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Plan and Save Ad Recall Post Television Ad

FINAL REPORT

Ce rapport est également disponible en français

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Human Resources and Social Development Canada
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SUMMARY OF FINDINGS

Advertising Recall

Recall of the advertising is very high; on the unprompted recall, 48 per cent recalled the ad, although less than half could provide the kind of details that strongly suggest that they have in fact seen the campaign ads (i.e., recall baby's face, the importance of saving for PSE, that a baby goes to sleep and wakes up older, emphasized the need to start planning now and that children grow up faster than you think). A total of 54 per cent say that they saw an advertisement on television. Of those who recalled seeing an ad, some remembered that the ad was about saving and, to a lesser extent, paying for a child's post-secondary education, indicating that the main message of the campaign was conveyed.

In terms of specific advertisements, the radio ad had better recall at 22 per cent than the print ad did (at 11 per cent in the five centres where it was circulated). In each of these cases, the most salient messages taken away by parents are the importance of saving for a child's post-secondary education and (to a lesser degree) the need for early planning. Cumulative recall across all three prompted advertisements is quite high at 63 per cent. That is, almost two in three parents remember seeing or hearing either the television ad, the print ad, the radio ad or any combination of these three. Again, among parents who recalled an ad, most came away with the message that it was about saving and planning for children's post-secondary education.

Given the very large increase in unprompted recall, as well as the television recall (and increase in radio ad recall) the infusion of cash from the Plan and Save campaign seems to have resulted in a large increase in reach among Canadian parents with the message to plan and save for their children's post-secondary education.

Impact of Advertising on Impressions

There is also a very positive impact on the impression of government performance among those who recalled the ads (particularly among the prompted recall parents). So, although overall only 41 per cent of parents think that the government is doing a good job in helping parents to save for and plan for their children's education and similar proportions think that the Government is doing a good job of providing information on this topic, these numbers are nonetheless up considerably from the Pan Canadian measures taken previously. Also, the proportion with a positive view is considerably higher among those who say that they saw the ad (49 to 56 per cent depending on which recall measure is being used). General recall is the only place, however, where there is a difference in impressions regarding the performance of provincial/territorial governments (where 37 per cent of those who recall seeing an ad rate provincial/territorial performance as high, compared with 32 per cent among those with no recall).

Results are not definitive with regard to the percentage of parents who recalled the ads, but did not do anything about them. Even among the low proportions of those who recalled an ad, very few reported that they did anything as a result of seeing or hearing the ad.

Supplier Name: EKOS Research Associates

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To obtain more information on this study, please e-mail por-rop@hrsdc-rhdcc.gc.ca

1. INTRODUCTION

1.1 STUDY CONTEXT

The federal government and CSLP participating provinces/territories launched a united five-year Pan Canadian Communications Campaign, a social marketing campaign across Canada with the objective of encouraging parents to start saving for their children's PSE. In order to understand the context for the Plan and Save campaign, it is important to first understand the background of the Pan Canadian Communications Campaign, which was launched in March of 2006. This included the federal portion and participation in five provinces (British Columbia, Alberta, Saskatchewan, Manitoba and Nova Scotia) and in the Yukon territory. The target audience of this campaign is parents of children under 18 years of age. The objective is to enhance awareness among parents and high school students about the benefits of planning for a post-secondary education, including the presence of government-sponsored student financial assistance programs. Ultimately, the objective will be to bring about behaviour change that will see families saving for their child(ren)'s post-secondary education if they can afford it, understand the range of options for financing PSE and help young people explore their career interests and options prior to beginning PSE.

The Pan-Canadian Communications Campaign was winding down in mid-March 2007, just as the second (federal only) Plan and Save campaign was starting a four week run using radio and print ads from March 5 to 31, 2007, as well as a two week run of television ads across the country from March 17 to 31, 2007 in prime time slots. The radio and print ads followed the same overall approaches to the creative (although the ads themselves were somewhat different than those used in the Pan Canadian campaign). The television ad was largely an adaptation of the original Pan Canadian radio ads. The television ads were originally developed with the intention of purchasing media placement in September 2007. However, production was ahead of schedule and the ads had already received approval from the Government Advertising Committee (GAC). As such, the opportunity was taken to extend the reach of the radio and print ads under Plan and Save (running in March 2007) by adding concurrent television placements. The view was that this would significantly increase the impact of the campaign, helping to meet program objectives of increasing uptake of the Canada Learning Bond and the Canada Education Savings Grant. It is important to note in assessing recall that the federal only portion of the media buy for the Pan Canadian campaign was just under \$500,000, while the Plan and Save was roughly ten times that at \$4.6 million.

The Plan and Save Campaign used the same print images and added two new photos of Black and Aboriginal babies. In the print text, a reference to the Canada Learning Bond and Canada Education Savings Grant were added and the reference to 'education being key to a better life' was removed. The French text was edited to adapt it better for a Francophone audience. As a result of some focus group testing, the radio text of the Pan-Canadian Campaign, was adapted slightly with a line stating 'You can get money now' to encourage a stronger call to action. The French was edited to better adapt it for a francophone audience. Unlike the Pan-Canadian Communications Campaign, advertising for the Plan and Save Campaign occurred in all provinces, including Quebec.

In order to monitor the effectiveness of the communications activity over time in the Pan Canadian campaign, the department conducted a baseline survey of parents in February of 2005, to establish their awareness of programs currently available to support the financing of post-secondary education, and their current savings behaviour to establish a baseline. Following the March 2006 Pan Canadian Communications Campaign another measurement was taken to allow for comparison to the baseline to indicate whether the activity is associated with a shift in awareness and behaviour, the same was done in October of 2006 for the second tracking wave, and again in March of 2007 for the third tracking wave. The current study represents the first measure taken in the Plan and Save campaign, however, it tracks the recall over time from the three waves of the Pan-Canadian Communications Campaign (replying on the same measures to test the same radio and print ads that are in Year Two (April of 2007) of a five-year campaign. This study examines the gains made largely as a result of the television prime spots running for the last two weeks of March. The study also measures actual recall of various different elements of the (television, print and radio) campaign.

1.2 METHODOLOGY

The survey consists of telephone interviews with a randomly selected national sample of 1,022 Canadian parents of children who are under the age of 18. The sample was drawn from randomly selected households from across the country, based on a Random Digit Dial (RDD) method of sampling households and was stratified to provide for a minimum number of cases in each region (a minimum of 100). This type of stratification ensures that there are sufficient cases sampled for each of the provinces sampled. The actual interviews were carried out between April 2 and 11th, 2007 and carry a margin of error of ± 3.2 per cent for the sample overall and ± 5 to 10 per cent¹ for most sub-groups that can be isolated in the analysis. The average time taken to complete an interview was 8 minutes and the response rate was 20 per cent (details in Appendix B). It is important to note that results for Quebec were included in the Winter 2006 results (as well as the current survey), however, Quebec parents were not included in the 2005 waves of the recall results (measured for the Pan Canadian campaign).

EKOS used Survey Sample software to produce the sample for this project. This software samples by Random Digit Dial (RDD) methodology and checks its samples against published phone lists to divide the RDD into "Directory Listed" (DL) and "Directory Not Listed" (DNL) RDD components.

The questionnaire was originally developed in consultation with Human Resources and Skills Development Canada in the spring of 2006 for the Pan Canadian campaign and was largely a repeat in the current testing of the Plan and Save Campaign (presented in Appendix A). Prior to the interviewing period, the questionnaire went through a round of pre-testing with a total of 17 respondents in order to gauge the flow and clarity of the survey instrument. No revisions were made to the survey instrument as a result of the test.

¹ The margin of error is a measure of the accuracy of the results. It indicates how far the survey's results are likely to stray from the true value in the entire population most of the time (i.e., the finding will be accurate to within a certain number of percentage points 19 times out of 20).

Fieldwork for this project was conducted by highly trained interviewers at EKOS' call centres in Ottawa and Edmonton. Throughout the data collection, survey supervisors continuously monitored interviewing to ensure consistency of questionnaire administration and interviewing techniques. Up to ten call-backs were made to each member of the sample for which initial attempts at contact were unsuccessful. Follow-up calls were made on subsequent days, at varying time periods to maximize the potential for reaching a given respondent. Appointments were made for respondents wishing to reschedule a survey. Daily records were kept of all calls made, whether successful (i.e. interviews completed or appointments made) or not.

Once the survey collection was completed, data were reviewed for the purposes of coding open-ended responses and general cleaning (e.g., based on skip patterns and for unusual outliers, typically in dollar figures reported). The overall survey results were weighted in the analysis to reflect population proportions in terms of region of residence (across the seven in the sample). In addition, averages from reported and calculated dollar figures were also weighted in 2006 and again in the current reporting in the data sets to match the original household income distribution found in the baseline survey in 2005. This was initially done in previous waves to calibrate the dollar values based on the sensitivity of reporting by income. That is, the dollar values have a much wider range on them than responses for any other set of responses in the survey and these are subject to large shifts, often associated with household income. In order to provide the best direct comparison of results over time, the four tracking measures were each weighted to the same distribution by income as the baseline against which they are being compared. (Although no dollar values were collect in the current survey, in order to maintain consistency with the previous three waves the same weighting scheme was applied.)

Readers should note that although results are presented for a number of segments of the sample of parents in some tables in the report, only results that are statistically and substantially significant are presented in the text (bullets) of the report. For example, results may be shown for the proportion of parents who are currently saving for their children's education across all provinces and territories in a table, however, the text only describes the results for those areas that are significantly different from the national average. Detailed results for all key sub-groups examined for this report can be found in the tables in Appendix C (under separate cover).

1.3 SAMPLE CHARACTERISTICS

The following table provides details on the sample of parents for many of the sub-group segments represented in this report.

Table 1: Overall Sample Characteristics

	Sample Size	Margin of Error (% ²)
OVERALL	1,022	3.1
PROVINCE/TERRITORY		
British Columbia	157	7.8
Alberta	103	9.7
Saskatchewan	100	9.8
Manitoba	100	9.8
Ontario	250	6.2
Quebec	105	9.6
Atlantic	207	6.8
GENDER		
Male	428	4.7
Female	594	4.0
HOUSEHOLD INCOME		
<\$35,000	154	7.9
\$35-\$69,000	298	5.7
\$70,000+	451	4.6

² Calculated at the .05 level (i.e., 19 times out of 20).

2. ADVERTISING RECALL

The current survey wave tracks the progress of the Plan and Save campaign, which took place over the course of March 2007. Since the radio and print ads from the campaign were largely repeats of the same ads from the Pan Canadian Communications campaign, radio and print recall results, as well as attitudinal results from the Plan and Save are compared with results taken after three waves of the Pan Canadian campaign. It is important to understand that the single event which took place from the previous wave of research (for the Pan Canadian in the Winter 2006 results) to the current survey was a two week placement of the ad on prime time television, as well as radio and print ads. This design allows for a considerable degree of isolation of the effect of the television ad placement, particularly when taken in the context of the time series tracking (from the Pan Canadian results). That is, particularly in the case of measures that have proven reasonably stable over time, any significant change can likely be attributed wholly or mostly to the television ad (although this type of attribution is not as clear for measures that have not shown stability over time, and may be more a result of combined synergies of multiple methods airing at the same time).

2.1 OVERALL (UNPROMPTED) RECALL

Perhaps the most compelling evidence of the performance of the television ad comes from the first measure taken in the survey. As with the Pan Canadian three waves, parents were asked if they recall hearing, seeing or reading any advertisements about saving and planning for their child's post-secondary education during the weeks preceding the survey. Using this type of unprompted recall, a full 48 per cent said that they recalled such advertisements. This is an astounding increase in recall from the Pan Canadian results when only print and radio advertising were being sponsored (up from 20 per cent recall in the Winter of 2007, 16 per cent in the Fall of 2006, and 14 per cent in the Spring of 2006). Again, given the consistency of the measure over time prior to this wave (increasing at a steady rate of two to four per cent wave over wave), the more than doubling in recall can only be attributed to the placement of the television ad.

Those parents reporting unprompted recall of the advertisements were asked to identify where they noticed the ads. Many reported seeing them on television (54 per cent), which is higher than in the Winter of 2007 (when 46 per cent recalled seeing television advertisements, although there were none for the Pan Canadian Communications campaign); much higher than in the Fall of 2006 (when 30 per cent reported this), and similar to results from the Spring of 2006 when 56 per cent recalled seeing the advertisements on television (even though the pan Canadian campaign has never included a television ad component). It is interesting to see that although recalled attribution to television has increased, it has not increased that much, in light of the doubling in unprompted recall. Presumably, this is because it has always been high (even when ads were not placed on television). It was assumed in an interpretation of previous

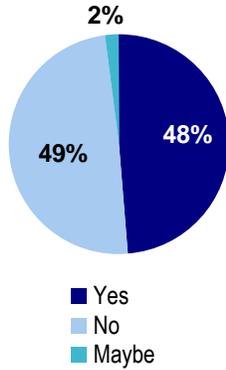
results that parents are recalling ads placed by the industry (likely for RESP's) and confusing them with the campaign under study.

Furthermore, 18 per cent could recall hearing radio advertisements, which is significantly higher than the Pan Canadian (nine per cent could recall radio advertisements in the Winter of 2007 and Fall of 2006, and only five per cent in Spring of 2006). This result is also interesting, suggesting that the placement of the television ad has had some synergistic effects on other forms of ads as well (e.g., people have seen ads in both places and are more likely to recall either or both as a result, or they are confusing recall from one form with another).

Smaller proportions noticed them in newspapers (14 per cent); which is down from 19 per cent in the Pan Canadian Winter and 21 per cent in the Fall, and similar to the Spring of 2006 (when 16 per cent could recall newspaper advertisements). Another eight per cent recall seeing the advertisements in pamphlets/ brochures which is similar to the Winter of 2007 (nine per cent) and lower than the Fall of 2006 (14 per cent) or the Spring of 2006 (12 per cent). Some parents also saw advertisements in magazines (six per cent) or in a bank (five per cent). The remaining sources of advertisements include the Internet (three per cent); other public locations (three per cent); outdoor billboards (two); public transit (one per cent); or word of mouth (one per cent).

Unprompted Ad Recall

“Over the past few weeks or so, have you seen, heard or read any advertising about saving and planning for your children’s post-secondary education?”



	Winter 2007	Fall 2006	Spring 2006
Yes	20	16	14
No	78	81	84
Maybe	2	3	2
	n=1132	n=1166	n=1100

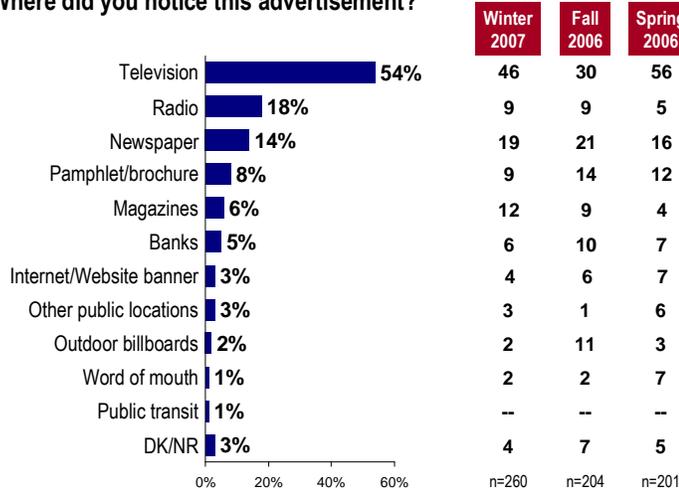
EKOS Research Associates Inc.

n=1022

Ad Tracking Survey: Parents' Attitudes and Behaviours Regarding Saving, Spring 2007

Unprompted Ad Source

“Where did you notice this advertisement?”



EKOS Research Associates Inc.

n=513

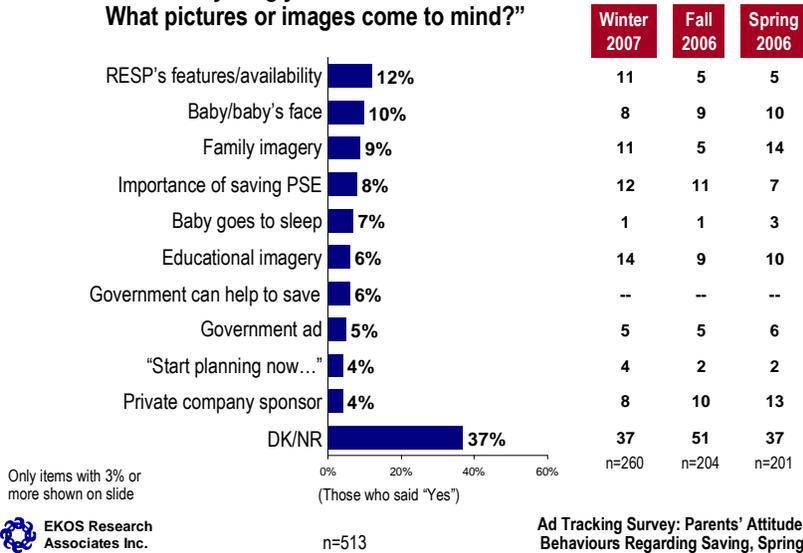
Ad Tracking Survey: Parents' Attitudes and Behaviours Regarding Saving, Spring 2007

- Women and parents from Ontario are more likely to say they recall seeing an ad about saving and planning for their child's post-secondary education.
- Parents with household incomes of \$70,000 or more are less apt than parents with lower incomes to have seen an advertisement on television but are more likely to have noticed radio or newspaper advertisements.
- Those not employed are more apt than parents who are employed to have noticed this advertisement on pamphlets or brochures. Those employed part-time are more likely than other parents to recall seeing magazine advertisements.
- Parents from Quebec are more apt to recall seeing television advertisements and less likely to recall radio ads than parents from other provinces.

Parents who indicated they have seen or heard the advertising were asked to describe what they remember about the advertisements that they saw or heard (e.g., pictures, images, themes). Features and availability of RESPs were most often mentioned, with 12 per cent of parents recalling this from the advertisements. This is similar to results from the Pan Canadian Winter of 2007 (11 per cent) and an increase from the Fall of 2006 (five per cent) and the Spring of 2006 (five per cent). One in ten recall seeing a baby or baby's face, which is similar to previous results. Family imagery followed with nine per cent recall. Only eight per cent recalled the importance of saving for post-secondary education (which is down from 12 per cent in the Pan Canadian Winter of 2007 and 11 per cent in the Fall of 2006, but up slightly from the Spring of 2006). A further seven per cent could recall seeing a baby go to sleep, and six per cent could recall imagery or messages relating to the fact that government can help parents save (previously unmeasured). Six per cent recall seeing educational imagery (down from 14 per cent in the Pan Canadian Winter of 2007, nine per cent in the Fall of 2006 and 10 per cent in the Spring of 2006). Unfortunately, 37 per cent were unable to recall anything specific about the advertisement, which is identical to results from the Pan Canadian in the Winter of 2007 and the Spring of 2006 yet improved from the Fall of 2006 (51 per cent).

Specific Content of Recall

**“Please tell me everything you can remember about this ad.
What pictures or images come to mind?”**



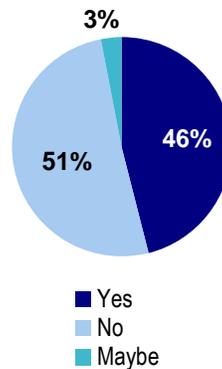
- Parents with high school education or less, and parents from Quebec were more apt than others to recall seeing a baby or baby's face. Those with college education were more apt than others to recall messages regarding the importance of saving for their child's post-secondary education.
- Parents who recalled television and radio advertisements were much more likely to recall a baby going to sleep. Those who recall print advertisements are more apt than those who recall radio and television ads to recall messaging relating to the features and availability of RESPs, and that Government can help parents save for their child's post-secondary education.

2.2 PROMPTED RECALL: TV

Parents were then prompted with more information about the television advertisement in particular and asked if they recalled seeing it. Using the prompt, close to half (46 per cent) could remember seeing such an advertisement, and another three per cent said that they may have. This is the second single most impressive finding of the survey results and serves to validate the interpretation that the placement of the television ad is the driving force behind the doubling of unprompted recall.

Prompted Recall: TV Ad

“Do you remember seeing an ad on the television over the past few weeks?”



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Associates Inc.

n=1022

Ad Tracking Survey: Parents' Attitudes and
Behaviours Regarding Saving, Spring 2007

- Women are considerably more likely than men to recall seeing a television advertisement (52 per cent of women could recall a television ad when prompted, compared to 37 per cent of men).
- Those who could recall a television advertisement were also more apt to recall advertising in general (unprompted) or to exhibit prompted recall of radio advertisements.

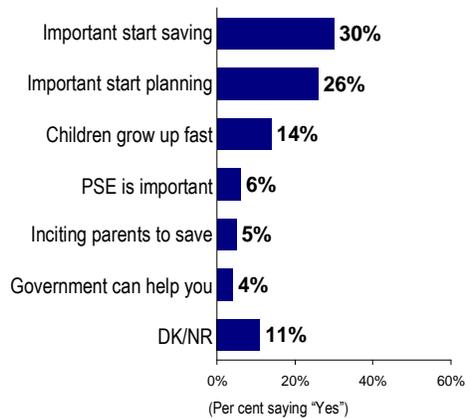
Parents who could recall seeing a television advertisement were asked to indicate who they believe produced (i.e., paid for) the advertisement. One in four (39 per cent) correctly identified the Government of Canada as the source of the advertisement, while 11 per cent incorrectly identified banks or financial institutions as the source. Furthermore, five per cent identify a provincial government as the source, two per cent identified government in general, and three per cent stated that taxpayers paid for the ad (therefore identifying government as the source). A total of 38 per cent were unable to identify the source of this advertisement.

- Men are more apt than women to identify financial institutions as the source of the advertisement.
- Parents with high school education are less apt to identify the source, while those with university education are more apt to correctly identify the federal government (45 per cent do) or to indicate that financial institutions placed the ad (16 per cent).
- Parents employed full-time are also more apt than others to correctly identify the federal government as the source of the advertisement.
- Those who could recall the advertisements unprompted, or who recall radio or print advertisements, are more apt than other parents to correctly identify the federal government as the source; while those who do not recall the ads unprompted, or who do not recall radio and print advertisements, are less apt to identify the source.

Among the parents who recalled the television advertisement, 30 per cent say that the main message is that it is important to start saving, while 26 per cent identify the importance of planning as the primary message. This is particularly impressive given that the recalled message traditionally recalled from the print and radio ads is considerably stronger on saving and weaker on planning (a central component of the campaign). It suggests that the television ad was particularly effective at getting across the need to plan. A total of 14 per cent identify that children grow up quickly as the primary message. A small proportion of parents identify other messages, including the importance of post-secondary education (six per cent), inciting parents to save (five per cent), and that government can help them (four per cent).

Recall of Message: TV Ad

“Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?”



Only items with 2% or more shown on slide



n=501

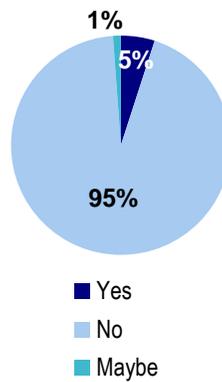
Ad Tracking Survey: Parents' Attitudes and Behaviours Regarding Saving, Spring 2007

- Parents with high school education or less, or household incomes under \$35,000 are more apt than others to identify the importance of post-secondary education as the primary message.
- Parents from Quebec are more apt to identify the importance of PSE and the importance of saving as the primary message, and are less likely than parents from other provinces to identify the importance of planning. Parents in Atlantic Canada are more apt to identify that children grow up fast as the main message.

A small minority (five per cent) took action as a result of seeing this television advertisement, and another one per cent may take action. Of those who did take concrete action (29 respondents), one-quarter spoke to a financial advisor, and a similar number opened an RESP (22 per cent). A small number visited the CanLearn website (15 per cent) or spoke to a family member or friend (12 per cent).

Impact of TV Ad

“Did you do anything as a result of seeing/hearing this ad?”



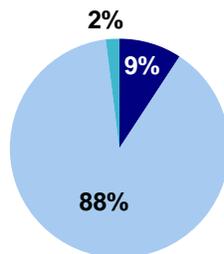
- Those who could recall advertising unprompted are more apt than other parents to indicate that they took action (although the proportion is still low at seven per cent).

2.3 PROMPTED RECALL: PRINT

Parents were also then prompted with more information (e.g., close up of the baby's face) about the print advertisement (which is the same ad as was used in the Pan Canadian Communications Campaign) and asked if they recalled seeing it in either a newspaper or magazine over the past few months. Using the prompt, only nine per cent remembered such an advertisement (identical to results from Pan Canadian measurement periods), and another two per cent said that they may have. This is stable over time from previous soundings and further suggests that the other changes measured in this wave (e.g., unprompted recall and image of government; next section) are largely driven by the placement of the television ad. It should be noted, however, that, unlike the television and radio ads which were indeed national in scope, the print ad was only featured in newspaper publications in five centres (Toronto, Montreal, Vancouver, Edmonton and Ottawa). When only respondents from these centres are isolated in the sample, the overall prompted recall for the print ads increases from nine to eleven per cent.

Prompted Recall: Print Ad

“Do you remember seeing an ad over the past few months, either in a newspaper or magazine. It featured a close-up image of a baby's face?”



■ Yes
 ■ No
 ■ Maybe

n=1022

Winter 2007	Fall 2006	Spring 2006
9	8	9
87	88	87
3	3	4
n=1132	n=1166	n=1100

Ad Tracking Survey: Parents' Attitudes and Behaviours Regarding Saving, Spring 2007

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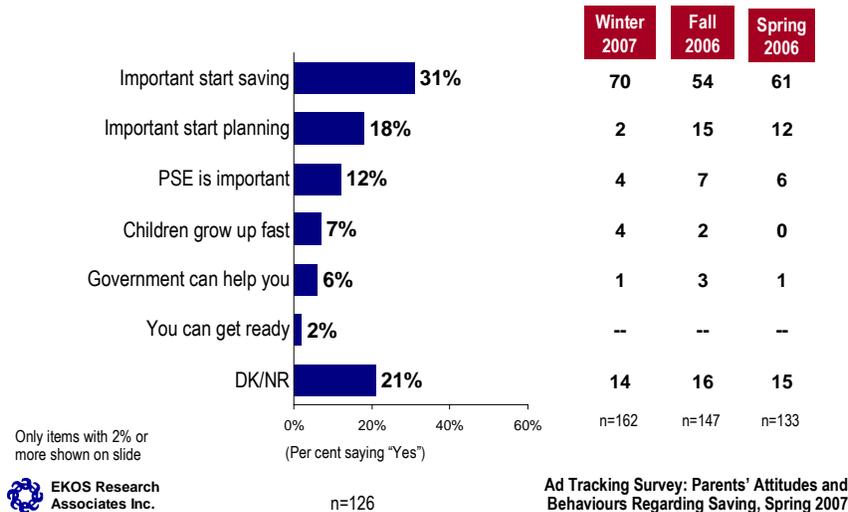
- Women were more likely than men to recall print ads when prompted.
- Those who could recall advertising unprompted are more apt than those who could not to recall the print advertisement.

Those who could recall the print advertisement when prompted were asked to indicate who they believe produced or paid for this ad. Just over one-third (36 per cent) correctly identified the Government of Canada as the source of this advertisement, while 14 per cent identified financial institutions as the source. Furthermore, eight per cent identified the provincial government, and three per cent identified government in general.

Among the parents who recalled the advertisement, 31 per cent say that the main message was that it was important to start saving and 18 per cent say that it was important to start planning. The proportion who identify saving as the primary message is much lower than in the most recent sounding of the Pan Canadian (in the Winter of 2007), when it was 70 per cent, and even in the Fall of 2006 (when it was 54 per cent). The proportion who identify planning as the main message is higher than in Winter 2007 (when it was two per cent) but similar to 2006 results (12 per cent in the Spring and 15 per cent in the Fall of 2006). It should be noted that the Winter 2007 wave of the Pan Canadian results took place in late February and early March, during the height of tax reporting/RESP season, which had a large impact on the salience of saving (versus planning), as well as on the importance of retirement as a factor in making financial decisions. The next often mentioned messages were that PSE is important (12 percent) higher than in the Winter of 2007 (four per cent) and the 2006 results. Seven per cent identify children growing up fast as the primary message (higher than in the Winter of 2007 and 2006) and that government can help you (six per cent).

Recall of Message: Print Ad

“Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?”



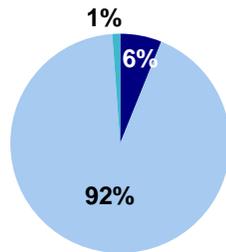
It should be noted that overall cumulative recall (including “yes” responses, as well as “maybe” responses) from either the television, radio or print ads is a full 63 per cent. That is, almost two in three parents recall seeing one ad or another from this campaign (or, in the case of the radio or print ads, from the Pan Canadian campaign). This is considerably higher than the 22 per cent captured by the radio or print ads from the pan Canadian campaign in the Winter 2007 results.

2.4 IMPACT OF PRINT ADVERTISING

A total of six per cent of the parents who say that they recalled the ad took action as a result of seeing the “baby’s face” advertisement; these results are identical to those taken in the Pan Canadian Winter of 2007 results. Of those who did take action (n=8), the primary response was to speak with a family member or a friend; followed by speaking to a financial advisor, starting to save for post-secondary education, opening an RESP, or picking up a pamphlet. However, these results should be treated as qualitative in nature as they are based on a small number of responses.

Impact of Print Ad

“Did you do anything as a result of seeing/hearing this ad?”



- Yes
- No
- Maybe

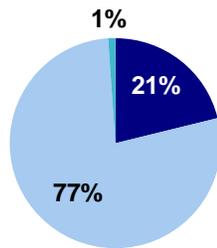
	Winter 2007	Fall 2006	Spring 2006
Yes	6	8	7
No	92	88	92
Maybe	1	1	1
	n=162	n=147	n=133

2.5 PROMPTED RECALL: RADIO

Parents were also asked about the radio advertisement (also used as a backdrop in a static television ad). This advertisement was described as starting out with the sounds of a small child being put to bed, with lullaby music in the background, and then the music speeds up and the now grown up child is late getting up to go to class. Based on this description, 21 per cent of parents said that they had heard this particular advertisement. Although this was exactly the same as was used in the Pan Canadian Communications Campaign, these results are significantly higher than in the Pan Canadian results (14 per cent just a month before in the Winter of 2007, and 13 per cent in both the Spring and the Fall of 2006). This may be additional spin off from the benefit from the Plan and Save television advertising, given that this is the only major change that took place during this time period. This is further substantiated by the fact parents with unprompted recall of the advertising, or who could recall the television advertisement, are also more apt to recall the radio advertisement.

Prompted Recall: Radio Ad

“Do you remember hearing an ad on the radio over the past few months?”



■ Yes
 ■ No
 ■ Maybe

	Winter 2007	Fall 2006	Spring 2006
Yes	14	13	13
No	83	83	83
Maybe	3	5	5
	n=1132	n=1166	n=1074

EKOS Research Associates Inc.

n=1022

Ad Tracking Survey: Parents' Attitudes and Behaviours Regarding Saving, Spring 2007

- Parents who are employed full-time are more likely to have heard the radio advertisement, while those who are unemployed are least likely to.

Parents who could recall the radio advertisement were asked to indicate who they think produced or paid for the advertisement. Exactly half correctly identified the Government of Canada as the source (50 per cent). A further three per cent identified government in general, three per cent identified taxpayers, and five per cent identified provincial government as the source of the advertisement.

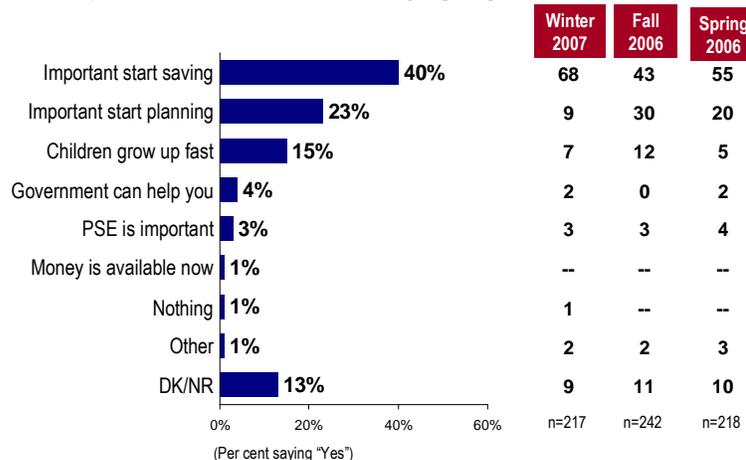
- Those who could recall having seen advertising unprompted are more apt than those who did not to be able to identify the source of the radio ad correctly as the Government of Canada.

2.6 IMPACT OF RADIO ADVERTISING

The majority of parents who recalled the radio advertisement believe that the main message is that it is important to start saving (40 per cent), while 23 per cent indicate that the main message concerns the importance of planning (23 per cent). The proportion who identify saving as the primary message is down from the Pan Canadian results from the Winter of 2007, but the proportion identifying the message as the importance of planning is up significantly from the most recent Pan Canadian results from the Winter of 2007 (when it was nine per cent). This is closer to the results from 2006, when the planning message was also more predominantly associated with the ad. Fifteen per cent believe the message was that children grow up fast (which is higher than in the Pan Canadian Winter results of 2007 but similar to results found in the Fall of 2006). A minority identify that government can help them (four per cent) or that PSE is important (three per cent) as the main message.

Recall of Message: Radio Ad

“Thinking about the ad that you heard, what do you think was the MAIN point this advertisement was trying to get across?”



EKOS Research Associates Inc.

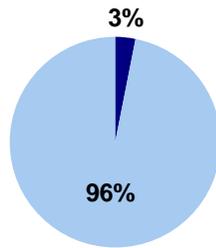
n=238

Ad Tracking Survey: Parents' Attitudes and Behaviours Regarding Saving, Spring 2007

As a result of hearing the radio advertisement, three per cent say they took action or did something, which is slightly lower than results from Pan Canadian measurement periods (five per cent in the Winter of 2007 and six per cent in the Spring and the Fall of 2006). Of those who did do something (n=11), the primary response was to talk to a family member or a friend, or to a financial advisor, although there are only a handful of cases from which to examine these findings.

Impact of Radio Ad

“Did you do anything as a result of hearing this ad?”



■ Yes
■ No

Winter 2007	Fall 2006	Spring 2006
5	6	6
94	94	94
n=217	n=242	n=218

 EKOS Research Associates Inc.

n=238

Ad Tracking Survey: Parents' Attitudes and Behaviours Regarding Saving, Spring 2007

3. GOVERNMENT PERFORMANCE

3.1 IMAGE OF GOVERNMENT

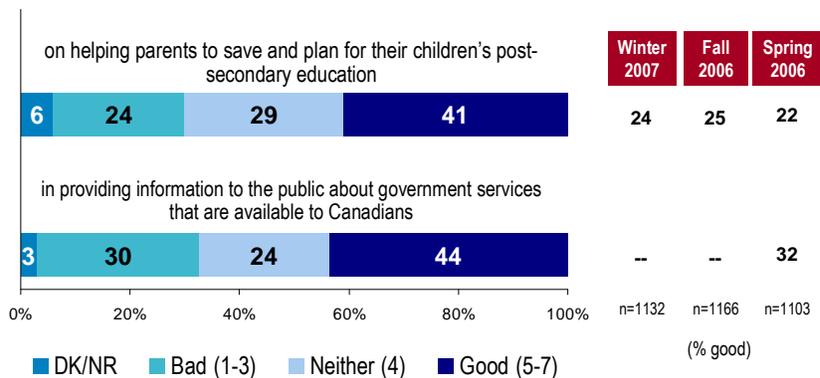
Further evidence of the positive impact of the placement of the television ad can be found in the changes in government image held by Canadian parents just a month after the Pan Canadian Winter 2007 measurement was taken. Following the measurement of recall, parents were told that these advertisements were in fact produced by the Government of Canada and by their provincial government. They were then asked to rate the performance of the Government of Canada in providing information to the public about government services that are available. Forty four per cent rate the provision of information on services as good, while 30 per cent rate it as bad and 24 per cent believe that it is neither good nor bad. This is an improvement over the Pan Canadian measurement (Spring 2006) when 32 per cent rated the government' performance on this point positively.

Parents were also asked to rate government performance in helping parents to save and plan for their children's post-secondary education. Four in ten (41 per cent) rate the performance of the Government of Canada as good, which is considerably higher than results found in the Pan Canadian three measurement periods (between 22 and 25 per cent rated the Government's performance as good in 2006 and 2007 surveys). As with other results in this survey, the stability of this measure from measures in the Pan Canadian waves suggests that the more positive image of government in this wave is largely, if not solely driven by the addition of the Plan and Save television ad to the campaign.

Impact of Ads on Government Image

These TV, newspaper, magazine, internet and radio ads were in fact produced by the Government of Canada and your provincial government.

"How would you rate the performance of the Government of Canada... ?"



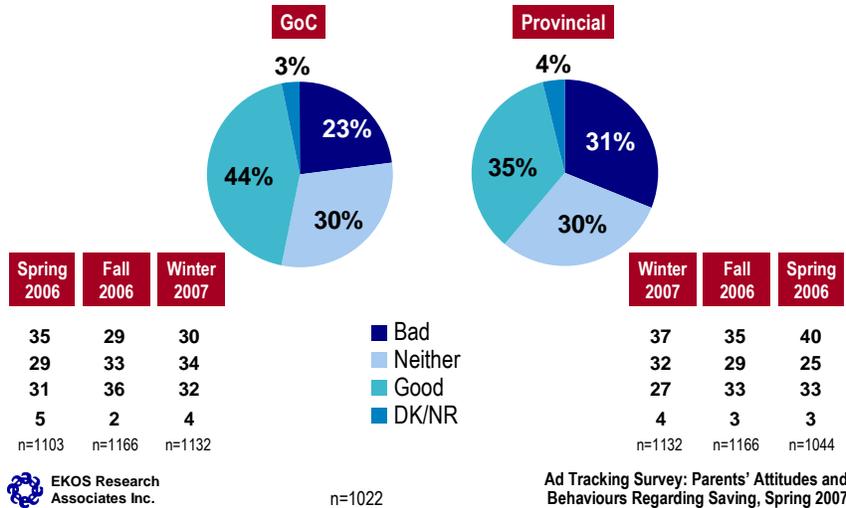
- Parents in Alberta are more apt to provide a positive rating of the government in helping Canadians to save and plan.
- Women are more likely than men to rate the Government's performance as good on helping parents to save and plan.
- Parents with university education are more likely to rate the Government's performance as good on helping parents save and plan (47 per cent do), while those with high school education or less are least likely to (35 per cent do).
- Those who are employed part-time are more apt to rate performance positively on helping parents to save and plan, while those who are self-employed are more apt to rate it poorly.
- Those who can recall the advertising (unprompted overall or prompted recall of each type) are more apt to rate the performance of the Government as good on both helping parents with saving and planning and also in providing Canadians with information about what is available.

Similar positive gains can be seen on other measures of attitude towards government. Using the same scale, parents were asked to rate the general performance of the Government of Canada. Forty four per cent rated it as good, while 30 per cent say it is neither, and 23 per cent believe performance has been bad. This is also significantly more positive than performance ratings accorded the Government of Canada in the Pan Canadian measurement periods, including the Winter of 2007 (when 32 per cent rated government performance as good), the Fall of 2006 (36 per cent) and the Spring of 2006 (31 per cent).

With respect to performance of their provincial government, 35 per cent provided a positive rating to the performance of their provincial government, 31 per cent rated it as bad, and 30 per cent felt it was neither bad nor good. The proportion rating provincial government performance positively is again an increase from 27 per cent in the Pan Canadian Winter of 2007 results, but is similar to Pan Canadian 2006 results (when 33 per cent rated provincial government performance as good). It is interesting to see that while attitude toward the federal government has seen significant improvement over time (arguably as a benefit of the television ad), the effect on the image of provincial governments is weaker (although it still shows some spill over improvement as well).

Government Performance

“Generally speaking, how do you rate the performance of the Government of Canada/your provincial government?”

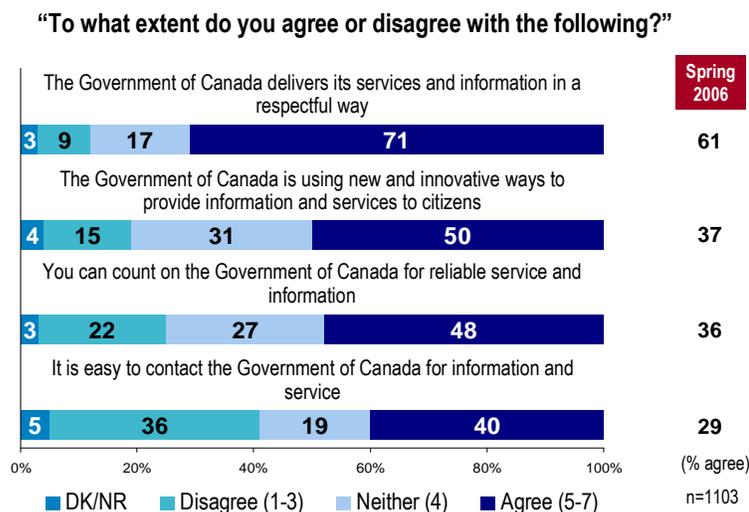


- Parents with university education are more than others apt to rate the performance of the federal and provincial governments as good. The same is true of those employed part-time.
- Men are more likely than women to rate the performance of their provincial government poorly.
- Parents from B.C., Alberta and Atlantic Canada are more positive in their assessment of the performance of their provincial government, while those from Quebec are least likely to rate the performance of their provincial government as good.

3.2 GOVERNMENT COMMUNICATIONS

On the theme of government communications to Canadians, parents were also asked to rate the extent to which they agree with a number of statements. A majority agree that the Government of Canada delivers services and information in a respectful way (71 per cent). Half agree that the Government of Canada uses new and innovative ways to provide information and services, and a similar number agree that the Government provides reliable service and information (48 per cent). Less than half, however, believe that it is easy to contact the Government of Canada for information and service (40 per cent). The response to all these statements is significantly more positive than those obtained in the Pan Canadian results from the Spring of 2006. These gains can largely be attributed to the placement of the Plan and Save television ad (and possibly also synergies between the television ad and the radio ad). This is validated by the finding that parents who can recall the advertising unprompted, or who demonstrate prompted recall of the television or radio advertisements, are more apt than others to agree that the Government of Canada is using new and innovative ways to provide information and services.

Impact of Ads on Image of Government On Specific Elements



EKOS Research
Associates Inc.

n=1022

Ad Tracking Survey: Parents' Attitudes and
Behaviours Regarding Saving, Spring 2007

- Men are more likely than women to agree that it is easy to contact the Government for information and services.
- Those who are unemployed are more apt to agree that it is easy to contact the Government for information and services and to agree that services are delivered in a respectful manner, while those who are self-employed are least likely to agree with these statements. Those who are self-employed are also less likely than others to agree that you can count on the Government for reliable service and information.
- Those with university education are more apt to agree that Government delivers services and information in a respectful way, while those with high school education or less are less likely to agree with this statement.

APPENDIX A
SURVEY INSTRUMENT
(ENGLISH AND FRENCH)

Telephone:<IAREA>-<ITELE >

Hello, my name is...and I work for EKOS Research Associates and we are conducting a survey on behalf of the federal and provincial governments. We are speaking to Canadians 18 years and older about important issues in the news today. Your participation is voluntary and choosing not to participate will not affect your dealings with government, however, it would be very helpful to us to hear your views.

Any information you provide will be administered in accordance with the Privacy Act and any other applicable privacy laws, and governments will only receive summary results. May I begin?

*** IF ASKED: INTERVIEW WILL BE APPROXIMATELY 15 MINUTES ***

@INTRO (1=Continue, SHIFT + ? to terminate)

@F6

NOTES:

23:

SEX

DO NOT ASK

Record gender of respondent

Male..... 1
Female 2

24:

SCRN1

First of all, before proceeding with the interview I would like to ask you if you are a parent or guardian of someone under 18 years of age, who is living with you or somewhere else?

Yes - continue..... 1
No - thank and terminate - CODE AS IG 2 => INT
DK/NR - thank and terminate - CODE AS IG 9 => INT

25:

PRP4

I would first like to ask you to rate how important each of the following goals are to your savings decisions. Please use a 7-point scale where 1 means not at all important, 7 means extremely important and the midpoint 4 means moderately important.

26:

P42A

How important is ...in your savings decisions

Saving for a home or paying off your mortgage

1. Not at all important.....	1
2.....	2
3.....	3
4. Moderately important	4
5.....	5
6.....	6
7. Extremely important.....	7
Not applicable - no mortgage	8
DK/NR	9

27:

P42B

How important is ...in your savings decisions

Saving for retirement

1. Not at all important.....	1
2.....	2
3.....	3
4. Moderately important	4
5.....	5
6.....	6
7. Extremely important.....	7
Not applicable - Already retired	8
DK/NR	9

28:

P42C

How important is ...in your savings decisions

Saving for and paying for your children's education

1. Not at all important.....	1
2.....	2
3.....	3
4. Moderately important	4
5.....	5
6.....	6
7. Extremely important.....	7
DK/NR	9

29:

P42D

How important is ...in your savings decisions

Saving for a large purchase or vacation

1. Not at all important.....	1
2.....	2
3.....	3
4. Moderately important	4
5.....	5
6.....	6
7. Extremely important.....	7
DK/NR	9

30:

P42F

How important is ...in your savings decisions

Paying off your major debts such as credit cards and bank loans

1. Not at all important.....	1
2.....	2
3.....	3
4. Moderately important.....	4
5.....	5
6.....	6
7. Extremely important.....	7
Not applicable - no major debts.....	8
DK/NR.....	9

31:

SAVE

Are you currently saving some of your household income?

Yes.....	1
No.....	2
DK/NR.....	9

=> P8

32:

WHAT

=> P8X if SAVE=#2; SKIP IF NOT SAVING

DO NOT READ; ACCEPT ALL MENTIONS

What are you currently saving for?

Pay down debt.....	01	N
Pay down mortgage.....	02	N
For a purchase/vacation/TRAVEL.....	03	N
To buy something.....	09	
Retirement.....	04	
Children's education.....	05	
Own education/training.....	06	N
Short-term needs/emergencies/repairs etc.....	07	
Save for a home.....	08	N
NO SPECIFIC GOAL IN MIND/GENERAL SAVINGS/FUTURE NEEDS (NO MENTION OF RETIREMENT).....	10	N
Other.....	77	O
DK/NR.....	99	X

33:

P8

=> +1 if WHAT=#6; SKIP IF ALREADY MENTIONED THEY ARE
SAVING FOR CHILD'S PSE_

Some parents are in a position to save for their children's education, however, many parents are not in this position. Are you currently saving for your child's post-secondary education, that is their education beyond high school?

Yes.....	1
No.....	2
DK/NR.....	9

34:

P8B

=> +1 if P8=#2,#3; SKIP IF NOT SAVING FOR CHILD'S PSE

Have you set up a special account for this education savings, such as a Registered Education Savings Plan (RESP), or separate savings account?

- Yes..... 1
- No..... 2
- DK/NR 9

35:

P8X

=> * if IF((WHAT=#6),1,IF((SAVE=#2),SAVE,P8))

savings calculation

- Yes..... 1
- No..... 2
- DK/NR 9

36:

P3A

Throughout this interview, I will be talking about post-secondary education. By this, I mean education beyond high school, including universities, community colleges, trade, technical and vocational schools and apprenticeship training.

37:

E9F

To what extent do you agree or disagree with the following statement.. I don't really know how to get started in saving for my children's post-secondary education... ..on a scale where 1 is completely disagree, 7 is completely agree.

- 1. Completely disagree 1
- 2..... 2
- 3..... 3
- 4. Neither agree nor disagree 4
- 5..... 5
- 6..... 6
- 7. Completely agree..... 7
- DK/NR 9

39:**AWABC**

=> +1 if NOT (IAREA=#22-#24); BC

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student Loans, BC Student Loans, Premier's Excellence Program, Youth Educ Assist) ...	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X
MENTIONS OF GRANTS OTHER THAN CESG,GENERAL.....	07	N

40:**AWAAB**

=> +1 if NOT (IAREA=#20-#21); ALB

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student Loans, Alberta Student loans, Alberta opportunities bursary).....	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X

41:**AWASK**

=> +1 if NOT (IAREA=#19); SASK

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student Loans, Saskatchewan Student Bursary, Canada-Sk Integrated Student Loans)	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X

42:**AWAMB**

=> +1 if NOT (IAREA=#18); MB

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student)		
Loans, Manitoba Student Assistance, Aboriginal Bursary Program)	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X

43:**AWAON**

=> +1 if NOT (IAREA=#9-#17); ONT

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student)		
Loans, Ontario Student Opportunity, Ontario Special Bursary Plan).....	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X

44:**AWANS**

=> +1 if NOT (FLAG=#1); NS

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student)		
Loans, Nova Scotia Student Loan, Island Student Awards, Community Service)	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X
SCHOLARSHIPS,BURSARIES,GRANTS OTHER THAN CESG	07	N

45:**AWAPE**

=> +1 if NOT (FLAG=#2); PEI

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student Loans, PEI Student Loan, Island Student Award, Community Service bursary) ..	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X

46:**AWANL**

=> +1 if NOT (IAREA=#1); NFL

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student Loans).....	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X

47:**AWANB**

=> +1 if NOT (IAREA=#3); NB

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education?

Canada Education Savings Grant	01	
Government matching program/Contribution program (Cannot specify name)....	05	
Learning Bonds	02	
Government savings programs and gov. loans prog's (such as Cdn Student Loans, NB Student Financial Aid program, NB bursary).....	03	
Registered Education Savings Plans (RESP's)	04	
General mention of savings plan (cannot specify name)	06	
Other sources? (specify)	77	O
None of the above.....	98	X
DK/NR	99	X

48:**AWAYT**

=> +1 if	NOT (IAREA=#25); YT
----------	---------------------

DO NOT READ LIST

Have you heard of any federal or provincial government programs that exist to help parents to save and pay for their children's post-secondary education? ***NOTE: If they say "Other sources", code as 77, probe for specific and write down their answer.

Canada Education Savings Grant	01
Government matching program/Contribution program (Cannot specify name)....	05
Learning Bonds	02
Government savings programs and gov. loans prog's (such as Cdn Student Loans).....	03
Registered Education Savings Plans (RESP's)	04
General mention of savings plan (cannot specify name).....	06
Other sources (such as Yukon Grant, Yukon Excellence Awards, Student Training Allowance) Please specify	77 O
None of the above.....	98 X
DK/NR	99 X

49:**MINAM**

From what you have heard or read, do you think that it is worthwhile for parents to begin saving for their children's post-secondary education if they only have \$10 a month to put away?

Yes.....	1
No.....	2
DK/NR	9

50:**KIDS**

How many children do you have, including any that do not live at home? <kidck > (NOTE TO INTERVIEWER: This would include any children inside or outside of the home, under the age of 18, for whom they have responsibility for decision-making)

DK/NR	99
-------------	----

51:**MANY**

=> +1 if	KIDS==99
----------	----------

How many of these children do you expect will get post-secondary education in the future? IF NEEDED: This includes any of those who have already started to attend PSE or already attended PSE

None	00
DK/NR	99

53:

SELEC

=> INFO if MANY==0

What is the age of the youngest child that will likely attend post-secondary education?

Newborn	00	
One year old	01	
Two year old.....	02	
Three year old.....	03	
Four year old	04	
Five year old.....	05	
Six year old.....	06	
Seven year old	07	
Eight year old	08	
Nine year old	09	
Ten year old.....	10	
Eleven year old.....	11	
Twelve year old	12	
Thirteen year old	13	
Fourteen year old.....	14	
Fifteen year old.....	15	
Sixteen year old	16	
Seventeen year old.....	17	
Eighteen year old.....	18	
Nineteen year old.....	19	N
Twenty year old.....	20	N
Twenty-one year old.....	21	N
DK/NR	99	

54:**SELEX**

=> * if	SELEC
Newborn	00
one year old	01
two year old	02
three year old	03
four year old	04
five year old	05
six year old	06
seven year old	07
eight year old	08
nine year old	09
ten year old	10
eleven year old	11
twelve year old	12
thirteen year old	13
fourteen year old	14
fifteen year old	15
sixteen year old	16
seventeen year old	17
eighteen year old	18
nineteen year old	19
twenty year old	20
twenty-one year old	21
youngest child	99

55:**TOCST**

I'd like you to think about the type of school beyond high school that you expect your <selex > will attend, whether they will be living at home or not, and the number of years that you think they will attend post-secondary. Given all these factors, what would be your best guess of the total cost for their post-secondary education?

DK/NR 9999999

58:**SP2BC**

=> SP2AB if NOT (IAREA=#22-#24); BC

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, BC Student Loans, Premier's Excellence Program, Youth Educational Assistance Fund)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

59:**SUPBC**

=> +1 if SP2BC==99

READ LIST

Which of the following other sources, if any, do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, BC Student Loans, Premier's Excellence Program, Youth Educational Assistance Fund)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

60:**SP2AB**

=> SP2SK if NOT (IAREA=#20-#21); ALB

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Alberta Student Loans, Alberta Opportunities, Northern Alberta Development Council Bursary)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

61:**SUPAB**

=> +1 if SP2AB==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Alberta Student Loans, Alberta Opportunities, Northern Alberta Development Council Bursary)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

62:**SP2SK**

=> SP2MB if NOT (IAREA=#19); SASK

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Saskatchewan Student Bursary, Canada-Saskatchewan Integrated Student Loans Program)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

63:**SUPSK**

=> +1 if SP2SK==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Saskatchewan Student Bursary, Canada-Saskatchewan Integrated Student Loans Program)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

64:**SP2MB**

=> SP2ON if NOT (IAREA=#18); MB

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Manitoba Student Assistance, Aboriginal Education Awards, Manitoba Bursary Program)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

65:**SUPMB**

=> +1 if SP2MB==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Manitoba Student Assistance, Aboriginal Education Awards, Manitoba Bursary Program)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

66:

SP2ON

=> SP2NS if NOT (IAREA=#9-#17); ONT

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Canada-Ontario Integrated Student Loan, Ontario Special Bursary, Ontario Work Study Plan)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

67:

SUPON

=> +1 if SP2ON==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Canada-Ontario Integrated Student Loan, Ontario Special Bursary, Ontario Work Study Plan)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

68:**SP2NS**

=> SP2PE if NOT (FLAG=#1); NS

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Nova Scotia Student Loan, PEI Student Loan, Island Student Award, Community Service Bursary)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

69:**SUPNS**

=> +1 if SP2NS==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, Nova Scotia Student Loan, PEI Student Loan, Island Student Award, Community Service Bursary)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

70:**SP2PE**

=> SP2NL if NOT (FLAG=#2); PEI

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, PEI Student Loan, Island

Student Award, Community Service Bursary)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

71:**SUPPE**

=> +1 if SP2PE==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans, PEI Student Loan, Island

Student Award, Community Service Bursary)	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

72:**SP2NL**

=> SP2NB if NOT (IAREA=#1); NL

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans).....	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds).....	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

73:**SUPNL**

=> +1 if SP2NL==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

Government loans (such as Canada Student Loans).....	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds).....	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources?	77	O
DK/NR	99	X

74:

SP2NB

=> SP2YT if NOT (IAREA=#3); NB

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

- Government loans (such as Canada Student Loans, NB Student Financial Aid Program also called NB student loan, NB bursary)..... 01
- Private loans from banks or other financial institutions 02
- Scholarships or bursaries 07
- RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds) 08
- Parent's income while your child is in school..... 03
- Other parental savings (outside an RESP)..... 09
- Other family members (including student spouses) 04
- Your child's employment income while in school..... 05
- Your child's savings..... 06
- INHERITANCE (CONTRIBUTOR UNSPECIFIED)..... 10 N
- Other sources? 77 O
- DK/NR 99 X

75:

SUPNB

=> +1 if SP2NB==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education?

- Government loans (such as Canada Student Loans, NB Student Financial Aid Program also called NB student loan, NB bursary)..... 01
- Private loans from banks or other financial institutions 02
- Scholarships or bursaries 07
- RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds) 08
- Parent's income while your child is in school..... 03
- Other parental savings (outside an RESP)..... 09
- Other family members (including student spouses) 04
- Your child's employment income while in school..... 05
- Your child's savings..... 06
- INHERITANCE (CONTRIBUTOR UNSPECIFIED)..... 10 N
- Other sources? 77 O
- DK/NR 99 X

76:**SP2YT**

=> P8C if NOT (IAREA=#25); YT

DO NOT READ, ACCEPT ALL THAT APPLY

What sources do you expect your <selex > to use to pay for their costs while attending post-secondary education? ***NOTE: If they say "Other sources", code as 77, probe for specific and write down their answer.

Government loans (such as Canada Student Loans).....	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources (such as Yukon Grant, Yukon Excellence Awards, Student Training Allowance) Please specify	77	O
DK/NR	99	X

77:**SUPYT**

=> +1 if SP2YT==99

READ LIST

Which of the following sources do you expect your <selex > to use to pay for their costs while attending post-secondary education? ***NOTE: If they say "Other sources", code as 77, probe for specific and write down their answer.

Government loans (such as Canada Student Loans).....	01	
Private loans from banks or other financial institutions	02	
Scholarships or bursaries	07	
RESPs (DO NOT READ.....including Canada Education Savings Grant or Learning Bonds)	08	
Parent's income while your child is in school.....	03	
Other parental savings (outside an RESP).....	09	
Other family members (including student spouses)	04	
Your child's employment income while in school.....	05	
Your child's savings.....	06	
INHERITANCE (CONTRIBUTOR UNSPECIFIED).....	10	N
Other sources (such as Yukon Grant, Yukon Excellence Awards, Student Training Allowance) Please specify	77	O
DK/NR	99	X

78:**P8C**

Have you used a Registered Education Savings Plan or RESP to save for your <selex >'s education?

Yes.....	1
No.....	2
DK/NR	9

79:

MUCH

=> +1 if NOT (P8X=#1)

How much savings have you put away in total for your <selex >'s education? IF NEEDED: Make sure money is for only one child?

DK/NR 999999

80:

HARD

=> +1 if NOT (P8X=#1)

How hard would you say that it has been for your household to put aside this amount of income in savings for your <selex >'s education, given the other financial commitments you have. Rate your answer on a scale where 1 is not very hard, 7 is extremely hard?

- 1. Not very hard 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7. Extremely hard 7
- DK/NR 9

81:

YEARS

=> +1 if NOT (P8X=#1)

What was your <selex >'s age, when you started saving for his or her PSE?

NEWBORN (or before) 00
DK/NR 99

82:

TOTL

How much do you plan to save in total for your <selex >'s education?

Nothing 000000
DK/NR 999999

83:

INFO

Have you ever looked for information about saving for a child's post-secondary education or the costs of post-secondary education?

- Yes 1
- No 2
- DK/NR 9

86:**TYPES**

=> +1 if	NOT INFO=#1; SKIP IF DID NOT LOOK FOR INFO
----------	--

DO NOT READ LIST

Where did you look for this information?

Word of mouth/friends/family	01	
Books/magazines/NEWSPAPERS	02	
Financial institutions/bank employees/financial advisors	03	
Pamphlets/posters/MAIL-OUTS	04	
High School - publications/guidance counselors.....	05	
University/college	06	
Internet	07	
TV/radio	08	
Federal government.....	09	
Provincial government.....	10	
ORGANIZATIONS SPECIALIZING IN THE FUNDING OF PSE (EX.USC, VENDORS OF RESPS)	11	N
PAST EXPERIENCE WITH OLDER CHILDREN/PRIOR KNOWLEDGE	12	N
SOLICITATION,REP. OF SAVINGS PLAN CALLED,CAME TO RESPONDENT'S HOME	13	N
Other	77	O
DK/NR	99	X

87:**Q1**

Over the past few weeks or so, have you seen, heard or read any advertising about saving and planning for your children's post-secondary education?

Yes.....	1
No	2
Maybe.....	3
DON'T KNOW/REFUSED	9

88:

Q1B

=> Q2A if NOT (Q1=#1,#3)

OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY.

Please tell me everything you can remember about this ad. What pictures or images come to mind? PROBE Anything else?

Picture of a baby/baby's face/big eyes on baby's face	01	
Tagline: I'm not getting any younger.....	02	
Tagline: Start planning now for my education	03	
Sub tagline: Their future is now	04	
"It's easier than you might think"	05	
Baby goes to sleep in room with lulabies and wakes up an adult running off to class	06	
government ad (Government of Canada or provincial government)	07	
website for more information (CanLearn.ca)	08	
1-800 (O-Canada) number.....	09	
Specify.....	77	O
DON'T KNOW/REFUSED	99	X
OBTAINING A BIRTH CERTIFICATE, IE.THE SIMPLICITY OF DOING SO, ONLINE AVAILABILITY	14	N
HEALTH CARE THEME, MEDICAL IMAGERY(EX.HEALTH PROFESSIONALS, MEDICAL INSTRUMENTS, IMMUNIZATION)	15	N
PRIVATE COMPANY/BANK SPONSORING THE AD.....	16	N
EDUCATIONAL IMAGERY, EX.GRADUATION, GRADUATES, UNIVERSITY, MORTARBOARD, ETC.....	17	N
FAMILY IMAGERY, EX.PARENTS WITH CHILDREN, PARENTS SAVING FOR POST-SECONDARY EDUCATION, CHILDREN PLAYING, CHILDREN GROWING-UP, ETC.....	18	N
FEATURES/AVAILABILITY OF RESP'S	19	N
IMPORTANCE OF SAVING FOR CHILD'S EDUCATION,FUTURE/HIGH COST OF POST-SECONDARY EDUCATION	20	N

89:

Q1C

PROBE. OPEN-ENDED. DO NOT READ. CODE ALL THAT APPLY.

Where did you notice this advertisement?

Television	01	
Radio	02	
Newspaper (e.g., Globe and Mail, National Post)	03	
Magazines (e.g., MacLean's, People, TV Guide, TimeCanada).....	04	
Pamphlet/brochure in the mail.....	06	
Outdoor billboards/signs/posters	07	
Public transit.....	08	
Internet/Website banner (e.g., canoe, weather network, canada.com, cbc, yahoo, todaysparent).....	09	
Word of mouth	10	
In the cinema - before a movie	11	
Banks	12	
Other-Specify	77	O
DON'T KNOW/REFUSED	99	X

90:

Q2A

I would now like to ask you some questions about some specific advertising. Do you remember seeing an ad over the past few months, either in a newspaper, magazine, on the Internet or on television in an infomercial. It featured a close-up image of a baby's face. The baby had big eyes and looked a little surprised. The headline was "I'm not getting any younger"

Yes..... 1
No 2 => Q3A
Maybe..... 3
DON'T KNOW/REFUSED 9 => Q3A

91:

Q2C

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad that you saw/heard, what do you think was the MAIN point this advertisement was trying to get across?

The post-secondary education is important for your child 01 N
That children grow up fast..... 02 N
That it's important to start saving now for your children's education 03 N
That it's important to start planning now for your children's education -
because the time goes by quickly 04 N
That the government can help you to save and plan..... 05 N
That you can get ready in small steps that makes it easier to do 06 N
Specify..... 77 O
Nothing..... 98
DON'T KNOW/REFUSED 99

92:

Q2D

Did you do anything as a result of seeing/hearing this ad?

Yes..... 1
No 2 => Q3A
Maybe..... 3
DON'T KNOW/REFUSED 9 => Q3A

93:

Q2DD

What did you do? Anything else?

Specify..... 77 O
DON'T KNOW/REFUSED 99
Visited the CanLearn website..... 01 N
Talked to family or friend about it..... 02 N
Picked up a pamphlet to get more information..... 03 N
Talked to someone at the bank/financial advisor..... 04 N
Started to save for a child's post-secondary education 05 N
Opened an RESP 06 N

94:**Q3A**

Do you remember hearing an ad on the radio or as a backdrop in an infomercial on television, over the past few months. It starts out with the sounds of a small child being put to bed, with lullaby music in the background, and then the music speeds up and the now grown up child is late getting up to get to class? The announcer talks about how "they grow up so fast" and "will be ready before you know it"

Yes.....	1	
No.....	2	=> Q9
Maybe.....	3	
DON'T KNOW/REFUSED	9	=> Q9

95:**Q3D**

OPEN-ENDED.ACCEPT ONE RESPONSE.ANSWER SHOULD BE AT LEAST FIVE WORDS

Thinking about the ad that you saw/heard, what do you think was the MAIN point this advertisement was trying to get across?

The post-secondary education is important for your child	01	N
That children grow up fast.....	02	N
That it's important to start saving now for your children's education	03	N
That it's important to start planning now for your children's education - because the time goes by quickly	04	N
That the government can help you to save and plan.....	05	N
That you can get ready in small steps that makes it easier to do	06	N
Specify.....	77	O
Nothing.....	98	
DON'T KNOW/REFUSED	99	

96:**Q3E**

Did you do anything as a result of seeing/hearing this ad?

Yes.....	1	
No.....	2	=> Q9
Maybe.....	3	
DON'T KNOW/REFUSED	9	=> Q9

97:**Q3F**

What did you do? Anything else?

Specify.....	77	O
DON'T KNOW/REFUSED	99	
Visited the CanLearn website.....	01	N
Talked to family or friend about it.....	02	N
Picked up a pamphlet to get more information.....	03	N
Talked to someone at the bank/financial advisor.....	04	N
Started to save for a child's post-secondary education	05	N
Opened an RESP	06	N

98:

Q9

These TV, newspaper, magazine, internet and radio ads were in fact produced by the Government of Canada and your provincial government. How would you rate the performance of the Government of Canada on helping parents to save and plan for their children's post-secondary education? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

- 1.Terrible 1
- 2..... 2
- 3..... 3
- 4.Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7.Excellent..... 7
- DON'T KNOW/REFUSED 9

99:

Q10

Generally speaking, how do you rate the performance of the Government of Canada (using the same scale)?

- 1.Terrible 1
- 2..... 2
- 3..... 3
- 4.Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7.Excellent..... 7
- DON'T KNOW/REFUSED 9

100:

Q10A

Generally speaking, how do you rate the performance of your provincial government (using the same scale)?

- 1.Terrible 1
- 2..... 2
- 3..... 3
- 4.Neither good nor bad 4
- 5..... 5
- 6..... 6
- 7.Excellent..... 7
- DON'T KNOW/REFUSED 9

101:

DEMIN

Now, I would like to get some information to help us group your answers with others that we will receive in this survey.

102:**D3****READ LIST**

What is the highest level of formal education that you have completed?	
Grade 8 or less	01
Some high school	02
Complete high school	03
Technical, vocational post-secondary, college	04
Some university	05
Complete university degree	06
Post graduate degree	07
DON'T KNOW/REFUSED	99

103:**D4****READ LIST - ACCEPT ONE ANSWER ONLY**

What is your current employment status? Are you...	
Working full-time (35 or more hours per week).....	01
Working part-time (less than 35 hours per week).....	02
Self-employed	03
Unemployed, but looking for work	04
Attending school full-time/A student	05
Retired	06
Not in workforce (Homemaker)	07
Unemployed, not looking for work).....	08
MATERNITY/PATERNITY LEAVE	09 N
DISABILITY PENSION	10 N
Other (DO NOT READ)	77 O
DON'T KNOW/REFUSED	99
SEASONALLY EMPLOYED	11 N

104:**D5**

Are you, or is anyone in your household, worried about losing their job or being laid off?	
Yes.....	1
No.....	2
DON'T KNOW/REFUSED	9

105:**D6**

Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?	
Yes.....	1
No.....	2
DON'T KNOW/REFUSED	9

106:

D7

DO NOT READ LIST. ACCEPT UP TO TWO RESPONSES.

What is the language you FIRST learned as a child and still understand?

English.....	1
French.....	2
Other (do not specify).....	3
DON'T KNOW/REFUSED	9 X

107:

D12

READ LIST

Which of the following categories best describes your total household income?
That is, the total income of all persons in your household combined, before taxes?

Under \$10,000.....	01
\$10,000 to \$19,999.....	02
\$20,000 to \$29,999.....	03
\$30,000 to \$39,999.....	04
\$40,000 to \$49,999.....	05
\$50,000 to \$59,999.....	06
\$60,000 to \$69,999.....	07
\$70,000 to \$79,999.....	08
\$80,000 to \$99,999.....	09
\$100,000 and over.....	10
DON'T KNOW/REFUSED	99

109:

THNK

Thank you for completing our survey!

Completion.....	1 D
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APPENDIX B
SURVEY RESPONSE RATES

Exhibit 1
Overall Call Results and Response Rates Table

Total Numbers Accepted		27,693
Total out of scope		5,003
Numbers not in service	4,034	
fax or modem	807	
Duplicates	13	
Numbers blocked by Phone companies	149	
Unresolved		9,310
Busy , no answers, Answering machines	9,160	
Retired, called 10 times without success	150	
In-scope Non-responding		8,665
Language difficulty	310	
Other	148	
Unavailable	20	
refusals	8,186	
Break offs	71	
In-scope Responding units		4,715
Completes	1,132	
Ineligible.	3,530	
Quota Filled	53	
Response Rate		20.5%

Average time 13.6 minutes
 Field start February 26, 2007
 Field completed March 12, 2007.