



Health, Attitudes, and Behavioural Insights Tracker (HABIT) Survey

METHODOLOGY REPORT

Submitted to
Privy Council Office (PCO)

Prepared by
Leger

Ce rapport est aussi disponible en français

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Prepared for Privy Council Office of Canada

Supplier Name: Leger

June 2025

This public opinion research methodological report presents the technical aspects of a web survey conducted by Leger Marketing Inc. on behalf of the Privy Council Office of Canada. The research was conducted with Canadians 18 and over who could understand and express themselves in either French or English.

Cette publication est aussi disponible en français sous le titre : L'ENQUÊTE SUR LA SANTÉ, LES ATTITUDES ET LES CONNAISSANCES COMPORTEMENTALES (SACC)

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1. Executive Summary

Leger is pleased to present The Privy Council Office of Canada, as well as the Government of Canada, with this technical report outlining the methodology employed in the study to comprehend the evolving beliefs, attitudes, and behaviors of Canadians concerning public health.

This report was prepared by Leger who was contracted by The Privy Council Office (contract number 35035-24-0618 awarded on July 5th, 2024). This contract has a value of \$74,572.09 (including HST).

1.1 Background, Purpose and Objectives, Methodology

Background

In partnership with the Public Health Agency of Canada (PHAC), PCO requires ongoing quantitative data collection to maintain a real-time understanding of Canadians' evolving beliefs, attitudes, and behaviours relating to public health.

Outlined in the 2024-2025 budget, the federal government is committed to supporting the health of those living in Canada, along with the health care system, across the provinces and territories to promote health, prevent diseases, and enable better delivery of programs and services.

In continued partnership with PHAC, the PCO proposed to launch a series of two population-based research surveys to examine a range of topics central to the Government of Canada's health priorities. The study objective was to offer important tracking of changes in the national health context over the fall and winter, establish baseline data for new and emerging public health issues, and analyze key factors predicting health outcomes and differences in those outcomes across different groups in the population, as well as track changes over.

Purpose and Objectives

This survey objective was to offer a flexible infrastructure to generate rapid insights on emerging topics of timely value to PHAC, as they arise, in addition to knowledge translation products, and recommendations on key priority areas. Ongoing access to this platform and associated rapid advice will continue to support PHAC as a world leading, data-driven public health organization.

Insights garnered from this quantitative study will enable the Government of Canada to further develop and refine policies, program implementation, and communication strategies to achieve its goals to improve Canadian health and well-being.

1.2 Notes on The Interpretation of The Findings

The respondents were randomly selected from members of our panel (LEO) who were recruited using a probabilistic methodology. While the Leo panel is meant to be representative of the

Canadian population, it is not probabilistic; the results cannot be inferred to the general population of Canada as respondents are selected among those who have volunteered to participate/registered to participate in online surveys.

Respondents were randomly selected among LEO panellists who were recruited using a probabilistic methodology, ensuring that the sample closely resembles the actual population of Canada. The margins of sampling error cannot be calculated for surveys using internet panel. However, for comparative purposes, the margin of error for a probabilistic sample of 2,498 Canadians is $\pm 2.00\%$, 19 times out of 20 and the margin of error for a probabilistic sample of 2,265 Canadians is $\pm 2.10\%$, 19 times out of 20.

The data have been weighted to reflect the demographic composition of the target population. Detailed information about the weighting process is presented in Appendix A.1.

1.3 Declaration of Political Neutrality and Contact Information

I hereby certify, as chief agent 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](#).

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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1.4 Methodology

Data was collected online through two cross-sectional surveys of nationally representative samples of adult Canadians (18 years of age and older). The sample included Canadian citizens as well as permanent residents.

The targeted sample consisted of adults living in Canada 18 years of age and older, aimed for appropriate representation of gender, age and regional split, using data from Census 2021.

The sample for the first wave consisted of 2,223 general population respondents with an oversample of respondents who have been exposed to forest fire smoke in the last two years and have at least one of the following conditions: heart disease, cancer, chronic respiratory disease or diabetes (n=275).

The second wave sample included 2,010 general population respondents, with an oversample of respondents aged 65 or older (n=255).

The respondents were randomly selected from members of our panel (LEO) who were recruited using a probabilistic methodology.

1.5 Quotas

A series of quotas were implemented for this project. Quotas were cross-referenced by gender and age groups and were also imposed on the region of residence of respondents. The first quota was 50% men and 50% women for the gender sample. These gender quotas were also respected within the following age groups: 18-34, 35-54 and 55 and over. Those gender and age quotas had to be respected at the regional level. The Canadian regions were split as follows:

- Atlantic Canada (Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick);
- Quebec;
- Ontario;
- Manitoba/Saskatchewan/Nunavut;
- Alberta/Northwest Territories;
- British Columbia/Yukon.

The following table details the targeted distribution of the general population sample across the provinces and territories.

The sample distribution was planned as follows:

Provinces and Territories	NL	NS	PE	NB	QC	ON	MB	SK	AB	BC	NU	NT	YT
# of general population respondents	28	52	9	42	460	769	73	61	230	270	2	2	2

In addition to the above, Leger targeted the following age quotas:

- 18-34 years old - 28%
 - 18-24 years old - 11%
 - 25-34 years old - 17%
- 35-54 years old - 32%
- 55+ years old - 40%

As with any general population sample derived from a national survey, the final results were weighted by region, age group, gender, level of education, as well as any other variables used for the oversample when necessary to make the final samples representative of the actual population of Canada. Details on the weighting factors are presented in a subsequent section of this report.

1.6 CAWI Approach

For the online surveys, a computer-aided web interviewing (CAWI) method with self-administered questionnaires was used.

All interviewees were contacted by Leger. All invitations were bilingual to ensure that no respondent gets a unilingual invitation in the wrong official language.

Each invitation email contained a unique URL link that respondents could simply click to access the survey in the language of their choice. Upon arrival on Leger's online survey servers, the respondent was asked to confirm their choice of language before entering the survey. Respondents were also allowed to answer the survey in more than one continuous if they desired. They could simply leave the survey and come back at a later time using the same unique URL that was provided to them for their initial visit. All data entered contained strictly on Leger's Canadian servers and will be protected using an SSL process.

1.7 Survey accessibility

Surveys were programmed under the Web Content Accessibility Guidelines (WCAG) 2.0.

1.8 Increasing Participation Rate

Some measures were taken to increase the participation rate among online survey respondents, as well as to reduce the number of incomplete questionnaires and increase the representative nature of the final sample. The following methods helped increase participation rates, hereby reducing non-response bias with some subgroups:

- Identify the survey sponsor and topic in the survey so that potential respondents could quickly ascertain that the survey is a legitimate public policy study and not a telemarketing ploy.

- Respondents could stop the survey and continue later, restarting exactly where they were before pausing, without losing their data.
- The survey was accessible 24 hours a day, seven days a week from any web-enabled computer and portable devices (**tablets and smartphones**).
- In case of technical problems, respondents could send an email to our technical support team or can contact Leger by phone directly. Our technical support team was available throughout fieldwork to assist with their difficulties if any.

1.9 Compensation

All panelists received an incentive to participate in our surveys. The incentive to complete a 20-minute questionnaire is \$2.00.

2. Details for Each Wave

2.1 Pretest

To validate the programming of the questionnaire, a pretest was conducted before each wave of the project. The following table shows the details of those pretests. A validation of frequencies and the database was done after each pretest to ensure that the programming was accurate and functional.

Regarding the first wave, a pretest was conducted with 56 respondents, 24 in French and 32 in English. These participants were excluded from the data before the survey launch per PCO's request.

During the second wave, two pretests were conducted. The first pretest involved 67 respondents, 34 in French and 33 in English. These participants were excluded from the data before the survey launch per PCO's request. Due to the extended average response time observed in the initial pretest, a second pretest was conducted following the revision of the questionnaire. The second pretest was conducted with 68 respondents. These participants were included in the survey data.

Table 1. Pretest Details

Wave 1	
Date of the pretest	October 9 th , 2024
Number of completed questionnaires	56
Average length during pretest	23.08 min
Wave 2	
Date of the pretest # 1	February 21 st , 2025
Number of completed questionnaires # 1	67

Average length during pretest # 1	27.44 min
Date of the pretest # 2	February 25 th , 2025
Number of completed questionnaires # 2	68
Average length during pretest # 2	23.00 min

2.2 Data collection

Data collection for the first wave started on October 16th, 2024, and was carried out until October 30th, 2024. Regarding the second wave, the data collection started on February 26th, 2025, and was carried out until March 11th, 2025.

A minimum target of 2,250 respondents was established for each wave. For the first wave, a total sample of 2,498 respondents were surveyed across all regions of the country. The overall sample also included an oversample of 275 respondents who have been exposed to forest fire smoke in the last two years and have at least one of the following conditions: heart disease, cancer, chronic respiratory disease or diabetes. For the second wave, a total sample of 2,265 respondents were surveyed across all regions of the country. The overall sample also included an oversample of 255 respondents aged 65 years and older.

The following table details the collection dates and the number of respondents.

Table 2. Data Collection Details for waves 1 and 2

Wave 1	
Start of data collection	October 16 th , 2024
End of data collection	October 30 th , 2024
Invitations sent with success	63,092
Number of completed interviews	2,498
Survey Length (Average)	16.00 Minutes
Survey Length (Median)	24.26 Minutes
Wave 2	
Start of data collection	February 26 th , 2025
End of data collection	March 11 th , 2025
Invitations sent with success	55 388
Number of completed interviews	2,265
Survey Length (Average)	23.00 Minutes
Survey Length (Median)	25.24 Minutes

2.3. Participation rate

Below is the calculation of the participation rate to the web survey for the two waves. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation. For the first wave, the participation rate was 2.34%. For the second wave the participation rate was 2.39%

Table 3. Participation Rate for wave 1

Invalid cases	1,455
Invitations mistakenly sent to people who did not qualify for the study	1,455
Incomplete or missing email addresses	-
Unresolved (U)	58,230
Email invitations bounce back	39
Email invitations unanswered	58,191
In-scope non-responding units (IS)	61,398
Non-response from eligible respondents	60,814
Respondent refusals	-
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	584
Responding units (R)	2,875
Surveys disqualified – quota filled	377
Completed surveys disqualified for other reasons	-
Completed interviews	2,498
POTENTIALLY ELIGIBLE (U+IS+R)	122,503
Participation rate= $R/(U + IS + R)$	2.34%

Table 4 Participation Rate wave 2

Invalid cases	166
Invitations mistakenly sent to people who did not qualify for the study	166
Incomplete or missing email addresses	-
Unresolved (U)	55,001
Email invitations bounce back	16
Email invitations unanswered	54,985
In-scope non-responding units (IS)	53,822

Non-response from eligible respondents	53,092
Respondent refusals	-
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	730
Responding units (R)	2,670
Surveys disqualified – quota filled	211
Completed surveys disqualified for other reasons	-
Completed interviews	2,459
POTENTIALLY ELIGIBLE (U+IS+R)	111,493
Participation rate= R/(U + IS + R)	2.39%

APPENDIX A - Detailed Research Methodology

A.1 Quantitative Methodology

A.1.1 Methods

Quantitative 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 instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research. 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.

Computer Aided Web Interviewing (CAWI)

A panel-based Internet survey with a sample of Canadian adults from the general population (with different regional and age quotas and a 50%-50% men and women ratio within those quotas). Participant selection was made randomly from Leo's panellists who were recruited using a probabilistic methodology.

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. While the Leo panel is meant to be representative of the Canadian population, it is not probabilistic; the results cannot be inferred to the general population of Canada as respondents are selected among those who have volunteered to participate/registered to participate in online surveys.

For this project, panelists recruited via partner programs, social media campaigns recommendations or other forms of offline recruiting were excluded. Only panel members recruited randomly over the phone were eligible to participate.

All respondents received an incentive. The incentive to complete a 20-minute questionnaire is of \$2.00.

The questionnaire for this project was provided by the Privy Council Office (PCO). The data collection has been conducted in accordance with the [Standards for the Conduct of Government of Canada Public Opinion Research—Series A—Fieldwork and Data Tabulation for Online Surveys](#).

The web survey programming was compliant with the Web Content Accessibility Guidelines (WCAG) 2.0.

A.1.2 Unweighted and Weighted Samples

The tables below present the geographic distribution of respondents, their gender, age, level of education and, for the first wave, whether they have been exposed to forest fire smoke in the last two years and have a specific medical condition, before and after weighting.

We can see that the weighting adjusted some differences in geographic regions for both waves. The quotas placed on the different regions contributed to the need for regional adjustment.

The weighting corrected the weight of Canadians with a university degree who were over-represented in the sample. Since Internet panels tend to over-represent people with higher levels of education, it is normal that the most significant statistical adjustment is found with respect to the respondents' level of education. Adjustments for gender were minimal, as the samples were quite well balanced. Regarding age groups, adjustments were minimal for the first wave as the samples were well balanced. For the second wave, the weighting adjusted the proportion of people aged 65 years or older due to their oversampling.

Table 5. Unweighted and Weighted Samples for wave 1

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	368	348
Alberta and Northwest Territories	292	278
Manitoba, Saskatchewan and Nunavut	181	161
Ontario	880	967
Quebec	604	577
Atlantic	173	168
Gender		
Men	1,214	1,194
Women	1,265	1,280
Non-binary person / Another gender identity	13	15
Age		
Between 18 and 34	656	666
Between 35 and 55	788	804
55 years old and over	1,054	1,028
Level of education		
Highschool or less	414	557
Trade/college	926	1,161
University	1,151	771
Respondents who have been exposed to forest fire smoke in the last two years and have a medical condition		
Yes	635	413
No	1,863	2,085

Table 6. Unweighted and Weighted Samples for wave 2

Label	Unweighted	Weighted
Region		
British Columbia and Yukon	295	316
Alberta and Northwest Territories	252	251

Manitoba, Saskatchewan and Nunavut	143	146
Ontario	872	879
Quebec	548	524
Atlantic	155	149
Gender		
Men	1,107	1,087
Women	1,144	1,161
Non-binary person / Another gender identity	10	11
Age		
Between 18 and 34	611	605
Between 35 and 54	628	728
55 years old and over	1,026	932
Level of education		
Highschool or less	388	469
Trade/college	869	1,089
University	1,002	700

There is no evidence from the data that having achieved a different age, gender or level of education distribution prior to weighting would have significantly changed the results for this study. The relatively small weight sizes and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance and no further manipulations were necessary.

A.1.3 Weighting Factors

Some subgroups are sometimes under- or overrepresented in a sample compared to the general population. The weighting of a sample makes it possible to correct those differences. The weighting factors are therefore the weight given to each respondent corresponding to a subgroup of the sample.

The method used for weighting is iterative proportional fitting. No extreme weights were identified. For weighting purposes, non-respondents have been attached to a known group.

Table 7. Weighted Proportions for wave 1

Label		Weighted proportion
		Region
British Columbia and Yukon		14%
Alberta and Northwest Territories		11%
Manitoba, Saskatchewan and Nunavut		6%
Ontario		39%
Quebec		23%
Atlantic		7%
		Gender
Men		48%
Women		51%
Non-binary person / Another gender identity		1%
		Age
Between 18 and 34		26%
Between 35 and 55		32%
55 years old and over		41%
		Level of education
Highschool or less		22%
Trade/college		46%
University		31%
		Respondents who have been exposed to forest fire smoke in the last two years and have a medical condition
Yes		17%
No		83%

Table 8. Weighted Proportions for wave 2

Label		Weighted proportion
		Region
British Columbia and Yukon		14%
Alberta and Northwest Territories		11%
Manitoba, Saskatchewan and Nunavut		6%
Ontario		39%
Quebec		23%
Atlantic		7%
		Gender
Men		48%
Women		51%

Non-binary person / Another gender identity	0%
Age	
Between 18 and 34	26%
Between 35 and 54	32%
55 years old and over	41%
Level of education	
Highschool or less	20%
Trade/college	48%
University	31%

Results for the first wave were weighted by 1) region, 2) gender, 3) age, 4) level of education, and 5) whether participants had been exposed to forest fire smoke in the last two years and had at least one of the following conditions: heart disease, cancer, chronic respiratory disease, or diabetes.

Table 9. Weight by Region*Gender* Age*

	Weight
BC + YK // Male // 18-24	0.6872
BC + YK // Male // 25-34	1.1771
BC + YK // Male // 35-44	1.1172
BC + YK // Male // 45-54	1.0378
BC + YK // Male // 55-64	1.1545
BC + YK // Male // 65+	1.5955
BC + YK // Female // 18-24	0.6472
BC + YK // Female // 25-34	1.1664
BC + YK // Female // 35-44	1.1502
BC + YK // Female // 45-54	1.1149
BC + YK // Female // 55-64	1.2422
BC + YK // Female // 65+	1.8282
AB + NT // Male // 18-24	0.6067
AB + NT // Male // 25-34	1.0062
AB + NT // Male // 35-44	1.0851
AB + NT // Male // 45-54	0.9141
AB + NT // Male // 55-64	0.9009
AB + NT // Male // 65+	0.9943
AB + NT // Female // 18-24	0.5678
AB + NT // Female // 25-34	1.0107
AB + NT // Female // 35-44	1.0932
AB + NT // Female // 45-54	0.9068
AB + NT // Female // 55-64	0.9162

AB + NT // Female // 65+	1.1254
MB/SK // Male // 18-24	0.3834
MB/SK // Male // 25-34	0.5605
MB/SK // Male // 35-44	0.5472
MB/SK // Male // 45-54	0.4795
MB/SK // Male // 55-64	0.5319
MB/SK // Male // 65+	0.6603
MB/SK // Female // 18-24	0.3511
MB/SK // Female // 25-34	0.5534
MB/SK // Female // 35-44	0.5549
MB/SK // Female // 45-54	0.4848
MB/SK // Female // 55-64	0.5453
MB/SK // Female // 65+	0.7782
ON // Male // 18-24	2.1254
ON // Male // 25-34	3.3170
ON // Male // 35-44	3.0016
ON // Male // 45-54	2.9846
ON // Male // 55-64	3.2867
ON // Male // 65+	4.0386
ON // Female // 18-24	1.9716
ON // Female // 25-34	3.2742
ON // Female // 35-44	3.1907
ON // Female // 45-54	3.1997
ON // Female // 55-64	3.4734
ON // Female // 65+	4.8469
QC // Male // 18-24	1.0881
QC // Male // 25-34	1.7996
QC // Male // 35-44	1.8890
QC // Male // 45-54	1.7590
QC // Male // 55-64	2.0715
QC // Male // 65+	2.7014
QC // Female // 18-24	1.0423
QC // Female // 25-34	1.7819
QC // Female // 35-44	1.8940
QC // Female // 45-54	1.7424
QC // Female // 55-64	2.1100
QC // Female // 65+	3.2057
ATL // Male // 18-24	0.3241
ATL // Male // 25-34	0.4656
ATL // Male // 35-44	0.4651

ATL // Male // 45-54	0.5181
ATL // Male // 55-64	0.6322
ATL // Male // 65+	0.8521
ATL // Female // 18-24	0.3004
ATL // Female // 25-34	0.4663
ATL // Female // 35-44	0.4979
ATL // Female // 45-54	0.5500
ATL // Female // 55-64	0.6697
ATL // Female // 65+	0.9866

Table 10. Weight by Region

	Weight
British Columbia + Yukon	13.91856
Alberta + Territories	11.12725
Manitoba + Nunavut	3.50568
Saskatchewan	2.92494
Ontario	38.71041
Quebec	23.08500
New Brunswick	2.15948
Newfoundland and Labrador	1.43813
Nova Scotia	2.70758
Prince Edward Island	0.42298

Table 11. Weight by Education Level*Region

	Weight
Quebec AND University studies	6.52364
Rest of Canada AND University studies	24.32410
Non-university studies	69.15227

Table 12. Weight by Exposure to Wildfire smoke AND have a Chronic illness

	Weight
AB // YES (Wildfire smoke + Chronic illness)	3.035
BC // YES (Wildfire smoke + Chronic illness)	3.1431
MB // YES (Wildfire smoke + Chronic illness)	0.7771
NB // YES (Wildfire smoke + Chronic illness)	0.208
NL // YES (Wildfire smoke + Chronic illness)	0.0123
NWT // YES (Wildfire smoke + Chronic illness)	0.0417
NS // YES (Wildfire smoke + Chronic illness)	0.4802
NT // YES (Wildfire smoke + Chronic illness)	0.013

ON // YES (Wildfire smoke + Chronic illness)	5.8864
PEI // YES (Wildfire smoke + Chronic illness)	0.0275
QC // YES (Wildfire smoke + Chronic illness)	2.0534
SK // YES (Wildfire smoke + Chronic illness)	0.7756
YK // YES (Wildfire smoke + Chronic illness)	0.064
AB // NO	8.0167
BC // NO	10.6597
MB // NO	2.6907
NB // NO	1.951
NL // NO	1.4257
NWT // NO	0.0335
NS // NO	2.2278
NT // NO	0.0253
ON // NO	32.8236
PEI // NO	0.3955
QC // NO	21.0316
SK // NO	2.1494
YK // NO	0.0522

Results for the second wave were weighted by 1) region, 2) gender, 3) age and 4) level of education.

Table 13. Weight by Region*Gender* Age*

	Weight
BC + YK // Male // 18-24	0.687
BC + YK // Male // 25-34	1.177
BC + YK // Male // 35-44	1.117
BC + YK // Male // 45-54	1.038
BC + YK // Male // 55-64	1.155
BC + YK // Male // 65+	1.596
BC + YK // Female // 18-24	0.647
BC + YK // Female // 25-34	1.166
BC + YK // Female // 35-44	1.15
BC + YK // Female // 45-54	1.115
BC + YK // Female // 55-64	1.242
BC + YK // Female // 65+	1.828
AB + NT // Male // 18-24	0.607
AB + NT // Male // 25-34	1.006
AB + NT // Male // 35-44	1.085

AB + NT // Male // 45-54	0.914
AB + NT // Male // 55-64	0.901
AB + NT // Male // 65+	0.994
AB + NT // Female // 18-24	0.568
AB + NT // Female // 25-34	1.011
AB + NT // Female // 35-44	1.093
AB + NT // Female // 45-54	0.907
AB + NT // Female // 55-64	0.916
AB + NT // Female // 65+	1.125
MB/SK // Male // 18-24	0.383
MB/SK // Male // 25-34	0.561
MB/SK // Male // 35-44	0.547
MB/SK // Male // 45-54	0.48
MB/SK // Male // 55-64	0.532
MB/SK // Male // 65+	0.66
MB/SK // Female // 18-24	0.351
MB/SK // Female // 25-34	0.553
MB/SK // Female // 35-44	0.555
MB/SK // Female // 45-54	0.485
MB/SK // Female // 55-64	0.545
MB/SK // Female // 65+	0.778
ON // Male // 18-24	2.125
ON // Male // 25-34	3.317
ON // Male // 35-44	3.002
ON // Male // 45-54	2.985
ON // Male // 55-64	3.287
ON // Male // 65+	4.039
ON // Female // 18-24	1.972
ON // Female // 25-34	3.274
ON // Female // 35-44	3.191
ON // Female // 45-54	3.2
ON // Female // 55-64	3.473
ON // Female // 65+	4.847
QC // Male // 18-24	1.088
QC // Male // 25-34	1.8
QC // Male // 35-44	1.889
QC // Male // 45-54	1.759
QC // Male // 55-64	2.072
QC // Male // 65+	2.701
QC // Female // 18-24	1.042

QC // Female // 25-34	1.782
QC // Female // 35-44	1.894
QC // Female // 45-54	1.742
QC // Female // 55-64	2.11
QC // Female // 65+	3.206
ATL // Male // 18-24	0.324
ATL // Male // 25-34	0.466
ATL // Male // 35-44	0.465
ATL // Male // 45-54	0.518
ATL // Male // 55-64	0.632
ATL // Male // 65+	0.852
ATL // Female // 18-24	0.3
ATL // Female // 25-34	0.466
ATL // Female // 35-44	0.498
ATL // Female // 45-54	0.55
ATL // Female // 55-64	0.67
ATL // Female // 65+	0.987

Table 14. Weight by Region

	Weight
British Columbia + Yukon	13.919
Alberta + Northwest Territories	11.127
Manitoba + Nunavut	3.506
Saskatchewan	2.925
Ontario	38.71
Quebec	23.085
New Brunswick	2.159
Newfoundland and Labrador	1.438
Nova Scotia	2.708
Prince Edward Island	0.423

Table 15. Weight by Education Level*Region

	Weight
Quebec AND University studies	6.524
Rest of Canada AND University studies	24.324
Non-university studies	69.152

APPENDIX B – SURVEYS

First wave survey

HABIT Survey Questionnaire for wave 1

Consent

The Government of Canada is conducting a research study on health behaviours and experiences.

Leger has been hired to administer this survey. Si vous préférez répondre au sondage en français, veuillez cliquer sur français. The survey takes about 20 minutes to complete and is voluntary and completely confidential.

The purpose of this study is to improve actions taken by the government to improve health outcomes for Canadians. We recognize that the subject matter of some of these questions may be personal or sensitive. However, should you choose to participate, your answers will be kept confidential and will be used to help improve public health policy in Canada. Your responses will be identified by a subject number and the researchers will not know your identity or your personal information. Review Leger's privacy policy [here](#).

Further information about this study:

- Your data will be treated in accordance with the provisions of the Government of Canada Privacy Policy.
- Your participation in the study is voluntary and your responses will be kept entirely confidential.
- You may stop the survey at any time and without giving reasons.

If you have any questions about this survey, please send us an email at iiu-iii@pco-bcp.gc.ca and indicate the “health survey” in the subject line.

While we prefer that you complete this survey in one sitting, if you need to take a break, you can re-access it at any time using the same link.

CONSENT

I agree to participate in the study and understand that my answers will be used to advance knowledge about Canadians’ health outcomes, which may inform future actions taken by the government.

I agree to the processing of my personal data in accordance with the information provided here.

I am aware that the data will be published in anonymous form to promote transparency in public opinion research. Summaries in aggregate form (i.e., grouped responses) will be shared within the federal government, and may be shared with provincial/territorial, and municipal

governments to inform policy, programs, and communications. These summaries may also be presented at research conferences and/or in research publications.

- 1) I agree to participate
- 2) No, I don't want to participate [thank and terminate survey]

Demographics

Thank you for deciding to participate in this study. First, please provide us with some information about yourself.

[age] In what year were you born?

(Minimum 1923; Maximum 2024)

Enter year: _____

Prefer not to say (9999)

[age_cat] In which of the following age categories do you belong?

[show if participant did not answer age: [age]=9999]

- 1) Under 18
- 2) 18 to 24
- 3) 25 to 34
- 4) 35 to 44
- 5) 45 to 54
- 6) 55 to 64
- 7) 65 to 74
- 8) 75 and older

[Show if 2006 for age or under 18 for birth year is selected]

Thank you for your interest in the survey, but you must be at least 18 years old to participate.

[sex] What was your sex at birth?

- 1) Female
- 2) Male
- 3) Intersex
- 4) Prefer not to say

[gender] What is your gender?

This refers to your current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents. We collect this information to make sure that our research sample is representative of the Canadian population.

- 1) Man
- 2) Woman
- 3) Non-binary person
- 4) Another gender identity (option to specify: ____)

[region] In which province or territory do you live?

- 1) Alberta
- 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

I live outside of Canada (-9) [thank and terminate survey]

[exweather2] During the past two years (24 months), have you personally experienced any the following extreme weather-related events in your local area? Select all that apply.

[extweather_wildfire_smoke2] Wildfires/smoke

[exweather_wildfire_fire2] Wildfires (not including wildfire smoke)

[exweather_none2] None of the above

[health_diagnosis] Has a doctor or healthcare professional ever given you a formal diagnosis of one of the following conditions? Select all that apply.

[Select all that apply; if select “none of the above,” then grey out other options; Alphabetize the list just like in W2]

1. Heart disease
2. Hypertension/high-blood pressure
3. Stroke
4. Cancer
5. Chronic respiratory issues (e.g., asthma, obstructive pulmonary, sleep apnea)
6. Conditions or medications that affect your immune system (e.g., autoimmune diseases, HIV, treatment for cancer, treatment for inflammatory diseases, anti-rejection drugs for organ transplants, etc.)
7. Diabetes
8. Arthritis
9. Neurological issues (e.g., Epilepsy, Multiple Sclerosis, Parkinson’s)

10. Osteoporosis
11. Periodontal disease
12. Obesity
13. Post Covid-19 Condition (Long Covid)
14. Other (please enter) [Anchor at bottom]
 - a. 14.None of the above [Anchor at bottom]
 - b. Prefer not to say (9999) [Anchor at bottom]

[education] What is the highest level of formal education that you have completed?

- 1) Elementary school or less
- 2) Some high school
- 3) High school diploma or equivalent
- 4) Registered apprenticeship or other trades certificate or diploma
- 5) Some college/university
- 6) College or CEGEP certificate or diploma
- 7) University certificate or diploma below bachelor's level
- 8) Bachelor's degree
- 9) Postgraduate degree above bachelor's level
- 10) Prefer not to say (9999)

[children] Are you a parent or legal guardian of a child under 18 years of age?

- 1) No
- 2) Yes

[if sex=1 or 3 then ask pregnant]

[pregnant] Are you currently pregnant or planning to become pregnant in the next 12 months?

- 1) I am not pregnant nor am I planning to become pregnant in the next 12 months
- 2) I am currently pregnant
- 3) I am not but I am planning to become pregnant in the next 12 months
- 4) Prefer not to say (9999)
- 5) Don't know (98)

[birthj] Have you given birth, if yes, when was your most recent birth?

- 1) I have not given birth
- 2) I have given birth in the last 12 months
- 3) I have given birth in the last 13 months to 5 years
- 4) I have given birth in the last 6 or more years
- 5) Prefer not to say

Health & Wellbeing

The following questions ask about your **physical health**.

[health_status] In general, how is your physical health?

- 1) Poor
- 2) Fair
- 3) Good
- 4) Very good
- 5) Excellent

[INSERT ATTENTION CHECK QUESTION]

[health_mental_status] In general, how is your mental health?

- 1) Poor
- 2) Fair
- 3) Good
- 4) Very good
- 5) Excellent

[mental_self_diagnosis] Either past or present, have you been formally diagnosed (by a medical doctor, psychiatrist, or clinical psychologist) with and/or treated for the following conditions?

[Select all that apply; if select “none of the above,” then grey out other options; Alphabetical order]

[mental_self_anxiety] Anxiety disorders (e.g., generalized anxiety disorder, social anxiety disorder, postpartum anxiety)

[mental_self_bipolar] Bipolar and related disorders

[mental_self_depression] Depressive disorders (e.g., Major depressive disorder, postpartum depression)

[mental_self_eating] Feeding and eating disorders

[mental_self_neurodevelop] Neurodevelopmental disorders (e.g., attention deficit hyperactivity disorder, autism spectrum disorder)

[mental_self_personality] Personality disorders

[mental_self_schizophrenia] Schizophrenia spectrum and other psychotic disorders

[mental_self_addiction] Substance-related or addictive disorders

[mental_self_trauma] Trauma and stressor-related disorders (e.g., PTSD)

[mental_self_other] Other [anchor at bottom]

[mental_self_prefernot] Prefer not to say [anchor at bottom]

[mental_self_none] None of the above [anchor at bottom]

[loneliness_ucla] The next questions are about how you feel about different aspects of your life.

For each one, select an option that best describes how often you feel that way.

[randomize]

[loneliness_ucla_companionship] How often do you feel that you lack companionship?

[loneliness_ucla_leftout] How often do you feel left out?

[loneliness_ucla_isolated] How often do you feel isolated from others?

1. Never
2. Rarely
3. Sometimes
4. Often

Social Support

The following questions ask about your **relationships and social support**.

[sps] Please indicate the extent to which you agree or disagree with the following statements:

[randomize]

[sps_relationships] I have close relationships that provide me with a sense of emotional security and well-being.

[sps_decisions] There is someone I could talk to about important decisions in my life.

[sps_competence] I have relationships where my competence and skill are recognized.

[sps_attitudes] I feel part of a group of people who share my attitudes and beliefs.

[sps_emergency] There are people I can count on in an emergency.

- 1) Strongly Disagree
- 2) Disagree
- 3) Agree
- 4) Strongly Agree

[social_trust1] Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

- 0) You can't be too careful
- 1) *

- 2) *
- 3) *
- 4) *
- 5) *
- 6) *
- 7) *
- 8) *
- 9) *
- 10) Most people can be trusted

[belonging] How would you describe your sense of belonging to your local community?

- 1) Very strong
- 2) Somewhat strong
- 3) Somewhat weak
- 4) Very weak

[social_cohesion] How strongly do you agree or disagree with the following statements about your neighbourhood? (randomize)

[soccoh_helpneighbours] People around here are willing to help their neighbours.

[soccoh_closeknit] This is a close-knit neighbourhood.

[soccoh_neighbourtrust] People in this neighbourhood can be trusted.

[soccoh_neighbourconflict] People in this neighbourhood generally don't get along with each other. (reverse coded)

[soccoh_values] People in this neighbourhood do not share the same values. (reverse coded)

- 1) Strongly disagree
- 2) Disagree
- 3) Neither agree nor disagree
- 4) Agree
- 5) Strongly agree

[rctw4_uncertainty] You will find below a series of statements which describe how people may react to the uncertainties of life.

Please rate the extent to which each phrase is characteristic or uncharacteristic of you:

[randomize]

[rctw4_uncertainty_unforeseen] Unforeseen events upset me greatly.

[rctw4_uncertainty_paralyze] When it's time to act, uncertainty paralyzes me.

[rctw4_uncertainty_future] I always want to know what the future has in store for me.

[rctw4_uncertainty_surprise] I can't stand being taken by surprise.

[rctw4_uncertainty_organize] I should be able to organize everything in advance.

Not at all characteristic of me (1)

A little characteristic of me (2)

Somewhat characteristic of me (3)

Very characteristic of me (4)

Entirely characteristic of me (5)

Health Services

[INSERT ATTENTION CHECK QUESTION]

The following questions ask about your experiences with physical and mental health care services.

[primary_care] Do you have access to a primary care provider (i.e., family doctor or nurse practitioner that you can see for regular check-ups, when you get sick, and/or ask for medical advice)?

- 1) No
- 2) Yes

[hotline_mh_know] Are you familiar with any telephone-based mental health services?

- 1) Not at all familiar
- 2) Slightly familiar
- 3) Somewhat familiar
- 4) Familiar
- 5) Very familiar

[hotline_mh_988] Are you familiar with the 9-8-8: Suicide Crisis Helpline?

- 1) Not at all familiar
- 2) Slightly familiar
- 3) Somewhat familiar
- 4) Familiar
- 5) Very familiar

[hotline_mh_use] In the past 12 months, have you used a telephone-based mental health service?

- 1) No
- 2) No, but I wanted to
- 3) Yes
- 4) Prefer not to say (9999)

Infectious Disease Prevention & Management

The following questions ask about your behaviours and opinions related to infectious diseases.

[covid_vax2] How many doses of a COVID-19 vaccine have you received?

- 0) No doses
- 1) 1
- 2) 2
- 3) 3
- 4) 4 or more doses

[flu_vax_intent2] Will you get the seasonal flu vaccine between now and June 2025?

- 1) Definitely
- 2) Probably
- 3) Probably not
- 4) Definitely not

[covid_vax_intent2] Will you get a COVID-19 vaccine between now and June 2025?

- 1) Definitely
- 2) Probably
- 3) Probably not
- 4) Definitely not

[PHM_future] During the upcoming cold and flu season, how often do you plan to take the following personal protective measures?

[PHM_future_mask] Wearing a mask when in indoor public settings (e.g. transit, stores, concerts)

[PHM_future_sick] Staying home when sick

[PHM_future_hands] Cleaning your hands

[PHM_future_cough] Covering coughs and sneezes with your elbow or a tissue

[PHM_future_disinfect] Cleaning and disinfecting high-touch surfaces and objects (e.g., phones, doorknobs)

[PHM_future_ventilation] Improving indoor ventilation (for example, opening windows and doors when possible and/or using a portable air purifier)

- 1) Never
- 2) Rarely
- 3) Sometimes
- 4) Often

- 5) Always

[respiratory_likely] In your opinion, how likely are you to get a respiratory illness such as the flu or COVID-19 during the upcoming cold and flu season?

- 1) Extremely unlikely
- 2) Unlikely
- 3) Neither likely nor unlikely
- 4) Likely
- 5) Extremely likely

[respiratory_risk] In your opinion, how likely are the following groups to experience severe impacts from respiratory illnesses?

[randomize]

- a) Yourself
- 6) Your friends and family
- 7) Canadians in general
- 8) Adults aged 65 years and older
- 9) People with chronic health conditions

- 1) Extremely unlikely
- 2) Unlikely
- 3) Neither likely nor unlikely
- 4) Likely
- 5) Extremely likely

[rsv_aware] Have you heard of respiratory syncytial virus (RSV)?

- 1) No
- 2) Yes, but I don't know much about it
- 3) Yes, and I understand what it is

[if pregnant= 2 or 3 then ask rsv_vax_preg]

[rsv_vax_preg] Respiratory syncytial virus (RSV) is a common respiratory virus that usually causes a mild illness with cold-like symptoms. Some people, especially infants, older adults (65 years of age or older) and immunocompromised individuals, are at a higher risk for developing more severe illness from RSV.

If you were offered a vaccine for RSV while pregnant to protect your infant from severe outcomes from RSV, would you get vaccinated?

- 1) No
- 2) Yes

3) Don't know (98)

[if age_cat= 5, 6 or 7 or age=55+ then ask rsv_vax_senior]

[rsv_uptake] Have you been vaccinated against respiratory syncytial virus (RSV)?

- 1) No
- 2) Yes

[if rsv_uptake=1 then ask rsv_vax_senior]

[rsv_vax_senior] Respiratory syncytial virus (RSV) is a common respiratory virus that usually causes a mild illness with cold-like symptoms. Some people, especially infants, older adults (65 years of age or older) and immunocompromised individuals, are at a higher risk for developing more severe illness from RSV.

If you were offered a vaccine to protect you from severe outcomes from RSV, would you get vaccinated?

- 1) No
- 2) Yes
- 3) Don't know (98)

[h5n1_familiar] Have you heard of highly pathogenic avian influenza (e.g., H5N1)?

- 1) No
- 2) Yes, but I don't know much about it
- 3) Yes, and I understand what it is

[h5n1_concern] Highly pathogenic avian influenza, also known as H5N1 or bird flu, is a kind of avian influenza virus. It mainly infects birds but has been identified in other animals and has caused rare infections in humans. Outbreaks in domestic and wild birds and some mammals have recently emerged and become widespread in many parts of the world, including Canada.

How concerned are you about avian influenza (H5N1)?

- 1) Not at all concerned
- 2) Slightly concerned
- 3) Moderately concerned
- 4) Concerned
- 5) Very Concerned

[mpox_familiar] Have you heard of mpox (also known as monkeypox)?

- 1) No
- 2) Yes, but I don't know much about it

3) Yes, and I understand what it is

[if mpox_familiar= 2 or 3 then ask mpoxawareness]

[mpox_awareness] Where have you come across information about mpox? Select all that apply.

[randomize]

- 1) Government of Canada
- 2) World Health Organization (WHO)
- 3) Healthcare providers
- 4) News media (e.g., TV, newspapers)
- 5) Social media and/or influencers
- 6) Friends or family
- 7) Community organizations
- 8) Alternative health providers (chiropractor, naturopaths, etc.)
- 9) Other, please specify [open text] [anchor to bottom]
- 10) None of the above [anchor]

[mpox_concern] Mpox (also known as monkeypox) is a disease caused by infection with a virus, which is part of the same family as the virus that causes smallpox. The Public Health Agency of Canada is working with provincial and territorial public health partners to monitor mpox in Canada.

How concerned are you about mpox?

- 1) Not at all concerned
- 2) Slightly concerned
- 3) Moderately concerned
- 4) Concerned
- 5) Very Concerned

[mpox_prevention] In your opinion, which of the following measures are the most effective at preventing mpox infection? Select up to 4 options.

[randomize]

- 1) Vaccination
- 2) Having fewer sexual partners
- 3) Using protection during sexual activity (such as condoms and dental dams)
- 4) Avoiding contact with infected individuals
- 5) Hand hygiene
- 6) Wearing masks
- 7) Avoiding crowded places
- 8) Having a healthy lifestyle (e.g. diet, exercise)

I don't know [exclusive option] (98)

[mpox_risk] To the best of your knowledge, are any of the following groups at higher risk of getting mpox? Select all that apply.

[randomize]

- 1) Heterosexual men (men who are sexually attracted to women)
- 2) Heterosexual women (women who are sexually attracted to men)
- 3) Homosexual men (men who are sexually attracted to men)
- 4) Homosexual women (women who are sexually attracted to women)
- 5) People who have multiple sexual partners
- 6) Adult service providers (e.g. sex workers)
- 7) People who use shelters
- 8) People in correctional facilities (e.g., prisons)
- 9) People who have travelled recently
- 10) Children
- 11) None of the above [exclusive option]

Don't know [exclusive option] (98)

[mpox_vax] If a mpox vaccine were recommended for you, would you get vaccinated?

- 1) Definitely
- 2) Probably
- 3) Probably not
- 4) Definitely not

[mpox_vax = 3 or 4] then ask [mpox_barriers_open]

[mpox_barriers_open] You indicated that you would not or might not get an mpox vaccine if recommended to you. In a few words, please tell us why not.

[open text]

[mpox_seekcare] If you thought you might have mpox, would you seek information or medical assistance?

- 1) No
- 2) Yes
- 3) Unsure

[if mpox_seekcare= 1 or 3 then ask mpox_carebarriers]

[mpox_carebarriers] What might prevent you from seeking information or medical assistance if you suspected you had mpox? Select all that apply.

[randomize]

- 1) Inconveniences (e.g., services too far away, limited operating hours, long wait times)
- 2) Fear of stigma or negative reaction from health professionals
- 3) Financial barriers
- 4) Lack of information about where to seek help
- 5) Concerns about confidentiality or privacy
- 6) Belief that symptoms are mild and don't require attention
- 7) Difficulty accessing healthcare services
- 8) Other, please specify [open text] [anchor to bottom]

COVID-19 Retrospective

The following questions ask about your experiences with COVID-19.

[covid_measures] In your opinion, how effective were the following measures at preventing the spread of COVID-19 during the pandemic? [randomize]

[covid_measures_mask] Mask requirements

[covid_measures_schools] Closing schools/daycares

[covid_measures_travel] Restricting international travel

[covid_measures_business] Closing businesses/workplaces

[covid_measures_vaccinemandate] Vaccine requirements

[covid_measures_rapidtest] Providing free access to rapid tests

[covid_measures_lockdown] Lockdowns or stay-at-home orders

[covid_measures_mask] Quarantine and isolation

- 1) Not at all effective
- 2) Slightly effective
- 3) Somewhat effective
- 4) Very effective
- 5) Extremely effective

[covidthreat] In your opinion, how much of a threat, if any, was the COVID-19 pandemic for...

[RANDOMIZE]

[covidthreat_personalhealth] Your personal health

[covidthreat_canadahealth] The health of the Canadian population as a whole

[covidthreat_finances] Your personal finances

[covidthreat_rights] Your rights and freedoms

- 1) Not a threat
- 2) Minor threat

- 3) Moderate threat
- 4) Major threat

[covid_response_retro] Please indicate whether you think governments in Canada did too much, not enough or the right amount in addressing the following areas during the COVID-19 pandemic.

[randomize]

- [covid_response_retro_education]** Meeting the educational needs of children
- [covid_response_retro_business]** Supporting businesses and economic activity
- [covid_response_retro_choice]** Respecting individuals' choices
- [covid_response_retro_healthcare]** Protecting the healthcare system
- [covid_response_retro_borders]** Securing Canadian borders
- [covid_response_retro_comms]** Communicating with the public

- 1) Not enough
- 2) About the right amount
- 3) Too much

Pandemic Preparedness

This section will ask you about your opinions of future public health emergencies.

[pandemic_lifetime] In your opinion, how likely is that you will experience another infectious disease pandemic in your lifetime?

- 1) Extremely unlikely
- 2) Unlikely
- 3) Somewhat unlikely
- 4) Neither likely nor unlikely
- 5) Somewhat likely
- 6) Likely
- 7) Extremely likely

[pan_prep] In your opinion, how prepared would the following groups be to respond to another pandemic in the future?

- [pan_prep_goc]** The Government of Canada
- [pan_prep_prov]** My provincial/territorial government
- [pan_prep_who]** The World Health Organization
- [pan_prep_canadians]** Canadians in general

- 1) Very unprepared
- 2) Somewhat unprepared

- 3) Somewhat prepared
- 4) Very prepared

[covid_lessons] To what extent do you think governments in Canada will apply lessons from the COVID-19 pandemic to future pandemics or infectious disease emergencies?

Not at all
A little
A moderate amount
A lot

[RANDOMIZE ORDER: HALF SEE [futuremeasures_self] FIRST, HALF SEE [futuremeasures_others] FIRST]

[futuremeasures_self] In the future, if the following public health measures were implemented to respond to a new pandemic or infectious disease emergency, to what extent **would you support or oppose them?**

[RANDOMIZE]

[futuremeasures_self_mask] Mask requirements
[futuremeasures_self_schools] Closing schools/daycares
[futuremeasures_self_travel] Restricting international travel
[futuremeasures_self_business] Closing businesses/workplaces
[futuremeasures_self_vaccine] Vaccine requirements
[futuremeasures_self_lockdown] Lockdowns or stay-at-home orders
[futuremeasures_self_quarantine] Quarantine and isolation

- 1) Strongly oppose
- 2) Oppose
- 3) Somewhat oppose
- 4) Neither support nor oppose
- 5) Somewhat support
- 6) Support
- 7) Strongly support

[futuremeasures_others] In the future, if the following public health measures were implemented to respond to a new pandemic or infectious disease emergency, to what extent **do you think most Canadians would support or oppose them?**

[RANDOMIZE]

[futuremeasures_others_mask] Mask requirements
[futuremeasures_others_schools] Closing schools/daycares
[futuremeasures_others_travel] Restricting international travel

[futuremeasures_others_business] Closing businesses/workplaces
[futuremeasures_others_vaccine] Vaccine requirements
[futuremeasures_others_lockdown] Lockdowns or stay-at-home orders
[futuremeasures_others_quarantine] Quarantine and isolation

- 1) Strongly oppose
- 2) Oppose
- 3) Somewhat oppose
- 4) Neither support nor oppose
- 5) Somewhat support
- 6) Support
- 7) Strongly support

Trust in Institutions

The following questions ask about your opinions on the health care and public health care systems in Canada.

[trust_good_publichealth] In general, how much do you trust or distrust the following public institutions to make good decisions about public health:

[randomize]

[trust_good_goc2] Government of Canada

[trust_good_phac2] The Public Health Agency of Canada

[trust_good_hc2] Health Canada

[trust_good_prov2] My provincial/territorial government

- 1) Strongly distrust
- 2) Somewhat distrust
- 3) Neither trust nor distrust
- 4) Somewhat trust
- 5) Strongly trust

[trust_goc] In general, how much do you trust or distrust the Government of Canada to make good decisions about the following topics?

Responding to wildfires

Managing infectious diseases

- 1) Strongly distrust
- 2) Somewhat distrust
- 3) Neither trust nor distrust
- 4) Somewhat trust
- 5) Strongly trust

Wildfires and Wildfire Smoke

The following section will ask you questions about your experiences with wildfires and wildfire smoke.

A wildfire is a large, uncontrolled fire that spreads through forests, grasslands, or other natural areas. It can start from natural causes like lightning or from human activities.

[separate page]

[wildfire_risk_perceived] Based on your knowledge, are any of the following health impacts linked to wildfire smoke? Select all that apply

[randomize]

- 1) Breathing or respiratory issues
- 2) Heart-related or cardiovascular problems
- 3) Irritation (e.g., eyes, nose, throat)
- 4) Mental health effects
- 5) Long-term health impacts
- 6) Cancer
- 7) Other, please specify [open text; anchor at bottom]
- 8) None of the above [anchor at bottom]

[wildfiresmoke_recent] If you have ever experienced wildfire smoke, when was your most recent experience?

- 1) I have never experienced wildfire smoke
- 2) 2024
- 3) 2023
- 4) 2022
- 5) 2021
- 6) 2020 or earlier
- I don't know (98)

[If wildfiresmoke_recent= 2, 3, 4, 5 or 6 then ask severity_wildfire_smoke]

[severity_wildfire_smoke] How severe was your most recent experience with wildfire smoke?

- 1) Not severe at all
- 2) Slightly severe
- 3) Moderately severe
- 4) Very severe
- 5) Extremely severe

[If wildfiresmoke_recent= 2, 3, 4, 5 or 6 then ask wildfiresmoke_impacts]

[wildfiresmoke_impacts] Did you experience any of the following the last time you experienced wildfire smoke? Select all that apply.

[randomize]

Breathing or respiratory issues

Headaches

Irritation (e.g., eyes, nose, throat)

Negative impacts on mental health

Negative impacts on work, employment, or financial stability

Other, please specify [open text]

None of the above

[wildfire_risk_future] In your opinion, how likely is your community or local area to experience wildfire smoke in the next 2 years (24 months)?

- 1) Not at all likely
- 2) Somewhat likely
- 3) Moderately likely
- 4) Very likely
- 5) Extremely likely

[wildfire_informed] How informed do you feel about the health risks associated with wildfire smoke?

Very uninformed

Somewhat uninformed

Neither informed or uninformed

Somewhat informed

Very informed

[wildfire_recent] When was the last wildfire in your community or local area that caused harm (i.e., injuries, property damage, evacuation orders, power outages, or travel disruptions), excluding damage caused by wildfire smoke?

- 1) There has never been a wildfire
- 2) 2024
- 3) 2023
- 4) 2022
- 5) 2021
- 6) 2020 or earlier

Don't know (98)

[If wildfire_recent= 2, 3, 4, 5 or 6 then ask severity_wildfires]

[severity_wildfires] How severe was your most recent experience with wildfires (not including wildfire smoke)?

- 1) Not severe at all
- 2) Slightly severe
- 3) Moderately severe
- 4) Very severe
- 5) Extremely severe

[If wildfire_recent=2, 3, 4, 5 or 6 then ask wildfire_damage]

[wildfire_damage] Did you experience any of the following the last time you experienced a wildfire (not including wildfire smoke)? [select all that apply]

[randomize]

- Loss of or damage to a home or other personal property
- Injury or other negative impacts on physical health
- Negative impacts on mental health
- Negative impacts on work, employment, or financial stability
- Loss of or damage to a valued natural space
- Evacuation of your home or local area
- Other, please specify [open text]
- None of the above

[wildfire_risk_future] In your opinion, how likely is your community or local area to experience a wildfire (not including wildfire smoke) in the next 2 years (24 months)?

- 1) Not at all likely
- 2) Somewhat likely
- 3) Moderately likely
- 4) Very likely
- 5) Extremely likely

[wildfire_worried] How worried are you about the risk of wildfires in your community or local area?

- 1) Not at all worried
- 2) Slightly worried

- 3) Somewhat worried
- 4) Very worried

[wildfire_famfriend] In the past 2 years (24 months), has someone close to you (family member or friend) experienced any of the following from either wildfires or wildfire smoke? Select all that apply.

- 1) No one close to me has experienced wildfire or wildfire smoke impacts [exclusive option; anchor to top]
- 2) Loss of or damage to a home or other personal property
- 3) Injury or other negative impacts on physical health
- 4) Negative impacts on mental health
- 5) Negative impacts on work, employment, or financial stability
- 6) Loss of or damage to a valued natural space
- 7) Evacuation of their home or local area
- 8) Other, please specify [open text]

[wildfire_info] In the past 2 years (24 months), have you looked for information about any of following? [select all that apply]

- 1) Wildfire risk in your local area
- 2) Actions you could take to protect your home, property, or community from wildfire
- 3) Actions that are being taken in your local area to reduce wildfire risk
- 4) Actions to improve the air quality of your home (air conditioning or HVAC upgrades, air purifier)
- 5) Actions you could take to protect yourself from (or reduce your exposure to) wildfire smoke outside of your home
- 6) None of the above

[wildfire_infosources] In the past 2 years (24 months), which of the following sources have you used to look for information about risk of wildfires or wildfire smoke, actions you can take to reduce your risk, or actions that are being taken in your local community or area? [select all that apply]

[Randomize list]

- 1) Canadian news organizations (cable, radio, newspapers)
- 2) Government of Canada
- 3) Public Health Agency of Canada
- 4) Health Canada
- 5) Provincial or territorial government
- 6) Municipal or local government
- 7) Government weather apps (e.g., WeatherCAN)
- 8) Non-government weather apps (e.g., AccuWeather or Weather Channel)

- 9) Local fire department
- 10) Social media or online platforms
- 11) Online search engines (i.e. Google, Microsoft Bing, Yahoo)
- 12) Artificial Intelligence (AI) chatbots (e.g., ChatGPT, Copilot)
- 13) Friends, family, and/or colleagues
- 14) Neighbours or others in my local community
- 15) Non-profit or community organizations
- 16) Other
- 17) I have not looked for wildfire information [anchor to bottom]

[wildfire] Have you done any of the following while living in your current community or local area? [select all that apply]

- 1) Familiarized myself with local evacuation plans (e.g., evacuation routes) for wildfires and other emergencies
- 2) Attended an event at which I learned about local wildfire risk and/or participated in activities to reduce this risk in my community (e.g., wildfire community preparedness day)
- 3) Talked to my neighbour(s) about wildfire risk
- 4) Completed a self-assessment of wildfire risk factors on/around my home and property (e.g. using the FireSmart app or scorecard)
- 5) Had my home and property assessed for wildfire risk factors by a trained professional (e.g., someone from the local fire department and/or through a FireSmart home assessment program)
- 6) Installed or used an air purifier in my home to protect against wildfire smoke
- 7) Wore an N95 or other high-filtration masks when outdoors to protect against inhaling harmful particles from wildfire smoke
- 8) Assembled or updated an emergency supply kit for wildfire-related health risks (e.g., masks, medications, first aid supplies)
- 9) Talked to my healthcare provider about wildfire-related health concerns
- 10) Monitored air quality indices and adjusted daily activities (e.g., reducing outdoor exercise) based on air quality levels
- 11) None of the above [anchor at bottom]

[wildfire_vulnerable] Do you or someone in your household have a pre-existing health condition that makes you or them more vulnerable to wildfire smoke?

- 1) Yes
- 2) No
- 3) Not sure

[aqhi_aware] How familiar are you with the Air Quality Health Index (AQHI)?

- 1) Not at all familiar

- 2) Slightly familiar
- 3) Somewhat familiar
- 4) Familiar
- 5) Very familiar

Wildfire Social Media Posts

(INTRO_RCT) You will be shown some instructions and an image on the next page. Please read through carefully. You will be able to move past that page after 5 seconds of viewing.

[Participants randomly assigned to 1 of 6 conditions: rctw4_statusquo_control, rctw4_uncertainty_control, rctw4_normalizing, rctw4_rationale, rctw4_actionassurances OR rctw4_care].

Imagine you are scrolling through social media and see the following post about wildfire smoke. Please read it carefully, as you will be asked a series of questions about it.

[rctw4_statusquo_control]: People in Canada are increasingly affected by poor air quality from wildfire smoke [add image]: Check the Air Quality Health Index (AQHI) and for any special air quality statements or alerts.

[rctw4_uncertainty_control]: People in Canada are increasingly affected by poor air quality from wildfire smoke. Check your local Air Quality Health Index (AQHI) and look for any special air quality statements or alerts.

Wildfire smoke conditions can change rapidly.

[rctw4_normalizing]: People in Canada are increasingly affected by poor air quality from wildfire smoke. Check your local Air Quality Health Index (AQHI) and for any special air quality statements or alerts. Wildfire smoke conditions can change rapidly.

As wildfire activity changes, it is normal for the smoke conditions and health recommendations to shift too.

[rctw4_rationale]: People in Canada are increasingly affected by poor air quality from wildfire smoke. Check your local Air Quality Health Index (AQHI) and look for any special air quality statements or alerts. Wildfire smoke conditions can change rapidly.

Predicting wildfire smoke risk can be challenging because of factors like changing winds and temperature.

[rctw4_actionassurances]: People in Canada are increasingly affected by poor air quality from wildfire smoke. Check your local Air Quality Health Index (AQHI) and look for any special air quality statements or alerts. Wildfire smoke conditions can change rapidly.

We actively monitor wildfire smoke conditions to give you the latest information and health recommendations.

[rctw4_care]: People in Canada are increasingly affected by poor air quality from wildfire smoke. Check your local Air Quality Health Index (AQHI) and for any special air quality statements or alerts. Wildfire smoke conditions can change rapidly.

It's natural to feel many emotions during wildfire season. We're here to support you and your health.

[end of random assignment]

[rctw4_click_action]: Would you like a link to learn more about how you can protect yourself and your loved ones from wildfire smoke?

Yes (1)

No (2)

[rctw4_AQHI] How likely or unlikely are you to check the Air Quality Health Index (AQHI) before going outside ?

- 1) Not at all likely
- 2) Slightly likely
- 3) Somewhat likely
- 4) Likely
- 5) Extremely likely

[Message_Intentions]: How likely or unlikely are you to reduce or reschedule outdoor plans if the Air Quality Health Index (AQHI) reaches high (7-10) or very high (10+) risk?

- 1) Not at all likely
- 2) Somewhat likely
- 3) Moderately likely
- 4) Very likely
- 5) Extremely likely

[rctw4_posttrust] How much do you agree or disagree with the following statements?

When it comes to providing recommendations to protect your health from wildfire smoke, Health Canada and the Public Health Agency of Canada...

[RANDOMIZE]

[rctw4_posttrust_general] Can be trusted

[rctw4_posttrust_competence] Are competent

[rctw4_posttrust_pubconcern] Listen to concerns raised by the public

[rctw4_posttrust_open] Provide all relevant information to the public

[rctw4_posttrust_bestinterests] Act in the best interests of Canadians

- 1) Strongly Disagree
- 2) Somewhat Disagree
- 3) Neither Agree nor Disagree
- 4) Somewhat Agree
- 5) Strongly Agree

Additional Information

[gov_surp] In your opinion, if the federal government had a budget surplus, should it use it to reduce taxes or increase spending on social services?

[9-point slider scale with three labelled points]

Reduce taxes = 1

Split evenly = 5

Increase social spending = 9

In the final section of the survey, we will ask you a few more questions about yourself.

[urban] Which of the following best describes where you live now?

- 1) A remote area
- 2) A rural area
- 3) A small city or town
- 4) A suburb near a large city
- 5) A large city
- 6) Prefer not to say (9999)

[generation] Generation status refers to whether you or your parents were born in Canada.

What is your generation status as a person in Canada?

- 1) First generation (Not born in Canada and immigrated here)
- 2) Second generation (Born in Canada but at least one of your parents was not)
- 3) Third generation (Both you and your parents were born in Canada but at least one of your grandparents was not)
- 4) Fourth generation or more

[indigenous] Are you First Nations, Métis, or Inuk (Inuit)?

Please select all that apply.

- 1) First Nations
- 2) Métis
- 3) Inuk (Inuit)
- 4) No, I am not First Nations, Metis, or Inuk (Inuit)

[ethnicity] You may belong to one or more racial or cultural groups on the following list. Are you...?

Please select all that apply.

- 1) Arab
- 2) Black
- 3) Chinese
- 4) Filipino
- 5) Japanese
- 6) Korean
- 7) Latin American
- 8) South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- 9) Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Thai, Laotian, etc.)
- 10) West Asian (e.g., Iranian, Afghan, etc.)
- 11) White
- 12) Other (please specify)
- 13) None of the above
- 14) Prefer not to say (9999)

[household_income] Which of the following categories best describes your total household income last year (2023)? That is, the total income of all persons in your household combined, before taxes?

- 1) Under \$20,000
- 2) \$20,000 to just under \$40,000
- 3) \$40,000 to just under \$60,000
- 4) \$60,000 to just under \$80,000
- 5) \$80,000 to just under \$100,000
- 6) \$100,000 to just under \$150,000
- 7) \$150,000 to just under \$200,000
- 8) \$200,000 to just under \$250,000
- 9) \$250,000 and above

Prefer not to say (9999)

[employment] Which of the following categories best describes your current employment status?

- 1) Employed (e.g., for wages, salary) full time, that is, 30 or more hours per week

- 2) Employed (e.g., for wages, salary) part-time, that is, less than 30 hours per week
- 3) Self-employed
- 4) Unemployed
- 5) A student attending school full-time
- 6) Retired
- 7) Full-time homemaker
- 8) Other
- 9) Prefer not to say (9999)

[LGBTQ+] Do you identify as a member of the 2SLGBTQIA+ community (Two-Spirited, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual, and/or identify as part of a sexual and/or gender diverse community)?

We collect this information to make sure that our research sample is representative of the Canadian population.

- 1) No
- 2) Yes

[dependent] Do you have dependents residing in your household?

A dependent may include at least one child, grandchild, parent, grandparent, brother, sister, uncle, aunt, and/or a person with a mental or physical disability.

- 1) No
 - 2) Yes (please enter number of dependents): _____
- Prefer not to say

[disability] Do you identify as a person with a disability?

A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home.

- 1) No
 - 2) Yes
- Prefer not to say (9999)

[housing] Which of the following best describes your housing arrangement?

- 1) Owned by you
- 2) Owned by a parent/family member
- 3) Rented
- 4) Unhoused
- 5) Other

6) Prefer not to say (9999)

Debriefing

Thank you for taking the time to complete this survey.

This study dealt with topics that you might have found distressing. We want to encourage you to consider using free mental health services, if needed, including the following:

<https://www.canada.ca/en/public-health/services/mental-health-services/mental-health-get-help.html>

<https://www.canada.ca/fr/sante-publique/services/services-sante-mentale/sante-mentale-obtenir-aide.html>

[if clickable_action = 2 (yes) then show:]

For more information on protecting your health from the impacts of wildfires, please click the following link:

[EN] <https://www.canada.ca/en/services/health/healthy-living/environment/air-quality/wildfire-smoke/protecting-your-physical-mental-health.html>

[FR] <https://www.canada.ca/fr/services/sante/vie-saine/environnement/qualite-air/fumee-feux-foret/protegez-votre-sante-physique-mentale.html>

Second wave survey

HABIT Survey Questionnaire: Wave 2

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Consent

The Government of Canada is conducting a research study on health behaviours and experiences. Leger has been hired to administer this survey. Si vous préférez répondre au sondage en français, veuillez cliquer sur français. The survey takes about 20 minutes to complete and is voluntary and completely confidential.

Your responses will be identified by a subject number and the researchers will not know your identity or your personal information. Review Leger's privacy policy [here](#).

The purpose of this study is to improve actions taken by the government to improve health for Canadians. We recognize that the subject matter of some of these questions may be personal or sensitive. However, should you choose to participate, your answers will be kept confidential and will be used to help improve public health policy in Canada.

In this survey, one of the topics we will address is loneliness, social connection, and mental health. While we have tried to minimize any potential risks and discomfort, due to the sensitive nature of the topic, if at any time you feel uncomfortable or uneasy giving your opinion, please feel free not to answer any of the questions asked or to step away.

<https://www.canada.ca/en/public-health/services/mental-health-services/mental-health-get-help.html>

Further information about this study:

- Your data will be treated in accordance with the provisions of the Government of Canada Privacy Policy.
- Your participation in the study is voluntary and your responses will be kept entirely confidential.
- You may stop the survey at any time and without giving reasons.

If you have any questions about this survey, please send us an email at iiu-iii@pco-bcp.gc.ca and indicate the “health survey” in the subject line.

While we prefer that you complete this survey in one sitting, if you need to take a break, you can re-access it at any time using the same link.

CONSENT

I agree to participate in the study and understand that my answers will be used to advance knowledge about Canadians’ health outcomes, which may inform future actions taken by the government.

I agree to the processing of my personal data in accordance with the information provided here.

I am aware that the data will be published in anonymous form to promote transparency in public opinion research.

- 3) I agree to participate
- 4) No, I don't want to participate [thank and terminate survey]

Demographics

Thank you for deciding to participate in this study. First, please provide us with some information about yourself.

[age] In what year were you born?

(Minimum 1923; Maximum 2025)

Enter year: _____

Prefer not to say (9999)

[age_cat] In which of the following age categories do you belong?

[show if participant did not answer age: [age]=9999]

- 1) Under 18
- 2) 18 to 24
- 3) 25 to 34
- 4) 35 to 44
- 5) 45 to 54
- 6) 55 to 64
- 7) 65 to 74
- 8) 75 and older

[Show if 2006 for age or under 18 for age_cat is selected]

Thank you for your interest in the survey, but you must be at least 18 years old to participate.

[sex] What was your sex at birth?

- 1) Female
- 2) Male
- 3) Intersex
- 4) Prefer not to say

[gender] What is your gender?

This refers to your current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents. We collect this information to make sure that our research sample is representative of the Canadian population.

- 1) Man
- 2) Woman
- 3) Non-binary person
- 4) Another gender identity (option to specify: ____)

[region] In which province or territory do you live?

- 1) Alberta
- 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

I live outside of Canada (-9) [thank and terminate survey]

[health_diagnosis] Has a doctor or healthcare professional ever given you a formal diagnosis of one of the following conditions? Select all that apply.

[Select all that apply; if select “none of the above,” then grey out other options; Alphabetize the list just like in W4]

1. Heart disease
2. Hypertension/high-blood pressure
3. Stroke
4. Cancer
5. Chronic respiratory issues (e.g., asthma, obstructive pulmonary, sleep apnea)
6. Diabetes
7. Arthritis
8. Neurological issues (e.g., Epilepsy, Multiple Sclerosis, Parkinson’s)
9. Osteoporosis
10. Periodontal disease
11. Obesity
12. Post Covid-19 Condition (Long Covid)
13. Other (please enter) **[Anchor at bottom]**

14. None of the above [**Anchor at bottom**]
15. Prefer not to say (9999) [**Anchor at bottom**]
16. Conditions or medications that affect your immune system (e.g., autoimmune diseases, HIV, treatment for cancer, treatment for inflammatory diseases, anti-rejection drugs for organ transplants, etc.)
17. Traumatic brain injury
18. Dementia
19. High cholesterol

[education] What is the highest level of formal education that you have completed?

- 1) Elementary school or less
- 2) Some high school
- 3) High school diploma or equivalent
- 4) Registered apprenticeship or other trades certificate or diploma
- 5) Some college/university
- 6) College or CEGEP certificate or diploma
- 7) University certificate or diploma below bachelor's level
- 8) Bachelor's degree
- 9) Postgraduate degree above bachelor's level
- 10) Prefer not to say (9999)

[children] Are you a parent or legal guardian of a child under 18 years of age?

- 1) No
- 2) Yes

[if sex=1 or 3 then ask pregnant]

[pregnant] Are you currently pregnant or planning to become pregnant in the next 12 months?

- 1) I am not pregnant nor am I planning to become pregnant in the next 12 months
- 2) I am currently pregnant
- 3) I am not but I am planning to become pregnant in the next 12 months
- 4) Prefer not to say (9999)
- 5) Don't know (98)

Health & Well-being

[health_status] In general, how is your physical health?

- 1) Poor
- 2) Fair
- 3) Good

- 4) Very good
- 5) Excellent

[INSERT ATTENTION CHECK QUESTION]

[health_mental_status] In general, how is your mental health?

- 1) Poor
- 2) Fair
- 3) Good
- 4) Very good
- 5) Excellent

Social connection

[loneliness_estimate] In your estimation, how common or uncommon is loneliness among adults in Canada? By loneliness, we mean feelings such as lacking companionship, feeling left out, or feeling isolated from others.

1. Very uncommon
2. Somewhat uncommon
3. Somewhat common
4. Very common
5. Not sure (99)

[loneliness_health_estimate] Below are some factors that might affect health and well-being. Please rate how harmful, if at all, you believe each factor is to health and well-being.

[randomize]

1. Smoking (including tobacco or cannabis)
2. Lack of regular exercise
3. Poor diet
4. Loneliness
5. Alcohol use

[sps] Please indicate the extent to which you agree or disagree with the following statements:

[randomize]

[sps_relationships] I have close relationships that provide me with a sense of emotional well-being.

[sps_decisions] There is someone I could talk to about important decisions in my life.

[sps_competence] I have relationships where my competence and skill are recognized.

[sps_attitudes] I feel part of a group of people who share my attitudes and beliefs.

[sps_emergency] There are people I can count on in an emergency.

- 1) Strongly Disagree
- 2) Disagree
- 3) Agree
- 4) Strongly Agree

[loneliness_ucla] The next questions are about how you feel about different aspects of your life. For each one, select an option that best describes how often you feel that way.

[randomize]

[loneliness_ucla_companionship] How often do you feel that you lack companionship?

[loneliness_ucla_leftout] How often do you feel left out?

[loneliness_ucla_isolated] How often do you feel isolated from others?

1. Never
2. Rarely
3. Sometimes
4. Often

[social_cohesion] How strongly do you agree or disagree with the following statements about your neighbourhood?

[randomize]

[soccoh_helpneighbours2] People in my neighbourhood are willing to help their neighbours

[soccoh_closeknit] This is a close-knit neighbourhood

[soccoh_neighbourtrust] People in this neighbourhood can be trusted

[soccoh_neighbourconflict] People in this neighbourhood generally don't get along with each other (reverse coded)

[soccoh_values] People in this neighbourhood do not share the same values (reverse coded)

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

[social_connection_change] In the past twelve months, has the quality of your relationships with the following groups gotten worse, not changed, or gotten better?

[randomize]

[social_connection_change_family] Family

[social_connection_change_friends] Friends

[social_connection_change_acquaintances] Neighbours, coworkers, and other acquaintances

- 1) Gotten worse
- 2) No change
- 3) Gotten better

[social_connection_virtual] In the past twelve months, have virtual social interactions (e.g., social media, online gaming, video conferencing, messaging apps, etc.) made your personal relationships worse, better, or had no impact?

- 1) Made them worse
- 2) No change
- 3) Made them better
- 4) Not applicable

[more_social] In the past twelve months, have you felt like you wanted to participate in social, recreational, or group activities more or less than you currently do?

- 1) More
- 2) About the same
- 3) Less
- 4) Don't know

[social_barrier_experience] Has anything ever prevented you from engaging in social, recreational, or group activities?

- 1) Yes
- 2) No

[if social_barrier_experience = "Yes", ask social_struc_barrier & psych_social barriers]

[social_struc_barrier] What prevented you from participating in social, recreational, or group activities? Please select all that apply.

[randomize]

- 1) The activities cost too much
- 2) Difficulty finding transportation
- 3) Location was not physically accessible/not adapted for disability
- 4) Limitations due to a health condition
- 5) Personal or family responsibilities
- 6) Language-related reasons
- 7) Too busy
- 8) Afraid or concerned about safety
- 9) I don't know how to get involved in activities
- 10) Other – Please specify (**anchor to bottom**)
- 11) None that I can think of (**anchor to bottom**)

[psych_social_barriers] In addition to the reasons provided in the last question, which, if any, of the following prevents you from participating in social, recreational, or group activities? Please select all that apply.

[randomize]

- 1) Feeling uncomfortable or out of place
- 2) I don't know enough people
- 3) Lack of confidence or fear of being judged
- 4) Not interested in activities offered
- 5) Feeling too stressed or overwhelmed
- 6) I prefer to spend time alone
Concerns about not feeling welcome
- 7) Don't want to go alone
- 8) I feel anxious about social interactions
- 9) I am shy around new people
- 10) Other – please specify (**anchor to bottom**)
- 11) Nothing prevents me from participating (**anchor to bottom**)

[igs_received] In the past twelve months, how often, if at all, have you **received assistance** from family members, friends, or neighbours with daily activities (e.g., meal preparation, transportation, household/outdoor chores, finances, and/or childcare)?

- 1) Never
- 2) Rarely
- 3) Sometimes
- 4) Often
- 5) Always

[igs_given] In the past twelve months, have you **provided care or assistance** to a family member, friend, or neighbour who is an older adult or ill (e.g., meal preparation, transportation, household/outdoor chores, finances, and/or childcare)?

- 1) Yes
- 2) No
- 3) Not applicable

[community_engagement] In the past twelve months, how often, if at all, have you engaged in the following activities?

[randomize]

- 1) Volunteering (e.g., with nonprofits, schools, or environmental or neighbourhood initiatives).
- 2) Participating in social, hobby, recreational activities, or family-oriented events (e.g., book clubs, recreational sports, arts and cultural events).
- 3) Participating in religious, spiritual, or cultural community activities (e.g., attending services, supporting community festivals, or cultural celebrations).

Never

Rarely (less than once a month)

Occasionally (1-3 times a month)

Frequently (weekly or more often)

[bssni_gathering_freq] In a typical week, how often, if at all, do you get together with family, friends, or relatives?

- 1) Daily
- 2) A few times a week
- 3) Once a week
- 4) Rarely or never

[bssni_comm_freq] In a typical week, how many times, if at all, do you communicate with family, friends, or neighbours by **telephone or video call**?

- 1) Never
- 2) 1-2 times
- 3) 3-5 times
- 4) 6-9 times
- 5) 10 or more times

[bssni_comm_freq_TEXT] In a typical week, how many times, if at all, do you communicate with family, friends, or neighbours by **text (including direct messaging through social media platforms)**

- 1) Never

- 2) 1-2 times
- 3) 3-5 times
- 4) 6-9 times
- 5) 10 or more times

Physical Activity

The next couple of questions will be about your time spent on moderate-to-vigorous physical activities. Think about the past 7 days of your activities. Take into consideration common sources of physical activity that you may have engaged in (e.g., exercise, sports, walking or cycling, physical activity at work, school, clubs, or at home).

[pa_days] Thinking about the past 7 days, how many **days**, if any, did you engage in moderate-to-vigorous physical activities that made you sweat or breathe harder?

0-7

[Ask if **pa_days** is more than zero]

[pa_minutes2] In the past 7 days, on those days when you engaged in moderate-to-vigorous physical activity, roughly how many **minutes** did you engage in these activities per day?

[10 min increments. 0-360 min]

[pa_plans] In the next twelve months, do you plan to exercise more, less, or about the same as you do now?

- 1) Less
- 2) About the same amount
- 3) More
- 4) Not sure

[If **pa_plans**= "More", ask **pa_barriers**]

[pa_barriers] If you currently exercise less frequently than you would like, what are the main reasons? Please select all that apply.

[randomize]

- 1) Lack of time
- 2) Lack of energy
- 3) No safe facilities nearby
- 4) No accessible facilities nearby
- 5) Lack of transportation

- 6) High financial costs
- 7) Lack of interest
- 8) Lack of motivation
- 9) Physical limitations or health issues
- 10) Fear of injury or falls
- 11) Feeling self-conscious
- 12) Not knowing how to exercise or participate in activities
- 13) Don't want to exercise alone
- 14) Other (please specify) (**open text; anchor to bottom**)
- 15) Not applicable

[sleep_hours] Thinking about the past 7 days, on average, how many **hours** of sleep did you get **per night**, on average? (options are in 30-minute increments)

[Programming: allow 0-18 hours]

Don't know (98)

[sleep_quality2]

The following question refers to your average sleep quality for the past 7 nights.

Please think about the quality of your sleep overall, such as how many hours of sleep you got, how easily you fell asleep, how often you woke up during the night, how often you woke up earlier than you had to in the morning, and how refreshing your sleep was.

During the past 7 days, how would you rate your sleep quality overall? Please use a scale from 1 to 10, where 1 means 'terrible' and 10 means 'excellent'

1 (Terrible) - 10 (Excellent)

[DO NOT SEPARATE BELOW TWO QUESTIONS WHEN RANDOMIZING]

The next two questions are about the time that you spent awake sitting or lying down during the last 7 days. Please think about time at work, at home, while doing course work, and during leisure time. For example, this may include time spent sitting at a desk, visiting friends, reading, or watching television. **Do not include time spent sitting or lying down while asleep.**

[sedentary_week] During the last 7 days, on average, how much time did you spend sitting or lying down on each **weekday**? (options are in 30-minute increments)

[sedentary_weekend] During the last 7 days, on average, how much time did you spend sitting or lying down on each **weekend day**? (options are in 30-minute increments)

[enter # of hours 0-18, with half hour intervals]

Thoughts on the future

[FTP_Scale] Below is a series of questions on how you think about the future. Please indicate the extent to which you agree or disagree with each question.

[randomize]

[FTP_Scale_S1] I often think about my future.

[FTP_Scale_S2] I spend time planning for my future.

[FTP_Scale_O1] Each new day and season presents me with interesting opportunities.

[FTP_Scale_O3_R] When I think of the future, I mostly expect difficulties.

[FTP_Scale_O4] I look forward to the future with hope and enthusiasm.

- 1) Strongly disagree
- 2) Slightly disagree
- 3) Neither agree nor disagree
- 4) Slightly agree
- 5) Strongly agree

Aging and age-friendliness/healthy lifestyle

[food_motivation] When choosing what to eat on a typical day, how important is it to you, if at all, that your food:

[randomize]

[food_motivation_vitamins] Contains a lot of vitamins and minerals

[food_motivation_health] Keeps me healthy

[food_motivation_protein] Is high in protein

[food_motivation_skin] Is good for your skin, teeth, hair, nails, etc.

[food_motivation_fibre] Is high in fibre

[food_motivation_taste] Tastes good

[food_motivation_dr] Matches my dietary restrictions

- 1) Not at all important
- 2) Slightly important
- 3) Moderately important
- 4) Very important

[chss_gen] Compared to one year ago, how would you say your health is now? Is it...?

- 1) Much better now
- 2) Somewhat better now
- 3) About the same
- 4) Somewhat worse now
- 5) Much worse now
- 6) Prefer not to say (9999)
- 7) Don't know (98)

Q1. [neighbourhood_safe_day] Do you feel safe walking in your neighbourhood during the day?

- 1) Yes, always
- 2) Yes, sometimes
- 3) No, not at all
- 4) Prefer not to say (9999)

Q.2 [neighbourhood_safe_night] Do you feel safe walking in your neighbourhood during the night?

- 1) Yes, always
- 2) Yes, sometimes
- 3) No, not at all
- 4) Prefer not to say (9999)

[if neighbourhood_safe_day OR neighbourhood_safe_night is "Yes, sometimes" or "No", ask neighbourhood_unsafe_why]

[neighbourhood_unsafe_why]

Si Q1=2ou3 ou Q2=2 ou 3

What are the main reasons you feel unsafe walking in your neighbourhood during the day or at night? Please select all that apply.

[randomize]

- 1) Concern about crime in the area
- 2) Lack of street lighting
- 3) Presence of strangers
- 4) Isolated areas with little activity/no one is around

- 5) Unsafe road or sidewalk conditions (e.g., uneven pavement, lack of sidewalks/crosswalks)
- 6) Presence of abandoned buildings or poorly maintained spaces
- 7) Lack of visible security measures (e.g., cameras, patrols)
- 8) High traffic or speeding vehicles
- 9) Personal past experiences of feeling unsafe
- 10) Personal past experiences of being harmed or threatened
- 11) My gender
- 12) Other (please specify) (**anchor to bottom**)

[Ask fall_* to respondents 55+ years of age]

[fall_concern] How concerned are you, if at all, about having a serious fall in your daily life?

- 1) Not at all concerned
- 2) Slightly concerned
- 3) Moderately concerned
- 4) Very concerned

[fall_family_concern] Has your family expressed any concerns about you falling or being injured in a fall in your daily life?

- 1) Yes
- 2) No
- 3) Prefer not to respond

[fall_history] In the past year, in your daily life, have you suffered an injury from a fall that required a visit to the hospital?

- 1) Yes
- 2) No
- 3) Prefer not to say (9999)

[fall_strategy_use] Are you taking action to prevent falls in your daily life?

- 1) Yes
- 2) No
- 3) Don't know

[If respondent selects 'Yes' for fall_strategy_use, ask fall_strategy_choice]

[fall_strategy_choice] Are you taking any of the following actions to prevent falls? Please select any that apply.

[randomize]

- 1) Exercise, including strength and balance training exercises on your own or with an instructor.
- 2) Changes to your home environment to remove tripping hazards (e.g., loose rugs, clutter), improving lighting, avoiding stairs, adding a lift on the staircase, etc.
- 3) Using assistive devices including mobility aids (e.g., canes, walkers, reaching/grabbing device).
- 4) Installing safety equipment (e.g., grab bars, handrails).
- 5) Wearing supportive footwear.
- 6) Having regular medication reviews by a doctor, nurse, or pharmacist.
- 7) Having regular assessment and correction of your vision and/or hearing (e.g., glasses, hearing aids).
- 8) Reviewing educational/information resources about how to prevent falls.
- 9) Other (please specify) **[open text; anchor to bottom]**
- 10) I am not taking any actions to prevent falls **[anchor to bottom]**

Digital life

[INSERT ATTENTION CHECK QUESTION]

[SocMED] In the past month, how often did you use each of the following social media platforms or websites?

[randomize]

- a. [SocMed_FB] Facebook
- b. [SocMed_Twi] X/Twitter
- c. [SocMed_Ins] Instagram
- d. [SocMed_Tik] TikTok
- e. [SocMed_Red] Reddit
- f. [SocMed_You] YouTube

- 1) Never
- 2) Less than once a month
- 3) Once or a few times a month
- 4) Once or a few times a week
- 5) Once a day
- 6) Multiple times a day

[If any SocMED > 1, ask socmed_reasons]

[socmed_reasons] What are the main reasons you use social media? Please select all that apply.

[randomize]

- 1) Staying in touch with friends or family
- 2) Sharing updates about your life
- 3) Entertainment (e.g., watching videos, memes)
- 4) Finding information or news
- 5) Networking for professional purposes
- 6) Learning new skills or hobbies
- 7) Engaging with communities or groups of shared interest
- 8) Shopping or researching products/services
- 9) Other (please specify) **(anchor to bottom)**

[If SocMED > 1, ask socmed_perception]

[socmed_perception] In your opinion, how does your social media use affect your overall well-being, if at all?

- 1) Very negatively
- 2) Somewhat negatively
- 3) No impact
- 4) Somewhat positively
- 5) Very positively

[If SocMED > 1, ask socmed_sleep_perception]

[socmed_sleep_perception] In your opinion, how does your social media use affect your sleep, if at all?

- 1) Very negatively
- 2) Somewhat negatively
- 3) No impact
- 4) Somewhat positively
- 5) Very positively

[If SocMED > 1, ask socmed_friends]

[socmed_friends] What portion, if any, of the people you regularly communicate with online (e.g., through messaging, commenting, or sharing posts) have you met in person (either before, or after connecting online)?

- 1) None
- 2) A few
- 3) Some
- 4) Most
- 5) Almost all
- 6) All
- 7) I do not communicate regularly with anyone online

[socmed_plans] In the next twelve months, do you plan to use social media more, less, or about the same as you do now?

- 1) More
- 2) About the same amount
- 3) Less
- 4) Not sure

[If socmed_plans= "Less", ask socmed_barrier_less]

[socmed_barrier_less] What are the main reasons you use social media more frequently than you would like? Please select all that apply.

[randomize]

- 1) Fear of missing out
- 2) Social or professional obligations to stay connected
- 3) Enjoyment of social media as a pastime
- 4) Reliance on social media for news or information
- 5) Feeling pressured to maintain an online presence
- 6) Habitual use or difficulty reducing screen time
- 7) Other (please specify) (**anchor to bottom**)

Built Environment

The following questions ask about the neighbourhood in which you live.

[density] What are the most common types of housing in your immediate neighbourhood? Select all that apply.

[density_detached] Detached single-family residences

[density_lowrise] Townhouses, row houses, or apartments/condos up to 3 stories

[density_midrise] Apartments/condos 4-12 stories

[density_highrise] Apartments/condos 13+ stories

[landuse] Which of the following places are within a 30 minute trip from your home by foot/bicycle/mobility aid? Select all that apply.

[randomize]

[landuse_groc] Grocery store

[landuse_pharm] Pharmacy

[landuse_elemschool] Elementary schools

[landuse_secschool] Secondary/High school

[landuse_job] Your job (if working from home full-time, please select "Not applicable")

[landuse_bus] Public transit (e.g., bus stop, metro, train)

[landuse_park] Public park

[landuse_hospital] Hospital

[landuse_rest] Restaurant or coffee shop

[landuse_rest] Other

[landuse_rest] None of the above

[ali_important] How important is it to you, if at all, that your neighbourhood includes things like walking paths and bike lanes?

- 1) Not at all important
- 2) Not very important
- 3) Neutral
- 4) Somewhat important
- 5) Very important

[ali] Which of the following describes your neighbourhood? Please select all that apply.

[ali_sidewalks] There are sidewalks on most of the streets in my neighbourhood.

[ali_maintained] The sidewalks in my neighbourhood are well maintained (paved, even, not a lot of cracks).

[ali_trails] There are bicycle or pedestrian trails in or near my neighbourhood that are easy to get to.

[ali_bikers] Walkers and bikers on the street in my neighbourhood can be easily seen by people in their homes.

[ali_bikelanes] There are bike lanes on the roads in my neighbourhood.

[ali_crosswalks] There are crosswalks and pedestrian signals to help walkers cross busy streets in

my neighbourhood.

[ali] Not applicable [anchor]

[neighbourhood_satisfaction] Overall, how satisfied are you with your neighbourhood?

- 1) Very unsatisfied
- 2) Somewhat unsatisfied
- 3) Neither satisfied nor unsatisfied
- 4) Somewhat satisfied
- 5) Very satisfied

Infectious disease

[h5n1_deadbird] Imagine you come across a sick or dead bird or other animal in your community. What would you be most likely to do in this situation? Select all that apply.

[randomize]

1. Report it to local wildlife authorities
2. Avoid touching it and leave the area
3. Dispose of it myself (e.g., burying it or placing it in the trash)
4. Attempt to help the bird, if possible
5. Take photos or document the location for reporting
6. Contact local public health authority
7. Other, please specify [open text] [anchor]
8. Wouldn't know what to do [anchor]
9. Do nothing [anchor]

[h5n1_familiar] Have you heard of highly pathogenic avian influenza (e.g., H5N1)?

- 1) No
- 2) Yes, but I don't know much about it
- 3) Yes, and I understand what it is

[h5n1_deadbird_h5n1] If you came across a sick or dead bird or other animal in your community, how likely would you be to think of bird flu (also known as highly pathogenic avian influenza or H5N1) as a cause?

- 1) Extremely unlikely
- 2) Unlikely
- 3) Neither likely nor unlikely
- 4) Likely
- 5) Extremely likely

[h5n1_concern] Highly pathogenic avian influenza, also known as H5N1 or bird flu, is a kind of avian influenza virus. It mainly infects birds but has been identified in other animals and has caused rare infections in humans. Outbreaks in domestic and wild birds and some mammals have recently emerged and become widespread in many parts of the world, including Canada.

How concerned are you about avian influenza (H5N1)?

- 1) Not at all concerned
- 2) Slightly concerned
- 3) Moderately concerned
- 4) Concerned
- 5) Very Concerned

[h5n1_vax] If a vaccine against highly pathogenic avian influenza (also known as H5N1 or bird flu) were recommended for you, would you get vaccinated?

- 1) Definitely
- 2) Probably
- 3) Probably not
- 4) Definitely not

Trust in Institutions

The following questions ask about your opinions on the health care and public health care systems in Canada.

[trust_good_publichealth] In general, how much do you trust or distrust the following public institutions to make good decisions about public health:

[randomize]

[trust_good_goc2] Government of Canada

[trust_good_phac2] The Public Health Agency of Canada

[trust_good_hc2] Health Canada

[trust_good_prov2] My provincial/territorial government

- 1) Strongly distrust
- 2) Somewhat distrust
- 3) Neither trust nor distrust
- 4) Somewhat trust
- 5) Strongly trust

[phac_aware] How familiar are you with the role of the Public Health Agency of Canada?

1. Not at all familiar
2. Slightly familiar
3. Somewhat familiar
4. Familiar
5. Very familiar

[gov_surp] In your opinion, if the federal government had a budget surplus, should it use it to reduce taxes or increase spending on social services?

[9-point slider scale with three labelled points]

Reduce taxes = 1

Split evenly = 5

Increase social spending = 9

[GDP1] Gross domestic product (GDP) is a commonly accepted way to measure a country's economic performance through the total amount of spending and investments by consumers, businesses, and governments. How important is stronger growth in Canada's GDP to your day-to-day life?

1. 0 – Not at all important
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9 – Very important
11. Not sure
12. Don't know

[GDP2] How important are factors beyond economic growth such as Canadians' health and safety, access to education, access to clear air and water, time for extracurricular and leisure, life satisfaction, social connections, and equality of access to public services to your day-to-day life.

1. 0 - Not at all important
2. 1

3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9 – Very important
11. Not sure
12. Don't know

Health Services

[INSERT ATTENTION CHECK QUESTION]

The following questions ask about your experiences with physical and mental health care services.

[primary_care] Do you have access to a primary care provider (i.e., family doctor or nurse practitioner that you can see for regular check-ups, when you get sick, and/or ask for medical advice)?

- 1) No
- 2) Yes

[hotline_mh_know] Are you familiar with any telephone-based mental health services?

- 1) Not at all familiar
- 2) Slightly familiar
- 3) Somewhat familiar
- 4) Familiar
- 5) Very familiar

[hotline_mh_988] Are you familiar with the 9-8-8: Suicide Crisis Helpline?

- 1) Not at all familiar
- 2) Slightly familiar
- 3) Somewhat familiar
- 4) Familiar
- 5) Very familiar

Randomized Controlled Trial (RCT): Dementia risk reduction

Imagine you are scrolling through social media and see the following poster. Please read it carefully, as you will be asked a series of questions about it.

[Participants randomly assigned to 1 of 5 conditions: rct_pure_control, rct_dementia_loss_control, rct_dementia_gain, rct_brain_loss, rct_brain_gain and shown either nothing (rct_pure_control) or one of four variants of a poster (to be provided)]

[rct_openentry] What activities or habits do you believe can help support brain health and lower the risk of cognitive decline, including dementia? [open text, provide at least 9 separate boxes]

[rct] The next few questions will be about activities you may do in the next month.

[randomize]

[rct_food] When it comes to healthy eating (e.g., eating more fruits, vegetables, whole grains) which best describes what you plan to do in the next month?

[rct_active] When it comes to physical activities (e.g., walking, exercising, doing yoga, etc.) which best describes what you plan to do in the next month?

[rct_social] When it comes to spending time with others (e.g., socializing, attending events, joining group activities) which best describes what you plan to do in the next month?

[rct_novelty] When it comes to learning something new (e.g., a new language, art, hobby) which best describes what you plan to do in the next month?

1. A lot less than I do now
2. Less than I do now
3. About the same
4. More than I do now
5. A lot more than I do now

Additional Information

In the final section of the survey, we will ask you a few more questions about yourself.

[urban] Which of the following best describes where you live now?

- 1) A remote area
- 2) A rural area
- 3) A small city or town
- 4) A suburb near a large city
- 5) A large city
- 6) Prefer not to say (9999)

[generation] Generation status refers to whether you or your parents were born in Canada.
What is your generation status as a person in Canada?

- 1) First generation (Not born in Canada and immigrated here)
- 2) Second generation (Born in Canada but at least one of your parents was not)
- 3) Third generation (Both you and your parents were born in Canada but at least one of your grandparents was not)
- 4) Fourth generation or more

[indigenous] Are you First Nations, Métis, or Inuk (Inuit)?

Please select all that apply.

- 1) First Nations
- 2) Métis
- 3) Inuk (Inuit)
- 4) No, I am not First Nations, Metis, or Inuk (Inuit)

[ethnicity] You may belong to one or more racial or cultural groups on the following list. Are you...?

Please select all that apply.

- 1) Arab
- 2) Black
- 3) Chinese
- 4) Filipino
- 5) Japanese
- 6) Korean
- 7) Latin American
- 8) South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- 9) Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Thai, Laotian, etc.)
- 10) West Asian (e.g., Iranian, Afghan, etc.)
- 11) White
- 12) Other (please specify)
- 13) None of the above
- 14) Prefer not to say (9999)

[household_income] Which of the following categories best describes your total household income last year (2024)? That is, the total income of all persons in your household combined, before taxes?

- 1) Under \$20,000
- 2) \$20,000 to just under \$40,000
- 3) \$40,000 to just under \$60,000
- 4) \$60,000 to just under \$80,000
- 5) \$80,000 to just under \$100,000
- 6) \$100,000 to just under \$150,000
- 7) \$150,000 to just under \$200,000
- 8) \$200,000 to just under \$250,000
- 9) \$250,000 and above

Prefer not to say (9999)

[employment] Which of the following categories best describes your current employment status?

- 1) Employed (e.g., for wages, salary) full time, that is, 30 or more hours per week
- 2) Employed (e.g., for wages, salary) part-time, that is, less than 30 hours per week
- 3) Self-employed
- 4) Unemployed
- 5) A student attending school full-time
- 6) Retired
- 7) Full-time homemaker
- 8) Other
- 9) Prefer not to say (9999)

[LGBTQ+] Do you identify as a member of the 2SLGBTQIA+ community (Two-Spirited, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual, and/or identify as part of a sexual and/or gender diverse community)?

We collect this information to make sure that our research sample is representative of the Canadian population.

- 1) No
- 2) Yes

[dependent] Do you have dependents residing in your household?

A dependent may include at least one child, grandchild, parent, grandparent, brother, sister, uncle, aunt, and/or a person with a mental or physical disability.

- 1) No
- 2) Yes (please enter number of dependents): _____

- 3) Prefer not to say (9999)

[marital_status] Which of the following best describes your marital status?

- 1) Never legally married
- 2) Common-law
- 3) Married (and not legally separated)
- 4) Separated, but legally married
- 5) Divorced
- 6) Widowed
- 7) Prefer not to say (9999)

[disability] Do you identify as a person with a disability?

A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home.

- 1) No
- 2) Yes
- 3) Prefer not to say (9999)

[housing] which of the following best describes your housing arrangement?

- 1) Owned by you
- 2) Owned by a parent/family member
- 3) Rented
- 4) Unhoused
- 5) Other
- 6) Prefer not to say (9999)

[fsa] What are the first three characters of your postal code? This information helps us understand general trends in different areas. Your response will not be used to identify you.

- 1) [Open Text]
- 2) Prefer not to say (9999)

Debriefing

Thank you for taking the time to complete this survey.

This study dealt with topics that you might have found distressing. We want to encourage you to consider using free mental health services, if needed, including the following:

If you or someone you know is in crisis:

If you're in immediate danger or need urgent medical support, call 9-1-1.

If you or someone you know is thinking about suicide, call or text 9-8-8. Support is available 24 hours a day, 7 days a week.

For additional mental health resources, please click the following link:

<https://www.canada.ca/en/public-health/services/mental-health-services/mental-health-get-help.html>

<https://www.canada.ca/fr/sante-publique/services/services-sante-mentale/sante-mentale-obtenir-aide.html>

[FinalThoughts] Thank you for taking the time to complete this survey. Is there anything else that you would like to say about public health, well-being, and social connection beyond your answers to the specific survey questions?