



2021 Census of Population – Advertising Campaign Evaluation Tool (ACET)

Executive Summary

Submitted to:
Statistics Canada

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Copyright

2021 Census of Population – Advertising Campaign Evaluation Tool (ACET)

Methodological Report

Prepared for Statistics Canada

Supplier Name: Narrative Research Inc.

July 2021

This report presents the methodological details for the 2021 Census of Population ACET study conducted by Narrative Research Inc. on behalf of Statistics Canada. The survey for the pre-advertising campaign wave was conducted with 2,001 respondents from the Canadian general public aged 18 years or older, between March 1-8, 2021, while the post-advertising campaign wave was conducted with 2002 respondents of the adult Canadian general public aged 18 years or older, between June 14-19, 2021.

Ce rapport est aussi disponible en français sous le titre: Recensement de la population de 2021 – Outil d'évaluation des campagnes publicitaires (OECF)

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Executive Summary

Background

As noted in the project’s Statement of Work (SOW), Statistics Canada is responsible under the *Statistics Act* for conducting the Census of Population every five years. By law, completion of a census questionnaire is mandatory for all households in Canada.

To promote the 2021 Census of Population, an Integrated Communications Strategy for collection was developed. A mix of outreach activities, including paid advertising, owned, earned, public relations, media relations, and other events were conducted to provide an ongoing presence during the census cycle. These activities were integrated in nature, and designed to deliver maximum impact and message receptivity toward the target audiences.

Through a refreshed branding and a nationwide media strategy, Statistics Canada’s advertising campaign deployed products to support field collection activities. The campaign sought to inform Canadians that the census is important, relevant, secure and mandatory. Emphasis was placed on the benefits of the census to individual Canadians and their communities. It encouraged households to complete their questionnaire online.

As part of the Integrated Communications Strategy for collection, 2021 Census advertising activities (paid media) sought to support the following key campaign objectives:

- *Support collection activities by urging households to complete their census questionnaire in May 2021, especially on May 3 and within the first two weeks of May.*
- *Increase self-response through online collection.*
- *Increase participation for groups that have traditionally been difficult to enumerate.*
- *Increase awareness that Statistics Canada and, by extension, the Government of Canada is committed to protecting the personal information of all Canadians.*

Research Objectives

The purpose of the current research evaluation was to assess the 2021 Census of the Population advertising campaign’s main objectives, identified as recall, recognition, and message retention.

Moreover, it was recognized at the outset that this research project may uncover results that may lead to reshaping future advertising campaigns or influencing the Government of Canada’s priorities. These changes may lead to more effective messaging and the delivery of the message to Canadians.



ACET evaluations are required to help improve the Government of Canada’s ability to consistently evaluate major advertising campaigns, and to assist departments in complying with a key requirement in the Communications Directive. The following criteria will be used to qualify the effectiveness of the 2021 Census of the Population advertising campaign:

1. *Pre-Campaign Evaluation using the standardized Advertising Campaign Evaluation Tool (ACET) baseline or pre-campaign online survey, with the objectives being to assess pre-campaign awareness of the subject matter, including:*
 - *The unaided and aided awareness of the 2021 Census advertising campaign*
 - *Aided and unaided awareness of the subject matter*

2. *Post-Campaign Evaluation using the standardized ACET Post-Campaign online survey, which will assess:*
 - *The unaided and aided awareness of the 2021 Census advertising campaign*
 - *The message recall*
 - *Media platforms on which participants interacted during the campaign*
 - *The impact of the 2021 Census advertising campaign on each participant*

Target Population

As specified in the Statement of Work, the target audience of the 2021 Statistics Canada Census ACET was Canadians 18 years of age or older. Quotas were assigned on the basis of region, gender and age. Online surveys of the adult Canadian general public (18+ years of age) were undertaken in two waves with the initial wave conducted from March 1 to 8, 2021, and the subsequent wave conducted from June 14 to 19, 2021.

A pre-campaign wave online survey of the Canadian general public required an average of approximately four minutes to administer, for both English and French instruments. The post-campaign wave French and English surveys required an average of eight minutes to administer. The participation rate was 26.2 percent for the pre-campaign or baseline wave, while the post-campaign wave in June achieved a participation rate of 31.7 percent. The email contact records for the research were drawn from panelists administered by The Logit Group of Toronto, Ontario. There was a total of 2,001 useable surveys completed in the pre-wave surveying, and 2,002 surveys completed in the post-campaign wave.

Research Usage

As articulated in the Statement of Work, the objective of the research activity was to conduct pre- and post-ad campaign evaluations, demonstrating the degree of effectiveness of the selected advertising campaigns in shifting public attitudes, beliefs and behaviours. These evaluations were designed to measure (and compare) awareness of the subject matter with the audiences in question.



Statistic Canada’s goals were to obtain the highest response rate possible for the census to ensure the required quality and precision in population counts, and by implication also the highest rate of self-response to reduce follow-up costs.

It is noted in the present Statement of Work that advertising campaign evaluations are mandatory under the guidelines of the Government of Canada, in situations such as the current case, in which a media buy exceeds \$1 million.

The sought-after pre-and post-campaign ACET-related data collections are used for all major Government of Canada advertising campaigns in order to consistently evaluate these campaigns, as a means of complying with key requirements in the Government of Canada Communications Policy.

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.

Expenditure

The survey entailed an expenditure of \$53,454.65, including tax.

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.

A handwritten signature in black ink that reads "Peter MacIntosh".

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