Health Canada | Santé Canada

Report

POST ADVERTISING CAMPAIGN EVALUATION TOOL (ACET) - CANADA DENTAL BENEFIT CAMPAIGN

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POST ADVERTISING CAMPAIGN EVALUATION TOOL (ACET) - CANADA DENTAL BENEFIT CAMPAIGN

Report
Prepared for Health Canada
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This report presents the methodology of online surveys conducted by Leger on behalf of Health Canada. This research was conducted in one phase and took place online right after the advertising campaign ended. The objective of the survey was to evaluate the awareness about the Canada Dental Benefit (including the eligibility criteria and application process), among Canadian parents of children under 12 with a household income of less than $90,000 (with quotas on respondents from racialized communities as well as respondents belonging to households within rural areas). The survey included a mix of participants with and without private dental insurance (70% without insurance, 30% with insurance). The research was conducted between October 17 and November 6, 2023.

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1. Summary

Leger is pleased to submit this report to Health Canada detailing the methodology of an online survey assessing ad recall for the Canada Dental Benefit campaign. The goal of this campaign was to raise awareness about the benefit (including the eligibility criteria and application process) among Canadian parents of children under 12 with a household income of less than $90,000.

1.1 Background and Objectives

In Budget 2022, the Government of Canada committed $5.3 billion over five years to provide dental care for the estimated 7 to 9 million Canadians who are unable to access proper dental care because of the cost. As an interim measure, Cabinet granted the Minister of Health authority to implement an application-based upfront payment to eligible Canadians, referred to as the Canada Dental Benefit, starting in December 2022. Parents and guardians with an adjusted family net income of less than $90,000 can apply if the child receiving dental care is under 12 years old and does not have access to a private dental insurance plan.

The first benefit period was for children under 12 years old as of December 1, 2022, who received dental care between October 1, 2022, and June 30, 2023. A second benefit period opened for applications on July 1, 2023, for children under 12 years old as of July 1, 2023, for dental care received between July 1, 2023 and June 30, 2024.

Depending on adjusted family net income, a tax-free payment of $260, $390, or $650 is available for each eligible child. Applicants can get a maximum of 2 payments for each eligible child. Benefit payments are administered by the Canada Revenue Agency (CRA).

The first advertising campaign on the interim Canada Dental Benefit was in market from December 1, 2022, to March 19, 2023, with the goal to raise awareness about the benefit among eligible groups, including the eligibility criteria and application process. A second advertising campaign ran from July 1 to October 8, 2023, to raise awareness of the second benefit period. Search engine marketing has been continuously in market since December 1, 2022.

Rationale and Intended Use of Research

As this is an entirely new benefit being introduced to Canadians, a baseline survey was conducted in March 2023 to refine communications and marketing activities for the interim dental benefit, as well as evaluate the recall of the 2022-23 advertising campaign. For baseline data and report please refer to [Canada dental benefit baseline survey: final report](#). This Advertising Campaign Evaluation Tool (ACET) is used to evaluate the recall of the 2023-24 Dental Benefit Advertising Campaign against the recall data collected in the March 2023 survey, to assess the second advertising campaign.

The Government's Policy on Communications and Federal Identity requires the evaluation of advertising campaigns exceeding $1 million in media buy using the Advertising Campaign Evaluation Tool (ACET). The ACET was created in 2002 following a Cabinet directive identifying the need for a standard advertising evaluation approach across departments. The main objectives were to bring rigor and consistency to ad campaign evaluation and to develop norms on metrics against which campaigns could be evaluated.

Research Objectives

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

1.2 Application of results

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

1.3 Methodology—Quantitative research

Quantitative research was conducted through online surveys using Computer Aided Web Interviewing (CAWI) technology. The target audiences for the survey were the parents of children under 12 with a household income of less than $90,000. Quotas were set to ensure that 70% of respondents have no private dental insurance coverage and that 30% of respondents have one. A minimum quota of 100 was set for respondents from racialized communities (including Black, Chinese, Central/South American, Arab, West Asian, South Asian, and Filipino). Another minimum quota of 100 was also set for respondents living in rural areas. No regional quotas were set but we ensured a minimum number in every region of the country.

Based on data from Statistics Canada's 2021 national census, Leger weighted the results of the parent's sample of this survey by gender, age, region and access to private dental insurance.

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

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

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

Details for the post-campaign study
The fieldwork was conducted from October 17 to November 6, 2023. The national participation rate for the survey was around 22%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on October 12, 2023.

A total sample of 2,012 parents of children under 12 with an income of less than $90,000 were surveyed. The following table shows the effective samples collected:

Table 1. Distribution by Region

Regions	Sample n=
Atlantic (New Brunswick + Nova Scotia + Newfoundland and Labrador + Prince Edward Island)	143
Quebec	678
Ontario	687
Prairies (Saskatchewan + Manitoba)	133
Alberta	203
British Columbia + Northwest Territories	168
TOTAL	**2,012**

The following table shows the effective sample collected by Leger:

Table 2. Distribution by Target Audiences

Group	Sample n=
Respondents with private dental insurance	603
Respondents without private dental insurance	1,409
Respondents from ethnic minority communities	697
Respondents living in rural areas	331

1.4 Notes on the interpretation of the findings

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

1.5 Declaration of political neutrality and contact information

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

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

Signed by:

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Appendix A—Detailed research methodology

A.1   Quantitative methodology

A.1.1   Methods

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

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

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

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

A.1.2   Sampling Procedures
Computer Aided Web Interviewing (CAWI)

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

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

A.1.3   Data Collection

Fieldwork was conducted from October 17 to November 6, 2023. The national participation rate for the survey was around 22%. A pre-test of the questionnaire in English and French was completed on October 12, 2023. No changes were made to the questionnaire following the pre-test, so the pre-test results were included in the final results. A total sample of 2,012 Canadian parents of children under 12 were surveyed.

Based on data from Statistics Canada's 2021 national census, Leger weighted the results of the survey by gender, age, region and access to private dental insurance. The weight of each of the subgroups surveyed was then adjusted to ensure representativeness of the targeted population. More details on the weighting procedures are presented in a following section.

A.1.4   Participation Rate for the Web Survey

The national participation rate for the survey was around 22%. Below is the calculation of the participation rate to those web surveys. The participation rate is calculated using the following formula: Participation rate / response rate = R ÷ (U + IS + R). The table below provides details of the calculation.

Table 3. Participation rate

	Target audience
Invalid cases	
Invitations mistakenly sent to people who did not qualify for the study	-
Incomplete or missing email addresses	-
Unresolved (U)	**32,379**
Email invitations bounce back	751
Email invitations unanswered	31,628
In-scope non-responding units (IS)	**732**
Non-response from eligible respondents	-
Respondent refusals	379
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	353
Responding units (R)	**9,270**
Completed surveys disqualified – quota filled	7,106
Completed surveys disqualified for other reasons	152

Completed interviews	2,012
POTENTIAL SAMPLE (U+IS+R)	**42,381**
Participation rate = R ÷ (U + IS + R)	**21.87%**

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

The participation rate for the survey was around 22%. A 22% participation rate among the target audience is consistent with similar surveys. On the other hand, because of the particularity of the target audience of parents of children under 12, Leger had to invite a large number of parents to participate. Since the age of children is only identified by age brackets in the profile of the panelists, the question was asked to a large number of parents in order to identify those who qualify for the survey and reach the quotas.

A.1.6 Unweighted and Weighted Samples

The tables below present the geographic, gender, age, language, education level, place of birth, and ethnicity distribution of the target, before and after weighting.

Some proportions did not align with the actual population. The quotas placed for specific targets (parents, access to private dental insurance, respondents from ethnic minority communities and respondents belonging to household within rural regions) account for the discrepancies with the actual Canadian population. The weighting process corrected those differences.

Table 4. Unweighted and weighted distribution by region

Province or territory	Unweighted	Weighted
British Columbia + Northwest Territories	168	215
Alberta	203	245
Prairies	133	163
Ontario	687	821
Quebec	678	418
Atlantic Canada	143	151

Table 5. Unweighted and weighted distribution by gender

Gender	Unweighted	Weighted
Male	651	833

Female	1,354	1,169

Table 6. Unweighted and weighted distribution by age

Age	Unweighted	Weighted
18 to 24	81	111
25 to 34	700	739
35 to 44	844	836
45 to 54	287	244
55 to 64	68	58
65+	32	24

Table 7. Unweighted and weighted distribution by language

Language	Unweighted	Weighted
English	1,201	1,422
French	640	417
Other	267	261

Table 8. Unweighted and weighted distribution by education level

Education	Unweighted	Weighted
High School or less	522	508
College / Trade	741	716
University	749	788

Table 9. Unweighted and weighted distribution by place of birth

Place of birth	Unweighted	Weighted
Canada	1,429	1,431
Other	583	581

Table 10. Unweighted and weighted distribution by ethnicity

Ethnicity	Unweighted	Weighted
White	1,365	1,343
Indigenous person	87	92
South Asian	146	168
Black	166	146

Other cultural groups	244	249

A.1.7   Weighting factors

Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the target population. The weighting of a sample makes it possible to correct for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required. Based on data from Statistics Canada's 2021 national census, Leger weighted the results of the sample of this survey by gender, age, region and access to private dental insurance.

The following tables illustrate the proportion allocated to each target audience in the **sample**.

Table 11. Weighting by gender, age and region

Gender*Region	Weighting
British Columbia Male 18-24	0.04
British Columbia Male 25-34	0.30
British Columbia Male 35-44	2.41
British Columbia Male 45-54	0.20
British Columbia Male 55-64	0.23
British Columbia Male 65+	0.22
British Columbia Female 18-24	0.37
British Columbia Female 25-34	2.63
British Columbia Female 35-44	3.01
British Columbia Female 45-54	0.88
British Columbia Female 55-64	0.28
British Columbia Female 65+	0.12
Alberta Male 18-24	0.00

Alberta Male 25-34	2.65
Alberta Male 35-44	2.45
Alberta Male 45-54	0.64
Alberta Male 55-64	0.13
Alberta Male 65+	0.02
Alberta Female 18-24	0.80
Alberta Female 25-34	2.46
Alberta Female 35-44	2.51
Alberta Female 45-54	0.43
Alberta Female 55-64	0.02
Alberta Female 65+	0.06
Prairies Male 18-24	0.00
Prairies Male 25-34	0.63
Prairies Male 35-44	1.85
Prairies Male 45-54	0.63
Prairies Male 55-64	0.05
Prairies Male 65+	0.00
Prairies Female 18-24	0.43
Prairies Female 25-34	1.85
Prairies Female 35-44	2.02
Prairies Female 45-54	0.59
Prairies Female 55-64	0.03
Prairies Female 65+	0.03
Ontario Male 18-24	0.08
Ontario Male 25-34	7.55
Ontario Male 35-44	6.13
Ontario Male 45-54	2.26
Ontario Male 55-64	0.51
Ontario Male 65+	0.35
Ontario Female 18-24	1.35

Ontario Female 25-34	8.80
Ontario Female 35-44	9.93
Ontario Female 45-54	2.66
Ontario Female 55-64	0.87
Ontario Female 65+	0.29
Quebec Male 18-24	0.81
Quebec Male 25-34	2.56
Quebec Male 35-44	3.86
Quebec Male 45-54	1.85
Quebec Male 55-64	0.23
Quebec Male 65+	0.03
Quebec Female 18-24	1.29
Quebec Female 25-34	4.19
Quebec Female 35-44	4.79
Quebec Female 45-54	1.07
Quebec Female 55-64	0.06
Quebec Female 65+	0.02
Atlantic Male 18-24	0.00
Atlantic Male 25-34	1.57
Atlantic Male 35-44	1.21
Atlantic Male 45-54	0.19
Atlantic Male 55-64	0.28
Atlantic Male 65+	0.00
Atlantic Female 18-24	0.33
Atlantic Female 25-34	1.56
Atlantic Female 35-44	1.39
Atlantic Female 45-54	0.73
Atlantic Female 55-64	0.21
Atlantic Female 65+	0.04
Total	100

Table 12. Weighting by Areas (CMA/Other)

Region	Weighting
British Columbia Vancouver CMA	5.31
British Columbia Other areas	5.39
Alberta Calgary CMA	4.02
Alberta Edmonton CMA	4.53
Alberta Other areas	3.62
Saskatchewan	3.47
Manitoba	4.62
Ontario Toronto CMA	15.88
Ontario Other areas	24.91
Québec Montreal CMA	9.87
Québec Quebec CMA	1.11
Québec Other areas	9.78
New Brunswick	2.37
Nova Scotia	3.04
Prince Edward Island	0.78
Newfoundland	1.30
Total	100

Table 13. Weighting by Gender and access to private dental insurance

Region	Weighting
Has access to private dental insurance Male	26.67
Doesn't have access to private dental insurance Male	15.24
Has access to private dental insurance Female	34.06
Doesn't have access to private dental insurance Female	24.03
Total	100

Appendix B— Questionnaire

ADVERTISING CAMPAIGN EVALUATION TOOL
POST-CAMPAIGN SURVEY- Canada Dental Benefit – Advertising Campaign Evaluation Tool (ACET)

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 11 minutes to complete.

Copy this link if you wish to verify the authenticity of this survey:
https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en. CRIC Research Verification Service project code: 20231006-LE523.
To view our privacy policy, visit: https://leger360.com/privacy-policy/

If you require any technical assistance, please contact support@legeropinion.com

START SURVEY

ASK ALL – MULTIPLE MENTIONS
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
- ○   a media company, including online media
- ○   the federal or provincial government
- ○   none of these organizations

IF "NONE OF THESE ORGANIZATIONS" CONTINUE, OTHERWISE THANK AND TERMINATE.

SINGLE MENTION
b)   What is your gender?

- ○   Male (1)
- ○   Female (2)
- ○   Other (3)
- ○   Prefer not to answer

c)   In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2005: IF > 2005, THANK AND TERMINATE
ASK IF QUESTION QA3 IS LEFT BLANK – SINGLE MENTION

d) In which of the following age categories do you belong?

SELECT ONE ONLY

- ○ less than 18 years old
- ○ 18 to 24 (1)
- ○ 25 to 34 (2)
- ○ 35 to 44 (3)
- ○ 45 to 54 (4)
- ○ 55 to 64 (5)
- ○ 65 or older (6)

IF "LESS THAN 18 YEARS OLD" OR "BLANK", THANK AND TERMINATE

ASK ALL
e) May I have the first three characters of your postal code. [MONITOR QUOTAS BY PROVINCE/REGION]

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- o Prefer not to answer

ASK ALL- SINGLE MENTION
f) In which province or territory do you live?

SELECT ONE ONLY

- ○ Alberta (AB)
- ○ British Columbia (BC)
- ○ Manitoba (MB)
- ○ New Brunswick (NB)
- ○ Newfoundland and Labrador (NF)
- ○ Northwest Territories (NT)
- ○ Nova Scotia (NS)
- ○ Nunavut (NU)
- ○ Ontario (ON)
- ○ Prince Edward Island (PE)
- ○ Quebec (QC)
- ○ Saskatchewan (SK)
- ○ Yukon (YK)

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

ASK ALL - SINGLE MENTION
g) Which of the following best describes your total household income last year, before taxes, for you and your spouse/common-law partner, not including any income received via universal child care benefit (UCCB) and registered disability savings plan (RDSP)? [PN: ONE RESPONSE ONLY]
- o Under $20,000 □CONTINUE (1)
- o $20,000 to $29,999 □CONTINUE (2)
- o $30,000 to $39,999 □CONTINUE (3)
- o $40,000 to $49,999 □CONTINUE (4)
- o $50,000 to $59,999 □CONTINUE (5)
- o $60,000 to $69,999 □CONTINUE (6)
- o $70,000 to $79,999 □CONTINUE (7)
- o $80,000 to $89,999 □CONTINUE (8)
- o $90,000 to $99,999 □TERMINATE
- o $100,000 or more □TERMINATE
- o Prefer not to answer □TERMINATE

ASK ALL – MULTIPLE MENTIONS

QETHN. The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in social, cultural, and economic life of Canada. Are you … ? Please select all that apply. [MONITOR FOR QUOTAS]
o   White (1)
o   Indigenous (includes First Nations (status, non-status, treaty, or non-treaty), Inuit, Métis, Aboriginal, Native, or Indian) (2)
o   South Asian (e.g., East Indian, Pakistani, Sri Lankan) (3)
o   Chinese (4)
o   Black (5)
o   Filipino (6)
o   Arab (7)
o   Latin American (8)
o   Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai) (9)
o   West Asian (e.g., Iranian, Afghan) (10)
o   Korean (11)
o   Japanese (12)
o   Other, please specify _____ (13)
o   Don't know [EXCLUSIVE]
o   Prefer not to answer [EXCLUSIVE]

ASK ALL – MULTIPLE MENTIONS
h)   Do you have children in your household in any of the following age categories? Please select all that apply.
o   Under age 12 □CONTINUE
o   12-17 years of age □CONTINUE IF 'UNDER AGE 12' ALSO CHECKED
o   18 years of age or older □CONTINUE IF 'UNDER AGE 12' ALSO CHECKED
o   I do not have any children □TERMINATE [EXCLUSIVE]
o   Prefer not to answer □TERMINATE

ASK ALL - SINGLE MENTION
i)   Do you have access to private dental insurance for yourself and your family, either through an employer, pension plan, or individual benefits plan? This does not include any coverage you receive from any provincial or federal dental plans.
o   Yes □ CONTINUE [MONITOR QUOTAS - 30%) (1)
o   No □ CONTINUE [MONITOR QUOTAS - 70%] (2)
o   Prefer not to answer □TERMINATE

ASK ALL - SINGLE MENTION
j)   How close is the nearest dental clinic to your home?
o   Less than 5 km (1)
o   5-25 km (2)
o   26-50 km (3)
o   51-100 km (4)
o   101-350 km (5)
o   Over 350 km (6)
o   Prefer not to answer

[ASK ONLY OF THOSE WHO SAY 'PREFER NOT TO ANSWER' AT QA5] – SINGLE MENTION
k)   Do you live in an urban or a rural area?
o   Urban (in a city or large town) (1)
o   Rural (outside a city or a large town) (2)
o   Prefer not to answer □TERMINATE

CORE QUESTIONS

ASK ALL RESPONDENTS – SINGLE MENTION
Q1:
Over the past three months, have you seen, read or heard any advertising from the Government of Canada?

○   Yes (1)
○   No (2)   **=> GO TO T1D**

ASK IF Q1=YES – OPEN-ENDED

Q3:
Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?

<div style="text-align:center;background:black;color:white;font-weight:bold;">CAMPAIGN-SPECIFIC QUESTIONS</div>

CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS MAY BE ADDED HERE

ASK ALL RESPONDENTS – SINGLE MENTION
T1D: Have you heard about the Government of Canada's Canada Dental Benefit for children under 12?

- o No, I have not heard anything about the program [SKIP TO **T1H**] (1)
- o Yes, I have heard of it, but don't know much about the program (2)
- o Yes, I have heard of it and am well informed about the program (3)

[ASK IF 'YES' AT T1D] – MULTIPLE MENTIONS
T1E: Where did you hear about the Canada Dental Benefit? Please select all that apply.

[RANDOMIZE ORDER]

- o On the news/in the media
- o From a healthcare provider
- o From an oral health professional/dental office
- o From friends/family
- o In a blog
- o On social media
- o Saw or heard an ad
- o Other (please specify):

[ASK IF 'YES' AT T1D] – SINGLE MENTION
T1F: In the last 3 months, have you looked for information about the Canada Dental Benefit?

- o Yes
- o No

[ASK IF 'YES' AT T1D] – OPEN ENDED
T1G: What do you know about the Canada Dental Benefit?

ASK ALL – SINGLE MENTION
T1H: The interim Canada Dental Benefit is intended to help lower dental costs for eligible families earning less than $90,000 per year. Parents and guardians can apply if the child receiving dental care is under 12 years old and does not have access to a private dental insurance plan.
Depending on your adjusted family net income, a tax-free payment of $260, $390, or $650 is available for each eligible child. This interim dental benefit is only available for 2 periods. You can get a maximum of 2 payments for each eligible child. Benefit payments are administered by the Canada Revenue Agency (CRA).
The second benefit period is for children under 12 years old as of July 1, 2023 who receive dental care between July 1, 2023 and June 30, 2024.
Have you applied to or are you planning to apply for the Canada Dental Benefit?

- o Yes, I have applied (1)
- o Yes, I am planning to apply (2)
- o No, I have not applied and do not plan to (3)
- o Not sure (4)

[ASK IF T1H='NO, I HAVE NOT APPLIED AND DO NOT PLAN TO' OR 'NOT SURE'] – MULTIPLE MENTIONS

T1I: What are the reasons you have not applied or are unsure about applying for the Canada Dental Benefit? (Please select all that apply)
[RANDOMIZE ORDER]

- o I'm not eligible
- o I wasn't aware of the benefit
- o The application process is confusing or complicated
- o The benefit amount isn't enough
- o I have enough coverage already
- o Other (please specify):

[ASK IF T1H='NO, I HAVE NOT APPLIED AND DO NOT PLAN TO' OR 'NOT SURE'] – MULTIPLE MENTIONS
T1J: Which of the following, if any, would encourage you to apply for the benefit? Please select all that apply.

[RANDOMIZE ORDER]

- o If the application process was improved (e.g., it was easier, quicker, etc.)
- o If benefit payments are increased
- o If there was easier access to reliable information about the benefit
- o If the eligibility criteria were changed or expanded
- o If I had a better understanding/knowledge of the benefit
- o If the program was recommended by my child's healthcare provider
- o If I lived close to a dental office or oral health professional
- o If my child/children had urgent dental needs (e.g., cavity, pain, accident)
- o Other (please specify):
- o None of the above [PN: EXCLUSIVE]

ASK IF T1H='YES' – MULTIPLE MENTIONS
T1K: [If 'Which of the following, if any, [PN: IF 'YES, I HAVE APPLIED at T1H': encouraged / IF 'YES, I AM PLANNING TO APPLY at T1H': are encouraging] you to apply for the benefit? Please select all that apply.

[RANDOMIZE ORDER]

- o Easy application process
- o Amount of the benefit payment
- o Easy access to reliable information about the benefit
- o Health of my family and children
- o I have more than one eligible child requiring dental care
- o I have a good understanding/knowledge of the benefit
- o The program was recommended by my child's healthcare provider
- o My child/children had urgent dental needs (e.g., cavity, pain, accident, etc.)
- o Other (please specify):
- o None of the above [PN: EXCLUSIVE]

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS – SINGLE MENTION
T1A:
Over the past three months, have you seen, read or heard any Government of Canada advertising about the Canada Dental Benefit?

- ○ Yes
- ○ No   **=> GO TO T1D**

ASK IF T1A=YES – MULTIPLE MENTIONS

T1B:
Where have you seen, read or heard this ad about the Canada Dental Benefit?
[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

Broadcasting	
Radio (1)	
Online / digital	
Streaming services (e.g., Netflix, Prime Video, Crave Canada, Disney+, etc.) (2)	Podcasts (7)
In a mobile app (3)	Spotify (8)
Internet website (4)	Pinterest (9)
Twitter (5)	YouTube (10)
Internet search (e.g. Google, Bing) (6)	
Out-of-home (indoor and outdoor signage)	
Poster in a dental facility (11)	Digital screen (in residential building, shopping mall, restaurant, arena, etc.) (12)
Mandatory option(s):	
Other, specify (13)	

ASK IF T1A=YES – OPEN-ENDED
T1C:
What do you remember about this ad?

AD RECALL QUESTIONS

ASK ALL – SINGLE MENTION
T1M:
Here are some ads that have recently been broadcast on various media. Please make sure your sound is on and click next to see the following questions.

[CLICK TO GO TO THE NEXT PAGE]

[RANDOMIZE ORDER OF ADS]

T1I_Ad1

[insert digital ad]

T1I_Ad2

[insert video ad]

T1I_Ad3

[insert OOH ad]

Over the past three months, have you seen, read or heard any of these ads?

- ○ yes
- ○ no

ASK IF T1M=YES – MULTIPLE MENTIONS

T1N:
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

Broadcasting	
Radio (1)	
Online / digital	
Streaming services (e.g., Netflix, Prime Video, Crave Canada, Disney+, etc.) (2)	Podcasts (7)
In a mobile app (3)	Spotify (8)
Internet website (4)	Pinterest (9)
Twitter (5)	YouTube (10)
Internet search (e.g. Google, Bing) (6)	
Out-of-home (indoor and outdoor signage)	
Poster in a dental facility (11)	Digital screen (in residential building, shopping mall, restaurant, arena, etc.) (12)
Mandatory option(s):	
Other, specify: (13)	

ASK ALL – OPEN ENDED
T1O:
What do you think is the **main** point these ads are trying to get across?

ASK ALL – SINGLE MENTION
T1P:
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	o	o	o	o	o
These ads are relevant to me	o	o	o	o	o
These ads are difficult to follow	o	o	o	o	o
These ads do not favour one political party over another	o	o	o	o	o
These ads talk about an important topic	o	o	o	o	o
These ads provide new information	o	o	o	o	o
These ads clearly convey that the Government of Canada can provide answers to parents with questions on the benefit	o	o	o	o	o
These ads made me more likely to think that childhood dental care is important	o	o	o	o	o
These ads clearly convey the eligibility criteria for the benefit	o	o	o	o	o
These ads made me more likely to apply for the benefit	o	o	o	o	o

ASK IF T1M=YES – MULTIPLE MENTIONS
T1Q: Did you do any of the following as a result of seeing the ad? Please select all that apply.

[ROTATE ITEMS. OTHER SPECIFY AND 'DIDN'T DO ANYTHING' ANCHORED AT END OF LIST.]

- o Visited the Canada.ca/dental website
- o Thought more about dental care for myself
- o Thought more about dental care for my child/children
- o Discussed the benefit with a dentist, oral health professional or other healthcare provider

- Shared the information with a friend or family member
- Looked for information online on the benefit
- Submitted an application for the Canada Dental Benefit for my child/children
- Booked an appointment for my child/children to get dental care services
- Took my child/children to get dental care using the benefit payment(s)
- Other (please specify):
- I didn't do anything as a result of seeing the ads [EXCLUSIVE]

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

ASK ALL - SINGLE MENTION
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) (1)
- Working part-time (less than 30 hours per week) (2)
- Self-employed (3)
- Unemployed, but looking for work (4)
- A student attending school full-time (5)
- Retired (5)
- Not in the workforce (Full-time homemaker or unemployed but not looking for work) (6)
- Other employment status (7)

ASK ALL – SINGLE MENTION
D2:
What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- Grade 8 or less (1)
- Some high school (2)
- High school diploma or equivalent (3)
- Registered Apprenticeship or other trades certificate or diploma (4)
- College, CEGEP or other non-university certificate or diploma (5)
- University certificate or diploma below bachelor's level (6)
- Bachelor's degree (7)
- Postgraduate degree above bachelor's level (8)

ASK ALL – SINGLE MENTION
D5:
Where were you born?
- Born in Canada (1)
- Born outside Canada (2)
  ➥ Specify the country:

ASK IF D5=BORN OUTSIDE CANADA
D6:
In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2023

ASK ALL – MULTIPLE MENTIONS

D7:

What is the language you first learned at home as a child and still understand? Please select all that apply.
SELECT UP TO TWO

- ○ English (1)
- ○ French (2)
- ○ Other language, specify _____ (3)
- ○ Prefer not to answer

ASK ALL – MULTIPLE MENTIONS
D8:
What language do you speak most often at home? Please select all that apply.
- ○ English
- ○ French
- ○ Other (please specify)
- ○ Prefer not to answer

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.