Baseline and Post-Campaign ACET Survey for the COVID-19 Mental Health Campaign

Methodological Report

Prepared for Health Canada

For more information on this report, please contact Health Canada at:
hc.cpab.por-rop.dgcap.sc@canada.ca.

Ce rapport est aussi disponible en français

POLITICAL NEUTRALITY STATEMENT

I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Mike Colledge
President
Ipsos Public Affairs

Baseline and Post-Campaign ACET Survey for the COVID-19 Mental Health Campaign
Methodological Report

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

This public opinion research report presents the methodology of the Baseline and Post-Campaign ACET Survey for the COVID-19 Mental Health Campaign online survey conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The baseline survey was conducted with a sample of n=2,137 Canadians ages 18+ between December 10th, 2021, and January 10th, 2022, and the post-campaign survey was conducted with a sample of n=2,101 Canadians ages 18+ between March 2nd and March 16th, 2022.

Cette publication est aussi disponible en français sous le titre : Sondage de référence et post campagne OECP pour la campagne COVID-19 sur la santé mentale.

1. Background

The COVID-19 pandemic has had significant impacts on mental health across the population, with concerns about the virus itself compounded by impacts on work and routines, financial stress, social isolation, substance use, anxiety and depression, grief and bereavement, and reduced access to services and supports.

In light of ongoing uncertainties, as well the lasting effects of the pandemic thus far, it is imperative that we continue to offer ongoing mental health and substance use supports to those who need it. The effects of the pandemic have been higher among certain populations, including youth, seniors, parents, Indigenous Peoples, and ethnic and racialized populations, as observed by Statistics Canada, leading Canadian health organizations and associations, academia, research organizations, and governments at all levels. Even prior to the pandemic, many of these at-risk groups reported lower rates of positive mental health and higher rates of mental illness than the general population.

In response, Health Canada (HC) and the Public Health Agency of Canada (PHAC) launched a national awareness ad campaign to support the mental health of these Canadians most affected by COVID-19. The campaign aimed to drive these audiences to Canada.ca/covid-mental-health to motivate interest and engagement with free resources, tools and professional support services.

2. Research Objectives

The objective of the research was to assess the impact of the *COVID-19 Mental Health Campaign* in raising awareness of the online health-related resources that at-risk and vulnerable Canadians (5 groups) could immediately access to get help. The research involved a baseline survey to collect information on status of awareness and use of these resources prior to the campaign and a post-campaign survey to measure the impact of the campaign on awareness and usage.

The objectives of the research were as follows:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Measure awareness and usages of mental health supports
- Measure visits to the campaign website
- Identify attitudinal and behavioural changes as a result of the advertising campaign

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

The Government of Canada's Policy on Communications and Federal Identity requires the evaluation of all advertising campaigns exceeding $1 million in media through the Advertising Campaign Evaluation Tool (ACET).

Target Audience

The target audience of the research was as follows:

- Canadians 18+

The target audiences of the campaign represent five (5) at-risk and vulnerable groups of Canadians.

1. **Youth and young adults (a18-34)** who are the most vulnerable age group to a decline in mental health because of the pandemic
2. **Parents with school aged children (a5-17)** who are facing income loss, increased caregiving, work disruptions, family health stresses, and more
3. **Seniors (a65+)** who represent the largest number of COVID-19 deaths since the start of the pandemic to present
4. **Indigenous Peoples** who report declining mental health and substance use issues
5. **Ethnic and Racialized Populations** who report poor overall mental health and are increasingly needing access to easy-to-understand COVID-19 supports and services.

3. Methodology

3.1 Online Sample

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

Respondents for the survey were drawn from the Ipsos' i-Say panel and a trusted partner panel vendor, Dynata. The baseline survey was conducted with a sample of n=2,137 Canadians ages 18+ and the post-campaign survey was conducted with a sample of n=2,101 Canadians ages 18+. Survey respondents took the survey in the official language of their choice, either English or French.

For the baseline survey a pre-test was conducted on December 10th, 2021, with 40 completes (24 English / 16 French), to confirm survey length before fully deploying the questionnaire. An open-ended question was asked at the end of the survey where any problems with the clarity of the survey questions could be brought to our attention; no issues were flagged. The survey was fully launched and ran between December 10th, 2021, and January 10th, 2022.

For the post-campaign survey, a pre-test was conducted on March 2, 2022, with 96 completes (62 English / 34 French). No issues were flagged. The survey was fully launched and ran between March 2nd and March 16th, 2022.

For both surveys, quotas were set to ensure representation by region, age and gender, according to the latest Census information. In the end, within natural fallout we obtained our targets without having to oversample

except Indigenous (oversampled n=100 to ensure we achieved a minimum sample of n=200 Indigenous Canadians). The unweighted counts are shown below.

Target audience	Baseline Survey Sample Size	Post-campaign Survey Sample Size
Young adults 18-24 years of age	194	223
Young adults 25-34 years of age	365	333
Ethnic communities (n=200)	396	423
Indigenous communities (n=200)	200	200
Parents of children 12-17 (n=300)	430	385

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

3.2 Participant Recruitment

Sample Source

Ipsos partnered with Dynata on the fieldwork and in obtaining the required sample. Ipsos and Dynata have over 300,000 active panelists. Dynata's panels are continually refreshed and recruited through various channels including 1) loyalty program sourcing across travel, entertainment and other sectors; 2) online banners, cable TV advertising, mailings, social media influencers, mobile app, etc.; 3) integrated channels including access to online communities, social media platforms, publishers and others (this last group has not opted into a panel) but each participant has a Dynata profile.

Dynata's panel includes members who have opted in and receive a form of incentive. Incentives are based on a point-based system cashed in for rewards (electronic gift certificates, high street vouchers, charity donations, and long-term loyalty rewards), as well as sweepstakes. The amount of incentives is based on the specific requirements of each survey, depending on the length and complexity of the survey, the subject matter of the study, and the time required to complete a minimum number of interviews.

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

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

Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample to ensure that the final data reflects the general adult population by region, age, and gender according to the 2016 Census. A Random Iterative Method (RIM) technique was applied for weighting. Note: totals may not add to 100% due to rounding.

Weighted and Unweighted Online Sample

	Baseline Survey		Post-campaign Survey	
	Unweighted Sample Size	Weighted Sample Size	Unweighted Sample Size	Weighted Sample Size
Canada	2137	2137	2101	2101
Region				
British Columbia/Territories	293	290	294	285
Alberta	247	240	237	236
Prairies (MB/SK)	178	139	158	137
Ontario	810	821	770	807
Quebec	447	502	489	493
Atlantic Canada	162	146	153	143
Gender				
Male	1037	1033	1014	1015
Female	1088	1092	1074	1073
Diverse	12	12	13	13
Age				
18-34	559	586	556	578
35-54	758	727	703	716
55+	820	824	842	807
Gender by Age				
Male 18 - 24	92	119	110	117
Male 25 - 34	168	173	161	170
Male 35 - 44	171	168	168	165
Male 45 - 54	196	187	176	184
Male 55 - 64	196	182	189	179
Male 65 - 100	214	204	210	200
Female 18 - 24	101	114	110	112
Female 25 - 34	193	175	168	172
Female 35 - 44	184	175	165	172
Female 45 - 54	204	193	189	190
Female 55 - 64	210	190	192	187
Female 65 - 100	196	244	250	240
Gender Diverse	12	12	13	13

The figures presented in the table above show minimal differences between the unweighted and weighted samples. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent is 1.29, which is well within acceptable ranges for a survey of the general population.

Email Statistics

For this survey, a non-probability sample was used. Therefore, a response rate cannot be calculated. However, the participation rate for the baseline survey was 97% and post-campaign survey was 93%. The post-campaign rate is lower because more cases were excluded based on having completed a similar survey within 30 days or the baseline ACET wave. Participation rate is calculated as follows:

Participation Rate = R/(R+IS+U).

Completions	Baseline Survey	Post-campaign Survey
Invalid Cases	357	1621
Unresolved (U)	**0**	**0**
In-scope non-responding (IS)	**89**	**277**
Responding units (R)	**2571**	**3673**
Participation Rate	**97%**	**93%**

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

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

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

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

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

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

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

Completions	Baseline Survey	Post-campaign Survey
- Over quota	434	1572
- Qualified Completes	2137	2101
Responding units (R)	**2571**	**3673**

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

Non-Response Analysis

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

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

	Baseline Survey		Post-campaign Survey	
	Unweighted Percentage	Census 2016 Proportions	Unweighted Percentage	Census 2016 Proportions
Region*				
British Columbia /Territories	14%	14%	14%	14%
Alberta	12%	11%	11%	11%
Prairies (MB/SK)	8%	7%	8%	7%
Ontario	38%	38%	37%	38%
Quebec	21%	23%	23%	23%
Atlantic	8%	7%	7%	7%
Gender				
Male	49%	49%	48%	49%
Female	51%	51%	51%	51%
Diverse	1%	<1%	1%	<1%

Age				
18-34	26%	27%	26%	27%
35-54	35%	34%	33%	34%
55+	38%	40%	40%	40%
Gender by Age*				
Male 18 - 24	4%	6%	5%	6%
Male 25 - 34	8%	8%	8%	8%
Male 35 - 44	8%	8%	8%	8%
Male 45 - 54	9%	9%	8%	9%
Male 55 - 64	9%	9%	9%	9%
Male 65 - 100	10%	10%	10%	10%
Female 18 - 24	5%	5%	5%	5%
Female 25 - 34	9%	8%	8%	8%
Female 35 - 44	9%	8%	8%	8%
Female 45 - 54	10%	9%	9%	9%
Female 55 - 64	10%	9%	9%	9%
Female 65 - 100	9%	12%	12%	12%
Gender Diverse	1%	<1%	1%	<1%

* Denotes variables included in the weighting scheme.

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

4. Appendix – Survey Questionnaire

4.1 English Baseline Questionnaire

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

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

START SURVEY

To view our privacy policy, click here.

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

a) Does anyone in your household work for any of the following organizations?
     SELECT ALL THAT APPLY

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

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

b) Are you…?
- o   Male gender
- o   Female gender
- o   Gender diverse

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

     YEAR (1910 – 2003)
     MONTH
- •   January

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

ADMISSIBLE RANGE 1910-2003

IF > 2003, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

   SELECT ONE ONLY
   - less than 18 years old
   - 18 to 24
   - 25 to 34
   - 35 to 44
   - 45 to 54
   - 55 to 64
   - 65 or older

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

e)   In which province or territory do you live?

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

SCREENER QUESTIONS TO IDENTIFY IF HAVE CHILDREN UNDER 18 AND THEIR AGE

f)   Are you the parent or guardian of a child or children under 18 years of age living in your household?
- o   1- Yes
- o   2- No
- o   99- Prefer not to answer

[ASK IF 1 at F]

g)   How old is/are the child/children? Select all that apply
- o   Under 5
- o   5 to 11
- o   12 to 17
- o   99- Prefer not to answer [Exclusive]

SCREENER QUESTIONS TO IDENTIFY IF INDIGENOUS POPULATIONS OR ETHNIC/RACIALIZED POPULATIONS

h)   Do you identify as any of the following? Select all that apply
- o   White
- o   Indigenous person (First Nations, Inuit or Métis)
- o   South Asian
- o   Chinese
- o   Filipino
- o   Southeast Asian
- o   West Asian
- o   Korean
- o   Japanese
- o   Black
- o   Latin American
- o   Arab
- o   Other
- o   None of the above [Exclusive]

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1: Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- o   yes
- o   no   **=> GO TO T1A**

Q2: Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

SELECT ALL THAT APPLY

[RANDOMIZE]

cinema
Facebook
Internet website
magazines
newspaper (daily)
newspaper (weekly or community)
outdoor billboards
digital screens in stores, malls
pamphlet or brochure in the mail
public transit (bus or subway)
radio
television
Pinterest
Twitter
YouTube
Instagram
LinkedIn
Spotify
Snapchat
poster in medical clinics/establishments
mobile app
[LAST] Other, specify _____

Q3: What do you remember about this ad?

| |
| |

Q4:
How did you know that it was an ad from the Government of Canada?

| |
| |

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A: Over the past six weeks, have you seen, read or heard any Government of Canada advertising about mental health and substance use resources or services?

- o Yes
- o No   **=> GO TO Q1**

T1B: Where have you seen, read or heard this ad about mental health and substance use linked to the COVID-19 pandemic?

SELECT ALL THAT APPLY
[RANDOMIZE]
- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- digital screens in stores, malls
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Pinterest
- Twitter
- YouTube
- Instagram
- LinkedIn
- Spotify
- Snapchat
- poster in medical clinics/establishments
- mobile app
- [LAST] Other, specify _____

T1C: What do you remember about this ad?

ASK ALL RESPONDENTS

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

Q1 Generally speaking, how would you rate your overall mental health?

Excellent (DO NOT SHOW – CODE 5)
Somewhat good (DO NOT SHOW – CODE 4)
Average (DO NOT SHOW – CODE 3)
Somewhat poor (DO NOT SHOW – CODE 2)
Poor (DO NOT SHOW – CODE 1)
Not sure (DO NOT SHOW – CODE 9)

Q2. Has the COVID pandemic affected your mental health?

Yes, it made it worse
Yes, it made it better
No, it had no impact

Q3 For each of the items listed below, please indicate whether you have experienced any changes since the start of the pandemic by selecting increased, decreased, or stayed the same/no change.

[RANDOMIZE]

a) Stress
b) Anxiety
c) Fear
d) Sadness
e) Loneliness
f) Financial worry

Increased
Decreased
Stayed the same/No change
Don't know / No response

Q4 Please indicate if the situations listed below changed for you since the beginning of the pandemic by selecting increased, decreased or the same/no change.

[RANDOMIZE]

a) My consumption of alcohol like beer, wine or spirits.
b) My consumption of cannabis.

c) My consumption of tobacco/vaping.
d) My consumption of illegal/illicit drugs.

Increased
Decreased
Same/No change
I don't use this substance
Don't know / No response

Q5 Have you recently received help for mental health, if ever? (select one only)

Yes, before the pandemic (DO NOT SHOW CODE 1)
Yes, during the pandemic, but not currently (DO NOT SHOW CODE 2)
Yes, currently (DO NOT SHOW CODE 3)
Yes, I have had long-term mental health needs since before the pandemic (DO NOT SHOW CODE 4)
No (DO NOT SHOW CODE 5)

[If not currently AND rate average/poor mental health: Q1 = 1, 2 or 3, AND Q5 = 2 or 5 ASK Q6]

Q6 Why are you not currently receiving help? (Select all that apply)

My mental health is fine (DO NOT SHOW CODE 1)
I don't need help (DO NOT SHOW CODE 2)
I don't have the time (DO NOT SHOW CODE 3)
I don't know where to go (DO NOT SHOW CODE 4)
It is too expensive (DO NOT SHOW CODE (5)
Other, please specify: (DO NOT SHOW CODE 77)
Don't know (99) [Exclusive]

Q7 How familiar would you say you are with the different mental health services available?

Very familiar
Somewhat familiar
Not very familiar
Not at all familiar

Q8 Did you know the Government of Canada offers free mental health and substance use help? (select one only)

Yes, mental health only
Yes, substance use only

Yes, both

No

D1: Which of the following categories best describes your current employment status? Are you…

SELECT ONE ONLY

- working full-time (30 or more hours per week)
- working part-time (less than 30 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- retired
- not in the workforce (Full-time homemaker or unemployed but not looking for work)
- other employment status

D2: What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- Less than a High School diploma or equivalent
- High School diploma or equivalent
- Registered Apprenticeship or other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Post graduate degree above bachelor's level
- Prefer not to answer

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

SELECT ONE ONLY

- under $20,000
- between $20,000 and $40,000
- between $40,000 and $60,000
- between $60,000 and $80,000
- between $80,000 and $100,000
- between $100,000 and $150,000
- $150,000 and above

    o   prefer not to say

D5: Where were you born?

    o   born in Canada
    o   born outside Canada
         ➥ Specify the count [   ]

ASK IF D5=BORN OUTSIDE CANADA

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

[   ]

YYYY

ADMISSIBLE RANGE: 1900-2021

D7: What is (are) the language(s) you first learned at home as a child and still understand? »

      SELECT UP TO TWO

    o   English
    o   French
    o   Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Health Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

YOU ARE NOT ALONE. IF YOU NEED HELP, PLEASE VISIT Canada.ca/covid-mental-health

4.2 English Post-Campaign Questionnaire

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

Your participation is voluntary, and your responses will be kept entirely confidential. The survey takes about 7 minutes to complete.

START SURVEY

To view our privacy policy, click here.

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

i) Does anyone in your household work for any of the following organizations?
    SELECT ALL THAT APPLY

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

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

j) Are you…?
    o   Male gender
    o   Female gender
    o   Gender diverse

C) In what year were you born?

    _____
        YYYY

ADMISSIBLE RANGE 1900 -2004
IF > 2003, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK

k) In which of the following age categories do you belong?
    SELECT ONE ONLY
    o   Less than 18 years old
    o   18 to 24
    o   25 to 34
    o   35 to 44
    o   45 to 54
    o   55 to 64
    o   65 or older

IF "LESS THAN 18 YEARS OLD" THANK AND TERMINATE

l) In which province or territory do you live?

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

SCREENER QUESTIONS TO IDENTIFY IF HAVE CHILDREN UNDER 18 AND THEIR AGE

m) 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 F]

n) How old is/are the child/children? Select all that apply
- Under 5
- 5 to 11
- 12 to 17
- 99- Prefer not to answer [Exclusive]

SCREENER QUESTIONS TO IDENTIFY IF INDIGENOUS POPULATIONS OR ETHNIC/RACIALIZED POPULATIONS

o) Do you identify as any of the following? Select all that apply
- White
- Indigenous person (First Nations, Inuit or Métis)
- South Asian
- Chinese
- Filipino
- Southeast Asian
- West Asian
- Korean
- Japanese
- Black

- o Latin American
- o Arab
- o Other
- o None of the above [Exclusive]

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1: Over the past six weeks, have you seen, read or heard any advertising from the Government of Canada?

- o Yes
- o No   **=> GO TO T1A**

Q2: Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

SELECT ALL THAT APPLY

[RANDOMIZE]

cinema
Facebook
Internet website
outdoor billboards
public transit (bus or subway)
radio
television
Pinterest
Twitter
YouTube
Instagram
Spotify
Snapchat
poster in medical clinics/establishments
mobile app
[LAST] Other, specify _____

Q3: What do you remember about this ad?

| |
| |

Q4: How did you know that it was an ad from the Government of Canada?

<div style="border:1px solid black; min-height:60px;"></div>

<div style="background:#2d2b6e; color:white; text-align:center; padding:8px;">**CAMPAIGN SPECIFIC QUESTIONS**</div>

ASK ALL RESPONDENTS

T1A: Over the past six weeks, have you seen, read or heard any Government of Canada advertising about free resources or services in support of mental health and substance?

- o Yes
- o No   **=> GO TO Q1**

T1B: Where have you seen, read or heard this ad about mental health and substance use supports linked to the COVID-19 pandemic?

SELECT ALL THAT APPLY

[RANDOMIZE]

Facebook
Internet website
outdoor billboards
digital screens in stores, malls
public transit (bus or subway)
radio
television
Pinterest
Twitter
YouTube
Instagram
Spotify
Snapchat
mobile app
ads in medical clinics/establishments
[LAST] Other, specify _____

T1C: What do you remember about this ad?

<div style="border:1px solid black; min-height:60px;"></div>

ASK ALL RESPONDENTS

Q1 Generally speaking, how would you rate your overall mental health?

> Excellent (DO NOT SHOW – CODE 5)
> Somewhat good (DO NOT SHOW – CODE 4)
> Average (DO NOT SHOW – CODE 3)
> Somewhat poor (DO NOT SHOW – CODE 2)
> Poor (DO NOT SHOW – CODE 1)
> Not sure (DO NOT SHOW – CODE 9)

Q2. Has the COVID pandemic affected your mental health?

> Yes, it made it worse
> Yes, it made it better
> No, it had no impact

Q3 For each of the items listed below, please indicate whether you have experienced any changes since the start of the pandemic by selecting increased, decreased, or stayed the same/no change.

[RANDOMIZE]

> Stress
> Anxiety
> Fear
> Sadness
> Loneliness
> Financial worry

> Increased
> Decreased
> Stayed the same/No change
> Don't know / No response

Q4 Please indicate if the situations listed below changed for you since the beginning of the pandemic by selecting increased, decreased or the same/no change.
[RANDOMIZE]

> My consumption of alcohol like beer, wine or spirits.
> My consumption of cannabis.
> My consumption of tobacco/vaping.

My consumption of illegal/illicit drugs.

Increased
Decreased
Same/No change
I don't use this substance
Don't know / No response

Q5 Have you recently received help for mental health? (select one only)

Yes, before the pandemic (DO NOT SHOW CODE 1)
Yes, during the pandemic, but not currently (DO NOT SHOW CODE 2)
Yes, currently (DO NOT SHOW CODE 3)
Yes, I have had long-term mental health needs since before the pandemic (DO NOT SHOW CODE 4)
No (DO NOT SHOW CODE 5)

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

[show banner ad first (jpg) then video ad show each ads separate screen]

[Video: https://www.youtube.com/watch?v=Em6w5SxF-c8]

[Banner to be added]

[CLICK TO GO TO THE NEXT PAGE]

Over the past six weeks, have you seen these ads?

- o   Yes
- o   No   **=> GO TO T1J**

T1I: Where have you seen, read or heard these ads? (Select all that apply)

Facebook
In a mobile app
Instagram
Internet website
Online news sites
Pinterest
Snapchat
Digital/Streaming radio (e.g. Spotify, Podcast)
TikTok
Twitter

Web search (e.g. Google, Bing)
YouTube
Doctor's office
Pharmacy
Other (specify)

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

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention					
These ads are relevant to me					
These ads are difficult to follow					
These ads do not favour one political party over another					
These ads talk about an important topic					
These ads provide new information					
These ads clearly convey that free mental health and substance use supports and resources are available					
These ads prompt me to visit a Government of Canada website to learn more					
These ads prompt me to visit additional websites for free mental health and substance use supports and resources					
These ads prompt me to search for free mental health and substance use supports and resources at a later time					

[Ask all]

T1L. Did you [If NO in T1H: Will you] do any of the following as a result of seeing the ads? Please select all that apply

[RANDOMIZE]

- Visited[Visit] Canada.ca/covid-mental-health
- Discussed[Discuss] my challenges with mental health with a healthcare professional/doctor, friend or family member
- Shared[Share] the ad with someone you know
- Shared [Share] the website with someone you know
- Looked [Look]for information for free mental health and substance use support and resources online
- Other, specify _____**[ANCHOR]**
- I didn't[won't] do anything as a result of seeing the ad **[EXCLUSIVE] [ANCHOR]**

DEMOGRAPHIC QUESTIONS

D1: Which of the following categories best describes your current employment status? Are you…

SELECT ONE ONLY

- Working full-time (30 or more hours per week)
  Working part-time (less than 30 hours per week)
- Self-employed
- Unemployed, but looking for work
- A student attending school full-time
- Retired
- Not in the workforce (Full-time homemaker or unemployed but not looking for work)
- Other employment status

D2: What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- Less than a High School diploma or equivalent
- High School diploma or equivalent
- Registered Apprenticeship or other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Post graduate degree above bachelor's level
- Prefer not to answer

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

SELECT ONE ONLY

- o Under $20,000
- o Between $20,000 and $40,000
- o Between $40,000 and $60,000
- o Between $60,000 and $80,000
- o Between $80,000 and $100,000
- o Between $100,000 and $150,000
- o $150,000 and above
- o Prefer not to say

D5: Where were you born?

- o Born in Canada
- o Born outside Canada
  - ➥ Specify the count [_____]

ASK IF D5=BORN OUTSIDE CANADA

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

[_____]
YYYY

ADMISSIBLE RANGE: 1900-2022

D7: What is the language you first learned at home as a child and still understand? »

SELECT UP TO TWO

- o English
- o French
- o Other language, specify _____

That concludes the survey. This survey was conducted on behalf of Health Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.