METHODOLOGY SUMMARY

Pre-Campaign Evaluation of Pharmacare Campaign (ACET)

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PREPARED FOR: HEALTH CANADA (HC)

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Ce rapport est disponible en français

TABLE OF CONTENTS

INTRODUCTION

Health Canada (HC) commissioned Elemental Data Collection to administer a Pre-Campaign online survey to study the current levels of awareness among the Canadian public as it pertains to current Pharmacare advertising. The pre-campaign online survey was conducted from February 11th, 2025, to February 25th, 2025 for a total sample of 1,000 Canadians, 16 years of age and older.

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

1.1 Background

On February 29, 2024, the Government of Canada introduced Bill C-64, *An Act respecting pharmacare* (the Pharmacare Act) which outlined foundational principles for national universal pharmacare in Canada and included the Government of Canada's intent to work with provinces and territories to provide universal, single-payer, first-dollar coverage for a range of contraception and diabetes medications. On October 10, 2024, the Pharmacare Act received Royal Assent and came into force.

Following the passage of the Act, Health Canada began preparing to rollout an advertising campaign by province/territory, aligning with each bilateral agreement. The advertising campaign aimed to inform Canadians about the new benefits, with a particular focus on lower-income individuals living with diabetes and lower-income women and gender-diverse people of reproductive age. A pre-campaign survey was conducted to assess baseline awareness and attitudes. However, the campaign was subsequently paused when the federal election was called in March 2025, and as a result, the planned post-campaign survey did not take place and will be revisited if advertising is planned for 2025-26.

The findings presented below reflect results from the pre-campaign survey only.

1.2 Research Objectives

The Government's Policy on Communications and Federal Identity requires the evaluation of advertising campaigns exceeding $2 million in media buy using the Advertising Campaign Evaluation Tool (ACET). The Pharmacare advertising budget is expected to exceed the threshold over the life of the campaign (as it is rolled out regionally as agreements are signed). The ACET was created in 2002 following a Cabinet directive identifying the need for a standard advertising evaluation approach across departments. The main objectives were to bring rigor and consistency to ad campaign evaluation and to develop norms on metrics against which campaigns could be evaluated.

The objectives of the research are as follows:

•   Determine if people have seen the advertisements associated with the campaign
•   Determine where the ads have been seen
•   Measure recall of specific elements of the campaign
•   Measure increased knowledge
•   Identify attitudinal and behavioural changes as a result of the advertising campaign

1.3 Contract Value

The total contract value of this research was $62,466.40, including HST.

1.4 Political Neutrality Statement

I hereby certify as a Representative of Elemental Data Collection that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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September 4th, 2025 .

METHODOLOGICAL SUMMARY

2.1 Survey Methodology

A pre campaign online survey was conducted with a proportionate stratified sample of 1,000 Canadians, 16 years of age and older.

Based on a sample of this size, the results can be considered accurate to within ±3.10%, 19 times out of 20 (adjusted to take into account sample stratification). Details regarding the methodology are outlined below.

2.2 Sample Design and Selection

Quotas were set to ensure that each wave of the study would target n=500 completes with persons living with diabetes and n=500 women and gender diverse people of childbearing age.

Strata	Completed Interviews	Margin of Error (%)
Atlantic Provinces	68	11.84
Quebec	228	6.49
Ontario	384	5.00
Prairies *(includes Nunavut)*	65	12.16
Alberta *(includes Northwest Territories)*	114	9.18
British Columbia *(includes Yukon)*	141	8.25
Canada	1,000	3.10

Based on a sample of this size, the results can be considered accurate to within ±3.102%, 19 times out of 20.

Screening questions were used to ensure that all respondents were eligible (i.e., Industry, Canadians at least 16 years of age at the time of the survey). Also – additional questions were asked to track whether respondents were persons living with diabetes or women and gender diverse people of childbearing age.

2.3 Fieldwork

The online survey was administered to 1,000 respondents, from February 11th, 2025, to February 25th, 2025, using computer-assisted web interviewing (CAWI) technology. The data collection was carried out by Elemental Data Collection in Ottawa, Ontario. Online interviews were conducted in the respondent's official language of choice. The average length of time required to complete an interview was 6.5 minutes.

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

Pre-Campaign Evaluation of Pharmacare Campaign (ACET) 2025

2.4 Response Rate

In total, 37,994 Canadian online respondents were approached. The overall response rate for this survey was 8.18%. This is consistent with typical response rates for online surveys of the general public conducted over this length of field period. The table below presents the detailed information.

Online Disposition Table	Pre-Wave
Total	37994
Unresolved (U)	33059
In-scope - Non-responding (IS)	1826
Termination	*1162*
Refusal	*664*
In-scope - Responding units (R)	3109
Completed Interview	*1000*
NQ - Out of Quota	*1646*
NQ - Region	*3*
NQ – Age	*8*
NQ - Gender	*6*
NQ - Industry	*446*
Response Rate	8.18%

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

2.5 Data Analysis

Weighting adjustments were applied to the survey data to ensure that the results were representative of the Canadian population aged 16 years of age and older. Specifically, the survey results were weighted by region, gender and age according to the most recent Statistics Canada census of the population.

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

Strata	Unweighted Sample Size	Weighted Sample Size
Atlantic Provinces	68	63
Quebec	228	226
Ontario	384	390
Prairies/Nunavut	65	63
Alberta/Northwest	114	119
British Columbia/Yukon	141	139
Total	**1,000**	**1,000**

2.6 Non-response Analysis

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

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

	Survey Sample (Unweighted)	Population (Census 2021)	% diff (+/-)	Survey Sample (weighted)
Employment				
Employed	62.05%	57.10%	4.95%	65.02%
Unemployed	7.43%	6.56%	0.87%	7.92%
Not In labour force	30.52%	36.34%	-5.82%	27.05%
Education				
No certificate, degree or diploma	3.21%	16.15%	-10.05%	3.20%
High school certificate or equivalent	19.79%	26.69%	-8.64%	19.81%
Apprenticeship or trades certificate or diploma	7.45%	8.71%	-2.86%	7.13%
College, CEGEP or other non-university certificate or diploma	23.00%	18.84%	3.27%	22.65%
University degree, certificate or diploma	46.56%	29.61%	18.27%	47.21%
Age - diabetes				
16 to 41	30.20%	40.07%	-9.87%	40.29%
42 to 51	16.00%	15.29%	0.71%	15.50%
52 to 64	23.00%	21.67%	1.33%	21.23%
65 or older	30.80%	22.96%	7.84%	22.98%
Age - Women and gender diverse people of childbearing age				
16 to 31	38.80%	42.92%	-4.12%	42.92%
32 to 41	35.20%	29.46%	5.74%	29.46%
42 to 51	26.00%	27.62%	-1.62%	27.62%

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

2.7 Data Weighting

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

2.8 Survey Instruments

ADVERTISING CAMPAIGN EVALUATION TOOL
BASELINE SURVEY – PHARMACARE ADVERTISING CAMPAIGN

For reference, the target audiences for this research are the following:
1. **Women and gender diverse people aged 16-51 from across a range of income levels (a minimum of 1/3 with a household income of under $70K); n=500**
2. **People living with diabetes aged 16+ from across a range of income levels (a minimum of 1/3 with a household income of under $70K); n=500**

INTRODUCTION

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians. Si vous préférez répondre à ce sondage en français, veuillez cliquer sur **français [SWITCH TO FRENCH VERSION].**

Your participation is voluntary and your responses will be kept entirely confidential. The survey takes about 8 minutes to complete.

START SURVEY

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

Privacy Notice

The personal information you provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected Health Canada's Public Opinion Research group under the authority of section 4 of the *Department of Health Act*. We only collect the information we need to conduct the Pre- and Post-Campaign Evaluation of Pharmacare Campaign.

Will we use or share your personal information for any other reason? In limited and specific situations, your personal information may be disclosed without your consent in accordance with legal requirements like under sub-section 8(2) of the Privacy Act.

What happens if you don't want to provide your personal information? The survey is being conducted on a voluntary basis and failure to provide the information is at your own discretion.

Purpose of collection: We require your personal information such as demographic information to better understand the effectiveness of the pharmacare advertising campaign. However, your responses are always combined with the responses of others for analysis and reporting; you will not be directly identified.

Your rights under the *Privacy Act*: You have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly. For more information about your rights, or about how we handle your personal information, please contact Health Canada's public opinion research team at: hc.cpab.por-rop.dgcap.sc@canada.ca.
If you require any technical assistance, please contact XXX.

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

SELECT ALL THAT APPLY

- ○   a marketing research firm
- ○   a magazine or newspaper
- ○   an advertising agency or graphic design firm
- ○   a political party

- a radio or television station
- a public relations company
- the federal or provincial government
- none of these organizations

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

b)   What gender do you identify with?

SELECT ALL THAT APPLY

- Male
- Female
- Non-binary person
- Two-spirit
- Another gender identity
- Prefer not to answer

IF "PREFER NOT TO ANSWER" THANK AND TERMINATE

c)   In what year were you born?

[   ]

YYYY

ADMISSIBLE RANGE 1900 to 2008
IF > 2008, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK

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

SELECT ONE ONLY

- less than 16 years old
- 16 to 31
- 32 to 41
- 42 to 51
- 52 to 64
- 65 or older
- prefer not to answer

IF "LESS THAN 16 YEARS OLD" OR "PREFER NOT TO ANSWER", THANK AND TERMINATE

e)   In which province or territory do you live?

SELECT ONE ONLY

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan

- Yukon
- Prefer not to answer

IF "PREFER NOT TO ANSWER" THANK AND TERMINATE

f)   Are you living with diabetes?

- Yes
- No
- Prefer not to answer

g)   Is prescription contraception something you currently use or think you might use in the future?

For the purposes of this research, here are some examples of what prescription contraception would and would not include:

WOULD INCLUDE:

- Birth control pills
- Hormone patches for birth control
- Injections for birth control like Depo-provera
- Hormonal vaginal rings like Nuvaring
- Intrauterine devices (IUDs), including copper and hormonal IUDs
- Hormonal implant like Nexplanon
- Emergency contraception, sometimes known as Plan B or the morning after pill

WOULD NOT INCLUDE:

- Condoms, including female condoms
- Sponges
- Spermicides
- Diaphragms

- Yes
- No
- Prefer not to answer

IDENTIFICATION OF TARGET AUDIENCES

If age falls between 16 and 51, AND (g) = "Yes", classify as target audience of women and gender diverse people of childbearing age.

If (f) = "Yes", classify as target audience of persons living with diabetes.

If a respondent falls into both target audiences, they can be randomly assigned to either one, however each should include a mix of all demographics.

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:
Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- Yes
- No   **=> GO TO T1A**

Q3:

Pre-Campaign Evaluation of Pharmacare Campaign (ACET) 2025

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

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A:
Over the past three weeks, have you seen, read or heard any Government of Canada advertising about Pharmacare?

- ○ Yes
- ○ No   **=> GO TO T1D**

T1B:
Where have you seen, read or heard this ad about Pharmacare?

SELECT ALL THAT APPLY

- o Digital/Streaming TV (e.g. Netflix, Disney+)
- o Snapchat
- o Internet website
- o Web search (e.g. Google, Bing)
- o Online news sites
- o YouTube
- o Elevator
- o Transit (e.g. Inside/outside bus/subway or bus shelter)
- o Digital billboard
- o Other, specify:

T1C:
What do you remember about this ad?

ASK ALL RESPONDENTS

T1D:

In the past 12 months, did you have insurance to cover at least some of the cost of prescription medications?

- o Yes, had insurance for all of the last 12 months
- o Yes, had insurance for part of the last 12 months
- o No
- o Prefer not to answer

[Ask T1E1 to target audience of women and gender diverse people of childbearing age]

T1E1:

In the past 12 months, have you been prescribed any prescription contraception?

- o Yes
- o No
- o Prefer not to answer

[If "Yes" at T1E1 skip to T1F1, if "No" ask T1E2, otherwise direct this target audience to T1J]

T1E2:

If you were not prescribed any prescription contraception/birth control in the past 12 months what were the reasons? Select all that apply.

- o I did not need/want it
- o The cost was too high/I couldn't afford it
- o I was afraid/uncomfortable asking for a prescription
- o I did not know how to get a prescription
- o Other, please specify:

[Ask T1F1 if "Yes" in T1E1]

T1F1:

In the past 12 months, have you experienced any difficulties related to the cost of your prescription contraception/birth control?

- o Yes
- o No
- o Prefer not to answer

[If "Yes" at T1F1 ask T1F2, otherwise direct this target audience to T1J]

T1F2:

In the past 12 months, did you do any of the following because of the cost of your prescription contraception?

- o Not fill or collect a prescription for contraception
- o Skip doses of your contraception medication
- o Reduce the dosage of your contraception medication
- o Delay filling a prescription for contraception
- o None of the above
- o Prefer not to answer

      DIRECT THIS TARGET AUDIENCE TO T1J

[Ask T1H1 to target audience of persons with living with diabetes]

T1H1:

In the past 12 months, have you been prescribed any prescription medications for your diabetes?

- o Yes
- o No
- o Prefer not to answer

[If "Yes" at T1H1 skip to T1I1, if "No" ask T1H2, otherwise direct this target audience to T1J]

T1H2:

If you were not prescribed any prescription medications for your diabetes in the past 12 months what were the reasons? Select all that apply.

- o I did not need/want it
- o The cost was too high/I couldn't afford it
- o I was afraid/uncomfortable asking for a prescription
- o I did not know how to get a prescription
- o Other, please specify:

[Ask T1I1 if "Yes" in T1H1]

T1I1:

In the past 12 months, have you experienced any difficulties related to the cost of your prescription medications for your diabetes?

- o Yes
- o No
- o Prefer not to answer

[If "Yes" at T1I1 ask T1I2, otherwise direct this target audience to T1J]

T1I2:

In the past 12 months, did you do any of the following because of the cost of your prescriptions for diabetes? Did you:

- o Not fill or collect a prescription for diabetes
- o Skip doses of your medication for diabetes
- o Reduce the dosage of your medication for diabetes
- o Delay filling a prescription for diabetes
- o None of the above
- o Prefer not to answer

DEMOGRAPHIC QUESTIONS

D1:
Which of the following categories best describes your current employment status? Are you…

SELECT ONE ONLY

- o Working full-time (30 or more hours per week)
- o Working part-time (less than 30 hours per week)
- o Self-employed
- o Unemployed, but looking for work
- o A student attending school full-time
- o Retired
- o Not in the workforce (Full-time homemaker or unemployed but not looking for work)
- o Other employment status
- o Prefer not to answer

D2:
What is the highest level of formal education that you have completed?

SELECT ONE ONLY

- o Grade 8 or less
- o Some high school
- o High school diploma or equivalent

○ Registered Apprenticeship or other trades certificate or diploma
○ College, CEGEP or other non-university certificate or diploma
○ University certificate or diploma below bachelor's level
○ Bachelor's degree
○ Postgraduate degree above bachelor's level
○ Prefer not to answer

D3:
Are there any children under the age of 18 currently living in your household?

○ Yes
○ No
○ Prefer not to answer

D4:
Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

SELECT ONE ONLY

○ Under $30,000
○ Between $30,000 and $70,000
○ Between $70,000 and $150,000
○ $150,000 or more
○ Prefer not to answer

D5:
Where were you born?

○ Born in Canada
○ Born outside Canada
  ➥ Specify the country: [   ]
○ Prefer not to answer

ASK IF D5=BORN OUTSIDE CANADA

D6:
In what year did you first move to Canada?

[   ]
YYYY

ADMISSIBLE RANGE: 1900-2024

D7:
What is the language you first learned at home as a child and still understand?

SELECT UP TO TWO

○ English
○ French
○ Other language, specify _____
○ Prefer not to answer

That concludes the survey. This survey was conducted on behalf of Health Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.