



Canada Revenue
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Agence du revenu
du Canada

Assessment of the 2018-2019 CRA Benefits and Credits Advertising Campaign Executive Summary

Prepared for the Canada Revenue Agency (CRA)

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For more information on this report, please contact the Canada Revenue Agency at:

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Ce rapport est aussi disponible en français

Canada 

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Executive Summary

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May 2019

This report summarizes the methodology of two Advertising Campaign Evaluation Tool (ACET) surveys.

Cette publication est aussi disponible en français sous le titre : Évaluation de la campagne publicitaire des prestations et crédits de l'ARC 2018-2019.

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EXECUTIVE SUMMARY

Background

Many Canadians depend on benefit payments and tax credits for a significant part of their household income. For lower-income households, benefits can increase income by as much as 50 per cent.

In addition, vulnerable populations such as low-income households, Indigenous peoples, newcomers to Canada, and young adults face a number of barriers when it comes to doing their taxes and getting their benefits and credits. Some need more support to help complete their income taxes, while others lack awareness. These challenges make it more difficult to reach these populations to ensure they are aware of all of the benefits and credits that are entitled to, but may not be receiving.

Considering these barriers, it is vital that the Canada Revenue Agency (CRA) connects with this audience and gives them the information and support that they need on the benefits and credits to which they are entitled when they file their taxes. This includes the Canada Child Benefit (CCB), the Working Income Tax Benefit (WITB) / Canada Workers Benefit (CWB), and the GST/HST credit. In addition, greater awareness is needed so these populations are aware that filing tax returns every year is necessary in order to be eligible for these benefits and credits.

Consequently, the CRA undertook an advertising campaign including digital, television and out-of-home advertising, aimed at:

- Generating awareness of tax benefits and credits among the target audiences
- Driving target audiences to the benefits and credits content on Canada.ca
- Raising awareness of the importance of filing tax returns every year to ensure benefits and credits are received
- Raising awareness of the availability of CVITP clinics to assist in doing their taxes

The CRA commissioned Ekos Research Associates to conduct research evaluating the effectiveness of this advertising campaign.

Objectives

The evaluation involved two research components:

- A pre-campaign evaluation using the standardized Advertising Campaign Evaluation Tool (ACET) pre-campaign online survey, testing pre-campaign awareness of the subject matter; including:
 - Aided and unaided awareness of general Government of Canada advertising, and advertising related to benefits and credits, and
 - Awareness of subject matter related to benefits and credits.

- A post-campaign evaluation using the standardized ACET post-campaign online survey testing post-campaign awareness of the subject matter including:
 - Aided and unaided awareness of general Government of Canada advertising,
 - Aided and unaided awareness of advertising related to benefits and credits, and
 - Message recall and actions taken.

Methodology

The pre-campaign online survey was conducted between November 27-December 10, 2018 with 2,007 members of the general public (with quotas for low income individuals, youth, and Indigenous and First Nations people).

The post-campaign online survey was conducted between May 6-21, 2019 with 2,037 members of the general public (with quotas for low income individuals, youth, and Indigenous and First Nations people).

Use of Findings

The findings from the research were used to assist in evaluating the effectiveness of the campaign.

Expenditure

The contract amount for this project was **\$44,522.00** (including HST).

Statement of Political Neutrality

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

A handwritten signature in black ink, appearing to read "D. Jansen", written in a cursive style.

Derek Jansen
Vice President
EKOS Research