



Health
Canada

Santé
Canada

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

Executive Summary

Prepared for Health Canada

Supplier name: Ipsos Public Affairs

Contract Number: HT372-215150/001/CY

Contract value: \$64,534.07

Award Date: January 20, 2022

Delivery Date: April 20, 2022

Registration number: POR-108-21

For more information on this report, please contact Health Canada at:

hc.cpab.por-rop.dgcap.sc@canada.ca.

Ce rapport est aussi disponible en français

Canada 



POLITICAL NEUTRALITY STATEMENT

I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

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

Mike Colledge
President
Ipsos Public Affairs



ACET Surveys for COVID-19 Vaccination for Children & Vaccine Booster Advertising Campaign
Executive Summary
April 2022

Prepared for Health Canada and the Public Health Agency of Canada
Supplier name: Ipsos Public Affairs

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

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

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Health Canada. For more information on this report, please contact Health Canada at hc.cpab.por-rop.dgcap.sc@canada.ca or at:

Communications Branch
Health Canada
200 Eglantine Driveway
AL 1915C, Tunney's Pasture
Ottawa, ON K1A 0K9

Catalogue Number:
H14-401/2022E-PDF

International Standard Book Number (ISBN):
978-0-660-43756-9

Related publications (registration number: POR 108-21)
Catalogue Number H14-401/2022F-PDF (Final Report, French)
ISBN 978-0-660-43757-6



Executive Summary

1. Background

1.1 Summary Statement

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

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

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

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

2. Purpose of the Research

2.1 Research Objectives

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

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

The target audience of the research was as follows:



COVID-19 Vaccination for Children Campaign:

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

Vaccine Booster Campaign:

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

3. Methodology

3.1 Online Sample

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

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

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

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

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

1. Do you identify as any of the following? Select all that apply
 - White
 - Indigenous person (First Nations, Inuit or Métis)
 - South Asian
 - Chinese
 - Filipino
 - Southeast Asian



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

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

The sampling methodology utilized email invitations + router technology to invite participants. Each participant received a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete. On average, the online survey for Vaccination for Children took 9 minutes to complete, while Vaccine Booster took 6 minutes to complete.

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