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Ipsos Public Affairs

Post-Seasonal Flu Vaccination Awareness Campaign Evaluation

Methodological Report

Prepared for Health Canada

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Canada 



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A handwritten signature in black ink, appearing to read "M. Colledge".

Mike Colledge
President
Ipsos Public Affairs



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This public opinion research report presents the methodology of the post-seasonal flu vaccination awareness campaign ACET online survey conducted by Ipsos Public Affairs on behalf of Health Canada. The research study was conducted with n=2,535 Canadians aged 18+ between December 4th and 22nd, 2020.

Cette publication est aussi disponible en français sous le titre : Évaluation post-campagne de sensibilisation à la vaccination contre la grippe saisonnière.

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Contents

1. Background.....	1
2. Research Objectives.....	1
3. Methodology.....	2
3.1 Online Sample	2
4. Appendix.....	8
4.1 English Online Questionnaire.....	8



Executive Summary

1. Background

The 2020-21 Seasonal Influenza (Flu) Vaccination Awareness Campaign is an important component of PHAC's COVID-19 response. A robust advertising campaign was needed to maximize flu vaccine uptake and reduce pressure on the health care system in the event of a second wave of COVID-19 illness during flu season. Strong flu vaccine uptake is critical to decreasing hospitalizations due to flu-related complications.

To this end, Health Canada launched an advertising campaign to raise awareness of the importance of getting the flu vaccine, especially amongst high-risk populations.

The campaign primarily targeted adults 65+ and those with underlying medical conditions. Secondary audiences included pregnant women, parents of kids under 5 years of age and young adults 18-34 years of age.

The campaign was largely digital, predominately based on web banners, social media and search engine marketing. There was also some out-of-home elements and audio ads on Spotify.

The research consisted of online surveys conducted in English and French, taking place between December 4 and 22, 2020.

Ipsos programmed, hosted and provided sample management services, while Health Canada provided the online questionnaires. Ipsos was responsible for data collection and data storage in Canada, data processing and data weighting. The total contract value of this research was \$40,358.76, including HST.

2. Research Objectives

The 2020-21 Seasonal Flu Vaccination Awareness Campaign is an important component to PHAC's COVID-19 response. The campaign aimed to increase uptake of the flu vaccine, particularly in high-risk groups, to help mitigate the impact on the health care system during a second wave of the COVID-19 pandemic.

The Government's Policy on Communications and Federal Identity requires the evaluation of advertising campaigns exceeding \$1 million in media buy using the Advertising Campaign Evaluation Tool (ACET). The ACET was created in 2002 following a Cabinet directive identifying the need for a standard advertising evaluation approach across departments. The main objectives were to bring rigor and consistency to ad campaign evaluation and to develop norms on metrics against which campaigns could be evaluated.



The specific research objectives were as follows:

- Determine if people had seen the advertisements associated with the campaign
- Determine where the ads had been seen
- Measure recall of specific elements of the campaign
- Identify attitudinal changes as a result of the advertising campaign

Target Audience

The target audience of the research was as follows:

- General Canadian population
- Seniors aged 65 years of age and older
- Young adults 18-34 years of age
- Parents of children under 5 years of age
- People with underlying health conditions
- Women who are pregnant

3. Methodology

3.1 Online Sample

Respondents for the post-wave samples were drawn from the Ipsos i-Say panel, consisting of over 200,000 Canadians recruited in all provinces and territories. The post-wave sample of n=2,535 was drawn from Canadians 18+ and included an oversample of n=535 (see detailed below regarding oversampling).

The general population sample consisted of n=2,000 respondents. Quotas were set to ensure representation by region, age and gender, according to the latest Census information.

In addition to the natural fallout from the general population sample, oversamples in each of the following four target groups were carried out in order to reach a minimum of n=500 in each of these groups. In the end, we obtained the following number of completes, including both natural fallout and oversample (note that one person can fall into more than one category):

- seniors 65+, living either on their own, with others, and/or in assisted care (n=575)
- people with underlying health conditions (n=727)
- parents of children under 5 years of age (n=543)
- young adults 18-34 years of age (n=856)

For the target group of pregnant women, we attempted to obtain as many as possible, with the goal of reaching a minimum of n=50. In the end, we reached n=69 pregnant women.



Interviews were conducted in English and French, with respondents being able to complete the survey in either official language of their choice.

Respondents were invited to participate in the survey via email, with a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete it at a later time. On average, the online interviews took 9 minutes to complete.

Participant Recruitment

Sample Source

The Ipsos i-Say panel was the primary source for recruiting respondents and, where necessary, a supplemental sample from a third-party vendor, MARU, was used for additional completes. The Ipsos i-Say online panel is a diversely-sourced and actively maintained panel of over 200,000 Canadian adults. Using this panel allowed us to confidently build online samples based on known population characteristics, such as ones based on 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 were 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. The Ipsos i-Say panel's Terms and Conditions of Membership details the respondents' rights to, at any time and 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 targeted groups such as mothers of babies, those aged 55+ years, 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 likely to join an online survey panel. This applies to panels recruited through online approaches as well as panels recruited via traditional telephone Random Digit Dialing (RDD) in that the sampling naturally skews towards those who are amenable to answering a survey.

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.

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.



In order to capture responses from low incidence individuals, such as pregnant women who are vaccine-hesitant, 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.

Incentives and Quality Control Measures

Respondents to Ipsos's online surveys are offered a number of innovative incentive programs in the forms of a points-based system where participants can redeem points for various items. We do not reward our panelists using cash payments.

Extensive quality-control procedures are in place within IIS (*Ipsos Interactive Services*, who manage our panel) to ensure that the survey inputs (sample and questionnaire design) allow for high-quality survey data. These processes span the life cycle of a panelist and are in place for all Ipsos online surveys. IIS experts are constantly monitoring and reviewing the performance of our quality measures and updating and integrating new ones as respondents' behaviors and the online landscape evolve.

Are panelists who they say they are?

- Double opt-in approach to confirm identity
- Country validation via Geo-IP
- Mismatch between device settings and geolocation
- Anonymous proxy detection
- Detection of robots via Captcha code
- Detection of "5 minute" emails (temporary email addresses)
- Detection of data anomalies and patterns
- Maintenance of Ipsos blacklist
- RealAnswer™- detection of pasted and robot answers

Have they recently participated in similar surveys?

- Strict panel usage rules to avoid interviewing the same people too often and prevent them from becoming too used to a type of survey or product category
- Duplicate device identification through digital Fingerprinting (RelevantID®) and web/Flash cookies

Are they completing surveys seriously?

- Monitoring survey taking behavior: speeding, straight lining, open-ends quality evaluation
- Panelists' history monitored across surveys and used for panel purge removing "bad" or inactive respondents

Can they only take the survey once?

- Identification of duplicate email addresses
- Identification of duplicate devices through digital fingerprinting (RelevantID®) and web/Flash cookies
- Identification of duplicate contact details



Sample Weighting

The table below shows the unweighted and weighted distributions of the post-wave online samples. Weighting was applied to the sample to ensure that the final data reflects the general adult population by region, age, and gender according to the 2016 Census. A Random Iterative Method (RIM) technique was applied for weighting.

Weighted and Unweighted Online Sample

	Unweighted Sample Size	Weighted Sample Size
Canada	2535	2535
Region		
British Columbia	345	344
Alberta	303	284
Prairies (MB/SK)	172	165
ON	1002	974
QC	544	595
Atlantic Canada	169	173
Gender		
Male	1093	1237
Female	1432	1288
Diverse	10	10
Age		
18-34	856	710
35-54	800	862
55+	879	963

The figures presented in the table above show minimal differences between the post-wave unweighted and weighted samples. As previously noted, the post-wave research was drawn from a sample of adult Canadians, aged 18 years and over. This resulted in a higher weight ratio of 1.28:1, which remains within acceptable ranges for a survey of the general population.



Email Statistics

The table below presents general statistics regarding the response rate for the email phase of the research. Overall, a response rate 13% was achieved, which is within normal ranges for a survey of the Canadian adult population.

Calculation for Data Collection	Post-Wave
Total Email Invitations Issued	26,685
Invalid (incomplete/incorrect email address, email invitation bounce backs)	0
Unresolved (U) (no response at all)	22,324
In-scope - non-responding (IS)	945
In-scope - Responding units (R)	3,416
Over quota	630
Other disqualified	251
Completed questionnaires	2,535
Response Rate = R/(U+IS+R)	13%

Non-Response Analysis

As with any probability sample, there exists within the current sample the possibility of non-response bias. In particular, this survey does not include members of the population who do not have access to a computer with an Internet connection (either at home or at work) or who are not capable of responding to a survey in either English or French. In addition, some groups within the population are systemically less likely to answer surveys.

The table below compares the unweighted post-wave samples to the 2016 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population, except for a few gaps, which are described below.

	Unweighted Percentage	Census 2016 Proportions (adults)
Region*		
BC	13.6%	13.6%
Alberta	12.0%	11.2%
Prairies (MB/SK)	6.8%	6.5%
Ontario	39.5%	38.4%
Quebec	21.5%	23.5%
Atlantic	6.7%	6.8%
Gender*		
Male	43.1%	48.5%
Female	56.5%	51.4%



Diverse	<1%	<1%
Age*		
18-34	33.8%	27.3%
35-54	31.6%	34.1%
55+	34.7%	38.6%

* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal; however, there are a few notable differences. Young adults (18-34) are overrepresented in the unweighted sample. This is due to the intentional oversampling of this population and is to be expected. Additionally, females are also overrepresented. However, this is due to the oversampling of pregnant women in the research and is also to be expected. The remaining distribution in the sample remains consistent, with only slight differences observed between the unweighted percentages and the 2016 Census data. Regional distributions similarly demonstrate slight, but not significant, differences between the unweighted percentages and the 2016 Census data.



4. Appendix – Survey Questionnaire

4.1 English Questionnaire

INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Do you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais ?

- English / Anglais
- French / Français

Your participation is voluntary, and your responses will be kept entirely confidential. The survey takes about 5 minutes to complete.

[START SURVEY](#)

To view our privacy policy, [click here](#).

If you require any technical assistance, please contact Daniel Kunasingam at daniel.kunasingam@ipsos.com

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 [**Exclusive**]

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

ADMISSIBLE RANGE 1900-2002

IF > 2002, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

d) In which of the following age categories do you belong?

SELECT ONE ONLY

- Less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

IF "LESS THAN 18 YEARS OLD", THANK AND TERMINATE

E) 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 do not live in Canada **[THANK AND TERMINATE]**



F1. Are you the parent or legal guardian of a child age 4 years old or younger?

Yes (please enter number of children) **[NUMERIC TEXT BOX] [ALLOW RESPONSES 1-10]**

No

[If Yes in F1 ask F2 , else skip to QG]

F2. 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 0-4]**

Child 2 **[NUMERIC TEXT BOX, RANGE 0-4]**

[INSERT CHILD BOXES FOR NUMBER OF CHILDREN - CHILD 1, CHILD 2, CHILD 3,...CHILD 10]

QG. Has a doctor or other health care professional ever told you that you have any of the following? Select all that apply

[RANDOMIZE]

1. Anemia
2. Diabetes
3. High blood pressure or hypertension
4. Heart disease, heart attack or stroke
5. Asthma
6. Chronic lung disease and COPD
7. Bronchitis and emphysema
8. Allergies
9. A mental health condition
10. Cystic fibrosis
11. Kidney disease
12. Liver disease or end stage liver disease
13. Cancer
14. A compromised immune system
15. Neurological/neurodevelopmental conditions
16. Overweight or obesity
17. None of the above **[Exclusive] [Anchor]**

[If anyone select options 1 ,2,4,6, 11 to 16 consider they have 'People with underlying health conditions'.]

IF FEMALE ask QH

H) Are you currently pregnant?

- Yes
- No



CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

Over the past ~~three~~ five 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
- Other, specify _____ [ANCHOR]

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 five weeks, have you seen, read or heard any Government of Canada advertising about Seasonal Influenza (Flu) Vaccination?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about Seasonal Influenza (Flu) Vaccination? 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
 - Other, specify _____ [ANCHOR]
-

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

Pretest1: Was anything in the survey today confusing?

- Yes
- No

T1D. How worried are you, if at all, that you or someone else in your family may get the seasonal flu this fall or winter?

- Very worried
- Somewhat worried
- Not very worried
- Not at all worried

T1E. Do you plan to get, or have you already received, the seasonal flu shot this upcoming flu season, this fall and winter?

- Yes
- No
- Don't know
- Already received the flu shot

[If No ask T1F, else skip to T1G]

T1F. Why are you not planning to get the seasonal flu shot this upcoming flu season? Select all that apply.



- I am healthy/I never get the flu
- I have concerns about the seasonal flu vaccine or its side effects
- I do not need it
- It does not work
- I have never gotten a seasonal flu shot before
- Getting the seasonal flu is not that serious
- I have a negative reaction to flu shots
- I am afraid of needles
- Other, specify _____

[Ask all]

T1G. How does or did, the COVID-19 pandemic affect your likelihood of getting the seasonal flu shot this upcoming flu season, this fall and winter? Would you say you are:

- More likely to get the seasonal flu shot
- Less likely to get the seasonal flu shot
- Does not (or did not) affect your likelihood of getting the seasonal flu shot

T1H:

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

[INSERT PRINT AND RADIO ADS ON SEPARATE PAGES AS PER THE LOGIC MENTIONED IN THE QUOTA CHART. SAME RADIO AD SHOWN TO ALL. ALL PRINT ADS TOGETHER ON ONE PAGE.]

[CLICK TO GO TO THE NEXT PAGE]

Over the past five weeks, have you seen, read or heard these ads?

- yes
- no

=> GO TO T1J

T1I:

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
- 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	2	3	4	5
	Strongly Disagree				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"/>
These ads do 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 made me more likely to think that seasonal influenza (flu) vaccination is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



These ads prompted me to get the seasonal influenza (flu) vaccination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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T1L. Did you do any of the following as a result of seeing the ads? Please select all that apply

[RANDOMIZE]

- Visited the Canada.ca/flu website
- Discussed the seasonal flu shot with my health professional
- Discussed the seasonal flu shot with a friend or family member
- Shared the information
- Decided to get the seasonal flu shot for myself or my child
- Looked for seasonal flu shot information online
- Thought more about making a plan to get the seasonal flu shot for myself and my family
- Other, specify _____ **[ANCHOR]**
- I didn't do anything as a result of seeing the ad **[EXCLUSIVE] [ANCHOR]**

Pretest2: Was anything in the survey today confusing?

- Yes
- No

DEMOGRAPHIC QUESTIONS

D1:

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

SELECT ONE ONLY

- 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
- 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: Are there any children under the age of 18 currently living in your household?

- Yes
- No

D4:

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

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: 1900-2020

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.
