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## Report

# PRE AND POST ADVERTISING CAMPAIGN EVALUATION TOOL (ACET) FOR COVID-19 FALL BOOSTER AND 6 MONTHS-4 YEARS OLD VACCINATION CAMPAIGNS

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## Report

Prepared for Health Canada

Supplier Name: Leger

March 2023

This report presents the methodology of online surveys conducted by Leger on behalf of Health Canada. The research was conducted in two waves, a pre-campaign and a post-campaign. The objective of these surveys was to evaluate two campaigns implemented by the Government of Canada on vaccination against COVID-19. One campaign focused on children's vaccination against COVID-19 while the other was aimed at the general population of Canada and focused on the vaccination of the Canadian population. For both waves, parents and respondents from the general population of Canada (with quotas on Indigenous respondents and respondents for racialized communities) were targeted. The first wave of research (pre-campaign) was conducted between August 25 and September 10, 2022, and the second wave of research (post campaign) was conducted between November 10 and 22, 2022.

Cette publication est aussi disponible en français sous le titre : Évaluation de la base de référence et post-campagne (OECF) pour les campagnes sur la dose de rappel contre COVID-19 de l'automne et celle des vaccins contre la COVID-19 pour les enfants : Les questions.

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# 1. Summary

Leger is pleased to submit this report to Health Canada detailing the methodology of online surveys assessing ad recall for two COVID-19 Vaccination Campaigns. The goals of these campaigns were to raise awareness and provide information to contribute to increase the uptake of the vaccines.

## 1.1 Background and Objectives

The COVID-19 response is a Government of Canada priority, including the availability of vaccines for all people in Canada.

After more than two years of the pandemic, and now that most of Canadian adults are vaccinated with two doses, there is a sense of public fatigue or lack of commitment to public health measures and COVID-19 vaccination. However, it is important to remember that the COVID-19 virus is still present and that it is important for Canadians to go get their booster doses and to have their children vaccinated.

Having this in mind, two campaigns were created by the Government of Canada. The first one targeted parents of children six months to four years of age and had the following objectives:

- Provide parents with the credible information they need to make an informed decision to vaccinate their children;
- Reassure parents that authorized vaccines are safe and effective for children and prevent severe illness and complications;
- Provide parents with information so they can feel confident in vaccinating their children even if they perceive the risk of serious illness from COVID-19 to be low and the risk from a new vaccine to be high;
- Increase intention to vaccinate children.

The second one targeted the general population of Canada with quotas on indigenous respondents and respondents from racialized communities and had the following objective of encouraging people living in Canada who are fully vaccinated and eligible, to get their booster and additional shots when they are available to them.

Given that the advertising investment for these campaigns exceed \$1 million, Health Canada was required to conduct evaluations of the campaigns using the Advertising Campaign Evaluation Tool (ACET).

The objectives of the research were as follows:

- Determine if respondents had seen the advertisements associated with the campaigns;
- Determine where the ads had been seen;
- Measure recall of specific elements of the campaigns;
- Identify attitudinal changes as a result of the advertising campaigns.

## **1.2 Application of results**

The results of this research will allow Health Canada and the Public Health Agency of Canada to assess the recall of the ad campaigns based on feedback from the survey data and analysis.

## **1.3 Methodology—Quantitative research**

Quantitative research was conducted through online surveys using Computer Aided Web Interviewing (CAWI) technology.

The target audiences for the survey were the general Canadian population and parents of children between 6 months and 12 years old. It should be noted that for the pre-test of the campaign, only parents of children aged 6 months to 4 years were targeted. For the post-test, parents of children aged 6 months to 12 years were targeted.

Quotas were set to ensure a minimum of the main target audiences of interest, namely 18–34-year-olds, individuals who identify as Indigenous or belong to a racialized community, as well as parents of children 6-months-to-4-years-old in the general population portion of the sample. A minimum quota of 500 was set for 18–34-year-olds. The rest were soft quotas that helped ensure reaching a sufficient subsample size for each of the targets: 90 Indigenous-identifying individuals, 440 racialized communities, and 200 parents of children 6 months to 4 years old were the established soft quotas for the general population portion. No regional quotas were set but we ensured a minimum number in every region of the country.

Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of the parents’ sample of this survey by gender, regions, and language, whereas the general population sample was weighted by gender, age, language, education level, place of birth, and ethnicity.

Since a sample drawn from an Internet panel is non-probabilistic in nature, the margin of error cannot be calculated for this survey. Details regarding the weighting procedures and participation rate can be found in Appendix A.

Leger meets the strictest quantitative research guidelines. The questionnaire was prepared in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research— Online Surveys.

The details of the methodology and more information on Leger’s quality control mechanisms are presented in Appendix A. The questionnaire for the baseline is presented in Appendix B and the questionnaire for the post-campaign is presented in Appendix C.

***Details for the baseline study***

Fieldwork for the baseline portion of the survey was conducted from August 25 to September 9, 2022, for the parents’ portion, and from August 30 to September 10 for the general population portion. The national participation rate for the survey was around 7% for the parent’s portion and 13% for the general population portion. Calculation of the Web survey’s participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on August 25, 2022.

A total sample of 600 parents of children aged between 6 months and 4 years old were surveyed in all regions of the country, as well as 2,000 Canadian adults from the general population. The following table shows the effective samples collected:

**Table 1. Distribution by Region for the first wave (baseline)**

<b>Regions</b>	<b>Parents sample n=</b>	<b>General population sample n=</b>
Atlantic	38	119
Quebec	139	458
Ontario	226	782
Prairies (Saskatchewan + Manitoba)	51	140
Alberta	58	206
British Columbia + Territories	88	295
<b>TOTAL</b>	<b>600</b>	<b>2,000</b>

The following table shows the effective sample collected by Leger for each target:

**Table 2. Distribution by Target Audiences for the first wave (baseline)**

<b>Group</b>	<b>Parents sample n=</b>	<b>General population sample n=</b>
Parents of children 6 months-4 years old	600	247
18–34-year-old respondents	263	560
Indigenous-identifying respondents	23	127
Racialized communities (excluding Indigenous)	146	334

### ***Details for the post-campaign study***

Fieldwork for the second wave of the survey (post-campaign) was conducted from November 10 to 19, 2022, for the parents' portion and from November 10 to November 22, 2022, for the general population portion. The national participation rate for the survey was around 7% for the parents' portion and 13% for the general population portion, similar to the baseline survey. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on November 10, 2022.

A total sample of 1,001 parents of children aged between 6 months and 12 years old (with a quota of 200 parents of children of 6 months to 4 years of age) were surveyed in all regions of the country, as well as 2,000 Canadian adults from the general population. The following table shows the effective samples collected:

**Table 3. Distribution by Region for the second wave (post-campaign)**

<b>Regions</b>	<b>Parents sample n=</b>	<b>General population sample n=</b>
Atlantic	64	148
Quebec	231	459
Ontario	369	777
Prairies (Saskatchewan + Manitoba)	78	123
Alberta	122	221
British Columbia + Territories	137	272
<b>TOTAL</b>	<b>1,001</b>	<b>2,000</b>

The following table shows the effective sample collected by Leger:

**Table 4. Distribution by Target Audiences for the second wave (post-campaign)**

<b>Group</b>	<b>Parents sample n=</b>	<b>General population sample n=</b>
Parents of children 6 months-4 years old	1,001	255
18-34 year old respondents	292	572
Indigenous-identifying respondents	55	101
Racialized communities (excluding Indigenous)	231	375

#### **1.4 Notes on the interpretation of the findings**

The opinions and observations expressed in this document do not reflect those of the Public Health Agency of Canada. This report was compiled by Leger based on research conducted specifically for this project. This research is non-probabilistic; the results cannot be applied to the general population of Canada. The research was not designed with this objective in mind.

#### **1.5 Declaration of political neutrality and contact information**

I hereby certify, as Executive VP 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.

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# Appendix A—Detailed research methodology

## A.1 Quantitative methodology

### A.1.1 Methods

Research was conducted through online surveys using Computer Aided Web Interviewing (CAWI) technology.

Leger adheres to the most stringent guidelines for quantitative research. The survey was in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research – Series A—fieldwork and data tabulation for online surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the Privacy Act.

The questionnaire for the first wave is presented in Appendix B and the questionnaire for the second wave is presented in Appendix C.

### A.1.2 Sampling Procedures

#### *Computer Aided Web Interviewing (CAWI)*

Participant selection was done randomly from *LegerWeb's* online panel. Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

Since an Internet sample (from the panel) is non-probabilistic in nature, the margin of error does not apply.

### A.1.3 Data Collection

Fieldwork for the first wave was conducted from August 25 to September 9, 2022, for the parent portion and from August 30 to September 10, 2022, for the general population portion. The national participation rate for the survey was around 7% for the parents' portion and 13% for the general population portion. A pre-test of the questionnaire in English and French was completed on August 25, 2022. No changes were made to the questionnaire following the pre-test, so the pre-test results were included in the final results. To achieve data reliability in all subgroups, a total sample of 2,600 Canadians were surveyed, in all regions of the country (600 respondents for the parent portion and 2,000 from the general population).

Fieldwork for the second wave of the survey was conducted from November 10 to 19, 2022, for the parent portion and from November 10 to November 22, 2022, for the general population portion. The national participation rates for the survey were similar to those of the first wave. A pre-test of the questionnaire in English and French was completed on November 10, 2022. No changes were made to the questionnaire following the pre-test, so the pre-test results were included in the final results. To achieve data reliability in all subgroups, a total sample of 3,001 Canadians were surveyed, in all regions of the country (1,001 respondents for the parent portion and 2,000 from the general population).

Based on data from Statistics Canada's 2021 national census, Leger weighted the results of the parents' sample of this survey by gender, regions, and language, whereas the general population sample was weighted by gender, age, language, education level, place of birth, and ethnicity. The weight of each of the subgroups surveyed was then adjusted to ensure representativeness of the Canadian population. More details on the weighting procedures are presented in a following section.

### A.1.4 Participation Rate for the Web Survey

The national participation rate for the survey was around 7% for the parents' portion and 13% for the general population portion, both for the baseline and post-campaign waves. Below is the calculation of the participation rate to those web surveys. 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.

**Table 5. Participation rate for the first wave (baseline)**

	Parents	General population
<b>Invalid cases</b>		
Invitations mistakenly sent to people who did not qualify for the study	708	293

Incomplete or missing email addresses	-	-
<b>Unresolved (U)</b>	<b>7,564</b>	<b>12,575</b>
Email invitations bounce back	16	22
Email invitations unanswered	7,548	12,553
<b>In-scope non-responding units (IS)</b>	<b>124</b>	<b>187</b>
Non-response from eligible respondents	-	-
Respondent refusals	66	85
Language problem	-	-
Selected respondent not available (illness; leave of absence; vacation; other)	-	-
Early breakoffs	58	102
<b>Responding units (R)</b>	<b>610</b>	<b>2008</b>
Completed surveys disqualified – quota filled	10	8
Completed surveys disqualified for other reasons	-	-
Completed interviews	600	2,000
<b>POTENTIAL SAMPLE (U+IS+R)</b>	<b>8,298</b>	<b>14,770</b>
<b>Participation rate = <math>R \div (U + IS + R)</math></b>	<b>7.4%</b>	<b>13.6%</b>

**Table 6. Participation rate for the second wave (post-campaign)**

	Parents	General population
<b>Invalid cases</b>		
Invitations mistakenly sent to people who did not qualify for the study	778	307
Incomplete or missing email addresses	-	-
<b>Unresolved (U)</b>	<b>12,975</b>	<b>12,937</b>
Email invitations bounce back	18	24
Email invitations unanswered	12,957	12,913
<b>In-scope non-responding units (IS)</b>	<b>161</b>	<b>180</b>
Non-response from eligible respondents	-	-
Respondent refusals	68	65

Language problem	-	-
Selected respondent not available (illness; leave of absence; vacation; other)	-	-
Early breakoffs	93	115
<b>Responding units (R)</b>	<b>1,014</b>	<b>2,000</b>
Completed surveys disqualified – quota filled	13	0
Completed surveys disqualified for other reasons	-	-
<b>Completed interviews</b>	<b>1,001</b>	<b>2,000</b>
<b>POTENTIAL SAMPLE (U+IS+R)</b>	<b>14,150</b>	<b>15,117</b>
<b>Participation rate = <math>R \div (U + IS + R)</math></b>	<b>7.2%</b>	<b>13.2%</b>

#### A.1.5 Non-Response Bias and Additional Socio-Demographic Analysis

For both baseline and post-test surveys, the participation rate for the parents’ portion and the general population portion were around 7% and 13% respectively. A 13% participation rate among the general population is consistent with similar surveys. On the other hand, because of the particularity of the target audience of parents of children aged between 6 months old and 4 years old, Leger had to invite a large number of parents to participate. Since the age of children is only identified by age brackets in the profile of the panelists, the question was asked to a large number of parents in order to identify those who qualify for the survey and reach the quotas. This explains why the parents’ participation rate is lower than that of the general population.

#### A.1.6 Unweighted and Weighted Samples

##### Parents baseline and post-survey samples

The tables below present the geographic, gender and language distribution of the parents’ target, before and after weighting for both survey waves.

Some proportions did not align with the actual population. The quotas placed for specific targets (parents, 18-34-year-olds, Indigenous, and racialized minorities) account for the discrepancies with the actual Canadian population. The weighting process corrected those differences.

**Table 7. Unweighted and weighted parents sample distribution by region**

Province / Territory	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
British Columbia + NT	88	86	137	143
Alberta	58	70	122	116
Prairies	51	38	78	64
Ontario	226	226	369	378
Quebec	139	138	231	230
Atlantic Canada	38	43	64	71

**Table 8. Unweighted and weighted parents sample distribution by gender**

Gender	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
Male	305	314	512	524
Female	294	285	488	476

**Table 9. Unweighted and weighted parents sample distribution by language**

Language	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
English	439	460	733	754
French	150	118	234	196
Other	47	53	92	103

**General population baseline and post-survey samples**

The tables below present the geographic, gender, age, language, education level, place of birth, and ethnicity distribution of the general population target, before and after weighting for both survey waves.

Some proportions did not align with the actual population. The quotas placed for specific targets (parents, 18-34-year-olds, Indigenous, and racialized minorities) account for the discrepancies with the actual Canadian population. The weighting process corrected those differences.

**Table 10. Unweighted and weighted general population sample distribution by region**

Province or territory	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
British Columbia + NT	295	278	272	278
Alberta	206	223	221	223
Prairies	140	129	123	129
Ontario	782	774	777	774
Quebec	458	462	459	462
Atlantic Canada	119	135	148	135

**Table 11. Unweighted and weighted general population sample distribution by gender**

Gender	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
Male	976	967	980	971
Female	1,016	1,025	1,014	1,025

**Table 12. Unweighted and weighted general population sample distribution by age**

Age	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
18 to 24	225	202	224	202
25 to 34	335	332	348	332
35 to 44	322	330	320	330
45 to 54	353	314	366	314
55 to 64	345	351	358	351
65+	420	472	384	472

**Table 13. Unweighted and weighted general population sample distribution by language**

Language	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
English	1,429	1,434	1,447	1,477
French	455	394	468	394
Other	205	243	184	203

**Table 14. Unweighted and weighted general population sample distribution by education level**

Education	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
High School or less	483	601	424	579
College / Trade	644	845	637	868
University	873	553	939	553

**Table 15. Unweighted and weighted general population sample distribution by place of birth**

Place of birth	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
Canada	1,694	1,562	1,619	1,562
Other	303	434	378	436

**Table 16. Unweighted and weighted general population sample distribution by ethnicity**

Ethnicity	Baseline		Post-campaign	
	Unweighted	Weighted	Unweighted	Weighted
White	1,539	1,537	1,512	1,524
Chinese	132	124	101	96
Indigenous person	127	96	63	71
South Asian	85	87	118	115
Black	47	49	136	110
Other cultural groups	175	202	167	169

#### **A.1.7 Weighting factors for both waves**

The same weighting process was applied respectively to the parents 'sample and the general population sample for both waves of this study. Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required.

We had two different targets: general population, and parents of children aged between 6 months and 12 years old. Two different weightings were applied, one per profile.

Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of the parents’ sample of this survey by gender, region, and language, whereas the general population sample was weighted by gender, age, language, education level, place of birth, and ethnicity.

The following tables illustrate the proportion allocated to each target audience in the **parents’ sample** for both waves.

**Table 17. Weighting by gender and region for parents’ sample**

<b>Gender*Region</b>	<b>Weighting</b>
British Columbia Male	7.40
British Columbia Female	6.89
Alberta Male	6.38
Alberta Female	5.23
Saskatchewan Male	1.63
Saskatchewan Female	1.28
Manitoba Male	1.80
Manitoba Female	1.64
Ontario Male	19.75
Ontario Female	17.97
Quebec Male	11.70
Quebec Female	11.23
New Brunswick Male	1.20
New Brunswick Female	1.04
Nova Scotia Male	1.51
Nova Scotia Female	1.39
Prince Edward Island / Newfoundland And Labrador Male	1.07
Prince Edward Island / Newfoundland And Labrador Female	0.89
Total	100%



**Table 18. Weighting by language and region for parents' sample**

Language * Region	Weighting
Francophone – Rest of Canada	2.45
Francophone – Quebec	17.16
Non-francophone – Rest of Canada	74.62
Non-francophone – Rest of Canada	5.77
Total	100%

The following tables illustrate the proportion allocated to each target audience in the **general population** sample for both waves.

**Table 19. Weighting by gender, age, and region for general population**

Region * Gender * Age	Weight
British Columbia Male 18-24	0.69
British Columbia Male 25-34	1.18
British Columbia Male 35-44	1.12
British Columbia Male 45-54	1.04
British Columbia Male 55-64	1.16
British Columbia Male 65+	1.60
British Columbia Female 18-24	0.65
British Columbia Female 25-34	1.17
British Columbia Female 35-44	1.15
British Columbia Female 45-54	1.12
British Columbia Female 55-64	1.24
British Columbia Female 65+	1.83
Alberta Male 18-24	0.61
Alberta Male 25-34	1.01
Alberta Male 35-44	1.09
Alberta Male 45-54	0.91
Alberta Male 55-64	0.90
Alberta Male 65+	0.99
Alberta Female 18-24	0.57
Alberta Female 25-34	1.01
Alberta Female 35-44	1.09
Alberta Female 45-54	0.91
Alberta Female 55-64	0.92
Alberta Female 65+	1.13
Manitoba/Saskatchewan Male 18-24	0.38

Manitoba/Saskatchewan Male 25-34	0.56
Manitoba/Saskatchewan Male 35-44	0.55
Manitoba/Saskatchewan Male 45-54	0.48
Manitoba/Saskatchewan Male 55-64	0.53
Manitoba/Saskatchewan Male 65+	0.66
Manitoba/Saskatchewan Female 18-24	0.35
Manitoba/Saskatchewan Female 25-34	0.55
Manitoba/Saskatchewan Female 35-44	0.56
Manitoba/Saskatchewan Female 45-54	0.49
Manitoba/Saskatchewan Female 55-64	0.55
Manitoba/Saskatchewan Female 65+	0.78
Ontario Male 18-24	2.12
Ontario Male 25-34	3.32
Ontario Male 35-44	3.00
Ontario Male 45-54	2.98
Ontario Male 55-64	3.29
Ontario Male 65+	4.04
Ontario Female 18-24	1.97
Ontario Female 25-34	3.27
Ontario Female 35-44	3.19
Ontario Female 45-54	3.20
Ontario Female 55-64	3.47
Ontario Female 65+	4.85
Quebec Male 18-24	1.09
Quebec Male 25-34	1.80
Quebec Male 35-44	1.89
Quebec Male 45-54	1.76
Quebec Male 55-64	2.07
Quebec Male 65+	2.70
Quebec Female 18-24	1.04
Quebec Female 25-34	1.78
Quebec Female 35-44	1.89
Quebec Female 45-54	1.74
Quebec Female 55-64	2.11
Quebec Female 65+	3.21
Atlantic Regions Male 18-24	0.32
Atlantic Regions Male 25-34	0.47
Atlantic Regions Male 35-44	0.47
Atlantic Regions Male 45-54	0.52

Atlantic Regions Male 55-64	0.63
Atlantic Regions Male 65+	0.85
Atlantic Regions Female 18-24	0.30
Atlantic Regions Female 25-34	0.47
Atlantic Regions Female 35-44	0.50
Atlantic Regions Female 45-54	0.55
Atlantic Regions Female 55-64	0.67
Atlantic Regions Female 65+	0.99

**Table 20. Weighting by CMA for general population**

<b>CMA</b>	<b>Weight</b>
British Columbia (Vancouver CMA)	7.37
British Columbia (Other)	6.55
Alberta (Calgary CMA)	3.90
Alberta (Edmonton CMA)	3.73
Alberta (Other)	3.50
Saskatchewan	2.93
Manitoba	3.51
Ontario (Toronto CMA)	16.92
Ontario (Other)	21.79
Quebec (Montreal CMA)	11.57
Quebec (Quebec City CMA)	2.30
Quebec (Other)	9.22
New-Brunswick	2.16
Nova-Scotia	2.71
Prince-Edward-Island	0.42
Newfoundland and Labrador	1.44
Total	100%

**Table 21. Weighting by language and region for general population**

<b>Language * Region</b>	<b>Weighting</b>
Francophone – Rest of Canada	2.45
Francophone – Quebec	17.28
Non-francophone – Rest of Canada	74.47
Non-francophone – Rest of Canada	5.81
Total	100%

**Table 22. Weighting by education level for general population**

<b>Education level</b>	<b>Weighting</b>
Primary/College	72.33
University – Rest of Canada	21.81
University - Quebec	5.86
Total	100%

**Table 22. Weighting by presence of children in the household for general population**

<b>Presence of children in the household</b>	<b>Weighting</b>
Yes	27.67
No	72.33
Total	100%

**Table 23. Weighting by ethnicity for general population**

<b>Ethnicity</b>	<b>Weighting</b>
Indigenous	4.81
Other	95.19
Total	100%

**Table 23. Weighting by place of birth for general population**

<b>Place of birth</b>	<b>Weighting</b>
Canada	78.10
Other	21.90
Total	100%

## Appendix B— Baseline Questionnaires

### Parents of children 6 months – 4 years old

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 [BASELINE: 5 minutes / POST-CAMPAIGN: 7 minutes] to complete.

START SURVEY

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

If you require any technical assistance, please contact XXX.

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) What is your gender?

- Male
- Female
- Other

- Prefer not to answer
- c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2004  
IF > 2004, 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

- f) 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

e1. Are you the parent or legal guardian of a child age 6 months to 4 years?

Yes (please enter number of children) [NUMERIC TEXT BOX]

No

[IF YES IN E1 ASK E2, ELSE TERMINATE]

e2. Please enter the age of your child(ren) below. If your child is under 1 years old, please enter

0

Child 1 [NUMERIC TEXT BOX, RANGE 0-6]

Child 2 [NUMERIC TEXT BOX, RANGE 0-6]

[INSERT CHILD BOXES FOR NUMBER OF CHILDREN - CHILD 1, CHILD 2, CHILD 3, ETC.]

CORE QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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 IN BASELINE AND POST-CAMPAIGN SURVEYS]

ASK ALL RESPONDENTS

T1A:

Over the past six weeks, have you seen, read or heard any Government of Canada advertising about COVID-19 vaccines for children?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about COVID-19 vaccines for children?

[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

Printed publications	
Flyer/postcard/brochure (by mail)	
Online magazine	
Broadcasting	
Radio	
Online / digital	
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
<p>The following are examples of signage locations.</p> <p>Please select those that apply or add ones specific to campaign.</p>	
	Highway billboard
	Point-of-sale display
	Restroom
Digital billboard	Shopping mall
Doctor's office	



Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D: Thinking about your child(ren) aged 6 months to 4 years, do you intend for them to get vaccinated against COVID-19?

- Yes, they have already been vaccinated (skip to T1F)
- Yes, as soon as it is available, regardless of the vaccine type
- Yes, as soon as it is available, but only if it is a non mRNA vaccine
- Yes, but will wait a bit before getting my child(ren) vaccinated
- No, I will not get my child(ren) vaccinated
- I do not make these decisions
- Not sure

T1E: Which of the following factors would make you more likely to vaccinate your child(ren) against COVID-19? Please choose your top three. [Randomize]

- Assurance from my health professional that the vaccines are safe for my children
- More information on the potential long-term effects of my children being infected with COVID-19
- More information on children who have received the COVID-19 vaccine, e.g. from clinical trials involving children or from real world use, including data on safety and effectiveness
- International health organizations saying the vaccine is safe for kids based on findings from testing around the world
- Being able to get my child vaccinated at a convenient location in my community
- Assurance that I can be with my child(ren) during the vaccination
- Seeing or hearing about friends, family or others I know personally getting their child(ren) vaccinated
- More information on the benefits of vaccinating children, i.e. protection from severe illness and long COVID
- More information on how vaccines work and build immunity in children

- Getting more information about risks to children from COVID-19 (e.g. “Long COVID”) and hospitalizations
- Nothing would make me more likely to vaccinate my child(ren) against COVID-19
- Receiving a financial incentive
- Information about best timing of another dose, based on the risk in my community
- Other, please specify:
- Don’t know

T1F: How much do you agree or disagree with each of the following statements, in general...

[COLUMNS]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don’t know

Prefer not to answer

[ROWS, RANDOMIZE]

- a. COVID-19 vaccines are safe for children under 5 years of age.
- b. COVID-19 vaccines are safe for children aged 5 to 12 years.
- c. A child who has had COVID-19 should still get vaccinated.
- d. Vaccination can help keep children safe from severe illness and the potential long-term effects of COVID-19.
- e. Vaccination provides longer-lasting protection against severe illness than natural immunity.

T1G:

Has the recent COVID-19 pandemic had an impact on your confidence in vaccinations in general?

- I am a lot less confident now
- I am somewhat less confident now
- About the same as before
- I am somewhat more confident now
- I am a lot more confident now
- Don’t know

DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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

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 \$39,999
- between \$40,000 and \$59,999
- between \$60,000 and \$79,999
- between \$80,000 and \$99,999
- between \$100,000 and \$149,999
- between \$150,000 and \$199,999
- \$200,000 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: 1900-2022

D7:

You may belong to one or more racial or cultural groups on the following list. Please select all that apply.

- White
- South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- Chinese
- Black
- Filipino
- Latin American
- Arab
- Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Thai, Laotian, etc.)
- West Asian (e.g., Iranian, Afghan, etc.)
- Korean
- Japanese
- Indigenous person [First Nations, Métis or Inuk (Inuit)]
- Other, please specify:

D8:

What is the language 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 [INSERT DEPARTMENT/AGENCY]. 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.

## General population

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 [BASELINE: 5 minutes / POST-CAMPAIGN: 7 minutes] to complete.

START SURVEY

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

If you require any technical assistance, please contact XXX.

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) What is your gender?

- Male
- Female

- Other
- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, 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

D3:

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

- yes
- no

[IF YES IN D3 ASK E1]

E1.

Are you the parent or legal guardian of a child age 6 months to 4 years?

Yes

No

CORE QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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 IN BASELINE AND POST-CAMPAIGN SURVEYS]**

**ASK ALL RESPONDENTS**

T1A:

Over the past six weeks, have you seen, read or heard any Government of Canada advertising about COVID-19 vaccines?

- Yes
- No => GO TO T1D

T1B:

Where have you seen, read or heard this ad about COVID-19 vaccines?

[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**

Printed publications	
Flyer/postcard/brochure (by mail)	

<b>Broadcasting</b>	
Radio	Television
<b>Online / digital</b>	
	Snapchat
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
Online news sites	Web search (e.g. Google, Bing)
	YouTube
<b>Out-of-home (indoor and outdoor signage)</b>	
<p><b>The following are examples of signage locations.</b></p> <p><b>Please select those that apply or add ones specific to campaign.</b></p>	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D: Have you received a COVID-19 vaccine (at least one dose)?

Yes

- o No (skip to T1F)

T1E: How many doses have you received?

- o 1
- o 2
- o 3
- o 4+
- o Don't know

T1F: To what extent do you agree with the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
You can catch COVID-19 multiple times.						
You can get COVID-19 even if vaccinated.						
You are less likely to get seriously ill from COVID-19 if you are vaccinated (e.g. not be hospitalized).						
It is important to stay up to date with COVID-19 vaccinations.						
Staying up to date with COVID-19 vaccinations includes boosters.						
The immunity provided by a COVID-19 infection is short-lived and not as effective.						
Protection against COVID-19 is longer with vaccination and more effective than immunity from infection.						

T1G: How likely are you to keep your COVID-19 doses up to date (i.e. continue to receive them as you become eligible for additional doses)?

- o Very likely
- o Somewhat likely
- o Not very likely
- o Not at all likely

- Don't know

T1H: If COVID-19 vaccines were offered as a routine vaccine (e.g. annually), how likely would you be to get one?

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

T1I:

Has the recent COVID-19 pandemic had an impact on your confidence in vaccinations in general?

- I am a lot less confident now
- I am somewhat less confident now
- About the same as before
- I am somewhat more confident now
- I am a lot more confident now
- Don't know

DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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

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 \$39,999
- between \$40,000 and \$59,999

- between \$60,000 and \$79,999
- between \$80,000 and \$99,999
- between \$100,000 and \$149,999
- between \$150,000 and \$199,999
- \$200,000 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: 1900-2022

D7:

You may belong to one or more racial or cultural groups on the following list. Please select all that apply.

- White
- South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- Chinese
- Black

- Filipino
- Latin American
- Arab
- Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Thai, Laotian, etc.)
- West Asian (e.g., Iranian, Afghan, etc.)
- Korean
- Japanese
- Indigenous person [First Nations, Métis or Inuk (Inuit)]
- Other, please specify:

D8:

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 [INSERT DEPARTMENT/AGENCY]. 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.

## **Appendix C – Post-campaign Questionnaires**

### **Parents of children 6 months – 12 years old**

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 [BASELINE: 5 minutes / POST-CAMPAIGN: 7 minutes] to complete.

START SURVEY

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

If you require any technical assistance, please contact XXX.

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) What is your gender?



- Male
  - Female
  - Other
  - Prefer not to answer
- c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, 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

- f) 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

D7:

You may belong to one or more racial or cultural groups on the following list. Please select all that apply.

- White
- South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- Chinese
- Black
- Filipino
- Latin American

- Arab
- Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Thai, Laotian, etc.)
- West Asian (e.g., Iranian, Afghan, etc.)
- Korean
- Japanese
- Indigenous person [First Nations, Métis or Inuk (Inuit)]
- Other, please specify:

D8:

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

SELECT UP TO TWO

- English
- French
- Other language, specify \_\_\_\_\_

e1. Are you the parent or legal guardian of a child age 6 months to 12 years?

Yes (please enter number of children) [NUMERIC TEXT BOX]

No

[IF YES IN E1 ASK E2, ELSE TERMINATE]

e2. Please enter the age of your child(ren) below. If your child is under 1 years old, please enter 0

Child 1 [NUMERIC TEXT BOX, RANGE 0-12]

Child 2 [NUMERIC TEXT BOX, RANGE 0-12]

[INSERT CHILD BOXES FOR NUMBER OF CHILDREN - CHILD 1, CHILD 2, CHILD 3, ETC.]

CORE QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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 IN BASELINE AND POST-CAMPAIGN SURVEYS]**

**ASK ALL RESPONDENTS**

T1A:

Over the past six weeks, have you seen, read or heard any Government of Canada advertising about COVID-19 vaccines for children?

Yes

No => GO TO T1D

T1B:

Where have you seen, read or heard this ad about COVID-19 vaccines for children?

[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**

Printed publications	

Broadcasting	
Radio	Television
Online / digital	
Digital/Connected TV (e.g. Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV,)	
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
<p>The following are examples of signage locations.</p> <p>Please select those that apply or add ones specific to campaign.</p>	
	Highway billboard
	Point-of-sale display
	Restroom
Digital billboard	Shopping mall
Doctor's office	
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D: Thinking about your child(ren) aged 6 months to 12 years, do you intend for them to get vaccinated against COVID-19?

- Yes, they have already been vaccinated (skip to T1F)
- Yes, as soon as it is available, regardless of the vaccine type
- Yes, as soon as it is available, but only if it is a non mRNA vaccine
- Yes, but will wait a bit before getting my child(ren) vaccinated
- No, I will not get my child(ren) vaccinated
- I do not make these decisions
- Not sure

[ASK IF “Yes, they have already been vaccinated” in T1D]

T1Db: What were your reasons for getting your child(ren) vaccinated against COVID-19? Please select all that apply.

- To protect themselves or family or household members from COVID-19 infection
- To reduce the severity of illness if they do get COVID-19.
- Based on public health recommendations
- To prevent the spread of COVID-19 in my community
- To reduce the stress on the public health care system
- My child(ren) is/are at risk for more severe outcomes from COVID-19 infection because of a health condition and/or disability
- The COVID-19 vaccine was recommended by a health care professional
- The COVID-19 vaccine was available and offered
- For travel purposes
- To help restore a more normal life (e.g., to reduce disruption in society, reduce social isolation, lift public health measures, etc.)
- Other, please specify: \_\_\_\_\_
- Don't know
- Prefer not to answer

T1E: Which of the following factors would make you more likely to vaccinate your child(ren) against COVID-19? Please choose your top three. [Randomize]

- Assurance from my health professional that the vaccines are safe for my children
- More information on the potential long-term effects of my children being infected with COVID-19
- More information on children who have received the COVID-19 vaccine, e.g. from clinical trials involving children or from real world use, including data on safety and effectiveness
- International health organizations saying the vaccine is safe for kids based on findings from testing around the world
- Being able to get my child vaccinated at a convenient location in my community
- Assurance that I can be with my child(ren) during the vaccination
- Seeing or hearing about friends, family or others I know personally getting their child(ren) vaccinated
- More information on the benefits of vaccinating children, i.e. protection from severe illness and long COVID
- More information on how vaccines work and build immunity in children
- Getting more information about risks to children from COVID-19 (e.g. "Long COVID") and hospitalizations
- Nothing would make me more likely to vaccinate my child(ren) against COVID-19
- Receiving a financial incentive
- Information about best timing of another dose, based on the risk in my community
- Other, please specify:
- Don't know

T1F: How much do you agree or disagree with each of the following statements, in general...

[COLUMNS]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know

Prefer not to answer

[ROWS, RANDOMIZE]

- a. COVID-19 vaccines are safe for children under 5 years of age.
- b. COVID-19 vaccines are safe for children aged 5 to 12 years.
- c. A child who has had COVID-19 should still get vaccinated.
- d. Vaccination can help keep children safe from severe illness and the potential long-term effects of COVID-19.
- e. Vaccination provides longer-lasting protection against severe illness than natural immunity.

T1G:

Has the recent COVID-19 pandemic had an impact on your confidence in vaccinations in general?

- I am a lot less confident now
- I am somewhat less confident now
- About the same as before
- I am somewhat more confident now
- I am a lot more confident now
- Don't know

AD RECALL QUESTIONS [ASK IN POST-CAMPAIGN SURVEY ONLY]

T1H:

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

[INSERT VIDEO ONE ON PAGE]



[INSERT PRINT AND RADIO ADS ON ANOTHER PAGE]

[CLICK TO GO TO THE NEXT PAGE]

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

yes

no

=> GO TO T1J

T1J:

Where have you seen, read or heard these ads?

[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

Printed publications	
Broadcasting	
Radio	Television
Online / digital	
Digital/Connected TV (e.g. Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV,)	
Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
<b>The following are examples of signage locations.</b>	
<b>Please select those that apply or add ones specific to campaign.</b>	

	Highway billboard
	Point-of-sale display
	Restroom
Digital billboard	Shopping mall
Doctor's office	
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the government of Canada has information about COVID-19 vaccination for children.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

These ads clearly convey the COVID-19 vaccines increase protection against severe illness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
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DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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

- some high school or less
- 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

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 \$39,999
- between \$40,000 and \$59,999
- between \$60,000 and \$79,999
- between \$80,000 and \$99,999
- between \$100,000 and \$149,999
- between \$150,000 and \$199,999
- \$200,000 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: 1900-2022

That concludes the survey. This survey was conducted on behalf of [INSERT DEPARTMENT/AGENCY]. 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.

## General population

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce 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 [BASELINE: 5 minutes / POST-CAMPAIGN: 7 minutes] to complete.

START SURVEY

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

If you require any technical assistance, please contact XXX.

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) What is your gender?

- Male
- Female

- Other
  - Prefer not to answer
- c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2004

IF > 2004, 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

D3:

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

- yes
- no

ASK IF YES TO D3

E1. Are you the parent or legal guardian of a child aged 6 months to 4 years?

- yes
- no

D7:

You may belong to one or more racial or cultural groups on the following list. Please select all that apply.

- White



- South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- Chinese
- Black
- Filipino
- Latin American
- Arab
- Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Thai, Laotian, etc.)
- West Asian (e.g., Iranian, Afghan, etc.)
- Korean
- Japanese
- Indigenous person [First Nations, Métis or Inuk (Inuit)]
- Other, please specify:

D8:

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

SELECT UP TO TWO

- English
- French
- Other language, specify \_\_\_\_\_

CORE QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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 IN BASELINE AND POST-CAMPAIGN SURVEYS]**

**ASK ALL RESPONDENTS**

T1A:

Over the past six weeks, have you seen, read or heard any Government of Canada advertising about COVID-19 vaccines?

- Yes
- No => GO TO T1D

T1B:

Where have you seen, read or heard this ad about COVID-19 vaccines?

[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**

<b>Printed publications</b>	
Flyer/postcard/brochure (by mail)	
<b>Broadcasting</b>	
Radio	Television
<b>Online / digital</b>	
Digital/Connected TV (e.g. Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV,)	Snapchat

Facebook	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Instagram	Twitch
Internet website	Twitter
Online news sites	Web search (e.g. Google, Bing)
	YouTube
<b>Out-of-home (indoor and outdoor signage)</b>	
<b>The following are examples of signage locations.</b>	
<b>Please select those that apply or add ones specific to campaign.</b>	
Arena/stadium	Highway billboard
Airport	Point-of-sale display
Cinema	Restaurant
On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	
Other, specify:	

T1C:

What do you remember about this ad?

ASK ALL RESPONDENTS

T1D: Have you received a COVID-19 vaccine (at least one dose)?

- Yes
- No (skip to T1F)

T1E: How many doses have you received?

- 1
- 2
- 3
- 4+
- Don't know

T1F: To what extent do you agree with the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
You can catch COVID-19 multiple times.						
You can get COVID-19 even if vaccinated.						
You are less likely to get seriously ill from COVID-19 if you are vaccinated (e.g. not be hospitalized).						
It is important to stay up to date with COVID-19 vaccinations.						
Staying up to date with COVID-19 vaccinations includes boosters.						
The immunity provided by a COVID-19 infection is short-lived and not as effective.						
Protection against COVID-19 is longer with vaccination and more effective than immunity from infection.						

T1G: How likely are you to keep your COVID-19 doses up to date (i.e. continue to receive them as you become eligible for additional doses)?

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

T1H: If COVID-19 vaccines were offered as a routine vaccine (e.g. annually), how likely would you be to get one?

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

T1I:

Has the recent COVID-19 pandemic had an impact on your confidence in vaccinations in general?

- I am a lot less confident now
- I am somewhat less confident now
- About the same as before
- I am somewhat more confident now
- I am a lot more confident now
- Don't know

AD RECALL QUESTIONS [ASK IN POST-CAMPAIGN SURVEY ONLY]

T1H:

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

[INSERT VIDEO ONE ON PAGE]

[INSERT PRINT AND RADIO ADS ON ANOTHER PAGE]

[CLICK TO GO TO THE NEXT PAGE]

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



On school campus	Restroom
Digital billboard	Shopping mall
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	
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	2	3	4	5
	Strongly Disagree				Strongly Agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that everyone should stay up-to-date with their COVID-19 vaccinations and why.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**DEMOGRAPHIC QUESTIONS [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]**

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D2:

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