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Canada

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# Seasonal Flu Advertising Campaign – Advertising Campaign Evaluation Tool (ACET)

Methodological Report

## Prepared for Health Canada

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Canada 



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

Mike Colledge  
President  
Ipsos Public Affairs



Seasonal Flu Advertising Campaign – Advertising Campaign Evaluation Tool (ACET)  
Methodological Report

Prepared for Health Canada and the Public Health Agency of Canada  
Supplier name: Ipsos Public Affairs  
March 2023

This public opinion research report presents the methodology of the Seasonal Flu Advertising Campaign – Advertising Campaign Evaluation Tool (ACET) online survey conducted by Ipsos Public Affairs on behalf of Health Canada and the Public Health Agency of Canada. The survey was conducted with a sample of n=2306 Canadians ages 18+ between February 14<sup>th</sup> and March 6<sup>th</sup>, 2023.

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## Executive Summary

### 2. Background

Influenza, also known as the flu, is a respiratory illness caused primarily by the influenza A and B viruses. It is one of the leading causes of death in Canada, averaging 12,200 hospitalizations and 3,500 deaths in Canada each year. Influenza activity is usually low in the spring and summer, begins to rise during the fall, and peaks in the winter months.

Everyday preventative actions such as frequent hand washing and covering coughs help to limit the spread of influenza. However, the most effective way to prevent the flu is by getting a yearly flu shot. The optimal time to receive the flu shot is in the fall before influenza begins spreading in the community.

Health Canada (HC) and the Public Health Agency of Canada (PHAC) ran the 2022-23 Seasonal Flu Vaccine Advertising Campaign from November 14, 2022, until January 13, 2023. The goal of the campaign was to raise awareness of the importance of the flu vaccine, particularly in high-risk groups, and to provide individuals with information to help them to self-identify as being at higher risk of complications from getting the flu. Another goal was to encourage people in close contact with high-risk populations to get a flu shot to protect themselves and those at high risk.

### 3. Research Objectives

HC and PHAC are looking to assess the impact of its Seasonal Flu Advertising Campaign in raising awareness of the importance of getting a seasonal flu vaccine for at-risk populations and those in close contact with at-risk populations. This would be done with a post-campaign survey to see the effect of the communications intervention.

The objectives of the research are 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
- Identify attitudes towards the advertising campaign

The results of this research will allow HC and PHAC to evaluate the recall of this campaign.

The Government of Canada's Policy on Communications and Federal Identity requires the evaluation of all advertising campaigns exceeding \$1 million in media through the Advertising Campaign Evaluation Tool (ACET).

#### Target Audience

The primary target audience is Canadians 18 years and older. The target audience for the campaign are four (4) at-risk and vulnerable groups of Canadians and people in close contact with these groups



1. People at higher risk of flu-related complications, including:
  - Adults with certain chronic health conditions such as:
    - Cancer and other immune-compromising conditions
    - Diabetes
    - Heart disease
    - Lung disease
    - Anemia
    - Obesity
    - Kidney disease
    - Neurological or neurodevelopmental conditions
2. Adults aged 65 years and older
3. Parents of children under 5 years of age
4. People who are pregnant
5. People in close contact with at-risk populations

## **4. Methodology**

### **4.1 Online Sample**

Respondents for the survey samples were drawn from a trusted partner panel vendor, Canadian Viewpoint Inc. The survey was conducted with a sample of n=2,306 Canadians ages 18+. Interviews were conducted in the language of their choice, either English or French.

A pre-test was launched on February 14, 2023, with 78 completes (56 English / 22 French). An open-ended question was asked at the end of the survey where any problems, questions, or unclear questions could be brought to our attention; no issues were flagged. The survey was fully launched and ran between February 15 and March 6, 2023.

Quotas were set to ensure representation by region, age, and gender, according to the latest Census information.

The sampling methodology utilized email invitations and 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 interviews took 10 minutes to complete.

### **3.2 Participant Recruitment**

#### **Sample Source**

Ipsos partnered with sub-contractor Canadian Viewpoint Inc. Canadian Viewpoint has one of the largest consumer panels with ~300,000 active panelists. Like Ipsos, Canadian Viewpoint uses mixed-medium strategies (phone/online/in-person) to build its panel to allow more representative samples. Canadian Viewpoint's online consumer panel is also recruited using post screeners during telephone surveys, Facebook,



online vetted lists and in-person studies. Incentives were not used for recruitment purposes to ensure quality, but respondents were incentivized for completing the survey, which is directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources. We informed Health Canada and PHAC before we engaged with other approved panel vendors.

The comprehensive background profiling data were gathered when respondents joined the panel through screener questions, which allowed for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, intention to buy a home within 12 months, profession, and other characteristics.

The online survey was conducted using Computer Assisted Web Interviewing (CAWI). Every panelist opted-in or chose to participate in research surveys. Panelists that meet the criteria we were looking for were randomly selected and sent an email invitation to complete the survey. Participants were offered a choice to complete the survey in either English or French.

The survey platform was Accessibility for Ontarians with Disabilities Act (AODA) compliant, according to Web Content Accessibility Guidelines (WCAG2.0AA).

#### *Incentives and Quality Control Measures*

Canadian Viewpoint use a multi-faceted approach to quality, integrating controls and best practices into every phase of the process. Panel members come from diverse fully certified sources. A dedicated team monitors performance by source using feedback loops and continuous reporting to prevent fraud. Our dedicated team monitors the panels for potentially fraudulent behavior, and blocks these people from ever entering a survey via safeguards that includes:

- A double opt-in authentication process
- Cash incentives, in the form of cheques to ensure confirmation of our panelist identity
- Respondents provide us with legitimate information about their identity and address and allow them to receive their incentive cheque
- Immediate examination of suspicious email addresses, suspicious behavior, or unrealistic completion
- Fast and permanent removal of offenders
- CVI works with our clients to set up customized data quality checks for the surveys that we program. When we are providing Sample Only, the client is ultimately responsible for setting up their own data quality checks
- We limit invitations to 3 x a week. The average respondent receives 1.38 surveys a month from Ipsos and completes 5 - 6 surveys per year
- CVI keeps the participation history, join date and source of the respondent on file. Project analysis of such data is available to our clients upon request
- Proprietary Verification is a suite of quality control procedures, including digital fingerprinting, address verification against USPS databases (standard in the US and Canada,) and third-party verification upon request



## Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample to ensure that the final data reflects the general adult population by region, age, and gender according to the 2021 Census. A Random Iterative Method (RIM) technique was applied for weighing.

### Weighted and Unweighted Online Sample

	Post-wave Survey	
	Unweighted Sample Size	Weighted Sample Size
<b>Canada</b>	<b>2306</b>	<b>2306</b>
<b>Region</b>		
British Columbia/Yukon	317	323
Alberta/Northwest Territories	257	254
Prairies (MB/SK)/ Nunavut	149	161
Ontario	892	876
Quebec	533	530
Atlantic Canada	158	161
<b>Gender</b>		
Male	1127	1137
Female	1170	1160
Diverse	9	9
<b>Age</b>		
18-24	234	252
25-34	374	368
35-44	375	365
45-54	418	409
55-64	420	410
65+	485	501

The figures presented in the table above show minimal differences between the unweighted and weighted samples. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent is 1.08, which is well within acceptable ranges for a survey of the general population.





## Email Statistics

For this survey, a sample router was used. Therefore, a response rate cannot be calculated. However, the participation rate for the post-wave survey was 91%. The participation rate is calculated as follows: (qualified completes + over quota + terminates)/click-through).

Completions	Post-wave Survey
<b>Click-Through</b>	<b>4250</b>
- Partial Completes	383
- Terminates	<b>662</b>
- Over quota	<b>893</b>
<b>Qualified Completes</b>	<b>2306</b>
<b>Participation Rate</b>	<b>91%</b>

## Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The data have been weighted to reflect the demographic composition of Canadian adults aged 18 years and over.

The table below compares the unweighted survey samples to the 2021 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population.

	Post-wave Survey	
	Unweighted Percentage	Census 2021 Proportions
<b>Canada</b>	<b>2036</b>	
<b>Region</b>		
British Columbia/Yukon	14%	14%
Alberta/Northwest Territories	11%	11%
Prairies (MB/SK)/ Nunavut	6%	7%
Ontario	39%	38%
Quebec	23%	23%
Atlantic Canada	7%	7%
<b>Gender</b>		
Male	49%	49%
Female	51%	51%



Diverse	<1%	<1%
<b>Age</b>		
18-24	10%	11%
25-34	16%	17%
35-44	16%	17%
45-54	18%	16%
55-64	18%	18%
65+	21%	24%

\* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the 2021 Census data.



## 5. Appendix – Survey Questionnaire

---

### 4.1 English Questionnaire

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

**Your participation is voluntary, and your responses will be kept entirely confidential.** The survey takes about 10 minutes to complete.

[START SURVEY](#)

To view our privacy policy, [click here](#).

If you require any technical assistance, please contact Ipsos at [daniel.kunasingam@ipsos.com](mailto:daniel.kunasingam@ipsos.com)

---

a) Does anyone in your household work for any of the following organizations?

**SELECT ALL THAT APPLY**

- A marketing research firm
- A magazine or newspaper
- An advertising agency or graphic design firm
- A political party
- A radio or television station
- A public relations company
- The federal or provincial government
- None of these organizations [**Exclusive**]

**IF “NONE OF THESE ORGANIZATIONS” CONTINUE, OTHERWISE THANK AND TERMINATE.**

---

b) Are you...?

- Male gender
  - Female gender
  - 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**

---

E1) Are you the parent or legal guardian of a child aged 5 years old or younger?

Yes (please enter number of children) **[NUMERIC TEXT BOX] [ALLOW RESPONSES 1-10]**

No

**[If Yes in E1 ask E2 , else skip to F]**

---

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 0-5]

Child 2 [NUMERIC TEXT BOX, RANGE 0-5]

**[INSERT CHILD BOXES FOR NUMBER OF CHILDREN - CHILD 1, CHILD 2, CHILD 3,...CHILD 10]**

---

F) Has a doctor or other health care professional ever told you that you have any of the following? Select all that apply

**[RANDOMIZE]**

1. Anemia
2. Diabetes
3. High blood pressure or hypertension
4. Heart disease, heart attack or stroke
5. Asthma
6. Chronic lung disease and COPD
7. Bronchitis and emphysema
8. Allergies
9. A mental health condition
10. Cystic fibrosis
11. Kidney disease
12. Liver disease or end stage liver disease
13. Cancer
14. A compromised immune system
15. Neurological/neurodevelopmental conditions
16. Overweight or obesity
17. None of the above **[Exclusive] [Anchor]**

---

**IF female or other asks:**

**g)**

Are you currently pregnant?

- Yes
- No

---

**Prov.**

In which province or territory do you live?

**SELECT ONE ONLY**

- Alberta
- British Columbia
- Manitoba
- New Brunswick



- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- I live elsewhere [TERMINATE]

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

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

**ASK ALL RESPONDENTS**

**Q1:**

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

- Yes
- No

**=> GO TO T1A**

**Q3:**

Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

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

**ASK ALL RESPONDENTS**

**T1A:**

Over the past two months, have you seen, read or heard any Government of Canada advertising about getting your flu vaccine?

- Yes
- No

**=> GO TO T1D**

**T1B: [ASK IF T1A = “Yes”]**

Where have you seen, read or heard this ad about getting your flu vaccine? **[Randomize within headers]**

**[NOTE: SELECT FROM THE 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**

Online/Digital	
1. Facebook	5. Online news sites
2. In a mobile app	6. TikTok
3. Instagram	7. Web search (e.g. Google, Bing)
4. Internet website	8. YouTube
Out-of-home (indoor and outdoor signage)	
<b>The following are examples of signage locations. Please select those that apply or add ones specific to campaign</b>	
9. On school campus	13. Highway billboard
10. Digital billboard	14. Pharmacy
11. Doctor's office	15. Transit (e.g. Inside/outside bus/subway or bus shelter)
12. Elevator	
Mandatory option(s):	
16. Other, specify:	

**T1C: [ASK IF T1A = “Yes”]**

What do you remember about this ad?

---

**ASK ALL RESPONDENTS**

**CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE**

**T1D:**

How worried are you, if at all, that you or someone else in your family would get the seasonal flu this fall or winter?

- Very worried
  - Somewhat worried
  - Not very worried
  - Not at all worried
- 

**T1E:**

Did you get the seasonal flu shot this flu season?

- Yes
  - No
  - Don't know
- 

[If T1E = "No" ask T1F, else skip to T1G] **[RANDOMIZE]**

**T1F:**

Why didn't you get the seasonal flu shot this flu season? Select all that apply.

- I am healthy/I never get the flu
  - I have concerns about the seasonal flu vaccine or its side effects
  - I do not need it
  - It does not work
  - I have never gotten a seasonal flu shot before
  - Getting the seasonal flu is not that serious
  - I have a negative reaction to flu shots
  - I am afraid of needles
  - Other, specify \_\_\_\_\_ **[ANCHOR]**
- 

**T1G:**





How did the COVID-19 pandemic affect your likelihood of getting the seasonal flu shot this flu season? Would you say you were:

- More likely to get the seasonal flu shot
- Less likely to get the seasonal flu shot
- Did not affect your likelihood of getting the seasonal flu shot

---

**T1H1:**

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]**

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

**[INSERT VIDEO] [4 videos (each separate screen)]**

Video 1: SeasonalFlu2022\_CMC\_WEB20\_16-9\_EN

Video 2: SeasonalFlu2022\_Parents\_WEB20\_16-9\_EN

Video 3: SeasonalFlu2022\_Pregnant\_WEB20\_16-9\_EN

Video 4: SeasonalFlu2022\_Seniors\_WEB20\_16-9\_EN

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

**T1H2:**

Over the past two months, have you seen, read or heard these ads?

- Yes



No

=> GO TO T1J

**T11: [ASK IF T1A = “Yes”]**

Where have you seen, read or heard these ads? **[Randomize within headers]**

**[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**

Online/Digital	
5. Facebook	5. Online news sites
6. In a mobile app	6. TikTok
7. Instagram	7. Web search (e.g. Google, Bing)
8. Internet website	8. YouTube
Out-of-home (indoor and outdoor signage)	
<b>The following are examples of signage locations. Please select those that apply or add ones specific to campaign</b>	
13. On school campus	13. Highway billboard
14. Digital billboard	14. Pharmacy
15. Doctor's office	15. Transit (e.g. Inside/outside bus/subway or bus shelter)
16. Elevator	
Mandatory option(s):	
16. 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 it is important to get the flu shot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

**T2K:**

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



## RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
The advertising motivated me to get the flu shot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertising reminded me about getting the flu shot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertising taught me who is most at-risk from the seasonal flu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertising taught me that I can help protect at-risk or vulnerable people by getting the flu shot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertising provided a website that I can go to for more information about the flu shot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 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
  - [IN QUEBEC] Secondary 2 or less
  - [IN QUEBEC] Secondary 2 to 5
  - 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: [ASK ALL]**

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

- Yes
  - No
- 

**D4:**

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

**SELECT ONE ONLY**

- Under \$20,000



- Between \$20,000 and \$40,000
  - Between \$40,000 and \$60,000
  - Between \$60,000 and \$80,000
  - Between \$80,000 and \$100,000
  - Between \$100,000 and \$150,000
  - Between \$150,000 and \$200,000
  - \$200,000 and above
  - Prefer not to say
- 

**D5:**

Where were you born?

- Born in Canada
- Born outside Canada
  - ↳ Specify the country:

**ASK IF D5=BORN OUTSIDE CANADA**

---

**D6: Add Validation: Year moved to Canada cannot be before year of birth**

In what year did you first move to Canada?

YYYY

**ADMISSIBLE RANGE: 1900-2023**

---

**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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