ever attended a focus group or one to one discussion for which you have received a sum of money?

Yes	1
No	2

Q5

When did you last attend one of these discussions that was sponsored by the Government of Canada?

Please specify:	77
Months	1
Years	2
Never	999

Calculate:

Within last 6 months	1
Continue	99

Q5B

Have you attended 5 or more of these discussions that were sponsored by the Government of Canada?

Yes	1
No	2

The sessions will be <video/audio> recorded for research purposes. Representatives of the Government of Canada will also be observing the discussions. The information is being collected under the authority of the Privacy Act and other applicable privacy laws. The full names of participants will not be provided to the government or any other third party. Also, the results from the discussions will be grouped together in a report, which will contain non-identifying information

QTELE

Would you be interested in participating in one of these <in-person/online> discussions? As I said earlier, it will take about an hour and 45 minutes. You would receive an incentive of <\$125/\$100> as a thank you for your participation. It would be paid <in cash at the end of the discussion/ through a cheque sent out a few days after the discussion>.



although late arrival (i.e., more than a few minutes) may result in not being able to participate or receiving the incentive.

- Yes 1
- No 2
- Depends on date and time 3

Replacements are not permitted <and you will need to bring ID, which you may be asked to present on arrival for the discussion/ >. If you usually use reading glasses you should make sure to have them with you as there will be some view if short videos clips and reading of materials throughout the discussion.

The group will be taking place:

Group	Mode	Date	Time (EST)	Location	Language
1	Online-Phone	Mon, Sept 24	6PM	Atlantic-Ontario	English
2	Online-Phone	Mon, Sept 24	8:30PM	Prairies-West	English
3	In-Person	Tues, Sept 25	10:30AM	CRC Research House, 1867 Yonge Street, 2 <sup>nd</sup> Floor, Toronto	English
4	In-Person	Tues, Sept 26	1:30PM	CRC Research House, 1867 Yonge Street, 2 <sup>nd</sup> Floor, Toronto	English
5	Online-Phone	Tues, Sept 27	6PM	Quebec	French
6	In-Person	Wed, Sept 26	10:30AM	CRC Research, 1610 Rue Ste-Catherine O, Bureau 411, Montreal,	French
7	In-Person	Wed, Sept 26	1:30PM	CRC Research, 1610 Rue Ste-Catherine O, Bureau 411, Montreal,	French
8	Online-Phone	Wed, Sept 26	6PM	Atlantic-Ontario	English
9	Online-Phone	Wed, Sept 26	8:30PM	Prairies-West	English
10	Online-Phone	Thurs, Sept 27	5:30PM	Quebec	French
11	Online-Phone	Thurs, Sept 27	7:30PM	Quebec	French
12	Online-Phone	Thurs, Sept 27	6PM	Atlantic-Ontario	English
13	Online-Phone	Thurs, Sept 27	8:30PM	Prairies-West	English
14	Online-Phone	Sat, Sept 29	9:30AM	Atlantic-Ontario	English
15	Online-Phone	Sat, Sept 29	12:00PM	Prairies-West	English
16	Online-Phone	Mon, Oct 1	8:30PM	Prairies-West	English

Are you able to participate in the one and a half hour discussion on <Date> at <time> <location/online>?

- Yes 1
- No 2

## QFOCUS

We are asking that all participants <arrive 10/login in 5 > minutes prior to the start time of the session. Are you able to <be at the facility 10 /log on and dial in 5> minutes prior to the session time?

Yes 1  
No 2

## In-Person only

We will be giving you a reminder telephone call and send an email or if you prefer, a text, a day or two prior to your group discussion. What is your preferred method of receiving a reminder?

Email

Text

Phone call

If phone/text:

Is this the best number at which to reach you?

If email, please provide your email address

## FNAME

Please provide your first and last names.

NOTE TO INTERVIEWER: Confirm proper spelling. Ensure proper capitalization (IE: not all upper or lowercase).

Name :

Online only:

We will send you an email outlining the purpose of the discussion, along with the date and time, and the link to click to log onto the website to see and listen to materials, along with the 1-800 number to dial in to participate by phone. Questions will largely be posed on the phone and you will be asked to participate in the discussion by phone. You will be shown some materials online through the website, and you may, if you wish, provide any responses by typing them in to the chat online.

May I have your email address in order to send you an invitation to the discussion, with the secure link and 1-800 number?

Email address

We will send you an incentive of \$100 for your participation within a few days following the online discussion. At the end of the discussion there will be a place for you to send us your mailing address so that we may send the incentive by cheque through regular mail service.

THNK

If you have any questions or something comes up and you can no longer participate in the discussions, please let us know by calling us toll-free at 1-800-388-2873 or by sending an e-mail to rzito@ekos.com. Thank you for your cooperation and time.

THNK2

I am very sorry, but due to the parameters of the study we will not be able to include you in the focus groups.

QFIL2

Thank you for your cooperation! <QFIL2: [QFIL = 1 and QEND is empty] We will contact you should space become available in the group.[ELSE]>



APPENDIX B  
DISCUSSION GUIDE &  
CONCEPT RATING SHEET



## *APPENDIX B: Discussion Guide and Concept Rating Sheet*

### **SERVICES FOR SENIORS FOCUS GROUP MODERATORS GUIDE SEPTEMBER 19, 2018**

#### **1. INTRODUCTION (5 MINUTES)**

- I represent EKOS Research and these groups are being conducted for Employment and Social Development Canada to explore reactions to some possible ads geared to those who are retired or preparing for retirement. The ads are part of a campaign to tell Canadians 55 or older about a variety of services and programs that may be available for older Canadians.
- This research will help the Government of Canada plan communications activities designed to make Canadians aware of the variety of programs and services available for those who are retired or preparing their retirement.
- This group is part of a series of focus groups taking place across Canada. This session will last about an hour and a half, and we can start by going over the format and “ground rules”:
  - ◇ Discussion is being audio / video recorded so that I can listen closely to what you are saying and not be distracted by having to write things down.
  - ◇ There are observers from the Government of Canada.
  - ◇ All comments are confidential.
  - ◇ Please try to speak one at a time and be respectful of one another's opinions.
  - ◇ No one is expected to be an expert. There are no right or wrong answers to the things we'll be talking about. We're looking for your honest opinions.
  - ◇ It's okay to disagree. Please speak up even if you think you're the only one who feels a certain way about an issue. Everyone may have different experiences and different points of view. And we want to hear everyone's opinions.
- Moderator's role: raise issues for discussion, watch for time and make sure everyone has a chance to participate. We do not work for the Government of Canada.

- Please make sure that your cell phones, notifications on smart watches, etc. are turned off. We ask for your full attention for this time, without distractions.

## 2. WARM-UP: AWARENESS AND CONCERNS – (10 MINUTES)

1. Let's start by going around the group. Tell us your first name, whether you are retired or are preparing for retirement.
2. What comes to mind when you think about programs and services available from the Government of Canada for Canadians 55 or older, who are either retired or preparing for retirement?
3. Do you generally feel like you have enough information about the kinds of services that are available from the Government of Canada?
  - a. Where have you looked for information in the past?
  - b. Have you looked at Government of Canada websites?

## 3. CREATIVE/COMMUNICATIONS TESTING (85 MINUTES)

We are going to look at some materials for three different concepts or approaches that the Government of Canada is considering and get everyone's reaction to them. Your feedback is important and will feed into developing some new communication material to help inform people about the kinds of services.

Remember that there are no right or wrong answers here. Everybody has an equally valid opinion.

**Moderator: Show and go through each concept individually. Rotate order each time, and alternate between starting with print and animatics**

Each of these concepts or approaches is currently at the development stage so what we will look at is like a mock-up or a rough draft. First, we will look at a mock-up of what a **30 second ad on television** could look like. As you will see, it isn't acted out, but is shown in drawings, with roughed in audio, so it's not really what the ad would look like on television of course, but it will give you an idea of what they are thinking about.



**Moderator: show first animatic**

Before we start our discussion, take a minute to fill in a few ratings on the sheet and write down a few words on your initial reaction on the comments line on the ratings sheet.

4. What do you think of it? What is your first impression? What stands out most?
  - a. What do you like/not like about it?
  - b. What is the message or main point of the ad? Is it clear?
  - c. Is the ad providing useful information to you?
  - d. How about the tone of the material? Likes/dislikes and why?
  - e. What do you think of the images used?
  - f. Do they tell the right story?
  - g. Can you relate to the characters in the ad?
  - h. What kind of language is most appropriate to use? Would it be seniors, retirees? Older Canadians? What would you like to be called? What else would you suggest?
5. What is the ad asking people to do? What is the main take away here?
  - a. Do you find the ask (the call to action) to be engaging or compelling?
6. Do you find it compelling or motivating? Does it make you curious? Would you want to look for more information about the services offered to Canadians who are retired or preparing for retirement as a result of seeing an ad like this one?
  - a. Would you go to the [Canada.ca/seniors](http://Canada.ca/seniors) website after seeing this ad? Why or why not?
  - b. What would make it more motivating?

Now we are going to look at an image of an **ad that might appear in a newspaper or magazine**, using the same approach and style.

7. Let's talk about your impressions of this one. (Prompt with same points about likes/dislikes, messages, tone, etc).
8. Does this ad stand alone fairly well, or would it only make sense if you saw a television ad first to link it to, to understand what is going on here?
9. Would this ad make you curious to find out more from the website?
10. Would you be more inclined to visit the website or call a 1-800 number? Do you want to see both listed in the ad?
11. Would you prefer to see an ad like this in a newspaper or a magazine? Or would prefer to see it online? Where online would you most likely see it?

12. Now let's look at a mock of a **webpage** in the same style. What do you think of it?
  - a. Do you find it nice to look at (i.e., aesthetically pleasing, good use of colour?)
  - b. Is it clear?
  - c. Does it seem well laid out and easy to navigate (i.e., organized in a way that would be easy for you to find your way around)?
  - d. Would it invite you to look for information? Would you want to go further into some of the topic areas?
  - e. Do you appreciate the use of color?

**AFTER PRESENTING ALL CONCEPTS:**

13. Thinking about these 3 different approaches, which one do you like the best and why?
  - a. Which is the kind of approach and tone that appeals to you more?
  - b. The images used/is it more relatable?
  - c. Which approach are you more apt to pay attention to?
  - d. Which one is more engaging to you?
  - e. Which one asks you most clearly to do something? And, which of these do you prefer (i.e., call to action)
  - f. Which is more likely to have you visit the site for more information?

For the website:

- g. Of the three, which one do you prefer?
- h. Which one are you most likely to spend more time on?
- i. Which one would make you want to go further within the site to get more information
- j. Which one do you find easier to navigate and why?
- k. What kind of device would you be likely to use to visit a webpage for information?
- l. Would one of these be easier to visit on a mobile device?

## 4. STRATEGY & WRAP UP (7 MINUTES)

14. Thinking for a moment about how these ads might reach Canadians, would Canadians be more inclined to visit the webpage based on the television ad or print ad?
  - a. Should there be as much effort put into radio ads?
  - b. How about print ads? should they be online as well? What makes the most sense given the target group?
15. Is there anything that we haven't talked about or that you would like to add before we go?

# RATINGS

---

## Silver Squad

	WEAK	NEITHER WEAK NOR STRONG	NEITHER WEAK NOR STRONG	STRONG
Caption.....	1	2	3	4 5
Tone.....	1	2	3	4 5
Clarity of the message (what it's trying to tell you) .....	1	2	3	4 5
Focus (grabs your attention) .....	1	2	3	4 5
Relatable (fits with where you are in terms of retirement) ..	1	2	3	4 5
Motivating (makes you want to look for more information) .	1	2	3	4 5

Comments:

---

## We Know A Lot

	WEAK	NEITHER WEAK NOR STRONG	NEITHER WEAK NOR STRONG	STRONG
Caption.....	1	2	3	4 5
Tone.....	1	2	3	4 5
Clarity of the message (what it's trying to tell you) .....	1	2	3	4 5
Focus (grabs your attention) .....	1	2	3	4 5
Relatable (fits with where you are in terms of retirement) ..	1	2	3	4 5
Motivating (makes you want to look for more information) .	1	2	3	4 5

Comments:

---

## Prepare Right

	WEAK	NEITHER WEAK NOR STRONG		STRONG	
	1	2	3	4	5
Caption.....	1	2	3	4	5
Tone.....	1	2	3	4	5
Clarity of the message (what it's trying to tell you) .....	1	2	3	4	5
Focus (grabs your attention) .....	1	2	3	4	5
Relatable (fits with where you are in terms of retirement) ..	1	2	3	4	5
Motivating (makes you want to look for more information) .	1	2	3	4	5

Comments:

---

**THANK YOU**

APPENDIX C  
CREATIVE CONCEPTS



APPENDIX C : Creative Concepts

**CONCEPT 1: SILVER SQUAD**

> TV







> PRINT

# THE SILVER SQUAD

**ELLEN**  
Told that phone scammer to go to H-E-double hockey sticks

**DWIGHT**  
Grows veggies—and new friendships—with his gardening club

**TONY**  
Strengthened his CPP by taking it on his terms

**Master the skills you need to make your later years, fail-safe.** Because even if the Silver Squad isn't real, the need to plan is. Learn about changes to strengthen the Canada Pension Plan, increases to the Guaranteed Income Supplement, fraud prevention programs and more, at [Canada.ca/seniors](http://Canada.ca/seniors).

**Canada**

> WEB

 Government of Canada / Gouvernement du Canada [Français](#)

[Home](#) → [Senior Services and Programs](#)

## Senior Services and Programs



▶ The Silver Squad Transcript

- [New Horizons for Seniors >](#)
- [Pensions >](#)
- [Old Age Security >](#)
- [Fraud Prevention >](#)
- [Slips and Falls >](#)
- [Benefits for Veterans >](#)
- [Caregiver Benefits >](#)
- [Financial Literacy >](#)

I orem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim tnd minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[▶ Report a problem or mistake on this page](#) [Share this page](#)

Date Modified: 2010-03-21

[Contact information](#) • [Terms and conditions](#) • [Privacy](#)



**CONCEPT 2: WE KNOW A LOT**

> TV





> PRINT

*Make pasta from scratch*

*Change a flat tire*

*traditional dance*

*How to start a fire*

*Tie a windsor Knot*

*where the fork goes*

*keep traditic*

*How to get there without a GPS*


**Older Canadians know a lot. But there's always more to learn.**

Ensure your golden years are safe and secure. Learn about changes to strengthen the Canada Pension Plan, increases to the Guaranteed Income Supplement, fraud prevention programs and more, at


**Canada.ca/seniors.**

Canada 

> WEB

 **Government of Canada** / **Gouvernement du Canada** [Français](#)

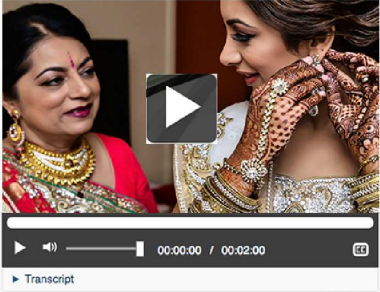
[Home](#) → [Senior Services and Programs](#)



### Older Canadians know a lot. But there's always more to learn.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



[New Horizons for Seniors](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[Pensions](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[Old Age Security](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[Fraud Prevention](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[Slips and Falls](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[Benefits for Veterans](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[Caregiver Benefits](#)


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[Financial Literacy](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[Report a problem or mistake on this page](#) [Share this page](#)

Date Modified: 2018-08-21

Contact information • Terms and conditions • Privacy 

## CONCEPT 3: PREPARE RIGHT

> TV







> PRINT



**Prepare for your later years the right way.** Learn about changes to strengthen the Canada Pension Plan, increases to the Guaranteed Income Supplement, fraud prevention programs and more, at [Canada.ca/seniors](https://Canada.ca/seniors).

Canada

Government of Canada / Gouvernement du Canada Français

[Home](#) → [Senior Services and Programs](#)

# Are you prepared for your later years?

## We can help.

**30%**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**17%**  
Lorem ipsum dolor sit consectetur

**800**  
Lorem ipsum dolor sit consectetur

**1 in 4**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Senior Services and Programs

### Watch

Learn more >

### Old Age Security

Learn more >

### Caregiver Benefits

Learn more >

### Benefits for Veterans

Learn more >

### Financial Literacy

Learn more >

### Fraud Prevention

Learn more >

### New Horizons for Seniors

Learn more >

### Pensions

Learn more >

### Slips and Falls

Learn more >

[Report a problem or mistake on this page](#) [Share this page](#)

Date Modified: 2018-08-21

[Contact information](#) • [Terms and conditions](#) • [Privacy](#)

APPENDIX D  
BASELINE QUESTIONNAIRE  
(ENGLISH AND FRENCH)



## APPENDIX D: Baseline Questionnaire (English)

### INTRO

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur français.

**Your participation is voluntary and your responses will be kept entirely confidential.** The survey takes about 5 to 7 minutes to complete

To view our privacy policy, click [here](#).

If you require any technical assistance, please contact [online@ekos.com](mailto:online@ekos.com).

### D1A [1,7]

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

Select all that apply

A marketing research firm	1
A magazine or newspaper	2
An advertising agency or graphic design firm	3
A political party	4
A radio or television station	5
A public relations company	6
The federal or provincial government	7
None of these organizations	98
Prefer not to say	99

### D1B

Are you...

Male	1
Female	2
Other :	77
Prefer not to say	99

### QAGEX

In what year were you born?

Year:	77
Prefer not to say	9999

### QAGEY

*Hesitant, QAGEX; <18 or NR, terminate*

In which age category do you belong?

Select one only

Less than 18 years old	1
18 to 24	2

25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 to 74	7
75 or older	8
Prefer not to say	9

**D4**

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

Select one only

Under \$20,000	1
Between \$20,000 and \$39,999	2
Between \$40,000 and \$59,999	3
Between \$60,000 and \$79,999	4
Between \$80,000 and \$99,999	5
Between \$100,000 and \$149,999	6
\$150,000 or above	7
Prefer not to say	99

**D1E**

In which province or territory do you live?

Select one only

Alberta	2
British Columbia	1
Manitoba	4
New Brunswick	7
Newfoundland and Labrador	10
Northwest Territories	12
Nova Scotia	8
Nunavut	13
Ontario	5
Prince Edward Island	9
Quebec	6
Saskatchewan	3
Yukon	11
None of the above	99

**QDISAB**

Do you consider yourself to have a disability?

Yes	1
No	2
Prefer not to say	99

## QINDIG

Do you identify yourself as Indigenous, that is, are you of First Nations, Inuit or Métis descent?

Yes, First Nations	1
Yes, Inuit	2
Yes, Métis	3
No	4
Prefer not to say	99

## QINDIGRES

*Yes, QINDIG*

Do you live most of the time on-reserve or off-reserve?

On-reserve	1
Off-reserve	2
Prefer not to say	99

## Q1

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

Yes	1
No	2
Don't remember/not sure	99

## Q2 [1,18]

*Yes, Q1*

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Select all that apply

cinema	1
Facebook	2
internet website	3
magazines	4
newspaper (daily)	5
newspaper (weekly or community)	6
outdoor billboard	7
pamphlet or brochure in the mail	8
public transit (bus or subway)	9
radio	10
television	11
Twitter	12
YouTube	13
Instagram	14
LinkedIn	15
Other, specify:	77
Prefer not to say	99

### Q3 [1,3]

*Yes, Q1*

What do you remember about this ad?

Please specify:	77
Don't remember	99

### Q4 [1,3]

*Yes, Q1*

How did you know that it was an ad from the Government of Canada?

Please specify:	77
Don't remember	99

### T1A

Over the past three weeks, have you seen, read or heard any **Government of Canada advertising about programs and services for older Canadians and/or seniors?**

Yes	1
No	2
Don't remember/not sure	98
Prefer not to say	99

### T1B [1,19]

*Yes, T1A*

Where have you seen, read or heard this **Government of Canada advertising about programs and services for older Canadians and/or seniors?**

Select all that apply

cinema	1
Facebook	2
internet website	3
magazines	4
newspaper (daily)	5
newspaper (weekly or community)	6
outdoor billboard	7
pamphlet or brochure in the mail	8
public transit (bus or subway)	9
radio	10
television	11
Twitter	12
YouTube	13
Instagram	14
LinkedIn	15
Tim Horton's in-store TV screen	16
Other, specify:	77
Prefer not to say	99



### T1C [1,3]

#### *Yes, T1A*

What do you remember about this ad?

Please specify:	77
Don't remember	99

### T1DA

Have you visited the **Government of Canada website** recently?

Yes	1
No	2
Don't know/not sure	99

### T1DB

#### *Yes, T1DA*

Based on your experience with the **Government of Canada website**, how would you rate your **overall satisfaction with the information available on programs and services for older Canadians and/or seniors?**

Very Satisfied	1
Satisfied	2
Neutral	3
Dissatisfied	4
Very dissatisfied	5
Not applicable	6
Don't know/not sure	99

### T1DBA [1,3]

#### *Dissatisfied, T1DB*

Why were you dissatisfied?

Please specify:	77
Don't remember	99

### T1EA

Have you called the **1-800-O-Canada number** recently?

Yes	1
No	2
Don't know/not sure	99

### T1F [1,3]

Thinking specifically about Government of Canada programs and services related **to support for older Canadians and/or seniors**, which programs and services are you aware of?

Please specify:	77
Don't remember	99

**T1G [1,11]**

Still thinking specifically about Government of Canada programs and services related to **support for older Canadians and/or seniors**, which of the following programs and services are you aware of?

Select all that apply

New Horizons for Seniors	1
Pensions	2
Old Age Security	3
Fraud Prevention	4
Slips and Falls	5
Health programs	6
Canada Pension Plan	7
Guaranteed Income Supplement	8
Benefits for Veterans	9
Caregiver Benefits	10
Budgeting and Money Management	11
None of the above	98
Don't know/not sure	99

**T1HH [1,6]**

Which of the following sources would you be likely to use for information on **programs and services for older Canadians and/or seniors**:

Select all that apply

Government of Canada websites	1
Provincial Government websites	2
General internet search	3
In-person Service Canada	4
Government of Canada toll-free 1-800-O'Canada	5
Friend or Family member	6
None of these	7
Don't know/not sure	9

**T1IP [1,3]**

*Would not recommend, T1HA / Half-sample*

Why wouldn't you use the Government of Canada's websites for information on **programs and services for older Canadians and/or seniors**?

Please specify:	77
Don't remember	99

**T1IN [1,3]**

*Would recommend, T1HA / Half-sample*

Why would you use the Government of Canada's websites for information on **programs and services for older Canadians and/or seniors**?

Please specify:	77
Don't remember	99

**T1J [1,19]*****Half-sample***

Of the following choices, please indicate where you would like to see information about Government of Canada programs and services for seniors?

Select all that apply

cinema	1
Facebook	2
internet website	3
magazines	4
newspaper (daily)	5
Snapchat	6
Instagram	7
newspaper (weekly or community)	8
outdoor billboard	9
pamphlet or brochure in the mail	10
public transit (bus or subway)	11
radio	12
Spotify	13
television	14
Twitter	15
YouTube	16
LinkedIn	17
Other, specify:	77
Prefer not to say	99

**T1K [1,3]*****Magazines, T1J***

You mentioned magazines as a place you would like to see information about programs and services provided by the Government of Canada, which magazines would you like to see this information in?

Please specify:	77
Don't remember	99

**DEMIN**

Finally, a few questions for statistical purposes only. Please be assured that all of your answers will remain completely confidential.

**D1**

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

Select one only

Working full-time (35 or more hours per week)	1
Working part-time (less than 35 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
A student attending school full-time	5
A student attending school part-time	6
Retired	7

Not in the workforce (Full-time homemaker, or unemployed but not looking for work)	8
Other employment status	77
Prefer not to say	99

**D2**

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

Select one only

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Prefer not to say	99

**D3**

*Deleted 20181120*

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

Yes	1
No	2
Prefer not to say	99

**D5**

Where were you born?

Born in Canada	1
Born outside Canada (Specify the country):	2
Prefer not to say	99

**D6**

*No, D5*

In what year did you first move to Canada?

Record year:	77
Prefer not to say	99

**D7 [1,2]**

What is the language you first learned at home as a child and still understand?

Select up to two

English	1
French	2
Other language, specify:	77
Prefer not to say	99

**THNK**

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

<Visit [ekos.com](http://ekos.com)>

**THNK2*****Screened out***

Our apologies but it seems that you are not eligible to participate in this particular survey, but thank you for your time.

<Visit [ekos.com](http://ekos.com)>



## APPENDIX D: Baseline Questionnaire (French)

### INTRO

Merci de remplir le présent sondage portant sur des enjeux qui intéressent actuellement les Canadiens. If you wish to complete the survey in English, please click English.

**Votre participation est volontaire et toutes vos réponses demeureront confidentielles.** Il faut environ cinq à sept minutes pour répondre au sondage.

Cliquez ici pour lire notre politique de confidentialité. Veuillez communiquer avec [online@ekos.com](mailto:online@ekos.com) pour obtenir de l'aide d'ordre technique.

### D1A [1,7]

Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes?

Choisissez toutes les réponses applicables

Une firme de recherche en marketing	1
Une revue ou un quotidien	2
Une agence de publicité ou de conception graphique	3
Un parti politique	4
Une station radiophonique ou de télévision	5
Une firme de relations publiques	6
Le gouvernement fédéral ou provincial	7
Aucune de ces organisations	98
Préfère ne pas répondre	99

### D1B

Êtes-vous...

Un homme	1
Une femme	2
Autre :	77
Je préfère ne pas répondre	99

### QAGEX

Quelle est votre année de naissance?

Année:	77
Préfère ne pas répondre	9999

### QAGEY

*Hésitant, QAGEX; si <18 ou NR, terminer*

À quelle catégorie d'âge appartenez-vous?

Ne choisir qu'une seule catégorie

Moins de 18 ans	1
-----------------	---

18 à 24	2
25 à 34	3
35 à 44	4
45 à 54	5
55 à 64	6
65 à 74	7
75 et plus	8
Préfère ne pas répondre	9

#### **D4**

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

Ne choisir qu'une seule réponse

Moins de 20 000 \$	1
Entre 20 000 \$ et 39,999 \$	2
Entre 40 000 \$ et 59,999 \$	3
Entre 60 000 \$ et 79,999 \$	4
Entre 80 000 \$ et 99,999 \$	5
Entre 100 000 \$ et 149,999 \$	6
150 000 \$ et plus	7
Préfère ne pas répondre	99

#### **D1E**

Dans quelle province ou quel territoire habitez-vous?

Ne choisir qu'une province ou qu'un territoire

Alberta	2
Colombie-Britannique	1
Manitoba	4
Nouveau-Brunswick	7
Terre-Neuve-et-Labrador	10
Territoire du Nord-Ouest	12
Nouvelle-Écosse	8
Nunavut	13
Ontario	5
Île-du-Prince-Édouard	9
Québec	6
Saskatchewan	3
Yukon	11
Aucune de ces provinces ou territoires	99

#### **QDISAB**

Selon vous, avez-vous un handicap?

Oui	1
Non	2
Préfère ne pas répondre	99



## QINDIG

Appartenez-vous à un groupe autochtone, soit Premières nations, Inuit ou Métis?

Oui, Premières nations	1
Oui, Inuit	2
Oui, Métis	3
Non	4
Préfère ne pas répondre	99

## QINDIGRES

*Oui, QINDIG*

La plupart du temps, vivez-vous sur une réserve ou hors d'une réserve?

Sur une réserve	1
Hors d'une réserve	2
Préfère ne pas répondre	99

## Q1

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

Oui	1
Non	2
Ne me souviens pas/ne suis pas sûr(e)	99

## Q2 [1,18]

*Oui, Q1*

Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité?

Choisissez toutes les réponses applicables.

cinéma	1
Facebook	2
site Internet	3
magazines	4
journal (quotidien)	5
journal (hebdomadaire ou communautaire)	6
panneaux d'affichage extérieurs	7
dépliant ou brochure reçu(e) par la poste	8
transport public (autobus ou métro)	9
radio	10
télévision	11
Twitter	12
YouTube	13
Instagram	14
LinkedIn	15
Autre, veuillez préciser :	77
Préfère ne pas répondre	99

### Q3 [1,3]

#### *Oui, Q1*

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

Veillez préciser:	77
Ne me souviens pas	99

### Q4 [1,3]

#### *Oui, Q1*

Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada?

Veillez préciser:	77
Ne me souviens pas	99

### T1A

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une **publicité du gouvernement du Canada au sujet des programmes et services offerts aux Canadiens âgés?**

Oui	1
Non	2
Ne me souviens pas/ne suis pas sûr(e)	98
Préfère ne pas répondre	99

### T1B [1,19]

#### *Oui, T1A*

Où avez-vous vu, lu ou entendu cette **publicité du gouvernement du Canada au sujet des programmes et services offerts aux Canadiens âgés?**

Choisissez toutes les réponses applicables.

cinéma	1
Facebook	2
site Internet	3
magazines	4
journal (quotidien)	5
journal (hebdomadaire ou communautaire)	6
panneaux d'affichage extérieurs	7
dépliant ou brochure reçu(e) par la poste	8
transport public (autobus ou métro)	9
radio	10
télévision	11
Twitter	12
YouTube	13
Instagram	14
LinkedIn	15
publicité télévisée dans un restaurant Tim Hortons	16
Autre, veuillez préciser :	77
Préfère ne pas répondre	99

### **T1C [1,3]**

#### ***Oui, T1A***

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

Veillez préciser:	77
Ne me souviens pas	99

### **T1DA**

Avez-vous visité le **site Web du gouvernement du Canada** récemment?

Oui	1
Non	2
Ne sais pas/ne suis pas sûr(e)	99

### **T1DB**

#### ***Oui, T1A***

D'après votre expérience du **site Web du gouvernement du Canada**, comment évalueriez-vous votre **niveau de satisfaction global à l'égard des renseignements présentés sur les programmes et les services offerts aux Canadiens âgés?**

Très satisfait	1
Satisfait	2
Neutre	3
Insatisfait	4
Très insatisfait	5
Ne s'applique pas	6
Ne sais pas/ne suis pas sûr(e)	99

### **T1DBA [1,3]**

#### ***Insatisfait, T1DB***

Pourquoi étiez-vous insatisfait?

Veillez préciser:	77
Ne me souviens pas	99

### **T1EA**

Avez-vous composé le **numéro 1 800 O-Canada** récemment?

Oui	1
Non	2
Ne sais pas/ne suis pas sûr(e)	99

### **T1F [1,3]**

En ce qui concerne uniquement les programmes et services offerts par le gouvernement du Canada **pour soutenir les Canadiens âgés**, quels programmes et services connaissez-vous?

Veillez préciser:	77
Ne me souviens pas	99

### T1G [1,11]

Toujours en ce qui concerne uniquement les programmes et services offerts par le gouvernement du Canada **pour soutenir les Canadiens âgés**, quels programmes et services connaissez-vous dans la liste suivante?

Choisissez toutes les réponses applicables.

Nouveaux horizons pour les âgés	1
Pensions	2
Pension de la Sécurité de vieillesse	3
Prévention de la fraude	4
Les chutes et les glissements	5
Programme de santé	6
Régime de pensions du Canada	7
Supplément de revenu garanti	8
Prestations pour anciens combattants	9
Prestations pour proches aidants	10
Budgeting et gestion de l'argent	11
Rien de ce qui précède	98
Ne sais pas/ne suis pas sûr(e)	99

### T1HH [1,6]

Lesquelles des sources suivantes serait-il le plus probable que vous utilisiez pour obtenir de l'information au sujet **des programmes et services offerts aux Canadiens âgés** :

Choisissez toutes les réponses applicables

Sites Web du gouvernement du Canada	1
Sites Web du gouvernement provincial	2
Recherche générale sur Internet	3
Centre Service Canada en personne	4
Numéro sans frais du gouvernement du Canada : 1 800 O-Canada	5
Ami ou membre de la famille	6
Aucune de ces réponses	7
Ne sais pas/ne suis pas sûr(e)	9

### T1IP [1,3]

*N'utilise pas, T1HH / demi-échantillon*

Pourquoi n'auriez-vous pas utilisé les sites Web du gouvernement du Canada pour obtenir de l'information sur les **programmes et les services offerts aux Canadiens âgés**?

Veillez préciser:	77
Ne me souviens pas	99

### T1IN [1,3]

*Utilise, T1HH / demi-échantillon*

Pourquoi auriez-vous utilisé les sites Web du gouvernement du Canada pour obtenir de l'information sur les **programmes et les services offerts aux Canadiens âgés**?

Veillez préciser:	77
Ne me souviens pas	99

## T1J [1,19]

### *Demi-échantillon*

Par l'entremise de quel media préféreriez-vous obtenir de information sur les programmes et services du gouvernement du Canada offerts aux aînés?

Choisissez toutes les réponses applicables.

cinéma	1
Facebook	2
site Internet	3
magazines	4
journal (quotidien)	5
Snapchat	6
Instagram	7
journal (hebdomadaire ou communautaire)	8
panneaux d'affichage extérieurs	9
dépliant ou brochure reçu(e) par la poste	10
transport public (autobus ou métro)	11
radio	12
Spotify	13
télévision	14
Twitter	15
YouTube	16
LinkedIn	17
Autre, veuillez préciser :	77
Préfère ne pas répondre	99

## T1K [1,3]

### *Magazines, T1J*

Vous avez mentionné les magazines comme étant un moyen par lequel vous aimeriez recevoir de l'information à propos des programmes et des services offerts par le gouvernement du Canada, dans quelles revues aimeriez-vous trouver ces renseignements?

Veuillez préciser:	77
Ne me souviens pas	99

## DEMIN

Finalement, nous aimerions vous poser quelques questions à des fins statistiques exclusivement. Soyez assuré(e) que toutes vos réponses demeureront entièrement confidentielles.

## D1

Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle?  
Êtes-vous...

Ne choisir qu'une catégorie

Travailleur/travailleuse à temps complet (35 heures et plus par semaine)	1
Travailleur/travailleuse à temps partiel (moins de 35 heures par semaine)	2
Travailleur/travailleuse autonome	3
Sans emploi, mais à la recherche d'un emploi	4

Étudiant(e) à temps plein	5
Étudiant(e) à temps partiel	6
Retraité(e)	7
À l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)	8
Autre situation	77
Préfère ne pas répondre	99

## D2

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

Ne choisir qu'une seule option

Huitième année ou moins	1
Quelques années d'études secondaires	2
Diplôme d'études secondaires ou l'équivalent	3
Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers	4
Collège, cégep ou autre certificat ou diplôme d'une institution non universitaire	5
Certificat ou diplôme inférieur au baccalauréat	6
Baccalauréat	7
Diplôme d'études universitaires supérieur au baccalauréat	8
Préfère ne pas répondre	99

## D5

Où êtes-vous né(e)?

Au Canada	1
À l'étranger (Veuillez préciser le pays):	2
Préfère ne pas répondre	99

## D6

*À l'étranger, D5*

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

Veuillez indiquer l'année:	77
Préfère ne pas répondre	99

## D7 [1,2]

Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours?

En choisir au plus deux

Anglais	1
Français	2
Autre langue, veuillez préciser:	77
Préfère ne pas répondre	99

## THNK

Voilà qui met fin au sondage que nous avons effectué pour le compte d'Emploi et Développement social Canada. Dans les mois à venir, le rapport sera disponible de

Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.

<Visitez [ekos.com](http://ekos.com)>

## **THNK2**

Nous regrettons, mais il semble que vous ne puissiez pas participer à ce sondage. Merci de votre temps.

<Visitez [ekos.com](http://ekos.com)>





APPENDIX E  
POST-CAMPAIGN QUESTIONNAIRE  
(ENGLISH AND FRENCH)



## *APPENDIX E: Post-Campaign Questionnaire (English)*

### **ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY – SERVICES FOR SENIORS ADVERTISING CAMPAIGN**

**To be conducted after the ads have been run in the media.**

#### **INTRODUCTION**

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur **français** [SWITCH TO FRENCH VERSION].

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

#### **START SURVEY**

**To view our privacy policy, click here.**  
**If you require any technical assistance, please contact [online@ekos.com](mailto:online@ekos.com)**

**D1. Does anyone in your household work for any of the following organizations?  
[SELECT ALL THAT APPLY]**

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations
- prefer not to say

**[IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.]**

**D2. Are you...**

- male
- female
- other
- Prefer not to say

**D3A. In what year were you born?**

- Year [YYYY]
- Prefer not to say

[ADMISSIBLE RANGE < 1964, ASK Q3B IF QUESTION Q3A IS “Prefer not to say”]

**D3B. In which of the following age categories do you belong?**

[SELECT ONE ONLY]

- less than 18 years old [THANK AND TERMINATE]
- 18 to 24 [THANK AND TERMINATE]
- 25 to 34 [THANK AND TERMINATE]
- 35 to 44 [THANK AND TERMINATE]
- 45 to 54 [THANK AND TERMINATE]
- 55 to 64 [CONTINUE]
- 65 to 74 [CONTINUE]
- 75 or older [CONTINUE]
- Prefer not to say [THANK AND TERMINATE]

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

[SELECT ONE ONLY]

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

**D5. In which province or territory do you live?**

[SELECT ONE ONLY]

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec

- Saskatchewan
- Yukon
- None of the above

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

**D6. Do you consider yourself to have a disability?**

- Yes
- No
- Prefer not to say

**D7A. Do you identify yourself as Indigenous, that is, are you of First Nations, Inuit or Métis descent?**

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

**[IF D7A = YES]**

**D7B. Do you live most of the time on-reserve or off-reserve?**

- On-reserve
- Off-reserve
- Prefer not to say

## **CORE QUESTIONS**

**[ASK ALL RESPONDENTS]**

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

- Yes
- No => **GO TO Q5**
- Don't remember/not sure => **GO TO Q5**

**[If Q1 = Yes]**

**Q2. Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad? [SELECT ALL THAT APPLY]**

**[ROTATE RESPONSE OPTIONS – with other, specify and prefer not to say always last]**

- Cinema
- Facebook

- Google (Search Engine Marketing)
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Tim Horton's in-store TV screen
- Twitter
- YouTube
- Instagram
- LinkedIn
- Other, specify \_\_\_\_\_
- Don't know/Unsure
- Prefer not to say

**[If Q1 = Yes]**

**Q3. What do you remember about this ad?**

- Please, specify \_\_\_\_\_
- Don't remember

**[If Q1 = Yes]**

**Q4. How did you know that it was an ad from the Government of Canada?**

- Please, specify \_\_\_\_\_
- Don't remember

## **CAMPAIGN SPECIFIC QUESTIONS**

**[ASK ALL RESPONDENTS]**

**Q5. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about programs and services for older Canadians and/or seniors?**

- Yes
- No => **GO TO Q8A**
- Don't remember/not sure => **GO TO Q8A**

**[If Q5 = Yes]**

**Q6. Where have you seen, read or heard this Government of Canada advertising about programs and services for older Canadians and/or seniors?**

**[SELECT ALL THAT APPLY]**

[ROTATE RESPONSE OPTIONS – with other, specify and prefer not to say  
always last]

- Cinema
- Facebook
- Google (Search Engine Marketing)
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Tim Horton's in-store TV screen
- Twitter
- YouTube
- Instagram
- LinkedIn
- Other, specify \_\_\_\_\_
- Don't know/ unsure
- Prefer not to say

[If Q5 = Yes]

**Q7. What do you remember about this ad?**

- Please, specify \_\_\_\_\_
- Don't remember

[ASK ALL RESPONDENTS]

**Q8A. Have you recently visited the Government of Canada website for information on programs and services for older Canadians and/or seniors?**

- Yes
- No
- Don't know/ not sure

[If Q8A = Yes, ASK Q8B]

**Q8B. Based on your experience with the Government of Canada website, how would you rate your overall satisfaction with the information available on programs and services for older Canadians and/or seniors?**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- Not applicable

- Don't know/ not sure

**[If Q8A = Yes AND Q8B = Dissatisfied or Very Dissatisfied, ASK Q8C]**

**Q8C. Why were you dissatisfied?**

- Please, specify \_\_\_\_\_
- Don't remember

**Q9. Have you called the 1-800-O-Canada number recently?**

- Yes
- No
- Don't know/ not sure

**Q10. Thinking specifically about Government of Canada programs and services related to support for older Canadians and/or seniors, which programs and services are you aware of?**

**[Accept Multiple Mentions]**

- Please, specify \_\_\_\_\_
- Don't remember

**Q11. Still thinking specifically about Government of Canada programs and services related to support for older Canadians and/or seniors, which of the following programs and services are you aware of?**

**[SELECT ALL THAT APPLY]**

[ROTATE RESPONSE OPTIONS – with none of the above and don't know/ not sure always last]

- New Horizons for Seniors
- Pensions
- Old Age Security
- Fraud Prevention
- Slips and Falls
- Health Programs
- Canada Pension Plan
- Guaranteed Income Supplement
- Benefits for Veterans
- Caregivers Benefits
- Budgeting and Money Management
- None of the above
- Don't know/ not sure

**Q12. Which of the following sources would you be likely to use for information on programs and services for older Canadians and/or seniors:**

**[SELECT ALL THAT APPLY]**

[ROTATE RESPONSE OPTIONS – with none of the above and don't know/ not sure always last]

- Government of Canada websites



- Provincial Government websites
- General internet search
- In-person Service Canada Centres
- Government of Canada toll-free 1-800 number
- Friend or Family member
- None of the above
- Don't know/ not sure

**[If in Q12 does not select “Government of Canada websites”]**

**Q13A. Why wouldn't you use the Government of Canada's websites for information on programs and services for older Canadians and/or seniors?**

- Please, specify \_\_\_\_\_
- Don't know/ not sure

**[If Q12 selects “Government of Canada websites”]**

**Q13B. Why would you use the Government of Canada's websites for information on programs and services for older Canadians and/or seniors?**

- Please, specify \_\_\_\_\_
- Don't know/ not sure

**Q14. Of the following choices, please indicate where you would like to see information about Government of Canada programs and services for seniors?**

**[SELECT ALL THAT APPLY]**

[ROTATE RESPONSE OPTIONS – with other, specify and prefer not to say always last]

- Cinema
- Facebook
- Google (Search Engine Marketing)
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboard
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Spotify
- Television
- Twitter
- Tim Horton's in-store TV screens
- YouTube
- LinkedIn
- Snapchat
- Instagram
- Other, specify \_\_\_\_\_

- Prefer not to say

**[If ‘magazines’ selected in Q14. ASK Q15.]**

**Q15. You mentioned magazines as a place you would like to see information about programs and services provided by the Government of Canada, which magazines would you like to see this information in?**

- Please, specify \_\_\_\_\_
- Don't know/ not sure

**Here are some ads that have recently been broadcast on various media. Click here to view.**

**[INSERT VIDEO (TV/YouTube, Tim's TV ads), PRINT ads AND FACEBOOK ADS**

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

**Q16. Over the past three weeks, have you seen, read or heard these ads or any ads similar to these?**

- Yes
- No => GO TO Q18

**Q17. Where have you seen, read or heard these ads?**

**[SELECT ALL THAT APPLY]**

[ROTATE RESPONSE OPTIONS – with other, specify and prefer not to say always last]

- Cinema
- Facebook
- Google (Search Engine Marketing)
- Internet website
- Magazines
- Newspaper (daily)
- Newspaper (weekly or community)
- Outdoor billboards
- Pamphlet or brochure in the mail
- Public transit (bus or subway)
- Radio
- Television
- Tim Horton's in-store TV screens
- Twitter
- YouTube
- Instagram
- LinkedIn
- Other, specify \_\_\_\_\_
- Don't know/ Unsure

- Prefer not to say

**Q18. What do you think is the main point these ads are trying to get across?**

---

**Q19. Please indicate your level of agreement with the following statements about these ads?**

**[RANDOMIZE STATEMENTS]**

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	0	0	0	0	0
These ads are relevant to me	0	0	0	0	0
These ads are difficult to follow	0	0	0	0	0
This ad does not favour one political party over another	0	0	0	0	0
These ads talk about an important topic	0	0	0	0	0
These ads provide new information	0	0	0	0	0
These ads clearly convey that the Government of Canada has information on programs and services for older Canadians and/or seniors.	0	0	0	0	0

### DEMOGRAPHIC QUESTIONS

Finally, a few questions for statistical purposes only. Please be assured that all of your answers will remain completely confidential.

**D8. Which of the following categories best describes your current employment status? Are you...**

**[SELECT ONE ONLY]**

- Working full-time (30 or more hours per week)
- Working part-time (less than 30 hours per week)
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time
- A student attending school part-time
- Retired
- Not in the workforce (full-time homemaker or unemployed but not looking for work)
- Other employment status; specify \_\_\_\_\_
- Prefer not to say

**D9. What is the highest level of formal education that you have completed?  
[SELECT ONE ONLY]**

- Grade 8 or less
- Some high school
- High school diploma or equivalent
- Registered Apprenticeship or other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Postgraduate degree above bachelor's level
- Prefer not to say

**D10. Where were you born?**

- Born in Canada
- Born outside of Canada (Specify the country): \_\_\_\_\_
- Prefer not to say

**[IF D10 = BORN OUTSIDE CANADA]**

**D11: In what year did you first move to Canada?**

- Record year
- Prefer not to say

**D12: What is the language you first learned at home as a child and still understand?  
[SELECT UP TO TWO]**

- English
- French
- Other languages, specify \_\_\_\_\_
- Prefer not to say

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

**[THANK AND TERMINATE] Our apologies but it seems that you are not eligible to participate in this particular survey, but thank you for your time.**

## APPENDIX E: Post-Campaign Questionnaire (French)

### OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES SONDAGE D'APRÈS CAMPAGNE

À être mené après la diffusion des publicités dans les médias.

#### INTRODUCTION

Merci de remplir le présent sondage portant sur des enjeux qui intéressent actuellement les Canadiens. If you wish to complete the survey in English, please click **English**.  
[SWITCH TO ENGLISH VERSION].

**Votre participation est volontaire et toutes vos réponses demeureront confidentielles. Il faut environ dix minutes pour répondre au sondage.**

#### DÉBUT DU SONDAGE

Cliquez ici pour lire notre politique de confidentialité.

Veillez communiquer avec [online@ekos.com](mailto:online@ekos.com) pour obtenir de l'aide d'ordre technique.

**D1. Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes? [Choisissez toutes les réponses applicables]**

- Une firme de recherche en marketing
- Une revue ou un quotidien
- Une agence de publicité ou de conception graphique
- Un parti politique
- Une station radiophonique ou de télévision
- Une firme de relations publiques
- Le gouvernement fédéral ou provincial
- Aucune de ces organisations
- Préfère ne pas répondre

**[SI « AUCUNE DE CES ORGANISATIONS », POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.]**

**D2. Êtes-vous...**

- Un homme
- Une femme
- Autre
- Préfère ne pas répondre

**D3A. Quelle est votre année de naissance?**

- Année
- Préfère ne pas répondre

**[TRANCHE ADMISSIBLE < 1964, DEMANDEZ LA QUESTION D3B ISI LA CASE À LA QUESTION D3A EST « Préfère ne pas répondre »]**

**D3B. À quelle groupe d'âge appartenez-vous?**

**[Ne choisir qu'une seule catégorie]**

- Moins de 18 ans [REMERCIEZ-LE ET METTEZ FIN AU SONDAGE]
- 18 à 24 [REMERCIEZ-LE ET METTEZ FIN AU SONDAGE]
- 25 à 34 [REMERCIEZ-LE ET METTEZ FIN AU SONDAGE]
- 35 à 44 [REMERCIEZ-LE ET METTEZ FIN AU SONDAGE]
- 45 à 54 [REMERCIEZ-LE ET METTEZ FIN AU SONDAGE]
- 55 à 64 [CONTINUER]
- 65 à 74 [CONTINUER]
- 75 et plus [CONTINUER]
- Préfère ne pas répondre [REMERCIEZ-LE ET METTEZ FIN AU SONDAGE]

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

**[Ne choisir qu'une seule réponse]**

- Moins de 20 000 \$
- Entre 20 000 \$ et 39,999 \$
- Entre 40 000 \$ et 59,999 \$
- Entre 60 000 \$ et 79,999 \$
- Entre 80 000 \$ et 99,999 \$
- Entre 100 000 \$ et 149,999 \$
- 150 000 \$ et plus
- Préfère ne pas répondre

**D5. Dans quelle province ou quel territoire habitez-vous?**

**[Ne choisir qu'une province ou qu'un territoire]**

- Alberta
- Colombie-Britannique
- Manitoba
- Nouveau-Brunswick
- Terre-Neuve-et-Labrador
- Territoire du Nord-Ouest
- Nouvelle-Écosse
- Nunavut
- Ontario

- Île-du-Prince-Édouard
- Québec
- Saskatchewan
- Yukon
- Aucune de ces provinces ou territoires

**[AUCUNE PROVINCE OU AUCUN TERRITOIRE N'EST CHOISI(E),  
REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.]**

**D6. Selon vous, avez-vous un handicap?**

- Oui
- Non
- Préfère ne pas répondre

**D7A. Appartenez-vous à un groupe autochtone, soit Premières nations, Inuit ou Métis?**

- Oui, Premières nations
- Oui, Inuit
- Oui, Métis
- Non
- Préfère ne pas répondre

**[SI D7A = OUI]**

**D7B. La plupart du temps, vivez-vous sur une réserve ou hors d'une réserve?**

- Sur une réserve
- Hors d'une réserve
- Préfère ne pas répondre

## **QUESTIONS DE BASE**

**[POSER À TOUS LES RÉPONDANTS]**

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

- Oui
- Non => **ALLER À Q5**
- Ne me souviens pas/ne suis pas sûr(e) => **ALLER À Q5**

**[SI Q1 = OUI]**

**Q2. Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité? [Choisissez toutes les réponses applicables]**

[ROTATE RESPONSE OPTIONS – with other, specify and prefer not to say always last]

- Cinéma
- Facebook
- Google (marketing par moteur de recherche)
- Site Internet
- Magazines
- Journal (quotidien)
- Journal (hebdomadaire ou communautaire)
- Panneaux d'affichage extérieurs
- Dépliant ou brochure reçu(e) par la poste
- Transport public (autobus ou métro)
- Radio
- Télévision
- Publicité télévisée dans un restaurant Tim Hortons
- Twitter
- YouTube
- Instagram
- LinkedIn
- Autre, veuillez préciser : \_\_\_\_\_
- Ne sais pas
- Préfère ne pas répondre

[SI Q1 = OUI]

**Q3. De quoi vous souvenez-vous à propos de cette publicité?**

- Veuillez préciser : \_\_\_\_\_
- Ne me souviens pas

[SI Q1 = OUI]

**Q4. Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada?**

- Veuillez préciser : \_\_\_\_\_
- Ne me souviens pas

## **QUESTIONS SPÉCIFIQUES RELATIVES À LA CAMPAGNE**

[POSER À TOUS LES RÉPONDANTS]

**Q5. Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet des programmes et services offerts aux Canadiens âgés?**

- Oui
- Non => **ALLER À Q8A**
- Ne me souviens pas/ne suis pas sûr(e) => **ALLER À Q8A**



[SI Q5 = OUI]

**Q6. Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet des programmes et services offerts aux Canadiens âgés?**

**[Choisissez toutes les réponses applicables]**

[ROTATE RESPONSE OPTIONS – with other, specify and prefer not to say always last]

- Cinéma
- Facebook
- Google (marketing par moteur de recherche)
- Site Internet
- Magazines
- Journal (quotidien)
- Journal (hebdomadaire ou communautaire)
- Panneaux d'affichage extérieurs
- Dépliant ou brochure reçu(e) par la poste
- Transport public (autobus ou métro)
- Radio
- Télévision
- Publicité télévisée dans un restaurant Tim Hortons
- Twitter
- YouTube
- Instagram
- LinkedIn
- Autre, veuillez préciser : \_\_\_\_\_
- Ne sais pas
- Préfère ne pas répondre

[SI Q5 = OUI]

**Q7. De quoi vous souvenez-vous à propos de cette publicité?**

- Veuillez préciser: \_\_\_\_\_
- Ne me souviens pas

**[POSER À TOUS LES RÉPONDANTS]**

**Q8A. Avez-vous récemment visité le site Web du gouvernement du Canada pour obtenir de l'information sur les programmes et les services offerts aux Canadiens âgés?**

- Oui
- Non
- Ne sais pas/ne suis pas sûr(e)

[SI Q8A = OUI, POSER Q8B]

**Q8B. D'après votre expérience du site Web du gouvernement du Canada, comment évalueriez-vous votre niveau de satisfaction global à l'égard des renseignements présentés sur les programmes et les services offerts aux Canadiens âgés?**

- Très satisfait
- Satisfait
- Neutre
- Insatisfait
- Très insatisfait
- Ne s'applique pas
- Ne sais pas/ne suis pas sûr(e)

**[SI Q8A = Oui ET Q8B = « Insatisfait » or « Très insatisfait » POSER Q8C]**

**Q8C. Pourquoi étiez-vous insatisfait?**

- Veuillez préciser: \_\_\_\_\_
- Ne me souviens pas

**Q9. Avez-vous composé le numéro 1 800 O-Canada récemment?**

- Oui
- Non
- Ne sais pas/ne suis pas sûr(e)

**Q10. En ce qui concerne uniquement les programmes et services offerts par le gouvernement du Canada pour soutenir les Canadiens âgés, quels programmes et services connaissez-vous?**

**[Mentions multiples]**

- Veuillez préciser: \_\_\_\_\_
- Ne me souviens pas

**Q11. Toujours en ce qui concerne uniquement les programmes et services offerts par le gouvernement du Canada pour soutenir les Canadiens âgés, quels programmes et services connaissez-vous dans la liste suivante?**

**[Choisissez toutes les réponses applicables.]**

[ROTATE RESPONSE OPTIONS – with none of the above and don't know/ not sure always last]

- Nouveaux horizons pour les âgés
- Pension
- Pension de la Sécurité de vieillesse
- Prévention de la fraude
- Les chutes et les glissements
- Programme de santé
- Régime de pensions du Canada
- Supplément de revenu garanti
- Prestations pour anciens combattants
- Prestations pour proches aidants
- Budget et gestion financière
- Rien de ce qui précède

- Ne sais pas/ne suis pas sûr(e)

**Q12. Lesquelles des sources suivantes serait-il le plus probable que vous utilisiez pour obtenir de l'information au sujet des programmes et services offerts aux Canadiens âgés :**

**[Choisissez toutes les réponses applicables]**

[ROTATE RESPONSE OPTIONS – with none of the above and don't know/ not sure always last]

- Sites Web du gouvernement du Canada
- Sites Web du gouvernement provincial
- Recherche générale sur Internet
- Centre Service Canada en personne
- Numéro sans frais du gouvernement du Canada : 1 800 O-Canada
- Ami ou membre de la famille
- Aucune de ces réponses
- Ne sais pas/ne suis pas sûr(e)

**[SI Q12 n'a pas choisi « Sites Web du gouvernement du Canada »]**

**Q13A. Pourquoi n'auriez-vous pas utilisé les sites Web du gouvernement du Canada pour obtenir de l'information sur les programmes et les services offerts aux Canadiens âgés?**

- Veuillez préciser: \_\_\_\_\_
- Ne me souviens pas

**[SI Q12 choisi « Sites Web du gouvernement du Canada »]**

**Q13B. Pourquoi auriez-vous utilisé les sites Web du gouvernement du Canada pour obtenir de l'information sur les programmes et les services offerts aux Canadiens âgés?**

- Veuillez préciser: \_\_\_\_\_
- Ne me souviens pas

**Q14. Par l'entremise de quel media préféreriez-vous obtenir de l'information sur les programmes et services du gouvernement du Canada offerts aux âgés?**

**[Choisissez toutes les réponses applicables]**

[ROTATE RESPONSE OPTIONS – with other, specify and prefer not to say always last]

- Cinéma
- Facebook
- Google (marketing par moteur de recherche)
- Site Internet
- Magazines
- Journal (quotidien)
- Journal (hebdomadaire ou communautaire)
- Panneaux d'affichage extérieurs
- Dépliant ou brochure reçu(e) par la poste

- Transport public (autobus ou métro)
- Radio
- Spotify
- Télévision
- Twitter
- Publicité télévisée dans un restaurant Tim Hortons
- YouTube
- LinkedIn
- Snapchat
- Instagram
- Autre, veuillez préciser : \_\_\_\_\_
- Préfère ne pas répondre

**[SI choisi « magazines» Q14. POSER Q15.]**

**Q15. Vous avez mentionné les magazines comme étant un moyen par lequel vous aimeriez recevoir de l'information à propos des programmes et des services offerts par le gouvernement du Canada, dans quelles revues aimeriez-vous trouver ces renseignements??**

- Veuillez préciser: \_\_\_\_\_
- Ne me souviens pas

**Voici quelques publicités qui ont récemment été diffusées sur différents médias. Cliquez ici pour voir.**

**[INSERT VIDEO (TV/YouTube, Tim's TV ads), PRINT ads AND FACEBOOK ADS\**

**[CLIQUEZ POUR ALLER À LA PAGE SUIVANTE]**

**Q16. Au cours des trois dernières semaines avez-vous vu, lu ou entendu ces publicités ou des publicités similaires à celles-ci?**

- Oui
- Non                   => **ALLER À Q18**

**Q17. Où avez-vous vu, lu ou entendu ces publicités?**  
**[CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES]**

[ROTATE RESPONSE OPTIONS – with other, specify and prefer not to say always last]

- Cinéma
- Facebook
- Google (marketing par moteur de recherche)
- Site Internet
- Magazines
- Journal (quotidien)
- Journal (hebdomadaire ou communautaire)
- Panneaux d'affichage extérieurs
- Dépliant ou brochure reçu(e) par la poste
- Transport public (autobus ou métro)
- Radio
- Télévision
- Publicité télévisée dans un restaurant Tim Hortons
- Twitter
- YouTube
- Instagram
- LinkedIn
- Autre, veuillez préciser : \_\_\_\_\_
- Ne sais pas
- Préfère ne pas répondre

**Q18 Quel est, selon vous, le message principal que ces publicités tentent de véhiculer?**

---

**Q19. Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités?**

**[LIRE LES ÉNONCÉS AU HASARD]**

	1 Fortement en désaccord	2	3	4	5 Fortement en accord
Ces publicités attirent mon attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités me concernent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités sont difficiles à suivre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités ne favorisent pas un parti politique plus qu'un autre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités traitent d'un sujet important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités fournissent de l'information nouvelle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités indiquent clairement que le gouvernement du Canada a de l'information sur des programmes et services offerts aux Canadiens aînés.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**DEMOGRAPHIC QUESTIONS**

Finalement, nous aimerions vous poser quelques questions à des fins statistiques exclusivement. Soyez assuré(e) que toutes vos réponses demeureront entièrement confidentielles.

**D8. Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous...**

**[Ne choisir qu'une catégorie]**

- Travailleur/travailleuse à temps complet (30 heures et plus par semaine)
- Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- Travailleur/travailleuse autonome
- Sans emploi, mais à la recherche d'un emploi
- Étudiant(e) à temps plein
- Étudiant(e) à temps partiel
- Retraité(e)
- À l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- Autre situation, veuillez préciser \_\_\_\_\_
- Préfère ne pas répondre

**D9. Quel est le plus haut niveau de scolarité que vous avez atteint?**  
**[Ne choisir qu'une seule option]**

- Huitième année ou moins
- Quelques années d'études secondaires
- Diplôme d'études secondaires ou l'équivalent
- Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- Collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
- Certificat ou diplôme inférieur au baccalauréat
- Baccalauréat
- Diplôme d'études universitaires supérieur au baccalauréat
- Préfère ne pas répondre

**D10. Où êtes-vous né(e)?**

- Au Canada
- À l'étranger (Veuillez préciser le pays): \_\_\_\_\_
- Préfère ne pas répondre

**[DEMANDEZ SI D10= À L'ÉTRANGER]**

**D11: En quelle année êtes-vous arrivé(e) au Canada?**

- Veuillez indiquer l'année : \_\_\_\_\_
- Préfère ne pas répondre

**D12: Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours?**

**[En choisir au plus deux]**

- Anglais
- Français
- Autre langue, veuillez préciser: \_\_\_\_\_
- Préfère ne pas répondre

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

**[THANK AND TERMINATE] Nous regrettons, mais il semble que vous ne puissiez pas participer à ce sondage. Merci de votre temps.**