



Government of Canada's
COVID-19 economic response
plan advertising campaign:
ACET survey, Fall 2020 -
Winter 2021

Methodological Report
Executive Summary

Submitted to:
Department of Finance Canada

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Copyright

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Methodological Report

Prepared for Department of Finance Canada

Supplier Name: Narrative Research Inc.

February 2021

This report presents the methodological details for the Testing Recall of the COVID-19 Recovery Response Plan Advertising: Fall 2020 Campaign ACET study conducted by Narrative Research Inc. on behalf of the Department of Finance Canada ("Finance Canada"). The survey for the pre-advertising campaign wave was administered among 2,046 members of the adult Canadian general public aged 18 years and older, between October 13 and 16, 2020, while the post-advertising campaign wave was conducted with 2,000 respondents of the adult Canadian general public aged 18 years and older, between December 16 and 21, 2020.

Ce rapport 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 automne 2020 - hiver 2021

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Executive Summary

Background

The Department of Finance Canada has implemented an umbrella advertising campaign to support the Government of Canada's COVID-19 Economic Response Plan, which is integral to meeting the Government's priority of uniting and building a stronger, more inclusive and resilient country during these uncertain times. The overarching objective of this advertising campaign was to continue to inform Canadians and increase awareness and take-up of key initiatives, programs, and benefits within Government of Canada's COVID-19 Economic Recovery Plan. The pre-wave and post-wave campaign surveys explored such topics as:

- *Whether Canadians recalled seeing, reading, or hearing any Government of Canada advertising about economic measures related to COVID-19, over the preceding three weeks;*
- *Whether Canadians recalled where they saw, read, or heard a Government of Canada ad about economic measures related to COVID-19;*
- *What Canadians remembered about the Government of Canada advertising they saw, read, or heard; and*
- *Whether Canadians recalled seeing, reading, or hearing of actions the Government of Canada is undertaking to help Canadians since the economic downturn caused by the pandemic.*

It is understood that as programs evolve, it is important for Finance Canada to continue to gauge Canadians' awareness of relevant programs and services. Therefore, the Fall 2020 iterations of research touched on both the requirements for measuring ad recall (via the Advertising Campaign Evaluation Tool, or ACET, as required by the Government of Canada's Policy on Communications and Federal Identity), as well as awareness of new programs and changes to existing COVID-19 financial support offered by the Government of Canada.

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:

- *Measuring unaided recall of advertising;*
- *Measuring aided recall of advertising;*
- *Assessing the level of understanding of the key messages of the advertising campaign;*
- *Assessing the level of action taken as a result of seeing or hearing the advertising;*
- *Gauging the level of awareness of who was responsible for commissioning the advertising; and*
- *Other matters of relevance to Finance Canada at the time of surveying.*



Target Population

Canadians over the age of 18, as well as a secondary audience of Canada's business community, were the target audiences for the 2020 COVID-19 Response Campaigns. As well, additional quotas were set to target specific groups such as Indigenous and First Nations, low-income households (<\$40K), and young adults (18-24 years), whereby analysis of these groups was facilitated. Data was gathered from a general public online research panel modelling key demographics of Canadian males and females within the aforementioned age groups. Online surveys of the adult Canadian general public (18+ years of age) were undertaken in two waves with the initial wave being conducted from October 13 to 16, 2020, and the subsequent wave being conducted from December 16 to 21, 2020.

The initial or pre-campaign/baseline wave required an average of approximately 9 minutes to administer, while the post-campaign wave required an average of 13 minutes to administer. The participation rate was 19 per cent for the October wave, while the December wave achieved a participation rate of 21 per cent. The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. As noted, there was a total of 2,046 useable surveys completed in the pre-campaign wave, and 2,000 surveys completed in the post-campaign wave.

Research Usage

The objective of the research activity was to measure pre-campaign and post-campaign recall and effectiveness of the COVID-19 Recovery Response Plan Advertising Campaign that ran from October 2020 to December 2020.

These evaluations were designed to suggest the effectiveness of the selected advertising campaigns in shifting attitudes, beliefs and behaviours, by measuring (and comparing) awareness of the subject matter. Campaign placements were on Facebook, YouTube, web banner ads, radio (Spotify), out-of-home placements, and television.

The findings from this study will be used by the Department of Finance Canada to monitor the effectiveness of the media campaign, the efficiency of the media placement, and provide information to enhance the effectiveness of the umbrella campaign. Given that this online survey methodology used a non-probability sampling approach, the data collected cannot be extrapolated to the Canadian general public adult population 18+ years of age. As per standard analysis norms for research studies of this nature, the final data sets from each survey wave were statistically weighted in terms of region, age, and gender, such that the tabular results closely match the true distribution of adult Canadians along these pivotal demographic dimensions.

Expenditure

The survey entailed the expenditure of \$58,826.17, including HST.



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.

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