



Employment and  
Social Development Canada

Emploi et  
Développement social Canada

# 2021-2022 Service for Seniors Advertising Campaign Evaluation

## *ACET Methodological Report*

**Prepared for the Employment and Social Development Canada (ESDC)**

**Supplier:** EKOS RESEARCH ASSOCIATES INC.

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*Ce rapport est aussi disponible en français*

Canada 

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**Date: March 31, 2022**

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

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

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# SUMMARY

## A. Campaign Background

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

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

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

The research included two components:

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

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

## **B. Methodology**

Two bilingual, national online surveys were conducted: one as a pre-campaign baseline, in advance of the campaign, and one at the end of the campaign<sup>1</sup> to measure change in awareness, and to assess the impact of the campaign. The baseline survey included 2,040 Canadians 55 years of age or older, and was collected between December 20<sup>th</sup>, 2021 and January 17<sup>th</sup>, 2022. The post campaign sample included 2,028 Canadians, also 55 years of age or older, and was collected between February 28<sup>th</sup> and March 14<sup>th</sup>, 2022. Each survey instrument included the Advertising Campaign Evaluation Tool (ACET) questions used by the Government of Canada in all of its advertising evaluation research, along with additional questions testing the impact on perceptions and behaviour targeted through the campaign. Each sample included randomly selected respondents from all provinces and territories.

Each survey sample relied on EKOS' *Probit* panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame, and provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 120,000 member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied.

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

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

## C. Political Neutrality Certification

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed by:



Susan Galley (Vice President)





# ANNEXES

## A. Pre- and Post-Campaign ACET Detailed Methodology

The Advertising Campaign Evaluation Tool (ACET) consisted of a baseline and post-campaign survey, featuring questions used by the Government of Canada in all of its advertising evaluation research. The Services for Seniors advertising campaign included animated banners, print, Facebook, and search engine marketing ads. The duration of the campaign was 42 days from January 24 to March 6, 2022. The ACET focused on recall of the campaign, along with questions testing the impact of the ads on perceptions and behaviour. The average time it took respondents to complete the survey was seven minutes for the baseline, and 10 minutes for the post-campaign survey. The baseline survey was pre-tested with 50 respondents (30 in English, 20 in French), and the post-campaign survey was pre-tested with 48 respondents (25 in English, 23 in French). Since no significant changes were made these cases were retained in the final sample.

In each case, respondents to the online survey were 55 years of age and older and were randomly selected. The sample included all provinces and territories, and the survey was administered in English and French, as well as with an accessible link for those using a mobile phone or screen reading technology. The survey sample relied on EKOS' Probit panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame and provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, our more than 120,000-member panel can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied. All households/individuals in the Probit panel are contacted by telephone and the nature of the panel is explained in greater detail (as are EKOS' privacy policies) and demographic information is collected. At this time, the online/off-line as well as landline/cell phone status is ascertained to determine the method of completing surveys (i.e., online, telephone, or mail). This variable of 'type of telephone service' (cell phone only, landline only or both) collected at the time of screening is used to determine cell phone only sample. As with any random digit dialing sample, Probit panel cases are considered to be a probability-based sample.

In the baseline survey, the total number of completed cases in the sample was 2,040 and was collected between December 20, 2021 and January 17, 2022. The post-campaign survey was collected between February 28 and March 14, 2022 including 2,028 cases<sup>2</sup>. 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 regional distribution is as follows:

Province/Region	Baseline	Post-Campaign
British Columbia	260	281
Alberta	224	239
Manitoba & Saskatchewan	145	152
Ontario	787	788
Quebec	481	437
Atlantic	143	131
Total	2,040	2,028

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

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

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

**Response Rates and Non-Response Bias**

The response rate for the online pre-campaign baseline survey was 45.6%, using the formula recommended by the Government of Canada: Response Rate/Participation Rate = R/(U + IS + R).

A total of 4,918 email invitations were sent, of which 106 were returned as undeliverable, for a resulting valid sample of 4,812. A total of 2,040 valid cases were completed and combined with another 154 respondents who were screened out of the survey as ineligible<sup>3</sup>, as the responding numerator in the calculation of the response rate. In the post-campaign, 5,563 invitations were sent, of which 586 were undeliverable for a valid sample of 4,977. In addition to the 2,028 valid cases that completed the survey, 176 respondents were screened out of the survey. The resulting response rate was 44.3%.

	<b>Pre-campaign Baseline</b>	<b>Post-Campaign</b>
Total Invited	4,918	5,563
Invalid	0	0
Unresolved (U)	106	586
In-scope Responding (IS)	2,618	2,773
Responding Units (R)	2,194	2,204
Response Rate (R/(U+IS+R))	45.6%	44.3%

A comparison of each unweighted sample with 2016 Census figures from Statistics Canada suggests that there are similar sources of systematic sample bias in the survey, following patterns typically found in most general public surveys. There is a somewhat more educated sample in each survey than found in the population with 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.

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<sup>3</sup> Under 55 years of age or work for an advertising agency, graphic design firm, media, market research, a political party, government or public relations company.



# B. Pre-Campaign Baseline ACET Questionnaire

## INTRO

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

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

[Click here](#) if you wish to verify the authenticity of this survey by entering project code 20220104-EK926. To view our privacy policy, click here. If you require any technical assistance, please contact [online@ekos.com](mailto:online@ekos.com).

## QORG [1,7]

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

SELECT ALL THAT APPLY

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

IF QORG = 1-7 or 99 – Terminate interview (THNK2)

## QGENDR

Are you...

Male gender	1
Female gender	2
Gender diverse	3
Prefer not to say	99

## QAGEX

In what year were you born?

Year:	77
Prefer not to say	9999

## QAGEY

In which age category do you belong?

SELECT ONE ONLY	
Less than 18 years old	1
18 to 24	2
25 to 34	3

35 to 44	4
45 to 54	5
55 to 64	6
65 to 74	7
75 or older	8
Prefer not to say	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
Don't remember /Not sure	99

## Q2 [1,19]

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

SELECT ALL THAT APPLY

Cinema	1
Facebook	2
Internet website	3
Internet search (ex: advertising result from Google or Bing)	4
Magazines	5
Newspaper (daily)	6
Newspaper (weekly or community)	7
Outdoor billboards	8
Pamphlet or brochure in the mail	9
Public transit (bus or subway)	10
Radio	11
Television	12

Twitter	13
YouTube	14
Instagram	15
LinkedIn	16
Snapchat	17
Spotify	18
Other, specify:	77
None of the above	99

### Q3 [1,3]

What do you remember about this ad?

Please specify:	77
Don't remember	99

### Q4 [1,3]

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

Please specify:	77
Don't remember	99

### T1A

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

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

### T1B [1,19]

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

SELECT ALL THAT APPLY

Cinema	1
Facebook	2
Internet website	3
Internet search (ex: advertising result from Google or Bing)	4
Magazines	5
Newspaper (daily)	6
Newspaper (weekly or community)	7
Outdoor billboards	8
Pamphlet or brochure in the mail	9
Public transit (bus or subway)	10
Radio	11
Television	12
Twitter	13
YouTube	14
Instagram	15
LinkedIn	16
Snapchat	17

Spotify	18
Other, specify:	77
Prefer not to say	99

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

What do you remember about this ad?

Please specify:	77
Don't remember	99

### **T1DA**

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

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

### **T1DB**

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

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

### **T1EA [1,3]**

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

Please specify:	77
Don't remember	99

### **T1EB [1,12]**

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

SELECT ALL THAT APPLY

Benefits for Veterans	1
Budgeting and Money Management	2
Canada Pension Plan	3
Canada Pension Plan Survivor Benefit	4
Caregiver Benefits	5
Fraud Prevention	6
Guaranteed Income Supplement	7
Guaranteed Income Supplement Allowance benefit for your spouse or common-law partner	8
Health programs	9
New Horizons for Seniors	10
Old Age Security	11



Slips and Falls Information	12
None of the above	98
Don't know/not sure	99

### **T1FA**

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

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

### **T1FB**

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

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

### **T1FC [1,3]**

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

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

### **T1G [1,7]**

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

SELECT ALL THAT APPLY

Government of Canada websites	1
Provincial Government websites	2
General internet search	3
In-person Service Canada	4
Government of Canada toll-free 1 800 O-Canada	5
Government of Canada Seniors in Canada Facebook page	6
Friend or Family member	7
None of these	98
Don't know/not sure	99

### **DEMIN**

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

### **D1**

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

SELECT ONE ONLY

Working full-time (30 or more hours per week)	1
Working part-time (less than 30 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4

Student attending school full-time	5	
Retired	6	
Not in the workforce (full-time homemaker or unemployed but not looking for work)	7	7
Other employment status	77	
Prefer not to say	99	

## D2

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

SELECT ONE ONLY

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Postgraduate degree above bachelor's level	8
Prefer not to say	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
\$150,000 and above	7
Prefer not to say	99

## D5

Where were you born?

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

**D6**

In what year did you first move to Canada?

Record year:	77
Prefer not to say	99

**D7 [1,3]**

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

SELECT UP TO THREE

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

**D8A [1,3]**

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

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

**D8B**

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

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

**D9**

What is your ethnic background?

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

**D10**

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

Yes	1
No	2
Prefer not to say	99

**D11**

What are the first three characters of your postal code?

First three characters of your postal code:	77
Prefer not to say	99

**THNK**

That concludes the survey. This survey was conducted on behalf of Employment and Social Development Canada.

In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

**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

### INTRO

#### *Online Intro*

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

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

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### QORG [1,7]

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

SELECT ALL THAT APPLY

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

IF QORG = 1-7 or 99 – Terminate interview (THNK2)

### QGENDR

Are you...

Male gender	1
Female gender	2
Gender diverse	3
Prefer not to say	99

### QAGEX

In what year were you born?

Year:	77
Prefer not to say	9999

## QAGEY

In which age category do you belong?

SELECT ONE ONLY

Less than 18 years old	1
18 to 24	2
25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 to 74	7
75 or older	8
Prefer not to say	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
Don't remember /Not sure	99

## Q2 [1,19]

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

SELECT ALL THAT APPLY

Cinema	1
Facebook	2
Internet website	3
Internet search (ex: advertising result from Google or Bing)	4
Magazines	5

Newspaper (daily)	6
Newspaper (weekly or community)	7
Outdoor billboards	8
Pamphlet or brochure in the mail	9
Public transit (bus or subway)	10
Radio	11
Television	12
Twitter	13
YouTube	14
Instagram	15
LinkedIn	16
Snapchat	17
Spotify	18
Other, specify:	77
None of the above	99

### Q3 [1,3]

What do you remember about this ad?

Please specify:	77
Don't remember	99

### Q4 [1,3]

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

Please specify:	77
Don't remember	99

### T1A

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

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

### T1B [1,19]

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

SELECT ALL THAT APPLY

Cinema	1
Facebook	2
Internet website	3
Internet search (ex: advertising result from Google or Bing)	4
Magazines	5
Newspaper (daily)	6
Newspaper (weekly or community)	7
Outdoor billboards	8
Pamphlet or brochure in the mail	9
Public transit (bus or subway)	10

Radio	11
Television	12
Twitter	13
YouTube	14
Instagram	15
LinkedIn	16
Snapchat	17
Spotify	18
Other, specify:	77
Prefer not to say	99

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

What do you remember about this ad?

Please specify:	77
Don't remember	99

### **T1DA**

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

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

### **T1DB**

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

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

### **T1EA [1,3]**

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

Please specify:	77
Don't remember	99

### **T1EB [1,12]**

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

SELECT ALL THAT APPLY	
Benefits for Veterans	1
Budgeting and Money Management	2
Canada Pension Plan	3
Canada Pension Plan Survivor Benefit	4
Caregiver Benefits	5
Fraud Prevention	6



Guaranteed Income Supplement	7
Guaranteed Income Supplement Allowance benefit for your spouse or common-law partner	8
Health programs	9
New Horizons for Seniors	10
Old Age Security	11
Slips and Falls Information	12
None of the above	98
Don't know/not sure	99

### **T1FA**

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

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

### **T1FB**

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

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

### **T1FC [1,3]**

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

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

### **T1G [1,7]**

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

SELECT ALL THAT APPLY	
Government of Canada websites	1
Provincial Government websites	2
General internet search	3
In-person Service Canada	4
Government of Canada toll-free 1 800 O-Canada	5
Government of Canada Seniors in Canada Facebook page	6
Friend or Family member	7
None of these	98
Don't know/not sure	99

### **PRET1HA**

Here are some ads that have recently been broadcast on various media.

<1 randomized banner ad among 4>

<1 randomized print ad among 2>

<1 randomized Facebook ad among 5>

**T1HA**

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

Yes	1
No	2

**T1HB [1,19]**

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

Cinema	1
Facebook	2
Internet website	3
Internet search (ex: advertising result from Google or Bing)	4
Magazines	5
Newspaper (daily)	6
Newspaper (weekly or community)	7
Outdoor billboards	8
Pamphlet or brochure in the mail	9
Public transit (bus or subway)	10
Radio	11
Television	12
Twitter	13
YouTube	14
Instagram	15
LinkedIn	16
Snapchat	17
Spotify	18
Other, specify:	77
None of the above	99

**T1J [1,3]**

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

77	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
2	2
3	3
4	4
Strongly Agree	5
Don't know/ No response	99

## DEMIN

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

### D1

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

SELECT ONE ONLY

Working full-time (30 or more hours per week)	1
Working part-time (less than 30 hours per week)	2
Self-employed	3
Unemployed, but looking for work	4
Student attending school full-time	5
Retired	6
Not in the workforce (full-time homemaker or unemployed but not looking for work)	7
Other employment status	77
Prefer not to say	99

### D2

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

SELECT ONE ONLY

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Postgraduate degree above bachelor's level	8
Prefer not to say	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
\$150,000 and above	7
Prefer not to say	99

**D5**

Where were you born?

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

**D6**

In what year did you first move to Canada?

Record year:	77
Prefer not to say	99

**D7 [1,3]**

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

SELECT UP TO THREE

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

**D8A [1,3]**

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

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

**D8B**

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

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

## D9

What is your ethnic background?

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

## D10

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

Yes	1
No	2
Prefer not to say	99

## D11

What are the first three characters of your postal code?

First three characters of your postal code:	77
Prefer not to say	99

## THNK

That concludes the survey. This survey was conducted on behalf of Employment and Social Development Canada.

In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

## THNK2

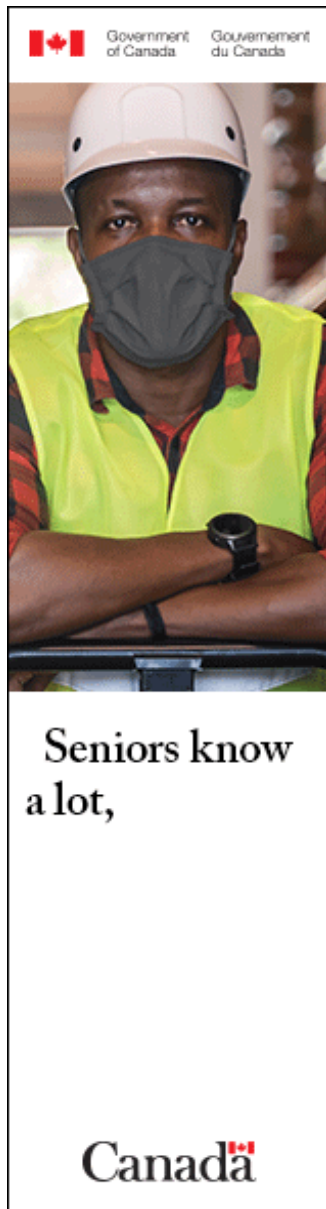
### *Screened-out*

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: T1HA.

### Animated Banner Ads

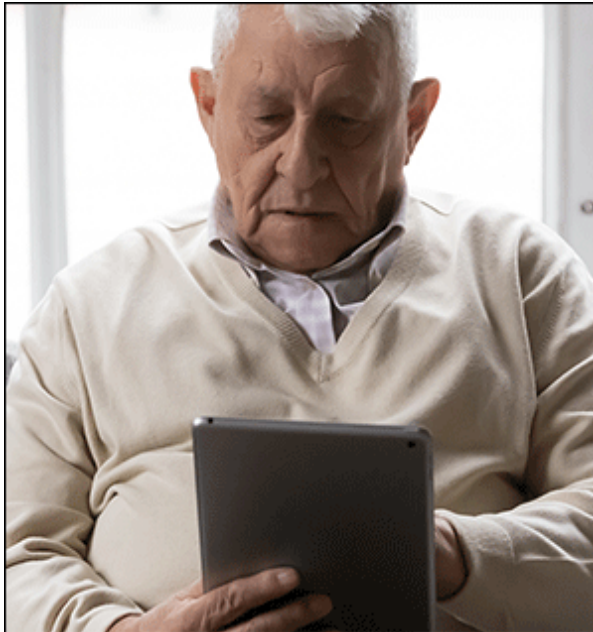


Animated web banner showing a senior man in work clothes. Text reads, “Seniors know a lot, but there’s always more to learn. Help ensure your later years are safe and secure. Learn about programs, services and information available for seniors.”



Animated web banner showing a senior woman. Text reads, “Seniors know a lot, but there’s always more to learn. Help ensure your later years are safe and secure. Learn about programs, services and information available for seniors.”





Seniors know a lot,



Government  
of Canada

Gouvernement  
du Canada

Canada

Animated web banner showing a senior man reading on a tablet. Text reads, “Seniors know a lot, but there’s always more to learn. Help ensure your later years are safe and secure. Learn about programs, services and information available for seniors.”

**Seniors know a lot,**




Animated web banner showing two seniors exercising at home. Text reads, “Seniors know a lot, but there’s always more to learn. Help ensure your later years are safe and secure. Learn about programs, services and information available for seniors.”

Facebook Ads

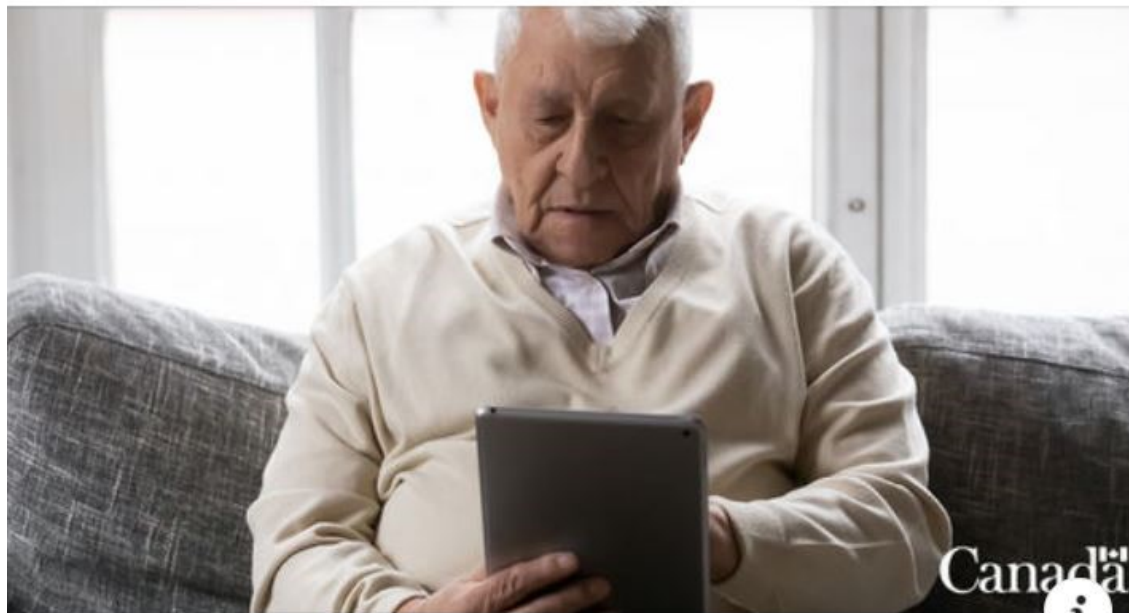


Seniors in Canada 

January 27 at 4:46 PM · 



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



[CANADA.CA/SENIORS](https://CANADA.CA/SENIORS)

**Seniors know a lot.**

But there's more to learn.

[Learn more](#)

Social media post of a senior man. Text reads, "Help ensure your later years are safe and secure by learning about programs, services and information available for seniors. Seniors know a lot. But there's more to learn."



**Seniors in Canada** ✓

January 27 at 4:48 PM · 🌐



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



[CANADA.CA/SENIORS](https://CANADA.CA/SENIORS)

**Seniors know a lot.**

But there's more to learn.

[Learn more](#)

Social media post of a senior woman. Text reads, "Help ensure your later years are safe and secure by learning about programs, services and information available for seniors. Seniors know a lot. But there's more to learn."



Seniors in Canada

January 27 at 4:47 PM ·



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



CANADA.CA/SENIORS

**Seniors know a lot.**

But there's more to learn.

[Learn more](#)

Social media post of two seniors exercising at home. Text reads, "Ensure your later years are healthy and safe. Learn about physical activity, nutrition, preventing slips and falls, and more. Seniors know a lot. But there's more to learn."



Seniors in Canada

January 27 at 4:45 PM ·



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



[CANADA.CA/SENIORS](https://CANADA.CA/SENIORS)

**Seniors know a lot.**

But there's more to learn.

[Learn more](#)

Social media post of a senior man in work clothes. Text reads, "Help ensure your later years are safe and secure. Learn how to make the most of the Canada Pension Plan and other programs. Seniors know a lot. But there's more to learn."



Seniors in Canada ✓

January 27 at 4:46 PM ·



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



[CANADA.CA/SENIORS](https://CANADA.CA/SENIORS)

**Seniors know a lot.**

But there's more to learn.

[Learn more](#)

Social media post of a senior woman at work. Text reads, "Help ensure your later years are safe and secure. Learn how to make the most of the Canada Pension Plan and other programs. Seniors know a lot. But there's more to learn."

## Print Ads



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

Help ensure your later years are safe and secure. Learn about programs and services for seniors, like how the Canada Pension Plan can work better for you, changes to the Guaranteed Income Supplement, fraud prevention information, and more.

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



Print advertisement showing a senior woman. Text reads, “Seniors know a lot, but there’s always more to learn. Help ensure your later years are safe and secure. Learn about programs and services for seniors, like how the Canada Pension Plan can work better for you, changes to the Guaranteed Income Supplement, fraud prevention information, and more.”





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Canada

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