



Employment and
Social Development Canada

Emploi et
Développement social Canada

2023-2024 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: CW2325136

Contract Value: \$70,314.25 (tax included)

Award Date: August 4, 2023

Delivery Date: February 12, 2024

Registration Number: POR 029-23

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

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Canada

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

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Catalogue Number: Em12-83/2024E-PDF

International Standard Book Number (ISBN): 978-0-660-69806-9

Cette publication est aussi disponible en français sous le titre : 2023-2024 Évaluation de la campagne publicitaire Services pour les aînés : rapport méthodologique de l'OECP.

Catalogue Number: Em12-83/2024F-PDF

International Standard Book Number (ISBN): 978-0-660-69807-6

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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, 2020-2021, 2021-2022 and 2022-2023 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 years of age 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 of Canada Secretariat's (TBS) Directive on the Management of Communications, using the Advertising Campaign Evaluation Tool (ACET) issued by the Communications and Consultations Secretariat of the Privy Council Office (PCO), 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 2,028 Canadians 55 years or older and was conducted between October 10th and October 22th, 2023. The post-campaign survey included 2,054 Canadians, also 55 years or older and was conducted between December 11th and December 20th, 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 \$70,314.25 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 print, out-of-home (malls, billboards, transit, etc.), pre-roll video, StackAdapt, web banners, YouTube, and search engine marketing ads. The duration of the campaign was 45 days from November 1st to December 15th, 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 8 minutes for the baseline, and 11 minutes for the post-campaign survey. Prior to its launch, the baseline survey was pre-tested on September 28th with 35 respondents (25 in English, 10 in French), and the post-campaign survey was pre-tested on November 23rd with 38 respondents (24 in English, 14 in French). A pretest was conducted to ensure there were no issues with the programming logic, to verify if the flow of questions made sense, to check if any questions, terms, or response categories were not clear to respondents, and to ensure there were no technical issues. Since no 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 dialling 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 2,028 and fieldwork was conducted between October 10th and October 22nd, 2023. The post-campaign survey was conducted between December 11th and December 20th, 2023, and included 2,054 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:

Table 1: Regional Distribution of Sample

Province/Region	Baseline	Post-Campaign
British Columbia & Yukon	273	283
Alberta & Northwest Territories	236	236
Manitoba & Saskatchewan & Nunavut	159	142
Ontario	767	772
Quebec	451	485
Atlantic	142	136
Total	2,028	2,054

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

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

2021 census data³ 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.

**Table 2: Unweighted and Weighted Sample Characteristics
(Baseline and Post-Campaign)**

Unweighted and Weighted Sample by Region for Baseline Survey		
Region	Unweighted Sample	Weighted Sample
Atlantic	142	154
Quebec	451	493
Ontario	767	771
Manitoba / Saskatchewan / Nunavut	159	123
Alberta / Northwest Territories	236	197
British Columbia / Yukon	273	289

Unweighted and Weighted Sample by Age for Baseline Survey		
Age	Unweighted Sample	Weighted Sample
55 to 64	891	867
65 to 74	655	673
75+	482	489

Unweighted and Weighted Sample by Gender for Baseline Survey		
Gender	Unweighted Sample	Weighted Sample
Male	984	952
Female	1,032	1,064
Gender Diverse	5	5

Unweighted and Weighted Sample by Region for Post-Campaign Survey		
Region	Unweighted Sample	Weighted Sample
Atlantic	136	157
Quebec	485	500
Ontario	772	777
Manitoba / Saskatchewan / Nunavut	142	126

³ Based on 2021 census data from Statistics Canada (<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E>)

Alberta / Northwest Territories	236	198
British Columbia / Yukon	283	295

Unweighted and Weighted Sample by Age for Post-Campaign Survey

Age	Unweighted Sample	Weighted Sample
55 to 64	911	879
65 to 74	647	679
75+	496	496

Unweighted and Weighted Sample by Gender for Post-Campaign Survey

Gender	Unweighted Sample	Weighted Sample
Male	990	963
Female	1,050	1,077
Gender Diverse	6	6

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 40.7%, using the formula recommended by the Government of Canada: $\text{Response Rate} = R / (U + IS + R)$.

For the pre-campaign baseline survey, a total of 5,183 email invitations were sent, of which 147 were returned as undeliverable, for a resulting valid sample of 5,036. A total of 2,028 valid cases completed the survey and combined with another 203 respondents who were screened out of the survey as ineligible⁴, as the responding numerator in the calculation of the response rate.

In the post-campaign, 5,988 invitations were sent, of which 243 were undeliverable for a valid sample of 5,745. In addition to the 2,054 valid cases that completed the survey, 195 respondents were screened out of the survey. The resulting response rate was 35.5%.

Table 3: Response Rates – Baseline and Post-Campaign

⁴ Under 55 years old or work for an advertising agency, graphic design firm, media, market research, a political party, government or public relations company.

	Pre-campaign Baseline	Post-Campaign
Total Invited	5,183	5,988
Invalid	203	195
Unresolved (U)	2,797	3,422
In-scope non-responding (IS)	155	317
Responding units (R)	2,028	2,054
Response Rate (R/(U+IS+R))	40.7%	35.5%

A comparison of each unweighted sample with 2021 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 26% reporting university degrees in the baseline and 27% 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 (13% in the baseline and 13% in the post-campaign survey versus 22%). As previously described, each sample was weighted by age, gender, and region.

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 5 minutes to complete.

[Click here](#) if you wish to verify the authenticity of this survey by entering project code 20230929-EK424. To view our privacy policy, [click here](#).

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

QORG [1,7]

Do you or any member of your household currently work in 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

[AQAGEX not = 1968]

Less than 18 years old	1
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[AQAGEX not = 1968]	
18 to 24	2
[AQAGEX not = 1968]	
25 to 34	3
[AQAGEX not = 1968]	
35 to 44	4
45 to 54	5
55 to 64	6
[AQAGEX not = 1968]	
65 to 74	7
[AQAGEX not = 1968]	
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 [1,12]

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
Print magazine	2
Internet website	4
Online news sites	5
Web search (e.g., Google, Bing)	6
YouTube	7
Digital / Streaming Video (excluding YouTube)	8
Billboard	9
Digital billboard	10
Shopping mall	11
Transit (e.g., inside or outside bus/subway station or bus shelter)	12
Other, specify:	77

T1C [1,3]

What do you remember about this ad?

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

T1D [1,3]

Do you know where to find Government of Canada information on programs and services for older Canadians and/or seniors?

Yes – specify where:	77
Don't know / not sure	99

T1E [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	8
Don't know / not sure	99

T1F_A

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

T1F_B

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

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

T1G_A [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 / not sure	99

T1G_B [1,15]

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 Dental Benefit	3
Canada Pension Plan	4
Canada Pension Plan Survivor Benefit	5
Caregiver Benefits	6
Fraud Prevention	7
Guaranteed Income Supplement	8
Guaranteed Income Supplement Allowance benefit for your spouse or common-law partner	9
Health programs	10
New Horizons for Seniors	11
Old Age Security	12
Old Age Security Estimator	13
Retirement Hub (webpage on retirement planning resources and tools)	14
Slips and Falls Information	15
None of the above	98
Don't know / not sure	99

T1G_C

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

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

T1G_D

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

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

T1G_E

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

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

PRET1G_F

How often do you visit the following social media sites?

T1G_FA

Facebook	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FB

YouTube	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FC

Twitter/X	
Several times a day	1
About once a day	2

A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FD

Instagram	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FE

LinkedIn	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FF

Reddit	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FG

Snapchat	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FH

Twitch	
--------	--

Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FI

Pinterest	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FJ

WhatsApp	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

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

Less than a High School diploma or equivalent	1
High school diploma or equivalent	2
Registered Apprenticeship or other trades certificate or diploma	3

College, CEGEP or other non-university certificate or diploma	4
University certificate or diploma below bachelor's level	5
Bachelor's degree	6
Postgraduate degree above bachelor's level	7
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?

Year:	77
-------	----

D7 [1,2]

What language do you speak most often at home?

SELECT UP TO TWO

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

D8

What is the size of the community where you currently live?

City with a population of over one million	1
City with a population of between 100,000 and one million	2
City/town with a population of between 30,000 and 99,999	3
Town with a population between 1,000 and 29,999	4
Rural area with a population of less than 1,000	5
Prefer not to answer	99

D10 [1,13]

What is your ethnic or cultural background?

This question collects information in accordance with the *Employment Equity Act* and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in the social, cultural, and economic life of Canada.

Select all that apply.

Caucasian / White	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

D9_A [1,3]

Do you self-identify as an Indigenous person, that is, are you First Nations, Métis or Inuk (Inuit)?

Note: First Nations (North American Indian) includes Status and Non-Status Indians.

This question collects information in accordance with the *Employment Equity Act* and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in the social, cultural, and economic life of Canada.

Yes, First Nations (North American Indian)	1
Yes, Métis	2
Yes, Inuk (Inuit)	3
No, not First Nations, Métis or Inuk (Inuit)	4
Prefer not to answer	99

D11

Do you self-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

D12 [1,10]

How would you describe your disability?

Select all that apply.

Sight/vision also known as visual impairment (includes being blind or visually impaired even when wearing glasses or contact lenses)	1
Hearing also known as D/deaf or hard of hearing (includes tinnitus)	2
Mobility – that affects your ability to walk or move (includes being in a wheelchair etc.)	3
Flexibility or dexterity affects a person's ability to move their joints (includes severe arthritis, paralysis, loss of a limb)	4
Pain also known as chronic pain syndrome or disability (Pain that continues over a long period of time and disrupts your life.)	5
Learning also known as learning disabilities, (can include Dyslexia, Aphasia, Hyperactivity, Dyscalculia, dysgraphia, ADHD, etc.)	6
Developmental also known as intellectual disabilities (can include Down syndrome, autism, Asperger syndrome, etc.)	7
Memory also known as a memory disability that affects your ability to remember information (can include dementia, Alzheimer's etc.)	8
Mental health-related – also known as mental illness (can include depression, schizophrenia, bipolar, borderline, obsessive-compulsive (OCD) etc.)	9
Other disabilities (please describe):	77
Prefer not to answer	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. Your answers have been saved and you may now close your browser window.

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 20230929-EK424. To view our privacy policy, [click here](#). If you require any technical assistance, please contact online@ekos.com.

QORG [1,7]

Do you or any member of your household currently work in 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

[AQAGEX not = 1968]

Less than 18 years old	1
[AQAGEX not = 1968] 18 to 24	2

[AQAGEX not = 1968]	
25 to 34	3
[AQAGEX not = 1968]	
35 to 44	4
45 to 54	5
55 to 64	6
[AQAGEX not = 1968]	
65 to 74	7
[AQAGEX not = 1968]	
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 [1,12]

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
Print magazine	2
Internet website	4
Online news sites	5
Web search (e.g., Google, Bing)	6
YouTube	7
Digital / Streaming Video (excluding YouTube)	8
Billboard	9
Digital billboard	10
Shopping mall	11
Transit (e.g., inside or outside bus/subway station or bus shelter)	12
Other, specify:	77

T1C [1,3]

What do you remember about this ad?

Please specify: 77

T1D [1,3]

Do you know where to find Government of Canada information on programs and services for older Canadians and/or seniors?

Yes specify where:	77
Don't know / not sure	99

T1E [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	8
Don't know / not sure	99

T1F_A

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

T1F_B

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

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

T1G_A [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 / not sure	99

T1G_B [1,15]

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 Dental Benefit	3
Canada Pension Plan	4
Canada Pension Plan Survivor Benefit	5
Caregiver Benefits	6
Fraud Prevention	7
Guaranteed Income Supplement	8
Guaranteed Income Supplement Allowance benefit for your spouse or common-law partner	9
Health programs	10
New Horizons for Seniors	11
Old Age Security	12
Old Age Security Estimator	13
Retirement Hub (webpage on retirement planning resources and tools)	14
Slips and Falls Information	15
None of the above	98
Don't know / not sure	99

T1G_C

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

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

T1G_D

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

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

T1G_E

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

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

PRET1G_F

How often do you visit the following social media sites?

T1G_FA

Facebook	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FB

YouTube	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FC

Twitter/X	
Several times a day	1
About once a day	2
A few times a week	3

About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FD

Instagram	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FE

LinkedIn	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FF

Reddit	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FG

Snapchat	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FH

Twitch	
Several times a day	1

About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FI

Pinterest	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

T1G_FJ

WhatsApp	
Several times a day	1
About once a day	2
A few times a week	3
About once a week	4
Every few weeks	5
Less often	6
Never	7

PRET1H

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

<Video Ad>

<Print Ad>

<3 of 6 Banner Ads randomly selected>

T1H

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

Yes	1
No	2

T1I [1,12]

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

Print newspaper	1
Print magazine	2
Internet website	4

Online news sites	5
Web search (e.g., Google, Bing)	6
YouTube	7
Digital / Streaming Video (excluding YouTube)	8
Billboard	9
Digital billboard	10
Shopping mall	11
Transit (e.g., inside or outside bus/subway station or bus shelter)	12
Other, 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?

[open-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

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

Less than a High School diploma or equivalent	1
High school diploma or equivalent	2
Registered Apprenticeship or other trades certificate or diploma	3
College, CEGEP or other non-university certificate or diploma	4
University certificate or diploma below bachelor's level	5
Bachelor's degree	6
Postgraduate degree above bachelor's level	7
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?

Year:	77
-------	----

D7 [1,2]

What language do you speak most often at home?

SELECT UP TO TWO

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

D8

What is the size of the community where you currently live?

City with a population of over one million	1
City with a population of between 100,000 and one million	2
City/town with a population of between 30,000 and 99,999	3
Town with a population between 1,000 and 29,999	4
Rural area with a population of less than 1,000	5
Prefer not to answer	99

D10 [1,13]

What is your ethnic or cultural background?

This question collects information in accordance with the *Employment Equity Act* and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in the social, cultural, and economic life of Canada.

Select all that apply.

Caucasian / White	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

D9_A [1,3]

Do you self-identify as an Indigenous person, that is, are you First Nations, Métis or Inuk (Inuit)?

Note: First Nations (North American Indian) includes Status and Non-Status Indians.

This question collects information in accordance with the *Employment Equity Act* and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in the social, cultural, and economic life of Canada.

Yes, First Nations (North American Indian)	1
Yes, Métis	2
Yes, Inuk (Inuit)	3
No, not First Nations, Métis or Inuk (Inuit)	4
Prefer not to answer	99

D11

Do you self-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

D12 [1,10]

How would you describe your disability?

Select all that apply.

Sight/vision also known as visual impairment (includes being blind or visually impaired even when wearing glasses or contact lenses)	1
Hearing also known as D/deaf or hard of hearing (includes tinnitus)	2
Mobility that affects your ability to walk or move (includes being in a wheelchair etc.)	3
Flexibility or dexterity affects a person's ability to move their joints (includes severe arthritis, paralysis, loss of a limb)	4
Pain also known as chronic pain syndrome or disability (Pain that continues over a long period of time and disrupts your life.)	5
Learning also known as learning disabilities, (can include Dyslexia, Aphasia, Hyperactivity, Dyscalculia, dysgraphia, ADHD, etc.)	6
Developmental also known as intellectual disabilities (can include Down syndrome, autism, Asperger syndrome, etc.)	7
Memory also known as a memory disability that affects your ability to remember information (can include dementia, Alzheimer's etc.)	8
Mental health-related also known as mental illness (can include depression, schizophrenia, bipolar, borderline, obsessive-compulsive (OCD) etc.)	9
Other disabilities (please describe):	77
Prefer not to answer	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. Your answers have been saved and you may now close your browser window.

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.

Video Ad

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 ad



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.”

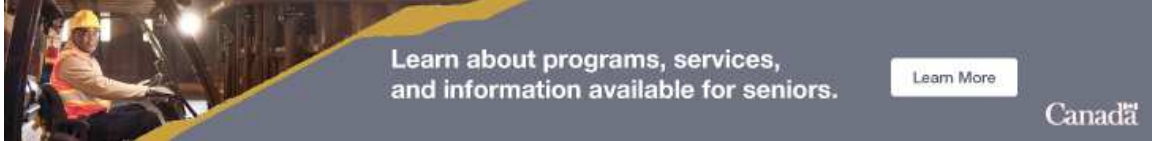


**Learn about programs,
services, and information
available for seniors.**

[Learn More](#)

Canada

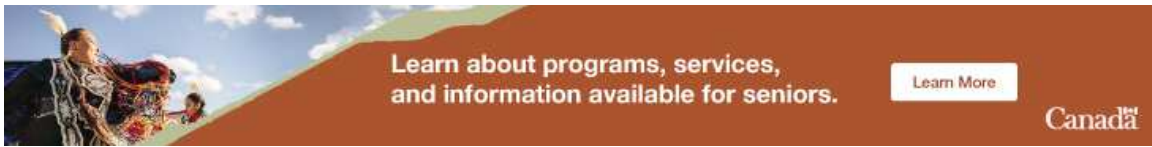
Seniors dancing in a home. Text reads, “Learn about programs, services and information available for seniors.”



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."



Senior woman dancing. Text reads, "Learn about programs, services and information available for seniors."



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

Print Ads



**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.

Canada.ca/seniors
1 800 O-Canada

 Government of Canada
Gouvernement du Canada

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.”