**Additional file 1. Survey questionnaire items used in analysis**

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| Question/Item | Label | Values |
| Type of survey (CATI or Web-based) | Survey type | 0. Web-based1. Phone |
| Region of residence | Region  | 1. Edmonton2. Calgary3. Other |
| Please indicate whether you agree or disagree with the following statement on a scale of 1 to 5 where 1 means you completely disagree and 5 means you completely agree. ‘If you have back pain you should try to stay active.’  | Staying active  | 0. I don’t know1. Completely disagree2.3.4.5. Completely agree |
| Have you seen or heard any advertising in radio or television, newspaper or magazine stories, posters, online, or other reminders that say 'Back pain: don't take it lying down?' and advise you that 'it is important to stay active through back pain'? | Exposure to campaign messaging | 1. Yes2. No3. I don’t know |
| What is the language you first learned at home in your childhood and that you still understand? | Language | 1. French2. English3. Other4. English and French5. French and other6. English and other |
| Including yourself, how many people are there in your household? | Number of people in household | [Continuous] |
| Which category represents the highest level of education you have completed? | Level of education | 1. Elementary (7 years or less)2. High school, general or professional (8 to 12 years)3. College pre-university, technical training, certificate (CEP)4. University certificates and diplomas5. University Bachelor (including classical studies)6. University Masters7. University Doctorate (PhD) |
| Which category best describes your current employment situation? | Employment situation | 1. Employed full-time2. Employed part-time3. Homemaker4. Retired5. Unemployed6. Student7. Other (not specified) |
| What is your current main occupation? | Occupation | 1. Office worker2. Personnel specialized in sales3. Personnel specialized in services4. Manual workers5. Skilled, semi-skilled workers6. Science and technology workers7. Professionals8. Managers/administrators/owners9. Homemaker10. Student (full-time or whose studies take up most of his/her time)11. Retired (pre-retired or private means)12. Unemployed (unemployed, welfare)13. Other |
| Marital status | Marital status | 1. Single2. Married/common law union3. Divorced4. Separated5. Widowed |
| Which of the following categories reflects the total INCOME before taxes of all members of your household? | Income category | 1. $19,999 or less2. Between $20,000 and $39,9993. Between $40,000 and $59,9994. Between $60,000 and $79,9995. Between $80,000 and $99,9996. $100,000 or more |