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2018 Childhood Vaccination Campaign - Advertising Campaign Evaluation Tool (ACET)

Methodological Report

Prepared for Health Canada

Registration number: POR 105-17

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Mike Colledge
President
Ipsos Public Affairs



2018 Childhood Vaccination Campaign - Advertising Campaign Evaluation Tool (ACET) Methodological Report

Prepared for Public Health Agency of Canada
Supplier name: Ipsos Public Affairs
February 2019

This public opinion research report presents the results of baseline and post-campaign ACET online surveys conducted by Ipsos Public Affairs on behalf of Public Health Agency of Canada. The research study was conducted with 1603 “vaccine-hesitant” Canadians aged 18 and over in total, 881 in the baseline survey and 722 in the post-campaign survey. The research focused on three groups of vaccine hesitant Canadians – parents of children aged 6 and under, women who are currently pregnant and women who are planning to become pregnant in the next 12 months. The baseline survey was conducted between March 8th and 25th, 2018 and the post-campaign was conducted between December 10th, 2018 and January 11th, 2019.

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Executive Summary

1. Background

1.1 Summary Statement

The research consisted of quantitative online surveys, a baseline and a post-campaign survey with a sample of vaccine-hesitant Canadians aged 18 and over. Vaccine-hesitant was defined as those who vaccinate late or selectively, and acceptors who have doubts about their decision. The research focused on three groups of vaccine hesitant Canadians – parents of children aged 6 and under, women who are currently pregnant and women who are planning to become pregnant in the next 12 months. In total, n=881 online surveys were conducted in the baseline and n=722 in the post-campaign survey. Below is a breakdown of the three groups for each survey:

	Baseline Survey	Post-Campaign Survey
Total	881	722
Parents of children 6 and under	688	611
Women, currently pregnant	52	24
Women, planning pregnancy in next 12 months	141	87

The surveys were conducted in English and French with the pre-campaign taking place between March 8th and 25th, 2018 and the post-campaign survey taking place between December 10, 2018 and January 11, 2019.

As these surveys were not among the general population, and the true proportions of vaccine-hesitant Canadians is unknown, weighting was not employed for either survey.

Ipsos programmed, hosted and provided sample management services only, while the Public Health Agency of Canada provided the online survey. Ipsos was responsible for data collection and data storage in Canada, data processing, and data weighting. The total contract value of this research was \$49,941.48 including HST.

2. Purpose of the Research

2.1 Research Objectives

The purpose of this research is to assess the effectiveness of the advertising campaign on the vaccine hesitant targets. Specific research objectives included:

- Determine awareness of the advertisements associated with the campaign
- Determine where the ads have been seen
- Assess recall of specific elements of the campaign
- Identify attitudinal changes and actions taken because of the advertising campaign.

The research may also be used to uncover what attitudinal changes the Public Health Agency of Canada may need to continue to work to change in order increase vaccination rates among this target group.



Appendices

Participant Recruitment

Sample Source

The Ipsos i-Say panel is the primary source for recruiting respondents. Where necessary, a supplemental sample from third party vendor panels is also used as a source. The Ipsos i-Say online panel is a diversely-sourced and actively maintained panel of over 200,000 Canadian adults. Utilizing this panel allows us to confidently build online samples based on known population characteristics like the ones available through Census data. Invitations to participate in each survey are adjusted to reflect the most recent Current Population Data provided by Statistics Canada.

Online panel participants are recruited and screened using rigorous double and triple opt-in checks¹ to ensure that respondents want to receive contact such as invitations to participate in research surveys. Ipsos i-Say panel Terms and Conditions of Membership details the respondents' rights to, at any time, for any reason ask to be removed from the panel and stop receiving emails from Ipsos and its clients.

Panel recruitment consists of the following steps:

- Various “wide net” methodologies (e.g., email campaigns, affiliate networks, banner ads, text ads, search engine, co-registration, offline-to-online, specialized websites); and,
- Customized incentives and materials for recruiting special targets such as mothers of babies, age group 55+, etc.

It is important to note that any panel – no matter how well recruited – does not enable random selection in the sense that not all members of the public are apt to join a panel. This applies to panels recruited through online approaches as well as panels recruited via traditional telephone Random Digit Dialing.

Rigorous panel maintenance procedures mean only those participants who actively participate in online surveys, at least once every six months, are included. Participants can choose whether to enter a survey or not. While participating in a survey, the respondent can simply exit the survey by closing the survey Internet browser window at any time without submitting their responses if they no longer want to participate.

In order to capture responses from low incidence individuals, such as vaccine-hesitant women who are currently pregnant, we use what is called a Webcruiser on our iSay Panel. A Webcruiser asks a set number of questions to our entire panel and typically takes approximately three weeks to complete. Panelists who meet the criteria we are looking for are then flagged and can be contacted for further research.

¹ The Ipsos online panel is recruited utilizing a double and triple opt-in screening process to ensure maximum return from an engaged and representative audience. After the initial opt-in to the Ipsos online panel, respondents are sent a second and third email to confirm they want to join our panel.

Incentives

To ensure a high participation rate from our panelists, the i-Say panel provides a number of innovative incentive programs. Ipsos' i-Say online panel participants are incentivized through a points program whereby respondents collect points that can be redeemed for rewards of their choice from a collection of products from online retailers such as gift cards and prizes. Each incentive is tailored to the specific requirements of each survey, depending on the length of the survey, the subject matter of the study, and the time required to complete a minimum number of interviews.

Sample Details

Details Related to Target Population

A sampling frame was devised to reach n=700 vaccine parents of children 6 and under (with a skew toward women), n=150 vaccine-hesitant women who are currently pregnant and n=150 vaccine hesitant women who are planning to become pregnant in the next 12 months. In order to qualify, respondents had to be aged 18 and over, and fall into one of these three vaccine-hesitant groups. Due to the difficulty of reaching these low incidence groups, these sample quotas were not met. As mentioned, as the true proportions of vaccine-hesitant Canadians is unknown, we did not put hard quotas on age or region, but instead used loose quotas in order to ensure we reached Canadians across the country.

Description of Sample Frame

The Ipsos i-Say online panel consists of over 200,000 Canadian adults recruited through diverse sources and is constantly refreshed. Background data gathered when respondents join the panel allows us to finely target respondents on the basis of key criteria such as region (national samples are typically divided into over 40 submarkets nationwide ensuring accurate distributions within provinces), age, and gender. The results of quota based sampling against these criteria allow us to construct samples that are reflective of Canadian population characteristics. In this instance, sampling quotas were set according to the respondents' region, gender, and age to match a target profile based on Census 2016 data. This serves to underpin the representativeness of the survey results.

All sample surveys and polls may be subject to sources of error, including, but not limited to coverage error and measurement error. Traditional margins of error don't apply to online panel-based samples of general public audiences as the traditional margin of error calculation assumes that the sample measured is a probability sample. As there is no way to measure the probability that any given member of the public may join or be a part of an online panel, these samples are inherently non-probabilistic.

Non-Response Analysis: There exists within the current sample the possibility of non-response bias. In particular, this survey would not include members of the population who do not have access to the Internet or who are not capable of responding to a survey in either English or French.

Extrapolation: The table below shows the unweighted sample size and proportions by vaccine hesitant sub-group, as well as geographical and demographic distribution of the sample.

	Baseline Survey		Post-Campaign Survey	
	Sample Size	Sample Proportions	Sample Size	Sample Proportions
Total	881	100%	722	100%
Vaccine-Hesitant Sub-Group				
Parents of children 6 and under	688	78%	611	85%
Women, currently pregnant	52	6%	24	3%
Women, planning pregnancy in next 12 months	141	16%	87	12%
Region				
British Columbia	99	11%	72	10%
Alberta	100	11%	78	11%
Saskatchewan	30	3%	17	2%
Manitoba	27	3%	23	3%
Ontario	342	39%	274	38%
Quebec	229	26%	218	30%
Newfoundland and Labrador	8	1%	6	1%
Prince Edward Island	6	1%	5	1%
Nova Scotia	20	2%	10	1%
New Brunswick	20	2%	19	3%
Gender				
Male	145	16%	118	16%
Female	736	84%	604	84%
Age				
18-24	80	9%	32	4%
25-34	409	46%	307	43%
35-39	227	26%	221	31%
40-45	112	14%	123	17%
46+	53	5%	39%	5%

Case Dispositions

The following table provides the response dispositions and response rate calculation, as per the MRIA's empirical method of calculating response rates for online surveys.

Calculation for Data Collection ²	Baseline Survey	Post-Campaign Survey
Total Email Invitations Issued	33,355	31,666
Unresolved (U) (no response)	23,050	26,761
In-scope - non-responding (IS) - Qualified respondent break-off (incomplete)	330	128
In-scope - Responding units (R)	9,975	4,777
Over quota	340	29
Other disqualified	8,754	4,061
Completed Interviews	881	722
Response Rate = R/(U+IS+R)	29.9%	15%

Sampling is carried out via a proprietary sampling application that allows us to construct complex samples based on the target and screening requirements. To develop the survey sample and minimize non-response, we use a large and diversely sourced panel. In addition, we have the capability of broadening the sample frame further through the inclusion of other actively managed panel resources as needed to ensure the sample requirements are met among the hardest-to-reach audiences (such as younger males).

This drop in response rate is likely largely due to the field period being over the Christmas holidays.

² 'Unresolved (U)' indicates no response received to email invitation; 'In-scope - non-responding (IS)' indicates qualified respondents who started but did not complete the survey (incomplete); 'In-scope – responding units (R)' indicates qualified respondents who started the survey but were disqualified as over-quota or disqualified for other reasons. Valid completes are counted as 'Completed interviews'.



Survey Instrument

Baseline Survey

YEAR/MONTH. What is your date of birth?

- YEAR
- _1910 1910
- ...
- _2015 2015
- MONTH
- _1 January
- _2 February
- _3 March
- _4 April
- _5 May
- _6 June
- _7 July
- _8 August
- _9 September
- _10 October
- _11 November
- _12 December

RESP_GENDER_ca. What is your sex?

- _1 Male
- _2 Female

Country10 (hidden question) . In which country do you live?

QMktSize_CA. REQUIRED What is your postal code? (example: A8A8A8)

SCREENER QUESTION TO IDENTIFY IF HAVE CHILDREN UNDER AGE 7 (SKEW FEMALE 70%)

S1. Are you the parent or legal guardian of a child age 6 years old or younger?

Yes (please enter number of children) **[NUMERIC TEXT BOX]**

No

[IF MALE AND S1=NO, TERMINATE]

S2. Please enter the age of your child(ren) below. If your child is under 1 years old, please enter 0

Child 1 **[NUMERIC TEXT BOX, RANGE 0-6]**

Child 2 **[NUMERIC TEXT BOX, RANGE 0-6]**

[INSERT CHILD BOXES FOR NUMBER OF CHILDREN AT S1, CHILD 1, CHILD 2, CHILD 3, ETC.]

SCREENER QUESTIONS TO IDENTIFY IF PREGNANT OR THINKING OF GETTING PREGNANT IN NEXT 12 MONTHS

[IF FEMALE AND S1=NO, ASK S3]

S3. Are you currently pregnant?

Yes

No

[ASK S4 IF S3=NO]

S4. Are you expecting to become pregnant within the next 12 months?

Yes

No

[IF NO TO BOTH S3 AND S4 TERMINATE]

S5. Which of the following statements most accurately reflects your views on vaccines for your child(ren)?

I (will) accept all recommended vaccines and have no doubts or concerns **[THANK AND TERMINATE]**

I (will) accept all recommended vaccines but have doubts and concerns

I (will or have) refuse(d) or delay(ed) getting some vaccines

I have not decided yet about plans for vaccinating my child

I will or have refuse(d) all recommended vaccines **[THANK AND TERMINATE]**

Don't know/ **[THANK AND TERMINATE]**

GROUPING

RESPONDENTS SHOULD ONLY COUNT IN ONE GROUP

1. Vaccine Hesitant Parents – S1=YES AND S5=2-4
2. Pregnant and Vaccine Hesitant – S3=YES AND S5=2-4.
3. Planning Pregnancy and Vaccine Hesitant – S4=YES AND S5=2-4

[MQB]

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

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 10 minutes to complete and is registered with the Marketing Research and Intelligence Association (MRIA).

CORE QUESTIONS

[ASK ALL]

Q1. Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

Yes

No

[IF Q1=NO, SKIP TO T1A, IF YES, CONTINUE]

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?

[RANDOMIZE]

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

Other **[SPECIFY][ANCHOR]**



Q3. What do you remember about this ad?

[OPEN END]

Q4. How did you know that it was an ad from the Government of Canada?

[OPEN END]

CAMPAIGN SPECIFIC QUESTIONS

[ASK ALL]

T1A. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about routine childhood vaccinations?

Recommended childhood immunizations include routine vaccines to prevent tetanus, diphtheria, pertussis (whooping cough), polio and measles, mumps, rubella (MMR) as well as haemophilus influenza type B (Hib). They also include recommended vaccines to prevent chicken pox (varicella), but do not include vaccines you get to prevent flu or in advance of travelling.

Yes

No

[IF T1A= NO, SKIP TO T1D, IF YES, CONTINUE]

T1B. Where have you seen, read or heard this Government of Canada ad about childhood vaccination?

[RANDOMIZE]

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

Other **[SPECIFY][ANCHOR]**

T1C. What do you remember about this ad?

[OPEN END]

[ASK ALL]

T1D. On a scale of 1 to 5 where 1 is not at all, 5 is completely, and the midpoint 3 is moderately, how much do you trust recommended childhood vaccinations?

- 1 Not at all
- 2
- 3 Moderately
- 4
- 5 Completely
- Don't know/no response

T1E. In the past 12 months, have you looked for information about childhood vaccinations?

- Yes
- No
- Don't recall
- Don't know

T1F. How much do you agree or disagree with each of the following statements, in general...

[COLUMNS]

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know
- Prefer not to answer

[ROWS, RANDOMIZE]

- Childhood vaccines are safe.
- Childhood vaccines are effective.
- Childhood vaccines are important for your child's health.

DEMOGRAPHICS

D1. Which of the following categories describes your employment status? Are you...Select one 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
- A student attending school full-time
- Retired
- Stay at home (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

- Grade 8 or less
- Some high school
- High school diploma or equivalent
- Registered Apprenticeship or other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Postgraduate degree above bachelor's level

D3. Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

- Under \$20,000
- Between \$20,000 and \$40,000
- Between \$40,000 and \$60,000
- Between \$60,000 and \$80,000
- Between \$80,000 and \$100,000
- Between \$100,000 and \$150,000
- \$150,000 and above
- Prefer not to say

D4. Were you born in Canada?

- Born in Canada
- Born outside of Canada, specify the country **[SPECIFY]**

[ASK D5 IF D4=BORN OUTSIDE]

D5. In what year did you first move to Canada?

[NUMERIC TEXT BOX, 4 DIGITS, "YYYY" UNDERNEATH, RANGE: 1900 – 2018]

D6. What is the language you first learned at home as a child and still understand?



English
French
Other language **[SPECIFY]**

That concludes the survey. This survey was conducted on behalf of the Public Health Agency of 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.

Post-Campaign Survey

YEAR/MONTH. What is your date of birth?

- YEAR
- _1910 1910
- ...
- _2015 2015
- MONTH
- _1 January
- _2 February
- _3 March
- _4 April
- _5 May
- _6 June
- _7 July
- _8 August
- _9 September
- _10 October
- _11 November
- _12 December

RESP_GENDER_ca. What is your sex?

- _1 Male
- _2 Female

Country10 (hidden question) . In which country do you live?

QMktSize_CA. REQUIRED What is your postal code? (example: A8A8A8)

SCREENER QUESTION TO IDENTIFY IF HAVE CHILDREN UNDER AGE 7 (SKEW FEMALE 70%)

S1. Are you the parent or legal guardian of a child age 6 years old or younger?

Yes (please enter number of children) **[NUMERIC TEXT BOX]**

No

[IF MALE AND S1=NO, TERMINATE]

S2. Please enter the age of your child(ren) below. If your child is under 1 years old, please enter 0

Child 1 [NUMERIC TEXT BOX, RANGE 0-6]

Child 2 [NUMERIC TEXT BOX, RANGE 0-6]

[INSERT CHILD BOXES FOR NUMBER OF CHILDREN AT S1, CHILD 1, CHILD 2, CHILD 3, ETC.]

SCREENER QUESTIONS TO IDENTIFY IF PREGNANT OR THINKING OF GETTING PREGNANT IN NEXT 12 MONTHS

[IF FEMALE AND S1=NO, ASK S3]

S3. Are you currently pregnant?

Yes

No

[ASK S4 IF S3=NO]

S4. Are you expecting to become pregnant within the next 12 months?

Yes

No

[IF NO TO BOTH S3 AND S4 TERMINATE]

S5. Which of the following statements most accurately reflects your views on vaccines for your child(ren)?

I (will) accept all recommended vaccines and have no doubts or concerns [THANK AND TERMINATE]

I (will) accept all recommended vaccines but have doubts and concerns

I (will or have) refuse(d) or delay(ed) getting some vaccines

I have not decided yet about plans for vaccinating my child

I will or have refuse(d) all recommended vaccines [THANK AND TERMINATE]

Don't know/ [THANK AND TERMINATE]

GROUPING

RESPONDENTS SHOULD ONLY COUNT IN ONE GROUP

4. Vaccine Hesitant Parents – S1=YES AND S5=2-4
5. Pregnant and Vaccine Hesitant – S3=YES AND S5=2-4.
6. Planning Pregnancy and Vaccine Hesitant – S4=YES AND S5=2-4

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

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 10 minutes to complete.

CORE QUESTIONS

[MQB]

ASK ALL RESPONDENTS

Q1:

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

- yes
- no

[IF YES, CONTINUE, IF NO, SKIP 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?

RANDOMIZE, ANCHOR OTHER, 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
- Poster in medical clinics/establishments
- Mobile app
- 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 routine childhood vaccinations?

Recommended childhood immunizations include routine vaccines to prevent tetanus, diphtheria, pertussis (whooping cough), polio and measles, mumps, rubella (MMR) as well as haemophilus influenza type B (Hib). They also include recommended vaccines to prevent chicken pox (varicella), but do not include vaccines you get to prevent flu or in advance of travelling.

- Yes
- No

[IF YES, CONTINUE, IF NO, SKIP TO T1D]

T1B:

Where have you seen, read or heard this ad about routine childhood vaccinations?

RANDOMIZE, ANCHOR OTHER, 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
- Poster in medical clinics/establishments
- Mobile app
- Other, specify _____

T1C:

What do you remember about this ad?



ASK ALL RESPONDENTS

T1D:

On a scale of 1 to 5 where 1 is not at all, 5 is completely, and the midpoint 3 is moderately, how much do you trust recommended childhood vaccinations?

- 1 Not at all
- 2
- 3 Moderately
- 4
- 5 Completely
- Don't know

T1E:

In the past 12 months, have you looked for information about childhood vaccinations?

- Yes
- No
- Don't recall
- Don't know

T1F:

How much do you agree or disagree with each of the following statements, in general...

[COLUMNS]

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know
- Prefer not to answer

[ROWS, RANDOMIZE]

- Childhood vaccines are safe.
 - Childhood vaccines are effective.
 - Childhood vaccines are important for your child's health.
-



T1H:

Here are some ads that have recently been broadcast on various media. Please make sure your sound is on and click next to see the ads.

[INSERT VIDEO, OOH AND DIGITAL ADS]

[CLICK TO GO TO THE NEXT PAGE]

Over the past few months, have you seen, read or heard any of these ads?

- yes
- no

[IF YES, CONTINUE, IF NO, SKIP TO T1J]

T1I:

Where have you seen, read or heard these ads?

RANDOMIZE, ANCHOR OTHER, 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
- Poster in medical clinics/establishments
- Mobile app
- Other, specify _____

T1J:

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

T1K:

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Public Health Agency of Canada Childhood Vaccination Campaign ACET (2018) – Executive Summary

These ads does not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the Government of Canada can provide answers to parents with questions on vaccination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads made me more likely to think that childhood vaccination is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads made me feel more comfortable about childhood vaccination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[ASK IF T1H=YES]

T1L:

Did you do any of the following as a result of seeing the ad(s)? *Please select all that apply*

- Visited the Canada.ca/ChildhoodVaccines website
- Discussed vaccination with my health professional
- Discussed vaccination with a friend or family member
- Shared the information
- Decided to vaccinate my child
- Looked for vaccination information online
- Thought more about vaccinations for my child(ren)
- 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

- 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
- a student attending school full-time
- 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

- grade 8 or less
- some high school
- high school diploma or equivalent
- registered Apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D3:

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

- under \$20,000
- between \$20,000 and \$40,000
- between \$40,000 and \$60,000
- between \$60,000 and \$80,000
- between \$80,000 and \$100,000
- between \$100,000 and \$150,000
- \$150,000 and above
- prefer not to say



D4:

Where were you born?

- born in Canada
- born outside Canada

→ Specify the country:

ASK IF D4=BORN OUTSIDE CANADA

D5:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2016

D6:

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 the Public Health Agency of 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.
