COVID Alert App Campaign – Post ACET

Final Report

Ce rapport est aussi disponible en français.

COVID ALERT APP CAMPAIGN – POST ACET

Prepared for Health Canada

Supplier name: Kantar

March 2021

Health Canada commissioned Kantar to conduct a public opinion research survey to evaluate the advertising components of the COVID Alert App Campaign.

Cette publication est aussi disponible en français sous le titre: Évaluation de la campagne publicitaire de l'application Alerte COVID - Post OECP

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1. Executive Summary

1.1 Research Purpose and Objectives

1.1.1 Campaign Objectives

Part of Canada's national response to the COVID-19 pandemic included the launch of a new nation-wide mobile COVID alert app, which was made available as a free download for Canadians on July 31, 2020. This important initiative assists in the public health effort to limit the spread of COVID-19 and isolate those with possible exposure more quickly through the issuance of unique, one-time-key (OTK) codes to people who test positive for COVID-19.

To encourage uptake of the COVID Alert app among Canadians and limit the spread of COVID-19, Health Canada developed the COVID Alert App Campaign. The campaign also informs Canadians about the importance of inputting their own OTK code if they test positive for COVID-19.

As each province and territory launched the app, a geo-targeted campaign was deployed to announce the app's launch and to encourage Canadians to download it. The first ad campaign launched in Ontario on July 31, 2020 and was subsequently launched in other provinces and territories. Each advertising flight lasted for six weeks, with the exception of a nine-week flight in Quebec, and a two-week flight in the Northwest Territories. Second advertising flights were launched in Ontario and New Brunswick when case counts increased.

Once most provinces and territories onboarded the app, the geo-targeted campaign was replaced by a national COVID Alert campaign in December 2020. The national campaign aimed to inform Canadians about the existence of the COVID Alert app and explain how the app is integral in breaking the chain of infections. As such, Health Canada needed to conduct a survey towards the end of the geo-targeting campaign and national campaigns to evaluate the advertising components of the COVID Alert App Campaign.

1.1.2 Research Objectives

The research was designed to address the following objectives:

- Determine if the target audience recalled campaign advertisements
- Determine where the ads have been seen
- Determine recall of key messages of the campaign
- Measure recall of national and provincial campaign elements
- Determine awareness of who was responsible for creating the ads
- Identify attitudinal changes as a result of the advertising campaign
- Identify if the ads compelled behavioural change, including whether viewers sought more information about the app or downloaded the app
- Evaluate the advertising components of the COVID Alert App National and Provincial Campaigns.

1.2 Summary of Methodology

1.2.1 Survey

An online survey was conducted among 2,000 Canadians, aged 18 years and older, 90% of whom owned next generation smartphones (iOS 13.5 and newer or Android 6.0 and newer).

Part one of the questionnaire included the National campaign and was shown to respondents across all provinces. Part two of the questionnaire included Provincial campaign materials and was shown to Ontario, New Brunswick, and Quebec, respondents only. The overall average survey length was 13 minutes.

A pre-test consisting of 10 completed English interviews and 10 completed French interviews was undertaken on January 19, 2021. No changes were made to the questionnaire. As a result, these interviews included in the final data set. The survey was in field from January 20 to February 4, 2021.

1.2.2 Sampling

A nationally representative sample of Canadians aged 18 years and older was drawn to achieve 2,000 completions. The sample was regionally stratified to ensure the following regional quotas were met.

Table 1.1.1.a: Survey quotas

Region	Quotas	Actual Completes
British Columbia & Yukon	266	255
Prairies, Nunavut and NWT	371	368
Ontario	766	781
Quebec	464	460
Atlantic	133	136
TOTAL	2000	2000

All sample was obtained from Kantar's proprietary online panel. Respondents for this survey were selected from among those who have registered to participate on the panel and as such is a non-probability sample. The results of such surveys cannot be described as statistically projectable to the target population.

1.2.3 Weighting

Weighting adjustments (age, gender and region) were applied to the final edited, clean data to ensure that the data were representative of the population of Canada based on the 2016 Census.

1.2.4 Non-response Bias

As this survey was conducted online using a panel, margin of error cannot be calculated as it is non-probability sample.

1.2.5 Completion Rate

The overall completion rate achieved for the survey was 8.10%.

1.3 Contract Value

The total contract value for the project was **$59,312.29** including applicable taxes.

1.4 Statement of Political Neutrality

I hereby certify as a representative of Kantar that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Tanya Whitehead

Kantar

Senior Director, Public Practice Leader

2. Foreword

2.1 Background and Objectives

Part of Canada's national response to the COVID-19 pandemic included the launch of a new nation-wide mobile COVID alert app, which was made available as a free download for Canadians on July 31, 2020. This important initiative assists in the public health effort to limit the spread of COVID-19 and isolate those with possible exposure more quickly through the issuance of unique, one-time-key (OTK) codes to people who test positive for COVID-19.

To encourage uptake of the COVID Alert app among Canadians and limit the spread of COVID-19, Health Canada developed the COVID Alert App Campaign. The campaign also informs Canadians about the importance of inputting their own OTK code if they test positive for COVID-19.

As each province and territory launched the app, a geo-targeted campaign was deployed to announce the app's launch and to encourage Canadians to download it. The first ad campaign launched in Ontario on July 31, 2020 and was subsequently launched in other provinces and territories. Each advertising flight lasted for six weeks, with the exception of a nine-week flight in Quebec, and a two-week flight in the Northwest Territories. Second advertising flights were launched in Ontario and New Brunswick when case counts increased. A second flight took place in Ontario between October 28 and November 22, 2020.

Once most provinces and territories onboarded the app, the geo-targeted campaign was replaced by a national COVID Alert campaign in December 2020. The national campaign aimed to inform Canadians about the existence of the COVID Alert app and explain how the app is integral in breaking the chain of infections. As such, Health Canada needed to conduct a survey towards the end of the geo-targeting campaign and at the launch of the national campaign to evaluate the advertising components of the COVID Alert App Campaign.

2.1.1 Research Objectives

The research was designed to address the following objectives:

- Determine if the target audience recalled campaign advertisements
- Determine where the ads have been seen
- Determine recall of key messages of the campaign
- Measure recall of national and provincial campaign elements
- Determine awareness of who was responsible for creating the ads
- Identify attitudinal changes as a result of the advertising campaign
- Identify if the ads compelled behavioural change, including whether viewers sought more information about the app or downloaded the app
- Evaluate the advertising components of the COVID Alert App National and Provincial Campaigns.

2.2 Methodological Overview

A 13-minute online survey was conducted with a national sample of 2,000 Canadians 18 years of age or older. The standardized Government of Canada ACET online questionnaire was used as the baselines, with some questions added that were specific to COVID-19.

2.2.1 Survey

An online survey was conducted among 2,000 Canadians, aged 18 years and older, 90% of whom owned next generation smartphones (iOS 13.5 and newer or Android 6.0 and newer).

Part one of the questionnaire included the National campaign and was shown to respondents across all provinces. Part two of the questionnaire included Provincial campaign materials and was shown to Ontario, New Brunswick, and Quebec, respondents only. The overall average survey length was 13 minutes.

A pre-test consisting of 10 completed English interviews and 10 completed French interviews was undertaken on January 19, 2021. No changes were made to the questionnaire. As a result, these interviews included in the final data set. The survey was in field from January 20 to February 4, 2021.

2.2.2 Sampling

A nationally representative sample of Canadians aged 18 years and older was drawn to achieve 2,000 completions. The sample was regionally stratified to ensure the following regional quotas were met.

Table 2.2.2.a: Survey quotas

Region	Quotas
British Columbia & Yukon	266
Prairies, Nunavut and NWT	371
Ontario	766
Quebec	464
Atlantic	133
TOTAL	2000

All sample was obtained from Kantar's proprietary partner panel, Lightspeed (now operating under the Profiles name). LSR's panel has nearly 100,000 panelists located across Canada representing every region. The panel includes Canadians who have opted-in to participate in online surveys. Panelists who qualify for the survey and complete all questions are compensated for their participation with a points-based incentive of their choice (Hudson's Bay Rewards, Aeroplan points, etc.). As per PSPC requirements, panelists that had participated in a Government of Canada survey or other similar surveys within the past 30 days were excluded from the research.

Given that respondents for this survey were selected from among those who had registered to participate in online surveys, this is a non-probability sample. The results of such surveys cannot be described as statistically projectable to the target population.

2.2.3 Survey Administration

An online survey was conducted using computer assisted web interviewing (CAWI) technology. CAWI ensured the interview flowed as it should with pre-programmed skip patterns. It also controlled responses to ensure appropriate ranges and data validity.

Surveys were conducted in English or French as chosen by the respondent. The survey was in field from January 20 to February 4, 2021. In total 2,000 surveys were completed. The median survey length was 13 minutes with the shortest being 5 minutes and the longest being 57 minutes (outliers removed).

All participants were informed of the general purpose of the research. They were also informed of the sponsor and the supplier and that all of their responses would be confidential.

2.2.4 Weighting

Weighting adjustments (age, gender and region) were applied to the final edited, clean data to ensure that the data were representative of the population of Canada based on the 2016 Census. The following is the breakdown of actual and weighted completions.

Table 2.2.4.a: National Actual (Unweighted)

Target	Region					
	Total	Atlantic	Quebec	Ontario	Prairies/ NWT/ Nunavut	BC/Yukon
Base=Actual	2000	136	460	781	368	255
Females 18-34	280	21	42	121	63	33
Females 35-54	338	19	70	124	66	59
Females 55+	379	20	97	148	73	41
Males 18-34	273	22	35	129	47	40
Males 35-54	340	20	85	129	62	44
Males 55+	380	32	128	125	57	38
Gender Diverse 18+	10	2	3	5	-	-

Table 2.2.4.b: National Actual (Weighted)

Target	Region					
	Total	Atlantic	Quebec	Ontario	Prairies/ NWT/ Nunavut	BC/Yukon
Base=Weighted	2000	132	454	777	357	279

Females 18-34	269	13	56	109	53	38
Females 35-54	328	24	72	126	60	45
Females 55+	409	29	99	158	65	58
Males 18-34	293	16	59	117	59	42
Males 35-54	323	20	74	123	62	43
Males 55+	369	28	90	140	59	53
Gender Diverse 18+	10	1	4	5	-	-

2.2.5   Non-response Bias

As with all samples, there is a possibility of non-response bias. In particular, this survey does not include members of the population who do not have access to the Internet (either via a personal computer or mobile device) or who are unable to respond in either English or French. In addition, some groups within the population are systemically less likely to answer surveys. To address the issue of response bias, data were weighted to be representative of the Canadian population 18+ using 2016 Census data. Complete weighting details can be found in the preceding section.

2.2.6   Completion Rate

A total of 31,997 invitations were sent, of which n=2,000 completed the survey. The overall completion rate achieved for the online study was 8.10%. The following table outlines the sample disposition and response rate.

Table 2.2.6: Completion Rate

Metric	
Total Invitations Sent	24631
Contacts	3833
Completes	2000
Break Offs	374
Over Quota	885
Non-Qualifiers	574
Incidence Rate	78%
Participation Rate	8.1%

Tabulated Data

Detailed tables are included under separate cover.

Appendix B: Survey Instrument

B001 - SCR: SCREENING	Begin block

Q001 - INTRO_LANG: INTRO AND LANGUAGE — Single coded

Not back

Préféreriez-vous répondre à ce questionnaire en anglais ou en français
Would you prefer to complete the survey in English or French?

Normal

1	English
2	Français

Q002 - OPT: OPT IN ^No Table^ — Single coded

Not back

Part of this research involves hearing about an advertising campaign related to the COVID Alert app. Do you agree to participate in this research? The survey will take about 10 minutes to complete.

Normal

1	Yes	
2	No	➔ GO TO SCREEN OUT

Q048 - PRIV_DISP: PRIVACY DISPLAY — Text

Not back

Your participation is voluntary and your responses will be kept entirely confidential.
When you are ready to answer the survey, click on the following button to access the questionnaire.

Q049 - INTRO_DISP: INTRO DISPLAY — Text

Not back

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians.
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 Carole Adam at carole.adam@kantar.com .

Scripter notes: HYPERLINK THE FOLLOWING:

AUTHENTICITY LINK:
ENG- https://www.kantar.com/locations/canada/#_=
FRE- https://www.tnscanada.ca/index.html

PRIVACY LINK:
ENG- https://www.tnscanada.ca/privacy-policy.html
FRE- https://tnscanada.ca/politique-de-protection-de-la-vie-privee.html

EMAIL HYPERLINK- carole.adam@kantar.com

Q026 - SOUND_CHECK: SOUND CHECK^No Table^   **Single coded**

Not back

To ensure your audio is working, play this video and select what you **hear**.

Random

1	Dog
2	Rooster
3	Elephant
4	Cat
998	None of the above *Fixed *Exclusive*

> **Scripter notes:** TEMPLATE INCLUDES A RANDOM SELECTION OF AUDIO SOUNDS (CAT, DOG, ELEPHANT, ROOSTER), ANIMALS ARE SHOWN AS LOGOS, TERMINATE IF ANIMAL SELECTION DOES NOT MATCH ANIMAL SOUND, AND LEGO (NO TABLE

Q003 - IND_SCR: INDUSTRY SCREENER^No Table^   **Multi coded**

Not back | Min = 1

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

> sSelect all that apply

Normal

1	A marketing research firm	➔ GO TO SCREEN OUT
2	A magazine or newspaper	➔ GO TO SCREEN OUT
3	An advertising agency or graphic design firm	➔ GO TO SCREEN OUT
4	A political party	➔ GO TO SCREEN OUT
5	A radio or television station	➔ GO TO SCREEN OUT
6	A public relations company	➔ GO TO SCREEN OUT
7	The federal or provincial government	➔ GO TO SCREEN OUT
8	None of these organizations	

Q004 - GEN: GENDER   **Single coded**

Not back

Are you… ?

Normal

1	Male gender
2	Female gender
3	Gender diverse

Q005 - YR_BRN: YEAR BORN^No Table^   Numeric

Not back | Min = 1900 | Max = 2005

In what year were you born?

> **Scripter notes:** ADD A "I prefer not to answer" OPTION

Q006 - AGE: AGE BANDS   Single coded

Not back

Would you be willing to indicate in which of the following age categories you belong?

Normal

1	Under 18	➔ GO TO SCREEN OUT
2	18 to 34	
3	35 to 49	
4	50 to 54	
5	55 to 64	
6	65 or older	
7	Prefer not to answer	➔ GO TO SCREEN OUT

> **Scripter notes:** ASK IF YR_BRN IS "I prefer not to answer". if YR_BRN is answer, autocode here and skip.

Q007 - PROV: PROVINCE   Single coded

Not back

In which province or territory do you live?

Normal

1	Alberta^NET=West (NET)|Prairies (SUBNET)^	
2	British Columbia^NET=West (NET)^	
3	Manitoba^NET=West (NET)|Prairies (SUBNET)^	
4	New Brunswick^NET=Atlantic (NET)^	
5	Newfoundland and Labrador^NET=Atlantic (NET)^	
6	Northwest Territories^NET=West (NET)|Territories (SUBNET)^	
7	Nova Scotia^NET=Atlantic (NET)^	
8	Nunavut^NET=West (NET)|Territories (SUBNET)^	
9	Ontario^NET=Ontario (NET)^	
10	Prince Edward Island^NET=Atlantic (NET)^	
11	Quebec^NET=Quebec (NET)^	
12	Saskatchewan^NET=West (NET)|Prairies (SUBNET)^	
13	Yukon^NET=West (NET)|Territories (SUBNET)^	
14	I prefer not to answer	➔ GO TO SCREEN OUT

Q046 - MOB_OWN: MOBILE OWNERSHIP
Single coded

Not back

Do you own your own smartphone, that is, a mobile phone that performs some functions of a computer, including a touchscreen interface, the ability to access the internet, and the capability to download applications?

Normal

1	Yes, I own a smartphone that was built in 2014 or earlier
2	Yes, I own a smartphone that was built between 2015 and now
3	No, I do not own a smartphone
4	Don't Know

Scripter notes: FOR QUOTAS: AT LEAST 90% MUST ANSWER "Yes, I own a smartphone that was built between 2015 and now" (CODE 2)- CREATE QUOTA VARIABLE

B001 - SCR: SCREENING
End block

B002 - CORE: CORE QUESTIONS
Begin block

Q008 - P6W_AWARE: PAST 6 WEEK AWARENESS
Single coded

Not back

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

Normal

1	Yes
2	No

Q009 - WHERE_SEEN_AD: WHERE AD SEEN ^BASE= THOSE AWARE OF GOVERNMENT AD^ **Multi coded**

Not back | Min = 1

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

Random

1	Cinema
2	Facebook
3	Internet website
4	Magazines
5	Newspaper (daily)
6	Newspaper (weekly or community)
7	Outdoor billboards
8	Pamphlet or brochure in the mail
9	Public transit (bus or subway)
10	Radio
11	Television
12	Twitter
13	YouTube
14	Instagram
15	LinkedIn
16	Snapchat
17	Spotify
18	Shopping mall
19	Digital screens (like in gas stations, convenience stores)
996	Other (specify): *Open *Fixed*

Q010 - AD_REC: AD RECALL^BASE= THOSE AWARE OF GOVERNMENT AD^ **Open**

Not back

What do you remember about this ad?

Q011 - HOW_GOV_AD_REC: HOW RECOGNIZED IT WAS A GOVERNMENT AD ^BASE= THOSE AWARE OF GOVERNMENT AD^   **Open**

Not back

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

| |
| |

B002 - CORE: CORE QUESTIONS   **End block**

B003 - CAMP: CAMPAIGN SECTION   **Begin block**

Q012 - APP_AWARE: APP AWARENESS   **Single coded**

Not back

Over the past six weeks, have you seen, read or heard any Government of Canada advertising about the COVID Alert app?

Normal

| 1 | Yes |
| 2 | No |

Q013 - WHERE_SEEN_APP: WHERE APP SEEN^BASE= THOSE AWARE OF COVID APP AD^   **Multi coded**

Not back | Min = 1

Where have you seen, read or heard this ad about the COVID Alert app?

Select all that apply

Random

1	Cinema
2	Facebook
3	Internet website
4	Magazines
5	Newspaper (daily)
6	Newspaper (weekly or community)
7	Outdoor billboards
8	Pamphlet or brochure in the mail
9	Public transit (bus or subway)
10	Radio
11	Television
12	Twitter
13	YouTube
14	Instagram
15	LinkedIn
16	Snapchat
17	Spotify
18	Shopping mall
19	Digital screens (like in gas stations, convenience stores)
996	Other (specify): *Open *Fixed*

Q014 - APP_REC: APP RECALL^BASE= THOSE AWARE OF COVID APP AD^   **Open**

Not back

What do you remember about this ad?

Q015 - APP_DL: APP DOWNLOADED   **Single coded**

Not back

The following questions are about the COVID Alert app.
Have you downloaded the COVID Alert app?

Normal

1	Yes, I have downloaded the app
2	No, but I plan to download the app
3	No, I will not download the app
4	No, I have never heard of the COVID Alert app

<div style="border:1px solid red; text-align:center; color:red;">Ask only if Q015 - APP_DL,1</div>

Q016 - WHY_APP_DL: WHY APP WAS DOWNLOADED^BASE= THOSE WHO DOWNLOADED COVID APP^   **Multi coded**

Not back | Min = 1

Why did you download the COVID Alert app?

Random

1	To be notified if I may have been exposed to COVID-19
2	Peace of mind
3	To tell others, if I have tested positive for COVID-19
4	I consider it my civic duty
5	To help reduce the spread of COVID-19
6	To support contact tracing efforts
996	Other (specify): *Open *Fixed*

Q017 - WHY_APP_NOT_DL: WHY APP WAS NOT DOWNLOADED^BASE= THOSE THAT WILL NOT DOWNLOAD COVID APP^   **Multi coded**

Not back | Min = 1

Why didn't you download the COVID Alert app?

Please select all that apply.

Random

1	It's too much hassle to install the app
2	Not enough people will install the app so it won't be effective
3	It would have a negative impact on my mental health
4	I don't trust the app/government to handle my data privately
5	I think it is an invasion of privacy
6	I don't want the government to have access to my location data
7	I don't believe I will catch the virus
8	I'm afraid of how people may react if they know I have COVID-19
9	I don't own a smartphone
10	My smartphone is not compatible with the app
11	I don't have a data plan on my phone
12	I don't know how to download the app
13	The app is not functional in my region
996	Other (specify): *Open *Fixed

Q018 - TESTED_POS: TESTED POSITIVE FOR COVID   **Single coded**

Not back

Have you tested positive for COVID-19?

Normal

1	Yes
2	No
998	Prefer not to answer *Fixed *Exclusive

Q019 - CODE_UPLOAD: WHETHER WOULD UPLOAD 8 DIGIT CODE^BASE= THOSE WHO DOWNLOADED COVID APP^   **Single coded**

Not back

If you have tested or were to test positive for COVID-19, would you/did you upload your unique 8-digit code into the app?

Normal

1	Yes
2	No

Q020 - WHY_WOULD_UPLOAD_CODE: REASONS FOR UPLOADING CODE^BASE= THOSE THAT WOULD UPLOAD 8 DIGIT CODE^   **Multi coded**

Not back | Min = 1

Why did/would you upload your unique 8-digit code into the app?

Random

1	To let others know they may have been exposed to COVID-19
996	Other (specify): *Open *Fixed*

Q021 - WHY_NOT_UPLOAD_CODE: REASONS FOR NOT UPLOADING 8 DIGIT CODE^BASE= THOSE THAT WOULD NOT UPLOAD 8 DIGIT CODE^   **Open**

Not back

Why didn't/wouldn't you upload your unique 8-digit code into the app?

Q022 - APP_REMOVED: WHETHER APP REMOVED^BASE= THOSE THAT DOWNLOADED COVID APP^   **Single coded**

Not back

Have you removed the COVID Alert app from your phone?

Normal

1	Yes, I have
2	No, but I am considering it
3	No

Q023 - WHY_APP_REMOVED: REASONS FOR REMOVING APP ^BASE= THOSE THAT REMOVED COVID APP^　　　　**Multi coded**

Not back | Min = 1

Why did you remove the COVID Alert App from your phone?

Random

1	It was too stressful to have it on my phone
2	I had privacy concerns
3	I received too many notifications
4	I did not think it was working because I did not get any notifications
996	Other (specify): *Open *Fixed*

Q024 - WHY_APP_NOT_REMOVED: REASONS FOR NOT REMOVING APP ^BASE= THOSE THAT DID NOT REMOVE COVID APP^　　**Open**

Not back

Why haven't you removed the COVID Alert App from your phone?

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B003 - CAMP: CAMPAIGN SECTION　　　　**End block**

B007 - ADS: AD SECTION　　　　**Begin block**

B004 - NAT: NATIONAL SECTION　　　　**Begin block**

Q025 - NAT_TV_INTRO: NATIONAL TV INTRO　　　　**Text**

Not back

On the following screen you will see an ad that has recently been broadcast on various media.
[INSERT 30 SEC TV AD ON NEXT SCREEN]

Q027 - NAT_TV_AWARE: NATIONAL TV AWARENESS — Single coded

Not back

Over the past six (6) weeks, have you seen this ad?

Normal

1	Yes
2	No

<div style="color:red; text-align:center">Ask only if Q027 - NAT_TV_AWARE,1</div>

Q028 - NAT_TV_WHERE_SEEN: WHERE NATIONAL TV AD SEEN^BASE= THOSE AWARE OF NATIONAL TV AD^ — Multi coded

Not back | Min = 1

Where have you seen this ad?

<div style="color:green; text-align:center">Select all that apply</div>

Random

1	Cinema
2	Facebook
3	Internet website
9	Public transit (bus or subway)
10	Radio
11	Television
12	Twitter
13	YouTube
14	Instagram
15	LinkedIn
16	Snapchat
19	Digital screens (like in gas stations, convenience stores)
996	Other (specify): *Open *Fixed*

Q029 - NAT_TV_MAINPOINT: MAIN POINT OF NATIONAL TV AD — Open

Not back

What do you think is the **main** point this ad is trying to get across?

Q030 - NAT_TV_DIAG: NATIONAL TV DIAGNOSTICS ^STATS BOX^ — Matrix

Not back | Number of rows: 7 | Number of columns: 5

Please indicate your level of agreement with the following statements about this ad.

Rows: Random | Columns: Normal

Rendered as Dynamic Grid

		1 Strongly disagree	2	3	4	5 Strongly agree
		1	2	3	4	5
This ad catches my attention	1	○	○	○	○	○
This ad is relevant to me	2	○	○	○	○	○
This ad is difficult to follow	3	○	○	○	○	○
This ad does not favour one political party over another	4	○	○	○	○	○
This ad talks about an important topic	5	○	○	○	○	○
This ad provides new information	6	○	○	○	○	○
This ad clearly conveys that the Government of Canada is committed to helping Canadians limit the spread of COVID-19	7	○	○	○	○	○

B004 - NAT: NATIONAL SECTION	**End block**

Ask only if Q007 - PROV,4,9,11

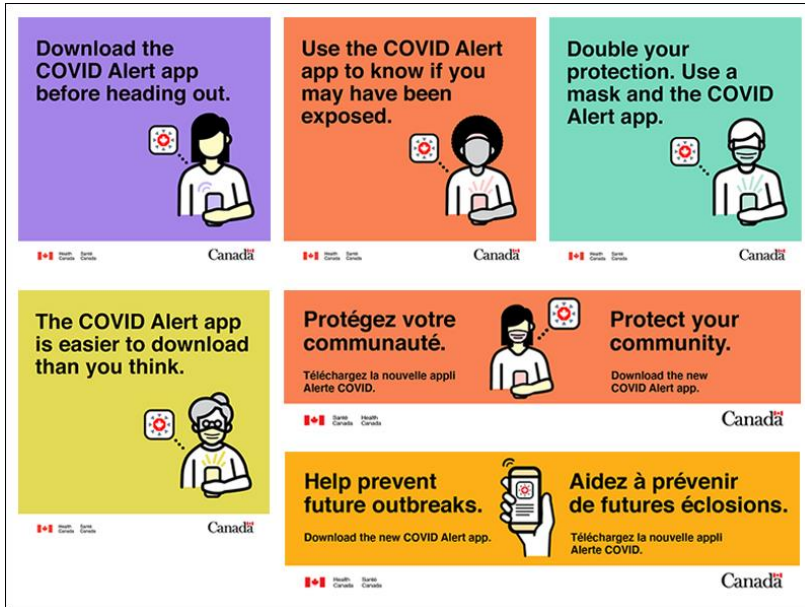|	
B005 - PROV_BLOCK: PROVINCIAL SECTION	**Begin block**

Q032 - PROV_AD_INTRO: PROVINCIAL AD INTRO   **Text**

Not back

On the following screen you will see some ads that have recently been broadcast on various media <u>in your province</u>.

[INSERT 15 SEC TV AD ON NEXT SCREEN, FOLLOWED BY COLLAGE ON THE SCREEN AFTER]

Q033 - PROV_AD_AWARE: PROVINCIAL AD AWARENESS ^BASE=   **Single coded**
Ontario, Quebec, New Brunswick Respondents^

Not back

Over the past six (6) weeks, have you seen any of these ads?

Normal

1	Yes
2	No

Q034 - PROV_AD_WHERE_SEEN: WHERE PROVINCIAL ADS SEEN^BASE= THOSE AWARE OF PROVINCIAL ADS, IN ONTARIO, QUEBEC, NEW BRUNSWICK^   **Multi coded**

Not back | Min = 1

Where have you seen these ads?

Select all that apply

Random

1	Cinema
2	Facebook
3	Internet website
4	Magazines
5	Newspaper (daily)
6	Newspaper (weekly or community)
7	Outdoor billboards
8	Pamphlet or brochure in the mail
9	Public transit (bus or subway)
10	Radio
11	Television
12	Twitter
13	YouTube
14	Instagram
15	LinkedIn
16	Snapchat
17	Spotify
18	Shopping mall
19	Digital screens (like in gas stations, convenience stores)
996	Other (specify): *Open *Fixed*

Q035 - PROV_AD_MAINPOINT: MAIN POINT OF PROVINCIAL ADS^BASE= Ontario, Quebec, New Brunswick Respondents^   **Open**

Not back

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

Q036 - PROV_AD_DIAG: PROVINCIAL AD DIAGNOSTICS^BASE= Ontario, Quebec, New Brunswick Respondents^ ^STATS BOX^ **Matrix**

Not back | Number of rows: 7 | Number of columns: 5

Please indicate your level of agreement with the following statements about this ad.

Rows: Random | Columns: Normal

Rendered as Dynamic Grid

		1 Strongly disagree	2	3	4	5 Strongly agree
		1	2	3	4	5
These ads catch my attention	1	○	○	○	○	○
These ads are relevant to me	2	○	○	○	○	○
These ads are difficult to follow	3	○	○	○	○	○
These ads do not favour one political party over another	4	○	○	○	○	○
These ads talk about an important topic	5	○	○	○	○	○
These ads provide new information	6	○	○	○	○	○
These ads clearly convey that the Government of Canada is committed to helping Canadians limit the spread of COVID-19	7	○	○	○	○	○

B005 - PROV_BLOCK: PROVINCIAL SECTION **End block**

Q037 - AD_CTA: ADS CALL TO ACTION ^BASE= THOSE AWARE OF ANY ADS^　　　　**Multi coded**

Not back | Min = 1

Did you do any of the following as a result of seeing [this ad/any of the ads you were shown today]?

Select all that apply

Random

1	Visited the Canada.ca/coronavirus website
2	Talked about the COVID Alert app with a friend or family member
3	Downloaded the COVID Alert app on to my phone
4	Shared information about the app with others (e.g. on social media)
5	Decided not to download the COVID Alert app
6	Looked for COVID Alert app information online
996	Other (specify): *Open *Fixed*
998	I didn't do anything as a result of seeing the ad(s) *Fixed *Exclusive*

Scripter notes: ASK IF NAT_TV_AWARE or PROV_AD_AWARE= YES

FOR QUESTION TEXT
"any of the ads you were shown today" IF PROV_AD_AWARE= YES
"this ad" IF NAT_TV_AWARE= AWARE AND PROV_AD_AWARE= NO

B007 - ADS: AD SECTION　　　　**End block**

B006 - DEMO: DEMOGRAPHICS　　　　**Begin block**

Q038 - EMP_STATUS: EMPLOYMENT STATUS　　　　**Single coded**

Not back

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

Normal

1	Working full-time (30 or more hours per week) ^NET=Employed (NET)^
2	Working part-time (less than 30 hours per week)^NET=Employed (NET)^
3	Self-employed ^NET=Employed (NET)^
4	Unemployed, but looking for work^NET=Not employed (NET)^
5	A student attending school full-time ^NET=Student (NET)^
6	Retired ^NET=Not employed (NET)^
7	Not in the workforce (Full-time homemaker or unemployed but not looking for work)^NET=Not employed (NET)^
8	Other employment status^NET=Not employed (NET)^

Q039 - EDU: EDUCATION | Single coded

Not back

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

Normal

1   Some high school or less^NET=High school or less (NET)^
2   High school diploma or equivalent^NET=High school or less (NET)^
3   Registered Apprenticeship or other trades certificate or diploma^NET=College (NET)^
4   College, CEGEP or other non-university certificate or diploma^NET=College (NET)^
5   University certificate or diploma below bachelor's level^NET=University (NET)^
6   Bachelor's degree^NET=University (NET)^
7   Postgraduate degree above bachelor's level

Q040 - HHINCOME: HOUSEHOLD INCOME | Single coded

Not back

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

Normal

1   Under $20,000
2   Between $20,000 and $40,000
3   Between $40,000 and $60,000
4   Between $60,000 and $80,000
5   Between $80,000 and $100,000
6   Between $100,000 and $150,000
7      $150,000 and above
8   Prefer not to say

Q041 - CITIZ: CITIZENSHIP | Single coded

Not back

Where were you born?

Normal

1   Born in Canada
2   Born outside Canada (please specify country) *Open*

Ask only if Q041 - CITIZ,2

Q042 - YR_MOVED: YEAR MOVED ^BASE= THOSE THAT MOVED TO CANADA^ ^BANDS=1900-1950,1951-1970,1971-1980,1981-1990,1991-2000,2001-2010,2011-2021^ | Numeric

Not back | Min = 1900 | Max = 2021

In what year did you first move to Canada?

Q043 - FIRST_LANG: LANGUAGE FIRST LEARNED AT HOME   Multi coded

Not back | Min = 1 | Max = 2

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

> Select up to two (2)

Normal

1	English
2	French
996	Other (specify): *Open *Fixed*

Q050 - CH_HH: CHILDREN IN HOUSEHOLD   Single coded

Not back

Do you have children of any age living in your household?

Normal

1	Yes
2	No

> Ask only if Q050 - CH_HH,1

Q044 - HH_CHILD: HOUSEHOLD COMPOSITION ^BASE=THOSE WITH CHILDREN^   Multi coded

Not back

Do you have any children in the following age groups living in your household?

Normal

1	Under 6 years old
2	6 to 11 years old
3	12 to 17 years old
4	18 years old or older

Q047 - SATQE: Survey Satisfaction   Open

Not back

Do you have comments regarding the survey you just completed?

Q045 - END_DISP: END DISPLAY   **Text**

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.

B006 - DEMO: DEMOGRAPHICS	End block