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# Post-Opioid Campaign Evaluation

## Methodological Report

### Prepared for Health Canada

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Mike Colledge  
President  
Ipsos Public Affairs



# Post-Opioid Campaign Evaluation Methodological Report

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July 2019

This public opinion research report discusses the methodology of a post-campaign ACET online survey conducted by Ipsos Public Affairs on behalf of Health Canada. The research study was conducted with 2,345 Canadians aged 18 and over, including 447 males aged 20 to 39, who were the target audience. The survey was conducted between June 4 and 30, 2019. This survey is an extension of baseline and post-campaign surveys conducted in 2018 and early 2019. The baseline survey was conducted between October 19 and November 16, 2018, the first post-campaign survey was conducted between December 11 and 21, 2018 and the second post-campaign survey, which evaluated a different ad aimed at the stigma around opioid use, was conducted between February 18 and March 4, 2019.

Cette publication est aussi disponible en français sous le titre : Évaluation après de la campagne sur les opioïdes

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## Executive Summary

### 1. Background

#### 1.1 Summary Statement

The research consisted of a quantitative online survey with a national sample of Canadians aged 18 and over and oversamples of males aged 20-39. In total, n=2,345 (including n=447 males aged 20-39) online surveys were conducted.

The survey was conducted in English and French between June 4 and 30, 2019.

For this survey, RIM weighting<sup>1</sup> was employed to balance demographics by three variables (gender, age and region) to ensure that the survey sample's composition reflects that of the adult population according to 2016 Census data and to provide results intended to approximate the sample universe.

Ipsos programmed, hosted and provided sample management services only, while Health Canada provided the online surveys. Ipsos was responsible for data collection and data storage in Canada, data processing, and data weighting. The total contract value of this research was \$29,659.06 including HST.

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<sup>1</sup> RIM (Random Iterative Method) weighting is used to adjust the sample to ensure it is representative of the target population on two or more characteristics at the same time (i.e. gender, age and region).

## 2. Purpose of the Research

### 2.1 Research Objectives

Health Canada has launched a multi-year advertising campaign on the subject of opioids to address stigma as a barrier to treatment, to raise awareness and understanding of the risks associated with problematic use of opioids (legal and illegal) and to help reduce problematic use, dependence and overdoses.

The purpose of this research was to assess the effectiveness of the advertising campaign. Three ads were tested, each having a different focus:

1. Awareness of the opioid crisis in Canada and what the Government of Canada is doing
2. Addressing stigma related to opioid use
3. Explaining the Good Samaritan Law

Specific research objectives included:

- 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
- Identify attitudinal changes because of the advertising campaign

## Appendices

### Participant Recruitment

#### Sample Source

The Ipsos i-Say panel is the primary source for recruiting respondents. Where necessary, a supplemental sample from third party vendor panels is also used as a source. The Ipsos i-Say online panel is a diversely-sourced and actively maintained panel of over 200,000 Canadian adults. Utilizing this panel allows us to confidently build online samples based on known population characteristics like the ones available through Census data. Invitations to participate in each survey are adjusted to reflect the most recent Current Population Data provided by Statistics Canada.

Online panel participants are recruited and screened using rigorous double and triple opt-in checks<sup>2</sup> to ensure that respondents want to receive contact such as invitations to participate in research surveys. Ipsos i-Say panel Terms and Conditions of Membership details the respondents' rights to, at any time, for any reason ask to be removed from the panel and stop receiving emails from Ipsos and its clients.

Panel recruitment consists of the following steps:

- Various “wide net” methodologies (e.g., email campaigns, affiliate networks, banner ads, text ads, search engine, co-registration, offline-to-online, specialized websites); and,
- Customized incentives and materials for recruiting special targets such as mothers of babies, age group 55+, etc.

It is important to note that any panel – no matter how well recruited – does not enable random selection in the sense that not all members of the public are apt to join a panel. This applies to panels recruited through online approaches as well as panels recruited via traditional telephone Random Digit Dialing.

Rigorous panel maintenance procedures mean only those participants who actively participate in online surveys, at least once every six months, are included. Participants can choose whether to enter a survey or not. While participating in a survey, the respondent can simply exit the survey by closing the survey Internet browser window at any time without submitting their responses if they no longer want to participate.

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<sup>2</sup> The Ipsos online panel is recruited utilizing a double and triple opt-in screening process to ensure maximum return from an engaged and representative audience. After the initial opt-in to the Ipsos online panel, respondents are sent a second and third email to confirm they want to join our panel.

## Incentives

To ensure a high participation rate from our panelists, the i-Say panel provides a number of innovative incentive programs. Ipsos' i-Say online panel participants are incentivized through a points program whereby respondents collect points that can be redeemed for rewards of their choice from a collection of products from online retailers such as gift cards and prizes. Each incentive is tailored to the specific requirements of each survey, depending on the length of the survey, the subject matter of the study, and the time required to complete a minimum number of interviews.

## Sample Details

### Details Related to Target Population

A sampling frame was devised to outline a quota structure representative of Canadian adults 18 years and older, including oversamples of males aged 20-39 years old. All Canadian adults aged 18 years and older were eligible to participate.

### Description of Sample Frame

The Ipsos i-Say online panel consists of over 200,000 Canadian adults recruited through diverse sources and is constantly refreshed. Background data gathered when respondents join the panel allows us to finely target respondents on the basis of key criteria such as region (national samples are typically divided into over 40 submarkets nationwide ensuring accurate distributions within provinces), age, and gender. The results of quota based sampling against these criteria allow us to construct samples that are reflective of Canadian population characteristics. In this instance, sampling quotas were set according to the respondents' region, gender, and age to match a target profile based on Census 2016 data. This serves to underpin the representativeness of the survey results.

All sample surveys and polls may be subject to sources of error, including, but not limited to coverage error and measurement error. Traditional margins of error don't apply to online panel-based samples of general public audiences as the traditional margin of error calculation assumes that the sample measured is a probability sample. As there is no way to measure the probability that any given member of the public may join or be a part of an online panel, these samples are inherently non-probabilistic.

**Non-Response Analysis:** There exists within the current sample the possibility of non-response bias. In particular, this survey would not include members of the population who do not have access to the Internet or who are not capable of responding to a survey in either English or French.



**Extrapolation:** The table below compares the unweighted sample to the 2016 Census results by region, age, and gender, as well as the unweighted geographical and demographic distribution of the sample.

	Unweighted Sample Size	Sample Proportions	2016 Census Proportions
<b>Canada</b>	<b>2,345</b>	<b>100%</b>	<b>-</b>
<b>Region</b>			
British Columbia	298	13%	13.57%
Alberta	254	11%	11.21%
Prairies (SK/MB)	153	7%	6.51%
Ontario	839	36%	38.41%
Quebec	685	29%	23.47%
Atlantic Canada	116	5%	6.83%
<b>Gender</b>			
Male	1263	54%	48.57%
Female	1082	46%	51.43%
<b>Age</b>			
18-24	103	4%	10.49%
25-34	429	18%	16.40%
35-44	377	16%	16.14%
45-54	435	19%	17.91%
55-64	360	15%	17.47%
65+	641	27%	21.14%
Males Aged 20-39	447	19%	16.70%

### Case Dispositions

The following table provides the response dispositions and response rate calculation, as per the former Marketing Research and Intelligence Association’s (MRIA) empirical method of calculating response rates for online surveys.

Calculation for Data Collection <sup>3</sup>	Post-Campaign Survey
<b>Total Email Invitations Issued</b>	<b>28,539</b>
<b>Unresolved (U) (no response)</b>	<b>25,433</b>
<b>In-scope - non-responding (IS) - Qualified respondent break-off (incomplete)</b>	<b>181</b>
<b>In-scope - Responding units (R)</b>	<b>2,925</b>
Over quota	394
Other disqualified	186
Completed Interviews	2,345
<b>Response Rate = R/(U+IS+R)</b>	<b>10%</b>

Sampling is carried out via a proprietary sampling application that allows us to construct complex samples based on the target and screening requirements. To develop the survey sample and minimize non-response, we use a large and diversely sourced panel. In addition, we have the capability of broadening the sample frame further through the inclusion of other actively managed panel resources as needed to ensure the sample requirements are met among the hardest-to-reach audiences (such as younger males).

<sup>3</sup> ‘Unresolved (U)’ indicates no response received to email invitation; ‘In-scope - non-responding (IS)’ indicates qualified respondents who started but did not complete the survey (incomplete); ‘In-scope – responding units (R)’ indicates qualified respondents who started the survey but were disqualified as over-quota or disqualified for other reasons. Valid completes are counted as ‘Completed interviews’.



## Survey Instrument

### ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY

To be conducted after the ads have been run in the media.

#### INTRODUCTION

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 5 minutes to complete.

[START SURVEY](#)

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

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

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 1900-2001  
IF > 2001, THANK AND TERMINATE  
ASK D IF QUESTION C IS LEFT BLANK**

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

#### SELECT ONE ONLY

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

**IF “LESS THAN 18 YEARS OLD” OR “BLANK”, THANK AND TERMINATE**

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

**IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE**

**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**

**Q2:**

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

**SELECT ALL THAT APPLY**

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify \_\_\_\_\_

**Q3:**

What do you remember about this ad?

**Q4:**

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

**CAMPAIGN SPECIFIC QUESTIONS**

**ASK ALL RESPONDENTS**

**T1A:**

Over the past six weeks, have you seen, read or heard any Government of Canada advertising about opioids, stigma or what to do if you witness an opioid overdose?

- Yes
- No

**=> GO TO T1D**

**T1B:**

Where have you seen, read or heard this Government of Canada ad about opioids, stigma or what to do if you witness an opioid overdose?

**SELECT ALL THAT APPLY**

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)
- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify \_\_\_\_\_

**T1C:**

What do you remember about this ad?

**ASK ALL RESPONDENTS**

**T1D:**

How would you describe your level of knowledge about opioids?

- 1 – Not at all knowledgeable
- 2
- 3
- 4
- 5 – Very knowledgeable

**T1E:**

To what extent do you agree or disagree with the following statements...

- 1 – Strongly disagree
- 2
- 3
- 4
- 5 – Strongly agree

There is an opioid crisis in Canada.  
There is a stigma around people who use drugs.  
Stigma toward drug users is a barrier to people getting help.

---

Here are ads that have recently been broadcast on various media. Please make sure your sound is on and click next to see the ads.

**[CLICK TO GO TO THE NEXT PAGE]**

**[RANDOMIZE ORDER OF ADS]**

**T1F\_Ad1\_Awareness:**

Over the past six weeks, have you seen this ad?

- yes
- no

**T1F\_Ad2\_GoodSam:**

Over the past six weeks, have you seen this ad?

- yes
- no

**T1F\_Ad3\_Stigma:**

Over the past six weeks, have you seen this ad?

- yes
- no

**IF NO TO ALL 3 ADS, SKIP TO T1H**

---

**T1G:**

Where have you seen these ads?

**SELECT ALL THAT APPLY**

- cinema
- Facebook
- Internet website
- magazines
- newspaper (daily)

Pre- and Post- Anti-Stigma Opioid Campaign Evaluation – Methodological Report

- newspaper (weekly or community)
- outdoor billboards
- pamphlet or brochure in the mail
- public transit (bus or subway)
- radio
- television
- Twitter
- YouTube
- Instagram
- LinkedIn
- Snapchat
- Spotify
- Other, specify \_\_\_\_\_

**T1H:**

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

**T1I:**

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

**RANDOMIZE STATEMENTS**

	Strongly Disagree				Strongly Agree
These ads caught my attention	1	2	3	4	5
These ads are relevant to me	1	2	3	4	5
These ads are difficult to follow	1	2	3	4	5
These ads do not favour one political party over another	1	2	3	4	5
These ads talk about an important topic	1	2	3	4	5
These ads provide new information	1	2	3	4	5
These ads clearly convey that the Government of Canada is taking action on the opioid crisis.	1	2	3	4	5
These ads gave me an understanding that ending stigma related to opioid use can help save lives.	1	2	3	4	5

**[ASK IF T1F=YES TO ANY AD]**

**T1J:**

Did you do any of the following as a result of seeing these ads?

**SELECT ALL THAT APPLY**

- Visited the Canada.ca/Opioids website
- Became more compassionate towards people who use drugs
- Discussed stigma related to opioid use with a friend or family member
- Learned about how to help end stigma related to opioid use
- Discussed opioids with a friend or family member
- Shared the information on opioids
- Looked for opioid information online
- Looked for information on the Good Samaritan law online
- Thought more about opioids
- Other, specify \_\_\_\_\_
- I didn't do anything as a result of seeing the ad(s)



**DEMOGRAPHIC QUESTIONS**

**D1:**

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

**SELECT ONE ONLY**

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

**D2:**

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

**SELECT ONE ONLY**

- 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
- \$150,000 and above
- prefer not to say





**D5:**

Where were you born?

- born in Canada
- born outside Canada

    ↳ Specify the country:

**ASK IF D5=BORN OUTSIDE CANADA**

**D6:**

In what year did you first move to Canada?

YYYY

**ADMISSIBLE RANGE: 1900-2019**

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**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.**

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