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2024-02-27 (Post)  
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## METHODOLOGY SUMMARY

### CHILDHOOD VACCINATION ADVERTISING CAMPAIGN (2024) POR 46-23

**PREPARED BY: ELEMENTAL DATA COLLECTION**

**PREPARED FOR: HEALTH CANADA (PHAC)**

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Canada 

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## INTRODUCTION

Health Canada (PHAC) commissioned Elemental Data Collection to administer a Pre/Post online survey to study the current vaccination awareness levels among the Canadian public. This program was also used to understand the effectiveness of its current vaccination awareness media campaign. Online surveys were conducted in two waves from from September 26<sup>th</sup>, 2023, to October 7<sup>th</sup>, 2023, in the pre-wave and February 16<sup>th</sup>, 2024, to February 27<sup>th</sup>, 2024, in the post-wave for a total sample of 4,740 Canadians, 18 years of age and older.

The following sections outline the methodology used to conduct the study, including the research objectives, sample design and data collection procedures.

### 1.1 Background

Vaccination is recognized as one of the greatest public health achievements of the last century, likely saving more lives in the last 50 years than any other health intervention. For continued success, however, high population vaccination coverage rates need to be attained and sustained. Immunization not only protects the individual, but also, in many instances, provides community protection against vaccine- preventable diseases through herd immunity. Sadly, reported uptake rates are falling short of national and international targets. An increasing number of parents are choosing to delay and/or refuse some or all vaccines leading to faltering community protection. Clusters of unvaccinated individuals have provided fertile ground for recent major outbreaks of vaccine preventable diseases such as measles, mumps, rubella, poliomyelitis and pertussis.

Vaccines are a cost-effective tool to control and eliminate life-threatening diseases that were once very common in Canada. Since the introduction of vaccines and routine vaccination programs, the incidence of pertussis, measles and polio has been reduced by 96%, 99% and 100%, respectively. Childhood vaccines save an estimated 2–3 million lives worldwide every year, which has contributed substantially to the reduction in global infant mortality rate from 65 per 1,000 live births in 1990 to 29 in 2018. Yet, vaccine-preventable disease (VPD) cases are still reported every year, primarily among infants and seniors who have not been vaccinated. Maintaining a high vaccine coverage rate is essential to maintaining low disease rates.

As part of its efforts on addressing gaps in childhood vaccine coverage rates in Canada, the Public Health Agency of Canada (PHAC) has developed awareness campaigns for years on the importance and safety of routine childhood vaccines for children aged 0-6.

## 1.2 Research Objectives

Through the use of a survey, PHAC is now executing a childhood routine vaccination campaign, which targets Canadian parents, caregivers, people planning a pregnancy and expectant parents, and those planning an adoption and adoptive parents. The campaign aims to increase awareness among vaccine-hesitant parents, caregivers, people planning a pregnancy and expectant parents in Canada of the importance of vaccination and keeping up-to-date, as well as contribute to decreasing hesitancy towards childhood vaccinations in Canada by providing factual credible information addressing key concerns towards vaccinations.

## 1.3 Contract Value

The total contract value of this research was \$62,629.57, including HST.

## 1.4 Political Neutrality Statement

I hereby certify as a Representative of Elemental Data Collection 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.



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## METHODOLOGICAL SUMMARY

### 2.1 Survey Methodology

Both a pre and post campaign online survey were conducted with a proportionate stratified sample of 4,740 Canadians, 18 years of age and older. Based on a sample of this size, the overall results are expected to provide results accurate to within  $\pm 1.42\%$ , 19 times out of 20 (adjusted to take into account sample stratification). Details regarding the methodology are outlined below.

### 2.2 Sample Design and Selection

Quotas were set to ensure that each of the two waves of the project would target  $n=2,370$  completes with a minimum of 500 respondents each wave to be parents of children under 6/expecting parents.

Strata	Completed Interviews	Margin of Error (%)
Atlantic Provinces	337	$\pm 5.34$
Quebec	1,098	$\pm 2.96$
Ontario	1,809	$\pm 2.30$
Prairies ( <i>includes Nunavut</i> )	318	$\pm 5.50$
Alberta ( <i>includes Northwest Territories</i> )	522	$\pm 4.29$
British Columbia ( <i>includes Yukon</i> )	656	$\pm 3.83$
Canada	4,740	$\pm 1.42$

Based on a sample of this size, the results can be considered accurate to within  $\pm 1.42\%$ , 19 times out of 20.

Screening questions were used to ensure that all respondents were eligible (i.e., Industry, Canadians at least 18 years of age at the time of the survey). Also – additional questions were asked to track whether respondents were parents of children under 6 or were expecting.

### 2.3 Fieldwork

The online surveys was administered to 4,740 respondents, from September 26<sup>th</sup>, 2023, to October 7<sup>th</sup>, 2023, in the pre-wave and February 16<sup>th</sup>, 2024, to February 27<sup>th</sup>, 2024, in the post-wave, using computer-assisted web interviewing (CAWI) technology. The data collection was carried out by Elemental Data Collection in Ottawa, Ontario. Online interviews were conducted in the respondent's official language of choice. The average length of time required to complete an interview was 6 minutes.

The sponsorship of the study was revealed as the Government of Canada. All survey respondents were informed that participation is voluntary and that information collected is protected under the authority of privacy legislation.

## 2.4 Response Rate

In total, 50,729 Canadian online respondents were approached. The overall response rate for this survey was 10.48%. This is consistent with typical response rates for online surveys of the general public conducted over this length of field period. The table below presents the detailed information.

Online Disposition Table	TOTAL	Pre-Wave	Post Wave
Total	50729	26217	24512
Unresolved (U)	43507	22485	21022
In-scope - Non-responding (IS)	1908	1076	832
<i>Termination</i>	778	456	322
<i>Refusal</i>	1130	620	510
In-scope - Responding units (R)	5314	2656	2658
<i>Completed Interview</i>	4740	2370	2370
<i>NQ - Age</i>	15	9	6
<i>NQ - Industry</i>	559	277	282
Response Rate	10.48%	10.13%	10.84%

The response rates were calculated using the formula:  $R=R/(U+IS+R)$ .

## 2.5 Data Analysis

Weighting adjustments were applied to the survey data to ensure that the results were representative of the Canadian population aged 18 years of age and older. Specifically, the survey results were weighted by region, gender and age according to the most recent Statistics Canada census of the population.

The following table presents a breakdown of actual and weighted completions by regional strata.

Strata	Unweighted Sample Size	Weighted Sample Size
Atlantic Provinces	337	319
Quebec	1,098	1,090
Ontario	1,809	1,830
Prairies/Nunavut	318	308
<i>Alberta</i> /Northwest	522	528
British Columbia/Yukon	656	665
<b>Total</b>	<b>4,740</b>	<b>4,740</b>

## 2.6 Non-response Analysis

A non-response analysis was conducted to assess the potential for non-response bias. Non-response is the result of a unit of the sample not participating in the survey—either refusing to take part in the survey (a refusal) or not being reached during the data collection period (non-contact). Non-response results in biases in the survey sample when there are differences between respondents and non-respondents.

To undertake the analysis for this survey, the unweighted sample distribution by gender, age, household income, employment status and level of education was compared to the actual population (based on 2021 Census figures from Statistics Canada).

	Survey Sample (Unweighted)	Population (Census 2021)	% diff (+/-)	Survey Sample (weighted)
18-34	18.71%	26.69%	-7.32%	26.71%
35-54	35.89%	32.19%	1.10%	32.20%
55+	45.40%	41.11%	6.23%	41.09%
Male	47.06%	48.76%	1.24%	48.68%
Female	52.94%	51.24%	-1.24%	51.15%
Under \$20,000	6.41%	4.74%	1.80%	6.70%
\$20,000 to under \$40,000	16.76%	14.64%	-0.95%	16.52%
\$40,000 to under \$80,000	33.12%	28.41%	-0.98%	33.02%
\$80,000 and over	43.70%	52.21%	0.13%	43.76%
Employed	56.37%	57.10%	3.76%	59.07%
Unemployed	4.54%	6.56%	-1.99%	4.61%
Not in labour force	39.09%	36.34%	-1.77%	36.32%
No certificate, degree or diploma	3.21%	16.15%	-10.05%	3.20%
High school certificate or equivalent	19.79%	26.69%	-8.64%	19.81%
Apprenticeship or trades certificate or diploma	7.45%	8.71%	-2.86%	7.13%
College, CEGEP or other non-university certificate or diploma	23.00%	18.84%	3.27%	22.65%
University degree, certificate or diploma	46.56%	29.61%	18.27%	47.21%

As is typically found with online surveys in Canada, the final sample over-represents those with higher levels of education. Also consistent with most online surveys of the general public, age is a source of sample bias in the survey although it is much smaller than with telephone surveys. As the table indicates, younger Canadians are slightly under-represented and older Canadians are slightly over-represented in the survey sample. The survey results were weighted to address these variations. Weighting serves to reduce bias should it be present, but not to eliminate it completely. It is very unlikely that this small sampling bias introduced any meaningful bias to the survey results.



## 2.7 Data Weighting

In order to ensure that the final survey sample was proportional the current distribution of the Canadian public, the data required a weighting factor to be included. Elemental employed a process called sample balancing (also known as RIM weighting) to ensure that we could adjust the weighting factor to accurately reflect the geographical, gender and age breakouts of the current population distribution.

## 2.8 Survey Instruments

English Survey

### ADVERTISING CAMPAIGN EVALUATION TOOL POST-CAMPAIGN SURVEY- CHILDHOOD VACCINATION ADVERTISING CAMPAIGN

#### INTRODUCTION

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 11 minutes to complete.

[START SURVEY](#)

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

Elemental Data Collection adheres to the privacy laws regarding respondent confidentiality within our industry. Unless otherwise stated, all of our research data is collected and presented in aggregate format so that no responses can be linked or tracked back to specific respondents. Respondents can be rest assured that any personal information that is shared with us will remain strictly confidential unless permission has been granted to share their responses.

The principles and our compliance are as follows:

Accountability – if you have been a respondent in one of our studies and have any questions related to your personal information, you may contact our Privacy Officer using the form at the bottom of this page.

Identifying the Purpose of the Research – before you agree to participate in any research study, you will be advised of why the study is being conducted and how any of your information will be collected and used.

Consent – in the rare instance that your personal information needs to be connected to your responses to fulfill the objectives of the study and transferred to the client, you will specifically be asked at the time of data collection if you grant permission. For any study we conduct, you have the option of not participating.

Limiting Collection – we will only collect the data we need to meet our study objectives.

Limiting Use, Disclosure and Retention – personal information will be retained only as long as it serves a purpose and need.

Accuracy – in all aspects of data collection and analysis, we strive for the highest accuracy and quality possible.

Safeguards – any personal information from participation in research studies is protected using physical and technological barriers.

Openness – any questions regarding our Privacy Policy and related procedures can be directed to our Privacy Officer.

Individual Access – a respondent who has participated in one of our studies may have access to his or her personal information within 30 days of filing a request with our Privacy Officer.

Challenging Compliance – our compliance and Privacy Policy may be challenged or questioned at any time by contacting our Privacy Officer.

A full detailed explanation of the standards and policies that Elemental Data Collection Inc. adheres to can be found on the CRIC (Canadian Insights Research Council) website. Furthermore, Elemental Data Collection Inc. abides by the Standards for the Conduct of Government of Canada Public Opinion Research – Telephone and Online Surveys which additionally outlines our privacy responsibilities here.

If you require any technical assistance, please contact your panel provider.

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 1900-2006  
IF > 2006, 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**

e) 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**

**SCREENER QUESTION TO IDENTIFY IF HAVE CHILDREN AGED 5 AND UNDER**

S1. Are you the parent or legal guardian of a child age 5 years old or younger?

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

No

S2. 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 AT S1, CHILD 1, CHILD 2, CHILD 3, ETC.]**

**SCREENER QUESTIONS TO IDENTIFY IF PREGNANT OR THINKING OF GETTING PREGNANT IN NEXT 12 MONTHS**

**[IF FEMALE or OTHER AND S1=NO, ASK S3]**

S3. Are you currently pregnant?

Yes

No

**[ASK S4 IF S3=NO]**

S4. Are you expecting to become pregnant within the next 12 months?

Yes

No

**GROUPING**

**RESPONDENTS SHOULD ONLY COUNT IN ONE GROUP**

**n=2,370 surveys to include n=500 from groups 1 & 2, n=1,870 from group 3**

- 1. Parents and caregivers of children 0-5– S1=YES**
- 2. Pregnant people and those planning to become pregnant– S3=YES or S4=YES**
- 3. Genpop— S1=NO and S3=NO and S4=NO**

**CORE QUESTIONS****ASK ALL RESPONDENTS****Q1:**

Over the past six months, 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 ALL RESPONDENTS****T1A:**

Over the past six months, have you seen, read or heard any Government of Canada advertising about recommended childhood vaccinations?

Recommended childhood vaccines include vaccines to prevent tetanus, diphtheria, pertussis (whooping cough), polio and measles, mumps, influenza, rubella (MMR) as well as haemophilus influenza type B (Hib). They also include recommended vaccines to prevent chicken pox (varicella), but do not include the COVID vaccine or the vaccines you get in advance of travelling.

- Yes  
 No

**=> GO TO T1D****T1B:**

Where have you seen, read or heard this ad about childhood vaccinations?

**SELECT ALL THAT APPLY**

<b>Printed publications</b>	
Insert in mailout	
<b>Online / digital</b>	
Digital/Streaming TV (e.g. Netflix, Disney+)	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	Internet website
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
<b>Out-of-home (indoor and outdoor signage)</b>	
Cinema	Highway billboard
Digital billboard	Shopping mall digital screen
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
<b>Mandatory option(s):</b>	
Other, specify:	Cinema or movie theatre

**T1C:**

What do you remember about this ad?

**ASK ALL RESPONDENTS****CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE****T1D:**

On a scale of 1 to 5 where 1 is not at all, 5 is completely, and the midpoint 3 is moderately, how much do you trust recommended childhood vaccinations?

- 1 Not at all
- 2
- 3 Moderately
- 4
- 5 Completely
- Don't know

**T1E:**

Which of the following statements most accurately reflects your views on vaccines for your child(ren)? [Gen pop: remove "your"]

- I (will) accept all recommended vaccines and have no doubts or concerns [ASK T1G]
- I (will) accept all recommended vaccines but have doubts and concerns [ASK T1G]
- I (will or have) refuse(d) or delay(ed) getting some vaccines [ASK T1F, hesitant about]
- I have not decided yet about plans for vaccinating my child [ASK T1F, hesitant about] [Show only for Groups 1 & 2]
- I will or have refuse(d) **some** recommended vaccines [ASK T1F, opposed to]
- I will or have refuse(d) **all** recommended vaccines [ASK T1F, opposed to]
- Don't know

**T1F:**

What is/are the main reason(s) you are [hesitant about/opposed to] getting your child(ren) vaccinated? (Please select all that apply) [Gen pop: remove "your"]

- Concerns about side effects
- Lack of information on vaccine ingredients
- Distrust in pharmaceutical companies
- Belief in natural immunity being better
- Information shared by friends/family
- Other (please specify)

**T1G:**

What is/are the main reason(s) for getting your child(ren) vaccinated? (Please select all that apply) [Gen pop: remove "your"]

- Recommendations from healthcare professionals, like doctors
- Confidence in Canada's Health Canada's safety standards for vaccines
- Knowing herd immunity benefits my community
- Clear information available of vaccines ingredients
- Proven record of vaccines reducing or preventing disease
- Information shared by friends/family
- Other (please specify)

**T1H:**

In the past 12 months, have you looked for information about childhood vaccinations?

- Yes
- No
- Don't recall
- Don't know

**T1I:**

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]**

- Childhood vaccines are safe.
- Childhood vaccines are effective.
- Childhood vaccines are important for my child's health. [Gen pop: remove "my", insert "children's"]

**T1J:**

What impact, if any, did the COVID-19 pandemic have on your level of concern regarding:

**[COLUMNS]**

- A lot less concerned now
- Somewhat less concerned now
- About the same as before
- Somewhat more concerned now
- A lot more concerned now
- I do not recall
- I don't know
- I prefer not to answer

**[ROWS, RANDOMIZE]**

- Recommended childhood vaccinations
- The risk of other infectious diseases (ex. Measles, mumps, meningitis, diphtheria, etc.)

**T1K: [Ask only to respondents in Group 1 or 2]**

Did the COVID-19 pandemic affect your likelihood of getting the recommended childhood vaccines for your child(ren)? Would you say you are:

- More likely to get the recommended childhood vaccines
- Less likely to get the recommended childhood vaccines
- Does not affect your likelihood of getting the recommended childhood vaccines

**AD RECALL QUESTIONS**

**T1L\_PRE:**

Here are some ads that have recently been broadcast on various media. *Over the past six months, have you seen this ad or a similar looking ad with a different image or message?* Click here to watch.

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

**T1L\_Ad1**

[insert video ad]

**T1L\_Ad2**

[insert digital ad #1]

**T1L\_Ad3**

[insert digital ad #2]

**T1L\_Ad4**

[insert digital ad #3]

**T1L\_Ad5**

[insert OOH ad #1]

**T1L\_Ad6**

[insert OOH ad #2]

**T1L\_Ad7**

[insert OOH ad #3]

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

- yes
- no

**=> GO TO T1J**

**T1M:**

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	
Insert in mailout	
Online / digital	
Digital/Streaming TV (e.g. Netflix, Disney+)	Digital/Streaming radio (e.g. Spotify, Podcast)
In a mobile app	Internet website
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
Cinema	Highway billboard
Digital billboard	Shopping mall digital screen
Doctor's office	Pharmacy
Elevator	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	
Other, specify:	Cinema or movie theatre

**T1N:**What do you think is the **main** point these ads are trying to get across?
**T1O:**

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 share information about childhood vaccination in a clear way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads reminded me that childhood vaccination is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads made me feel confident about vaccinating my child/children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new about childhood vaccination from these ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[ASK T1L IF T1H=YES]****T1P:**Did you do any of the following as a result of seeing the ads? *Please select all that apply*

- Visited the Canada.ca/childhood-vaccines website
- Discussed vaccination with my health professional
- Discussed vaccination with a friend or family member
- Shared the information
- Decided to vaccinate my child
- Looked for vaccination information online
- Thought more about vaccinations for my child(ren)
- Other, specify \_\_\_\_\_

**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
- 

[ASK only if S1= NO]

**D3:**

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

- yes
  - no
- 

**D4:**

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

**SELECT ONE ONLY**

- under \$20,000
  - between \$20,000 and \$40,000
  - between \$40,000 and \$60,000
  - between \$60,000 and \$80,000
  - between \$80,000 and \$100,000
  - between \$100,000 and \$150,000
  - 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:**

In what year did you first move to Canada?

YYYY

**ADMISSIBLE RANGE: 1900-2024**

---

**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 \_\_\_\_\_

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**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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French Survey

## OUTIL D'ÉVALUATION DES CAMPAGNES PUBLICITAIRES SONDAGE D'APRÈS CAMPAGNE – CAMPAGNE PUBLICITAIRE SUR LA VACCINATION DES ENFANTS

### INTRODUCTION

Merci de prendre quelques minutes pour répondre à ce sondage sur des enjeux d'actualité qui intéressent les Canadiens. If you prefer to complete this survey in English, please click [English \[PASSEZ A LA VERSION ANGLAISE\]](#).

**Votre participation est volontaire et toutes vos réponses demeureront confidentielles.** Le sondage prend environ 11 minutes à compléter.

### DÉBUT DU SONDAGE

[Cliquez ici](#) si vous souhaitez vérifier l'authenticité du présent sondage et [ici](#) pour lire notre politique de confidentialité.

Elemental Data Collection respecte les lois sur la protection des renseignements personnels qui régissent la confidentialité des répondants au sein de notre industrie. Sauf indication contraire, toutes nos données de recherche sont recueillies et présentées sous forme agrégée; aucune réponse n'est donc associée à des répondants en particulier ni ne permet de les identifier. Les répondants peuvent être assurés que tous les renseignements personnels qu'ils nous transmettent demeureront strictement confidentiels, à moins qu'ils nous aient autorisés à communiquer leurs réponses.

Voici les principes auxquels nous adhérons:

**Responsabilité** – si vous avez participé à l'une de nos études et avez des questions au sujet de vos renseignements personnels, vous pouvez communiquer avec notre responsable de la protection des renseignements personnels en remplissant le formulaire figurant au bas de cette page.

**Détermination des fins de la recherche** – avant que vous ne consentiez à participer à une étude de recherche, nous vous dirons à quelles fins l'étude est réalisée et comment vos renseignements seront recueillis et utilisés.

**Consentement** – cela est rare, mais nous devons parfois associer vos renseignements personnels à vos réponses pour répondre aux objectifs de l'étude et les transmettre au client, auquel cas nous vous demanderons expressément votre autorisation au moment de la collecte de données. Chaque fois que nous réalisons une étude, vous avez la possibilité de ne pas y participer.

**Limitation de la collecte** – nous recueillons seulement les données dont nous avons besoin pour satisfaire aux objectifs de nos études.

**Limitation de l'utilisation, de la communication et de la conservation** – nous ne conservons les renseignements personnels qu'aussi longtemps que nécessaire pour répondre aux fins auxquelles ils ont été recueillis.

**Exactitude** – nous visons à garantir les plus hauts niveaux d'exactitude et de qualité possibles dans tous les aspects de la collecte et de l'analyse de données.

**Mesures de sécurité** – nous protégeons tous les renseignements personnels recueillis dans le cadre de nos études de recherche au moyen de mesures de sécurité physiques et technologiques.

**Transparence** – toutes les questions concernant notre politique de confidentialité et les procédures qui s'y rapportent peuvent être adressées à notre responsable de la protection des renseignements personnels.

**Accès aux renseignements personnels** – toute personne qui a participé à l'une de nos études peut avoir accès à ses renseignements personnels dans les trente (30) jours suivant la présentation d'une demande à cet effet à notre responsable de la protection des renseignements personnels.

**Possibilité de porter plainte à l'égard du non-respect des principes** – il est possible en tout temps de porter plainte ou de remettre en question notre politique de confidentialité et notre conformité à celle-ci en communiquant avec notre responsable de la protection des renseignements personnels.

Une explication détaillée de l'ensemble des normes et des politiques auxquelles Elemental Data Collection Inc. adhère se trouve sur le site Web du Conseil de recherche et d'intelligence marketing canadien (CRIC) CRIC (Conseil de recherche et d'intelligence marketing canadien) site web. De plus, Elemental Data Collection Inc. respecte les normes pour la conduite des recherches sur l'opinion publique du gouvernement du Canada. – Telephone and en linge Enquêtes qui décrivent en outre nos responsabilités en matière de confidentialité ici.

Veuillez communiquer avec votre fournisseur de panneaux pour obtenir de l'aide d'ordre technique.

- a) Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes?

**CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

- une firme de recherche en marketing
- un magazine ou un quotidien
- une agence de publicité ou de conception graphique
- un parti politique
- une station radiophonique ou de télévision
- une firme de relations publiques
- le gouvernement fédéral ou provincial
- aucune de ces organisations

**SI « AUCUNE DE CES ORGANISATIONS », POURSUIVEZ. SINON, REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.**

- b) Quel est votre genre?

- homme
- femme
- autre
- je préfère ne pas répondre

- c) Quelle est votre année de naissance?

YYYY

**TRANCHE ADMISSIBLE : 1900 À 2006  
SI L'ANNÉE EST > 2006, REMERCIEZ ET METTEZ FIN AU SONDAGE.  
POSEZ LA QUESTION D SI LA CASE À LA QUESTION C EST VIDE.**

- d) À quelle catégorie d'âge appartenez-vous?

**NE CHOISIR QU'UNE SEUL CATÉGORIE.**

- Moins de 18 ans
- 18 à 24
- 25 à 34
- 35 à 44
- 45 à 54
- 55 à 64
- 65 et plus

**SI LE RÉPONDANT A MOINS DE 18 ANS, REMERCIEZ ET METTEZ FIN AU SONDAGE.**

- e) Dans quelle province ou quel territoire habitez-vous?

**NE CHOISIR QU'UNE PROVINCE OU QU'UN TERRITOIRE.**

- Alberta
- Colombie-Britannique
- Manitoba
- Nouveau-Brunswick
- Terre-Neuve-et-Labrador
- Territoire du Nord-Ouest
- Nouvelle-Écosse
- Nunavut
- Ontario
- Île-du-Prince-Édouard
- Québec
- Saskatchewan
- Yukon

**SI AUCUNE PROVINCE OU AUCUN TERRITOIRE N'EST CHOISI(E), REMERCIEZ LE RÉPONDANT ET METTEZ FIN AU SONDAGE.**

**QUESTION DE SÉLECTION VISANT À DÉTERMINER SI LE RÉPONDANT A DES ENFANTS DE MOINS DE 5 ANS**

S1. Êtes-vous le parent ou le tuteur légal d'un ou de plusieurs enfants de 5 ans ou moins?

Oui (veuillez entrer le nombre d'enfants) **[ZONE DE TEXTE NUMÉRIQUE]**

Non

S2. Veuillez entrer l'âge de votre (vos) enfant(s) ci-dessous. Si votre (vos) enfant(s) a (ont) moins d'un an, veuillez entrer 0.

Enfant 1 **[ZONE DE TEXTE NUMÉRIQUE; PLAGES DE VALEURS : 0 À 5]**

Enfant 2 **[ZONE DE TEXTE NUMÉRIQUE; PLAGES DE VALEURS : 0 À 5]**

**[INSÉRER DES ZONES DE TEXTE SELON LE NOMBRE D'ENFANTS INDIQUÉ À S1 : ENFANT 1, ENFANT 2, ENFANT 3, ETC.]**

**QUESTIONS DE SÉLECTION POUR DÉTERMINER SI LA PERSONNE EST ENCEINTE OU COMPTE LE DEVENIR DANS LES 12 PROCHAINS MOIS**

**[SI FEMME OU AUTRE ET S1=NON, POSER LA S3]**

S3. Êtes-vous enceinte?

Oui

Non

**[POSER LA S4 SI S3=NON]**

S4. Prévoyez-vous devenir enceinte au cours des 12 prochains mois?

Oui

Non

**REGROUPEMENT**

**LES RÉPONDANTS NE DOIVENT COMPTER QUE DANS UN SEUL GROUPE**

**n = 2 370 enquêtes pour inclure n = 500 des groupes 1 et 2, n = 1 870 du groupe 3**

- 4. Parents et tuteurs d'enfants de 0 à 5 ans – S1=oui**
- 5. Les personnes enceintes et celles qui envisagent de le devenir – S3=oui ou S4=oui**
- 6. Population générale – S1=non et S3=non et S4=non**

### QUESTIONS DE BASE

#### POSER À TOUS LES RÉPONDANTS.

**Q1 :**

Au cours des six derniers mois, avez-vous vu, lu ou entendu des publicités du gouvernement du Canada?

- oui  
 non

=> **ALLER À T1A**

**Q3 :**

Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité?

### QUESTIONS SPÉCIFIQUES À LA CAMPAGNE

#### POSER À TOUS LES RÉPONDANTS.

**T1A :**

Au cours des six derniers mois, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet de la vaccination recommandée pour les enfants?

*Les vaccins recommandés pour les enfants comprennent les vaccins qui protègent contre le tétanos, la diphtérie, la coqueluche, la poliomyélite, la rougeole, les oreillons, la rubéole (ROR), la grippe (influenza) et la bactérie Haemophilus influenzae de type b (Hib). Ils englobent également les vaccins recommandés pour protéger les enfants contre la varicelle, mais pas les vaccins contre la COVID-19 ni ceux administrés en prévision d'un voyage.*

- oui  
 non

=> **ALLEZ À T1D**

**T1B :**

Où avez-vous vu, lu ou entendu cette publicité (INSÉRER LE SUJET DE LA CAMPAGNE) ?

#### CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.

Publications imprimées	
Insertion publicitaire dans un envoi postal	
Internet / numérique	
Télévision numérique/en continue (par exemple Netflix, Disney+)	Radio numérique/en continue (par exemple Spotify, balados)
Une application mobile	Site Internet
Sites web de nouvelles	Moteur de recherche (p. ex. Google, Bing)
Pinterest	YouTube
Publicités extérieures (Affichages intérieur et extérieur)	
Cinéma	Panneau d'affichage routier
Panneau d'affichage numérique	Panneau d'affichage numérique dans un centre commercial
Bureau de médecin	Pharmacie
Ascenseur	Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus)
Option(s) obligatoire(s) :	
Autre; veuillez préciser :	Cinéma ou salle de cinéma

**T1C :**

De quoi vous souvenez-vous à propos de cette publicité?

**POSER À TOUS LES RÉPONDANTS.**

**ON PEUT AJOUTER ICI DES QUESTIONS PRÉCISES À LA CAMPAGNE POUR ÉVALUER LES ATTITUDES ET LES COMPORTEMENTS.**

**T1D:**

Au moyen d'une échelle de cinq points, où « 1 » signifie pas du tout, « 5 », tout à fait, et le point milieu, « 3 », modérément, dans quelle mesure faites-vous confiance aux vaccins recommandés pour les enfants?

- 1 Pas du tout
- 2
- 3 Modérément
- 4
- 5 Tout à fait
- Je ne sais pas

**T1E :** Lequel des énoncés suivants représente le mieux votre position au sujet des vaccins pour votre (ou vos) enfant(s)] [Population générale : remplacer « votre (ou vos) enfant(s) » par « enfants »]

J'accepte ou j'accepterai tous les vaccins recommandés et je n'ai pas de doutes ni de préoccupations concernant la vaccination [ASK T1F]

J'accepte ou j'accepterai tous les vaccins recommandés, mais j'ai des doutes et préoccupations concernant la vaccination [ASK T1F]

J'ai refusé ou je refuserai ou j'ai retardé ou retarderai l'administration de certains vaccins [ASK T1G]

Je n'ai pas encore pris de décision face à la vaccination pour mon (mes) enfant(s) [ASK T1G]

J'ai refusé ou je refuserai **certains** des vaccins recommandés [ASK T1G]

J'ai refusé ou je refuserai **tous** les vaccins recommandés [ASK T1G]

Je ne sais pas

**T1F :**

Quelle est (quelles sont) la (les) principale(s) raison(s) pour laquelle (lesquelles) vous [avez des hésitations par rapport à/êtes contre] la vaccination de votre (vos) enfant(s)? (Veuillez choisir toutes les réponses qui s'appliquent.) [Population générale : remplacer « de votre (vos) enfant(s) » par « des enfants »]

Préoccupations au sujet des effets secondaires

Manque d'information sur les ingrédients des vaccins

Méfiance à l'égard des sociétés pharmaceutiques

Croyance que l'immunité naturelle est meilleure

Informations transmises par des amis ou membres de la famille

Autre raison (veuillez préciser)

**T1G :**

Quelle est (quelles sont) la (les) principale(s) raison(s) de faire vacciner votre (vos) enfant(s)? (Veuillez choisir toutes les réponses qui s'appliquent.) [Population générale : remplacer « votre (vos) enfant(s) » par « les enfants »]

Recommandations de professionnels de la santé, tels que des médecins

Confiance dans les normes d'innocuité des vaccins de Santé Canada appliquées au Canada

Avantages de l'immunité collective pour ma communauté

Renseignements clairs sur les ingrédients des vaccins

Efficacité éprouvée des vaccins pour prévenir et atténuer les maladies

Informations transmises par des amis ou membres de la famille

Autre raison (veuillez préciser)

**T1H :**

Au cours des douze derniers mois, avez-vous cherché des renseignements au sujet des vaccins pour enfants?

Oui

Non

Je ne m'en souviens pas

Je ne sais pas

**T1I :**

Veillez indiquer à quel point vous êtes d'accord ou en désaccord avec chaque énoncé. En général...

**[COLONNES]**

Tout à fait d'accord  
Plutôt d'accord  
Plutôt en désaccord  
Pas du tout d'accord  
Je ne sais pas  
Je préfère ne pas répondre

**[LIGNES, ORDRE ALÉATOIRE]**

...les vaccins pour enfants sont sécuritaires.  
...les vaccins pour enfants sont efficaces.  
...les vaccins pour enfants sont importants pour protéger la santé de mon enfant. [Population générale : remplacer « de mon enfant » par « des enfants »]

**T1J :**

Quel impact la pandémie de COVID-19 a-t-elle eu, s'il y a lieu, sur votre niveau de préoccupation à l'égard de :

**[COLONNES]**

Je suis beaucoup moins préoccupé(e) maintenant  
Je suis un peu moins préoccupé(e) maintenant  
Mes préoccupations sont semblables à auparavant  
Je suis un peu plus préoccupé(e) maintenant  
Je suis beaucoup plus préoccupé(e) maintenant  
Je ne m'en souviens pas  
Je ne sais pas  
Je préfère ne pas répondre

**[LIGNES, ORDRE ALÉATOIRE]**

Les vaccins recommandés pour les enfants  
Le risque que posent les autres maladies infectieuses (p. ex., rougeole, oreillons, méningite, diphtérie, etc.)

**T1K : [Ne poser la question qu'aux répondants du groupe 1 ou 2]**

La pandémie de COVID-19 a-t-elle influencé la probabilité que vous fassiez administrer à votre (vos) enfant(s) les vaccins recommandés pour les enfants? Diriez-vous que :

Vous êtes plus susceptible de lui (leur) faire administrer les vaccins recommandés pour les enfants  
Vous êtes moins susceptible de lui (leur) faire administrer les vaccins recommandés pour les enfants  
La pandémie n'a pas changé la mesure dans laquelle vous êtes susceptible de lui (leur) faire administrer les vaccins recommandés pour les enfants

**QUESTIONS SUR LE RAPPEL DES ANNONCES]**

**T1L\_PRE :**

Voici des publicités qui ont été diffusées récemment dans différents médias. *Au cours des six derniers mois, avez-vous vu cette publicité ou une annonce similaire avec une image ou un message différent?* Cliquez ici pour les visionner.

**[CLIQUEZ POUR ALLER À LA PAGE SUIVANTE]**

**T1L\_Ad1**

[Insérer la publicité vidéo]

**T1L\_Ad2**

[Insérer la publicité numérique n° 1]

**T1L\_Ad3**

[Insérer la publicité numérique n° 2]

**T1L\_Ad4**

[Insérer la publicité numérique n° 3]

**T1L\_Ad5**

[Insérer la publicité extérieure n° 1]

**T1L\_Ad6**

[Insérer la publicité extérieure n° 2]

**T1L\_Ad7**

[Insérer la publicité extérieure n° 3]

Au cours des trois dernières semaines, avez-vous vu, lu ou entendu ces publicités ?

- oui  
 non

**=> PASSER À T1J**

**T1M :**

Où avez-vous vu, lu ou entendu ces publicités ?

**[REMARQUE : CHOISISSEZ DANS LA LISTE TOUS LES MÉDIAS UTILISÉS DANS LA CAMPAGNE. VOUS POUVEZ AUSSI INCLURE D'AUTRES MÉDIAS AU CHOIX. LES EN-TÊTES SONT À TITRE INDICATIF UNIQUEMENT ET NE DOIVENT PAS ÊTRE UTILISÉS DANS LA VERSION FINALE DU QUESTIONNAIRE]**

**CHOISISSEZ TOUTES LES RÉPONSES APPLICABLES.**

Publications imprimées	
Insertion publicitaire dans un envoi postal	
Internet / numérique	
Télévision numérique/en continue (par exemple Netflix, Disney+)	Radio numérique/en continue (par exemple Spotify, balados)
Une application mobile	Site Internet
Sites web de nouvelles	Moteur de recherche (p. ex. Google, Bing)
Pinterest	YouTube
Publicités extérieures (affichages intérieur et extérieur)	
Cinéma	Panneau d'affichage routier
Panneau d'affichage numérique	Panneau d'affichage numérique dans un centre commercial
Bureau de médecin	Pharmacie
Ascenseur	Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus)
Option(s) obligatoire(s) :	
Autre; veuillez préciser :	Cinéma ou salle de cinéma



**T1N :**

Quel est, selon vous, le message **principal** que ces publicités tentent de véhiculer?

**T10 :**

Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités?

**PRÉSENTER DE FAÇON ALÉATOIRE**

	1 Fortement en désaccord	2	3	4	5 Fortement en accord
Ces publicités attirent mon attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités me concernent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités véhiculent des informations claires sur la vaccination des enfants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités m'ont rappelé que la vaccination des enfants est importante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ces publicités m'ont permis de me sentir à l'aise de faire vacciner mon (mes) enfant(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai appris quelque chose de nouveau sur la vaccination des enfants en regardant ces publicités	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[POSER LA T1L SI T1H=OUI]****T1P :**

Avez-vous fait l'une des actions suivantes après avoir vu les annonces? *Veillez choisir toutes les réponses qui s'appliquent.*

- Visité le site [Canada.ca/vaccins-enfance](https://Canada.ca/vaccins-enfance)
- Discuté de la vaccination avec mon professionnel de la santé
- Discuté de la vaccination avec un ami ou un membre de la famille
- Partagé l'information
- Pris la décision de faire vacciner mon enfant
- Recherché des informations sur la vaccination en ligne
- Songé davantage à la vaccination de mon (mes) enfant(s)
- Autre, veuillez préciser \_\_\_\_\_

**QUESTIONS DÉMOGRAPHIQUES [DEMANDER DANS LES SONDAGES DE RÉFÉRENCE ET D'APRÈS CAMPAGNE]****D1 :**

Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous...

**NE CHOISIR QU'UNE CATÉGORIE.**

- travailleur/travailleuse à temps complet (30 heures et plus par semaine)
- travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- travailleur/travailleuse autonome
- sans emploi, mais à la recherche d'un emploi
- étudiant(e) à temps plein
- retraité(e)
- à l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- autre situation

**D2 :**

Quel est le plus haut niveau de scolarité que vous avez atteint?

**NE CHOISIR QU'UNE SEULE OPTION.**

- huitième année ou moins
- quelques années d'études secondaires
- diplôme d'études secondaires ou l'équivalent
- apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
- certificat ou diplôme inférieur au baccalauréat
- baccalauréat
- diplôme d'études universitaires supérieur au baccalauréat

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**[POSER SEULEMENT SI S1 = NON]**

**D3 :**

Des enfants de moins de 18 ans habitent-ils actuellement dans votre foyer?

- oui
- non

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**D4 :**

Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer?

**NE CHOISIR QU'UNE SEULE RÉPONSE.**

- moins de 20 000 \$
- entre 20 000 \$ et 40 000 \$
- entre 40 000 \$ et 60 000 \$
- entre 60 000 \$ et 80 000 \$
- entre 80 000 \$ et 100 000 \$
- entre 100 000 \$ et 150 000 \$
- entre 150 000 \$ et 200 000 \$
- 200 000 \$ et plus
- préfère ne pas répondre

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**D5 :**

Où êtes-vous né(e)?

- au Canada
- à l'étranger

↳ Précisez quel pays :

**DEMANDEZ SI D5=NÉ(E) À L'ÉTRANGER**

**D6 :**

En quelle année êtes-vous arrivé(e) au Canada?

YYYY

**PÉRIODE ADMISSIBLE : 1900 à 2024**

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**D7 :**

Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours?

**EN CHOISIR AU PLUS DEUX.**

- anglais
- français
- autre langue; veuillez préciser \_\_\_\_\_

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**Voilà qui met fin au sondage que nous avons effectué pour le compte de Santé Canada**

**Dans les mois à venir, le rapport sera disponible de Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.**

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## Data Dictionary

Variable	Position	Label
QUEST	1	QUESTIONNAIRE ID
DATE	2	DATE
Language	3	LANGUAGE
DURATION	4	DURATION
QAM1	5	QA. Does anyone in your household work for any of the following organizations?
QAM2	6	QA. Does anyone in your household work for any of the following organizations?
QAM3	7	QA. Does anyone in your household work for any of the following organizations?
QAM4	8	QA. Does anyone in your household work for any of the following organizations?
QAM5	9	QA. Does anyone in your household work for any of the following organizations?
QAM6	10	QA. Does anyone in your household work for any of the following organizations?
QAM7	11	QA. Does anyone in your household work for any of the following organizations?
QB	12	QB. What is your gender?
QC	13	QC. In what year were you born?
QD	14	QD. In which of the following age categories do you belong?
QE	15	QE. In which province or territory do you live?
QS1	16	QS1. Are you the parent or legal guardian of a child aged 5 years old or younger?
QS2A	17	QS2A. Please enter the age of [QS1_RECALL.TEXT] below - Child 1
QS2B	18	QS2B. Please enter the age of [QS1_RECALL.TEXT] below - Child 2
QS2C	19	QS2C. Please enter the age of [QS1_RECALL.TEXT] below - Child 3
QS2D	20	QS2D. Please enter the age of [QS1_RECALL.TEXT] below - Child 4
QS2E	21	QS2E. Please enter the age of [QS1_RECALL.TEXT] below - Child 5
QS3	22	QS3. Are you currently pregnant?
QS4	23	QS4. Are you expecting to become pregnant within the next 12 months?
QUOTA	24	QUOTA. Parent/Pregnant Caregiver Quotas
Q1	25	Q1. Over the past 6 months, have you seen, read or heard any advertising from the Government of Canada?
Q3M1	26	Q3. What do you remember about this ad?
Q3M2	27	Q3. What do you remember about this ad?
Q3M3	28	Q3. What do you remember about this ad?
Q3M4	29	Q3. What do you remember about this ad?
Q3M5	30	Q3. What do you remember about this ad?
O_Q3	31	Q3. What do you remember about this ad?
QT1A	32	QT1A. Have you seen, read or heard any Government of Canada advertising about recommended childhood vaccinations?

## CHILDHOOD VACCINATION ADVERTISING CAMPAIGN – 2023/2024

QT1BM1	33	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM2	34	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM3	35	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM4	36	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM5	37	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM6	38	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM7	39	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM8	40	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM9	41	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM10	42	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM11	43	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM12	44	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM13	45	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM14	46	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM15	47	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM16	48	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM17	49	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1BM18	50	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
O_QT1B	51	QT1B. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1CM1	52	QT1C. What do you remember about this ad?
QT1CM2	53	QT1C. What do you remember about this ad?
QT1CM3	54	QT1C. What do you remember about this ad?
QT1CM4	55	QT1C. What do you remember about this ad?
QT1CM5	56	QT1C. What do you remember about this ad?
O_QT1C	57	QT1C. What do you remember about this ad?
QT1D	58	QT1D. How much do you trust recommended childhood vaccinations?
QT1E	59	QT1E. Which of the following statements most accurately reflects your views on vaccines for [RECALL1.TEXT]?
QT1FM1	60	QT1F. What is/are the main reason(s) you are [RECALL3.TEXT] getting [RECALL1.TEXT] vaccinated?
QT1FM2	61	QT1F. What is/are the main reason(s) you are [RECALL3.TEXT] getting [RECALL1.TEXT] vaccinated?

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QT1FM3	62	QT1F. What is/are the main reason(s) you are [RECALL3.TEXT] getting [RECALL1.TEXT] vaccinated?
QT1FM4	63	QT1F. What is/are the main reason(s) you are [RECALL3.TEXT] getting [RECALL1.TEXT] vaccinated?
QT1FM5	64	QT1F. What is/are the main reason(s) you are [RECALL3.TEXT] getting [RECALL1.TEXT] vaccinated?
QT1FM6	65	QT1F. What is/are the main reason(s) you are [RECALL3.TEXT] getting [RECALL1.TEXT] vaccinated?
O_QT1F	66	QT1F. What is/are the main reason(s) you are [RECALL3.TEXT] getting [RECALL1.TEXT] vaccinated?
QT1GM1	67	QT1G. What is/are the main reason(s) for getting [RECALL1.TEXT] vaccinated?
QT1GM2	68	QT1G. What is/are the main reason(s) for getting [RECALL1.TEXT] vaccinated?
QT1GM3	69	QT1G. What is/are the main reason(s) for getting [RECALL1.TEXT] vaccinated?
QT1GM4	70	QT1G. What is/are the main reason(s) for getting [RECALL1.TEXT] vaccinated?
QT1GM5	71	QT1G. What is/are the main reason(s) for getting [RECALL1.TEXT] vaccinated?
QT1GM6	72	QT1G. What is/are the main reason(s) for getting [RECALL1.TEXT] vaccinated?
QT1GM7	73	QT1G. What is/are the main reason(s) for getting [RECALL1.TEXT] vaccinated?
O_QT1G	74	QT1G. What is/are the main reason(s) for getting [RECALL1.TEXT] vaccinated?
QT1H	75	QT1H. In the past 12 months, have you looked for information about childhood vaccinations?
QT1IA	76	QT1A. Agree/disagree: Childhood vaccines are safe.
QT1IB	77	QT1B. Agree/disagree: Childhood vaccines are effective.
QT1IC	78	QT1C. Agree/disagree: Childhood vaccines are important for [RECALL2.TEXT] health.
QT1JA	79	QT1JA. What impact, if any, did the COVID-19 pandemic have on your level of concern regarding: Recommended childhood vaccinations
QT1JB	80	QT1JB. What impact, if any, did the COVID-19 pandemic have on your level of concern regarding: The risk of other infectious diseases
QT1K	81	QT1K. Did the COVID-19 pandemic affect your likelihood of getting the recommended childhood vaccines for [RECALL1.TEXT]?
QT1L_PRE	82	QT1L_PRE. Over the past six months, have you seen this ad or a similar looking ad with a different image or message?
QT1L	83	QT1L. Over the past three weeks, have you seen, read or heard these ads?
QT1MM1	84	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM2	85	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM3	86	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM4	87	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?

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QT1MM5	88	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM6	89	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM7	90	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM8	91	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM9	92	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM10	93	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM11	94	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM12	95	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM13	96	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM14	97	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM15	98	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM16	99	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM17	100	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1MM18	101	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
O_QT1M	102	QT1M. Where have you seen, read or heard this ad about about childhood vaccinations?
QT1NM1	103	QT1N. What do you think is the main point these ads are trying to get across?
QT1NM2	104	QT1N. What do you think is the main point these ads are trying to get across?
QT1NM3	105	QT1N. What do you think is the main point these ads are trying to get across?
QT1NM4	106	QT1N. What do you think is the main point these ads are trying to get across?
QT1NM5	107	QT1N. What do you think is the main point these ads are trying to get across?
O_QT1N	108	QT1N. What do you think is the main point these ads are trying to get across?
QT1OA	109	QT1OA. Please indicate your level of agreement: These ads catch my attention
QT1OB	110	QT1OB. Please indicate your level of agreement: These ads are relevant to me
QT1OC	111	QT1OC. Please indicate your level of agreement: These ads share information about childhood vaccination in a clear way
QT1OD	112	QT1OD. Please indicate your level of agreement: These ads reminded me that childhood vaccination is important
QT1OE	113	QT1OE. Please indicate your level of agreement: These ads made me feel confident about vaccinating my child/children
QT1OF	114	QT1OF. Please indicate your level of agreement: I learned something new about childhood vaccination from these ads

## CHILDHOOD VACCINATION ADVERTISING CAMPAIGN – 2023/2024

QT1PM1	115	QT1P. Did you do any of the following as a result of seeing the ads?
QT1PM2	116	QT1P. Did you do any of the following as a result of seeing the ads?
QT1PM3	117	QT1P. Did you do any of the following as a result of seeing the ads?
QT1PM4	118	QT1P. Did you do any of the following as a result of seeing the ads?
QT1PM5	119	QT1P. Did you do any of the following as a result of seeing the ads?
QT1PM6	120	QT1P. Did you do any of the following as a result of seeing the ads?
QT1PM7	121	QT1P. Did you do any of the following as a result of seeing the ads?
QT1PM8	122	QT1P. Did you do any of the following as a result of seeing the ads?
O_QT1P	123	QT1P. Did you do any of the following as a result of seeing the ads?
QD1	124	QD1. Which of the following categories best describes your current employment status?
QD2	125	QD2. What is the highest level of formal education that you have completed?
QD3	126	QD3. Are there any children under the age of 18 currently living in your household?
QD4	127	QD4. Which of the following categories best describes your total annual household income?
QD5	128	QD5. Where were you born?
O_QD5	129	QD5. Where were you born?
QD6	130	QD6. In what year did you first move to Canada?
QD7M1	131	QD7. What is the language you first learned at home as a child and still understand?
QD7M2	132	QD7. What is the language you first learned at home as a child and still understand?
O_QD7	133	QD7. What is the language you first learned at home as a child and still understand?
AGE	134	AGE. Age (Col)
AGEGROUP	135	AGE (Collapsed)
REGION	136	REGION. Province (col)
WEIGHT	137	WEIGHT VARIABLE
WAVE	138	WAVE. Survey Wave

## Variable Values

Value		Label
QAM1 TO QAM7	1	A marketing research firm
	2	A magazine or newspaper
	3	An advertising agency or graphic design firm
	4	A political party
	5	A radio or television station
	6	A public relations company
	7	The federal or provincial government



CHILDHOOD VACCINATION ADVERTISING CAMPAIGN – 2023/2024

	9	None of these organizations
QB	1	Male
	2	Female
	3	Other
	9	Prefer not to answer
QC	9999	Prefer not to say
QD	1	Less than 18 years old
	2	18 to 24
	3	25 to 34
	4	35 to 44
	5	45 to 54
	6	55 to 64
	7	65 or older
	9	Prefer not to say
	QE	1
2		British Columbia
3		Manitoba
4		New Brunswick
5		Newfoundland and Labrador
6		Northwest Territories
7		Nova Scotia
8		Nunavut
9		Ontario
10		Prince Edward Island
11		Quebec
12		Saskatchewan
13		Yukon
QS1	99	No
QS2A	1	0
	2	1
	3	2
	4	3
	5	4
	6	5
	7	Refused
QS2B	1	0
	2	1
	3	2
	4	3
	5	4
	6	5
	7	Refused
QS2C	1	0

CHILDHOOD VACCINATION ADVERTISING CAMPAIGN – 2023/2024

	2	1
	3	2
	4	3
	5	4
	6	5
	7	Refused
QS2D	1	0
	2	1
	3	2
	4	3
	5	4
	6	5
	7	Refused
QS2E	1	0
	2	1
	3	2
	4	3
	5	4
	6	5
	7	Refused
QS3	1	Yes
	2	No
QS4	1	Yes
	2	No
QUOTA	1	Parents and caregivers of children
	2	Pregnant people and those planning to become pregnant
	3	Genpop
Q1	1	Yes
	2	No
Q3M1 TO Q3M5	20	Health/health care
	21	Climate change/environment
	22	Cost of living/inflation/affordability
	23	COVID-19/COVID-19 regulations
	24	COVID-19 vaccination
	25	Economy/business
	26	Election/campaigning/voting
	27	Gun control
	28	Immigration/refugees
	29	Military/world conflict
	30	Pensions/seniors
	31	Taxes/tax credits
	32	Benefits/financial assistance (general)
	33	Border security/international relations

## CHILDHOOD VACCINATION ADVERTISING CAMPAIGN – 2023/2024

	34	Budget/government spending
	35	Childcare
	36	Housing/rent subsidy
	37	Jobs/employment
	38	Safety/crime
	39	Announcement about government/PM (general)
	40	Education/training
	41	Canada-India relations
	42	Carbon tax
	43	House Speaker resigned/Nazi invited to parliament
	44	Truth and Reconciliation/Indigenous issues
	77	Specify
	88	Other
	99	DK/NA
QT1A	1	Yes
	2	No
QT1BM1 TO QT1BM18	1	Insert in mailout
	2	Digital/Streaming TV
	3	Digital/Streaming radio
	4	In a mobile app
	5	Internet website
	6	Online news sites
	7	Web search
	8	Pinterest
	9	YouTube
	10	Cinema or movie theatre
	11	Highway billboard
	12	Digital billboard
	13	Shopping mall digital screen
	14	Doctor's office
	15	Pharmacy
	16	Elevator
	17	Transit
	20	Newspaper
	21	Other radio
	22	Other TV
	77	Other, specify:
	88	Other
	99	DK/NA
QT1CM1 TO QT1CM5	20	Importance of vaccines/reminder of vaccines (general)
	21	Reminder of COVID-19 vaccine
	22	Reminder of flu vaccine
	23	COVID-19/reminder of COVID-19

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	24	Flu season/reminder of flu season
	25	COVID-19 vaccines have been approved for children under 5 years old
	26	Vaccines benefit children/reminder to have your children vaccinated (paretns)
	27	Vaccines benefit everyone/reminder to get your vaccine
	28	Opposed to the content of the ad (general)
	29	Vaccines are safe/safe for children
	30	Recall ad medium/description (general)
	31	Reminder of other health/health care issue
	88	Other
	99	DK/NA
QT1D	1	1 – Not at all
	2	2
	3	3 -Moderately
	4	4
	5	5 – Completely
QT1E	1	I (will) accept all recommended vaccines and have no doubts or concerns
	2	I (will) accept all recommended vaccines but have doubts and concerns
	3	I (will or have) refuse(d) or delay(ed) getting some vaccines
	4	I have not decided yet about plans for vaccinating my child
	5	I will or have refuse(d) some recommended vaccines
	6	I will or have refuse(d) all recommended vaccines
	9	Don't know
QT1FM1 TO QT1FM6	1	Concerns about side effects
	2	Lack of information on vaccine ingredients
	3	Distrust in pharmaceutical companies
	4	Belief in natural immunity being better
	5	Information shared by friends/family
	20	Distrust in government
	77	Other (please specify)
	88	Other
	99	DK/NA
QT1GM1 TO QT1GM7	1	Recommendations from healthcare professionals, like doctors
	2	Confidence in Canada's Health Canada's safety standards for vaccines
	3	Knowing herd immunity benefits my community
	4	Clear information available of vaccines ingredients
	5	Proven record of vaccines reducing or preventing disease
	6	Information shared by friends/family
	77	Other (please specify)
	88	Other
	99	DK/NA

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QT1H	1	Yes
	2	No
	8	Don't recall
	9	Don't know
QT1IA	1	Strongly agree
	2	Somewhat agree
	3	Somewhat disagree
	4	Strongly disagree
	5	Don't know
	6	Prefer not to answer
QT1IB	1	Strongly agree
	2	Somewhat agree
	3	Somewhat disagree
	4	Strongly disagree
	5	Don't know
	6	Prefer not to answer
QT1IC	1	Strongly agree
	2	Somewhat agree
	3	Somewhat disagree
	4	Strongly disagree
	5	Don't know
	6	Prefer not to answer
QT1JA	1	A lot less concerned now
	2	Somewhat less concerned now
	3	About the same as before
	4	Somewhat more concerned now
	5	A lot more concerned now
	6	I do not recall
	7	I don't know
	8	I prefer not to answer
QT1JB	1	A lot less concerned now
	2	Somewhat less concerned now
	3	About the same as before
	4	Somewhat more concerned now
	5	A lot more concerned now
	6	I do not recall
	7	I don't know
	8	I prefer not to answer
QT1K	1	More likely to get the recommended childhood vaccines
	2	Less likely to get the recommended childhood vaccines
	3	Does not affect your likelihood of getting the recommended childhood vaccines
QT1L_PRE	1	Continue
QT1L	1	Yes

CHILDHOOD VACCINATION ADVERTISING CAMPAIGN – 2023/2024

	2	No
QT1MM1 TO QT1MM18	1	Insert in mailout
	2	Digital/Streaming TV
	3	Digital/Streaming radio
	4	In a mobile app
	5	Internet website
	6	Online news sites
	7	Web search
	8	Pinterest
	9	YouTube
	10	Cinema or movie theatre
	11	Highway billboard
	12	Digital billboard
	13	Shopping mall digital screen
	14	Doctor's office
	15	Pharmacy
	16	Elevator
	17	Transit
	22	Other TV
	77	Other, specify:
88	OTHER	
99	DK/NA	
QT1NM1 TO QT1NM5	20	Reminder of vaccine benefits/get vaccinated (general)
	21	Reminder of childhood vaccine benefits/get children vaccinated
	22	Child vaccination is safe/vaccines are safe
	23	Child vaccination is effective/vaccines are effective
	24	Child vaccination is important/vaccines are important
	25	Child vaccination is necessary/vaccines are necessary
	26	Child vaccination provides protection/vaccines provide protection
	27	Child vaccination/vaccine awareness (general)
	28	Rely on facts and science about vaccines/trust health professionals/combat misinformation
	77	Other - specify
	88	Other
99	DK/NA	
QT1OA	1	Strongly Disagree - 1
	2	2
	3	3
	4	4
	5	Strongly Agree - 5
QT1OB	1	Strongly Disagree - 1
	2	2
	3	3
	4	4

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	5	Strongly Agree - 5
QT10C	1	Strongly Disagree - 1
	2	2
	3	3
	4	4
	5	Strongly Agree - 5
QT10D	1	Strongly Disagree - 1
	2	2
	3	3
	4	4
	5	Strongly Agree - 5
QT10E	1	Strongly Disagree - 1
	2	2
	3	3
	4	4
	5	Strongly Agree - 5
QT10F	1	Strongly Disagree - 1
	2	2
	3	3
	4	4
	5	Strongly Agree - 5
QT1PM1 TO QT1PM8	1	Visited the Canada.ca/childhood-vaccines website
	2	Discussed vaccination with my health professional
	3	Discussed vaccination with a friend or family member
	4	Shared the information
	5	Decided to vaccinate my child
	6	Looked for vaccination information online
	7	Thought more about vaccinations for my child(ren)
	77	Other, specify
	88	Other
	98	Nothing
99	DK/NA	
QD1	1	Working full-time (30 or more hours per week)
	2	Working part-time (less than 30 hours per week)
	3	Self-employed
	4	Unemployed, but looking for work
	5	A student attending school full-time
	6	Retired
	7	Not in the workforce (Full-time homemaker or unemployed but not looking for work)
	8	Other employment status
QD2	1	Grade 8 or less
	2	Some high school
	3	High school diploma or equivalent

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	4	Registered Apprenticeship or other trades certificate or diploma
	5	College, CEGEP or other non-university certificate or diploma
	6	University certificate or diploma below bachelor's level
	7	Bachelor's degree
	8	Postgraduate degree above bachelor's level
QD3	1	Yes
	2	No
QD4	1	Under \$20,000
	2	Between \$20,000 and \$40,000
	3	Between \$40,000 and \$60,000
	4	Between \$60,000 and \$80,000
	5	Between \$80,000 and \$100,000
	6	Between \$100,000 and \$150,000
	7	Between \$150,000 and \$200,000
	8	\$200,000 and above
	9	Prefer not to say
QD5	1	Born in Canada
	20	Hong Kong
	21	India
	22	Philippines
	23	United Kingdom
	24	United States
	25	China
	26	Egypt
	27	France
	28	Germany
	29	Ghana
	30	Guyana
	31	Italy
	32	Jamaica
	33	Netherlands
	34	Nigeria
	35	Pakistan
	36	Colombia
	37	Russia
	38	Ukraine
	39	Vietnam
	40	Lebanon
	41	Sri Lanka
	77	Born outside Canada (Specify the country)
	88	Other
	99	DK/NA
QD7M1 TO QD7M2	1	English



CHILDHOOD VACCINATION ADVERTISING CAMPAIGN – 2023/2024

	2	French
	20	Arabic
	21	Chinese/Cantonese/Mandarin
	22	German
	23	Hindi
	24	Italian
	25	Polish
	26	Portuguese
	27	Punjabi
	28	Russian
	29	Spanish
	30	Tagalog
	31	Tamil
	32	Urdu
	77	Other language, specify
	88	Other
	99	DK/NA
AGE	1.00	Less than 18 years old
	2.00	18 to 24
	3.00	25 to 34
	4.00	35 to 44
	5.00	45 to 54
	6.00	55 to 64
	7.00	65 or older
	9.00	Prefer not to say
AGEGROUP	1.00	18-34
	2.00	35-54
	3.00	55+
	9.00	DK/REF
REGION	1.00	Atlantic
	2.00	Quebec
	3.00	Ontario
	4.00	MB/SK/NU
	5.00	Alberta/NWT
	6.00	BC/YT
WAVE	1.00	Wave 1 (Pre)
	2.00	Wave 2 (Post)