ACET Surveys for COVID-19 Vaccine Booster and Vaccination for Children Advertising Campaigns

Methodological Report

Prepared for Health Canada

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For more information on this report, please contact Health Canada at:
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Ce rapport est aussi disponible en français

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Mike Colledge
President
Ipsos Public Affairs

ACET Surveys for COVID-19 Vaccination for Children & Vaccine Booster Advertising Campaign
Methodological Report
April 2022

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This public opinion research report presents the methodology of the ACET Surveys for the COVID-19 Vaccination for Children and Vaccine Booster Advertising Campaigns conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The research study for the for the Vaccination for Children advertising campaign was conducted with n=1,016 Canadian parents of Children between March 14th and March 24th, 2022, while the study for the Vaccine Booster advertising campaign was conducted with n=2,052 Canadians aged 18+ between March 8th and March 25th, 2022.

Cette publication est aussi disponible en français sous le titre : Sondages OECP pour les campagnes sur la COVID-19 concernant la vaccination des enfants et la dose de rappel

Executive Summary

1. Background

1.1 Summary Statement

In December 2019, a cluster of cases of pneumonia was reported in Wuhan, China; the cause was confirmed as a new coronavirus (COVID-19) that had not previously been identified in humans. The situation quickly evolved into a worldwide pandemic. As of late February 2021, there were more than 852,000 confirmed cases in Canada and over 21,000 deaths. *COVID-19 daily epidemiology update - Canada.ca*

As part of the Government of Canada's COVID-19 response a series of advertising campaigns were launched aimed at encouraging eligible Canadians to be vaccinated.   One of these campaigns sought to encourage parents and guardians to learn more about the COVID-19 vaccines for children 5-17, including how to book an appointment for eligible children, to help kids get back to being kids.   Another campaign sought to encourage people living in Canada 18 plus who are fully vaccinated and eligible for a third shot to get their booster shots when they are available to them.

Two separate online surveys were conducted to assess the impact of the campaigns. The Vaccination for Children survey was conducted between March 14th and March 24th, 2022, and the Vaccine Booster survey was conducted between March 8th and March 25th, 2022. Both surveys were conducted in English and French.

Ipsos programmed, hosted, and provided sample management services, while Health Canada and Public Health Agency of Canada provided the online questionnaires. Ipsos was responsible for data collection and data storage in Canada, data processing and data weighting. The total contract value of this research was $64,534.07, including HST (which encompassed both studies).

2. Purpose of the Research

2.1 Research Objectives

The research involved conducting an online post-campaign survey to evaluate the campaign using the Government of Canada's ACET (Advertising Campaign Evaluation Tool). The objectives of the post-campaign survey were as follows:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Measure increased knowledge
- Identify attitudinal and behavioural changes as a result of the advertising campaign

The target audience of the research was as follows:

<u>COVID-19 Vaccination for Children Campaign:</u>

- Canadian parents of children under age 18
- Natural fall-out of the following sub-groups:
  - Parents of children 5-17
  - Indigenous people
  - Ethnic communities

<u>Vaccine Booster Campaign:</u>

- Canadians aged 18+
- Other sub-target audiences included:
  - Indigenous people
  - Ethnic communities

3. Methodology

3.1 Online Sample

The survey for the Vaccination for Children campaign was conducted online with a sample of n=1,016 Canadian parents of children under age 18. Quotas were set to ensure representation by region according to the latest Census information. Respondents were drawn from a partner vendor panel, Canadian Viewpoint.

The survey for the Vaccine Booster campaign was conducted online with a sample of n=2,052 Canadians ages 18+. Quotas were set to ensure representation by region, age, and gender according to the latest Census information. Respondents were drawn from a partner vendor panel, Dynata.

For Vaccine Booster, within the sample of n=2,052, we obtained our targeted sub-groups through natural fallout, without having to oversample (note that one person can fall into more than one category).

- Indigenous peoples (n=117)
- Ethnic communities (n=461)
- Parents of children aged 12-17 (n=221)

Indigenous peoples and ethnic communities were identified using the following question:

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

    - White
    - Indigenous person (First Nations, Inuit or Métis)
    - South Asian
    - Chinese
    - Filipino
    - Southeast Asian

- West Asian
- Korean
- Japanese
- Black
- Latin American
- Arab
- Other
- None of the above [Exclusive]

Both surveys were conducted in English and French, with respondents being able to complete the survey in either official language of their choice.

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, the online survey for Vaccination for Children took 9 minutes to complete, while Vaccine Booster took 6 minutes to complete.

A pre-test for Vaccination for Children was conducted on March 15th with a sample of n=16 respondents (12 in English and 4 in French), to confirm survey length or any data issues before fully deploying the questionnaire. A pre-test for Vaccine Booster was conducted on March 8th with a sample of n=45 respondents (23 in English and 22 in French). No issues were flagged during either pre-test.

4. Participant Recruitment

4.1 Sample Source

Vaccination for Children

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

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

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

Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample by gender and region to ensure that the final data reflects the 2016 Census. Age was not weighted. 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

	Unweighted Sample Size	**Weighted Sample Size**
Canada	**1016**	**1016**
Region		
British Columbia/Territories	144	138
Alberta	110	114
Prairies (MB/SK)	59	66
Ontario	405	390
Quebec	234	238
Atlantic Canada	64	69
Gender		
Male	477	496
Female	536	517
Diverse	3	3
Age		
18-34	265	263
35-54	656	657
55+	95	96

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 1.1, 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 survey was 91%. Participation rate is calculated as follows: **Participation Rate = R/(R+IS+U)**.

Completions	Post-campaign Survey
Invalid Cases	1675
Unresolved (U)	**0**
In-scope non-responding (IS)	**338**
Responding units (R)	**1673**
Participation Rate	**83%**

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	Post-campaign Survey
- Over quota	657
- Qualified Completes	1016
Responding units (R)	**1673**

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

	Unweighted Percentage	Census 2016 Proportions (parents with children under 18)
Region*		
British Columbia/Territories	14%	13%
Alberta	11%	11%
Prairies (MB/SK)	6%	7%
Ontario	40%	38%
Quebec	23%	23%
Atlantic	7%	7%
Gender*		
Male	47%	49%
Female	53%	51%
Diverse	<1%	<1%
Age		
18-34	26%	26%
35-54	65%	65%
55+	9%	9%

* 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.

Vaccine Booster

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

	Unweighted Sample Size	Weighted Sample Size
Canada	**2052**	**2052**
Region		
British Columbia/Territories	261	278
Alberta	251	230
Prairies (MB/SK)	138	134
Ontario	785	788
Quebec	475	482
Atlantic Canada	142	140
Gender		
Male	986	996
Female	1054	1036
Diverse	12	20

Age		
18-34	575	575
35-54	703	698
55+	774	780

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 1.66, 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 survey was 91%. Participation rate is calculated as follows: **Participation Rate = R/(R+IS+U)**.

Completions	Post-campaign Survey
Invalid Cases	239
Unresolved (U)	**0**
In-scope non-responding (IS)	**170**
Responding units (R)	**2463**
Participation Rate	**94%**

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	Post-campaign Survey
- Over quota	411
- Qualified Completes	2052
Responding units (R)	**2463**

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 table below compares the unweighted survey samples to the 2016 Census results of Canadian adults ages 18+ by region, age, gender. Overall, the sample is highly representative of national population of Canadian adults ages 18+

	Unweighted Percentage	Census 2016 Proportions (Canadian adults 18+)
Region*		
British Columbia/Territories	13%	14%
Alberta	12%	11%
Prairies (MB/SK)	7%	7%
Ontario	38%	38%
Quebec	23%	23%
Atlantic	7%	7%
Gender*		
Male	48%	49%
Female	51%	50%
Diverse	<1%	1%
Age*		
18-34	28%	28%
35-54	34%	34%
55+	13%	14%

* 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

English Questionnaire: Vaccination for Children

<div style="background-color:navy; color:white; text-align:center; font-weight:bold;">INTRODUCTION</div>

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 about10 minutes to complete.

START SURVEY

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

If you require any technical assistance, please contact daniel.kunasingam@ipsos.com.

- o [PN: English: Privacy & Data Protection | Ipsos
- o French: Confidentialité et protection des données personnelles | Ipsos]

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

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

b) Are you…

- o male gender
- o female gender
- o gender diverse

c) In what year were you born?

[   ]

YYYY

Refused

ADMISSIBLE RANGE 1900-2004

IF > 2004, 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

- 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" OR "Refused", THANK AND TERMINATE

e) In which province or territory do you live?
SELECT ONE ONLY

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

 o Quebec
 o Saskatchewan
 o Yukon
 o I do not live in Canada

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

SCREENER QUESTIONS TO IDENTIFY IF PARENTS OF CHILDREN

f) 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

IF "NO" OR "PREFER NOT TO ANSWER" THANK AND TERMINATE

ASK IF 1 at QF

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

 1- Under 5
 2- 5 to 11
 3- 12 to 17
 99- Prefer not to answer

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 months, 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 Government of Canada ad that comes to mind. What do you remember about this ad?

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┌─────────────────────────────────────────────────────────────┐
│                                                               │
│                                                               │
└─────────────────────────────────────────────────────────────┘
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CAMPAIGN-SPECIFIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past three months, have you seen, read or heard any Government of Canada advertising about COVID-19 vaccination for children?

- o   Yes
- o   No   **=> GO TO T1D**

T1B:

Where have you seen, read or heard this ad about COVID-19 vaccination for children?

SELECT ALL THAT APPLY

Television
Radio
Digital/Streaming radio (e.g. Spotify, Podcast)
Facebook
Tik Tok

Instagram
Twitch
Internet website
Twitter
Video game
Online news sites
Pinterest
YouTube
Convenience store
Highway Billboard
Near school
Near family destination
Digital Billboards
Shopping mall
Elevator/apartments
Other, specify

T1C:

What do you remember about this ad?

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┌─────────────────────────────────────────────────────────┐
│                                                           │
│                                                           │
│                                                           │
└─────────────────────────────────────────────────────────┘
```

[IF QG = 5-11 AND/OR QG = 12-17 ASK QT1D]

T1D: Thinking about your child(ren) aged 5-17, have they received at least one dose of a COVID-19 vaccine?
(Select all that apply)

Yes
No, I will wait a bit before getting my child(ren) vaccinated
No, I will not get my child(ren) vaccinated
Not sure

[IF QG= Less than 5 ASK QT1E]

T1E: Thinking about your child(ren) under 5, if a COVID-19 vaccine becomes available to your child(ren), would you choose to get your child(ren) under 5 vaccinated? **(Select all that apply)**

Yes, as soon as it is available
Yes, but will wait a bit before getting my child(ren) vaccinated
No, I will not get my child(ren) vaccinated
I do not make these decisions
Not sure

T1H:

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

- *Crew video*
- *Kids 2.0 video*
- *Crew banners*
- *ATE banner and/or carousel ad*
- *Kids 2.0 banner*

[CLICK TO GO TO THE NEXT PAGE]

Over the past three months, have you seen, read or heard any of these ads?

- ○ yes
- ○ no   **=> GO TO T1J**

T1I:

Where have you seen, read or heard these ads? **SELECT ALL THAT APPLY**

Television
Radio
Digital/Streaming radio (e.g. Spotify, Podcast)
Facebook
Tik Tok
Instagram
Twitch
Internet website
Twitter
 Video game
Online news sites
Pinterest
YouTube
Convenience store
Highway Billboard
Near school
Near family destination
Digital Billboards
Shopping mall
Elevator/apartments
Other, specify

T1J:

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

[   ]

T1K:

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	o	o	o	o	o
These ads are relevant to me	o	o	o	o	o
These ads are difficult to follow	o	o	o	o	o
These ads do not favour one political party over another	o	o	o	o	o
These ads talk about an important topic	o	o	o	o	o
These ads provide new information	o	o	o	o	o
These ads clearly convey that getting children vaccinated can contribute to improving their mental health by getting them back to the things they love	o	o	o	o	o
These ads clearly convey why children should get vaccinated.	o	o	o	o	o

[ASK IF YES AT T1H]
T1LA. Did you do any of the following as a result of seeing the ad? Please select all that apply

       [RANDOMIZE]

- Visited the Canada.ca/covid-vaccine website
- Discussed COVID-19 vaccination for children with a friend or family member
- Liked or shared the online ad
- Decided to get your child(ren) vaccinated
- Looked for information on COVID-19 vaccination for children
- Learned more about COVID-19 vaccination for children
- Other, specify _____**[ANCHOR]**
- I didn't do anything as a result of seeing the ad **[EXCLUSIVE] [ANCHOR]**

DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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

- some high school or less
- high school diploma or equivalent
- registered Apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D4:

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

SELECT ONE ONLY

- under $20,000
- between $20,000 and $39,999
- between $40,000 and $59,999
- between $60,000 and $79,999
- between $80,000 and $99,999
- between $100,000 and $149,999
- $150,000 and above
- prefer not to say

D5:

Where were you born?

- born in Canada
- born outside Canada
    - ➥ Specify the count[_____]

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

[_____]

YYYY

ADMISSIBLE RANGE: 1900-2022

D7:

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

SELECT UP TO TWO

- English
- French
- Other language, specify _____

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

English Questionnaire: Vaccine Booster

INTRODUCTION

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Do you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais ?

- English / Anglais
- French / Français

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

START SURVEY

To view our privacy policy, click here.

If you require any technical assistance, please contact Daniel Kunasingam at daniel.kunasingam@ipsos.com

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]**
- o

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

j) Are you…

- o   Male gender
- o   Female gender
- o   Gender diverse

k) In what year were you born?

[_____]

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

PN: 2022 to convert year of birth to age

l) 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

e) In which province or territory do you live?

SELECT ONE ONLY

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

o   Yukon
o   I do not live in Canada **[TERMINATE]**

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

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

f)   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 Government of Canada ad that comes to mind. What do you remember about this ad?

CAMPAIGN SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about COVID-19 booster doses?

- ○ Yes
- ○ No   **=> GO TO T1D**

T1B:

Where have you seen, read or heard this ad about COVID-19 booster doses? Select all that apply.

Radio
Snapchat
Digital/Streaming radio (e.g. Spotify, Podcast)
TikTok
Twitch
Twitter
Video game
Web search (e.g. Google, Bing)
YouTube
Facebook
In a mobile app
Instagram
Internet website
Online news sites
Pinterest
Highway billboard
Point-of-sale display
Restaurant
Restroom
Shopping mall
Pharmacy
Transit (e.g. Inside/outside bus/subway or bus shelter)
Arena/stadium

Airport

Cinema

On school campus

Digital billboard

Doctor's office

Elevator or apartment

Other, specify

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D: Have you received a COVID-19 vaccine (at least one dose)?

Yes

No

ASK IF "YES" IN T1D

T1E: How many doses have you received?

1 dose

2 doses

3 doses

4 doses

ASK IF "1 DOSE" OR "2 DOSES" in T1E

T1F: How likely are you to get the booster dose of the COVID-19 vaccine?

Very likely

Somewhat likely

Not very likely

Not at all likely

Don't know

<div style="background-color:#c0504d; color:white; text-align:center; font-weight:bold;">AD RECALL QUESTIONS</div>

T1H:

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

Video (1):

Banner (1):

Social Media (1):

OOH (1):

[CLICK TO GO TO THE NEXT PAGE]

Over the past three weeks, have you seen any of these ads?

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

T1I:

Where have you seen, these ads? Select all that apply.

Radio
Snapchat
Digital/Streaming radio (e.g. Spotify, Podcast)
TikTok
Twitch
Twitter
Video game
Web search (e.g. Google, Bing)
YouTube
Facebook
In a mobile app
Instagram
Internet website
Online news sites
Pinterest
Highway billboard

Point-of-sale display
Restaurant
Restroom
Shopping mall
Pharmacy
Transit (e.g. Inside/outside bus/subway or bus shelter)
Arena/stadium
Airport
Cinema
On school campus
Digital billboard
Doctor's office
Elevator or apartment
Other, specify

T1J:

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

T1K:

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	o	o	o	o	o
These ads are relevant to me	o	o	o	o	o
These ads are difficult to follow	o	o	o	o	o
These ads do not favour one political party over another	o	o	o	o	o
These ads talk about an important topic	o	o	o	o	o

These ads provide new information	o	o	o	o	o
These ads clearly convey a booster dose can help strengthen your protection against severe illness from COVID-19	o	o	o	o	o

[ASK IF YES AT T1H]
T1LA. Did you do any of the following as a result of seeing the ad? Please select all that apply

[RANDOMIZE]
- o   Visited the Canada.ca/covid-vaccine website
- o   Discussed COVID-19 booster doses with a friend or family member
- o   Liked or shared the online ad
- o   Decided to get your booster vaccine
- o   Looked for information on COVID-19 booster doses
- o   Learned why a booster dose is needed
- o   Other, specify _____**[ANCHOR]**
- o   I didn'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

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

D2:

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

SELECT ONE ONLY

- o   Some high school or less
- o   High school diploma or equivalent
- o   Registered Apprenticeship or other trades certificate or diploma
- o   College, CEGEP or other non-university certificate or diploma

- University certificate or diploma below bachelor's level
- Bachelor's degree
- Postgraduate degree above bachelor's level

D3:

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

- yes
- no

IF YES CONTINUE, OTHERWISE SKIP TO QD4

D3a How old is/are the child/children? **Select all that apply**

1.
   - 4- Under 5
   - 5- 5 to 11
   - 6- 12 to 17
   - 99- 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 $39,999
- Between $40,000 and $59,999
- Between $60,000 and $79,999
- Between $80,000 and $99,999
- Between $100,000 and $149,999
- $150,000 and above
- Prefer not to say

D5: Where were you born?

- Born in Canada
- Born outside Canada
   - ➥ Specify the country: [   ]

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

English

French

Other language, specify _____

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

Please click "Continue" to submit your answers