



Employment and
Social Development Canada

Emploi et
Développement social Canada

2022-2023 Services for Seniors Advertising Campaign Evaluation

ACET methodological report

Prepared for the Employment and Social Development Canada (ESDC)

Supplier: EKOS RESEARCH ASSOCIATES INC.

Contract Number: CW2238940

Contract Value: \$68,359.35 (tax included)

Award Date: August 29, 2022

Delivery Date: March 21, 2023

Registration Number: POR-025-22

For more information on this report, please contact nc-por-rop-gd@hrsdcc.gc.ca

Ce rapport est aussi disponible en français

Canada 

2022-2023 Services for Seniors Advertising Campaign Evaluation

ACET methodological report

Prepared for the Employment and Social Development Canada (ESDC)

Supplier: EKOS RESEARCH ASSOCIATES INC.

Date: March 21, 2023

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 : Évaluation de la campagne publicitaire Services pour les aînés 2022-2023 : rapport méthodologique de l'OECP.

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Employment and Social Development Canada.

It is available upon request in multiple formats (large print, MP3, braille, e-text, DAISY), by contacting 1 800 O-Canada (1-800-622-6232). By teletypewriter (TTY), call 1-800-926-9105.

PDF

Cat. No.: Em12-83/2023E-PDF

ISBN: 978-0-660-47590-5

© His Majesty the King in Right of Canada, 2023

For information regarding reproduction rights: droitdauteur.copyright@HRSDC-RHDCC.gc.ca

Table of Contents

| | | |
|----------------|--------------------------------------------------|----|
| Summary | | 5 |
| A. | Campaign Background | 5 |
| B. | Methodology | 6 |
| C. | Contract Value | 7 |
| D. | Political Neutrality Certification | 7 |
| Annexes | | 9 |
| A. | Pre- and Post-Campaign ACET Detailed Methodology | 9 |
| B. | Pre-Campaign Baseline ACET Questionnaire | 15 |
| C. | Post-Campaign ACET Questionnaire | 23 |
| D. | Campaign Ads | 33 |

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, 2020-2021, and 2021-2022 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 million 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. Baseline Evaluation, using the standardized ACET 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; and
 - 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 baseline, in advance of the campaign, and one at the end of the campaign¹ to measure awareness and assess the impact of the campaign. The baseline survey included 2,018 Canadians 55 years or older and was conducted between October 4th and October 24th, 2022. The post-campaign survey included 2,025 Canadians, also 55 years or older and was conducted between February 4th and February 17th, 2023. Each survey instrument used the Advertising Campaign Evaluation Tool (ACET) issued by the Communications and Consultations Secretariat of the Privy Council Office (PCO), along with additional campaign-specific questions testing impact on perceptions and behaviour targeted through the campaign. Each sample included randomly selected respondents from all provinces and territories in Canada.

Each survey sample relied on EKOS' Probit panel, which is assembled using a random digit dial process for sampling from a blended land-line cellphone 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.

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

Appendix A provides the details of the methodology for the baseline and post-campaign surveys. The baseline and post-campaign questionnaires are found in Appendix B and C.

C. Contract Value


The value of the contract is \$68,359.35 including HST.

D. 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)

APPENDICES

A. Baseline and Post-Campaign ACET Detailed Methodology

The Advertising Campaign Evaluation Tool (ACET) consisted of a baseline and post-campaign survey issued by the Communications and Consultations Secretariat of the Privy Council Office (PCO). All Government of Canada advertising campaigns that have a total media buy of over \$1 million are evaluated using the ACET. The *Services for Seniors* advertising campaign included television, print, digital video, Facebook, web banner and search engine marketing ads. The duration of the campaign was 35 days from January 9 to February 12, 2023. The ACET focused on recall of the campaign, along with questions testing the impact of the ads on perceptions and behaviour. The average time it took respondents to complete the survey was seven minutes for the baseline, and 10 minutes for the post-campaign survey. Prior to its launch, the baseline survey was pre-tested with 47 respondents (27 in English, 20 in French), and the post-campaign survey was pre-tested with 50 respondents (35 in English, 15 in French). Since no significant changes were made, these cases were retained in the final sample.

In each case, respondents to the online survey were 55 years and older and were randomly selected from EKOS' Probit panel, as described below. The survey sample included all provinces and territories in Canada, and participants were able to complete the survey in English or French. An accessible link for those using a mobile phone or screen reading technology was also available. EKOS' Probit panel 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. All households/individuals in the Probit panel are contacted by telephone and the nature of the panel is explained in greater detail (as are EKOS' privacy policies) and demographic information is collected. At this time, the online/off-line as well as landline/cell phone status is ascertained 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 dialing sample, Probit panel cases are considered to be a probability-based sample.

In the baseline survey, the total number of completed cases in the sample was 2,018 and fieldwork was conducted between October 4 and October 24, 2022. The post-campaign survey was conducted between February 4 and February 17, 2023, and included 2,025 completed cases². The associated margin of error is up to plus or minus 2.2%, at a .95 confidence interval (i.e., 19 times out of 20) in each sample. The unweighted regional distribution is as follows:

| Province/Region | Baseline | Post-Campaign |
|-----------------------------------|--------------|---------------|
| British Columbia & Yukon | 298 | 287 |
| Alberta & Northwest Territories | 236 | 244 |
| Manitoba & Saskatchewan & Nunavut | 135 | 142 |
| Ontario | 807 | 805 |
| Quebec | 412 | 425 |
| Atlantic | 130 | 122 |
| Total | 2,018 | 2,025 |

Survey data collection adhered to the Standards for the Conduct of Government of Canada Public Opinion Research—Online Surveys, 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 and coding of open-ended questions was 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. The tables below compare the unweighted and weighted distributions of these demographic characteristics.

| Unweighted and Weighted Sample by Region for Baseline Survey | | |
|--------------------------------------------------------------|-------------------|-----------------|
| Region | Unweighted Sample | Weighted Sample |
| Atlantic | 130 | 153 |
| Quebec | 412 | 492 |

² The post-campaign survey started collection about a week before the end of the advertising campaign.

| | | |
|------------------------------------------|-----|-----|
| Ontario | 807 | 763 |
| Manitoba / Saskatchewan / Nunavut | 135 | 125 |
| Alberta / Northwest Territories | 236 | 197 |
| British Columbia / Yukon | 298 | 289 |

| Unweighted and Weighted Sample by Age for Baseline Survey | | |
|------------------------------------------------------------------|--------------------------|------------------------|
| Age | Unweighted Sample | Weighted Sample |
| 55 to 64 | 878 | 863 |
| 65 to 74 | 667 | 668 |
| 75+ | 473 | 487 |

| Unweighted and Weighted Sample by Gender for Baseline Survey | | |
|---------------------------------------------------------------------|--------------------------|------------------------|
| Gender | Unweighted Sample | Weighted Sample |
| Male | 985 | 948 |
| Female | 1024 | 1061 |
| Gender Diverse | 3 | 3 |

| Unweighted and Weighted Sample by Region for Post-Campaign Survey | | |
|--------------------------------------------------------------------------|--------------------------|------------------------|
| Region | Unweighted Sample | Weighted Sample |
| Atlantic | 122 | 154 |
| Quebec | 425 | 497 |
| Ontario | 805 | 768 |
| Manitoba / Saskatchewan / Nunavut | 142 | 124 |
| Alberta / Northwest Territories | 244 | 195 |
| British Columbia / Yukon | 287 | 287 |

| Unweighted and Weighted Sample by Age for Post-Campaign Survey | | |
|-----------------------------------------------------------------------|--------------------------|------------------------|
| Age | Unweighted Sample | Weighted Sample |
| 55 to 64 | 784 | 871 |
| 65 to 74 | 684 | 667 |
| 75+ | 557 | 487 |

| Unweighted and Weighted Sample by Gender for Post-Campaign Survey | | |
|--------------------------------------------------------------------------|--------------------------|------------------------|
| Gender | Unweighted Sample | Weighted Sample |
| Male | 1004 | 948 |
| Female | 1005 | 1061 |
| Gender Diverse | 8 | 8 |

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, region, education, and household income). Other subgroups include mother tongue, respondents born in Canada, family with children, employment, recalled seeing an ad from the Government of Canada (in general and for older Canadians and/or seniors), disability identity, ethnicity, and indigenous identity.

Response Rates and Non-Response Bias

The response rate for the online baseline survey was 44.3%, using the formula recommended by the Government of Canada: Response Rate = $R/(U + IS + R)$.

A total of 5,327 email invitations were sent, of which 296 were returned as undeliverable, for a resulting valid sample of 5,031. A total of 2,018 valid cases were completed and combined with another 212 respondents who were screened out of the survey as ineligible³, as the responding numerator in the calculation of the response rate. In the post-campaign, 5,415 invitations were sent, of which 223 were undeliverable for a valid sample of 5,192. In addition to the 2,025 valid cases that completed the survey, 237 respondents were screened out of the survey. The resulting response rate was 43.6%.

| | Pre-campaign Baseline | Post-Campaign |
|-------------------------------------|-----------------------|---------------|
| Total Invited | 5,327 | 5,415 |
| Invalid | 212 | 237 |
| Unresolved (U) | 2,890 | 2,753 |
| In-scope non-responding (IS) | 207 | 400 |
| Responding units (R) | 2,018 | 2,025 |
| Response Rate (R/(U+IS+R)) | 39.5% | 39.1% |

A comparison of each unweighted sample with 2016 Census figures from Statistics Canada suggests that there are similar sources of systematic sample bias in the 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 30% reporting university degrees in the baseline and 29% in the post-campaign survey, compared with 23% in the population. There is also an under representation of Canadians born outside of Canada in each survey (14% in the baseline and 14% in the post-campaign survey versus 22%). As previously described, each sample was weighted by age, gender, and region.

³ Under 55 years old or work for an advertising agency, graphic design firm, media, market research, a political party, government or public relations company.

B. Pre-Campaign Baseline ACET Questionnaire

WINTRO

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur **français**.

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 9 minutes to complete.

Click here if you wish to verify the authenticity of this survey by entering project code 20221011-EK606. To view our privacy policy, click here.

If you require any technical assistance, please contact online@ekos.com.

QORG [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 |

QGENDR

What is your gender?

| | |
|----------------------|----|
| Male | 1 |
| Female | 2 |
| Gender diverse | 3 |
| Prefer not to answer | 99 |

QAGEX

In what year were you born?

| | |
|-------------------|------|
| Year: | 77 |
| Prefer not to say | 9999 |

QAGEY

In which of the following age categories 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 | 99 |

QPROV

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 |
| 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 |

Q3 [1,3]

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

| | |
|-----------------|----|
| Please specify: | 77 |
|-----------------|----|

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 |

T1B [1,8]

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

| | |
|-----------------------------------------------|----|
| SELECT ALL THAT APPLY | |
| Print Newspaper | 1 |
| Television | 2 |
| Facebook | 3 |
| Internet website | 4 |
| Web search (e.g. Google, Bing) | 5 |
| YouTube | 6 |
| Digital / Streaming Video (Excluding YouTube) | 7 |
| Other, please specify | 77 |

T1C [1,3]

What do you remember about this ad?

Please specify: 77

T1DA

Are you aware of the Government of Canada general information phone number, 1 800 O-Canada?

| | |
|---------------------------|----|
| Yes | 1 |
| No | 2 |
| Don't remember / Not sure | 99 |

T1DB

Have you called the 1 800 O-Canada number in the last 3 months?

| | |
|---------------------------|----|
| Yes | 1 |
| No | 2 |
| Don't remember / Not sure | 99 |

T1EA [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 |

T1EB [1,12]

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 | |
| Benefits for Veterans | 1 |
| Budgeting and Money Management | 2 |
| Canada Pension Plan | 3 |
| Canada Pension Plan Survivor Benefit | 4 |
| Caregiver Benefits | 5 |
| Fraud Prevention | 6 |
| Guaranteed Income Supplement | 7 |

| | |
|--------------------------------------------------------------------------------------|----|
| Guaranteed Income Supplement Allowance benefit for your spouse or common-law partner | 8 |
| Health programs | 9 |
| New Horizons for Seniors | 10 |
| Old Age Security | 11 |
| Slips and Falls Information | 12 |
| None of the above | 98 |
| Don't know / not sure | 99 |

T1FA

Are you aware of the Government of Canada's Facebook page, Seniors in Canada?

| | |
|---------------------------|----|
| Yes | 1 |
| No | 2 |
| Don't remember / Not sure | 99 |

T1FB

In the past three months, have you visited the Seniors in Canada Facebook page?

| | |
|---------------------------|----|
| Yes | 1 |
| No | 2 |
| Don't remember / Not sure | 99 |

T1FC [1,3]

What do you like about the Seniors in Canada Facebook page?

| | |
|-----------------------|----|
| Please specify: | 77 |
| Don't know / not sure | 99 |

T1G [1,7]

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 |
| Government of Canada Seniors in Canada Facebook page | 6 |
| Friend or Family member | 7 |
| None of these | 98 |
| Don't know / not sure | 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 (30 or more hours per week) | 1 |
| Working part-time (less than 30 hours per week) | 2 |
| Self-employed | 3 |
| Unemployed, but looking for work | 4 |
| Student attending school full-time | 5 |
| Retired | 6 |
| Not in the workforce (Full-time homemaker or unemployed but not looking for work) | 7 |
| Other employment status | 77 |
| Prefer not to answer | 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 |
| Postgraduate degree above bachelor's level | 8 |
| Prefer not to answer | 99 |

D3

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

| | |
|-------------------|----|
| Yes | 1 |
| No | 2 |
| Prefer not to say | 99 |

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 \$40,000 | 2 |
| Between \$40,000 and \$60,000 | 3 |
| Between \$60,000 and \$80,000 | 4 |
| Between \$80,000 and \$100,000 | 5 |
| Between \$100,000 and \$150,000 | 6 |
| Between \$150,000 and \$200,000 | 7 |
| \$200,000 and above | 8 |
| Prefer not to answer | 99 |

D5

Where were you born?

| | |
|----------------|---|
| Born in Canada | 1 |
|----------------|---|

Born outside Canada (Specify the country): 2

D6

In what year did you first move to Canada?

Record year: 77

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 answer | 99 |

D8A [1,3]

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 answer | 99 |

D8B

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

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

D9

What is your ethnic background?

| | |
|--------------------------------------------------|----|
| Caucasian | 1 |
| Chinese | 2 |
| South Asian (i.e., East Indian, Pakistani, etc.) | 3 |
| Black | 4 |
| Filipino | 5 |
| Latin American | 6 |
| East or Southeast Asian (i.e., Vietnamese, etc.) | 7 |
| Arab | 8 |
| West Asian (i.e. Iranian, Afghan, etc.) | 9 |
| Korean | 10 |
| Japanese | 11 |
| Indigenous (First Nations, Métis, or Inuit) | 12 |
| Other (please specify) | 77 |
| Prefer not to answer | 99 |

D10

Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).

| | |
|-----|---|
| Yes | 1 |
|-----|---|

| | |
|-------------------|----|
| No | 2 |
| Don't know | 98 |
| 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.

THNK2

Screened-out

Unfortunately, based on your responses you are ineligible to participate in this survey. Thank you for your time!

C. Post-Campaign ACET Questionnaire

WINTRO

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur **français**.

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 12 minutes to complete.

Click here if you wish to verify the authenticity of this survey by entering project code 20221011-EK606. To view our privacy policy, click here.

If you require any technical assistance, please contact online@ekos.com.

QORG [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 |

QGENDR

What is your gender?

| | |
|----------------------|----|
| Male | 1 |
| Female | 2 |
| Gender diverse | 3 |
| Prefer not to answer | 99 |

QAGEX

In what year were you born?

| | |
|-------------------|------|
| Year: | 77 |
| Prefer not to say | 9999 |

QAGEY

In which of the following age categories 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 | 99 |

QAGEYB

In which of the following age categories do you belong?

| | |
|-------------------|----|
| 45 to 54 | 5 |
| 55 to 64 | 6 |
| Prefer not to say | 99 |

QPROV

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 |
| 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 |

Q3 [1,3]

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

| | |
|-----------------|----|
| Please specify: | 77 |
|-----------------|----|

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 |

T1B [1,8]

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

SELECT ALL THAT APPLY

| | |
|-----------------------------------------------|----|
| Print Newspaper | 1 |
| Television | 2 |
| Facebook | 3 |
| Internet website | 4 |
| Web search (e.g. Google, Bing) | 5 |
| YouTube | 6 |
| Digital / Streaming Video (Excluding YouTube) | 7 |
| Other, please specify | 77 |

T1C [1,3]

What do you remember about this ad?

| | |
|-----------------|----|
| Please specify: | 77 |
|-----------------|----|

T1DA

Are you aware of the Government of Canada general information phone number, 1 800 O-Canada?

| | |
|---------------------------|----|
| Yes | 1 |
| No | 2 |
| Don't remember / Not sure | 99 |

T1DB

Have you called the 1 800 O-Canada number in the last 3 months?

| | |
|---------------------------|----|
| Yes | 1 |
| No | 2 |
| Don't remember / Not sure | 99 |

T1EA [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 |

T1EB [1,12]

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

| | |
|--------------------------------------------------------------------------------------|----|
| Benefits for Veterans | 1 |
| Budgeting and Money Management | 2 |
| Canada Pension Plan | 3 |
| Canada Pension Plan Survivor Benefit | 4 |
| Caregiver Benefits | 5 |
| Fraud Prevention | 6 |
| Guaranteed Income Supplement | 7 |
| Guaranteed Income Supplement Allowance benefit for your spouse or common-law partner | 8 |
| Health programs | 9 |
| New Horizons for Seniors | 10 |
| Old Age Security | 11 |
| Slips and Falls Information | 12 |
| None of the above | 98 |
| Don't know / not sure | 99 |

T1FA

Are you aware of the Government of Canada's Facebook page, Seniors in Canada?

| | |
|---------------------------|----|
| Yes | 1 |
| No | 2 |
| Don't remember / Not sure | 99 |

T1FB

In the past three months, have you visited the Seniors in Canada Facebook page?

| | |
|---------------------------|----|
| Yes | 1 |
| No | 2 |
| Don't remember / Not sure | 99 |

T1FC [1,3]

What do you like about the Seniors in Canada Facebook page?

| | |
|-----------------------|----|
| Please specify: | 77 |
| Don't know / not sure | 99 |

T1G [1,7]

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 |

| | |
|------------------------------------------------------|----|
| Government of Canada Seniors in Canada Facebook page | 6 |
| Friend or Family member | 7 |
| None of these | 98 |
| Don't know / not sure | 99 |

PRET1H

Here are some ads that have recently been broadcast on various media. Click below to watch.

<Display video ad>

<Display one Facebook ad>

<Display one banner ad>

<Display one print ad>

T1H

Over the past three weeks, have you seen, read or heard these ads?

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

T1I [1,9]

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

| | |
|-----------------------------------------------|----|
| Print Newspaper | 1 |
| Television | 2 |
| Facebook | 3 |
| Internet website | 4 |
| Online news sites | 5 |
| Web search (e.g. Google, Bing) | 6 |
| YouTube | 7 |
| Digital / Streaming Video (Excluding YouTube) | 8 |
| Other, please specify | 77 |
| Don't know / not sure | 99 |

T1J [1,3]

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

| | |
|-------|----|
| [Box] | 77 |
|-------|----|

PRET1K

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

T1KA

| | |
|------------------------------|---|
| These ads catch my attention | |
| Strongly Disagree 1 | 1 |

| | |
|-------------------------|----|
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| Strongly Agree 5 | 5 |
| Don't know/ No response | 99 |

T1KB

These ads are relevant to me

| | |
|-------------------------|----|
| Strongly Disagree 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| Strongly Agree 5 | 5 |
| Don't know/ No response | 99 |

T1KC

These ads are difficult to follow

| | |
|-------------------------|----|
| Strongly Disagree 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| Strongly Agree 5 | 5 |
| Don't know/ No response | 99 |

T1KD

These ads do not favour one political party over another

| | |
|-------------------------|----|
| Strongly Disagree 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| Strongly Agree 5 | 5 |
| Don't know/ No response | 99 |

T1KE

These ads talk about an important topic

| | |
|-------------------------|----|
| Strongly Disagree 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| Strongly Agree 5 | 5 |
| Don't know/ No response | 99 |

T1KF

These ads provide new information

| | |
|-------------------------|----|
| Strongly Disagree 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| Strongly Agree 5 | 5 |
| Don't know/ No response | 99 |

T1KG

These ads clearly convey that the Government of Canada has **programs and services for older Canadians and/or seniors**

| | |
|-------------------------|----|
| Strongly Disagree 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| Strongly Agree 5 | 5 |
| Don't know/ No response | 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 (30 or more hours per week) | 1 |
| Working part-time (less than 30 hours per week) | 2 |
| Self-employed | 3 |
| Unemployed, but looking for work | 4 |
| Student attending school full-time | 5 |
| Retired | 6 |
| Not in the workforce (Full-time homemaker or unemployed but not looking for work) | 7 |
| Other employment status | 77 |
| Prefer not to answer | 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 |
| Postgraduate degree above bachelor's level | 8 |
| Prefer not to answer | 99 |

D3

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

| | |
|-------------------|----|
| Yes | 1 |
| No | 2 |
| Prefer not to say | 99 |

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 \$40,000 | 2 |
| Between \$40,000 and \$60,000 | 3 |
| Between \$60,000 and \$80,000 | 4 |
| Between \$80,000 and \$100,000 | 5 |
| Between \$100,000 and \$150,000 | 6 |
| Between \$150,000 and \$200,000 | 7 |

| | |
|----------------------|----|
| \$200,000 and above | 8 |
| Prefer not to answer | 99 |

D5

Where were you born?

| | |
|--------------------------------------------|---|
| Born in Canada | 1 |
| Born outside Canada (Specify the country): | 2 |

D6

In what year did you first move to Canada?

| | |
|--------------|----|
| Record year: | 77 |
|--------------|----|

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 answer | 99 |

D8A [1,3]

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 answer | 99 |

D8B

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

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

D9

What is your ethnic background?

| | |
|--------------------------------------------------|---|
| Caucasian | 1 |
| Chinese | 2 |
| South Asian (i.e., East Indian, Pakistani, etc.) | 3 |
| Black | 4 |
| Filipino | 5 |
| Latin American | 6 |
| East or Southeast Asian (i.e., Vietnamese, etc.) | 7 |
| Arab | 8 |
| West Asian (i.e. Iranian, Afghan, etc.) | 9 |

| | |
|---------------------------------------------|----|
| Korean | 10 |
| Japanese | 11 |
| Indigenous (First Nations, Métis, or Inuit) | 12 |
| Other (please specify) | 77 |
| Prefer not to answer | 99 |

D10

Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).

| | |
|-------------------|----|
| Yes | 1 |
| No | 2 |
| Don't know | 98 |
| 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.

THNK2

Screened-out

Unfortunately, based on your responses you are ineligible to participate in this survey. Thank you for your time!

D. Campaign Ads

The following are examples of elements of the campaign that went to market and were included in the aided recall question of the Post-Campaign ACET at Question: T1H.

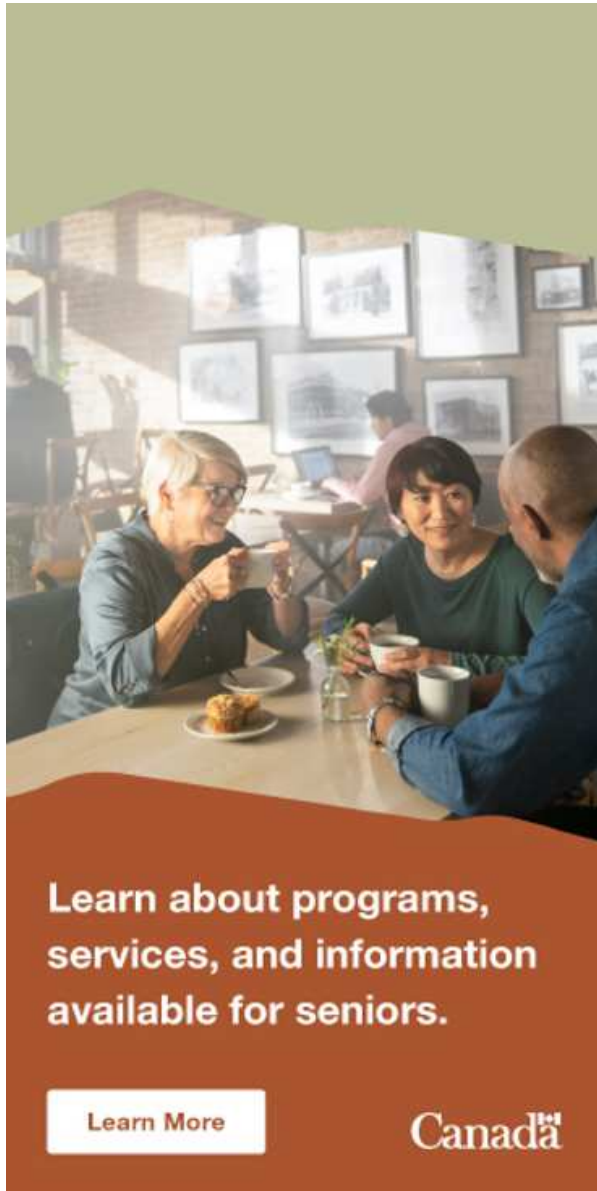
VideoAd

YouTube Link: <https://www.youtube.com/watch?v=uPFDd2mSD4I>

Transcript:

We know how to go without a recipe.
Keep traditions.
Talk to our friends without an app.
Start a fire without a match.
Keep the fire with your match.
Seniors know a lot
But there is always more to learn
Ensure your later years are safe and secure,
by learning how the Canada Pension Plan can work better for you,
(Text on screen : Canada Pension Plan)
the guaranteed income supplement,
(Text on screen : Guaranteed Income Supplement)
fraud prevention information and more
(Text on screen : Fraud Prevention)
at Canada.ca/seniors.
(Text on screen : Canada.ca/seniors
1 800 O-Canada)
A message from the Government of Canada
Visual: Canada wordmark is shown.

Banner Ads



Learn about programs,
services, and information
available for seniors.

[Learn More](#)

Canada

Seniors in a café. Text reads, “Learn about programs, services and information available for seniors.”

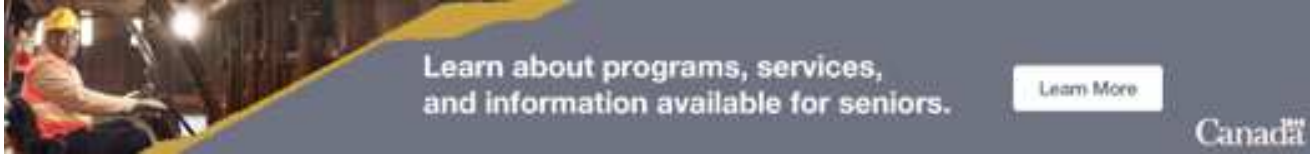


Learn about programs,
services, and information
available for seniors.

[Learn More](#)

Canada ¹³⁸¹

Seniors dancing in a home. Text reads, “Learn about programs, services and information available for seniors.”



Senior man on a forklift. Text reads, "Learn about programs, services and information available for seniors."



Senior man using a computer. Text reads, "Learn about programs, services and information available for seniors."



Learn about programs, services,
and information available for seniors.

[Learn More](#)

Canada

Senior woman fixing another woman's hair. Text reads, "Learn about programs, services and information available for seniors."

Facebook Ads



The image is a screenshot of a Facebook advertisement. At the top left is the profile picture of 'Seniors in Canada' with a verified badge and the word 'Sponsored' below it. To the right are three dots and a close button. The main text of the ad reads: 'Help ensure your later years are safe and secure by learning about programs, services and information available for seniors.' Below this is a photograph of three elderly people sitting at a table in a cafe, eating and talking. At the bottom of the ad, there is a dark orange banner with the text 'Seniors know a lot' in white. Below the banner is the 'Canada' logo. At the very bottom, there is a light blue bar containing the URL 'canada.ca/seniors', the text 'But there's more to learn', and a 'Learn more' button.

Seniors in Canada  Sponsored

Help ensure your later years are safe and secure by learning about programs, services and information available for seniors.

Seniors know a lot

Canada

canada.ca/seniors
But there's more to learn [Learn more](#)

A Facebook post from Seniors in Canada showing seniors in café. Text reads, “Help ensure your later years are safe and secure by learning about programs, services and information available for seniors.Seniors know a lot but there’s more to learn. canada.ca/seniors”



Seniors in Canada

Sponsored



Help ensure your later years are safe and secure. Learn how to make the most of the Canada Pension Plan and other programs.



Seniors know a lot

Canada

canada.ca/seniors

But there's more to learn

Learn more

A Facebook post showing an Indigenous dancer. Text reads, "Help ensure your later years are safe and secure. Learn how to make the most of the Canada Pension Plan and other programs. Seniors know a lot but there's more to learn. canada.ca/seniors"



Seniors in Canada

Sponsored ·



Ensure your later years are healthy and safe.
Learn about physical activity, nutrition,
preventing slips and falls and more.



Seniors know a lot

Canada

canada.ca/seniors
But there's more to learn

[Learn more](#)

A Facebook post showing two seniors dancing in a home. Text reads, “Ensure your later years are healthy and safe. Learn about physical activity, nutrition, preventing slips and falls and more.Seniors know a lot but there’s more to learn. canada.ca/seniors”



Seniors in Canada ✓
Sponsored · 🌐



Help ensure your later years are safe and secure. Learn how to make the most of the Canada Pension Plan and other programs.



canada.ca/seniors

But there's more to learn

[Learn more](#)

A Facebook post showing a senior man using a computer. Text reads, "Help ensure your later years are safe and secure. Learn how to make the most of the Canada Pension Plan and other programs. Seniors know a lot but there's more to learn. canada.ca/seniors"

Print Ad



**Seniors know a lot,
but there's always
more to learn.**

Help ensure your later years
are safe and secure by learning
about programs, services, and
information available for seniors.

Visit Canada.ca/seniors or call 1 800 O-Canada (1 800 622-6232)

 Government of Canada
Gouvernement du Canada



Seniors in a café. Text reads, “Seniors know a lot, but there’s always more to learn. Help ensure your later years are safe and secure by learning about programs, services, and information available for seniors. Visit Canada.ca/seniors or call 1 800 O-Canada (1 800 622-6232)”