Baseline and Post-Campaign ACET for Dementia Risk Reduction Advertising Campaign

Methodological Report

Prepared for Health Canada

Supplier name: Ipsos Public Affairs
Contract Number: HT372-23-4772
Contract value: $68,975.20
Award Date: October 10th, 2023
Delivery Date: March 4th, 2024
Registration number: POR 066-23

Ce rapport est aussi disponible en français

POLITICAL NEUTRALITY STATEMENT

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Brad Griffin
President
Ipsos Public Affairs

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March 2024

This public opinion research report presents the methodology of the Baseline and Post-Campaign ACET for Dementia Risk Reduction Advertising Campaign online survey conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The baseline survey was conducted with a sample of n=2,007 Canadians ages 25+ between October 23rd and November 1st, 2023, and the post-campaign survey was conducted with a sample of n=2,019 Canadians ages 25+ between February 1st and February 16th, 2024.

Cette publication est aussi disponible en français sous le titre : Baseline et ACET post-campagne pour la campagne publicitaire de réduction du risque de démence

1. Background

As announced in the 2019 Budget, the Public Health Agency of Canada (PHAC) has received $50 million over five years, starting in 2019–20 and ending in March 2024, to support key elements of the implementation of Canada's first national dementia strategy.

The Public Health Agency of Canada (PHAC) has implemented a social marketing strategy to support dementia prevention and stigma reduction. A two-pronged, phased approach was adopted by focusing first on reducing stigma and increasing awareness of dementia in general, followed by risk reduction awareness and the introduction of healthy lifestyle behaviours.

The focus of the 2023-24 activities focused primarily on risk prevention by continuing to provide information about the various dementia risk factors and the healthy lifestyle actions Canadians can take to help reduce their risk.

Research shows that many Canadians are not aware that there are risk factors for dementia, that a person can take simple actions to help reduce their risk and that dementia, contrary to a popular belief, is actually rarely genetic. The ad campaign messaging aims to generate awareness of the risk factors and in tandem show a simple and accessible action Canadians can take to lower their risk. The desired outcome is that people, having another good reason to take better care of their health, will be motivated to adhere to healthier life behaviours and ultimately reduce their risk of many chronic health conditions and diseases.

A digital campaign showcasing two prominent risk factors ran from February to March 2024. The same messaging may be used again on a larger scale to reach a larger population.

The advertising campaign target audiences are:

- Adults 25+ with a skew to at risk populations: individuals living with or prone to existing health conditions (high blood pressure, obesity, and diabetes), including Black Canadians, East Asians and Indigenous Peoples and individuals who engage in unhealthy behaviours.

2. Research Objectives

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

The objectives of the research were as follows:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen

- Measure recall of specific elements of the campaign
- Measure increased knowledge
- Identify attitudinal and behavioural changes as a result of the advertising campaign

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

Target Audience

The survey will be conducted with adults 25+ with a skew to at risk populations:

- individuals living with or prone to existing health conditions (high blood pressure, obesity, and diabetes) including Black Canadians, East Asians and Indigenous Peoples.

- individuals who engage in unhealthy behaviours.

3. Methodology

3.1 Data collection

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.

The surveys were conducted in English and French, with respondents being able to complete in either language of their choice.   The baseline survey was 8 minutes in length and had 3 open-ended questions. It was mostly based on the established ACET questionnaire, with some campaign specific questions (supplied by Health Canada). The post ACET was 11 minutes in length and had 5 open-ended questions.

The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant according to Web Content Accessibility Guidelines (WCAG2.0AA). Survey panelists had means to communicate their specific accessibility needs to enable survey participation via email.   The survey invitation included the Canadian Research Insights Council (CRIC) survey registration number so that survey respondents had the ability to verify the legitimacy of the survey as a research initiative sponsored by the Government of Canada. Survey respondents were informed of their rights under the Privacy Act, the Personal Information Protection and Electronic Documents Act, and the Access to Information Act, and that respondents' rights were protected throughout the research process.

For the baseline survey a pre-test was conducted on October 23rd, 2023, with 42 completes (20 English / 22 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 October 23rd, 2023, and November 1st, 2023. For the post-campaign survey, a pre-test was conducted on February 1st, 2024, with 39

completes (19 English / 20 French). No issues were flagged. The survey was fully launched and ran between February 1st and February 16th, 2024.

3.2 Sample Frame

The baseline survey was conducted with a sample of n=2,007 Canadians ages 25+ and the post-campaign survey was conducted with a sample of n=2,019 Canadians ages 25+. For both surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information.

For both surveys, quotas were set to ensure representation by region, age, and gender, according to the latest Census information. In both surveys, we observed a natural fall out of the target groups of Canadians 25+ with a skew to at-risk populations. These groups were identified using the following questions:

Living with existing and/or prone to a health condition:

Are you currently living with or are you prone to the following health conditions due to risk factors such as genetics or lifestyle? (Select all that apply)

Hypertension

Obesity

Diabetes

High cholesterol

None of the above

Living with unhealthy behaviours:

In a typical week, how often, if at all, do you have a drink containing alcohol? Enter number of drinks per week. Allowable range 0-50

Target: >10 per week for women and >15 for men

In a typical week, how often, if at all, do you engage in physical activity? Enter number of hours per week. Allowable range 0-70

Target: 1 hour or less per week

In a typical week, how often, if at all, do you smoke cigarettes (include other tobacco products)? Enter number of days per week you smoke at least one. Allowable range 0-7

Target: 7

The following table provides the unweighted sample sizes achieved for the target group.

Sample Breakdown of At-Risk Target

Criteria	Baseline Survey	Post-campaign Survey
Existing and/or prone to health conditions	**1025**	**1118**
- Hypertension	463	537
- Obesity	355	394
- Diabetes	421	449
- High cholesterol	498	590
Unhealthy behaviours	**730**	**740**
- Alcohol consumption >= 10 per week for women and >15 for men	92	97
- Physical activity 1 hour or less per week	436	465
- Daily cigarette smoking	334	315

Sample Breakdown of At-Risk Target by Ethnocultural Background

Criteria	Baseline Survey	Post-campaign Survey
Existing and/or prone to health conditions	**1025**	**1118**
- Black	34	44
- East Asian	51	49
- Indigenous	67	57
- Other	912	996
Unhealthy behaviours	**730**	**740**
- Black	23	21
- East Asian	27	37
- Indigenous	53	49
- Other	659	649

3.3 Participant Recruitment

Sample Source

Ipsos partnered with Canadian Viewpoint Inc., on the fieldwork and in obtaining the required sample Canadian Viewpoint has one of the largest consumer panels at ~300,000 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 2021 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	2007	2007	2019	2019
Region				
British Columbia/Yukon	281	281	282	283
Alberta/ Northwest Territories	221	221	222	222
Prairies (MB/SK)/ Nunavut	140	140	140	141
Ontario	763	763	764	767
Quebec	461	462	469	464
Atlantic Canada	141	140	142	141
Gender				
Male	952	960	897	966
Female	1048	1040	1115	1046
Diverse /Prefer not to answer	7	7	7	7
Age				
25-34	390	404	295	404
35-44	361	361	386	363
45-54	344	341	361	344
55-64	386	380	412	383
65+	526	521	565	524
Gender by Age				
Male 25 - 34	186	200	80	201
Male 35 - 44	181	180	188	181
Male 45 - 54	161	160	172	161
Male 55 - 64	183	180	194	181
Male 65 - 100	241	240	263	241
Female 25 - 34	200	200	213	201
Female 35 - 44	179	180	197	181
Female 45 - 54	182	180	187	181

Female 55 - 64	203	200	217	201
Female 65 - 100	284	280	301	282
Gender Diverse	7	7	7	7

The figures presented in the table above show minimal differences between the unweighted and weighted samples, except for males aged 25-34. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent is 2.5.

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 96% and post-campaign survey was 88%. 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	309	700
Unresolved (U)	**0**	**0**
In-scope non-responding (IS)	**112**	**395**
Responding units (R)	**2397**	**2976**
Participation Rate	**96%**	**88%**

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	390	957
- Qualified Completes	2007	2019
Responding units (R)	**2397**	**2976**

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 25 years and over.

The table below compares the unweighted survey samples to the 2021 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 2021 Proportions	Unweighted Percentage	Census 2021 Proportions
Region*				
British Columbia /Territories	14%	14%	14%	14%
Alberta	11%	11%	11%	11%
Prairies (MB/SK)	7%	7%	7%	7%
Ontario	38%	38%	38%	38%
Quebec	23%	23%	23%	23%
Atlantic	7%	7%	7%	7%

Gender				
Male	47%	48%	44%	48%
Female	52%	52%	55%	52%
Diverse	<1%	<1%	<1%	<1%
Age				
25-34	19%	20%	15%	20%
35-44	18%	18%	19%	18%
45-54	17%	17%	18%	17%
55-64	19%	19%	20%	19%
65+	26%	26%	28%	26%
Gender by Age*				
Male 25 - 34	9%	10%	4%	10%
Male 35 - 44	9%	9%	9%	9%
Male 45 - 54	8%	8%	9%	8%
Male 55 - 64	9%	9%	10%	9%
Male 65 - 100	12%	12%	13%	12%
Female 25 - 34	10%	10%	11%	10%
Female 35 - 44	9%	9%	10%	9%
Female 45 - 54	9%	9%	9%	9%
Female 55 - 64	10%	10%	11%	10%
Female 65 - 100	14%	14%	15%	14%
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 2021 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 8 minutes to complete.

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START SURVEY

</div>

To view our privacy policy, click here.

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

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) What is your gender?

   - Male
   - Female
   - Other [Least Fill]
   - Prefer not to answer [Least Fill]

c) In what year were you born?

       YYYY

     Refused

ADMISSIBLE RANGE 1900- 2004

IF > 1998, THANK AND TERMINATE

ASK D IF "REFUSED" SELECTED AT QUESTION C

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 25 YEARS OLD" 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

IF I do not live in Canada IS SELECTED, THANK AND TERMINATE

SCREENER QUESTIONS TO IDENTIFY CANADIANS 25+ WITH OR PRONE TO EXISTING HEALTH CONDITIONS; OR WHO ENGAGE IN UNHEALTHY BEHAVIOURS

S1. Are you currently living with or are you prone to the following health conditions due to risk factors such as genetics or lifestyle?

SELECT ALL THAT APPLY.
- o Hypertension
- o Obesity
- o Diabetes
- o High cholesterol
- o None of the above

S2. In a typical week, how often, if at all, do you have a drink containing alcohol? Enter number of drinks per week.

Allowable range 0-50. Target: =>10 per week for women and >15 for men

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S3. In a typical week, how often, if at all, do you engage in physical activity? Enter number of hours per week.

Allowable range 0-70. Target 1 hour or less per week

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```

S4. In a typical week, how often, if at all, do you smoke cigarettes (include other tobacco products)? Enter number of days per week you smoke at least one.

Allowable range 0-7. Target 7.

```

```

GROUPING-

n=2,000 surveys to naturally include n=300 from groups 1 & 2

1. **Existing and/or prone to health conditions – S1=Anything other than "None of the above"**
2. **Unhealthy behaviours – S2=>10 per week for women and >15 for men OR S3=<1 hour per week OR S4=7**
3. **Genpop— No health conditions or unhealthy behaviours**

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

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

- ○ yes
- ○ no   **=> GO TO T1A**

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 IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about dementia?

- ○ Yes
- ○ No   **=> GO TO T1D**

T1B:

Where have you seen, read or heard this ad about dementia?

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

        SELECT ALL THAT APPLY

Show headers, Randomize within the headers

Broadcasting	
	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	In a mobile app
Internet website	Online news sites
	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Transit (e.g. Inside/outside bus/subway or bus shelter)	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

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

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

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

[SELET ALL THAT APPLY]

> [RANDOMIZE]
>
> Loss of sense of time
>
> Anxiety
>
> Confusion
>
> Loss of memory
>
> Difficulty being understood
>
> Difficulty understanding others
>
> Depression
>
> Irritability
>
> Aggression
>
> Loss of coordination
>
> Wandering
>
> Changes in sleep
>
> Changes in appetite
>
> Delusions and hallucinations

[THIRD LAST] Other (Please specify):

[SECOND LAST] None of the above

[LAST] Don't know

T1F. As far as you know, what are possible risk factors of dementia? Please read each item in the list and select each one that applies.

[SELET ALL THAT APPLY Randomize]

Genetics/hereditary

Lack of physical activity

Lack of cognitive stimulation

Unhealthy diet

Loneliness/social isolation

Sleep disruption

Depression

Air pollution

Hearing loss

Education level

High cholesterol

Diabetes

High blood pressure

Obesity

Smoking

Alcohol consumption

[THIRD LAST] Other (Please specify):

[SECOND LAST] None of the above

[LAST] Don't know

T1G. What are some of the actions that can help reduce the risks of developing dementia or delaying the onset?

[SELET ALL THAT APPLY Randomize]

Staying active

Avoiding smoking

Limiting alcohol consumption

Wearing a helmet when you bike or ski

Managing chronic health conditions, such as diabetes and high blood pressure

[THIRD LAST] Other (Please specify):

[SECOND LAST] None of the above

[LAST] Don't know

T1H. Which of the following would most likely catch your attention and make you want to learn more about dementia, including its risks and prevention?

[SELECT ONE ONLY Randomize]

A short video explaining the basics

A series of stories or testimonials from people who live with or care for someone with dementia

A quiz that tests and teaches about dementia

A website or guidebook with information and resources

Infographics or visual aids

Written articles or brochures

Webinars or live talks

Other (please specify)

T1I. Have you been diagnosed with dementia?

Yes

No

Don't know

Prefer not to answer

T1J. Do you currently have or have had a family member living with dementia?

Yes

No

Don't know

Prefer not to answer

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DEMOGRAPHIC QUESTIONS

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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

- grade 8 or less
- some high school
- 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

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
- ○ between $150,000 and $200,000
- ○ $200,000 and above
- ○ prefer not to say

[ethnic]

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

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

D5:

Where were you born?

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

ASK IF D5=BORN OUTSIDE CANADA

D6:

In what year did you first move to Canada?

[_____]

YYYY

ADMISSIBLE RANGE: 1900-2023

D7:

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

SELECT UP TO TWO

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

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

4.2 English Post-Campaign Questionnaire

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

Your participation is voluntary, and your responses will be kept entirely confidential. The survey takes about 11 minutes to complete.

START SURVEY

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e) 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.

What is your gender?
   o Male
   o Female
   o Other [Least Fill]
   o Prefer not to answer [Least Fill]

f) In what year were you born?

   ☐
   YYYY

   Refused

ADMISSIBLE RANGE 1900- 2004

IF > 1999 THANK AND TERMINATE

ASK D IF "REFUSED" SELECTED AT QUESTION C

g)   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 25 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

If I do not live in Canada IS SELECTED, THANK AND TERMINATE

SCREENER QUESTIONS TO IDENTIFY CANADIANS 25+ WITH OR PRONE TO EXISTING HEALTH CONDITIONS; OR WHO ENGAGE IN UNHEALTHY BEHAVIOURS

S1. Are you currently living with or are you prone to the following health conditions due to risk factors such as genetics or lifestyle?

      SELECT ALL THAT APPLY.

- o   Hypertension
- o   Obesity
- o   Diabetes
- o   High cholesterol
- o   None of the above

S2. In a typical week, how often, if at all, do you have a drink containing alcohol? Enter number of drinks per week.

Allowable range 0-50. Target: =>10 per week for women and >15 for men

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│   │
└──────────┘

S3. In a typical week, how often, if at all, do you engage in physical activity? Enter number of hours per week.

Allowable range 0-70. Target 1 hour or less per week

┌──────────┐
│   │
└──────────┘

S4. In a typical week, how often, if at all, do you smoke cigarettes (include other tobacco products)? Enter number of days per week you smoke at least one.

Allowable range 0-7. Target 7.

┌──────────┐
│   │
└──────────┘

GROUPING-

n=2,000 surveys to naturally include n=300 from groups 1 & 2

Existing and/or prone to health conditions – S1=Anything other than "None of the above"
Unhealthy behaviours – S2=>10 per week for women and >15 for men OR S3=<1 hour per week OR S4=7
Genpop— No health conditions or unhealthy behaviours

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**

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 IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about reducing your risk of dementia? [INSERT CAMPAIGN TOPIC AREA]? **[STATE TOPIC IN TWO OR THREE WORDS BUT DO NOT DESCRIBE CAMPAIGN THEME]**

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

T1B:

Where have you seen, read or heard this ad about [INSERT CAMPAIGN TOPIC AREA]?

[NOTE: SELECT FROM LIST ALL MEDIA USED IN THE CAMPAIGN. YOU MAY ALSO INCLUDE OTHER MEDIA OF YOUR CHOICE. HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

        SELECT ALL THAT APPLY

Broadcasting	
	Television
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	In a mobile app
Internet website	Online news sites
	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Transit (e.g. Inside/outside bus/subway or bus shelter)	
Other, specify:	

T1C:

What do you remember about this ad?

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ASK ALL RESPONDENTS

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

To a large extent

To a moderate extent

To a small extent

Not at all

Prefer not to answer

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

[SELET ALL THAT APPLY]

      [RANDOMIZE]

      Loss of sense of time

      Anxiety

      Confusion

      Loss of memory

      Difficulty being understood

      Difficulty understanding others

      Depression

      Irritability

      Aggression

      Loss of coordination

      Wandering

      Changes in sleep

      Changes in appetite

      Delusions and hallucinations

      [THIRD LAST] Other (Please specify):

      [SECOND LAST] None of the above

      [LAST] Don't know

T1F. As far as you know, what are possible risk factors of dementia? Please read each item in the list and select each one that applies.

[SELET ALL THAT APPLY Randomize]

      Genetics/hereditary

      Lack of physical activity

      Lack of cognitive stimulation

      Unhealthy diet

Loneliness/social isolation

Sleep disruption

Depression

Air pollution

Hearing loss

Education level

High cholesterol

Diabetes

High blood pressure

Obesity

Smoking

Alcohol consumption

[THIRD LAST] Other (Please specify):

[SECOND LAST] None of the above

[LAST] Don't know

T1G. What are some of the simple actions that can help reduce the risks of developing dementia or delaying the onset?

[SELET ALL THAT APPLY Randomize]

Staying active

Avoiding smoking

Limiting alcohol consumption

Wearing a helmet when you bike or ski

Managing chronic health conditions, such as diabetes and high blood pressure

[THIRD LAST] Other (Please specify):

[SECOND LAST] None of the above

[LAST] Don't know

T1H. Which of the following would most likely catch your attention and make you want to learn more about dementia, including its risks and prevention?

[SELECT ONE ONLY Randomize]

A short video explaining the basics

A series of stories or testimonials from people who live with or care for someone with dementia

A quiz that tests and teaches about dementia

A website or guidebook with information and resources

Infographics or visual aids

Written articles or brochures

Webinars or live talks

Other (please specify)

T1I. Have you been diagnosed with dementia?

Yes

No

Don't know

Prefer not to answer

T1J. Do you currently have or have had a family member living with dementia?

Yes

No

Don't know

Prefer not to answer

AD RECALL QUESTIONS

T1H:

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

[CLICK TO GO TO THE NEXT PAGE]

[RANDOMIZE ORDER OF ADS, SHOW ALL STATIC ADS ON ONE PAGE]

Video (1 video per participant, split sample so ½ sees hypertension video and ½ sees physical activity videos)

🔺 DementiaRiskReduction_BloodPressure_WEB15_EN_H264

🔺 DementiaRiskReduction_PhysicalInactivity_WEB15_EN_H264

Static ads (All in one screen)

🖼 OOH - Hypertension - Eng

🖼 OOH - Physical Inactivity - Eng

📊 Banner - Hypertension - Eng

📊 Banner - Physical Inactivity - Eng

Quiz – (1 quiz per participant, split sample so ½ sees quiz A and ½ sees quiz B)

📊 Native Touch - QUIZ A - EN

📊 Native Touch - QUIZ B - EN

Over the past three weeks, have you seen, read or heard these ads?

        ○   yes
        ○   no   **=> GO TO T1J**

T1I:

Where have you seen, read or heard these ads?

        SELECT ALL THAT APPLY

Broadcasting	
	Television
Online / digital	

Digital/Streaming TV (e.g. Netflix, Disney+)	In a mobile app
Internet website	Online news sites
	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Transit (e.g. Inside/outside bus/subway or bus shelter)	
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 information about dementia.	o	o	o	o	o
These ads help convey how to reduce the risk of dementia.	o	o	o	o	o

T1P: Did you do any of the following as a result of seeing the ad? Please select all that apply.

[ROTATE ITEMS. OTHER SPECIFY AND 'DIDN'T DO ANYTHING' ANCHORED AT END OF LIST.]

- o   Visited the Canada.ca/dementia website
- o   Thought more about dementia risks for myself
- o   Thought more about dementia risks for my family or loved ones
- o   Discussed the dementia risks with a healthcare provider
- o   Shared the information with a friend or family member
- o   Looked for information online on dementia
- o   Made lifestyle changes based on the information I learned
- o   Other (please specify):
- o   I didn't do anything as a result of seeing the ads [EXCLUSIVE]

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   grade 8 or less
o   some high school
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
o   university certificate or diploma below bachelor's level
o   bachelor's degree
o   postgraduate degree above bachelor's level

D3:

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

o   yes
o   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

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   between $150,000 and $200,000
o $200,000 and above
o   prefer not to say

[ethnic]

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

- 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]

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: 1900-2023

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.