Health Canada Santé Canada

COVID Alert App Exploratory and Concept Testing
Final Report

Prepared for Health Canada

Supplier name: Earnscliffe Strategy Group
Contract number: HT372-204762/001/CY
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For more information on this report, please contact Health Canada at:
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Ce rapport est aussi disponible en français.

Canada

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August 2021

This public opinion research report presents the results an online survey conducted by Earnscliffe Strategy Group on behalf of Health Canada. The quantitative research was conducted from May 5th-16th, 2021.

Cette publication est aussi disponible en français sous le titre: Tests exploratoires et de concepts pour l'application Alerte COVID

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EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Health Canada summarizing the results of the quantitative research project conducted to explore and test concepts involving the COVID Alert app.

On July 31, 2020 a new nation-wide COVID Alert app was made available to Canadians for free download. The app, developed in response to the rapidly evolving coronavirus pandemic, is completely voluntary and is used as an exposure notification app that tells people who have downloaded it if they may have been exposed to COVID-19. Since the release, several new functionalities are being implemented to fully enhance the app's effectiveness. Among these new functionalities is the anticipated addition of QR code capability which could allow users to scan a QR code when they enter a business, venue, or event. Should a possible exposure risk be identified at that venue/location, it would be marked by local public health authorities and users who scanned the QR code at the time and place of the exposure would receive a notification as well as guidance about what to do next. Encouraging the use of the COVID Alert app and associated QR codes could help limit the spread of the virus. This research will help refine communications aimed at increasing awareness, motivating interest, and generating engagement among Canadians with the COVID Alert app.

The primary objective of the research was to provide Health Canada with insights into how best to encourage the use and functionality of the COVID Alert app. The contract value for this project was $73,884.88 including HST.

To meet this objective, Earnscliffe was commissioned to conduct a quantitative exercise involving an online survey of 2,412 Canadians aged 18 and older. The online survey was conducted using our data collection partner, Leger's, proprietary online panel. The survey was conducted from May 5th-16th, 2021 in English and in French, and was an average of 13 minutes long. The data was weighted to reflect the demographic composition of the Canadian population aged 18 and older. Because the online sample is comprised of those who initially self-select for participation in Leger's panel, no estimates of sampling error can be calculated, and the results cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for Online Surveys.

Key Findings

- **Overall favourability towards each concept is quite similar.** Roughly half have a favourable opinion of each concept: Collectivity (53%), Reason (56%), End Result (54%), and Responsibility (55%). About one-in-five view each concept unfavourably.

- **There is virtually no difference in the percentage of respondents who view each concept as appropriate for the Government of Canada to use.** Slightly more than half of Canadians think Collectivity (57%), Reason (57%), End Result (56%) and Responsibility (56%) are appropriate for the Government of Canada to use. About one-quarter feel that each concept is inappropriate.

- **Impressions of and attitudes surrounding the clarity of each concept** (including being easy to understand, explains why the QR code should be scanned and explains the feature well) **and whether it is attention grabbing are similar for each concept.** The majority of Canadians (six in ten or more) agree that the four concepts embody those attributes.

- **Canadians are divided on whether the concepts are relevant, increase interest in the COVID Alert app, increase motivation to use the feature or drives interest in getting more information**. Around half say those attributes apply to the concepts.

- **When asked what they would change about the concepts to improve them, a plurality of Canadians think that the concepts should be left as is.** Other mentions, cited by significantly fewer Canadians, include providing a better explanation, better narrative and reassuring that privacy/security would be upheld.

- **Despite the remarkably similar ratings provided for each concept, there are two favourites: Reason and Responsibility.** One third of Canadians indicate that the Reason (33%) and Responsibility (32%) concepts are the most effective in encouraging the use of the app and feature, while fewer say that of the End Result (20%) or Collectivity (16%) concepts.

COVID Alert App and QR Codes

- **Most Canadians have a newer model cell phone.** Indeed, almost all (86%) have a smartphone and among that group, three-quarters (77%) have a model produced in the last 5 years.

- **Survey results find that among those who have a smartphone less than 5 years old, 40% have the COVID Alert App on their phone.**

- **The majority of Canadians are familiar with QR codes.** One third of respondents (32%) are very familiar with QR codes, while an additional 36% said they are somewhat familiar.

- **Half of those with a smartphone (50%) would be likely to use the COVID Alert App to scan a QR code upon entering a business.** Forty-five percent (45%) would be unlikely to.

- **Perception of the effectiveness of the new feature in helping to stop the spread of COVID-19 is divided.** About half (49%) believe the QR function of the COVID Alert App will be helpful in stopping the spread of COVID-19.

Research Firm:

Earnscliffe Strategy Group Inc. (Earnscliffe)
Contract Number: HT372-204762/001/CY
Contract award date: March 25, 2021

I hereby certify as a Representative of Earnscliffe Strategy Group that the final 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.

Signed:  Date: August 24, 2021

Stephanie Constable
Principal, Earnscliffe

INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Health Canada summarizing the results of the quantitative research project conducted to explore and test concepts involving the COVID Alert app.

On July 31, 2020 a new nation-wide COVID Alert app was made available to Canadians for free download. The app, developed in response to the rapidly evolving coronavirus pandemic, is completely voluntary and is used as an exposure notification app that tells people who have downloaded it if they may have been exposed to COVID-19. Since the release, several new functionalities are being implemented to fully enhance the app's effectiveness. Among these new functionalities is the anticipated addition of QR code capability which could allow users to scan a QR code when they enter a business, venue, or event. Should a possible exposure risk be identified at that venue/location, it would be marked by local public health authorities and users who scanned the QR code at the time and place of the exposure would receive a notification as well as guidance about what to do next. Encouraging the use of the COVID Alert app and associated QR codes could help limit the spread of the virus. This research will help refine communications aimed at increasing awareness, motivating interest, and generating engagement among Canadians with the COVID Alert app.

The primary objective of the research is to provide Health Canada with insights into how best to encourage the use and functionality of the COVID Alert app. To meet this objective, Earnscliffe was commissioned to conduct a quantitative exercise involving an online survey.

The research involved a quantitative online survey of 2,412 Canadians aged 18 and older. The online survey was conducted using our data collection partner, Leger's, proprietary online panel. The survey was conducted from May 5th-16th, 2021 in English and in French, and was an average of 13 minutes in length. The data was weighted to reflect the demographic composition of the Canadian population aged 18 and older. Because the online sample was comprised of those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated, and the results cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for Online Surveys.

Appended to this report is the methodology report and questionnaire.

DETAILED FINDINGS

This quantitative report is divided into two sections: Concept Testing and COVID Alert & QR Codes.

Except where specifically identified, the findings represent the combined results regardless of audience, location or language (English and French). Bolded results indicate differences that are significantly higher across demographic sub-groups. In the text of the report, unless otherwise noted, differences highlighted are statistically significant at the 95% confidence level. The statistical test used to determine the

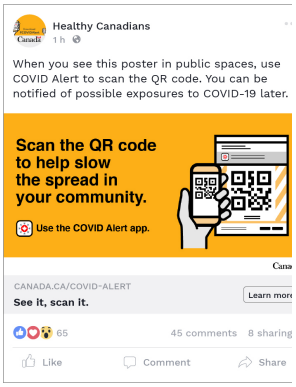
significance of the results was the Z-test. Due to rounding, results may not always add to 100%. The use of the acronym 'DK/NR' throughout the report refers to 'Don't Know/No Response.'

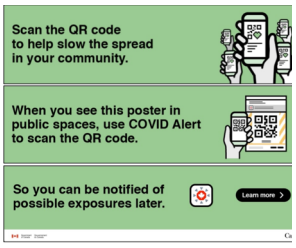
Concept Testing

Respondents reviewed four draft social media and banner concepts and were asked a series of questions gauging their reactions. Following the review of all four concepts individually and in succession, respondents were asked to select which concept is the most effective at encouraging them to use the COVID Alert app to scan a QR code upon entry to a business/venue.

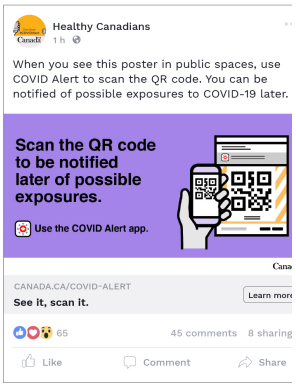
Respondents were shown four concepts for the new QR Code feature within the COVID Alert app. For each concept, respondents were shown a draft social media and banner ad in isolation. The order of each concept was randomized. After each concept exposure, respondents received a series of questions to gauge their overall reaction, interpretation of the main message, their perception of how well a series of attributes applied, and if they had any suggested improvements. After reviewing each of the individual concepts, respondents were asked to select which of the concepts they felt would be most effective at encouraging them to use the COVID Alert app to scan a QR code upon entry to a business/venue. The following are the four concepts tested and the concept names used for each throughout this report:

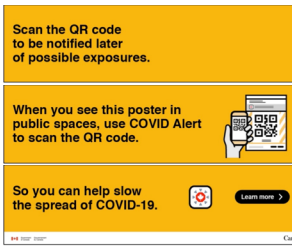
Collectivity



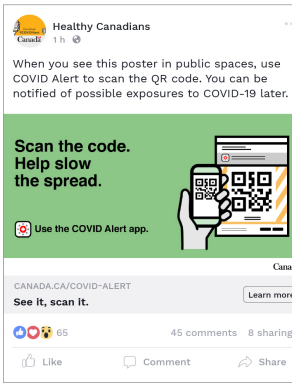


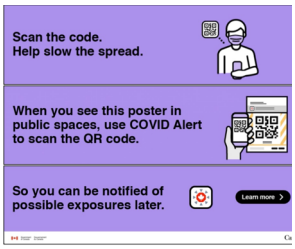
Reason



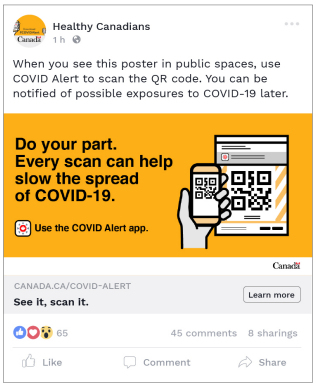


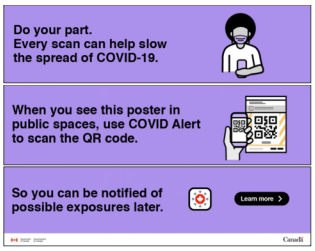
End Result





Responsibility





As is presented later in this report, reactions to the four concepts were very consistent. For this reason, we will begin by presenting the findings when respondents were asked to select the concept that would be most effective at encouraging them to download and use the COVID Alert app.

Selection of the Most Effective Concept

When asked to select which concept is the most effective in encouraging them to use the COVID Alert app to scan a QR code upon entry to a business/venue, of those who selected a concept (76% of respondents),

a plurality selected two concepts: Reason (33%) and Responsibility (32%). That said, one in five respondents (20%) also selected the End Result concept as the most effective concept and 16% of respondents selected the Collectivity concept.

Exhibit A1: Q52 – *Now that you have seen all four (4) concepts, which concept do you think is the most effective in encouraging you to use the COVID Alert app to scan a QR code upon entering a business or venue?*

Overall Most Effective Concept	
Reason	33%
Responsibility	32%
End Result	20%
Collectivity	16%

Those more likely to select the Responsibility concept compared to their comparison groups:
- Aged 65 or older (**42%**)

Those more likely to select the End Result concept compared to their comparison groups:
- Respondents in Quebec (**26%**)

It is also worth noting that respondents who say they are likely to use the QR code feature when entering businesses/venues (detailed further in this report) are more likely to prefer the Responsibility concept (at **36%**) than the others. However, like other subgroups analyzed, preference remains mixed.

Reactions to Each Concept

Each individual concept will be explored separately in the order of preference as outlined above.

The results for each concept, across all questions, are very similar. Additionally, there are some respondents who have a very favourable opinion of all four concepts as well as some who have a very unfavourable opinion of all four. Specifically, 12% of respondents indicate that they have a very favourable of each concept, and conversely, 8% of respondents respond very unfavourably to each concept. It may stand to reason that these individuals will maintain a favourable or unfavourable opinion of any concept used to promote the QR code feature of the COVID Alert app. However, even when removing these individuals from the analyses to better understand the opinions of those who do not have strong and static opinions, the percentage of those who have a favourable opinion of each concept remains statistically unchanged (at between 51% and 54%).

Worth noting, the Reason and Responsibility concepts continue to be the concepts that receive higher (though not significantly different) favourability ratings.

Reason

Fifty-six percent (56%) of Canadians have a favourable opinion to the Reason concept, either very (23%) or slightly (33%). Conversely, two in ten Canadians (21%) have an unfavourable opinion of the concept.

Exhibit A2: Q16 – *Overall, how favourable or unfavourable an opinion do you have of this concept?*

Favourability: Reason	
Very favourable	23%
Slightly favourable	33%
Neither	20%
Slightly unfavourable	9%
Very unfavourable	12%
DK/NR	3%

Important demographic differences include:

- There is a negative correlation between age and favourability of the concept. Young adults aged 18-24 (**67%**) and 25-34 years (**60%**) are significantly more likely to have a favourable opinion of the concept than older adults aged 35-54 (54%), 55-64 (53%) and 65 years or older (52%).
- Students (**70%**) respond more favourably to the concept than all other comparison groups.

For each concept, respondents were asked to identify the main message. One third of respondents (32%) believe the main message of the Reason concept is to scan the QR code. Rounding out the top three main messages are: a COVID-19 notification (19%) and to use the COVID Alert app (8%). Fewer Canadians believe the main message is to help slow down the spread of COVID-19 (5%).

Exhibit A3: Q17 – *In your own words, what is the main message of this concept?*

Main Message: Reason	
Scan it/QR code	32%
COVID-19 notification	19%
Use the app/COVID app	8%
Help slow down the spread of COVID-19	5%
Waste of time/money	3%
Like/good/easy to use	3%
Security/privacy concern	3%
Do your part/be responsible	1%
Other	2%
None	1%
Don’t know/no answer	15%

Important demographic differences include:

- Females are more likely (at **36%**) to indicate that the main message is to scan the QR code.
- Young adults aged 18-24 years are also more likely (at **40%**) to say that the main message is to scan the QR code than older adults.

When asked how well certain attributes apply to the concept, some attributes apply better than others. Certainly, the concept is easy to understand for most respondents, with three quarters (75%) saying that

the concept is somewhat or very easy to understand. Most respondents believe the concept explains why they should scan the QR code (70%), explains the QR code feature well (64%), and gets their attention (60%). Opinion is divided on whether the concept is relevant (52%), makes them want to get more information (50%), motivates them to use the QR code feature (49%), and increases their interest in the COVID Alert app (48%).

Exhibit A4: Q18-25 – *Please indicate how well each of these applies to this concept.*

Attributes: Reason	Very	Somewhat	Not very	Not at all	DK/NR
Easy to understand	37%	38%	12%	9%	4%
Explains why I should scan a QR code	34%	37%	14%	12%	4%
Explains the QR code feature well	28%	37%	18%	14%	4%
Gets my attention	24%	36%	19%	17%	3%
Relevant to me	22%	30%	18%	25%	4%
Increases my interest in the COVID Alert app	19%	29%	20%	28%	4%
Motivates me to use the QR code feature	19%	29%	20%	28%	4%
Makes me want to get more information	18%	31%	21%	25%	3%

Important demographic differences include:

- Females are more likely to say the concept explains why they should scan the QR code (**73%**), gets their attention (**63%**), and makes them want to get more information (**52%**).
- Canadians aged 18-24 years are more likely to agree that each attribute applies well to the concept than older Canadians.
- For nearly all the attributes explored, respondents in Quebec are less likely to indicate that the attribute applies well to the concept than respondents in other areas of Canada.

Nearly six in ten Canadians (57%) feel that the concept would be appropriate for the Government of Canada to use, while nearly one quarter (23%) believe it would be inappropriate.

Exhibit A5: Q26 – *Do you think it would be appropriate or inappropriate for the Government of Canada to use this concept?*

Appropriateness: Reason	
Appropriate	57%
Inappropriate	23%
DK/NR	20%

Important demographic differences:

- Males are more likely to think that it would be inappropriate for the Government of Canada to use this concept (**25%**).
- Respondents in Quebec are also more likely (at **26%**) to say that the concept would be inappropriate for the Government of Canada to use.
- Canadians aged 18-24 (**72%**) and 25-34 years (**66%**) are more likely to say that the concept would be appropriate for the Government of Canada to use than their older counterparts.

- At three quarters (**74%**), students are more likely to indicate that the concept would be appropriate to use. Conversely, respondents who are self-employed are more likely to believe it would be inappropriate (at **34%**).

When asked what would improve the concept, a plurality (30%) said to leave it as is. Fourteen percent (14%) of respondents say that it would be improved with a better explanation or more information. All other mentions are collectively said by fewer than 10% of respondents.

Exhibit A6: Q27 – *What, if anything, would improve this concept?*

Improvements: Reason	
Leave it as is	30%
Better explanation/more information	14%
Not interested/waste of money	8%
Prefer another solution	8%
Accessibility (no smartphone or app)	7%
Better design	5%
Better narrative/too wordy	3%
Ensure privacy/security concerns	2%
Other	3%
Don't know/no answer	23%

Important demographic differences include:
- Canadians aged 55 years or older are more likely to say there are accessibility concerns (e.g., not having a smartphone) with the concept (55-64 - **12%**; 65+ - **13%**).
- Retirees are also more likely to cite accessibility concerns (at **13%**).

Responsibility

Over half of Canadians (55%) respond favourably to the Responsibility concept and more respond very favourably to it (23%) than unfavourably (either slightly or very; 22%).

Exhibit A7: Q40 – *Overall, how favourable or unfavourable an opinion do you have of this concept?*

Favourability: Responsibility	
Very favourable	23%
Slightly favourable	32%
Neither	20%
Slightly unfavourable	10%
Very unfavourable	12%
DK/NR	3%

Important demographic differences include:
- Canadians aged 18-24 years are more likely (at **65%**) to respond favourably to the concept than any other age groups.
- At six in ten (**62%**), respondents living in Atlantic Canada have a more favourable opinion of the concept than other regions.

- Full-time (**56%**) and part-time (**60%**) employees and students (**69%**) respond more favourably to the concept than retirees (51%) and those who are self-employed (44%) or unemployed (48%).

When it comes to the main message conveyed by the concept, one quarter (26%) of Canadians believe the main message is to scan the QR code. The second most common message is to do their part/be responsible (at 15%), followed closely by the main message being a COVID-19 notification (at 14%). Fewer Canadians believe the main message is to use the COVID Alert app (8%) or to encourage people to help stop the spread of COVID-19 (6%).

Exhibit A8: Q41 – *In your own words, what is the main message of this concept?*

Main Message: Responsibility	
Scan it/QR code	26%
Do your part/be responsible	15%
COVID-19 notification	14%
Use the app/COVID app	8%
Help slow down the spread of COVID-19	6%
Waste of time/money	3%
Security/privacy concern	2%
Like/good/easy to use	2%
Other	2%
None	1%
Don't know/no answer	13%

Important demographic differences include:

- Older Canadians aged 55-64 (**19%**) and 65 or older (**17%**) are more likely to interpret the main message as being a COVID-19 notification than younger Canadians.
- Respondents in Atlantic Canada are also more likely to think the main message is a COVID-19 notification (**23%**) than in other provinces/regions.

The majority, at three quarters of respondents (73%), believe that the concept is easy to understand. Between six and seven in ten respondents say that the concept explains why they should scan a QR code (69%), explains the QR code feature well (63%) and gets their attention (61%). Respondents are divided on relevance (52%), if the concept makes them want to get more information (48%), motivates them to use the QR code feature (48%), or increases their interest in the COVID Alert app (47%).

Exhibit A9: Q42-49 – *Please indicate how well each of these applies to this concept.*

Attributes: Responsibility	Very	Somewhat	Not very	Not at all	DK/NR
Easy to understand	37%	37%	13%	10%	4%
Explains why I should scan a QR code	31%	37%	14%	14%	4%
Explains the QR code feature well	26%	36%	19%	15%	4%
Gets my attention	25%	36%	20%	17%	3%
Relevant to me	22%	30%	18%	25%	4%
Motivates me to use the QR code feature	20%	28%	20%	28%	4%
Increases my interest in the COVID Alert app	19%	28%	21%	28%	4%
Makes me want to get more information	18%	30%	23%	26%	4%

Important demographic differences include:

- Females are more likely to say the concept is easy to understand (**75%**), explains why they should scan the QR code (**72%**), gets their attention (**63%**), and is relevant to them (**54%**).
- Canadians aged 18-24 years are more likely to agree that the concept is easy to understand (**82%**), gets their attention (**72%**), is relevant to them (**67%**) and motivates them to use the new feature (**59%**) than older Canadians.
- Respondents who live in Atlantic Canada are more likely to say the concept motivates them to use the QR code feature (**58%**) than those in other regions.
- Students are more likely to agree that the concept is relevant to them (**68%**), motivates them to use the QR code feature (**60%**) and makes them want to get more information (**59%**) than all other comparison groups.

Over half (56%) of Canadians feel that the concept would be appropriate for the Government of Canada to use, while one quarter (24%) believe it would be inappropriate.

Exhibit A10: Q50 – *Do you think it would be appropriate or inappropriate for the Government of Canada to use this concept?*

Appropriateness: Responsibility	
Appropriate	56%
Inappropriate	24%
DK/NR	19%

Canadians who are more likely to think it would be appropriate:

- Aged 18-24 years (**67%**).
- Full-time employees (**61%**) and students (**68%**).

Canadians who are more likely to think it would be inappropriate:

- Males (**26%**).
- Aged 55-64 years (**30%**).
- Those in Quebec (**30%**).
- Those self-employed (**32%**) and retirees (**29%**).

The plurality of respondents (29%) believe that the Government of Canada should leave the concept as is. Fourteen percent (14%) of respondents say that it would be improved with a better explanation or more information. All other mentions are collectively said by fewer than 10% of respondents, however, some respondents say that the concept could be improved with a better narrative (5%) or design (4%).

Exhibit A11: Q51 – *What, if anything, would improve this concept?*

Improvements: Responsibility	
Leave it as is	29%
Better explanation/more information	14%
Not interested/waste of money	8%
Prefer another solution	8%
Accessibility (no smartphone or app)	6%
Better narrative/too wordy	5%
Better design	4%
Ensure privacy/security concerns	2%
Other	3%
Don't know/no answer	23%

Important demographic differences include:

- Canadians aged 65 or older are more likely to say (at **13%**) there are accessibility concerns (e.g., not having a smartphone).
- Retirees are also more likely to cite accessibility concerns (at **11%**) when compared to other respondents.

End Result

Over half of Canadians (54%) respond favourably to the End Result concept and more respond very favourably to it (23%) than unfavourably (either slightly or very; 21%).

Exhibit A12: Q28 – *Overall, how favourable or unfavourable an opinion do you have of this concept?*

Favourability: End Result	
Very favourable	23%
Slightly favourable	31%
Neither	21%
Slightly unfavourable	10%
Very unfavourable	12%
DK/NR	4%

Important demographic differences include:

- Younger adults aged 18-24 years are more likely (at **64%**) to respond favourably to the concept than older adults.
- At seven in ten (**71%**), students are also more likely to respond favourably to the concept than all other comparison groups.

Three in ten (31%) Canadians believe the main message of the End Result concept is to scan the QR code. Other common interpretations of the main message are: a COVID-19 notification (17%), to help slow down the spread (9%), and to use the COVID Alert app (8%).

Exhibit A13: Q29 – *In your own words, what is the main message of this concept?*

Main Message: End Result	
Scan it/QR code	31%
COVID-19 notification	17%
Help slow down the spread of COVID-19	9%
Use the app/COVID app	8%
Waste of time/money	3%
Like/good/easy to use	3%
Security/privacy concern	2%
Do your part/be responsible	2%
Other	2%
None	1%
Don't know/no answer	15%

Important demographic differences include:

- Respondents in Atlantic Canada are more likely to think the main message is a COVID-19 notification (**27%**) than Canadians in other regions.

Approximately seven in ten respondents agree that the concept is easy to understand (72%) and explains why the QR codes should be scanned (67%). The majority of respondents also believe that the concept explains the QR code feature well (62%) and gets their attention (58%). Opinions are divided on the remainder of the attributes explored, including: is "relevant to me" (53%), "makes me want to get more information" (48%), "motivates me to use the QR code feature" (48%), and "increases my interest in the COVID Alert app" (47%).

Exhibit A14: Q30-37 – *Please indicate how well each of these applies to this concept.*

Attributes: End Result	Very	Somewhat	Not very	Not at all	DK/NR
Easy to understand	35%	37%	14%	10%	3%
Explains why I should scan a QR code	32%	35%	16%	13%	4%
Explains the QR code feature well	27%	35%	19%	15%	4%
Gets my attention	23%	35%	21%	18%	3%
Relevant to me	21%	32%	18%	25%	4%
Motivates me to use the QR code feature	19%	29%	20%	28%	4%
Makes me want to get more information	18%	30%	22%	26%	4%
Increases my interest in the COVID Alert app	18%	29%	21%	29%	4%

Important demographic differences include:

- Females are more likely to say the concept explains why they should scan the QR code (**69%**), gets their attention (**61%**), and makes them want to get more information (**50%**).
- Canadians aged 18-24 years are more likely to say that the concept is relevant (**69%**), makes them want to get more information (**61%**) and motivates them to use the QR code feature (**59%**), than all other age groups.
- When compared to other employment statuses, students are also more likely to believe the concept is relevant (**73%**), makes them want to get more information (**65%**), motivates them to use the QR code feature (**65%**), as well as increases their interest in the COVID Alert app (**61%**).

Over half (56%) of Canadians feel that the concept would be appropriate for the Government of Canada to use, while one quarter (24%) believe it would be inappropriate.

Exhibit A15: Q38 – *Do you think it would be appropriate or inappropriate for the Government of Canada to use this concept?*

Appropriateness: End Result	
Appropriate	56%
Inappropriate	24%
DK/NR	20%

Respondents more likely to say it would be appropriate:

- Those aged 18-24 years (**67%**).
- Students (**73%**).

Respondents more likely to say it would be inappropriate:

- Males (**26%**).
- Those aged 55-64 years (**30%**) and 65 years or older (**26%**).
- Those who are self-employed (**35%**).

When asked what would improve the concept, a plurality (28%) said to leave it as is. Fifteen percent (15%) of respondents say that it would be improved with better explanation or more information. All other mentions are said by fewer than 10% of respondents.

Exhibit A16: Q39 – *What, if anything, would improve this concept?*

Improvements: End Result	
Leave it as is	28%
Better explanation/more information	15%
Not interested/waste of money	8%
Prefer another solution	7%
Accessibility (no smartphone or app)	7%
Better design	6%
Better narrative/too wordy	3%
Ensure privacy/security concerns	2%
Other	3%
Don’t know/no answer	22%

Important demographic differences include:

- Canadians aged 65 or older, and to a lesser extent, aged 55-64 years of age are more likely to say there are accessibility concerns (e.g., not having a smartphone) with the concept (**13%** and **10%**, respectively).
- Retirees are also more likely to cite accessibility concerns (at **12%**) when compared to other respondents.

Collectivity

Over half of Canadians (53%) respond favourably to the Collectivity concept and more respond very favourably to it (23%) than unfavourably (either slightly or very; 22%).

Exhibit A17: Q4 – *Overall, how favourable or unfavourable an opinion do you have of this concept?*

Favourability: Collectivity	
Very favourable	23%
Slightly favourable	31%
Neither	21%
Slightly unfavourable	10%
Very unfavourable	12%
DK/NR	4%

Important demographic differences include:

- Females are more likely to respond favourably to the concept (**56%**).
- There is a negative correlation between age and favourability of the concept; indeed, young adults aged 18-24 years (**66%**) are significantly more likely to have a favourable opinion of the concept than adults aged 65 years or older (48%).
- Full-time and part-time employees (**57%**) and students (**66%**) respond more favourably to the concept than retirees (48%) and those who are self-employed (47%) or unemployed (45%).

After reviewing the concept, respondents were asked to name its main message. Three in ten (29%) Canadians believe the main message is to scan the QR code. Rounding out the top three reasons are a COVID-19 notification (14%) and to help slow down the spread of COVID-19 (12%). Fewer Canadians believe the main message is to use the COVID Alert app (8%) or to encourage people to do their part/be responsible (4%).

Exhibit A18: Q5 – *In your own words, what is the main message of this concept?*

Main Message: Collectivity	
Scan it/QR code	29%
COVID-19 notification	14%
Help slow down the spread of COVID-19	12%
Use the app/COVID app	8%
Do your part/be responsible	4%
Waste of time/money	3%
Like/good/easy to use	3%
Security/privacy concern	3%
Other	2%
None	1%
Don't know/no answer	14%

Important demographic differences include:

- Respondents in Quebec are more likely to think the main message is a COVID-19 notification (**18%**) and less likely to think the message is to scan the QR code (21%) than Canadians in other provinces/regions.

When asked how well certain attributes apply to the concept, according to respondents, some attributes apply better than others. Certainly, the concept is easy to understand for most respondents, with three quarters (73%) saying that the concept is very or somewhat easy to understand. Most respondents believe the concept explains why they should scan the QR code (69%), explains the QR code feature well (62%), and gets their attention (59%). Opinion is divided on whether the concept is relevant (53%), makes them want to get more information (48%), increases their interest in the COVID Alert app (48%) and motivates them to use the QR code feature (47%).

Exhibit A19: Q6-13 – *Please indicate how well each of these applies to this concept.*

Attributes: Collectivity	Very	Somewhat	Not very	Not at all	DK/NR
Easy to understand	35%	38%	13%	11%	3%
Explains why I should scan a QR code	32%	37%	15%	13%	3%
Explains the QR code feature well	26%	36%	20%	15%	4%
Gets my attention	23%	36%	20%	18%	3%
Relevant to me	23%	30%	18%	25%	4%
Increases my interest in the COVID Alert app	19%	29%	20%	29%	4%
Motivates me to use the QR code feature	19%	28%	20%	29%	4%
Makes me want to get more information	18%	30%	23%	25%	4%

Important demographic differences include:

- Females are more likely to say the concept is easy to understand (**75%**), explains why they should scan the QR code (**71%**) and gets their attention (**62%**).
- Canadians aged 18-24 years are more likely to agree that each attribute applies well to the concept than older Canadians.

- For nearly all the attributes explored, respondents in Quebec are less likely to indicate that the attribute applies well to the concept than respondents in other areas of Canada.

Over half (57%) of Canadians feel that the concept would be appropriate for the Government of Canada to us, while one quarter (24%) believe it would be inappropriate.

Exhibit A20: Q14 – *Do you think it would be appropriate or inappropriate for the Government of Canada to use this concept?*

Appropriateness: Collectivity	
Appropriate	57%
Inappropriate	24%
DK/NR	20%

Important demographic differences:
- Males are more likely to think that it would be inappropriate for the Government of Canada to use this concept (**26%**).
- Canadians aged 18-24 years are more likely (at **72%**) to say that the concept would be appropriate for the Government of Canada to use than their older counterparts.
- At three quarters (**74%**), students are more likely to say that the concept would be appropriate to use.

When asked what would improve the concept, a plurality (29%) said to leave it as is. Fifteen percent of respondents say that it would be improved with better explanation or more information. All other mentions are said by fewer than 10% of respondents.

Exhibit A21: Q15 – *What, if anything, would improve this concept?*

Improvements: Collectivity	
Leave it as is	29%
Better explanation/more information	15%
Not interested/waste of money	9%
Prefer another solution	7%
Accessibility (no smartphone or app)	6%
Better design	5%
Better narrative/too wordy	3%
Ensure privacy/security concerns	2%
Other	3%
Don’t know/no answer	23%

Important demographic differences include:
- Canadians aged 65 or older, and to a lesser extent, aged 55-64 years are more likely to say there are accessibility concerns (e.g., not having a smartphone) with the concept (**13%** and **9%**, respectively).
- Albertans are also more likely to cite accessibility concerns (at **11%**) when compared to respondents in other regions.

COVID Alert & QR Codes

Respondents were then asked a variety of questions regarding smartphone ownership and likelihood of using a COVID Alert app.

The overwhelming majority of Canadians have a smartphone (86%).

Exhibit A22: Q53 – *Do you own a smartphone?*

Smartphone Ownership	
Yes	86%
No	12%
DK/NR	1%

More likely to have a smartphone:
- Those aged 18-24 years (**97%**) and 25-34 years (**96%**).
- Annual income of $80K-<$100K (**91%**) and $100K or more (**94%**).
- Students (**97%**) and those employed full-time (**94%**).

Of those with a smartphone, three quarters (77%) own one that is less than five years old. When extrapolating that to the entire population, it is revealed that two thirds of Canadians (67%) have a newer model cellphone. That said, it may be understood that at least two thirds of Canadians could have access to the COVID Alert app if they chose to.

Exhibit A23: Q54 – [*IF OWN A SMARTPHONE] Is the version of your smartphone less than 5 years old?*

Smartphone Age	
Yes	77%
No	19%
DK/NR	4%

More likely to have a newer smartphone:
- Those who live in Quebec (**84%**).

Respondents who indicated that their smartphone was less than five years old were asked if they have the COVID Alert app – four in ten (40%) indicated they do.

Exhibit A24: Q55 – *[IF OWN A SMARTPHONE LESS THAN 5 YEARS OLD] Do you have the COVID Alert app currently installed on your smartphone?*

COVID App Users	
Yes	40%
No	59%
DK/NR	1%

More likely to have the COVID Alert app installed on their smartphone:
- Those aged 65 or older (**47%**).

To understand if Canadians are familiar with QR codes, all respondents were asked to state their familiarity. The majority of respondents are familiar with QR codes (68%), with one third (32%) indicating they are very familiar with them. However, 14% of Canadians are not at all familiar with QR codes.

Exhibit A25: Q56 – *How familiar would you say you are with quick response codes also known as QR codes?*

Familiarity with QR Codes	
Very familiar	32%
Somewhat familiar	36%
Not very familiar	17%
Not at all familiar	14%
DK/NR	1%

More likely to be familiar with QR codes:
- Males (**74%**).
- Those aged 18-24 years (**90%**) and 25-34 years (**83%**). Note that there is a negative correlation between QR code familiarity and age.
- Those who live in Alberta (**79%**).
- Annual income of $80K-<$100K (**74%**) and $100K or more (**80%**).
- Students (**89%**) and those employed full-time (**79%**).

Half of smartphone owners (50%) say they would use the COVID Alert app to scan QR codes upon entering businesses/venues, and two in ten (20%) say they are very likely to. Forty-five percent (45%) are not likely to scan a QR code upon entering a business/venue and 5% are undecided. It may be said then that current users of the COVID Alert app (40% of newer smartphone owners) would use the new feature, which is an encouraging finding. However, it remains to be seen in these findings that the new feature would increase the overall penetration of the app among the Canadian population.

Exhibit A26: Q57 – *[IF OWN A SMARTPHONE] How likely would you be to use the COVID Alert app to scan QR codes upon entering a business or venue?*

Likelihood of Using COVID Alert or QR Codes to Enter a Business or Venue	
Very likely	20%
Somewhat likely	30%
Not very likely	22%
Not at all likely	23%
DK/NR	5%

More likely to use COVID Alert app to scan QR codes:
- Those aged 18-24 years (**60%**).
- Students (**63%**).

Lastly, respondents were asked the likelihood of the QR code function helping to slow the spread of COVID-19 and half of Canadians (49%) believe it would be helpful. Four in ten respondents (40%) believe the new function is not likely to help in slowing the spread, while 11% are not sure. Interestingly, the percentage of Canadians who are confident that the QR code function will be very helpful (15%) is almost

identical to the percentage who believe it will not help at all (17%), whereas the majority (57%) remain somewhere in the middle.

Exhibit A28: Q59 – *How helpful do you think the QR code function will be in slowing the spread of COVID-19?*

Helpfulness of the QR Code Function on Slowing the Spread of COVID-19	
Very helpful	15%
Somewhat helpful	34%
Not very helpful	23%
Not at all helpful	17%
DK/NR	11%

More likely to believe the new feature would help slow the spread of COVID-19:
- Those aged 18-24 years (**58%**).
- Residents of Atlantic Canada (**60%**).
- Students (**59%**).

CONCLUSIONS

The intent of this research was, in part, to understand which advertising concept is most compelling for Canadians. The four concepts tested, Collectivity, Reason, End Result and Responsibility, tested very similarly on overall favourability; impressions of and attitudes surrounding concept clarity, being attention grabbing, etc.; and how appropriate it is for the Government of Canada to use such advertising. However, the Reason and Responsibility concepts prevail when asked a forced choice about which would be more effective at encouraging the download and use of the COVID Alert app.

Given the generally similar results, it stands to reason that the perceived effectiveness of the advertising between the four concepts is not likely to be different. Indeed, the research demonstrates that the new QR code feature is likely to be used by existing adopters of the COVID Alert app. However, the overall penetration of the app among Canadians is not likely to be influenced substantially by introducing the new feature. When asked if the concept is relevant, increases interest in the COVID Alert app, is motivating, or increases interest in getting more information, opinions are squarely divided. These stand to be hurdles for adoption of the app and use of the QR code feature.

Accessibility, on the other hand, is not a significant barrier for Canadians. In fact, most Canadians own a smartphone and are familiar with QR codes. What is more likely to be challenging is the perception that the QR code feature will be effective in making a difference in terms of dealing with the COVID-19 pandemic. There are people who are in support of these concepts regardless, as well as those who are in opposition. Therefore, efforts towards these groups will not likely create change. Instead, the effort should be placed on those Canadians who are less entrenched in their views; those who are unsure of the overall effectiveness of the app and new feature.

Based on this quantitative exercise, we know that most Canadians thought that the concepts should be left as is or did not know what would make them more compelling. Although, when looking at the messages, the Reason concept is the only one that presents a message that is more self-serving – scan the QR code so you can be notified of a potential exposure. It would be worth exploring whether this kind of messaging is more motivating since it does not necessitate the belief that the feature would be effective in slowing the spread of COVID-19.

APPENDIX A: QUANTITATIVE METHODOLOGY REPORT

Survey Methodology

Earnscliffe Strategy Group's overall approach for this study was to conduct an online survey of 2,412 Canadians aged 18 and older using an online panel sample. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire Design

The questionnaire for this study was designed by Earnscliffe, in collaboration with Health Canada, and provided to Leger for fielding. The survey was offered to respondents in both English and French and completed based on their language preference. Respondents could not skip any of the questions as all questions required a response before continuing to the next question.

Sample Design, Selection and Weighting

The sampling plan for the study was designed by Earnscliffe in collaboration with Health Canada. The quantitative exercise involved an online survey of 2,412 Canadians aged 18 and older. The online survey was conducted using our data collection partner, Leger's, proprietary online panel. Quotas were set for gender, age, and region. Further, the final data were weighted to replicate actual distribution of population aged 18 and older by region, age, and gender according to the most recent Census (2016) data.

Data Collection

The online survey was conducted from May 5th – 16th in English and in French. The survey was undertaken by Leger using their proprietary online panel.

Reporting

Bolded results presented in this report show that the difference between the demographic groups analysed are significantly higher than results found in other columns in same demographic analysis. In the text of the report, unless otherwise noted, differences highlighted are statistically significant at the 95% confidence level. The statistical test used to find the significance of the results was the Z-test.

Due to rounding, results may not always add to 100%.

Quality Controls

Leger's panel is actively monitored for quality through a number of approaches (digital fingerprinting, in-survey quality measures, incentive redemption requirements, etc.) to ensure that responses are only collected from legitimate Canadian panel members. The survey link is reviewed multiple times before a comprehensive soft launch is conducted in both languages. The soft launch data is thoroughly reviewed, and any changes are made before another test of the links and full-launch of the survey.

Results

FINAL DISPOSITIONS

A total of 4,417 individuals entered the online survey, of which 2,412 qualified as eligible and completed the survey. The response rate for this survey was 23.4%.

Total Entered Survey	4,417
Completed	2,412
Not Qualified/Screen out	5
Over quota	500
Suspend/Drop-off	1,500

Unresolved (U)	8,058
Email invitation bounce-backs	73
Email invitations unanswered	7,985
In-scope - Non-responding (IS)	1,500
Non-response from eligible respondents	N/A
Respondent refusals	N/A
Language problem	N/A
Selected respondent not available	N/A
Qualified respondent break-off	1,500
In-scope - Responding units (R)	2,917
Completed surveys disqualified – quota filled	500
Completed surveys disqualified – other reasons	5
Completed surveys	2,412
Response Rate = R/(U+IS+R)	23.4%

NONRESPONSE

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys by joining an online opt-in panel. The notion of nonresponse is more complex than for random probability studies that begin with a sample universe that can, at least theoretically, include the

entire population being studied. In such cases, nonresponse can occur at a number of points before being invited to participate in this particular survey, let alone in deciding to answer any particular question within the survey.

That being said, in order to provide some indication of whether the final sample is unduly influenced by a detectable nonresponse bias, the tables below compare the unweighted and weighted distributions of each sample's demographic characteristics.

The final data were weighted to replicate actual distribution of population aged 18 and older by region, age and gender according to the most recent Census (2016) data available.

TOTAL SAMPLE PROFILE: UNWEIGHTED VERSUS WEIGHTED DISTRIBUTIONS

Region	Unweighted Sample (n)	Weighted Sample (n)
Atlantic	163	166
Quebec	574	566
Ontario	928	925
Manitoba/Saskatchewan	139	157
Alberta	260	271
British Columbia/Territories	348	327
Total	2,412	2,412

Age	Unweighted Sample (n)	Weighted Sample (n)
18-24	246	258
25-34	377	400
35-54	842	822
55-64	427	422
65+	520	510
Total	2,412	2,412

Gender	Unweighted Sample (n)	Weighted Sample (n)
Male	1,248	1,165
Female	1,157	1,240
Other	5	5
Prefer not to answer/No response	2	2
Total	2,412	2,412

Household Income (18 and older)	Unweighted Sample (n)	Weighted Sample (n)
Under $40,000	476	483
$40,000 to just under $80,000	666	664
$80,000 and above	1,001	993
Prefer not to answer/No response	269	272
Total	2,412	2,412

Employment (18 and older)	Unweighted Sample (n)	Weighted Sample (n)
Working full-time	1,023	1,022
Working part-time	199	201
Self-employed	141	136
Retired	607	604
Unemployed	175	176
Student	179	184
Other	68	70
Prefer not to answer/No response	20	20
Total	2,412	2,412

MARGIN OF ERROR

Respondents for the online survey were selected from among those who have volunteered to participate/registered to participate in online surveys. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated. The results of such surveys cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

SURVEY DURATION

The online survey took an average of 13 minutes to complete.

APPENDIX B: QUESTIONNAIRE

Email Invitation

Earnscliffe Strategy Group, in collaboration with Leger Marketing, has been hired to administer an online survey on behalf of the Government of Canada. The purpose of the study is to explore Canadians' perceptions and choices.

This online survey will take about 15 minutes to complete. Your participation in the study is voluntary and completely confidential. All your answers will remain anonymous and will be combined with responses from all other respondents.

If you have any questions about the survey or if you encounter any difficulties, please email [INSERT EMAIL CONTACT].

To begin, click on the link below.

[URL]

Introduction

Background information

This research is being conducted by Earnscliffe Strategy Group, a Canadian public opinion research firm on behalf of Health Canada.

The purpose of this online survey is to collect opinions and feedback from Canadians that will be used by Health Canada to help inform government actions and decisions.

How does the online survey work?

- You are being asked to offer your opinions and experiences through an online survey.
- We anticipate that the survey will take 15 minutes to complete.
- Your participation in the survey is completely voluntary.
- Your responses are confidential and will only ever be reported in aggregate – never in any way that can identify any individual respondent or their responses.
- Your decision on whether or not to participate will not affect any dealings you may have with the Government of Canada.

What about your personal information?

- The personal information you provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the *Department of Health Act* in accordance with the *Treasury Board Directive on Privacy Practices*. We only collect the information we need to conduct the research project.
- **Purpose of collection**: We require your personal information such as demographic information to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will never be identified.

- **For more information:** This personal information collection is described in the standard personal information bank Public Communications – PSU 914, in Info Source, available online at infosource.gc.ca.
- **Your rights under the *Privacy Act*:** In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Coordinator at privacy-vie.privee@hc-sc.gc.ca. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly.

What happens after the online survey?
The final report written by Earnscliffe Strategy Group will be available to the public from Library and Archives Canada (http://www.bac-lac.gc.ca/).

If you have any questions about the survey, you may contact Earnscliffe at research@earnscliffe.ca.

Your help is greatly appreciated, and we look forward to receiving your feedback.

[CONTINUE TO Q1]

1. What is your gender?

Male	1
Female	2
Other	3
Prefer not to answer	98

2. In what year were you born?

   [INSERT YEAR]

   [IF RESPONDENT DOES NOT PROVIDE BIRTH YEAR, ASK:] Which of the following age categories do you belong to?

Under 18 [THANK & TERMINATE]	1
Between 18 and 24	2
Between 25 and 34	3
Between 35 and 44	4
Between 45 and 54	5
Between 55 and 64	6
65 or older	7
Prefer not to answer [THANK & TERMINATE]	98

3. Which of the following provinces or territories do you live in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to answer [THANK & TERMINATE]	98

Section 1: Concept Testing

We would like to show you four (4) concepts that are currently being considered by Health Canada for their COVID Alert app marketing campaign.

We will show you one concept at a time with two sample ads (a social media ad and a banner ad) of how the concept could be executed. Please note the final versions of the concepts have not yet been produced and may include animation (but no sound). Please take the time to look at the images and read the text carefully.

Here is the first concept.

[RAMDOMIZE ORDER OF CONCEPTS]
[CONCEPT #1 – Collectivity]
[CONCEPT #2 – Reason]
[CONCEPT #3 – End Result]
[CONCEPT #4 – Responsibility]

[Concept #1 – Collectivity] [PROGRAMMER NOTE, PLEASE DISPLAY: "Concept: Collectivity"]

4. Overall, how favourable or unfavourable an opinion do you have of this concept?

Very favourable	1
Slightly favourable	2
Neither	3
Slightly unfavourable	4
Very unfavourable	5
Prefer not to say	98
Don't know	99

5. In your own words, what is the main message of this concept? [OPEN END]

Please indicate how well each of these applies to this concept. [RANDOMIZE ORDER]

6. Relevant to me
7. Gets my attention
8. Easy to understand
9. Explains the QR code feature well
10. Explains why I should scan a QR code
11. Makes me want to get more information
12. Increases my interest in the COVID Alert app
13. Motivates me to use the QR code feature

Very	1
Somewhat	2
Not very	3
Not at all	4
Prefer not to say	98
Don't know	99

14. Do you think it would be appropriate or inappropriate for the Government of Canada to use this concept?

Appropriate	1
Inappropriate	2
Prefer not to say	98
Don't know	99

15. What, if anything, would improve this concept? [OPEN END]

[Concept #2 – Reason] [PROGRAMMER NOTE, PLEASE DISPLAY: "Concept: Reason"]

16. Overall, how favourable or unfavourable an opinion do you have of this concept?

Very favourable	1
Slightly favourable	2
Neither	3
Slightly unfavourable	4
Very unfavourable	5
Prefer not to say	98
Don't know	99

17. In your own words, what is the main message of this concept? [OPEN END]

Please indicate how well each of these applies to this concept. [RANDOMIZE ORDER]

18. Relevant to me
19. Gets my attention
20. Easy to understand
21. Explains the QR code feature well
22. Explains why I should scan a QR code
23. Makes me want to get more information
24. Increases my interest in the COVID Alert app
25. Motivates me to use the QR code feature

Very	1
Somewhat	2
Not very	3
Not at all	4
Prefer not to say	98
Don't know	99

26. Do you think it would be appropriate or inappropriate for the Government of Canada to use this concept?

Appropriate	1
Inappropriate	2
Prefer not to say	98
Don't know	99

27. What, if anything, would improve this concept? [OPEN END]

[CONCEPT #3 – End Result] [PROGRAMMER NOTE, PLEASE DISPLAY: "Concept: End Result"]

28. Overall, how favourable or unfavourable an opinion do you have of this concept?

Very favourable	1
Slightly favourable	2
Neither	3
Slightly unfavourable	4
Very unfavourable	5
Prefer not to say	98
Don't know	99

29. In your own words, what is the main message of this concept? [OPEN END]

Please indicate how well each of these applies to this concept. [RANDOMIZE ORDER]

30. Relevant to me
31. Gets my attention
32. Easy to understand
33. Explains the QR code feature well
34. Explains why I should scan a QR code
35. Makes me want to get more information
36. Increases my interest in the COVID Alert app
37. Motivates me to use the QR code feature

Very	1
Somewhat	2
Not very	3
Not at all	4
Prefer not to say	98
Don't know	99

38. Do you think it would be appropriate or inappropriate for the Government of Canada to use this concept?

Appropriate	1
Inappropriate	2
Prefer not to say	98
Don't know	99

39. What, if anything, would improve this concept? [OPEN END]

[CONCEPT #4 – Responsibility] [PROGRAMMER NOTE, PLEASE DISPLAY: "Concept: Responsibility"]

40. Overall, how favourable or unfavourable an opinion do you have of this concept?

Very favourable	1
Slightly favourable	2
Neither	3
Slightly unfavourable	4
Very unfavourable	5
Prefer not to say	98
Don't know	99

41. In your own words, what is the main message of this concept? [OPEN END]

Please indicate how well each of these applies to this concept. [RANDOMIZE ORDER]

42. Relevant to me
43. Gets my attention
44. Easy to understand
45. Explains the QR code feature well
46. Explains why I should scan a QR code
47. Makes me want to get more information
48. Increases my interest in the COVID Alert app
49. Motivates me to use the QR code feature

Very	1
Somewhat	2
Not very	3
Not at all	4
Prefer not to say	98
Don't know	99

50. Do you think it would be appropriate or inappropriate for the Government of Canada to use this concept?

Appropriate	1
Inappropriate	2
Prefer not to say	98
Don't know	99

51. What, if anything, would improve this concept? [OPEN END]

[END OF TESTING OF INDIVIDUAL CONCEPTS]

52. Now that you have seen all four (4) concepts, which concept do you think is the most effective in encouraging you to use the COVID Alert app to scan a QR code upon entering a business or venue?

Concept #1 [PROGRAMMER NOTE, PLEASE DISPLAY: "Concept: Collectivity"]	1
Concept #2 [PROGRAMMER NOTE, PLEASE DISPLAY: "Concept: Reason"]	2
Concept #3 [PROGRAMMER NOTE, PLEASE DISPLAY: "Concept: End Result"]	3
Concept #4 [PROGRAMMER NOTE, PLEASE DISPLAY: "Concept: Responsibility"]	4
Prefer not to say	98
Don't know	99

Section 2: App Logistics

53. Do you own a smartphone?

A smartphone is defined as a mobile phone that performs many of the functions of a computer, typically having a touchscreen interface, internet access, and an operating system capable of running downloaded applications.

Yes	1
No	2
Prefer not to say	98
Don't know	99

54. [IF YES TO Q53] Is the version of your smartphone less than 5 years old?

Yes	1
No	2
Prefer not to say	98
Don't know	99

55. [IF YES TO Q54] Do you have the COVID Alert app currently installed on your smartphone?

Yes	1
No	2
Prefer not to say	98
Don't know	99

56. As you may know, a quick response, or QR, Code is a two-dimensional version of a barcode that can be scanned by a smartphone or mobile device enabling the user to access the linked information almost instantly. [INSERT EXAMPLE IMAGE OF QR CODE]

    How familiar would you say you are with quick response codes also known as QR codes?

Very familiar	1
Somewhat familiar	2
Not very familiar	3
Not at all familiar	4
Prefer not to say	98
Don't know	99

57. [IF YES TO Q53] How likely would you be to use the COVID Alert app to scan QR codes upon entering a business or venue?

Very likely	1
Somewhat likely	2
Not very likely	3
Not at all likely	4
Prefer not to say	98
Don't know	99

58. [IF NO TO Q53] How likely would you be to download the COVID Alert app so you could scan QR codes upon entering a business or venue?

Very likely	1
Somewhat likely	2
Not very likely	3
Not at all likely	4
Prefer not to say	98
Don't know	99

59. How helpful do you think the QR code function will be in slowing the spread of COVID-19?

Very helpful	1
Somewhat helpful	2
Not very helpful	3
Not at all helpful	4
Prefer not to say	98
Don't know	99

Demographics

The last few questions are strictly for statistical purposes.

60. Do you identify as any of the following? [SELECT ALL THAT APPLY]

An Indigenous person who is First Nations	1
An Indigenous person who is Métis	2
An Indigenous person who is Inuk (Inuit)	3
A member of an ethno-cultural or a visible minority* group	4
A member of the LGBTQ2 community	5
A person with a disability	6
None of the above	7
Prefer not to answer	98

*NOTE: For this question, a visible minority is defined as a person, or people other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour.

61. [IF MEMBER OF ETHNO-CULTURAL OR VISIBLE MINORITY GROUP] Of which ethno-cultural or a visible minority group or groups are you a member? [OPEN END]

[RESPONSE]	
Prefer not to answer	98

62. What is the language you speak most often at home?

English	1
French	2
Other (SPECIFY)	3
Prefer not to answer	9

63. What is your current employment status?

Working full-time	1
Working part-time	2
Self-employed	3
Retired	4
Unemployed	5
Student	6
Other	7
Prefer not to answer	98

64. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes.

Under $20,000	1
$20,000 to under $40,000	2
$40,000 to under $60,000	3
$60,000 to under $80,000	4
$80,000 to under $100,000	5
$100,000 to under $150,000	6
$150,000 or more	7
Prefer not to answer	98

65. What is the highest level of education you have completed?

Some high school only	1
Completed high school	2
Some college/university	3
Completed college/university	4
Post-graduate studies	5
Prefer not to answer	98

[PRE-TEST ONLY ADD QUESTIONS A THRU J]

A. Did you find any aspect of this survey difficult to understand? Y/N
B. [IF A=YES] If so, please describe what you found difficult to understand.
C. Did you find the way in which of the any of the questions in this survey were asked made it difficult for you to provide your answer? Y/N
D. [IF C=YES] If so, please describe the issue with how the question was asked.
E. Did you experience any difficulties with the language? Y/N
F. [IF E=YES] If so, please describe any difficulties you had with the language.
G. Did you find any terms used within the survey confusing? Y/N
H. [IF G=YES] If so, please describe the terms you found confusing.
I. Did you encounter any other issues during the course of this survey that you would like us to be aware of? Y/N
J. [IF I=YES] If so, what are they?