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2021-2022 CRA Benefits and Credits Campaign

Advertising Campaign Evaluation Tool (ACET) – Executive Summary

Prepared for Canada Revenue Agency (CRA)

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Ce rapport est aussi disponible en français

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A handwritten signature in black ink, appearing to read "M. Colledge".

Mike Colledge
President
Ipsos Public Affairs



**2021-2022 CRA Benefits and Credits Campaign
Advertising Campaign Evaluation Tool (ACET) - Methodological Report**

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This public opinion research report presents the methodology of the 2021-2022 CRA Benefits and Credits Campaign - Advertising Campaign Evaluation Tool (ACET) online survey conducted by Ipsos Public Affairs on behalf of Canada Revenue Agency (CRA) of Canada. The research study was conducted with a total sample of 4033 Canadians aged 18+: n=2002 in the pre-campaign wave between February 4th and 11^h, 2022, and n=2040 in the post-campaign wave between May 4th and May 12th, 2022.

Cette publication est aussi disponible en français sous le titre : **La campagne publicitaire des prestations et crédits de l'ARC de 2021-2022 - Outil d'évaluation des campagnes publicitaires (OECF) - Sommaire exécutif.**

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Baseline and Post-Campaign ACET CRA Benefits and Credits Campaign



1. Background

The Canada Revenue Agency (CRA) administers taxes, benefits, and related programs for governments across Canada. These services and programs help Canadians comply with tax obligations and receive benefits, which contributes to social economic well-being. The CRA is undertaking significant efforts to increase awareness and access to CRA benefits and services, participation in the tax system and understanding of roles and responsibilities in the tax and benefit system.

Tax benefits and credits provide additional income or tax relief to individuals to help make life more affordable since many depend on benefit payments and tax credits for a significant part of their household income. For modest income households, benefits can increase income by as much as 50 per cent.

However, vulnerable populations such as low-income households, Indigenous peoples, newcomers to Canada, and youth aged 18-24 face a variety of barriers when doing their taxes and receiving their benefits and credits. These barriers include a lack of general awareness of benefits and credits, lack of support to complete their taxes, living in remote locations, language barriers, low financial literacy and/or mental or physical health issues. Given the range of backgrounds and circumstances, it is important for the Government of Canada (GC) to make proactive and targeted efforts to reach vulnerable populations with important tax-related information. Moreover, greater awareness is needed so these populations know that doing their taxes every year is necessary to be eligible for these benefits and credits. Increasing awareness of benefits and credits will help to contribute to the government priority of poverty reduction, health and wellbeing, as found in the GC's Gender Results Framework.

The Benefits and Credits advertising campaign is part of a sustained effort by the CRA to raise awareness amongst vulnerable populations¹ of the benefits and credits that they are entitled to when they do their taxes and of the availability of free tax clinics. The ad campaign featured the Canada child benefit (CCB), Canada workers benefit (CWB), GST/HST credit, the disability tax credit (DTC) and the Community Volunteer Income Tax Program's (CVITP) free tax clinics.

The Phase One campaign was focused on benefits and credits awareness. The launch date was February 14, 2022, and ran until May 2, 2022. The Phase Two campaign was focused on late filer messaging. The launch date was May 3, 2022, and ran until June 30, 2022.

The advertising campaign aims to:

- Promote/increase awareness of benefits and credits: Canada child benefit (CCB), Canada workers benefit (CWB), GST/HST credit, and the disability tax credit (DTC)
- Inform people that getting benefits and credits is dependent on doing their tax return
- Inform people that continuing to receive benefits and credits requires doing their taxes every year
- Help individuals who need assistance doing their taxes by promoting the CVITP's free tax clinics to individuals with modest incomes and simple tax situations

¹ The term "vulnerable" is being used in this instance to describe individuals who may be hard to reach or those who experience certain situational or systemic challenges that can negatively impact their outcomes or put them at a disadvantage



Proposed Media tactics

- Television and Connected TV
- Social media
 - o Facebook
 - o Instagram
 - o TikTok
 - o Snapchat
 - o YouTube
- Search Engine Marketing (SEM)
- Digital Audio
- Web banners
- Indigenous Radio
- Indigenous Print for official language compliancy

Ipsos was contracted to conduct the data collection and tabulation, and to provide a methodology report. Ipsos programmed, hosted, and provided sample management services, while the CRA provided the online questionnaires. Ipsos was responsible for data collection and data storage in Canada, data processing, and data weighting. The data collection from Canadians was handled in accordance with government-wide Public Opinion Research procedures.

The research consisted of online surveys conducted in English and French, with the pre-campaign evaluation taking place between **February 4th and 11th, 2022** and the post-campaign evaluation taking place between **May 4th to 12th, 2022**.

The total contract value of this research was \$48,921.00, including HST.

2. Research Objectives

The objective of the research was to assist in determining the effectiveness of the advertising campaign by measuring awareness of the subject matter with the audiences. The research involved a baseline survey to collect information on the status of awareness and use of these resources prior to the campaign. The post-campaign survey measured the impact of the campaign on awareness and usage.

This research has two components:

1. **Pre-Campaign Evaluation** used the standardized ACET Baseline online survey, to assess pre-campaign awareness of the subject matter, including:
 - o Aided and unaided awareness of general GC advertising, along with advertising related to the campaign topic
 - o Aided and unaided awareness of the subject matter
2. **Post-campaign Evaluation** used the standardized ACET Post-Campaign online survey, to assess:
 - o The unaided and aided awareness of the CRA advertisements and general GC advertising



- Message recall
- Whether the advertisements were:
 - Attention catching
 - Relevant
 - Difficult to follow
 - Favoring one political party over another
 - About an important topic
 - Provide new information
- Aided and unaided awareness of the subject matter
- Intention to act

The Government of Canada's Policy on Communications and Federal Identity requires the evaluation of all advertising campaigns exceeding \$1 million in media through the Advertising Campaign Evaluation Tool (ACET).

Target Audience

The target audience of the research was as follows:

- Canadians 18+

Primary Target Audience:

- Vulnerable populations including:
 - Indigenous peoples, First Nations populations on- and off- reserve
 - Modest-income individuals, with household income <\$40K
 - Newcomers to Canada (resident of Canada for less than 5 years)
 - People with disabilities²

Secondary Target Audience

- Youth aged 18-24
- Adults aged 65+

² According to the 2017 Canadian Survey on Disability, more than 6 million Canadians aged 15 and over (22% of the population) identify as having a disability, and it is expected actual numbers are likely higher. (<https://www.canada.ca/en/employment-social-development/programs/accessible-canada.html>) The CSD definition of disability includes anyone who reported being "sometimes," "often" or "always" limited in their daily activities due to a long-term condition or health problem, as well as anyone who reported being "rarely" limited if they were also unable to do certain tasks or could only do them with a lot of difficulty.



3. Methodology

Online Sample

This project involved two (2) online surveys – a baseline survey and a post-campaign survey. Both surveys were executed online using a non-probability online panel. This is the standard approach for all Government of Canada advertising evaluation surveys. The initial baseline survey was conducted before the campaign launched and the post-campaign survey was conducted following the completion of the campaign.

Respondents for the survey were drawn from the Ipsos' i-Say panel and a trusted partner panel vendor, Dynata. The baseline survey was conducted with a sample of n=2,002 Canadians ages 18+ and the post-campaign survey was conducted with a sample of n=2,040 Canadians ages 18+. Survey respondents took the survey in the official language of their choice, either English or French.

For the baseline survey a pre-test was conducted on February 4th, 2022, with 36 completes (24 English / 12 French), to confirm survey length before fully deploying the questionnaire. An open-ended question was asked at the end of the survey where any problems with the clarity of the survey questions could be brought to our attention; no issues were flagged. The survey was fully launched and ran between February 4th and 11th, 2022.

For the post-campaign survey, a pre-test was conducted on May 4th, 2022, with 42 completes (27 English / 15 French). No issues were flagged. The survey was fully launched and ran between May 5th and 12th, 2022.

For both surveys, quotas were set to ensure representation by region, age and gender, according to the latest Census information. In the end, within natural fallout we obtained our targets without having to oversample. The unweighted counts are shown below.

Target audience	Baseline Survey Sample Size	Post-campaign Survey Sample Size
Indigenous	121	126
Moderate-income (<\$40K)	607	586
Newcomers <5 years	106	58
People with disabilities	449	400
Youth 18-24	199	208

The sampling methodology utilized email invitations + router technology to invite participants. Each participant received a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete. On average, baseline survey was completed within 7 minutes and post survey was completed within 10 minutes.



Participant Recruitment

Sample Source

Ipsos partnered with Dynata on the fieldwork and in obtaining the required sample. Ipsos and Dynata have over 300,000 active panelists. Dynata's panels are continually refreshed and recruited through various channels including 1) loyalty program sourcing across travel, entertainment and other sectors; 2) online banners, cable TV advertising, mailings, social media influencers, mobile app, etc.; 3) integrated channels including access to online communities, social media platforms, publishers and others (this last group has not opted into a panel) but each participant has a Dynata profile.

Dynata's panel includes members who have opted in and receive a form of incentive. Incentives are based on a point-based system cashed in for rewards (electronic gift certificates, high street vouchers, charity donations, and long-term loyalty rewards), as well as sweepstakes. The amount of incentives is based on the specific requirements of each survey, depending on the length and complexity of the survey, the subject matter of the study, and the time required to complete a minimum number of interviews.

The comprehensive background profiling data gathered when respondents join a panel allows for the targeting of respondents based on key criteria, such as region, age, gender, education and income level, intention to buy a home within 12 months, profession, and other characteristics.

The data excludes any duplicate respondents based on IP capture and excludes panelists who have completed another Government of Canada survey in the previous 30 days as a member of that panel.

Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample to ensure that the final data reflects the general adult population by region, age, and gender according to the 2016 Census. A Random Iterative Method (RIM) technique was applied for weighting. Note: totals may not add to 100% due to rounding.

Weighted and Unweighted Online Sample

Demographics	Baseline Survey		Post-campaign Survey	
	Unweighted Sample Size	Weighted Sample Size	Unweighted Sample Size	Weighted Sample Size
Canada	2002	2002	2040	2040
Region*				
British Columbia/Yukon	278	268	276	275
Alberta/ Northwest Territories	222	225	230	230
Prairies (MB/SK)/ Nunavut	143	133	147	134
Ontario	759	769	778	784
Quebec	460	470	467	479
Atlantic Canada	140	137	142	139



Gender*				
Male	975	980	967	993
Female	1024	1019	1060	1034
Diverse	3	3	13	13
Age*				
18-34	540	561	532	571
35-54	670	681	691	694
55+	792	761	817	775

The figures presented in the table above show minimal differences between the unweighted and weighted samples. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent is 1.07, which is well within acceptable ranges for a survey of the general population.

Email Statistics

For this survey, a sample router was used. Therefore, a response rate cannot be calculated. However, the participation rate for the survey was 97% for the Baseline-campaign wave and 93% for the post-campaign wave. Participation rate is calculated as follows: (qualified completes + over quota + terminates)/click-through).

Completions	Baseline-campaign	Post-campaign
Click-Through	2543	2822
- Partial Completes	82	173
- Terminates	438	244
- Over quota	21	365
Qualified Completes	2002	2040
Participation Rate	97%	94%

Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The data have been weighted to reflect the demographic composition of Canadian adults aged 18 years and over.



The table below compares the unweighted survey samples to the 2016 Census results by region, age, and gender. Overall, the sample is highly representative of the national adult population.

Demographics	Baseline Survey		Post-campaign Survey	
	Unweighted Percentage	Census 2016 Proportions	Unweighted Percentage	Census 2016 Proportions
Region*				
British Columbia/Yukon	14%	13%	14%	13%
Alberta/ Northwest Territories	11%	11%	11%	11%
Prairies (MB/SK)/ Nunavut	7%	7%	7%	7%
Ontario	38%	38%	38%	38%
Quebec	23%	23%	23%	23%
Atlantic	7%	7%	7%	7%
Gender*				
Male	49%	49%	47%	49%
Female	51%	51%	52%	51%
Diverse	<1%	<1%	1%	<1%
Age*				
18-34	27%	28%	26%	28%
35-54	33%	34%	34%	34%
55+	40%	38%	40%	38%

* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the 2016 Census data.