



# Baseline and Post-Campaign ACET for Phase 4 of the Childhood Vaccination Campaign

## Final Report

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For more information on this report, please contact:  
[hc.cpab.por-rop.dgcap.sc@canada.ca](mailto:hc.cpab.por-rop.dgcap.sc@canada.ca)

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

Ce rapport est également disponible en français.

# Baseline and Post-Campaign ACET for Phase 4 of the Childhood Vaccination

## Final Report

**Prepared for the Public Health Agency of Canada**

Supplier Name: Leger

March 2021

This report presents the methodology of an online survey conducted by Leger Marketing Inc. on behalf of the Public Health Agency of Canada. The research was conducted in two waves among vaccine-hesitant Canadian adults who are parents of children under the age of seven, women who are pregnant and women who are planning to become pregnant within the next year. The first wave of research was conducted between December 8 and 21, 2020 and the second wave of research was conducted between February 19 and March 10, 2021.

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# 1. Summary

Leger is pleased to submit this report to the Public Health Agency of Canada (PHAC) detailing the methodology of an online survey assessing ad recall for phase 4 of the Childhood Vaccination Campaign. The goal of this campaign was to raise awareness of the importance of childhood vaccination among vaccine hesitant Canadians of the following groups: parents of children under the age of seven, women who are pregnant and women who are planning to become pregnant within the next year.

## 1.1 Background and Objectives

Despite the proven effectiveness of vaccines in controlling and preventing life-threatening diseases, some segments of the population delay or refuse vaccinations, while others continue to be vaccine hesitant even if they choose to vaccinate.

To be truly effective in countering the prevalence and incidence of vaccine-preventable diseases, high vaccination uptake is required (up to 95% in the case of some diseases). This not only protects vaccinated individuals, but also the population at large through herd immunity. Since vaccine hesitancy is a barrier to achieving optimal vaccine coverage, governments are seeking ways to impart the importance, safety and effectiveness of vaccination.

A study conducted by the Public Health Agency of Canada in 2015 showed that many parents question the effectiveness of vaccines, consider that vaccines can cause diseases (the ones they are supposed to control) and believe that alternative medicines can eliminate the need for vaccination.

More recently, in the context of the outbreak, vaccination rates have declined due to the public health measures in place (i.e., physical distancing).

This public health issue motivated Health Canada, on behalf of the Public Health Agency of Canada (PHAC) to develop the Childhood Vaccination Advertising Campaign to raise parents' awareness of the importance, safety and effectiveness of vaccines in order to increase vaccination coverage. Two flights of advertising were launched in 2018, and a third flight was in market from April to late June 2019.

A fourth phase was launched in January 2021 and took place until March 2021. In addition to reaching vaccine-hesitant parents, and those at risk of becoming hesitant, this campaign served as a reminder for parents that are vaccine believers about the importance of staying up to date on their children's vaccines.

Given that the advertising investment for this campaign exceeds \$1 million, Health Canada was required to conduct an evaluation of the campaign using the Advertising Campaign Evaluation Tool (ACET).

The objectives of the research were as follows:

- Determine if respondents 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.

## **1.2 Application of results**

The results of this research will allow the Public Health Agency of Canada to assess the recall of the ad campaign based on feedback from the survey data and analysis.

## **1.3 Methodology—Quantitative research**

Quantitative research was conducted through an online survey using Computer Aided Web Interviewing (CAWI) technology.

The target audiences for the survey were vaccine-hesitant (VH) parents of children under the age of seven, VH women who were pregnant and VH women who were planning to become pregnant within the next year. Quotas were set to ensure a minimum of the main target audiences of interest, namely pregnant women and women planning to become pregnant in the next year. A minimum quota of 75 in each of these two groups was set, with a minimum of 300 total among these two groups. The remainder of respondents were parents of children under the age of seven. No regional quotas were set but we ensured a minimum number in every region of the country.

Based on data from Statistics Canada's 2016 national census, Leger weighted the results of the parents' sample of this survey by age and region, whereas the sample of pregnant women or those who expected to become pregnant in the next year was weighted by region only.

Since a sample drawn from an Internet panel is non-probabilistic in nature, the margin of error cannot be calculated for this survey. Details regarding the weighting procedures and participation rate can be found in Appendix A.

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— Online Surveys.

The details of the methodology and more information on Leger's quality control mechanisms are presented in Appendix A. The questionnaire for the first wave is presented in Appendix B and the questionnaire for the second wave is presented in Appendix C.

### ***Details for the first wave***

Fieldwork for the first wave of the survey was conducted from December 8 to 21, 2020. The national participation rate for the survey was 15.21%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on December 8, 2020.

A total sample of 1,002 Canadian adults were surveyed in all regions of the country. The following table shows the effective sample collected:

**Table 1. Distribution by Region for the first wave**

<b>Regions</b>	<b>Effective sample n</b>
<b>Atlantic</b>	<b>45</b>
<b>Quebec</b>	<b>258</b>
<b>Ontario</b>	<b>395</b>
<b>Prairies (Saskatchewan + Manitoba)</b>	<b>67</b>
<b>Alberta</b>	<b>110</b>
<b>British Columbia + Yukon</b>	<b>127</b>
<b>TOTAL</b>	<b>1,002</b>

The following table shows the effective sample collected by Leger for each target:

**Table 2. Distribution by Target Audiences for the first wave**

<b>Group</b>	<b>Effective sample n</b>
<b>Parents of children under the age of seven</b>	<b>702</b>
<b>Pregnant women</b>	<b>77</b>
<b>Women expecting to be pregnant over the next year</b>	<b>223</b>
<b>TOTAL</b>	<b>1,002</b>

### ***Details for the second wave***

Fieldwork for the second wave of the survey was conducted from February 19 to March 10, 2021. The national participation rate for the survey was 22.24%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on February 19, 2021.

A total sample of 1,016 Canadian adults were surveyed in all regions of the country.

No regional quotas were set but we ensured a minimum number in every region of the country. The following table shows the effective sample collected:

**Table 3. Distribution by Region for the second wave**

<b>Regions</b>	<b>Effective sample n</b>
<b>Atlantic</b>	<b>42</b>
<b>Quebec</b>	<b>314</b>
<b>Ontario</b>	<b>389</b>
<b>Prairies (Saskatchewan + Manitoba)</b>	<b>54</b>
<b>Alberta</b>	<b>113</b>
<b>British Columbia + Yukon</b>	<b>104</b>
<b>TOTAL</b>	<b>1,016</b>

The following table shows the effective sample collected by Leger:

**Table 4. Distribution by Target Audiences for the second wave**

<b>Group</b>	<b>Effective sample n</b>
<b>Parents of children under the age of seven</b>	<b>701</b>
<b>Pregnant women</b>	<b>77</b>
<b>Women expecting to be pregnant over the next year</b>	<b>238</b>
<b>TOTAL</b>	<b>1,016</b>

#### **1.4 Notes on the interpretation of the findings**

The opinions and observations expressed in this document do not reflect those of the Public Health Agency of Canada. This report was compiled by Leger based on research conducted specifically for this project. This research is non-probabilistic; the results cannot be applied to the general population of Canada. The research was not designed with this objective in mind.

#### **1.5 Declaration of political neutrality and contact information**

I hereby certify, as Executive VP 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:

A handwritten signature in blue ink, appearing to read "Christian Bourque".

Christian Bourque  
Executive Vice President and Associate  
Leger  
507 Place d'Armes, Suite 700  
Montréal, Quebec  
H2Y 2W8  
[cbourque@leger360.com](mailto:cbourque@leger360.com)



## Appendix A—Detailed research methodology

### A.1 Quantitative methodology

#### A.1.1 Methods

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

Leger adheres to the most stringent guidelines for quantitative research. The survey was in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research – Series A—fieldwork and data tabulation for online surveys.

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

The questionnaire for the first wave is presented in Appendix B and the questionnaire for the second wave is presented in Appendix C.

#### A.1.2 Sampling Procedures

##### *Computer Aided Web Interviewing (CAWI)*

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

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

### A.1.3 Data Collection

Fieldwork for the first wave was conducted from December 8 to 21, 2020. The national participation rate for the survey was 15.21%. A pre-test of the questionnaire in English and French was completed on December 8, 2020. No changes were made to the questionnaire following the pre-test so the pre-test results were included in the final results. To achieve data reliability in all subgroups, a total sample of 1,002 Canadians were surveyed, in all regions of the country.

Fieldwork for the second wave was conducted from February 19 to March 10, 2021. The national participation rate for the survey was 22.24%. A pre-test of the questionnaire in English and French was completed on February 19, 2021. No changes were made to the questionnaire following the pre-test so the pre-test results were included in the final results. To achieve data reliability in all subgroups, a total sample of 1,016 Canadians were surveyed, in all regions of the country.

Based on data from Statistics Canada’s 2016 national census, Leger weighted the results of the parents’ sample of this survey by gender and region, whereas the sample of pregnant women or those who expected to become pregnant in the next year was weighted by region only. The weight of each of the subgroups surveyed was then adjusted to ensure representativeness of the Canadian population. More details on the weighting procedures are presented in a following section.

### A.1.4 Participation Rate for the Web Survey

The overall participation rate is 15.21% for the first wave of the study and 22.24% for the second wave. Below is the calculation of the participation rate to those web surveys. The participation rate is calculated using the following formula: Participation rate / response rate =  $R \div (U + IS + R)$ . The table below provides details of the calculation.

**Table 5. Participation rate for the first wave**

<b>Invalid cases</b>	0
Invitations mistakenly sent to people who did not qualify for the study	-
Incomplete or missing email addresses	-
<b>Unresolved (U)</b>	45,748
Email invitations bounce back	354
Email invitations unanswered	45,394
<b>In-scope non-responding units (IS)</b>	383
Non-response from eligible respondents	-
Respondent refusals	-
Language problem	-

Selected respondent not available (illness; leave of absence; vacation; other)	-
Early break-offs	383
<b>Responding units (R)</b>	<b>8,277</b>
Completed surveys disqualified – quota filled	453
Completed surveys disqualified for other reasons	6,822
Completed interviews	1,002
<b>POTENTIAL SAMPLE (U+IS+R)</b>	<b>54,408</b>
<b>Participation rate = <math>R \div (U + IS + R)</math></b>	<b>15.21%</b>

**Table 6. Participation rate for the second wave**

<b>Invalid cases</b>	<b>0</b>
Invitations mistakenly sent to people who did not qualify for the study	-
Incomplete or missing email addresses	-
<b>Unresolved (U)</b>	<b>47,887</b>
Email invitations bounce back	36
Email invitations unanswered	47,851
<b>In-scope non-responding units (IS)</b>	<b>556</b>
Non-response from eligible respondents	-
Respondent refusals	-
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early break-offs	556
<b>Responding units (R)</b>	<b>13,858</b>
Completed surveys disqualified – quota filled	877
Completed surveys disqualified for other reasons	11,965
<b>Completed interviews</b>	<b>1,016</b>
<b>POTENTIAL SAMPLE (U+IS+R)</b>	<b>62,301</b>
<b>Participation rate = <math>R \div (U + IS + R)</math></b>	<b>22.24%</b>

### A.1.5 Non-Response Bias and Additional Socio-Demographic Analysis

Response rates of 15.21% and 22.24% are consistent with similar surveys. Due to the particularity of the target audiences and the low incidence rates, Léger had to invite a large number of adult women under 55 to find pregnant women or women planning to become pregnant in the coming year. Since the status of pregnant women is not identified beforehand in the profile of the panelists, we were required to ask the question to a high number of women in order to identify them and to reach the quotas. For the second wave, even more women than in the first wave had to be invited to fill the quota of pregnant women. This resulted in more women being screened out of the survey based on ineligibility. This explains why the response rate is higher than for the first wave.

### A.1.6 Unweighted and Weighted Samples

The table below presents the geographic, gender and age distribution of parents, pregnant women and woman expecting to be pregnant in the next year, before and after weighting for both survey waves.

Some proportions did not align with the actual population. The quotas placed for specific targets (parents, pregnant women and women who are expecting to be pregnant) and the respondent profile eligibility criteria (vaccine hesitant respondents) account for the discrepancies with the actual Canadian population. The weighting process corrected those differences.

#### *First wave*

**Table 7. Unweighted and weighted sample distribution by region for the first wave**

Province or territory	Unweighted Parents	Weighted Parents	Unweighted Pregnant Women	Weighted Pregnant Women	Unweighted Expecting pregnancy	Weighted Expecting pregnancy
Atlantic provinces	36	49	2	1	7	7
Quebec	171	194	18	8	69	33
Ontario	272	321	34	12	89	54
Prairies	50	54	5	2	12	13
Alberta	85	113	9	4	16	17
British Columbia	88	96	9	4	30	19

**Table 8. Unweighted and weighted sample distribution by gender for the first wave**

<b>GENDER</b>	<b>Unweighted Parents</b>	<b>Weighted Parents</b>	<b>Unweighted Pregnant Women</b>	<b>Weighted Pregnant Women</b>	<b>Unweighted Expecting pregnancy</b>	<b>Weighted Expecting pregnancy</b>
Male	153	357	-	-	-	-
Female	549	469	77	32	223	143

**Table 9. Unweighted and weighted sample distribution by age for the first wave**

<b>AGE</b>	<b>Unweighted Parents</b>	<b>Weighted Parents</b>	<b>Unweighted Pregnant Women</b>	<b>Weighted Pregnant Women</b>	<b>Unweighted Expecting pregnancy</b>	<b>Weighted Expecting pregnancy</b>
Between 18 and 24 years old	35	43	10	4	37	25
Between 25 and 34 years old	295	315	50	21	124	77
Between 35 and 44 years old	302	331	17	7	62	42
Between 45 and 54 years old	59	113	-	-	-	-
Between 55 and 64 years old	8	16	-	-	-	-
65 or older	3	9	-	-	-	-

**Second wave**

**Table 10. Unweighted and weighted sample distribution by region for the second wave**

<b>Province or territory</b>	<b>Unweighted Parents</b>	<b>Weighted Parents</b>	<b>Unweighted Pregnant Women</b>	<b>Weighted Pregnant Women</b>	<b>Unweighted Expecting pregnancy</b>	<b>Weighted Expecting pregnancy</b>
Atlantic provinces	34	50	2	1	6	7
Quebec	179	197	24	9	111	33
Ontario	287	325	24	12	78	55
Prairies	41	54	7	3	6	7
Alberta	80	114	13	5	20	24
British Columbia	80	98	7	3	17	19

**Table 11. Unweighted and weighted sample distribution by gender for the second wave**

<b>GENDER</b>	<b>Unweighted Parents</b>	<b>Weighted Parents</b>	<b>Unweighted Pregnant Women</b>	<b>Weighted Pregnant Women</b>	<b>Unweighted Expecting pregnancy</b>	<b>Weighted Expecting pregnancy</b>
Male	282	362	-	-	-	-
Female	419	476	77	33	238	145

**Table 12. Unweighted and weighted sample distribution by age for the second wave**

<b>AGE</b>	<b>Unweighted Parents</b>	<b>Weighted Parents</b>	<b>Unweighted Pregnant Women</b>	<b>Weighted Pregnant Women</b>	<b>Unweighted Expecting pregnancy</b>	<b>Weighted Expecting pregnancy</b>
Between 18 and 24 years old	29	36	14	6	31	18
Between 25 and 34 years old	293	349	51	22	159	98
Between 35 and 44 years old	299	358	12	5	46	29
Between 45 and 54 years old	73	86	-	-	2	1
Between 55 and 64 years old	5	6	-	-	-	-
65 or older	2	3	-	-	-	-

### **A.1.7 Weighting factors for both waves**

The same weighting process was applied for both waves of this study. Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required.

We had three targets for this project: parents of children under 6 years of age, pregnant women and women expecting to become pregnant in the next year. We also eliminated respondents who are not vaccine hesitant.

Three different weightings were applied, one per profile: parent of a child under 6 years of age, pregnant women and women who expect to become pregnant. Since it was not possible to target respondents corresponding to the exact profiles sought for this study, we had to invite many panelists and validate their eligibility. We were therefore able to assess the incidence of these populations (parents, pregnant or expecting to become pregnant and those who are vaccine hesitant) from the initial sample of panelists invited to answer the questionnaire.

The parent group was weighted by region and gender, while the pregnant women and women expecting to become pregnant groups were weighted by region only. We performed a representative weighting of these three groups according to their incidence in the population (before the elimination of respondents who are not vaccine hesitant). Next, we weighted the survey respondents according to the profile of the population that is vaccine hesitant. Once the weighting was completed, we reallocated the weight of each of the three groups proportionately based on the incidence of each group, taking into consideration the element of hesitation regarding vaccination.

The following tables illustrate the proportion allocated to each target audience in the sample for both waves.

**Table 13. Weighting by parents, gender and region**

Parents*Gender*Region	Weighting
Parents AND Maritimes	0.0234
Parents AND Male gender AND Quebec	0.1084
Parents AND Male gender AND Ontario	0.1668
Parents AND Male gender AND Manitoba, Saskatchewan	0.0280
Parents AND Male gender AND Alberta	0.0582
Parents AND Male gender AND British Columbia	0.0475
Parents AND Female gender AND Maritimes	0.0361
Parents AND Female gender AND Quebec	0.1262
Parents AND Female gender AND Ontario	0.2211
Parents AND Female gender AND Manitoba, Saskatchewan	0.0368
Parents AND Female gender AND Alberta	0.0784
Parents AND Female gender AND British Columbia	0.0691
Total	1

**Table 14. Weighting by pregnant women and region**

<b>Pregnant Women * REGION</b>	<b>Weighting</b>
Pregnant women AND Ontario	0.38
Pregnant women AND NOT Ontario	0.62
Total	1

**Table 15. Weighting by women who are planning to become pregnant and region**

<b>Expecting Pregnancy * REGION*AGE</b>	<b>Weighting</b>
Women who are planning to become pregnant AND British Columbia	.13
Women who are planning to become pregnant AND Ontario	.38
Women who are planning to become pregnant AND Quebec	.23
Women who are planning to become pregnant AND Rest of Canada	.26
Total	1

**Table 16. Weighting by Respondent Targets**

<b>Respondent Targets</b>	<b>Weighting</b>
Parents of children under the age of seven who are vaccine hesitant	0.825
Pregnant women who are vaccine hesitant	0.032
Women who are planning to become pregnant and are vaccine hesitant	0.143



# Appendix B— Questionnaire (Wave 1)

## ADVERTISING CAMPAIGN EVALUATION TOOL BASELINE SURVEY

To be conducted before the ads are run in the media.

### INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

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

[START SURVEY](#)

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

If you require any technical assistance, please contact XXX.

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

#### SELECT ALL THAT APPLY

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

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

b) Are you...

- Male gender

- Female gender
- Gender diverse

c)

YEAR/MONTH (Drop down menus). What is your date of birth?

YEAR (1910 – 2002)

MONTH

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

**ADMISSIBLE RANGE 1910-2002**

**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" OR "BLANK", THANK AND TERMINATE**

In which province or territory do you live?

**SELECT ONE ONLY**

- Alberta
- British Columbia

- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

**IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE**

**QMktSize\_CA.**

What are the first three digits of your postal code?

FORMAT: A8A

I prefer not to answer (99)

**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**

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**

**ASK ALL RESPONDENTS**

**Q1:**

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

- yes
- no

**=> GO TO T1A**

**Q2:**

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

**SELECT ALL THAT APPLY**

cinema

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

*Recommended childhood immunizations include 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 the COVID vaccine or the vaccines you get to prevent flu or in advance of travelling.*

- Yes
- No

**=> GO TO T1D**

**T1B:**

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

**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
- Pinterest
- Twitter
- YouTube
- Instagram
- LinkedIn
- Spotify
- Snapchat
- Poster in medical clinics/establishments
- Mobile app
- Other, specify \_\_\_\_\_

**T1C:**

What do you remember about this ad?

---

**ASK ALL RESPONDENTS**

**CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE**

**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 my child's health.

**M1:**

What impact, if any, has the recent COVID-19 pandemic had on your level of concern regarding:

**[COLUMNS]**

A lot less concerned now  
 Somewhat less concerned now  
 About the same as before  
 Somewhat more concerned now  
 A lot more concerned now  
 I do not recall  
 I don't know  
 I prefer not to answer

**[ROWS, RANDOMIZE]**

Recommended childhood vaccinations  
 The risk of your child(ren) catching COVID-19  
 Your own risk of catching COVID-19

**M2.** How does the COVID-19 pandemic affect your likelihood of getting the recommended childhood vaccines for your child(ren)? Would you say you are:

- More likely to get the recommended childhood vaccines
- Less likely to get the recommended childhood vaccines
- Does not affect your likelihood of getting the recommended childhood vaccines

---

**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

**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 (are) the language(s) 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.**

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# Appendix C— Questionnaire (Wave 2)

## ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY

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

### 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 10 minutes to complete.

[START SURVEY](#)

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

If you require any technical assistance, please contact XXX.

e) 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.**

f) Are you...

- male gender
- female gender
- gender diverse

g) YEAR/MONTH (Drop down menus). What is your date of birth?

YEAR (1910 – 2003)

MONTH

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

**ADMISSIBLE RANGE 1900-2003**

**IF <FEB 2003 = eligible**

**IF > MARCH 2003, THANK AND TERMINATE**

**ASK D IF QUESTION C IS LEFT BLANK**

h) 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" OR "BLANK" IN C, 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

**IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE**

**QMktSize\_CA.**

What are the first three digits of your postal code?

FORMAT: A8A

I prefer not to answer (99)

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

S1. Are you the parent or legal guardian of a child 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**

**ASK ALL RESPONDENTS**

**Q1:**

Over the past six 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
- Pinterest
- Twitter
- YouTube
- Instagram
- LinkedIn
- Spotify
- Snapchat
- 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 six 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 the COVID vaccine or the vaccines you get to prevent flu or in advance of travelling.*

- Yes
- No

=> GO TO T1D

---

**T1B:**

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

**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
- Pinterest
- Twitter
- YouTube
- Instagram
- LinkedIn
- Spotify
- Snapchat
- 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 my child's health.

**M1:**

What impact, if any, has the recent COVID-19 pandemic had on your level of concern regarding:

**[COLUMNS]**

- A lot less concerned now
- Somewhat less concerned now
- About the same as before

- Somewhat more concerned now
- A lot more concerned now
- I do not recall
- I don't know
- I prefer not to answer

**[ROWS, RANDOMIZE]**

- Recommended childhood vaccinations
- The risk of your child(ren) catching COVID-19
- Your own risk of catching COVID-19

**M2:**

How does the COVID-19 pandemic affect your likelihood of getting the recommended childhood vaccines for your child(ren)? Would you say you are:

- More likely to get the recommended childhood vaccines
- Less likely to get the recommended childhood vaccines
- Does not affect your likelihood of getting the recommended childhood vaccines

---

**T1H:**

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

**[INSERT VIDEO, OOH AND DIGITAL ADS]**

**[CLICK TO GO TO THE NEXT PAGE]**

Over the past six 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
  - Pinterest
  - Twitter
  - YouTube
  - Instagram
  - LinkedIn
  - Spotify
  - Snapchat
  - 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	o	o	o	o	o
These ads are relevant to me	o	o	o	o	o
These ads are difficult to follow	o	o	o	o	o
These ads do not favour one political party over another	o	o	o	o	o
These ads talk about an important topic	o	o	o	o	o
These ads provide new information	o	o	o	o	o
These ads clearly convey that the Government of Canada can provide answers to parents with questions on vaccination	o	o	o	o	o
These ads made me more likely to think that childhood vaccination is important	o	o	o	o	o
These ads made me feel more comfortable about childhood vaccination	o	o	o	o	o

**[ASK T1L IF T1H=YES]**

**T1L:**

Did you do any of the following as a result of seeing the ads? *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 (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
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- 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: 1900-2021**

---

**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 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.**

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