



Methodological Report

COVID-19 TRACKING SURVEY ON CANADIANS' VIEWS 2020-2021

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Health Canada

Prepared by
Leger

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The word "Canada" in a serif font, with a small red maple leaf icon integrated into the letter 'a'.

COVID-19 TRACKING SURVEY ON CANADIANS' VIEWS

Methodological Report

Prepared for Health Canada

Supplier Name: Leger Marketing Inc.

February 2022

This public opinion research report presents the technical aspects of a tracking survey online conducted by Leger Marketing Inc. on behalf of Health Canada. The research was conducted with Canadians 18 and over.

Cette publication est aussi disponible en français sous le titre : Enquête de suivi concernant le point de vue des canadiens sur la COVID-19.

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1. Executive Summary

Leger is pleased to present the Government of Canada, Health Canada (HC) and the Public Health Agency of Canada (PHAC) with this report on the methodology used for this study on health-related public opinion during the COVID-19 pandemic.

This report was prepared by Leger who was contracted by Health Canada (contract number HT372-203161/001/CY awarded September 17, 2020).

1.1 Background and Objectives

To adequately respond to COVID-19, Health Canada and the Public Health Agency of Canada have developed a set of measures to protect the public and minimize the health, social and economic impacts of the pandemic. This study was developed in response to the lack of targeted health-related public opinion information about the COVID-19 pandemic.

To that end, HC and PHAC implemented a study with multiple survey phases. This project made it possible to survey the opinions of the Canadian population and measure the evolution of behaviours several times over the course of a few months.

The study provided ongoing first-hand data that allowed HC and PHAC to develop effective communications and initiatives.

The objectives were to provide Health Canada and other governments with research-based information on Canadians' perceptions, knowledge and behaviours relating to COVID-19. This type of information was particularly useful to HC and PHAC in refining its communications campaigns and tools.

General objectives were established for all eight waves of the study. In addition, specific objectives for each wave were also established. The specific objectives of each wave are mentioned in the methodology section.

The general objectives were as follows:

- to measure changes in behaviours and attitudes over time ;
- to understand Canadians' level of awareness, knowledge, concerns, behaviours and opinions on specific COVID-19 issues; and
- to test public education concepts and messages.

1.2 Data Collection

This study was conducted through a web-based survey of the Canadian population aged 18 and over who can speak English or French. The respondents were randomly selected through the Leo panel, Leger’s panel.

Eight waves of studies were conducted for this research project as follow. Details on methodology for each wave are provided in the full methodological report.

Wave	Target Audience	Fieldwork
Wave 1	1,000 Canadians 18+	September 25-28, 2020
Wave 2	2,000 Canadians 18+	November 6-19, 2020
Wave 3	1,000 Canadians 18+; and an oversample of 300 respondents with low income and 300 respondents from visible minority groups	November 11-18, 2020
Wave 4	2,000 Canadians 18+; and an oversample of 100 Indigenous respondents	December 22, 2020 to January 3, 2021
Wave 5	2,000 Canadians 18+	February 25 to March 6, 2021
Wave 6	2,000 Canadians 18+; and an oversample of 700 Indigenous respondents or respondents from visible minority groups	April 21 to May 1 st , 2021
Wave 7	2,250 Canadians 18+; and an oversample of 400 South Asian, 350 Black respondents and 200 Indigenous respondents	June 10 th to June 30 th , 2021
Wave 8	2,250 Canadians 18+; and an oversample of 350 South Asian, 400 Black respondents and 200 Indigenous respondents	August 31 st to September 14 th , 2021

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. Survey data are weighted to ensure that they replicate what the latest census would indicate in the composition of the adult population

of Canada. Details regarding the weighting procedures and participation rate can be found in Appendix A.

1.3 Notes on the Interpretation of the Findings

The opinions and observations expressed in this document do not reflect those of the Government of Canada, Health Canada (HC) or the Public Health Agency of Canada (PHAC). This report was compiled by Leger based on research conducted specifically for this project.

1.4 Declaration of Political Neutrality and Contact Information

I hereby certify, as chief agent of Leger, that the deliverables are in full compliance with the neutrality requirements of the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party positions, or the assessment of the performance of a political party or its leaders.

Signed by:



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2. Methodology

This study was conducted through a web-based survey of the Canadian population aged 18 and over who can speak English or French. The respondents were randomly selected through the Leo panel, Leger’s panel of Canadian Internet users comprising nearly half a million Internet users.

Eight waves of studies were conducted for this research project. Details for each wave are provided in the following sections.

2.1 Wave 1

For the first wave, a sample of 1,000 respondents representative of the Canadian population completed the survey. Fieldwork for this survey took place from September 25, 2020 to September 28, 2020.

The objectives of the first wave were to test different concepts and messages on COVID-19 and security measures with Canadians. Respondents were exposed to four storyboards and a message from Dr. Theresa Tam (English) and Dr. Howard Njoo (French). They were then asked for their opinion of the sketches as well as their preferred concept. The storyboards showed to the respondents can be found in Appendix B and the questionnaire can be found in Appendix C.

2.1.1 Quotas

For the first wave, the objective was to have a representative sample of the Canadian population. To do so, the following regional distribution was established:

Region	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT
# of Respondents	20	40	10	30	200	300	75	70	100	150	1	2	2

As for any general population sample derived from a national survey, the final results were weighted by region, age, gender, language and education levels.

2.1.2 Pretest

To validate the programming of the questionnaire, a pretest in both official language was conducted before the data collection. The following table shows the details of the pretest.

Table 1. Pretest details for wave 1

Wave 1	
Date of the pretest	September 24 th 2020
Number of complete surveys	30 (20 in English and 10 in French)
Average length during pretest	15.50 min

As no problems were detected during the pretests, data collection went forward.

2.1.3 Data Collection

Data collection for the first wave of this project began on September 25, 2020 and was carried out until September 28, 2020. A target of 1,000 respondents was established. The following table details the collection dates and the number of respondents and recontacts for each wave.

Table 2. Data collection details for wave 1

Wave 1	
Start of data collection	September 25 th , 2020
End of data collection	September 28 th , 2020
Invitations sent	6,591
Number of reminders sent	2
Number of completed interviews	1,003
Survey Length (Average)	18.23 min

2.1.4 Participation Rate

Below is the calculation of the participation rate to the first wave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 3. Participation rate for wave 1

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	5,402
Email invitations bounce back	22
Email invitations unanswered	5,380
In-scope non-responding units (IS)	156
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	156
Responding units (R)	1,005
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	2
Completed interviews	1,003
POTENTIALLY ELIGIBLE (U+IS+R)	6,563
Participation rate	15,31%

2.2 Wave 2

For the second wave, a sample of 2,000 respondents representative of the Canadian population completed the survey. Fieldwork for this survey took place from November 6, 2020 to November 19, 2020.

The objectives of the second wave were to assess the sources of information used by Canadians to keep up to date with Covid-19, and measure Canadians' views on Covid-19 vaccination and seasonal flu vaccination. The questionnaire for this wave can be found in Appendix D.

2.2.1 Quotas

For the second wave, the objective was to have a representative sample of the Canadian population. To do so, the following regional distribution was established:

Region	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT
# of Respondents	40	80	20	60	400	600	150	140	200	300	2	4	4

For the second wave, final results were weighted by region, age, gender, language, education levels, presence of children in the household and immigration status.

2.2.2 Pretest

To validate the programming of the questionnaire, a pretest in both official languages was conducted before the data collection. The following table shows the details of the pretest.

Table 4. Pretest details for wave 2

Wave 2	
Date of the pretest	November 6 th , 2020
Number of complete surveys	56 (35 in English and 21 in French)
Average length during pretest	6.54 min

As no problems were detected during the pretests, data collection went forward.

2.2.3 Data Collection

Data collection for the second wave of this project began on November 6, 2020 and was carried out until November 19, 2020. A target of 2,000 respondents was established. The following table details the collection dates and the number of respondents and recontacts for each wave.

Table 5. Data collection details for wave 2

Wave 2	
Start of data collection	November 6 th , 2020
End of data collection	November 19 th , 2020
Invitations sent	10,418
Number of reminders sent	3

Number of completed interviews	2,000
Survey Length (Average)	7.33 min

2.2.4 Participation Rate

Below is the calculation of the participation rate to the second wave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 6. Participation rate for wave 2

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	8,352
Email invitations bounce back	89
Email invitations unanswered	8,263
In-scope non-responding units (IS)	60
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	60
Responding units (R)	2,029
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	29
Completed interviews	2,000
POTENTIALLY ELIGIBLE (U+IS+R)	10,441
Participation rate	19,43%

2.3 Wave 3

For the third wave, a sample of 1,600 respondents (1,000 from the general population, 300 visible minorities and 300 Canadians with low-income) completed the survey. Fieldwork for this survey took place from November 11, 2020 to November 18, 2020.

The objectives of the third survey wave were to test different concepts for the COVID Alert mobile application marketing campaign. Respondents were exposed to three different storyboards and were asked for their opinion of the sketches and their preferred campaign concept. The storyboards showed to the respondents can be found in Appendix E and the questionnaire can be found in Appendix F.

2.3.1 Quotas

For the third wave, the objective was to have a representative sample of the Canadian population, but also to have a better understanding of low-income Canadians and visible minorities. To do so, the following regional distribution and the following over samples was established:

Region	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT	Visible minorities (oversample)	Low incomes (oversample)
# of Respondents	20	40	10	30	200	300	75	70	100	150	1	2	2	300	300

For the third wave, final results were weighted by region, age, gender, language, education levels, visible minorities and low income.

2.3.2 Pretest

To validate the programming of the questionnaire, a pretest in both official languages was conducted before the data collection. The following table shows the details of the pretest.

Table 7. Pretest details for wave 3

Wave 3	
Date of the pretest	November 11 th , 2020
Number of complete surveys	31 (20 in English and 11 in French)
Average length during pretest	11.30 min

As no problems were detected during the pretests, data collection went forward.

2.3.3 Data Collection

Data collection for the third wave of this project began on November 11, 2020 and was carried out until November 18, 2020. A target of 1,600 respondents was established. The following table details the collection dates and the number of respondents and recontacts for each wave.

Table 8. Data collection details for wave 3

Wave 3	
Start of data collection	November 11 th , 2020
End of data collection	November 18 th , 2020
Invitations sent	13,646
Number of reminders sent	2
Number of completed interviews	1,625
Survey Length (Average)	12.46 min

2.3.4 Participation Rate

Below is the calculation of the participation rate to the thirdwave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 9. Participation rate for wave 3

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	11,520
Email invitations bounce back	37
Email invitations unanswered	11,483
In-scope non-responding units (IS)	219

Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	219
Responding units (R)	1,676
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	51
Completed interviews	1,625
POTENTIALLY ELIGIBLE (U+IS+R)	13,415
Participation rate	12,49%

2.4 Wave 4

For the fourth wave, a sample of 2,100 respondents (2,000 from the general population, 100 Indigenous Canadians) completed the survey. Fieldwork for this survey took place from December 22, 2020 to January 3, 2021.

The objectives of the fourth survey wave were to assess Canadians' behaviour during the pandemic and evaluate their opinions on different topics related to Covid-19. Also during this wave, different messages related to vaccination were tested with different groups of Canadians:

- **General population** was exposed to 5 different messages related to education and building trust in the vaccine and had to choose which one was the most effective to them;
- **General population** was also exposed to 5 other messages related to priority groups in the vaccination process and had to choose which one was the most effective to them;
- **Seniors (70 years of age or older)** were exposed to 4 different messages related to the importance of getting the Covid-19 vaccine and had to choose which one was the most effective to them;and
- **Indigenous** were exposed to 4 different messages related to the importance of getting the Covid-19 vaccine and had to choose which one was the most effective to them.

The questionnaire for the fourth wave, as well as the different messages, can be found in respectively in Appendix G and Appendix H.

2.4.1 Quotas

For the fourth wave, the objective was to have a representative sample of the Canadian population, but also to have a better understanding of Indigenous Canadians. To do so, the following regional distribution and the following over samples were established:

Region	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT	Indigenous (oversample)
# of Respondents	40	80	20	60	400	600	150	140	200	300	2	4	4	100

For the fourth wave, final results were weighted by region, age, gender, language, education levels, income and whether or not respondents were Indigenous or part of a visible minority group.

2.4.2 Pretest

To validate the programming of the questionnaire, a pretest in both official languages was conducted before the data collection. The following table shows the details of the pretest.

Table 10. Pretest details for wave 4

Wave 4	
Date of the pretest	December 22 nd , 2020
Number of complete surveys	31 (21 in English and 10 in French)
Average length during pretest	9.52 min

As no problems were detected during the pretests, data collection went forward.

2.4.3 Data Collection

Data collection for the fourth wave of this project began on December 22, 2020 and was carried out until January 3rd, 2021. A target of 2,100 respondents was established. The

following table details the collection dates and the number of respondents and recontacts for each wave.

Table 11. Data collection details for wave 4

Wave 4	
Start of data collection	December 22 nd , 2020
End of data collection	January 3 rd , 2021
Invitations sent	15,886
Number of reminders sent	6 (3 for the general population and 3 for the oversample of Indigenous)
Number of completed interviews	2,111
Survey Length (Average)	12.15 min

2.4.4 Participation Rate

Below is the calculation of the participation rate to the fourth wave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 12. Participation rate for wave 4

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	13,579
Email invitations bounce back	41
Email invitations unanswered	13,538
In-scope non-responding units (IS)	116
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	116
Responding units (R)	2,146

Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	35
Completed interviews	2,111
POTENTIALLY ELIGIBLE (U+IS+R)	15,841
Participation rate	13,5%

2.5 Wave 5

For the fifth wave, a sample of 2,000 respondents completed the survey. Fieldwork for this survey took place from February 25, 2021 to March 6, 2021.

Similar to the fourth way, the objectives of the fifth survey wave were to assess Canadians' behaviour during the pandemic and evaluate their opinions on different topics related to Covid-19. More questions about vaccines and Canadians' position on vaccines were asked in the fifth wave.

The questionnaire for the fifth wave can be found in Appendix I.

2.5.1 Quotas

For the fifth wave, the objective was to have a representative sample of the Canadian population. To do so, the following regional distribution and the following over samples were established:

Region	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT
# of Respondents	40	80	20	60	400	600	150	140	200	300	2	4	4

For the fifth wave, final results were weighted by region, age, gender, language, education levels, presence of children in the household and immigration status.

2.5.2 Pretest

To validate the programming of the questionnaire, a pretest in both official languages was conducted before the data collection. The following table shows the details of the pretest.

Table 13. Pretest details for wave 5

Wave 5	
Date of the pretest	February 25 th , 2021
Number of complete surveys	38 (27 in English and 11 in French)
Average length during pretest	7.08 min

As no problems were detected during the pretests, data collection went forward.

2.5.3 Data Collection

Data collection for the fifth wave of this project began on February 25, 2021 and was carried out until March 6, 2021. A target of 2,000 respondents was established. The following table details the collection dates and the number of respondents and recontacts for each wave.

Table 14. Data collection details for wave 5

Wave 5	
Start of data collection	February 25 th , 2021
End of data collection	March 6 th , 2021
Invitations sent	9,811
Number of reminders sent	3
Number of completed interviews	2,001
Survey Length (Average)	7.42 min

2.5.4 Participation Rate

Below is the calculation of the participation rate to the fifth wave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 15. Participation rate for wave 5

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0

Incomplete or missing email addresses	0
Unresolved (U)	7,665
Email invitations bounce back	22
Email invitations unanswered	7,643
In-scope non-responding units (IS)	79
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	79
Responding units (R)	2,042
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	41
Completed interviews	2,001
POTENTIALLY ELIGIBLE (U+IS+R)	9,786
Participation rate	20,86%

2.6 Wave 6

For the sixth wave, a sample of 2,750 (2,000 from the general population, 300 South Asian, 250 Black respondents, and 200 Indigenous) were surveyed. Fieldwork for this survey took place from April 21, 2021 to May 1st, 2021.

Similar to the other waves, the objectives of the sixth wave were to assess Canadians' behaviour during the pandemic and evaluate their opinions on different topics related to Covid-19. More questions about vaccines and Canadians' position on vaccines were asked in the sixth wave, as well as new questions on mental health and travel restrictions.

The questionnaire for the sixth wave can be found in Appendix J.

2.6.1 Quotas

For the sixth wave, the objective was to have a representative sample of the Canadian population, but also to have a better understanding of Indigenous Canadians and Canadians from visible minority groups such as Black respondents and South Asian respondents. To do so, the following regional distribution and oversample were established:

Region	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT	Indigenous (oversample)	Black (oversample)	South Asian (oversample)
# of Respondents	40	80	20	60	400	600	150	140	200	300	2	4	4	200	250	300

The final results were weighted by region, age, gender, language, education levels, presence of children in the household, immigration status (born in Canada or not) and visible minorities (Indigenous, Black and South Asians).

2.6.2 Pretest

To validate the programming of the questionnaire, a pretest in both official languages was conducted before the data collection. The following table shows the details of the pretest.

Table 16. Pretest details for wave 6

Wave 6	
Date of the pretest	April 21 st , 2021
Number of complete surveys	44 (30 in English and 14 in French)
Average length during pretest	10.20 min

As no problems were detected during the pretests, data collection went forward.

2.6.3 Data Collection

Data collection for the sixth wave of this project began on April 21st, 2021 and was carried out until May 1st, 2021. A target of 2,700 respondents was established. The following table details the collection dates and the number of respondents.

Table 17. Data collection details for wave 6

Wave 6	
Start of data collection	April 21 st , 2021
End of data collection	May 1 st , 2021
Invitations sent	12,902
Number of reminders sent	4 (2 for the general population and 2 for the oversample of visible minorities)

Number of completed interviews	2,762
Survey Length (Average)	11.04 min

2.6.4 Participation Rate

Below is the calculation of the participation rate to the sixth wave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 18. Participation rate for wave 6

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	10,022
Email invitations bounce back	116
Email invitations unanswered	9,906
In-scope non-responding units (IS)	131
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	131
Responding units (R)	2,942
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	180
Completed interviews	2,762
POTENTIALLY ELIGIBLE (U+IS+R)	13,095
Participation rate	22,46%

2.7 Wave 7

For the seventh wave, a sample of 3,200 (2,250 from the general population and an oversample of 400 South Asian, 200 Indigenous, and 350 Black respondents) were surveyed. Fieldwork for this survey took place from June 10, 2021 to June 30, 2021.

Similar to the other waves, the objectives of the seventh wave were to assess Canadians' behaviour during the pandemic and evaluate their opinions on different topics related to Covid-19. Questions more specific to childhood vaccination were asked during this wave.

The questionnaire for the seventh wave can be found in Appendix K.

2.7.1 Quotas

For the seventh wave, the objective was to have a representative sample of the Canadian population, but also to have a better understanding of Indigenous, Black and South Asian Canadians. To do so, the following regional distribution and the following over samples were established:

Region	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT	Indigenous (oversample)	Black (oversample)	South Asian (oversample)
# of Respondents	45	90	22	68	450	675	168	157	225	338	4	4	4	200	350	400

For the seventh wave, results were weighted by region, age, gender, language, education levels, presence of children in the household, immigration status (born in Canada or not) and visible minorities (Indigenous, Black, South Asians and others).

2.7.2 Pretest

To validate the programming of the questionnaire, a pretest in both official languages was conducted before the data collection. The following table shows the details of the pretest.

Table 19. Pretest details for wave 7

Wave 7	
Date of the pretest	June 10 th , 2021
Number of complete surveys	47 (30 in English and 17 in French)

Average length during pretest	7.36 min
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As no problems were detected during the pretests, data collection went forward.

2.7.3 Data Collection

Data collection for the seventh wave of this project began on June 10th, 2021 and was carried out until June 30th, 2021. A target of 3,200 respondents was established. The following table details the collection dates and the number of respondents.

Table 20. Data collection details for wave 7

Wave 7	
Start of data collection	June 10 th , 2021
End of data collection	June 30 th , 2021
Invitations sent	18,609
Number of reminders sent	4 (2 for the general population and 2 for the oversample of visible minorities)
Number of completed interviews	3,209
Survey Length (Average)	10.02 min

2.7.4 Participation Rate

Below is the calculation of the participation rate to the seventh wave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 21. Participation rate for wave 7

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	14,784
Email invitations bounce back	6
Email invitations unanswered	14,778
In-scope non-responding units (IS)	135

Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	135
Responding units (R)	3,348
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	139
Completed interviews	3,209
POTENTIALLY ELIGIBLE (U+IS+R)	18,267
Participation rate	18,32%

2.8 Wave 8

For the eighth wave, a sample of 3,200 (2,250 from the general population and an oversample of 350 South Asian, 200 Indigenous, and 400 Black respondents). Fieldwork for this survey took place from August 31st, 2021 to September 14, 2021.

The objectives of the eighth wave were to assess Canadians' behaviour during the pandemic and evaluate their opinions on different topics related to Covid-19, such as COVID-19 concerns, post-pandemic, mental health, vaccines (adults and children), vaccine passport, public health measures, rapid tests and flu vaccine.

The questionnaire for the eighth wave can be found in Appendix L.

2.8.1 Quotas

For the eighth wave, the objective was to have a representative sample of the Canadian population, but also to have a better understanding of Indigenous, Black and South Asian Canadians. Compared to wave seven, more Black respondents were surveyed than South Asians. The following regional distribution and the following over samples were established:

Region	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT	Indigenous (oversample)	Black (oversample)	South Asian (oversample)

# of Respondents	45	90	22	68	450	675	168	157	225	338	4	4	4	200	400	350
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Final results were weighted by region, age, gender, language, education levels, presence of children in the household, immigration status (born in Canada or not) and visible minorities (Indigenous, Black, South Asians and others).

2.8.2 Pretest

To validate the programming of the questionnaire, a pretest in both official languages was conducted before the data collection. The following table shows the details of the pretest.

Table 21. Pretest details for wave 8

Wave 8	
Date of the pretest	August 31 st , 2021
Number of complete surveys	36 (26 in English and 10 in French)
Average length during pretest	8.01 min

As no problems were detected during the pretests, data collection went forward.

2.8.3 Data Collection

Data collection for the eighth wave of this project began on August 31st, 2021 and was carried out until September 14th, 2021. A target of 3,200 respondents was established. The following table details the collection dates and the number of respondents.

Table 22. Data collection details for wave 8

Wave 8	
Start of data collection	August 31 st , 2021
End of data collection	September 14 th , 2021
Invitations sent	24,201
Number of reminders sent	4 (2 for the general population and 2 for the oversample of visible minorities)
Number of completed interviews	3,209
Survey Length (Average)	11.02 min

2.8.4 Participation Rate

Below is the calculation of the participation rate to the eighth wave. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table 23. Participation rate for wave 8

Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	20,490
Email invitations bounce back	3
Email invitations unanswered	20,487
In-scope non-responding units (IS)	133
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	133
Responding units (R)	3,281
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	72
Completed interviews	3,209
POTENTIALLY ELIGIBLE (U+IS+R)	23,904
Participation rate	13,72%

APPENDIX A - Detailed Research Methodology

A.2 Quantitative Methodology

A.2.1 Methods

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research. Respondents were assured of the voluntary, confidential, and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

A.2.2 Computer Aided Web Interviewing (CAWI)

A panel-based Internet survey with a sample of Canadian adults from the general population was made randomly from the *Leo* online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of web users profiled on different sociodemographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics. Respondents earn points for each survey they complete and can redeem their points for rewards.

The questionnaires for this project, as well as the material to be tested, were provided by Health Canada. The data collection has been conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research—Series A—Fieldwork and Data Tabulation for Online Surveys.

A.2.3 Quality Control

In addition to pre-testing to ensure the quality of programming, Leger has a process in place to ensure the quality of the responses given by respondents. Since February 2021, Leger has implemented a series of validation questions to ensure the reliability of the results in each survey.

A.2.4 Unweighted and Weighted Samples and Weighting factors

Wave 1

The tables below present the geographic distribution of respondents, their gender, age, language and level of education before and after weighting for the first wave.

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study. The relatively small weight sizes and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

Table 24. Unweighted and Weighted Samples for wave 1

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	153	133
Alberta and Northwest Territories	102	115
Manitoba, Saskatchewan and Nunavut	147	67
Ontario	300	385
Quebec	200	235
Atlantic	101	69
Gender		
Men	485	487
Women	512	509
Other	6	7
Age		
Between 18 and 34	280	274
Between 35 and 54	364	342
55 years old and over	359	387
Language		
English	709	693
French	191	209
Other	97	95
Level of education		
High school or less	261	364
College	236	351

University	495	273
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Weighting factors for wave 1

Some subgroups are sometimes under- or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct those differences. The weighting factors are therefore the weight given to each respondent corresponding to a subgroup of the sample. For the first wave, results were weighted by region, gender, age, language and level of education.

Table 25. Weight by Gender and Age

Label	Weight
Male AND Between 18 and 24	0.0555
Male AND Between 25 and 34	0.0816
Male AND Between 35 and 44	0.0791
Male AND Between 45 and 54	0.0881
Male AND Between 55 and 64	0.0854
Male AND Between 65 and older	0.0959
Female, Another gender AND Between 18 and 24	0.0531
Female, Another gender AND Between 25 and 34	0.0827
Female, Another gender AND Between 35 and 44	0.0826
Female, Another gender AND Between 45 and 54	0.0912
Female, Another gender AND Between 55 and 64	0.0894
Female, Another gender AND Between 65 and older	0.1154
Total	1.000

Table 26. Weight by Gender and Region

Label	Weight
Male AND Prince Edward Island, Newfoundland	0.0094
Male AND Nova Scotia	0.0129
Male AND New Brunswick	0.0106
Male AND Quebec	0.1143
Male AND Ontario	0.1848
Male AND Manitoba	0.0172
Male AND Saskatchewan	0.0148
Male AND Alberta	0.0559
Male AND British Columbia, Northwest Territories, Yukon, Nunavut	0.0658
Female, Another gender AND Prince Edward Island, Newfoundland	0.0101
Female, Another gender AND Nova Scotia	0.0141

Female, Another gender AND New Brunswick	0.0113
Female, Another gender AND Quebec	0.1203
Female, Another gender AND Ontario	0.1990
Female, Another gender AND Manitoba	0.0180
Female, Another gender AND Saskatchewan	0.0153
Female, Another gender AND Alberta	0.0563
Female, Another gender AND British Columbia, Northwest Territories, Yukon, Nunavut	0.0699
Total	1.000

Table 27. Weight by Language

Label	Weight
Quebec AND French	0.1809
Quebec AND not French	0.0537
Rest of Canada AND French	0.0271
Rest of Canada AND not French	0.7383
Total	1.000

Table 28. Weight by Education Level

Label	Weight
Not University	0.728
University	0.272
Total	1.000

Wave 2 :

The tables below present the geographic distribution of respondents, their gender, age, language, level of education, the presence of children in the household and their immigration status before and after weighting for the second wave.

Table 29. Unweighted and Weighted Samples for wave 2

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	304	272
Alberta and Northwest Territories	204	225

Manitoba, Saskatchewan and Nunavut	292	130
Ontario	600	768
Quebec	400	469
Atlantic	200	136
Gender		
Men	1,014	971
Women	976	1,021
Age		
Between 18 and 24	175	202
Between 25 and 34	364	345
Between 35 and 44	348	323
Between 45 and 54	365	358
Between 55 and 64	303	349
65 years old and over	445	423
Language		
English	1,357	1,323
French	423	412
Other	208	249
Level of education		
High school or less	448	597
College	610	829
University	924	544
Presence of children in the household		
Yes	516	543
No	1,472	1,447
Immigrant status		
Born in Canada	1,646	1,562
Born outside Canada	354	438

Weighting factors for wave 2

Results for the second wave were weighted by region, gender, age, language and level of education and immigration status.

Table 30. Weight by Province, Gender and Age

Label	Weight
ATLANTIC AND Male AND Between 18 and 24	0.00337

ATLANTIC AND Male AND Between 25 and 34	0.00455
ATLANTIC AND Male AND Between 35 and 44	0.00486
ATLANTIC AND Male AND Between 45 and 54	0.00609
ATLANTIC AND Male AND Between 55 and 64	0.00646
ATLANTIC AND Male AND Between 65 and 74,75 or older	0.00755
ATLANTIC AND Female,Another gender, I prefer not to answer AND Between 18 and 24	0.00326
ATLANTIC AND Female,Another gender, I prefer not to answer AND Between 25 and 34	0.0047
ATLANTIC AND Female,Another gender, I prefer not to answer AND Between 35 and 44	0.00527
ATLANTIC AND Female,Another gender, I prefer not to answer AND Between 45 and 54	0.00646
ATLANTIC AND Female,Another gender, I prefer not to answer AND Between 55 and 64	0.00685
ATLANTIC AND Female,Another gender, I prefer not to answer AND Between 65 and 74,75 or older	0.0089
QC AND Male AND Between 18 and 34	0.03065
QC AND Male AND Between 35 and 44	0.01885
QC AND Male AND Between 45 and 54	0.02031
QC AND Male AND Between 55 and 64	0.02105
QC AND Male AND Between 65 and 74,75 or older	0.02388
QC AND Female, Another gender, I prefer not to answer AND Between 18 and 24	0.01198
QC AND Female, Another gender, I prefer not to answer AND Between 25 and 34	0.01806
QC AND Female, Another gender, I prefer not to answer AND Between 35 and 44	0.01884
QC AND Female, Another gender, I prefer not to answer AND Between 45 and 54	0.02031
QC AND Female, Another gender, I prefer not to answer AND Between 55 and 64	0.02171
QC AND Female, Another gender, I prefer not to answer AND Between 65 and 74,75 or older	0.02944
ON AND Male AND Between 18 and 34	0.05308
ON AND Male AND Between 35 and 44	0.02929
ON AND Male AND Between 45 and 54	0.0346
ON AND Male AND Between 55 and 64	0.0317
ON AND Male AND Between 65 and 74,75 or older	0.03622

ON AND Female, Another gender, I prefer not to answer AND Between 18 and 24	0.02144
ON AND Female, Another gender, I prefer not to answer AND Between 25 and 34	0.03145
ON AND Female, Another gender, I prefer not to answer AND Between 35 and 44	0.03185
ON AND Female, Another gender, I prefer not to answer AND Between 45 and 54	0.0365
ON AND Female, Another gender, I prefer not to answer AND Between 55 and 64	0.03377
ON AND Female, Another gender, I prefer not to answer AND Between 65 and 74,75 or older	0.04408
MB/SK AND Male AND Between 18 and 24	0.00397
MB/SK AND Male AND Between 25 and 34	0.00584
MB/SK AND Male AND Between 35 and 44	0.00527
MB/SK AND Male AND Between 45 and 54	0.00545
MB/SK AND Male AND Between 55 and 64	0.00547
MB/SK AND Male AND Between 65 and 74,75 or older	0.00593
MB/SK AND Female, Another gender, I prefer not to answer AND Between 18 and 24	0.00376
MB/SK AND Female, Another gender, I prefer not to answer AND Between 25 and 34	0.00582
MB/SK AND Female, Another gender, I prefer not to answer AND Between 35 and 44	0.00532
MB/SK AND Female, Another gender, I prefer not to answer AND Between 45 and 54	0.00554
MB/SK AND Female, Another gender, I prefer not to answer AND Between 55 and 64	0.00555
MB/SK AND Female, Another gender, I prefer not to answer AND Between 65 and 74,75 or older	0.00724
AB AND Male AND Between 18 and 24	0.00654
AB AND Male AND Between 25 and 34	0.01156
AB AND Male AND Between 35 and 44	0.01056
AB AND Male AND Between 45 and 54	0.00992
AB AND Male AND Between 55 and 64	0.00899
AB AND Male AND Between 65 and 74,75 or older	0.00826
AB AND Female, Another gender, I prefer not to answer AND Between 18 and 24	0.00622
AB AND Female, Another gender, I prefer not to answer AND Between 25 and 34	0.01141

AB AND Female, Another gender, I prefer not to answer AND Between 35 and 44	0.01036
AB AND Female, Another gender, I prefer not to answer AND Between 45 and 54	0.00982
AB AND Female, Another gender, I prefer not to answer AND Between 55 and 64	0.00891
AB AND Female, Another gender, I prefer not to answer AND Between 65 and 74,75 or older	0.00958
BC AND Male AND Between 18 and 34	0.01817
BC AND Male AND Between 35 and 44	0.01016
BC AND Male AND Between 45 and 54	0.01168
BC AND Male AND Between 55 and 64	0.01169
BC AND Male AND Between 65 and 74,75 or older	0.01411
BC AND Female, Another gender, I prefer not to answer AND Between 18 and 24	0.00686
BC AND Female, Another gender, I prefer not to answer AND Between 25 and 34	0.01106
BC AND Female, Another gender, I prefer not to answer AND Between 35 and 44	0.01083
BC AND Female, Another gender, I prefer not to answer AND Between 45 and 54	0.01246
BC AND Female, Another gender, I prefer not to answer AND Between 55 and 64	0.01253
BC AND Female, Another gender, I prefer not to answer AND Between 65 and 74,75 or older	0.01618
Total	1.000

Table 31. Weight by Gender and Language

Label	Weight
Male AND French	0.1
Male AND English	0.3857
Female, Another gender, I prefer not to answer AND French	0.1061
Female, Another gender, I prefer not to answer AND English	0.4082
Total	1.000

Table 32. Weight by Presence of Children

Label	Weight
Yes, I prefer not to answer	0.2767
No	0.7233

Total	1.000
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Table 33. Weight by Region

Label	Weight
Colombie-Britannique (Vancouver RMR)	0.0719
Colombie-Britannique (OTHER)	0.0637
Alberta (Calgary RMR)	0.0384
Alberta (Edmonton RMR)	0.0365
Alberta (Autre)	0.0373
Ontario (Tor RMR)	0.1693
Ontario (OTHER)	0.2146
Quebec (Mtl RMR)	0.1173
Quebec (Qc RMR)	0.0235
Quebec (OTHER)	0.0938
OTHERS	0.1337
Total	1.000

Table 34. Weight by Immigration status

Label	Weight
Born in Canada	0.781
Born outside Canada	0.219
Total	1.000

Table 35. Weight by Education Level

Label	Weight
Not University	0.728
University	0.272
Total	1.000

Wave 3:

The tables below present the geographic distribution of respondents, their gender, age, language and level of education as well as if they are part of a visible minority group and if they have a low income or not before and after weighting.

Table 36. Unweighted and Weighted Samples for wave 3

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	265	218
Alberta and Northwest Territories	150	184
Manitoba, Saskatchewan and Nunavut	214	107
Ontario	520	624
Quebec	325	381
Atlantic	151	111
Gender		
Men	797	789
Women	826	835
Age		
Between 18 and 34	457	443
Between 35 and 54	588	554
55 years old and over	580	627
Language		
English	1,107	1,093
French	290	338
Other	220	184
Level of education		
High school or less	447	573
College	403	593
University	763	442
Visible minority		
Yes	643	559
No	947	1,028
Income		
Yes (less than 40,000\$)	594	430
No (40,000\$ and more)	905	1,038

Weighting factors for wave 3

For the third wave, results were weighted by region, gender, age, language, level of education, income and visible minority.

Table 37. Weight by Gender and Age

Label	Weight
Male AND Between 18 and 24	0.0555
Male AND Between 25 and 34	0.0816
Male AND Between 35 and 44	0.0791
Male AND Between 45 and 54	0.0881
Male AND Between 55 and 64	0.0854
Male AND Between 65 and 74,75 or older	0.0959
Female, Another gender AND Between 18 and 24	0.0531
Female, Another gender AND Between 25 and 34	0.0827
Female, Another gender AND Between 35 and 44	0.0826
Female, Another gender AND Between 45 and 54	0.0912
Female, Another gender AND Between 55 and 64	0.0894
Female, Another gender AND Between 65 and 74,75 or older	0.1154
Total	1.000

Table 38. Weight by Gender and Region

Label	Weight
Male AND Prince Edward Island, Newfoundland	0.0094
Male AND Nova Scotia	0.0129
Male AND New Brunswick	0.0106
Male AND Quebec	0.1143
Male AND Ontario	0.1848
Male AND Manitoba	0.0172
Male AND Saskatchewan	0.0148
Male AND Alberta	0.0559
Male AND British Columbia, Northwest Territories, Yukon, Nunavut	0.0658
Female, Another gender AND Prince Edward Island, Newfoundland	0.0101
Female, Another gender AND Nova Scotia	0.0141
Female, Another gender AND New Brunswick	0.0113
Female, Another gender AND Quebec	0.1203
Female, Another gender AND Ontario	0.199
Female, Another gender AND Manitoba	0.018
Female, Another gender AND Saskatchewan	0.0153
Female, Another gender AND Alberta	0.0563
Female, Another gender AND British Columbia, Northwest Territories, Yukon, Nunavut	0.0699
Total	1.000

Table 39. Weight by Region and Language

Label	Weight
QC AND French	0.1
QC AND English, Other, I prefer not to answer	0.3857
ATLANTIC, ON-BC AND French	0.1061
ATLANTIC, ON-BC AND English, Other, I prefer not to answer	0.4082
Total	1.000

Table 40. Weight by Education Level

Label	Weight
Not University	0.728
University	0.272
Total	1.000

Table 41. Weight by Low Income

Label	Weight
Under \$40,000	0.26444
40+	0.73556
Total	1.000

Table 42. Weight by Visible Minority

Label	Weight
Not A member of an ethnocultural or a visible minority group	0.7773
A member of an ethnocultural or a visible minority group	0.2227
Total	1.000

Wave 4:

The tables below present the geographic distribution of respondents, their gender, age, language and level of education as well as if they are part of a visible minority group, if they have a low income or not and if they are Indigenous.

Table 43. Unweighted and Weighted Samples for wave 4

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	328	280
Alberta and Northwest Territories	211	237

Manitoba, Saskatchewan and Nunavut	309	138
Ontario	624	810
Quebec	422	495
Atlantic	207	144
Gender		
Men	1,035	1,020
Women	1,069	1,086
Age		
Between 18 and 34	554	578
Between 35 and 54	790	719
55 years old and over	767	814
Language		
English	1,475	1,401
French	427	439
Other	202	263
Level of education		
High school or less	457	648
College	620	850
University	1,006	574
Visible minority		
Yes	202	464
No	1,909	1,647
Low income		
Yes (less than 40,000\$)	403	558
No (40,000\$ and more)	1,466	1,297
Indigenous		
Yes	147	102
No	1,964	2,009

Weighting factors for wave 4

For the fourth wave, results were weighted by region, gender, age, language, level of education, income, visible minority and if the respondent is Indigenous or not.

Table 44. Weight by Gender and Age

Label	Weight
Male,Other,I prefer not to answer AND Between 18 and 24	0,05594
Male,Other,I prefer not to answer AND Between 25 and 34	0,08153

Male,Other,I prefer not to answer AND Between 35 and 44	0,07905
Male,Other,I prefer not to answer AND Between 45 and 54	0,08806
Male,Other,I prefer not to answer AND Between 55 and 69	0,11923
Male,Other,I prefer not to answer AND 70 or older	0,06195
Female AND Between 18 and 24	0,05355
Female AND Between 25 and 34	0,08259
Female AND Between 35 and 44	0,08251
Female AND Between 45 and 54	0,09108
Female AND Between 55 and 69	0,12553
Female AND 70 or older	0,07898
Total	1.000

Table 45. Weight by Gender and Region

Label	Weight
Male,Other,I prefer not to answer AND Prince Edward Island,Newfoundland	0,0094
Male,Other,I prefer not to answer AND Nova Scotia	0,0129
Male,Other,I prefer not to answer AND New Brunswick	0,0106
Male,Other,I prefer not to answer AND Quebec	0,1143
Male,Other,I prefer not to answer AND Ontario	0,1848
Male,Other,I prefer not to answer AND Manitoba	0,0172
Male,Other,I prefer not to answer AND Saskatchewan	0,0148
Male,Other,I prefer not to answer AND Alberta	0,0559
Male,Other,I prefer not to answer AND British Columbia,Nunavut,Northwest Territories,Yukon	0,0658
Female AND Prince Edward Island,Newfoundland	0,0101
Female AND Nova Scotia	0,0141
Female AND New Brunswick	0,0113
Female AND Quebec	0,1203
Female AND Ontario	0,199
Female AND Manitoba	0,018
Female AND Saskatchewan	0,0153
Female AND Alberta	0,0563
Female AND British Columbia,Nunavut,Northwest Territories,Yukon	0,0699
Total	1.000

Table 46. Weight by Region and Language

Label	Weight
QC AND French	0,1809

QC AND English, Other, I prefer not to answer	0,0537
ATLANTIC, ON-BC AND French	0,0271
ATLANTIC, ON-BC AND English, Other, I prefer not to answer	0,7383
Total	1.000

Table 47. Weight by Education Level

Label	Weight
Not University	0,728
University	0,272
Total	1.000

Table 48. Weight by Low Income

Label	Weight
Under \$40,000	0,26444
40+	0,73556
Total	1.000

Table 49. Weight by Visible Minority

Label	Weight
Not a member of an ethnocultural or a visible minority group	0,78
A member of an ethnocultural or a visible minority group	0,22
Total	1.000

Table 50. Weight by Indigenous

Label	Weight
Not an Indigenous person (First Nations, Inuit or Métis)	0,9515
An Indigenous person (First Nations, Inuit or Métis)	0,0485
Total	1.000

Wave 5:

The tables below present the geographic distribution of respondents, their gender, age, language, level of education, presence of children in the household, and whether or not the respondent is born in Canada.

Table 51. Unweighted and Weighted Samples for wave 5

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	304	272
Alberta and Northwest Territories	204	225
Manitoba, Saskatchewan and Nunavut	292	130
Ontario	601	728
Quebec	400	469
Atlantic	200	136
Gender		
Men	971	972
Women	1,023	1,024
Age		
Between 18 and 34	535	547
Between 35 and 54	758	682
55 years old and over	708	772
Language		
English	1,413	1,346
French	381	412
Other	200	230
Level of education		
High school or less	478	619
College	637	817
University	874	544
Children in the household		
Yes	487	542
No	1,505	1,447
Born in Canada		
Yes	1,647	1,563
No	354	438

Weighting factors for wave 5

For the fifth wave, results were weighted by region, gender, age, language and level of education, presence of children in the household and immigration status.

Table 52. Province, Gender and Age

Label	Weight
ATLANTIC AND Male AND Between 18 and 24	0,0033
ATLANTIC AND Male AND Between 25 and 34	0,0045
ATLANTIC AND Male AND Between 35 and 44	0,0049
ATLANTIC AND Male AND Between 45 and 54	0,0061
ATLANTIC AND Male AND Between 55 and 69	0,0093
ATLANTIC AND Male AND 70 or older	0,0047
ATLANTIC AND Female,Other,I prefer not to answer AND Between 18 and 24	0,0033
ATLANTIC AND Female,Other,I prefer not to answer AND Between 25 and 34	0,0047
ATLANTIC AND Female,Other,I prefer not to answer AND Between 35 and 44	0,0053
ATLANTIC AND Female,Other,I prefer not to answer AND Between 45 and 54	0,0065
ATLANTIC AND Female,Other,I prefer not to answer AND Between 55 and 69	0,0098
ATLANTIC AND Female,Other,I prefer not to answer AND 70 or older	0,0058
QC AND Male AND Between 18 and 24	0,0123
QC AND Male AND Between 25 and 34	0,018
QC AND Male AND Between 35 and 44	0,0189
QC AND Male AND Between 45 and 54	0,0203
QC AND Male AND Between 55 and 69	0,0295
QC AND Male AND 70 or older	0,0154
QC AND Female,Other,I prefer not to answer AND Between 18 and 24	0,012
QC AND Female,Other,I prefer not to answer AND Between 25 and 34	0,0181
QC AND Female,Other,I prefer not to answer AND Between 35 and 44	0,0188
QC AND Female,Other,I prefer not to answer AND Between 45 and 54	0,0203
QC AND Female,Other,I prefer not to answer AND Between 55 and 69	0,0307
QC AND Female,Other,I prefer not to answer AND 70 or older	0,0205
ON AND Male AND Between 18 and 24	0,0225
ON AND Male AND Between 25 and 34	0,0306
ON AND Male AND Between 35 and 44	0,0293
ON AND Male AND Between 45 and 54	0,0346
ON AND Male AND Between 55 and 69	0,0443
ON AND Male AND 70 or older	0,0237
ON AND Female,Other,I prefer not to answer AND Between 18 and 24	0,0214
ON AND Female,Other,I prefer not to answer AND Between 25 and 34	0,0315
ON AND Female,Other,I prefer not to answer AND Between 35 and 44	0,0318
ON AND Female,Other,I prefer not to answer AND Between 45 and 54	0,0365
ON AND Female,Other,I prefer not to answer AND Between 55 and 69	0,0475
ON AND Female,Other,I prefer not to answer AND 70 or older	0,0303
MB/SK AND Male AND Between 18 and 24	0,004

MB/SK AND Male AND Between 25 and 34	0,0058
MB/SK AND Male AND Between 35 and 44	0,0053
MB/SK AND Male AND Between 45 and 54	0,0054
MB/SK AND Male AND Between 55 and 69	0,0075
MB/SK AND Male AND 70 or older	0,0039
MB/SK AND Female,Other,I prefer not to answer AND Between 18 and 24	0,0038
MB/SK AND Female,Other,I prefer not to answer AND Between 25 and 34	0,0058
MB/SK AND Female,Other,I prefer not to answer AND Between 35 and 44	0,0053
MB/SK AND Female,Other,I prefer not to answer AND Between 45 and 54	0,0055
MB/SK AND Female,Other,I prefer not to answer AND Between 55 and 69	0,0077
MB/SK AND Female,Other,I prefer not to answer AND 70 or older	0,0051
AB AND Male AND Between 18 and 24	0,0065
AB AND Male AND Between 25 and 34	0,0116
AB AND Male AND Between 35 and 44	0,0106
AB AND Male AND Between 45 and 54	0,0099
AB AND Male AND Between 55 and 69	0,012
AB AND Male AND 70 or older	0,0052
AB AND Female,Other,I prefer not to answer AND Between 18 and 24	0,0062
AB AND Female,Other,I prefer not to answer AND Between 25 and 34	0,0114
AB AND Female,Other,I prefer not to answer AND Between 35 and 44	0,0104
AB AND Female,Other,I prefer not to answer AND Between 45 and 54	0,0098
AB AND Female,Other,I prefer not to answer AND Between 55 and 69	0,0121
AB AND Female,Other,I prefer not to answer AND 70 or older	0,0064
BC AND Male AND Between 18 and 24	0,0072
BC AND Male AND Between 25 and 34	0,0109
BC AND Male AND Between 35 and 44	0,0102
BC AND Male AND Between 45 and 54	0,0117
BC AND Male AND Between 55 and 69	0,0167
BC AND Male AND 70 or older	0,0091
BC AND Female,Other,I prefer not to answer AND Between 18 and 24	0,0069
BC AND Female,Other,I prefer not to answer AND Between 25 and 34	0,0111
BC AND Female,Other,I prefer not to answer AND Between 35 and 44	0,0108
BC AND Female,Other,I prefer not to answer AND Between 45 and 54	0,0125
BC AND Female,Other,I prefer not to answer AND Between 55 and 69	0,0178
BC AND Female,Other,I prefer not to answer AND 70 or older	0,0109
Total	1.000

Table 53. Weight by Education Level

Label	Weight
Not University	0,728
University	0,272
Total	1.000

Table 54. Weight by Gender and Language

Label	Weight
Male AND French	0,1
Male AND English	0,3857
Female,Another gender,I prefer not to answer AND French	0,1061
Female,Another gender,I prefer not to answer AND English	0,4082
Total	1.000

Table 55. Weight by Children in the household

Label	Weight
Yes, children	0,2767
No	0,7233
Total	1.000

Table 56. Weight by Region

Label	Weight
British Columbia (Vancouver RMR)	0,0719
British Columbia (Other)	0,0637
Alberta (Calgary RMR)	0,0384
Alberta (Edmonton RMR)	0,0365
Alberta (Other)	0,0373
Ontario (Tor RMR)	0,1693
Ontario (Other)	0,2146
Quebec (Mtl RMR)	0,1173
Quebec (Qc RMR)	0,0235
Quebec (Other)	0,0938
Other	0,1337
Total	1.000

Table 57. Weight by Immigration status

Label	Weight
--------------	---------------

Born in Canada	0,781
Born outside Canada	0,219
Total	1.000

Wave 6:

The tables below present the geographic distribution of respondents, their gender, age, language, level of education, presence of children in the household, whether or not the respondent is born in Canada and distribution of respondents from visible minority groups.

Table 58. Unweighted and Weighted Samples for wave 6

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	401	375
Alberta and Northwest Territories	280	310
Manitoba, Saskatchewan and Nunavut	348	179
Ontario	942	1,060
Quebec	540	648
Atlantic	239	188
Gender		
Men	1,302	1,342
Women	1,448	1,410
Age		
Between 18 and 34	794	755
Between 35 and 54	1,018	941
55 years old and over	950	1,066
Language		
English	1,907	1,854
French	523	628
Other	324	275
Level of education		
High school or less	577	830
College	780	1,142
University	1,382	751
Children in the household		

Yes	765	752
No	1,984	1,998
Born in Canada		
Yes	2,033	2,157
No	729	605
Visible minorities		
South Asian	366	169
Black	297	133
Indigenous	255	258

Weighting factors for wave 6

For the sixth wave, final results were weighted by region, age, gender, language, education levels, presence of children in the household, immigration status (born in Canada or not) and visible minorities (Indigenous, Black, South Asians and others).

Table 59. Province, Gender and Age

Label	Weight
ATLANTIC AND Male AND Between 18 and 24	0,0033
ATLANTIC AND Male AND Between 25 and 34	0,0045
ATLANTIC AND Male AND Between 35 and 44	0,0049
ATLANTIC AND Male AND Between 45 and 54	0,0061
ATLANTIC AND Male AND Between 55 and 69	0,0093
ATLANTIC AND Male AND 70 or older	0,0047
ATLANTIC AND Female, Other, I prefer not to answer AND Between 18 and 24	0,0033
ATLANTIC AND Female, Other, I prefer not to answer AND Between 25 and 34	0,0047
ATLANTIC AND Female, Other, I prefer not to answer AND Between 35 and 44	0,0053
ATLANTIC AND Female, Other, I prefer not to answer AND Between 45 and 54	0,0065
ATLANTIC AND Female, Other, I prefer not to answer AND Between 55 and 69	0,0098
ATLANTIC AND Female, Other, I prefer not to answer AND 70 or older	0,0058
QC AND Male AND Between 18 and 24	0,0123
QC AND Male AND Between 25 and 34	0,018
QC AND Male AND Between 35 and 44	0,0189
QC AND Male AND Between 45 and 54	0,0203
QC AND Male AND Between 55 and 69	0,0295
QC AND Male AND 70 or older	0,0154
QC AND Female, Other, I prefer not to answer AND Between 18 and 24	0,012
QC AND Female, Other, I prefer not to answer AND Between 25 and 34	0,0181
QC AND Female, Other, I prefer not to answer AND Between 35 and 44	0,0188

QC AND Female, Other, I prefer not to answer AND Between 45 and 54	0,0203
QC AND Female, Other, I prefer not to answer AND Between 55 and 69	0,0307
QC AND Female, Other, I prefer not to answer AND 70 or older	0,0205
ON AND Male AND Between 18 and 34	0,0531
ON AND Male AND Between 35 and 44	0,0293
ON AND Male AND Between 45 and 54	0,0346
ON AND Male AND Between 55 and 69	0,0443
ON AND Male AND 70 or older	0,0237
ON AND Female, Other, I prefer not to answer AND Between 18 and 24	0,0214
ON AND Female, Other, I prefer not to answer AND Between 25 and 34	0,0315
ON AND Female, Other, I prefer not to answer AND Between 35 and 44	0,0318
ON AND Female, Other, I prefer not to answer AND Between 45 and 54	0,0365
ON AND Female, Other, I prefer not to answer AND Between 55 and 69	0,0475
ON AND Female, Other, I prefer not to answer AND 70 or older	0,0303
MB/SK AND Male AND Between 18 and 24	0,004
MB/SK AND Male AND Between 25 and 34	0,0058
MB/SK AND Male AND Between 35 and 44	0,0053
MB/SK AND Male AND Between 45 and 54	0,0054
MB/SK AND Male AND Between 55 and 69	0,0075
MB/SK AND Male AND 70 or older	0,0039
MB/SK AND Female, Other, I prefer not to answer AND Between 18 and 24	0,0038
MB/SK AND Female, Other, I prefer not to answer AND Between 25 and 34	0,0058
MB/SK AND Female, Other, I prefer not to answer AND Between 35 and 44	0,0053
MB/SK AND Female, Other, I prefer not to answer AND Between 45 and 54	0,0055
MB/SK AND Female, Other, I prefer not to answer AND Between 55 and 69	0,0077
MB/SK AND Female, Other, I prefer not to answer AND 70 or older	0,0051
AB AND Male AND Between 18 and 24	0,0065
AB AND Male AND Between 25 and 34	0,0116
AB AND Male AND Between 35 and 44	0,0106
AB AND Male AND Between 45 and 54	0,0099
AB AND Male AND Between 55 and 69	0,012
AB AND Male AND 70 or older	0,0052
AB AND Female, Other, I prefer not to answer AND Between 18 and 24	0,0062
AB AND Female, Other, I prefer not to answer AND Between 25 and 34	0,0114
AB AND Female, Other, I prefer not to answer AND Between 35 and 44	0,0104
AB AND Female, Other, I prefer not to answer AND Between 45 and 54	0,0098
AB AND Female, Other, I prefer not to answer AND Between 55 and 69	0,0121
AB AND Female, Other, I prefer not to answer AND 70 or older	0,0064
BC AND Male AND Between 18 and 24	0,0072

BC AND Male AND Between 25 and 34	0,0109
BC AND Male AND Between 35 and 44	0,0102
BC AND Male AND Between 45 and 54	0,0117
BC AND Male AND Between 55 and 69	0,0167
BC AND Male AND 70 or older	0,0091
BC AND Female, Other, I prefer not to answer AND Between 18 and 24	0,0069
BC AND Female, Other, I prefer not to answer AND Between 25 and 34	0,0111
BC AND Female, Other, I prefer not to answer AND Between 35 and 44	0,0108
BC AND Female, Other, I prefer not to answer AND Between 45 and 54	0,0125
BC AND Female, Other, I prefer not to answer AND Between 55 and 69	0,0178
BC AND Female, Other, I prefer not to answer AND 70 or older	0,0109
Total	1.000

Table 60. Weight by Education Level

Label	Weight
Not University	0,728
University	0,272
Total	1.000

Table 61. Weight by Children in the household

Label	Weight
Yes, children	0,2767
No	0,7233
Total	1.000

Table 62. Weight by Region

Label	Weight
Colombie-Britannique (Vancouver RMR)	0,0719
Colombie-Britannique (Other)	0,0637
Alberta (Calgary RMR)	0,0384
Alberta (Edmonton RMR)	0,0365
Alberta (Other)	0,0373
Ontario (Tor RMR)	0,1693
Ontario (Other)	0,2146
Quebec (Mtl RMR)	0,1173
Quebec (Qc RMR)	0,0235
Quebec (Other)	0,0938

Other	0,1337
Total	1.000

Table 63. Weight by Immigration status

Label	Weight
Born in Canada	0,781
Born outside Canada	0,219
Total	1.000

Table 64. Weight by Visible minorities

Label	Weight
Indigenous	0,0481
South Asian	0,0553
Black	0,0345
Other	0,8621
Total	1.000

Wave 7:

The tables below present the geographic distribution of respondents, their gender, age, language, level of education, presence of children in the household, whether or not the respondent is born in Canada and visible minorities (Indigenous, Black, South Asians and others).

Table 65. Unweighted and Weighted Samples for wave 7

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	443	435
Alberta and Northwest Territories	331	359
Manitoba, Saskatchewan and Nunavut	392	208
Ontario	1,124	1,233
Quebec	659	753
Atlantic	247	218
Gender		
Men	1,454	1,558

Women	1,741	1,639
Age		
Between 18 and 34	1,010	876
Between 35 and 54	1,139	1,094
55 years old and over	1,060	1,239
Language		
English	2,222	2,157
French	601	720
Other	380	325
Level of education		
High school or less	672	925
College	926	1,383
University	1,593	873
Children in the household		
Yes	895	882
No	2,302	2,321
Born in Canada		
Yes	2,286	2,507
No	923	702
Visible Minorities		
South Asian	489	211
Black	401	149
Indigenous	270	288

Weighting factors for wave 7

For the seventh wave, final results were weighted by region, age, gender, language, education levels, presence of children in the household, immigration status (born in Canada or not) and visible minorities (Indigenous, Black, South Asians and others).

Table 66. Province, Gender and Age

Label	Weight
ATLANTIC AND Male AND Between 18 and 34	0,0078
ATLANTIC AND Male AND Between 35 and 44	0,0049
ATLANTIC AND Male AND Between 45 and 54	0,0061
ATLANTIC AND Male AND Between 55 and 64	0,0093
ATLANTIC AND Male AND 65 or older	0,0047
ATLANTIC AND Female AND Between 18 and 24	0,0033
ATLANTIC AND Female AND Between 25 and 34	0,0047

ATLANTIC AND Female AND Between 35 and 44	0,0053
ATLANTIC AND Female AND Between 45 and 54	0,0065
ATLANTIC AND Female AND Between 55 and 64	0,0098
ATLANTIC AND Female AND 65 or older	0,0058
QC AND Male AND Between 18 and 34	0,0303
QC AND Male AND Between 35 and 44	0,0189
QC AND Male AND Between 45 and 54	0,0203
QC AND Male AND Between 55 and 64	0,0295
QC AND Male AND 65 or older	0,0154
QC AND Female AND Between 18 and 24	0,012
QC AND Female AND Between 25 and 34	0,0181
QC AND Female AND Between 35 and 44	0,0188
QC AND Female AND Between 45 and 54	0,0203
QC AND Female AND Between 55 and older	0,0512
ON AND Male AND Between 18 and 34	0,0531
ON AND Male AND Between 35 and 44	0,0293
ON AND Male AND Between 45 and 54	0,0346
ON AND Male AND Between 55 and 64	0,0443
ON AND Male AND 65 or older	0,0237
ON AND Female AND Between 18 and 24	0,0214
ON AND Female AND Between 25 and 34	0,0315
ON AND Female AND Between 35 and 44	0,0318
ON AND Female AND Between 45 and 54	0,0365
ON AND Female AND Between 55 and older	0,0778
MB/SK AND Male AND Between 18 and 34	0,0098
MB/SK AND Male AND Between 35 and 44	0,0053
MB/SK AND Male AND Between 45 and 54	0,0054
MB/SK AND Male AND Between 55 and 64	0,0075
MB/SK AND Male AND 65 or older	0,0039
MB/SK AND Female AND Between 18 and 24	0,0038
MB/SK AND Female AND Between 25 and 34	0,0058
MB/SK AND Female AND Between 35 and 44	0,0053
MB/SK AND Female AND Between 45 and 54	0,0055
MB/SK AND Female AND Between 55 and 64	0,0077
MB/SK AND Female AND 65 or older	0,0051
AB AND Male AND Between 18 and 44	0,0287
AB AND Male AND Between 45 and 54	0,0099
AB AND Male AND Between 55 and 64	0,012
AB AND Male AND 65 or older	0,0052

AB AND Female AND Between 18 and 24	0,0062
AB AND Female AND Between 25 and 34	0,0114
AB AND Female AND Between 35 and 44	0,0104
AB AND Female AND Between 45 and 54	0,0098
AB AND Female AND Between 55 and older	0,0185
BC AND Male AND Between 18 and 24	0,0072
BC AND Male AND Between 25 and 34	0,0109
BC AND Male AND Between 35 and 44	0,0102
BC AND Male AND Between 45 and 54	0,0117
BC AND Male AND Between 55 and 64	0,0167
BC AND Male AND 65 or older	0,0091
BC AND Female AND Between 18 and 24	0,0069
BC AND Female AND Between 25 and 34	0,0111
BC AND Female AND Between 35 and 44	0,0108
BC AND Female AND Between 45 and 54	0,0125
BC AND Female AND Between 55 and 64	0,0178
BC AND Female AND 65 or older	0,0109
Total	1.000

Table 67. Weight by Education Level

Label	Weight
Not University	0,728
University	0,272
Total	1.000

Table 68. Weight by Children in the household

Label	Weight
Yes, children	0,2767
No	0,7233
Total	1.000

Table 69. Weight by Region

Label	Weight
Colombie-Britannique (Vancouver RMR)	0,0719
Colombie-Britannique (Other)	0,0637
Alberta (Edmonton RMR)	0,1122
Ontario (Tor RMR)	0,1693

Ontario (Other)	0,2146
Québec (Mtl RMR)	0,1173
Québec (Qc RMR)	0,0235
Québec (Other)	0,0938
Other	0,1337
Total	1.000

Table 70. Weight by Immigration status

Label	Weight
Born in Canada	0,781
Born outside Canada	0,219
Total	1.000

Table 71. Weight by Immigration status

Label	Weight
Indigenous	0,0481
South Asian	0,0553
Black	0,0345
Other	0,8621
Total	1.000

Wave 8:

The tables below present the geographic distribution of respondents, their gender, age, language, level of education, presence of children in the household, and whether or not the respondent is born in Canada and visible minorities (Indigenous, Black, South Asians and others).

Table 72. Unweighted and Weighted Samples for wave 8

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	450	435
Alberta and Northwest Territories	328	360
Manitoba, Saskatchewan and Nunavut	380	206
Ontario	1,110	1,232
Quebec	672	753
Atlantic	253	218

Gender		
Men	1,514	1,532
Women	1,675	1,650
Age		
Between 18 and 34	890	856
Between 35 and 54	1,288	1,115
55 years old and over	1,031	1,238
Language		
English	2,223	2,151
French	584	694
Other	391	351
Level of education		
High school or less	630	914
College	899	1,399
University	1,664	873
Children in the household		
Yes	915	875
No	2,284	2,321
Born in Canada		
Yes	2,292	2,506
No	917	703
Visible Minorities		
Indigenous	264	154
South Asian	438	177
Black	440	113

Weighting factors for wave 8

For the eighth wave, final results were weighted by region, age, gender, language, education levels, presence of children in the household, immigration status (born in Canada or not) and visible minorities (Indigenous, Black, South Asians and others).

Table 73. Province, Gender and Age

Label	Weight
ATLANTIC AND Male AND Between 18 and 34	0,0078
ATLANTIC AND Male AND Between 35 and 44	0,0049
ATLANTIC AND Male AND Between 45 and 54	0,0061
ATLANTIC AND Male AND Between 55 and 64	0,0093

ATLANTIC AND Male AND 65 or older	0,0047
ATLANTIC AND Female AND Between 18 and 24	0,0033
ATLANTIC AND Female AND Between 25 and 34	0,0047
ATLANTIC AND Female AND Between 35 and 44	0,0053
ATLANTIC AND Female AND Between 45 and 54	0,0065
ATLANTIC AND Female AND Between 55 and 64	0,0098
ATLANTIC AND Female AND 65 or older	0,0058
QC AND Male AND Between 18 and 34	0,0303
QC AND Male AND Between 35 and 44	0,0189
QC AND Male AND Between 45 and 54	0,0203
QC AND Male AND Between 55 and 64	0,0295
QC AND Male AND 65 or older	0,0154
QC AND Female AND Between 18 and 24	0,012
QC AND Female AND Between 25 and 34	0,0181
QC AND Female AND Between 35 and 44	0,0188
QC AND Female AND Between 45 and 54	0,0203
QC AND Female AND Between 55 and older	0,0512
ON AND Male AND Between 18 and 34	0,0531
ON AND Male AND Between 35 and 44	0,0293
ON AND Male AND Between 45 and 54	0,0346
ON AND Male AND Between 55 and 64	0,0443
ON AND Male AND 65 or older	0,0237
ON AND Female AND Between 18 and 24	0,0214
ON AND Female AND Between 25 and 34	0,0315
ON AND Female AND Between 35 and 44	0,0318
ON AND Female AND Between 45 and 54	0,0365
ON AND Female AND Between 55 and older	0,0778
MB/SK AND Male AND Between 18 and 34	0,0098
MB/SK AND Male AND Between 35 and 44	0,0053
MB/SK AND Male AND Between 45 and 54	0,0054
MB/SK AND Male AND Between 55 and 64	0,0075
MB/SK AND Male AND 65 or older	0,0039
MB/SK AND Female AND Between 18 and 24	0,0038
MB/SK AND Female AND Between 25 and 34	0,0058
MB/SK AND Female AND Between 35 and 44	0,0053
MB/SK AND Female AND Between 45 and 54	0,0055
MB/SK AND Female AND Between 55 and 64	0,0077
MB/SK AND Female AND 65 or older	0,0051
AB AND Male AND Between 18 and 44	0,0287

AB AND Male AND Between 45 and 54	0,0099
AB AND Male AND Between 55 and 64	0,012
AB AND Male AND 65 or older	0,0052
AB AND Female AND Between 18 and 24	0,0062
AB AND Female AND Between 25 and 34	0,0114
AB AND Female AND Between 35 and 44	0,0104
AB AND Female AND Between 45 and 54	0,0098
AB AND Female AND Between 55 and older	0,0185
BC AND Male AND Between 18 and 24	0,0072
BC AND Male AND Between 25 and 34	0,0109
BC AND Male AND Between 35 and 44	0,0102
BC AND Male AND Between 45 and 54	0,0117
BC AND Male AND Between 55 and 64	0,0167
BC AND Male AND 65 or older	0,0091
BC AND Female AND Between 18 and 24	0,0069
BC AND Female AND Between 25 and 34	0,0111
BC AND Female AND Between 35 and 44	0,0108
BC AND Female AND Between 45 and 54	0,0125
BC AND Female AND Between 55 and 64	0,0178
BC AND Female AND 65 or older	0,0109
Total	1.000

Table 74. Weight by Education Level

Label	Weight
Not University	0,728
University	0,272
Total	1.000

Table 75. Weight by Children in the household

Label	Weight
Yes, children	0,2767
No	0,7233
Total	1.000

Table 76. Weight by Region

Label	Weight
Colombie-Britannique (Vancouver RMR)	0,0719

Colombie-Britannique (Other)	0,0637
Alberta (Edmonton RMR)	0,1122
Ontario (Tor RMR)	0,1693
Ontario (Other)	0,2146
Quebec (Mtl RMR)	0,1173
Quebec (Qc RMR)	0,0235
Quebec (Other)	0,0938
Other	0,1337
Total	1.000

Table 77. Weight by Immigration status

Label	Weight
Born in Canada	0,781
Born outside Canada	0,219
Total	1.000

Table 78. Weight by Visible Minorities

Label	Weight
Indigenous	0,0481
South Asian	0,0553
Black	0,0345
Other	0,8621
Total	1.000

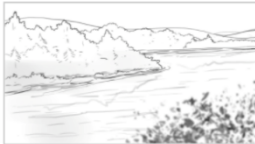
For all eight waves, there is no evidence from the data that having achieved a different distribution prior to weighting would have significantly changed the results for this study. The relatively small weight sizes and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

3. Survey instrument

The questionnaires were provided by Health Canada and were subject to change at each wave in order to adapt to the changing situation of the COVID-19 pandemic and to meet the different objectives of the study.

APPENDIX B – STORYBOARD AND MESSAGES FROM PUBLIC HEALTH OFFICIALS WAVE 1

1. No falling back



We open on beautiful shots of our Canadian nature in the fall. We see different landscapes. We see trees with their leaves falling and changing colours. We see some geese flying south in a V formation in the sky.



We see people living their lives and enjoying what the season brings. We see kids playing outside. We see 2 professional women exiting a coffee shop, dressed warmly and wearing masks over their faces.



We see an elderly man washing his hands in the kitchen after getting fall foods from the farmers' market.



A young man arriving to an outdoor gathering where everyone is having a good time while sitting at a distance.



From here, the pace of the montage picks up. We come back to see more fall landscapes. We come back to children playing outside. We come back to the two women with coffees and masks.

VO : There's so much we love about the fall.



We come back to the man in his kitchen.



We come back to the young people at the outdoor gathering.

VO : So let's not fall back into our old habits.

Keep following COVID-19 public health measures.

VO: Keep following COVID-19 public health measures to protect yourself and others.
<Icons representing the safety measures>



2. Reality check



We cut to a young man on a couch in his apartment, with a few male and female friends he invited over sitting around the room. As he goes to hug a friend who just entered the room...



...the atmosphere suddenly changes, and we see a "flash-forward" of the same young man alone on the couch in a now-empty living room.



We cut to a middle-aged man arriving at a store, not wearing a mask. As he goes to grab the door handle,



the atmosphere suddenly changes, and we see a "flash-forward" of the same store with a "Closed" sign on the door.

VO : We know how quickly our reality can change.



We cut to a mother and child arriving home with groceries. The mother walks past the sink without washing her hands. As she starts to put away the food, she hands an apple straight from the bag to her child.



The atmosphere suddenly changes, and we see a "flash-forward" of the same child sitting in the kitchen, coughing and clearly sick.

VO: And how to prevent it from changing again.



We come back to the young man who is now gathering outdoors, where people are properly spaced.



We come back to the middle-aged man who is now entering the store with a mask on.



We come back to the mother and child who are now washing their hands. They both smile.

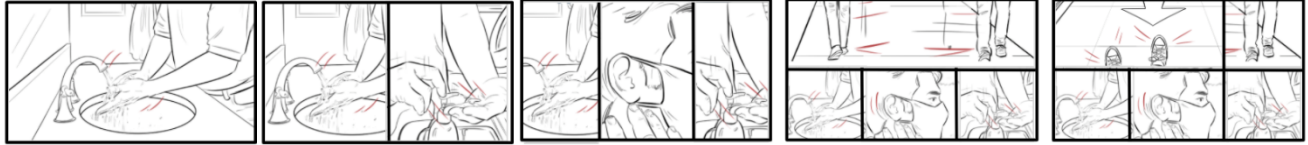
Keep following COVID-19 public health measures.

VO: Keep following COVID-19 public health measures to protect yourself and others.

<Icons representing the safety measures>



3. Rhythm



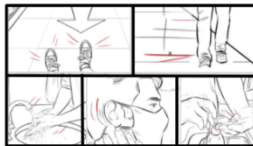
SFX: We hear the squeaks of a sink faucet and the rush of water running as a person washes their hands.

SFX: We layer in a squirting noise as another person uses hand sanitizer in their car. They rub their hands together in a steady rhythm. Each sound fits together, creating a looping rhythm.

SFX: We layer in the snap of elastic ear loops as people put on their masks before entering a store.

SFX: We layer in the sound of feet on the sidewalk as people step sideways to make room for others.

SFX: We layer in a squeak of a sneaker on the floor as someone stops themselves from entering a marked aisle in a store from the wrong direction.



Let's keep protecting ourselves and others.



SFX: The sounds and rhythms build, playing through another complete loop.

VO: We all play a part in containing COVID-19.

VO: So let's keep the rhythm going, and keep protecting ourselves and others.

<Icons representing the safety measures>

ALT: So don't miss a beat, and keep protecting yourself and others.

4. This for this



We see an older man putting on a mask in a parked car.
VO: Every time you put on a mask, remember: you're doing this so that one day, we can all get back to doing...



Kissing a baby on the head
VO: This.



People laughing together
VO: This.



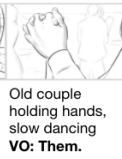
Person in a tropical shirt sleeping on an airplane, mouth open/snoring
VO: And this.



We see a 35-year-old woman in her office building bathroom.
VO: And all those times you wash your hands, remember that eventually, it'll pay off for...



Indoor dinner party with friends, lots of hands reaching for and passing around food
VO: Them.



Old couple holding hands, slow dancing
VO: Them.



Friends petting a random dog on the street
VO: And them.

Quick cuts and close-ups, and exaggerated sound design.

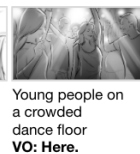
Quick cuts and close-ups, and exaggerated sound design.



We see a 22-year-old man arriving at a small outdoor gathering.
VO: And whenever you stick to your same, small social circle, remember that at some point, we'll all be able to get together...



Graduation ceremony
VO: Here.



Young people on a crowded dance floor
VO: Here.



Crowd cheering on a live hockey game
VO: And definitely here.

Quick cuts and close-ups, and exaggerated sound design.

Keep following COVID-19 public health measures.



VO: Remember the why behind what we're doing. Keep following COVID-19 public health measures.
<Icons representing the safety measures>



Dr. Tam:

COVID-19 cases are rising.

All Canadians must continue to practice public health measures to help slow the spread of the virus.

Keep to the same small social circle, wear a mask, keep your distance from others, wash your hands and stay home if you're sick.

If you have symptoms, contact your local health authority to get tested.

Protect yourself and others, we've come too far to stop now.

PM VO: A message from the government of Canada.



Dr. Njoo:

Les cas de COVID-19 continuent d'augmenter.

Nous devons tous continuer d'appliquer les mesures de santé publique pour ralentir la propagation du virus.

Gardez le même cercle social restreint, portez un masque, gardez vos distances avec les autres, lavez vos mains et restez à la maison si vous êtes malade.

Si vous avez des symptômes, contactez votre centre de services de santé local et passez un test de dépistage.

Protégeons-nous les uns les autres, on a fait trop de chemin pour arrêter maintenant.

PM VO: Un message du gouvernement du Canada.

APPENDIX C – SURVEY WAVE 1

Thank you for agreeing to take part in this survey. We anticipate that the survey will take approximately 12 minutes to complete.

Introduction

Background information

This research is being conducted by Léger Marketing, a Canadian public opinion research firm on behalf of Health Canada.

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- You are being asked to offer your opinions and experiences through an online survey. You have to be 18 or over in order to participate in this survey.
- We anticipate that the survey will take 12 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.
- 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 613-948-1219 or 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.

If you are experiencing technical issue while responding to the survey, please contact Leger's technical support team at support@legeropinion.com

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

[CONTINUE]

Screening Questions (for target audience and quotas)

GDR What best describes your gender?

- 1 Male
- 2 Female
- 3 Another gender

MINO Do you identify as any of the following?

SELECT ALL THAT APPLY

- 1 An Indigenous person (First Nations, Inuit or Métis)
- 2 A member of an ethnocultural or a visible minority group
- 3 A member of the LGBTQ2 community
- 4 A person with a disability
- 95 None of the above
- 99 I prefer not to answer

PROV In which province or territory do you currently live?

- | | |
|-----------------------|----|
| British Columbia | BC |
| Alberta | AB |
| Saskatchewan | SK |
| Manitoba | MB |
| Ontario | ON |
| Quebec | QC |
| New Brunswick | NB |
| Nova Scotia | NS |
| Prince Edward Island | PE |
| Newfoundland | NF |
| Northwest Territories | NT |
| Yukon | YK |
| Nunavut | NU |

AGE1

[Validation between 1900 and 2003]

[TERMINATE BETWEEN 2003 and 2020]

In what year were you born?

FORMAT [YYYY]

- 99 I prefer not to answer

[ASK IF 99 at AGE1]

AGE2 Would you be willing to indicate in which of the following age categories you belong?

- | | | |
|----|------------------------|-----------|
| 1 | Under 18 | TERMINATE |
| 2 | Between 18 and 24 | |
| 3 | Between 25 and 34 | |
| 4 | Between 35 and 44 | |
| 5 | Between 45 and 54 | |
| 6 | Between 55 and 64 | |
| 7 | 65 or older | |
| 99 | I prefer not to answer | TERMINATE |

Wave 1 Questions

We would like to show you 4 concepts that are currently being considered by Health Canada for their *COVID-19 Public Education Campaign*. The final 30-second videos have not yet been produced so what you will see are what we call a storyboard. A storyboard is a series of images and descriptions, shot by shot, that help you envision what the video would look like once it is filmed. You will need to use your imagination to envision the final product. In the final videos, there would be real people in real settings, some background music and voices.

We will show you one concept at a time following by a short series of questions. Please take the time to read and look at each storyboard carefully.

[RANDOMIZE ORDER OF STORYBOARD]

[STORYBOARD #1 – NAME]

[STORYBOARD #2 – NAME]

[STORYBOARD #3 – NAME]

[STORYBOARD #4 – NAME]

[SHOW FIRST STORYBOARD]

Here is the first storyboard.

[Q1_Lr1mob] Overall, did you like or dislike this ad concept?

Strongly liked the ad concept

Somewhat liked the ad concept

Neither like nor dislike the ad concept

Somewhat disliked the ad concept

Strongly disliked the ad concept

Don't know

[Q2_Lr1mob] How relevant is the ad concept to you?

Very relevant

Somewhat relevant

Not very relevant
Not at all relevant
Don't know

[Q3_Lr1mob] In your own words, what is the main message of this concept?
[Open-ended]

[Q4_Lr1mob] How well does the ad concept communicate the main message?
Very well
Somewhat well
Not very well
Not well at all
Don't know

[Q5_Lr1mob] Do you think this ad concept is appropriate for the Government of Canada?

Very appropriate
Somewhat appropriate
Somewhat inappropriate
Very inappropriate
Don't know

[Q6_Lr1mob] Now thinking about the ad, do you agree or disagree that the ad concept:
RANDOMIZE:

Caught my attention
Was effective
Was memorable
Clearly presented information about COVID-19
Made me want to go to visit Canada.ca/coronavirus
Made me more likely to want to follow the latest COVID safety guidelines

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
Don't know

[Q7_Lr1mob] What, if anything, would you do to improve this ad concept?
[Open-ended]

[SHOW NEXT STORYBOARDS AND REPEAT Q1 TO Q7 FOR EACH STORYBOARD]

[Q8] Now that you have seen all concepts, which concept do you think is the most effective?

Concept #1

Concept #2

Concept #3

Concept #4

Don't know

[Q9] In your own words, why did you pick this ad concept?

[Open-ended]

[SHOW IMAGE AND SCRIPT DESCRIPTION FOR DR. TAM IN ENGLISH]

[SHOW IMAGE AND SCRIPT DESCRIPTION FOR DR. NJOO IN FRENCH]

[Q10] Overall, did you like or dislike this message from [Dr. Theresa Tam/Dr. Howard Njoo]?

Strongly liked the ad concept

Somewhat liked the ad concept

Neither like nor dislike the ad concept

Somewhat disliked the ad concept

Strongly disliked the ad concept

Don't know

[Q11] How relevant is the message to you?

Very relevant

Somewhat relevant

Not very relevant

Not at all relevant

Don't know

[Q12] In your own words, what is the main message (Be as specific as possible)?

[Open-ended]

[Q13] How well does [Dr. Theresa Tam/Dr. Howard Njoo] communicate the main message?

Very well

Somewhat well

Not very well

Not well at all

Don't know

[Q14] Do you think this message is appropriate for the Government of Canada?

- Very appropriate
- Somewhat appropriate
- Somewhat inappropriate
- Very inappropriate
- Don't know

[Q15] Now thinking about this message, do you agree or disagree that it:

RANDOMIZE:

- Caught my attention
- Was effective
- Was memorable
- Clearly presented
- Made me more likely to want to follow the latest COVID safety guidelines

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know

[Q16] What, if anything, would you do to improve [Dr. Theresa Tam/Dr. Howard Njoo] message?

[Open-ended]

Socio-Demographic Questions

[SHOW ALL]

INFO2

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

LANG

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

- 1 English
- 2 French
- 3 Other
- 99 I prefer not to answer

SCOL

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

SELECT ONE ONLY

- 2 Some high school or less
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level
- 99 I prefer not to answer

OCCUP

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

SELECT ONE ONLY

- 1 Working full-time (35 or more hours per week)
- 2 Working part-time (less than 35 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired
- 7 Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
- 8 Other employment status. Please specify.
- 99 I prefer not to answer

REVEN

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?

SELECT ONE ONLY

- 1 Under \$20,000
- 2 Between \$20,000 and \$40,000
- 3 Between \$40,000 and \$60,000
- 4 Between \$60,000 and \$80,000
- 5 Between \$80,000 and \$100,000
- 6 Between \$100,000 and \$150,000
- 7 \$150,000 and above

8 Prefer not to say

[ASK POSTAL3 TO ALL]

[OPEN TEXT: VALIDATION – FORCE THE TEXT FORMAT TO BE A9A]

POSTAL3

Please indicate the first 3 characters of your postal code.

If you would rather not provide it, please select I don't know/I prefer not to answer

A9A [FORMAT]

99 I prefer not to answer A9A

APPENDIX D – SURVEY WAVE 2

Thank you for agreeing to take part in this survey. We anticipate that the survey will take approximately 12 minutes to complete.

[NEXT]

Introduction

Background information

This research is being conducted by Léger Marketing, a Canadian public opinion research firm on behalf of Health Canada.

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If you are experiencing technical issue while responding to the survey, please contact Leger's technical support team at support@legeropinion.com

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

Screening Questions (for quotas and/or screening)

GDR [GoC POR Mandatory Question]

What is your gender identity?

1. Male
2. Female
3. Another gender
99. I prefer not to answer

** Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

PROV [GoC POR Mandatory Question]

In which province or territory do you currently live?

- 1- British Columbia
- 2- Alberta
- 3- Saskatchewan
- 4- Manitoba
- 5- Ontario
- 6- Quebec
- 7- New Brunswick
- 8- Nova Scotia
- 9- Prince Edward Island
- 10- Newfoundland
- 11- Northwest Territories
- 12- Yukon
- 13- Nunavut

AGE1 [GoC POR Mandatory Question]

[Validation between 1900 and 2003]

[TERMINATE BETWEEN 2003 and 2020]

In what year were you born?

FORMAT [YYYY]

99 I prefer not to answer

[ASK IF 99 at AGE1]

AGE2 [GoC POR Mandatory Question]

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

- 1- Under 18 TERMINATE

- 2- Between 18 and 24
- 3- Between 25 and 34
- 4- Between 35 and 44
- 5- Between 45 and 54
- 6- Between 55 and 64
- 7- 65 or older
- 99- I prefer not to answer TERMINATE

CHILD

Are you the parent or guardian of a child or children under 18 years of age living in your household?

- 1- Yes
- 2- No
- 99- Prefer not to answer

COVID-19 information

Q1. Where do you get your information about COVID-19? (check all that apply)

- Daily press conferences
- Government websites
- News channels
- Newspapers
- Radio stations
- Online news sources
- Consultation with health care providers
- Conversations with family/friends/work colleagues
- Social media
- Other, please specify:

Q2. To what extent are you paying attention to messages from public health authorities on COVID-19? [TRACKING QUESTION]

- To a great extent
- To a moderate extent
- To a small extent
- Not at all
- Don't know

Q3. Have you seen, read or heard anything recently that says people should not wear face masks?

- Yes
- No
- Don't know

[ASK IF YES IN Q3]

Q4. Where have you seen this information?

- Newspapers
- Radio
- Television
- Online news
- Online medical website
- Online personal interest website
- Social media
- Other
- Don't know / No response

Vaccine: General, Flu, COVID-19

[VACCINE IN GENERAL]

Q5. When considering vaccines such as influenza and COVID-19, which of the following statements most accurately reflects your views on vaccines?

- I (will or have) accept(ed) all public health authorities recommended vaccines
- I (will or have) refuse(d) or delay(ed) getting some public health authorities recommended vaccines
- I (will or have) refuse(d) all public health authorities recommended vaccines
- Don't know/No response

[ASK IF YES AT CHILD]

Q5B. When considering vaccines for childhood immunization, which of the following statements most accurately reflects your views on vaccines?

- I (will or have) accept(ed) all public health authorities recommended vaccines for my child(ren)
- I (will or have) refuse(d) or delay(ed) getting some public health authorities recommended vaccines for my child(ren)
- I (will or have) refuse(d) all public health authorities recommended vaccines my child(ren)
- Don't know/No response

Q6. To what extent are you concerned about the safety of vaccines? [TRACKING QUESTION]

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don't know

Q7. Thinking about the last year, would you say you are more concerned, less concerned, or feel about the same about vaccines?

- More concerned
- Less concerned

Feel about the same
Don't know

[ASK IF More concerned OR Less concerned IN Q7]

Q8. Why do you say you are more/less [adjust depending on answer to Q7] concerned? [Open-ended]

[ASK IF YES AT CHILD]

Q9. Have your child(ren) missed any recommended routine vaccines since the start of the COVID-19 pandemic?

Yes
No
Don't know

[ASK IF YES IN Q9]

Q10. Why have they missed these vaccines? (Check all that apply)

Due to restrictions in place
Lack of access to a healthcare professional
Scheduling issues
Fears of being exposed to COVID-19
Not offered in schools currently
I don't trust vaccines
Other, please specify:

[ASK IF YES IN Q9]

Q11. Have you (or do you intend) to reschedule their vaccine?

Yes
No
Don't know

[FLU VACCINE]

Q12. Did you get your flu shot last year?

Yes
No
Don't know

Q13. Do you plan to get/did get your flu shot this year? [TRACKING QUESTION]

Yes, have already received it
Yes, plan to receive it
No
Don't know

[ASK IF NO IN Q13]

Q14. Why are you not planning on getting your flu shot this year?

I am healthy, and/or never get the flu
Getting the flu doesn't make me that sick
I have concerns about the flu vaccine, and/or its side effects
The flu vaccine does not work
No specific reason, I just won't get it

Other, please specify:

[COVID-19 VACCINE]

Q15. If a vaccine against the coronavirus became available in Canada, would you get vaccinated?

[TRACKING QUESTION]

Yes, I would get a vaccination as soon as one became available to me
Yes, I would eventually get a vaccination, but would wait a while first
No, I would not get a coronavirus vaccination
I don't know yet

[ASK IF "WOULD EVENTUALLY GET A VACCINATION, BUT WOULD WAIT A WHILE FIRST" IN Q15]

Q16. What is the main reason why you would eventually get a vaccination, but would wait a while first?

I want to see if it is safe
Higher priority people should receive it first
I am too busy
Other, please specify:

[ASK IF NO OR DON'T KNOW IN Q15]

Q17. What is the main reason why you would not get vaccinated / you don't know if you would get vaccinated [Adjust depending on answer at Q15]?

[Randomize]
I am worried about the side effects
I don't think it will be effective
I am not confident in the safety of the COVID-19 vaccines
Not enough testing or research has been done
Do not trust government
Do not trust the newness of the vaccine
I have already had COVID-19
I am not at high risk of getting COVID-19
If I get COVID-19, I will not be very sick
I am against vaccines in general
The vaccine is not recommended for me because I have a pre-existing medical condition
I don't have the time
Other reason, please specify:

Q18. What information, if any, would help to inform your decision to get the COVID-19 vaccine?

(Check all that apply)

The effectiveness of the vaccine
The safety of the COVID-19 vaccine

Whether I need the vaccine if I have already had the COVID-19 virus
How the COVID-19 vaccine was developed
Where the COVID-19 vaccine was developed
Who should get the vaccine first and why
What happens after I get the vaccine (can I stop wearing my mask and other COVID prevention public health measures)
The side effects of the COVID-19 vaccine
Whether I'll get compensation in case I suffer a serious injury from a COVID-19 vaccine
Other, please specify:

Q19. In the past two weeks, have you seen, read or heard anything about vaccines for COVID-19?

Yes
No
Don't know

[ASK IF YES IN Q19]

Q20. Where did you see, read or hear about this information? (Check all that apply)

Newspapers/magazines
Radio
Television
Online news
Online medical website
Online personal interest website
Social media
Personal conversation
[If selected ask for] Q20B. With who?
Health care providers (e.g., physician, nurse, pharmacist)
School/caregivers
Family member/friend
Other
Other, please specify:
Don't know / No response

[ASK IF YES IN Q19]

Q21. What was the COVID-19 vaccine information about? (Check all that apply)

Safety/risks
Effectiveness
Supply
Access
Anti-vaccine messaging
Testing / approval process
Other, please specify:
Don't recall

[ASK IF YES IN Q19]

Q22. Did the COVID-19 vaccine information change your opinion about getting the COVID-19 vaccine, or not?

- I'm more likely to get vaccinated
- I'm less likely to get vaccinated
- No change

Q23. In the past month, have you come across information about the COVID-19 vaccine that you suspect may be false or inaccurate?

- Yes
- No
- Not sure
- I have not come across information about the COVID-19 vaccine

Q24. How concerned are you about potential false or misleading information being spread about the COVID-19 vaccine? [RANDOM]

	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned
By Canadian media				
By international media				
By friends and family				
On social media platforms (e.g. Facebook, Twitter, Youtube, Tiktok, Instagram, Pinterest, LinkedIn)				
On the Internet in general				

Q29. Do you feel that potential false or misleading information being spread about the COVID-19 vaccine will affect the health of Canadians?

- Yes
- No
- Don't know

Q30. Do you think efforts should be made to fight the spread of false or misleading information about the COVID-19 vaccine?

- Yes
- No
- Don't know

[ASK IF Q30 = YES]

Q31. Who do you think should have the responsibility to fight the potential spread of false or misleading information about the COVID-19 vaccine? (Check all that apply)

- Individuals

- Health care providers
- Public health/government officials
- News media companies
- Social media companies
- Pharmaceutical companies producing the COVID-19 vaccines
- World Health Organization (WHO)
- Health scientists and researchers
- Other, please specify:

Food Safety and Health Products

Q32.To what extent do you agree or disagree with the following statements: [Random]

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
I always or often wash my food and food packaging because of COVID.					
Health Canada is authorizing new COVID-19 health products quickly enough (eg: hand sanitizers, masks, gloves).					
There is enough information available about hand sanitizer safety.					
Authorized hand sanitizers are effective at killing the COVID-19 virus.					
Hand sanitizers are safe to use when used according to the label directions.					
Health Canada is taking the necessary steps to ensure that hand sanitizers sold in Canada are safe and effective.					

Socio-Demographic Questions

[SHOW ALL]

INFO2

The last few questions are strictly for statistical purposes. All of your answers are completely confidential

MINO

Do you identify as any of the following?

SELECT ALL THAT APPLY

An Indigenous person (First Nations, Inuit or Métis)

- A member of an ethnocultural or a visible minority group other than an Indigenous person
- A member of the LGBTQ2 community
- A person with a disability
- None of the above
- I prefer not to answer

LANG [GoC POR Mandatory Question]

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

- English
- French
- Other
- I prefer not to answer

IMM

- Where were you born?
- Born in Canada
- Born outside Canada

[ASK IF Outside Canada in IMM]

YIMM

[DROP DOWN MENU]

In what year did you move to Canada?

COUNTRY

What is your country of origin?

[DROP DOWN MENU–ALPHABETICAL ORDER]

SCOL [GoC POR Mandatory Question]

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

SELECT ONE ONLY

- 2 Some high school or less
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below the bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level
- 99 I prefer not to answer

OCCUP [GoC POR Mandatory Question]

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

SELECT ONE ONLY

- 1 Working full-time (35 or more hours per week)
- 2 Working part-time (less than 35 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired
- 7 Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
- 8 Other employment status. Please specify.
- 99 I prefer not to answer

REVEN [GoC POR Mandatory Question]

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?

SELECT ONE ONLY

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

[ASK POSTAL3 TO ALL] [GoC POR Mandatory Question]

[OPEN TEXT: VALIDATION – FORCE THE TEXT FORMAT TO BE A9A]

POSTAL3

Please indicate the first 3 characters of your postal code.

If you would rather not provide it, please select I don't know/I prefer not to answer

A9A [FORMAT]

- 99 I prefer not to answer A9A

APPENDIX E – STORYBOARDS WAVE 3

spread the word – 30 s storyboard



We open in a kitchen. Terry's beside his stove, on his phone.
VO: Terry has it.



Cut to a dining room. Jeff's sitting down with his wife and kids, who are eating. He's checking his phone.
VO: Jeff's family has it.
[Jeff gives us an assured look]



A living room. Gael and Laura are on the sofa. Gael checks his phone.
VO: Gael and Laura got it at the same time.
[Gael smiles at us]



A bakery. Marie's wearing a mask and checking her phone. Her co-workers behind her are busy at work, physically distanced.
VO: Everyone at Marie's work got it.
[Marie nods at us]



Over Marie's shoulder, we see COVID Alert on her phone with "No exposure detected" on the screen.
VO: The COVID Alert app is the latest tool to fight COVID-19.



We cycle back to Terry in his kitchen, cooking; to Laura and Gael cuddling on the sofa; to Jeff enjoying dinner with his family, laughing.
The more people who have it, the more people it can help protect.



VO: Spread the word. Slow the spread. Download COVID Alert.



thank you – kid – 30 s storyboard



We see a phone screen on the camera setting. A boy is taking selfies.
BOY: Hi, I'm Josh...



As he takes another silly selfie, a hand reaches in and takes the phone.
BOY: ... and I don't have my own phone yet, but my mom has one...



As he takes another silly selfie, a hand reaches in and takes the phone. It's his mother. She smiles and shakes her head, looking at the phone.
BOY: ... and the other day her COVID Alert app said she'd been close to someone who tested positive for COVID-19.



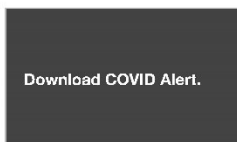
The boy follows his mother, tapping her arm to let him look at the phone. They sit down on the couch and open the COVID Alert app.
So, we got tested, which was kinda not nice but it was good 'cause if that person gave my mom COVID and neither of them had the app, she wouldn't know so fast.



They see the "No exposure detected" screen. The boy sees the thumbs up and throws his arms up, celebrating.



He jumps up off the couch and does a silly victory dance.
BOY: So if you downloaded the COVID Alert app, thanks! You are awesome.



Download COVID Alert.



break the chain – 30 s storyboard – En

<p>[Open in Jan's yellow apartment] VO: This is Jan.</p>	<p>[Screen slides right to pink apartment] VO: Jan visits her neighbour Mo, who lives alone. Mo has COVID-19, but doesn't know.</p>	<p>[Screen slides right to purple bus interior] VO: Jan leaves to catch the bus and sits with her friend Marc.</p>	<p>[Screen slides right to teal workplace] VO: Marc's a frontline worker. So if Marc gets exposed to the virus Mo might've given to Jan, Marc could go back to work tomorrow and infect... a lot of people...</p>	<p>[Screen slides abruptly left all the way back to Jan in the yellow apartment] VO: But wait. They all have the COVID Alert app. JAN: (to camera) We all have the app.</p>
			<p>Download the COVID Alert app.</p>	
<p>[Screen slides right to pink apartment] VO: So Mo gets an alert that he's been exposed. Mo later tests positive and enters a key in his app.</p>	<p>[Close-up of phone, yellow background] VO: which anonymously alerts Jan.</p>	<p>[Close-up of phone, purple background]. VO: who tells Marc, who stays home from work. Phew, close call. <Text message: "Hey, I might have COVID"></p>	<p>VO: Help break the chain of infection. Download the COVID Alert app.</p>	<p>Every download counts. Help break the chain of infection with the COVID Alert app.</p>

APPENDIX F – SURVEY WAVE 3

Thank you for agreeing to take part in this survey. We anticipate that the survey will take approximately 12 minutes to complete.

[NEXT]

Introduction

Background information

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What about your personal information?

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- 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.
- 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 613-948-1219 or 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.

If you are experiencing technical issue while responding to the survey, please contact Leger's technical support team at support@legeropinion.com

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

Screening Questions (for quotas and oversamples – visible minorities and low income)

GDR

What best describes your gender?

- 1 Male
- 2 Female
- 3 Another gender
- 99 I prefer not to answer

MINO

2- Do you identify as any of the following?

SELECT ALL THAT APPLY

- 1 An Indigenous person (First Nations, Inuit or Métis)
- 2 A member of an ethnocultural or a visible minority group*
- 3 A member of the LGBTQ2 community
- 4 A person with a disability
- 95 None of the above
- 99 I prefer not to answer

*NOTE: The *Employment Equity Act* defines visible minority as a person, or people other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour.

PROV

In which province or territory do you currently live?

- | | |
|-----------------------|----|
| British Columbia | BC |
| Alberta | AB |
| Saskatchewan | SK |
| Manitoba | MB |
| Ontario | ON |
| Quebec | QC |
| New Brunswick | NB |
| Nova Scotia | NS |
| Prince Edward Island | PE |
| Newfoundland | NF |
| Northwest Territories | NT |
| Yukon | YK |
| Nunavut | NU |

AGE1

[Validation between 1900 and 2003]

[TERMINATE BETWEEN 2003 and 2020]

In what year were you born?

FORMAT [YYYY]

99 I prefer not to answer

[ASK IF 99 at AGE1]

AGE2

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

- 1 Under 18 TERMINATE
- 2 Between 18 and 24
- 3 Between 25 and 34
- 4 Between 35 and 44
- 5 Between 45 and 54
- 6 Between 55 and 64
- 7 65 or older
- 99 I prefer not to answer TERMINATE

REVEN

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?

SELECT ONE ONLY

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

Wave 3 Questions

We would like to show you 3 concepts that are currently being considered by Health Canada for their *COVID Alert Marketing Campaign*. The final 30-second videos have not yet been produced so what you will see are what we call a storyboard. A storyboard is a series of images and descriptions, shot by shot, that help you envision what the video would look like once it is filmed. You will need to use your imagination to envision the final product. In the final videos, there would be real people in real settings, some background music and voices.

We will show you one concept at a time following by a short series of questions. Please take the time to read and watch each animatic carefully.

[RANDOMIZE ORDER OF STORYBOARD]

[STORYBOARD #1 – NAME]

[STORYBOARD #2 – NAME]

[STORYBOARD #3 – NAME]

[SHOW FIRST STORYBOARD]

Here is the first storyboard.

1. Overall, did you like or dislike this ad concept?

Strongly liked the ad concept

Somewhat liked the ad concept

Neither like nor dislike the ad concept

Somewhat disliked the ad concept

Strongly disliked the ad concept

Don't know

2. How relevant is the ad concept to you?

Very relevant

Somewhat relevant

Not very relevant

Not at all relevant

Don't know

3. In your own words, what is the main message of this concept?

[Open-ended]

4. How well does the ad concept communicate the main message?

Very well

Somewhat well

Not very well
Not well at all
Don't know

5. Do you think this ad concept is appropriate for the Government of Canada?

Very appropriate
Somewhat appropriate
Somewhat inappropriate
Very inappropriate
Don't know

6. Now thinking about the ad, do you agree or disagree that the ad concept:

[RANDOMIZE:

Caught my attention

Was effective

Was memorable

Clearly presented information about the COVID Alert app

Made me want to go to visit Canada.ca/coronavirus

Made me more likely to download the COVID Alert app

Made it clear how the COVID Alert app works

Made me feel like the COVID Alert app is the only thing I need to protect myself from COVID-19

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
Don't know

7. What, if anything, would you do to improve this ad concept?

[Open-ended]

[SHOW NEXT STORYBOARD AND REPEAT Q1 TO Q7 FOR EACH STORYBOARD]

8. Now that you have seen all concepts, which concept do you think is the most effective in encouraging you to download the COVID Alert app?

Concept #1

Concept #2

Concept #3

Don't know

9. In your own words, why did you pick this ad concept?

[Open-ended]

10. 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

No

Prefer not to say

11. If yes, is the version of your smartphone less than 5 years old?

Yes,

No

Don't know

Prefer not to say

[Ask if Q10 = YES]

12. Have you already downloaded the COVID Alert app?

Yes

No

Prefer not to say

ASK IF Q12=YES

13. Why did you decide to download this app?

[Open-ended]

ASK IF Q12=NO/NO ANSWER

14. Why have you not yet downloaded this app?

[Open-ended]

ASK IF Q12=NO/NO ANSWER

15. How likely are you to download the COVID Alert app?

Very likely

Somewhat likely

Somewhat unlikely

Very unlikely

Socio-Demographic Questions

[SHOW ALL]

INFO2

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

LANG

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

- 1 English
- 2 French
- 3 Other
- 99 I prefer not to answer

SCOL

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

SELECT ONE ONLY

- 2 Some high school or less
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level
- 99 I prefer not to answer

OCCUP

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

SELECT ONE ONLY

- 1 Working full-time (35 or more hours per week)
- 2 Working part-time (less than 35 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired
- 7 Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
- 8 Other employment status. Please specify.
- 99 I prefer not to answer

[ASK POSTAL3 TO ALL]

[OPEN TEXT: VALIDATION – FORCE THE TEXT FORMAT TO BE A9A]

POSTAL3

Please indicate the first 3 characters of your postal code.

If you would rather not provide it, please select I don't know/I prefer not to answer

A9A [FORMAT]

99 I prefer not to answer A9A

APPENDIX G – MESSAGES TESTED WAVE 4

Component 1: Educate and Build Trust – Messages

- Scientists around the world are working together to develop safe and effective COVID-19 vaccines. Get the facts on how vaccines are approved in Canada at Canada.ca/coronavirus.
- Vaccines authorized by Health Canada are a safe and effective way to control the spread of serious diseases. Get the facts about the COVID-19 vaccines at Canada.ca/coronavirus.
- Canada is recognized as having some of the highest standards in the world for reviewing and authorizing vaccines. Learn more at Canada.ca/coronavirus.
- It is normal to have questions about the COVID-19 vaccine. To help you make an informed decision, visit Canada.ca/coronavirus to learn about how vaccines are developed and approved.
- Canadians deserve accessible, transparent information about COVID-19 vaccines and treatments. Get the facts on the COVID-19 vaccines at Canada.ca/coronavirus.

Component 2: Priority Groups – Messages

Generic

- The first vaccines are reserved for those who need it most. If you belong to a priority population, you may be eligible to get vaccinated now. Learn more at Canada.ca/coronavirus.
- COVID-19 vaccines are now available to priority populations. Take the next step to protect yourself from COVID-19. Visit Canada.ca/coronavirus to learn more.
- Help reduce your risk of getting COVID-19. Get vaccinated and continue to practice public health measures. Visit Canada.ca/coronavirus.
- Getting the COVID-19 vaccine is one of the most important actions you can take to protect yourself. Visit Canada.ca/coronavirus to learn more.
- Take the next step towards getting back to the people and places you miss. Get the COVID-19 vaccine. Learn more about the vaccines at Canada.ca/coronavirus.
- Get the COVID-19 vaccine and continue to practice public health measures to protect yourself. Learn more about the vaccines at Canada.ca/coronavirus.

Seniors

- COVID-19 vaccines are now available to Canadians 70 and over. Take the next step to protect yourself by getting the COVID-19 vaccine. Visit Canada.ca/coronavirus to learn more.
- COVID-19 vaccines are now available to seniors 70+ and other priority groups. Learn more at Canada.ca/coronavirus.
- Canadians 70 and over should get a COVID-19 vaccine to protect themselves. Find out if you're eligible at Canada.ca/coronavirus.
- The COVID-19 vaccine is now available for seniors. Take the next step towards getting back to the people and places you miss.

Indigenous

- The COVID-19 vaccine is now available for First Nations, Inuit and Métis communities. Protect yourself by getting vaccinated. Visit Canada.ca/coronavirus to learn more.
- Help protect your family and community. Encourage those around you to get the COVID-19 vaccine. Visit Canada.ca/coronavirus to learn more.
- Help protect your family and community from COVID-19. Learn about the COVID-19 vaccines at Canada.ca/coronavirus.
- The COVID-19 vaccine is now available for Indigenous adults. Take the next step towards getting back to the people and places you miss.

APPENDIX H – SURVEY WAVE 4

Thank you for agreeing to take part in this survey. We anticipate that the survey will take approximately 12 minutes to complete.

[NEXT]

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

[CONTINUE]

Screening Questions (for quotas and/or screening)

GDR [GoC POR Mandatory Question]

What is your gender identity?

4. Male

5. Female

6. Other

99. I prefer not to answer

** Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

PROV [GoC POR Mandatory Question]

In which province or territory do you currently live?

1- British Columbia

2- Alberta

3- Saskatchewan

4- Manitoba

5- Ontario

6- Quebec

7- New Brunswick

8- Nova Scotia

9- Prince Edward Island

10- Newfoundland

11- Northwest Territories

12- Yukon

13- Nunavut

AGE1 [GoC POR Mandatory Question]

[Validation between 1900 and 2003]

[TERMINATE BETWEEN 2003 and 2020]

In what year were you born?

FORMAT [YYYY]

99 I prefer not to answer

[ASK IF 99 at AGE1]

AGE2 [GoC POR Mandatory Question]

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

1- Under 18 TERMINATE

2- Between 18 and 24

3- Between 25 and 34

4- Between 35 and 44

5- Between 45 and 54

6- Between 55 and 69

7- 70 or older

99- I prefer not to answer TERMINATE

CHILD

Are you the parent or guardian of a child or children under 18 years of age living in your household?

1- Yes

2- No

99- Prefer not to answer

MINO

Do you identify as any of the following?

SELECT ALL THAT APPLY

An Indigenous person (First Nations, Inuit or Métis)

A member of an ethnocultural or a visible minority group other than an Indigenous person

A member of the LGBTQ2 community

A person with a disability

None of the above

I prefer not to answer

Public Health Measures, Concerns, Mental Health, Information

[NEW Wave 4] Q1. How often do you follow each of the following public health measures?

	Always	Often	Sometimes	Rarely	Never	Don't know
Washing hands for at least 20 seconds with soap and warm water.						
Using hand sanitizer containing at least 60% alcohol, if soap and water aren't available,						
Staying home and away from others if you feel sick						
Practising physical distancing (e.g. maintaining a 2 metre distance from people outside your household)						
Wearing a non-medical mask or face covering						

Limiting the number of people you have contact with (i.e. social circle/social bubble)						
Avoiding closed spaces, crowded spaces, close contact settings and close range conversations						

Q8. [NEW Wave 4] What is currently your most pressing concern, if any, related to COVID-19?

Physical health

Mental health

Health of family and/or friends

Health of someone in a high risk category

Economy

Social impact

Personal financial situation

Other, please specify:

I have no pressing concern

Don't know

Q9. [NEW Wave 4] How would you rate your mental health now compared to before the pandemic?

Better

About the same

Worse

Don't know

Q10. To what extent are you paying attention to messages from public health authorities on COVID-19? [TRACKING QUESTION]

To a great extent

To a moderate extent

To a small extent

Not at all

Don't know

COVID-19 Vaccine

Q11. To what extent are you concerned about the safety of COVID-19 vaccines? [TRACKING QUESTION]

Very concerned

Somewhat concerned

Not very concerned

Not at all concerned

Don't know

Q12. When a vaccine for COVID-19 becomes available to you, will you get vaccinated?

[TRACKING QUESTION]

- Yes, I will get vaccinated as soon as one became available to me
- Yes, I will eventually get vaccinated, but would wait a while first
- No, I will not get a COVID-19 vaccine coronavirus vaccination
- I already got the COVID-19 vaccine
- I don't know yet

[ASK IF "WILL EVENTUALLY GET VACCINATED, BUT WOULD WAIT A WHILE FIRST" IN Q12]

Q13. What is the main reason why you would eventually get a vaccination, but would wait a while first?

- To ensure the safety of the vaccine (e.g., no negative side effects)
- To enable priority groups to get vaccinated first (e.g., frontline workers and vulnerable populations)
- I am too busy
- To ensure the effectiveness of the vaccine
- General fear/unease about being first
- Need for more information
- I don't feel I want or need the vaccine
- To avoid crowds or long wait times
- Other, please specify:

[ASK IF NO OR DON'T KNOW IN Q12]

Q14. What is the main reason why you will not get vaccinated / you don't know if you will get vaccinated [Adjust depending on answer at Q12]?

- [Randomize]
- I am worried about the side effects
- I don't think it will be effective
- I am not confident in the safety of the COVID-19 vaccines
- Not enough testing or research has been done
- Do not trust government
- Do not trust the newness of the vaccine
- I have already had COVID-19
- I am not at high risk of getting COVID-19
- If I get COVID-19, I will not be very sick
- I am against vaccines in general
- The vaccine is not recommended for me because I have a pre-existing medical condition
- I don't have the time
- Other reason, please specify:

[NEW Wave 4] Q15. Please indicate to what extent you agree or disagree with each of the following statements. [Randomize statements]

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable

By being vaccinated against COVID-19, I am protecting myself from the disease					
By being vaccinated against COVID-19, I am helping to protect the health of others in my community					
I distrust COVID-19 vaccines because they were developed too quickly					
I am confident that COVID-19 vaccines are safe					
I am confident that COVID-19 vaccines are effective in preventing the disease					
Only those at risk of becoming seriously ill from COVID-19 need to be vaccinated					
It is better to develop immunity from having COVID-19 rather than from a vaccine					
Physical distancing, frequent handwashing and wearing a mask are enough to protect me from COVID-19					
Those who have had COVID-19 do not need to be vaccinated					
The severity of the pandemic has been exaggerated					
Once I get my COVID-19 vaccine, I no longer need to practise public health measures (e.g. mask wearing, physical distancing, etc.)					

Q26. [NEW Wave 4] Do you feel you have enough information or resources available to make informed decisions about COVID-19 vaccines?

- Yes
- No
- Don't know

[ASK IF NO AT Q26]

Q27. [NEW Wave 4] Why do you feel you don't have enough information to make an informed choice? [Open-ended]

Q28. [NEW Wave 4] Where do you look for information, if any, about COVID-19 vaccines? (check all that apply) [Randomize]

- Healthcare provider, such as doctors, nurses, pharmacists
- News media
- Provincial/territorial websites

- Local public health
- Talk to friends/family/colleagues
- Online communities/forums
- Local community groups/leaders
- Social media
- News media
- Vaccine manufacturer
- Other, please specify:
- I do not look for information about COVID-19 vaccine

[NEW Wave 4] Q29. Thinking about COVID-19 vaccines, how important is it that your health care provider is able to explain the following topics to you. [Randomize]

	Very important	Somewhat important	Not very important	Not at all important	Don't know/Not applicable
Effectiveness of the vaccines					
Safety of the vaccines					
Possible vaccine side effects and rare vaccine reactions					
Vaccine ingredients					
Who can get the vaccine					
How vaccines are developed					
How vaccines are approved for use in Canada					
How vaccines will be monitored for safety once they are available					

Q37. [NEW Wave 4] What kinds of resources could your health care provider share with you that you would find helpful to learn about COVID-19 vaccines? Please select the top three resources [Randomize]

- Fact sheets/quick reference sheets
- Answers to frequently asked questions
- Webinar/online seminar/Training
- Brochures, booklets, pamphlets or other printed materials
- Electronic versions of printed materials
- Podcasts
- YouTube videos or other short videos

Web portals/digital resources
 Posters, charts or infographics
 Other, please specify:
 I do not want any resources
 I do not have a healthcare provider

[Ask if any resource was selected in Q33]

[NEW Wave 4] Q38. Would you share these resources with people you know (e.g. colleagues, friends or family)?

Yes
 No
 Don't know

[NEW Wave 4] Q39. On a scale of 1 to 7, how much do you trust each of the following to give you credible health information about COVID-19 vaccines? [Randomize]

	1 Do not trust	2	3	4	5	6	7 Trust a lot	Don't know
Friends and family								
Healthcare professionals such as doctors, nurses, pharmacists								
Health Canada and/or the Public Health Agency of Canada (Federal government departments)								
Your provincial government/public health authorities								
Your local municipality / public health authorities								
Local community groups/leaders								
Traditional media								
Social media								

COVID Vaccine Key Messages Testing

The following questions will show you messages that will be considered by the Government of Canada for their COVID-19 vaccine Public Education Campaign. Please read all of the messages carefully.

[Campaign Component: Educate and Build Trust]

[Ask ALL]

Q47. Which of the messages listed below do you feel is most effective in demonstrating that any COVID-19 vaccine authorized by Health Canada will be safe and effective? Select one option.

Please read all of the messages carefully.

- Message 1
- Message 2
- Message 3
- Message 4
- Message 5

Q48. For the message you chose as being the most effective, do you agree or disagree with the following statements. The message....

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
... was relevant to me.					
... was memorable					
... made me more likely to get vaccinated.					

Q51. From the same list of messages, please select one message that stands out to you (positive or negative) and tell us what you like or dislike about this message. [Open-ended]

- Message 1
- Message 2
- Message 3
- Message 4
- Message 5

[Campaign Component: Priority Groups]

[Note: Generic Messages – ASK ALL]

Q52. Certain individuals are more impacted by the COVID-19 virus. Which of the messages listed below do you feel is most effective in demonstrating to these individuals the importance of getting the COVID-19 vaccine to protect themselves and others? Select one option. Please read all of the messages carefully.

- Message 1
- Message 2
- Message 3
- Message 4

Message 5

Q53. For the message you chose as being the most effective, do you agree or disagree with the following statements. The message....

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
... was relevant to these individuals					
... was memorable					
... made me more likely to get vaccinated.					

Q56. From the same list of messages, please select one message that stands out to you (positive or negative) and tell us what you like or dislike about this message. [Open-ended]

- Message 1
- Message 2
- Message 3
- Message 4
- Message 5

[Note: Senior Messages – ASK SENIORS + ONLY (Based on answer to AGE)]

[IF INDIGENOUS AND SENIORS, ONLY ASK INDIGENOUS QUESTIONS]

Q57. Now, which of the messages listed below do you feel is most effective in demonstrating the importance of getting the COVID-19 vaccine to protect yourself and others? Select one option. Please read all of the messages carefully.

- Message 1
- Message 2
- Message 3
- Message 4

Q58. For the message you chose as being the most effective, do you agree or disagree with the following statements. The message....

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
... was relevant to you					
... was memorable					
... made me more likely to get vaccinated.					

Q61. From the same list of messages, please select one message that stands out to you (positive or negative) and tell us what you like or dislike about this message. [Open-ended]

- Message 1
- Message 2
- Message 3
- Message 4

[Note: Indigenous Messages – ASK INDIGENOUS ONLY. (Based on answer to MINO)]

Q62. Now, which of the messages listed below do you feel is most effective in demonstrating the importance of getting the COVID-19 vaccine to protect yourself and others? Select one option. Please read all of the messages carefully.

- Message 1
- Message 2
- Message 3
- Message 4

Q63. For the message you chose as being the most effective, do you agree or disagree with the following statements. The message....

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
... was relevant to you					
... was memorable					
... made me more likely to get vaccinated.					

Q66. From the same list of messages, please select one message that stands out to you (positive or negative) and tell us what you like or dislike about this message. [Open-ended]

- Message 1
- Message 2
- Message 3
- Message 4
- Socio-Demographic Questions

[SHOW ALL]
INFO2

The last few questions are strictly for statistical purposes. All of your answers are completely confidential

LANG [GoC POR Mandatory Question]

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

- English
- French
- Other
- I prefer not to answer

IMM

Where were you born?

- Born in Canada
- Born outside Canada

[ASK IF Outside Canada in IMM]

YIMM

[DROP DOWN MENU]

In what year did you move to Canada?

COUNTRY

What is your country of origin?

[DROP DOWN MENU–ALPHABETICAL ORDER]

SCOL [GoC POR Mandatory Question]

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

SELECT ONE ONLY

- 2 Some high school or less
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below the bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level
- 99 I prefer not to answer

OCCUP [GoC POR Mandatory Question]

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

SELECT ONE ONLY

- 1 Working full-time (35 or more hours per week)
- 2 Working part-time (less than 35 hours per week)
- 3 Self-employed

- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired
- 7 Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
- 8 Other employment status. Please specify.
- 99 I prefer not to answer

REVEN [GoC POR Mandatory Question]

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?

SELECT ONE ONLY

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

[ASK POSTAL3 TO ALL] [GoC POR Mandatory Question]

[OPEN TEXT: VALIDATION – FORCE THE TEXT FORMAT TO BE A9A]

POSTAL3

Please indicate the first 3 characters of your postal code.

If you would rather not provide it, please select I don't know/I prefer not to answer

A9A [FORMAT]

- 99 I prefer not to answer A9A

APPENDIX I – SURVEY WAVE 5

Thank you for agreeing to take part in this survey. We anticipate that the survey will take approximately 12 minutes to complete.

[NEXT]

Introduction

Background information

This research is being conducted by Léger Marketing, 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. You must be 18 or over in order to participate in this survey.
- We anticipate that the survey will take 12 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.
- 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 613-948-1219 or 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.

If you are experiencing technical issue while responding to the survey, please contact Leger's technical support team at support@legeropinion.com

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

[CONTINUE]

Screening Questions (for quotas and/or screening)

GDR [GoC POR Mandatory Question]

What is your gender identity?

- 7. Male
- 8. Female
- 9. Other
- 99. I prefer not to answer

** Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

PROV [GoC POR Mandatory Question]

In which province or territory do you currently live?

- 1- British Columbia
- 2- Alberta
- 3- Saskatchewan
- 4- Manitoba
- 5- Ontario
- 6- Quebec
- 7- New Brunswick
- 8- Nova Scotia
- 9- Prince Edward Island
- 10- Newfoundland
- 11- Northwest Territories
- 12- Yukon
- 13- Nunavut

AGE1 [GoC POR Mandatory Question]

[Validation between 1900 and 2003]

[TERMINATE BETWEEN 2003 and 2020]

In what year were you born?

FORMAT [YYYY]

99 I prefer not to answer

[ASK IF 99 at AGE1]

AGE2 [GoC POR Mandatory Question]

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

- 1- Under 18 TERMINATE
- 2- Between 18 and 24
- 3- Between 25 and 34
- 4- Between 35 and 44
- 5- Between 45 and 54
- 6- Between 55 and 64
- 7- 65 or older

99- I prefer not to answer TERMINATE

CHILD

Are you the parent or guardian of a child or children under 18 years of age living in your household?

1- Yes

2- No

99- Prefer not to answer

Public Health Measures, Concerns, Mental Health, Information

[Wave 4 – Wave 5] Q1. How often do you follow each of the following public health measures?

	Always	Often	Sometimes	Rarely	Never	Don't know
Washing hands for at least 20 seconds with soap and warm water.						
Using hand sanitizer containing at least 60% alcohol, if soap and water aren't available,						
Staying home and away from others if you feel sick						
Practising physical distancing (e.g. maintaining a 2 metre distance from people outside your household)						
Wearing a non-medical mask or face covering						
Limiting the number of people you have contact with (i.e. social circle/social bubble)						
Avoiding closed spaces, crowded spaces, close contact settings and close range conversations						

Q8. [Wave 4 – Wave 5] What is currently your most pressing concern, if any, related to COVID-19?

Physical health

Mental health

Health of family and/or friends

Health of someone in a high risk category

Economy

Social impact

Personal financial situation

Other, please specify:

I have no pressing concern

Don't know

Q9. [Wave 4 – Wave 5] How would you rate your mental health now compared to before the pandemic?

Better

About the same

Worse

Don't know

Q10. [TRACKING QUESTION] To what extent are you paying attention to messages from public health authorities on COVID-19?

To a great extent

To a moderate extent

To a small extent

Not at all

Don't know

COVID-19 Vaccine

Q12. [TRACKING QUESTION] When a vaccine for COVID-19 becomes available to you, will you get vaccinated?

Yes, I will get vaccinated as soon as one became available to me

Yes, I will eventually get vaccinated, but would wait a while first

No, I will not get a COVID-19 vaccine coronavirus vaccination

I already got the COVID-19 vaccine

I don't know yet

[ASK IF "WILL EVENTUALLY GET VACCINATED, BUT WOULD WAIT A WHILE FIRST" IN Q12]

Q13. What is the main reason why you would eventually get a vaccination, but would wait a while first? [Randomize]

[NEW Wave 5] I am unsure if the vaccine is safe for me personally (e.g. due to a pre-existing medical condition, pregnancy, allergy, etc.)

To ensure the safety of the vaccine (e.g., no negative side effects)

To enable priority groups to get vaccinated first (e.g., frontline workers and vulnerable populations)

I am too busy

To ensure the effectiveness of the vaccine

General fear/unease about being first

Need for more information

I don't feel I want or need the vaccine

To avoid crowds or long wait times

[NEW Wave 5] I have concerns about the new mRNA vaccines and want to wait for another vaccine

Other, please specify:

[ASK IF NO OR DON'T KNOW IN Q12]

Q14. What is the main reason why you will not get vaccinated / you don't know if you will get vaccinated [Adjust depending on answer at Q12]?

[Randomize]

I am worried about the side effects

I don't think it will be effective

I am not confident in the safety of the COVID-19 vaccines

Not enough testing or research has been done

Do not trust government

Do not trust the newness of the vaccine

I have already had COVID-19

I am not at high risk of getting COVID-19

If I get COVID-19, I will not be very sick

I am against vaccines in general

The vaccine is not recommended for me (e.g., due to an allergy or other pre-existing medical condition)

I don't have the time

Other reason, please specify:

Q74. [NEW Wave 5] Amongst the following factors, which ones, if any, <might motivate> [If Q12 = "I already got the COVID-19 vaccine" in Q12 = "motivated"] you to get vaccinated? [Randomize]

Please select up to your top 3.

Benefits to my employment/financial situation (e.g., being able to return to work or continue working)

Benefits to my local community (e.g., small businesses being open, community events resuming, etc.)

Being able to travel within Canada

Being able to travel internationally

Being able to get back to activities I enjoyed before the pandemic

Being able to spend time with friends and family in-person

Helping to get things back to "normal"

None of the above

Q75. [NEW Wave 5] Which of the following best describes your situation?

I am not yet able to get a COVID-19 vaccine (i.e., I'm not in a priority group for vaccination)

I had the opportunity to get a COVID-19 vaccine and I got vaccinated

I have/had the opportunity to get a COVID-19 vaccine and I choose/chose not to be vaccinated at this time

I don't know

I prefer not to answer

[Wave 4 – Wave 5] Q15. Please indicate to what extent you agree or disagree with each of the following statements. [Randomize statements]

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable
By being vaccinated against COVID-19, I am protecting myself from the disease					
By being vaccinated against COVID-19, I am helping to protect the health of others in my community					
I distrust COVID-19 vaccines because they were developed too quickly					
I am confident that COVID-19 vaccines are safe					
I am confident that COVID-19 vaccines are effective in preventing the disease					
Only those at risk of becoming seriously ill from COVID-19 need to be vaccinated					
It is better to develop immunity from having COVID-19 rather than from a vaccine					
Physical distancing, frequent handwashing and wearing a mask are enough to protect me from COVID-19					
The severity of the pandemic has been exaggerated					
Once I get my COVID-19 vaccine, I no longer need to practise public health measures (e.g. mask wearing, physical distancing, etc.)					
[NEW Wave 5] Once I get my COVID-19 vaccine, I cannot transmit the virus to other people					

[NEW Wave 5] Q67. To what extent are you concerned about the following in relation to the COVID-19 vaccines? [Randomize statements]

	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know/Not applicable

The safety/side effects of authorized COVID-19 vaccines <u>for me personally</u>					
How the vaccines may impact my fertility					
The vaccines' impact on me and/or my child given that I am pregnant and/or breastfeeding					
The vaccines' impact on my DNA					
Possible allergic reaction to the vaccines					
The safety/side effects of the vaccines given my pre-existing health condition(s)					
Becoming infected with COVID-19 from the vaccines					
The safety/side effects of the new <u>mRNA</u> COVID-19 vaccines in particular					
The potential for side effects of the vaccines in the long-term					

<Q29.hover text for mRNA: "mRNA vaccines are a new type of vaccine. Many types of vaccines use a weakened or inactivated virus or part of a virus to trigger an immune response inside our body. However, instead of using the live virus that causes COVID-19, mRNA vaccines teach our cells how to make a protein that will trigger an immune response. Once triggered, our body then makes antibodies. These antibodies help us fight the infection if the real virus does enter our body in the future.">

Q68. [NEW Wave 5] Existing research shows that the efficacy of COVID-19 vaccines can vary by vaccine from 70% to up to 95%. When it comes to getting vaccinated for COVID-19, which of the following statements best describes your view.

- I would prefer to get the first vaccine available to me, even if I get one that is less effective than others
- I would prefer to get the most effective vaccine, even if it means waiting a few months
- I would prefer to have a choice in what vaccine I receive
- I do not intend to get a COVID-19 vaccine
- I don't know
- I prefer not to answer

Q69. [NEW Wave 5] Which of the following statements best describes how you feel about the information or resources available to make informed decisions concerning COVID-19 vaccines?

I need more information to make an informed decision about COVID-19 vaccines

I have the right amount of information I need to make an informed decision about COVID-19 vaccines

There is too much information available, which makes it difficult to make an informed decision about COVID-19 vaccines

I don't know

Q70. [NEW Wave 5] Do you find it challenging to find or access credible information on COVID-19 vaccines?

Yes

No

I don't know

Q71. [NEW Wave 5] Since the start of the pandemic, have you had a conversation with a health care provider (e.g., doctor, nurse, pharmacist, dentist, midwives, chiropractor etc.) about COVID-19 vaccines?

Yes

No

Don't know

[ASK IF YES AT Q71]

Q72. [NEW Wave 5] With who did you have the conversation? Please check all that apply

Doctor

Nurse

Pharmacist

Dentist

Midwives

Other health care provider, please specify:

Don't know

[ASK IF YES AT Q71]

Q73. [NEW Wave 5] What kind of information were you looking for from the health care provider you talked to? Please check all that apply

Effectiveness of the vaccines

Safety of the vaccines

Possible vaccine side effects and rare vaccine reactions

Vaccine ingredients

Who can get the vaccine (i.e., vaccine recommendations and availability across different groups)

Personal eligibility for the vaccine

Where vaccines will be available/administered and by whom

How vaccines are developed

How vaccines are approved for use in Canada
How vaccines will be monitored for safety once they are available
Other, please specify:
I don't remember/don't know

Socio-Demographic Questions

[SHOW ALL]

INFO2

The last few questions are strictly for statistical purposes. All of your answers are completely confidential

LANG [GoC POR Mandatory Question]

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

English
French
Other
I prefer not to answer

MINO

Do you identify as any of the following?

SELECT ALL THAT APPLY

An Indigenous person (First Nations, Inuit or Métis)
A member of an ethnocultural or a visible minority group other than an Indigenous person
A member of the LGBTQ2 community
A person with a disability
None of the above
I prefer not to answer

ETHNIC

Do you identify as any of the following? Select all that apply

White
Indigenous
South Asian
Chinese
Filipino
Southeast Asian
West Asian
Korean
Japanese
Black
Latin American
Arab

Other
None of the above [Exclusive]

IMM
Where were you born?
Born in Canada
Born outside Canada

[ASK IF Outside Canada in IMM]
YIMM
[DROP DOWN MENU]
In what year did you move to Canada?

COUNTRY
What is your country of origin?
[DROP DOWN MENU–ALPHABETICAL ORDER]

SCOL [GoC POR Mandatory Question]
What is the highest level of formal education that you have completed?
SELECT ONE ONLY

- 2 Some high school or less
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below the bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level
- 99 I prefer not to answer

OCCUP [GoC POR Mandatory Question]
Which of the following categories best describes your current employment status? Are you...
SELECT ONE ONLY

- 1 Working full-time (35 or more hours per week)
- 2 Working part-time (less than 35 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired

- 7 Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
- 8 Other employment status. Please specify.
- 99 I prefer not to answer

OCCUP2

[IF 1 or 2 in OCCUP]

[NEW Wave 5]

Are you a health care provider (such as nurse, medical doctor, paramedic, first responder, pharmacist, etc) and/or a frontline worker or essential worker (such as gas station attendant, bus driver, grocery store clerk, media workers, laboratory workers, etc.)?

- 1 Health care provider
- 2 Frontline worker or essential worker
- 3 None of the above
- 4 I prefer not to answer

REVEN [GoC POR Mandatory Question]

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?

SELECT ONE ONLY

- 1 Under \$20,000
- 2 Between \$20,000 and \$39,999
- 3 Between \$40,000 and \$59,999
- 4 Between \$60,000 and \$79,999
- 5 Between \$80,000 and \$99,999
- 6 Between \$100,000 and \$149,999
- 7 \$150,000 and above
- 8 Prefer not to say

[ASK POSTAL3 TO ALL] [GoC POR Mandatory Question]

[OPEN TEXT: VALIDATION – FORCE THE TEXT FORMAT TO BE A9A]

POSTAL3

Please indicate the first 3 characters of your postal code.

If you would rather not provide it, please select I don't know/I prefer not to answer

A9A [FORMAT]

- 99 I prefer not to answer A9A

APPENDIX J – SURVEY WAVE 6

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[CONTINUE]

Screening Questions (for quotas and/or screening)

GDR [GoC POR Mandatory Question]

What is your gender identity?

10. Male

11. Female

12. Other

99. I prefer not to answer

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PROV [GoC POR Mandatory Question]

In which province or territory do you currently live?

1-British Columbia

2- Alberta

3- Saskatchewan

4- Manitoba

5- Ontario

6- Quebec

7- New Brunswick

8- Nova Scotia

9- Prince Edward Island

10- Newfoundland

11- Northwest Territories

12- Yukon

13- Nunavut

AGE1 [GoC POR Mandatory Question]

[Validation between 1900 and 2003]

[TERMINATE BETWEEN 2003 and 2020]

In what year were you born?

FORMAT [YYYY]

99 I prefer not to answer

[ASK IF 99 at AGE1]

AGE2 [GoC POR Mandatory Question]

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

1- Under 18 TERMINATE

2- Between 18 and 24

3- Between 25 and 34

4- Between 35 and 44

5- Between 45 and 54

6- Between 55 and 64

7- 65 or older

99- I prefer not to answer TERMINATE

CHILD

Are you the parent or guardian of a child or children under 18 years of age living in your household?

1- Yes

2- No

99- Prefer not to answer

Public Health Measures, Concerns, Mental Health, Information

[Wave 4 - 5- 6] Q1. How often do you follow each of the following public health measures?

	Always	Often	Sometimes	Rarely	Never	Don't know
Washing hands for at least 20 seconds with soap and warm water.						
Using hand sanitizer containing at least 60% alcohol, if soap and water aren't available,						
Staying home and away from others if you feel sick						
Practising physical distancing (e.g. maintaining a 2 metre distance from people outside your household)						
Wearing a non-medical mask or face covering						
Limiting the number of people you have contact with (i.e. social circle/social bubble)						
Avoiding closed spaces, crowded spaces, close contact settings and close range conversations						

[Wave 4 - 5- 6] Q2. What is currently your most pressing concern, if any, related to COVID-19?

Physical health

Mental health

Health of family and/or friends

Health of someone in a high risk category

Economy

Social impact

Personal financial situation

Other, please specify:

I have no pressing concern
Don't know

Q9_6. [NEW WAVE 6] How would you rate your physical health now compared to before the pandemic?

Better
About the same
Worse
Don't know

[Wave 4 - 5- 6] Q9. How would you rate your mental health now compared to before the pandemic?

Better
About the same
Worse
Don't know

Q11_6. [NEW WAVE 6] Since the start of the pandemic, have you looked for any information on coping with mental health during COVID-19?

Yes, I have
Not yet, but I plan to do so
No, I haven't
Don't know

[Ask if "No, I haven't in Q11]

Q12_6. [NEW WAVE 6] Why have you not looked for information? (select all that apply)

My mental health is fine
I don't think I need information
I didn't know these type of information exist
I don't have the time
I don't know where to look
Other, please specify:
Don't know

Q13_6. [NEW WAVE 6] Since the start of the pandemic, have you received any support for coping with mental health during COVID-19?

Yes
No
Don't know

[TRACKING QUESTION] Q10. To what extent are you paying attention to messages from public health authorities on COVID-19?

- To a great extent
- To a moderate extent
- To a small extent
- Not at all
- Don't know

COVID-19 Vaccine

Q15_6. [NEW Wave 6] Have you received a COVID-19 vaccine (at least one dose)?

- Yes
- No

[ASK IF 'NO' IN Q15]

Q16_6. [NEW Wave 6] Are you currently eligible to receive a COVID-19 vaccine in your community (i.e., on the basis of age, occupation, health status, etc.)?

- Yes
- No
- I don't know

[ASK IF 'YES' IN Q16]

Q17_6. [NEW Wave 6] What is the main reason you have not received a COVID-19 vaccine, despite being eligible to do so?

- Limited vaccine supply/appointment availability within my community
- Difficulties making an appointment (e.g., being unsure how to register, challenges with accessing or completing the online registration process, etc.)
- Difficulties accessing a vaccine clinic (e.g., transportation limitations, being unable to take time off work, lack of childcare, etc.)
- I am waiting for the COVID-19 vaccine product of my choice to be available to me
- I prefer to wait a while before getting vaccinated
- I do not plan on being vaccinated for COVID-19
- I am worried about the side effects
- I prefer not to answer
- Other, please specify:

Q12. [TRACKING QUESTION] When a vaccine for COVID-19 becomes available to you, will you get vaccinated?

- Yes, I will get vaccinated as soon as a vaccine becomes available to me
- Yes, I will eventually get vaccinated, but will wait a while first
- No, I will not get a COVID-19 vaccine
- I already got the COVID-19 vaccine
- I don't know yet

[ASK IF “WILL EVENTUALLY GET VACCINATED, BUT WILL WAIT A WHILE FIRST” IN Q18]
 [TRACKING QUESTION]

Q13. What is the main reason why you would eventually get a vaccination, but would wait a while first? [Randomize]

- I am unsure if the vaccine is safe for me personally (e.g. due to a pre-existing medical condition, pregnancy, allergy, etc.)To ensure the safety of the vaccine (e.g., no negative side effects)
- To enable priority groups to get vaccinated first (e.g., frontline workers and vulnerable populations)
- I am too busy
- To ensure the effectiveness of the vaccine
- General fear/unease about being first
- Need for more information
- I don't feel I want or need the vaccine
- To avoid crowds or long wait times
- I have concerns about the new mRNA vaccines and want to wait for another vaccine
- [NEW Wave 6] I am worried about the side effects
- Other, please specify:

[ASK IF NO OR DON'T KNOW IN Q18]
 [TRACKING QUESTION]

Q14. What is the main reason why you will not get vaccinated / you don't know if you will get vaccinated [Adjust depending on answer at Q18]?

- [Randomize]
- I am worried about the side effects
- I don't think it will be effective
- I am not confident in the safety of the COVID-19 vaccines
- Not enough testing or research has been done
- Do not trust government
- Do not trust the newness of the vaccine
- I have already had COVID-19
- I am not at high risk of getting COVID-19
- If I get COVID-19, I will not be very sick
- I am against vaccines in general
- The vaccine is not recommended for me (e.g., due to an allergy or other pre-existing medical condition)
- I don't have the time
- Other reason, please specify:

Q15. [Wave 4 - 5- 6] Please indicate to what extent you agree or disagree with each of the following statements. [Randomize statements]

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable

[Wave 4 - 5- 6] By being vaccinated against COVID-19, I am helping to protect the health of others in my community					
[Wave 4 - 5- 6] Only those at risk of becoming seriously ill from COVID-19 need to be vaccinated					
[Wave 4 - 5- 6] It is better to develop immunity from having COVID-19 rather than from a vaccine					
[Wave 4 - 5- 6] Physical distancing, frequent handwashing and wearing a mask are enough to protect me from COVID-19					
[Wave 4 - 5- 6] Once I get my COVID-19 vaccine, I no longer need to practise public health measures in public (e.g. mask wearing, physical distancing, etc.)					
[Wave 5 -6] Once I get my COVID-19 vaccine, I cannot spread the virus to other people					
[NEW Wave 6] It is possible to be infected and become ill with COVID-19, despite getting a COVID-19 vaccine					
[NEW Wave 6] Once I get my COVID-19 vaccine, I realize a “booster” dose may be needed some time in the future, similar to other vaccines, in addition to the second dose in the case of two-dose vaccines					

Q67. [Wave 5-6] To what extent are you concerned about the following in relation to the COVID-19 vaccines? [Randomize statements]

	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know/Not applicable
[Wave 5-6] The safety/side effects of authorized COVID-19 vaccines <u>for me personally</u>					
[Wave 5-6] How the vaccines may impact my fertility					
[Wave 5-6] The vaccines' impact on me and/or my child given that I am pregnant and/or breastfeeding					
[Wave 5-6] The vaccines' impact on my DNA					

[Wave 5-6] Possible allergic reaction to the vaccines					
[Wave 5-6] The safety/side effects of the vaccines given my pre-existing health condition(s)					
[Wave 5-6] Becoming infected with COVID-19 from the vaccines					
[Wave 5-6] The potential for side effects of the vaccines in the long-term					
[NEW Wave 6] The impact of variants of the COVID virus on the ability of vaccines to protect against COVID-19.					

Q38_6. [NEW WAVE 6] Which of the following would make you feel more confident that authorized COVID-19 vaccines are safe, if any? Check your top three.

- Seeing or hearing about friends, family or others I know personally getting vaccinated
- Seeing or hearing about people that are “like” me (i.e., similar age, health status, family situation, occupation, etc.) getting vaccinated
- Seeing or hearing about public figures (e.g., politicians, public health experts, celebrities, etc.) getting vaccinated
- My health care providers’ assurance that the vaccines are safe
- My health care providers’ recommendation that I get vaccinated
- More information on the data Health Canada uses to assess vaccine safety before and after vaccines are authorized for use in the public
- More information on the people and organizations who make decisions about vaccines in Canada (i.e., their expertise, how they are selected, etc.)
- Information on or examples of vaccines and other drugs that have not been approved for use by Health Canada on the basis of safety data
- Information on how people in the COVID-19 vaccine trials are doing now (i.e., longer-term effects of vaccination)
- Knowing that other countries are also authorizing the vaccines for public use
- None of the above

[ASK IF ‘NO’ IN NEW Q15]

Q39_6. [NEW WAVE 6] When it comes to getting vaccinated for COVID-19, which of the following is the most important to you?

- Getting vaccinated as soon as possible, regardless of what specific COVID-19 vaccine I receive
- Getting the most effective COVID-19 vaccine
- Getting the COVID-19 vaccine of my choosing
- I do not intend to get a COVID-19 vaccine
- I don’t know

I prefer not to answer

Q39_6. [NEW WAVE 6] In Canada, public health recommendations about COVID-19 vaccines come from a variety of sources, including those at federal, provincial/territorial, and local levels. These recommendations include guidance on who should be prioritized for the vaccines and the spacing of doses for two-dose vaccines. These recommendations may not be consistent across all levels, because they take into account factors like differences in regional demographics and vaccine supply and availability. These recommendations also evolve as we learn more about the vaccines and COVID-19 itself.

Please indicate to what extent you agree with the following statements.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable
[NEW WAVE 6] COVID-19 vaccine recommendations have been changing a lot					
[NEW WAVE 6] I feel less confident in the COVID-19 vaccines because of how often the vaccine recommendations have been changing					
[NEW WAVE 6] When public health recommendations on the use of COVID-19 vaccines differ from what Health Canada has approved for use, my trust in the vaccines is negatively affected					
[NEW WAVE 6] When expert groups make different recommendations on COVID-19 vaccines, my trust in the vaccines is negatively affected					
[NEW WAVE 6] The way vaccine recommendations for COVID-19 vaccines have been changing has affected my confidence in vaccinations in general					
[NEW WAVE 6] The changing recommendations have caused me to tune-out and I no longer pay attention.					

Travel

Q46_6. [NEW WAVE 6] Have you seen, read or heard anything about the Government of Canada's restrictions on international travel and quarantine for returning travelers?

Yes

No

[ASK IF Q46 = YES]

Q47_6. [NEW WAVE 6] Do you support or oppose the Government of Canada's restrictions on international travel and quarantine for returning travelers? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

[ASK IF Q46 = YES]

Q48_6. [NEW WAVE 6] How much sympathy do you have for travelers who have to go through these measures, i.e. COVID-19 testing upon arrival, a 3-night stay at the hotel, etc...?

- A lot
- Some
- Not a lot
- Not at all

[ASK IF Q48 = A lot or Some]

Q49_6. [NEW WAVE 6] Why do you have sympathy for these travelers? [Open-ended]

Q50_6. [NEW WAVE 6] To what extent do you agree or disagree with the following statements:

[ROTATE a - b]

a - A proof of vaccination should replace testing requirements for travellers entering Canada.

b - A proof of vaccination should replace quarantine requirements for travellers entering Canada

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Don't know

Socio-Demographic Questions

[SHOW ALL]

INFO2

The last few questions are strictly for statistical purposes. All of your answers are completely confidential

LANG [GoC POR Mandatory Question]

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

English
French
Other
I prefer not to answer

MINO

Do you identify as any of the following?

SELECT ALL THAT APPLY

An Indigenous person (First Nations, Inuit or Métis)

A member of an ethnocultural or a visible minority group other than an Indigenous person

A member of the LGBTQ2 community

A person with a disability

None of the above

I prefer not to answer

ETHNIC

Do you identify as any of the following? Select all that apply

White

Indigenous

South Asian

Chinese

Filipino

Southeast Asian

West Asian

Korean

Japanese

Black

Latin American

Arab

Other

None of the above [Exclusive]

IMM

Where were you born?

Born in Canada

Born outside Canada

[ASK IF Outside Canada in IMM]

YIMM

[DROP DOWN MENU]

In what year did you move to Canada?

COUNTRY

What is your country of origin?
[DROP DOWN MENU–ALPHABETICAL ORDER]

SCOL [GoC POR Mandatory Question]

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

- 2 Some high school or less
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below the bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level
- 99 I prefer not to answer

OCCUP [GoC POR Mandatory Question]

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

- 1 Working full-time (35 or more hours per week)
- 2 Working part-time (less than 35 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired
- 7 Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
- 8 Other employment status. Please specify.
- 99 I prefer not to answer

OCCUP2

[IF 1 or 2 in OCCUP]

[NEW Wave 5]

Are you a health care provider (such as nurse, medical doctor, paramedic, first responder, pharmacist, etc) and/or a frontline worker or essential worker (such as gas station attendant, bus driver, grocery store clerk, media workers, laboratory workers, etc.)?

- 5 Health care provider

- 6 Frontline worker or essential worker
- 7 None of the above
- 8 I prefer not to answer

REVEN [GoC POR Mandatory Question]

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?

SELECT ONE ONLY

- 1 Under \$20,000
- 2 Between \$20,000 and \$39,999
- 3 Between \$40,000 and \$59,999
- 4 Between \$60,000 and \$79,999
- 5 Between \$80,000 and \$99,999
- 6 Between \$100,000 and \$149,999
- 7 \$150,000 and above
- 8 Prefer not to say

[ASK POSTAL3 TO ALL] [GoC POR Mandatory Question]

[OPEN TEXT: VALIDATION – FORCE THE TEXT FORMAT TO BE A9A]

POSTAL3

Please indicate the first 3 characters of your postal code.

If you would rather not provide it, please select I don't know/I prefer not to answer

A9A [FORMAT]

- 99 I prefer not to answer A9A

APPENDIX K – SURVEY WAVE 7

Thank you for agreeing to take part in this survey. We anticipate that the survey will take approximately 12 minutes to complete.

[NEXT]

Introduction

Background information

This research is being conducted by Léger Marketing, 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. You must be 18 or over in order to participate in this survey.
- We anticipate that the survey will take 12 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.
- 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 613-948-1219 or 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.

If you are experiencing technical issue while responding to the survey, please contact Leger's technical support team at support@legeropinion.com

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

[CONTINUE]

Screening Questions (for quotas and/or screening)

GDR [GoC POR Mandatory Question]

What is your gender identity?

13. Male

14. Female

15. Other

99. I prefer not to answer

** Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

PROV [GoC POR Mandatory Question]

In which province or territory do you currently live?

1-British Columbia

2- Alberta

3- Saskatchewan

4- Manitoba

5- Ontario

6- Quebec

7- New Brunswick

8- Nova Scotia

9- Prince Edward Island

10- Newfoundland

11- Northwest Territories

12- Yukon

13- Nunavut

AGE1 [GoC POR Mandatory Question]

[Validation between 1900 and 2003]

[TERMINATE BETWEEN 2003 and 2020]

In what year were you born?

FORMAT [YYYY]

99 I prefer not to answer

[ASK IF 99 at AGE1]

AGE2 [GoC POR Mandatory Question]

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

1- Under 18 TERMINATE

2- Between 18 and 24

3- Between 25 and 34

4- Between 35 and 44

5- Between 45 and 54

6- Between 55 and 64

7- 65 or older

99- I prefer not to answer TERMINATE

CHILD

Are you the parent or guardian of a child or children under 18 years of age living in your household?

1- Yes

2- No

99- Prefer not to answer

[ASK IF 1 at CHILD]

[NEW Wave 7] CHILD AGE

How old is/are the child/children? Select all that apply

1- Under 6

2- 6 to 11

3- 12 to 17

99- Prefer not to answer

Concerns, Mental Health, Information

Q8. [Wave 4 - 5- 6-7] What is currently your most pressing concern, if any, related to COVID-19?

Physical health

Mental health

Health of family and/or friends

Health of someone in a high risk category

Economy

Social impact

Personal financial situation

Other, please specify:

I have no pressing concern

Don't know

Q9_6. [Wave 6-7] How would you rate your physical health now compared to before the pandemic?

Better

About the same

Worse

Don't know

Q9. [Wave 4 - 5- 6-7] How would you rate your mental health now compared to before the pandemic?

Better

About the same

Worse

Don't know

Q11_6. [Wave 6-7] Since the start of the pandemic, have you looked for any information on coping with mental health during COVID-19?

- Yes, I have
- Not yet, but I plan to do so
- No, I haven't
- Don't know

[Ask if "No, I haven't" in Q4]

Q12_6. [Wave 6-7] Why have you not looked for information? (select all that apply)

- My mental health is fine
- I don't think I need information
- I didn't know these types of information exist
- I don't have the time
- I don't know where to look
- Other, please specify:
- Don't know

Q13_6. [Wave 6-7] Since the start of the pandemic, have you received any support for coping with mental health during COVID-19?

- Yes
- No
- Don't know

Q14_7. [NEW WAVE 7] How worried are you, if at all, when thinking about the "post-pandemic"?

- Very worried
- Somewhat worried
- Not very worried
- Not at all worried
- Don't know

[ASK IF VERY OR SOMEWHAT WORRIED IN Q7]

Q15_7. [NEW WAVE 7] What makes you feel worried? Select all that apply

- In-person interactions
- Being in crowded places
- Going back to the before pandemic routine
- Giving up working from home
- Not knowing if those around me are vaccinated
- That we will never really end the pandemic
- Confusion around public health measures
- Being judged for wanting to wear a mask
- [NEW WAVE 7] Finding work
- Other, please specify

Q16_7. [NEW WAVE 7] On a scale of 1 to 10, to what extent are you looking forward for each of the following once the COVID-19 pandemic ends, where 1 means “Not at all” and 10 means “A lot”?

- Returning to large social gatherings
- Experiencing live events (performances, sports, concerts)
- Seeing family and friends
- Travelling
- Going out to restaurants
- Going shopping
- Regular routine
- Leisure activities (organized sports, hobbies)
- Returning to the workplace

Q10. [TRACKING QUESTION] To what extent are you paying attention to messages from public health authorities on COVID-19?

- To a great extent
- To a moderate extent
- To a small extent
- Not at all
- Don't know

COVID-19 Vaccine

Q15_6. [Wave 6-7] Have you received a COVID-19 vaccine (at least one dose)?

- Yes
- No

[ASK IF 'NO' IN Q11]

Q16_6. [Wave 6-7] Are you currently eligible to receive a COVID-19 vaccine in your community (i.e., on the basis of age, occupation, health status, etc.)?

- Yes
- No
- I don't know

[ASK IF “YES” IN Q11]

Q17_7. [NEW WAVE 7] How many doses have you received?

- 1 dose
- 2 doses
- Not sure

[HAVE RECEIVED 1 DOSE]

[ASK IF “1 DOSE” IN Q13]

Q18_7. [NEW WAVE 7] Which vaccine did you receive?

Pfizer-BioNTech
Moderna
AstraZeneca
Janssen (Johnson & Johnson) [*This vaccine has 1 dose only – Skip to Booster Dose Section –Q22*]
Not sure

[ASK IF “1 DOSE” in Q13]

Q19_7. [NEW WAVE 7] How important do you think it is to receive your second dose?

Very important
Somewhat important
Not very important
Not at all important
Don't know

[ASK IF “Not very important” or “Not at all important” in Q15]

Q20_7. [NEW WAVE 7] Why is it not very or not at all important for you to receive your second dose of vaccine? Select all that apply. [Randomize]

I think I am protected enough with 1 dose
I had side effects with the first dose
I'm concerned about how long it will take to get it
I'm concerned about the safety of the second dose
I'm concerned about the long-term effects
I'm concerned about mixing vaccines
I don't think it is effective against variants
I don't think it will make a difference in helping to end the pandemic
I don't think it will make a difference in helping to ease public health measures
Other, please specify:

[ASK IF “1 DOSE” in Q13]

Q21_7. [NEW WAVE 7] For your second dose, would you accept a vaccine that is a different brand than your first dose?

Yes, without hesitation
Yes, with some hesitation
Maybe, it depends which brand is offered
No, I would not accept a different brand than my first dose
No, I would not get a second dose
Not sure

[ASK IF « ASTRAZENECA » in Q14]

Q22_7. [NEW WAVE 7] If your only option was a different brand than AstraZeneca, would you get your second dose without hesitation, get your second dose with some hesitation or not get your second dose from a different brand than AstraZeneca?

Get second dose without hesitation

Get second dose with some hesitation
Not get second dose from a different brand than AstraZeneca
I would not get a second dose of vaccine
Not sure

[NOT RECEIVED THE VACCINE BUT ELIGIBLE SERIES]

[ASK IF 'YES' IN Q12]

Q17_6. [Wave 6-7] What is the main reason you have not received a COVID-19 vaccine, despite being eligible to do so?

Limited vaccine supply/appointment availability within my community
Difficulties making an appointment (e.g., being unsure how to register, challenges with accessing or completing the online registration process, etc.)
Difficulties accessing a vaccine clinic (e.g., transportation limitations, being unable to take time off work, lack of childcare, etc.)
I am waiting for the COVID-19 vaccine product of my choice to be available to me
I prefer to wait a while before getting vaccinated
I do not plan on being vaccinated for COVID-19
[Slight wording change in Wave 7] I am worried about possible side effects
[NEW WAVE 7] I don't think it will make a difference in helping to end the pandemic
[NEW WAVE 7] I don't think it will make a difference in helping to ease public health measures
I prefer not to answer
Other, please specify:

[ASK IF "I prefer to wait a while before getting vaccinated" IN Q19]

Q13. [TRACKING QUESTION] What is the main reason why you would eventually get a vaccination, but would wait a while first? [Randomize]

I am unsure if the vaccine is safe for me personally (e.g. due to a pre-existing medical condition, pregnancy, allergy, etc.)
To ensure the safety of the vaccine (e.g., no negative side effects)
[Slight wording change in wave 7] To enable priority groups to get vaccinated first (e.g., frontline workers, vulnerable, and marginalized populations?)
I am too busy
To ensure the effectiveness of the vaccine
[Slight wording change in wave 7] General fear/unease about being first to be vaccinated
Need for more information
I don't feel I want or need the vaccine
To avoid crowds or long wait times
I have concerns about the new mRNA vaccines and want to wait for another vaccine
[NEW WAVE 7] I don't think it will make a difference in helping to end the pandemic
[NEW WAVE 7] I don't think it will make a difference in helping to ease public health measures
[Slight wording change in wave 7] I am worried about possible side effects
Other, please specify:

[ASK IF “I do not plan on being vaccinated for COVID-19” Q19]

Q14. [TRACKING QUESTION – Different “ASK IF” in WAVE 7] What is the main reason why you will not get vaccinated]?

[Randomize]

I am worried about the side effects

I don’t think it will be effective

I am not confident in the safety of the COVID-19 vaccines

Not enough testing or research has been done

I do not trust the government

I do not trust the newness of the vaccine

I have already had COVID-19

I am not at high risk of getting COVID-19

If I get COVID-19, I will not be very sick

I am against vaccines in general

The vaccine is not recommended for me (e.g., due to an allergy or other pre-existing medical condition)

[NEW Wave 7] Physical distancing, frequent handwashing and wearing a mask are enough to protect me from COVID-19

[NEW WAVE 7] I don’t think it will make a difference in helping to end the pandemic

[NEW WAVE 7] I don’t think it will make a difference in helping to ease public health measures

I don’t have the time

Other reason, please specify:

[BOOSTER DOSE – ALL]

Q23_7. [NEW WAVE 7] As we learn more about real world effectiveness of the COVID-19 vaccines, if a third vaccine dose or “booster” is needed in order to provide protection in the long-term or to protect against new variant strains, would you be willing to get another dose?

Yes, right away

Yes, but I would want to wait a bit

Unsure

No

I do not plan on being vaccinated for COVID-19

[If “no” or “unsure” at Q22]

Q24_7. [NEW WAVE 7] What is the top reason you would not get or are uncertain about getting a third dose or booster dose? [Randomize]

I think I am protected enough with the current dose schedule

I had side effects with the dose/doses I already got

I’m concerned about how long it will take it get it

I’m concerned about the safety of the third dose/booster dose

I’m concerned about the long-term effects

I need more information on booster doses

I prefer to wait a while before getting vaccinated

Other, please specify:

[KIDS/YOUTH VACCINATION – Parents or guardian of kids under 18]

[ASK IF “YES” IN CHILD UNDER 18]

Q25_7. [NEW WAVE 7] When a COVID-19 vaccine becomes available to your child/children, will you choose to get your child/children under 18 vaccinated?

- Yes, as soon as it is available
- Yes, but will wait a bit
- No, I will not get my child/children vaccinated
- I do not make these decisions
- Not sure

[ASK IF “Yes, but will wait a bit” IN Q24]

Q26_7. [NEW WAVE 7] What is the main reason why you would eventually choose for your child/children to get vaccinated, but would wait a while first? [Randomize]

- I am unsure if the vaccine is safe for them personally (e.g. due to pre-existing medical condition, allergy, their age, etc.)
- To ensure the safety of the vaccine for children (e.g., no negative side effects)
- I am too busy
- To ensure the effectiveness of the vaccine for children
- General fear/unease
- Need for more information
- I would feel more comfortable with them getting vaccinated when they are a bit older
- I don't feel my child needs the vaccine
- To avoid crowds or long wait times
- I think “natural immunity” is better for children than immunity from vaccines
- I have concerns about the new mRNA vaccines and want to wait for another vaccine
- I don't think it will make a difference in helping to end the pandemic or ease public health measures
- My child is very anxious or fearful of vaccinations
- I am wary of vaccinating my child(ren) in general
- I am worried about the side effects
- Other, please specify:

[ASK IF “No, I will not get my child/children vaccinated” or “Not sure” IN Q24]

Q27_7. [NEW WAVE 7] What are the main reasons for not choosing to have the child(ren) under your care or guardianship vaccinated with a COVID-19 vaccine or for being not sure? Select up to 3 reasons. [Randomize]

- It will be challenging to make or get to the vaccine appointment
- I have concerns about possible side effects or that the vaccine will make my child(ren) sick
- I do not trust the newness of the vaccine
- I need more information
- It is not needed (e.g., virus will naturally disappear)

There is not enough testing or research that has been done on children
I do not believe it will be safe
If they get COVID-19, they are unlikely to get very sick
I think “natural immunity” is better for children than immunity from vaccines
I do not believe it will be effective
I My child is very anxious or fearful of vaccinations
I am wary of vaccinating my child(ren) in general
on’t know
Other (please specify)

[ASK IF “YES” IN CHILD UNDER 18]

Q28_7. [NEW WAVE 7] Which of the following factors would make you more likely to vaccinate your child(ren) against COVID-19? Choose your top three. [Randomize]

Being able to get vaccinated as a family in one visit (e.g., children getting their first dose, adults their second)
Being able to get my child vaccinated at a convenient location in my community
Assurance that I can be with my child(ren) during the vaccination
Assurance from a health professional that the vaccines are safe for children
My health care providers’ recommendation that my child(ren) gets vaccinated
Encouragement from my child’s school or school board that parents vaccinate their children
Seeing or hearing about friends, family or others I know personally getting their child(ren) vaccinated
Understanding the benefits of vaccinating children
Seeing or hearing about people that are “like” my child(ren) (i.e., similar age, health status, ethnicity, etc.) getting safely vaccinated
My child(ren) can return to activities and socialization that they miss and need
My child(ren)’s mental health has suffered during the pandemic and I want them to get their regular lives back
More information on the COVID-19 vaccine clinical trials involving children, including data on safety and effectiveness
More information on what public health measures may be lifted following the vaccination of children (e.g., schools re-opening, the availability of sports and recreation programming for kids, etc.)
Vaccinating my child(ren) would contribute to the collective benefit of ending the pandemic
Nothing would make me more likely to vaccinate my child(ren) against COVID-19.
Other, please specify:

[ASK IF “YES” IN CHILD UNDER 18]

Q29_7. [NEW WAVE 7] Prior to the COVID-19 pandemic, was your child up to date on their vaccinations?

Fully up-to-date
Mostly up-to-date
Partially up-to-date
They have not received any vaccines

Don't Know

[ASK IF "YES" IN CHILD UNDER 18]

Q30_7. [NEW WAVE 7] Outside of the COVID-19 pandemic, please indicate the extent to which you agree with the following statement. "I think it is important for everyone to get the recommended vaccines for their children."

Strongly Agree

Agree

Disagree

Strongly Disagree

[GENERAL QUESTIONS ON COVID-19 VACCINES - ALL]

Q15. [Wave 4 - 5- 6-7] Please indicate to what extent you agree or disagree with each of the following statements. [Randomize statements]

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable
[Wave 4 - 5- 6-7] By being vaccinated against COVID-19, I am helping to protect the health of others in my community					
[Wave 5 -6-7] Once I get my COVID-19 vaccine, I cannot spread the virus to other people.					
[Wave 6-7] It is possible to be infected and become ill with COVID-19, despite getting a COVID-19 vaccine.					

[ASK IF not received any vaccine yet "No" in Q11 or received "1 dose" in Q13]

Q32_7. [NEW Wave 7] Please indicate to what extent you agree or disagree with each of the following.

<i>[Adjust depending on previous answer] Once I get my/Now that I received my <u>first dose</u> of a two-dose COVID-19 vaccine, I no longer need to...</i>	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable
wear a non-medical mask or face covering.					
practise physical distancing.					

wash my hands for at least 20 seconds with soap and warm water or use hand sanitizer containing at least 60% alcohol, if soap and water aren't available.					
limit the number of people I have contact with (i.e. social circle/social bubble).					

[ASK All - not received any vaccine yet "No" in Q11 or received "1 dose" or "2 dose" in Q13]

Q32_7. [NEW Wave 7] Please indicate to what extent you agree or disagree with each of the following.

<i>[Adjust depending on previous answer in Q11 and Q13] Once I get my/Now that I received my <u>second dose</u> of a two-dose COVID-19 vaccine, I no longer need to...</i>	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable
wear a non-medical mask or face covering.					
practise physical distancing.					
wash my hands for at least 20 seconds with soap and warm water or use hand sanitizer containing at least 60% alcohol, if soap and water aren't available.					
limit the number of people I have contact with (i.e. social circle/social bubble).					

Q38_6. [WAVE 6-7] Which of the following would make you feel more confident that authorized COVID-19 vaccines are safe, if any? Check your top three.

- Seeing or hearing about friends, family or others I know personally getting vaccinated
- Seeing or hearing about people that are "like" me (i.e., similar age, health status, family situation, occupation, etc.) getting vaccinated
- Seeing or hearing about public figures (e.g., politicians, public health experts, celebrities, etc.) getting vaccinated
- My health care providers' assurance that the vaccines are safe
- My health care providers' recommendation that I get vaccinated
- More information on the data Health Canada uses to assess vaccine safety before and after vaccines are authorized for use in the public
- More information on the people and organizations who make decisions about vaccines in Canada (i.e., their expertise, how they are selected, etc.)
- Information on or examples of vaccines and other drugs that have not been approved for use by Health Canada on the basis of safety data

Information on how people in the COVID-19 vaccine trials are doing now (i.e., longer-term effects of vaccination)
 Knowing that other countries are also authorizing the vaccines for public use
 None of the above

Q39_6. [WAVE 6-7] In Canada, public health recommendations about COVID-19 vaccines come from a variety of sources, including those at federal, provincial/territorial, and local levels. These recommendations include guidance on who should be prioritized for the vaccines and the spacing of doses for two-dose vaccines.

Please indicate to what extent you agree with the following statements.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable
[WAVE 6-7] I feel less confident in the COVID-19 vaccines because of how often the vaccine recommendations have been changing.					
[WAVE 6-7] When public health recommendations on the use of COVID-19 vaccines differ from what Health Canada has approved for use, my trust in the vaccines is negatively affected.					
[WAVE 6-7] When expert groups make different recommendations on COVID-19 vaccines, my trust in the vaccines is negatively affected.					
[WAVE 6-7] The way vaccine recommendations for COVID-19 vaccines have been changing has affected my confidence in vaccinations in general.					
[WAVE 6-7] The changing recommendations have caused me to tune-out, and I no longer pay attention.					

[VACCINE PASSPORT - ALL]

Q33_7. [NEW WAVE 7] To what extent would you support or oppose each of the following?

- a) A proof of vaccination system where Canadians would be required to carry a vaccine passport in order to travel internationally.
- b) A proof of vaccination system where Canadians would be required to carry a vaccine passport in order to attend public events (ie. concerts, sporting events, fairs/festivals etc.)

Strongly Support
Somewhat Support
Neither Support nor Oppose
Somewhat Oppose
Strongly Oppose

Socio-Demographic Questions

[SHOW ALL]

INFO2

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

LANG [GoC POR Mandatory Question]

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

English
French
Other
I prefer not to answer

MINO

Do you identify as any of the following?

SELECT ALL THAT APPLY

An Indigenous person (First Nations, Inuit or Métis)

A member of an ethnocultural or a visible minority group other than an Indigenous person

A member of the LGBTQ2 community

A person with a disability

None of the above

I prefer not to answer

ETHNIC

Do you identify as any of the following? Select all that apply

White

Indigenous

South Asian

Chinese

Filipino

Southeast Asian

West Asian

Korean

Japanese

Black
Latin American
Arab
Other
None of the above [Exclusive]

IMM
Where were you born?
Born in Canada
Born outside Canada

[ASK IF Outside Canada in IMM]
YIMM
[DROP DOWN MENU]
In what year did you move to Canada?

COUNTRY
What is your country of origin?
[DROP DOWN MENU–ALPHABETICAL ORDER]

SCOL [GoC POR Mandatory Question]
What is the highest level of formal education that you have completed?
SELECT ONE ONLY

- 2 Some high school or less
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below the bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level
- 99 I prefer not to answer

OCCUP [GoC POR Mandatory Question]
Which of the following categories best describes your current employment status? Are you...
SELECT ONE ONLY

- 1 Working full-time (35 or more hours per week)
- 2 Working part-time (less than 35 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work

- 5 Astudent attending school full-time
- 6 Retired
- 7 Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
- 8 Other employment status. Please specify.
- 99 I prefer not to answer

OCCUP2

[IF 1 or 2 in OCCUP]

[NEW Wave 5]

Are you a healthcare provider (such as nurse, medical doctor, paramedic, first responder, pharmacist, etc) and/or a frontline worker or essential worker (such as gas station attendant, bus driver, grocery store clerk, media workers, laboratory workers, etc.)?

- 9 Healthcare provider
- 10 Frontline worker or essential worker
- 11 None of the above
- 12 I prefer not to answer

REVEN [GoC POR Mandatory Question]

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?

SELECT ONE ONLY

- 1 Under \$20,000
- 2 Between \$20,000 and \$39,999
- 3 Between \$40,000 and \$59,999
- 4 Between \$60,000 and \$79,999
- 5 Between \$80,000 and \$99,999
- 6 Between \$100,000 and \$149,999
- 7 \$150,000 and above
- 8 Prefer not to say

*[ASK POSTAL3 TO ALL] [GoC POR Mandatory Question]

[OPEN TEXT: VALIDATION – FORCE THE TEXT FORMAT TO BE A9A]

POSTAL3

Please indicate the first 3 characters of your postal code.

If you would rather not provide it, please select I don't know/I prefer not to answer

A9A [FORMAT]

- 99 I prefer not to answer A9A

APPENDIX L – SURVEY WAVE 8

Thank you for agreeing to take part in this survey. We anticipate that the survey will take approximately 12 minutes to complete.

[NEXT]

Introduction

Background information

This research is being conducted by Léger Marketing, 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. You must be 18 or over in order to participate in this survey.
- We anticipate that the survey will take 12 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.
- 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 613-948-1219 or 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.

If you are experiencing technical issue while responding to the survey, please contact Leger's technical support team at support@legeropinion.com

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

[CONTINUE]

Screening Questions (for quotas and/or screening)

GDR [GoC POR Mandatory Question]

What is your gender identity?

16. Male

17. Female

18. Other

99. I prefer not to answer

** Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

PROV [GoC POR Mandatory Question]

In which province or territory do you currently live?

1- British Columbia

2- Alberta

3- Saskatchewan

4- Manitoba

5- Ontario

6- Quebec

7- New Brunswick

8- Nova Scotia

9- Prince Edward Island

10- Newfoundland

11- Northwest Territories

12- Yukon

13- Nunavut

AGE1 [GoC POR Mandatory Question]

[Validation between 1900 and 2003]

[TERMINATE BETWEEN 2003 and 2020]

In what year were you born?

FORMAT [YYYY]

99 I prefer not to answer

[ASK IF 99 at AGE1]

AGE2 [GoC POR Mandatory Question]

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

1- Under 18 TERMINATE

2- Between 18 and 24

- 3- Between 25 and 34
- 4- Between 35 and 44
- 5- Between 45 and 54
- 6- Between 55 and 64
- 7- 65 or older
- 99- I prefer not to answer TERMINATE

CHILD

Are you the parent or guardian of a child or children under 18 years of age living in your household?

- 1- Yes
- 2- No
- 99- Prefer not to answer

[ASK IF 1 at CHILD]

[Wave 7 - 8] CHILD AGE

How old is/are the child/children? Select all that apply

- 4- Under 6
- 5- 6 to 11
- 6- 12 to 17
- 99- Prefer not to answer

Concerns, Mental Health, Post-Pandemic, Information

Q1. [Wave 4-5-6-7-8] What is currently your most pressing concern, if any, related to COVID-19?

- Physical health
- Mental health
- Health of family and/or friends
- Health of someone in a high risk category
- Economy
- Social impact
- Personal financial situation
- [NEW wave 8] Returning to normal
- [NEW wave 8] New COVID variants
- Other, please specify:
- I have no pressing concern
- Don't know

Q2. [Wave 6-7-8] How would you rate your physical health now compared to before the pandemic?

- Better
- About the same
- Worse
- Don't know

Q3. [Wave 4 - 5- 6-7-8] How would you rate your mental health now compared to before the pandemic?

- Better
- About the same
- Worse
- Don't know

Q4. [Wave 6-7-8] Since the start of the pandemic, have you received any support for coping with mental health during COVID-19?

- Yes
- No
- Don't know

Q5. [Wave 7-8] How worried are you, if at all, when thinking about the "post-pandemic"?

- Very worried
- Somewhat worried
- Not very worried
- Not at all worried
- Don't know

[ASK IF VERY OR SOMEWHAT WORRIED IN Q5]

Q6. [Wave 7-8] What makes you feel worried? Select all that apply

- In-person interactions
- Being in crowded places
- Going back to the before pandemic routine
- Giving up working from home
- Not knowing if those around me are vaccinated
- That we will never really end the pandemic
- Confusion around public health measures
- Being judged for wanting to wear a mask
- Finding work
- Other, please specify

Q7. [NEW WAVE 8] When you think about what your day-to-day life will look like post-pandemic, do you think it will look more like pre-pandemic times or more like it did during the pandemic?

- Pre-pandemic times
- During the pandemic
- Neither
- Don't know

Q8. [TRACKING QUESTION] To what extent are you paying attention to messages from public health authorities on COVID-19?

To a great extent
To a moderate extent
To a small extent
Not at all
Don't know

Q9. [NEW Wave 8] To what extent would you pay attention to urgent messages from public health authorities on COVID-19 outbreaks and new public health measures to follow?

To a great extent
To a moderate extent
To a small extent
Not at all
Don't know

COVID-19 Vaccine

Q10. [Wave 6-7-8] Have you received a COVID-19 vaccine (at least one dose)?

Yes
No

[ASK IF "YES" IN Q10]

Q11. [Wave 7-8] How many doses have you received?

1 dose
2 doses
Not sure

[HAVE RECEIVED 1 DOSE]

[ASK IF "1 DOSE" IN Q11]

Q12. [Wave 7-8] Which vaccine did you receive?

Pfizer-BioNTech
Moderna
AstraZeneca
Janssen (Johnson & Johnson) [*This vaccine has 1 dose only – Skip to Booster Dose Section*]
Not sure

[ASK IF "1 DOSE" in Q11]

Q13. [Wave 7- 8] How important do you think it is it to receive your second dose?

Very important
Somewhat important
Not very important
Not at all important
Don't know

[ASK IF "Not very important" or "Not at all important" in Q13]

Q14. [Wave 7-8] Why is it not very or not at all important for you to receive your second dose of vaccine? Select all that apply. [Randomize]

- I think I am protected enough with 1 dose
- I had side effects with the first dose
- I'm concerned about how long it will take to get it
- I'm concerned about the safety of the second dose
- I'm concerned about the long-term effects
- I'm concerned about mixing vaccines
- I don't think it is effective against variants
- I don't think it will make a difference in helping to end the pandemic
- I don't think it will make a difference in helping to ease public health measures
- Other, please specify:

[ASK IF "1 DOSE" IN Q11]

Q15. [Wave 7-8] For your second dose of COVID-19 vaccine, would you accept a vaccine that is a different brand than your first dose?

- Yes, without hesitation
- Yes, with some hesitation
- Maybe, it depends which brand is offered
- No, I would not accept a different brand than my first dose
- No, I would not get a second dose
- Not sure

[HAVE RECEIVED 2 DOSES]

[ASK IF "2 DOSES" IN Q11]

Q16. [NEW WAVE 8] For your second dose of COVID-19 vaccine, which of the following best describes your situation?

- I was originally offered the same brand as my first dose and I accepted it
- I was originally offered a different brand than my first dose and I accepted it.
- I was originally offered the same brand as my first dose and I refused to wait for a different brand.
- I was originally offered a different brand than my first dose and I refused to wait for the same brand.
- Not sure

[NOT RECEIVED THE VACCINE]

[ASK IF 'NO' IN Q10]

Q17. [Wave 6-7-8] What is the main reason you have not received a COVID-19 vaccine?

- Limited vaccine supply/appointment availability within my community
- Difficulties making an appointment (e.g., being unsure how to register, challenges with accessing or completing the online registration process, etc.)
- Difficulties accessing a vaccine clinic (e.g., transportation limitations, being unable to take time off work, lack of childcare, etc.)

I am waiting for the COVID-19 vaccine product of my choice to be available to me
I prefer to wait a while before getting vaccinated
I do not plan on being vaccinated for COVID-19
[Slight wording change in Wave 7] I am worried about possible side effects
[Wave 7-8] I don't think it will make a difference in helping to end the pandemic
[Wave 7-8] I don't think it will make a difference in helping to ease public health measures
[New Wave 8] I don't think it will protect me against the variants
I prefer not to answer
Other, please specify:

[ASK IF "I prefer to wait a while before getting vaccinated" IN Q17]

Q18. [TRACKING QUESTION] What is the main reason why you would eventually get a vaccination, but would wait a while first? [Randomize]

I am unsure if the vaccine is safe for me personally (e.g. due to a pre-existing medical condition, pregnancy, allergy, etc.)
To ensure the safety of the vaccine (e.g., no negative side effects)
[Slight wording change in wave 7] To enable priority groups to get vaccinated first (e.g., frontline workers, vulnerable, and marginalized populations?)
I am too busy
To ensure the effectiveness of the vaccine
[Slight wording change in wave 7] General fear/unease about being first to be vaccinated
Need for more information
I don't feel I want or need the vaccine
To avoid crowds or long wait times
I have concerns about the new mRNA vaccines and want to wait for another vaccine
[Wave 7-8] I don't think it will make a difference in helping to end the pandemic
[Wave 7-8] I don't think it will make a difference in helping to ease public health measures
[Slight wording change in wave 7] I am worried about possible side effects
[New Wave 8] I don't think it will protect me against the variants
Other, please specify:

[ASK IF "I do not plan on being vaccinated for COVID-19" Q17]

Q19. [TRACKING QUESTION – Different "ASK IF" in WAVE 7-8] What is the main reason why you will not get vaccinated)?

[Randomize]
I am worried about the side effects
I don't think it will be effective
I am not confident in the safety of the COVID-19 vaccines
Not enough testing or research has been done
I do not trust the government
I do not trust the newness of the vaccine
I have already had COVID-19
I am not at high risk of getting COVID-19
If I get COVID-19, I will not be very sick
I am against vaccines in general

The vaccine is not recommended for me (e.g., due to an allergy or other pre-existing medical condition)

[Wave 7-8] Physical distancing, frequent handwashing and wearing a mask are enough to protect me from COVID-19

[Wave 7-8] I don't think it will make a difference in helping to end the pandemic

[Wave 7-8] I don't think it will make a difference in helping to ease public health measures

I don't have the time

Other reason, please specify:

[ASK IF 'NO' IN Q10]

[NEW WAVE 8]

Grid1. Please indicate to what extent you agree or disagree with each of the following statement.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable
By having others get vaccinated against COVID-19, I am protected and do not need to get vaccinated against COVID-19.					
The rise in cases from delta variant and the fact that those who are unvaccinated or partially vaccinated are more at risk, motives me to get vaccinated.					

[BOOSTER DOSE – ALL]

[Wave 7-8]

Q22. As we learn more about real world effectiveness of the COVID-19 vaccines, if a third vaccine dose or "booster" is needed in order to provide protection in the long-term or to protect against new variant strains, would you be willing to get another dose?

Yes, right away

Yes, but I would want to wait a bit

Unsure

No

I do not plan on being vaccinated for COVID-19

[If "no" or "unsure" at Q22]

[Wave 7-8]

Q23. What is the top reason you would not get or are uncertain about getting a third dose or booster dose? [Randomize]

I think I am protected enough with the current dose schedule

I had side effects with the dose/doses I already got
I'm concerned about how long it will take it get it
I'm concerned about the safety of the third dose/booster dose
I'm concerned about the long-term effects
I need more information on booster doses
I prefer to wait a while before getting vaccinated
Other, please specify:

[KIDS/YOUTH VACCINATION – Parents or guardian of kids under 18]

[ASK IF "12-17" IN CHILD AGE]

[NEW AGE SPLIT WAVE 8]

Q24. Thinking about your child/children aged 12-17, will you choose to get your child/children vaccinated?

Yes, as soon as it is available
Yes, but will wait a bit
No, I will not get my child/children vaccinated
My child/children is/are already vaccinated
I do not make these decisions
Not sure

[ASK IF "Under 6" and/or "6 to 11" IN CHILD AGE]

[NEW AGE SPLIT WAVE 8]

Q25. Thinking about your child/children under the age of 12, if a COVID-19 vaccine becomes available to your child/children, would you choose to get your child/children vaccinated?

Yes, as soon as it is available
Yes, but will wait a bit
No, I will not get my child/children vaccinated
My child/children is/are already vaccinated
I do not make these decisions
Not sure

[ASK IF "Yes, but will wait a bit" IN Q24 and/or Q25]

[Wave 7-8]

Q26. What is the main reason why you would eventually choose for your child/children to get vaccinated, but would wait a while first? [Randomize]

I am unsure if the vaccine is safe for them personally (e.g. due to pre-existing medical condition, allergy, their age, etc.)
To ensure the safety of the vaccine for children (e.g., no negative side effects)
I am too busy
To ensure the effectiveness of the vaccine for children
General fear/unease
Need for more information
I would feel more comfortable with them getting vaccinated when they are a bit older

I don't feel my child needs the vaccine
To avoid crowds or long wait times
I think "natural immunity" is better for children than immunity from vaccines
I have concerns about the new mRNA vaccines and want to wait for another vaccine
I don't think it will make a difference in helping to end the pandemic or ease public health measures
My child is very anxious or fearful of vaccinations
I am wary of vaccinating my child(ren) in general
I am worried about the side effects
Other, please specify:

[ASK IF "No, I will not get my child/children vaccinated" or "Not sure" IN Q24 and/or Q25]
[Wave 7-8]

Q27. What are the main reasons for not choosing to have the child(ren) under your care or guardianship vaccinated with a COVID-19 vaccine or for being not sure? Select up to 3 reasons.

[Randomize]

It will be challenging to make or get to the vaccine appointment
I have concerns about possible side effects or that the vaccine will make my child(ren) sick
I do not trust the newness of the vaccine
I need more information
It is not needed (e.g., virus will naturally disappear)
There is not enough testing or research that has been done on children
I do not believe it will be safe
If they get COVID-19, they are unlikely to get very sick
I think "natural immunity" is better for children than immunity from vaccines
I do not believe it will be effective
My child is very anxious or fearful of vaccinations
I am wary of vaccinating my child(ren) in general
Don't know
Other (please specify)

[ASK IF "YES" IN CHILD UNDER 18]
[Wave 7-8]

Q28. Which of the following factors would make you more likely to vaccinate your child(ren) against COVID-19? Choose your top three. [Randomize]

Being able to get vaccinated as a family in one visit (e.g., children getting their first dose, adults their second)
Being able to get my child vaccinated at a convenient location in my community
Assurance that I can be with my child(ren) during the vaccination
Assurance from a health professional that the vaccines are safe for children
My health care providers' recommendation that my child(ren) gets vaccinated
Encouragement from my child's school or school board that parents vaccinate their children
Seeing or hearing about friends, family or others I know personally getting their child(ren) vaccinated

Understanding the benefits of vaccinating children
Seeing or hearing about people that are “like” my child(ren) (i.e., similar age, health status, ethnicity, etc.) getting safely vaccinated
My child(ren) can return to activities and socialization that they miss and need
My child(ren)’s mental health has suffered during the pandemic and I want them to get their regular lives back
More information on the COVID-19 vaccine clinical trials involving children, including data on safety and effectiveness
More information on what public health measures may be lifted following the vaccination of children (e.g., schools re-opening, the availability of sports and recreation programming for kids, etc.)
Vaccinating my child(ren) would contribute to the collective benefit of ending the pandemic
[New wave 8] Health Canada announces the vaccine is safe for kids under the age of 12 and shares details of their findings from reviewing clinical trials
[New wave 8] International health organizations say the vaccine is safe for kids under 12 based on findings from testing around the world
Nothing would make me more likely to vaccinate my child(ren) against COVID-19.
Other, please specify:
Don’t know

[ASK IF “YES” IN CHILD UNDER 18]

[Wave 7-8]

Q29. Outside of the COVID-19 pandemic, please indicate the extent to which you agree with the following statement. “I think it is important for everyone to get the recommended vaccines for their children.”

Strongly Agree
Agree
Disagree
Strongly Disagree
Don’t know

[VACCINE PASSPORT - ALL]

[Wave 7-8]

Q30. To what extent would you support or oppose each of the following?

- a) A proof of vaccination system where Canadians would be required to carry a vaccine passport in order to travel internationally.

- b) A proof of vaccination system where Canadians would be required to carry a vaccine passport in order to attend public events (ie. concerts, sporting events, fairs/festivals etc.)

Strongly Support
Somewhat Support
Neither Support nor Oppose

Somewhat Oppose
Strongly Oppose

Public Health Measures

[Wave 7-8]

Grid2. Please indicate to what extent you agree or disagree with each of the following.

<i>[Adjust depending on previous answer in Q10 and Q11] [Once I get my/Now that I received my] <u>second dose</u> of a two-dose COVID-19 vaccine, I no longer need to...</i>	Strongly agree	Agree	Disagree	Strongly disagree	Don't know/Not applicable
wear a non-medical mask or face covering.					
practice physical distancing.					
wash my hands for at least 20 seconds with soap and warm water or use hand sanitizer containing at least 60% alcohol, if soap and water aren't available.					
limit the number of people I have contact with (i.e. social circle/social bubble).					
[New wave 8] Follow any additional (or new) local public health measures					

[NEW WAVE 8]

Grid3. Even if public health measures are eased or lifted in your area, how likely are you to continue to do the following?

	Very likely	Likely	Unlikely	Very unlikely	Don't know/Not applicable
wear a non-medical mask or face covering - inside when in public					
wear a non-medical mask or face covering - outside when in public					
wear a non-medical mask or face covering - inside when in public but only if there are large crowds					
wear a non-medical mask or face covering - outside when in public but only if there are large crowds					

practice physical distancing					
frequently wash your hands for at least 20 seconds with soap and warm water or use hand sanitizer containing at least 60% alcohol, if soap and water aren't available.					
staying home when you're feeling sick					

[NEW WAVE 8]

Grid4. If some public health measures had to be reintroduced to prevent a widespread outbreak or resurgence, how likely would you be to follow them?

	Very likely	Likely	Unlikely	Very unlikely	Don't know/Not applicable
social gathering limits					
wearing non-medical masks in public					
physical distancing					
avoiding non-essential travel					

[NEW WAVE 8]

Grid5. In post-pandemic times, how likely would you be to follow public health measures such as mask wearing and practicing physical distancing in each of the following scenarios?

	Very likely	Likely	Unlikely	Very unlikely	Don't know/Not applicable
There is low vaccine coverage in the setting or area					
There is a local outbreak of COVID-19 cases					
Health care or public health capacities are becoming overloaded					

The spread of COVID-19 disease is increasing					
There are COVID-19 variants of concern in your area					
There are other respiratory viruses in circulation (e.g. seasonal flu)					

[NEW WAVE 8]

Q53. What kind of information, if any, would you need to help you make a personal risk assessment about when to use personal protective measures (e.g. mask wearing, staying home if ill, etc) to protect yourself?

- Information on risks of infection
- Information on benefits of personal protective measures
- Information on the spread of COVID-19 in my community
- I already have the information I need.
- Other, please specify:
- Don't know

[NEW WAVE 8] .

Q54. Where would you go for information about how to make a personal risk assessment about when to use personal protective measures?

- Government of Canada websites
- Provincial government websites
- Provincial public health authorities
- Federal public health authorities
- Non-Canadian health sources, e.g. the CDC, WHO
- Conversations with family/friends/colleagues
- Social media
- Your workplace
- Other online sources, please specify:
- Other sources, please specify:
- I already have the information I need.
- Don't know

COVID-19 Rapid Tests

[NEW WAVE 8]

Q55. Some businesses are implementing workplace screening programs using COVID-19 rapid tests. Employees are tested using a short nasal swab twice per week before entering their workplace to make sure they aren't infected with the virus. If your workplace decided to implement a COVID-19 rapid test screening program, would you participate in it?

- Yes, without hesitation
- Yes, with some hesitation

No, I would not
Not sure

[ASK IF 'No, I would not' IN Q55]

[NEW WAVE 8]

Q56. What is the main reason you would not want to participate in a workplace screening program using rapid tests?

Dislike the idea of doing a nasal swab so often
Cannot afford to miss work waiting for a positive test result to be verified or stay home if I am confirmed positive
I am fully vaccinated and don't think I need to be tested
I don't think it will make a difference in helping to end the pandemic
I prefer not to answer
Other, please specify:

[NEW WAVE 8]

Q57. If you had symptoms of a viral infection, would you use rapid tests from a COVID-19 assessment centre, care clinic, or community testing site or a self-administered test in the Fall/Winter to help distinguish a COVID-19 diagnosis from the flu or common cold?

Yes
No
Not sure

Flu Vaccine

[Wave 2 and 8]

Q58. Did you get your flu shot last year?

Yes
No
Don't know

[Wave 2 and 8]

Q59. Do you plan to get your flu shot this year?

Yes, plan to receive it
No
Don't know

[ASK IF "No" in Q59]

[Wave 2 and 8]

Q60. Why are you not planning on getting your flu shot this year? (select all that apply)

[NEW WAVE 8] I have never gotten a seasonal flu shot before
I am healthy, and/or never get the flu
Getting the flu doesn't make me that sick
I have concerns about the flu vaccine, and/or its side effects

The flu vaccine does not work

[NEW WAVE 8] I have concerns about interactions with the COVID-19 vaccines

[NEW WAVE 8] No one got the flu last year

[NEW WAVE 8] I've had enough vaccines this year

[NEW WAVE 8] I'm not eligible for the flu vaccine in my area

[NEW WAVE 8] I am protected from earned immunity

[NEW WAVE 8] I had side effects

[NEW WAVE 8] Physical distancing, frequent handwashing and wearing a mask are enough to protect me from the flu

[NEW WAVE 8] Not concerned about flu because of the public health restrictions in place for COVID-19

No specific reason, I just won't get it

Other, please specify:

[NEW WAVE 8]

Q61. Please indicate the extent to which you agree with the following statement. "A COVID-19 vaccine booster dose in the fall/winter would make me less likely to get the flu shot."

Strongly Agree

Agree

Disagree

Strongly Disagree

Don't know

[NEW WAVE 8]

Q62. How much do you feel you are at higher or lower risk of flu-related complications if you do get the flu?

Much higher risk

Higher risk

Neither higher or lower

Lower risk

Much lower risk

[NEW WAVE 8]

Grid6. How likely, if at all, would the following messages encourage you to get the flu shot?

[Randomize]

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely
Get your flu shot to help prevent the flu and flu-related complications.					
Get your flu shot to reduce pressure on the healthcare system. It is critical for all Canadians to get the flu shot to prevent the flu and to reduce any further pressure on our healthcare system.					

If you're at increased risk for flu-related complications, make sure you get your annual flu shot.					
Getting the flu shot is as important as ever. The COVID-19 vaccines do not protect you against the flu.					
As COVID-19 restrictions and public health measures are reduced, make sure you continue to help protect yourself and those around you from the flu by getting the flu shot.					
We know vaccines work – We've done it for COVID-19 and we can do the same for the flu.					

[ASK IF "YES" IN CHILD UNDER 18]

[NEW WAVE 8]

Q69. Do you plan to get your child/children vaccinated against the flu this year?

Yes, plan to

No

Don't know

[ASK IF "NO" OR "DON'T KNOW" IN Q69]

[NEW WAVE 8]

Q70. What are the main reasons for not choosing to have the child(ren) under your care or guardianship vaccinated with against the flu or for being not sure? Select up to 3 reasons.

It will be challenging to make or get to the vaccine appointment

I have concerns about possible side effects or that the vaccine will make my child(ren) sick

I need more information

It is not needed (e.g., virus will naturally disappear)

I do not believe it will be safe for my child to get both the flu and COVID-19 vaccines close together

I think "natural immunity" is better for children than immunity from vaccines

I do not believe it will be effective

My child is very anxious or fearful of vaccinations

I am wary of vaccinating my child(ren) in general

Don't know

Other (please specify)

[ASK IF "YES" IN CHILD UNDER 18]

[NEW WAVE 8]

Q71. Did your child/ children get the flu shot last year?

Yes

No

Don't know

Socio-Demographic Questions

[SHOW ALL]

INFO2

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

LANG [GoC POR Mandatory Question]

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

English

French

Other

I prefer not to answer

MINO

Do you identify as any of the following?

SELECT ALL THAT APPLY

An Indigenous person (First Nations, Inuit or Métis)

A member of an ethnocultural or a visible minority group other than an Indigenous person

A member of the LGBTQ2 community

A person with a disability

None of the above

I prefer not to answer

ETHNIC

Do you identify as any of the following? Select all that apply

White

Indigenous

South Asian

Chinese

Filipino

Southeast Asian

West Asian

Korean

Japanese

Black

Latin American

Arab

Other

None of the above [Exclusive]

IMM

Where were you born?

Born in Canada

Born outside Canada

[ASK IF Outside Canada in IMM]

YIMM

[DROP DOWN MENU]

In what year did you move to Canada?

COUNTRY

What is your country of origin?

[DROP DOWN MENU—ALPHABETICAL ORDER]

[NEW WAVE 8] PREGNANT

Are you pregnant or do you intend to become pregnant within the next year?

Currently pregnant

Intending to be pregnant

No

Don't know / No response

[NEW Wave 8] HEALTH CONDITION

Are you currently living with one or more of the following health conditions? (select all that apply)

Cancer and other immune compromising conditions

Diabetes

Heart disease

Lung disease

Anemia

Obesity

Kidney disease

Neurological or neurodevelopmental conditions

None

Don't know / No response

SCOL [GoC POR Mandatory Question]

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

SELECT ONE ONLY

2 Some high school or less

3 High school diploma or equivalent

4 Registered Apprenticeship or other trades certificate or diploma

5 College, CEGEP or other non-university certificate or diploma

- 6 University certificate or diploma below the bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level
- 99 I prefer not to answer

OCCUP [GoC POR Mandatory Question]

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

SELECT ONE ONLY

- 1 Working full-time (35 or more hours per week)
- 2 Working part-time (less than 35 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired
- 7 Not in the workforce (full-time homemaker, full-time parent, or unemployed and not looking for work)
- 8 Other employment status. Please specify.
- 99 I prefer not to answer

OCCUP2

[IF 1 or 2 in OCCUP]

Are you a healthcare provider (such as nurse, medical doctor, paramedic, first responder, pharmacist, etc) and/or a frontline worker or essential worker (such as gas station attendant, bus driver, grocery store clerk, media workers, laboratory workers, etc.)?

- 13 Healthcare provider
- 14 Frontline worker or essential worker
- 15 None of the above
- 16 I prefer not to answer

REVEN [GoC POR Mandatory Question]

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?

SELECT ONE ONLY

- 1 Under \$20,000
- 2 Between \$20,000 and \$39,999
- 3 Between \$40,000 and \$59,999
- 4 Between \$60,000 and \$79,999

- 5 Between \$80,000 and \$99,999
- 6 Between \$100,000 and \$149,999
- 7 \$150,000 and above
- 8 Prefer not to say

[ASK POSTAL3 TO ALL] [GoC POR Mandatory Question]

[OPEN TEXT: VALIDATION – FORCE THE TEXT FORMAT TO BE A9A]

POSTAL3

Please indicate the first 3 characters of your postal code.

If you would rather not provide it, please select I don't know/I prefer not to answer

A9A [FORMAT]

- 99 I prefer not to answer A9A