



Health
Canada

Santé
Canada

ADVERTISING EVALUATION OF YOUTH VAPING PREVENTION CAMPAIGN - POST ACET

Executive Summary

Submitted to Health Canada
Contract Number: HT372-192483/001/CY

Prepared By: Leger Marketing Inc.

Ce rapport est également disponible en français.

Contract value: \$35,171.25

Award date: 04/06/2019

Delivery date: 17/07/2019

Registration number: POR 014-19

For more information on this report, please contact hc.cpab.por-rop.dgcap.sc@canada.ca

Leger Marketing Inc.
507 Place d'Armes, Suite 700
Montréal, Quebec
H2Y 2W8
Telephone: 514-982-2464
Fax.: 514-987-1960

ADVERTISING EVALUATION OF YOUTH VAPING PREVENTION CAMPAIGN – POST ACET

Executive Summary

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.

Cette publication est aussi disponible en français sous le titre : Évaluation de la Campagne de prévention du vapotage auprès des jeunes – post OECF

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Health Canada. For more information on this report, please contact Health Canada at hc.cpab.por-rop.dgcap.sc@canada.ca or at:

Health Canada, CPAB
200 Eglantine Driveway, Tunney's Pasture
Jeanne Mance Building, AL 1915C
Ottawa, Ontario K1A 0K9

Catalogue Number:

H21-315/2019E-PDF

International Standard Book Number (ISBN):

978-0-660-31960-5

Related publications (registration number: POR 014-19):

Catalogue Number: H21-315/2019F-PDF (Final Report, French)

ISBN 978-0-660-31961-2

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:



Christian Bourque
Executive Vice President and Associate
Leger Marketing Inc.
507 Place d'Armes, Suite 700
Montréal, Quebec
H2Y 2W8
cbourque@leger360.com