



Final Report

ADVERTISING CAMPAIGN EVALUATION TOOL (ACET) - CANADIAN DENTAL CARE PLAN

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ADVERTISING CAMPAIGN EVALUATION TOOL (ACET) - CANADIAN DENTAL CARE PLAN

Prepared for Health Canada

Supplier Name: Leger

January 2026

This report presents the methodology for five online surveys conducted by Leger on behalf of Health Canada (HC). The objective of the surveys was to assess advertising recall of the Canadian Dental Care Plan (CDCP) campaigns, with a focus on the specific eligible groups targeted by each campaign. Although the CDCP is only available to those with no access to private dental insurance, the surveys included a mix of participants with and without insurance (70% without insurance, 30% with insurance) to allow for a comparison of results between the two groups. The research was conducted between May 27, 2024 and November 16, 2025.

Cette publication est aussi disponible en français sous le titre : Outil d'Évaluation de Campagnes Publicitaires (OECF) – Régime canadien de soins dentaires

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1. Summary

Leger is pleased to submit this report to Health Canada (HC) detailing the methodology of several online surveys assessing ad recall for the Canadian Dental Care Plan (CDCP) campaign. The Advertising Campaign Evaluation Tool (ACET) was used to evaluate the recall of the targeted phases of the CDCP advertising campaign, and to compare against the awareness data collected in the previous baseline and post-campaign ACET surveys.

Survey 1 - Post-campaign survey with seniors (Campaign phases 1-2):

Post-campaign survey with seniors' fieldwork was conducted from July 5 to July 19, 2024.

The goal of this campaign was to raise awareness about the CDCP (including the eligibility criteria and application process) among Canadians aged 65 years old and older with a household income of less than \$90,000.

Survey 2a and 2b - Pre- and post-campaign surveys with parents (Campaign phase 3):

Survey 2a – Pre-campaign survey with parents' fieldwork was conducted from May 27 to June 20, 2024

Survey 2b – Post-campaign survey with parents' fieldwork was conducted from January 8 to January 29, 2025

The goal of this campaign was to raise awareness about the CDCP (including the eligibility criteria and application process) among Canadian parents of children under 18 with a household income of less than \$90,000.

Survey 3a and 3b – Pre- and post-campaign surveys with all eligible audiences (Campaign phase 4):

Survey 3a – Pre-campaign survey with all eligible audiences' fieldwork was conducted from June 12 to July 2, 2025.

Survey 3b – Post-campaign survey with all eligible audiences' fieldwork was conducted from October 28 to November 16, 2025.

The goal of this campaign was to raise awareness about the CDCP (including the eligibility criteria and application process) among all eligible Canadians (aged 18+ with a household income of less than \$90,000).

Background and Objectives

The CDCP is helping make the cost of dental care more affordable for Canadians with an annual family income of less than \$90,000, and no access to dental insurance. The CDCP covers a wide range of dental services, including preventive care (scaling, polishing,

fluoride treatments), diagnostic services (exams, x-rays), restorative services (fillings), endodontic services (root canals), prosthodontic services (dentures), periodontal services (deep scaling), and oral surgery (extractions).

The CDCP is now open to all eligible Canadians, with millions already enrolled. Budget 2023 invested \$13 billion over five years starting in 2023-24, and \$4.4 billion in ongoing, permanent funding. The plan is administered by Health Canada (HC), with support from Employment and Social Development Canada (ESDC), through Service Canada, the Canada Revenue Agency (CRA), and a third-party benefits administrator (Sun Life).

In December 2023, the federal government began accepting applications for the CDCP in phases, starting with seniors:

- December 2023: Applications open for seniors aged 87 and above.
- January 2024: Applications for seniors aged 77 to 86.
- February 2024: Applications for seniors aged 72 to 76.
- March 2024: Applications for seniors aged 70 to 71.
- May 2024: Online applications open for all seniors aged 65+.
- June 2024: Applications open for children under 18 and adults with a valid Disability Tax Credit certificate.
- May 2025: Applications open for all remaining eligible Canadian residents aged 18 to 64.

The research took place online and included a total of five ACET surveys (2 pre and 3 post) covering four campaign phases. Participants were surveyed according to the phased eligibility enrolment of the CDCP and subsequent targeted media campaigns.

Specifically, targeted audiences included Seniors (aged 65+), parents of children under 18 years of age, and finally all eligible audiences.

Survey #	Survey Name	Target Audience	Fieldwork	Sample Size
Survey 1	Post-ACET survey with seniors (covering for campaign phases 1-2)	Seniors 65+	July 5 to July 19, 2024	n=1,010 (post)
Surveys 2a and 2b	Pre- & Post-ACET surveys with parents (covering for	Parents of children under 18	Survey 2a - May 27 to June 20, 2024	n=2,202 (pre) n=2,021 (post)

	campaign phase 3)		Survey 2b - January 8 to January 29, 2025	
Surveys 3a and 3b	Pre- & Post-ACET surveys with eligible audiences (campaign phase 4)	All eligible audiences	Survey 3a - June 12 to July 2, 2025. Survey 3b - October 28 to November 16, 2025	n=2,254 (pre) n=2,273 (post)

Rationale and Intended Use of Research

The two-year campaign launched in December 2023, initially targeting seniors in the first eligible cohorts, and continued in 2024 and 2025.

Prior to this ACET, and because the CDCP was a new program, a baseline survey¹ was conducted in summer 2023 to measure initial awareness of the interim Canada Dental Benefit (now closed) and the forthcoming CDCP, as well as identify barriers and opportunities to maximize uptake of the CDCP. These findings helped to inform and refine communications, marketing, and advertising activities for the CDCP launch.

The ACET results presented in this report were used to evaluate advertising recall during the rollout phases of the CDCP campaign in 2023-24, 2024-25 and 2025-26.

The Government's Policy on Communications and Federal Identity requires the evaluation of advertising campaigns exceeding \$2 million in media by using the ACET. The ACET was created in 2002 following a Cabinet directive identifying the need for a standard advertising evaluation approach across departments. The main objectives were to bring rigor and consistency to ad campaign evaluation and to develop norms on metrics against which campaigns could be evaluated.

Research Objectives

The objectives of the research were as follows:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Measure increased knowledge

¹ The report for this baseline survey conducted in 2023 can be found at the following link:
https://epe.bac-lac.gc.ca/100/200/301/pwgs-c-tps-gc/p-or-ef/health/2024/014-23-e/014-23_Report.html

- Identify attitudinal and behavioural changes as a result of the advertising campaign

1.2 Application of results

The results of this research allowed HC to assess the recall of the ad campaign based on feedback from the survey data and analysis.

1.3 Methodology—Quantitative research

Quantitative research was conducted through online surveys using Computer Aided Web Interviewing (CAWI) technology. The target audiences for the research are as described above. Across all surveys, quotas were set to ensure that 70% of respondents did not have private dental insurance coverage and that 30% did have existing private dental insurance coverage. Across all surveys, quotas were also set for respondents from racialized communities as well as those from rural areas (note that individuals surveys may have had additional quotas set; more information can be found in the detailed methodology section related to each survey). No regional quotas were set for any survey, but each one included a minimum number of respondents from every region. Based on data from Statistics Canada's 2021 national census, Leger weighted the results of each sample by gender, age, region and access to private dental insurance.

Since samples drawn from an Internet panel are non-probabilistic in nature, the margin of error cannot be calculated for these surveys. Details regarding the weighting procedures and participation rate can be found in Appendix A.

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

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

1.3.1 Detailed methodology for Survey 1 - Post-campaign survey with seniors

The fieldwork was conducted from July 5 to July 19, 2024. The national participation rate for the survey was around 33.6%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on July 4, 2024.

A total sample of 1,010 Canadians aged 65 years old and older with a household income of less than \$90,000 were surveyed. The following table shows the effective samples collected:

Table 1: Distribution by Region

Regions	Unweighted Sample n=
Atlantic (New Brunswick + Nova Scotia + Newfoundland and Labrador + Prince Edward Island)	88
Quebec	297
Ontario	318
Prairies (Saskatchewan + Manitoba)	84
Alberta	81
British Columbia + Territories	142
TOTAL	1,010

The following table shows the effective sample collected by Leger:

Table 2. Distribution by Target Audiences

Group	Unweighted Sample n=
Respondents without private dental insurance	881
Respondents with private dental insurance	129
Respondents from ethnic minority communities	68
Respondents living in rural areas	274

1.3.2 Detailed methodology for Survey 2a – Pre-campaign survey with parents

The fieldwork was conducted from May 27 to June 20, 2024. The national participation rate for the survey was around 11.82%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on May 24, 2024.

A total sample of 2,202 parents of children under 18 with an income of less than \$90,000 were surveyed. The following table shows the effective samples collected:

Table 1. Distribution by Region

Regions	Unweighted Sample n=
Atlantic (New Brunswick + Nova Scotia + Newfoundland and Labrador + Prince Edward Island)	159
Quebec	604
Ontario	797
Prairies (Saskatchewan + Manitoba)	137
Alberta	261
British Columbia + Territories	244
TOTAL	2,202

The following table shows the effective sample collected by Leger:

Table 2. Distribution by Target Audiences

Group	Unweighted Sample n=
Respondents without private dental insurance	1,604
Respondents with private dental insurance	598
Respondents from ethnic minority communities	799
Respondents living in rural areas	183

1.3.3 Detailed methodology for Survey 2b – Post-campaign survey with parents

The fieldwork was conducted from January 8 to January 29, 2025. The national participation rate for the survey was around 10.22%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on January 6, 2025.

A total sample of 2,021 parents of children under 18 with an income of less than \$90,000 were surveyed. The following table shows the effective samples collected:

Table 1. Distribution by Region

Regions	Unweighted Sample n=
Atlantic (New Brunswick + Nova Scotia + Newfoundland and Labrador + Prince Edward Island)	140
Quebec	529
Ontario	740
Prairies (Saskatchewan + Manitoba)	138
Alberta	246
British Columbia + Territories	228
TOTAL	2,021

The following table shows the effective sample collected by Leger:

Table 2. Distribution by Target Audiences

Group	Unweighted Sample n=
Respondents without private dental insurance	155
Respondents with private dental insurance	367
Respondents from ethnic minority communities	90
Respondents living in rural areas	1409

1.3.4 Detailed methodology for Survey 3a – Pre-campaign survey with all eligible audiences

The fieldwork was conducted from June 12 to July 2, 2025. The national participation rate for the survey was around 9.43%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on June 11, 2025.

A total sample of 2,254 Canadians aged 18 and over with an income of less than \$90,000 were surveyed. The following table shows the effective samples collected:

Table 1. Distribution by Region

Regions	Unweighted Sample n=
Atlantic (New Brunswick + Nova Scotia + Newfoundland and Labrador + Prince Edward Island)	179
Quebec	569
Ontario	832
Prairies (Saskatchewan + Manitoba)	142
Alberta	240
British Columbia + Territories	292
TOTAL	2,254

The following table shows the effective sample collected by Leger:

Table 2. Distribution by Target Audiences

Groups	Unweighted Sample n=
Respondents without private dental insurance	1,858
Respondents with private dental insurance	396
Respondents from ethnic minority communities	595
Respondents living in rural areas	200

1.3.5 Detailed methodology for Survey 3b – Post-campaign survey with all eligible audiences

The fieldwork was conducted from October 28 to November 16, 2025. The national participation rate for the survey was around 9.07%. Calculation of the Web survey's participation rate is presented in Appendix A. A pre-test of the programmed questionnaire was completed in both official languages on October 27, 2025.

A total sample of 2,273 Canadians aged 18 and over with an income of less than \$90,000 were surveyed. The following table shows the effective samples collected:

Table 1. Distribution by Region

Regions	Unweighted Sample n=
Atlantic (New Brunswick + Nova Scotia + Newfoundland and Labrador + Prince Edward Island)	164
Quebec	542
Ontario	844
Prairies (Saskatchewan + Manitoba)	174
Alberta	241
British Columbia + Territories	308
TOTAL	2,273

The following table shows the effective sample collected by Leger:

Table 2. Distribution by Target Audiences

Group	Unweighted Sample n=
Respondents without private dental insurance	1,902
Respondents with private dental insurance	371
Respondents from ethnic minority communities	568
Respondents living in rural areas	238

1.4 Notes on the interpretation of the findings

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

1.5 Declaration of political neutrality and contact information

I hereby certify, as VP of Public affairs and communications department at 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 and Federal Identity](#) (Appendix B: Mandatory Procedures for Public Opinion Research).

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

Signed by:



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Appendix A – Detailed research methodology

A.1 Quantitative methodology for Survey 1 – Post-campaign survey with seniors

A.1.1 Methods

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

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

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

The questionnaire is presented in Appendix B.

A.1.2 Sampling Procedures

Computer Aided Web Interviewing (CAWI)

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

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

A.1.3 Data Collection

Fieldwork was conducted from July 5 to July 19, 2024. The national participation rate for the survey was around 33.6%. A pre-test of the questionnaire in English and French was completed on July 4, 2024 with 41 respondents. No changes were made to the questionnaire following the pre-test, so the pre-test results were included in the final results. A total sample of 1,010 Canadians aged 65 years old and older with a household income of less than \$90,000 was reached.

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

A.1.4 Participation Rate for the Web Survey

The national participation rate for the survey was around 33.6%. Below is the calculation of the participation rate to the web survey. 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.

Table 3. Participation rate

	Target audience
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	-
Unresolved (U)	5,897
Email invitations bounce back	46
Email invitations unanswered	5,851
In-scope non-responding units (IS)	116
Non-response from eligible respondents	-
Respondent refusals	21
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	95
Responding units (R)	3,048
Completed surveys disqualified – quota filled	1,455
Completed surveys disqualified for other reasons	583

Completed interviews	1,010
POTENTIAL SAMPLE (U+IS+R)	9,061
Participation rate = R ÷ (U + IS + R)	33.6%

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

The participation rate for the survey was around 33.6%. Since people aged 65 and over represents a highly engaged group of the population, a 33.6% participation rate among this target audience is consistent with similar surveys but is considered higher than the participation rate of surveys among younger audiences.

A.1.6 Unweighted and Weighted Samples

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

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

Table 4. Unweighted and weighted distribution by region

Province or territory	Unweighted	Weighted
British Columbia + Territories	142	146
Alberta	81	79
Prairies (Saskatchewan + Manitoba)	84	64
Ontario	318	364
Quebec	297	273
Atlantic Canada	88	85

Table 5. Unweighted and weighted distribution by gender

Gender	Unweighted	Weighted
Male	453	440
Female	570	570

Table 6. Unweighted and weighted distribution by age

Age	Unweighted	Weighted
65 to 69	314	392
70 to 74	266	320
75+	430	298

Table 7. Unweighted and weighted distribution by language

Language	Unweighted	Weighted
English	615	617
French	325	315
Other	89	91

Table 8. Unweighted and weighted distribution by education level

Education	Unweighted	Weighted
High School or less	315	320
College / Trade	360	357
University	335	333

Table 9. Unweighted and weighted distribution by place of birth

Place of birth	Unweighted	Weighted
Canada	977	983
Other	29	23

Table 10. Unweighted and weighted distribution by ethnicity

Ethnicity	Unweighted	Weighted
White	952	948
Indigenous person	22	21
South Asian	15	18
Black	5	13
Other cultural groups	44	50

A.1.7 Weighting factors

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

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

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

Table 11. Weighting by gender, age and region

Gender*Region	Weighting
British Columbia and Territories // Male // 65-69	1.4
British Columbia and Territories // Male // 70-74	2.16
British Columbia and Territories // Male // 75+	2.5
British Columbia and Territories // Female // 65-69	3.25
British Columbia and Territories // Female // 70-74	2.81
British Columbia and Territories // Female // 75+	2.29

Alberta // Male // 65-69	1.54
Alberta // Male // 70-74	0.5
Alberta // Male // 75+	1.3
Alberta // Female // 65-69	1.74
Alberta // Female // 70-74	1.45
Alberta // Female // 75+	1.28
Prairies // Male // 65-69	0.91
Prairies // Male // 70-74	0.96
Prairies // Male // 75+	0.88
Prairies // Female // 65-69	1.41
Prairies // Female // 70-74	0.86
Prairies // Female // 75+	1.32
Ontario // Male // 65-69	4.77
Ontario // Male // 70-74	4.92
Ontario // Male // 75+	5.29
Ontario // Female // 65-69	9.2
Ontario // Female // 70-74	6.24
Ontario // Female // 75+	5.58
Quebec // Male // 65-69	4.74
Quebec // Male // 70-74	4.08
Quebec // Male // 75+	3.59
Quebec // Female // 65-69	6.53
Quebec // Female // 70-74	4.81
Quebec // Female // 75+	3.28
Atlantic // Male // 65-69	1.28
Atlantic // Male // 70-74	1.4
Atlantic // Male // 75+	1.31
Atlantic // Female // 65-69	2.06
Atlantic // Female // 70-74	1.49
Atlantic // Female // 75+	0.87

Table 12. Weighting by access to private dental insurance

Group	Weighting
Has access to private dental insurance	1.80
Has access to public dental insurance	2.18
Has access to both private and public dental insurance	3.01
Doesn't have access to private dental insurance	0.41

A.2 Quantitative methodology for Survey 2a – Pre-campaign survey with parents

A.2.1 Methods

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

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

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

The questionnaire is presented in Appendix B.

A.2.2 Sampling Procedures

Computer Aided Web Interviewing (CAWI)

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

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

A.2.3 Data Collection

Fieldwork was conducted from May 27 to June 20, 2024. The national participation rate for the survey was around 11.82%. A pre-test with 42 respondents of the questionnaire in English and French was completed on May 24, 2024. No changes were made to the questionnaire following the pre-test, so the pre-test results were included in the final results. A total sample of 2,202 Canadian parents of children under 18 were surveyed.

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

A.2.4 Participation Rate for the Web Survey

The national participation rate for the survey was around 11.82%. Below is the calculation of the participation rate to the web survey. 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.

Table 3. Participation rate

	Target audience
Invalid cases	2,920
Invitations mistakenly sent to people who did not qualify for the study	2,920
Incomplete or missing email addresses	-
Unresolved (U)	51,039
Email invitations bounce back	16
Email invitations unanswered	51,023
In-scope non-responding units (IS)	526
Non-response from eligible respondents	
Respondent refusals	213
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	313
Responding units (R)	6,910
Completed surveys disqualified – quota filled	1,788
Completed surveys disqualified for other reasons	2,920
Completed interviews	2,202

POTENTIAL SAMPLE (U+IS+R)	58,475
Participation rate = $R \div (U + IS + R)$	11.82%

A.2.5 Non-Response Bias and Additional Socio-Demographic Analysis

The participation rate for the survey was around 11.82%. A 11.82% participation rate among the target audience is consistent with similar surveys. On the other hand, because of the particularity of the target audience of parents of children under 18, Leger had to invite a large number of parents to participate. Since the age of children is only identified by age brackets in the profile of the panelists, the question was asked to a large number of parents in order to identify those who qualify for the survey and reach the quotas.

A.2.6 Unweighted and Weighted Samples

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

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

Table 4. Unweighted and weighted distribution by region

Province or territory	Unweighted	Weighted
British Columbia + Territories	244	304
Alberta	261	290
Prairies (Saskatchewan + Manitoba)	137	179
Ontario	797	887
Quebec	604	393
Atlantic Canada	159	148

Table 5. Unweighted and weighted distribution by gender

Gender	Unweighted	Weighted
Male	938	1,000

Female	1,259	1,195
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Table 6. Unweighted and weighted distribution by age

Age	Unweighted	Weighted
18 to 24	128	215
25 to 34	518	598
35 to 44	835	810
45 to 54	515	453
55 to 64	156	102
65+	50	25

Table 7. Unweighted and weighted distribution by language

Language	Unweighted	Weighted
English	1,525	1,718
French	596	420
Other	261	255

Table 8. Unweighted and weighted distribution by education level

Education	Unweighted	Weighted
High School or less	562	583
College / Trade	803	748
University	837	872

Table 9. Unweighted and weighted distribution by place of birth

Place of birth	Unweighted	Weighted
Canada	1,572	1,590
Other	624	607

Table 10. Unweighted and weighted distribution by ethnicity

Ethnicity	Unweighted	Weighted
White	1,465	1,402
Indigenous person	102	123
South Asian	248	308

Black	182	174
Other cultural groups	281	297

A.2.7 Weighting factors

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

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

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

Table 11. Weighting by gender, age and region

Gender*Region	Weighting
British Columbia and Territories // Male // 18-24	0.95
British Columbia and Territories // Male // 25-34	1.28
British Columbia and Territories // Male // 35-44	1.26
British Columbia and Territories // Male // 45-54	1.01
British Columbia and Territories // Male // 55-64	0.78
British Columbia and Territories // Male // 65+	0.25
British Columbia and Territories // Female // 18-24	1.83
British Columbia and Territories // Female // 25-34	1.94
British Columbia and Territories // Female // 35-44	1.15
British Columbia and Territories // Female // 45-54	1.46
British Columbia and Territories // Female // 55-64	1.82

British Columbia and Territories // Female // 65+	0.35
Alberta // Male // 18-24	2.71
Alberta // Male // 25-34	1.37
Alberta // Male // 35-44	1.18
Alberta // Male // 45-54	0.65
Alberta // Male // 55-64	2.46
Alberta // Male // 65+	0.79
Alberta // Female // 18-24	2.10
Alberta // Female // 25-34	1.12
Alberta // Female // 35-44	1.02
Alberta // Female // 45-54	1.05
Alberta // Female // 55-64	0.69
Alberta // Female // 65+	0.50
Prairies // Male // 18-24	1.44
Prairies // Male // 25-34	2.99
Prairies // Male // 35-44	1.25
Prairies // Male // 45-54	1.02
Prairies // Male // 55-64	0.82
Prairies // Male // 65+	2.02
Prairies // Female // 18-24	1.18
Prairies // Female // 25-34	1.07
Prairies // Female // 35-44	1.56
Prairies // Female // 45-54	0.48
Prairies // Female // 55-64	0.64
Prairies // Female // 65+	2.08
Ontario // Male // 18-24	1.55
Ontario // Male // 25-34	1.01
Ontario // Male // 35-44	1.02
Ontario // Male // 45-54	1.05
Ontario // Male // 55-64	0.53

Ontario // Male // 65+	2.21
Ontario // Female // 18-24	1.08
Ontario // Female // 25-34	0.99
Ontario // Female // 35-44	1.01
Ontario // Female // 45-54	0.74
Ontario // Female // 55-64	1.06
Ontario // Female // 65+	2.31
Quebec // Male // 18-24	1.18
Quebec // Male // 25-34	0.97
Quebec // Male // 35-44	0.62
Quebec // Male // 45-54	0.18
Quebec // Male // 55-64	0.09
Quebec // Male // 65+	0.85
Quebec // Female // 18-24	0.50
Quebec // Female // 25-34	0.60
Quebec // Female // 35-44	0.49
Quebec // Female // 45-54	0.25
Quebec // Female // 55-64	0.45
Quebec // Female // 65+	2.22
Atlantic // Male // 18-24	1.01
Atlantic // Male // 25-34	0.82
Atlantic // Male // 35-44	1.09
Atlantic // Male // 45-54	0.49
Atlantic // Male // 55-64	0.22
Atlantic // Male // 65+	1.36
Atlantic // Female // 18-24	1.80
Atlantic // Female // 25-34	0.92
Atlantic // Female // 35-44	0.62
Atlantic // Female // 45-54	0.67
Atlantic // Female // 55-64	0.95

Atlantic // Female // 65+	1.28
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Table 12. Weighting by access to private dental insurance

Group	Weighting
Has access to private dental insurance	1.79
Has access to public dental insurance	2.18
Has access to both private and public dental insurance	3.01
Doesn't have access to private dental insurance	0.41

A.3 Quantitative methodology for Survey 2b – Post-campaign survey with parents

A.3.1 Methods

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

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

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

The questionnaire is presented in Appendix B.

A.3.2 Sampling Procedures

Computer Aided Web Interviewing (CAWI)

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

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

A.3.3 Data Collection

Fieldwork was conducted from January 8 to January 29, 2025. The national participation rate for the survey was around 10.22%. A pre-test with 56 respondents of the questionnaire in English and French was completed on January 6, 2025. No changes were made to the questionnaire following the pre-test, so the pre-test results were included in the final results. A total sample of 2,021 Canadian parents of children under 18 were surveyed.

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

A.3.4 Participation Rate for the Web Survey

The national participation rate for the survey was around 10.22%. Below is the calculation of the participation rate to the web survey. 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.

Table 3. Participation rate

	Target audience
Invalid cases	4,368
Invitations mistakenly sent to people who did not qualify for the study	4,368
Incomplete or missing email addresses	-
Unresolved (U)	76,892
Email invitations bounce back and blocked by SendGrid	42
Email invitations unanswered	76,850
In-scope non-responding units (IS)	785
Non-response from eligible respondents	
Respondent refusals	259
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	500

Responding units (R)	8,843
Completed surveys disqualified – quota filled	2,454
Completed surveys disqualified for other reasons	4,368
Completed interviews	2,021
POTENTIAL SAMPLE (U+IS+R)	86,520
Participation rate = R ÷ (U + IS + R)	10.22%

A.3.5 Non-Response Bias and Additional Socio-Demographic Analysis

The participation rate for the survey was around 10.22%. A 10.22% participation rate among the target audience is consistent with similar surveys. On the other hand, because of the particularity of the target audience of parents of children under 18, Leger had to invite a large number of parents to participate, as was done in the pre-campaign study. Since the age of children is only identified by age brackets in the profile of the panelists, the question was asked to many parents in order to identify those who qualify for the survey and reach the quotas.

A.3.6 Unweighted and Weighted Samples

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

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

Table 4. Unweighted and weighted distribution by region

Province or territory	Unweighted	Weighted
British Columbia + Territories	228	281
Alberta	246	271
Prairies (Saskatchewan + Manitoba)	138	165
Ontario	740	812
Quebec	529	354

Atlantic Canada	140	138
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Table 5. Unweighted and weighted distribution by gender

Gender	Unweighted	Weighted
Male	773	899
Female	1,244	1,116

Table 6. Unweighted and weighted distribution by age

Age	Unweighted	Weighted
18 to 24	90	167
25 to 34	504	558
35 to 44	793	756
45 to 54	454	422
55 to 64	144	93
65+	36	25

Table 7. Unweighted and weighted distribution by language

Language	Unweighted	Weighted
English	1,375	1,547
French	553	402
Other	257	268

Table 8. Unweighted and weighted distribution by education level

Education	Unweighted	Weighted
High School or less	503	463
College / Trade	736	692
University	782	866

Table 9. Unweighted and weighted distribution by place of birth

Place of birth	Unweighted	Weighted
Canada	1,379	1,337
Other	639	679

Table 10. Unweighted and weighted distribution by ethnicity

Ethnicity	Unweighted	Weighted
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White	1,346	1,241
Indigenous person	82	117
South Asian	220	264
Black	153	170
Other cultural groups	222	205

A.3.7 Weighting factors

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

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

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

Table 11. Weighting by gender, age and region

Gender*Region	Weighting
British Columbia and Territories // Male // 18-24	1.68
British Columbia and Territories // Male // 25-34	0.97
British Columbia and Territories // Male // 35-44	1.58
British Columbia and Territories // Male // 45-54	1.01
British Columbia and Territories // Male // 55-64	0.61
British Columbia and Territories // Male // 65+	0.23
British Columbia and Territories // Female // 18-24	2.99

British Columbia and Territories // Female // 25-34	1.35
British Columbia and Territories // Female // 35-44	1.29
British Columbia and Territories // Female // 45-54	1.43
British Columbia and Territories // Female // 55-64	0.60
British Columbia and Territories // Female // 65+	0.55
Alberta // Male // 18-24	2.53
Alberta // Male // 25-34	1.00
Alberta // Male // 35-44	1.79
Alberta // Male // 45-54	0.98
Alberta // Male // 55-64	0.45
Alberta // Male // 65+	0.74
Alberta // Female // 18-24	1.57
Alberta // Female // 25-34	1.07
Alberta // Female // 35-44	0.95
Alberta // Female // 45-54	0.78
Alberta // Female // 55-64	0.78
Alberta // Female // 65+	0.93
Prairies // Male // 18-24	-
Prairies // Male // 25-34	2.23
Prairies // Male // 35-44	1.46
Prairies // Male // 45-54	1.59
Prairies // Male // 55-64	0.29
Prairies // Male // 65+	0.56
Prairies // Female // 18-24	3.15
Prairies // Female // 25-34	1.10
Prairies // Female // 35-44	0.89
Prairies // Female // 45-54	0.94
Prairies // Female // 55-64	0.49
Prairies // Female // 65+	0.12
Ontario // Male // 18-24	2.25

Ontario // Male // 25-34	1.73
Ontario // Male // 35-44	1.04
Ontario // Male // 45-54	1.25
Ontario // Male // 55-64	0.95
Ontario // Male // 65+	0.59
Ontario // Female // 18-24	1.63
Ontario // Female // 25-34	1.01
Ontario // Female // 35-44	0.87
Ontario // Female // 45-54	1.06
Ontario // Female // 55-64	0.87
Ontario // Female // 65+	1.55
Quebec // Male // 18-24	4.27
Quebec // Male // 25-34	1.83
Quebec // Male // 35-44	0.89
Quebec // Male // 45-54	0.64
Quebec // Male // 55-64	0.26
Quebec // Male // 65+	0.30
Quebec // Female // 18-24	1.24
Quebec // Female // 25-34	0.54
Quebec // Female // 35-44	0.55
Quebec // Female // 45-54	0.49
Quebec // Female // 55-64	0.40
Quebec // Female // 65+	0.16
Atlantic // Male // 18-24	4.15
Atlantic // Male // 25-34	1.34
Atlantic // Male // 35-44	0.93
Atlantic // Male // 45-54	1.25
Atlantic // Male // 55-64	0.50
Atlantic // Male // 65+	2.34
Atlantic // Female // 18-24	1.02

Atlantic // Female // 25-34	0.99
Atlantic // Female // 35-44	0.95
Atlantic // Female // 45-54	0.72
Atlantic // Female // 55-64	0.78
Atlantic // Female // 65+	-

Table 12. Weighting by access to private dental insurance

Dental Insurance	Weighting
Has access to private dental insurance	2.24
Has access to public dental insurance	2.62
Has access to both private and public dental insurance	2.74
Doesn't have access to private dental insurance	0.38

A.4 Quantitative methodology for Survey 3a – Pre-campaign survey with all eligible audiences

A.4.1 Methods

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

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

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

The questionnaire is presented in Appendix B.

A.4.2 Sampling Procedures

Computer Aided Web Interviewing (CAWI)

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

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

A.4.3 Data Collection

Fieldwork was conducted from June 12 to July 2, 2025. The national participation rate for the survey was around 9.43%. A pre-test of the programmed questionnaire was completed in both official languages on June 11, 2025, with 22 respondents. No changes were made to the questionnaire following the pre-test, so the pre-test results were included in the final results. A total sample of 2,254 Canadians aged 18 and over with an income of less than \$90,000 were surveyed.

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

A.4.4 Participation Rate for the Web Survey

The national participation rate for the survey was around 9.43%. Below is the calculation of the participation rate to the web survey. 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.

Table 3. Participation rate

	Target audience
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	-
Unresolved (U)	92,687
Email invitations bounce back	1,047
Email invitations unanswered	91,640
In-scope non-responding units (IS)	709
Non-response from eligible respondents	-
Respondent refusals	308

Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	401
Responding units (R)	9,728
Completed surveys disqualified – quota filled	4,578
Completed surveys disqualified for other reasons	2,896
Completed interviews	2,254
POTENTIAL SAMPLE (U+IS+R)	103,124
Participation rate = R ÷ (U + IS + R)	9.43%

A.4.5 Non-Response Bias and Additional Socio-Demographic Analysis

The participation rate for the survey was around 9.43%, which falls within the expected range for a survey conducted online among a population with a moderate incidence rate. This level of engagement is consistent with industry norms, particularly in contexts where outreach is broad and not strongly incentivized.

A.4.6 Unweighted and Weighted Samples

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

Some proportions did not align with the actual population. The quotas placed for specific targets (parents of children under 12 and of children aged 12 to 17, access to private dental insurance, seniors aged 65+, respondents from racialized communities, people with disabilities, respondents belonging to household within rural regions) account for the discrepancies with the actual Canadian population. The weighting process corrected those differences.

Table 4. Unweighted and weighted distribution by region

Province or territory	Unweighted	Weighted
British Columbia + Territories	292	319
Alberta	240	236

Prairies (Saskatchewan + Manitoba)	142	156
Ontario	832	850
Quebec	569	519
Atlantic Canada	179	174

Table 5. Unweighted and weighted distribution by gender

Gender	Unweighted	Weighted
Male	1,070	1,079
Female	1,169	1,159

Table 6. Unweighted and weighted distribution by age

Age	Unweighted	Weighted
18 to 34	593	635
35 to 54	701	636
55+	960	984

Table 7. Unweighted and weighted distribution by language

Language	Unweighted	Weighted
English	1,586	1,660
French	580	521
Other	241	237

Table 8. Unweighted and weighted distribution by education level

Education	Unweighted	Weighted
High School or less	707	687
College / Trade	766	772
University	781	795

Table 9. Unweighted and weighted distribution by place of birth

Place of birth	Unweighted	Weighted
Canada	1,741	1,734
Other	511	516

Table 10. Unweighted and weighted distribution by ethnicity

Ethnicity	Unweighted	Weighted
White	1,701	1,679
Indigenous person	64	91
South Asian	56	61
Black	93	89
Other cultural groups	197	199

A.4.7 Weighting factors

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

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

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

Table 11. Weighting by gender, age and region

Gender*Region	Weighting
British Columbia + Territories // Man // 18-24	3.10
British Columbia + Territories // Man // 25-34	1.74
British Columbia + Territories // Man // 35-44	0.91
British Columbia + Territories // Man // 45-54	1.05
British Columbia + Territories // Man // 55-64	0.97
British Columbia + Territories // Man // 65+	1.02
British Columbia + Territories // Woman // 18-24	2.18

British Columbia + Territories // Woman // 25-34	0.61
British Columbia + Territories// Woman // 35-44	0.92
British Columbia + Territories // Woman // 45-54	0.89
British Columbia + Territories // Woman // 55-64	1.06
British Columbia + Territories // Woman // 65+	1.30
Alberta // Man // 18-24	2.58
Alberta // Man // 25-34	0.92
Alberta // Man // 35-44	0.92
Alberta // Man // 45-54	1.15
Alberta // Man // 55-64	0.80
Alberta // Man // 65+	0,84
Alberta // Woman // 18-24	0.96
Alberta // Woman // 25-34	1.21
Alberta // Woman // 35-44	0.81
Alberta // Woman // 45-54	0.94
Alberta // Woman // 55-64	0.89
Alberta // Woman // 65+	1.12
Manitoba/Saskatchewan // Man // 18-24	3.64
Manitoba/Saskatchewan // Man // 25-34	1.48
Manitoba/Saskatchewan // Man // 35-44	0.90
Manitoba/Saskatchewan // Man // 45-54	1.23
Manitoba/Saskatchewan // Man // 55-64	0.98
Manitoba/Saskatchewan // Man // 65+	0.86
Manitoba/Saskatchewan // Woman // 18-24	0.94
Manitoba/Saskatchewan // Woman // 25-34	1.01
Manitoba/Saskatchewan // Woman // 35-44	1.20
Manitoba/Saskatchewan // Woman // 45-54	1.07
Manitoba/Saskatchewan // Woman // 55-64	0.95
Manitoba/Saskatchewan // Woman // 65+	1.10
Ontario // Man // 18-24	2.07
Ontario // Man // 25-34	0.94

Ontario // Man // 35-44	0.90
Ontario // Man // 45-54	1.06
Ontario // Man // 55-64	0.85
Ontario // Man // 65+	1.03
Ontario // Woman // 18-24	1.40
Ontario // Woman // 25-34	0.85
Ontario // Woman // 35-44	0.86
Ontario // Woman // 45-54	0.89
Ontario // Woman // 55-64	0.98
Ontario // Woman // 65+	1.18
Québec // Man // 18-24	2.11
Québec // Man // 25-34	0.70
Québec // Man // 35-44	0.77
Québec // Man // 45-54	0.81
Québec // Man // 55-64	0.83
Québec // Man // 65+	1.03
Québec // Woman // 18-24	0.81
Québec // Woman // 25-34	0.68
Québec // Woman // 35-44	1.09
Québec // Woman // 45-54	0.79
Québec // Woman // 55-64	0.95
Québec // Woman // 65+	1.08
Atlantic provinces // Man // 18-24	2.69
Atlantic provinces // Man // 25-34	0.59
Atlantic provinces // Man // 35-44	1.07
Atlantic provinces // Man // 45-54	0.62
Atlantic provinces // Man // 55-64	1.04
Atlantic provinces // Man // 65+	0.95
Atlantic provinces // Woman // 18-24	1.41
Atlantic provinces // Woman // 25-34	1.04
Atlantic provinces // Woman // 35-44	0.83
Atlantic provinces // Woman // 45-54	0.68
Atlantic provinces // Woman // 55-64	1.29
Atlantic provinces // Woman // 65+	1.27

Table 12. Weighting by access to private dental insurance

Group	Weighting
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Has access to private dental insurance	2.44
Has access to public dental insurance	2.55
Has access to both private and public dental insurance	3.00
Doesn't have access to private dental insurance	0.34

A.5 Quantitative methodology for Survey 3b – Post-campaign survey with all eligible audiences

A.5.1 Methods

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

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

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

The questionnaire is presented in Appendix B.

A.5.2 Sampling Procedures

Computer Aided Web Interviewing (CAWI)

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

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

A.5.3 Data Collection

Fieldwork was conducted from October 28 to November 16, 2025. The national participation rate for the survey was around 9.07%. A pre-test of the programmed

questionnaire was completed in both official languages on October 27, 2025, with 24 respondents. No changes were made to the questionnaire following the pre-test, so the pre-test results were included in the final results. A total sample of 2,273 Canadians aged 18 and over with an income of less than \$90,000 were surveyed.

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

A.5.4 Participation Rate for the Web Survey

The national participation rate for the survey was around 9.07%. Below is the calculation of the participation rate to the web survey. 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.

Table 3. Participation rate

	Target audience
Invalid cases	0
Invitations mistakenly sent to people who did not qualify for the study	0
Incomplete or missing email addresses	-
Unresolved (U)	117,651
Email invitations bounce back + blocked by SendGrid	1,751
Email invitations unanswered	115,900
In-scope non-responding units (IS)	979
Non-response from eligible respondents	-
Respondent refusals	427
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs (incompletes) including the ones that did not access voxco	552
Responding units (R)	11,836
Completed surveys disqualified – quota filled	6,195
Completed surveys disqualified for other reasons	3,368
Completed interviews	2,273
POTENTIAL SAMPLE (U+IS+R)	130,466
Participation rate = $R \div (U + IS + R)$	9.07%

A.5.5 Non-Response Bias and Additional Socio-Demographic Analysis

The participation rate for the survey was around 9.07%, which falls within the expected range for a survey conducted online among a population with a moderate incidence rate. This level of engagement is consistent with industry norms, particularly in contexts where outreach is broad and not strongly incentivized.

A.5.6 Unweighted and Weighted Samples

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

Some proportions did not align with the actual population. The quotas placed for specific targets (parents of children under 12 and of children aged 12 to 17, access to private dental insurance, seniors aged 65+, respondents from racialized communities, people with disabilities, respondents belonging to household within rural regions) account for the discrepancies with the actual Canadian population. The weighting process corrected those differences.

Table 4. Unweighted and weighted distribution by region

Province or territory	Unweighted	Weighted
British Columbia + Territories	308	319
Alberta	241	247
Prairies (Saskatchewan + Manitoba)	174	154
Ontario	844	857
Quebec	542	521
Atlantic Canada	164	175

Table 5. Unweighted and weighted distribution by gender

Gender	Unweighted	Weighted
Male	1,051	1,082
Female	1,205	1,172

Table 6. Unweighted and weighted distribution by age

Age	Unweighted	Weighted
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18 to 34	535	645
35 to 54	656	627
55+	1,082	1,001

Table 7. Unweighted and weighted distribution by language

Language	Unweighted	Weighted
English	1,617	1,684
French	561	515
Other	235	214

Table 8. Unweighted and weighted distribution by education level

Education	Unweighted	Weighted
High School or less	700	642
College / Trade	802	828
University	771	803

Table 9. Unweighted and weighted distribution by place of birth

Place of birth	Unweighted	Weighted
Canada	1,796	1,814
Other	475	452

Table 10. Unweighted and weighted distribution by ethnicity

Ethnicity	Unweighted	Weighted
White	1,767	1,740
Indigenous person	89	90
South Asian	148	154
Black	72	63
Other cultural groups	222	245

A.5.7 Weighting factors

Certain subgroups tend to be underrepresented or overrepresented in a sample compared to the target population. The weighting of a sample makes it possible to correct

for differences in the representation of the various subgroups of that sample compared to what is usually observed in the overall study population. Weighting factors are therefore the weight given to each respondent that corresponds to a subgroup of the sample.

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

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

Table 11. Weighting by gender, age and region

Gender*Region	Weighting
British Columbia + Territories // Man // 18-24	2.13
British Columbia + Territories // Man // 25-34	1.36
British Columbia + Territories // Man // 35-44	1.25
British Columbia + Territories // Man // 45-54	1.11
British Columbia + Territories // Man // 55-64	0.81
British Columbia + Territories // Man // 65+	1.06
British Columbia + Territories // Woman // 18-24	0.84
British Columbia + Territories // Woman // 25-34	0.98
British Columbia + Territories // Woman // 35-44	0.86
British Columbia + Territories // Woman // 45-54	1.02
British Columbia + Territories // Woman // 55-64	0.81
British Columbia + Territories // Woman // 65+	1.08
Alberta // Man // 18-24	2.39
Alberta // Man // 25-34	1.19
Alberta // Man // 35-44	1.58
Alberta // Man // 45-54	1.19
Alberta // Man // 55-64	0.87
Alberta // Man // 65+	0.73
Alberta // Woman // 18-24	1.44

Alberta // Woman // 25-34	1.13
Alberta // Woman // 35-44	1.04
Alberta // Woman // 45-54	0.97
Alberta // Woman // 55-64	0.67
Alberta // Woman // 65+	0.84
Manitoba/Saskatchewan // Man // 18-24	2.62
Manitoba/Saskatchewan // Man // 25-34	1.39
Manitoba/Saskatchewan // Man // 35-44	0.63
Manitoba/Saskatchewan // Man // 45-54	0.76
Manitoba/Saskatchewan // Man // 55-64	0.82
Manitoba/Saskatchewan // Man // 65+	0.93
Manitoba/Saskatchewan // Woman // 18-24	1.79
Manitoba/Saskatchewan // Woman // 25-34	0.60
Manitoba/Saskatchewan // Woman // 35-44	1.32
Manitoba/Saskatchewan // Woman // 45-54	0.90
Manitoba/Saskatchewan // Woman // 55-64	0.71
Manitoba/Saskatchewan // Woman // 65+	0.71
Ontario // Man // 18-24	2.19
Ontario // Man // 25-34	1.28
Ontario // Man // 35-44	0.92
Ontario // Man // 45-54	1.02
Ontario // Man // 55-64	0.76
Ontario // Man // 65+	0.98
Ontario // Woman // 18-24	1.57
Ontario // Woman // 25-34	0.89
Ontario // Woman // 35-44	0.97
Ontario // Woman // 45-54	0.88
Ontario // Woman // 55-64	0.86
Ontario // Woman // 65+	1.05
Québec // Man // 18-24	1.83
Québec // Man // 25-34	0.70
Québec // Man // 35-44	0.99
Québec // Man // 45-54	0.71

Québec // Man // 55-64	0.89
Québec // Man // 65+	1.03
Québec // Woman // 18-24	1.32
Québec // Woman // 25-34	0.96
Québec // Woman // 35-44	0.78
Québec // Woman // 45-54	1.03
Québec // Woman // 55-64	0.96
Québec // Woman // 65+	1.08
Atlantic provinces // Man // 18-24	4.19
Atlantic provinces // Man // 25-34	2.03
Atlantic provinces // Man // 35-44	0.91
Atlantic provinces // Man // 45-54	0.96
Atlantic provinces // Man // 55-64	0.91
Atlantic provinces // Man // 65+	0.79
Atlantic provinces // Woman // 18-24	1.03
Atlantic provinces // Woman // 25-34	1.03
Atlantic provinces // Woman // 35-44	1.35
Atlantic provinces // Woman // 45-54	1.00
Atlantic provinces // Woman // 55-64	1.05
Atlantic provinces // Woman // 65+	1.13

Table 12. Weighting by access to private dental insurance

Group	Weighting
Has access to private dental insurance	2.69
Has access to public dental insurance	2.67
Has access to both private and public dental insurance	2.55
Doesn't have access to private dental insurance	0.28

Appendix B - Questionnaires

B.1 Survey 1 – Post-campaign survey with seniors

B.1.1 Advertising Campaign Evaluation Tool

ADVERTISING CAMPAIGN EVALUATION TOOL

POST-CAMPAIGN SURVEY- Canadian Dental Care Plan 2024-2025– Advertising Campaign Evaluation Tool (ACET)

Survey #1

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 revenir à la page précédente et cliquer sur [français](#) [SWITCH TO FRENCH VERSION].

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

If you wish to verify the authenticity of this survey, please copy this link on your browser:

<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

The CRIC Research Verification Service project code is:

To view our privacy policy: <https://leger360.com/privacy-policy/>

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

[START SURVEY](#)

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
- a political party
- a radio or television station
- a media company, including online media
- a public relations company
- the insurance industry
- the dental industry
- the federal or provincial government
- none of these organizations

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

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-1959

IF > 1959, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

SELECT ONE ONLY

- less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 69
- 70 to 74
- 75+

IF ANYTHING LESS THAN 65 YEARS OLD OR "BLANK", THANK AND TERMINATE

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

- Prefer not to answer

f) 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

ASK IF NO POSTAL CODE PROVIDED AT E

- g) Do you live in an urban or a rural area?
- Urban (in a city or large town)
 - Rural (outside a city or a large town)
 - Prefer not to answer TERMINATE

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE**D5:**

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

D6:

What language do you speak most often at home? Please select all that apply.

- English
- French
- Mandarin
- Cantonese
- Hindi
- Punjabi
- Tagalog
- Spanish
- Portuguese
- Arabic
- Other (please specify)
- Prefer not to answer

- h) Which of the following best describes your total household income last year, before taxes, for you and your spouse/common-law partner? [PN: ONE RESPONSE ONLY]

- Under \$20,000 CONTINUE
- \$20,000 to \$29,999 CONTINUE
- \$30,000 to \$39,999 CONTINUE
- \$40,000 to \$49,999 CONTINUE
- \$50,000 to \$59,999 CONTINUE
- \$60,000 to \$69,999 CONTINUE
- \$70,000 to \$79,999 CONTINUE
- \$80,000 to \$89,999 CONTINUE

- \$90,000 to \$99,999 TERMINATE
- \$100,000 or more TERMINATE
- Prefer not to answer TERMINATE

QETHN. The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in social, cultural, and economic life of Canada. Are you ... ? Please select all that apply. **[MONITOR FOR QUOTAS]**

- White
- Indigenous (includes First Nations (status, non-status, treaty, or non-treaty), Inuit, Métis, Aboriginal, Native, or Indian)
- South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- Chinese
- Black
- Filipino
- Arab
- Latin American
- Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- West Asian (e.g., Iranian, Afghan)
- Korean
- Japanese
- Other, please specify _____
- Don't know [EXCLUSIVE]
- Prefer not to answer [EXCLUSIVE]

i) Do you and your family have access to ... ? [PN: FOR QUOTAS - IF PRIVATE DENTAL INSURANCE OR BOTH SELECTED = WITH INSURANCE, IF PUBLIC DENTAL INSURANCE OR NO DENTAL INSURANCE SELECTED = NO INSURANCE]

Private dental insurance coverage through an employer, college, or university, pension plan, or an individual benefit plan you have purchased. In this situation, the costs of dental care are paid, at least in part, by a private insurance company.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Public dental insurance coverage. In this situation, the costs of dental care are paid, at least in part, by the federal, provincial or territorial government (such as a child or seniors dental program, the Régie d'assurance maladie du Québec (RAMQ), or the Non-insured health benefits for First Nations and Inuit Program (NIHB)).	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Both private and public dental insurance coverage.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
No dental insurance. In this situation, you always have to pay the full costs of dental care.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Prefer not to answer	<input type="checkbox"/>	TERMINATE

- j) In your community, do you have regular access to a dentist or oral health professional?
[PN: INSERT POP-UP WITH DEFINITION AND ENSURE POP-UP IS AVAILABLE WHEREVER THIS TERM IS USED. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

Yes, there is a dentist or oral health professional available in the community year-round.	<input type="checkbox"/>
No, the dentist or oral health professional only visits at certain times throughout the year (e.g., fly-in fly-out or a travel clinic).	<input type="checkbox"/>
No, I do not have access to a dentist or oral health professional and must travel to another community for dental services.	<input type="checkbox"/>

- k) How close is the nearest dental clinic to your home? **[MONITOR FOR QUOTAS]**

- Less than 5 km
- 5-29km
- 30-59km
- 60-89km
- 90-149km
- 150-349km
- Over 350 km
- Prefer not to answer

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

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

- yes
 - no
- => GO TO T1A**

ASK IF Q1=YES – OPEN-ENDED QUESTION

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A

Over the past six months, have you seen, read or heard any Government of Canada advertising about the Canadian Dental Care Plan?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about the Canadian Dental Care Plan?

[HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Printed publications	
Letters (in the mail)	Print newspapers
Online / digital	
In mobile app	
Online news sites	Web search (e.g., Google, Bing)
Internet website	YouTube
Mandatory option(s):	
Other, specify:	

T1C:

What do you remember about this ad? [Open-ended]

[CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS]

ASK ALL RESPONDENTS

T1D:

How concerned are you about each of the following issues? ROTATE ITEMS

- a. Affordability of dental care in Canada
- b. Accessing the services of a dentist or oral health professional

[PN: Insert oral health professional definition. **Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.**]

- Very concerned
- Somewhat concerned
- Not that concerned
- Not concerned at all
- Don't know

T1E:

How much of a connection do you think there is between ... ? ROTATE ITEMS

- a. Cavities and gum disease AND serious health conditions such as diabetes, heart disease, and pneumonia
- b. Good oral health AND overall physical well-being

- Very large
- Large
- Moderate
- Small
- Very small
- No connection
- Don't know

T1F:

How frequently do you visit a dental office or oral health professional?

[PN: Insert oral health professional definition. **Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.**]

- More often than once every 3 months
- About every 3 months
- About every 6 months
- About every 9 months
- About every 12 months
- Less often than once a year
- Only when required (e.g., cavity)
- Only when there is an emergency (e.g., accident, severe pain)
- Other (please specify):
- Never

T1G:

Have you heard about the Government of Canada's Canadian Dental Care Plan?

- No, I have not heard anything about the plan [SKIP TO T1J]
- Yes, I have heard of it, but don't know much about the plan
- Yes, I have heard of it and am well informed about the plan

T1H:

[IF 'YES' AT T1G, ASK] Where did you hear about the Canadian Dental Care Plan? Please select all that apply.

[RANDOMIZE ORDER]

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

T1I:

[IF 'YES' AT T1G, ASK] In the last 6 months, have you looked for information about the Canadian Dental Care Plan?

- Yes
- No

T1J:

The Canadian Dental Care Plan is intended to help ease financial barriers to accessing oral health care for eligible Canadian residents. It provides dental coverage for Canadians with an annual family income of less than \$90,000, with no access to dental insurance. Applications are currently open for seniors aged 65 and over, children under 18 and people 18-64 year old with a valid Disability Tax Credit.

Have you applied or are you planning to apply for the Canadian Dental Care Plan?

- Yes, I have applied
- Yes, I am planning to apply
- No, I do not plan to apply
- Not sure

T1K:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] What are the reasons you do not plan to apply or are unsure about applying for the Canadian Dental Care Plan? Please select all that apply. [RANDOMIZE ORDER]

- I'm not eligible
- I wasn't aware of the plan
- The application process is confusing or complicated
- The coverage isn't sufficient
- I have enough coverage already
- My current dentist or oral health professional isn't registered with the program
- Other (please specify):

T1L:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] Which of the following, if any, would encourage you to apply for the plan? Please select all that apply.

[RANDOMIZE ORDER]

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

T1M:

**[IF 'YES' at T1J, ASK] Which of the following, if any, encouraged you / are encouraging you to apply for the plan?
Please select all that apply.**

[RANDOMIZE ORDER]

- The enrollment process is easy
- The coverage of the dental plan
- Easy access to reliable information about the plan
- My dental health
- I have a good understanding/knowledge of the plan
- The program was recommended by my healthcare provider
- I had/have urgent dental needs (e.g., cavity, pain, accident, etc.)
- My current dentist or oral health professional is registered with the program
- Other (please specify):
- None of the above [PN: EXCLUSIVE]

AD RECALL QUESTIONS [ASK IN POST-CAMPAIGN SURVEY ONLY]

T1N:

Here are some ads that have recently been broadcast on various media.

Web banners:



Promotional poster:



Video:



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

- yes
- no

=> GO TO T1P

T10:

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

Printed publications	
Letter (by mail)	Print newspaper
Broadcasting	
Online / digital	
In a mobile app	
Internet website	
Online news sites	Web search (e.g., Google, Bing)
	YouTube
Out-of-home (indoor and outdoor signage)	
Mandatory option(s):	
Other, specify:	

T1P:

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

T1Q:

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

RANDOMIZE STATEMENTS

	1	2	3	4	5
	Strongly Disagree				Strongly Agree
These ads catch my attention	o	o	o	o	o
These ads are relevant to me	o	o	o	o	o

These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads made me more likely to think that dental care is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the Government of Canada has launched the Canadian Dental Care Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey the eligibility criteria for the Canadian Dental Care Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads made me more likely to apply for the Canadian Dental Care Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

T1P: Did you do any of the following as a result of seeing the ad? Please select all that apply.

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

- Visited the Canada.ca/dental website
- Thought more about dental care for myself
- Discussed the plan with a dentist, oral health professional or other healthcare provider
- Shared the information with a friend or family member
- Looked for information online on the plan
- Submitted an application for the Canadian Dental Care Plan
- Booked an appointment to get dental care services
- Other (please specify):
- I didn't do anything as a result of seeing the ads [EXCLUSIVE]

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

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
- working part-time (less than 30 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- retired
- not in the workforce (full-time homemaker or unemployed but not looking for work)
- other employment status

D2:

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

SELECT ONE ONLY

- less than a High School diploma or equivalent
- high school diploma or equivalent
- registered Apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D3:

Where were you born?

- born in Canada
- born outside Canada

Specify the country:

ASK IF D5=BORN OUTSIDE CANADA

D4:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2024

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.

B.2 Survey 2a – Pre-campaign survey with parents

B.2.1 Advertising Campaign Evaluation Tool

**ADVERTISING CAMPAIGN EVALUATION TOOL
PRE-CAMPAIGN SURVEY- Canadian Dental Care Plan 2024-2025– Advertising Campaign
Evaluation Tool (ACET)**

Survey 2a

INTRODUCTION

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

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

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The CRIC Research Verification Service project code is: 20240516-LE938

To view our privacy policy: <https://leger360.com/privacy-policy/>

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

START SURVEY

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
- a political party
- a radio or television station
- a media company, including online media
- a public relations company
- the insurance industry
- the dental industry
- the federal or provincial government
- none of these organizations

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

b) What is your gender?

- Male
- Female
- Other

- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2005

IF > 2005, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

SELECT ONE ONLY

- less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

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

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

- Prefer not to answer

f) 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

ASK IF NO POSTAL CODE PROVIDED AT E

- g) Do you live in an urban or a rural area?
- Urban (in a city or large town)
 - Rural (outside a city or a large town)
 - Prefer not to answer TERMINATE

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

D5: 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

D6: What language do you speak most often at home? Please select all that apply.

- English
- French
- Mandarin
- Cantonese
- Hindi
- Punjabi
- Tagalog
- Spanish
- Portuguese
- Arabic
- Other (please specify)
- Prefer not to answer

h) Which of the following best describes your total household income last year, before taxes, for you and your spouse/common-law partner? [PN: ONE RESPONSE ONLY]

- Under \$20,000 CONTINUE
- \$20,000 to \$29,999 CONTINUE
- \$30,000 to \$39,999 CONTINUE
- \$40,000 to \$49,999 CONTINUE
- \$50,000 to \$59,999 CONTINUE
- \$60,000 to \$69,999 CONTINUE
- \$70,000 to \$79,999 CONTINUE
- \$80,000 to \$89,999 CONTINUE
- \$90,000 to \$99,999 TERMINATE
- \$100,000 or more TERMINATE
- Prefer not to answer TERMINATE

QETHN. The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in social, cultural, and economic life of Canada. Are you ... ? Please select all that apply. **[MONITOR FOR QUOTAS]**

- White
- Indigenous (includes First Nations (status, non-status, treaty, or non-treaty), Inuit, Métis, Aboriginal, Native, or Indian)
- South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- Chinese
- Black
- Filipino
- Arab
- Latin American
- Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- West Asian (e.g., Iranian, Afghan)
- Korean
- Japanese
- Other, please specify _____
- Don't know [EXCLUSIVE]
- Prefer not to answer [EXCLUSIVE]

i) Do you have children in your household in any of the following age categories? Please select all that apply.

- Under age 12 CONTINUE
- 12-17 years of age CONTINUE
- 18 years of age or older CONTINUE IF 'UNDER AGE 12' AND/OR "12-17 years of age" ALSO CHECKED
- I do not have any children TERMINATE [EXCLUSIVE]
- Prefer not to answer TERMINATE

j) Do you and your family have access to ... ? [PN: FOR QUOTAS - IF PRIVATE DENTAL INSURANCE OR BOTH SELECTED = WITH INSURANCE, IF PUBLIC DENTAL INSURANCE OR NO DENTAL INSURANCE SELECTED = NO INSURANCE]

<p>Private dental insurance coverage through an employer, college, or university, pension plan, or an individual benefit plan you have purchased. In this situation, the costs of dental care are paid, at least in part, by a private insurance company.</p>	<input type="checkbox"/>	<p>CONTINUE [MONITOR QUOTAS]</p>
<p>Public dental insurance coverage. In this situation, the costs of dental care are paid, at least in part, by the federal, provincial or territorial government (such as a child or seniors dental program, the Canada Dental Benefit, RAMQ, or the NIHB Program for First Nations and Inuit).</p>	<input type="checkbox"/>	<p>CONTINUE [MONITOR QUOTAS]</p>

Both private and public dental insurance coverage.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
No dental insurance. In this situation, you always have to pay the full costs of dental care.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Prefer not to answer	<input type="checkbox"/>	TERMINATE

k) In your community, do you have regular access to a dentist or oral health professional?

[PN: INSERT POP-UP WITH DEFINITION AND ENSURE POP-UP IS AVAILABLE WHEREVER THIS TERM IS USED. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

Yes, there is a dentist or oral health professional available in the community year-round.	<input type="checkbox"/>
No, the dentist or oral health professional only visits at certain times throughout the year (e.g., fly-in fly-out or a travel clinic).	<input type="checkbox"/>
No, I do not have access to a dentist or oral health professional and must travel to another community for dental services.	<input type="checkbox"/>

l) How close is the nearest dental clinic to your home? **[MONITOR FOR QUOTAS]**

- Less than 5 km
- 5-29km
- 30-59km
- 60-89km
- 90-149km
- 150-349km
- Over 350 km
- Prefer not to answer

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

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

- yes
- no

=> GO TO T1A

ASK IF Q1=YES – OPEN-ENDED QUESTION

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A

Over the past three months, have you seen, read or heard any Government of Canada advertising about the Canadian Dental Care Plan?

- Yes
- No

=> GO TO T1D

T1B

Where have you seen, read or heard this ad about the Canadian Dental Care Plan?

[HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

Online / digital	
Digital/Streaming TV (e.g. Amazon Prime, Netflix, Disney+, CBC/SRC, Bell Media)	
	Digital/Streaming audio (e.g. Spotify, Podcast)
In a mobile app	TikTok
Internet website	
Online news sites	Web search (e.g. Google, Bing)
Pinterest	YouTube
Out-of-home (indoor and outdoor signage)	
<p>The following are examples of signage locations.</p> <p>Please select those that apply or add ones specific to campaign.</p>	
Nearby elementary and high schools	
Digital billboard	
Residential buildings	Transit (e.g. Inside/outside bus/subway or bus shelter)
Mandatory option(s):	

Other, specify:	
-----------------	--

T1C:What do you remember about this ad? [**OPEN-ENDED**]

--

[CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS]

ASK ALL RESPONDENTS**T1D:****How concerned are you about each of the following issues? ROTATE ITEMS**

- a. Affordability of dental care in Canada
- b. Accessing the services of a dentist or oral health professional

[PN: Insert oral health professional definition. **Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.**]

- Very concerned
- Somewhat concerned
- Not that concerned
- Not concerned at all
- Don't know

T1E:**How much of a connection do you think there is between ... ? ROTATE ITEMS**

- a. Cavities and gum disease AND serious health conditions such as diabetes, heart disease, and pneumonia
- b. Good oral health AND overall physical well-being

- Very large
- Large
- Moderate
- Small
- Very small
- No connection
- Don't know

T1F:**How frequently do you take your child/children to visit a dental office or oral health professional?**

[PN: Insert oral health professional definition. **Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.**]

- More often than once every 3 months
- About every 3 months
- About every 6 months
- About every 9 months
- About every 12 months
- Less often than once a year
- Only when required (e.g., cavity)
- Only when there is an emergency (e.g., accident, severe pain)
- Other (please specify):
- Never

T1G:

Have you heard about the Government of Canada's Canadian Dental Care Plan?

- No, I have not heard anything about the plan [SKIP TO T1J]
- Yes, I have heard of it, but don't know much about the plan
- Yes, I have heard of it and am well informed about the plan

T1H:

[IF 'YES' AT T1G, ASK] Where did you hear about the Canadian Dental Care Plan? Please select all that apply.

[RANDOMIZE ORDER]

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

T1I:

[IF 'YES' AT T1G, ASK] In the last 3 months, have you looked for information about the Canadian Dental Care Plan?

- Yes
- No

T1J:

The Canadian Dental Care Plan is intended to help ease financial barriers to accessing oral health care for eligible Canadian residents. It provides dental coverage for Canadians with an annual family income of less than \$90,000, with no access to dental insurance. Applications are currently open for seniors aged 65 and over and will open to children under 18 years old starting in June 2024.

This is a new plan separate from the Canada Dental Benefit providing payments for children under 12.

Are you planning to apply for the Canadian Dental Care Plan for your child/children under 18?

- Yes, I am planning to apply
- No, I do not plan to apply
- Not sure

T1K:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] What are the reasons you do not plan to apply or are unsure about applying for the Canadian Dental Care Plan? Please select all that apply. [RANDOMIZE ORDER]

- I'm not eligible
- I wasn't aware of the plan
- The application process is confusing or complicated
- The coverage isn't sufficient
- I have enough coverage already
- My current dentist or oral health professional isn't registered with the program
- Other (please specify):

T1L:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] Which of the following, if any, would encourage you to apply for the plan? Please select all that apply.

[RANDOMIZE ORDER]

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

T1M:

[IF 'YES' at T1J, ASK] Which of the following, if any, [PN: IF 'YES, I AM PLANNING TO APPLY at T1E'] are encouraging you to apply for the plan? Please select all that apply. [RANDOMIZE ORDER]

- The coverage of the dental plan
- Easy access to reliable information about the plan
- Health of my family and children
- I have more than one eligible child requiring dental care
- I have a good understanding/knowledge of the plan
- The program was recommended by my child's healthcare provider
- My child/children had urgent dental needs (e.g., cavity, pain, accident, etc.)
- My current dentist or oral health professional is registered with the program
- Other (please specify):
- None of the above [PN: EXCLUSIVE]

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

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
- working part-time (less than 30 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- retired
- not in the workforce (Full-time homemaker or unemployed but not looking for work)
- other employment status

D2:

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

SELECT ONE ONLY

- less than a High School diploma or equivalent
- high school diploma or equivalent
- registered Apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D3:

Where were you born?

- born in Canada
- born outside Canada

Specify the country:

ASK IF D5=BORN OUTSIDE CANADA**D4:**

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2023

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.

B.3 Survey 2b – Post-campaign survey with parents

B.3.1 Advertising Campaign Evaluation Tool

ADVERTISING CAMPAIGN EVALUATION TOOL

POST-CAMPAIGN SURVEY- Canadian Dental Care Plan 2024-2025– Advertising Campaign Evaluation Tool (ACET)

Survey #2b

INTRODUCTION

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

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

If you wish to verify the authenticity of this survey, please copy this link on your browser:

<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

The CRIC Research Verification Service project code is: 20240927-LE191

To view our privacy policy: <https://leger360.com/privacy-policy/>

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

[START SURVEY](#)

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
- a political party
- a radio or television station
- a media company, including online media
- a public relations company
- the insurance industry
- the dental industry
- the federal or provincial government
- none of these organizations

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

b) What is your gender?

- Male

- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

**ADMISSIBLE RANGE 1900-2005
IF > 2005, THANK AND TERMINATE
ASK D IF QUESTION C IS LEFT BLANK**

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

SELECT ONE ONLY

- less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

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

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

- Prefer not to answer

f) 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

g) Do you live in an urban or a rural area?

- Urban (in a city or large town)
- Rural (outside a city or a large town)
- Prefer not to answer TERMINATE

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

D5:

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

D6:

What language do you speak most often at home? Please select all that apply.

- English
- French
- Mandarin
- Cantonese
- Hindi
- Punjabi
- Tagalog
- Spanish
- Portuguese
- Arabic
- Other (please specify)
- Prefer not to answer

h) Which of the following best describes your total household income last year, before taxes, for you and your spouse/common-law partner? [PN: ONE RESPONSE ONLY]

- Under \$20,000 CONTINUE
- \$20,000 to \$29,999 CONTINUE
- \$30,000 to \$39,999 CONTINUE
- \$40,000 to \$49,999 CONTINUE
- \$50,000 to \$59,999 CONTINUE
- \$60,000 to \$69,999 CONTINUE
- \$70,000 to \$79,999 CONTINUE
- \$80,000 to \$89,999 CONTINUE
- \$90,000 to \$99,999 TERMINATE
- \$100,000 or more TERMINATE
- Prefer not to answer TERMINATE

QETHN. The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in social, cultural, and economic life of Canada. Are you ...? Please select all that apply. **[MONITOR FOR QUOTAS]**

- White
- Indigenous (includes First Nations (status, non-status, treaty, or non-treaty), Inuit, Métis, Aboriginal, Native, or Indian)
- South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- Chinese
- Black
- Filipino
- Arab
- Latin American
- Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- West Asian (e.g., Iranian, Afghan)
- Korean
- Japanese
- Other, please specify _____
- Don't know [EXCLUSIVE]
- Prefer not to answer [EXCLUSIVE]

i) Do you have children in your household in any of the following age categories? Please select all that apply.

- Under age 12 CONTINUE
- 12-17 years of age CONTINUE
- 18 years of age or older CONTINUE IF 'UNDER AGE 12' AND/OR "12-17 years of age" ALSO CHECKED
- I do not have any children TERMINATE [EXCLUSIVE]
- Prefer not to answer TERMINATE [EXCLUSIVE]

j) Do you and your family have access to ... ? [PN: FOR QUOTAS - IF PRIVATE DENTAL INSURANCE OR BOTH SELECTED = WITH INSURANCE, IF PUBLIC DENTAL INSURANCE OR NO DENTAL INSURANCE SELECTED = NO INSURANCE]

Private dental insurance coverage through an employer, college, or university, pension plan, or an individual benefit plan you have purchased. In this situation, the costs of dental care are paid, at least in part, by a private insurance company.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Public dental insurance coverage. In this situation, the costs of dental care are paid, at least in part, by the federal, provincial or territorial government (such as a child or seniors dental program, the Régie d'assurance maladie du Québec (RAMQ), or the Non-insured health benefits for First Nations and Inuit Program (NIHB)).	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Both private and public dental insurance coverage.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
No dental insurance. In this situation, you always have to pay the full costs of dental care.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Prefer not to answer	<input type="checkbox"/>	TERMINATE

k) In your community, do you have regular access to a dentist or oral health professional?

[PN: INSERT POP-UP WITH DEFINITION AND ENSURE POP-UP IS AVAILABLE WHEREVER THIS TERM IS USED. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

Yes, there is a dentist or oral health professional available in the community year-round.	<input type="checkbox"/>
No, the dentist or oral health professional only visits at certain times throughout the year (e.g., fly-in fly-out or a travel clinic).	<input type="checkbox"/>
No, I do not have access to a dentist or oral health professional and must travel to another community for dental services.	<input type="checkbox"/>

l) How close is the nearest dental clinic to your home? [MONITOR FOR QUOTAS]

- Less than 5 km
- 5-29km
- 30-59km
- 60-89km
- 90-149km
- 150-349km
- Over 350 km
- Prefer not to answer

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

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

- yes
- no

=> GO TO T1A

ASK IF Q1=YES - OPEN-ENDED QUESTION

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A

Over the past six months, have you seen, read or heard any Government of Canada advertising about the Canadian Dental Care Plan?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about the Canadian Dental Care Plan?

[HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]**SELECT ALL THAT APPLY**

- Television
- Digital/Streaming TV (e.g., Amazon Prime, Netflix, Disney+, CBC, Bell Media)
- At a movie theatre
- Digital/Streaming audio (e.g., Spotify, Podcast)
- YouTube
- Internet website
- Online news sites
- In a mobile app
- Pinterest
- TikTok
- Web search (e.g., Google, Bing)
- Digital billboards (e.g., Residential buildings, community centres, restaurants, malls)
- Transit (e.g., Inside/outside bus/subway or bus shelter)
- Nearby elementary and high schools
- Letters (in the mail)
- Other, specify:

T1C:What do you remember about this ad? **[OPEN-ENDED]****[CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS]****ASK ALL RESPONDENTS****T1D:****How concerned are you about each of the following issues? ROTATE ITEMS**

- a. Affordability of dental care in Canada
 - b. Accessing the services of a dentist or oral health professional
- [PN: Insert oral health professional definition. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]**

- Very concerned
- Somewhat concerned
- Not that concerned
- Not concerned at all
- Don't know

T1E:

How much of a connection do you think there is between ... ? ROTATE ITEMS

- a. Cavities and gum disease AND serious health conditions such as diabetes, heart disease, and pneumonia
 b. Good oral health AND overall physical well-being

- Very large
- Large
- Moderate
- Small
- Very small
- No connection
- Don't know

T1F:

How frequently do you take your child/children to visit a dental office or oral health professional?

[PN: Insert oral health professional definition. **Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.**]

- More often than once every 3 months
- About every 3 months
- About every 6 months
- About every 9 months
- About every 12 months
- Less often than once a year
- Only when required (e.g., cavity)
- Only when there is an emergency (e.g., accident, severe pain)
- Other (please specify):
- Never

T1G:

Have you heard about the Government of Canada's Canadian Dental Care Plan?

- No, I have not heard anything about the plan [SKIP TO T1J]
- Yes, I have heard of it, but don't know much about the plan
- Yes, I have heard of it and am well informed about the plan

T1H:

[IF 'YES' AT T1G, ASK] Where did you hear about the Canadian Dental Care Plan? Please select all that apply. [RANDOMIZE ORDER]

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

T1I:

[IF 'YES' AT T1G, ASK] In the last six months, have you looked for information about the Canadian Dental Care Plan?

- Yes
- No

T1J:

The Canadian Dental Care Plan is intended to help ease financial barriers to accessing oral health care for eligible Canadian residents. It provides dental coverage for Canadians with an annual family income of less than \$90,000, with no access to dental insurance. Applications are currently open for seniors aged 65 and over, children under 18 and people with a valid Disability Tax Credit.

This is a new plan separate from the Canada Dental Benefit that provided payments for children under 12.

Have you applied or are you planning to apply for the Canadian Dental Care Plan for your child/children under 18?

- Yes, I have applied
- Yes, I am planning to apply
- No, I do not plan to apply
- Not sure

T1K:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] What are the reasons you do not plan to apply or are unsure about applying for the Canadian Dental Care Plan? Please select all that apply. [RANDOMIZE ORDER]

- I'm not eligible
- I wasn't aware of the plan
- The application process is confusing or complicated
- The coverage isn't sufficient
- I have enough coverage already
- My current dentist or oral health professional isn't registered with the program
- Other (please specify):

T1L:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] Which of the following, if any, would encourage you to apply for the plan? Please select all that apply. [RANDOMIZE ORDER]

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

T1M:

[IF 'YES' ' I HAVE APPLIED' OR YES, I AM PLANNING TO APPLY' AT T1J', ASK] Which of the following, if any, encouraged you / are encouraging you to apply for the plan? Please select all that apply. [RANDOMIZE ORDER]

- The coverage of the dental plan
- Easy access to reliable information about the plan
- Health of my family and child/children
- I have more than one eligible child requiring dental care
- I have a good understanding/knowledge of the plan
- The program was recommended by my child/children’s healthcare provider
- My child/children had urgent dental needs (e.g., cavity, pain, accident, etc.)
- My current dentist or oral health professional is registered with the program
- Other (please specify):
- None of the above [PN: EXCLUSIVE]

AD RECALL QUESTIONS [ASK IN POST-CAMPAIGN SURVEY ONLY]

T1N:

Here are some ads that have recently been broadcast on various media.

Web Banners



Promotional poster:



Video:



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

- yes
- no

=> GO TO T1P

T10:

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

- Television
- Digital/Streaming TV (e.g., Amazon Prime, Netflix, Disney+, CBC, Bell Media)
- At a movie theatre
- Digital/Streaming audio (e.g., Spotify, Podcast)
- YouTube
- Internet website
- Online news sites
- In a mobile app
- Pinterest
- TikTok
- Web search (e.g., Google, Bing)
- Digital billboards (e.g., Residential buildings, community centres, restaurants, malls)
- Transit (e.g., Inside/outside bus/subway or bus shelter)
- Nearby elementary and high schools
- Letters (in the mail)
- Other, specify:

T1P:

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

T1Q:

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

RANDOMIZE STATEMENTS

	1 Strongly Disagree	2	3	4	5 Strongly Agree
These ads catch my attention	o	o	o	o	o
These ads are relevant to me	o	o	o	o	o
These ads are difficult to follow	o	o	o	o	o
These ads do not favour one political party over another	o	o	o	o	o
These ads made me more likely to think that dental care is important	o	o	o	o	o
These ads provide new information	o	o	o	o	o
These ads clearly convey that the Government of Canada has launched the Canadian Dental Care Plan	o	o	o	o	o
These ads clearly convey the eligibility criteria for the Canadian Dental Care Plan	o	o	o	o	o
These ads made me more likely to apply for the Canadian Dental Care Plan	o	o	o	o	o

T1P: Did you do any of the following as a result of seeing the ad? Please select all that apply.

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

- Visited the Canada.ca/dental website
- Thought more about dental care for my child/children
- Discussed the plan with a dentist, oral health professional or other healthcare provider
- Shared the information with a friend or family member
- Looked for information online on the plan
- Submitted an application for my child/children for the Canadian Dental Care Plan
- Booked an appointment to get dental care services
- Other (please specify):
- I didn't do anything as a result of seeing the ads [EXCLUSIVE]

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

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- Working full-time (30 or more hours per week)
- Working part-time (less than 30 hours per week)
- Self-employed
- Unemployed, but looking for work

- A student attending school full-time
- Retired
- Not in the workforce (Full-time homemaker or unemployed but not looking for work)
- Other employment status

D2:

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

SELECT ONE ONLY

- Less than a High School diploma or equivalent
- High school diploma or equivalent
- Registered Apprenticeship or other trades certificate or diploma
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Postgraduate degree above bachelor's level

D3:

Where were you born?

- born in Canada
- born outside Canada

Ê Specify the country:

ASK IF D5=BORN OUTSIDE CANADA**D4:**

In what year did you first move to Canada?

 YYYY

ADMISSIBLE RANGE: 1900-2024

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.

B.4 Survey 3a – Pre-campaign survey with all eligible audiences

B.4.1 Advertising Campaign Evaluation Tool

ADVERTISING CAMPAIGN EVALUATION TOOL

PRE-CAMPAIGN SURVEY- Canadian Dental Care Plan 2024-2025– Advertising Campaign Evaluation Tool (ACET)

Survey 3a

INTRODUCTION

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

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

If you wish to verify the authenticity of this survey, please copy this link on your browser:
<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

The CRIC Research Verification Service project code is:
 20250526-LE826

To view our privacy policy: <https://leger360.com/privacy-policy/>

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

START SURVEY

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
- a political party
- a radio or television station
- a media company, including online media
- a public relations company
- the insurance industry
- the dental industry
- the federal or provincial government
- none of these organizations

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

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2007

IF > 2007, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

SELECT ONE ONLY

- less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

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

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

- Prefer not to answer

f) 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

g) Do you live in an urban or a rural area?

- Urban (in a city or large town)
- Rural (outside a city or a large town)
- Prefer not to answer TERMINATE

IF NO PROVINCE OR TERRITORY IS SELECTED, THANK AND TERMINATE

D5:

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

D6:

What language do you speak most often at home? Please select all that apply.

- English
- French
- Mandarin
- Cantonese
- Hindi
- Punjabi
- Tagalog
- Spanish
- Portuguese
- Arabic
- Other (please specify)
- Prefer not to answer

h) Which of the following best describes your total household income last year, before taxes, for you and your spouse/common-law partner? **[PN: ONE RESPONSE ONLY]**

- Under \$20,000 CONTINUE
- \$20,000 to \$29,999 CONTINUE
- \$30,000 to \$39,999 CONTINUE
- \$40,000 to \$49,999 CONTINUE
- \$50,000 to \$59,999 CONTINUE
- \$60,000 to \$69,999 CONTINUE
- \$70,000 to \$79,999 CONTINUE
- \$80,000 to \$89,999 CONTINUE
- \$90,000 to \$99,999 TERMINATE
- \$100,000 or more TERMINATE
- Prefer not to answer TERMINATE

QETHN. The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in social, cultural, and economic life of Canada. Are you ... ? Please select all that apply. **[MONITOR FOR QUOTAS]**

- White

- Indigenous (includes First Nations (status, non-status, treaty, or non-treaty), Inuit, Métis, Aboriginal, Native, or Indian)
- South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- Chinese
- Black
- Filipino
- Arab
- Latin American
- Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- West Asian (e.g., Iranian, Afghan)
- Korean
- Japanese
- Other, please specify _____
- Don't know [EXCLUSIVE]
- Prefer not to answer [EXCLUSIVE]

i) Do you have children in your household in any of the following age categories? Please select all that apply.

- Under age 12 CONTINUE
- 12-17 years of age CONTINUE
- 18 years of age or older CONTINUE
- I do not have any children CONTINUE
- Prefer not to answer CONTINUE

QNEW. Do you identify as a person with a disability? *A person with a disability is someone 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 (such as school, work or in the community in general). A disability is understood as any physical, mental, developmental, cognitive, learning, communication, sight, hearing or functional limitation that, in interaction with a barrier, hinders a person's full and equal participation in society. A disability can be actual or perceived, visible or invisible.*

- Yes
- No

QNEW2. [QNEW: IF 'YES', ASK] Do you have a T2201 Disability Tax Credit Certificate on file with the Canada Revenue Agency?

- Yes
- No

j) Do you have access to ... ? [PN: FOR QUOTAS - IF PRIVATE DENTAL INSURANCE OR BOTH SELECTED = WITH INSURANCE, IF PUBLIC DENTAL INSURANCE OR NO DENTAL INSURANCE SELECTED = NO INSURANCE]

<p>Private dental insurance coverage through an employer, college, or university, pension plan, or an individual benefit plan you have purchased. In this situation, the costs of dental care are paid, at least in part, by a private insurance company.</p>	<input type="checkbox"/>	<p>CONTINUE [MONITOR QUOTAS]</p>
<p>Public dental insurance coverage. In this situation, the costs of dental care are paid, at least in part, by the federal, provincial or territorial government (such as a child or seniors</p>	<input type="checkbox"/>	<p>CONTINUE [MONITOR QUOTAS]</p>

dental program, the Régie d'assurance maladie du Québec (RAMQ), or the Non-insured health benefits for First Nations and Inuit Program (NIHB)).		
Both private and public dental insurance coverage.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
No dental insurance. In this situation, you always have to pay the full costs of dental care.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Prefer not to answer	<input type="checkbox"/>	TERMINATE

- k) In your community, do you have regular access to a dentist or oral health professional?
[PN: INSERT POP-UP WITH DEFINITION AND ENSURE POP-UP IS AVAILABLE WHEREVER THIS TERM IS USED. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

Yes, there is a dentist or oral health professional available in the community year-round.	<input type="checkbox"/>
No, the dentist or oral health professional only visits at certain times throughout the year (e.g., fly-in fly-out or a travel clinic).	<input type="checkbox"/>
No, I do not have access to a dentist or oral health professional and must travel to another community for dental services.	<input type="checkbox"/>

- l) How close is the nearest dental clinic to your home? [MONITOR FOR QUOTAS]

- Less than 5 km
- 5-29km
- 30-59km
- 60-89km
- 90-149km
- 150-349km
- Over 350 km
- Prefer not to answer

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1:

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

- yes
- no

=> GO TO T1A

ASK IF Q1=YES – OPEN-ENDED QUESTION

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS

T1A

Over the past three months, have you seen, read or heard any Government of Canada advertising about the Canadian Dental Care Plan?

- Yes
- No

=> GO TO T1D

T1B:

Where have you seen, read or heard this ad about the Canadian Dental Care Plan?

[HEADINGS ARE FOR GUIDANCE ONLY AND NOT TO BE USED IN THE FINAL VERSION OF THE QUESTIONNAIRE]

SELECT ALL THAT APPLY

- Television
- Digital/Streaming TV (e.g., Netflix, Disney+, Bell Media, Crave)
- Digital/Streaming audio (e.g., Spotify, Sirius XM)
- YouTube
- Internet website
- Online news sites
- In a mobile app
- Social Media (e.g. Facebook, Instagram)
- Web search (e.g., Google)
- Digital billboards (e.g., Residential buildings, community centres, restaurants, malls)
- Transit (e.g., Inside/outside bus/subway or bus shelter)
- Letters (in the mail)

T1C:

What do you remember about this ad? [Open Ended]

[CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS]

ASK ALL RESPONDENTS

T1D:

How concerned are you about each of the following issues? ROTATE ITEMS

- a. Affordability of dental care in Canada
- b. Accessing the services of a dentist or oral health professional

[PN: Insert oral health professional definition. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

- Very concerned
- Somewhat concerned
- Not that concerned
- Not concerned at all
- Don't know

T1E:

How much of a connection do you think there is between ... ? ROTATE ITEMS

- a. Cavities and gum disease AND serious health conditions such as diabetes, heart disease, and pneumonia
- b. Good oral health AND overall physical well-being

- Very large
- Large
- Moderate
- Small
- Very small
- No connection
- Don't know

T1F:

How frequently do you visit a dental office or oral health professional?

[PN: Insert oral health professional definition. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

- More often than once every 3 months
- About every 3 months
- About every 6 months
- About every 9 months
- About every 12 months
- Less often than once a year
- Only when required (e.g., cavity)
- Only when there is an emergency (e.g., accident, severe pain)
- Other (please specify):
- Never

[IF 'Under age 12' and/or '12-17 years of age' AT i), ASK]

How frequently do you take your child/children to visit a dental office or oral health professional?

[PN: Insert oral health professional definition. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

- More often than once every 3 months
- About every 3 months
- About every 6 months
- About every 9 months
- About every 12 months
- Less often than once a year
- Only when required (e.g., cavity)
- Only when there is an emergency (e.g., accident, severe pain)
- Other (please specify):
- Never

T1G:

Have you heard about the Government of Canada's Canadian Dental Care Plan?

- No, I have not heard anything about the plan [SKIP TO T1J]
- Yes, I have heard of it, but don't know much about the plan
- Yes, I have heard of it and am well informed about the plan

T1H:

[IF 'YES' AT T1G, ASK] Where did you hear about the Canadian Dental Care Plan? Please select all that apply. [RANDOMIZE ORDER]

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

T1I:

[IF 'YES' AT T1G, ASK] In the last three months, have you looked for information about the Canadian Dental Care Plan?

- Yes
- No

T1J:

The Canadian Dental Care Plan is intended to help ease financial barriers to accessing oral health care for eligible Canadian residents. It provides dental coverage for Canadians with an annual family income of less than \$90,000, with no access to dental insurance.

Applications are now open for all eligible Canadians.

[ASK ALL RESPONDENTS]

Are you planning to apply for the Canadian Dental Care Plan?

- Yes, I have applied
- Yes, I am planning to apply
- No, I do not plan to apply
- Not sure

[IF 'Under age 12' and/or '12-17 years of age' AT i), ASK]

Have you applied or are you planning to apply for the Canadian Dental Care Plan for your child/children under 18?

- Yes, I have applied
- Yes, I am planning to apply
- No, I do not plan to apply
- Not sure

T1K:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] What are the reasons you do not plan to apply or are unsure about applying for the Canadian Dental Care Plan? Please select all that apply. [RANDOMIZE ORDER]

- I'm not eligible
- I wasn't aware of the plan
- The application process is confusing or complicated
- The coverage isn't sufficient
- I have enough coverage already
- My current dentist or oral health professional isn't registered with the program
- Other (please specify):

T1L:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] Which of the following, if any, would encourage you to apply for the plan? Please select all that apply.

[RANDOMIZE ORDER]

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

T1M:

[IF 'YES at T1J', ASK] Which of the following, if any, [are encouraging you to apply for the plan? Please select all that apply. [RANDOMIZE ORDER]

- The enrollment process is easy
- The coverage of the dental plan
- Easy access to reliable information about the plan
- My dental health
- I have a good understanding/knowledge of the plan
- The program was recommended by my healthcare provider
- I had urgent dental needs (e.g., cavity, pain, accident, etc.)
- My current dentist or oral health professional is registered with the program
- Other (please specify):
- None of the above [PN: EXCLUSIVE]

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

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)

- working part-time (less than 30 hours per week)
 - self-employed
 - unemployed, but looking for work
 - a student attending school full-time
 - retired
 - not in the workforce (Full-time homemaker or unemployed but not looking for work)
 - other employment status
-

D2:

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

SELECT ONE ONLY

- less than a high school diploma or equivalent
 - high school diploma or equivalent
 - registered apprenticeship or other trades certificate or diploma
 - college, CEGEP or other non-university certificate or diploma
 - university certificate or diploma below bachelor's level
 - bachelor's degree
 - postgraduate degree above bachelor's level
-

D3:

Where were you born?

- born in Canada
- born outside Canada

Specify the country:

ASK IF D3=BORN OUTSIDE CANADA**D4:**

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2023

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.

B.5 Survey 3b – Post-campaign survey with all eligible audiences

B.5.1 Advertising Campaign Evaluation Tool

ADVERTISING CAMPAIGN EVALUATION TOOL

POST-CAMPAIGN SURVEY- Canadian Dental Care Plan 2024-2025– Advertising Campaign Evaluation Tool (ACET)

Survey 3b

INTRODUCTION [ASK IN BASELINE AND POST-CAMPAIGN SURVEYS]

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

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

If you wish to verify the authenticity of this survey, please copy this link on your browser:
<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>

The CRIC Research Verification Service project code is: 20251006-LE970

To view our privacy policy: <https://leger360.com/privacy-policy/>

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

[START SURVEY](#)

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
- a political party
- a radio or television station
- a media company, including online media
- a public relations company
- the insurance industry
- the dental industry
- the federal or provincial government
- none of these organizations

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

b) What is your gender?

- Male
- Female
- Other
- Prefer not to answer

c) In what year were you born?

YYYY

ADMISSIBLE RANGE 1900-2007

IF > 2007, THANK AND TERMINATE

ASK D IF QUESTION C IS LEFT BLANK

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

SELECT ONE ONLY

- less than 18 years old
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

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

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

- Prefer not to answer

f) 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

g) Do you live in an urban or a rural area?

- Urban (in a city or large town)
- Rural (outside a city or a large town)
- Prefer not to answer TERMINATE

D5: 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

D6: What language do you speak most often at home? Please select all that apply.

- English
- French
- Mandarin
- Cantonese
- Hindi
- Punjabi
- Tagalog
- Spanish
- Portuguese
- Arabic
- Other (please specify)
- Prefer not to answer

h) Which of the following best describes your total household income last year, before taxes, for you and your spouse/common-law partner? **[PN: ONE RESPONSE ONLY]**

- Under \$20,000 CONTINUE
- \$20,000 to \$29,999 CONTINUE
- \$30,000 to \$39,999 CONTINUE
- \$40,000 to \$49,999 CONTINUE
- \$50,000 to \$59,999 CONTINUE
- \$60,000 to \$69,999 CONTINUE
- \$70,000 to \$79,999 CONTINUE
- \$80,000 to \$89,999 CONTINUE
- \$90,000 to \$99,999 TERMINATE
- \$100,000 or more TERMINATE
- Prefer not to answer TERMINATE

QETHN. The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in social, cultural, and economic life of Canada. Are you ... ? Please select all that apply. **[MONITOR FOR QUOTAS]**

- White
- Indigenous (includes First Nations (status, non-status, treaty, or non-treaty), Inuit, Métis, Aboriginal, Native, or Indian)
- South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- Chinese
- Black
- Filipino
- Arab
- Latin American
- Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- West Asian (e.g., Iranian, Afghan)
- Korean
- Japanese
- Other, please specify _____
- Don't know [EXCLUSIVE]
- Prefer not to answer [EXCLUSIVE]

i) Do you have children in your household in any of the following age categories? Please select all that apply.

- Under age 12 CONTINUE
- 12-17 years of age CONTINUE
- 18 years of age or older CONTINUE
- I do not have any children CONTINUE
- Prefer not to answer CONTINUE

QNEW. Do you identify as a person with a disability? *A person with a disability is someone 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 (such as school, work or in the community in general). A disability is understood as any physical, mental, developmental, cognitive, learning, communication, sight, hearing or functional limitation that, in interaction with a barrier, hinders a person's full and equal participation in society. A disability can be actual or perceived, visible or invisible.*

- Yes
- No

QNEW2. [QNEW: IF 'YES', ASK] Do you have a T2201 Disability Tax Credit Certificate on file with the Canada Revenue Agency?

- Yes
- No

j) Do you have access to ... ? [PN: FOR QUOTAS - IF PRIVATE DENTAL INSURANCE OR BOTH SELECTED = WITH INSURANCE, IF PUBLIC DENTAL INSURANCE OR NO DENTAL INSURANCE SELECTED = NO INSURANCE]

Private dental insurance coverage through an employer, college, or university, pension plan,	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
--	--------------------------	----------------------------------

or an individual benefit plan you have purchased. In this situation, the costs of dental care are paid, at least in part, by a private insurance company.		
Public dental insurance coverage. In this situation, the costs of dental care are paid, at least in part, by the federal, provincial or territorial government (such as a child or seniors dental program, the Régie d'assurance maladie du Québec (RAMQ), or the Non-insured health benefits for First Nations and Inuit Program (NIHB)).	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Both private and public dental insurance coverage.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
No dental insurance. In this situation, you always have to pay the full costs of dental care.	<input type="checkbox"/>	CONTINUE [MONITOR QUOTAS]
Prefer not to answer	<input type="checkbox"/>	TERMINATE

- k) In your community, do you have regular access to a dentist or oral health professional?
[PN: INSERT POP-UP WITH DEFINITION AND ENSURE POP-UP IS AVAILABLE WHEREVER THIS TERM IS USED. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

Yes, there is a dentist or oral health professional available in the community year-round.	<input type="checkbox"/>
No, the dentist or oral health professional only visits at certain times throughout the year (e.g., fly-in fly-out or a travel clinic).	<input type="checkbox"/>
No, I do not have access to a dentist or oral health professional and must travel to another community for dental services.	<input type="checkbox"/>

- l) How close is the nearest dental clinic to your home? **[MONITOR FOR QUOTAS]**

- Less than 5 km
- 5-29km
- 30-59km
- 60-89km
- 90-149km
- 150-349km
- Over 350 km
- Prefer not to answer

CORE QUESTIONS

ASK ALL RESPONDENTS**Q1:**

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

- yes
 no

=> **GO TO T1A**

Q3:

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

CAMPAIGN-SPECIFIC QUESTIONS

ASK ALL RESPONDENTS**T1A:**

Over the past three months, have you seen, read or heard any Government of Canada advertising about the Canadian Dental Care Plan?

- Yes
 No

=> **GO TO T1D**

T1B:

Where have you seen, read or heard this ad about the Canadian Dental Care Plan?

SELECT ALL THAT APPLY

- Television
- Digital/Streaming TV (e.g., Netflix, Disney+, Bell Media, Crave)
- Digital/Streaming audio (e.g., Spotify, Sirius XM)
- YouTube
- Internet website
- Online news sites
- In a mobile app
- Social Media (e.g. Facebook, Instagram)
- Web search (e.g., Google)
- Digital billboards (e.g., Residential buildings, community centres, restaurants, malls)
- Transit (e.g., Inside/outside bus/subway or bus shelter)
- Letters (in the mail)

T1C:

What do you remember about this ad?

[CAMPAIGN SPECIFIC ATTITUDINAL AND BEHAVIOURAL QUESTIONS]

ASK ALL RESPONDENTS**T1D:**

How concerned are you about each of the following issues? ROTATE ITEMS

- a. Affordability of dental care in Canada
- b. Accessing the services of a dentist or oral health professional

[PN: Insert oral health professional definition. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

- Very concerned
- Somewhat concerned
- Not that concerned
- Not concerned at all
- Don't know

T1E:

How much of a connection do you think there is between ... ? ROTATE ITEMS

- a. Cavities and gum disease AND serious health conditions such as diabetes, heart disease, and pneumonia
- b. Good oral health AND overall physical well-being

- Very large
- Large
- Moderate
- Small
- Very small
- No connection
- Don't know

T1F:

How frequently do you visit a dental office or oral health professional?

[PN: Insert oral health professional definition. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

- More often than once every 3 months
- About every 3 months
- About every 6 months
- About every 9 months
- About every 12 months

- Less often than once a year
- Only when required (e.g., cavity)
- Only when there is an emergency (e.g., accident, severe pain)
- Other (please specify):
- Never

[IF 'Under age 12' and/or '12-17 years of age' AT i), ASK]

How frequently do you take your child/children to visit a dental office or oral health professional?

[PN: Insert oral health professional definition. Oral health professionals include dentists (including specialists), denturists, dental assistants, dental hygienists, dental therapists, and dental technicians.]

- More often than once every 3 months
- About every 3 months
- About every 6 months
- About every 9 months
- About every 12 months
- Less often than once a year
- Only when required (e.g., cavity)
- Only when there is an emergency (e.g., accident, severe pain)
- Other (please specify):
- Never

T1F3. How important do you feel it is for you to visit a dental office or oral health professional on a regular basis (that is, at least once a year or more often)?

- Very important
- Somewhat important
- Not that important
- Not important at all
- Not sure

T1F4. Which of the following prevent you from visiting a dental office or oral health professional on a regular basis? Please select all that apply. [PN: Ask only IF T1F of those who do not visit once a year or more; Rotate items on list]

- Cost of the service
- Lack of insurance
- Waitlists are too long
- Anxiety or fear
- Can't miss school or work
- Don't have the time
- Lack of access to a dentist or oral health professional
- Location of dentist or oral health professional is not convenient to get to
- Cost of getting to the dentist or oral health professional
- Dental services are inadequate
- Issues with accessibility (i.e., the building, the clinic/exam rooms or the dental office are not accessible)
- Trouble getting or paying for childcare [ASK ONLY OF THOSE WITH CHILDREN UNDER 18]
- Other (please specify):

T1G:**Have you heard about the Government of Canada's Canadian Dental Care Plan?**

- No, I have not heard anything about the plan [SKIP TO T1J]
- Yes, I have heard of it, but don't know much about the plan
- Yes, I have heard of it and am well informed about the plan

T1G2:

**[IF 'YES' AT T1G, ASK] Where did you hear about the Canadian Dental Care Plan? Please select all that apply.
[RANDOMIZE ORDER]**

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

T1I:

[IF 'YES' AT T1G, ASK] In the last three months, have you looked for information about the Canadian Dental Care Plan?

- Yes
- No

T1J:

The Canadian Dental Care Plan is intended to help ease financial barriers to accessing oral health care for eligible Canadian residents. It provides dental coverage for Canadians with an annual family income of less than \$90,000, with no access to dental insurance.

Applications are now open for all eligible Canadians.

[ASK ALL RESPONDENTS]**Have you applied or are you planning to apply for the Canadian Dental Care Plan?**

- Yes, I have applied
- Yes, I am planning to apply
- No, I do not plan to apply
- Not sure

[IF 'Under age 12' and/or '12-17 years of age' AT i), ASK]**Have you applied or are you planning to apply for the Canadian Dental Care Plan for your child/children under 18?**

- Yes, I have applied

- Yes, I am planning to apply
- No, I do not plan to apply
- Not sure

T1K:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] What are the reasons you do not plan to apply or are unsure about applying for the Canadian Dental Care Plan? Please select all that apply. [RANDOMIZE ORDER]

- I'm not eligible
- I wasn't aware of the plan
- The application process is confusing or complicated
- The coverage isn't sufficient
- I have enough coverage already
- My current dentist or oral health professional isn't registered with the program
- Other (please specify):

T1L:

[IF 'NO, I DO NOT PLAN TO APPLY' OR 'NOT SURE' AT T1J, ASK] Which of the following, if any, would encourage you to apply for the plan? Please select all that apply. [RANDOMIZE ORDER]

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

T1M:

[IF 'YES at T1J', ASK] Which of the following, if any, [are encouraging you to apply for the plan? Please select all that apply. [RANDOMIZE ORDER]

- The enrollment process is easy
- The coverage of the dental plan
- Easy access to reliable information about the plan
- My dental health
- I have a good understanding/knowledge of the plan
- The program was recommended by my healthcare provider
- I had urgent dental needs (e.g., cavity, pain, accident, etc.)
- My current dentist or oral health professional is registered with the program
- Other (please specify):
- None of the above [PN: EXCLUSIVE]

AD RECALL QUESTIONS [ASK IN POST-CAMPAIGN SURVEY ONLY]

T1H:

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

Web banners:



Promotional poster:



Video:



[CLICK TO GO TO THE NEXT PAGE]

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

- yes
- no

=> GO TO T1QA

T1O:

Where have you seen, read or heard these ads?

SELECT ALL THAT APPLY

- Television
- Digital/Streaming TV (e.g., Netflix, Disney+, Bell Media, Crave)
- Digital/Streaming audio (e.g., Spotify, Sirius XM)
- YouTube
- Internet website
- Online news sites
- In a mobile app
- Social Media (e.g. Facebook, Instagram)
- Web search (e.g., Google)
- Digital billboards (e.g., Residential buildings, community centres, restaurants, malls)
- Transit (e.g., Inside/outside bus/subway or bus shelter)
- Letters (in the mail)

T1P:

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

T1QA:

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

RANDOMIZE STATEMENTS

	1	2	3	4	5
	Strongly Disagree				Strongly Agree
These ads catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads are difficult to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads do not favour one political party over another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

These ads talk about an important topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads provide new information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey that the Government of Canada has launched the Canadian Dental Care Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads clearly convey the eligibility criteria for the Canadian Dental Care Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads made me more likely to apply for the Canadian Dental Care Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ASK IF YES AT T1H

T1R: Did you do any of the following as a result of seeing the ad? Please select all that apply.

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

- Visited the Canada.ca/dental website
- Thought more about dental care for myself
- Discussed the plan with a dentist, oral health professional or other healthcare provider
- Shared the information with a friend or family member
- Looked for information online on the plan
- Submitted an application for the Canadian Dental Care Plan
- Booked an appointment to get dental care services
- Other (please specify):
- I didn't do anything as a result of seeing the ads [EXCLUSIVE]

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

D1:

Which of the following categories best describes your current employment status? Are you...

SELECT ONE ONLY

- working full-time (30 or more hours per week)
- working part-time (less than 30 hours per week)
- self-employed
- unemployed, but looking for work
- a student attending school full-time
- retired
- not in the workforce (Full-time homemaker or unemployed but not looking for work)
- other employment status

D2:

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

SELECT ONE ONLY

- less than a high school diploma or equivalent
- high school diploma or equivalent
- registered apprenticeship or other trades certificate or diploma
- college, CEGEP or other non-university certificate or diploma
- university certificate or diploma below bachelor's level
- bachelor's degree
- postgraduate degree above bachelor's level

D3:

Where were you born?

- born in Canada
- born outside Canada

Specify the country:

ASK IF D3=BORN OUTSIDE CANADA

D4:

In what year did you first move to Canada?

YYYY

ADMISSIBLE RANGE: 1900-2025

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.