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POST-Campaign ACET Survey for COVID-19 Public Education Campaigns in 2021-22: Normalizing Public Health Measures and Personal Risk Assessment

Methodological Report

Prepared for Health Canada

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Canada 



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A handwritten signature in black ink, appearing to read "M. Colledge".

Mike Colledge
President
Ipsos Public Affairs



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March 2022

This public opinion research report presents the methodology of the *Post-Campaign ACET survey for COVID-19 Public Education Campaigns in 2021-22: Normalizing Public Health Measures and Personal Risk Assessment* online survey conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The research study was conducted with n=2,003 Canadians aged 18 -39 between February 15th and March 8th, 2022.

Cette publication est aussi disponible en français sous le titre : Sondage post-campagne OECF pour les campagnes d'éducation du publique COVID-19 en 2021-22 : Normalisation des mesures de santé publique et évaluation des risques personnels.

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1. Background

Throughout the COVID-19 pandemic situation in Canada public health measures continue to play an important role in limiting the spread of the virus and variants. However, there is increasing public fatigue with continuing to practice these measures, particularly among youth and young adults.

It is important to communicate and normalize the practice of public health measures to help Canadians stay healthy and to continue preventing the spread of COVID-19. To achieve this, COVID-19 public education efforts continue to play an important role as part of the Government of Canada's ongoing pandemic response. From December 2021 to mid-January 2021, HC and PHAC launched a +\$2 million national advertising campaign to increase awareness of and interest in practicing public health measures. The campaign targeted Canadians aged 18 to 39 years using a mix of media including digital, social media, billboards, and cinema.

Overall, the campaign sought to achieve the following objectives:

- Increase awareness of various COVID-19 personal preventative practices (public health measures) to stay healthy and prevent the spread of the virus
- Motivate interest in continuing to practise multiple public health measures, such as hand hygiene and proper ventilation
- Recognize the efforts of Canadians in helping to prevent the spread of the virus to date
- Generate traffic to Canada.ca/coronavirus or search intent at a later time

The target populations of the campaign were Canadian youth and young adults aged 18 to 39 years.

2. 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
- Determine if the ads motivated people to visit/search for the campaign website
- Identify attitudinal and behavioural changes as a result of the advertising campaign

The target audience of the research was as follows:

- Canadians 18 to 39 years old
- With some segmentation to:
 - Ethnic communities (general mix)
 - Respondents speaking/reading or living with someone speaking/reading one of these languages: Arabic, Cantonese, Farsi, Hindi, Korean, Mandarin, Punjabi, Spanish, Tagalog, Tamil, Urdu, Vietnamese
 - Indigenous peoples



- (Some) respondents speaking/reading one of these languages: Inuktitut, Cree, Ojibway (no requirement for a minimum number of respondents)

3. Methodology

3.1 Online Sample

The survey was conducted online with a sample of n=2,003 Canadians between the ages of 18 and 39 years old. Quotas were set to ensure representation by region, age and gender, according to the latest Census information. Respondents were drawn from the Ipsos i-Say panel and a partner vendor panel, Canadian Viewpoint.

Within the sample of n=2,003, a minimum quota of n=100 Indigenous peoples with some speaking/reading one of these languages: Inuktitut, Cree, or Ojibway was achieved. As well, a minimum quote of n=300 respondents self-identifying as part of specific ethnic communities, including a minimum of 100 speaking/reading or living with someone speaking/reading one of these languages: Arabic, Cantonese, Farsi, Hindi, Korean, Mandarin, Punjabi, Spanish, Tagalog, Tamil, Urdu, Vietnamese) was achieved.

In the end, we obtained our targets through natural fallout, without having to oversample (note that one person can fall into more than one category).

- Indigenous peoples (n=109) with some respondents speaking/reading one of these languages: Inuktitut, Cree, Ojibway.
- Ethnic communities (n=550) identifying themselves as a visible minority, including (n=438) respondents speaking/reading or living with someone speaking/reading one of these languages: Arabic, Cantonese, Farsi, Hindi, Korean, Mandarin, Punjabi, Spanish, Tagalog, Tamil, Urdu, Vietnamese.

Indigenous peoples, ethnic communities and languages were identified using these questions:

1. Do you identify as any of the following?

An Indigenous person (First Nations, Inuit or Métis)

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

None of the above

2. [ASK ONLY IF Q1=2] Do you identify as any of the following? Select all that apply

White

South Asian

Chinese

Filipino

Southeast Asian

West Asian

Korean

Japanese



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

3. [ASK ONLY IF Q1=1 OR Q1=2] Do you, or someone you live with, speak or read fluently any of the following languages? Select all that apply

- Only speaks/reads English and/or French
- Arabic
- Cantonese
- Cree
- Farsi
- Hindi
- Inuktitut
- Korean
- Mandarin
- Ojibway
- Punjabi
- Spanish
- Tagalog
- Tamil
- Urdu
- Vietnamese

Interviews 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 took 7 minutes to complete.

A pre-test was conducted on February 15th with a sample of n=27 respondents (16 in English and 11 in French), to confirm survey length before fully deploying the questionnaire. In the pre-test, 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 during the pre-test.

3.2 Participant Recruitment

Sample Source

Ipsos partnered with Canadian Viewpoint Inc., on the fieldwork and in obtaining the required sample. Ipsos and Canadian Viewpoint have over 200,000 active panelists. Like Ipsos, Canadian Viewpoint uses mixed-mode



strategies (phone/online/in-person) to build its panel permitting more representative samples. Canadian Viewpoint’s online consumer panel is also recruited using post screeners during telephone surveys, Facebook, online vetted list and during in-person studies. Incentives are not used for recruitment purposes to ensure quality, but respondents are incentivized for completing survey directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources.

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

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

Sample Weighting

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

Weighted and Unweighted Online Sample

	Unweighted Sample Size	Weighted Sample Size
Canada	2003	2003
Region		
British Columbia/Territories	272	280
Alberta	226	220
Prairies (MB/SK)	131	140
Ontario	786	761
Quebec	472	461
Atlantic Canada	116	140
Gender		
Male	974	992
Female	1005	992
Diverse	24	20
Age		
18-24	605	624
25-29	469	444
30-34	468	476
55+	461	459
Gender by Age		
Male 18 - 24	290	317
Male 25 - 29	230	218
Male 30 - 34	230	238



Male 35 - 39	224	218
Female 18 - 24	304	297
Female 25 - 29	229	218
Female 30 - 34	238	238
Female 35 - 39	234	238

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 1.20, 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	833
Unresolved (U)	0
In-scope non-responding (IS)	297
Responding units (R)	2884
Participation Rate	91%

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	881
- Qualified Completes	2003
Responding units (R)	2884

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 to 39 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.

	Unweighted Percentage	Census 2016 Proportions (adults)
Region*		
British Columbia/Territories	14%	14%
Alberta	11%	11%
Prairies (MB/SK)	7%	7%
Ontario	39%	38%
Quebec	24%	23%
Atlantic	6%	7%
Gender*		
Male	49%	50%
Female	50%	50%
Diverse Gender	1%	<1%
Age*		
18-24	30%	31%
25-29	23%	22%
30-34	23%	24%
35-39	23%	23%
Gender by Age		
Male 18 - 24	15%	16%
Male 25 - 29	12%	11%
Male 30 - 34	12%	12%
Male 35 - 39	11%	11%
Female 18 - 24	15%	15%
Female 25 - 29	11%	11%
Female 30 - 34	12%	12%
Female 35 - 39	12%	12%
Diverse Gender	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 Questionnaire

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 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

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

SELECT ALL THAT APPLY

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

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

b) Are you...

- Male gender
- Female gender
- Gender diverse



c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1982-2004

IF > 2004 OR IF < 1982, 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 29
- 30 to 34
- 35 to 39
- 40 or older

IF "LESS THAN 18 YEARS OLD" OR '40 OR OLDER' "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
- None of the above

IF NONE OF THE ABOVE IS SELECTED, THANK AND TERMINATE



SCREENER QUESTIONS TO IDENTIFY INDIGENOUS PEOPLES, ETHNIC COMMUNITIES AND LANGUAGES

f) Do you identify as any of the following? [Select all that apply]

- An Indigenous person (First Nations, Inuit or Métis) 1
- A member of an ethnocultural or a visible minority group other than an Indigenous person 2
- None of the above [Exclusive] 3

g) [ASK ONLY IF f =2] Do you identify as any of the following? Select all that apply

- White
- South Asian
- Chinese
- Filipino
- Southeast Asian
- West Asian
- Korean
- Japanese
- Black
- Latin American
- Arab
- Other
- None of the above [Exclusive]

h) [ASK ONLY IF f=1 OR f=2] Do you, or someone you live with, speak, or read fluently any of the following languages? Select all that apply

- Only speaks/reads English and/or French
- Arabic
- Cantonese
- Cree
- Farsi
- Hindi
- Inuktitut
- Korean
- Mandarin
- Ojibway
- Punjabi
- Spanish
- Tagalog
- Tamil
- Urdu
- Vietnamese



CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

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

- Yes
- No

=> GO TO T1A

Q3:

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 six weeks, have you seen, read or heard any Government of Canada advertising about keeping up various public health measures to slow the spread of COVID-19?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about keeping up public health measures to slow the spread of COVID-19?

(Select all that apply) [Script question as below and expand each +sign with items]

+Print (e.g. flyer/newspapers/magazine)

Flyer/postcard/brochure (by mail)

Print newspaper

Print magazine

+Broadcasting (radio/TV)

Television (broadcast)

Radio (broadcast)

+Online / digital / Social media



- Digital/Streaming TV (e.g. Netflix, Disney+)
- Digital/Streaming radio (e.g. Spotify, Podcast)
- Online news sites
- An internet website (e.g. BuzzFeed, NHL)
- In a mobile app
- Web search (e.g. Google, Bing)
- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- TikTok
- Twitch
- Twitter
- Video game
- YouTube

+Indoor and outdoor signage

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

Other (specify)

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D:



If public health measures were lifted in your area, how likely would you be to continue to do the following?

	Very likely	Likely	Unlikely	Very unlikely	Don't know/ Not applicable
wear a mask - Indoors anytime in public					
wear a mask - Outdoors anytime in public					
wear a mask - Indoors in large public crowds					
wear a mask - Outdoors in large public 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.					
stay home when you're feeling sick					

T1E:

In a post-pandemic time, meaning about a year from now and COVID-19 is behind us, how important is it to you personally to continue to practice individual public health measures when the risk of respiratory viruses are highest (e.g., during seasonal flu/cold seasons)?

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

T1F:

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
Health care or public health capacities are becoming overloaded					
The spread of a virus is increasing in your area					



There are respiratory viruses in circulation (e.g. seasonal flu)					
A virus is in circulation (e.g. seasonal flu) and you are gathering with individuals at high-risk of infection (e.g. seniors, immunocompromised, etc.)					
A virus is in circulation (e.g. seasonal flu) and you are attending a crowded event/location.					
When in public places (e.g. shopping, events, etc.) during cold and flu season.					

T1G:

Also, in a post-pandemic time, what do you think would motivate you most to continue practicing various individual public health measures such as mask wearing and practicing physical distancing?

Choose all that motivate you most. Knowing that you were...

[Randomize]

Slowing the spread of viruses, such as seasonal flu, common cold, COVID-19 (if it becomes endemic)

Protecting yourself from respiratory viruses when they are at a higher rate of circulation

Preventing and controlling future pandemics earlier in Canada

Seeing/understanding the positive impacts of following PHMs

Reducing pressures on health care services, such as hospitals

Protecting Canadians who are at risk of several illness/outcomes

[always second last] Other (please specify)

[anchor last] None of the above

T1H:

Here is one public health measures COVID-19 ad that has recently been broadcast on various media. Click here to watch.

Scripter: please embed the correct video (into the English or French survey per language)

EN <https://www.youtube.com/watch?v=qbVzVqPxEEM>



FR <https://www.youtube.com/watch?v=gA3W0aCD3eU>

[CLICK TO GO TO THE NEXT PAGE]

Over the past six weeks have you seen this ad?

- Yes
- No

=> GO TO T1J

T1I:

Where have you seen, read or heard this ad? (Select all that apply)

- Digital/Streaming TV (e.g. Netflix, Disney+)
- Digital/Streaming radio (e.g. Spotify, Podcast)
- Online news sites
- An internet website (e.g. Buzzfeed, NHL)
- In a mobile app
- Facebook
- Instagram
- Pinterest
- Snapchat
- TikTok
- Twitch
- Twitter
- Video game
- YouTube
- Arena/stadium
- Cinema
- Digital billboard
- Other (specify)

T1J:

What do you think is the **main** point this ad is trying to get across?

T1K:

Please indicate your level of agreement with the following statements about this ad?

RANDOMIZE STATEMENTS

	1	2	3	4	5
	Strongly Disagree				Strongly Agree
This ad catches my attention					
This ad is relevant to me					
This ad is difficult to follow					
This ad does not favour one political party over another					
This ad talks about an important topic					
This ad provides new information					
This ad clearly conveys how to help slow the spread of COVID-19					
This ad motivated me how to keep practicing different public health measures					
This ad prompted/reminded me to practice physical distancing in public					
This ad prompted/reminded me to wear a well-fitting mask in public places					
This ad prompted/reminded me that vaccination is important, whether against COVID-19 or the seasonal flu					
This ad prompted/reminded me to wash my hands more frequently with soap and water					
This ad prompted/reminded me to clean and disinfect frequently touched surfaces and objects					
This ad prompted me to use a rapid test if I think I might have COVID-19					

[Ask those seen the AD in T1H, else skip to T1LB]



T1LA.

Did you do any of the following as a result of seeing the ad? Please select all that apply

[RANDOMIZE]

- Followed COVID-19 public health measures
- Visited the Canada.ca/coronavirus website
- Discussed public health measures with a friend or family member
- Liked or shared the online ad
- Decided to stay home if sick
- Decided to get vaccinated (including boosters and seasonal flu)
- Looked for information on rapid tests
- Wore a well-fitting face mask more frequently
- Washed my hands more frequently
- Distanced more frequently from others
- Cleaned common surfaces/objects more
- Looked for information on how to stop the spread of COVID-19 online
- Other, specify _____ **[ANCHOR]**
- I didn't do anything as a result of seeing the ad **[EXCLUSIVE] [ANCHOR]**

[Ask those not seen the AD in T1H, else skip to D1]

T1LB.

Will you do any of the following as a result of seeing the ad? Please select all that apply

[RANDOMIZE]

- Follow COVID-19 public health measures
- Visit the Canada.ca/coronavirus website
- Discuss public health measures with a friend or family member
- Like or share the online ad
- Decide to stay home if sick
- Decide to get vaccinated (including boosters and seasonal flu)
- Look for information on rapid tests
- Wear a well-fitting face mask more frequently
- Wash my hands more frequently
- Distance more frequently from others
- Clean common surfaces/objects more
- Look for information on how to stop the spread of COVID-19 online
- Other, specify _____ **[ANCHOR]**
- I won't do anything as a result of seeing the ad **[EXCLUSIVE] [ANCHOR]**

DEMOGRAPHIC QUESTIONS

[ASK ALL]

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?

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

D3:

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

- yes
- no

D4:

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

SELECT ONE ONLY

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



D5:

Where were you born?

- born in Canada
- born outside Canada

→ Specify the 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

- 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.
