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Baseline and Post-Campaign ACET Survey for Dementia Advertising Campaign

Methodological Report

Prepared for Health Canada

Supplier name: Ipsos Public Affairs

Contract Number: HT372-213780/001/CY

Contract value: \$68,294.49

Award Date: November 19th, 2021

Delivery Date: April 29th, 2022

Registration number: POR 029-21

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Canada 



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A handwritten signature in black ink that reads "M. Colledge".

Mike Colledge
President
Ipsos Public Affairs



Baseline and Post-Campaign ACET Survey for Dementia Advertising Campaign Methodological Report

Prepared for Health Canada and the Public Health Agency of Canada
Supplier name: Ipsos Public Affairs
April 2022

This public opinion research report presents the methodology of the Baseline and Post-Campaign ACET Survey for Dementia Advertising Campaign online survey conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The baseline survey was conducted with a sample of n=2,001 Canadians ages 18+ between December 16th and December 30th, 2021, and the post-campaign survey was conducted with a sample of n=2,013 Canadians ages 18+ between March 14th and March 25th, 2022.

Cette publication est aussi disponible en français sous le titre : Sondage de référence OECP et post sondage pour la campagne de sensibilisation sur la démence.

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Catalogue Number:
H14-402/2022E-PDF

International Standard Book Number (ISBN):
978-0-660-43758-3

Related publications (registration number: POR 21-11)
Catalogue Number H14-402/2022F-PDF (Final Report, French)
ISBN 978-0-660-43760-6

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1. Background

As announced in the 2019 Budget, the Public Health Agency of Canada (PHAC) has received \$50 million over five years, starting in 2019–20, to support key elements of the implementation of Canada’s first national dementia strategy.

In Canada between April 2017 and March 2018, almost 452,000 people over 65 were living with diagnosed dementia and nearly 85,000 people older than 65 were newly diagnosed with dementia. These numbers only include people who have had a formal diagnosis from a health care provider. As such, the number of people living with dementia in Canada may be higher. Those diagnosed with young onset dementia are also not included in these statistics.

Stigma can discourage a person from seeking diagnosis, educating themselves about the disease, and participating in research. It can also lead others to react in ways that reduce the quality of life of people living with dementia such as patronizing, isolating, and discriminating against a person with the disease.¹

There is no cure for dementia and some risk factors are non-modifiable however, several studies suggest that applying healthy lifestyle behaviours and modifying certain risk factors can delay or lower the chances of developing dementia. While age is the strongest known risk factor for cognitive decline, dementia is not a natural or inevitable consequence of aging.

As such, the Public Health Agency of Canada (PHAC) will be implementing a social marketing strategy starting in 2020 and ending in 2024, to support stigma reduction and dementia risk reduction. Adopting a two-pronged, phased approach, the strategy will include an advertising campaign in September of 2021 to generate awareness and educate Canadians about dementia, risks, and stigma, and promote healthy lifestyle behaviours.

2. Research Objectives

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

The objectives of the research were as follows:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Measure increased knowledge

¹ What features of stigma do the public most commonly attribute to Alzheimer’s disease dementia? Results of a survey of the U.S. general public (2018): <https://www.sciencedirect.com/science/article/pii/S1552526018300256>



- Identify attitudinal and behavioural changes as a result of the advertising campaign

The results of this research will allow HC and PHAC to evaluate the performance of this campaign. It will also help HC and PHAC to improve any future phases of the campaign (or similar).

Target Audience

The target audience of the research was Canadians aged 18+.

3. Methodology

3.1 Online Sample

This project involved two (2) online surveys – a baseline survey and a post-campaign survey. Both surveys were executed online using a non-probability online panel. This is the standard approach for all Government of Canada advertising evaluation surveys. The initial baseline survey was conducted before the campaign launched and the post-campaign survey was conducted following the completion of the campaign.

Respondents for the survey were drawn from the Ipsos' i-Say panel and a trusted partner panel vendor, Canview. The baseline survey was conducted with a sample of n=2,001 Canadians ages 18+ and the post-campaign survey was conducted with a sample of n=2,013 Canadians ages 18+. Survey respondents took the survey in the official language of their choice, either English or French.

For the baseline survey a pre-test was conducted on December 16th, 2021, with 66 completes (31 English / 35 French), to confirm survey length before fully deploying the questionnaire. An open-ended question was asked at the end of the survey where any problems with the clarity of the survey questions could be brought to our attention; no issues were flagged. The survey was fully launched and ran between December 16th, 2021, and December 30th, 2021.

For the post-campaign survey, a pre-test was conducted on March 14th, 2022, with 49 completes (26 English / 23 French). No issues were flagged. The survey was fully launched and ran between March 14th and March 25th, 2022.

For both surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information.

In both surveys, we observed a natural fall out of respondents who provide services to the public in the following sectors: retail, transportation, health, food, and banking. The following question was asked:

Do you work in any of the following sectors in a position that requires you to interact with people on a regular basis?

Retail



Transportation/car maintenance

Banking

Restaurant/bar/hospitality

Health services

I work in one of these sectors, but I do not interact with people on a regular basis. exclusive

I do not work in one of these sectors exclusive

Prefer not to answer/ don't know exclusive

Service provider (Natural fall out):

	Baseline Survey	Post-campaign Survey
Retail	145	153
Transportation/car maintenance	43	31
Banking	39	38
Restaurant/bar/hospitality	60	58
Health services	134	141

The sampling methodology utilized email invitations + router technology to invite participants. Each participant received a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete. On average, each survey was completed within 10 minutes.

3.2 Participant Recruitment

Sample Source

Ipsos partnered with Canadian Viewpoint Inc., on the fieldwork and in obtaining the required sample. Ipsos and Canadian Viewpoint have over 200,000 active panelists. Like Ipsos, Canadian Viewpoint uses mixed-mode strategies (phone/online/in-person) to build its panel permitting more representative samples. Canadian Viewpoint's online consumer panel is also recruited using post screeners during telephone surveys, Facebook, online vetted list and during in-person studies. Incentives are not used for recruitment purposes to ensure quality, but respondents are incentivized for completing survey directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources.

The comprehensive background profiling data gathered when respondents join a panel allows for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, intention to buy a home within 12 months, profession, and other characteristics.

The data excludes any duplicate respondents based on IP capture and excludes panelists who have completed another Government of Canada survey in the previous 30 days as a member of that panel.

Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample to ensure that the final data reflects the general adult population by region, age, and



gender according to the 2016 Census. A Random Iterative Method (RIM) technique was applied for weighting. Note: totals may not add to 100% due to rounding.

Weighted and Unweighted Online Sample

	Baseline Survey		Post-campaign Survey	
	Unweighted Sample Size	Weighted Sample Size	Unweighted Sample Size	Weighted Sample Size
Canada	2001	2001	2013	2013
Region				
British Columbia/Territories	283	269	288	271
Alberta	222	224	236	226
Prairies (MB/SK)	140	130	118	131
Ontario	764	769	770	773
Quebec	464	470	465	472
Atlantic Canada	128	137	136	137
Gender				
Male	950	968	971	974
Female	1041	1023	1035	1029
Diverse	10	10	7	10
Age				
18-34	528	552	548	558
35-54	688	678	684	682
55+	785	771	781	773
Gender by Age				
Male 18 - 24	83	111	102	112
Male 25 - 34	164	162	165	163
Male 35 - 44	160	157	160	158
Male 45 - 54	176	175	177	176
Male 55 - 64	173	170	173	171
Male 65 - 100	194	191	194	192
Female 18 - 24	106	106	107	107
Female 25 - 34	167	164	167	165
Female 35 - 44	168	164	167	165
Female 45 - 54	184	181	180	182
Female 55 - 64	188	178	183	179
Female 65 - 100	228	229	231	230
Gender Diverse	10	10	7	10



The figures presented in the table above show minimal differences between the unweighted and weighted samples. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent is 1.34, which is well within acceptable ranges for a survey of the general population.

Email Statistics

For this survey, a non-probability sample was used. Therefore, a response rate cannot be calculated. However, the participation rate for the baseline survey was 95% and post-campaign survey was 89%. The post-campaign rate is lower because more cases were excluded based on having completed a similar survey within 30 days or the baseline ACET wave. Participation rate is calculated as follows:

$$\text{Participation Rate} = R/(R+IS+U).$$

Completions	Baseline Survey	Post-campaign Survey
Invalid Cases	389	922
Unresolved (U)	0	0
In-scope non-responding (IS)	138	436
Responding units (R)	2685	3368
Participation Rate	95%	89%

Online survey cases can be broken down into four broad categories:

Invalid Cases

These can include only clearly invalid cases (for example, invitations mistakenly sent to people who did not qualify for the study, incomplete or missing email addresses in a client-supplied list).

Unresolved (U)

These include all the cases where it cannot be established whether the invitation was sent to an eligible or an ineligible respondent or unit (for example, when email invitations bounce back or remain without an answer before the candidate could be qualified).

In-scope non-responding (IS)

These include all refusals, either implicit or explicit; all non-contacts and early break-offs of known eligible cases; and other eligible non-respondents (due to illness, leave of absence, vacation or other).

Responding units (R)

These include cases who have participated but who were disqualified afterwards (for example, when admissible quotas have been reached). It also includes all completed surveys or partially completed surveys that meet the criteria set by the researcher to be included in the analysis of the data.

Unresolved (U), in-scope (IS), and responding units (R) are all included in the broad category of “potentially eligible” cases. However, invalid cases are not included in the calculation of outcome rates.



For this survey a router was used to screen potential respondents and assign them to one of several surveys. Given this, it is not possible to estimate the number of cases “invited” to participate and whether they were eligible or not. Therefore, it is not possible to estimate the “unresolved” cases. For this survey, responding units is broken out as follows.

Completions	Baseline Survey	Post-campaign Survey
- Over quota	684	1355
- Qualified Completes	2001	2013
Responding units (R)	2685	3368

The sample routing technology uses weighted randomization to assign surveys to participants. Upon entry into the system, panelists are checked to ensure they have not exceeded survey participation limits. A list of potential survey matches is determined for each panelist based upon the information we know about them. Panelists may be asked additional screening questions within the system to ensure they meet the project criteria. Priority may be given to surveys that are behind schedule; however, this is kept to a minimum as survey randomization must remain in place as a key element for preventing bias. In this case, limited prioritization was applied during the field window, therefore there is a low chance of sample bias.

Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The data have been weighted to reflect the demographic composition of Canadian adults aged 18 years and over.

The table below compares the unweighted survey samples to the 2016 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population.

	Baseline Survey		Post-campaign Survey	
	Unweighted Percentage	Census 2016 Proportions	Unweighted Percentage	Census 2016 Proportions
Region*				
British Columbia /Territories	14%	14%	14%	14%
Alberta	11%	11%	12%	11%
Prairies (MB/SK)	7%	7%	6%	7%
Ontario	38%	38%	38%	38%
Quebec	23%	23%	23%	23%



Atlantic	6%	7%	7%	7%
Gender				
Male	47%	49%	48%	49%
Female	52%	51%	51%	51%
Diverse	<1%	<1%	<1%	<1%
Age				
18-34	26%	27%	27%	27%
35-54	34%	34%	34%	34%
55+	39%	40%	39%	40%
Gender by Age*				
Male 18 - 24	4%	6%	5%	6%
Male 25 - 34	8%	8%	8%	8%
Male 35 - 44	8%	8%	8%	8%
Male 45 - 54	9%	9%	9%	9%
Male 55 - 64	9%	9%	9%	9%
Male 65 - 100	10%	10%	10%	10%
Female 18 - 24	5%	5%	5%	5%
Female 25 - 34	8%	8%	8%	8%
Female 35 - 44	8%	8%	8%	8%
Female 45 - 54	9%	9%	9%	9%
Female 55 - 64	9%	9%	9%	9%
Female 65 - 100	11%	12%	11%	12%
Gender Diverse	<1%	<1%	<1%	<1%

* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the 2016 Census data.



4. Appendix – Survey Questionnaire

4.1 English Baseline Questionnaire

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](#)

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

If you require any technical assistance, please contact Ipsos at pasurveys@ipsosasks.ca

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

SELECT ALL THAT APPLY

- A marketing research firm
- A magazine or newspaper
- An advertising agency or graphic design firm
- A political party
- A radio or television station
- A public relations company
- The federal or provincial government
- None of these organizations [**Exclusive**]

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

b) Are you...?

- Male gender
- Female gender
- Gender diverse

c) 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 1910-2003

IF > 2003, 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

e) In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- I do not live in Canada **[THANK AND TERMINATE]**



SCREENER QUESTIONS TO IDENTIFY CANADIANS 18+ THAT PROVIDE SERVICES TO THE PUBLIC IN THE FOLLOWING SECTORS: RETAIL, TRANSPORTATION, HEALTH, FOOD AND BANKING.

- f) Do you work in any of the following sectors in a position that requires you to interact with people on a regular basis?
- Retail
 - Transportation/car maintenance
 - Banking
 - Restaurant/bar/hospitality
 - Health services
 - I work in one of these sectors, but I do not interact with people on a regular basis. exclusive
 - I do not work in one of these sectors exclusive
 - 99- Prefer not to answer/ don't know exclusive

[IF RETAIL, TRANSPORTATION, BANKING, RESTAURANT/BAR/HOSPITALITY in F]

- g) What is your position or job title?
- Customer service representative
 - Cashier
 - Sales staff
 - Bank teller or advisor
 - Bus or transit driver
 - Taxi or Uber driver
 - Waiter/waitress/hostess/service staff
 - In-home care, nurse, medical staff
 - Other, please specify:
 - 99- Prefer not to answer/ don't know

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



[RANDOMIZE]

- cinema
 - Facebook
 - Internet website
 - magazines
 - newspaper (daily)
 - newspaper (weekly or community)
 - outdoor billboards
 - restaurant or mall 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
 - [LAST] 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 how to support a person living with dementia in your community?

- Yes
- No

=> GO TO T1D

T1B: Where have you seen, read or heard this ad about how to support a person living with dementia in your community?

SELECT ALL THAT APPLY

[RANDOMIZE]

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- restaurant or mall 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
- [LAST] Other, specify _____

T1C: What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

T1D. To what extent would you be able to identify a person that may be living with dementia?

- To a large extent
- To a moderate extent
- To a small extent
- Not at all
- Prefer not to answer

T1E. As far as you know, what are possible signs and symptoms of dementia? Please read each item in the list and select each one that applies.

[RANDOMIZE]

- Loss of sense of time
- Anxiety
- Confusion
- Loss of memory
- Difficulty being understood
- Difficulty understanding others
- Depression
- Irritability
- Aggression
- Loss of coordination
- Wandering
- Changes in sleep
- Changes in appetite
- Delusions and hallucinations
- [THIRD LAST] Other (Please specify):
- [SECOND LAST] None of the above
- [LAST] Don't know

T1F. How comfortable would you feel interacting with someone who may be living with dementia

[Ask to services providers only [CODES 1-5 IN QF] at your workplace? (For example: you are serving a person who seems confused or repeats himself or does not seem to understand what you are saying.)



[Ask all other respondents] in your community? (For example: you are in line at the pharmacy and the person in front of you seems confused and perhaps anxious.)

- Very comfortable
- Somewhat comfortable
- Not very comfortable
- Not at all comfortable
- Don't know
- Prefer not to answer

T1G. To what extent do you agree or disagree with the following statement:

[Ask service providers only [CODES 1-5 IN QF]] I am well equipped in my workplace to effectively interact with people who may be living with dementia.

[Ask to all other respondents] I would know how to help a person who may be living with dementia should they need it.

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

T1H. Have you been diagnosed with dementia?

- Yes
- No
- Don't know
- Prefer not to answer

T1I. Do you currently have or have had a family member living with dementia?

- Yes
- No
- Don't know
- Prefer not to answer

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

- Less than a High School diploma or equivalent
 - 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
 - Post graduate degree above bachelor's level
 - Prefer not to answer
-

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

[ethnic]

D4a. When it comes to your ethnocultural background, do you identify as any of the following? Select all that apply

- White
- Indigenous person (First Nations, Inuit or Métis)
- South Asian
- Chinese
- Filipino
- Southeast Asian
- West Asian
- Korean
- Japanese
- Black
- Latin American
- Arab
- Other
- None of the above [Exclusive]

D5: Where were you born?

- born in Canada
- born outside Canada
 ↳ Specify the count

ASK IF D5=BORN OUTSIDE CANADA

D6: In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2021



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.

4.2 English Post-Campaign Questionnaire

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 7 minutes to complete.

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If you require any technical assistance, please contact Ipsos at pasurveys@ipsosasks.ca

h) 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.

i) Are you...?

- Male gender
- Female gender
- Gender diverse

C) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900 -2004

IF > 2003, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

SELECT ONE ONLY

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

IF “LESS THAN 18 YEARS OLD” THANK AND TERMINATE

k) In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island



- Quebec
- Saskatchewan
- Yukon
- I do not live in Canada **[THANK AND TERMINATE]**

SCREENER QUESTIONS TO IDENTIFY CANADIANS 18+ THAT PROVIDE SERVICES TO THE PUBLIC IN THE FOLLOWING SECTORS: RETAIL, TRANSPORTATION, HEALTH, FOOD AND BANKING.

- l) Do you work in any of the following sectors in a position that requires you to interact with people on a regular basis?
- Retail
 - Transportation/car maintenance
 - Banking
 - Restaurant/bar/hospitality
 - Health services
 - I work in one of these sectors, but I do not interact with people on a regular basis. exclusive
 - I do not work in one of these sectors exclusive
 - 99- Prefer not to answer/ don't know exclusive

[IF RETAIL, TRANSPORTATION, BANKING, RESTAURANT/BAR/HOSPITALITY in F]

- m) What is your position or job title?
- Customer service representative
 - Cashier
 - Sales staff
 - Bank teller or advisor
 - Bus or transit driver
 - Taxi or Uber driver
 - Waiter/waitress/hostess/service staff
 - In-home care, nurse, medical staff
 - Other, please specify:
 - 99- Prefer not to answer/ don't know

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: Deleted

Q3: Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

Q4: Deleted

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A: Over the past three weeks, have you seen, read or heard any Government of Canada advertising about how to support a person living with dementia in your community?

- Yes
- No

=> GO TO T1D

T1B: Where have you seen, read or heard this ad about how to support a person living with dementia in your community?

SELECT ALL THAT APPLY

Printed publications	
	Print newspaper
Broadcasting	
	Television
Online / digital	
Facebook	



Instagram	
Internet website	
LinkedIn	
Online news sites	Web search (e.g. Google, Bing)
	YouTube
Mandatory option(s):	
Other, specify:	

T1C: What do you remember about this ad?

ASK ALL RESPONDENTS

T1D. To what extent would you be able to identify a person that may be living with dementia?

- To a large extent
- To a moderate extent
- To a small extent
- Not at all
- Prefer not to answer

T1E. As far as you know, what are possible signs and symptoms of dementia? Please read each item in the list and select each one that applies.

[RANDOMIZE]

- Loss of sense of time
- Anxiety
- Confusion
- Loss of memory
- Difficulty being understood
- Difficulty understanding others
- Depression



- Irritability
- Aggression
- Loss of coordination
- Wandering
- Changes in sleep
- Changes in appetite
- Delusions and hallucinations
- [THIRD LAST] Other (Please specify):
- [SECOND LAST] None of the above
- [LAST] Don't know

T1F. How comfortable would you feel interacting with someone who may be living with dementia

[Ask to services providers only [CODES 1-5 IN QF] at your workplace? (For example: you are serving a person who seems confused or repeats himself or does not seem to understand what you are saying.)

[Ask all other respondents] in your community? (For example: you are in line at the pharmacy and the person is front of you seems confused and perhaps anxious.)

- Very comfortable
- Somewhat comfortable
- Not very comfortable
- Not at all comfortable
- Don't know
- Prefer not to answer

T1G. To what extent do you agree or disagree with the following statement:

[Ask service providers only [CODES 1-5 IN QF]] I am well equipped in my workplace to effectively interact with people who may be living with dementia.

[Ask to all other respondents] I would know how to help a person who may be living with dementia should they need it.

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

T1H. Have you been diagnosed with dementia?



- Yes
- No
- Don't know
- Prefer not to answer

T1I. Do you currently have or have had a family member living with dementia?

- Yes
- No
- Don't know
- Prefer not to answer

AD RECALL QUESTIONS

T1H: Here are some ads that have recently been broadcast on various media. Click here to watch.

[INSERT VIDEO, PRINT ANDWEB BANNERADS]

[CLICK TO GO TO THE NEXT PAGE]

Over the past three 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

Printed publications	
	Print newspaper
Broadcasting	
	Television
Online / digital	
Facebook	
Instagram	
Internet website	
LinkedIn	
Online news sites	Web search (e.g. Google, Bing)

	YouTube
Mandatory option(s):	
Other, specify:	

T1J: What do you think is the main point these ads are trying to get across?

T1K: Please indicate your level of agreement with the following statements about these ads?

RANDOMIZE STATEMENTS

	1	2	3	4	5
	Strongly Disagree				Strongly Agree
These ads catch my attention	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 how to support people who live with dementia	o	o	o	o	o
These ads help reduce negative perception of people living with dementia					

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

- Less than a High School diploma or equivalent
- 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
- Post graduate degree above bachelor's level
- Prefer not to answer

D3: Are there any children under the age of 18 currently living in your household?

- Yes
- No

D4: Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY



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

D5: Where were you born?

- born in Canada
- born outside Canada

 ↳ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D6: In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2022

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.
