FINANCE CANADA

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE B:

Are you…

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Male gender	48	47	55	46	51	47	44	49	48	48
Female gender	51	52	44	54	49	52	56	50	51	51
Gender diverse	0	1	1	0	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

TABLE D:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
18 to 24	3	4	2	2	2	4	5	3	5	3
25 to 34	24	25	23	20	30	21	25	24	22	24
35 to 44	22	21	25	22	37	14	30	20	21	22
45 to 54	12	13	10	12	17	9	15	12	13	12
55 to 64	23	23	29	25	11	30	17	24	33	23
65 or older	15	14	11	19	3	22	8	17	5	15
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE E:

In which province or territory do you live?

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Ontario	38	44	10	37	40	37	36	38	38	38
Quebec	23	13	83	24	24	23	21	24	23	23
British Columbia	14	15	1	23	10	16	14	13	14	14
Alberta	11	13	1	7	12	11	14	11	11	11
Manitoba	4	4	0	3	4	4	1	4	4	4
Nova Scotia	3	4	1	0	4	3	2	4	3	3
Saskatchewan	3	3	0	5	2	4	4	3	3	3
New Brunswick	2	2	2	1	3	2	3	2	2	2
Newfoundland and Labrador	1	1	0	0	1	1	2	1	1	1
Prince Edward Island	0	1	1	0	1	0	2	0	0	0
Northwest Territories	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

TABLE D1:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Working full-time (30 or more hours per week)	60	61	60	57	79	50	60	60	52	60
Working part-time (less than 30 hours per week)	7	8	6	7	5	9	4	8	13	7
Self-employed	18	17	22	22	12	21	36	15	15	18
Unemployed, but looking for work	2	2	2	2	1	3	0	2	4	2
A student attending school full-time	0	0	1	0	0	0	0	0	2	0
Retired	10	10	8	10	1	16	0	12	8	10
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	1	2	1	1	2	1	0	2	4	1
Other	0	0	0	0	0	0	0	0	1	0
Prefer not to answer	0	0	1	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE BUS1:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Owner	22	20	28	25	17	25	38	18	20	22
Director	17	17	23	6	22	14	15	18	13	17
Manager/Supervisor	20	20	7	36	17	22	13	21	10	20
CEO/Managing Director	11	12	8	7	12	10	7	12	6	11
Partner	4	4	7	4	5	4	10	3	8	4
Employee/Worker (general)	4	3	5	2	2	5	2	4	6	4
CFO/Financial Director	5	5	3	2	7	3	2	5	3	5
Admin assistant/Secretary/Receptionist	2	1	5	3	2	1	1	2	6	2
Senior Vice President	3	4	1	1	5	2	2	4	1	3
Executive Vice President	2	2	4	0	2	2	1	2	2	2
Retail/Sales/Services	1	1	1	0	0	1	0	1	3	1
COO	2	2	4	1	2	2	2	2	2	2
President	1	1	1	1	1	1	3	1	1	1
Associate	0	0	0	1	0	0	0	0	2	0
Educator/Teacher	1	0	1	2	0	1	0	1	1	1
Customer service	0	0	0	2	0	0	0	0	1	0
Healthcare worker (nurse, doctor, etc)	0	0	0	2	1	0	1	0	1	0
Analyst	1	1	0	0	0	1	0	1	0	1
Chairman	0	0	1	0	0	0	1	0	0	0
Accounting/Finance employee	1	1	0	3	0	1	0	1	0	1
Restaurant worker (waitress, cook, barista, etc)	1	1	1	0	1	1	2	0	0	1
Self-employed/Independent contractor/Contributor	1	1	0	0	0	1	0	1	0	1
Other	2	2	2	3	2	3	1	2	12	2
WEIGHTED SAMPLE SIZE (#)	**1029**	**816**	**165**	**122**	**411**	**616**	**186**	**843**	**963**	**1029**
UNWEIGHTED SAMPLE SIZE (#)	**1058**	**870**	**137**	**123**	**451**	**604**	**200**	**858**	**978**	**1058**

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
You have the primary responsibility for executive decisions	6	6	8	5	7	5	14	5	4	6
You are part of a group whose members have direct responsibility or input on such decisions	39	43	16	32	46	35	86	32	20	39
You have a limited amount of input and/or responsibility on such matters	22	22	38	26	20	23	0	25	21	22
You do not have any direct responsibility for executive decisions	31	29	36	36	24	35	0	36	49	31
Don't know/Unsure	2	1	3	1	2	1	0	2	6	2
WEIGHTED SAMPLE SIZE (#)	**329**	**263**	**35**	**64**	**110**	**219**	**39**	**290**	**416**	**329**
UNWEIGHTED SAMPLE SIZE (#)	**336**	**273**	**32**	**63**	**121**	**215**	**42**	**294**	**420**	**336**

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Consumer products (Food & beverage, retail, logistics, automotive)	8	8	11	8	8	8	0	11	10	8
Technology, media & telecoms	9	10	7	7	11	8	0	12	8	9
Professional services (i.e., legal services, accounting, communications)	8	8	7	11	6	10	0	10	8	8
Financial services	10	11	9	2	12	9	0	13	5	10
Hospitality	7	7	7	11	8	7	33	0	9	7
Construction & real estate	8	8	10	7	10	7	0	10	7	8
Education & social services, personal services	6	7	1	4	7	5	0	8	7	6
Restaurant	4	4	3	10	5	4	20	0	8	4
Personal Care	5	5	5	1	6	4	21	0	7	5
Manufacturing	6	5	8	3	6	6	0	7	5	6
Healthcare	6	6	6	5	5	7	0	8	5	6
Travel, tourism & leisure	5	5	5	6	3	6	22	0	3	5
Other business services	4	4	3	4	2	6	0	5	3	4
Agriculture, hunting, forestry and fishing	2	1	6	0	1	2	0	3	1	2
Transport	2	2	1	2	2	1	0	2	2	2
Dog grooming/Pet store	1	1	2	0	1	1	3	0	2	1
Arts and entertainment	2	2	3	5	1	3	0	3	0	2
Oil & gas	1	1	1	1	2	1	0	2	1	1
Fitness or recreation facilities/Gyms	0	0	1	0	0	0	2	0	1	0
Electricity, gas & water supply/utilities	1	1	0	1	1	0	0	1	1	1
Mining & quarrying	0	0	1	0	0	1	0	1	1	0
Other	4	4	4	10	2	5	0	5	6	4
No answer	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**847**	**680**	**139**	**82**	**359**	**485**	**186**	**661**	**650**	**847**
UNWEIGHTED SAMPLE SIZE (#)	**877**	**733**	**113**	**83**	**394**	**480**	**200**	**677**	**663**	**877**

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
1-4	34	30	51	15	27	40	34	0	30	34
5-99	38	39	32	71	41	37	38	0	37	38
100-499	11	13	3	4	16	7	11	0	17	11
500 or more	13	14	11	7	14	12	13	0	13	13
Don't know/Unsure	3	3	3	3	2	4	3	0	3	3
WEIGHTED SAMPLE SIZE (#)	**186**	**147**	**32**	**23**	**84**	**102**	**186**	**0**	**199**	**186**
UNWEIGHTED SAMPLE SIZE (#)	**200**	**165**	**23**	**26**	**97**	**102**	**200**	**0**	**203**	**200**

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

TABLE 1:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	62	62	71	56	70	58	65	62	61	62
No	38	38	29	44	30	42	35	38	39	38
No answer	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Vaccines/Vaccine roll-out	16	16	17	11	19	14	22	15	33	16
Talking about COVID-19/News/updates about COVID-19	15	15	19	16	15	15	15	16	26	15
Government benefits/CERB/CESB/CEWS	11	10	14	15	7	13	14	10	5	11
COVID-19 restrictions/rules/guidelines	7	7	5	9	7	7	7	7	4	7
Staying safe/Preventing the spread of COVID-19/Social distancing/Wear a mask/Wash hands	3	3	5	1	3	3	0	3	5	3
Jobs/Job creation/Economic Action Plan	4	4	4	5	4	4	7	3	3	4
Ukraine situation/sending military	5	5	3	8	4	5	1	6	1	5
About the government/Political party/Justin Trudeau	3	2	4	5	3	3	2	3	3	3
Canada Revenue Agency/CRA scam/fraud	4	4	2	9	4	4	3	4	0	4
Talked about taxes	3	3	1	1	3	3	4	2	1	3
Border crossing/Travel advice during pandemic	1	1	1	2	2	1	2	1	2	1
Health care/Health Canada	2	2	1	3	2	2	1	2	1	2
Good/Informative ad	2	2	0	4	3	1	2	1	1	2
Mandatory vaccine for truck drivers/Trucker's protest	1	1	1	1	1	1	0	1	2	1
Gun violence/control	2	3	1	1	1	3	1	3	0	2
Mental Health	2	2	1	6	2	2	1	3	0	2
Promoting Canada/Canada heritage	2	2	4	0	2	2	0	2	0	2
Immigration/Refugees	2	1	1	4	2	1	3	1	0	2
Canadian Armed Forces/Joining the Armed Forces	1	1	0	0	1	1	1	1	1	1
Elections/Talked about voting	1	1	0	3	1	1	0	1	0	1
Reopening/Getting back to normal	1	1	0	0	0	1	1	0	1	1
Logo (general)	1	1	0	0	0	1	0	1	1	1
About seniors/senior issues	1	1	2	0	1	1	0	1	0	1
Emergency/disaster preparedness	1	0	1	1	1	0	1	0	1	1
The environment/Climate change	1	1	1	0	1	1	0	1	0	1
Families/Child care benefit	0	0	1	0	0	1	0	0	1	0
Bad ad/Don't like it	0	1	0	0	0	1	0	1	0	0
Education/Teachers	1	1	0	0	1	1	0	1	0	1
Energy/Oil and gas/Pipeline issue	1	1	0	1	1	0	1	1	0	1
About smoking/Cigarette packaging/Dangers vaping	0	0	0	0	1	0	1	0	0	0
About drugs/Fentanyl problem	0	0	0	0	0	0	0	0	0	0
About government budget/spending	0	0	1	0	0	0	0	0	0	0
Legalizing/Decriminalizing marijuana	0	0	0	0	0	0	0	0	0	0
Promoting travel/tourism	0	0	0	1	0	0	1	0	0	0

FINANCE CANADA

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Parks Canada/Free Park Pass	0	0	0	0	0	0	0	0	0	0
Youth/Inspiring youth for the future	0	0	0	0	0	0	1	0	0	0
Don't drive while high	0	0	0	0	0	0	0	0	0	0
Nutrition/Canada's Food Guide	0	0	0	0	0	0	0	0	0	0
About distracted driving	0	0	0	1	0	0	0	0	0	0
Drinking and driving	0	0	0	0	0	0	1	0	0	0
Other	7	7	7	4	7	7	7	7	10	7
Nothing	2	3	3	0	2	3	3	2	4	2
Don't know	4	4	5	0	5	4	3	5	5	4
No answer	1	1	1	0	1	1	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	**749**	**591**	**134**	**78**	**302**	**445**	**121**	**628**	**731**	**749**
UNWEIGHTED SAMPLE SIZE (#)	**756**	**618**	**111**	**78**	**332**	**422**	**133**	**623**	**740**	**756**

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

TABLE T1A:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	46	44	59	42	52	43	55	44	49	46
No	54	55	41	58	48	57	45	55	51	54
No answer	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Television	48	44	63	57	41	53	41	50	50	48
Internet website	26	27	22	27	26	26	29	25	28	26
Online news sites	23	24	19	19	21	24	27	22	26	23
Facebook	24	25	29	16	32	19	38	21	24	24
Radio	21	20	25	10	24	19	23	20	24	21
YouTube	21	22	15	28	29	16	16	22	18	21
Web search (e.g., Google, Bing)	18	18	15	20	21	16	20	18	17	18
Print newspaper	10	10	10	6	10	10	9	10	12	10
Instagram	12	15	7	9	15	10	15	12	9	12
Twitter	10	11	4	7	13	8	7	10	9	10
In a mobile app	6	8	2	4	8	5	6	6	5	6
Digital television	11	12	7	13	16	8	14	10	0	11
TikTok	6	8	1	1	10	3	8	6	4	6
Digital television/Online streaming	0	0	0	0	0	0	0	0	10	0
Online streaming	9	11	3	8	13	6	5	10	0	9
Streaming/Digital radio (e.g. Spotify, Podcast)	5	6	1	4	7	4	6	5	3	5
LinkedIn	5	6	3	6	7	4	5	5	3	5
Print magazine	4	4	4	1	3	4	4	4	2	4
Snapchat	4	5	0	0	7	2	2	4	1	4
Flyer/Postcard/Brochure (by mail)	3	3	2	3	4	2	2	3	2	3
Video game	3	3	2	0	5	1	2	3	1	3
Twitch	2	2	1	0	4	1	1	2	1	2
Pinterest	2	2	0	0	4	0	3	1	1	2
Other	2	2	2	2	1	2	2	2	1	2
WEIGHTED SAMPLE SIZE (#)	**556**	**424**	**112**	**59**	**223**	**331**	**103**	**453**	**593**	**556**
UNWEIGHTED SAMPLE SIZE (#)	**557**	**445**	**90**	**59**	**247**	**309**	**108**	**449**	**594**	**557**

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE T1C:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Help/support/programs available/Government is here to help/Taking care for those in need	25	27	19	28	25	25	26	25	18	25
Government to support business/Loans/grants/extending loan period	22	21	22	25	19	24	24	22	20	22
Financial aid/for employees/CERB/CWLB	10	9	9	13	9	10	13	9	26	10
Vaccination/Encouraging people to get vaccinated/Better if everyone vaccinated/Do our part	9	6	19	10	9	9	11	9	21	9
Be safe/careful/Continue with protocols (e.g., wear mask, washing hands, social distance)	6	5	13	5	6	6	3	7	9	6
COVID-19/COVID-19 information/Fight COVID-19/Omicron/Statistics	5	5	7	4	7	3	2	5	6	5
Clear/Positive/Good message	5	6	0	0	6	4	2	6	0	5
End of restrictions/mandates	3	3	2	0	3	3	5	3	0	3
Benefits ending soon	1	1	2	2	0	2	0	2	0	1
Investigating those who got money wrongfully	1	1	0	1	0	1	0	1	0	1
Other	7	7	6	5	8	6	7	6	5	7
Nothing	7	7	10	12	7	8	8	7	0	7
Don't know	5	5	2	4	4	5	5	4	5	5
No answer	1	2	1	0	2	1	0	2	0	1
WEIGHTED SAMPLE SIZE (#)	**556**	**424**	**112**	**59**	**223**	**331**	**103**	**453**	**593**	**556**
UNWEIGHTED SAMPLE SIZE (#)	**557**	**445**	**90**	**59**	**247**	**309**	**108**	**449**	**594**	**557**

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 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Very familiar	7	7	7	7	11	4	7	7	5	7
Somewhat familiar	17	17	20	11	24	13	18	17	16	17
Not very familiar	33	32	40	33	33	34	39	32	33	33
Not at all familiar	42	43	33	49	31	49	36	43	46	42
No answer	0	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
% FAMILIAR	24	24	27	18	35	17	25	24	21	24
% NOT FAMILIAR	76	75	73	82	64	82	75	76	78	76

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

TABLE T1G_b:

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

Tourism and Hospitality Recovery Program

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Very familiar	10	11	11	7	16	7	15	9	7	10
Somewhat familiar	29	30	23	22	36	25	34	28	24	29
Not very familiar	32	30	39	37	27	34	30	32	34	32
Not at all familiar	29	29	27	34	21	33	22	30	34	29
No answer	0	0	0	1	0	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
% FAMILIAR	39	41	35	29	51	32	49	37	31	39
% NOT FAMILIAR	60	58	65	71	49	67	51	62	68	60

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 2

TABLE T1G_c:

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

Local Lockdown Program

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Very familiar	12	13	12	8	19	9	15	12	12	12
Somewhat familiar	26	27	23	26	31	23	29	25	23	26
Not very familiar	29	26	39	30	26	30	24	30	31	29
Not at all familiar	32	33	26	35	24	37	32	32	33	32
No answer	1	1	0	0	0	1	0	1	1	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
% FAMILIAR	38	40	35	35	50	32	44	37	35	38
% NOT FAMILIAR	61	59	65	65	50	67	56	62	64	61

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

TABLE T1G_d:

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

Canada Recovery Hiring Program

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Very familiar	10	11	8	6	16	6	11	9	5	10
Somewhat familiar	29	29	34	17	34	27	32	28	24	29
Not very familiar	32	31	33	40	32	32	36	32	35	32
Not at all familiar	29	29	25	38	17	35	20	30	35	29
No answer	1	1	0	0	0	1	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
% FAMILIAR	39	39	42	22	50	32	43	38	29	39
% NOT FAMILIAR	61	60	58	78	50	67	56	62	70	61

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

note

FINANCE CANADA

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE T1G_e:

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

Hardest-Hit Businesses Recovery Program

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Very familiar	8	8	8	4	13	5	9	7	6	8
Somewhat familiar	28	27	34	24	33	25	27	28	24	28
Not very familiar	33	31	38	33	31	34	34	33	34	33
Not at all familiar	31	33	19	38	23	36	29	32	35	31
No answer	1	1	0	1	0	1	0	1	1	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
% FAMILIAR	35	35	42	28	46	29	37	35	30	35
% NOT FAMILIAR	64	64	58	71	54	70	63	64	69	64

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

TABLE T1G_f:

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

Canada Worker Lockdown Benefit

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Very familiar	14	14	19	7	21	10	18	13	11	14
Somewhat familiar	33	33	33	32	38	30	34	32	31	33
Not very familiar	29	28	31	29	25	31	29	29	30	29
Not at all familiar	24	25	16	31	16	28	18	25	27	24
No answer	1	1	0	0	0	1	0	1	1	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
% FAMILIAR	46	46	53	39	59	40	53	45	42	46
% NOT FAMILIAR	53	53	47	61	41	60	47	54	57	53

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE T1G_g:

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

Canada Recovery Sickness Benefit

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Very familiar	15	17	13	9	25	10	20	15	14	15
Somewhat familiar	35	37	29	29	41	32	42	34	34	35
Not very familiar	28	26	35	32	24	31	23	29	32	28
Not at all familiar	21	19	23	30	11	27	15	22	20	21
No answer	0	0	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
% FAMILIAR	50	54	42	38	66	42	62	48	47	50
% NOT FAMILIAR	49	46	58	62	34	58	38	51	52	49

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

TABLE T1G_h:

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

Canada Recovery Caregiving Benefit

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Very familiar	14	15	10	11	21	10	14	13	11	14
Somewhat familiar	32	34	31	24	43	26	37	32	30	32
Not very familiar	31	29	34	33	24	35	31	30	31	31
Not at all familiar	23	22	25	32	12	29	18	24	27	23
No answer	0	0	1	0	1	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
% FAMILIAR	46	49	41	35	64	36	51	45	41	46
% NOT FAMILIAR	54	51	59	65	36	64	49	55	58	54

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Canada Recovery Sickness Benefit	50	54	42	38	66	42	62	48	47	50
Canada Recovery Caregiving Benefit	46	49	41	35	64	36	51	45	41	46
Canada Worker Lockdown Benefit	46	46	53	39	59	40	53	45	42	46
Tourism and Hospitality Recovery Program	39	41	35	29	51	32	49	37	31	39
Canada Recovery Hiring Program	39	39	42	22	50	32	43	38	29	39
Local Lockdown Program	38	40	35	35	50	32	44	37	35	38
Hardest-Hit Businesses Recovery Program	35	35	42	28	46	29	37	35	30	35
Highly Affected Sectors Credit Availability Program (HASCAP)	24	24	27	18	35	17	25	24	21	24
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
None	26	25	29	29	15	32	17	28	28	26
1 of 8	12	11	9	24	9	14	9	13	15	12
2 of 8	10	11	9	9	10	10	12	10	11	10
3 of 8	11	11	13	7	10	12	12	11	10	11
4 of 8	9	8	10	10	9	9	12	8	10	9
5 of 8	5	6	5	2	6	5	9	5	7	5
6 of 8	8	8	7	6	12	5	10	7	5	8
7 of 8	6	6	7	6	8	5	7	6	5	6
8 of 8	13	14	12	6	21	8	11	13	9	13
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	29	29	33	24	41	22	44	26	0	29
No	71	71	67	76	59	78	56	74	0	71
No answer	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1093**	**862**	**180**	**125**	**412**	**678**	**175**	**918**	**0**	**1093**
UNWEIGHTED SAMPLE SIZE (#)	**1093**	**897**	**143**	**123**	**450**	**640**	**187**	**906**	**0**	**1093**

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	23	24	20	20	33	17	38	20	0	23
No	77	76	79	79	66	83	62	80	0	77
No answer	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1093**	**862**	**180**	**125**	**412**	**678**	**175**	**918**	**0**	**1093**
UNWEIGHTED SAMPLE SIZE (#)	**1093**	**897**	**143**	**123**	**450**	**640**	**187**	**906**	**0**	**1093**

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

TABLE T1H:

Have you visited Canada.ca/coronavirus?

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	53	53	59	48	65	46	61	51	40	53
No	47	47	41	52	35	54	39	49	60	47
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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

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Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE T1I:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	59	61	51	46	62	56	55	60	57	59
No	41	39	49	54	38	43	44	40	43	41
No answer	0	0	0	0	0	1	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	**637**	**509**	**113**	**67**	**281**	**353**	**114**	**523**	**488**	**637**
UNWEIGHTED SAMPLE SIZE (#)	**655**	**542**	**92**	**70**	**309**	**343**	**124**	**531**	**500**	**655**

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

TABLE T1J:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Government of Canada website	66	67	66	61	66	67	63	67	63	66
Provincial government website	17	17	20	17	19	16	18	17	19	17
Industry trade association	2	2	0	2	2	2	4	1	2	2
Trade magazines	0	0	0	0	0	0	0	0	0	0
Colleagues	1	1	1	2	2	1	3	1	2	1
Friends	8	8	8	9	7	8	6	8	9	8
Social media	2	1	1	2	1	2	3	1	4	2
Facebook	1	1	1	2	2	1	0	1	0	1
Google	1	1	1	1	0	1	1	1	0	1
Other	2	2	1	5	1	3	2	2	0	2
No answer	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE T1K:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	37	37	39	33	44	33	45	36	0	37
No	63	62	60	67	56	66	55	64	0	63
No answer	0	0	1	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**

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

TABLE T1L:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Television	50	48	53	51	47	52	45	51	0	50
Radio	30	29	45	27	34	28	23	32	0	30
YouTube	27	29	19	33	30	25	24	28	0	27
Facebook	22	21	35	17	28	18	27	21	0	22
Internet website	19	21	16	13	23	17	14	20	0	19
Online news sites	14	15	11	5	15	13	19	12	0	14
Web search (e.g., Google, Bing)	13	15	16	16	20	8	11	14	0	13
Online streaming	11	12	12	9	14	10	10	12	0	11
Instagram	11	13	9	8	15	9	16	10	0	11
Digital television	9	10	6	7	13	6	6	10	0	9
Streaming/Digital radio (e.g. Spotify, Podcast)	7	8	6	10	12	4	6	8	0	7
Print newspaper	7	8	6	4	10	5	4	8	0	7
Twitter	7	9	5	3	9	6	6	8	0	7
LinkedIn	7	8	4	2	7	6	6	7	0	7
In a mobile app	6	8	3	3	9	5	9	6	0	6
TikTok	5	5	1	0	8	2	4	5	0	5
Pinterest	4	5	3	2	5	4	4	4	0	4
Snapchat	3	4	4	0	4	2	3	3	0	3
Twitch	3	3	0	0	5	1	1	3	0	3
Print magazine	2	3	1	2	3	2	3	2	0	2
Flyer/Postcard/Brochure (by mail)	2	2	0	5	3	1	0	2	0	2
Video game	2	2	1	0	3	1	3	2	0	2
Other	1	0	0	2	0	1	2	0	0	1
WEIGHTED SAMPLE SIZE (#)	**448**	**358**	**75**	**46**	**190**	**257**	**84**	**364**	**0**	**448**
UNWEIGHTED SAMPLE SIZE (#)	**451**	**375**	**61**	**46**	**208**	**242**	**92**	**359**	**0**	**451**

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

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Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE T1M:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Help/support/assistance programs available/Government is here to help	42	41	40	45	40	42	40	42	0	42
Financial aid for businesses	31	30	31	35	28	32	34	30	0	31
Financial aid for individuals	20	20	25	19	17	22	14	21	0	20
Keep safe/Continue with protocols (e.g., wear mask, washing hands, social distance)	2	2	3	1	2	2	3	2	0	2
General COVID-19 information	1	1	1	2	2	1	0	2	0	1
Vaccination	1	1	1	1	0	1	1	0	0	1
Other	5	5	6	2	6	5	5	5	0	5
Don't know	11	11	10	8	13	9	10	11	0	11
No answer	0	1	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**

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

TABLE T1N_A:

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

These ads catch my attention

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
5 - Strongly agree	20	21	16	22	25	18	22	20	0	20
4	30	30	27	32	33	27	25	30	0	30
3	31	30	38	32	26	34	32	31	0	31
2	11	11	11	8	9	13	10	11	0	11
1 - Strongly disagree	7	8	7	6	7	8	10	7	0	7
No answer	0	1	0	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**
TOP 2 BOX (% 4-5)	50	51	44	55	58	45	48	50	.	50
BOTTOM 2 BOX (% 1-2)	19	19	18	13	16	20	20	18	.	19
MEAN	3.4	3.4	3.3	3.6	3.6	3.4	3.4	3.5	.	3.4

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'.

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE T1N_B:

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

These ads are relevant to me

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
5 - Strongly agree	15	15	10	19	20	12	19	14	0	15
4	21	23	18	15	28	18	29	20	0	21
3	27	27	31	32	24	29	25	28	0	27
2	18	17	21	15	13	21	17	18	0	18
1 - Strongly disagree	18	18	20	16	14	20	11	19	0	18
No answer	1	1	0	3	1	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**
TOP 2 BOX (% 4-5)	36	38	28	34	48	29	47	34	.	36
BOTTOM 2 BOX (% 1-2)	36	35	41	31	27	41	28	37	.	36
MEAN	3.0	3.0	2.8	3.1	3.3	2.8	3.3	2.9	.	3.0

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'.

TABLE T1N_C:

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

These ads are difficult to follow

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
5 - Strongly agree	6	6	5	6	9	4	7	6	0	6
4	10	10	11	7	12	9	11	10	0	10
3	14	14	13	15	13	14	18	13	0	14
2	26	27	25	20	25	27	22	27	0	26
1 - Strongly disagree	43	43	46	49	40	46	42	44	0	43
No answer	1	1	0	3	1	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**
TOP 2 BOX (% 4-5)	16	16	16	13	22	13	19	16	.	16
BOTTOM 2 BOX (% 1-2)	69	69	72	69	65	72	64	71	.	69
MEAN	2.1	2.1	2.0	2.0	2.3	2.0	2.2	2.1	.	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 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
5 - Strongly agree	40	38	43	43	37	41	33	41	0	40
4	26	26	26	23	24	26	29	25	0	26
3	21	21	18	19	24	19	23	20	0	21
2	6	7	5	6	6	7	5	7	0	6
1 - Strongly disagree	7	7	7	9	8	6	9	7	0	7
No answer	1	1	1	0	1	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**
TOP 2 BOX (% 4-5)	65	65	69	66	61	67	63	66	.	65
BOTTOM 2 BOX (% 1-2)	13	13	13	15	14	13	13	13	.	13
MEAN	3.9	3.8	3.9	3.9	3.8	3.9	3.7	3.9	.	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'.

TABLE T1N_E:

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

These ads talk about an important topic

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
5 - Strongly agree	41	40	42	45	40	41	40	41	0	41
4	35	35	32	33	37	34	36	34	0	35
3	16	16	17	14	14	17	14	16	0	16
2	4	4	6	3	5	4	3	5	0	4
1 - Strongly disagree	4	4	3	5	4	4	5	3	0	4
No answer	1	1	0	0	1	1	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**
TOP 2 BOX (% 4-5)	75	75	74	78	76	74	76	75	.	75
BOTTOM 2 BOX (% 1-2)	8	8	9	8	9	8	9	8	.	8
MEAN	4.1	4.0	4.0	4.1	4.0	4.1	4.0	4.1	.	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'.

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE T1N_F:

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

These ads provide new information

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
5 - Strongly agree	25	25	24	26	27	24	22	26	0	25
4	36	37	29	32	40	34	42	35	0	36
3	27	25	34	29	22	30	25	27	0	27
2	6	6	7	6	5	7	5	7	0	6
1 - Strongly disagree	5	5	6	5	5	5	6	5	0	5
No answer	1	1	1	2	1	1	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**
TOP 2 BOX (% 4-5)	61	63	53	58	67	57	64	60	.	61
BOTTOM 2 BOX (% 1-2)	12	12	13	11	10	12	11	12	.	12
MEAN	3.7	3.7	3.6	3.7	3.8	3.6	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'.

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
5 - Strongly agree	45	45	51	44	45	46	42	46	0	45
4	30	30	26	31	29	30	28	30	0	30
3	17	17	18	18	18	17	18	17	0	17
2	4	4	4	3	5	4	5	4	0	4
1 - Strongly disagree	3	4	1	4	3	3	6	3	0	3
No answer	0	1	1	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**
TOP 2 BOX (% 4-5)	75	74	77	75	74	76	71	76	.	75
BOTTOM 2 BOX (% 1-2)	7	8	5	7	8	7	11	7	.	7
MEAN	4.1	4.1	4.2	4.1	4.1	4.1	4.0	4.1	.	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'.

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
These ads clearly convey that the Government of Canada had COVID-19 support available.	75	74	77	75	74	76	71	76	.	75
These ads talk about an important topic	75	75	74	78	76	74	76	75	.	75
These ads do not favour one political party over another	65	65	69	66	61	67	63	66	.	65
These ads provide new information	61	63	53	58	67	57	64	60	.	61
These ads catch my attention	50	51	44	55	58	45	48	50	.	50
These ads are relevant to me	36	38	28	34	48	29	47	34	.	36
These ads are difficult to follow	16	16	16	13	22	13	19	16	.	16
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**0**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**0**	**1205**

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

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
None	9	9	9	8	8	10	6	10	0	9
1 of 7	6	6	9	7	6	6	7	6	0	6
2 of 7	11	11	9	7	9	12	9	11	0	11
3 of 7	14	12	17	20	13	14	15	13	0	14
4 of 7	17	17	22	15	14	19	20	17	0	17
5 of 7	22	23	18	24	23	22	24	22	0	22
6 of 7	15	16	11	17	19	13	15	16	0	15
7 of 7	5	5	6	3	9	3	4	5	0	5
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**
MEAN	3.8	3.8	3.6	3.8	4.1	3.6	3.9	3.8	.	3.8

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Closed	6	5	6	11	3	8	6	0	8	6
Closed, but moved to online sales	5	4	8	3	7	3	5	0	6	5
Closed, but moved to curbside	6	6	3	14	7	4	6	0	4	6
Reduced staff/layoffs	17	19	8	14	21	13	17	0	15	17
Minor drop in revenue	12	10	22	8	13	9	12	0	15	12
Significant drop in revenue	37	37	24	41	30	42	37	0	33	37
Lack of liquidity	5	4	10	4	3	6	5	0	4	5
No impact	13	13	19	4	13	12	13	0	13	13
Don't know/Unsure	1	2	0	0	2	1	1	0	2	1
WEIGHTED SAMPLE SIZE (#)	**186**	**147**	**32**	**23**	**84**	**102**	**186**	**0**	**199**	**186**
UNWEIGHTED SAMPLE SIZE (#)	**200**	**165**	**23**	**26**	**97**	**102**	**200**	**0**	**203**	**200**

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

TABLE D2:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Grade 8 or less	0	0	1	0	0	0	0	0	0	0
Some high school	2	2	3	1	2	2	1	2	3	2
High school diploma or equivalent	16	17	15	7	9	20	17	16	22	16
Registered Apprenticeship or other trades certificate or diploma	6	5	6	11	7	5	8	6	7	6
College, CEGEP or other non-university certificate or diploma	24	26	21	11	25	23	28	23	23	24
University certificate or diploma below bachelor's level	7	7	9	8	7	7	7	7	7	7
Bachelor's degree	30	30	24	39	33	28	27	30	26	30
Postgraduate degree above bachelor's level	15	13	22	23	17	14	11	16	11	15
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE D3:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	36	37	36	33	100	0	45	34	29	36
No	64	63	64	67	0	100	55	66	71	64
No answer	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Under $20,000	4	3	5	9	3	5	4	4	6	4
Between $20,000 and $40,000	14	14	16	13	8	17	13	14	18	14
Between $40,000 and $60,000	16	16	15	18	12	19	19	15	16	16
Between $60,000 and $80,000	17	17	18	19	18	16	19	17	16	17
Between $80,000 and $100,000	15	15	16	12	17	14	16	15	14	15
Between $100,000 and $150,000	19	19	16	16	23	16	17	19	15	19
$150,000 and above	12	13	13	8	15	10	8	13	10	12
Prefer not to say	3	3	1	6	4	3	3	4	0	3
No answer	0	0	0	0	0	0	0	0	5	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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 2

TABLE D7:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
English	79	100	21	28	82	78	79	80	78	79
French	16	4	100	2	16	16	17	15	18	16
Chinese (Mandarin/Cantonese)	2	1	0	18	2	2	3	2	0	2
Italian	1	1	0	11	1	2	2	1	0	1
Spanish	1	0	1	10	1	1	0	1	0	1
Arabic	1	0	1	6	0	1	0	1	0	1
German	1	0	0	5	0	1	1	1	0	1
Polish	1	0	0	5	1	0	0	1	0	1
Urdu	0	0	0	4	1	0	0	0	0	0
Tagalog	0	0	0	4	1	0	1	0	0	0
Russian	0	0	0	4	1	0	0	1	0	0
Ukrainian	0	0	0	3	0	0	0	0	0	0
Portuguese	0	0	0	3	0	0	1	0	0	0
Hindi	0	0	0	3	1	0	2	0	0	0
Other	3	1	1	23	2	3	2	3	12	3
No answer	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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

TABLE D5:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	21	21	11	41	26	18	21	21	20	21
No	79	79	89	59	74	82	79	79	80	79
No answer	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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

Narrative Research, 2022
[FIN002-1004]

Business Recovery Response Plan Advertising Campaign - ACET Post-Wave 2022 - Tables Set 2

TABLE D8:

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

	OVERALL	MOTHER TONGUE			FAMILY WITH CHILDREN		BUSINESS DECISIONMAKER		STUDY WAVE	
		English	French	Other	Children	No children	Yes	No	Baseline	Post-Wave
Yes	4	5	2	1	7	2	6	4	4	4
No	95	94	97	98	91	97	93	95	95	95
I prefer not to answer	1	1	1	1	1	0	1	1	1	1
No answer	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**1205**	**957**	**189**	**141**	**430**	**772**	**186**	**1019**	**1207**	**1205**
UNWEIGHTED SAMPLE SIZE (#)	**1205**	**993**	**151**	**139**	**471**	**731**	**200**	**1005**	**1207**	**1205**

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