



Canada Revenue
Agency

Agence du revenu
du Canada

2020-2021 CRA Scams Campaign – ACET Executive Summary

Prepared for the Canada Revenue Agency

Submitted by Narrative Research

PSPC Contract Number: 46558-214941/001/CY

Contracted Value: \$49,584.40

Award Date: October 23, 2020

Delivery Date: April 27, 2021

Registration Number: POR 051-20

For more information, please contact: media.relations@cra-arc.gc.ca

Ce sommaire est aussi disponible en français.

Canada 

2020-2021 CRA Scams Campaign – ACET Executive Summary

Prepared for Canada Revenue Agency

Supplier Name: Narrative Research Inc.

April 2021

This report presents the methodological details for the pre-campaign and post-campaign waves of the 2020-2021 CRA Scams Campaign study conducted by Narrative Research Inc. on behalf of the Canada Revenue Agency (CRA). The pre-wave surveys were conducted with 2,101 respondents from the Canadian general public aged 18 years and older, between November 6 and 14, 2020, while the post-wave surveys were conducted with 2,006 respondents from the Canadian general public aged 18 years and older, between March 23 and 30, 2021.

Ce rapport est aussi disponible en français sous le titre: **Campagne 2020-2021 de l'Agence sur les arnaques – OECF Sommaire**

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Canada Revenue Agency. For more information on this report, please contact the Canada Revenue Agency at: media.relations@cra-arc.gc.ca

101 Colonel By Drive
Ottawa, Ontario K1A 0K2
Canada

Catalogue Number: Rv4-150/2-2021E-PDF

International Standard Book Number (ISBN): 978-0-660-39636-1

Related publications (registration number: POR 051-20):

Catalogue Number: Rv4-150/2-2021F-PDF (Executive Summary, French)

ISBN: 978-0-660-39638-5

© Her Majesty the Queen in right of Canada, as represented by the Canada Revenue Agency, 2021

Executive Summary

Narrative Research Inc.

Contract Number: 46558-214941/001/CY

POR Registration Number: 051-20

Contract Award Date: October 23, 2020

Contracted Cost: \$49,586.40

Background

Scams involving the Government of Canada name have been prevalent in recent years, and with the introduction of emergency programs to help Canadians through the pandemic, there has been a surge of COVID-related scams.¹

Since 2017, the Canada Revenue Agency (CRA) has conducted small advertising campaigns annually around tax filing season and Fraud Prevention Month in March to help increase awareness on scams involving the CRA name. There has generally been an increase in fraud activity around tax filing time and Canadians may be searching for information on how to identify fraudulent messages during this time.

Despite the initiatives the CRA has taken to distribute scam warnings to the public, daily reports in the media and conversations on social media about fraudsters posing as Government of Canada officials persist. Moreover, these scams continue to evolve, as can be seen with the advent of COVID-related fraud.

To continue to raise awareness of scams involving the Government of Canada name and with the collaboration of other departments, the CRA is leading a sustained multimedia scams campaign over two years. The campaign launched in Fall 2020 and a pre-wave advertising recall survey was conducted prior to the launch of the campaign. A post-wave survey was conducted in March 2021.

This research is mandatory, given that the Treasury Board requires all Government of Canada advertising campaigns that cost more than one million dollars to be evaluated.

¹ Canadian Anti-Fraud Center, Fraud Statistics, website <https://www.antifraudcentre-centreantifraude.ca/index-eng.htm>

Research Objectives

The purpose of the quantitative research was to assess recall of and reactions to the advertising campaign. At the highest level, the purpose of the research is to evaluate the effectiveness of the advertising campaign. More specifically, the research objectives included:

1. *Pre-Campaign evaluation to assess pre-campaign awareness of the subject matter, including:*
 - a. *Aided and unaided awareness of general Government of Canada (GoC) advertising, along with advertising related to the campaign topic;*
 - b. *Aided and unaided awareness of the subject matter.*
2. *Post-campaign evaluation to evaluate:*
 - a. *The aided and unaided awareness of the CRA advertisements and general GoC advertising;*
 - b. *The message recall;*
 - c. *Whether the advertisements were: attention catching, relevant, difficult to follow, about an important topic, provide new information;*
 - d. *Aided and unaided awareness of the subject matter; and*
 - e. *Intention to act.*

Target Population and Methodology

As specified in the Statement of Work (SOW), the target audience of the 2020-2021 CRA Scams Campaign is Canadians 18 years of age or older. The project also set quotas for specific groups: newcomers to Canada, seniors (age 60+), and youth (age 18-34). Data for both the pre- and post-wave surveys was gathered from a general public panel modelling key demographics of Canadians in various age segments (18-34, 35-59, and 60 years or older). The pre-campaign wave online survey of the Canadian general public aged 18+ years of age was undertaken from November 6 to 14, 2020. It required an average of approximately four minutes to administer for both the French and English versions. There was a total of 2,101 useable surveys completed in the pre-wave.

The post-campaign wave online survey of the Canadian general public aged 18+ years of age was undertaken from March 23 to 30, 2021. It required an average of approximately seven minutes to administer for both the French and English versions. There was a total of 2,006 useable surveys completed in the post-wave. The email contact records for this research were drawn from panelists administered by The Logit Group of Toronto, Ontario. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population.

Research Usage

As stated in the project’s Statement of Work and related communications, this pre-campaign wave research activity sought to measure recall and reaction prior to the initiation of the 2020-21 CRA Scams Campaign media placement. Campaign placements would be on television and online (banner and video ads, social media, search engines) following the pre-wave. The findings from this study are to be used by the CRA to assess the recall of the media campaign, the efficiency of the media placement, and the effectiveness of the campaign. Given that this online survey methodology used a non-probability sample, the data collected cannot be extrapolated to the Canadian general public adult population.

Expenditure

The project expenditure was \$49,584.40, including HST, for the pre- and post-wave surveys.

Consent

Narrative Research offers this written consent allowing the Librarian and Archivist of Canada to post, in both official languages, this Methodological Report.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Narrative Research 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 contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Peter MacIntosh
Chief Research Officer & Partner
Narrative Research
pmacintosh@narrativeresearch.ca
902-493-3832