



Government
of Canada

Gouvernement
du Canada

GOVERNMENT OF CANADA'S COVID-19 ECONOMIC RESPONSE PLAN ADVERTISING CAMPAIGN - ACET SURVEY SPRING AND FALL 2020

Executive Summary

Prepared For

Supplier name: Leger marketing inc.

Contract number: 60074-200050/001/CY

Contract value: \$66,395.98

Awarded date: 2020-04-22

Delivery date: 2020-09-22

Registration number: POR-002-20

For more information on this report, please contact Department of Finance Canada at:

stephanie.rubec@canada.ca

Ce rapport est aussi disponible en français.

Canada



This methodological report presents the technical aspects of two online surveys conducted by Leger Marketing Inc. on behalf of the Department of Finance Canada. The first survey was conducted with 2,000 Canadians between April 24, 2020 and May 4, 2020. The second survey was conducted with 2,048 Canadians between August 20, 2020 and August 31, 2020.

Cette publication est aussi disponible en français sous le titre « CAMPAGNE PUBLICITAIRE SUR LE PLAN D'INTERVENTION ÉCONOMIQUE DU GOUVERNEMENT DU CANADA EN RÉPONSE À LA COVID-19 – SONDAGE OECF PRINTEMPS-AUTOMNE 2020 ».

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Department of Finance Canada. For more information on this report, please contact the Department of Finance Canada at stephanie.rubec@canada.ca or by mail at:

Department of Finance Canada
90 Elgin Street
Ottawa, Ontario K1A 0G5
House of Commons
Parliament Buildings
Ottawa, Ontario K1A 0A6

International Standard Book Number 978-0-660-37627-1 - (PDF)
Catalog Number F2-281/1-2020E-PDF - (PDF)
International Standard Book Number 978-0-660-37628-8 - (hard copy)
Catalog Number F2-281/1-2020E - (hard copy)

Numéro international normalisé du livre 978-0-660-37629-5 - (PDF)
Numéro de catalogue F2-281/1-2020F-PDF - (PDF)
Numéro international normalisé du livre 978-0-660-37630-1 – (copie papier)
Numéro de catalogue F2-281/1-2020F - (copie papier)

Table of Contents

1. EXECUTIVE SUMMARY	4
1.2 Application of Results	5
1.3 Methodology – Quantitative Research	5
1.4 Notes on The Interpretation of The Findings	6
1.5 Declaration of Political Neutrality and Contact Information	6

1. Executive Summary

Leger is pleased to present the Department of Finance Canada with this report on findings from a quantitative web survey designed to learn about Canadian individuals and businesses response to the advertising campaign.

This report was prepared by Leger who was contracted by Department of Finance Canada (contract number 60074-200050/001/CY awarded April 22, 2020; Contract value is \$66,395.98).

1.1 Background and Objectives

In April 2020, the Department of Finance Canada and the Government of Canada developed an advertising campaign to support the government's COVID-19 Economic Response Plan. The campaign objectives were to inform Canadians and increase awareness and take-up of key initiatives, programs, and benefits within Government of Canada's COVID-19 Economic Response Plan. The campaign pursued two main objectives regarding two groups of people: support for individual Canadians and families and support for businesses. The main objective of this study was to evaluate the performance of the campaign with the target audience using the Advertising Campaign Evaluation Tool (ACET), both for pretesting and post testing the campaign. The objectives of the study were the following:

- Measure overall aided and unaided awareness of the advertising
- Establish recall of the key campaign messages
- Establish if any action had been taken as a result of seeing or hearing the advertising
- Measure awareness of who was responsible for creating the ad

More precisely, the components measured in the pretesting wave were:

- Pre-campaign awareness of the Government's COVID-19 Economic Response Plan;
- Aided and unaided awareness of general Government of Canada advertising; along with advertising related to the Government's COVID-19 Economic Response Plan;
- Aided and unaided awareness of the Government's COVID-19 Economic Response Plan.

The components measured in the post testing wave were:

- The unaided and aided awareness of the Department of Finance advertisements and general Government of Canada advertising;
- The message recall to measure;
 - Various attributes of the campaign (credibility, clarity, relevance, captivity, provided new information, and importance of topic);
 - Aided and unaided awareness of the Government’s COVID-19 Economic Response Plan;
 - Intention to act.

1.2 Application of Results

As a result of the government's investment in this campaign, the Department of Finance of Canada is required to evaluate the performance of the campaign with the target audience using the Advertising Campaign Evaluation Tool (ACET), both for pretesting and post testing the campaign. This study will help the Department of Finance to improve the performance of future advertising campaigns.

1.3 Methodology – Quantitative Research

Online Survey

The study was conducted among the general population, but quotas were also fixed to reach the following targets: Indigenous people, youth (aged under 25), low-income individuals (annual household income \$40,000 and under) and business executives. The table below shows the breakdown of the quotas. The complete details of the quotas and the completed interviews in those specific targets for both waves can be found in Annexe A.

Target	Quotas
Indigenous	100
Youth (under 25 years of age)	200
Low income households (annual household income of \$40,000 and under)	200
Business executives	200
General population	1,300

Pre-campaign

This quantitative research consisted of two waves of data collection. The first wave took place between April 24 and May 4, 2020. The national participation rate for the survey was 30.9%. To validate the programming of the questionnaire, a pretest of 40 interviews, 20 in each official language, was conducted on April 24, 2020. The interviews lasted an average of five minutes. As no problems were detected, fieldwork proceeded with no changes. A total of 2,000 Canadians were interviewed.

Post campaign

The second wave of data collection took place between August 20 and August 31, 2020. The national participation rate for the survey was 17.2%. To validate the programming of the questionnaire, a pretest of 43 interviews, in both official languages, was conducted on August 20 and ended on August 21, 2020. The interviews lasted an average of seven minutes. As no problems were detected, data collection proceeded with no changes. A total of 2,048 Canadians were interviewed.

1.4 Notes on The Interpretation of The Findings

The opinions and observations expressed in this document do not reflect those of the Department of Finance of Canada. This report was compiled by Leger based on research conducted specifically for this project.

1.5 Declaration of Political Neutrality and Contact Information

I hereby certify, as chief agent of 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—Appendix C](#) (Appendix C: 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:

A handwritten signature in blue ink, appearing to read "Christian Bourque".

Christian Bourque
Executive Vice President and Associate
Leger

507 Place d'Armes, Suite 700
Montréal, Quebec
H2Y 2W8
cbourque@leger360.com