



Employment and
Social Development Canada

Emploi et
Développement social Canada

2021-2022 Service for Seniors Advertising Campaign Evaluation

ACET Summary

Prepared for the Employment and Social Development Canada (ESDC)

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Canada 

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This public opinion research report presents the methodology for the conduct of two online surveys conducted by EKOS Research Associates Inc. on behalf of Employment and Social Development Canada (ESDC).

Cette publication est aussi disponible en français sous le titre : 2021-2022 L'évaluation de la campagne publicitaire Services pour les aînés : rapport méthodologique de l'OECP.

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SUMMARY

A. Campaign Background

Employment and Social Development Canada (ESDC) supports the Minister of Seniors and is the Government of Canada's department responsible for developing, managing and delivering a wide range of social programs and services for seniors. The Services for Seniors campaign was tailored to support ESDC's mission to build a stronger and more competitive Canada, as well as to support Canadians in making choices that help them live productive and rewarding lives. This campaign was a continuation of the 2018-2019, 2019-2020, and 2020-2021 campaigns, led by ESDC in collaboration with the Anti-Fraud Centre, Canada Revenue Agency, Competition Bureau, the Financial Consumer Agency of Canada, Health Canada, and Veteran's Affairs Canada.

The *Services for Seniors* advertising campaign featured the Government of Canada's programs and services that either directly or indirectly benefit seniors, including changes to Canada Pension Plan (CPP) and Old Age Security (OAS). Canadians who are 55 or older and preparing for or living in retirement was the primary target audience for the campaign.

Because the advertising exceeded \$1,000,000, public opinion research is required by Treasury Board using the Advertising Campaign Evaluation Tool (ACET), with additional validating and benchmarking questions following the ACET instrument. Data collection to evaluate the campaign supports the Government of Canada's goal of effectively gauging Canadians' awareness and knowledge of its initiatives and determining the effectiveness of the campaign.

The research included two components:

1. Pre-Campaign Evaluation using the standardized ACET Baseline online survey, with the primary audience to assess pre-campaign awareness of the subject matter, including:
 - Aided and unaided awareness of general Government of Canada advertising, along with advertising related to the campaign topic
 - Aided and unaided awareness of the subject matter
2. Post-campaign evaluation using the standardized ACET Post-Campaign online survey, with the primary audience to assess:
 - The unaided and aided awareness of the Services for Seniors advertisements and general Government of Canada advertising

- The message recall
- Whether the advertisements were:
 - Attention catching
 - Relevant
 - Difficult to follow
 - About an important topic
 - Provide new information
 - Effective in promoting the call to action
- Aided and unaided awareness of the subject matter

B. Methodology

Two bilingual, national online surveys were conducted: one as a pre-campaign baseline, in advance of the campaign, and one at the end of the campaign¹ to measure change in awareness, and to assess the impact of the campaign. The baseline survey included 2,040 Canadians 55 years of age or older, and was collected between December 20th, 2021 and January 17th, 2022. The post campaign sample included 2,028 Canadians, also 55 years of age or older, and was collected between February 28th and March 14th, 2022. Each survey instrument included the Advertising Campaign Evaluation Tool (ACET) questions used by the Government of Canada in all of its advertising evaluation research, along with additional questions testing the impact on perceptions and behaviour targeted through the campaign. Each sample included 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 is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 120,000 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.

Appendix A provides the details of the methodology for these pre- and post-campaign surveys. The pre- and post-campaign questionnaires can be found in Appendix B and C.

¹ The post-campaign survey started collection about a week before the end of the advertising campaign.

C. 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)