

EXECUTIVE SUMMARY

FCSSAA Awareness was gauged via a single question on a TrendWatch Omnibus telephone survey, conducted throughout Alberta to 900 respondents in September, 2016. Results of the survey will help guide efforts to raise awareness of FCSS should be focused as the organization launches a year-long public awareness campaign.

Question:

As you may know, provincial funding supports municipally-run services under the Family and Community Support Services Program, also known as FCSSAA. How familiar are you with the family and community support services that are provided in your area?

Key Findings

Awareness

Respondents were asked to indicate their awareness of FCSS as:

Very familiar, Somewhat familiar, Not very familiar, Don't know/Not sure.

Overall Results

- **Overall, 72% of respondents are not very or not at all familiar with FCSSAA.**
- 27% were very or somewhat familiar

Profiles

From the demographic data, we have identified three profiles: persons who are familiar with FCSSAA, persons who are not familiar with FCSSAA, and persons who are somewhat familiar with FCSSAA. The reason for these profiles is to identify where FCSSAA currently has a good awareness level, where FCSSAA is not known, and where the greatest opportunity is to 'move the needle' on awareness.

Profile of persons who are very familiar or somewhat familiar with FCSSAA:

These persons have a good level of awareness and so efforts should be focused on maintaining that awareness and introducing people to programs and services.

- From parts of Alberta outside Calgary and Edmonton
- Equally male/female
- Age: 45 – 64
- Education: College/some university
- Employed: Full-time
- Public sector

- Married
- No children
- Income: \$60,000 - \$100,000

Profile of persons who are not very or not at all familiar with FCSSAA:

These people are unaware of the organization, and will require intensive efforts to improve their awareness and understanding of FCSSAA. Budget usually limits the ability to undertake intensive awareness activities, however natural 'spill' from general efforts can help.

- Mainly from Calgary
- Mostly male
- Age: 25 – 44
- Education: Post graduate
- Employed: Full-time
- Private sector
- Children
- Single
- Income: \$100,000+

Recommended profile to target to raise awareness:

The person FCSSAA wants to target in an awareness campaign is the one who is somewhat familiar with FCSSAA – that person already has some knowledge/interest in FCSSAA so would likely benefit from and positively respond to more information.

The following survey results (highest rating) of those who responded **somewhat familiar** indicates the ideal demographic at which to focus campaign awareness messaging:

- from Edmonton
- Female
- 45 – 64 years
- Post graduate level of education
- Works part-time
- In the Public Sector
- Has children
- Marital status – other
- Income \$60 - \$100,000K per annum

These findings don't suggest that FCSSAA ignore certain audience segments; but rather, simply indicate where varying levels of emphasis might be applied in order to generate results.

FCSSAA may wish to consider applying more energy to the recommended target audience in order to make gains on overall awareness.

Respectfully submitted:
Focus Communications
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