



Award date: 2014-01-07
Contract #23843-140559/001/CY
POR 054-13
Contact: POR@NRCan.gc.ca



Natural Resources Canada

Post-test Evaluation of the International Outreach Advertising Campaign – US Component

Methodological Report



Ce rapport est aussi disponible en français sur demande.

March 3rd, 2014

Ipsos Reid
1 Nicholas Street, Suite 1400
Ottawa, ON Canada K1N 7B7
Tel: 613.241.5802
Fax: 613.248.7981
www.ipsos.ca



TABLE OF CONTENTS

1.0	Executive Summary	2
	Background and Objectives	2
	Methodology – Quantitative	2
2.0	Appendix A: Research Instrument	5

Political Neutrality Statement

I hereby certify as Senior Officer of Ipsos Reid 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 include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Will Daley

Vice President

Ipsos Reid Public Affairs



1.0 Executive Summary

Background and Objectives

The Government of Canada recently ran an advertising campaign in the United States that is intended to create a fact-based, positive dialogue about the value of continued bilateral cooperation on major projects such as continued use of Canadian energy resources and their benefit to both Americans and Canadians. This Washington, DC-specific campaign was intended to:

- Advance the case for Canada as the responsible choice in oil supply by focusing on decision makers/influencers and opinion leaders in Washington;
- Position Canada as the preferred supplier of energy resources to the US;
- Situate any future collaborations as part of a broader and shared energy and environment agenda; and,
- Demonstrate to Canadians that the Government of Canada is standing up for Canada's interests.

The advertising campaign ran until February 16, 2014.

The purpose of this this research was to measure the effectiveness of the advertising, including recognition and recall, understanding of message(s), proper identification of sponsor. In particular, the research was designed to learn what informed residents of Washington, DC, had seen and understood from the campaign.

The Government of Canada policy requires that departments conduct public opinion research (POR) to assess the success of significant advertising campaigns (those with media buys greater than \$1M) in reaching target audiences with intended messages. This research serves this requirement and the results will be used to better understand and anticipate the performance of similar campaigns in the future.

The total expenditure for the research was \$49,393.00 , including HST.

Methodology – Quantitative

Ipsos Reid conducted a survey regarding an advertising campaign conducted by Natural Resources Canada in the DC Metro area in the vicinity of four DC Metro stops and on the street in Georgetown, a neighborhood in Washington D.C.. The Metro stops near which the survey was conducted included the Capitol South Station, Farragut North Station, Federal Triangle Station and Metro Center Station. A pre-test was conducted at the Farragut North Station on January 24, 2014. The survey was conducted at Capitol South, Farragut North and Federal Triangle January 27th through February 3rd with interviews in Georgetown on January 31st. Additional interviews were conducted at Metro North February 10th through February 12, 2014.

Interviewers administered a single page, two-sided questionnaire to individuals 18 years of age and older. Interviewers approached individuals entering and exiting the Metro station as well as on the platform. Interviewers used a selection rate of one per every three to five passersby (depending on the volume of traffic) to randomly select individuals to approach and invite to participate in the survey. If the individual agreed to participate, the survey was administered to them. Respondents who



successfully completed the survey were given a \$5 cash incentive. A total of 750 interviews were completed. Interviewers also recorded the gender and approximate age of those who refused to participate in the study. There were a total of 1,852 refusals, yielding a 29% response rate.

Weighting: No weights were applied to the data as there is no reliable, independent estimation of the characteristics of the population of study.

Extrapolation of Findings: As a survey sample generated through random selection criteria, the findings among n=750 obtain a margin of error of +/-7.5 percentage points among the population of Washington D.C. area residents selected at these locations and screened on the basis of their media consumption and habits.

Non Response Bias Discussion:

As with any probability sample there exists within the current sample the possibility of non-response bias. In particular, this survey would not include members of the population who did not happen to be near any of the interviewing areas during the field window, or who would not ordinarily find themselves near those locations. In addition, any members of the population not conversant in English would not have been included in the sample.

Given the lack of reliable and independent information about the precise population of study, which designed around the geography of several Metro stations and which involved screening questions to include only those who are “politically informed,” it is impossible to say with certainty what the precise characteristics of this population would be. The table below shows the sample characteristics by location, age, gender and education level.

		Sample Characteristics
	Base: All Respondents	750
Location	Farragut North	35%
		260
	Federal Triangle	13%
		98
	Capitol South	27%
		205
	Georgetown	4%
		33
	Metro Center	21%
	154	
Age Group	18-24	19%
		143
	25-34	30%
		222
	35-44	18%
		135
	45-54	18%
		136



	55 or older	15%
		108
Gender	Male	51%
		384
	Female	49%
		366
Education	High school or less	15%
		110
	Some college	22%
		167
	Completed college	32%
		243
	Post-graduate studies	29%
		215
	Something else	1%
		5
	Refused	1%
		10



2.0 Appendix A: Research Instrument

S1. Are you 18 years of age or older?

- Yes => CONTINUE
- No => THANK AND TERMINATE
- REFUSE => THANK AND TERMINATE

S2. Do you live in the Washington D.C. Metro area?

- Yes => CONTINUE
- No => THANK AND TERMINATE
- REFUSE => THANK AND TERMINATE

S3. Generally speaking, would you say you follow the news on a daily basis?

- Yes => CONTINUE
- No => THANK AND TERMINATE
- REFUSED => THANK AND TERMINATE

S4. How often do you read the newspaper (either paper copy or online version)? Would you say...?

- Every day => CONTINUE
- A few times a week => CONTINUE
- About once a week => CONTINUE
- Less than once a week => THANK AND TERMINATE
- Never => THANK AND TERMINATE
- REFUSED => THANK AND TERMINATE

IF "EVERY DAY" "A FEW TIMES A WEEK" OR "ABOUT ONCE A WEEK", QUALIFIES AS INFORMED GEN POP



S5. Have you in the past week read any of the following newspaper or magazine?

Politico	Yes	No
The Hill	Yes	No
Roll Call	Yes	No
CQ Weekly	Yes	No

IF RESPONDENT ANSWERS “YES” TO ANY, QUALIFIES AS OPINION ELITE.

S6. How often do you use the Metro?

Every week day

A few times a week

About once a week

Less than once a week

Never

REFUSED

IF “EVERY WEEK DAY” “A FEW TIMES A WEEK” OR “ABOUT ONCE A WEEK”, QUALIFIES AS SUBWAY USER

COMPUTE GROUP

- 1. Informed Gen Pop – subway user**
- 2. Informed Gen Pop – non subway user**
- 3. Opinion Elite – subway user**
- 4. Opinion Elite – non subway user**



RANDOMIZE [Q1-Q3]

ASK Q1 IF GROUP 1 OR GROUP 3

Q1. Over the past few months or so, do you remember seeing an ad in a **subway station** with any of the following taglines?

- | | | |
|---|-----|----|
| a. America and Canada: Friends, neighbors, allies | Yes | No |
| b. America and Canada: Standing together for energy independence | Yes | No |
| c. America and Canada share common greenhouse gas reduction targets | Yes | No |
| d. Canada is America's Largest Oil Supplier | Yes | No |

ASK Q2 IF GROUP 3 OR GROUP 4

Q2. Over the past few months or so, do you remember seeing an ad in a **newspaper or in other publications** with any of the following taglines?

- | | | |
|---|-----|----|
| a. America and Canada: Friends, neighbors, allies | Yes | No |
| b. America and Canada: Standing together for energy independence | Yes | No |
| c. America and Canada share common greenhouse gas reduction targets | Yes | No |
| d. Canada is America's Largest Oil Supplier | Yes | No |
-

ASK Q3 TO ALL RESPONDENTS

Q3. Over the past few months or so, do you remember seeing an ad **on the Internet** with any of the following taglines?

- | | | |
|---|-----|----|
| a. America and Canada: Friends, neighbors, allies | Yes | No |
| b. America and Canada: Standing together for energy independence | Yes | No |
| c. America and Canada share common greenhouse gas reduction targets | Yes | No |
| d. Canada is America's Largest Oil Supplier | Yes | No |



IF RESPONDENT RECALLS ANY OF THE ADS IN Q1-Q3 ABOVE, CONTINUE; OTHERWISE SKIP TO DEMO

Q4:

Thinking about the advertising that you saw what do you think was the **main** point these advertisements were trying to get across? **[RECORD VERBATIMS - ACCEPT ONE RESPONSE]**

INSERT RESPONSE

Don't Know / Refused

Q5a:

Who do you think produced those ads? In other words, who funded them? **[DO NOT READ LIST, ACCEPT ONE RESPONSE]**

Government (General)

US Federal Government

Canadian Federal Government

Other (Specify) _____

DON'T KNOW

REFUSED

[ASK Q5a IF Q5b = 'Government (General)]

Q5b: Which government? [READ LIST, ACCEPT ONE RESPONSE]

US Government

Canadian Government

Other

DON'T KNOW

REFUSED



ASK ALL RESPONDENTS

I just have a few more questions for statistical purposes only

D1: In what year were you born?

RECORD YEAR: _ _ _ _

REFUSED

D2: What is your employment status? Are you

Working full-time

Working part-time

Homemaker

Full-time student

Retired

Unemployed

REFUSE

D3: What is the highest level of education you have completed to date?

High school

Some college

Completed college

Post-graduate studies

REFUSED

Those were all the questions I had. I thank you very much for taking the time to participate, it is greatly appreciated. Have a nice day!

INTERVIEWER RECORDS:

INSERT GENDER

INSERT DATE OF THE INTERVIEW