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ADVERTISING EVALUATION OF YOUTH VAPING PREVENTION CAMPAIGN - POST ACET

Methodological Report

Submitted to Health Canada
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Prepared By: Leger Marketing Inc.

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ADVERTISING EVALUATION OF YOUTH VAPING PREVENTION CAMPAIGN – POST ACET Methodological Report

Prepared for Health Canada

Supplier Name: Leger Marketing Inc.

July 2019

This public opinion research report presents the methodology of an online survey conducted by Leger Marketing Inc. on behalf of Health Canada. The research was conducted with 1,003 Canadians, between the ages 13 of 18, between June 11 and June 19, 2019.

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1. Summary

Leger is pleased to submit this report to Health Canada on the methodology of a quantitative survey assessing awareness of an advertising campaign entitled Youth Vaping Prevention Campaign among young Canadians aged 13 to 18 years old.

This report was prepared by Leger following the awarding of a contract by Health Canada (contract number HT372-192483/001/CY, awarded June 4, 2019).

Contract value: \$35,171.25

1.1 Background and objectives

Over the past decade or so, vaping and e-cigarette products have arrived on the Canadian market. The *Tobacco and Vaping Products Act* (TVPA) came into force on May 23, 2018, to regulate the manufacture, sale, labelling and promotion of tobacco products and vaping products sold in Canada. The TVPA creates a new legal framework for regulating vaping products to protect young persons from nicotine addiction and tobacco use, while allowing adults to legally access vaping products as a less harmful alternative to smoking cigarettes.

To raise awareness about the potential health risks of vaping among adolescents, Health Canada funded a national multi-phased advertising campaign entitled Youth Vaping Prevention Campaign, between December 2018 and June 2019, specifically targeted at young Canadians aged 13 to 18.

The Government of Canada's Policy on Communications and Federal Identity requires the evaluation of all advertising campaigns exceeding \$1 million in media through the Advertising Campaign Evaluation Tool (ACET). As the expenditure of the campaign exceeded \$1 million, the performance of this campaign was evaluated among young Canadians aged 13 to 18 years old.

The specific objectives of the research were to measure:

- If the target audience recalled the advertisements associated with the campaign;
- Where the ads were seen;
- Recall of key messages of the campaign;
- Recall of specific elements of the campaign;
- Awareness of who was responsible for creating the ads;
- Attitudinal changes relating to the advertising campaign.

1.2 Application of results

Since this is a new campaign, it is critical for Health Canada to understand if the campaign resonates with the intended audiences. The results of this research will allow Health Canada to assess the awareness of the ad campaign based on feedback from the survey data and analysis.

1.3 Methodology—Quantitative research

Quantitative research was conducted through online surveys using Leger’s online panel, via Computer Aided Web Interviewing (CAWI) technology.

Fieldwork for the survey was conducted from June 11, 2019 to June 19, 2019. The national participation rate for the survey was 10.49%. Calculation of the Web survey’s participation rate is presented in Appendix A. A pre-test of 21 surveys, in both official languages, was completed on June 11, 2019. More specifically, 10 surveys were conducted in French and 11 were conducted in English. Surveys lasted 7 minutes on average.

A total sample of 1,003 young Canadians, aged 13 to 18 years old, were surveyed in all regions of the country.

Special attention was given to the geographical distribution of respondents to ensure a minimum number in every region (excluding the territories) of the country. The following table shows the target distribution of respondents across the regions and the effective sample collected by Leger:

Table 1. Quotas and Completions by Region

Regions	Target sample	Effective sample
	n	n
Atlantic	75	75
Québec	225	227
Ontario	400	400
Prairies	100	100
Alberta	100	101
British Columbia	100	100
TOTAL	1,000	1,003

Based on data from Statistics Canada’s 2016 national census, Leger weighted the results of this survey by age, gender, region and language (mother tongue).

Since a sample drawn from an Internet panel is not probabilistic in nature, a margin of error cannot be calculated for this survey. Survey data are weighted by age, gender,

region and language (mother tongue) to ensure that they reflect what the latest census would indicate is the composition of the population of Canada. Details regarding the weighting procedures and participation rate can be found in Appendix A.

Leger targeted the 16 to 18-year-old audience in its online panel directly. However, in order to reach respondents aged 13 to 15 years old, Leger was required to obtain parental consent. Therefore, these respondents' participation was secured via a survey invitation to their parents. Leger meets the strictest quantitative research guidelines. The questionnaire was prepared in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

The federal government's Advertising Campaign Evaluation Tool (ACET) was used for this research. In addition to the traditional measures related to the advertising campaign, Health Canada, in collaboration with Léger, developed and included in the questionnaire a series of questions specifically related to attitudes towards vaping.

The details of the methodology and more information on Leger's quality control mechanisms are presented in Appendix A.

The questionnaire is available in Appendix B.

1.4 Declaration of political neutrality and contact information

I hereby certify, as chief agent of Leger, that the deliverables are in full compliance with the neutrality requirements of the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research). Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party positions, or the assessment of the performance of a political party or its leaders.

Signed by:



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Appendix A—Detailed research methodology

A.1 Quantitative methodology

A.1.1 Methods

Research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology.

Leger adheres to the most stringent guidelines for quantitative research, in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research for online surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

A.1.2 Sampling Procedures

Computer Aided Web Interviewing (CAWI)

Leger conducted a panel-based Internet survey with a sample of 13 to 18-year-old Canadians. A total of 1,003 respondents participated in the survey. Participant selection was made randomly from *LegerWeb's* online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different socio-demographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

Since an Internet sample (from the panel) is non-probabilistic in nature, the margin of error does not apply.

LegerWeb's Online Panel

Our panel has 400,000 Canadians and grows each month by 10,000 new panellists. To ensure high quality respondents for our online surveys, we have developed a proven sampling method. By cross tabulating data related to gender, age, language and region, we can establish a target group, and make sure to better respect quotas or eligibility criteria.

Internet users who make up our panel were recruited through complementary methods: telephone recruitment, e-mail invitations, links between sites and invitations using a reference system.

Data from our panel is secured through a private system accessed with a password that panellists receive when invited to answer an online survey.

To foster participation and increase response rates, each panellist invited to answer a questionnaire online has a chance to win a prize drawn each month.

Moreover, to guarantee respondent quality, the LegerWeb team manages the panel database on a continual basis. In addition, the *LegerWeb* team includes about ten professionals and technicians who specialize in information technology and e-marketing. With its customer support, the *LegerWeb* team provides panellists with all the technical information and assistance they may need when answering an online survey.

The *LegerWeb* team works in close collaboration with the research and statistics teams and shares all pertinent information concerning a survey project. Constant communication allows us to proceed very quickly, to detect errors or problems as soon as they arise and to resolve them in record time.

A.1.3 Data Collection

Fieldwork for the survey was conducted from June 11, 2019 to June 19, 2019. The national participation rate for the survey was 10.49%. A pretest of 21 surveys was completed on June 11, 2019. More specifically, 10 surveys were conducted in French and 11 were conducted in English. Surveys lasted 7 minutes on average.

To achieve data reliability in all subgroups, a total sample of 1,003 Canadians, aged 13 to 18 years old, were surveyed, in all regions (excluding the territories) of the country. Since a sample drawn from an Internet panel is not probabilistic in nature, a margin of error cannot be calculated for this survey.

Based on data from Statistics Canada's 2016 national census, Leger weighted the results of this survey by age, gender, region and language (mother tongue).

A.1.4 Questionnaire

The federal government's Advertising Campaign Evaluation Tool (ACET) was used for this research. The ACET is a standardized data collection tool for evaluating the performance of advertising campaigns. The standardization of the questionnaire allows the comparability of results between different advertising campaigns conducted in different contexts and sponsored by different departments or agencies.

The ACET tool includes general measures about advertising campaigns from the Government of Canada, including campaign recall, sources of campaign awareness and an assessment of campaign attributes (attractive, relevant, easy to understand, important, etc.).

In addition to the traditional measures related to the advertising campaign, Health Canada, in collaboration with Leger, developed and included in the questionnaire a series of questions specifically related to attitudes towards vaping.

The questionnaire is available in Appendix B.

A.1.5 Data Cleaning

Upon completion of data collection, Leger's data analysts and data processing department cleaned the data thoroughly, ensuring that:

- all closed-ended questions were within the allowable or logical range (allowable ranges were confirmed with the client under all circumstances, whether or not it is obvious from the questionnaire);
- outliers were verified and, if necessary, excluded from the data;
- all skip patterns had been followed correctly;
- the data was complete (except where it is intentional and within client expectations); and
- information was consistent and logical across questions, with no contradictions in the data.

The data was checked and cleaned after the first night of field and at project completion. During analysis, all numbers were double-checked, and any outliers were double-checked to ensure the data had been entered accurately in the first place.

A.1.6 Participation Rate for the online Survey

The overall participation rate for this study is 10.49%.

Table 2 summarizes the calculation of this study’s participation rate. The calculation of the participation rate is as follows: Participation rate = Responding units / (Unresolved + In-scope non-responding units + Responding units).

Table 2. Contact Disposition

	Total email addresses used	35,900
Invalid cases		2,447
o invitations mistakenly sent to people who did not qualify for the study		2,447
o incomplete or missing email addresses		0
Unresolved (U)		28,061
o email invitations bounce back		316
o email invitations unanswered		27,745
In-scope non-responding units (IS)		1,883
o non-response from eligible respondents		133
o respondent refusals		1,750
o language problem		0
o selected respondent not available (illness; leave of absence; vacation; other)		0
o early break-offs		0
Responding units (R)		3,509
o completed surveys disqualified – quota filled		53
o completed surveys disqualified for other reasons		2,453
o completed surveys		1,003
Participation rate / response rate = R ÷ (U + IS + R)		10.49%

A.1.7 Non-Response Bias and Additional Socio-Demographic Analysis

A response rate of 10.49% is a little low for a national online survey of 1,003 respondents. This could be a result of conducting the survey over a short period of time (about 10 days) which limited the time for respondents to participate in the study. Also, youth are a group of the population known for lower participation rates in surveys. Lastly, having to obtain parental consent and being unable to directly contact respondents aged 13 to 15 may also have had an impact on participation. Therefore, to meet the required number of completions, a large number of invitations was sent.

Nevertheless, a basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

A.1.8 Unweighted and Weighted Samples

The table below presents the geographic distribution of respondents, before and after weighting. There were almost no imbalances in geographical distribution in the unweighted sample. The weighting process has mainly adjusted the weight of Alberta and British Columbia, which had been slightly under-represented in the sample.

Table 3. Unweighted and weighted sample distribution by province

Province or territory	Unweighted	Weighted
Atlantic provinces	75	63
Quebec	227	214
Ontario	400	401
Prairies	100	76
Alberta	101	122
British Columbia	100	127

The tables below illustrate the demographic distribution of respondents by gender, age and language (mother tongue).

First, with respect to gender, we can see that the weighting adjusted the proportion of female respondents to male respondents, with women still slightly over-represented in surveys.

Table 4. Unweighted and gender-weighted sample distribution

GENDER	Unweighted	Weighted
Male	471	503
Female	523	489

Respondents who were 13 years of age were the target that was the hardest to reach. Therefore, this target age is underrepresented in the sample.

Table 5. Unweighted and age-weighted sample distribution

AGE	Unweighted	Weighted
13 years old	84	133
14 years old	217	191

15 years old	180	165
16 years old	158	170
17 years old	145	170
18 years old	219	174

Minor imbalances in language distribution have been corrected through weighting, as shown below.

Table 6. Unweighted and weighted sample distribution by first language

FIRST LANGUAGE	Unweighted	Weighted
English	745	757
French	253	241
Other	77	81

A.1.9 Weighting factors

The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The relatively small size of the weighting factors and differences in the responses of the various subgroups suggest that the quality of the data was not affected by the process. The weighting applied to correct the original imbalance for data analysis purposes; no further manipulation was required.

Appendix B— Questionnaire

ADVERTISING CAMPAIGN EVALUATION TOOL
POST-CAMPAIGN SURVEY

To be conducted after the ads have been run in the media.

INTRODUCTION

Language preference

Préférez-vous répondre à ce questionnaire en anglais ou en français ?

Would you prefer to complete the survey in English or French?

English FR

Français EN

SKIP PARENT CONSENT IF TARGETED PANELIST IS 16 and over

Parental consent

Are you the parent of or legal guardian to a child aged 13-15 years who lives in your household?

Yes - Continue

No - Terminate

Part of this research involves hearing from youth about an advertising campaign related to vaping prevention. Do you agree to have your child participate in this research? The survey will take about 10 minutes to complete.

- Yes
- No - THANK AND TERMINATE

Since privacy is important while respondents answer this survey, we request that your child be able to complete the survey in a setting where his/her answers will not be seen by others.

Your child's participation is voluntary and his/her responses will be kept entirely confidential.

When your child is ready to answer the survey, click on the following button to access the questionnaire.

INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians.

Your parent or legal guardian has given permission for you to participate in this very important study. Your participation is voluntary, so it is up to you to decide whether you are willing to answer, but we hope you do! You can do the survey on your computer, laptop, tablet or phone. You can stop at any time if you feel uncomfortable or choose not to answer certain questions. Your answers will not be shown to your parent(s), legal guardian(s), teachers or anyone else, so please be as honest as you can. Your responses will be kept entirely confidential. The survey takes about 10 minutes to complete.

START SURVEY

Click [here](#) if you wish to verify the authenticity of this survey. To view our privacy policy, click [here](#).

If you require any technical assistance, please contact XXX.

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

SELECT ALL THAT APPLY

- a marketing research firm
- a magazine or newspaper
- an advertising agency or graphic design firm
- a political party
- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.

b) Are you...

- male gender
- female gender
- gender diverse

c) In what year were you born?

YYYY

I prefer not to answer

ADMISSIBLE RANGE 2001-2006

IF > 2006 OR < 2001, THANK AND TERMINATE

ASK D IF QUESTION C = "I prefer not to answer"

d) How old are you?

SELECT ONE ONLY

less than 13 years old

13

14

15

16

17

18

19 or older

I prefer not to answer

IF "LESS THAN 13 YEARS OLD", "19 or older" OR "I prefer not to answer", THANK AND TERMINATE

In which province or territory do you live?

SELECT ONE ONLY

Alberta

British Columbia

Manitoba

New Brunswick

Newfoundland and Labrador

Northwest Territories

Nova Scotia

Nunavut

Ontario

Prince Edward Island

Quebec

- Saskatchewan
- Yukon
- I prefer not to answer

IF "I prefer not to answer", THANK AND TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

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

- yes
- no => GO TO T1A

Q2:

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

SELECT ALL THAT APPLY

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat

- Spotify
- Shopping mall
- Other, specify _____

Q3:

What do you remember about this ad?

Q4:

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

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

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

- Yes
- No => GO TO T1D

T1B:

Where have you seen, read or heard this ad about vaping prevention?

SELECT ALL THAT APPLY

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)

- outdoor billboards
 - pamphlet or brochure in the mail
 - public transit (bus or subway)
 - radio
 - television
 - Twitter
 - YouTube
 - Instagram
 - LinkedIn
 - Snapchat
 - Spotify
 - shopping malls
 - Other, specify _____
-

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D:

Which of the following best describe how often you vape?

Vaping products are a diverse group of products containing a heating element that produces an aerosol from a liquid that users can inhale via a mouthpiece and include a range of devices such as “cig-a-likes,” vape tank systems, and vape mods. Vaping includes using a JUUL, often referred to as “Juuling.”

- I have never tried vaping
- I have tried once
- I vape occasionally
- I vape daily – Go to T1H

T1E:

[ASK IF T1D = “I have never tried vaping”, “I have tried once” or “I vape occasionally”]

Have you been offered an opportunity to vape in the last 30 days?

- Yes
- No - Go to T1G

T1F:

[ASK IF T1E = "Yes"]

What did you do? Please remember that your answers are private and will not be shown to your parents, teachers or anyone else.

- a) Tried vaping
- b) Declined to vape when offered to you

T1G

How likely are you to do the following?

- a) Try to stop someone close to you from vaping
- b) Vape at a party if others were also vaping
- c) Vape if offered to you by a friend or family member

- Definitely not
- Probably not
- Probably yes
- Definitely yes
- Prefer not to answer
- Don't know

T1H

Looking ahead, how likely are you to do any of the following in the next three months.

- a) try vaping [ASK ONLY IF T1D = "I have never tried vaping"]
- b) continue to vape [ASK ONLY IF T1D = "I vape occasionally" or "I vape daily"]
- c) seek out information about the health risks of vaping [ASK ALL]

Definitely not

Probably not

Probably yes

Definitely yes

Prefer not to answer

Don't know

T1I

- Do you think there are risks to vaping?
- Yes

- No

T1I_2 [Ask if T1I=Yes]

- What do you think the risks of vaping are?
- Specify

T1J:

Here are some ads that have recently been broadcast on various media. Click here to watch.

[INSERT VIDEO, PRINT AND RADIO ADS]]

30-second Video

English: <https://youtu.be/mGaDhpXHWrQ>

See Print ads at the end.

[CLICK TO GO TO THE NEXT PAGE]

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

- yes
- no => GO TO T1L

T1K:

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter

- YouTube
 - Instagram
 - LinkedIn
 - Snapchat
 - Spotify
 - shopping malls
 - Other, specify _____
-

T1L: (ASK ALL)

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

T1M: (ASK ALL)

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

RANDOMIZE STATEMENTS

1-Strongly Disagree 2 3 4 5- Strongly Agree

These ads catch my attention

These ads are relevant to me

These ads are difficult to follow These ads do not favour one political party over another

These ads talk about an important topic

These ads provide new information

These ads clearly convey that the Government of Canada is committed to protecting youth from the harms and risks associated with vaping product use.

T1N [ASK IF T1J = YES]

Did you do any of the following as a result of seeing any of these the ad(s)?

- Visited the Canada.ca/vaping-info website
- Talked about vaping with a friend or family member
- Talked about vaping with a health professional (i.e., doctor, nurse, etc.)
- Talked about vaping with a teacher, coach, and/or guidance counsellor
- Shared the information (by e-mail or on social media)
- Decided not to try vaping
- Decided to stop vaping
- Looked for vaping information online

- Other, specify _____
- I didn't do anything as a result of seeing the ad

DEMOGRAPHIC QUESTIONS

D1:

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

SELECT ONE ONLY

- a student attending school full-time [NOTE PROGRAM: ALWAYS SHOW FIRST]
 - working full-time (30 or more hours per week)
 - working part-time (less than 30 hours per week)
 - self-employed
 - unemployed, but looking for work
 - retired
 - not in the workforce (Full-time homemaker or unemployed but not looking for work)
 - other employment status
-

D2:

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

SELECT ONE ONLY

- some high school or less
 - high school diploma or equivalent
 - registered Apprenticeship or other trades certificate or diploma
 - college, CEGEP or other non-university certificate or diploma
 - university certificate, diploma or bachelor's degree
-
-

D4:

How much money do you usually get each week to spend on yourself or to save? Please include all money from allowances and jobs like babysitting, delivering papers, or anything else.

- Zero
 - \$1 to \$10
 - \$11 to \$20
 - \$21 to \$40
 - \$41 to \$60
 - \$61 to \$80
 - \$81 to \$100
 - More than \$100
-

D5:

Where were you born?

- born in Canada
- born outside Canada

Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 2001-2019

D6b:

Do you identify as...[select all that apply]

- An Indigenous person (First Nation, Métis or Inuit)?
 - A member of a visible ethno-cultural group?
 - Part of the LGBTQ2 community?
 - None of the above
 - Prefer not to answer.
-

D7:

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

SELECT UP TO TWO

- English
- French
- Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Health Canada]. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

Figure 1. Print Ad English



Figure 2. Print Ad French



Figure 3. Print Ad Bilingual

