

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE B:

Are you...

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Male gender	48	48	50	47	48	49	48	100	0	49	49	47	44	45	53	43	50	52
Female gender	51	52	50	49	52	51	51	0	100	49	51	53	55	54	47	56	50	48
Gender diverse	0	0	0	4	0	0	1	0	0	2	0	0	1	1	0	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

TABLE D:

In what year were you born? [CONVERTED TO AGE CATEGORIES]

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
18 to 24	3	2	4	7	3	1	5	3	3	12	0	0	2	4	3	4	3	3
25 to 34	24	24	28	25	24	25	19	25	24	88	0	0	15	23	29	19	25	27
35 to 44	22	24	24	25	19	24	18	21	22	0	64	0	18	20	24	18	22	23
45 to 54	12	9	12	7	16	9	14	13	11	0	36	0	9	13	13	9	11	15
55 to 64	23	21	18	18	23	28	23	20	26	0	0	60	32	25	18	23	24	23
65 or older	15	19	14	17	14	13	20	17	13	0	0	40	23	14	13	27	15	9
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

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TABLE E:

In which province or territory do you live?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Ontario	38	0	0	0	100	0	0	38	39	38	39	38	32	35	44	28	36	47
Quebec	23	0	0	0	0	100	0	23	23	22	23	25	23	23	24	26	24	20
British Columbia	14	100	0	0	0	0	0	14	14	13	13	14	14	12	15	11	15	13
Alberta	11	0	99	0	0	0	0	12	11	13	12	9	13	13	9	16	10	10
Manitoba	4	0	0	55	0	0	0	3	4	5	3	3	5	4	3	4	4	3
Nova Scotia	3	0	0	0	0	0	49	3	4	3	2	5	5	4	2	6	3	3
Saskatchewan	3	0	0	45	0	0	0	3	3	3	4	3	5	4	2	4	3	2
New Brunswick	2	0	0	0	0	0	28	2	1	1	2	2	2	2	2	4	2	1
Newfoundland and Labrador	1	0	0	0	0	0	16	1	1	0	2	1	0	3	0	1	1	0
Prince Edward Island	0	0	0	0	0	0	7	0	1	1	0	0	0	0	1	0	1	0
Northwest Territories	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE D1:

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

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Working full-time (30 or more hours per week)	60	61	55	57	64	57	56	67	53	80	76	32	41	56	71	28	64	75
Working part-time (less than 30 hours per week)	7	9	6	7	6	9	8	4	10	6	4	11	14	6	5	10	7	5
Self-employed	18	14	20	21	19	18	16	16	20	9	17	25	19	21	15	30	16	14
Unemployed, but looking for work	2	1	6	1	1	3	1	2	2	2	1	3	4	2	2	6	1	1
A student attending school full-time	0	0	1	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0
Retired	10	12	11	12	9	10	17	10	11	0	0	27	19	11	6	22	10	5
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	1	2	1	1	1	2	2	0	2	2	1	1	2	2	1	2	2	0
Other	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prefer not to answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE BUS1:

[ASK IF WORKING FULL-TIME, PART-TIME OR SELF-EMPLOYED IN D1] What is your job title?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Owner	22	18	31	20	22	22	17	18	26	13	20	34	26	28	15	39	19	19
Director	17	14	12	15	18	22	14	20	15	17	20	14	10	15	22	5	17	22
Manager/Supervisor	20	27	18	32	21	11	21	19	20	21	21	17	19	18	22	23	21	16
CEO/Managing Director	11	12	13	7	12	8	12	11	11	13	11	9	13	10	11	8	10	14
Partner	4	5	2	8	3	5	4	5	4	4	5	4	6	6	2	4	6	3
Employee/Worker (general)	4	3	5	1	2	6	4	3	5	5	2	4	7	4	2	7	4	1
CFO/Financial Director	5	7	2	5	6	4	4	7	3	8	5	3	2	4	6	1	4	9
Admin assistant/Secretary/Receptionist	2	1	1	1	1	4	3	0	3	1	2	2	3	2	1	1	3	1
Senior Vice President	3	4	2	2	4	2	6	4	2	4	4	2	1	2	5	2	3	4
Executive Vice President	2	1	2	1	2	4	0	3	2	3	2	1	0	1	3	1	2	3
Retail/Sales/Services	1	0	1	0	1	1	3	1	1	1	0	1	2	1	0	1	1	0
COO	2	1	5	0	2	2	1	3	1	3	2	1	2	2	2	0	3	2
President	1	1	1	1	1	2	4	2	1	1	1	2	1	1	1	1	1	2
Associate	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Educator/Teacher	1	0	1	1	0	1	0	0	1	0	0	1	0	0	1	1	1	1
Customer service	0	1	0	1	0	0	0	0	1	0	0	0	0	1	0	1	0	0
Healthcare worker (nurse, doctor, etc)	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0
Analyst	1	0	2	0	1	1	0	0	1	1	1	0	0	0	1	0	1	0
Chairman	0	0	0	0	1	0	0	1	0	1	0	0	0	0	1	0	1	0
Accounting/Finance employee	1	1	0	0	1	1	0	1	1	1	0	1	1	0	1	0	1	1
Restaurant worker (waitress, cook, barista, etc)	1	0	1	1	1	1	0	0	1	1	1	0	2	0	0	2	0	0
Self-employed/Independent contractor/Contributor	1	2	0	0	1	0	0	0	1	0	0	1	1	0	1	1	0	0
Other	2	2	2	2	2	2	8	2	2	2	2	3	3	3	2	3	2	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1029</b>	<b>139</b>	<b>110</b>	<b>69</b>	<b>409</b>	<b>237</b>	<b>66</b>	<b>509</b>	<b>516</b>	<b>319</b>	<b>399</b>	<b>312</b>	<b>165</b>	<b>372</b>	<b>492</b>	<b>147</b>	<b>504</b>	<b>346</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1058</b>	<b>145</b>	<b>119</b>	<b>74</b>	<b>472</b>	<b>183</b>	<b>65</b>	<b>538</b>	<b>516</b>	<b>336</b>	<b>475</b>	<b>247</b>	<b>157</b>	<b>382</b>	<b>519</b>	<b>147</b>	<b>508</b>	<b>369</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE BUS2:

[ASK IF 'OTHER' MENTION NOT PRECODED, CODES 11 THROUGH 23] When it comes to the highest levels of company management and executive decisions, which of the following best describes your responsibility?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
You have the primary responsibility for executive decisions	6	7	5	2	7	5	6	6	6	6	8	3	2	8	6	14	5	3
You are part of a group whose members have direct responsibility or input on such decisions	39	39	40	46	40	27	54	34	41	48	41	25	28	45	39	37	42	36
You have a limited amount of input and/or responsibility on such matters	22	25	13	29	21	27	14	28	18	20	25	21	24	21	23	16	21	27
You do not have any direct responsibility for executive decisions	31	24	42	23	31	39	22	28	34	24	24	50	43	24	31	31	31	33
Don't know/Unsure	2	4	0	0	1	1	3	3	1	2	2	1	3	2	1	2	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>329</b>	<b>50</b>	<b>33</b>	<b>29</b>	<b>122</b>	<b>69</b>	<b>25</b>	<b>142</b>	<b>184</b>	<b>109</b>	<b>125</b>	<b>94</b>	<b>63</b>	<b>110</b>	<b>155</b>	<b>57</b>	<b>176</b>	<b>81</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>336</b>	<b>51</b>	<b>38</b>	<b>30</b>	<b>142</b>	<b>52</b>	<b>23</b>	<b>152</b>	<b>181</b>	<b>112</b>	<b>148</b>	<b>76</b>	<b>57</b>	<b>115</b>	<b>164</b>	<b>57</b>	<b>175</b>	<b>90</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE BUS3:

[ASK IF BUSINESS DECISIONMAKER, CODES 1-10 IN BUS1 OR CODES 1-2 IN BUS2] What is your company's main line of business?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Consumer products (Food & beverage, retail, logistics, automotive)	8	13	8	4	7	11	3	8	8	9	9	6	10	9	7	9	10	6
Technology, media & telecoms	9	10	12	9	11	7	0	14	4	14	8	5	3	8	12	5	9	12
Professional services (i.e., legal services, accounting, communications)	8	10	8	11	7	7	10	6	10	6	9	10	5	7	10	7	9	7
Financial services	10	9	5	19	11	12	1	12	9	12	10	8	3	7	15	5	10	13
Hospitality	7	8	15	1	7	6	6	6	8	5	9	7	12	8	5	7	9	5
Construction & real estate	8	6	9	10	7	9	12	12	4	9	8	7	12	9	6	4	10	7
Education & social services, personal services	6	8	7	5	6	3	12	4	8	5	6	6	5	4	8	4	6	6
Restaurant	4	3	5	3	4	5	6	6	3	7	5	1	6	5	4	7	4	3
Personal Care	5	4	8	8	3	4	7	1	8	5	6	3	5	7	3	9	4	2
Manufacturing	6	5	2	7	5	9	3	7	4	4	6	7	8	7	4	5	4	8
Healthcare	6	9	5	4	8	4	0	3	9	5	5	9	3	6	7	5	5	8
Travel, tourism & leisure	5	7	0	5	5	4	10	5	5	4	4	8	3	5	6	5	6	4
Other business services	4	1	9	8	4	3	6	3	5	4	4	5	5	4	4	5	4	4
Agriculture, hunting, forestry and fishing	2	0	2	1	2	4	0	2	2	1	2	4	5	1	2	2	1	3
Transport	2	0	0	1	2	3	1	3	1	3	1	2	1	2	1	3	2	1
Dog grooming/Pet store	1	1	1	1	0	1	0	0	1	0	1	1	4	0	0	1	0	1
Arts and entertainment	2	3	0	2	3	2	3	2	2	1	2	4	5	2	1	7	2	1
Oil & gas	1	0	2	0	1	1	8	2	1	3	1	0	2	2	1	0	2	2
Fitness or recreation facilities/Gyms	0	1	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0	0
Electricity, gas & water supply/utilities	1	0	3	0	0	0	3	1	1	1	1	0	0	1	1	1	0	1
Mining & quarrying	0	0	0	0	0	1	0	1	0	1	0	0	0	0	1	1	0	0
Other	4	2	1	0	5	3	6	1	6	1	3	8	4	5	2	8	2	3

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE BUS3:

[ASK IF BUSINESS DECISIONMAKER, CODES 1-10 IN BUS1 OR CODES 1-2 IN BUS2] What is your company's main line of business?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>847</b>	<b>112</b>	<b>91</b>	<b>54</b>	<b>343</b>	<b>191</b>	<b>56</b>	<b>425</b>	<b>418</b>	<b>269</b>	<b>335</b>	<b>243</b>	<b>121</b>	<b>321</b>	<b>406</b>	<b>118</b>	<b>411</b>	<b>297</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>877</b>	<b>118</b>	<b>98</b>	<b>58</b>	<b>399</b>	<b>148</b>	<b>56</b>	<b>450</b>	<b>423</b>	<b>285</b>	<b>401</b>	<b>191</b>	<b>119</b>	<b>326</b>	<b>432</b>	<b>120</b>	<b>419</b>	<b>315</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE BUS4:

[ASK IF 'BUSINESS SAMPLE', I.E. BUSINESS DECISIONMAKER AND PART OF TARGET BUSINESS SECTORS] Including any subsidiaries you may own, how many people does your company employ?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
1-4	34	34	44	45	20	49	40	31	37	17	30	64	37	32	36	59	30	27
5-99	38	51	44	35	37	34	25	45	33	46	38	31	33	39	40	27	42	44
100-499	11	6	9	6	22	2	0	10	12	12	17	0	9	11	12	5	13	10
500 or more	13	3	3	13	18	10	35	14	13	23	13	2	17	14	10	7	13	19
Don't know/Unsure	3	6	0	0	3	5	0	0	5	3	3	3	4	4	1	2	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>186</b>	<b>26</b>	<b>26</b>	<b>10</b>	<b>68</b>	<b>39</b>	<b>16</b>	<b>81</b>	<b>105</b>	<b>55</b>	<b>85</b>	<b>46</b>	<b>35</b>	<b>80</b>	<b>71</b>	<b>33</b>	<b>101</b>	<b>47</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>200</b>	<b>28</b>	<b>29</b>	<b>14</b>	<b>83</b>	<b>29</b>	<b>17</b>	<b>90</b>	<b>110</b>	<b>58</b>	<b>104</b>	<b>38</b>	<b>37</b>	<b>91</b>	<b>72</b>	<b>36</b>	<b>104</b>	<b>54</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE 1:

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

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	62	54	64	65	64	62	62	64	60	67	66	56	61	63	62	62	59	67
No	38	46	36	33	36	38	38	36	39	33	34	44	38	37	38	38	41	33
No answer	0	0	0	2	0	0	0	0	0	0	0	0	1	0	0	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.



## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE 3:

[ASK IF 'YES' IN Q1] Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Vaccines/Vaccine roll-out	16	11	16	6	17	21	16	16	16	18	21	10	8	20	16	15	16	17
Talking about COVID-19/News/updates about COVID-19	15	13	13	21	13	20	16	16	15	16	16	15	10	16	17	14	14	19
Government benefits/CERB/CESB/CEWS	11	17	8	7	12	11	5	12	10	5	11	16	8	13	10	6	14	10
COVID-19 restrictions/rules/guidelines	7	7	5	14	9	4	5	8	6	10	6	6	12	4	7	7	7	6
Staying safe/Preventing the spread of COVID-19/Social distancing/Wear a mask/Wash hands	3	1	2	2	3	3	3	2	3	2	3	3	2	4	2	6	2	2
Jobs/Job creation/Economic Action Plan	4	4	3	2	4	2	9	3	5	3	3	5	5	3	4	5	2	5
Ukraine situation/sending military	5	7	2	7	5	4	11	4	6	3	3	9	9	4	4	5	5	5
About the government/Political party/Justin Trudeau	3	3	1	5	3	4	5	2	4	4	3	2	1	4	3	4	1	5
Canada Revenue Agency/CRA scam/fraud	4	3	2	3	5	3	3	5	3	3	4	4	5	2	5	2	4	4
Talked about taxes	3	3	2	9	2	0	6	2	3	3	3	1	1	4	2	2	3	3
Border crossing/Travel advice during pandemic	1	0	4	0	2	1	0	0	2	0	2	2	1	2	1	1	2	1
Health care/Health Canada	2	2	1	2	2	1	2	2	2	2	2	1	1	1	3	1	2	2
Good/Informative ad	2	0	1	1	2	1	2	1	2	2	2	1	1	2	2	1	2	2
Mandatory vaccine for truck drivers/Trucker's protest	1	0	2	0	1	1	2	2	0	1	1	1	1	1	1	1	1	1
Gun violence/control	2	2	1	4	3	2	0	3	1	1	1	5	2	2	3	2	2	3
Mental Health	2	2	3	0	4	1	4	2	2	1	2	4	2	3	2	1	3	2
Promoting Canada/Canada heritage	2	1	3	0	1	3	4	2	2	4	1	1	4	2	1	2	2	1
Immigration/Refugees	2	5	1	0	1	2	0	1	2	1	3	1	1	1	2	1	2	1
Canadian Armed Forces/Joining the Armed Forces	1	1	2	2	1	1	0	1	1	3	1	0	1	1	1	1	2	0

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE 3:

[ASK IF 'YES' IN Q1] Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Elections/Talked about voting	1	0	2	0	1	2	0	0	2	2	1	1	2	1	1	1	1	1
Reopening/Getting back to normal	1	0	1	2	1	0	0	0	1	1	0	1	2	0	0	1	0	1
Logo (general)	1	1	2	0	1	0	0	1	0	1	0	1	1	0	1	0	0	1
About seniors/senior issues	1	1	3	0	0	2	0	1	1	0	0	2	3	0	0	1	1	0
Emergency/disaster preparedness	1	0	0	0	1	1	0	0	1	0	1	0	0	1	1	1	0	0
The environment/Climate change	1	1	0	0	2	0	0	1	1	1	1	1	1	1	1	0	1	1
Families/Child care benefit	0	0	1	0	0	1	0	1	0	0	0	1	1	0	1	1	0	0
Bad ad/Don't like it	0	0	0	0	1	1	0	0	1	0	0	1	1	0	0	0	1	1
Education/Teachers	1	0	2	0	1	0	2	1	0	1	1	0	1	1	1	1	0	1
Energy/Oil and gas/Pipeline issue	1	1	1	0	1	0	0	0	1	1	1	0	1	0	1	1	0	1
About smoking/Cigarette packaging/Dangers vaping	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0
About drugs/Fentanyl problem	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
About government budget/spending	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Legalizing/Decriminalizing marijuana	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Promoting travel/tourism	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Parks Canada/Free Park Pass	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Youth/Inspiring youth for the future	0	0	2	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0
Nutrition/Canada's Food Guide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
About distracted driving	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Drinking and driving	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	7	9	9	12	5	6	6	5	8	8	8	5	6	7	6	8	7	6
Nothing	2	3	4	2	2	2	0	3	2	3	2	3	4	3	1	3	1	4
Don't know	4	4	7	6	4	4	2	4	5	5	3	5	5	4	5	9	5	2
No answer	1	1	0	0	1	2	0	1	1	1	1	2	1	1	1	1	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>749</b>	<b>89</b>	<b>87</b>	<b>53</b>	<b>294</b>	<b>175</b>	<b>51</b>	<b>372</b>	<b>373</b>	<b>224</b>	<b>268</b>	<b>257</b>	<b>137</b>	<b>280</b>	<b>332</b>	<b>133</b>	<b>342</b>	<b>248</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>756</b>	<b>92</b>	<b>93</b>	<b>52</b>	<b>337</b>	<b>133</b>	<b>49</b>	<b>392</b>	<b>360</b>	<b>233</b>	<b>318</b>	<b>205</b>	<b>129</b>	<b>280</b>	<b>347</b>	<b>125</b>	<b>342</b>	<b>263</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about COVID-19 financial supports?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	46	45	37	56	48	47	41	46	46	49	49	42	40	46	49	38	45	55
No	54	55	63	44	52	53	57	53	54	51	51	58	60	54	51	62	55	45
No answer	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1B:

[ASK IF 'YES' IN T1A] Where have you seen, read or heard a Government of Canada ad about COVID-19 financial supports?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Television	48	46	34	53	47	58	38	50	47	39	46	59	50	50	46	62	41	52
Internet website	26	26	24	34	27	22	27	22	30	33	22	24	24	26	27	20	30	23
Online news sites	23	28	30	13	27	17	10	20	25	27	26	16	19	21	25	21	21	24
Facebook	24	23	28	28	20	25	36	23	26	32	29	14	27	24	24	22	25	24
Radio	21	15	15	13	24	23	23	23	19	20	22	20	20	24	19	18	21	20
YouTube	21	23	30	14	23	15	22	26	17	27	28	9	15	17	26	23	19	22
Web search (e.g., Google, Bing)	18	10	25	18	24	11	14	18	18	22	22	10	16	14	22	17	20	17
Print newspaper	10	5	5	18	10	10	11	10	10	10	7	13	9	8	11	10	10	11
Instagram	12	9	21	4	15	9	12	9	15	22	14	3	10	10	15	9	12	14
Twitter	10	6	15	4	12	7	13	11	9	12	13	4	7	8	12	8	11	8
In a mobile app	6	8	6	6	9	1	2	7	5	11	8	0	4	7	6	5	7	6
Digital television	11	14	7	0	15	7	13	13	9	11	13	8	8	13	10	8	13	9
TikTok	6	3	2	3	9	3	17	4	8	13	6	0	3	5	8	7	6	6
Online streaming	9	12	15	5	10	6	7	9	9	14	12	3	6	7	12	8	7	13
Streaming/Digital radio (e.g. Spotify, Podcast)	5	7	3	0	8	3	0	4	6	8	7	1	3	5	6	4	5	6
LinkedIn	5	6	7	0	7	3	5	6	4	6	6	3	1	5	6	2	5	7
Print magazine	4	3	6	0	5	3	3	5	3	5	3	4	3	3	5	4	5	2
Snapchat	4	5	8	0	4	1	9	3	5	10	2	0	4	3	4	5	3	5
Flyer/Postcard/Brochure (by mail)	3	2	5	7	3	2	0	3	4	3	4	2	3	3	4	3	4	2
Video game	3	5	7	0	3	1	3	4	2	7	2	0	1	2	4	1	3	3
Twitch	2	1	2	0	3	1	3	3	1	4	2	0	1	1	3	1	2	2
Pinterest	2	2	2	0	3	0	0	1	2	3	2	0	0	0	3	1	2	2
Other	2	1	8	0	1	2	2	1	3	2	1	2	2	2	2	3	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>556</b>	<b>73</b>	<b>50</b>	<b>46</b>	<b>221</b>	<b>131</b>	<b>34</b>	<b>269</b>	<b>284</b>	<b>163</b>	<b>199</b>	<b>194</b>	<b>90</b>	<b>204</b>	<b>262</b>	<b>81</b>	<b>258</b>	<b>202</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>557</b>	<b>75</b>	<b>53</b>	<b>44</b>	<b>253</b>	<b>100</b>	<b>32</b>	<b>284</b>	<b>271</b>	<b>171</b>	<b>235</b>	<b>151</b>	<b>83</b>	<b>201</b>	<b>273</b>	<b>78</b>	<b>252</b>	<b>213</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1C:

[ASK IF 'YES' IN T1A] What do you remember about this ad?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Help/support/programs available/Government is here to help/Taking care for those in need	25	24	36	24	29	18	15	23	27	25	24	26	21	24	27	26	24	26
Government to support business/Loans/grants/extending loan period	22	32	11	24	22	23	13	23	22	9	24	31	27	19	23	15	21	25
Financial aid/for employees/CERB/CWLB	10	6	11	12	8	12	14	12	7	11	11	8	13	11	7	10	12	6
Vaccination/Encouraging people to get vaccinated/Better if everyone vaccinated/Do our part	9	7	5	4	4	21	12	10	9	11	8	8	11	10	8	16	10	6
Be safe/careful/Continue with protocols (e.g., wear mask, washing hands, social distance)	6	2	4	12	4	12	0	8	5	7	6	6	3	11	4	7	6	7
COVID-19/COVID-19 information/Fight COVID-19/Omicron/Statistics	5	6	4	10	4	4	3	5	5	4	5	5	5	5	4	2	6	4
Clear/Positive/Good message	5	5	6	6	6	2	5	5	5	7	5	3	4	4	6	3	5	6
End of restrictions/mandates	3	3	3	3	4	2	3	3	3	3	4	2	6	3	2	2	3	3
Benefits ending soon	1	0	0	0	2	3	0	1	2	0	0	4	0	2	2	2	1	2
Investigating those who got money wrongfully	1	0	0	0	3	0	0	0	2	0	0	2	2	1	1	2	1	1
Other	7	11	5	5	7	4	10	7	7	11	8	2	2	6	9	6	5	9
Nothing	7	6	8	6	6	8	20	7	7	7	7	8	9	10	5	14	8	4
Don't know	5	2	10	1	5	3	5	2	7	6	3	5	8	2	5	3	6	3
No answer	1	0	0	0	2	2	2	2	1	2	1	1	2	1	2	1	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>556</b>	<b>73</b>	<b>50</b>	<b>46</b>	<b>221</b>	<b>131</b>	<b>34</b>	<b>269</b>	<b>284</b>	<b>163</b>	<b>199</b>	<b>194</b>	<b>90</b>	<b>204</b>	<b>262</b>	<b>81</b>	<b>258</b>	<b>202</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>557</b>	<b>75</b>	<b>53</b>	<b>44</b>	<b>253</b>	<b>100</b>	<b>32</b>	<b>284</b>	<b>271</b>	<b>171</b>	<b>235</b>	<b>151</b>	<b>83</b>	<b>201</b>	<b>273</b>	<b>78</b>	<b>252</b>	<b>213</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_a:

How familiar are you with each of the following supports from the Government of Canada?

Highly Affected Sectors Credit Availability Program (HASCAP)

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Very familiar	7	5	5	7	9	7	4	8	6	13	7	3	5	7	8	4	7	9
Somewhat familiar	17	17	12	11	20	16	16	22	12	21	20	12	15	16	19	9	17	22
Not very familiar	33	30	38	33	28	39	42	33	34	33	36	32	30	34	34	40	33	33
Not at all familiar	42	48	44	49	42	38	36	37	47	33	37	54	50	43	38	46	43	35
No answer	0	0	1	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>
% FAMILIAR	24	22	17	18	29	23	20	30	18	34	27	14	20	22	27	13	24	31
% NOT FAMILIAR	76	78	82	82	70	77	79	70	81	66	73	85	80	77	73	86	76	68

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_b:

How familiar are you with each of the following supports from the Government of Canada?

Tourism and Hospitality Recovery Program

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Very familiar	10	14	6	5	13	6	9	12	8	16	9	6	5	8	13	7	10	13
Somewhat familiar	29	27	28	29	34	25	24	31	27	31	32	26	24	30	31	22	28	36
Not very familiar	32	29	32	26	28	40	38	31	33	30	34	31	31	33	31	32	31	31
Not at all familiar	29	29	33	39	25	29	28	26	31	22	24	37	40	28	24	38	30	19
No answer	0	1	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>
% FAMILIAR	39	41	34	34	47	31	34	43	36	47	41	32	29	38	44	29	38	49
% NOT FAMILIAR	60	59	65	66	53	69	66	57	64	53	58	68	70	61	56	71	62	50

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_c:

How familiar are you with each of the following supports from the Government of Canada?

Local Lockdown Program

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Very familiar	12	11	16	6	16	9	10	14	11	18	13	8	10	14	12	10	14	13
Somewhat familiar	26	26	19	28	28	26	21	28	24	30	29	20	22	27	27	20	27	28
Not very familiar	29	27	26	25	26	35	32	29	28	27	29	30	27	28	30	33	27	30
Not at all familiar	32	35	38	41	29	29	36	28	36	24	30	40	40	31	30	37	31	28
No answer	1	1	1	0	1	1	0	0	1	1	0	1	1	0	1	0	1	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>
% FAMILIAR	38	37	35	34	43	35	32	42	35	48	42	28	32	41	39	30	41	41
% NOT FAMILIAR	61	62	65	66	56	64	68	57	64	51	58	71	67	59	60	70	58	58

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.



## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_d:

How familiar are you with each of the following supports from the Government of Canada?

Canada Recovery Hiring Program

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Very familiar	10	11	9	5	11	7	12	12	8	16	11	4	5	11	11	6	9	13
Somewhat familiar	29	25	25	31	30	33	24	32	27	36	32	21	26	26	33	23	29	33
Not very familiar	32	31	36	32	30	33	37	32	32	29	34	33	36	32	31	32	32	33
Not at all familiar	29	32	29	30	28	27	27	24	33	18	23	40	33	30	25	39	28	20
No answer	1	1	1	2	1	0	0	0	1	0	1	1	0	1	0	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>
% FAMILIAR	39	36	34	36	41	40	36	43	34	52	42	26	31	36	44	29	38	46
% NOT FAMILIAR	61	63	65	62	58	60	64	56	65	48	57	73	68	63	56	71	61	53

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_e:

How familiar are you with each of the following supports from the Government of Canada?

Hardest-Hit Businesses Recovery Program

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Very familiar	8	12	4	6	9	6	5	10	6	13	7	4	4	8	9	5	7	12
Somewhat familiar	28	22	19	21	31	32	24	30	26	27	30	26	24	28	28	18	28	31
Not very familiar	33	25	41	44	28	37	35	33	32	36	34	29	30	33	34	42	32	32
Not at all familiar	31	39	35	29	31	25	36	27	35	23	28	40	40	30	29	34	33	25
No answer	1	1	1	0	1	0	0	0	1	0	0	1	1	0	1	1	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>
% FAMILIAR	35	34	24	27	40	38	29	39	32	40	37	30	29	36	37	23	35	43
% NOT FAMILIAR	64	65	76	73	59	62	71	60	67	59	62	69	70	63	62	76	64	57

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_f:

How familiar are you with each of the following supports from the Government of Canada?

Canada Worker Lockdown Benefit

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Very familiar	14	14	18	13	13	12	15	14	13	19	15	9	10	15	14	11	14	16
Somewhat familiar	33	25	28	20	37	36	33	36	30	36	37	26	27	32	35	23	34	38
Not very familiar	29	29	25	31	26	35	34	29	29	28	29	30	33	27	29	36	28	27
Not at all familiar	24	31	27	36	23	18	19	21	27	17	19	34	29	25	21	30	25	18
No answer	1	2	1	0	0	0	0	0	1	0	0	1	1	1	0	1	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>
% FAMILIAR	46	38	46	33	51	47	48	50	43	56	52	35	37	48	49	34	47	54
% NOT FAMILIAR	53	60	52	67	49	53	52	50	56	44	48	64	63	51	51	66	52	45

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_g:

How familiar are you with each of the following supports from the Government of Canada?

Canada Recovery Sickness Benefit

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Very familiar	15	19	17	15	18	11	9	16	15	24	18	7	12	16	17	11	17	17
Somewhat familiar	35	33	31	35	38	31	42	35	35	37	40	30	31	38	34	25	36	39
Not very familiar	28	24	26	28	25	34	37	30	27	26	27	31	28	26	30	35	26	27
Not at all familiar	21	24	25	22	19	24	10	19	23	12	16	32	29	20	19	29	21	16
No answer	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>
% FAMILIAR	50	52	48	50	56	42	51	51	50	61	57	37	42	54	51	36	53	56
% NOT FAMILIAR	49	48	51	50	44	58	48	49	50	39	43	63	58	46	49	64	47	43

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_h:

How familiar are you with each of the following supports from the Government of Canada?

Canada Recovery Caregiving Benefit

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Very familiar	14	13	15	12	17	8	10	15	12	22	14	7	9	15	15	12	13	16
Somewhat familiar	32	26	28	28	34	35	37	35	30	39	39	22	25	30	37	26	32	37
Not very familiar	31	31	32	36	27	33	35	28	33	25	29	36	32	33	28	34	29	31
Not at all familiar	23	30	25	24	21	24	16	22	25	15	17	34	33	22	20	28	25	15
No answer	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>
% FAMILIAR	46	39	43	40	52	43	48	50	43	61	53	29	34	45	52	38	45	53
% NOT FAMILIAR	54	61	57	60	48	57	51	50	57	39	46	70	65	55	48	62	54	46

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1GA-H SUMMARY:

How familiar are you with each of the following supports from the Government of Canada?

% saying 'Very' or 'Somewhat' Familiar

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
Canada Recovery Sickness Benefit	50	52	48	50	56	42	51	51	50	61	57	37	42	54	51	36	53	56	62	48
Canada Worker Lockdown Benefit	46	38	46	33	51	47	48	50	43	56	52	35	37	48	49	34	47	54	53	45
Canada Recovery Caregiving Benefit	46	39	43	40	52	43	48	50	43	61	53	29	34	45	52	38	45	53	51	45
Tourism and Hospitality Recovery Program	39	41	34	34	47	31	34	43	36	47	41	32	29	38	44	29	38	49	49	37
Canada Recovery Hiring Program	39	36	34	36	41	40	36	43	34	52	42	26	31	36	44	29	38	46	43	38
Local Lockdown Program	38	37	35	34	43	35	32	42	35	48	42	28	32	41	39	30	41	41	44	37
Hardest-Hit Businesses Recovery Program	35	34	24	27	40	38	29	39	32	40	37	30	29	36	37	23	35	43	37	35
Highly Affected Sectors Credit Availability Program (HASCAP)	24	22	17	18	29	23	20	30	18	34	27	14	20	22	27	13	24	31	25	24
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G\_a-H SUMMARY

How familiar are you with each of the following supports from the Government of Canada?

Number of statements to which a rating of 'Very' or 'Somewhat Familiar' was given

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
None	26	29	28	29	22	29	23	26	26	15	22	38	35	25	23	36	25	22
1 of 8	12	14	15	14	11	11	14	10	14	12	10	14	14	13	11	15	12	9
2 of 8	10	9	12	10	8	11	16	9	11	10	12	9	11	10	10	14	10	7
3 of 8	11	9	11	14	12	11	11	9	14	11	11	11	10	13	10	6	12	12
4 of 8	9	11	6	9	8	9	11	9	8	9	9	9	6	8	11	10	9	9
5 of 8	5	4	10	4	6	5	1	6	5	6	8	3	4	5	6	3	6	6
6 of 8	8	3	5	9	11	7	8	8	8	10	8	6	9	7	8	6	8	9
7 of 8	6	9	4	6	5	7	11	8	5	7	7	5	5	7	6	4	7	7
8 of 8	13	12	10	6	17	11	6	15	10	20	14	5	7	13	15	7	11	18
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1G1:

[IF MORE THAN 'NOT AT ALL FAMILIAR' IN AT LEAST ONE OF T1G] Have you inquired about any of these financial support programs?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	29	22	40	26	30	29	22	29	29	40	32	17	23	32	29	22	31	31
No	71	78	60	72	70	71	78	71	71	60	68	83	76	68	71	77	69	69
No answer	0	0	1	3	0	0	0	0	0	0	0	0	1	0	0	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1093</b>	<b>143</b>	<b>119</b>	<b>69</b>	<b>425</b>	<b>262</b>	<b>76</b>	<b>531</b>	<b>556</b>	<b>314</b>	<b>384</b>	<b>395</b>	<b>193</b>	<b>406</b>	<b>495</b>	<b>188</b>	<b>520</b>	<b>348</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1093</b>	<b>147</b>	<b>126</b>	<b>70</b>	<b>484</b>	<b>193</b>	<b>73</b>	<b>556</b>	<b>531</b>	<b>329</b>	<b>457</b>	<b>307</b>	<b>177</b>	<b>398</b>	<b>518</b>	<b>173</b>	<b>517</b>	<b>366</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1G2:

[IF MORE THAN 'NOT AT ALL FAMILIAR' IN AT LEAST ONE OF T1G] Have you applied for any of these financial support programs?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	23	19	35	27	24	19	18	23	23	32	26	12	20	26	21	19	25	23
No	77	81	65	73	76	81	81	77	77	68	73	88	80	74	78	81	75	76
No answer	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1093</b>	<b>143</b>	<b>119</b>	<b>69</b>	<b>425</b>	<b>262</b>	<b>76</b>	<b>531</b>	<b>556</b>	<b>314</b>	<b>384</b>	<b>395</b>	<b>193</b>	<b>406</b>	<b>495</b>	<b>188</b>	<b>520</b>	<b>348</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1093</b>	<b>147</b>	<b>126</b>	<b>70</b>	<b>484</b>	<b>193</b>	<b>73</b>	<b>556</b>	<b>531</b>	<b>329</b>	<b>457</b>	<b>307</b>	<b>177</b>	<b>398</b>	<b>518</b>	<b>173</b>	<b>517</b>	<b>366</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.



## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1H:

Have you visited Canada.ca/coronavirus?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	53	42	53	49	58	54	47	51	54	68	59	37	45	52	57	40	53	61
No	47	58	47	51	42	46	53	49	46	32	41	63	55	48	43	60	47	39
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE T1I:

[ASK IF 'YES' IN T1H] Did you look for information about financial supports for [INDIVIDUALS/BUSINESSES]?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	59	60	60	61	60	54	62	60	57	65	58	52	49	61	61	55	61	60
No	41	40	40	39	40	44	38	40	43	34	42	48	50	39	39	43	39	39
No answer	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>637</b>	<b>68</b>	<b>72</b>	<b>40</b>	<b>266</b>	<b>151</b>	<b>39</b>	<b>298</b>	<b>333</b>	<b>227</b>	<b>241</b>	<b>169</b>	<b>99</b>	<b>230</b>	<b>307</b>	<b>87</b>	<b>305</b>	<b>224</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>655</b>	<b>71</b>	<b>77</b>	<b>41</b>	<b>312</b>	<b>116</b>	<b>38</b>	<b>313</b>	<b>337</b>	<b>237</b>	<b>290</b>	<b>128</b>	<b>95</b>	<b>233</b>	<b>327</b>	<b>83</b>	<b>312</b>	<b>237</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1J:

Where are you most likely to look for information about financial supports for [INDIVIDUALS/BUSINESSES]?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Government of Canada website	66	64	56	66	67	68	76	67	66	63	66	69	63	65	69	70	68	61
Provincial government website	17	18	27	14	15	18	12	14	20	18	18	16	23	17	15	13	18	20
Industry trade association	2	0	2	1	3	0	3	2	2	3	2	1	1	1	2	0	2	2
Trade magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Colleagues	1	2	0	4	1	1	1	2	1	1	2	1	1	2	1	0	2	2
Friends	8	8	9	9	8	8	3	9	7	10	8	7	8	8	8	9	7	9
Social media	2	2	3	1	1	1	2	2	1	3	1	2	2	1	2	2	2	1
Facebook	1	1	1	1	1	1	0	1	1	2	1	0	0	1	1	0	1	2
Google	1	1	0	0	1	0	0	1	1	1	1	0	2	0	0	1	0	1
Other	2	4	2	3	2	1	2	2	2	0	1	5	1	4	2	3	2	2
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1K:

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

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	37	31	32	49	40	36	35	35	39	42	40	31	35	38	37	30	37	43
No	63	69	68	51	60	64	65	65	61	58	60	69	65	62	63	70	63	57
No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1L:

[ASK IF 'YES' IN T1K] Where have you seen, read or heard these ads?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Television	50	48	34	56	50	50	72	51	50	32	49	70	54	56	44	65	45	50
Radio	30	32	16	22	33	40	15	30	31	25	34	32	29	32	29	24	32	31
YouTube	27	24	33	25	28	24	30	29	26	36	33	12	24	23	33	30	30	24
Facebook	22	13	20	25	16	37	20	19	24	29	25	12	17	24	22	22	24	20
Internet website	19	14	18	15	22	18	21	17	21	24	21	13	16	17	22	20	19	20
Online news sites	14	11	11	15	18	9	13	15	13	17	17	6	10	16	13	20	14	11
Web search (e.g., Google, Bing)	13	9	7	12	17	14	6	13	14	13	20	7	8	14	15	22	10	15
Online streaming	11	7	17	5	13	12	6	13	10	11	11	11	2	10	16	11	11	13
Instagram	11	8	16	0	14	11	7	9	12	19	9	6	8	8	15	7	12	12
Digital television	9	11	13	0	13	3	6	8	10	9	11	6	4	13	8	13	7	10
Streaming/Digital radio (e.g. Spotify, Podcast)	7	9	9	0	9	9	0	6	9	11	8	3	3	5	11	7	6	10
Print newspaper	7	4	8	10	8	7	6	6	9	6	7	9	2	8	9	9	7	8
Twitter	7	4	5	0	9	10	6	7	7	9	8	4	2	5	11	9	7	7
LinkedIn	7	5	10	0	8	6	6	5	8	11	7	2	2	5	9	5	7	8
In a mobile app	6	4	11	6	7	6	3	4	8	10	8	1	6	5	8	5	5	9
TikTok	5	3	2	2	5	5	14	2	7	10	4	0	2	3	7	8	3	6
Pinterest	4	6	3	2	4	6	0	3	5	6	4	2	1	5	5	5	4	4
Snapchat	3	6	2	0	3	3	6	2	4	5	2	2	2	3	3	8	2	3
Twitch	3	5	6	0	3	1	0	3	2	6	2	0	1	2	4	0	2	4
Print magazine	2	6	0	0	4	0	3	2	3	3	3	1	3	3	2	4	2	3
Flyer/Postcard/Brochure (by mail)	2	4	3	0	3	0	0	2	2	3	2	1	2	1	3	1	1	3
Video game	2	0	6	0	3	1	0	2	2	3	2	0	2	2	2	3	2	1
Other	1	0	0	0	1	0	3	1	0	0	0	1	0	0	1	1	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>448</b>	<b>51</b>	<b>44</b>	<b>40</b>	<b>184</b>	<b>101</b>	<b>29</b>	<b>205</b>	<b>241</b>	<b>141</b>	<b>164</b>	<b>143</b>	<b>78</b>	<b>169</b>	<b>200</b>	<b>64</b>	<b>212</b>	<b>157</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>451</b>	<b>52</b>	<b>46</b>	<b>37</b>	<b>212</b>	<b>76</b>	<b>28</b>	<b>215</b>	<b>234</b>	<b>148</b>	<b>195</b>	<b>108</b>	<b>74</b>	<b>166</b>	<b>211</b>	<b>63</b>	<b>211</b>	<b>165</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1M:

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

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
Help/support/assistance programs available/Government is here to help	42	41	46	55	41	39	36	42	42	33	44	46	43	42	41	40	42	43	40	42
Financial aid for businesses	31	31	25	29	31	35	24	27	33	28	29	33	30	30	31	30	32	26	34	30
Financial aid for individuals	20	19	19	15	21	20	21	15	24	19	19	21	18	20	21	22	20	20	14	21
Keep safe/Continue with protocols (e.g., wear mask, washing hands, social distance)	2	1	2	1	2	2	3	2	2	3	2	1	0	3	1	2	1	2	3	2
General COVID-19 information	1	3	1	1	1	1	1	1	1	2	2	0	1	1	2	2	1	1	0	2
Vaccination	1	0	0	0	1	1	0	1	0	2	0	0	0	1	1	1	0	1	1	0
Other	5	5	7	0	6	4	7	7	3	4	6	5	8	5	4	6	4	6	5	5
Don't know	11	11	7	5	12	11	12	12	9	17	9	8	11	8	13	10	11	10	10	11
No answer	0	0	1	1	0	0	2	1	0	1	0	0	0	1	0	0	0	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_A:

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

These ads catch my attention

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
5 - Strongly agree	20	22	16	27	23	15	22	20	20	18	23	20	16	21	22	18	22	22	22	20
4	30	31	31	20	29	30	36	29	30	31	32	26	25	29	32	22	30	32	25	30
3	31	30	24	32	30	37	30	31	31	34	28	31	33	29	32	32	30	31	32	31
2	11	14	16	15	10	10	9	11	11	11	9	13	15	13	8	19	11	8	10	11
1 - Strongly disagree	7	2	13	6	8	8	3	8	6	6	8	8	10	8	6	9	7	8	10	7
No answer	0	1	0	1	1	0	0	1	0	1	0	1	1	0	1	0	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>
TOP 2 BOX (% 4-5)	50	53	48	46	52	45	58	49	51	49	55	46	41	49	54	40	52	54	48	50
BOTTOM 2 BOX (% 1-2)	19	16	29	21	18	18	12	19	18	17	17	22	26	21	14	28	17	15	20	18
MEAN	3.4	3.6	3.2	3.5	3.5	3.3	3.6	3.4	3.5	3.4	3.5	3.4	3.2	3.4	3.6	3.2	3.5	3.5	3.4	3.5

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'. Mean scores exclude 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_B:

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

These ads are relevant to me

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
5 - Strongly agree	15	19	14	19	16	11	14	13	16	18	18	10	13	15	16	14	15	16	19	14
4	21	21	22	15	25	18	19	23	20	29	26	12	14	21	25	16	23	22	29	20
3	27	24	23	23	26	31	43	27	28	27	27	28	32	26	27	26	30	26	25	28
2	18	20	21	27	15	19	13	16	20	16	17	20	19	17	18	20	16	20	17	18
1 - Strongly disagree	18	15	20	16	18	20	11	19	16	9	12	29	21	20	14	24	16	15	11	19
No answer	1	2	0	0	0	2	0	1	1	1	0	1	1	1	0	0	1	1	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>
TOP 2 BOX (% 4-5)	36	40	36	34	41	28	33	37	36	46	44	22	27	36	40	30	38	39	47	34
BOTTOM 2 BOX (% 1-2)	36	35	41	42	33	38	24	35	36	25	29	49	40	37	32	44	32	35	28	37
MEAN	3.0	3.1	2.9	3.0	3.1	2.8	3.1	3.0	3.0	3.3	3.2	2.5	2.8	2.9	3.1	2.7	3.1	3.0	3.3	2.9

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'. Mean scores exclude 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_C:

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

These ads are difficult to follow

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
5 - Strongly agree	6	8	9	7	6	4	5	8	5	8	7	4	6	8	5	6	7	5	7	6
4	10	10	7	2	12	11	8	11	9	13	10	8	9	8	12	8	10	12	11	10
3	14	15	21	9	12	13	14	15	13	13	13	14	14	13	14	17	13	11	18	13
2	26	21	31	35	25	26	23	26	25	28	26	25	26	28	24	27	25	27	22	27
1 - Strongly disagree	43	45	32	46	45	44	49	40	47	36	43	49	45	41	45	41	45	44	42	44
No answer	1	1	1	0	0	2	1	1	1	1	0	1	0	2	0	1	1	1	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>
TOP 2 BOX (% 4-5)	16	18	15	9	18	15	13	18	14	21	17	11	15	16	17	14	17	17	19	16
BOTTOM 2 BOX (% 1-2)	69	66	62	81	70	70	72	66	72	64	69	74	71	69	69	68	69	71	64	71
MEAN	2.1	2.1	2.3	1.9	2.1	2.0	2.0	2.2	2.0	2.3	2.1	1.9	2.0	2.1	2.1	2.1	2.1	2.1	2.2	2.1

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'. Mean scores exclude 'No answer'.



# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_D:

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

These ads do not favour one political party over another

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
5 - Strongly agree	40	44	31	40	41	38	46	35	43	38	35	44	38	36	43	40	39	41	33	41
4	26	29	22	20	26	26	27	28	24	25	27	25	22	29	24	18	30	24	29	25
3	21	20	27	21	19	23	17	23	19	23	23	18	25	22	18	24	19	20	23	20
2	6	2	9	12	6	6	6	6	6	7	7	5	6	6	7	9	5	6	5	7
1 - Strongly disagree	7	5	9	7	8	6	4	7	7	5	7	8	9	6	7	9	5	8	9	7
No answer	1	1	2	0	0	1	0	1	1	2	0	0	0	1	1	1	1	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>
TOP 2 BOX (% 4-5)	65	72	53	59	67	64	73	63	67	64	62	69	59	65	68	58	69	66	63	66
BOTTOM 2 BOX (% 1-2)	13	7	18	19	14	12	10	13	13	12	15	13	15	12	14	17	11	14	13	13
MEAN	3.9	4.1	3.6	3.7	3.9	3.8	4.0	3.8	3.9	3.9	3.8	3.9	3.7	3.8	3.9	3.7	3.9	3.9	3.7	3.9

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'. Mean scores exclude 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_E:

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

These ads talk about an important topic

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
5 - Strongly agree	41	39	37	37	43	38	46	37	43	36	39	45	42	38	42	41	40	42	40	41
4	35	37	30	39	34	36	30	36	34	38	36	31	27	36	37	29	36	36	36	34
3	16	16	19	16	14	16	18	16	15	16	16	15	19	16	14	16	17	13	14	16
2	4	2	6	3	5	5	3	5	3	5	5	4	3	6	3	8	2	4	3	5
1 - Strongly disagree	4	3	6	5	4	3	2	3	4	3	3	5	6	4	3	5	3	4	5	3
No answer	1	3	2	0	1	1	0	1	1	1	0	1	2	1	1	0	2	1	1	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>
TOP 2 BOX (% 4-5)	75	77	68	76	77	75	77	73	77	74	76	76	69	73	79	70	76	78	76	75
BOTTOM 2 BOX (% 1-2)	8	5	11	8	8	9	5	9	7	8	8	8	9	10	6	14	5	8	9	8
MEAN	4.1	4.1	3.9	4.0	4.1	4.0	4.2	4.0	4.1	4.0	4.0	4.1	4.0	4.0	4.1	3.9	4.1	4.1	4.0	4.1

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'. Mean scores exclude 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_F:

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

These ads provide new information

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
5 - Strongly agree	25	22	23	23	28	24	24	21	28	24	26	25	23	24	27	26	25	26	22	26
4	36	43	28	43	35	34	39	39	33	36	40	32	33	38	35	28	39	38	42	35
3	27	24	32	23	24	31	29	26	28	28	23	29	26	24	30	29	26	26	25	27
2	6	7	12	5	6	4	6	8	5	5	6	8	8	7	5	8	6	4	5	7
1 - Strongly disagree	5	3	4	6	6	6	1	5	5	5	4	6	9	6	3	8	3	6	6	5
No answer	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>
TOP 2 BOX (% 4-5)	61	65	51	66	63	58	63	61	61	60	66	57	56	62	62	54	64	63	64	60
BOTTOM 2 BOX (% 1-2)	12	10	16	12	12	10	7	13	11	11	10	14	17	13	8	16	10	10	11	12
MEAN	3.7	3.7	3.5	3.7	3.7	3.7	3.8	3.6	3.7	3.7	3.8	3.6	3.5	3.7	3.8	3.6	3.8	3.7	3.7	3.7

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'. Mean scores exclude 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_G:

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

These ads clearly convey that the Government of Canada had COVID-19 support available.

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
5 - Strongly agree	45	49	37	44	44	48	55	42	49	38	45	51	47	42	47	42	46	49	42	46
4	30	31	22	36	32	29	23	32	27	34	30	25	24	30	31	25	31	29	28	30
3	17	16	24	14	16	18	19	16	19	18	18	16	18	18	17	22	17	16	18	17
2	4	2	9	2	5	3	1	6	2	6	4	2	5	4	3	4	4	4	5	4
1 - Strongly disagree	3	1	6	4	4	1	1	3	3	3	2	5	4	5	2	7	3	2	6	3
No answer	0	1	1	0	0	1	1	0	0	0	0	1	0	1	0	0	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>
TOP 2 BOX (% 4-5)	75	80	59	80	75	77	78	74	75	73	75	76	72	72	78	67	76	78	71	76
BOTTOM 2 BOX (% 1-2)	7	3	16	6	9	4	2	9	5	9	6	7	10	9	5	11	6	6	11	7
MEAN	4.1	4.2	3.7	4.1	4.1	4.2	4.3	4.0	4.2	4.0	4.1	4.2	4.1	4.0	4.2	3.9	4.1	4.2	4.0	4.1

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'. Mean scores exclude 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_A-G: TOP 2 BOX SUMMARY

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

% offering ratings of 4 or 5 (agree)

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
These ads clearly convey that the Government of Canada had COVID-19 support available.	75	80	59	80	75	77	78	74	75	73	75	76	72	72	78	67	76	78	71	76
These ads talk about an important topic	75	77	68	76	77	75	77	73	77	74	76	76	69	73	79	70	76	78	76	75
These ads do not favour one political party over another	65	72	53	59	67	64	73	63	67	64	62	69	59	65	68	58	69	66	63	66
These ads provide new information	61	65	51	66	63	58	63	61	61	60	66	57	56	62	62	54	64	63	64	60
These ads catch my attention	50	53	48	46	52	45	58	49	51	49	55	46	41	49	54	40	52	54	48	50
These ads are relevant to me	36	40	36	34	41	28	33	37	36	46	44	22	27	36	40	30	38	39	47	34
These ads are difficult to follow	16	18	15	9	18	15	13	18	14	21	17	11	15	16	17	14	17	17	19	16
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>

Note: These questions were optional. Respondents who failed to provide an answer to these questions were coded as 'No answer'.

# FINANCE CANADA

## Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE T1N\_A-G: COUNT SUMMARY

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

Number of items to which a response of 4 or 5 (agree) was offered

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME			BUSINESS DECISIONMAKER	
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / Colleg e	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more	Yes	No
None	9	8	16	5	9	9	5	9	9	10	8	9	15	9	7	13	7	9	6	10
1 of 7	6	5	9	8	5	8	5	7	5	5	6	7	8	9	4	11	5	5	7	6
2 of 7	11	10	13	17	10	10	10	10	11	11	9	12	12	10	11	12	11	9	9	11
3 of 7	14	10	9	12	15	17	12	13	14	14	13	14	11	11	17	10	13	14	15	13
4 of 7	17	19	14	16	16	18	26	18	17	17	16	20	18	18	16	16	19	16	20	17
5 of 7	22	24	20	26	21	22	26	21	24	21	22	23	22	22	23	21	24	22	24	22
6 of 7	15	20	14	13	18	11	13	16	15	14	20	13	13	14	18	13	16	17	15	16
7 of 7	5	5	3	3	6	5	3	5	5	9	6	2	3	6	5	2	5	8	4	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>	<b>186</b>	<b>1019</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>	<b>200</b>	<b>1005</b>
MEAN	3.8	4.0	3.3	3.7	3.9	3.6	3.9	3.8	3.8	3.9	4.0	3.6	3.4	3.7	4.0	3.3	3.9	3.9	3.9	3.8

Note: These questions were optional. Respondents who failed to provide an answer to these questions were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE D1A:

[ASK IF 'BUSINESS SAMPLE', I.E. BUSINESS DECISIONMAKER AND TARGET BUSINESS SECTOR] Which of the following best describes the impact that COVID-19 has had on the current status of your business?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Closed	6	11	8	0	5	3	10	6	6	5	6	6	5	6	6	13	5	4
Closed, but moved to online sales	5	0	6	6	3	9	5	3	6	8	6	0	3	8	2	7	6	2
Closed, but moved to curbside	6	12	0	10	5	8	0	8	4	7	3	9	2	6	7	9	6	4
Reduced staff/layoffs	17	12	18	35	18	5	29	13	19	25	19	3	22	18	12	0	21	21
Minor drop in revenue	12	13	17	0	6	20	10	13	11	6	13	15	12	13	10	10	12	9
Significant drop in revenue	37	39	31	29	45	29	30	43	32	34	34	46	29	37	40	38	35	39
Lack of liquidity	5	0	0	0	6	12	0	2	7	6	3	7	2	0	11	5	7	0
No impact	13	10	20	19	9	13	15	11	14	6	16	14	20	12	10	14	9	19
Don't know/Unsure	1	3	0	0	2	0	0	1	1	3	1	0	4	0	1	5	0	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>186</b>	<b>26</b>	<b>26</b>	<b>10</b>	<b>68</b>	<b>39</b>	<b>16</b>	<b>81</b>	<b>105</b>	<b>55</b>	<b>85</b>	<b>46</b>	<b>35</b>	<b>80</b>	<b>71</b>	<b>33</b>	<b>101</b>	<b>47</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>200</b>	<b>28</b>	<b>29</b>	<b>14</b>	<b>83</b>	<b>29</b>	<b>17</b>	<b>90</b>	<b>110</b>	<b>58</b>	<b>104</b>	<b>38</b>	<b>37</b>	<b>91</b>	<b>72</b>	<b>36</b>	<b>104</b>	<b>54</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE D2:

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

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Grade 8 or less	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0
Some high school	2	3	3	0	1	3	3	2	2	1	2	3	11	0	0	5	2	1
High school diploma or equivalent	16	16	19	28	14	15	17	15	18	10	13	24	88	0	0	27	17	9
Registered Apprenticeship or other trades certificate or diploma	6	4	8	11	4	8	10	6	6	4	6	7	0	16	0	9	6	4
College, CEGEP or other non- university certificate or diploma	24	26	27	24	22	22	28	22	25	23	24	23	0	65	0	22	27	20
University certificate or diploma below bachelor's level	7	3	8	8	8	7	11	6	8	9	6	7	0	19	0	9	7	7
Bachelor's degree	30	36	23	23	34	27	20	31	28	38	31	23	0	0	66	19	29	36
Postgraduate degree above bachelor's level	15	12	13	7	18	18	11	18	13	13	19	13	0	0	34	8	12	23
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.



## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE D3:

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

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	36	26	39	32	38	36	41	37	34	41	57	13	21	38	40	22	35	44
No	64	74	61	67	62	64	59	62	66	58	43	87	79	62	60	78	65	56
No answer	0	0	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE D4:

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

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Under \$20,000	4	4	5	5	3	5	4	3	5	3	3	6	7	5	2	23	0	0
Between \$20,000 and \$40,000	14	10	20	16	10	16	24	13	14	12	11	18	25	15	8	77	0	0
Between \$40,000 and \$60,000	16	17	18	21	13	18	14	16	16	14	13	20	25	16	12	0	33	0
Between \$60,000 and \$80,000	17	25	14	14	16	16	15	16	18	17	17	16	13	18	17	0	35	0
Between \$80,000 and \$100,000	15	11	12	19	15	16	19	17	13	17	17	12	11	17	15	0	31	0
Between \$100,000 and \$150,000	19	17	22	16	23	13	14	19	18	19	23	14	9	18	23	0	0	61
\$150,000 and above	12	11	7	8	15	13	7	13	11	14	11	12	7	7	18	0	0	39
Prefer not to say	3	4	1	2	4	4	3	2	5	4	4	3	4	3	4	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE D7:

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

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
English	79	85	93	91	91	43	96	78	81	83	79	77	83	81	76	76	79	83
French	16	2	2	0	4	56	11	18	14	14	16	16	16	15	16	18	16	15
Chinese (Mandarin/Cantonese)	2	6	1	0	3	0	0	2	2	2	2	2	1	1	4	0	2	3
Italian	1	0	0	0	1	4	0	1	2	0	1	2	2	2	1	2	1	1
Spanish	1	1	1	1	1	2	0	1	1	1	2	0	1	1	2	1	2	0
Arabic	1	0	1	0	1	1	1	0	1	1	0	1	0	1	1	2	1	0
German	1	1	1	4	0	0	0	1	1	0	0	1	0	1	0	1	1	0
Polish	1	1	0	1	1	1	0	0	1	1	0	1	0	0	1	1	1	0
Urdu	0	1	2	0	0	0	0	1	0	1	0	1	0	0	1	0	1	0
Tagalog	0	1	0	4	0	0	0	0	1	0	0	1	0	1	1	1	0	0
Russian	0	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0	0	1
Ukrainian	0	1	0	0	1	0	0	1	0	1	0	0	0	0	1	1	0	0
Portuguese	0	1	0	0	0	1	0	0	0	1	1	0	0	0	0	0	1	0
Hindi	0	0	1	0	1	0	0	1	0	0	1	0	0	0	1	1	0	0
Other	3	6	1	3	2	3	0	2	3	2	3	3	1	2	4	3	2	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

## FINANCE CANADA

### Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 1

TABLE D5:

Do you consider yourself to be a member of a visible minority group?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	21	28	23	16	24	15	7	20	22	24	26	14	15	17	27	12	21	24
No	79	72	77	84	76	85	93	80	78	76	74	86	85	83	73	88	79	76
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.

TABLE D8:

Do you consider yourself as an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?

	OVERALL	REGION						GENDER		AGE GROUP			LEVEL OF EDUCATION			HOUSEHOLD INCOME		
		BC	AB/NT	MB/SK	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	HS or less	Trade / College	University	Under \$40,000	\$40,000 - \$99,999	\$100,000 or more
Yes	4	3	5	8	4	2	7	4	4	7	5	1	7	4	3	4	3	7
No	95	96	94	91	95	98	93	95	95	92	93	99	93	95	96	96	96	93
I prefer not to answer	1	1	1	1	1	1	0	1	1	1	1	0	0	1	1	0	1	0
No answer	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>163</b>	<b>135</b>	<b>82</b>	<b>460</b>	<b>282</b>	<b>83</b>	<b>582</b>	<b>617</b>	<b>334</b>	<b>409</b>	<b>462</b>	<b>223</b>	<b>443</b>	<b>539</b>	<b>216</b>	<b>578</b>	<b>369</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1205</b>	<b>168</b>	<b>143</b>	<b>86</b>	<b>521</b>	<b>208</b>	<b>79</b>	<b>613</b>	<b>586</b>	<b>350</b>	<b>486</b>	<b>369</b>	<b>204</b>	<b>438</b>	<b>563</b>	<b>199</b>	<b>574</b>	<b>389</b>

Note: This question was optional. Respondents who failed to provide an answer to this question were coded as 'No answer'.