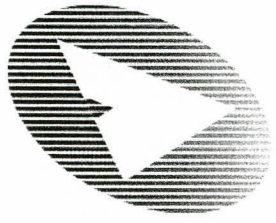


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**ACET Application
Post-FMM Advertising**

Final Report

Health Canada

Contract Number: H1011-040035/001/CY

POR-04-43

November 2004

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Confidentiality

Any material or information provided by Health Canada and all data collected by Decima will be treated as confidential by Decima and will be stored securely while on Decima's premise (adhering to industry standards and applicable laws).



Decima
RESEARCH INC

Decima Research is
ISO 9001:2000 CERTIFIED

Toronto

2345 Yonge Street
Suite 405
Toronto, ON
M4P 2E5
(416) 962-2013

info@decima.com

Ottawa

160 Elgin Street
Suite 1820
Ottawa, ON
K2P 2P7
(613) 230-2013

www.decima.com

Montreal

630 Sherbrooke Street West
Suite 1101
Montreal, QC
H3A 1E4
(514) 288-0037

Table of Contents

Introduction.....	1
Executive Summary.....	3
Sommaire.....	5
Key Findings.....	7
Unaided Advertising Recall.....	7
Aided Advertising Recall.....	10
Perceived Changes in Quality of Health Care	14
Rating of the Government of Canada’s Performance	15
Media Consumption.....	19
Survey Methodology.....	21
Appendices	
A: Survey Questionnaire (English and French)	
B: The Advertisement (English and French)	
C: Banner Tables (under separate cover)	



Introduction

On September 13 - 15, 2004, Prime Minister Paul Martin and the provincial premiers and territorial leaders met in Ottawa to develop a ten year plan to strengthen and enhance the Canadian system of health care. The implementation of the plan will provide Canadians with better health care through: training and hiring more health professionals; improving access to health care; expanding home care to provide better support; and improving access to family and community care.

After the First Ministers' Meeting (FMM), Health Canada, in collaboration with the Government of Canada, launched a print advertising campaign announcing the conditions outlined in the Health Accord. The advertisement outlined specific areas of the Health Accord and was placed in weekly newspapers across the country in both English and French along with Official Languages newspapers, ethnic weeklies and First Nations and Inuit publications.

#1 Decima Research was commissioned to undertake an evaluation of the effectiveness of this advertisement using the Advertising Campaign Evaluation Tool developed by the Government of Canada. The specific objectives of this evaluation were to:

- #2 ▪ Establish ^{order} aided and ^{recall} unaided recall of the advertisement;
- #3 ▪ Determine if any action was taken based on the advertisement; and
- #4 ▪ Evaluate Government of Canada performance in general and specifically surrounding communications efforts.

The survey consisted of telephone interviews with 1,015 Canadians (aged 18 years and older) conducted between November 4 and 9, 2004. The results drawn from this sample can be expected to be accurate to the full population of Canadians to within plus or minus 3.1 percent, in 19 out of 20 samples. The margins of error are larger for sub-samples. A more detailed description of the methodology used to conduct this survey is provided at the back of this report.

This report presents the key findings and conclusions from the research. Appended to this report are a copy of the survey questions (both English and French) and a set of detailed “banner” tables (under separate cover) that present results for each question by region and demographic categories. The key findings section of this report denotes these tables by question number (e.g. *Q.1*) for easy reference.



Executive Summary

The findings from this research show that about one in ten Canadians are able to recall the Health Accord print advertising campaign on an unaided basis. One in five Canadians are able to recall the ad once they are read a brief description.

Among those able to recall the ad (on an aided basis), the Government of Canada is the most frequently identified sponsor, named by about one in three. Other organizations are identified as the sponsor by smaller proportions, while one in five are unable to link the ad to any sponsor.

While a majority of Canadians are able to extract the main point of the advertisement, very few say that seeing it prompted them to take action such as following-up by calling the 1-800 number or visiting the website highlighted in the advertisement.

Four in ten Canadians say that the quality of health care has deteriorated over the past two years. A similar proportion say the quality has remained the same while a significantly smaller group of Canadians believe it has improved.

Most Canadians give the Government of Canada neutral ratings for its performance on health care, overall performance, and performance in providing information to the public about its services. Canadians are slightly more positive in their ratings of the government's delivery and reliability of its services and information.



Sommaire

Les résultats de l'étude démontrent qu'environ un Canadien sur dix est en mesure (sans aide) de se rappeler la campagne publicitaire imprimée sur l'accord sur les soins de santé. Un Canadien sur cinq se rappelle la publicité lorsqu'on lui en lit une brève description.

Parmi ceux capables de se rappeler la publicité (avec aide), le Gouvernement du Canada est le commanditaire le plus fréquemment nommé, soit par environ un répondant sur trois. Un pourcentage moins élevé de répondants identifient d'autres organismes à titre de commanditaires, alors qu'un répondant sur cinq est incapable d'associer la publicité à quelque commanditaire que ce soit.

Bien qu'une majorité de Canadiens comprennent le message véhiculé par la publicité, très peu disent avoir agi en conséquence après l'avoir vue, c'est-à-dire téléphoné au numéro sans frais indiqué ou visité le site Web auquel la publicité faisait référence.

Quatre Canadiens sur dix affirment que les soins de santé se sont détériorés au cours des deux dernières années. Une proportion similaire de répondants disent que la qualité est demeurée la même, alors qu'un nombre beaucoup plus restreint de Canadiens croient que les soins de santé se sont améliorés.

La plupart des Canadiens donnent au Gouvernement du Canada une évaluation neutre concernant sa performance en matière de soins de santé, sa performance globale et sa capacité de fournir au public des renseignements à propos des services qu'il offre. Toutefois, les Canadiens donnent une évaluation légèrement plus positive quant à la délivrance et à la fiabilité des services du gouvernement et des renseignements qu'il fournit.



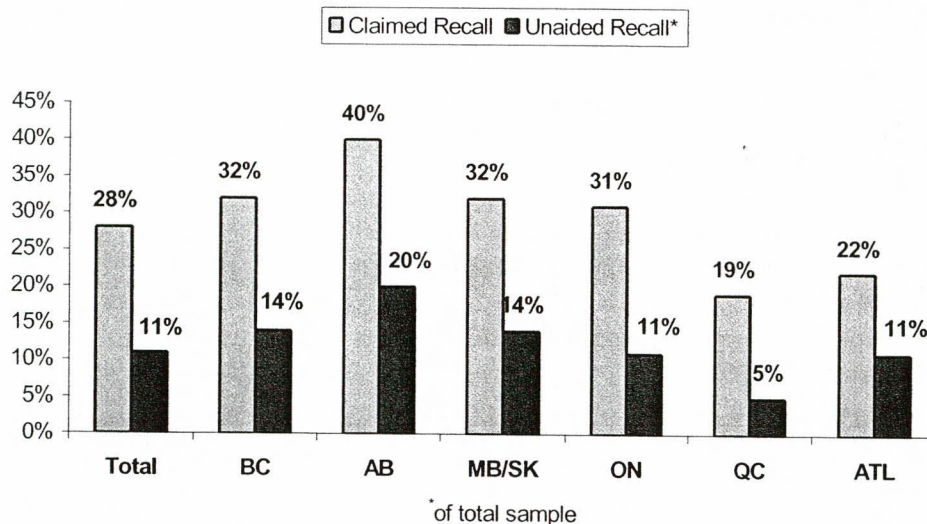
Key Findings

Unaided Advertising Recall

One in ten Canadians were able to recall the Health Accord newspaper advertising promoting better health care for Canadians and correctly identify one of its themes.

Canadians were first asked if they had seen any advertising in the past few weeks related to a plan for better health care. Just over one quarter (28%) claim they had seen this advertisement. (Q.1)

Claimed and Aided Recall of 2004 Health Accord Campaign



Claimed recall varies by region and social-demographic groups. Residents of Alberta (40%) are more likely than others to claim they saw advertising pertaining to better health care. Meanwhile residents of Quebec (19%) are least likely to report seeing the advertising. Women (33%) are more likely to have seen the advertising than men (24%). Canadians in the 18 to 34 age group (17%) are least likely to report seeing the advertising.

Since it is easy to claim to be aware of such advertising without necessarily having seen it, Canadians were then asked to describe the advertising they recalled (unprompted, without any potential responses offered). This "unaided" recall is a key measure of those who have internalized the advertising, which is generally considered necessary in order to affect people's perceptions, attitudes or behaviours.



Among all Canadians surveyed, 11 percent were able to correctly recall something about the Health Accord advertising on an unaided basis. The demographic groups more likely than others to correctly describe the ads are consistent with those who are more likely to claim seeing them. (*Q.1b*)

Canadians, who recall the advertising campaign, without prompting, describe such themes as Government politicians discussing health care (9%), and improvements to health care (8%). Others also mention decreases in wait times (6%), the need for better health care, new facilities, and/or services (6%), and better funding for health care (6%). (*Q.1b*)

Table 1: Advertising Elements Recalled*

Volunteered responses (Correct Mentions)	%
Net – Correct Mentions	36
Government politicians discussing health care	9
Improvements to health care	8
Decrease in/less wait times	6
Need better health care/new facilities/services	6
More money to health care/better funding	6
Staff shortage issue	5
Senior/elderly people	4
General description of ad (correct)	3
Service/staff/equipment shortage/problems	2
Youth/children	2
Ad sponsorship/government of Canada	1
Accessibility/ 24/7	1
Ten year plan	1

*Based on those who claim seeing health plan related advertising. (n=305; +/-5.6%)

Those who claimed seeing the advertising were also asked where they had noticed the advertising. Among those recalling the advertising unaided, almost half (46%) correctly identified print media as the source. Some participants incorrectly identified television (52%) or radio (15%). (*Q.1c*)

Table 2: Media Element Recall*

Volunteered responses (Top Mentions)	%
Television	52
Net – Print media	46
Newspaper	41
Magazines	6
Local weeklies	2
Ethnic papers	-
Radio	15

*Based on those who claim seeing health plan related advertising. (n=305; +/-5.6%)



This is a difficult question for people to answer, since they are exposed to so much advertising on a daily basis. Mentions of media such as television and radio, which were not actually part of the media mix for this campaign, do not necessarily indicate that the respondent is recalling the incorrect advertising. Often participants are not cognisant of the source of their advertising recall.



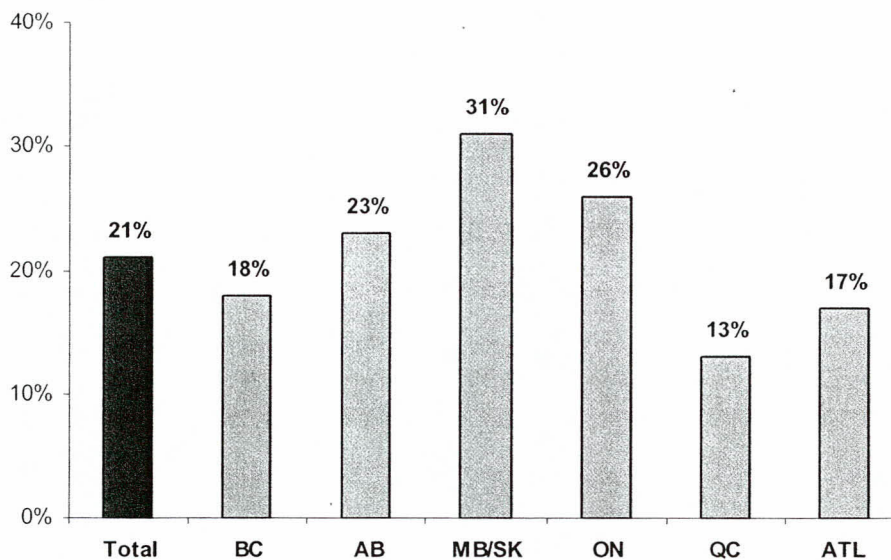
Aided Advertising Recall

Overall one-fifth of Canadians were able to recall the advertising when prompted, and one-third of this group correctly identified the Government of Canada or Health Canada as the sponsor. Over half of those who recall the advertising identified its message correctly.

Canadians were read a description of the print ad running in the newspaper, and then asked if they recalled seeing it over the past few weeks or so (i.e. aided recall). The purpose of this question is to help understand the level of unaided recall, which is the key measure of advertising penetration.¹

One-fifth (21%) of Canadians report seeing the advertising, three-quarters (74%) say they do not recall seeing it, and an additional three percent (3%) are unsure. (Q.2)

Aided Recall of Health Accord Ad



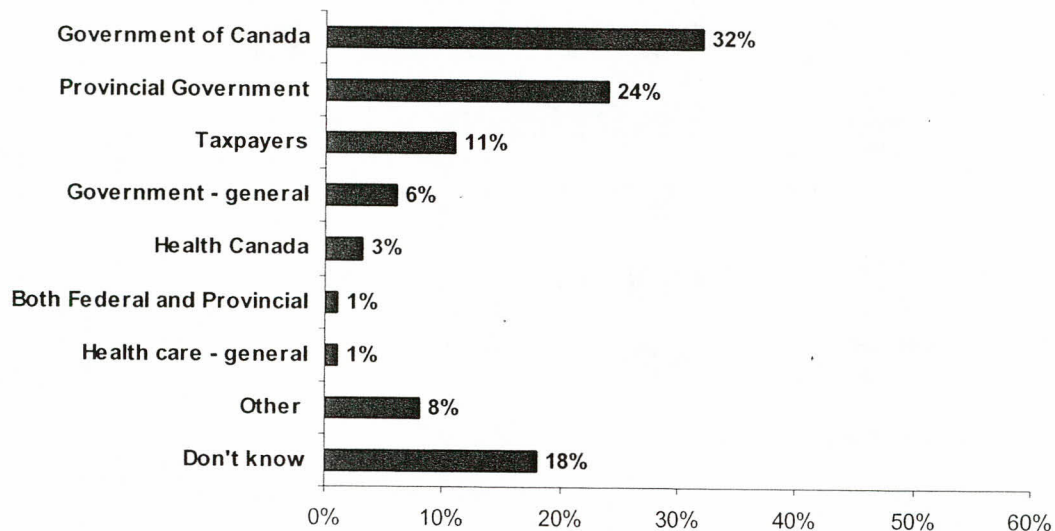
There are geographical and age differences in aided awareness. Residents of Manitoba and Saskatchewan (31%), followed by Ontario (26%), and Alberta (23%) are more likely to recall the advertising compared to others. Quebecers, meanwhile, report the lowest aided recall (13%). Aided recall of the advertising increases with age – while 13 percent of those 18 to 24 years of age recall it, 33 percent of those over 54 years of age do.

¹ Unaided recall is the key measure of advertising recall, while aided recall is more of a diagnostic tool. If unaided recall is low, then we look to aided recall to understand why. If unaided recall is good, the aided recall is not as crucial because we know we are likely to observe strong results.



Canadians who said they had seen the Health Accord ad were asked who they thought produced the ad, that is, who paid for it. The Government of Canada (32%) and Health Canada (3%) are correctly identified as the sponsors by one-third of those recalling the ad, or 8 percent of all Canadians. Others with aided recall of the ad identify the provincial government (24%) or the taxpayers (11%). One-fifth of those with aided recall (18%) could not say who produced the ad. (Q.3/3a)

Sponsorship of the Advertisement*

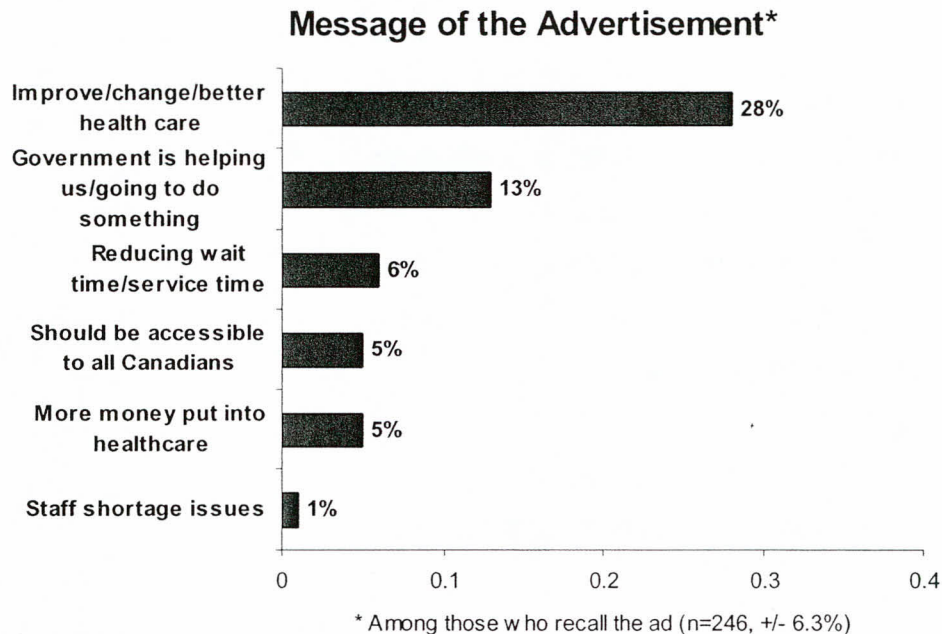


* Among those with aided recall of the ad (n=246, +/- 6.3%)

Residents of the Atlantic provinces (70%) are most likely to attribute the production of the advertisement to the Government of Canada, while Quebec residents (35%) are most likely to say that the provincial government produced the ad.



Canadians who said they had seen the ad were also asked what they thought the main point of the advertising was. Overall, over one-half (58%) of this group extracted a message consistent with the objectives of the advertising placement as a result of seeing the ad, and one-quarter (28%) say the point of the advertising is to inform Canadians about the improvements or changes in health care. A smaller proportion reports that the government is helping Canadians (13%). (Q.4)



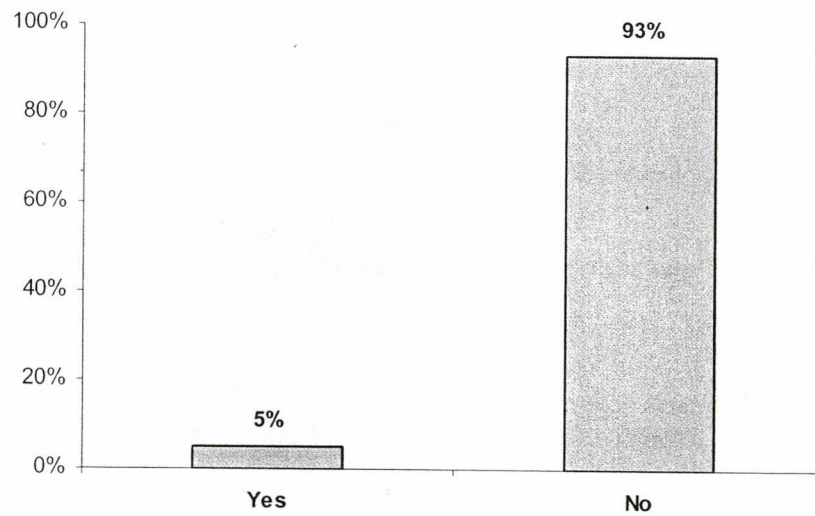
The likelihood of mentioning a correct message varies by socio-demographic group. Residents of Ontario (65%), and Manitoba and Saskatchewan (67%) are more likely to identify these messages compared to other Canadians. Participants aged 25 to 44 years (72%) are also more likely than others to identify a correct message. The likelihood of mentioning a correct main message of the advertising also increases with the level of education.



Very few Canadians report taking any action as a result of seeing the ad.

The main purpose of the advertising was to inform Canadians about the changes to the health care system that First Ministers agreed to implement. Potentially, as a result of seeing the ad Canadians could have taken action such as following-up by calling the 1-800 number or visiting the website highlighted in the advertisement. Only a small minority (5%) report taking action after seeing the advertising. When calculated based on the full sample, this represents one percent of all Canadians. (Q.4a)

Taken Action as a Result of the Ad*



* Based on respondents with aided recall (n=246, +/- 6.3%)

The comments provided by the small minority (13 people) who reported taking action are mostly negative and relate to emotions evoked by the advertising. (Q.4b)

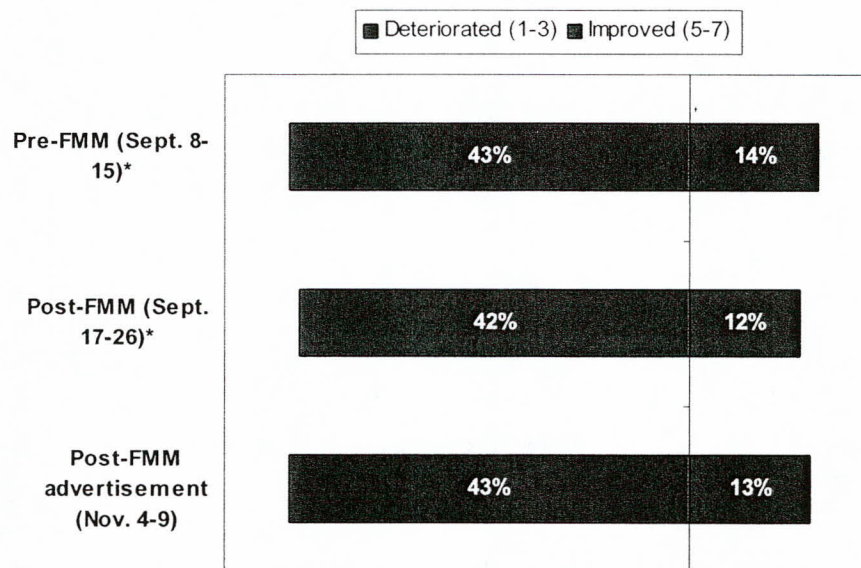


Perceived Changes in Quality of Health Care

Canadians continue to believe that the quality of health care has deteriorated over the past two years.

All participants were asked their opinion about the direction of changes in the quality of health care over the past two years. Less than one in six (13%) say that it has improved (a rating of “7”, “6”, or “5”), while over four in ten (43%) say that it has deteriorated (a rating of “3”, “2”, or “1”). About the same proportion (43%) believe that the quality of health care stayed the same. These results are consistent with findings from immediately before and after the First Ministers’ Meeting (FMM) in September. The results do not differ by recall of the advertising. (Q5a)

Quality of Health Care



* September 8-15 and 17-26 data provided by Health Canada

Residents of B.C. (55%) and Quebec (48%) are more likely than others to say that the quality of health care has deteriorated over the past two years.

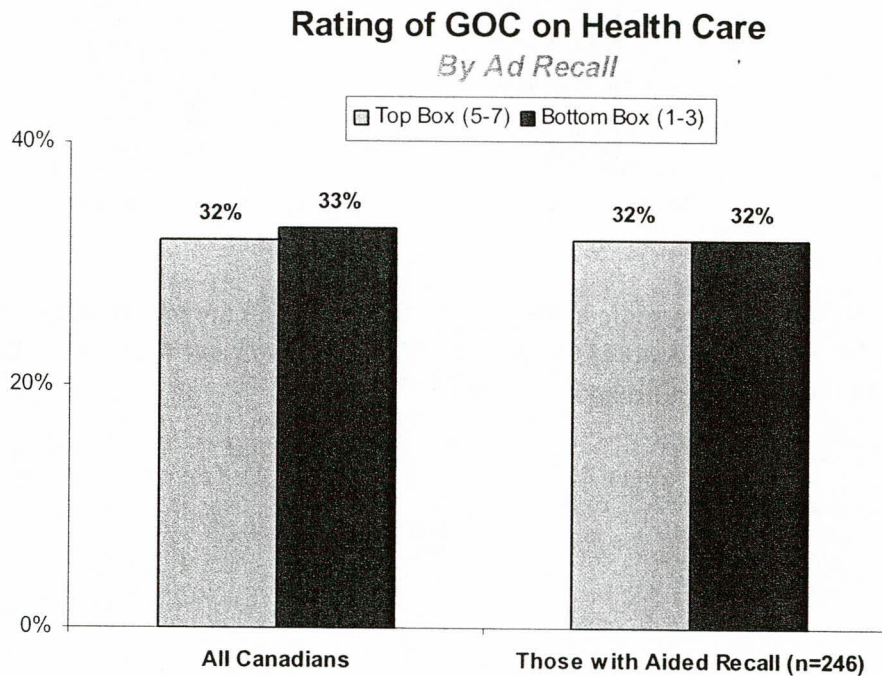


Rating of the Government of Canada's Performance

Approximately one-third of Canadians give the government positive ratings for its performance on health care, overall performance, and providing information to the public about government services that are available to Canadians.

All survey participants were asked to evaluate the Government of Canada (GOC) using a scale from "1" (terrible) to "7" (excellent) in three areas: performance on health care, overall performance, and performance in providing information to the public about government services that are available to Canadians.

When asked to rate the GOC's performance on health care, one third (32%) rate the performance positively (a rating of "5", "6", or "7"). The same proportion (33%) rate it negatively (a rating of "1", "2", or "3"). Those who recalled seeing the ad do not differ in their ratings from the overall results. (Q.5)

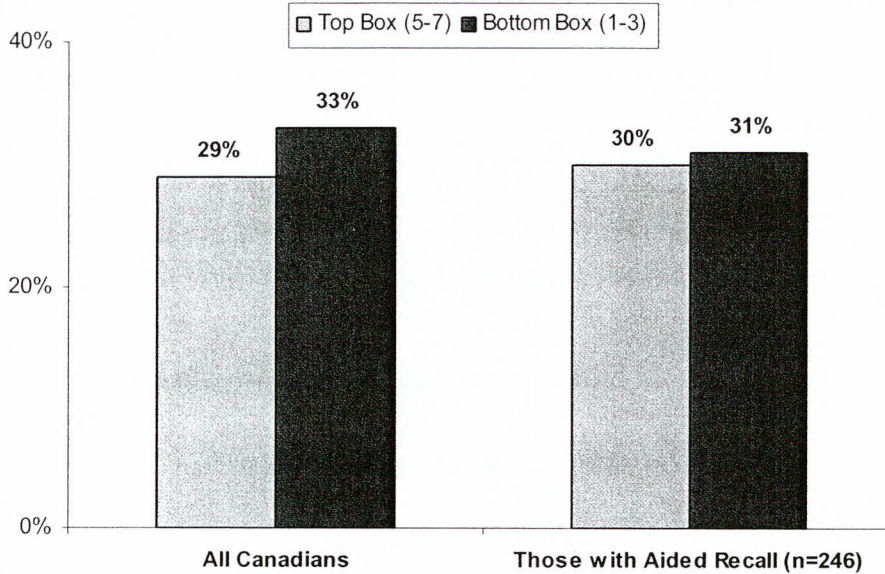


Opinions about the performance of the government on health care vary across demographic groups. Residents of Ontario (40%) and Atlantic (43%) are more likely than others to be positive (top box) about the GOC's performance in this area. Meanwhile, residents of Quebec (41%) are more likely than others to be negative (bottom box) about GOC's performance



Less than three in ten (29% - top box) rate the overall performance of the GOC positively. The same proportion (33% - bottom box) rates its performance negatively. Again, there are no differences by recall of the ad. (Q.6)

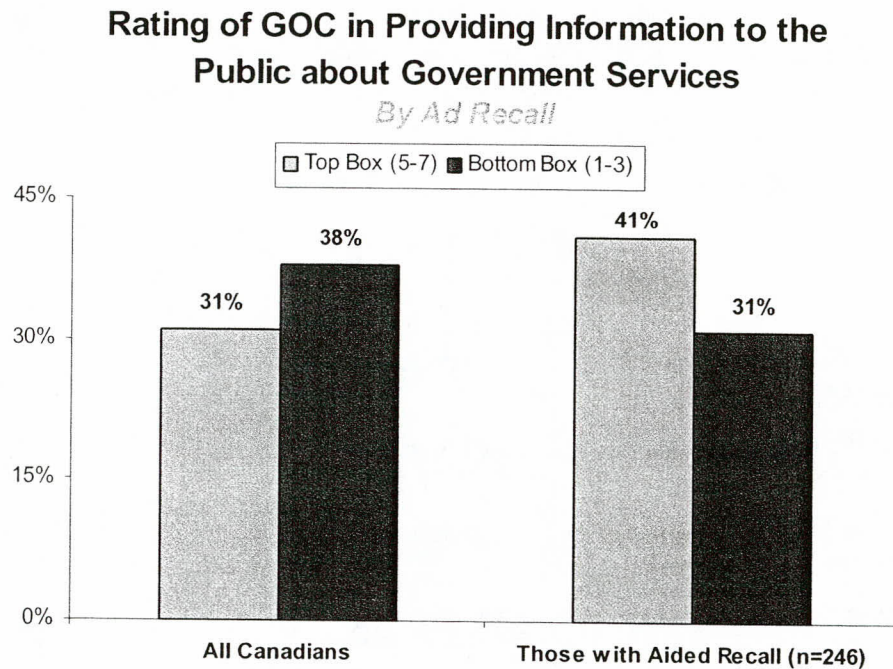
Overall Performance of GOC
By Ad Recall



Residents of Ontario (35%) and people under 25 years of age (42%) are more positive in their ratings (top box) than others, while residents of Quebec (43% - bottom box) and Alberta (40%) are more negative in rating the overall performance of the GOC.



Canadians were also asked to rate the GOC's performance in providing information to the public about services that are available to them. Again three in ten (31%) rate the government positively, while 38 percent rate it negatively. Canadians who recalled seeing the ad (41%) are more positive in their ratings of the GOC compared to the overall population. (Q.7)



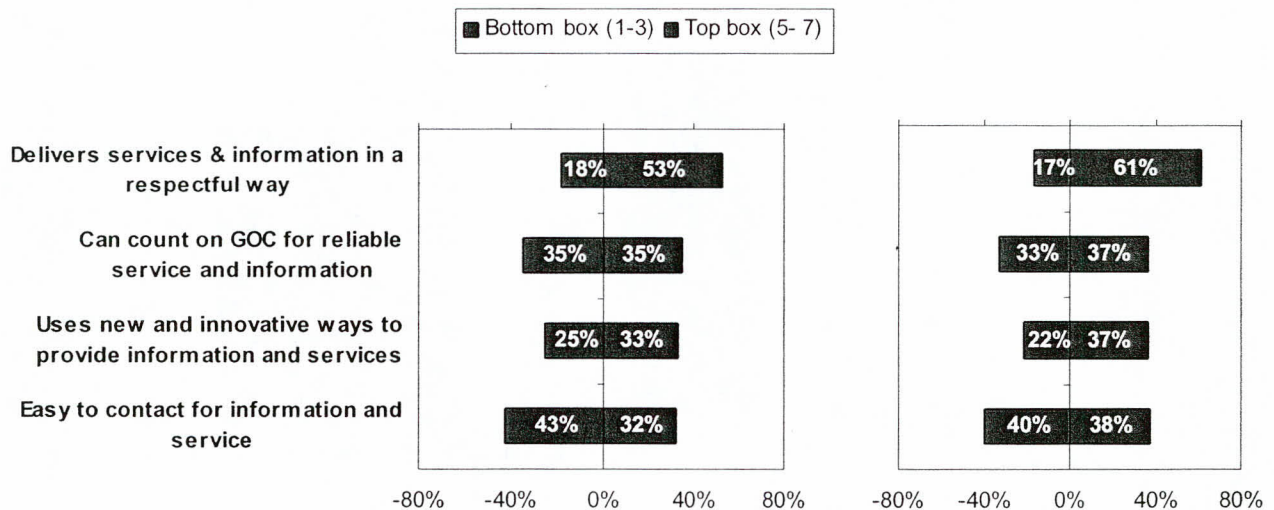
Again, residents of Ontario (39% - top box) are more positive in their ratings than others.



GOC is rated the highest for delivering services and information in a respectful way; other areas of information delivery are rated lower.

Canadians rated the government’s performance in four other areas of information delivery using a seven point scale ranging from “1”, totally disagree to “7”, totally agree. Agreement is the highest that GOC “delivers services and information in a respectful way” (53%). All other information delivery areas are rated below 40%. Canadians who recall seeing the ad are slightly more likely than others to say that the government “delivers services and information in a respectful way” (61%) and “it is easy to contact GOC for information and services” (38%). (Q.8a-d)

GOC Performance in Information Delivery



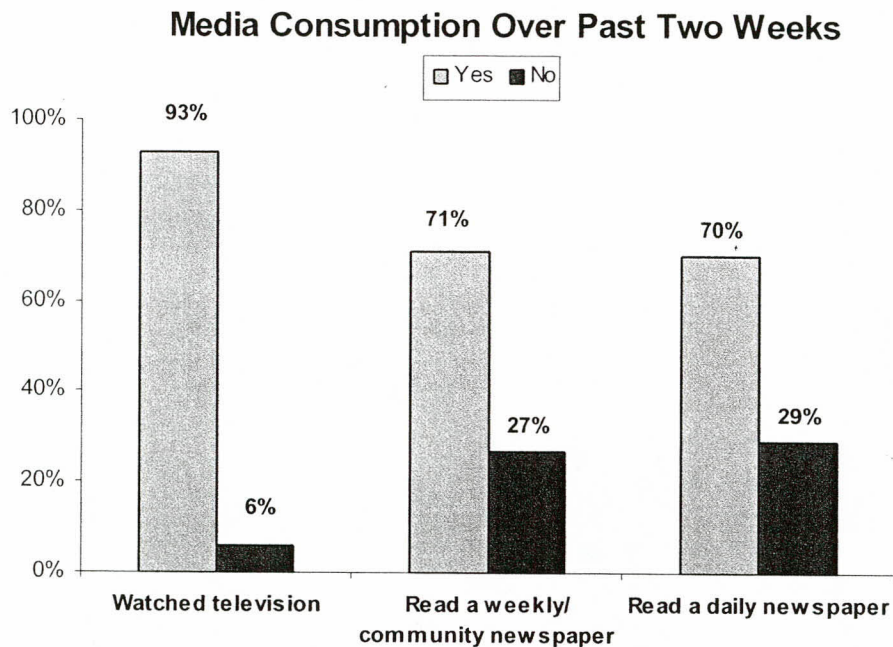
Ontario residents are more likely than other Canadians to agree that the GOC “delivers its services and information in a respectful way” (62%) and that “you can count on the Government of Canada for reliable service and information” (40%). Canadians under 25 years of age are also more likely than others to agree that “you can count on the Government of Canada for reliable service and information” (45%).



Media Consumption

Over a two-week period, majorities of Canadians read a daily newspaper, weekly or community newspaper, and watched television.

To measure the media consumption of Canadians, they were asked if over the past two weeks they have read daily, weekly or community newspapers, and/or and watched television. Seven in ten report having read each type of newspaper over the past two weeks and almost all (93%) have watched television. (Q.D1)



The likelihood of reading daily and weekly papers increases with income and education. Men (76%) are more likely to read a daily newspaper compared to women (65%). Canadians under 35 years of age (64% daily and 64% weekly or community papers) are less likely than average to read newspapers. Nearly all Atlantic residents (99%), and people over 55 years of age (98%) watched television in the time period examined.



Survey Methodology

Questionnaire Design

The questionnaire for this study consisted of questions incorporated from the Advertising Campaign Evaluation Tool (ACET) developed by the Privy Council Office (PCO), which is now a standard tool for evaluating the impact of government advertising campaigns.

Sample Design

The sample for this study was designed to complete interviews with 1,000 Canadians (18 years and older). The sample was stratified by province and region to ensure adequate sub-samples for meaningful regional analysis. The data are weighted in tabulation to replicate actual population distribution by age and sex within each region, according to the most current Census data available.

Every Canadian household with a telephone number had an equal chance of being selected for the study. Up to eight call-backs were used to reach selected respondents who may not have been available at the time of the call, to ensure an appropriate distribution across gender and age.

Survey Administration

The survey was conducted with 1,015 Canadians in English and French by telephone between November 4 and 9, 2004. All interviewing was conducted by fully trained interviewers using computer-assisted-telephone-interviewing. The average length of time to complete the survey was 7 minutes.

Sample Distribution

A total of 19,101 telephone numbers were dialled for this study, from which 1,015 households qualified as eligible (adults 18 years and older) and completed the survey. The overall response rate is 8%. The final disposition of all contacts is presented in the following table, following Professional Marketing Research Society (PMRS) guidelines in accordance with the reporting standards established by the Canadian Association of Marketing Research Organizations (CAMRO).



Sample Disposition Report

A. Total Number Attempted (Lines 1-14)	19,101
1. Not in Service	872
2. Fax	501
3. Invalid number/wrong number	2483
B. Total Eligible Numbers (Lines 4-14)	11,381
4. Busy	245
5. Answering Machine	3,049
6. No Answer	3,042
7. Language barrier	348
8. Illness, Incapable	44
9. Eligible Respondent Not Available/Callback	1,880
C. Total Asked (Lines 10-14)	6,637
10. Household Refusal	2,034
11. Respondent Refusal	3,395
12. Qualified Respondent Break Off	68
D. Co-operative Contacts (Lines 13-14)	1,140
13. Not qualified	125
14. Completed Interview	1,015
Refusal Rate = (10+11+12)/C	83%
Response Rate = D/B	8%
Incidence = [(14+12)/(13+14+12)*100	90%

Sample Distribution

A sample of 1,015 drawn from the Canadian population would be expected to provide results accurate to within plus or minus 3.1 percent in 95 out of 100 samples. The margin of error will be greater for regional and provincial sub-samples, as presented in the following table.

Sample Distribution by Region

Region/Province	Unweighted Sample	Margin of Error ¹
Atlantic Canada	101	+/- 9.8%
Québec	254	+/- 6.2%
Ontario	328	+/- 5.4%
Manitoba/Saskatchewan	104	+/- 9.7%
Alberta	101	+/- 9.8%
British Columbia	127	+/- 8.7%
CANADA	1,015	+/- 3.1%

¹Percentage based on 95% confidence level

**Appendix A: Survey Questionnaire
(English and French)**

**Health Canada
ACET Application Post-FMM Advertising**

Final Questionnaire

1. Over the past few weeks or so, have you seen, or read any advertising about a plan for better health care?"

DO NOT READ. DO NOT DESCRIBE THEME – STATE IT IN TWO OR THREE WORDS

- Yes
- No
- Maybe
- Don't know/ Refused

1b. Please tell me everything you can remember about this ad. What pictures or images come to mind?
[PROBE] Anything else?

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

- Specify
- Don't know/Refused [DO NOT READ] 999

1c. Where did you notice this advertisement?

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

- Television
- Radio
- Newspaper
- Magazines
- Local weeklies
- Pamphlet/brochure in the mail
- Outdoor billboards
- Public transit
- Internet/Website banner
- Word of mouth
- Ethnic paper
- Fair/Exhibition
- Other (Specify)
- Don't know/ Refused

5. This ad was in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on Health Care? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad."

- 01 Terrible
- 02
- 03
- 04 Neither good nor bad
- 05
- 06
- 07 Excellent
- Don't know/ Refused

5a. In your opinion, has the quality of health care in Canada over the past two years deteriorated, improved or stayed the same? Please respond using a 7-point schedule where 1 means greatly deteriorated, 7 means greatly improved and the mid-point 4 means stayed the same.

- 01 Greatly deteriorated
- 02
- 03
- 04 Stayed the same
- 05
- 06
- 07 Greatly improved
- Don't know/ Refused

6. Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad."

- 01 Terrible
- 02
- 03
- 04 Neither good nor bad
- 05
- 06
- 07 Excellent
- Don't know/ Refused

7. And, using the same scale [REPEAT IF NECESSARY], how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?

- 01 Terrible
- 02
- 03
- 04 Neither good nor bad
- 05
- 06
- 07 Excellent
- Don't know/ Refused

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

READ LIST

- Current student
- Public/Elementary
- Some high school
- Graduated high school
- Technical, vocational post-secondary, college
- Some university
- Complete university degree
- Postgraduate degree
- Don't know/Refused

12. What is your current employment status? Are you...

READ LIST - ACCEPT ONE ANSWER ONLY

- Working full-time (35 or more hours per week)
- Working part-time (less than 35 hours per week)
- Self-employed
- Unemployed, but looking for work
- Attending school full-time/A student
- Retired
- Not in workforce (Homemaker/not looking for work)
- Other
- Don't know/Refused

13. Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?

- Yes
- No
- Don't know/Refused

14. 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?

READ LIST.

- Under \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 and over
- Don't know/Refused

Santé Canada

OECP : Évaluation de la campagne publicitaire suite à la RPM

Questionnaire Final

1. Au cours des dernières semaines, vous souvenez-vous d'avoir vu ou lu une publicité concernant un plan pour un meilleur système de soins santé?

NE LISEZ PAS. NE DÉCRIVEZ PAS LE THÈME – ÉNONCEZ-LE EN DEUX OU TROIS MOTS

- Oui
- Non
- Peut-être
- Ne sait pas/Refuse [Ne lisez pas]

1b. Veuillez me dire tout ce dont vous vous souvenez concernant cette publicité. Quelles photos ou images vous viennent à l'esprit? [SONDEZ] Autre chose?

QUESTION OUVERTE. NE LISEZ PAS. ENTREZ TOUTES LES RÉPONSES APPLICABLES.

- Indiquez
- Ne sait pas/Refuse [NE LISEZ PAS]

1c. Où avez-vous vu ou entendu parler de cette publicité?

SONDEZ. QUESTION OUVERTE. NE LISEZ PAS. ENTREZ TOUTES LES RÉPONSES APPLICABLES

- Télévision
- Radio
- Journaux
- Magazines
- Journal local
- Dépliant/brochure reçu(e) par la poste
- Panneau publicitaire à l'extérieur
- Transports en commun
- Internet/Message d'accueil d'un site Web
- Bouche à oreille
- Journal d'un groupe ethnique
- Salon commercial/exposition
- Autre (précisez)
- Ne sait pas/ refuse

4b. Qu'avez-vous fait? Avez-vous fait autre chose?

SONDEZ. QUESTION OUVERTE. ACCEPTEZ JUSQU'À TROIS RÉPONSES.

- Indiquez
- Ne sait pas/ refuse

5. En fait, cette publicité a été produite par le gouvernement du Canada. Comment qualifieriez-vous la performance du gouvernement du Canada à l'égard des soins de santé? Pour ce faire, veuillez utiliser une échelle de 7 points, où 1 signifie qu'elle est très mauvaise, 7 signifie qu'elle est excellente, et 4 signifie qu'elle n'est ni bonne, ni mauvaise.

- 01 Très mauvaise
- 02
- 03
- 04 Ni bonne, ni mauvaise
- 05
- 06
- 07 Excellente
- Ne sait pas/ refuse

5a. À votre avis, la qualité des soins de santé au Canada s'est-elle détériorée, améliorée ou est-elle demeurée la même au cours des deux dernières années? Pour répondre à cette question, veuillez utiliser une échelle de 7 points, où 1 signifie qu'elle s'est grandement détériorée, 7 signifie qu'elle s'est grandement améliorée, et où 4, le point médian, signifie qu'elle est demeurée la même.

- 01 Grandement détériorée
- 02
- 03
- 04 Est demeurée la même
- 05
- 06
- 07 S'est grandement détériorée
- Ne sait pas/ refuse

6. De façon générale, comment qualifieriez-vous la performance du gouvernement du Canada? Pour ce faire, veuillez utiliser une échelle de 7 points, où 1 signifie qu'elle est très mauvaise, 7 signifie qu'elle est excellente, et 4 signifie qu'elle n'est ni bonne, ni mauvaise.

- 01 Très mauvaise
- 02
- 03
- 04 Ni bonne, ni mauvaise
- 05
- 06
- 07 Excellente
- Ne sait pas/ refuse

9. Au cours des deux dernières semaines, avez vous...

LISEZ ET ALTERNEZ. ENTREZ TOUTES LES RÉPONSES APPLICABLES.

- a. Lu un quotidien?
- b. Regardé la télévision?
- c. Lu un journal hebdomadaire/ communautaire

- Oui
- Non
- Peut-être
- Ne sait pas/ refuse

10. En quelle année êtes-vous né(e)?

- Indiquez
- Ne sait pas/ refuse

11. Quel est le plus haut niveau de scolarité que vous ayez terminé?

LISEZ LA LISTE

- Huitième année ou moins
- Études secondaires en partie
- Études secondaires terminées
- École technique/école de métiers post-secondaire/collège/CÉGEP
- Études universitaires en partie
- Études universitaires terminées
- Études supérieures
- Ne sait pas/ refuse

12. Quelle est votre situation d'emploi actuelle? Êtes-vous...

LISEZ LA LISTE. N'ACCEPTÉZ QU'UNE SEULE RÉPONSE.

- Employé(e) à temps plein (35 heures ou plus par semaine)
- Employé(e) à temps partiel (moins de 35 heures par semaine)
- Travailleur autonome
- Sans emploi mais à la recherche d'un emploi
- À l'école/étudiant à temps plein
- Retraité(e)
- Pas sur le marché du travail (personne au foyer)
- Sans emploi et ne cherche pas d'emploi
- Autre (NE LISEZ PAS)
- Ne sait pas/ refuse

13. Travaillez plus ou moins de 35 heures par semaine?

- Plus de 35 heures par semaine
- Moins de 35 heures par semaine
- Ne sait pas

**Appendix B: The Advertisement
(English and French)**



Better Health Care for Canadians: A 10-year plan

Working together, the Prime Minister, Premiers and Territorial leaders have signed a 10-year plan, supported by \$41 billion in new federal funding, that will lead to better health care for Canadians.

Better Health Care

- Reduce waiting times**
 - Improve access so that Canadians don't wait as long for key tests, treatments and surgeries
- More Doctors, Nurses and other Health Professionals**
 - Plans to train and hire more health professionals while also developing faster accreditation for foreign-trained health professionals
- Expand home care**
 - Provide better support for people being cared for or recovering at home
- Improve access to family and community care**
 - Increase 24/7 access to doctors, nurses and other health professionals
- Better Access to Needed Medicines**
 - A commitment to manage drug costs and ensure that no family is forced to choose between needed medicines and financial ruin
- Improved Aboriginal Health**
 - New investments and better planning to close the gap between Aboriginals and other Canadians in terms of health

Shorter Waiting Times

The federal, provincial and territorial governments have committed to report clearly on the progress we are making in health care and, for the first time will report on progress in reducing waiting times.

- Comparable indicators ... so we can measure**
 - Federal, provincial and territorial governments will use comparable information to report their progress in improving access to doctors, and to diagnostic and treatment procedures
- Benchmarks ... so we know what we are striving for**
 - Federal, provincial and territorial governments will set medically acceptable waiting times – based on advice from medical experts – starting with cancer, heart disease, diagnostic imaging, joint replacement, and sight restoration
- Targets ... to drive change**
 - Provincial and territorial governments will set their own targets and report annually to citizens on progress in reducing waiting times

Canadians will see for themselves where their health care money is going and how it is making a difference.

To obtain a copy of "The 2004 Health Care 10-Year Action Plan at a Glance", call **1 800 O-Canada** (1 800 622-6232) or, to see it on the web, click www.canada.gc.ca/healthplan.





De meilleurs soins de santé pour les Canadiens : plan d'action sur 10 ans

Le premier ministre du Canada et les premiers ministres provinciaux et territoriaux ont de concert adopté un plan d'action décennal qui, grâce notamment à un nouvel investissement fédéral de 41 milliards de dollars, consolidera les soins de santé pour tous les Canadiens.

De meilleurs soins de santé :

- réduction des temps d'attente**
 - améliorer l'accès pour que les Canadiens obtiennent plus vite les tests cruciaux, les traitements et les chirurgies essentiels
- d'avantage de médecins, d'infirmières et d'autres professionnels de la santé**
 - élaborer des plans plus former et recruter davantage de professionnels de la santé, et accréditer plus rapidement ceux formés à l'étranger
- élargissement des soins à domicile**
 - améliorer le soutien aux personnes soignées ou en convalescence à domicile
- meilleur accès aux services de santé à la famille et communautaires**
 - augmenter l'accès en tout temps à des médecins, infirmières et autres professionnels de la santé
- meilleur accès aux médicaments essentiels**
 - gérer les coûts des médicaments afin qu'aucune famille n'ait à choisir entre les médicaments et la déchéance financière
- amélioration de la santé des Autochtones**
 - investir de nouveaux fonds et mieux planifier pour combler l'écart entre les soins de santé offerts aux Autochtones et aux autres Canadiens

Réduction des temps d'attente :

Les gouvernements fédéral, provinciaux et territoriaux ont convenu de rendre compte des progrès accomplis dans le domaine de la santé et, pour la première fois, dans la réduction des temps d'attente.

- des indicateurs comparables... pour mesurer les progrès**
 - les gouvernements fédéral, provinciaux et territoriaux utiliseront des indicateurs comparables pour rendre compte de l'amélioration de l'accès aux médecins, aux services de diagnostic et aux traitements
- des jalons... pour préciser le but visé**
 - les gouvernements fédéral, provinciaux et territoriaux établiront des temps d'attente médicalement acceptables – fondés sur l'avis d'experts – d'abord dans les domaines du cancer, des maladies du cœur, de l'imagerie diagnostique, des remplacements articulaires et de la restauration de la vue
- des objectifs... pour susciter le changement**
 - chaque gouvernement provincial et territorial établira ses propres objectifs pour les temps d'attente et rendra compte annuellement aux citoyens des progrès réalisés

Les Canadiens pourront constater à quoi sert leur argent affecté aux soins de santé et les résultats déterminants qu'il produit.

Pour obtenir un exemplaire du document « Aperçu du plan d'action décennal sur les soins de santé 2004 », composez le **1 800 O-Canada** (1 800 622-6232). Vous pouvez aussi le consulter sur Internet à www.canada.gc.ca/plansante.





Better Health Care for Canadians: A 10-year plan

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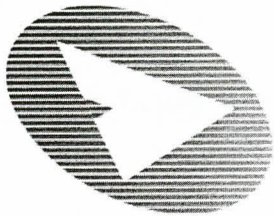
- des indicateurs comparables... pour mesurer les progrès**
 - les gouvernements fédéral, provinciaux et territoriaux utiliseront des indicateurs comparables pour rendre compte de l'amélioration de l'accès aux médecins, aux services de diagnostic et aux traitements
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ACET Application Post-FMM Advertising

Banner Tables

H1011-04-0035/001/CY
POR-04-43

Prepared for: **Health Canada**

Date: **November 2004**

Decima
RESEARCH INC

(52)
CA.2,2005.2710
0.2
V.2

POR6-2004-1299

Health Canada ACET Application Post-FMM Advertising

QB1. Over the past few weeks or so, have you seen, or read any advertising about a plan for better health care?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Yes	288	18	49	119	23	37	42	117	171	20	36	58	62	106	27	127	13	63	17	23	244	43
	28%	22%	19%	31%	32%	40%	32%	24%	33%	17%	17%	29%	34%	38%	26%	25%	26%	39%	28%	29%	32%	18%
				C	C	BC	C		H			JK	JK	JKL		R		OP			V	
No	701	63	202	248	46	52	88	364	337	99	172	140	115	168	77	377	35	95	42	51	509	192
	69%	76%	79%	65%	65%	57%	67%	74%	64%	83%	80%	69%	62%	60%	73%	73%	71%	58%	69%	64%	66%	80%
		DF	DEFG					I		LMN	LMN	N			R	R					U	
Maybe	17	-	3	9	1	2	2	7	11	1	4	4	4	4	-	8	-	3	1	5	14	3
	2%		1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%		2%		1%	7%	2%	1%
Don't Know/Refused	9	2	1	4	1	1	1	4	5	-	1	1	4	3	1	2	1	1	1	-	7	1
	1%	2%	1%	1%	1%	1%	1%	1%	1%		1%	1%	2%	1%	1%	2%	3%	1%	2%		1%	1%

Health Canada ACET Application Post-FMM Advertising

QB1. Over the past few weeks or so, have you seen, or read any advertising about a plan for better health care?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Yes	288	199	89	97	48	33	25	34	115	52	68	22	24	55	173	53	64	97	50	68
	28%	31%	23%	29%	27%	29%	29%	27%	32%	24%	29%	26%	24%	20%	30%	35%	32%	29%	25%	26%
		C							J						N					
No	701	419	282	227	125	81	61	90	235	158	164	63	74	210	388	95	128	230	145	184
	69%	66%	74%	67%	70%	70%	70%	71%	65%	73%	70%	73%	74%	78%	67%	63%	64%	69%	72%	71%
			B											OP						
Maybe	17	10	7	9	3	-	-	3	10	5	1	1	1	2	13	2	3	5	4	6
	2%	2%	2%	3%	2%			2%	3%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%
									K											
Don't Know/Refused	9	6	3	5	1	1	1	-	3	3	2	-	1	2	5	1	4	2	2	2
	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%		1%	1%	1%	1%	2%	1%	1%	1%

Health Canada ACET Application Post-FMM Advertising

QB1. Over the past few weeks or so, have you seen, or read any advertising about a plan for better health care?

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Yes	288	99	189	288	215	267	217	81	103	100	288	14	266
	28%	40%	25%	28%	30%	28%	30%	25%	31%	30%	28%	30%	28%
		C											
No	701	139	562	701	480	655	489	237	221	232	701	32	661
	69%	56%	73%	69%	67%	69%	67%	73%	66%	69%	69%	70%	69%
			B										
Maybe	17	5	12	17	11	14	14	7	8	2	17	-	17
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%		2%
Don't Know/Refused	9	4	5	9	8	9	5	2	2	2	9	-	9
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%		1%

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind?

BASE: Those who said yes or maybe at B1

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk Emp	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	305	18	52	128	25	39	44	124	181	21	41	62	66	110	27	134	13	66	18	28	259	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	313	24	54	114	36	43	42	133	180	17	33	62	70	125	31	136	12	73	14	27	265	48
Incorrect Mentions - NET	143	6	24	62	9	16	25	50	92	12	18	28	33	50	13	69	5	27	9	12	119	24
	47%	32%	47%	49%	36%	42%	58%	41%	51%	58%	44%	46%	50%	45%	49%	51%	36%	40%	52%	44%	46%	51%
Remembered ad medium	41	1	5	17	4	5	8	8	33	5	6	9	8	14	6	17	2	7	3	4	36	5
	13%	7%	10%	14%	16%	14%	18%	7%	18%	23%	14%	14%	12%	12%	22%	12%	14%	11%	19%	13%	14%	11%
General description/features of ad (incorrect)	28	1	3	15	1	2	5	12	16	4	2	2	9	10	2	12	1	7	2	3	25	3
	9%	8%	5%	12%	6%	5%	12%	9%	9%	21%	6%	3%	14%	9%	8%	9%	7%	10%	13%	11%	10%	6%
Prices/costs/user fees (general)	19	2	2	6	-	4	5	8	11	2	3	3	7	5	2	12	1	3	1	2	17	2
	6%	12%	4%	4%		11%	11%	6%	6%	7%	8%	5%	11%	4%	6%	9%	7%	4%	5%	5%	7%	5%
Vaccine/immunization/flu shot	17	-	3	13	1	1	-	6	11	1	3	2	4	5	2	5	-	4	1	2	14	3
	6%		5%	10%	2%	2%		5%	6%	7%	7%	4%	6%	5%	7%	4%		6%	8%	8%	6%	6%
Privatization concern (general)	13	1	3	2	1	1	5	4	9	-	2	3	5	2	2	8	1	1	-	1	10	3
	4%	4%	6%	2%	6%	2%	11%	3%	5%		6%	5%	8%	2%	6%	6%	7%	2%		3%	4%	7%
Promoting healthy life style/diet/hygiene	12	1	3	5	1	-	2	9	3	-	1	4	6	1	-	10	1	1	-	-	9	3
	4%	3%	6%	4%	2%		5%	7%	2%		4%	6%	9%	1%		7%	7%	1%			3%	7%
Bacteria/disease (general)	10	-	8	1	-	1	-	2	7	-	-	6	-	4	-	6	-	4	-	-	2	8
	3%		15%	1%		2%		2%	4%			10%		4%		5%		6%			1%	17%
All lies/not true	9	1	-	5	-	1	2	1	8	-	-	-	1	7	-	3	1	1	-	2	9	-
	3%	5%		4%		2%	4%	1%	4%				1%	6%		2%	7%	1%		9%	3%	
Decline in healthcare (general)	7	-	1	2	2	-	2	2	5	-	2	1	1	3	-	6	-	1	-	-	7	-
	2%		1%	2%	7%		5%	2%	3%		6%	1%	1%	3%		4%		2%			3%	
Good healthcare system/privileged	6	-	-	3	-	2	2	-	6	-	-	3	3	1	-	3	-	1	1	2	6	-
	2%			2%		5%	4%		4%			4%	4%	1%		2%		1%	5%	7%	2%	
Upset/don't agree with ad	6	-	-	4	-	-	2	1	5	-	-	1	2	3	-	3	1	2	-	-	6	-
	2%			3%			5%	1%	3%			1%	3%	3%		2%	7%	3%			2%	

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind? Continued
BASE: Those who said yes or maybe at B1
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Advances in technology/ research (general)	6 2%	-	1 1%	4 3%	-	2 5%	-	1 1%	5 3%	-	1 4%	-	1 1%	4 3%	2 6%	2 2%	-	2 3%	-	-	5 2%	1 2%
Contracting out to private clinics (general)	6 2%	-	1 3%	1 1%	1 3%	1 2%	1 3%	4 3%	2 1%	-	1 3%	1 1%	2 3%	2 1%	-	4 3%	-	1 1%	1 8%	-	5 2%	1 3%
Pictures/images of political figures	4 1%	-	1 2%	1 1%	-	-	2 4%	1 1%	4 2%	-	-	1 2%	1 1%	2 2%	1 3%	2 2%	-	-	-	1 4%	3 1%	1 2%
Outsourcing healthcare to India	2 1%	-	-	-	-	-	2 4%	1 1%	1 1%	-	-	-	2 2%	-	1 3%	-	1 7%	-	-	-	2 1%	-
Correct Mentions - NET	110 36%	9 48%	12 23%	43 34%	10 41%	18 47%	18 41%	41 33%	70 38%	6 27%	16 39%	25 40%	27 41%	34 31%	10 36%	52 39%	8 61%	21 31%	6 35%	6 21%	102 39%	9 19%
Government/politicians discussing health care (general)	27 9%	3 16%	4 8%	6 4%	2 7%	4 9%	9 21%	10 8%	17 10%	2 9%	5 13%	4 7%	6 9%	8 7%	2 6%	11 8%	1 7%	4 6%	4 22%	2 8%	24 9%	3 6%
Improvements to healthcare (general)	24 8%	1 4%	2 4%	10 8%	2 9%	6 16%	2 5%	9 8%	14 8%	1 5%	2 6%	7 11%	5 8%	7 6%	4 14%	9 7%	3 24%	5 8%	-	1 3%	22 9%	1 2%
Decrease in/less wait times	18 6%	-	1 1%	8 6%	3 12%	6 16%	-	9 7%	10 5%	-	-	4 6%	5 7%	9 8%	2 7%	8 6%	-	6 9%	1 5%	1 3%	18 7%	-
Need better health care/ new facilities/services	18 6%	3 19%	-	7 6%	2 7%	1 3%	4 10%	7 6%	10 6%	1 6%	4 9%	3 4%	7 10%	3 3%	2 6%	11 8%	-	2 3%	-	3 10%	18 7%	-
More money to health care/better funding (general)	18 6%	1 4%	1 1%	9 7%	4 14%	4 9%	-	6 5%	11 6%	-	1 3%	3 5%	3 4%	10 9%	1 4%	11 8%	-	5 8%	-	-	18 7%	-
Staff shortage issues (general)	15 5%	-	1 3%	7 6%	2 6%	3 7%	2 4%	5 4%	10 5%	-	2 6%	3 5%	5 7%	3 3%	-	9 6%	3 20%	2 4%	-	-	13 5%	1 3%
Seniors/elderly people (general)	14 4%	1 4%	1 1%	8 6%	1 2%	4 10%	-	2 1%	12 7%	1 5%	2 5%	5 8%	1 1%	5 5%	1 4%	7 5%	1 8%	2 3%	-	1 4%	13 5%	1 2%
General description/ features of ad (correct)	8 3%	-	3 6%	2 2%	1 4%	2 5%	-	4 3%	4 2%	1 5%	2 5%	-	4 7%	1 1%	1 5%	4 3%	1 8%	-	-	1 5%	5 2%	3 7%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind? Continued
 BASE: Those who said yes or maybe at B1
 BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Service/staff/equipment shortage/problems (general)	7 2%	1 8%	1 1%	3 3%	-	-	2 4%	3 2%	4 2%	-	1 3%	1 1%	2 3%	3 3%	-	3 2%	1 10%	2 3%	-	1 3%	7 3%	-
Youth/children	6 2%	-	-	3 3%	-	1 3%	2 5%	1 1%	5 3%	-	1 2%	3 5%	1 1%	1 1%	1 3%	3 2%	-	1 2%	-	1 4%	6 3%	-
Ad sponsorship/government of Canada	4 1%	-	-	-	1 2%	4 9%	-	1 1%	3 2%	-	-	2 3%	-	2 2%	-	3 2%	-	1 1%	-	-	4 2%	-
Accessibility/ 24/7	3 1%	1 6%	1 1%	1 1%	1 2%	-	-	1 *	3 1%	-	1 2%	1 2%	-	1 1%	1 4%	1 *	1 9%	-	-	-	3 1%	-
10 Year plan (general)	3 1%	-	1 2%	1 1%	1 2%	-	-	2 1%	1 1%	1 7%	-	2 3%	-	-	-	2 1%	-	-	1 8%	-	2 1%	1 2%
Toll-free number/website for information	1 **	1 6%	-	-	1 2%	-	-	-	1 1%	-	1 2%	-	-	1 **	1 4%	1 **	-	-	-	-	1 1%	-
Access to medication/drugs	1 **	1 7%	-	-	-	-	-	1 **	1 **	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	1 1%	-	
Aboriginal Health (general)	1 **	-	1 1%	-	-	-	-	1 **	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 **	-
Other	19 6%	2 13%	5 9%	6 4%	3 12%	3 7%	1 2%	8 7%	11 6%	2 10%	3 8%	4 7%	2 3%	7 7%	4 13%	6 4%	1 10%	5 8%	2 14%	1 5%	14 6%	5 11%
Don't Know/Refused	92 30%	3 19%	15 30%	39 30%	7 27%	13 34%	14 32%	43 35%	48 27%	4 20%	11 27%	17 27%	18 27%	38 35%	8 29%	37 27%	1 7%	25 38%	4 23%	11 37%	78 30%	13 29%

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind?

BASE: Those who said yes or maybe at B1

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	305	209	96	105	52	33	25	37	124	57	69	24	25	57	186	55	67	101	54	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	313	203	110	110	52	35	24	39	131	61	72	23	19	53	194	59	70	104	55	75
Incorrect Mentions - NET	143	102	40	46	19	16	16	20	53	29	33	13	13	30	82	29	31	46	31	34
	47%	49%	42%	43%	38%	47%	63%	55%	43%	51%	48%	54%	54%	52%	44%	52%	46%	45%	57%	45%
Remembered ad medium	41	32	9	12	3	5	5	9	12	8	8	9	5	8	25	8	8	13	9	12
	13%	15%	9%	11%	6%	17%	20%	23%	10%	14%	11%	38%	19%	14%	13%	15%	12%	12%	16%	16%
General description/ features of ad (incorrect)	28	19	9	8	2	6	4	5	8	4	10	3	3	6	16	5	5	11	4	8
	9%	9%	9%	7%	3%	17%	18%	13%	6%	6%	14%	13%	14%	11%	9%	9%	8%	10%	7%	11%
Prices/costs/user fees (general)	19	11	8	6	3	1	2	4	9	4	3	1	2	5	12	2	2	7	7	3
	6%	5%	8%	6%	6%	4%	6%	11%	7%	7%	4%	5%	10%	10%	6%	4%	3%	7%	13%	4%
Vaccine/immunization/ flu shot	17	15	2	5	4	3	2	2	5	3	5	1	1	3	10	3	1	9	3	3
	6%	7%	2%	5%	7%	8%	10%	6%	4%	6%	7%	5%	6%	4%	5%	6%	2%	8%	6%	5%
Privatization concern (general)	13	10	3	4	4	1	1	1	6	5	1	1	-	4	7	1	5	6	2	-
	4%	5%	3%	4%	7%	3%	4%	2%	5%	9%	1%	3%	-	8%	4%	3%	8%	6%	4%	-
Promoting healthy life style/diet/hygiene	12	9	3	3	3	-	3	3	6	3	2	1	-	2	9	1	2	4	3	3
	4%	4%	3%	3%	5%	-	10%	7%	5%	5%	4%	6%	-	4%	5%	2%	3%	4%	6%	4%
Bacteria/disease (general)	10	9	1	5	2	-	-	1	7	1	1	-	-	1	7	2	2	3	2	3
	3%	4%	1%	5%	4%	-	-	3%	6%	2%	2%	-	-	2%	4%	3%	3%	3%	5%	3%
All lies/not true	9	2	6	2	-	-	-	1	2	1	2	2	-	-	2	5	3	2	2	-
	3%	1%	6%	2%	-	-	-	3%	2%	2%	3%	9%	-	-	1%	9%	4%	2%	4%	-
Decline in healthcare (general)	7	5	2	4	2	-	-	1	4	2	-	1	-	2	4	1	3	2	-	2
	2%	2%	2%	4%	3%	-	-	3%	4%	3%	-	5%	-	4%	2%	1%	5%	2%	-	2%
Good healthcare system/ privileged	6	4	3	1	1	-	-	2	1	1	3	1	1	1	5	1	1	-	2	4
	2%	2%	3%	1%	2%	-	-	6%	1%	1%	4%	4%	4%	2%	3%	2%	1%	-	3%	5%
Upset/don't agree with ad	6	6	-	1	2	1	-	-	-	1	5	-	-	1	4	1	2	1	2	1
	2%	3%	-	1%	4%	3%	-	-	-	2%	8%	-	-	2%	2%	2%	3%	1%	4%	1%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind? Continued
BASE: Those who said yes or maybe at B1
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Advances in technology/ research (general)	6 2%	4 2%	2 2%	2 2%	1 2%	2 7%	-	-	3 2%	2 3%	1 2%	-	-	1 1%	4 2%	1 2%	2 3%	2 2%	1 2%	1 1%
Contracting out to private clinics (general)	6 2%	6 3%	-	3 3%	1 2%	1 4%	-	1 2%	1 1%	1 1%	2 3%	1 3%	1 6%	2 4%	4 2%	-	2 3%	2 2%	1 2%	1 1%
Pictures/images of political figures	4 1%	2 1%	2 2%	1 1%	1 2%	1 2%	-	-	1 1%	2 3%	1 2%	-	-	1 2%	2 1%	1 2%	1 2%	2 2%	-	1 1%
Outsourcing healthcare to India	2 1%	-	2 2%	1 1%	-	1 2%	-	-	1 1%	1 1%	-	-	-	-	1 *	1 2%	-	-	1 2%	1 1%
Correct Mentions - NET	110 36%	72 34%	39 40%	38 36%	21 40%	12 37%	7 28%	14 38%	43 35%	24 43%	25 37%	7 31%	7 30%	21 37%	67 36%	20 36%	20 29%	33 32%	23 42%	32 43%
Government/politicians discussing health care (general)	27 9%	19 9%	8 8%	8 7%	7 13%	1 3%	3 12%	3 7%	9 7%	5 8%	7 10%	1 5%	4 16%	4 7%	18 9%	4 7%	2 4%	9 9%	7 14%	6 8%
Improvements to healthcare (general)	24 8%	13 6%	10 11%	8 7%	3 6%	5 16%	1 4%	3 8%	12 9%	3 6%	6 8%	1 4%	-	3 6%	14 8%	4 8%	4 6%	8 8%	4 8%	6 7%
Decrease in/less wait times	18 6%	11 5%	8 8%	4 4%	5 10%	2 6%	2 7%	3 9%	8 6%	3 5%	4 5%	2 9%	1 4%	1 2%	13 7%	4 7%	4 5%	5 5%	3 5%	6 8%
Need better health care/ new facilities/services	18 6%	11 5%	6 7%	5 5%	2 4%	1 3%	2 7%	4 12%	8 6%	3 6%	7 10%	-	-	5 8%	11 6%	2 3%	1 1%	4 4%	4 7%	8 11% Q
More money to health care/better funding (general)	18 6%	9 4%	9 9%	7 7%	3 7%	1 3%	1 3%	2 5%	9 7%	5 8%	4 6%	-	-	2 3%	11 6%	5 10%	6 8%	4 4%	4 8%	4 5%
Staff shortage issues (general)	15 5%	10 5%	5 5%	5 5%	6 11%	3 8%	-	-	7 6%	5 9%	2 3%	-	-	3 6%	7 4%	3 5%	4 6%	5 5%	2 4%	3 3%
Seniors/elderly people (general)	14 4%	10 5%	4 4%	3 3%	3 5%	2 6%	1 4%	2 6%	3 2%	5 8%	4 6%	2 9%	-	2 3%	8 5%	3 6%	3 5%	4 4%	1 2%	5 6%
General description/ features of ad (correct)	8 3%	5 3%	3 3%	2 2%	2 4%	1 3%	1 5%	2 4%	4 3%	2 4%	1 1%	-	1 5%	2 4%	6 3%	-	-	3 3%	2 3%	3 4%
Service/staff/equipment shortage/problems (general)	7 2%	2 1%	5 5%	5 4%	2 3%	1 3%	-	-	3 3%	2 4%	1 1%	1 3%	-	2 3%	4 2%	2 3%	3 5%	1 1%	1 2%	1 2%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind? Continued
BASE: Those who said yes or maybe at B1
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Youth/children	6 2%	5 2%	2 2%	2 2%	-	1 3%	1 4%	1 3%	1 1%	2 4%	2 3%	1 5%	-	1 2%	4 2%	1 2%	1 2%	2 2%	-	3 4%
Ad sponsorship/ government of Canada	4 1%	3 1%	1 1%	1 1%	-	-	-	3 7%	2 2%	1 2%	1 1%	-	-	-	3 1%	1 3%	1 2%	-	2 3%	1 1%
Accessibility/ 24/7	3 1%	2 1%	1 1%	3 3%	-	-	-	1 1%	1 **%	1 1%	2 3%	-	-	1 2%	2 1%	1 1%	1 1%	1 1%	1 2%	-
10 Year plan (general)	3 1%	3 1%	1 1%	-	-	-	-	1 3%	-	1 1%	-	1 5%	1 6%	1 3%	2 1%	-	-	-	1 1%	3 3%
Toll-free number/ website for information	1 **%	1 **%	1 1%	1 1%	-	1 2%	-	-	-	-	1 2%	-	-	1 2%	1 **%	-	-	1 1%	-	-
Access to medication/ drugs	1 **%	1 **%	1 1%	1 1%	1 1%	-	-	-	1 **%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-
Aboriginal Health (general)	1 **%	1 **%	-	1 1%	-	-	-	-	1 **%	-	-	-	-	-	-	1 1%	1 1%	-	-	-
Other	19 6%	7 3%	12 13% B	10 9%	6 11%	1 5%	1 4%	-	9 7%	2 4%	3 4%	3 13%	2 9%	2 4%	13 7%	4 7%	5 8%	5 5%	3 6%	6 8%
Don't Know/Refused	92 30%	69 33%	23 24%	27 26%	15 30%	11 34%	5 19%	11 30%	40 33%	13 24%	20 29%	8 33%	6 24%	16 28%	57 30%	15 27%	22 33%	32 32%	11 20%	21 29%

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind?

BASE: Those who said yes or maybe at B1

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	305	104	201	305	226	281	231	87	112	102	305	14	284
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	313	109	204	313	232	293	243	86	117	105	313	15	290
Incorrect Mentions - NET	143	49	94	143	112	132	111	41	49	52	143	6	134
	47%	47%	47%	47%	50%	47%	48%	47%	44%	51%	47%	42%	47%
Remembered ad medium	41	15	26	41	31	38	32	12	13	16	41	1	40
	13%	15%	13%	13%	14%	13%	14%	13%	12%	16%	13%	7%	14%
General description/ features of ad (incorrect)	28	8	19	28	24	27	20	11	11	6	28	1	27
	9%	8%	10%	9%	11%	9%	9%	13%	9%	6%	9%	5%	10%
Prices/costs/user fees (general)	19	8	12	19	14	18	16	4	9	7	19	1	18
	6%	7%	6%	6%	6%	6%	7%	5%	8%	7%	6%	6%	6%
Vaccine/immunization/ flu shot	17	7	10	17	17	15	14	9	4	3	17	1	15
	6%	7%	5%	6%	8%	5%	6%	10%	3%	3%	6%	8%	5%
Privatization concern (general)	13	4	9	13	11	12	10	3	7	4	13	-	12
	4%	4%	4%	4%	5%	4%	4%	3%	6%	3%	4%	-	4%
Promoting healthy life style/diet/hygiene	12	4	8	12	7	11	7	3	5	4	12	1	11
	4%	4%	4%	4%	3%	4%	3%	4%	4%	4%	4%	9%	4%
Bacteria/disease (general)	10	3	7	10	9	10	10	4	4	1	10	-	10
	3%	3%	3%	3%	4%	4%	4%	5%	4%	1%	3%	-	4%
All lies/not true	9	2	6	9	6	9	9	-	1	8	9	-	8
	3%	2%	3%	3%	3%	3%	4%	-	1%	7%	3%	-	3%
Decline in healthcare (general)	7	3	4	7	5	6	4	-	4	3	7	1	6
	2%	3%	2%	2%	2%	2%	2%	-	4%	3%	2%	6%	2%
Good healthcare system/ privileged	6	4	3	6	5	6	6	2	2	3	6	-	6
	2%	4%	1%	2%	2%	2%	3%	2%	2%	3%	2%	-	2%
Upset/don't agree with ad	6	2	4	6	5	6	4	-	3	3	6	-	6
	2%	2%	2%	2%	2%	2%	2%	-	3%	3%	2%	-	2%
Advances in technology/ research (general)	6	2	4	6	5	5	5	3	2	1	6	-	6
	2%	2%	2%	2%	2%	2%	2%	4%	2%	1%	2%	-	2%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind? Continued

BASE: Those who said yes or maybe at B1

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Contracting out to private clinics (general)	6 2%	1 1%	5 2%	6 2%	6 3%	6 2%	5 2%	3 3%	1 1%	2 2%	6 2%	-	6 2%
Pictures/images of political figures	4 1%	1 1%	4 2%	4 1%	3 1%	4 1%	4 2%	-	2 2%	2 2%	4 1%	-	4 1%
Outsourcing healthcare to India	2 1%	1 1%	1 *	2 1%	2 1%	2 1%	2 1%	-	-	2 2%	2 1%	-	2 1%
Correct Mentions - NET	110 36%	47 45% C	63 31%	110 36%	79 35%	103 37%	82 36%	24 27%	40 35%	47 47% H	110 36%	7 53%	101 36%
Government/politicians discussing health care (general)	27 9%	9 9%	18 9%	27 9%	18 8%	23 8%	17 7%	7 8%	10 9%	10 10%	27 9%	2 13%	24 9%
Improvements to healthcare (general)	24 8%	11 10%	13 6%	24 8%	19 8%	23 8%	18 8%	5 6%	13 12%	6 6%	24 8%	1 6%	22 8%
Decrease in/less wait times	18 6%	9 9%	10 5%	18 6%	12 5%	16 6%	17 7%	4 5%	6 5%	9 8%	18 6%	3 19%	15 5%
Need better health care/new facilities/services	18 6%	11 10% C	7 3%	18 6%	15 7%	18 6%	13 6%	1 1%	5 5%	12 11% H	18 6%	1 7%	17 6%
More money to health care/better funding (general)	18 6%	8 8%	10 5%	18 6%	11 5%	16 6%	12 5%	4 4%	9 8%	5 5%	18 6%	2 12%	16 6%
Staff shortage issues (general)	15 5%	6 5%	9 4%	15 5%	7 3%	13 5%	9 4%	6 6%	6 5%	3 3%	15 5%	2 13%	12 4%
Seniors/elderly people (general)	14 4%	5 5%	8 4%	14 4%	10 4%	14 5%	10 5%	3 3%	5 4%	6 6%	14 4%	1 5%	13 5%
General description/features of ad (correct)	8 3%	1 1%	7 3%	8 3%	7 3%	8 3%	7 3%	1 1%	3 3%	4 4%	8 3%	1 7%	7 3%
Service/staff/equipment shortage/problems (general)	7 2%	4 4%	3 2%	7 2%	5 2%	7 2%	6 3%	1 1%	3 3%	3 3%	7 2%	1 9%	6 2%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1B. Please tell me everything you can remember about this ad. What pictures or images come to mind? Continued
 BASE: Those who said yes or maybe at B1
 BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Youth/children	6 2%	3 3%	3 2%	6 2%	6 3%	6 2%	4 2%	1 1%	3 3%	2 2%	6 2%	-	6 2%
Ad sponsorship/ government of Canada	4 1%	1 **	4 2%	4 1%	3 1%	4 1%	2 1%	-	1 1%	3 3%	4 1%	-	4 1%
Accessibility/ 24/7	3 1%	1 1%	2 1%	3 1%	3 1%	3 1%	3 1%	2 2%	1 1%	1 **	3 1%	-	3 1%
10 Year plan (general)	3 1%	1 1%	2 1%	3 1%	3 1%	3 1%	3 1%	-	1 1%	3 3%	3 1%	-	3 1%
Toll-free number/ website for information	1 **	1 **	1 **	1 **	1 1%	1 1%	1 1%	1 2%	-	-	1 **	-	1 1%
Access to medication/ drugs	1 **	1 1%	1 **	1 **	1 1%	1 **	1 1%	1 1%	-	1 1%	1 **	-	1 **
Aboriginal Health (general)	1 **	-	1 **	1 **	1 **	1 **	1 **	-	1 1%	-	1 **	-	1 **
Other	19 6%	7 7%	12 6%	19 6%	14 6%	19 7%	16 7%	4 5%	10 9%	6 6%	19 6%	-	19 7%
Don't Know/Refused	92 30%	27 26%	65 32%	92 30%	64 28%	81 29%	67 29%	29 33%	33 29%	27 26%	92 30%	4 30%	83 29%

Health Canada ACET Application Post-FMM Advertising

QB1C. Where did you notice this advertisement?
BASE: Those who said yes or maybe at B1
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	305	18	52	128	25	39	44	124	181	21	41	62	66	110	27	134	13	66	18	28	259	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	313	24	54	114	36	43	42	133	180	17	33	62	70	125	31	136	12	73	14	27	265	48
Television	157	12	29	62	11	18	26	62	96	13	18	28	35	60	14	65	5	36	11	16	132	26
	52%	65%	55%	48%	46%	47%	59%	50%	53%	61%	45%	45%	54%	54%	53%	48%	42%	54%	64%	56%	51%	56%
Print Media - NET	141	6	23	69	13	18	12	52	89	4	14	33	25	63	14	56	5	31	5	17	120	22
	46%	34%	44%	54%	53%	46%	27%	42%	49%	18%	35%	53%	38%	57%	52%	42%	36%	48%	28%	59%	46%	46%
				G	G						J	J		JKM								
Newspaper	127	4	23	60	12	17	11	48	79	2	13	27	24	58	13	52	3	30	4	12	105	22
	41%	22%	44%	46%	49%	44%	25%	39%	43%	10%	31%	44%	36%	52%	47%	39%	26%	45%	23%	43%	41%	46%
			B	BG	BG						J	J		JKM								
Magazines	18	2	-	13	1	1	1	6	13	2	3	3	3	8	4	4	-	3	1	4	18	-
	6%	8%		10%	5%	2%	3%	4%	7%	7%	8%	6%	4%	7%	14%	3%		5%	5%	15%	7%	
			F																			
Local weeklies	7	1	-	3	2	-	1	3	3	-	-	2	1	4	2	3	-	2	-	-	7	-
	2%	4%		3%	7%		2%	3%	2%			3%	1%	4%	8%	2%		2%			3%	
Ethnic paper	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-
	1%			1%					1%			2%					9%				1%	
Radio	46	1	6	20	4	9	5	19	27	-	8	11	8	18	5	20	3	8	3	2	40	5
	15%	8%	11%	16%	18%	23%	11%	15%	15%		19%	18%	12%	16%	18%	15%	26%	12%	18%	9%	16%	11%
Pamphlet/brochure in the mail	20	3	1	6	2	4	4	8	12	1	3	2	8	6	3	9	1	5	1	-	20	-
	6%	14%	1%	5%	10%	9%	10%	6%	7%	4%	7%	4%	11%	6%	9%	7%	7%	7%	4%		8%	
Incorrect mentions - NET	10	1	4	2	1	1	1	5	5	1	-	2	5	2	-	9	-	1	-	1	7	4
	3%	7%	8%	2%	4%	2%	2%	4%	3%	4%		4%	7%	2%		6%		1%		2%	3%	8%
																R						
Hospital	4	-	3	-	-	1	-	3	1	1	-	2	-	1	-	3	-	-	-	-	1	2
	1%		6%			2%		2%	1%	4%		4%		1%		2%					1%	5%
News	3	1	1	-	1	-	1	1	2	-	-	-	3	1	-	3	-	-	-	1	2	1
	1%	4%	2%		2%		2%	1%	1%				4%	1%		2%				2%	1%	2%
Posters	2	-	-	2	-	-	-	1	1	-	-	-	2	-	-	2	-	-	-	-	2	-
	1%			2%				1%	1%				3%			2%					1%	
Books (general)	1	1	-	-	1	-	-	1	1	-	-	-	-	1	-	1	-	1	-	-	1	-
	1%	3%			2%			1%	1%					1%		1%		1%			1%	

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1C. Where did you notice this advertisement? Continued
BASE: Those who said yes or maybe at B1
BANNER 1

	Region						Gender		Age Group						Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Outdoor Media - NET	8 3%	-	1 2%	7 5%	-	-	-	4 3%	4 2%	3 13%	3 7%	1 2%	1 2%	-	-	5 4%	-	-	1 8%	1 4%	7 3%	1 2%	
Outdoor billboards	5 2%	-	-	5 4%	-	-	-	4 3%	1 1%	1 6%	3 7%	-	1 2%	-	-	4 3%	-	-	-	1 4%	5 2%	-	
Public transit	3 1%	-	1 2%	1 1%	-	-	-	-	3 1%	1 7%	-	1 2%	-	-	-	1 1%	-	-	1 8%	-	1 1%	1 2%	
Internet/Website banner	5 1%	2 9%	-	1 1%	1 3%	1 2%	-	1 1%	3 2%	1 4%	1 2%	2 3%	-	1 1%	1 4%	2 1%	-	-	1 4%	-	5 2%	-	
Word of mouth	4 1%	1 3%	1 1%	2 2%	-	-	-	1 1%	2 1%	-	-	-	-	-	4 3%	-	-	-	3 5%	-	1 3%	3 1%	1 2%
At work	2 1%	-	-	1 1%	1 2%	-	1 2%	-	2 1%	-	-	1 1%	1 1%	1 1%	-	2 2%	-	-	-	-	2 1%	-	
Other	6 2%	1 7%	2 4%	2 2%	-	1 2%	-	4 3%	3 2%	-	2 5%	-	4 6%	1 1%	-	6 4%	-	1 1%	-	-	4 2%	2 5%	
Don't Know/Refused	11 3%	-	2 4%	5 4%	-	1 2%	3 7%	5 4%	5 3%	2 11%	-	1 2%	3 5%	3 2%	-	2 2%	1 7%	4 6%	2 13%	1 4%	10 4%	1 2%	

Health Canada ACET Application Post-FMM Advertising

QB1C. Where did you notice this advertisement?

BASE: Those who said yes or maybe at B1

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	305	209	96	105	52	33	25	37	124	57	69	24	25	57	186	55	67	101	54	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	313	203	110	110	52	35	24	39	131	61	72	23	19	53	194	59	70	104	55	75
Television	157	104	53	55	26	11	12	21	66	34	29	12	13	27	90	36	34	52	29	37
	52%	50%	55%	52%	51%	34%	50%	57%	53%	60%	43%	49%	51%	48%	48%	66%	51%	52%	54%	50%
Print Media - NET	141	95	46	45	21	18	10	22	55	25	39	11	6	17	97	23	29	44	23	39
	46%	45%	48%	43%	40%	54%	40%	59%	44%	43%	57%	46%	26%	30%	52%	41%	43%	43%	42%	53%
Newspaper	127	85	42	40	20	15	8	19	50	23	34	10	4	14	87	20	27	41	18	34
	41%	41%	44%	38%	38%	45%	34%	50%	40%	41%	49%	42%	17%	25%	47%	37%	40%	40%	33%	46%
Magazines	18	13	5	7	2	2	2	4	4	6	4	2	2	2	11	5	4	4	5	6
	6%	6%	6%	7%	4%	5%	6%	11%	3%	10%	6%	8%	10%	4%	6%	10%	6%	4%	9%	8%
Local weeklies	7	3	3	2	1	3	-	1	3	-	4	-	-	-	5	1	1	3	1	2
	2%	2%	4%	2%	1%	8%	-	3%	2%	-	6%	-	-	-	3%	2%	1%	3%	2%	2%
Ethnic paper	1	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	1%	1%	-	1%	-	-	-	-	-	-	2%	-	-	-	1%	-	-	-	2%	-
Radio	46	33	13	18	6	6	2	6	16	11	13	2	2	6	26	11	10	11	8	13
	15%	16%	13%	17%	11%	19%	6%	15%	13%	19%	19%	9%	7%	11%	14%	21%	15%	11%	15%	18%
Pamphlet/brochure in the mail	20	12	8	7	3	3	-	4	8	4	3	2	3	4	12	4	5	8	3	4
	6%	6%	8%	7%	6%	8%	-	10%	6%	7%	5%	9%	11%	6%	7%	8%	8%	5%	6%	6%
Incorrect mentions - NET	10	7	3	5	2	2	-	1	5	2	1	2	-	2	7	2	1	4	2	3
	3%	3%	3%	5%	4%	7%	-	3%	4%	3%	1%	8%	-	3%	4%	3%	2%	4%	3%	4%
Hospital	4	3	1	4	-	-	-	-	3	1	-	-	-	1	2	1	1	1	1	1
	1%	1%	1%	4%	-	-	-	-	2%	2%	-	-	-	2%	1%	1%	1%	1%	2%	2%
News	3	2	1	1	2	-	-	-	2	-	-	1	-	1	2	-	1	1	1	1
	1%	1%	1%	1%	4%	-	-	-	2%	-	-	3%	-	1%	1%	-	1%	1%	1%	1%
Posters	2	2	-	-	-	2	-	-	-	-	1	1	-	-	1	1	-	1	-	1
	1%	1%	-	-	-	7%	-	-	-	-	1%	5%	-	-	1%	2%	-	1%	-	1%
Books (general)	1	1	1	-	-	-	-	1	1	1	-	-	-	-	1	-	-	1	-	-
	1%	1%	1%	-	-	-	-	3%	1%	1%	-	-	-	-	1%	-	-	1%	-	-

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1C. Where did you notice this advertisement? Continued
 BASE: Those who said yes or maybe at B1
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Outdoor Media - NET	8 3%	8 4%	-	1 1%	1 2%	4 12%	1 5%	-	2 2%	-	2 4%	-	3 11%	5 9%	2 1%	-	1 2%	4 4%	1 2%	1 1%
Outdoor billboards	5 2%	5 2%	-	-	-	4 12%	1 5%	-	1 1%	-	2 4%	-	1 5%	3 5%	2 1%	-	-	3 3%	1 2%	1 1%
Public transit	3 1%	3 1%	-	1 1%	1 2%	-	-	-	1 1%	-	-	-	1 6%	3 4%	-	-	1 2%	1 1%	-	-
Internet/Website banner	5 1%	3 1%	2 2%	3 3%	1 2%	-	1 3%	-	-	2 3%	2 3%	-	1 3%	2 3%	2 1%	1 2%	1 1%	2 2%	-	2 2%
Word of mouth	4 1%	1 1%	3 3%	3 3%	-	-	-	1 2%	3 2%	-	-	1 5%	-	-	1 1%	2 5%	2 4%	1 1%	-	-
At work	2 1%	2 1%	1 1%	1 **	2 3%	-	-	-	1 **	2 3%	-	-	-	-	1 1%	1 1%	1 1%	1 **	-	1 1%
Other	6 2%	3 2%	3 3%	3 3%	-	1 3%	2 8%	-	1 1%	1 1%	3 4%	1 4%	1 5%	1 2%	5 3%	-	-	1 1%	2 4%	3 4%
Don't Know/Refused	11 3%	7 3%	3 4%	5 5%	1 3%	1 4%	2 9%	-	4 3%	1 2%	1 2%	2 9%	2 9%	5 9%	4 2%	1 2%	4 7%	5 5%	-	1 1%

Health Canada ACET Application Post-FMM Advertising

QB1C. Where did you notice this advertisement?
BASE: Those who said yes or maybe at B1
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	305	104	201	305	226	281	231	87	112	102	305	14	284
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	313	109	204	313	232	293	243	86	117	105	313	15	290
Television	157	55	103	157	108	155	118	43	55	56	157	5	147
	52%	52%	51%	52%	48%	55%	51%	50%	49%	56%	52%	39%	52%
Print Media - NET	141	66	76	141	117	128	119	42	56	42	141	6	131
	46%	63%	38%	46%	52%	46%	52%	48%	50%	42%	46%	46%	46%
Newspaper	127	58	68	127	110	115	107	37	51	38	127	6	116
	41%	56%	34%	41%	49%	41%	46%	42%	46%	37%	41%	46%	41%
Magazines	18	11	8	18	12	16	15	4	6	9	18	-	18
	6%	10%	4%	6%	5%	6%	6%	4%	5%	9%	6%	-	6%
Local weeklies	7	2	4	7	5	7	7	2	4	1	7	-	7
	2%	2%	2%	2%	2%	2%	3%	2%	3%	1%	2%	-	2%
Ethnic paper	1	1	-	1	1	1	1	1	-	-	1	-	1
	1%	1%	-	1%	1%	1%	1%	1%	-	-	1%	-	1%
Radio	46	14	31	46	29	39	30	9	18	18	46	2	43
	15%	14%	16%	15%	13%	14%	13%	11%	16%	17%	15%	14%	15%
Pamphlet/brochure in the mail	20	8	11	20	12	19	11	5	6	8	20	2	18
	6%	8%	6%	6%	6%	7%	5%	6%	6%	8%	6%	14%	6%
Incorrect mentions - NET	10	4	6	10	10	9	9	4	3	4	10	-	10
	3%	4%	3%	3%	4%	3%	4%	4%	3%	3%	3%	-	4%
Hospital	4	1	3	4	4	4	3	2	1	1	4	-	4
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	-	1%
News	3	1	2	3	2	3	3	-	2	1	3	-	3
	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	-	1%
Posters	2	2	-	2	2	1	2	1	-	1	2	-	2
	1%	2%	-	1%	1%	1%	1%	1%	-	1%	1%	-	1%
Books (general)	1	-	1	1	1	1	1	1	-	1	1	-	1
	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB1C. Where did you notice this advertisement? Continued
BASE: Those who said yes or maybe at B1
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Outdoor Media - NET	8 3%	1 1%	7 3%	8 3%	8 3%	6 2%	6 3%	4 5%	2 2%	1 1%	8 3%	-	8 3%
Outdoor billboards	5 2%	1 1%	4 2%	5 2%	5 2%	4 1%	4 2%	3 3%	1 1%	1 1%	5 2%	-	5 2%
Public transit	3 1%	-	3 1%	3 1%	3 1%	3 1%	3 1%	1 2%	1 1%	-	3 1%	-	3 1%
Internet/Website banner	5 1%	1 1%	4 2%	5 1%	4 2%	5 2%	3 1%	1 1%	3 3%	1 1%	5 1%	-	5 2%
Word of mouth	4 1%	2 2%	2 1%	4 1%	4 2%	4 1%	3 1%	3 4%	1 1%	-	4 1%	-	4 1%
At work	2 1%	1 **	2 1%	2 1%	1 **	2 1%	2 1%	-	1 **	2 2%	2 1%	-	2 1%
Other	6 2%	2 2%	4 2%	6 2%	5 2%	5 2%	5 2%	1 1%	2 1%	4 4%	6 2%	-	6 2%
Don't Know/Refused	11 3%	2 2%	9 4%	11 3%	8 4%	7 3%	8 4%	5 5%	3 3%	2 2%	11 3%	-	11 4%

Health Canada ACET Application Post-FMM Advertising

QB2. Do you remember seeing a newspaper ad over the past few weeks or so showing pictures of different people receiving health care services, as well as a mother and child? The ad described the 10 year plan agreed to by the Prime Minister, Premiers and Territorial leaders in order to improve health care by reducing waiting times, increasing the number of health professionals, expanding home care, improving access to medicines, and improving Aboriginal health.

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group						Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk Emp	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Yes	212	14	33	98	22	21	24	115	97	16	24	33	44	92	22	91	8	55	9	15	183	29
	21%	17%	13%	26%	31%	23%	18%	23%	18%	13%	11%	16%	24%	33%	21%	18%	15%	34%	14%	19%	24%	12%
				C	BCG	C							JK	JKLM			OPQST				V	
No	755	64	210	263	46	66	105	360	395	101	183	157	132	173	77	396	40	95	52	60	555	200
	74%	77%	82%	69%	64%	72%	79%	73%	75%	84%	86%	78%	72%	61%	74%	77%	82%	59%	86%	76%	72%	83%
		E	DEF			DE				MN	MN	N	N		R	R	R		R	R		U
Maybe	35	2	10	14	3	3	3	11	24	2	5	10	5	11	2	21	1	7	-	3	24	10
	3%	3%	4%	4%	4%	3%	2%	2%	5%	2%	2%	5%	3%	4%	2%	4%	2%	4%		3%	3%	4%
									H													
Don't Know/Refused	14	2	3	5	1	2	1	6	8	-	2	3	2	5	3	5	-	5	-	1	12	1
	1%	3%	1%	1%	1%	2%	1%	1%	2%		1%	1%	1%	2%	3%	1%		3%		1%	2%	1%

Health Canada ACET Application Post-FMM Advertising

QB2. Do you remember seeing a newspaper ad over the past few weeks or so showing pictures of different people receiving health care services, as well as a mother and child? The ad described the 10 year plan agreed to by the Prime Minister, Premiers and Territorial leaders in order to improve health care by reducing waiting times, increasing the number of health professionals, expanding home care, improving access to medicines, and improving Aboriginal health.

BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Yes	212	129	83	77	31	22	19	27	88	35	50	16	19	45	124	40	47	72	41	46
	21%	20%	22%	23%	17%	19%	22%	21%	24%	16%	21%	19%	19%	17%	21%	26%	23%	22%	20%	18%
No	755	476	279	239	141	88	62	98	255	172	170	68	81	214	428	103	141	249	150	200
	74%	75%	73%	71%	79%	77%	71%	77%	70%	79%	73%	79%	81%	80%	74%	68%	71%	75%	75%	77%
Maybe	35	22	12	15	5	3	3	2	15	9	9	1	-	9	17	8	9	7	6	11
	3%	4%	3%	5%	3%	3%	3%	1%	4%	4%	4%	1%	-	3%	3%	5%	5%	2%	3%	4%
Don't Know/Refused	14	8	6	6	1	1	3	1	5	2	6	1	-	2	11	1	2	5	4	3
	1%	1%	2%	2%	1%	1%	4%	1%	1%	1%	2%	1%	-	1%	2%	1%	1%	2%	2%	1%

Health Canada ACET Application Post-FMM Advertising

QB2. Do you remember seeing a newspaper ad over the past few weeks or so showing pictures of different people receiving health care services, as well as a mother and child? The ad described the 10 year plan agreed to by the Prime Minister, Premiers and Territorial leaders in order to improve health care by reducing waiting times, increasing the number of health professionals, expanding home care, improving access to medicines, and improving Aboriginal health.

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Yes	212	212	-	212	169	200	177	69	72	67	212	13	195
	21%	86%		21%	24%	21%	24%	21%	22%	20%	21%	29%	20%
No	755	-	755	755	505	700	510	242	246	254	755	30	714
	74%		98%	74%	71%	74%	70%	74%	73%	76%	74%	65%	75%
Maybe	35	35	-	35	28	33	30	10	14	11	35	3	31
	3%	14%		3%	4%	3%	4%	3%	4%	3%	3%	6%	3%
Don't Know/Refused	14	-	14	14	12	12	9	6	3	3	14	-	14
	1%		2%	1%	2%	1%	1%	2%	1%	1%	1%		1%

Health Canada ACET Application Post-FMM Advertising

QB3. Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

BASE: Those who said yes or maybe at B2

BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	246	17	43	111	25	24	26	126	121	19	29	43	50	103	24	113	9	62	9	18	207	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	258	22	45	100	38	26	27	134	124	16	23	44	52	120	27	112	8	70	8	19	217	41
Government of Canada	78	12	7	35	10	5	10	40	39	7	11	14	16	30	6	34	1	19	5	5	73	5
	32%	70%	16%	32%	40%	19%	38%	31%	32%	37%	39%	33%	32%	30%	24%	30%	15%	30%	62%	30%	35%	14%
		CDEFG		C	C													Q		V		
Provincial government	59	2	15	29	4	6	3	34	26	4	8	10	12	23	7	28	4	13	-	4	46	13
	24%	13%	35%	26%	15%	27%	13%	27%	21%	22%	27%	24%	25%	22%	27%	25%	49%	22%		22%	22%	34%
			BEG																			
Taxpayers/us	26	1	3	16	3	1	3	11	15	1	2	4	3	14	2	11	-	7	-	4	24	2
	11%	4%	6%	15%	10%	4%	10%	9%	12%	5%	6%	10%	7%	14%	6%	10%		11%		23%	11%	5%
			F																			
Government - General	14	-	-	8	3	1	2	8	6	3	3	2	5	2	1	8	2	2	1	-	14	-
	6%			7%	13%	4%	7%	7%	5%	15%	9%	5%	9%	2%	4%	7%	22%	3%	16%		7%	
Health Canada	8	-	3	3	-	2	-	3	5	-	-	1	1	5	2	3	-	3	-	-	5	3
	3%		6%	3%		7%		2%	4%			3%	2%	5%	8%	3%		4%			2%	6%
Both federal and provincial	2	-	-	1	1	-	-	2	-	-	-	-	-	2	1	-	-	2	-	-	2	-
	1%			1%	6%			2%						2%	3%			3%			1%	
Healthcare (general)	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	**			1%				1%						1%				1%			**	
Other	14	1	2	7	1	2	1	6	8	2	4	1	5	2	2	8	1	1	-	1	12	2
	6%	4%	5%	7%	2%	8%	4%	5%	7%	11%	16%	1%	9%	2%	10%	8%	15%	2%		4%	6%	6%
Don't Know/Refused	44	1	14	11	4	7	8	21	23	2	1	10	8	23	4	19	-	14	2	4	30	14
	18%	9%	32%	9%	14%	31%	29%	16%	19%	10%	4%	23%	16%	23%	18%	17%		23%	22%	21%	15%	34%
			BD			BD	D					K		K								U

Health Canada ACET Application Post-FMM Advertising

QB3. Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

BASE: Those who said yes or maybe at B2

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	246	151	95	93	36	25	22	29	103	43	59	17	19	53	141	47	56	79	47	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	258	151	107	99	38	26	22	29	114	46	60	17	15	48	153	53	59	87	46	59
Government of Canada	78	50	28	28	10	9	6	10	30	11	22	6	9	17	44	16	16	22	15	24
	32%	33%	29%	30%	29%	37%	28%	36%	29%	26%	37%	38%	46%	31%	32%	34%	29%	28%	32%	41%
Provincial government	59	38	21	19	10	8	5	7	21	10	21	3	1	12	33	12	13	19	13	12
	24%	25%	22%	20%	28%	33%	25%	25%	21%	23%	35%	17%	7%	23%	24%	26%	24%	24%	27%	21%
Taxpayers/us	26	14	12	12	2	3	1	4	14	3	3	4	1	6	15	4	7	9	4	5
	11%	9%	12%	13%	5%	13%	3%	12%	13%	7%	5%	23%	5%	11%	10%	9%	12%	11%	9%	9%
Government - General	14	10	4	6	-	2	1	-	4	2	2	-	5	8	5	1	5	1	3	5
	6%	7%	4%	6%		8%	6%		4%	5%	4%		25%	15%	3%	3%	9%	2%	7%	8%
Health Canada	8	6	2	3	1	-	1	3	3	2	1	1	-	-	6	2	1	3	1	3
	3%	4%	2%	3%	2%		5%	11%	3%	5%	1%	7%			4%	3%	2%	4%	2%	5%
Both federal and provincial	2	1	1	1	1	-	-	-	2	-	-	-	-	-	2	1	1	2	-	-
	1%	1%	1%	2%	3%				2%						1%	1%	1%	2%		
Healthcare (general)	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-
	*%		1%			3%					1%				1%			1%		
Other	14	8	6	6	1	-	3	3	4	6	3	-	1	4	10	-	4	3	3	4
	6%	5%	6%	6%	3%		15%	10%	4%	13%	5%		7%	8%	7%		7%	4%	7%	6%
Don't Know/Refused	44	24	20	18	11	1	4	1	23	9	7	2	2	7	25	11	9	20	8	5
	18%	16%	21%	20%	30%	6%	17%	5%	22%	20%	11%	15%	10%	13%	18%	23%	16%	25%	17%	9%

Health Canada ACET Application Post-FMM Advertising

QB3. Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?

BASE: Those who said yes or maybe at B2

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	246	246	-	246	197	233	207	79	86	79	246	16	225
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	258	258	-	258	207	246	217	78	92	84	258	17	236
Government of Canada	78	78	-	78	64	74	70	30	23	25	78	6	71
	32%	32%		32%	32%	32%	34%	38%	27%	32%	32%	37%	32%
Provincial government	59	59	-	59	48	56	49	22	23	15	59	2	56
	24%	24%		24%	24%	24%	24%	28%	27%	19%	24%	12%	25%
Taxpayers/us	26	26	-	26	18	24	22	7	8	10	26	1	25
	11%	11%		11%	9%	10%	11%	9%	10%	13%	11%	5%	11%
Government - General	14	14	-	14	9	13	8	3	6	5	14	1	13
	6%	6%		6%	4%	5%	4%	3%	7%	7%	6%	9%	6%
Health Canada	8	8	-	8	7	7	8	3	1	4	8	1	7
	3%	3%		3%	3%	3%	4%	3%	1%	5%	3%	5%	3%
Both federal and provincial	2	2	-	2	2	2	2	1	1	1	2	-	2
	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%		1%
Healthcare (general)	1	1	-	1	1	1	1	-	1	-	1	-	1
	1%	1%		1%	1%	1%	1%		1%		1%		1%
Other	14	14	-	14	12	13	12	4	4	5	14	2	11
	6%	6%		6%	6%	6%	6%	5%	5%	6%	6%	16%	5%
Don't Know/Refused	44	44	-	44	37	43	34	10	18	13	44	3	38
	18%	18%		18%	19%	18%	17%	13%	21%	17%	18%	17%	17%

Health Canada ACET Application Post-FMM Advertising

QB4. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?

BASE: Those who said yes or maybe at B2

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk Emp	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	246	17	43	111	25	24	26	126	121	19	29	43	50	103	24	113	9	62	9	18	207	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	258	22	45	100	38	26	27	134	124	16	23	44	52	120	27	112	8	70	8	19	217	41
Correct Mentions- NET	142	9	20	72	17	10	14	69	74	11	22	30	24	53	15	70	6	25	5	11	123	19
	58%	57%	46%	65% CF	67% F	42%	52%	55%	61%	58%	77% MN	70% MN	49%	51%	64% R	62% R	70%	41%	62%	64%	59%	49%
Improve/change/better healthcare	69	5	11	32	8	6	8	36	34	4	16	11	12	24	7	38	1	9	2	5	58	11
	28%	28%	26%	28%	31%	24%	31%	28%	28%	21%	JLMN	25%	24%	24%	28%	34% R	16%	15%	26%	27%	28%	28%
Government is helping us/going to do something (general)	32	3	2	21	3	1	3	14	18	4	4	5	5	15	5	10	-	10	2	2	30	2
	13%	15%	6%	18% CF	11%	4%	10%	11%	15%	20%	13%	12%	10%	14%	20%	9%	16%	26%	13%	14%	14%	5%
Reducing wait time/service time	14	1	3	8	3	-	-	3	11	1	2	4	3	5	1	8	-	4	-	1	11	3
	6%	4%	7%	7%	11%			3%	9% H	5%	6%	9%	6%	5%	5%	8%	6%	4%	4%	4%	5%	8%
Should be accessible to everyone/all Canadians (general)	13	2	2	6	1	2	1	6	6	2	-	3	3	4	2	3	2	2	1	3	11	2
	5%	9%	5%	5%	2%	7%	4%	5%	5%	13%		8%	5%	4%	7%	3%	25%	3%	10%	15%	5%	5%
More money put for healthcare	11	-	-	4	3	2	2	8	3	-	-	5	2	5	1	8	1	1	-	1	11	-
	5%			4%	12%	8%	8%	6%	3%			11%	4%	5%	4%	7% R	15%	1%		5%	5%	
Staff shortage issues (general)	3	-	1	2	-	-	-	2	1	-	1	2	-	-	-	2	1	-	-	-	2	1
	1%		3%	2%				2%	1%		4%	5%			2%	15%				1%	3%	
Incorrect Mentions - NET	44	4	9	16	4	5	7	21	23	5	2	7	11	18	3	18	2	15	2	2	35	9
	18%	21%	20%	14%	14%	20%	27%	16%	19%	27%	7%	16%	23% K	18%	14%	16%	23%	24%	26%	13%	17%	22%
Not honest/lying to us/just wants our vote (general)	28	3	2	11	2	4	6	13	16	3	2	4	9	11	3	11	1	7	2	2	26	2
	12%	16%	5%	10%	9%	16%	24% C	10%	13%	14%	7%	9%	17%	11%	11%	10%	11%	12%	26%	13%	13%	6%
To take care of ourselves (general)	9	-	5	2	1	1	-	6	3	1	-	3	1	4	-	4	1	4	-	-	4	5
	4%		11%	2%	3%	4%		5%	2%	6%		7%	2%	4%		3%	12%	7%			2%	12%
Healthcare is not good (general)	4	1	2	1	1	-	-	-	4	-	-	-	1	3	-	1	-	3	-	-	3	2
	2%	5%	4%	1%	2%				4%				2%	3%		1%		5%			1%	4%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB4. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across? Continued
BASE: Those who said yes or maybe at B2
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Less expensive	2 1%	-	-	1 1%	-	-	1 3%	2 2%	-	1 7%	-	-	1 1%	-	1 3%	1 1%	-	-	-	-	2 1%	-
Other	25 10%	1 8%	5 11%	10 9%	2 8%	3 12%	4 17%	16 13%	10 8%	1 5%	3 12%	5 12%	7 15%	9 9%	3 11%	14 12%	1 7%	6 9%	-	-	23 11%	2 6%
Nothing	2 1%	-	-	2 2%	-	-	-	2 1%	-	-	-	-	-	2 2%	-	-	-	1 1%	-	1 6%	2 1%	-
Don't Know/Refused	33 13%	2 14%	10 23%	11 10%	3 11%	6 26%	1 4%	19 15%	15 12%	2 10%	1 4%	1 2%	7 14%	22 21%	3 11%	11 10%	-	15 24%	1 12%	3 17%	24 12%	9 23%

Health Canada ACET Application Post-FMM Advertising

QB4. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?

BASE: Those who said yes or maybe at B2

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	246	151	95	93	36	25	22	29	103	43	59	17	19	53	141	47	56	79	47	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	258	151	107	99	38	26	22	29	114	46	60	17	15	48	153	53	59	87	46	59
Correct Mentions- NET	142	88	54	53	17	20	10	19	46	26	40	12	13	37	73	30	35	42	24	36
	58%	58%	57%	58%	48%	81% DEG	44%	67%	45%	60%	69% I	74% I	69%	69% O	52%	63%	63%	52%	52%	63%
Improve/change/better healthcare	69	45	24	30	6	9	7	8	20	16	17	5	7	20	33	14	16	21	10	17
	28%	30%	25%	32%	18%	35%	31%	27%	20%	36%	29%	32%	39%	37%	24%	29%	28%	27%	22%	30%
Government is helping us/going to do something (general)	32	23	9	4	8	4	1	7	6	4	15	4	2	6	20	6	8	8	4	11
	13%	15%	10%	4%	23% D	17%	6%	26% DG	6%	10%	26% IJ	25%	12%	12%	14%	12%	14%	10%	9%	19%
Reducing wait time/service time	14	7	7	7	1	2	-	2	6	5	1	1	1	4	4	7	2	6	5	1
	6%	5%	8%	7%	3%	10%	-	8%	6%	11%	2%	7%	5%	7%	3%	14% O	4%	7%	11%	2%
Should be accessible to everyone/all Canadians (general)	13	9	4	8	-	1	2	1	5	-	3	1	2	4	6	2	5	2	3	3
	5%	6%	4%	9%	-	3%	7%	4%	5%	-	6%	4%	13%	8%	4%	4%	10%	2%	6%	5%
More money put for healthcare	11	3	8	3	1	4	-	1	6	2	3	1	-	3	8	1	4	4	1	3
	5%	2%	8% B	3%	4%	15%	-	3%	6%	4%	5%	6%	-	5%	5%	2%	6%	5%	2%	5%
Staff shortage issues (general)	3	1	2	1	-	-	-	-	2	-	1	-	-	-	2	1	-	1	1	1
	1%	1%	2%	1%	-	-	-	-	2%	-	2%	-	-	-	2%	2%	-	1%	3%	2%
Incorrect Mentions - NET	44	27	17	13	7	1	7	6	20	5	10	1	6	6	27	9	6	13	11	12
	18%	18%	18%	15%	20%	6% F	32%	19%	20%	11%	16%	9%	31%	11%	19%	19%	10%	17%	24%	21%
Not honest/lying to us/just wants our vote (general)	28	17	12	10	1	1	4	6	14	3	6	1	4	4	17	7	5	9	4	10
	12%	11%	12%	11% E	2%	3%	20%	19% EF	13%	7%	9%	9%	19%	7%	12%	14%	9%	11%	9%	17%
To take care of ourselves (general)	9	5	4	3	5	-	-	-	5	-	3	-	1	1	6	2	1	3	5	-
	4%	3%	4%	3%	15%	-	-	-	5%	-	5%	-	5%	2%	4%	3%	1%	4%	11%	-
Healthcare is not good (general)	4	4	1	1	1	-	1	-	2	1	1	-	-	-	3	1	-	1	2	1
	2%	2%	1%	1%	3%	-	5%	-	2%	3%	2%	-	-	-	2%	2%	-	2%	4%	1%
Less expensive	2	1	1	-	-	1	1	-	-	1	-	-	1	1	1	-	-	-	-	2
	1%	1%	1%	-	-	3%	6%	-	-	2%	-	-	7%	3%	**	-	-	-	-	4%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB4. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across? Continued

BASE: Those who said yes or maybe at B2

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Other	25 10%	15 10%	10 11%	7 7%	5 13%	3 10%	4 18%	1 4%	13 12%	3 6%	8 13%	2 12%	-	3 5%	19 14% NP	2 5%	4 7%	9 11%	6 13%	5 9%
Nothing	2 1%	2 1%	-	2 2%	-	-	-	-	1 1%	1 2%	-	-	-	1 2%	1 1%	-	1 2%	1 1%	-	-
Don't Know/Refused	33 13%	20 13%	13 14%	17 19% FG	7 19% F	1 3%	1 6%	3 10%	22 22% KL	8 19% K	1 2%	1 5%	-	7 13%	20 14%	6 13%	10 18% T	14 18% T	5 11%	3 6%

Health Canada ACET Application Post-FMM Advertising

QB4. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?
BASE: Those who said yes or maybe at B2
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	246 100%	246 100%	-	246 100%	197 100%	233 100%	207 100%	79 100%	86 100%	79 100%	246 100%	16 100%	225 100%
UNWEIGHTED TOTAL	258	258	-	258	207	246	217	78	92	84	258	17	236
Correct Mentions- NET	142 58%	142 58%	-	142 58%	114 58%	135 58%	119 58%	54 69% IJ	46 53%	41 52%	142 58%	8 48%	132 59%
Improve/change/better healthcare	69 28%	69 28%	-	69 28%	56 28%	65 28%	61 30%	30 38% J	25 29%	15 19%	69 28%	3 21%	64 29%
Government is helping us/going to do something (general)	32 13%	32 13%	-	32 13%	28 14%	32 14%	26 13%	10 13%	8 10%	13 16%	32 13%	1 5%	30 13%
Reducing wait time/ service time	14 6%	14 6%	-	14 6%	9 5%	13 6%	8 4%	5 6%	3 3%	7 9%	14 6%	-	14 6%
Should be accessible to everyone/all Canadians (general)	13 5%	13 5%	-	13 5%	9 5%	13 5%	9 5%	6 7%	5 6%	1 1%	13 5%	1 4%	12 5%
More money put for healthcare	11 5%	11 5%	-	11 5%	10 5%	9 4%	11 5%	4 5%	3 3%	5 6%	11 5%	2 10%	10 4%
Staff shortage issues (general)	3 1%	3 1%	-	3 1%	2 1%	3 1%	3 2%	-	2 3%	1 1%	3 1%	1 8%	2 1%
Incorrect Mentions - NET	44 18%	44 18%	-	44 18%	33 17%	43 18%	37 18%	10 12%	17 20%	16 21%	44 18%	1 8%	39 17%
Not honest/lying to us/ just wants our vote (general)	28 12%	28 12%	-	28 12%	22 11%	28 12%	25 12%	5 7%	10 12%	13 16%	28 12%	1 8%	25 11%
To take care of ourselves (general)	9 4%	9 4%	-	9 4%	8 4%	9 4%	7 3%	3 4%	6 7%	-	9 4%	-	8 4%
Healthcare is not good (general)	4 2%	4 2%	-	4 2%	3 1%	4 2%	3 2%	-	1 1%	3 4%	4 2%	-	4 2%
Less expensive	2 1%	2 1%	-	2 1%	1 *	2 1%	2 1%	1 2%	-	1 1%	2 1%	-	2 1%

Continued/...

Health Canada ACET Application Post-FMM Advertising

QB4. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across? Continued
 BASE: Those who said yes or maybe at B2
 BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Other	25 10%	25 10%	-	25 10%	21 11%	22 10%	19 9%	3 4%	10 11%	12 15% H	25 10%	2 10%	24 11%
Nothing	2 1%	2 1%	-	2 1%	1 1%	2 1%	1 *	1 1%	-	1 1%	2 1%	-	2 1%
Don't Know/Refused	33 13%	33 13%	-	33 13%	27 14%	31 13%	30 15%	10 13%	13 15%	9 12%	33 13%	5 34%	28 12%

Health Canada ACET Application Post-FMM Advertising

QB4A. Did you do anything as a result of seeing this ad?

BASE: Those who said yes or maybe at B2

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	246	17	43	111	25	24	26	126	121	19	29	43	50	103	24	113	9	62	9	18	207	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	258	22	45	100	38	26	27	134	124	16	23	44	52	120	27	112	8	70	8	19	217	41
Yes	13	-	5	6	1	-	2	11	2	-	3	5	2	4	2	5	1	4	-	-	10	3
	5%		12%	5%	3%		6%	9%	1%		9%	11%	4%	4%	7%	4%	16%	6%			5%	8%
								I														
No	229	15	38	105	25	24	23	114	116	19	24	38	47	98	22	106	7	57	9	17	193	36
	93%	90%	88%	94%	97%	100%	88%	90%	96%	100%	85%	89%	95%	95%	93%	94%	84%	92%	100%	96%	93%	92%
						CD				LN									PR			
Maybe	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-
	1*	5%							1%					1%							1*	
Don't Know/Refused	3	1	-	1	-	-	2	1	2	-	2	-	1	1	-	2	-	1	-	1	3	-
	1%	4%		1%			6%	1%	2%		6%		1%	1%		1%		1%		4%	2%	

Health Canada ACET Application Post-FMM Advertising

QB4A. Did you do anything as a result of seeing this ad?

BASE: Those who said yes or maybe at B2

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	246	151	95	93	36	25	22	29	103	43	59	17	19	53	141	47	56	79	47	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	258	151	107	99	38	26	22	29	114	46	60	17	15	48	153	53	59	87	46	59
Yes	13	9	4	6	2	2	-	1	7	1	2	1	1	5	7	1	2	5	2	3
	5%	6%	4%	7%	7%	8%		4%	7%	3%	4%	6%	7%	9%	5%	1%	4%	6%	5%	5%
No	229	141	89	85	33	23	22	28	92	42	56	16	17	46	132	47	53	73	43	54
	93%	93%	93%	92%	93%	92%	100%	96%	90%	95%	96%	94%	93%	86%	94%	99%	94%	92%	91%	95%
Maybe	1	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-
	**%	1%		1%					1%						1%			1%		
Don't Know/Refused	3	1	2	1	-	-	-	-	3	1	-	-	-	3	1	-	1	1	2	-
	1%	1%	3%	1%					2%	2%				5%	1%		2%	1%	4%	

Health Canada ACET Application Post-FMM Advertising

QB4A. Did you do anything as a result of seeing this ad?
BASE: Those who said yes or maybe at B2
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	246 100%	246 100%	-	246 100%	197 100%	233 100%	207 100%	79 100%	86 100%	79 100%	246 100%	16 100%	225 100%
UNWEIGHTED TOTAL	258	258	-	258	207	246	217	78	92	84	258	17	236
Yes	13 5%	13 5%	-	13 5%	11 6%	12 5%	12 6%	4 5%	4 5%	5 7%	13 5%	1 8%	12 5%
No	229 93%	229 93%	-	229 93%	183 93%	217 93%	191 93%	75 95%	80 94%	71 90%	229 93%	15 92%	209 93%
Maybe	1 **	1 **	-	1 **	1 **	1 **	1 **	-	1 1%	-	1 **	-	1 **
Don't Know/Refused	3 1%	3 1%	-	3 1%	2 1%	3 1%	2 1%	-	1 1%	3 3%	3 1%	-	3 1%

Health Canada ACET Application Post-FMM Advertising

QB4B. What did you do? Anything else?
BASE: Those who said yes or maybe at B4A
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	14	1	5	6	1	-	2	11	3	-	3	5	2	5	2	5	1	4	-	-	11	3
	100%	100%	100%	100%	100%		100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%			100%	100%
UNWEIGHTED TOTAL	14	1	5	5	1	-	2	11	3	-	2	4	2	6	2	4	1	5	-	-	11	3
Other	13	1	4	6	1	-	2	11	2	-	3	5	2	4	2	5	1	3	-	-	11	2
	95%	100%	86%	100%	100%		100%	100%	72%		100%	100%	100%	85%	100%	100%	100%	81%			100%	78%
Don't Know/Refused	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1
	5%		14%						28%					15%				19%				22%

Health Canada ACET Application Post-FMM Advertising

QB4B. What did you do? Anything else?
BASE: Those who said yes or maybe at B4A
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	14	10	4	7	2	2	-	1	8	1	2	1	1	5	8	1	2	6	2	3
	100%	100%	100%	100%	100%	100%	.	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	14	9	5	7	2	2	-	1	8	2	2	1	1	4	9	1	2	7	2	3
Other	13	10	3	6	2	2	-	1	7	1	2	1	1	5	8	1	2	6	2	2
	95%	100%	82%	90%	100%	100%		100%	91%	100%	100%	100%	100%	100%	91%	100%	100%	100%	100%	77%
Don't Know/Refused	1	-	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1
	5%		18%	10%					9%						9%					23%

Health Canada ACET Application Post-FMM Advertising

QB4B. What did you do? Anything else?
BASE: Those who said yes or maybe at B4A
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	14	14	-	14	12	13	13	4	5	5	14	1	13
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	14	14	-	14	12	13	13	3	5	6	14	1	13
Other	13	13	-	13	12	12	12	4	4	5	13	1	12
	95%	95%		95%	100%	95%	94%	100%	85%	100%	95%	100%	94%
Don't Know/Refused	1	1	-	1	-	1	1	-	1	-	1	-	1
	5%	5%		5%		5%	6%		15%		5%		6%

Health Canada ACET Application Post-FMM Advertising

QB5. How would you rate the performance of the Government of Canada on Health Care? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the midpoint, 4, means neither good nor bad.

BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
7 - Excellent	39	5	8	16	3	5	2	20	20	2	4	6	10	15	4	14	4	11	1	5	33	6
	4%	6%	3%	4%	4%	6%	1%	4%	4%	2%	2%	3%	5%	5%	4%	3%	7%	7%	1%	6%	4%	3%
														JK				PS				
6	78	10	4	45	3	6	9	39	39	18	24	11	7	17	7	42	-	8	9	6	74	4
	8%	12%	2%	12%	4%	7%	7%	8%	8%	15%	11%	6%	4%	6%	7%	8%		5%	14%	8%	10%	2%
		CE		CE		C	C			LMN	M										V	
5	209	21	34	91	15	26	22	107	102	27	59	41	37	44	22	116	10	26	11	15	179	30
	21%	25%	13%	24%	21%	28%	17%	22%	20%	23%	28%	20%	20%	16%	21%	23%	20%	16%	19%	19%	23%	13%
		C		C		C				N											V	
4- Neither good nor bad	335	29	98	117	23	25	43	156	178	44	58	68	47	113	28	158	23	65	20	25	241	94
	33%	35%	38%	31%	33%	27%	32%	32%	34%	36%	27%	34%	26%	40%	27%	31%	48%	40%	34%	31%	31%	39%
			F											KM			OP	OP			U	
3	156	8	38	52	15	13	31	77	79	20	30	29	38	39	16	85	5	22	13	11	120	36
	15%	10%	15%	14%	21%	14%	23%	16%	15%	17%	14%	14%	20%	14%	15%	16%	9%	14%	22%	14%	16%	15%
				B		BD																
2	81	3	34	24	7	4	8	33	47	4	21	21	15	16	6	50	2	6	2	8	47	33
	8%	3%	13%	6%	9%	5%	6%	7%	9%	3%	10%	10%	8%	6%	6%	10%	4%	4%	3%	10%	6%	14%
			BDFG							J	J					RS					U	
1- Terrible	99	7	32	28	5	10	17	50	50	3	13	23	29	31	16	46	4	18	2	8	69	30
	10%	9%	13%	7%	8%	11%	13%	10%	9%	3%	6%	11%	16%	11%	16%	9%	7%	11%	4%	10%	9%	12%
			D								J	JK	JK	S			S					
Don't Know/Refused	18	-	8	7	1	3	1	10	8	2	4	3	2	6	4	3	2	6	1	2	12	6
	2%		3%	2%	1%	3%	1%	2%	2%	1%	2%	2%	1%	2%	4%	1%	4%	4%	2%	2%	2%	3%
																		P				
TOP 3 BOX	326	36	46	153	21	37	33	165	161	47	88	58	53	76	34	172	13	45	21	26	285	41
	32%	43%	18%	40%	29%	41%	25%	34%	31%	39%	41%	29%	29%	27%	32%	33%	27%	28%	35%	32%	37%	17%
		CEG		CEG	C	CG				N	LMN										V	
BOTTOM 3 BOX	336	18	104	104	27	27	56	160	176	27	64	73	82	86	39	182	10	46	18	27	237	99
	33%	22%	41%	27%	37%	29%	42%	33%	34%	23%	30%	36%	44%	31%	37%	35%	20%	29%	30%	34%	31%	41%
			BDF		B	BD				J	JKN			Q	Q						U	
MEAN	3.9	4.2	3.4	4.1	3.8	4.0	3.6	3.9	3.8	4.3	4.0	3.7	3.6	3.8	3.7	3.8	4.0	3.9	4.1	3.9	4.0	3.4
		CEG		CG		CG				LMN	LM										V	

Health Canada ACET Application Post-FMM Advertising

QB5. How would you rate the performance of the Government of Canada on Health Care? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the midpoint, 4, means neither good nor bad.

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
7 - Excellent	39	26	14	17	8	4	-	4	23	5	6	1	2	4	25	9	8	11	11	8
	4%	4%	4%	5%	5%	3%		3%	6%	2%	3%	1%	2%	2%	4%	6%	4%	3%	6%	3%
									JKLM						N	N				
6	78	52	26	22	9	12	5	16	19	13	14	13	17	25	44	7	6	30	14	26
	8%	8%	7%	6%	5%	10%	6%	13%	5%	6%	6%	15%	17%	9%	8%	5%	3%	9%	7%	10%
								E				IJK	IJK					Q		Q
5	209	123	86	66	29	28	29	29	56	49	57	21	22	68	109	30	46	60	44	57
	21%	19%	23%	20%	16%	24%	34%	22%	16%	23%	24%	24%	23%	25%	19%	20%	23%	18%	22%	22%
							DE		I	I										
4- Neither good nor bad	335	208	127	121	61	31	22	30	142	68	68	23	27	84	194	50	59	122	64	80
	33%	33%	33%	36%	35%	27%	25%	23%	39%	31%	29%	27%	27%	31%	33%	33%	30%	37%	32%	31%
				GH	H				KLM											
3	156	113	43	46	30	18	11	24	43	35	40	14	23	43	91	20	32	56	26	39
	15%	18%	11%	14%	17%	16%	12%	19%	12%	16%	17%	16%	23%	16%	16%	13%	16%	17%	13%	15%
			C									I								
2	81	47	33	18	14	9	11	15	30	17	23	5	5	16	52	12	13	21	20	26
	8%	7%	9%	5%	8%	8%	13%	12%	8%	8%	10%	5%	5%	6%	9%	8%	7%	6%	10%	10%
								D												
1- Terrible	99	55	44	37	23	11	8	10	40	27	21	8	2	22	57	20	30	27	19	21
	10%	9%	12%	11%	13%	9%	9%	8%	11%	12%	9%	10%	2%	8%	10%	13%	15%	8%	10%	8%
									M	M	M						RT			
Don't Know/Refused	18	11	7	10	3	2	1	-	8	3	4	2	1	7	8	3	5	7	2	4
	2%	2%	2%	3%	2%	2%	2%		2%	1%	2%	2%	1%	3%	1%	2%	2%	2%	1%	2%
TOP 3 BOX	326	201	125	104	46	44	34	49	99	68	78	34	42	98	178	47	60	101	69	91
	32%	32%	33%	31%	26%	38%	40%	39%	27%	31%	33%	40%	42%	36%	31%	31%	30%	30%	34%	35%
						E	E	E				I	I							
BOTTOM 3 BOX	336	215	121	102	67	38	30	49	113	78	85	27	30	80	199	52	75	103	65	85
	33%	34%	32%	30%	38%	33%	34%	38%	31%	36%	36%	31%	30%	30%	34%	34%	38%	31%	33%	33%
MEAN	3.9	3.9	3.8	3.9	3.7	4.0	3.8	3.9	3.8	3.7	3.8	4.0	4.2	4.0	3.8	3.8	3.7	3.9	3.9	3.9
												IJK								

Health Canada ACET Application Post-FMM Advertising

QB5. How would you rate the performance of the Government of Canada on Health Care? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the midpoint, 4, means neither good nor bad.

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
7 - Excellent	39	12	28	39	26	34	24	39	-	-	39	6	32
	4%	5%	4%	4%	4%	4%	3%	12%			4%	14%	3%
6	78	16	62	78	52	68	55	78	-	-	78	-	77
	8%	7%	8%	8%	7%	7%	8%	24%			8%		8%
5	209	51	158	209	150	198	164	209	-	-	209	9	199
	21%	21%	21%	21%	21%	21%	23%	64%			21%	20%	21%
4- Neither good nor bad	335	86	249	335	228	311	235	-	335	-	335	14	312
	33%	35%	32%	33%	32%	33%	32%		100%		33%	31%	33%
3	156	35	121	156	114	151	107	-	-	156	156	5	149
	15%	14%	16%	15%	16%	16%	15%			46%	15%	11%	16%
2	81	14	66	81	52	78	54	-	-	81	81	3	78
	8%	6%	9%	8%	7%	8%	7%			24%	8%	6%	8%
1- Terrible	99	29	70	99	78	92	72	-	-	99	99	5	92
	10%	12%	9%	10%	11%	10%	10%			30%	10%	12%	10%
Don't Know/Refused	18	4	14	18	15	13	14	-	-	-	18	3	15
	2%	1%	2%	2%	2%	1%	2%				2%	6%	2%
TOP 3 BOX	326	79	248	326	227	300	243	326	-	-	326	15	307
	32%	32%	32%	32%	32%	32%	33%	100%			32%	34%	32%
BOTTOM 3 BOX	336	79	257	336	244	321	233	-	-	336	336	13	318
	33%	32%	33%	33%	34%	34%	32%			100%	33%	29%	33%
MEAN	3.9	3.9	3.9	3.9	3.8	3.8	3.9	5.5	4.0	2.2	3.9	4.0	3.9
								IJ	J				

Health Canada ACET Application Post-FMM Advertising

QB5A. In your opinion, has the quality of health care in Canada over the past two years deteriorated, improved or stayed the same? Please respond using a 7-point scale where 1 means greatly deteriorated, 7 means greatly improved and the mid-point 4 means stayed the same.

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
7- Greatly improved	21	2	6	11	-	2	1	9	12	1	4	2	3	10	1	8	1	6	1	2	16	5
	2%	2%	2%	3%		2%	1%	2%	2%	1%	2%	1%	2%	4%	1%	2%	2%	4%	2%	3%	2%	2%
6	31	2	6	11	5	3	4	16	15	3	4	4	4	16	3	13	2	9	1	2	25	6
	3%	3%	3%	3%	7%	3%	3%	3%	3%	3%	2%	2%	2%	6%	3%	3%	5%	5%	1%	3%	3%	2%
5	81	5	13	40	7	7	9	44	37	10	23	10	15	24	9	33	6	17	5	9	68	13
	8%	7%	5%	11%	9%	8%	7%	9%	7%	8%	11%	5%	8%	8%	9%	6%	13%	10%	8%	12%	9%	5%
4- Stayed the same	433	38	105	170	31	48	41	225	207	68	78	91	67	123	43	211	14	72	36	34	335	98
	43%	45%	41%	45%	43%	52%	31%	46%	40%	56%	36%	45%	36%	44%	41%	41%	29%	44%	59%	43%	43%	41%
3	194	14	42	76	17	13	32	89	105	21	63	41	35	33	16	124	11	16	12	10	154	41
	19%	17%	17%	20%	23%	14%	24%	18%	20%	17%	30%	20%	19%	12%	15%	24%	22%	10%	20%	12%	20%	17%
2	105	13	33	33	7	6	14	48	57	10	22	21	21	27	15	55	4	15	3	6	73	32
	10%	15%	13%	9%	10%	7%	11%	10%	11%	8%	10%	11%	11%	10%	14%	11%	8%	9%	4%	8%	9%	13%
1- Greatly deteriorated	133	8	49	32	5	12	27	53	80	6	17	31	34	43	15	65	8	24	3	14	88	45
	13%	10%	19%	9%	7%	13%	21%	11%	15%	5%	8%	16%	19%	15%	13%	15%	15%	6%	18%	11%	19%	
Don't Know/Refused	16	1	1	7	1	2	5	6	10	1	3	1	5	6	3	5	3	5	-	1	15	1
	2%	1%	1%	2%	1%	2%	4%	1%	2%	1%	2%	*	3%	2%	3%	1%	6%	3%	1%	2%	1%	
TOP 3 BOX	133	9	25	62	11	12	14	69	64	14	31	16	22	50	13	55	10	31	7	14	110	24
	13%	11%	10%	16%	16%	13%	10%	14%	12%	12%	14%	8%	12%	18%	12%	11%	20%	19%	11%	18%	14%	10%
BOTTOM 3 BOX	433	35	124	142	29	31	73	191	242	37	102	94	90	102	46	244	22	54	18	30	315	117
	43%	42%	48%	37%	40%	34%	55%	39%	46%	31%	48%	47%	49%	36%	44%	47%	46%	34%	30%	38%	41%	49%
MEAN	3.4	3.4	3.2	3.6	3.6	3.5	3.0	3.5	3.3	3.7	3.4	3.2	3.2	3.5	3.3	3.3	3.4	3.6	3.7	3.5	3.5	3.2

Health Canada ACET Application Post-FMM Advertising

QB5A. In your opinion, has the quality of health care in Canada over the past two years deteriorated, improved or stayed the same? Please respond using a 7-point scale where 1 means greatly deteriorated, 7 means greatly improved and the mid-point 4 means stayed the same.

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
7- Greatly improved	21	14	8	9	2	3	-	2	14	2	2	1	1	3	14	4	4	2	5	9
	2%	2%	2%	3%	1%	3%		1%	4%	1%	1%	1%	1%	1%	2%	2%	2%	1%	3%	4%
									JK											R
6	31	17	14	15	6	1	2	2	12	6	9	2	2	4	15	12	10	14	5	2
	3%	3%	4%	5%	4%	1%	2%	2%	3%	3%	4%	2%	2%	2%	3%	8%	5%	4%	3%	1%
				F											NO		T	T		
5	81	48	33	27	14	14	10	6	30	17	12	10	10	28	40	12	22	23	19	17
	8%	8%	9%	8%	8%	13%	11%	5%	8%	8%	5%	12%	10%	11%	7%	8%	11%	7%	10%	6%
						H														
4- Stayed the same	433	273	160	150	72	49	33	58	159	81	90	38	59	129	240	57	71	149	82	121
	43%	43%	42%	44%	40%	43%	38%	46%	44%	37%	38%	44%	59%	48%	41%	37%	36%	45%	41%	47%
													IJK	P				Q		Q
3	194	130	64	61	37	23	12	31	48	57	53	17	19	55	113	25	36	70	35	50
	19%	21%	17%	18%	21%	20%	14%	25%	13%	26%	23%	20%	19%	20%	20%	17%	18%	21%	18%	19%
								G		I	I									
2	105	62	43	22	19	12	18	14	31	22	37	8	4	17	70	14	18	32	19	29
	10%	10%	11%	7%	11%	11%	21%	11%	8%	10%	16%	9%	4%	6%	12%	9%	9%	10%	9%	11%
							DE			M	IM				N					
1- Greatly deteriorated	133	81	53	47	28	11	11	10	61	31	28	8	6	31	74	27	37	34	31	30
	13%	13%	14%	14%	16%	10%	12%	8%	17%	14%	12%	9%	6%	11%	13%	18%	19%	10%	16%	11%
				H	H				LM	M							RT			
Don't Know/Refused	16	10	6	6	-	-	1	4	7	1	4	3	-	2	13	1	2	9	3	1
	2%	2%	2%	2%			2%	3%	2%	1%	2%	3%		1%	2%	*	1%	3%	1%	1%
															P		T			
TOP 3 BOX	133	79	55	51	22	18	12	11	56	26	23	13	13	36	69	27	35	38	30	28
	13%	12%	14%	15%	12%	16%	13%	8%	15%	12%	10%	15%	13%	13%	12%	18%	18%	12%	15%	11%
				H					K								T			
BOTTOM 3 BOX	433	273	160	131	84	47	41	55	140	109	118	32	28	103	258	67	90	137	86	109
	43%	43%	42%	39%	47%	41%	47%	43%	39%	50%	50%	38%	28%	38%	44%	44%	45%	41%	43%	42%
									ILM	ILM										
MEAN	3.4	3.4	3.4	3.5	3.3	3.5	3.2	3.4	3.4	3.3	3.2	3.5	3.7	3.5	3.4	3.4	3.3	3.4	3.4	3.4
													JK							

Health Canada ACET Application Post-FMM Advertising

QB5A. In your opinion, has the quality of health care in Canada over the past two years deteriorated, improved or stayed the same? Please respond using a 7-point scale where 1 means greatly deteriorated, 7 means greatly improved and the mid-point 4 means stayed the same.

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
7- Greatly improved	21	5	17	21	11	14	12	12	7	1	21	3	15
	2%	2%	2%	2%	2%	1%	2%	4%	2%	**	2%	6%	2%
								J	J				
6	31	11	20	31	19	31	21	17	9	4	31	2	29
	3%	4%	3%	3%	3%	3%	3%	5%	3%	1%	3%	5%	3%
								J					
5	81	24	57	81	59	77	65	53	18	7	81	4	77
	8%	10%	7%	8%	8%	8%	9%	16%	5%	2%	8%	8%	8%
								IJ	J				
4- Stayed the same	433	109	323	433	303	401	303	168	175	86	433	22	407
	43%	44%	42%	43%	42%	42%	42%	52%	52%	26%	43%	48%	43%
								J	J				
3	194	38	156	194	135	182	138	54	57	82	194	4	190
	19%	15%	20%	19%	19%	19%	19%	17%	17%	24%	19%	9%	20%
										HI	L		L
2	105	25	80	105	75	101	80	9	32	64	105	3	98
	10%	10%	10%	10%	11%	11%	11%	3%	10%	19%	10%	8%	10%
									H	HI			
1- Greatly deteriorated	133	31	102	133	99	127	94	9	31	89	133	8	125
	13%	13%	13%	13%	14%	13%	13%	3%	9%	27%	13%	17%	13%
									H	HI			
Don't Know/Refused	16	4	12	16	12	13	11	3	6	2	16	-	13
	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%		1%
TOP 3 BOX	133	39	94	133	89	121	98	82	34	12	133	8	120
	13%	16%	12%	13%	13%	13%	14%	25%	10%	4%	13%	18%	13%
								IJ	J				
BOTTOM 3 BOX	433	94	339	433	310	410	313	73	120	236	433	15	413
	43%	38%	44%	43%	43%	43%	43%	22%	36%	70%	43%	34%	43%
									H	HI			
MEAN	3.4	3.5	3.4	3.4	3.4	3.4	3.4	4.1	3.5	2.6	3.4	3.6	3.4
								IJ	J				

Health Canada ACET Application Post-FMM Advertising

QB6. Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the midpoint, 4, means neither good nor bad.

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
7 - Excellent	24	4	4	12	1	1	3	13	11	1	5	3	6	8	6	7	-	8	-	2	21	3
	2%	5%	2%	3%	1%	1%	2%	3%	2%	1%	2%	2%	3%	3%	5%	1%		5%		3%	3%	1%
6	78	5	9	46	2	11	6	41	37	19	13	8	15	23	7	33	3	12	11	7	70	8
	8%	6%	3%	12% CEG	3%	12% CEG	4%	8%	7%	16% KL	6%	4%	8%	8%	7%	6%	5%	7%	18% P	9%	9%	3%
5	191	17	43	76	16	14	26	88	103	31	50	40	30	39	19	101	10	23	16	13	150	42
	19%	20%	17%	20%	22%	15%	19%	18%	20%	25% N	24% N	20%	16%	14%	18%	20%	20%	14%	26%	17%	19%	17%
4- Neither good nor bad	380	35	89	150	26	27	52	170	210	38	80	73	62	124	36	185	25	74	17	32	295	85
	37%	43%	35%	40%	36%	30%	39%	35%	40%	32%	37%	36%	34%	44% JM	34%	36%	51% S	46% PS	28%	40%	38%	35%
3	148	6	48	44	12	16	23	80	68	20	32	37	26	32	18	83	6	16	7	9	104	44
	15%	7%	19% BD	12%	16% B	17% B	17% B	16%	13%	16%	15%	18% N	14%	11%	18%	16% R	13%	10%	12%	12%	13%	18%
2	68	5	21	20	9	5	8	36	32	4	12	14	21	16	8	41	2	4	3	8	47	20
	7%	6%	8%	5%	12% D	5%	6%	7%	6%	3%	6%	7%	11% JN	6%	7%	8% R	4%	2%	5%	10% R	6%	8%
1- Terrible	114	11	40	26	6	16	15	58	56	8	20	25	24	34	11	60	3	20	6	7	77	37
	11%	13%	16% D	7%	9%	18% D	11%	12%	11%	6%	9%	12%	13%	12%	10%	12%	7%	13%	9%	8%	10%	15% U
Don't Know/Refused	12	1	2	4	1	2	2	5	7	-	1	2	1	5	-	3	-	5	1	1	11	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%		1%	1%	*	2%		1%		3%	2%	1%	1%	*%
TOP 3 BOX	293	26	55	134	18	26	34	142	151	50	69	51	51	70	31	141	12	43	26	23	240	53
	29%	31%	22%	35% CG	26%	28%	25%	29%	29%	42% LMN	32%	25%	28%	25%	30%	27%	26%	27%	44% PR	29%	31%	22% V
BOTTOM 3 BOX	330	21	109	91	27	37	45	174	156	31	64	76	71	82	37	185	12	40	16	23	229	101
	33%	25%	43% BD	24%	38% D	40% BD	34% D	35%	30%	26%	30%	38% JN	38% JN	29%	35%	36% R	24%	24%	26%	30%	30%	42% U
MEAN	3.8	3.9 C	3.5	4.1 CEFG	3.6	3.6	3.7	3.8	3.8	4.2 LMN	3.9	3.6	3.7	3.8	3.8	3.7	3.9	3.9	4.1 P	3.9	3.9	3.5 V

Health Canada ACET Application Post-FMM Advertising

QB6. Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the midpoint, 4, means neither good nor bad.

BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education				Marital Status			Household Size					
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
7 - Excellent	24	16	7	14	4	1	2	2	17	1	3	1	1	4	11	9	8	6	3	7
	2%	3%	2%	4%	2%	1%	2%	2%	5%	1%	1%	1%	1%	2%	6%	4%	2%	2%	2%	3%
				F					JKM						NO					
6	78	51	27	24	15	10	5	9	20	12	15	14	18	29	36	13	13	32	12	22
	8%	8%	7%	7%	8%	9%	6%	7%	5%	6%	6%	16%	18%	11%	6%	8%	6%	10%	6%	8%
											IJK	IJK	O							
5	191	129	62	60	30	24	20	25	54	41	51	16	25	64	110	15	31	60	42	55
	19%	20%	16%	18%	17%	21%	23%	20%	15%	19%	22%	19%	26%	24%	19%	10%	16%	18%	21%	21%
										I	I	P	P							
4- Neither good nor bad	380	235	145	143	63	42	27	46	142	75	93	34	28	88	223	62	83	116	77	96
	37%	37%	38%	42%	35%	36%	31%	36%	39%	35%	40%	40%	28%	33%	39%	41%	42%	35%	39%	37%
3	148	95	53	38	27	18	18	19	42	42	35	11	17	41	86	19	21	58	31	34
	15%	15%	14%	11%	15%	16%	21%	15%	12%	20%	15%	13%	17%	15%	15%	12%	11%	17%	16%	13%
									I							Q				
2	68	40	28	12	16	8	8	12	28	17	17	2	3	10	48	8	7	26	14	19
	7%	6%	7%	3%	9%	7%	9%	9%	8%	8%	7%	3%	3%	4%	8%	5%	3%	8%	7%	7%
				D				D	LM						N			Q		
1- Terrible	114	61	54	42	22	10	7	14	55	26	19	8	5	28	62	23	34	32	19	26
	11%	10%	14%	12%	13%	9%	8%	11%	15%	12%	8%	9%	6%	10%	11%	15%	17%	10%	9%	10%
			B					KM									RST			
Don't Know/Refused	12	8	3	6	3	1	-	-	4	3	2	-	1	4	4	3	3	3	2	1
	1%	1%	1%	2%	2%	1%			1%	1%	1%		1%	2%	1%	2%	2%	1%	1%	1%
TOP 3 BOX	293	196	97	97	48	36	27	37	91	54	69	31	44	97	157	37	52	98	56	83
	29%	31%	25%	29%	27%	31%	31%	29%	25%	25%	29%	36%	45%	36%	27%	24%	26%	29%	28%	32%
												IJK	OP							
BOTTOM 3 BOX	330	195	135	92	65	37	33	45	124	85	70	21	26	79	196	50	62	116	65	79
	33%	31%	35%	27%	36%	32%	38%	35%	34%	39%	30%	24%	26%	29%	34%	33%	31%	35%	32%	30%
				D					KLM											
MEAN	3.8	3.9	3.6	3.9	3.7	3.9	3.8	3.7	3.7	3.6	3.8	4.1	4.3	4.0	3.7	3.8	3.7	3.8	3.8	3.9
		C										IJ	IJK	O						

Health Canada ACET Application Post-FMM Advertising

QB6. Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the midpoint, 4, means neither good nor bad.

BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
7 - Excellent	24	8	15	24	16	24	16	18	4	1	24	6	17
	2%	3%	2%	2%	2%	3%	2%	6%	1%	1%	2%	13%	2%
								IJ		KM			
6	78	19	58	78	53	76	55	60	11	5	78	2	75
	8%	8%	8%	8%	7%	8%	8%	18%	3%	2%	8%	5%	8%
								IJ					
5	191	46	145	191	143	171	137	113	52	24	191	4	182
	19%	19%	19%	19%	20%	18%	19%	35%	16%	7%	19%	9%	19%
								IJ	J	L			L
4- Neither good nor bad	380	94	286	380	254	354	266	99	186	87	380	17	357
	37%	38%	37%	37%	36%	37%	37%	30%	56%	26%	37%	37%	37%
									HJ				
3	148	33	115	148	101	139	106	22	42	82	148	4	143
	15%	13%	15%	15%	14%	15%	15%	7%	12%	24%	15%	9%	15%
								H	HI				
2	68	17	50	68	57	66	55	5	12	51	68	1	65
	7%	7%	7%	7%	8%	7%	8%	1%	4%	15%	7%	3%	7%
										HI			
1- Terrible	114	25	89	114	80	106	81	6	22	84	114	10	102
	11%	10%	12%	11%	11%	11%	11%	2%	7%	25%	11%	23%	11%
								H	HI				
Don't Know/Refused	12	3	9	12	10	11	10	2	6	1	12	-	12
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%		1%
TOP 3 BOX	293	74	219	293	212	271	208	192	67	30	293	13	274
	29%	30%	29%	29%	30%	29%	29%	59%	20%	9%	29%	28%	29%
								IJ	J				
BOTTOM 3 BOX	330	76	255	330	238	310	241	33	76	217	330	16	310
	33%	31%	33%	33%	33%	33%	33%	10%	23%	65%	33%	35%	33%
								H	HI				
MEAN	3.8	3.9	3.8	3.8	3.8	3.8	3.8	4.7	3.9	2.8	3.8	3.8	3.8
								IJ	J				

Health Canada ACET Application Post-FMM Advertising

QB7. And using the same scale, how would you rate the Government of Canada in providing information to the public about government services that are available to Canadians?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
7 - Excellent	44	3	13	16	2	7	3	24	19	2	8	9	10	14	3	20	3	6	1	5	33	11
	4%	3%	5%	4%	3%	7%	2%	5%	4%	2%	4%	4%	5%	5%	3%	4%	7%	4%	2%	6%	4%	5%
6	75	5	13	41	4	6	6	28	47	5	18	15	17	21	9	33	8	11	2	10	62	13
	7%	6%	5%	11% CG	6%	7%	4%	6%	9%	4%	9%	7%	9%	7%	8%	6%	16% S	7%	3%	12% S	8%	5%
5	201	19	37	92	13	20	21	104	97	35	40	39	31	54	19	107	10	30	17	11	163	37
	20%	23%	15%	24% CG	18%	21%	15%	21%	18%	29% M	19%	19%	17%	19%	18%	21%	21%	19%	29% T	13%	21%	16%
4- Neither good nor bad	299	24	87	100	26	20	43	144	154	44	56	58	47	92	20	145	12	64	20	26	219	80
	29%	29%	34% DF	26%	36% F	21%	32%	29%	29%	36%	26%	29%	25%	33%	19%	28% O	25%	39% OP	34% O	33% O	28%	33%
3	155	12	35	57	11	19	21	68	87	18	42	38	21	30	28	82	7	11	8	13	121	34
	15%	15%	14%	15%	16%	21%	16%	14%	17%	15%	20% MN	19% MN	11%	11%	27% PRS	16% R	15%	7%	14%	17% R	16%	14%
2	104	8	27	32	9	8	19	55	49	10	26	24	24	17	10	63	2	9	8	5	79	25
	10%	10%	11%	9%	13%	9%	14%	11%	9%	9%	12% N	12% N	13% N	6%	10%	12% QR	4%	5%	13%	7%	10%	11%
1- Terrible	124	12	41	35	6	12	17	63	61	6	23	19	32	44	15	60	4	26	4	9	86	38
	12%	15%	16% DE	9%	8%	14%	13%	13%	12%	5%	11%	9%	18% JL	16% JL	15%	12%	8% S	16% S	6% S	11%	11%	16%
Don't Know/Refused	14	-	2	8	1	-	3	4	10	-	-	2	3	9	-	4	2	6	-	1	11	2
	1%	-	1%	2%	1%	-	2%	1%	2%	-	-	1%	2%	3%	-	1%	5%	4%	-	1%	1%	1%
TOP 3 BOX	320	26	63	149	19	33	30	157	162	42	67	63	58	88	31	160	21	47	20	25	258	61
	31%	32%	25%	39% CEG	26% G	35% G	22%	32%	31%	35%	31%	31%	31%	31%	30%	31%	44%	29%	34%	31%	33% V	26%
BOTTOM 3 BOX	383	32	103	124	26	40	58	186	197	35	91	80	77	92	53	205	13	46	20	28	286	97
	38%	39%	40%	33%	37% D	43% D	43% D	38% D	38% D	29% JN	43% JN	39% JN	42% JN	33% JN	51% PQRST	40% R	26% R	28% R	33% R	35% R	37% R	40% R
MEAN	3.7	3.7	3.6	4.0 CG	3.7	3.8	3.5	3.7	3.8	3.9	3.7	3.8	3.6	3.8	3.5	3.7	4.3 OPR	3.8	3.8	3.9	3.8	3.6

Health Canada ACET Application Post-FMM Advertising

QB7. And using the same scale, how would you rate the Government of Canada in providing information to the public about government services that are available to Canadians?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
7 - Excellent	44	30	13	18	12	5	1	3	20	5	12	2	3	9	26	8	10	15	7	11
	4%	5%	4%	5%	7%	5%	2%	2%	5%	2%	5%	3%	3%	3%	4%	5%	5%	5%	4%	4%
				G	G															
6	75	48	27	20	13	9	10	10	21	17	16	15	6	19	45	12	10	25	17	23
	7%	8%	7%	6%	7%	8%	12%	8%	6%	8%	7%	18%	6%	7%	8%	8%	5%	8%	8%	9%
											IJKM									
5	201	133	68	69	35	19	10	33	52	40	57	20	28	60	106	31	40	62	46	49
	20%	21%	18%	20%	20%	17%	11%	26%	14%	19%	24%	23%	28%	22%	18%	20%	20%	19%	23%	19%
				G				G			I		I							
4- Neither good nor bad	299	177	121	108	47	37	26	32	134	52	63	17	30	81	165	47	62	95	60	76
	29%	28%	32%	32%	26%	32%	30%	25%	37%	24%	27%	20%	30%	30%	28%	31%	31%	29%	30%	29%
									JKL											
3	155	97	58	37	21	18	18	26	35	41	40	17	17	36	102	14	18	54	30	48
	15%	15%	15%	11%	12%	16%	20%	20%	10%	19%	17%	20%	17%	13%	18%	9%	9%	16%	15%	19%
								D		I	I	I			P			Q		Q
2	104	68	36	29	23	15	13	14	26	33	28	6	10	25	69	9	14	40	18	29
	10%	11%	9%	9%	13%	13%	15%	11%	7%	15%	12%	7%	10%	9%	12%	6%	7%	12%	9%	11%
										IL					P					
1- Terrible	124	73	51	50	27	10	8	9	68	27	16	7	6	36	60	28	40	38	23	22
	12%	12%	13%	15%	15%	8%	9%	7%	19%	12%	7%	8%	6%	13%	10%	18%	20%	11%	11%	8%
				H	H				JKLM						O		RST			
Don't Know/Refused	14	8	6	5	-	1	-	1	6	1	4	1	-	3	6	4	6	3	1	2
	1%	1%	1%	2%		1%		1%	2%	1%	2%	1%		1%	1%	3%	3%	1%	1%	1%
TOP 3 BOX	320	211	109	108	61	34	22	46	93	63	85	38	37	88	177	50	59	103	69	83
	31%	33%	29%	32%	34%	30%	25%	36%	26%	29%	36%	44%	37%	33%	31%	33%	30%	31%	35%	32%
											I	IJ								
BOTTOM 3 BOX	383	238	145	117	70	43	39	49	130	101	83	30	32	98	232	50	72	132	70	99
	38%	38%	38%	35%	40%	37%	45%	38%	36%	47%	36%	35%	33%	36%	40%	33%	36%	40%	35%	38%
										IKM										
MEAN	3.7	3.8	3.7	3.8	3.7	3.8	3.6	3.9	3.6	3.6	3.9	4.1	3.9	3.7	3.7	3.8	3.6	3.7	3.8	3.8
											IJ	IJ	J							

Health Canada ACET Application Post-FMM Advertising

QB7. And using the same scale, how would you rate the Government of Canada in providing information to the public about government services that are available to Canadians?

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC				Aboriginal		
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
7 - Excellent	44	19	25	44	28	42	30	26	11	3	44	3	40
	4%	8%	3%	4%	4%	4%	4%	8%	3%	1%	4%	7%	4%
		C						IJ	J				
6	75	31	44	75	53	69	56	43	18	12	75	2	73
	7%	13%	6%	7%	7%	7%	8%	13%	5%	4%	7%	4%	8%
		C						IJ					
5	201	52	149	201	134	187	139	87	74	36	201	8	190
	20%	21%	19%	20%	19%	20%	19%	27%	22%	11%	20%	17%	20%
								J	J				
4- Neither good nor bad	299	65	234	299	203	273	225	88	122	83	299	15	279
	29%	26%	30%	29%	28%	29%	31%	27%	36%	25%	29%	33%	29%
									HJ				
3	155	25	129	155	117	145	114	52	48	53	155	5	148
	15%	10%	17%	15%	16%	15%	16%	16%	14%	16%	15%	11%	16%
			B										
2	104	22	82	104	78	99	76	17	25	61	104	3	100
	10%	9%	11%	10%	11%	10%	10%	5%	8%	18%	10%	7%	10%
										HI			
1- Terrible	124	28	96	124	90	117	78	8	31	84	124	9	112
	12%	11%	12%	12%	13%	12%	11%	2%	9%	25%	12%	19%	12%
									H	HI			
Don't Know/Refused	14	4	10	14	10	13	7	5	5	2	14	1	12
	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%
TOP 3 BOX	320	102	217	320	215	298	226	156	103	52	320	13	303
	31%	41%	28%	31%	30%	31%	31%	48%	31%	15%	31%	28%	32%
		C						IJ	J				
BOTTOM 3 BOX	383	75	308	383	285	361	267	77	105	199	383	17	359
	38%	31%	40%	38%	40%	38%	37%	24%	31%	59%	38%	37%	38%
			B						H	HI			
MEAN	3.7	4.1	3.6	3.7	3.7	3.7	3.8	4.4	3.9	2.9	3.7	3.6	3.8
		C						IJ	J				

Health Canada ACET Application Post-FMM Advertising

QB8A. Level of agreement: It is easy to contact the Government of Canada for information and service?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk Emp	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
7 - Totally agree	66	5	23	18	4	6	10	33	33	10	7	10	15	25	8	29	1	15	6	7	45	21
	7%	6%	9%	5%	6%	7%	7%	7%	6%	8%	3%	5%	8%	9%	7%	6%	3%	9%	9%	9%	6%	9%
6	103	10	19	42	4	12	15	59	43	16	29	16	15	26	10	54	4	18	6	7	84	18
	10%	12%	7%	11%	6%	13%	12%	12%	8%	13%	14%	8%	8%	9%	10%	11%	7%	11%	10%	9%	11%	8%
5	153	12	33	68	8	16	16	76	76	22	27	41	22	40	17	76	8	20	8	13	119	33
	15%	14%	13%	18%	11%	18%	12%	16%	15%	18%	13%	20%	12%	14%	17%	15%	17%	12%	14%	16%	15%	14%
4- Neither agree nor disagree	230	22	58	81	20	18	32	104	126	29	48	45	32	73	20	111	16	40	14	20	178	52
	23%	26%	23%	21%	27%	20%	24%	21%	24%	24%	23%	22%	17%	26%	19%	22%	33%	25%	23%	26%	23%	22%
3	133	7	25	60	13	12	16	72	61	16	31	27	32	26	11	77	7	14	12	5	109	24
	13%	9%	10%	16%	18%	13%	12%	15%	12%	14%	15%	13%	17%	9%	11%	15%	13%	9%	20%	7%	14%	10%
2	113	11	35	35	8	8	15	57	57	7	33	21	21	28	15	62	5	12	5	6	81	33
	11%	14%	14%	9%	12%	9%	11%	12%	11%	6%	15%	10%	11%	10%	14%	12%	10%	8%	9%	8%	10%	14%
1 - Totally disagree	191	12	54	68	13	16	28	80	110	17	34	42	43	50	22	98	6	35	8	17	142	49
	19%	15%	21%	18%	19%	18%	21%	16%	21%	14%	16%	21%	23%	18%	21%	19%	13%	21%	13%	21%	18%	20%
Don't Know/Refused	27	3	9	8	1	3	2	10	17	2	4	1	5	13	1	7	2	8	1	3	18	9
	3%	4%	4%	2%	2%	3%	1%	2%	3%	2%	2%	**	3%	5%	1%	1%	4%	5%	2%	4%	2%	4%
TOP 3 BOX	321	27	75	128	16	35	41	169	153	48	63	67	51	90	35	159	13	52	20	27	248	73
	32%	32%	29%	34%	23%	38%	31%	34%	29%	40%	30%	33%	28%	32%	34%	31%	27%	32%	33%	34%	32%	30%
BOTTOM 3 BOX	437	31	114	163	35	36	59	209	228	41	98	89	96	105	48	237	18	61	25	28	331	106
	43%	38%	44%	43%	48%	39%	44%	43%	44%	34%	46%	44%	52%	37%	46%	46%	36%	38%	42%	36%	43%	44%
MEAN	3.6	3.7	3.5	3.7	3.4	3.8	3.6	3.7	3.5	4.0	3.6	3.5	3.4	3.7	3.6	3.6	3.7	3.7	3.8	3.7	3.6	3.6
										KLM				M								

Health Canada ACET Application Post-FMM Advertising

QB8A. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about it is easy to contact the Government of Canada for information and service?

BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
7 - Totally agree	66	41	25	30	11	5	3	5	35	9	11	5	7	18	36	13	16	21	19	11
	7%	6%	7%	9%	6%	4%	4%	4%	10%	4%	5%	5%	7%	7%	6%	9%	8%	6%	9%	4%
				GH					JK										T	
6	103	62	40	29	20	18	9	11	26	18	27	15	16	32	61	10	20	31	17	33
	10%	10%	11%	9%	11%	15%	11%	9%	7%	9%	11%	17%	17%	12%	10%	6%	10%	9%	9%	13%
												I	I							
5	153	96	56	50	25	12	15	28	44	35	44	16	13	39	88	24	25	50	39	36
	15%	15%	15%	15%	14%	11%	17%	22%	12%	16%	19%	19%	13%	14%	15%	16%	12%	15%	19%	14%
								F				I								
4- Neither agree nor disagree	230	143	87	82	45	20	17	24	95	44	44	22	22	62	128	37	49	78	44	53
	23%	22%	23%	24%	25%	17%	19%	19%	26%	20%	19%	25%	22%	23%	22%	24%	24%	23%	22%	20%
									K											
3	133	85	48	43	18	18	14	21	38	29	43	4	18	37	85	10	21	41	26	42
	13%	13%	13%	13%	10%	16%	16%	16%	10%	13%	18%	4%	18%	14%	15%	7%	11%	12%	13%	16%
									L	L	IL		L	P	P					
2	113	66	47	26	22	18	13	15	34	28	26	10	11	37	56	18	22	41	20	26
	11%	10%	12%	8%	13%	15%	15%	12%	9%	13%	11%	12%	11%	14%	10%	12%	11%	12%	10%	10%
						D														
1 - Totally disagree	191	125	65	67	34	21	15	22	78	48	39	12	11	42	111	33	38	62	33	53
	19%	20%	17%	20%	19%	18%	17%	17%	21%	22%	17%	13%	11%	16%	19%	22%	19%	19%	16%	20%
									M	M										
Don't Know/Refused	27	16	11	11	2	3	1	2	13	7	2	4	1	3	16	7	9	8	2	7
	3%	3%	3%	3%	1%	3%	1%	2%	4%	3%	1%	4%	1%	1%	3%	5%	4%	2%	1%	3%
									K											
TOP 3 BOX	321	199	122	109	56	35	27	44	105	62	81	35	36	89	184	46	60	102	75	80
	32%	31%	32%	32%	31%	30%	31%	34%	29%	28%	35%	41%	36%	33%	32%	30%	30%	31%	37%	31%
												IJ	IJ							
BOTTOM 3 BOX	437	277	160	136	74	56	42	58	149	105	108	25	41	116	252	62	81	145	79	121
	43%	44%	42%	40%	42%	49%	48%	45%	41%	48%	46%	29%	41%	43%	43%	41%	41%	43%	40%	46%
									L	L	L									
MEAN	3.6	3.6	3.7	3.7	3.6	3.5	3.5	3.6	3.6	3.4	3.6	4.0	3.9	3.7	3.6	3.6	3.6	3.6	3.8	3.5
												J	J							

Health Canada ACET Application Post-FMM Advertising

QB8A. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about it is easy to contact the Government of Canada for information and service?

BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
7 - Totally agree	66	22	44	66	47	62	48	22	32	9	66	5	59
	7%	9%	6%	7%	7%	7%	7%	7%	10%	3%	7%	12%	6%
								J	J				
6	103	28	75	103	80	95	76	54	26	18	103	1	102
	10%	11%	10%	10%	11%	10%	10%	17%	8%	5%	10%	2%	11%
								IJ			L		L
5	153	43	109	153	116	147	119	72	42	36	153	2	151
	15%	18%	14%	15%	16%	16%	16%	22%	13%	11%	15%	4%	16%
								IJ			L		L
4- Neither agree nor disagree	230	51	179	230	152	209	157	73	98	57	230	10	215
	23%	21%	23%	23%	21%	22%	22%	22%	29%	17%	23%	21%	23%
									J				
3	133	25	108	133	87	128	89	43	44	44	133	8	124
	13%	10%	14%	13%	12%	13%	12%	13%	13%	13%	13%	18%	13%
2	113	20	93	113	78	108	79	30	37	44	113	3	107
	11%	8%	12%	11%	11%	11%	11%	9%	11%	13%	11%	7%	11%
1 - Totally disagree	191	52	139	191	135	173	142	22	49	117	191	16	171
	19%	21%	18%	19%	19%	18%	20%	7%	15%	35%	19%	35%	18%
									H	HI		KM	
Don't Know/Refused	27	5	22	27	19	23	17	8	6	10	27	1	24
	3%	2%	3%	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%
TOP 3 BOX	321	93	228	321	243	305	242	149	101	63	321	8	312
	32%	38%	30%	32%	34%	32%	33%	46%	30%	19%	32%	18%	33%
		C						IJ	J		L		L
BOTTOM 3 BOX	437	97	340	437	300	409	309	96	130	205	437	27	402
	43%	40%	44%	43%	42%	43%	43%	29%	39%	61%	43%	60%	42%
									H	HI		KM	
MEAN	3.6	3.8	3.6	3.6	3.7	3.6	3.6	4.2	3.8	2.8	3.6	3.1	3.7
								IJ	J				L

Health Canada ACET Application Post-FMM Advertising

QB8B. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about the Government of Canada is using new and innovative ways to provide information and services to citizens?

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
7 - Totally agree	55	4	16	22	3	2	8	38	17	7	8	13	9	18	6	23	3	15	2	5	41	13
	5%	5%	6%	6%	5%	2%	6%	8%	3%	6%	4%	7%	5%	6%	6%	4%	5%	9%	3%	6%	5%	5%
			F	F				I										P				
6	79	7	13	42	4	7	5	37	42	11	26	12	9	18	9	43	5	7	5	4	66	13
	8%	9%	5%	11%	5%	8%	4%	8%	8%	9%	12%	6%	5%	6%	9%	8%	10%	4%	8%	6%	8%	6%
				CEG							LMN					R						
5	198	12	42	76	15	24	29	98	100	25	55	43	34	40	27	102	12	22	12	17	157	41
	20%	15%	16%	20%	21%	26%	22%	20%	19%	21%	26%	21%	18%	14%	26%	20%	24%	14%	19%	21%	20%	17%
										N					R							
4- Neither agree nor disagree	396	36	104	145	28	32	52	192	205	57	75	74	73	113	29	206	20	63	29	29	301	96
	39%	44%	41%	38%	39%	35%	39%	39%	39%	48%	35%	37%	40%	40%	28%	40%	40%	39%	48%	37%	39%	40%
										K						O		O	O			
3	93	8	25	30	9	10	10	49	44	9	20	21	19	21	8	58	5	11	3	4	69	23
	9%	10%	10%	8%	12%	11%	8%	10%	8%	7%	9%	11%	10%	8%	8%	11%	9%	7%	5%	6%	9%	10%
2	78	7	17	25	7	5	16	37	42	4	12	17	18	28	10	36	1	12	5	12	60	18
	8%	9%	7%	7%	10%	6%	12%	7%	8%	4%	5%	8%	10%	10%	10%	7%	2%	8%	9%	15%	8%	8%
											J		J	J	Q					Q		
1 - Totally disagree	78	6	26	24	5	7	9	30	48	6	15	15	15	25	12	35	4	17	4	5	53	25
	8%	7%	10%	6%	7%	8%	7%	6%	9%	5%	7%	7%	8%	9%	11%	7%	7%	11%	7%	6%	7%	10%
Don't Know/Refused	38	1	12	16	1	5	4	11	27	-	3	6	6	19	3	12	1	14	-	3	28	10
	4%	2%	5%	4%	1%	5%	3%	2%	5%		2%	3%	4%	7%	3%	2%	2%	9%		3%	4%	4%
			E						H					K				OPQ				
TOP 3 BOX	332	24	71	139	22	33	43	173	159	44	90	68	52	76	42	169	19	44	18	26	264	67
	33%	29%	28%	37%	31%	36%	32%	35%	30%	36%	42%	34%	28%	27%	40%	33%	39%	27%	30%	33%	34%	28%
				C							MN				R							
BOTTOM 3 BOX	249	21	69	80	21	23	35	115	134	19	46	53	53	74	30	128	9	41	13	21	182	67
	25%	26%	27%	21%	30%	25%	27%	23%	26%	16%	21%	26%	29%	26%	29%	25%	19%	25%	21%	27%	24%	28%
											J	J	J									
MEAN	4.0	4.0	3.9	4.2	3.9	4.0	4.0	4.2	3.9	4.3	4.2	4.0	3.9	3.9	4.0	4.0	4.2	4.0	4.0	4.0	4.1	3.9
				C				I		MN	MN											

Health Canada ACET Application Post-FMM Advertising

QB8B. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about the Government of Canada is using new and innovative ways to provide information and services to citizens?

BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
7 - Totally agree	55	37	18	25	14	2	3	5	31	6	7	4	7	15	27	13	15	11	10	18
	5%	6%	5%	7%	8%	2%	4%	4%	9%	3%	3%	4%	7%	6%	5%	8%	8%	3%	5%	7%
				F	F				JK								R			
6	79	52	27	25	10	16	12	6	17	15	23	12	10	26	42	9	13	29	21	14
	8%	8%	7%	8%	6%	14%	14%	5%	5%	7%	10%	14%	10%	10%	7%	6%	7%	9%	10%	6%
						EH	H				I	I								
5	198	127	71	58	34	26	18	37	55	48	53	17	25	57	118	21	30	67	42	55
	20%	20%	19%	17%	19%	23%	21%	29%	15%	22%	23%	20%	25%	21%	20%	14%	15%	20%	21%	21%
								D			I				P					
4- Neither agree nor disagree	396	242	155	149	63	37	33	48	162	80	76	31	41	103	227	62	76	135	78	99
	39%	38%	41%	44%	36%	32%	38%	38%	45%	37%	32%	36%	41%	38%	39%	41%	38%	40%	39%	38%
				F					K											
3	93	63	30	22	19	17	8	13	26	25	29	6	5	22	58	10	15	25	25	25
	9%	10%	8%	7%	11%	15%	10%	10%	7%	11%	12%	7%	5%	8%	10%	7%	8%	8%	12%	10%
								D			M									
2	78	49	29	22	11	9	4	11	28	18	18	8	7	19	44	15	20	27	10	20
	8%	8%	8%	6%	6%	8%	5%	8%	8%	8%	8%	9%	7%	7%	8%	10%	10%	8%	5%	8%
1 - Totally disagree	78	46	32	27	17	4	7	6	29	18	21	5	4	18	44	15	16	30	12	19
	8%	7%	9%	8%	9%	3%	8%	5%	8%	8%	9%	6%	4%	7%	8%	10%	8%	9%	6%	7%
				F	F															
Don't Know/Refused	38	20	18	9	9	4	1	1	14	8	8	3	1	10	19	7	14	9	2	9
	4%	3%	5%	3%	5%	3%	1%	1%	4%	4%	3%	4%	1%	4%	3%	5%	7%	3%	1%	4%
					H												RS			
TOP 3 BOX	332	216	116	108	59	44	33	49	103	69	83	33	42	98	187	42	58	107	73	88
	33%	34%	31%	32%	33%	38%	38%	38%	28%	32%	35%	38%	42%	36%	32%	28%	29%	32%	36%	34%
												I								
BOTTOM 3 BOX	249	157	91	71	47	30	20	30	84	61	68	18	16	59	146	40	51	82	47	64
	25%	25%	24%	21%	26%	26%	23%	23%	23%	28%	29%	21%	16%	22%	25%	27%	26%	25%	23%	25%
										M	M									
MEAN	4.0	4.1	4.0	4.1	4.0	4.2	4.2	4.1	4.0	3.9	4.0	4.2	4.4	4.2	4.0	3.9	4.0	4.0	4.2	4.1
													JK							

Health Canada ACET Application Post-FMM Advertising

QB8B. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about the Government of Canada is using new and innovative ways to provide information and services to citizens?

BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
7 - Totally agree	55	21	33	55	34	52	31	23	21	10	55	9	44
	5%	9%	4%	5%	5%	6%	4%	7%	6%	3%	5%	19%	5%
		C						J				KM	
6	79	26	53	79	53	75	68	48	17	11	79	1	77
	8%	11%	7%	8%	7%	8%	9%	15%	5%	3%	8%	2%	8%
							IJ				L		L
5	198	44	154	198	146	181	145	86	52	57	198	11	186
	20%	18%	20%	20%	20%	19%	20%	26%	15%	17%	20%	24%	19%
							IJ						
4- Neither agree nor disagree	396	90	307	396	275	368	277	115	150	127	396	15	374
	39%	36%	40%	39%	39%	39%	38%	35%	45%	38%	39%	33%	39%
									H				
3	93	18	75	93	66	89	69	23	33	37	93	4	88
	9%	7%	10%	9%	9%	9%	10%	7%	10%	11%	9%	8%	9%
2	78	19	59	78	61	76	55	11	15	53	78	2	75
	8%	8%	8%	8%	8%	8%	8%	3%	4%	16%	8%	5%	8%
										HI			
1 - Totally disagree	78	16	61	78	53	71	53	9	31	36	78	4	74
	8%	7%	8%	8%	7%	7%	7%	3%	9%	11%	8%	9%	8%
									H	H			
Don't Know/Refused	38	12	26	38	26	34	28	12	17	6	38	-	36
	4%	5%	3%	4%	4%	4%	4%	4%	5%	2%	4%		4%
									J				
TOP 3 BOX	332	92	240	332	233	308	244	157	89	78	332	20	306
	33%	37%	31%	33%	33%	33%	34%	48%	27%	23%	33%	45%	32%
								IJ					
BOTTOM 3 BOX	249	54	195	249	180	236	177	42	79	125	249	10	237
	25%	22%	25%	25%	25%	25%	24%	13%	24%	37%	25%	23%	25%
									H	HI			
MEAN	4.0	4.2	4.0	4.0	4.0	4.0	4.1	4.6	4.0	3.6	4.0	4.4	4.0
		C						IJ	J				

Health Canada ACET Application Post-FMM Advertising

QB8C. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about the Government of Canada delivers its services and information in a respectful way?

BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
7 - Totally agree	130	9	30	54	6	12	17	57	72	20	27	27	19	35	13	62	6	24	7	11	103	26
	13%	11%	12%	14%	8%	13%	13%	12%	14%	17%	13%	13%	10%	12%	13%	12%	12%	15%	11%	13%	13%	11%
6	192	15	36	88	11	21	21	92	100	29	48	38	32	44	21	100	13	24	14	9	161	31
	19%	18%	14%	23%	16%	23%	16%	19%	19%	24%	22%	19%	18%	16%	20%	20%	27%	15%	23%	12%	21%	13%
				C													T				V	
5	220	20	42	94	17	14	32	101	119	22	46	45	48	56	17	119	9	34	12	23	179	41
	22%	25%	16%	25%	23%	16%	24%	21%	23%	18%	21%	22%	26%	20%	17%	23%	17%	21%	20%	29%	23%	17%
				CF																	V	
4- Neither agree nor disagree	273	23	79	88	22	24	36	148	125	30	65	51	42	82	29	141	13	42	12	23	198	76
	27%	27%	31%	23%	31%	27%	27%	30%	24%	25%	30%	25%	23%	29%	28%	27%	27%	26%	20%	29%	26%	32%
				D					I													
3	81	6	28	20	9	7	11	38	43	11	14	17	17	21	9	42	2	9	8	7	52	29
	8%	8%	11%	5%	12%	8%	8%	8%	8%	9%	6%	8%	9%	8%	9%	8%	5%	6%	12%	8%	7%	12%
				D					D													U
2	37	1	10	13	3	4	5	19	18	3	5	9	9	10	2	23	2	4	1	3	26	10
	4%	1%	4%	3%	5%	5%	4%	4%	3%	3%	2%	4%	5%	4%	2%	4%	4%	2%	2%	3%	3%	4%
				B																		
1 - Totally disagree	68	7	22	20	4	5	9	32	36	5	7	15	14	24	11	23	3	18	6	3	48	20
	7%	9%	9%	5%	5%	6%	7%	7%	7%	4%	3%	7%	8%	9%	11%	4%	6%	11%	10%	4%	6%	8%
														K	P			PT				
Don't Know/Refused	15	1	7	3	-	3	1	5	10	-	2	-	2	9	1	4	1	6	-	1	8	7
	1%	1%	3%	1%		3%	1%	1%	2%		1%		1%	3%	1%	1%	2%	4%		1%	1%	3%
																		P				
TOP 3 BOX	541	45	108	236	34	48	70	250	291	71	121	111	100	135	52	282	27	82	33	43	443	98
	53%	54%	42%	62%	47%	52%	53%	51%	56%	59%	56%	55%	54%	48%	50%	55%	56%	50%	55%	54%	57%	41%
				CE																	V	
BOTTOM 3 BOX	185	14	61	52	16	17	25	89	97	19	26	41	40	55	22	88	7	32	15	13	126	59
	18%	17%	24%	14%	22%	19%	19%	18%	18%	16%	12%	20%	22%	20%	22%	17%	15%	19%	24%	16%	16%	25%
				D								K	K	K								U
MEAN	4.6	4.6	4.4	4.9	4.4	4.7	4.6	4.6	4.7	4.9	4.8	4.6	4.5	4.5	4.5	4.7	4.8	4.5	4.6	4.7	4.7	4.3
				CE						N	MN										V	

Health Canada ACET Application Post-FMM Advertising

QB8C. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about the Government of Canada delivers its services and information in a respectful way?

BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
7 - Totally agree	130	82	47	49	25	13	9	16	55	18	29	10	15	37	66	25	28	34	23	42
	13%	13%	12%	14%	14%	12%	10%	13%	15%	8%	12%	11%	15%	14%	11%	17%	14%	10%	12%	16%
									J											R
6	192	125	67	60	32	30	17	29	52	38	46	28	27	55	115	20	33	75	37	45
	19%	20%	18%	18%	18%	26%	20%	23%	14%	18%	20%	33%	27%	21%	20%	13%	17%	23%	18%	17%
												IJK	I	P	P					
5	220	136	84	70	42	25	17	28	67	50	63	20	18	59	128	32	47	68	45	58
	22%	21%	22%	21%	24%	22%	19%	22%	18%	23%	27%	24%	18%	22%	22%	21%	23%	20%	22%	22%
											I									
4- Neither agree nor disagree	273	179	94	87	48	27	24	38	96	70	60	16	23	63	161	41	44	101	48	68
	27%	28%	25%	26%	27%	24%	28%	29%	27%	32%	25%	19%	23%	23%	28%	27%	22%	30%	24%	26%
										L								Q		
3	81	44	37	22	14	10	10	5	29	22	15	4	9	20	50	9	15	15	29	20
	8%	7%	10%	6%	8%	9%	11%	4%	8%	10%	7%	5%	9%	7%	9%	6%	8%	4%	14%	8%
																			QRT	
2	37	19	18	13	8	2	2	3	14	5	13	3	2	14	15	8	11	10	6	10
	4%	3%	5%	4%	4%	2%	3%	2%	4%	2%	6%	3%	2%	5%	3%	5%	5%	3%	3%	4%
1 - Totally disagree	68	41	27	31	6	6	6	8	43	11	7	2	5	17	35	15	17	24	12	14
	7%	6%	7%	9%	3%	5%	7%	6%	12%	5%	3%	2%	5%	6%	6%	10%	8%	7%	6%	5%
				E					JKLM											
Don't Know/Refused	15	9	6	6	2	-	1	1	6	3	2	3	1	4	9	1	4	6	1	4
	1%	1%	2%	2%	1%		1%	1%	2%	1%	1%	3%	1%	2%	2%	1%	2%	2%	*	2%
TOP 3 BOX	541	343	198	178	99	69	43	73	173	106	138	58	60	151	309	77	108	177	105	146
	53%	54%	52%	53%	56%	60%	50%	57%	48%	49%	59%	68%	60%	56%	53%	51%	54%	53%	52%	56%
											IJ	IJ	I							
BOTTOM 3 BOX	185	104	82	66	28	19	18	16	86	38	35	8	16	51	100	32	43	49	47	43
	18%	16%	22%	19%	16%	16%	21%	13%	24%	17%	15%	10%	16%	19%	17%	21%	21%	15%	23%	16%
									KL										R	
MEAN	4.6	4.7	4.6	4.6	4.8	4.8	4.5	4.8	4.4	4.5	4.8	5.1	4.9	4.7	4.7	4.5	4.6	4.6	4.6	4.8
											I	IJ	I							

Health Canada ACET Application Post-FMM Advertising

QB8C. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about the Government of Canada delivers its services and information in a respectful way?

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
7 - Totally agree	130	45	85	130	86	119	99	55	45	28	130	8	118
	13%	18%	11%	13%	12%	13%	14%	17%	13%	8%	13%	18%	12%
		C						J	J				
6	192	46	146	192	137	176	139	104	40	41	192	8	183
	19%	18%	19%	19%	19%	19%	19%	32%	12%	12%	19%	18%	19%
								IJ					
5	220	61	159	220	156	205	157	81	72	63	220	9	208
	22%	25%	21%	22%	22%	22%	22%	25%	22%	19%	22%	19%	22%
4- Neither agree nor disagree	273	54	219	273	195	259	188	62	121	87	273	12	256
	27%	22%	29%	27%	27%	27%	26%	19%	36%	26%	27%	26%	27%
			B						HJ	H			
3	81	13	68	81	59	75	55	14	23	44	81	2	76
	8%	5%	9%	8%	8%	8%	8%	4%	7%	13%	8%	4%	8%
										HI			
2	37	11	26	37	27	35	28	2	6	28	37	1	36
	4%	4%	3%	4%	4%	4%	4%	1%	2%	8%	4%	1%	4%
										HI			
1 - Totally disagree	68	17	50	68	46	62	48	5	20	41	68	6	61
	7%	7%	7%	7%	6%	7%	7%	1%	6%	12%	7%	14%	6%
									H	HI			
Don't Know/Refused	15	-	15	15	9	14	10	1	9	5	15	-	15
	1%		2%	1%	1%	1%	1%	1%	3%	1%	1%		2%
									H				
TOP 3 BOX	541	151	390	541	379	500	395	241	157	132	541	25	509
	53%	61%	51%	53%	53%	53%	55%	74%	47%	39%	53%	55%	53%
		C						IJ					
BOTTOM 3 BOX	185	41	144	185	132	172	132	21	48	112	185	9	174
	18%	17%	19%	18%	18%	18%	18%	7%	14%	34%	18%	20%	18%
									H	HI			
MEAN	4.6	4.8	4.6	4.6	4.6	4.6	4.7	5.3	4.6	4.0	4.6	4.6	4.6
								IJ	J				

Health Canada ACET Application Post-FMM Advertising

QB8D. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about you can count on the Government of Canada for reliable service and information?

BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
7 - Totally agree	58	6	18	20	3	6	5	29	29	10	7	12	9	19	3	25	3	14	4	5	42	16
	6%	7%	7%	5%	4%	7%	4%	6%	6%	8%	3%	6%	5%	7%	3%	5%	6%	9%	6%	7%	5%	6%
6	106	6	27	48	4	7	13	60	46	19	27	16	13	31	14	47	6	15	9	9	79	27
	10%	8%	10%	13%	5%	8%	10%	12%	9%	15%	13%	8%	7%	11%	13%	9%	13%	9%	15%	12%	10%	11%
5	195	20	40	82	13	19	20	103	92	26	52	40	33	43	24	109	7	22	14	12	157	38
	19%	25%	16%	22%	18%	21%	15%	21%	17%	21%	24%	20%	18%	15%	23%	21%	14%	14%	23%	15%	20%	16%
4- Neither agree nor disagree	290	20	77	102	24	17	51	121	169	30	58	64	42	90	20	140	18	58	15	26	222	68
	29%	24%	30%	27%	33%	18%	38%	25%	32%	25%	27%	32%	23%	32%	19%	27%	37%	36%	24%	33%	29%	29%
3	161	11	38	59	14	18	22	74	87	17	40	37	28	38	16	95	6	18	8	10	124	38
	16%	14%	15%	16%	20%	19%	16%	15%	17%	14%	19%	18%	15%	14%	15%	18%	13%	11%	13%	12%	16%	16%
2	84	7	22	28	6	10	10	45	38	7	17	14	26	19	8	50	-	7	6	9	61	22
	8%	9%	9%	7%	9%	11%	8%	9%	7%	6%	8%	7%	14%	7%	8%	10%		5%	10%	11%	8%	9%
1 - Totally disagree	113	12	31	38	8	12	12	56	57	11	12	19	30	38	19	47	5	25	5	7	84	29
	11%	15%	12%	10%	11%	13%	9%	11%	11%	9%	6%	10%	16%	14%	19%	9%	11%	16%	8%	8%	11%	12%
Don't Know/Refused	8	-	3	2	-	3	-	3	5	1	-	-	3	3	-	1	3	2	-	1	5	3
	1%		1%	1%		3%		1%	1%	1%			2%	1%		1%	7%	1%		1%	1%	1%
TOP 3 BOX	359	32	85	151	20	33	38	192	167	54	87	68	55	93	41	181	16	51	27	27	279	80
	35%	39%	33%	40%	27%	36%	29%	39%	32%	45%	41%	34%	30%	33%	39%	35%	33%	32%	44%	34%	36%	33%
BOTTOM 3 BOX	358	31	91	125	28	39	44	175	183	35	69	70	84	95	44	193	11	51	19	25	269	89
	35%	37%	36%	33%	39%	43%	33%	36%	35%	29%	32%	35%	46%	34%	42%	37%	23%	31%	31%	32%	35%	37%
MEAN	3.9	3.9	3.9	4.0	3.7	3.8	3.9	4.0	3.9	4.2	4.1	3.9	3.5	3.9	3.7	3.9	4.2	3.9	4.1	4.0	3.9	3.9

Health Canada ACET Application Post-FMM Advertising

QB8D. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about you can count on the Government of Canada for reliable service and information?

BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
7 - Totally agree	58	35	23	27	13	2	3	3	31	8	8	2	7	14	29	14	14	15	8	19
	6%	5%	6%	8% FH	7% F	2%	3%	2%	JKL	4%	3%	3%	7%	5%	5%	9%	7%	4%	4%	7%
6	106	66	40	32	29	12	9	12	37	15	26	14	13	31	61	12	15	40	25	25
	10%	10%	11%	9%	16% D	11%	11%	10%	10%	7%	11%	16% J	14%	12%	11%	8%	7%	12%	13%	9%
5	195	131	64	61	27	33	19	27	46	45	53	27	20	61	108	24	38	63	41	50
	19%	21%	17%	18%	15%	29% DE	21%	21%	13%	21% I	22% I	31% I	21%	23%	19%	16%	19%	19%	20%	19%
4- Neither agree nor disagree	290	183	107	104	42	27	22	39	115	62	64	15	31	73	163	50	65	89	48	79
	29%	29%	28%	31%	24%	24% L	25%	31%	32% L	28% L	27%	17% L	31% L	27%	28%	33%	33%	27%	24%	30%
3	161	103	59	44	22	22	19	25	37	46	47	15	15	37	106	18	24	60	31	44
	16%	16%	15%	13%	13%	20%	21%	19%	10%	21% I	20% I	18% P	15%	14%	18% P	12%	12%	18%	15%	17%
2	84	46	38	25	26	7	6	9	32	22	19	5	5	21	52	8	16	29	18	18
	8%	7%	10%	7% DFH	15%	6%	7%	7%	9%	10%	8%	6%	5%	8%	9%	6%	8%	9%	9%	7%
1 - Totally disagree	113	66	47	42	18	11	9	11	57	19	18	7	9	30	58	23	24	36	27	24
	11%	10%	12%	12%	10%	9%	11%	8%	16% JKL	9%	8%	9%	9%	11%	10%	15%	12%	11%	13%	9%
Don't Know/Refused	8	5	3	3	1	-	-	2	6	1	1	-	-	2	4	2	2	1	3	2
	1%	1%	1%	1%	1%			1%	2%	1%	1%			1%	1%	1%	1%	1%	1%	1%
TOP 3 BOX	359	232	127	120	68	47	31	42	115	68	87	43	41	106	198	50	67	118	74	94
	35%	37%	33%	35%	38%	41%	35%	33%	32%	31%	37%	50% IJK	41%	39%	34%	33%	34%	36%	37%	36%
BOTTOM 3 BOX	358	215	143	111	67	40	34	45	126	87	84	28	28	88	215	50	64	125	75	85
	35%	34%	38%	33%	37%	35%	39%	35%	35%	40%	36%	32%	28%	33%	37%	33%	32%	37%	38%	33%
MEAN	3.9	4.0	3.8	4.0	4.0	4.0	3.8	3.9	3.8	3.8	4.0	4.2	4.2 J	4.0	3.9	3.9	3.9	3.9	3.8	4.0

Health Canada ACET Application Post-FMM Advertising

QB8D. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about you can count on the Government of Canada for reliable service and information?

BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC				Aboriginal		
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015 100%	246 100%	769 100%	1,015 100%	714 100%	945 100%	725 100%	326 100%	335 100%	336 100%	1,015 100%	46 100%	953 100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
7 - Totally agree	58 6%	19 8%	38 5%	58 6%	35 5%	55 6%	37 5%	27 8% J	25 7% J	5 2%	58 6%	5 10%	50 5%
6	106 10%	29 12%	77 10%	106 10%	80 11%	95 10%	75 10%	51 16% IJ	31 9% J	17 5%	106 10% L	2 4%	104 11% L
5	195 19%	42 17%	153 20%	195 19%	134 19%	178 19%	142 20%	109 33% IJ	48 14%	35 10%	195 19%	8 18%	184 19%
4- Neither agree nor disagree	290 29%	74 30%	216 28%	290 29%	204 29%	274 29%	202 28%	82 25%	131 39% HJ	74 22%	290 29%	9 21%	274 29%
3	161 16%	28 11%	134 17% B	161 16%	118 17%	154 16%	119 16%	34 10%	46 14%	82 24% HI	161 16%	7 15%	153 16%
2	84 8%	19 8%	65 8%	84 8%	61 9%	77 8%	62 9%	10 3%	18 5%	55 16% HI	84 8%	6 14%	77 8%
1 - Totally disagree	113 11%	35 14%	78 10%	113 11%	80 11%	106 11%	83 11%	11 3%	33 10% H	67 20% HI	113 11%	9 19%	103 11%
Don't Know/Refused	8 1%	-	8 1%	8 1%	3 *	7 1%	5 1%	3 1%	4 1%	1 *	8 1%	-	8 1%
TOP 3 BOX	359 35%	91 37%	268 35%	359 35%	248 35%	327 35%	254 35%	186 57% IJ	104 31% J	58 17%	359 35%	14 32%	338 35%
BOTTOM 3 BOX	358 35%	82 33%	276 36%	358 35%	259 36%	337 36%	264 36%	55 17%	96 29% H	203 61% HI	358 35%	22 48%	333 35%
MEAN	3.9	4.0	3.9	3.9	3.9	3.9	3.9	4.6 IJ	4.0 J	3.1	3.9	3.6	3.9

Health Canada ACET Application Post-FMM Advertising

QB8. Level of agreement: (TOP 3 BOX)

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk Emp	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
The Government of Canada delivers its services and information in a respectful way	541	45	108	236	34	48	70	250	291	71	121	111	100	135	52	282	27	82	33	43	443	98
	53%	54%	42%	62%	47%	52%	53%	51%	56%	59%	56%	55%	54%	48%	50%	55%	56%	50%	55%	54%	57%	41%
		C		CE																	V	
You can count on the Government of Canada for reliable service and information	359	32	85	151	20	33	38	192	167	54	87	68	55	93	41	181	16	51	27	27	279	80
	35%	39%	33%	40%	27%	36%	29%	39%	32%	45%	41%	34%	30%	33%	39%	35%	33%	32%	44%	34%	36%	33%
				EG				I		MN	M											
The Government of Canada is using new and innovative ways to provide information and services to citizens	332	24	71	139	22	33	43	173	159	44	90	68	52	76	42	169	19	44	18	26	264	67
	33%	29%	28%	37%	31%	36%	32%	35%	30%	36%	42%	34%	28%	27%	40%	33%	39%	27%	30%	33%	34%	28%
				C							MN				R							
It is easy to contact the Government of Canada for information and service	321	27	75	128	16	35	41	169	153	48	63	67	51	90	35	159	13	52	20	27	248	73
	32%	32%	29%	34%	23%	38%	31%	34%	29%	40%	30%	33%	28%	32%	34%	31%	27%	32%	33%	34%	32%	30%
				E		E				M												

Health Canada ACET Application Post-FMM Advertising

QB8. Level of agreement: (TOP 3 BOX)
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
The Government of Canada delivers its services and information in a respectful way	541	343	198	178	99	69	43	73	173	106	138	58	60	151	309	77	108	177	105	146
	53%	54%	52%	53%	56%	60%	50%	57%	48%	49%	59%	68%	60%	56%	53%	51%	54%	53%	52%	56%
											IJ	IJ	I							
You can count on the Government of Canada for reliable service and information	359	232	127	120	68	47	31	42	115	68	87	43	41	106	198	50	67	118	74	94
	35%	37%	33%	35%	38%	41%	35%	33%	32%	31%	37%	50%	41%	39%	34%	33%	34%	36%	37%	36%
												IJK								
The Government of Canada is using new and innovative ways to provide information and services to citizens	332	216	116	108	59	44	33	49	103	69	83	33	42	98	187	42	58	107	73	88
	33%	34%	31%	32%	33%	38%	38%	38%	28%	32%	35%	38%	42%	36%	32%	28%	29%	32%	36%	34%
													I							
It is easy to contact the Government of Canada for information and service	321	199	122	109	56	35	27	44	105	62	81	35	36	89	184	46	60	102	75	80
	32%	31%	32%	32%	31%	30%	31%	34%	29%	28%	35%	41%	36%	33%	32%	30%	30%	31%	37%	31%
												IJ								

Health Canada ACET Application Post-FMM Advertising

QB8. Level of agreement: (TOP 3 BOX)
BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
The Government of Canada delivers its services and information in a respectful way	541 53%	151 61% C	390 51%	541 53%	379 53%	500 53%	395 55%	241 74% IJ	157 47%	132 39%	541 53%	25 55%	509 53%
You can count on the Government of Canada for reliable service and information	359 35%	91 37%	268 35%	359 35%	248 35%	327 35%	254 35%	186 57% IJ	104 31% J	58 17%	359 35%	14 32%	338 35%
The Government of Canada is using new and innovative ways to provide information and services to citizens	332 33%	92 37%	240 31%	332 33%	233 33%	308 33%	244 34%	157 48% IJ	89 27%	78 23%	332 33%	20 45%	306 32%
It is easy to contact the Government of Canada for information and service	321 32%	93 38% C	228 30%	321 32%	243 34%	305 32%	242 33%	149 46% IJ	101 30% J	63 19%	321 32% L	8 18%	312 33% L

Health Canada ACET Application Post-FMM Advertising

Q9A. Over the past two weeks, have you read a daily newspaper?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Yes	714	55	174	276	47	63	98	371	343	78	136	153	129	210	84	377	32	118	36	40	548	166
	70%	67%	68%	73%	66%	69%	74%	76%	65%	65%	63%	76%	70%	75%	81%	73%	66%	73%	59%	51%	71%	69%
								I				K		K	ST	T		T				
No	291	26	78	103	25	27	32	118	173	42	75	49	54	68	19	135	16	44	25	38	220	71
	29%	31%	30%	27%	34%	30%	24%	24%	33%	35%	35%	24%	29%	24%	18%	26%	34%	27%	41%	48%	28%	30%
								H		N	LN								OP	OPR		
Maybe	2	-	-	-	-	1	1	-	2	-	1	-	1	-	-	1	-	-	-	1	2	-
	0.2%					1%	1%		0.2%		0.2%		0.2%			0.2%				1%	0.2%	
Don't Know/Refused	8	1	4	1	-	-	2	2	6	-	2	-	-	3	1	1	-	-	-	-	5	4
	0.8%	1%	1%	0.2%			0.2%	0.2%	0.6%		0.2%			0.3%	0.1%	0.1%					0.5%	0.4%

Health Canada ACET Application Post-FMM Advertising

Q9A. Over the past two weeks, have you read a daily newspaper?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Yes	714	471	243	203	128	88	69	111	224	158	182	73	68	182	425	97	128	252	144	174
	70%	74%	64%	60%	72%	77%	80%	87%	62%	73%	77%	84%	68%	68%	73%	64%	65%	76%	72%	67%
		C			D	D	D	DEF		I	I	IJM			P			QT		
No	291	154	137	133	47	26	18	16	138	55	52	13	32	86	150	54	69	80	56	84
	29%	24%	36%	39%	26%	23%	20%	13%	38%	25%	22%	15%	32%	32%	26%	35%	35%	24%	28%	32%
			B	EFGH	H	H			JKL	L			L		O		R			R
Maybe	2	2	-	1	1	-	-	-	-	1	-	1	-	-	2	-	-	-	-	2
	**%	**%		**%	**%					**%		1%			**%					1%
Don't Know/Refused	8	7	1	-	2	-	-	-	-	3	1	-	-	1	2	1	2	1	-	-
	1%	1%	**%		1%					1%	**%			**%	**%	**%	1%	**%		

Health Canada ACET Application Post-FMM Advertising

Q9A. Over the past two weeks, have you read a daily newspaper?

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Yes	714	197	517	714	714	671	589	227	228	244	714	26	680
	70%	80%	67%	70%	100%	71%	81%	70%	68%	73%	70%	57%	71%
		C			DFG		DF						
No	291	47	244	291	-	271	134	95	103	90	291	20	270
	29%	19%	32%	29%		29%	19%	29%	31%	27%	29%	43%	28%
			B	G		G							
Maybe	2	1	1	2	-	2	-	1	1	-	2	-	2
	1%	1%	1%	1%		1%		1%	1%		1%		1%
Don't Know/Refused	8	1	7	8	-	2	2	3	3	2	8	-	2
	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%		1%

Health Canada ACET Application Post-FMM Advertising

Q9B. Over the past two weeks, have you watched television?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Yes	945	82	243	347	69	86	119	461	484	109	193	189	173	275	95	481	43	160	56	73	716	229
	93%	99%	95%	91%	96%	93%	90%	94%	92%	91%	90%	94%	94%	98%	91%	94%	88%	99%	93%	92%	92%	95%
			CDFG											JKLM				OPQT				
No	59	-	10	28	3	6	12	28	31	11	17	13	10	4	9	31	5	2	4	5	50	9
	6%		4%	7%	4%	7%	9%	6%	6%	9%	8%	6%	6%	2%	9%	6%	10%	1%	7%	6%	6%	4%
										N	N	N	N		R	R						
Maybe	3	-	-	3	-	-	-	-	3	-	2	-	1	-	-	-	1	-	-	2	3	-
	**			1%					1%		1%		1%				2%			2%	**	
Don't Know/Refused	8	1	3	3	-	-	2	2	6	-	3	-	-	2	-	2	-	-	-	-	5	3
	1%	1%	1%	1%			2%	**	1%		1%			1%		**					1%	1%

Health Canada ACET Application Post-FMM Advertising

Q9B. Over the past two weeks, have you watched television?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Yes	945	592	353	315	167	110	84	123	333	207	220	82	94	249	541	148	190	312	191	238
	93%	93%	93%	93%	94%	96%	97%	96%	92%	95%	94%	95%	95%	92%	93%	97%	96%	94%	95%	92%
No	59	34	25	22	9	4	3	5	26	10	12	4	5	20	33	3	8	21	10	17
	6%	5%	7%	7%	5%	4%	3%	4%	7%	4%	5%	5%	5%	8%	6%	2%	4%	6%	5%	7%
Maybe	3	1	2	-	2	-	-	-	1	-	2	-	-	-	3	-	-	-	-	3
	0.3%	0.2%	0.5%	0%	1%	0%	0%	0%	0.3%	0%	0.9%	0%	0%	0%	0.5%	0%	0%	0%	0%	1%
Don't Know/Refused	8	8	-	-	-	-	-	-	2	1	1	-	-	-	3	1	1	-	-	2
	0.8%	0.8%	0%	0%	0%	0%	0%	0%	0.2%	0.1%	0.1%	0%	0%	0%	0.3%	0.1%	0.1%	0%	0%	0.2%

Health Canada ACET Application Post-FMM Advertising

Q9B. Over the past two weeks, have you watched television?
BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Yes	945	233	712	945	671	945	680	300	311	321	945	39	899
	93%	95%	93%	93%	94%	100% DEG	94%	92%	93%	96%	93%	87%	94%
No	59	10	49	59	42	-	43	20	20	14	59	6	51
	6%	4%	6%	6%	6%		6%	6%	6%	4%	6%	13%	5%
Maybe	3	2	1	3	-	-	2	3	-	-	3	-	3
	0.3%	1%	0.3%	0.3%			0.3%	1%			0.3%		0.3%
Don't Know/Refused	8	1	6	8	2	-	-	3	4	1	8	-	-
	1%	1%	1%	1%	0.3%			1%	1%	0.3%	1%		

Health Canada ACET Application Post-FMM Advertising

Q9C. Over the past two weeks, have you read a weekly / community newspaper?

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Yes	725	58	176	280	53	64	94	350	375	74	136	156	137	214	80	374	33	122	28	61	560	165
	71%	71%	69%	74%	74%	69%	71%	71%	72%	61%	63%	77%	74%	76%	76%	73%	67%	75%	46%	77%	72%	69%
											JK	JK	JK	S	S	S	S	S	S	S		
No	278	24	77	95	19	27	36	138	140	46	75	43	47	64	25	137	16	40	33	16	207	72
	27%	29%	30%	25%	26%	30%	27%	28%	27%	39%	35%	22%	26%	23%	24%	27%	33%	25%	54%	20%	27%	30%
										LMN	LN								OPQRT			
Maybe	2	-	1	1	-	-	-	-	2	-	-	1	-	1	-	-	-	-	-	2	1	1
	0.2%		0.4%	0.3%					0.2%			0.5%		0.1%						0.2%	0.1%	0.1%
Don't Know/Refused	10	1	3	4	-	1	2	4	6	-	3	1	-	3	-	4	-	-	-	-	7	3
	1%	1%	1%	1%		1%	2%	1%	1%		1%	1%		1%		1%					1%	1%

Health Canada ACET Application Post-FMM Advertising

Q9C. Over the past two weeks, have you read a weekly / community newspaper?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Yes	725	434	291	215	128	87	72	104	247	177	167	70	56	160	452	107	122	245	145	201
	71%	68%	77%	64%	72%	76%	83%	82%	68%	82%	71%	81%	57%	59%	78%	71%	61%	74%	72%	77%
			B			D	D	D		IKM	M	IM			N	N		Q	Q	Q
No	278	190	89	121	49	28	15	21	113	39	64	16	43	110	122	43	76	88	53	56
	27%	30%	23%	36%	28%	24%	17%	17%	31%	18%	27%	19%	43%	41%	21%	28%	38%	26%	27%	22%
		C		FGH	H				JL		J		IJKL	OP			RST			
Maybe	2	1	1	1	-	-	-	1	1	-	1	-	-	-	1	1	1	-	-	1
	**	**	**	**				1%	**		1%				**	**	**			**
Don't Know/Refused	10	10	-	1	-	-	-	1	2	1	3	-	-	-	5	1	1	-	2	2
	1%	2%		**				1%	**	1%	1%				1%	**	**		1%	1%

Health Canada ACET Application Post-FMM Advertising

Q9C. Over the past two weeks, have you read a weekly / community newspaper?

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Yes	725	207	519	725	589	680	725	243	235	233	725	23	698
	71%	84%	67%	71%	82%	72%	100%	74%	70%	69%	71%	50%	73%
		C			DF		DEF				L		L
No	278	36	242	278	120	262	-	81	95	99	278	23	252
	27%	15%	31%	27%	17%	28%		25%	28%	29%	27%	50%	26%
			B	E		E						KM	
Maybe	2	1	1	2	2	2	-	-	-	2	2	-	2
	0.2%	0.4%	0.1%	0.2%	0.3%	0.2%				0.6%	0.2%		0.2%
Don't Know/Refused	10	2	7	10	4	2	-	3	5	2	10	-	1
	1%	0.8%	0.9%	1%	0.6%	0.2%		0.3%	0.5%	0.6%	1%		0.1%
				F							M		

Health Canada ACET Application Post-FMM Advertising

**Q9A-C. Number of media used:
BASE: Representative Adults
BANNER 1**

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk Emp	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
No media	16	1	4	7	-	3	2	8	8	2	3	2	3	2	-	6	2	-	-	1	12	4
	2%	1%	2%	2%		3%	2%	2%	1%	2%	1%	1%	1%	1%		1%	5%			1%	2%	2%
One medium	167	15	48	55	14	11	24	64	103	28	54	23	30	32	10	79	9	21	23	16	124	44
	16%	18%	19%	14%	19%	12%	18%	13%	20%	23%	25%	11%	16%	11%	10%	15%	19%	13%	38%	20%	16%	18%
									H	LN	LMN								OPQRT			
Two media	278	20	67	107	19	32	32	138	139	36	62	55	46	76	34	136	13	43	15	28	216	62
	27%	24%	26%	28%	27%	35%	24%	28%	27%	30%	29%	27%	25%	27%	32%	26%	26%	27%	25%	36%	28%	26%
Three media	554	47	137	211	39	46	74	280	274	54	96	122	106	172	60	294	24	98	22	34	423	131
	55%	57%	54%	56%	54%	50%	56%	57%	52%	45%	45%	60%	57%	61%	58%	57%	50%	60%	36%	43%	55%	54%
												JK	JK	JK	ST	ST		ST				
MEAN	2.3	2.4	2.3	2.4	2.4	2.3	2.3	2.4	2.3	2.2	2.2	2.5	2.4	2.5	2.5	2.4	2.2	2.5	2.0	2.2	2.4	2.3
								I				JK	JK	JK	QST	8		QST				

Health Canada ACET Application Post-FMM Advertising

Q9A-C. Number of media used:
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
No media	16	11	6	4	1	1	-	2	7	2	2	-	-	4	6	1	3	2	2	2
	2%	2%	1%	1%	1%	1%		2%	2%	1%	1%			2%	1%	1%	1%	1%	1%	1%
One medium	167	102	65	82	33	10	9	4	78	22	36	5	25	64	73	30	48	53	26	40
	16%	16%	17%	24%	18%	9%	10%	3%	22%	10%	16%	6%	25%	24%	13%	20%	24%	16%	13%	15%
				FGH	FH				JL		L		JL	O	O	RST				
Two media	278	171	106	104	42	36	17	30	104	58	56	24	31	76	157	40	52	78	62	82
	27%	27%	28%	31%	23%	31%	20%	23%	29%	27%	24%	28%	31%	28%	27%	27%	26%	23%	31%	31%
				G																R
Three media	554	351	203	148	103	68	61	92	173	134	140	57	44	125	344	81	96	200	110	137
	55%	55%	53%	44%	58%	59%	70%	72%	48%	62%	60%	67%	44%	46%	59%	53%	48%	60%	55%	53%
					D	D	D	DEF		IM	IM	IM			N		Q			
MEAN	2.3	2.4	2.3	2.2	2.4	2.5	2.6	2.7	2.2	2.5	2.4	2.6	2.2	2.2	2.4	2.3	2.2	2.4	2.4	2.4
					D	D	DE	DE		IM	IM	IM			N		Q	Q	Q	Q

Health Canada ACET Application Post-FMM Advertising

Q9A-c. Number of media used:
BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
No media	16	2	14	16	-	-	-	11	4	1	16	3	7
	2%	1%	2%	2%				3%	1%	*%	2%	7%	1%
								J					
One medium	167	20	147	167	9	149	10	46	62	58	167	13	152
	16%	8%	19%	16%	1%	16%	1%	14%	18%	17%	16%	28%	16%
			B	EG		EG							
Two media	278	55	223	278	152	243	161	85	94	90	278	14	259
	27%	22%	29%	27%	21%	26%	22%	26%	28%	27%	27%	30%	27%
			B	EG		E							
Three media	554	169	385	554	554	554	554	184	175	187	554	16	536
	55%	69%	50%	55%	78%	59%	76%	57%	52%	56%	55%	35%	56%
		C			DF		DF				L		L
MEAN	2.3	2.6	2.3	2.3	2.8	2.4	2.7	2.4	2.3	2.4	2.3	1.9	2.4
		C			DF	D	DF				L		L

Health Canada ACET Application Post-FMM Advertising

Q10. Age group
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
18-24	120	13	34	43	9	11	11	68	52	120	-	-	-	-	7	59	10	-	38	5	87	33
	12%	15%	13%	11%	12%	12%	8%	14%	10%	100%					7%	11%	20%		63%	6%	11%	14%
																			OT			
25-34	214	15	47	83	15	22	32	99	115	-	214	-	-	-	22	145	13	-	15	10	168	46
	21%	18%	18%	22%	21%	24%	24%	20%	22%		100%				21%	28%	26%		24%	12%	22%	19%
35-44	202	19	57	70	14	21	21	109	94	-	-	202	-	-	23	135	11	2	5	17	150	53
	20%	22%	22%	18%	20%	23%	16%	22%	18%			100%			22%	26%	22%	2%	9%	21%	19%	22%
															RS	RS	R					
45-54	184	14	42	73	12	14	30	86	98	-	-	-	184	-	25	114	12	4	2	18	144	40
	18%	17%	17%	19%	17%	15%	22%	18%	19%				100%		24%	22%	24%	3%	4%	23%	19%	17%
															RS	RS	RS					
55+	281	23	71	106	22	22	37	127	154	-	-	-	-	281	27	60	4	153	-	28	215	66
	28%	28%	28%	28%	31%	24%	28%	26%	29%					100%	26%	12%	7%	94%		35%	28%	28%
															PQ			OPQT		PQ		
Don't Know/No Response	14	-	4	5	-	3	2	4	10	-	-	-	-	-	-	1	-	3	-	2	11	3
	1%		2%	1%		3%	1%	1%	2%							**		2%		2%	1%	1%

Health Canada ACET Application Post-FMM Advertising

Q10. Age group
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
18-24	120	87	33	44	19	9	9	10	28	11	9	3	68	100	19	1	8	35	32	45
	12%	14%	9%	13%	11%	8%	11%	8%	8%	5%	4%	3%	69%	37%	3%	1%	4%	11%	16%	17%
		C							KL				IJKL	OP	P		Q	Q	QR	
25-34	214	134	80	69	41	36	20	26	55	60	62	15	22	80	119	13	33	79	46	53
	21%	21%	21%	20%	23%	31%	24%	21%	15%	28%	26%	17%	23%	30%	21%	9%	17%	24%	23%	20%
						D				IL	I			OP	P					
35-44	202	128	74	54	39	22	23	36	64	54	60	19	6	42	137	21	30	32	47	90
	20%	20%	20%	16%	22%	19%	27%	28%	18%	25%	25%	22%	6%	16%	24%	14%	15%	10%	24%	35%
							D	D	M	M	IM	M			NP				QR	QRS
45-54	184	105	79	49	33	27	21	27	67	51	40	21	2	23	132	27	32	54	39	55
	18%	17%	21%	15%	19%	23%	24%	21%	18%	23%	17%	24%	2%	9%	23%	18%	16%	16%	20%	21%
									M	M	M	M			N	N				
55+	281	170	111	119	45	21	13	28	146	41	63	29	-	22	170	87	92	131	35	17
	28%	27%	29%	35%	25%	18%	15%	22%	40%	19%	27%	33%		8%	29%	57%	46%	39%	18%	7%
				EFGH					JK			J			N	NO	ST	ST	T	
Don't Know/No Response	14	10	3	3	-	-	-	1	2	1	1	1	-	2	2	3	4	2	-	-
	1%	2%	1%	1%				1%	1%	1%	1%	1%		1%	2%	2%	1%			

Health Canada ACET Application Post-FMM Advertising

Q10. Age group
BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
WEIGHTED 'N'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
18-24	120	19	101	120	78	109	74	47	44	27	120	5	115
	12%	8%	13%	12%	11%	12%	10%	14%	13%	8%	12%	10%	12%
			B					J	J				
25-34	214	29	185	214	136	193	136	88	58	64	214	11	198
	21%	12%	24%	21%	19%	20%	19%	27%	17%	19%	21%	25%	21%
			B					IJ					
35-44	202	43	159	202	153	189	156	58	68	73	202	12	189
	20%	17%	21%	20%	21%	20%	22%	18%	20%	22%	20%	26%	20%
45-54	184	50	134	184	129	173	137	53	47	82	184	7	175
	18%	20%	17%	18%	18%	18%	19%	16%	14%	24%	18%	15%	18%
										HI			
55+	281	103	178	281	210	275	214	76	113	86	281	11	266
	28%	42%	23%	28%	29%	29%	29%	23%	34%	26%	28%	24%	28%
		C							HJ				
Don't Know/No Response	14	3	10	14	8	6	8	4	5	4	14	-	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%

Health Canada ACET Application Post-FMM Advertising

Q11. What is the highest level of formal education that you have completed?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Current Student	99	9	26	37	9	5	13	49	51	68	22	6	2	-	4	32	2	-	58	3	74	25
	10%	10%	10%	10%	12%	6%	10%	10%	10%	57%	10%	3%	1%	-	3%	6%	5%	-	96%	3%	10%	10%
										KLM	LM								OPQT			
Public/Elementary	44	4	15	15	3	3	3	21	23	-	4	3	7	28	3	6	2	19	-	10	29	15
	4%	5%	6%	4%	5%	3%	2%	4%	4%	-	2%	2%	4%	10%	3%	1%	5%	12%	-	12%	4%	6%
														KLM				OP		OP		
Some High School	148	11	37	51	13	12	24	78	69	11	26	21	21	70	9	63	8	48	-	16	111	37
	15%	13%	15%	13%	18%	13%	18%	16%	13%	9%	12%	10%	11%	25%	9%	12%	16%	30%	-	20%	14%	15%
														JKLM				OPQ		O		
Graduated High School	170	11	52	57	13	16	20	81	90	18	25	40	39	48	14	90	13	25	2	18	124	47
	17%	14%	20%	15%	18%	18%	15%	16%	17%	15%	12%	20%	21%	17%	13%	18%	28%	15%	4%	23%	16%	20%
												K	K		S	S	S	S		S		
Vocational/Technical/College/CEGEP	217	21	47	83	14	22	30	95	122	11	60	54	51	41	27	130	14	19	-	16	173	44
	21%	26%	19%	22%	19%	24%	23%	19%	23%	9%	28%	27%	28%	14%	26%	25%	28%	12%	-	20%	22%	18%
										JN	JN	JN	JN		R	R	R					
Some University	51	4	14	15	7	3	8	29	23	3	9	7	7	25	7	26	2	13	-	2	38	14
	5%	5%	5%	4%	10%	4%	6%	6%	4%	3%	4%	3%	4%	9%	7%	5%	5%	8%	-	2%	5%	6%
														JKLM				T				
Completed University	184	16	47	72	10	19	20	80	103	6	53	53	33	38	27	117	4	21	-	12	141	43
	18%	19%	18%	19%	14%	21%	15%	16%	20%	5%	25%	26%	18%	14%	25%	23%	9%	13%	-	15%	18%	18%
											JN	JN	J	J	QR	QR						
Post Graduate	86	6	14	42	3	8	13	50	36	3	15	19	21	29	14	48	2	15	-	3	72	14
	8%	7%	5%	11%	4%	9%	10%	10%	7%	2%	7%	9%	11%	10%	14%	9%	5%	9%	-	4%	9%	6%
				CE								J	J	J	T	T						
Refused	15	1	3	7	1	3	1	8	7	-	-	-	4	3	-	2	-	3	-	1	12	3
	2%	1%	1%	2%	1%	3%	1%	2%	1%				2%	1%	*		2%		1%	2%	1%	

Health Canada ACET Application Post-FMM Advertising

Q11. What is the highest level of formal education that you have completed?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Current Student	99	82	18	49	10	4	9	9	-	-	-	-	99	80	17	2	14	26	19	40
	10%	13%	5%	15%	6%	3%	11%	7%					100%	30%	3%	2%	7%	8%	10%	15%
		C		EPH										OP						QR
Public/Elementary	44	20	23	28	6	1	-	2	44	-	-	-	-	7	21	14	15	19	4	5
	4%	3%	6%	8%	3%	1%		1%	12%					3%	4%	10%	7%	6%	2%	2%
			B	EPH											NO	ST	ST			
Some High School	148	70	78	67	29	14	8	4	148	-	-	-	-	34	88	27	35	56	26	29
	15%	11%	20%	20%	16%	12%	9%	3%	41%					13%	15%	18%	18%	17%	13%	11%
			B	GH	H	H														
Graduated High School	170	97	74	69	33	17	14	13	170	-	-	-	-	36	105	30	36	51	33	50
	17%	15%	19%	20%	19%	15%	16%	10%	47%					13%	18%	20%	18%	15%	16%	19%
			H	H																
Vocational/Technical/ College/CEGEP	217	137	80	64	38	29	19	23	-	217	-	-	-	44	138	33	33	72	54	54
	21%	22%	21%	19%	22%	26%	22%	18%		100%				16%	24%	22%	17%	22%	27%	21%
															N			Q		
Some University	51	27	24	16	14	5	4	3	-	-	51	-	-	12	26	13	16	20	10	4
	5%	4%	6%	5%	8%	5%	5%	2%			22%			4%	5%	9%	8%	6%	5%	2%
				H	H												T	T		
Completed University	184	128	56	32	34	32	19	48	-	-	184	-	-	42	122	19	29	63	36	54
	18%	20%	15%	9%	19%	28%	22%	37%			78%			16%	21%	12%	14%	19%	18%	21%
		C		D	D	D	D	DEG							P					
Post Graduate	86	63	23	11	12	12	13	26	-	-	-	86	-	14	60	11	19	25	18	23
	8%	10%	6%	3%	7%	11%	15%	21%				100%		5%	10%	7%	9%	7%	9%	9%
		C				D	D	DEF							N					
Refused	15	11	4	2	-	-	-	-	-	-	-	-	-	1	3	2	2	1	-	1
	2%	2%	1%	1%										**	1%	2%	1%	**		**

Health Canada ACET Application Post-FMM Advertising

Q11. What is the highest level of formal education that you have completed?

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
WEIGHTED 'N'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Current Student	99	19	81	99	68	94	56	42	27	30	99	3	97
	10%	8%	11%	10%	9%	10%	8%	13%	8%	9%	10%	6%	10%
Public/Elementary	44	13	30	44	22	38	24	11	20	12	44	5	38
	4%	5%	4%	4%	3%	4%	3%	3%	6%	4%	4%	11%	4%
Some High School	148	40	108	148	93	135	105	36	62	47	148	17	126
	15%	16%	14%	15%	13%	14%	14%	11%	19% H	14%	15%	37% KM	13%
Graduated High School	170	49	121	170	109	161	119	51	60	54	170	10	160
	17%	20%	16%	17%	15%	17%	16%	16%	18%	16%	17%	21%	17%
Vocational/Technical/ College/CEGEP	217	43	174	217	158	207	177	68	68	78	217	8	209
	21%	18%	23%	21%	22%	22%	24%	21%	20%	23%	21%	16%	22%
Some University	51	9	42	51	38	49	33	17	17	17	51	1	50
	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	2%	5%
Completed University	184	49	135	184	144	172	133	61	52	67	184	2	179
	18%	20%	18%	18%	20%	18%	18%	19%	15%	20%	18% L	5%	19% L
Post Graduate	86	17	69	86	73	82	70	34	23	27	86	-	86
	8%	7%	9%	8%	10%	9%	10%	11%	7%	8%	8%	-	9%
Refused	15	6	9	15	10	9	8	6	6	3	15	1	9
	2%	3%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%

Health Canada ACET Application Post-FMM Advertising

Q12. What is your current employment status?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Working full-time (35 or more hours per week)	395	34	98	152	25	33	52	239	157	30	113	113	97	42	-	395	-	-	-	-	300	95
	39%	41%	38%	40%	35%	36%	39%	49%	30%	25%	53%	56%	53%	15%	-	77%	-	-	-	-	39%	39%
								I		N	JN	JN	JN									
Working part-time (less than 35 hours per week)	119	9	28	53	10	7	12	39	80	29	32	23	16	18	-	119	-	-	-	-	92	27
	12%	10%	11%	14%	14%	8%	9%	8%	15%	24%	15%	11%	9%	7%	-	23%	-	-	-	-	12%	11%
								H		LMN	N											
Self-employed	104	6	20	31	8	18	21	67	38	7	22	23	25	27	104	-	-	-	-	-	86	19
	10%	7%	8%	8%	11%	20%	16%	14%	7%	6%	10%	11%	14%	10%	100%	-	-	-	-	-	11%	8%
						BCD	CD	I					J									
Unemployed, but looking for work	49	3	12	20	2	6	6	20	29	10	13	11	12	4	-	-	49	-	-	-	37	12
	5%	4%	5%	5%	3%	6%	5%	4%	6%	8%	6%	5%	6%	1%	-	-	100%	-	-	-	5%	5%
										N	N	N	N									
Attending school full-time/A student	61	5	17	21	5	5	8	25	36	38	15	5	2	-	-	-	-	-	61	-	45	16
	6%	5%	7%	6%	7%	5%	6%	5%	7%	32%	7%	3%	1%	-	-	-	-	-	100%	-	6%	7%
										KLM	M											
Retired	162	15	49	58	13	10	18	67	95	-	-	2	4	153	-	-	-	162	-	-	116	45
	16%	18%	19%	15%	18%	11%	14%	14%	18%			1%	2%	54%	-	-	100%	-	-	15%	19%	
														LM								
Not in workforce (Homemaker/Not looking for work)	79	8	23	28	5	6	9	15	64	5	10	17	18	28	-	-	-	-	-	79	60	19
	8%	9%	9%	7%	7%	7%	6%	3%	12%	4%	5%	8%	10%	10%	-	-	-	-	-	100%	8%	8%
									H					JK								
Other	28	3	5	10	3	5	3	11	17	1	8	4	7	7	-	-	-	-	-	-	24	4
	3%	3%	2%	3%	4%	5%	2%	2%	3%	1%	4%	2%	4%	3%	-	-	-	-	-	-	3%	2%
DON'T KNOW/REFUSED	18	1	4	7	1	2	3	9	9	-	1	5	2	3	-	-	-	-	-	-	15	3
	2%	2%	2%	2%	1%	2%	2%	2%	2%		1%	2%	1%	1%	-	-	-	-	-	-	2%	1%

Health Canada ACET Application Post-FMM Advertising

Q12. What is your current employment status?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Working full-time (35 or more hours per week)	395	255	140	80	79	66	53	74	123	106	115	45	6	100	255	39	64	121	95	113
	39%	40%	37%	24%	44%	58%	61%	58%	34%	49%	49%	52%	6%	37%	44%	26%	32%	36%	48%	43%
					D	DE	DE	DE	M	IM	IM	IM		P	P			QR	Q	
Working part-time (less than 35 hours per week)	119	70	49	46	20	9	9	10	37	24	27	3	26	49	60	7	13	35	22	46
	12%	11%	13%	14%	11%	8%	10%	7%	10%	11%	12%	3%	26%	18%	10%	5%	6%	10%	11%	18%
				H					L	L	L		IJKL	OP	P				QRS	
Self-employed	104	65	39	23	21	18	10	21	26	27	34	14	4	22	64	18	19	32	24	29
	10%	10%	10%	7%	12%	16%	12%	17%	7%	13%	14%	16%	4%	8%	11%	12%	10%	10%	12%	11%
					D	D	D	D		IM	IM	IM								
Unemployed, but looking for work	49	29	19	23	7	4	2	2	24	14	7	2	2	20	21	8	11	12	15	11
	5%	5%	5%	7%	4%	3%	3%	2%	7%	6%	3%	3%	2%	8%	4%	5%	5%	4%	8%	4%
				H					K					O						
Attending school full-time/A student	61	46	14	34	8	4	4	2	2	-	-	-	58	46	12	2	10	20	13	18
	6%	7%	4%	10%	4%	3%	4%	1%	1%				58%	17%	2%	2%	5%	6%	6%	7%
		C		EFGH									I	OP						
Retired	162	95	67	76	31	7	4	8	92	19	33	15	-	12	94	55	61	76	17	6
	16%	15%	18%	23%	17%	6%	5%	6%	25%	9%	14%	17%		5%	16%	36%	31%	23%	8%	2%
				FGH	FGH				JK						N	NO	RST	ST	T	
Not in workforce (Homemaker/Not looking for work)	79	45	34	39	9	4	4	5	43	16	13	3	3	15	53	11	15	27	7	30
	8%	7%	9%	12%	5%	4%	5%	4%	12%	7%	6%	3%	3%	6%	9%	7%	8%	8%	4%	12%
				EFGH					KLM								S	S	S	
Other	28	15	14	14	5	2	1	6	12	8	4	4	-	3	16	9	5	11	6	6
	3%	2%	4%	4%	3%	2%	1%	5%	3%	4%	2%	5%		1%	3%	6%	3%	3%	3%	2%
				G											N					
DON'T KNOW/REFUSED	18	14	4	2	-	1	-	-	3	4	1	-	-	1	4	1	1	-	2	1
	2%	2%	1%	1%		1%			1%	2%	1%			1%	1%	1%	1%		1%	1%

Health Canada ACET Application Post-FMM Advertising

Q12. What is your current employment status?
BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
WEIGHTED 'N'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Working full-time (35 or more hours per week)	395	87	309	395	296	371	293	128	120	144	395	19	374
	39%	35%	40%	39%	41%	39%	40%	39%	36%	43%	39%	42%	39%
Working part-time (less than 35 hours per week)	119	26	93	119	81	110	81	44	38	37	119	2	115
	12%	11%	12%	12%	11%	12%	11%	13%	11%	11%	12%	5%	12%
Self-employed	104	24	80	104	84	95	80	34	28	39	104	6	99
	10%	10%	10%	10%	12%	10%	11%	10%	8%	11%	10%	12%	10%
Unemployed, but looking for work	49	9	40	49	32	43	33	13	23	10	49	4	43
	5%	3%	5%	5%	5%	5%	5%	4%	7%	3%	5%	8%	5%
Attending school full-time/A student	61	9	52	61	36	56	28	21	20	18	61	3	58
	6%	4%	7%	6%	5%	6%	4%	6%	6%	5%	6%	6%	6%
Retired	162	62	100	162	118	160	122	45	65	46	162	8	152
	16%	25%	13%	16%	17%	17%	17%	14%	19%	14%	16%	17%	16%
Not in workforce (Homemaker/Not looking for work)	79	18	61	79	40	73	61	26	25	27	79	2	76
	8%	7%	8%	8%	6%	8%	8%	8%	7%	8%	8%	5%	8%
Other	28	6	23	28	17	28	18	11	8	9	28	1	27
	3%	2%	3%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%
DON'T KNOW/REFUSED	18	7	10	18	9	9	10	5	8	5	18	1	9
	2%	3%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%

Health Canada ACET Application Post-FMM Advertising

Q13. Are you an Aboriginal person?
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Yes	46	2	6	15	9	6	7	30	16	5	11	12	7	11	6	22	4	8	3	2	40	6
	4%	2%	2%	4%	12% E C D	7%	5%	6%	3%	4%	5%	6%	4%	4%	5%	4%	8%	5%	4%	3%	5%	2%
No	953	80	246	359	63	85	121	455	498	115	198	189	175	266	99	489	43	152	58	76	722	231
	94%	96% E	96% E	94%	88%	92%	91%	93%	95%	96%	93%	94%	95%	95%	95%	95%	88%	94%	96%	96%	93%	96% U
Don't Know/Refused	16	1	3	6	-	1	5	6	10	-	5	1	2	4	-	4	2	2	-	1	13	3
	2%	1%	1%	2%		1%	4%	1%	2%		2%	1%	1%	2%		1%	4%	2%		1%	2%	1%

Health Canada ACET Application Post-FMM Advertising

Q13. Are you an Aboriginal person?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Yes	46	23	23	25	9	7	-	2	32	8	3	-	3	18	17	9	13	11	8	12
	4%	4%	6%	7%	5%	6%		2%	9%	3%	1%		3%	7%	3%	6%	7%	3%	4%	5%
				H					JKM					O						
No	953	599	354	309	168	107	86	126	323	209	230	86	97	251	554	141	185	320	189	245
	94%	94%	93%	91%	95%	94%	99%	98%	89%	96%	98%	100%	97%	93%	96%	93%	93%	96%	94%	94%
				D			D		I	I	IJK	I								
Don't Know/Refused	16	13	3	4	-	-	1	-	7	1	2	-	-	-	8	1	1	2	3	3
	2%	2%	1%	1%			1%		2%	1%	1%				1%	1%	1%	1%	1%	1%

Health Canada ACET Application Post-FMM Advertising

Q13. Are you an Aboriginal person?
BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Yes	46	16	30	46	26	39	23	15	14	13	46	46	-
	4%	6%	4%	4%	4%	4%	3%	5%	4%	4%	4%	100%	K
No	953	225	728	953	680	899	698	307	312	318	953	-	953
	94%	91%	95%	94%	95%	95%	96%	94%	93%	95%	94%	-	100%
							D						K
Don't Know/Refused	16	5	11	16	8	6	4	4	9	4	16	-	-
	2%	2%	1%	2%	1%	1%	1%	1%	3%	1%	2%		
				G									

Health Canada ACET Application Post-FMM Advertising

Q14. 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?

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Under \$10,000	51	8	14	14	5	5	5	22	29	13	12	3	9	14	1	13	6	9	10	11	38	13
	5%	9%	5%	4%	7%	6%	4%	4%	6%	11%	5%	1%	5%	5%	1%	2%	12%	6%	17%	13%	5%	5%
										L	L			L	L		O	O	OP	OP		
\$10,000 to \$19,999	99	10	34	29	8	6	11	38	61	9	20	17	8	42	8	27	8	26	14	10	69	30
	10%	12%	13%	8%	12%	7%	9%	8%	12%	8%	10%	9%	4%	15%	8%	5%	16%	16%	23%	12%	9%	13%
				D					H					JLM				OP	OP			
\$20,000 to \$29,999	90	7	26	28	11	5	12	38	52	13	12	16	9	38	4	31	4	31	7	10	66	24
	9%	8%	10%	7%	16%	6%	9%	8%	10%	11%	6%	8%	5%	14%	4%	6%	9%	19%	11%	13%	9%	10%
					DF									KLM				OPQ		O		
\$30,000 to \$39,999	98	9	31	27	8	12	11	37	61	9	25	18	22	24	10	56	5	10	3	9	68	30
	10%	11%	12%	7%	11%	13%	8%	8%	12%	7%	12%	9%	12%	8%	10%	11%	10%	6%	5%	11%	9%	12%
				D					H													
\$40,000 to \$49,999	86	8	22	36	5	4	11	48	38	10	18	19	14	25	10	49	1	14	6	4	65	21
	8%	10%	9%	9%	7%	4%	8%	10%	7%	8%	8%	10%	8%	9%	10%	9%	3%	9%	9%	6%	8%	9%
				F												Q						
\$50,000 to \$59,999	92	6	35	18	6	12	14	53	39	10	23	20	19	21	11	50	5	17	2	5	57	35
	9%	7%	14%	5%	8%	13%	11%	11%	7%	8%	11%	10%	10%	7%	10%	10%	11%	10%	3%	6%	7%	14%
				D	D											S		S			U	
\$60,000 to \$69,999	61	2	13	25	5	7	8	39	22	5	14	15	13	14	11	39	1	6	1	2	49	12
	6%	3%	5%	6%	7%	8%	6%	8%	4%	4%	7%	7%	7%	5%	10%	7%	2%	4%	2%	3%	6%	5%
								I							QRST	QST						
\$70,000 to \$79,999	53	1	15	20	6	7	4	26	27	4	22	7	14	7	7	36	3	1	2	2	38	15
	5%	1%	6%	5%	9%	8%	3%	5%	5%	3%	10%	3%	7%	2%	7%	7%	7%	*	4%	3%	5%	6%
				B	B	B					JLN		N		R	R						
\$80,000 to \$99,999	87	8	20	43	1	4	11	51	36	9	20	23	21	13	10	62	2	4	4	4	68	19
	9%	10%	8%	11%	2%	4%	8%	10%	7%	8%	10%	12%	11%	5%	10%	12%	5%	3%	6%	5%	9%	8%
		E	E	EF			E					N	N		R	RT						
\$100,000 or over	128	11	14	62	5	16	18	78	50	10	26	36	27	28	21	83	2	8	2	5	114	14
	13%	14%	6%	16%	7%	18%	14%	16%	10%	8%	12%	18%	15%	10%	20%	16%	4%	5%	3%	7%	15%	6%
		C		CE		CE	C	I				JN			QRST	QRST					V	
Don't know /Refused	171	12	30	77	11	13	27	62	108	29	21	28	27	55	11	70	11	36	10	17	143	28
	17%	15%	12%	20%	15%	14%	20%	13%	21%	24%	10%	14%	15%	20%	10%	14%	22%	22%	17%	22%	18%	12%
				C			C		H		KL			K			OP		O		V	

Health Canada ACET Application Post-FMM Advertising

Q14. 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?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Under \$10,000	51	32	19	51	-	-	-	-	31	2	3	-	13	28	11	11	21	16	7	7
	5%	5%	5%	15%					9%	1%	1%		13%	10%	2%	8%	11%	5%	3%	3%
									JK				JK	O		O	RST			
\$10,000 to \$19,999	99	55	44	99	-	-	-	-	47	23	8	2	18	38	23	38	47	23	18	10
	10%	9%	12%	29%					13%	11%	4%	2%	18%	14%	4%	25%	24%	7%	9%	4%
									KL	KL			KL	O		NO	RST		T	
\$20,000 to \$29,999	90	55	35	90	-	-	-	-	50	13	15	1	10	26	42	21	29	35	9	17
	9%	9%	9%	27%					14%	6%	6%	1%	11%	10%	7%	14%	14%	10%	4%	7%
									JKL	L	L		L		O	ST	S			
\$30,000 to \$39,999	98	56	41	98	-	-	-	-	35	26	22	8	7	29	50	19	30	28	20	20
	10%	9%	11%	29%					10%	12%	9%	9%	7%	11%	9%	12%	15%	8%	10%	8%
																	RT			
\$40,000 to \$49,999	86	50	36	-	86	-	-	-	26	20	28	4	8	26	49	11	21	31	19	15
	8%	8%	9%		48%				7%	9%	12%	5%	8%	10%	8%	7%	10%	9%	10%	6%
											L									
\$50,000 to \$59,999	92	58	34	-	92	-	-	-	42	19	20	8	2	26	62	4	13	36	16	27
	9%	9%	9%		52%				12%	9%	9%	9%	2%	10%	11%	3%	6%	11%	8%	10%
									M	M	M	M		P	P					
\$60,000 to \$69,999	61	34	27	-	-	61	-	-	14	21	20	6	1	15	40	6	7	22	13	19
	6%	5%	7%			54%			4%	9%	8%	6%	1%	6%	7%	4%	4%	7%	7%	7%
										IM	IM									
\$70,000 to \$79,999	53	35	19	-	-	53	-	-	18	9	18	6	2	12	35	6	3	21	13	15
	5%	5%	5%			46%			5%	4%	8%	8%	2%	4%	6%	4%	2%	6%	7%	6%
											M							Q	Q	Q
\$80,000 to \$99,999	87	60	27	-	-	-	87	-	22	19	23	13	9	14	69	4	5	25	24	33
	9%	9%	7%				100%		6%	9%	10%	15%	9%	5%	12%	3%	3%	8%	12%	13%
											I	I			NP			Q	Q	Q
\$100,000 or over	128	92	36	-	-	-	-	128	19	23	50	26	9	16	104	8	7	38	26	56
	13%	14%	9%					100%	5%	11%	21%	31%	9%	6%	18%	5%	4%	11%	13%	22%
		C								I	IJM	IJM			NP			Q	Q	QRS
Don't know /Refused	171	108	62	-	-	-	-	-	58	43	28	11	18	39	95	22	16	57	34	42
	17%	17%	16%						16%	20%	12%	13%	18%	14%	16%	15%	8%	17%	17%	16%
										K								Q	Q	Q

Health Canada ACET Application Post-FMM Advertising

Q14. 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?

BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	1,015 100%	246 100%	769 100%	1,015 100%	714 100%	945 100%	725 100%	326 100%	335 100%	336 100%	1,015 100%	46 100%	953 100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Under \$10,000	51 5%	14 6%	37 5%	51 5%	26 4%	47 5%	28 4%	11 3%	18 5%	21 6%	51 5%	6 12%	43 5%
\$10,000 to \$19,999	99 10%	30 12%	69 9%	99 10%	60 8%	96 10%	59 8%	35 11%	32 10%	27 8%	99 10%	5 10%	93 10%
\$20,000 to \$29,999	90 9%	24 10%	66 9%	90 9%	56 8%	77 8%	59 8%	29 9%	34 10%	24 7%	90 9%	10 22%	80 8%
\$30,000 to \$39,999	98 10%	24 10%	74 10%	98 10%	61 9%	95 10%	69 9%	31 9%	37 11%	30 9%	98 10%	4 9%	93 10%
\$40,000 to \$49,999	86 8%	15 6%	71 9%	86 8%	60 8%	81 9%	62 9%	27 8%	27 8%	32 9%	86 8%	4 8%	82 9%
\$50,000 to \$59,999	92 9%	21 8%	71 9%	92 9%	68 9%	86 9%	67 9%	19 6%	34 10%	35 11%	92 9%	6 13%	86 9%
\$60,000 to \$69,999	61 6%	17 7%	45 6%	61 6%	49 7%	61 6%	46 6%	21 6%	18 5%	21 6%	61 6%	6 12%	56 6%
\$70,000 to \$79,999	53 5%	8 3%	45 6%	53 5%	39 5%	49 5%	41 6%	23 7%	13 4%	16 5%	53 5%	1 3%	52 5%
\$80,000 to \$99,999	87 9%	22 9%	65 8%	87 9%	69 10%	84 9%	72 10%	34 11%	22 6%	30 9%	87 9%	-	86 9%
\$100,000 or over	128 13%	29 12%	99 13%	128 13%	111 16%	123 13%	104 14%	49 15%	30 9%	49 14%	128 13%	2 4%	126 13%
Don't know /Refused	171 17%	42 17%	128 17%	171 17%	114 16%	146 15%	119 16%	48 15%	70 21%	51 15%	171 17%	2 5%	157 16%

Health Canada ACET Application Post-FMM Advertising

Q15. Do you have any children under the age of 18 currently living in your household?
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk Emp	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Children under 6 yrs in household	154	10	33	60	15	18	19	68	86	13	72	59	8	2	15	102	8	2	2	18	122	32
	15%	12%	13%	16%	20%	19%	15%	14%	16%	11%	34%	29%	5%	1%	15%	20%	17%	1%	4%	23%	16%	13%
										N	JMN	JMN	N		RS	RS	RS			RS		
Children 6-12 yrs in household	169	13	34	70	13	18	21	79	90	11	45	78	27	8	20	108	11	2	7	13	136	33
	17%	15%	13%	18%	18%	20%	16%	16%	17%	9%	21%	39%	15%	3%	19%	21%	22%	1%	12%	16%	18%	14%
										N	JN	JKMN	N		R	R	R		R	R		
Children 13-17 yrs in household	126	11	21	40	16	16	22	57	69	15	8	46	47	10	22	77	7	4	2	10	107	19
	12%	14%	8%	11%	22%	17%	16%	12%	13%	12%	4%	23%	25%	4%	21%	15%	14%	3%	3%	13%	14%	8%
					CD	C	C			KN		JKN	JKN		RS	RS	RS			RS		V
NO CHILDREN 17 OR YOUNGER AT HOME	652	57	183	235	42	52	83	326	326	94	118	66	111	257	60	291	28	153	51	50	481	171
	64%	69%	72%	62%	58%	56%	63%	66%	62%	78%	55%	33%	60%	92%	58%	57%	58%	94%	84%	63%	62%	71%
			DEF							KLM	L		L	JKLM				OPQT	OPQT			U
REFUSED	22	-	4	10	1	3	5	10	13	-	3	3	4	5	-	6	-	2	-	-	19	4
	2%		1%	3%	2%	3%	4%	2%	2%		1%	2%	2%	2%		1%		1%			2%	1%

Health Canada ACET Application Post-FMM Advertising

Q15. Do you have any children under the age of 18 currently living in your household?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Children under 6 yrs in household	154	82	72	49	19	20	21	28	44	36	52	17	6	17	132	6	-	6	58	91
	15%	13%	19%	15%	11%	18%	24%	22%	12%	17%	22%	19%	6%	6%	23%	4%	-	2%	29%	35%
			B				E	E	M	M	IM	M			NP			R	R	R
Children 6-12 yrs in household	169	105	65	55	33	22	13	25	59	38	38	15	19	30	124	16	-	11	37	122
	17%	16%	17%	16%	19%	19%	15%	20%	16%	18%	16%	17%	19%	11%	21%	10%	-	3%	18%	47%
															NP				R	RS
Children 13-17 yrs in household	126	72	53	28	22	18	14	25	46	31	26	11	12	20	96	9	-	6	27	93
	12%	11%	14%	8%	12%	16%	17%	20%	13%	14%	11%	13%	12%	8%	17%	6%	-	2%	13%	36%
								D							NP				R	RS
NO CHILDREN 17 OR YOUNGER AT HOME	652	414	237	241	123	69	45	67	251	129	143	50	75	220	305	127	199	310	89	54
	64%	65%	62%	71%	69%	60%	52%	53%	69%	59%	61%	58%	75%	82%	53%	84%	100%	93%	44%	21%
				FGH	GH				JK				JKL	O		O	RST	ST	T	
REFUSED	22	18	5	1	-	-	-	-	2	4	3	2	-	2	4	2	-	-	-	-
	2%	3%	1%	*%					1%	2%	1%	2%		1%	1%	1%				

Health Canada ACET Application Post-FMM Advertising

Q15. Do you have any children under the age of 18 currently living in your household?

BASE: Representative Adults

BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
WEIGHTED 'N'	1,015 100%	246 100%	769 100%	1,015 100%	714 100%	945 100%	725 100%	326 100%	335 100%	336 100%	1,015 100%	46 100%	953 100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Children under 6 yrs in household	154 15%	34 14%	120 16%	154 15%	95 13%	136 14%	113 16%	54 17%	50 15%	48 14%	154 15%	7 14%	143 15%
Children 6-12 yrs in household	169 17%	34 14%	135 18%	169 17%	104 15%	158 17%	126 17%	61 19%	51 15%	53 16%	169 17%	12 25%	156 16%
Children 13-17 yrs in household	126 12%	32 13%	94 12%	126 12%	84 12%	118 13%	99 14%	43 13%	38 11%	42 12%	126 12%	8 17%	118 12%
NO CHILDREN 17 OR YOUNGER AT HOME	652 64%	167 68%	485 63%	652 64%	479 67%	618 65%	457 63%	201 62%	223 66%	217 65%	652 64%	27 58%	621 65%
REFUSED	22 2%	7 3%	15 2%	22 2%	15 2%	15 2%	12 2%	5 1%	11 3%	7 2%	22 2%	1 2%	14 1%

Health Canada ACET Application Post-FMM Advertising

Gender
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Male	491	40	123	183	35	46	65	491	-	68	99	109	86	127	67	278	20	67	25	15	376	116
	48%	48%	48%	48%	49%	50%	49%	100%		56%	46%	54%	47%	45%	64%	54%	40%	42%	41%	19%	48%	48%
										N					QRST	RT	T	T	T			
Female	524	43	132	197	37	46	68	-	524	52	115	94	98	154	38	237	29	95	36	64	399	125
	52%	52%	52%	52%	51%	50%	51%		100%	44%	54%	46%	53%	55%	36%	46%	60%	58%	59%	81%	52%	52%
										J							O	OP	O	OPQRS		

Health Canada ACET Application Post-FMM Advertising

Gender
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Male	491	305	186	134	101	65	51	78	180	95	109	50	49	151	287	47	87	166	97	131
	48%	48%	49%	40%	57%	57%	59%	61%	50%	44%	46%	59%	49%	56%	50%	31%	44%	50%	48%	50%
					D	D	D	D				J		P	P					
Female	524	330	194	203	77	49	36	50	182	122	126	36	51	119	292	104	112	167	103	129
	52%	52%	51%	60%	43%	43%	41%	39%	50%	56%	54%	41%	51%	44%	50%	69%	56%	50%	52%	50%
				EF GH						L					NO					

Health Canada ACET Application Post-FMM Advertising

Gender
 BASE: Representative Adults
 BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
WEIGHTED 'N'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Male	491	126	366	491	371	461	350	165	156	160	491	30	455
	48%	51%	48%	48%	52%	49%	48%	51%	47%	48%	48%	65% KM	48%
Female	524	121	403	524	343	484	375	161	178	176	524	16	498
	52%	49%	52%	52%	48%	51%	52%	49%	53%	52%	52% L	35%	52% L

Health Canada ACET Application Post-FMM Advertising

Region
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
ATLANTIC	83	83	-	-	-	-	-	40	43	13	15	19	14	23	6	43	3	15	5	8	82	1
	8%	100%						8%	8%	10%	7%	9%	7%	8%	6%	8%	6%	9%	7%	10%	11%	100%
QUEBEC	256	-	256	-	-	-	-	123	132	34	47	57	42	71	20	126	12	49	17	23	16	239
	25%		100%					25%	25%	29%	22%	28%	23%	25%	19%	25%	24%	30%	28%	29%	2%	100%
ONTARIO	380	-	-	380	-	-	-	183	197	43	83	70	73	106	31	205	20	58	21	28	380	-
	37%			100%				37%	38%	36%	39%	34%	39%	38%	29%	40%	41%	36%	35%	36%	49%	
MANITOBA	37	-	-	-	37	-	-	18	19	5	8	9	5	10	5	19	2	7	2	2	37	-
	4%				52%			4%	4%	4%	4%	4%	3%	4%	5%	4%	3%	4%	3%	2%	5%	
SASKATCHEWAN	35	-	-	-	35	-	-	16	18	3	7	6	7	12	3	16	1	6	4	4	35	-
	3%				48%			3%	4%	3%	3%	3%	4%	4%	3%	3%	1%	3%	6%	4%	5%	
ALBERTA	92	-	-	-	-	92	-	46	46	11	22	21	14	22	18	41	6	10	5	6	92	-
	9%					100%		9%	9%	9%	10%	10%	7%	8%	17%	8%	11%	6%	8%	8%	12%	
BC	133	-	-	-	-	-	133	65	68	11	32	21	30	37	21	64	6	18	8	9	133	-
	13%						100%	13%	13%	9%	15%	11%	16%	13%	20%	13%	12%	11%	13%	11%	17%	

Health Canada ACET Application Post-FMM Advertising

Region
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
ATLANTIC	83	29	54	34	14	3	8	11	26	21	20	6	9	24	48	11	16	31	16	19
	8%	5%	14%	10%	8%	3%	9%	9%	7%	10%	9%	7%	9%	9%	8%	7%	8%	9%	8%	7%
			B	F	F			F												
QUEBEC	256	167	89	105	58	28	20	14	104	47	60	14	26	79	130	46	60	88	52	52
	25%	26%	23%	31%	33%	25%	23%	11%	29%	22%	26%	16%	27%	29%	22%	30%	30%	26%	26%	20%
				H	H	H	H		L								T			
ONTARIO	380	271	109	99	54	45	43	62	123	83	87	42	37	92	231	49	65	121	78	106
	37%	43%	29%	29%	30%	39%	49%	49%	34%	38%	37%	49%	38%	34%	40%	32%	33%	36%	39%	41%
		C					DE	DE				I								
MANITOBA	37	19	18	13	5	6	1	3	12	8	10	2	4	14	19	4	7	10	8	11
	4%	3%	5%	4%	3%	5%	1%	2%	3%	4%	4%	3%	4%	5%	3%	3%	4%	3%	4%	4%
SASKATCHEWAN	35	15	20	19	5	6	-	2	17	6	7	1	4	8	18	9	9	10	4	11
	3%	2%	5%	6%	3%	5%		2%	5%	3%	3%	1%	4%	3%	3%	6%	4%	3%	2%	4%
			B	H					L											
ALBERTA	92	57	35	28	16	15	4	16	30	22	23	8	5	20	60	9	14	27	22	26
	9%	9%	9%	8%	9%	13%	5%	13%	8%	10%	10%	10%	5%	7%	10%	6%	7%	8%	11%	10%
						G		G							P					
BC	133	77	56	39	25	12	11	18	48	30	28	13	13	34	72	24	28	44	19	36
	13%	12%	15%	12%	14%	11%	12%	14%	13%	14%	12%	15%	13%	12%	12%	16%	14%	13%	9%	14%

Health Canada ACET Application Post-FMM Advertising

Region
BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
WEIGHTED 'N'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
ATLANTIC	83	17	66	83	55	82	58	36	29	18	83	2	80
	8%	7%	9%	8%	8%	9%	8%	11%	9%	5%	8%	4%	8%
								J					
QUEBEC	256	43	213	256	174	243	176	46	98	104	256	6	246
	25%	17%	28%	25%	24%	26%	24%	14%	29%	31%	25%	14%	26%
			B						H	H	L		L
ONTARIO	380	111	268	380	276	347	280	153	117	104	380	15	359
	37%	45%	35%	37%	39%	37%	39%	47%	35%	31%	37%	33%	38%
		C						IJ					
MANITOBA	37	11	26	37	24	36	27	13	12	12	37	4	33
	4%	5%	3%	4%	3%	4%	4%	4%	3%	4%	4%	9%	3%
SASKATCHEWAN	35	14	21	35	23	33	27	8	12	15	35	5	30
	3%	6%	3%	3%	3%	4%	4%	2%	4%	4%	3%	10%	3%
ALBERTA	92	24	68	92	63	86	64	37	25	27	92	6	85
	9%	10%	9%	9%	9%	9%	9%	11%	7%	8%	9%	14%	9%
BC	133	26	106	133	98	119	94	33	43	56	133	7	121
	13%	11%	14%	13%	14%	13%	13%	10%	13%	17%	13%	16%	13%
										H			

Health Canada ACET Application Post-FMM Advertising

Province
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
Newfoundland	21	21	-	-	-	-	-	11	10	5	4	4	4	4	-	14	1	2	1	2	21	-
	2%	25%						2%	2%	4%	2%	2%	2%	1%	3%	3%	1%	2%	3%	3%	3%	
PEI	5	5	-	-	-	-	-	2	3	1	1	1	-	1	1	2	-	1	-	-	5	-
	0.5%	6%						0.4%	0.6%	0.1%	0.1%	0.1%		0.1%	0.1%	0.2%		0.1%			0.6%	
Nova Scotia	32	32	-	-	-	-	-	16	17	3	7	7	7	9	3	18	1	7	1	2	32	-
	3%	39%						1.6%	1.7%	0.3%	0.7%	0.7%	0.7%	0.9%	0.3%	1.8%	0.1%	0.7%	0.1%	0.2%	3.2%	
New Brunswick	25	25	-	-	-	-	-	11	14	4	3	6	3	8	2	9	1	5	3	4	24	1
	2%	30%						1.1%	1.4%	0.4%	0.3%	0.6%	0.3%	0.8%	0.2%	0.9%	0.1%	0.5%	0.3%	0.4%	2.4%	0.1%
Quebec	256	-	256	-	-	-	-	123	132	34	47	57	42	71	20	126	12	49	17	23	16	239
	25%		100%					12.3%	13.2%	3.4%	4.7%	5.7%	4.2%	7.1%	2.0%	12.6%	1.2%	4.9%	1.7%	2.3%	1.6%	23.9%
Ontario	380	-	-	380	-	-	-	183	197	43	83	70	73	106	31	205	20	58	21	28	380	-
	37%			100%				18.3%	19.7%	4.3%	8.3%	7.0%	7.3%	10.6%	3.1%	20.5%	2.0%	5.8%	2.1%	2.8%	38.0%	
Manitoba	37	-	-	-	37	-	-	18	19	5	8	9	5	10	5	19	2	7	2	2	37	-
	4%				52%			1.8%	1.9%	0.5%	0.8%	0.9%	0.5%	1.0%	0.5%	1.9%	0.2%	0.7%	0.2%	0.2%	3.7%	
Saskatchewan	35	-	-	-	35	-	-	16	18	3	7	6	7	12	3	16	1	6	4	4	35	-
	3%				48%			1.6%	1.8%	0.3%	0.7%	0.6%	0.7%	1.2%	0.3%	1.6%	0.1%	0.6%	0.4%	0.4%	3.5%	
Alberta	92	-	-	-	-	92	-	46	46	11	22	21	14	22	18	41	6	10	5	6	92	-
	9%					100%		4.6%	4.6%	1.1%	2.2%	2.1%	1.4%	2.2%	1.8%	4.1%	0.6%	1.0%	0.5%	0.6%	9.2%	
British Columbia	133	-	-	-	-	-	133	65	68	11	32	21	30	37	21	64	6	18	8	9	133	-
	13%						100%	6.5%	6.8%	1.1%	3.2%	2.1%	3.0%	3.7%	2.1%	6.4%	0.6%	1.8%	0.8%	0.9%	13.3%	

Health Canada ACET Application Post-FMM Advertising

Province
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education				Marital Status			Household Size					
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
Newfoundland	21	11	9	8	2	1	3	2	5	7	5	1	4	7	12	2	5	8	5	3
	2%	2%	2%	3%	1%	1%	4%	2%	1%	3%	2%	2%	4%	3%	2%	1%	2%	2%	3%	1%
PEI	5	-	5	1	1	-	-	1	1	1	1	2	-	1	4	-	1	2	1	1
	0.5%	0%	1.3%	0.3%	0.6%	0%	0%	0.8%	0.3%	0.4%	0.4%	2.4%	0%	0.8%	3.3%	0%	0.5%	1.2%	0.4%	0.4%
Nova Scotia	32	13	20	13	7	2	3	6	11	8	9	1	3	9	18	5	4	11	6	11
	3.2%	2.1%	5.0%	3.8%	1.9%	0.6%	1.2%	2.4%	1.1%	0.8%	0.9%	0.1%	0.3%	0.9%	1.8%	0.5%	0.4%	1.1%	0.6%	1.1%
New Brunswick	25	5	20	12	4	1	2	1	10	5	5	1	3	7	14	4	6	11	3	5
	2.5%	0.8%	5.0%	3.0%	1.1%	0.2%	0.4%	0.1%	1.0%	0.5%	0.5%	0.1%	0.3%	0.7%	1.4%	0.4%	0.6%	1.1%	0.3%	0.5%
Quebec	256	167	89	105	58	28	20	14	104	47	60	14	26	79	130	46	60	88	52	52
	25.6%	26.6%	23.3%	31.0%	33.3%	25.5%	23.3%	11.1%	29.9%	22.2%	26.6%	16.6%	27.7%	29.9%	22.2%	30.0%	30.0%	26.6%	26.6%	20.0%
Ontario	380	271	109	99	54	45	43	62	123	83	87	42	37	92	231	49	65	121	78	106
	37.8%	43.3%	29.2%	29.9%	30.0%	39.9%	49.9%	49.9%	34.4%	38.8%	37.7%	49.9%	38.8%	34.4%	40.0%	32.2%	33.3%	36.6%	39.9%	41.1%
Manitoba	37	19	18	13	5	6	1	3	12	8	10	2	4	14	19	4	7	10	8	11
	4.4%	3.3%	5.0%	4.4%	3.3%	5.0%	1.1%	2.2%	3.3%	4.4%	4.4%	3.3%	4.4%	5.0%	3.3%	3.3%	4.4%	3.3%	4.4%	4.4%
Saskatchewan	35	15	20	19	5	6	-	2	17	6	7	1	4	8	18	9	9	10	4	11
	3.5%	2.2%	5.0%	6.6%	3.3%	5.0%	0%	2.2%	5.0%	3.3%	3.3%	1.1%	4.4%	3.3%	3.3%	6.6%	4.4%	3.3%	2.2%	4.4%
Alberta	92	57	35	28	16	15	4	16	30	22	23	8	5	20	60	9	14	27	22	26
	9.2%	9.0%	9.0%	8.0%	9.0%	13.3%	5.0%	13.3%	8.0%	10.0%	10.0%	10.0%	5.0%	7.0%	10.0%	6.0%	7.0%	8.0%	11.0%	10.0%
British Columbia	133	77	56	39	25	12	11	18	48	30	28	13	13	34	72	24	28	44	19	36
	13.3%	12.2%	15.0%	12.2%	14.4%	11.1%	12.2%	14.4%	13.3%	14.4%	12.2%	15.0%	13.3%	12.2%	12.2%	16.6%	14.4%	13.3%	9.0%	14.4%

Health Canada ACET Application Post-FMM Advertising

Province
BASE: Representative Adults
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
WEIGHTED 'N'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
Newfoundland	21	6	15	21	15	21	17	8	6	7	21	1	20
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
PEI	5	1	4	5	3	5	2	2	2	1	5	-	5
	**	**	1%	**	**	**	**	1%	1%	**	**		**
Nova Scotia	32	5	27	32	25	32	23	15	12	6	32	1	31
	3%	2%	4%	3%	4%	3%	3%	5%	3%	2%	3%	1%	3%
New Brunswick	25	5	20	25	13	24	17	12	8	5	25	-	24
	2%	2%	3%	2%	2%	3%	2%	4%	3%	1%	2%		3%
Quebec	256	43	213	256	174	243	176	46	98	104	256	6	246
	25%	17%	28%	25%	24%	26%	24%	14%	29%	31%	25%	14%	26%
			B						H	H	L		L
Ontario	380	111	268	380	276	347	280	153	117	104	380	15	359
	37%	45%	35%	37%	39%	37%	39%	47%	35%	31%	37%	33%	38%
			C					IJ					
Manitoba	37	11	26	37	24	36	27	13	12	12	37	4	33
	4%	5%	3%	4%	3%	4%	4%	4%	3%	4%	4%	9%	3%
Saskatchewan	35	14	21	35	23	33	27	8	12	15	35	5	30
	3%	6%	3%	3%	3%	4%	4%	2%	4%	4%	3%	10%	3%
Alberta	92	24	68	92	63	86	64	37	25	27	92	6	85
	9%	10%	9%	9%	9%	9%	9%	11%	7%	8%	9%	14%	9%
British Columbia	133	26	106	133	98	119	94	33	43	56	133	7	121
	13%	11%	14%	13%	14%	13%	13%	10%	13%	17%	13%	16%	13%
										H			

Health Canada ACET Application Post-FMM Advertising

Urban vs. Rural.
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Unemp & Look For Wk Emp	Ret.	Stud.	Not in Work Force	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted 'n'	994	83	249	369	72	89	132	484	510	119	208	196	180	279	100	503	49	161	60	78	761	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	996	101	248	319	104	98	126	500	496	100	166	202	188	328	108	479	46	188	49	79	764	232
Urban core	723	46	186	288	41	60	102	356	367	101	157	135	119	199	64	372	39	112	51	50	552	171
	73%	55%	75%	78%	58%	67%	78%	74%	72%	85%	76%	69%	66%	71%	64%	74%	79%	69%	85%	64%	73%	73%
			BE	BEF			BE			LMN								OPRT				
Urban fringe	22	4	-	10	-	4	3	13	9	1	2	6	7	5	3	15	-	4	-	-	22	-
	2%	5%		3%		4%	2%	3%	2%	1%	1%	3%	4%	2%	3%	3%		2%			3%	
Rural fringe	45	5	11	19	1	2	7	20	25	-	7	14	10	15	5	22	-	10	-	7	34	11
	5%	6%	4%	5%	2%	2%	6%	4%	5%		3%	7%	5%	5%	5%	4%		6%		9%	4%	5%
Urban outside CMA/CA	109	12	25	29	14	16	13	54	55	9	26	18	25	30	13	52	5	20	6	10	85	24
	11%	15%	10%	8%	19%	18%	10%	11%	11%	7%	13%	9%	14%	11%	13%	10%	10%	13%	10%	12%	11%	10%
				CD		D																
Rural outside CMA/CA	95	16	27	23	16	8	6	41	54	8	15	23	19	31	14	42	5	16	3	11	68	27
	10%	19%	11%	6%	22%	9%	4%	9%	11%	6%	7%	12%	11%	11%	14%	8%	10%	10%	5%	14%	9%	12%
		DFG	G		CDFG																	

Health Canada ACET Application Post-FMM Advertising

Urban vs. Rural.
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	994	621	374	335	175	112	84	122	357	211	228	85	98	267	563	151	198	326	195	254
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	996	604	392	343	175	111	79	124	373	210	231	87	80	244	577	162	208	322	190	254
Urban core	723	580	143	239	127	79	60	94	231	151	175	67	87	226	375	109	161	231	136	176
	73%	94%	38%	71%	73%	71%	72%	77%	65%	71%	77%	78%	89%	85%	67%	72%	81%	71%	70%	69%
		C									I	I	IJK	OP			RST			
Urban fringe	22	12	10	6	1	-	1	7	8	5	6	2	-	2	17	3	1	3	9	8
	2%	2%	3%	2%	1%		1%	5%	2%	2%	3%	3%		1%	3%	2%	1%	1%	5%	3%
								E							N		QR		Q	
Rural fringe	45	27	18	12	4	6	9	6	15	15	9	6	-	2	35	7	4	14	10	16
	5%	4%	5%	4%	2%	6%	11%	5%	4%	7%	4%	7%		1%	6%	5%	2%	4%	5%	6%
							DE								N	N				Q
Urban outside CMA/CA	109	-	109	37	25	16	7	10	49	23	24	5	8	21	73	16	18	41	21	28
	11%		29%	11%	14%	15%	9%	8%	14%	11%	11%	6%	8%	8%	13%	10%	9%	13%	11%	11%
									L						N					
Rural outside CMA/CA	95	1	94	41	18	10	6	5	54	18	13	5	4	15	64	17	14	37	19	26
	10%	1%	25%	12%	10%	9%	7%	5%	15%	9%	6%	6%	4%	5%	11%	11%	7%	11%	10%	10%
			B	H					JKLM						N					

Health Canada ACET Application Post-FMM Advertising

Urban vs. Rural.
BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Weighted 'n'	994	241	753	994	694	925	708	319	329	329	994	46	934
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	996	253	743	996	700	935	719	307	339	332	996	47	935
Urban core	723	175	548	723	529	674	490	236	238	237	723	34	677
	73%	72%	73%	73%	76%	73%	69%	74%	73%	72%	73%	74%	73%
					G								
Urban fringe	22	7	14	22	12	18	17	10	7	5	22	-	21
	2%	3%	2%	2%	2%	2%	2%	3%	2%	1%	2%		2%
Rural fringe	45	10	35	45	31	44	36	16	11	17	45	-	44
	5%	4%	5%	5%	4%	5%	5%	5%	3%	5%	5%		5%
Urban outside CMA/CA	109	26	83	109	69	100	93	33	37	36	109	7	101
	11%	11%	11%	11%	10%	11%	13%	10%	11%	11%	11%	16%	11%
Rural outside CMA/CA	95	24	72	95	54	88	71	25	34	33	95	5	91
	10%	10%	10%	10%	8%	10%	10%	8%	10%	10%	10%	10%	10%

Health Canada ACET Application Post-FMM Advertising

Language
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp & Look For Wk	Ret.	Stud.	Not in Work Force	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,015	83	256	380	72	92	133	491	524	120	214	202	184	281	104	514	49	162	61	79	775	240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	101	254	328	104	101	127	507	508	101	171	207	192	331	113	488	46	189	50	81	777	238
English	775	82	16	380	72	92	133	376	399	87	168	150	144	215	86	392	37	116	45	60	775	-
	76%	99%	6%	100%	100%	100%	100%	76%	76%	72%	79%	74%	78%	76%	82%	76%	76%	72%	74%	75%	100%	
		C		C	C	C	C							R								
French	240	1	239	-	-	-	-	116	125	33	46	53	40	66	19	122	12	45	16	19	-	240
	24%	1%	94%					24%	24%	28%	21%	26%	22%	24%	18%	24%	24%	28%	26%	25%		100%
			B															O				

Health Canada ACET Application Post-FMM Advertising

Language
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,015	635	380	338	178	114	87	128	362	217	235	86	99	269	579	152	199	333	200	260
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	617	398	345	178	113	82	129	378	215	237	88	81	246	592	163	209	329	195	259
English	775	483	292	241	122	87	68	114	264	173	179	72	74	194	455	112	145	248	151	211
	76%	76%	77%	71%	69%	76%	78%	89%	73%	80%	76%	84%	75%	72%	79%	74%	73%	74%	76%	81%
								DEFG				I								Q
French	240	152	88	97	55	27	19	14	98	44	56	14	25	75	124	40	54	85	49	49
	24%	24%	23%	29%	31%	24%	22%	11%	27%	20%	24%	16%	25%	28%	21%	26%	27%	26%	24%	19%
				H	H	H	H		L								T			

Health Canada ACET Application Post-FMM Advertising

Language
 BASE: Representative Adults
 BANNER 3

	Recall Ad			Media Consumption			Performance of Government on HC			Aboriginal			
	Total	Aided Recall	Others	Total	Read Daily Newspapers	Watch Television	Read Wkly /Community Newspapers	Top 3 Box	Moderate	Bottom 3 Box	Total	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
WEIGHTED 'N'	1,015	246	769	1,015	714	945	725	326	335	336	1,015	46	953
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,015	258	757	1,015	718	954	735	314	344	338	1,015	47	953
English	775	207	568	775	548	716	560	285	241	237	775	40	722
	76%	84%	74%	76%	77%	76%	77%	87%	72%	71%	76%	88%	76%
			C					IJ				KM	
French	240	39	201	240	166	229	165	41	94	99	240	6	231
	24%	16%	26%	24%	23%	24%	23%	13%	28%	29%	24%	12%	24%
			B						H	H	L		L

Health Canada
ACET Application Post-FMM Advertising

Final Questionnaire

1. Over the past few weeks or so, have you seen, or read any advertising about a plan for better health care?"

DO NOT READ. DO NOT DESCRIBE THEM – STATE IT IN TWO OR THREE WORDS

- Yes
- No
- Maybe
- Don't know/ Refused

1b. Please tell me everything you can remember about this ad. What pictures or images come to mind?

[PROBE] Anything else? - 1c

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

- Specify
- Don't know/Refused [DO NOT READ] 999

1d
1c. Where did you notice this advertisement?

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

- Television
- Radio
- Newspaper
- Magazines
- Local weeklies
- Pamphlet/brochure in the mail
- Outdoor billboards
- Public transit
- Internet/Website banner
- Word of mouth
- Ethnic paper
- Fair/Exhibition
- Other (Specify)
- Don't know/ Refused

2. I would now like to ask you some questions about some specific advertising. Do you remember seeing a newspaper ad over the past few weeks or so showing pictures of different people receiving health care services, as well as a mother and child? The ad described the 10 year plan agreed to by the Prime Minister, Premiers and Territorial leaders in order to improve health care by reducing waiting times, increasing the number of health professionals, expanding home care, improving access to medicines, and improving Aboriginal health.

- Yes ASK Q3 AND Q4
- No GO TO Q5
- Maybe ASK Q3 AND Q4
- Don't know/ Refused

^a 3. Thinking about the ad that you saw, who do you think produced it -that is, who paid for it?
PROBE. OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE.

- Government of Canada
- Provincial government
- Government – General
- Other (Specify)
- Don't know/ Refused

^{3b} 3a. Which level of government?
READ. ACCEPT ONE RESPONSE.

- Federal government
- Provincial government
- Other [DO NOT READ]
- Don't know/ Refused

^{4a} 4. Thinking about the ad that you saw, what do you think was the MAIN point this advertisement was trying to get across?
OPEN-ENDED. ACCEPT ONE RESPONSE. ANSWER SHOULD BE AT LEAST FIVE WORDS

- Specify
- Nothing
- Don't know/ Refused

^{4b} 4a. Did you do anything as a result of seeing this ad?

- Yes
- No
- Maybe
- Don't know/ Refused

^{4c} 4b. What did you do? Anything else? ^{4d}
PROBE. OPEN ENDED. ACCEPT UP TO THREE RESPONSES.

- Specify
- Don't know/ Refused

5a) This ad was in fact produced by the Government of Canada. How would you rate the performance of the Government of Canada on Health Care? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad."

- 01 Terrible
- 02
- 03
- 04 Neither good nor bad
- 05
- 06
- 07 Excellent
- Don't know/ Refused

5b) In your opinion, has the quality of health care in Canada over the past two years deteriorated, improved or stayed the same? Please respond using a 7-point scale where 1 means greatly deteriorated, 7 means greatly improved and the mid-point 4 means stayed the same.

- 01 Greatly deteriorated
- 02
- 03
- 04 Stayed the same
- 05
- 06
- 07 Greatly improved
- Don't know/ Refused

6. Generally speaking, how do you rate the performance of the Government of Canada? Please use a 7-point scale where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad."

- 01 Terrible
- 02
- 03
- 04 Neither good nor bad
- 05
- 06
- 07 Excellent
- Don't know/ Refused

7. And, using the same scale [REPEAT IF NECESSARY], how would you rate the performance of the Government of Canada in providing information to the public about government services that are available to Canadians?

- 01 Terrible
- 02
- 03
- 04 Neither good nor bad
- 05
- 06
- 07 Excellent
- Don't know/ Refused

8. Please tell me the extent to which you agree or disagree with each of the following statements using a 7-point scale where 1 means totally disagree, 7 means totally agree and the mid-point, 4, means neither agree nor disagree. How about...READ AND ROTATE

- a. It is easy to contact the Government of Canada for information and service
- b. The Government of Canada is using new and innovative ways to provide information and services to citizens
- c. The Government of Canada delivers its services and information in a respectful way
- d. You can count on the Government of Canada for reliable service and information

- 01 Totally disagree
- 02
- 03
- 04 Neither agree nor disagree
- 05
- 06
- 07 Totally agree
- Don't know/ Refused

END OF CORE QUESTIONS

DEMOGRAPHICS

INTERVIEWER RECORDS GENDER, LANGUAGE OF INTERVIEW, URBAN/RURAL.

Finally, I would like to ask some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

9. Over the past two weeks, have you...
READ AND RANDOMIZE. CODE ALL THAT APPLY.

- a. Read a daily newspaper?
- b. Watched television
- c. Read a weekly/ community newspaper

- Yes
- No
- Maybe
- Don't know/ Refused

10. In what year were you born?
RECORD YEAR

- Specify
- Don't know/ Refused

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

READ LIST

- Current student
- Public/Elementary
- Some high school
- Graduated high school
- Technical, vocational post-secondary, college
- Some university
- Complete university degree
- Postgraduate degree
- Don't know/Refused

12. What is your current employment status? Are you...

READ LIST - ACCEPT ONE ANSWER ONLY

- Working full-time (35 or more hours per week)
- Working part-time (less than 35 hours per week)
- Self-employed
- Unemployed, but looking for work
- Attending school full-time/A student
- Retired
- Not in workforce (Homemaker/not looking for work)
- Other
- Don't know/Refused

13. Are you an Aboriginal person (e.g., native Indian from a specific band, Inuit or Métis)?

- Yes
- No
- Don't know/Refused

14. 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?

READ LIST.

- Under \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 and over
- Don't know/Refused

15. Do you have any children under the age of 18 currently living in your household?

- Yes
- No
- Don't know/ Refused