

RAPID AND COST-EFFECTIVE MONITORING OF PERCEPTIONS, KNOWLEDGE AND BEHAVIOURS PHASE 2

Executive Summary

Prepared for Privy Council Office of Canada

Supplier Name: Leger

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This public opinion research methodological report presents the technical aspects of a web survey conducted by Leger Marketing Inc. on behalf of the Privy Council Office of Canada. The research was conducted with Canadians 18 and over who could understand and express themselves in either French or English.

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1. Executive Summary

Leger is pleased to present The Privy Council Office of Canada, as well as the Government of Canada, with this technical report describing the methodology used for the longitudinal study on public perceptions, knowledge and behaviours during the COVID-19 pandemic.

This report was prepared by Leger who was contracted by The Privy Council Office (contract number 35035-200624/001/CY awarded October 8th, 2020). Phase 2 of this project covers waves 9 to 16. Details for the eight previous waves were published under the title: [Implementation of the World Health Organization's Behavioural Insights Covid-19 Survey Tool in the Canadian Context: Rapid and Cost-Effective Monitoring of Public Perceptions, Knowledge and Behaviours](#).

1.1 Background and Objectives

In the context of the COVID-19 pandemic, the Privy Council Office (PCO), the secretariat responsible for providing nonpartisan advice to the Prime Minister and coordinating the work of federal government departments and agencies, needed ongoing access to quantitative data describing the evolution of Canadians' perceptions, attitudes, knowledge, and behaviours in this uncertain context. The Behavioural Insight Tool (BI), developed by the World Health Organization (WHO), was used as the data collection tool for this study. At each survey wave, the collection tool was adjusted to reflect the evolution of the pandemic and the primary data needs of PCO.

The main objectives of this study were to provide PCO and other government departments (e.g., Health Canada & Public Health Agency of Canada) with research-based information on Canadians' perceptions, knowledge and behaviours relating to COVID-19. This includes:

- trust in health authorities, recommendations, and information;
- risk perceptions;
- acceptance of recommended behaviours;
- knowledge;
- barriers/drivers to recommended behaviours;
- misperceptions;
- and stigma.

The results of this public opinion study has been and will be put to various uses by PCO and other federal departments and agencies:

- Track Canadians' evolving perceptions, knowledge and behaviours relating to COVID-19, to better understand how public awareness campaigns and broader government

response efforts have been affecting the population more holistically and to inform whole-of-government decision-making moving forward;

- Compare data trends cross-nationally (i.e., with other allied countries that adopt the WHO BI protocol) in a standardized manner, facilitating a better understanding how the Canadian populace fares relative to other nations on an ongoing basis in their perceptions, attitudes, and knowledge; and
- Enable the Government of Canada to further develop and refine COVID-19 response efforts to meet the specific needs of Canadians. This study was seen as an element of broader public engagement efforts in response to COVID-19 that intend to proactively and iteratively educate and encourage Canadians to play their part in sustained response efforts.

1.2 Notes on The Interpretation of The Findings

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

1.3 Declaration of Political Neutrality and Contact Information

I hereby certify, as chief agent of Leger, that the deliverables are in full compliance with the neutrality requirements of the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, party positions, or the assessment of the performance of a political party or its leaders.

Signed by:

A handwritten signature in blue ink, appearing to read "Christian Zuydam".

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1.4 Methodology

This study was conducted through a web-based survey of the Canadian population aged 18 and over who can speak English or French. The respondents were randomly selected through the Leo panel, our panel of Canadian Internet users comprising nearly half a million Internet users.

A total of sixteen waves of surveys were completed in two phases for this research project, with this report focusing on the second phase, covering waves nine to sixteen. A sample of approximately 2,000 respondents was collected each wave. Since this was a longitudinal study, the objective was to re-invite the 2,000 respondents from wave one in subsequent survey waves. Our goal was to maximize the number of respondents who respond to the maximum number of survey waves. Respondents who cease to participate in subsequent waves were replaced following the gender, age and regional quotas that were implemented in the project.

All respondents were contacted via email by Leger. All invitations were bilingual to ensure that no respondent gets a unilingual invitation in the wrong official language. Each respondent was provided with an invitation that includes preapproved information from PCO regarding the nature of the research (i.e. Government of Canada) including the required information for consent and the rights and obligations of respondents.

Fieldwork for this project took place from November 2nd, 2020 to November 22, 2021. Details of waves nine to sixteen are provided in the following sections.

1.5 Quotas

A series of quotas were implemented for this project. Quotas were cross-referenced by gender and age groups and were also imposed on the region of residence of respondents. The first quota is 50% men and 50% women for the gender sample. These gender quotas were also respected within the following age groups: 18-34, 35-54 and 55 and over. Those gender and age quotas had to be respected at the regional level. The Canadian regions were split as follows:

- Atlantic Canada (Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick);
- Quebec;
- Ontario;
- Manitoba/Saskatchewan/Nunavut;
- Alberta/Northwest Territories;
- British Columbia/Yukon.

The following table details the expected distribution of the sample across the provinces and territories for each wave.

The sample distribution was planned as follows:

Provinces and Territories	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT
# of Respondents	40	80	22	60	400	620	126	106	260	280	2	2	2

As there were no respondents from Nunavut, the two planned respondents were replaced by respondents from Manitoba and Saskatchewan. As for any general population sample derived from a national survey, the final results were weighted by region, age groups, gender, education and the presence of children in the household to make the final samples representative of the actual population of Canada. Details on the weighting factors are presented in a subsequent section of this report.

2. Details for Each Wave

2.1 Pretest

To validate the programming of the questionnaire, a pretest was conducted before each wave of the project. The following table shows the details of those pretests. A validation of frequencies and databases was done after each pretest to ensure that the programming was accurate and functional.

Table 1. Pretest details for waves 9 through 16

Wave 9	
Date of the pretest	November 2 nd , 2020

Number of completed questionnaires	62
Average length during pretest	18.02 min
Wave 10	
Date of the pretest	December 16 th , 2020
Number of completed questionnaires	46
Average length during pretest	19.12 min
Wave 11	
Date of the pretest	February 10 th , 2021
Number of completed questionnaires	48
Average length during pretest	20.25 min
Wave 12	
Date of the pretest	March 17 th , 2021
Number of completed questionnaires	53
Average length during pretest	17.27 min
Wave 13	
Date of the pretest	May 5 th , 2021
Number of completed questionnaires	41
Average length during pretest	18.18 min
Wave 14	
Date of the pretest	June 23 rd , 2021
Number of completed questionnaires	37
Average length during pretest	19 min
Wave 15	
Date of the pretest	August 12 th , 2021
Number of completed questionnaires	32
Average length during pretest	22.01 min
Wave 16	
Date of the pretest	November 16 th , 2021
Number of completed questionnaires	67

Average length during pretest	20.42 min
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2.2 Data collection

Data collection for this project began in November 2020 and was carried out over several waves until November 2021. Each wave lasted between seven and eight days in field. A minimum target of 2,000 respondents for each wave was established. Following the first wave, Léger conducted recontacts to maximize the number of respondents who participated in previous waves and replaced respondents who ceased to participate in subsequent waves following the gender, age and regional quotas. The first days of data collection were aimed at recontacting previous respondents, while the last days of data collection were aimed at replacing the non-returning respondents, due to attrition. The following table details the collection dates and the number of respondents and recontacts for each wave.

It should be noted that wave 15 has fewer than 2,000 respondents. This wave had to be ended before the scheduled end of the field because a federal election was called. The fieldwork had to be completed prematurely since no public opinion research may be conducted during an election campaign.

Table 2. Data collection details for waves 9 through 16

Wave 9	
Start of data collection	November 2 nd , 2020
End of data collection	November 8 th , 2020
Invitations sent	5,359
Recontact	4,487
New respondents	872
Number of completed interviews	2,055
Recontact	2,044
New respondents	11
Survey Length (Average)	24 minutes
Survey Length (Median)	21 minutes
Wave 10	
Start of data collection	December 16 th , 2020
End of data collection	December 22 nd , 2020

Invitations sent	13,218
Recontact	4,464
New respondents	8,754
Number of completed interviews	2,125
Recontact	1,977
New respondents	148
Survey Length (Average)	27 minutes
Survey Length (Median)	30 minutes
Wave 11	
Start of data collection	February 9 th , 2021
End of data collection	February 16 th , 2021
Invitations sent	6,195
Recontact	4,625
New respondents	1,570
Number of completed interviews	2,037
Recontact	2,002
New respondents	35
Survey Length (Average)	27 minutes
Survey Length (Median)	23 minutes
Wave 12	
Start of data collection	March 17 th , 2021
End of data collection	March 24 th , 2021
Invitations sent	10,007
Recontact	4,599
New respondents	5,408
Number of completed interviews	2,070
Recontact	1,974
New respondents	96
Survey Length (Average)	24 minutes
Survey Length (Median)	21 minutes
Wave 13	
Start of data collection	May 5 th , 2021
End of data collection	May 12 th , 2021

Invitations sent	9,152
Recontact	4,038
New respondents	5,114
Number of completed interviews	2,083
Recontact	1,936
New respondents	147
Survey Length (Average)	27 minutes
Survey Length (Median)	23 minutes
Wave 14	
Start of data collection	June 23 rd , 2021
End of data collection	June 29 th , 2021
Invitations sent	10,739
Recontact	4,228
New respondents	6,511
Number of completed interviews	2,025
Recontact	1,896
New respondents	129
Survey Length (Average)	29 minutes
Survey Length (Median)	24 minutes
Wave 15	
Start of data collection	August 12 th , 2021
End of data collection	August 16 th , 2021
Invitations sent	5,628
Recontact	3,068
New respondents	2,560
Number of completed interviews	1,873
Recontact	1,695
New respondents	178
Survey Length (Average)	27 minutes
Survey Length (Median)	23 minutes
Wave 16	
Start of data collection	November 16 th , 2021
End of data collection	November 22 nd , 2021

Invitations sent	14,384
Recontact	2,090
New respondents	666
Number of completed interviews	2,033
Recontact	1,765
New respondents	268
Survey Length (Average)	25 minutes
Survey Length (Median)	22 minutes

2.3. Participation rate

Below is the calculation of the participation rate to the web survey for wave nine to sixteen. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation. For wave nine to sixteen, the participation rate ranges between 15% and 41%.

Table 3. Participation rate for wave 9

Base Sample	5,359
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	2,816
Email invitations bounce back	0
Email invitations unanswered	2,816
EFFECTIVE SAMPLE*	2,191
In-scope non-responding units (IS)	116
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	116
Responding units (R)	2,075
Completed surveys disqualified – quota filled	0

Completed surveys disqualified for other reasons	20
COMPLETED INTERVIEWS	2,055
Participation rate	41%

Table 4. Participation rate for wave 10

Base Sample	13,218
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	10,486
Email invitations bounce back	0
Email invitations unanswered	10,486
EFFECTIVE SAMPLE*	2,391
In-scope non-responding units (IS)	242
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	242
Responding units (R)	2,149
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	24
COMPLETED INTERVIEWS	2,125
Participation rate	17%

Table 5. Participation rate for wave 11

Base Sample	6,195
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	3,380

Email invitations bounce back	0
Email invitations unanswered	3,380
EFFECTIVE SAMPLE*	2,139
In-scope non-responding units (IS)	80
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	80
Responding units (R)	2,059
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	22
COMPLETED INTERVIEWS	2,037
Participation rate	37%

Table 6. Participation rate for wave 12

Base Sample	10,007
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	7,667
Email invitations bounce back	0
Email invitations unanswered	7,667
EFFECTIVE SAMPLE*	2,157
In-scope non-responding units (IS)	64
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	64
Responding units (R)	2,093
Completed surveys disqualified – quota filled	0

Completed surveys disqualified for other reasons	23
COMPLETED INTERVIEWS	2,070
Participation rate	21%

Table 7. Participation rate for wave 13

Base Sample	9,152
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	6,524
Email invitations bounce back	0
Email invitations unanswered	6,524
EFFECTIVE SAMPLE*	2,188
In-scope non-responding units (IS)	87
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	87
Responding units (R)	2,101
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	18
COMPLETED INTERVIEWS	2,083
Participation rate	24%

Table 8. Participation rate for wave 14

Base Sample	10,739
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	8,192
Email invitations bounce back	0

Email invitations unanswered	8,192
EFFECTIVE SAMPLE*	2,123
In-scope non-responding units (IS)	65
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	65
Responding units (R)	2,058
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	33
COMPLETED INTERVIEWS	2,025
Participation rate	20%

Table 9. Participation rate for wave 15

Base Sample	5,628
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	3,239
Email invitations bounce back	0
Email invitations unanswered	3,239
EFFECTIVE SAMPLE*	2,128
In-scope non-responding units (IS)	222
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	222
Responding units (R)	1,906
Completed surveys disqualified – quota filled	0

Completed surveys disqualified for other reasons	33
COMPLETED INTERVIEWS	1,873
Participation rate	35%

Table 10. Participation rate for wave 16

Base Sample	14,384
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	0
Unresolved (U)	11,628
Email invitations bounce back	0
Email invitations unanswered	11,628
EFFECTIVE SAMPLE*	2,193
In-scope non-responding units (IS)	114
Non-response from eligible respondents	0
Respondent refusals	0
Language problem	0
Selected respondent not available (illness; leave of absence; vacation; other)	0
Early break-offs	114
Responding units (R)	2,079
Completed surveys disqualified – quota filled	0
Completed surveys disqualified for other reasons	46
COMPLETED INTERVIEWS	2,033
Participation rate	15%