

2021 Census: Pre-Testing of Advertising Concepts

Final Report

Prepared for Statistics Canada

Prepared by Narrative Research

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2021 Census: Pre-Testing of Advertising Concepts

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Supplier Name: Narrative Research

June 2020

This public opinion research report presents the results of focus groups conducted by Narrative Research on behalf of Statistics Canada. The research study was done using qualitative focus groups, specifically 10 online Netfocus discussion groups. Seven groups were conducted in English, two groups with participants from each of Toronto, Wolfville, and Vancouver, and one with participants from Saskatoon. Meanwhile, three groups were conducted in French, two with participants from Montreal, and one with participants from Saskatoon. In each location, with exception of Saskatoon, a group was conducted with each of two audiences: younger Canadians aged 25 to 39 years, and older Canadians aged 40 to 85 years. Both groups held with Saskatoon participants included a mix of ages. A mix of gender and ages within each group occurred where applicable. Across groups, 100 individuals were recruited, while 82 people participated in the sessions. Each group discussion lasted approximately 90 minutes and participants received a cash incentive of \$100 in appreciation for their time. The research was conducted between June 1 and 3, 2020.

Cette publication est aussi disponible en français sous le titre:

Recensement de 2021 : Examen préliminaire des concepts publicitaires

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Executive Summary

Narrative Research Inc.

Contract Number: 45045-190152/001/CY

POR Registration Number: 003-20

Contract Award Date: April 29, 2020

Contracted Cost: \$54,336.05

Background and Research Methodology

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 every household in Canada, and to support compliance efforts, an advertising campaign will be deployed to encourage participation. An advertising agency was given the mandate to develop a creative strategy for the 2021 Census advertising campaign, update the creative concepts/taglines from 2016 Census, and produce three video concepts for testing. The campaign will inform Canadians that the Census is important, relevant, secure and mandatory, while emphasizing its benefits to individual Canadians and their communities.

Prior to finalizing the development of the advertising campaign, Statistics Canada wished to obtain feedback from the public to ensure that proposed concept elements resonate with Canadians and are contributing to a strong call-to-action. The feedback will help identify which concepts should be further developed into the final campaign. Three concepts were included in the testing, each consisting of a 30-second video (both English and French). Included in these videos were different taglines, key messages and use of imagery for testing.

The main goal of the testing was to determine which advertising materials would engage Canadians and convey the importance of partaking in the census. Specific research objectives included the following:

- Evaluate three variations of a 30 second video (in animatics format) to determine if the content is:
 - clearly understood by the audience(s);
 - recognized as a credible source by audience(s);
 - relevant and of value to the audience(s);
 - appealing and attention-grabbing to the audience(s);
 - memorable in the minds of the audience(s); and
 - able to motivate the audience(s) to take intended action(s).
- Examine if the concepts clearly specify who needs to complete the Census.
- Ensure the concepts demonstrate why it's important to complete the Census.
- Determine if the concepts clearly identify how to complete the Census.




To achieve these objectives, a qualitative research approach was undertaken. This entailed a total of 10 online, real-time focus groups conducted from June 1st to June 3rd, 2020 with Canadian residents who are 25 years or older. Specifically, two sessions were conducted with residents of each of the following locations: Wolfville (NS), Montreal (QC), Toronto (ON), Saskatoon (SK), and Vancouver (BC). With the exception of Saskatoon, one group in each location included Canadian residents who are between the ages of 25 and 39 years old, while the second group included residents 40 to 85 years old. In Saskatoon, a mix of ages were included in each group. Montreal sessions and one of the two groups in Saskatoon were conducted in French, while all other focus groups were conducted in English. Group discussions each lasted approximately 1.5 hours with participants each receiving \$100 in appreciation of their time. A total of 100 participants were recruited across all 10 groups, and participation totalled 82.

All participants were recruited per the specifications for the Government of Canada. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow-up calls to confirm the details provided and to ensure quotas were met.

This report presents the findings from the study. Caution must be exercised when interpreting the results from this study, as qualitative research is directional only. Results cannot be attributed to the overall population under study, with any degree of confidence.

Political Neutrality Certification

I hereby certify as a Representative of Narrative Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the ***Directive on the Management of Communications***. 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.

Signed 
Margaret Brigley, CEO & Partner | Narrative Research
Date: June 23, 2020



Key Findings and Conclusions

Findings from the *2021 Census: Pre-Testing of Advertising Campaigns (POR-003-20)* reveal that all three concepts tested clearly communicate the message to expect the Census questionnaire in the mail, and that filling it out will result in community improvements. The videos were constantly described as believable and trustworthy, with the government logo and flag enhancing credibility.

Despite similar reactions across concepts, 'Floating Dots' elicited a greater emotional response and thus consideration should be given to further develop this version. The concept stood out for its ability to effectively convey age diversity, as well as a sense of family and community. It was considered to be upbeat, energetic, engaging, displaying a community spirit, as well as showing greater diversity in age, ethnicity and family settings. In addition, seeing the infrastructure being built while characters completed their questionnaires helped establish a clear link with the message and conveyed a strong sense of community. Altogether, this helped grab viewers' attention and provided a more compelling argument to fill out the Census questionnaire, albeit more so among middle-age suburban participants.

The 'Platforms' concept held some appeal, notably among younger participants and those residing in rural areas or smaller communities. Though it did not convey a strong sense of family, following fewer personas throughout the video placed a greater focus on an individual's story. Seeing the same individual completing the Census and then using the resulting community infrastructure or service, helped convey the relationship between Census completion and community improvements, as well as implying a direct benefit to those involved. While it provides some ethnic representation, the concept was still considered lacking in age, socio-economic profile, and geography to effectively represent all Canadians.

The 'Your Community' campaign was the least preferred concept tested for being too generic. This campaign lacked personal relevance to many residing in rural locations and seeing community mailboxes was a particular sticking point among this group. In addition, it was believed to be missing diversity in terms of ethnicity, geography, and socio-economic profiles. Additionally, showing an African Canadian single mother was seen as perpetuating racial stereotypes. Both the 'Your Community' and 'Platforms' videos clarified the confidential nature of the Census, which was considered important to reinforce a sense of trust in the message.

Overall, all three concepts were seen as targeting upper-middle class suburban families, thus lacking relevance for downtown urban or rural residents, as well as younger and older people. The representation of single-family dwellings, the use of community mailboxes, showing transit and playgrounds, as well as the birds-eye view of the map all contributed to reinforcing this perception. Findings also indicate a clear desire among participants to see diversity within any final campaign, in terms of ethnic background, age, family type, neighbourhood, dwelling, income level, and physical ability. Lack of diversity was by far the leading criticism across all three videos, particularly when participants did not feel represented themselves. Regardless of which concept is ultimately produced, it is imperative that a vast range of characters and communities are depicted in order to establish relevancy and representation among a diverse Canadian audience.



There was some confusion across all three concepts with regards to how the Census is to be filled out and returned. The scenarios implied that while the Census questionnaire will be distributed by mail, the response would have to be submitted online, without an option to mail back the completed survey. Although it is anticipated that clear instructions will be provided along with each Census survey, there is merit in clarifying in the final video that there are various completion methods, without necessarily mentioning them all. The addition of a URL or toll-free telephone number for information should also be considered at the end of the final video.

While the videos tested provided a reminder to look out for the Census questionnaire in the mail and invited people to fill it out, it was believed that it should include a stronger call to action and a greater sense of urgency. It was believed that this would serve to inform people who have not previously completed the Census of the importance of their participation and that it is mandatory.

As for some of the design elements, the floating black dots used in the 'Floating Dots' and 'Your Community' concepts were generally understood to mean that information collected in the Census provided direction for needed services at the community level. Moreover, the approach of having the dots join together to form the maple leaf at the end of the video was well liked and strengthened the message that information obtained from the Census helps to shape communities. There was also an appreciation for, and understanding of, the use of the black disks in the 'Platforms' concept to illustrate how Census completion would result in community improvements. Using the black disks to represent communities on the Canada map was also seen as a strong conclusion indicative of the country's togetherness. As such, the use of either the black dots or platforms are effective at grabbing attention and conveying the relationship between Census participation and community improvements.

Overall, the tagline 'Your Census. Your community. Your future.' was slightly preferred to the tagline '2021 Census: Help shape your community.' Indeed, it was considered more personal, engaging and created a sense of responsibility and accountability. On the other hand, the '2021 Census' tagline was thought to be more specific, as it suggested a topic and timeline. The word 'help' was also considered engaging and encouraging action, although in some instances, it was believed to be less directive and taking the onus away from the individual.

Despite a limited recall of the 2016 Census advertising campaign, many participants recalled completing the last Census. Those who did remember filling out the Census generally considered it straightforward and easy to complete, albeit time consuming. This experience is generally reflective of the feelings expressed in the videos, and thus strengthened the message's credibility.



Introduction

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 every household in Canada, and to support compliance efforts, an advertising campaign will be deployed to encourage participation. An advertising agency was given the mandate to develop a creative strategy for the 2021 Census advertising campaign, update the creative concepts/taglines from 2016 Census, and produce three video concepts for testing. The campaign will inform Canadians that the Census is important, relevant, secure and mandatory, while emphasizing its benefits to individual Canadians and their communities. Prior to finalizing the development of the advertising campaign, Statistics Canada wished to obtain feedback from the public to ensure that the proposed concept elements resonate with Canadians and are contributing to a strong call-to-action. The feedback will help identify which concepts should be further developed into the final campaign.

With this in mind, Statistics Canada commissioned Narrative Research to conduct qualitative research with the main goal of testing the proposed creative concepts among the general population to determine which advertising materials would engage Canadians and convey the importance of partaking in the Census. Three concepts were included in the testing, each consisting of a 30-second video (both English and French). Included in these videos were different taglines, key messages and use of imagery for testing.

Objectives

Specific research objectives included:

- Evaluate three variations of a 30 second video (in animatics format) to determine if the content is:
 - clearly understood by the audience(s);
 - recognized as a credible source by audience(s);
 - relevant and of value to the audience(s);
 - appealing and attention-grabbing to the audience(s);
 - memorable in the minds of the audience(s); and
 - able to motivate the audience(s) to take intended action(s).
- Examine if the concepts clearly specify who needs to complete the Census.
- Ensure the concepts demonstrate why it's important to complete the Census.
- Determine if the concepts clearly identify how to complete the Census.

This report presents the findings of the research. It includes a high-level executive summary, the description of the detailed methodology used, the detailed findings of the focus group discussions, and considerations derived from the analysis of research findings. The working documents are appended to the report, including the recruitment screener (Appendix A), the moderator's guide (Appendix B), and a description of the materials tested (Appendix C).



Research Methodology

Research Approach

The study included a total of 10 online, real-time group discussions, equally divided to include five locations. All groups were conducted from June 1st to June 3rd, 2020. The following provides a breakdown of groups based on location, language, and audience:

10 online focus groups				
Location	Language	Canadian residents 25 to 39 years old	Canadian residents 40 to 85 years old	Total # of online sessions
Wolfville (NS)	English	1	1	2
Montreal (QC)	French	1	1	2
Toronto (ON)	English	1	1	2
Saskatoon (SK)	English	1		1
Saskatoon (SK)	French	1		1
Vancouver (BC)	English	1	1	2

Each group included a mix of gender, age (within range), household income, and education level. At least three participants in each group reportedly did not complete the 2016 Census or did not recall having done so. The recruitment also considered the market's cultural composition, with Indigenous people and non-Caucasians represented in focus groups where relevant. As the groups were conducted online and via conference call simultaneously, participants required access to a laptop or desktop computer connected to high speed Internet, as well as a dedicated telephone line.

All participants were recruited per the recruitment specifications for the Government of Canada. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow-up calls to confirm the details provided, and to ensure quotas were met. Those with current or past employment in sensitive occupations were excluded from the research, in addition to those living in the household. These sectors included marketing, marketing research, public relations, advertising, media, and federal government departments or agencies. Individuals who have been to at least five qualitative sessions in the past five years, those who have attended a session in the past six months, and those who have participated in group discussions or interviews on the Census, advertising or creative testing were excluded from the research.

Group discussions were held in English, with the exception of those in Montreal and one of the Saskatoon groups, which were conducted in French. Each session lasted approximately 1.5 hours with participants each receiving \$100 in appreciation of their time. A total of 100 participants were recruited across all 10 groups and attendance reached 82 individuals.



Presentation of Concepts

Three concepts for a video were presented during each session for participants’ comments. The format used for testing entailed a video with still images, basic animation and a narrator’s voice. To avoid any presentation bias, the concepts were presented in different orders across groups, as follows:

	Rotation Schedule – Concept Number		
	Location	Younger audience – 25-39	Older audience – 40-85
CONCEPT A: YOUR COMMUNITY	Wolfville	G1 (EN): A – B – C	G6 (EN): B – C – A
CONCEPT B: FLOATING DOTS	Montreal	G2 (FR): B – A – C	G4 (FR): C – B – A
CONCEPT C: PLATFORMS	Toronto	G3 (EN): A – C – B	G5 (EN): C – A – B
	Vancouver	G8 (EN): C – B – A	G10 (EN): A – B – C
	Mix of ages		
	Saskatoon	G7 (EN): C – A – B	G9 (FR): B – A – C

It should be noted that given unusually high demands on some communities’ bandwidth during the pandemic period, some technical difficulties or connectivity issues were experienced by a few participants who were unable to see or hear one or more of the videos. To address the situation, the moderator used an alternative approach to show the video in those groups, outside of the Netfocus platform, through a shared screen function. In the rare instances where a select few participants still could not either see or hear the videos after both viewing approaches were used, their comments relative to the videos were disregarded in the analysis of findings. This impacted fewer than five participants in total.

Context of Qualitative Research

Qualitative discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits, and attitudes are considered relevant to the topic of discussion. The primary benefits of individual or group qualitative discussions are that they allow for in-depth probing with qualifying participants on behavioural habits, usage patterns, perceptions, and attitudes related to the subject matter. This type of discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. Qualitative research allows for more complete understanding of the segment in that the thoughts or feelings are expressed in the participants’ “own language” and at their “own levels of passion.” Qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional only and cannot be projected to the overall population under study.



Detailed Analysis

The following presents an analysis of focus group discussions.

Census Awareness and Experience

There is minimal recall of previous Census advertisements. The experience of completing previous Census is widely positive, with the process recalled as being simple and relatively quick to complete.

Ad Recall

Prior to being shown the creative concepts, participants were asked about their recollection of previous Canadian Census advertising. Across locations, although many remembered receiving the Census questionnaire in the mail, there was minimal to no recall of any advertising. Those who did recall seeing an advertisement generally remembered nothing specific other than that it advised them that the Census was coming, that they were invited to fill it out, or that participation was mandatory. One person shared vague memories of a generic ad design using cartoons and exhibiting a happy tone.

“I expect that I have [seen advertisements], but I can’t remember anything specific.” – Younger audience; Wolfville

“I remember something to do with participation and expect to receive it in the mail.” – Older audience; Toronto

“Oui, vaguement. [Un] montage de plusieurs personnes variées dans plusieurs situations.” (Yes, vaguely. A montage of various people in various situations.) – Younger audience; Montreal

Some vaguely recalled having seen advertisements on television or heard them on radio in the past, while others recalled having received print information in the mail, either separately or along with the Census questionnaire. Across all groups, one person thought they had seen something about the Census on Facebook, while another reported seeing information on a bus shelter, and yet another recalled coming across information on a government website. There was no unaided recall of a tagline across locations, although one participant in the older audience remembered a jingle from when they were a child (e.g., “June 1st is Census date: count yourself in”).

Although not advertisement-related, a number of participants mentioned having previously received the Census questionnaire in the mail. A few also recalled having heard that completing the Census was mandatory, and that a short and long version of the questionnaire were distributed, though they could not exactly recall how they first found out about this. A few were under the impression that the Census had moved from being a mandatory exercise to a volunteered process.



"I can't remember ads, but I do remember getting a lot of mailed reminders." – Younger audience; Wolfville

Census Experience

After having conducted the creative concept testing, participants who had completed the last Census were asked to briefly comment on their experience with the process, notably in terms of ease of completion and length. Regardless of locations, participants generally considered the 2016 Census to have been a relatively easy experience, with nothing problematic. While some felt it was quick to fill out the Census questionnaire, others recalled a lengthier experience. Nonetheless, there was a perception that completing the Census is an important contribution to help the country.

"C'était facile et quelque chose que je pense que ça fait du bon à ma communauté." (It was easy and something I believe benefits my community.) – Mixed ages audience; Saskatoon

"I had no problem with it. It was straightforward and simple. Questions are laid out for you." – Mixed ages audience; Saskatoon

"It's easier to do than your taxes. I liken it to paying my property taxes." – Older audience; Vancouver

Some felt it took longer than anticipated, and a few considered some of the questions to be surprisingly personal in nature. A few participants perceived the level of complexity in completing the questionnaire to increase if a member of the household lived elsewhere during the census period (e.g. a child away at school or a member of the household working in another province, but commuting home regularly). Some participants voiced they would have liked to fill out the questionnaire by computer in 2016, highlighting the relevance of including this information in the 2021 campaign.

"It was pretty straightforward. A bit longer than I anticipated." – Younger audience; Toronto

"Some of the questions were a little intrusive, or uncomfortable. And I thought really, how badly do they need to know some of this stuff." – Younger audience; Wolfville



Video Concept Testing

Participants were shown animated and storyboard representations of three ideas for a video advertisement for the 2021 Census. Each was narrated to provide the storyline and messaging that would be heard once the ads are finalized and professionally produced. Participants were asked to use their imagination to envision the final video product, which would include a fully developed 3D animation in colour with detailed scenes.

The presentation of concepts was rotated across groups to avoid any bias linked to the ordering of concept discussions. Each concept was presented and discussed one at a time. For each concept, the animated video was played at least twice for all participants to see, followed by a short individual exercise asking participants to rate each concept on key aspects (ability to grab attention; message clarity; memorability; trustworthiness; and ability to motivate action) and a group discussion.

The following sections present the detailed findings related to each of the three concepts included in the testing. The concepts are presented below in order of appeal, from the one that was considered most compelling ('Floating Dots') to the least compelling of all three ('Your Community').

Video Concept: Floating Dots

The 'Floating Dots' concept was well received and provided the strongest call to action, though it was considered too focused on suburban middle-class families.

Overall Reactions

Overall reactions to this concept were generally positive and it was considered attention grabbing, upbeat, energetic, and displaying a community spirit. The concept was particularly appreciated for including varied age groups and showing different family settings. Including images with varied ethnicity was also appreciated and endorsed, though deemed insufficient.

"Ils rejoignent les groupes d'âges et ils nous font voir les avantages de toujours faire le recensement." (They combine age groups and allow us to see the advantages of always completing the Census.) – Older audience; Montreal

"It was the most captivating and it was clearer." – Younger audience; Toronto

Across concepts, this one was deemed most likely to motivate Canadian residents to fill out the Census questionnaire when it comes out next year. It received strong endorsement from participants who are 40-85 years old, although it was a close second for younger participants. This concept was also particularly appealing among residents of Toronto and Vancouver, and held some appeal in Montreal and Saskatoon. It should be noted, however, that many participants felt that the design approach and scenario were similar between the 'Floating Dots' and 'Your Community' concepts, thus making it at times difficult for participants to discern the main differences between both.



Message and Confidence

Generally, there was clarity and trust in this concept's messaging. The message was also felt to be similar in nature to that communicated by the other two concepts. Participants believed that this approach effectively highlighted the importance of completing the Census in order to have a positive influence on Canada in general, and communities in particular.

"I found it [clearer] where, if you fill this out, you can make a difference...It shows that doing the Census, it promotes change." – Younger audience; Wolfville

"Le message est clair. On le reçoit [le recensement] par la poste et on le remplit en ligne et ça implique l'amélioration de plusieurs services comme les hôpitaux, les écoles." (The message is clear: we get the Census by mail and we fill it out online and it results in service improvements such as hospitals and schools.) – Older audience; Montreal

"It gives a visual of what is happening after the Census." – Mixed ages audience; Saskatoon

It was believed that detailing the construction of buildings (i.e. showing a multiple steps approach to building infrastructure) helped strengthened the message that Census results have a real impact on community improvements, something that ultimately benefits everyone. Moreover, identifying the building use or purpose (e.g., hospital icon) helped clarify the message and conveyed a stronger sense of community.

While most voiced that this concept helped demonstrate how the information obtained from the questionnaire will be used, others felt the opposite. Most notably, despite an overall appreciation for the message's clarity, a few participants indicated that the information regarding the Census benefit is nothing new and lacking in details, and that they didn't learn anything from the advertisement. This was considered by these few participants as having a negative impact on the concept's ability to grab and retain attention, and thus affecting its message's effectiveness.

"I think everything that was stated was information I already knew, that the Census collects data about you and your community." – Younger audience; Wolfville

The purpose of the black dots used in the design was generally understood at least after seeing and discussing the concept and to most, they effectively communicated that the information collected in the Census provided direction for needed services at the community level. Some, however, were unsure what the dots represented, until having seen the video multiple time or having seen multiple concepts. To most, the dots were readily associated to an answer selection on a survey, while others needed more time to understand the concept.

"I feel like the multitude of dots works here – it shows how all voices create the result. It connects an answer [on the Census] to a result." – Older audience; Toronto



“Ça m’a pris au moins trois visualisations pour être capable de réaliser [ce que voulait dire les points] mais dans le passé j’ai eu à remplir des formulaires comme ça et c’est là que la connexion s’est faite. Les gens qui n’ont jamais vu un sondage du gouvernement ils n’ont pas la notion des points.” (It took me three viewings to realize what the dots meant. In the past, I have had to fill out these kinds of questionnaires and that’s how I made the connection. People who have never seen a government survey don’t have the notion of the dots.) – Mixed ages audience; Saskatoon

In some instances, it was believed that this concept is best at showing the various stages of life and implying that Census participation will affect individuals over the course of their lifespan. Reference points such as a pregnant couple linked to a playground, a family with a baby linked to a hospital, a young man linked to transit, and an older person near the end of the video contributed to conveying this sense of time passing and key life milestones. This approach also left the impression that the concept implied that the Census process will benefit Canadians now, but also for future generations.

“I like the inclusion of the baby because it shows more of a stepping stone into the future.” – Younger audience; Wolfville

Relevance and Appeal

This concept was considered most effective at incorporating the idea of family and multi-generations, but many felt the video spoke specifically (and potentially exclusively) to families. For some, this reflected their own reality and thus made the concept appealing. Showing the Census questionnaire being filled out with many people around suggested that the Census applied to households rather than individuals. This setting, along with the happy tone conveyed by the video, implied that completing the Census is easy to do.

“C’est encré autour de la cellule familiale parce que le recensement s’adresse aux ménages et non aux individus. Les gens remplissent le questionnaire ensemble donc c’est une activité familiale et donc c’est une activité qui est l’fun.” (It is centered around families because the Census is directed at households and not individuals. People fill out the questionnaire together and it is a family activity which suggests it is fun to do.) – Older audience; Montreal

“Je me vois dans cette annonce, je vois des personnes qui sont pareilles comme moi et ça me fait penser que je devrais faire le recensement.” (I see myself in this ad and I see people that are the same as me and it makes me think that I should fill out the Census.) – Mixed ages audience; Saskatoon

That said, those who are single felt the concept was too family focused to be personally compelling. Further, it was thought that both the younger cohort and new immigrants were not adequately represented in the concept, nor were people with disabilities or lower income populations. Further, together, the indoor settings shown (e.g., type of furniture; larger room; cleanliness or tidiness), the type



of people shown (e.g., well-dressed, physically fit, looking healthy) and the prevalence of technology access and usage spoke to a middle to higher income demographic.

“It’s almost unattractive because it’s too centred around families.” – Younger audience; Toronto

“It doesn’t show any families that don’t have a computer or are maybe not that well off.” – Younger audience; Wolfville

“C’est très classe moyenne; le message et les personnes représentées.” (The message and the people shown makes it very middle-class.) – Younger audience; Montreal

It was also felt that the video spoke primarily to those who had previously completed the Census, rather than those who have never done so, as it lacked a proper explanation of the steps involved in Census completion or provide a strong personal argument for actively taking part.

The concept was considered as being somewhat directed to middle-class Canadians by virtue of focusing on what appeared to be a suburban neighbourhood because of the community mailboxes and single dwellings. At the same time, those living in a downtown core or a large urban centre questioned the feasibility to build new infrastructure in their neighbourhoods given the lack of available land. As such, those who currently live in, or have lived in, a rural setting or large urban centre felt that the concept lacked relevance to a notable portion of the population.

“I live in downtown Toronto and when I think of this, I think ‘where are you going to squeeze more schools?’ I am thinking this is more for a younger generation and this would seem to me that it would be more suburbs.” – Older audience; Toronto

“The bus image is what I’m really looking at. We don’t have transit; we don’t have access to that. I look at the family dynamics in the video, and I don’t feel that my demographic is being represented.” – Younger audience; Wolfville

“It is very suburban; very much directed at a suburban middle-class family. If you don’t need a playground, a hospital or a park, it doesn’t mean anything.” – Younger audience; Vancouver

Nonetheless, a few participants expressed that the inside scenes shown in this campaign were more relatable than those from the other concepts, as they didn’t precisely identify any one specific type of neighbourhood or dwelling.

The birds eye view of the neighborhood near the end of the video received a mixed response. While some appreciated that it suggested multiple communities being impacted by the Census, others felt the ‘Google Maps’ type of visual looked too urban-centric and global, thus taking away from the community focus



suggested in the narration. The dots converging to build into a maple leaf was a strong imagery of national unity and one which was well liked in the context of the Census.

“Neat to see the black dots, and the fact that they are shaping the maple leaf which implies they are shaping Canada which is a powerful message.” – Mixed ages audience; Saskatoon

Clarity

There were a few components of this concept that proved problematic. Indeed, key criticisms included that it was too family focused, perceived to include only middle to upper income households, and that it implied widespread access to and use of technology. Additionally, there was no mention of confidentiality of the Census results, something that some felt was very important to convey.

“The only thing I did not like is when they are explaining the two pictures with the computer this one does not address anything about the privacy of the answers.” – Older audience; Toronto

The concept clearly showed that the Census will be arriving by mail, but some questioned if it could only be completed online given that Census completion was shown exclusively on either a computer or mobile device. While participants appreciated that the Census will now be available online, it was felt that the video should specify all ways of completing the questionnaire, including on paper.

“La seule chose que je déplore c’est qu’on s’adresse aux personnes âgées; on doit remplir le formulaire sur l’ordinateur. On doit le faire par ordi. Ça suggère qu’il n’y a pas d’autres options.” (The only deplorable thing is that they are telling older people that the Census needs to be completed on the computer. We have to do it on the computer. It suggests that there are no other options.) – Older audience; Montreal

Finally, a few participants expressed a desire for a URL or toll-free number to be specified at the end of the video as a resource for people who may want to obtain information on the Census. One participant suggested to label the Census questionnaire in the video to more clearly identify what the concept is about. This would provide greater message clarity and a visual reinforcement at the beginning of the video.

Intended Call to Action and Memorability

It was largely believed that the intended call to action of this concept was to encourage people to fill out the Census questionnaire when it arrives by mail, though the message lacked a sense of urgency and obligation to complete the task. Many participants voiced that their motivation to complete the Census would come not from seeing the advertisement, but as a result of previous knowledge that it is an obligation. At the same time, the concept presents Census completion as ‘matter of fact’ and makes it look like filling out the Census questionnaire is just another simple task that needs to be done rather than a chore. This helps convey a positive image of the experience.



“To me everybody [in the video] seems to accept that they have to fill out the Census. They are not upset or surprised about doing it.” – Older audience; Toronto

“Ça donne un avis que le recensement s’en vient mais ça ne dit pas l’importance de le faire.” (It advises that the Census is coming but it does not stress the importance of completing it.) – Mixed ages audience; Saskatoon

“They should inject some kind of urgency to how we come together as a country to inform our needs. Expressing some degree of urgency and connectiveness and that the Census is a way to get that information.” – Older audience; Wolfville

Like the ‘Your Community’ concept, this idea performed moderately in terms of memorability, as a number of participants found it fell flat and that there was nothing that made a significant impression on them. There was some suggestion that having the characters speak, rather than the video being narrated, would make the concept stronger and more personable. It was also suggested to use different accents in the voices to reinforce the concept of Canada’s ethnic diversity.

“Je la trouve banale et cela n’a pas captivé mon attention. Je ne retiendrais pas grand chose.” (It was not standing out and did not grab my attention. I would not remember much.) – Mixed ages audience; Saskatoon

“What would make it more interesting is if characters were speaking, not the narrator.” – Older audience; Wolfville

“Utiliser différentes voix avec des accents pour dire qu’on est tous canadiens.” (Use different voices with accents to indicate that we are all Canadians.) – Younger audience; Montreal

Video Concept: Platforms

The ‘Platforms’ concept was well received for its depiction of a wider geographic audience, clearer storyline and for being less suburban-centric. That said, it failed to properly demonstrate diversity, thus lowering its appeal.

Overall Reactions

This approach was generally well received, as it was considered inclusive of a wider audience spectrum from a geographic standpoint. The concept was viewed as having more of a storyline, and limiting the number of personas in the video helped some to follow an individual’s story. That said, the focus was primarily on individual participation rather than families or communities, although it provided a greater sense of the Country as a whole.



“I found it was the better of the three to be honest. It showed everybody as a whole, not just one small community.” – Younger audience; Wolfville

Overall, this concept was the second preferred across audiences, although it was more commonly chosen as the most compelling version among the younger audience and those in rural communities.

Message and Confidence

As with the other two concepts, there is clarity and trust in the messaging. Seeing the person filling out the Census on various platforms (i.e. desktop, laptop, mobile) and then showing infrastructure development, provided clarity in the relationship between both Census participation and community improvements.

“Il veulent dire, ‘avec ton aide on va réussir de grandes choses’.” (It means, ‘with your help, we will achieve great things’.) – Younger audience; Montreal

“There is a clear story. It’s about making a better Canada.” – Younger audience; Toronto

Further, this concept suggested that participating in the Census not only helps with infrastructure development, but also lifestyle improvements, as these situations are presenting places of work, services, and leisure. Showing the same individual filling out the Census and being present near the buildings and infrastructure contributed to sending this message. For example, the woman completing the Census would help provide transit infrastructure, and as a result, she could access transportation for her own needs. Another example was that the young man who completes the Census would contribute to developing the education network, thus providing him an opportunity to further his education. This message is communicated by seeing the individual filling out the questionnaire using those services. This approach was also believed by some to more clearly communicate that every single person filling out the Census survey makes a difference.

“On voit que ton point peut faire bâtir un abribus et tu vois la personne dans l’abribus. Tu vois la personne qui va travailler à l’hôpital, tu vois les jeunes qui vont à l’école. La personne qui a rempli le sondage ça va la toucher dans sa vie.” (We see that your answers can build a bus shelter and you see the person in the bus shelter. You see the person who goes to work at the hospital, you see the young people who go to school. The Census will touch people who fills it out.) – Mixed ages audience; Saskatoon

“My big thing about it is that they’re thinking of these things that they want to have happen, and they are happening. To me this is the most straightforward and direct [concept].” – Younger audience; Wolfville

Nonetheless, some felt that other concepts better conveyed the idea of building the community by showing the infrastructure’s construction process and by more clearly articulating through signage the purpose of the buildings being developed.



It should be noted that for some, showing individuals rather than families or groups of people around the Census implied that filling out the questionnaire is a ‘one-person task’ rather than a collective effort.

Further, while the appearance of the maple leaf was generally well liked at the end of the video, it was felt by a few that the image should appear in red to better align with Canada and reflect national pride.

Relevance and Appeal

Participants indicated that regional and residential population representation in this concept once again fell short of their expectations. Nonetheless, many acknowledged the various Canadian landscapes illustrated, and felt this better represented both an urban/rural mix, and the country’s geographic expanse.

“Ils montrent plus d’endroits différents au Canada; pas juste la ville.” (They show more different places in Canada; not only the city.) – Younger audience; Montreal

“It’s letting people know that it is easy to complete the Census and that it is very important for all kinds of Canadians out there; all kinds of demographics and backgrounds.” – Mixed ages audience; Saskatoon

The black platforms ultimately represented the various communities across the country on the map of Canada shown at the end of the video. This was a strong reminder of the country’s diversity and cohesion that reflect Canadian values. Some, however, felt that placing focus at the regional or national level (through the visuals and the map) minimized the suggestion that the Census can have a direct personal impact on each individual community. One participant mentioned, however, a desire to see more dots represented on the map, showing the importance of each community/region/province to achieving the outcome, regardless of population size.

There was still a sense through the visuals that the target audience is middle-class Canadians who live in a suburban area. That said, those in rural communities also appreciated seeing the mailbox on the house (rather than the community mailboxes), but felt this visual speaks only to single home dwellings and did not establish relevance across the population. Inclusion of mixed dwelling types (e.g. apartment buildings) is desired.

“The lady standing on the deck with the mailbox at the side of the house, she’s not at one of those community mailboxes.” – Younger audience; Wolfville

“Most of them are houses, suburban environments, not a lot of variation from income status; seems very upper-middle class; There are needs of others and those are different.” – Younger audience; Vancouver

While some participants felt this campaign was more inclusive than the other concepts reviewed in terms of population diversity, others communicated that it still did not portray a wide representation of



Canadians (i.e., new immigrants, members of the LGBTQ community, and a greater variety of family dynamics).

*“Il manque beaucoup de détails, des gens qui sont sourds, qui n’ont pas d’ordinateur.”
(It’s missing a lot of details, people with hearing difficulties, people who don’t have a computer.) – Older audience; Montreal*

“We mentioned that this is very middle-class oriented. Young people and newcomers to Canada may not be familiar with the Census. Maybe depict something that a newcomer relates to. Include more diversity [to show that this is for everyone]. Diversifying it not just by gender or race, but many different ways so that you can connect with people.” – Younger audience; Toronto

In a few instances, older Canadians did not recognize themselves in this concept and felt that it included too many younger or middle-age people.

“Mon groupe d’âge n’est pas interpellé dans cette vidéo-là. C’est concis, simple, ça passe assez vite. Je trouve ça correct mais ça s’adresse aux jeunes.” (My age group is not involved in this video. It’s concise, simple, and it goes by quite quickly. I think it’s okay, but it’s for young people.) – Older audience; Montreal

For this concept, as with the others, it was believed that the voice of a female narrator would be more soothing and provide a greater sense of connection by communicating more depth of emotions.

“The voice should have been a female voice - more calming, soothing, trusting.” – Mixed ages audience; Saskatoon

Clarity

There was once again some criticism that this concept did not clearly show the different ways to fill out the Census, and that the visuals suggested the only option to complete the Census is online. Again, this was felt to be limited for households or individuals who do not have access to this technology.

“It should show that you can still post it [in the mail] as well.” – Younger audience; Toronto

“You get it in the mail and then you have to go online, is this what it is? What happens if you don’t have a computer?” – Mixed ages audience; Saskatoon

In a few instances, the concept was seen as being less effective than the other two at suggesting that the Census questionnaire would arrive by mail. This may be a result of not seeing the red community mailboxes, which is a widely recognized icon.



“At the beginning it says you receive it by mail but it also shows the computer. I am not sure if you get it by mail or by computer.” – Older audience; Toronto

A few felt, however, that seeing a character holding a piece of paper implied that the Census could be completed on paper before being submitted back.

Overall, the dot/platform presentation format effectively linked an outcome with each individual’s story, creating a clear transition from the Census data being collected and a community improvement. The dots/platforms were generally understood and, to most, effectively communicated that the information collected provided direction for needed services at the community level. That said, some were unsure what they represented and felt the platforms distracted from the main message.

“The black dot was distracting and I didn’t know what the building was.” – Younger audience; Vancouver

“I liked how it shows when they’re clicking the link on the computer the dots come up. It gives a better understanding of what the dots are representing.” – Younger audience; Wolfville

That said, it was believed that better identifying the buildings or infrastructure would help strengthen the message.

“It was very generic in the buildings. They should be saying school on the building or hospital on the building so we know what they are.” – Mixed ages audience; Saskatoon

There was some confusion regarding the seacoast scenery and what infrastructure or service this would provide. The scene that preceded that one did not provide clarity, although a few participants felt that it represented a couple planning a family vacation.

“It seems like an elderly couple is planning a family vacation. Not sure what the link is with the Census.” – Older audience; Toronto

It was also mentioned that the video should label the Census on the questionnaire shown on the computer screen, for added clarity about the topic of the video.

Intended Call to Action and Memorability

This concept effectively grabbed attention and performed moderately in relation to memorability, although some suggested that the concept is a bit bland and that nothing stood out to grab attention.

“There is nothing that would frighten or shock me that would make it stick in my memory.” – Mixed ages audience; Saskatoon

Nonetheless, participants generally concurred that they would watch out for the Census in the mail after seeing this video, and that the manner in which the benefits of Census completion were highlighted in



this concept, along with stating the confidential nature of the process, would entice them to fill out the Census survey. In fact, stating the confidential nature of the Census exercise was considered an important message to convey in the video to create a sense of trust.

“They give you the reason what the Census is for and at the end they tell you it is confidential. It made me more motivated to fill it out.” – Mixed ages audience; Saskatoon

“It focuses on how easy it is and on privacy. This is a big issue right now, as people are mistrusting of sharing on the Internet. It’s an important message.” – Older audience; Toronto

Many, however, indicated that as with the other concepts, the message provides a reminder to look for the Census questionnaire in the mail more so than an encouragement to complete it. Some participants felt that incorporating a sense of urgency or an indication that the completion of the questionnaire is mandatory would strengthen the call to action, as well as improve memorability.

“Que je vois ou pas [la vidéo] je vais remplir [le recensement]. Ça fait juste un rappel que je vais le recevoir.” (I will complete the Census regardless of seeing the video. It is just a reminder that I will receive it.) – Older audience; Montreal

“I think what would make it resonate more is to show that it is an actual obligation.” – Younger audience; Wolfville

Further, it was felt that for this concept and the other two, more precise information could be added regarding the various ways of completing and submitting the Census questionnaire.

“There could be another slide [at the end of the video] that said, ‘complete by mail, by phone, by computer’ so people know how to do it.” – Mixed ages audience; Saskatoon

Video Concept: Your Community

The ‘Your Community’ concept was considered straight-forward and clear, though it lacks diversity and did not effectively grab attention.

Overall Reactions

Of the three concepts tested, this video was least likely to grab attention and be considered effective at motivating action. While some participants enjoyed the visuals used and found there was a good flow to the storyline, many considered this campaign to be a bit boring, lacking in entertainment, and not catchy enough. As such, it generally failed to grab the viewer’s attention. That said, this campaign was often described as clear and straight-forward in terms of conveying the message, something that the participants valued. There was some opinion among participants aged 40 to 85 years that the short,



straight-forwardness of the campaign would be appealing to a younger generation, though others felt it would not be relatable to this audience, as it did not provide a compelling argument for completing the Census.

“The sense of civic duty is not as strong with the younger generation, so it needs something to relate to younger generations. They are the generation that will be most impacted.” – Older audience; Vancouver

“I did not like this video. [Platforms concept] was bright and caught your eye and [Your Community concept] was dull and you had to look into it to see what it is trying to tell you.” – Older audience; Toronto

While the concept displayed age diversity, and to some extent, ethnic diversity, it lacked geographic, socio-economic and lifestyle diversity.

Message and Confidence

Most participants perceived clarity in the campaign’s underlying message and felt it explicitly identified why people should complete the Census. Generally, the advertisement was understood to mean that participation in the Census helps direct community planning efforts. Although the narration alludes to the idea that participating in the Census helps to shape the community, some expressed that the visuals do not provide effective support. Specifically, many failed to see the construction process as it goes by too quickly, thus limiting the impact of the message. In addition, some participants had trouble trying to determine the function of the buildings, which served as a distraction from the message.

“Show how the building was built, it could use that.” – Younger audience; Vancouver

“On some of the frames, they are showing construction and community expansion. The first frame says community, people are getting their mail, you see the growth of the building being built.” – Mixed ages audience; Saskatoon

Participants thought the video effectively demonstrated how the Census would be arriving in the mail and that it can be completed online. Indeed, the focus on the recognized red community mailboxes at the onset clearly identified how the Census would be received. The scenes that followed showing individuals completing the Census on a computer and a mobile phone were clear indications of how a completed Census would be submitted. While many appreciated knowing this information, some felt that the video suggests that a completed Census can only be submitted electronically, something they felt could be problematic for those who do not have access to technology or who are not comfortable with it.

“Ce que j’ai aimé dès le départ c’est que c’est clair qu’on peut remplir le recensement en ligne. Je trouve que c’est bien de le rappeler. Il y a une génération qui va peut-être se sentir interpellé par ça.” (What I liked from the start is that it’s clear that we can complete the Census online. I think that’s a good reminder. There is a generation that will feel compelled by that) – Mixed ages audience; Saskatoon



Mixed opinions were offered in terms of the message credibility. Trust in government and prior awareness of the Census being distributed in the mail explained why some participants believed what the concept is saying. Others, however, were bothered by the unrealistic scenario which storyline and settings did not reflect their own reality. As such, the overall concept felt unnatural to them.

“The facts are there, which is great. I’m trying to envision the real-life examples. I just don’t see that [situation] where I am.” – Younger audience; Wolfville

Relevance and Appeal

The various scenes and settings gave the impression that the target audience was suburban middle-class residents. Factors leading to this perception included the type of neighbourhood portrayed, the types of dwellings shown, and a heavy focus on the availability of in-home technology (home computer, cell phones, etc.). As a result, many participants criticized the video for its lack in diversity, particularly in terms of geography, household situations and income. They voiced a desire to see a more varied representation of neighbourhoods, dwellings, income levels, family types, and ethnicity. Moreover, in a number of locations some felt that having the African Canadian woman with a child reinforced societal stereotypes of single parent families being more prevalent within this group. It was, however, largely believed that the campaign included representation across a good age spectrum.

“I do wish there was a bit more diversity in the people and wondering why the only Black woman has to be a single mother. Why can’t she just be with a family?” – Younger audience; Toronto

Participants did not feel a connection with the storyline if they did not think they were represented within the characters or scenarios. The storyline was particularly criticized for its urban focus, among those who reside in more rural communities or downtown core. These participants did not find personal relevancy in the various scenes. This was especially common among those who did not see a community or neighbourhood similar to their own portrayed in the video, with a particular emphasis on the lack of community mailboxes where they reside.

“I couldn’t connect with it. I kept thinking that it was a city look, a highly developed area. That’s not where I’m from, that doesn’t represent me.” – Younger audience; Wolfville

“The community mailbox is weird to me, that is not representative to me.” – Older audience; Vancouver

The inclusion of the maple leaf at the end of the video was well liked by most and added a sense of pride and trustworthiness to the concept, though some found the symbol was disconnected from the rest of video. There were suggestions that a red maple leaf would hold more appeal and make it seem more Canadian.



Clarity

This concept left some participants feeling confused as to how the Census may be completed – whether online only or either by paper or online. The second mailbox scene in particular contributed to this confusion, as participants found nothing indicative of the option to complete the Census on paper in previous scenes. Until that point, some participants assumed the questionnaire could only be filled out online. Additionally, they did not believe the image of the mailbox to be indicative enough of the ability to return the Census by mail, thereby noting that the follow-up appearance of the mailbox simply did not make sense. Of note, some participants, most notably older audiences, perceived the advertisement to mean the Census can be filled out online in addition to paper. Generally, participants felt the video should better reflect all the ways the Census could be completed.

“It did not make sense to me to show [the mailboxes] twice.” – Mixed ages audience; Saskatoon

Some participants felt it would be helpful if the video included either an URL or toll-free number indicating where they could go for further information, suggesting the provision of additional resources could help mitigate confusion. There were some who felt the video narration and the concluding tagline, rather than the visuals, were what provided strength and clarity to the concept. That said, feeling a disconnect with the tagline was also mentioned.

“Your community, your future, but why? This doesn’t tell me why.” – Older audience; Vancouver

“J’aime le slogan de la dernière slide. Le mot ‘votre’ est fort...ça ramène à notre dimension.” (I like the slogan on the last slide. The word ‘your’ is strong...it brings it back to our dimension.) – Older audience; Montreal

For many, the black dots signified collection of information and were carried out well throughout the video. Some believed that having the dots form the shape of a maple leaf represented that the collected information helps to connect Canadian communities together. Others, however, voiced uncertainty with regards to what the dots in this concept intended to represent. There were some who perceived the imagery to represent the dots used to fill out the questionnaire. As such, it was believed these dots might be especially confusing to someone who has not had previous experience completing the Census.

“The only people who are going to get [the dots] are people who have filled out [a Census].” – Older audience; Wolfville

“You might need to see it a few times to understand [the dots].” – Older audience; Toronto

“I think the black dots represent people filling out their Census and it influences the building and transit and so forth.” – Mixed ages audiences; Saskatoon



Intended Call to Action and Memorability

Participants generally agreed that the intent of the video is to encourage Canadians to do their part by completing the 2021 Census. Only a few participants found this concept to be motivating and felt they would complete the Census or take part in preparatory actions, such as checking their mailbox more frequently in anticipation for the Census' arrival. At the same time, younger audiences found there wasn't enough information presented about the Census or that the video failed to demonstrate the benefits from taking part in the process. Meanwhile, many participants voiced that they would complete the task regardless, and therefore have little reason to pay attention to the video if they saw it.

"[Filling out the Census] is something that would be considered work for me, it takes a long time to do it. If you're going to have a commercial, I feel that it should be something like, you're going to get something from [completing the Census]." – Younger audience; Wolfville

"J'aimerais avoir un exemple concret de comment le recensement a réussi à bâtir notre communauté. Qu'est-ce que le recensement nous a aidé à faire par le passé?" (I would like to see a concrete example of how the Census has helped to shape our community. What has the Census helped us do in the past?) – Younger audience; Montreal

Many indicated that they did not feel a sense of urgency or importance from this campaign. This resulted in some concern that viewers, especially those without previous Census experience (i.e., younger generations, those new to Canada, etc.), may not realize completing the questionnaire is in fact a compulsory task.

"It doesn't make me feel like it's really important." – Younger audience; Vancouver

This concept was largely considered to be unmemorable, especially in leaving a lasting impression. Participants, including those who found the campaign relevant to themselves, thought they would likely ignore the video if they saw it in a real-life situation, and therefore would not remember it. Some believed that incorporating humour could make the campaign catchier and ultimately increase memorability. Other suggestions for making the campaign more memorable included the incorporation of a known Canadian actor as one of the characters, and re-introducing the same family of characters used in this particular video for other government advertising campaigns (i.e., an income tax campaign), thus creating recognition by virtue of repetition.

Taglines

To a small degree, the tagline 'Your Census. Your Community. Your Future.' was preferred for spurring a sense of personalization and accountability.

Following the presentation of campaign concepts, two taglines were shown for discussion. The taglines were displayed together on the screen and participants were asked to indicate which they liked best and



why. The tagline ‘Your Census. Your Community. Your Future.’ was preferred. That said, it should be noted that while a preference for this tagline was almost unanimous among Wolfville and Vancouver participants, opinions were more divided in all other locations, where only a slight increase in fondness towards this tagline was demonstrated. The following highlights key comments for each of the two taglines.

Your Census. Your Community. Your Future.

Of the two taglines presented, this tagline was described as shorter, clearer, and punchier than the other. Some believed that it effectively encompassed the importance of completing the Census, while others believed it to be more passive and less directive. ‘Your Census’ was generally considered more personal, eliciting a sense of connection and effectively engaging the viewer. Moreover, for many, the use of the word ‘your’ was a powerful component of the tagline and spoke to the participants’ sense of individuality. It suggested to participants that it’s up to them to improve their future and their community by completing the Census. It not only made them feel accountable for their actions, but also encouraged their own ability to make a difference. A few participants also appreciated the series of three ‘your’ statements, speaking to both the repetition of the word and the specific number of times it was used.

“It really feels more personal, like it’s your future, it’s your Census.” – Younger audience; Wolfville

“It prompts me that it’s my responsibility to inform my country who I am.” – Younger audience; Toronto

“The word ‘your’ makes you more accountable” – Older audience; Wolfville

Despite a generally positive interpretation of the word ‘your’, a few voiced concerns, suggesting it puts too much responsibility on the individual. One participant, for example, suggested that it minimizes the government’s involvement.

“[Je ne l’aime pas parce que] ça dit ‘votre’, donc le gouvernement n’est pas impliqué.” – (I don’t like it because it says ‘your’, so the government is not involved.) – Younger audience; Montreal

Those who did not like this tagline felt that it was too generic and did not exclusively apply to the Census. That said, an appreciation for its versatility was also touched on, with a suggestion that it could be carried through for use in future Census campaigns. A few believed that a combination of the two taglines would be more appropriate, noting the addition of “Your 2021 Census” to either the beginning or end of this tagline would strengthen it.

2021 Census – Help shape your community.

This tagline was considered more specific and direct than the other, believed to clearly indicate what is required of the viewer and when. Although second choice overall, “2021 Census” was the preferred



tagline of the French speaking Saskatoon group, where it was perceived as being more inviting. Some participants noted that the topic (Census) and the timeline (2021) were clearly identified, leading them to believe that this tagline was a more effective reminder than the other. Additional positive feedback included descriptions of it being “softer”, “more believable”, and “unaccusatory”, in comparison to the other tagline presented.

The use of the word “help” within the tagline elicited mixed reactions among focus groups participants. While some found the word to be engaging, collective, and believed it would encourage residents to take action, others described it less positively. Some of the more negative feedback regarding the use of “help” included commentary that it removed the onus from the individual, was less directive, or inferred that completing the Census is something optional.

“It’s a more active or directive tone. The [‘You’ version] seems more individualistic. [This one] is more helping others.” – Younger audience; Toronto

“Selon moi, comment je l’ai perçu c’est pour bâtir notre avenir à tous au lieu de le prendre personnellement.” (I perceived it that it’s to shape our collective future together, rather than individually.) – Older audience; Montreal

“I think that the whole ‘help shape your community’ adds to the thinking that it’s an option and not an obligation. The whole ‘help’ part.” – Younger audience; Wolfville

The ‘2021 Census’ tagline failed to create as strong of an emotional connection as the other tagline for some participants. Specifically, it was sometimes perceived as cold, business-like, or less personal. The focus on the term ‘community’ made it less compelling than the other tagline, as not everyone identifies as being a part of a community. Interestingly, one participant considered this tagline as more of a title, something that they would expect to see introducing the video, rather than concluding it.



Conclusions and Direction

The following provides conclusions derived from the detailed analysis of findings and the resulting recommendations to address the study objectives.

- ***There is minimal recall of previous Census advertisements. The experience of completing previous Census is widely positive, with the process recalled as being simple and relatively quick to complete.***

A brief discussion on Census experience revealed that the process of completing the Census is generally considered straightforward and easy. While recall of personal experience is generally limited, the 2016 Census completion process left a positive impression. In terms of Census awareness, there was very limited recall of previous advertisements among focus group participants across locations and age groups.

- ***Study findings suggest that the 'Floating Dots' concept should be further developed, with some modifications.***

Across groups there was no one campaign that dramatically outperformed the others in its current design, as all three concepts elicited positive reactions and were considered compelling to varying levels. There was clarity and trust in all concepts' message, as it consistently highlighted the importance of completing the Census and its positive impact on communities. That said, there was a desire for clarifying the various ways of completing the Census.

Despite similarities across concepts, 'Floating Dots' held the widest appeal, was felt to be most compelling and provided a slightly stronger call to action, altogether suggesting that it should be further developed. This version was considered attention grabbing, upbeat, energetic, and displaying a community spirit. In addition, the scenario highlighted the various stages of life (e.g., pregnancy, young family, teenager, senior), thus suggesting that public services influenced by the Census benefited Canadians throughout their life, now and in the future. That said, as with the other two concepts, it lacked sufficient diversity of age, ethnicity, family settings, geography, socio-economic profile, and physical ability to effectively represent the Canadian population, as mentioned in the following recommendations.

- ***Ensure broader diversity within any final concept, including age, socio-economic profile, family type, gender, and ethnicity.***

In each region, participants underscored the importance of including greater diversity in any final concept. Diversity, however, does not only include ethnicity, age and gender representation, but also family make-up, socio-economic status / income, and dwelling type or neighbourhood. The concepts, including 'Floating Dots', were consistently criticized for being too 'middle-class suburban', and focusing exclusively on traditional families rather than reflecting non-traditional families. Indeed, the presence of a single type of dwelling, the prevalence of technology, the types of home environment and community settings all pointed to middle-class suburban families, thus the concept lacked



relevance to those who did not see themselves in those realities. In addition, it was felt that the concepts should include those living with disabilities. As such, any final concept must better reflect a broader level of diversity.

- ***Demonstrate a wider range of geographic representation within the final concept.***

The inclusion of varied geographic representation was deemed essential to accurately reflect the vastness of the country and establish relevance for all Canadians. All three concepts were consistently considered too urban/suburban focussed, and lacking relevance to those living outside an urban centre or in a downtown core. More so, the urban setting included in the concepts was deemed reflective of only a specific type of neighborhood, namely suburban, and focused on single family dwellings. As such, illustrating various types of mailboxes (e.g., community mailboxes, single home mailboxes, apartment mailboxes, rural road mailboxes) and various types of dwellings (e.g., single family, apartment buildings) in the final concept would broaden its appeal. The bird's eye view of the neighborhood at the end of the video received a mixed response. While it suggests multiple communities being impacted by the Census, it reinforces the urban-centric focus. Altogether this highlights that any final concept must better demonstrate a full range of geographic representation.

- ***Consider incorporating a heightened sense of urgency and perceived importance in the message.***

Despite encouraging participation in the Census and providing compelling arguments to do so, the videos lacked a sense of urgency and a strong call to action. The concepts were considered a good reminder to look out for the Census questionnaire in the mail, and were generally 'feel good' videos rather than offering a strong motivation to complete it. Importantly, those who had completed the Census in the past generally indicated that they planned to complete it once distributed in 2021 regardless of any advertisement.

It was believed that those who were not familiar with the Census (e.g. younger Canadians, new immigrants) would not be compelled to complete the questionnaire based on the videos alone, as they did not accentuate the seriousness or importance of the outcome and the mandatory nature of participation. Some participants believed that the lack of urgency suggested that completing the Census is a choice, rather than something that is required of Canadian residents. Accordingly, it is important that the final messaging, either in the campaign directly or in its corresponding collateral information, reinforces the mandatory nature of the Census.

- ***Consider providing direction towards additional resources for information in the final creative and more clearly stating the variety of Census completion methods.***

There was some confusion as to whether or not the Census is currently mandatory or voluntary, if it can only be completed online, and if there continues to be a long-form and short-form Census. As such, participants consistently questioned where they could go for further information and felt inclusion of an URL and/or toll-free telephone number would be helpful to answer key questions about the Census. While communications materials accompanying the Census will likely provide such



details, findings suggest that inclusion of an URL or 1-800 number on the creative should be considered.

In addition, the video effectively conveyed the process of Census completion from receiving it in the mail to submitting it online, though it did not clarify the various ways of submitting the completed Census. All three concepts focused on online submission, leaving participants with the impression that the Census was no longer accessible to all Canadians. While information on the submission methods may be provided on the Census questionnaire itself and through other resources, research findings suggest that a mention or visual reference to print completion should also be made in the video. This could be done by either suggesting the specific methods allowed (e.g., by mail) or by specifying in the narration that the Census can be submitted online and through various other means. This would continue to place the focus on electronic submission, while opening the door to other possibilities without explaining those in the video.

- ***Any infrastructure development should be clearly defined to strengthen the message of shaping communities.***

Although all three concepts conveyed the message that completing the Census helped with community development, the manner in which this message was illustrated varied across concepts. For 'Your Community' and 'Platforms', residents were distracted by images of infrastructure and buildings they were unable to identify. At the same time, those who were able to identify the various building functions indicated that it enhanced their understanding of how the Census data is put to use. Ensuring such visuals are easily interpreted will not only help keep the audience focused on the overall messaging, rather than individual images, but also establish increased personal relevance and improve clarity.

It should also be noted that instances where the step-by-step building construction was evident (rather than seeing an already built structure) helped strengthen the message that Census participation has a direct impact on community expansion.

- ***The final concept should address the Census' confidential nature to heighten trust in the message.***

Although all three concepts elicited trust in the message, mentioning that the Census is confidential (as in the 'Your Community' and 'Platforms' versions) left a positive impression and a feeling of reassurance. While the confidential nature of the Census is expected, being reminded of that left a memorable impression on residents. As such, consideration should be made to include such a reference in the final concept.

- ***The use of the black dots and platforms helped convey the relationship between Census completion and community improvements.***

The significance of the black dots or platforms was generally understood regardless of the approach, either immediately upon seeing the videos or shortly thereafter. This idea also seemed to help convey



the message that completing the Census results in direct community or personal benefits. As such, any final concept should use this type of imagery. Reactions to both the black floating dots and the black platforms were consistent, suggesting that either of these approaches would serve its purpose in the final creative.

- ***The black dots converging to form a maple leaf and the platforms marking communities on the Canadian map provide a strong conclusion, and either of these approaches could be used.***

The manner in which each of the concepts ended – either with the black dots converging to form a maple leaf, or with the platforms shown as community markers on the map of Canada – evoked the message that by completing the Census, every resident played a role in building a stronger Canada. Both approaches were liked and either could be used in the development of the final concept.

- ***The tagline, ‘Your Census. Your Community. Your Future.’ should be considered for the 2021 campaign, as it spurred a sense of personalization and accountability.***

Of the two taglines presented, this tagline was preferred and appreciated for being shorter, clearer, and punchier than the other. This tagline encompassed the importance of completing the Census, while also demonstrating a greater sense of personalization and accountability. That said, it was felt to be a little more generic than the tagline ‘2021 Census: Help Shape your Community’, and less of a call to action. Nonetheless, it should be considered for final development given its ability to emotionally engage residents.

Appendix A:
Recruitment Screener

Statistics Canada Recruitment Screener – Final

Name: _____

Daytime phone: _____ Evening phone: _____ Cell: _____

Email: _____

SECTION 1: Schedule & Specifications

Date	Group	AST	EST	Participant Time	Audience	Language	Moderator
June 1	1	5:30pm	4:30pm	5:30pm	Wolfville – 25-39 years old	E	MB
	2	6:30pm	5:30pm	5:30pm	Montreal – 25-39 years old	F	CP
	3	7:30pm	6:30pm	6:30pm	Toronto - 25-39 years old	E	MB
	4	8:30pm	7:30pm	7:30pm	Montreal – 40-85 years old	F	CP
June 2	5	6:30pm	5:30pm	5:30pm	Toronto - 40-85 years old	E	CP
	6	7:30pm	6:30pm	7:30pm	Wolfville - 40-85 years old	E	MB
	7	8:30pm	7:30pm	5:30pm	Saskatoon – Mix of ages	E	CP
	8	9:30pm	8:30pm	5:30pm	Vancouver - 25-39 years old	E	MB
June 3	9	8:30pm	7:30pm	5:30pm	Saskatoon – Mix of ages	F	CP
	10	9:30pm	8:30pm	5:30pm	Vancouver - 40-85 years old	E	MB

LOGIN INSTRUCTIONS WILL BE EMAILED TO PARTICIPANTS PRIOR TO EACH SESSION.

Specification Summary	
<ul style="list-style-type: none"> • Ten (10) online focus groups in total • Two (2) English groups each with residents of Vancouver, Toronto & Wolfville, and One (1) English group with residents of Saskatoon • Two (2) French groups with residents of Montreal and One (1) French group of residents of Saskatoon • In each of Vancouver, Toronto, Wolfville and Montreal, one group with those 25-39 years old and one group with those 40-85 years old. • In Saskatoon – mix of ages in each group 	<ul style="list-style-type: none"> • 50/50 split on gender in each group • Mix of HHI, Education and Employment Status in each group • Recruit ethnic diversity where relevant to reflect the market • In each group, aim to recruit 3-5 who have not completed the 2016 Census or cannot recall and at least 5 who did • Incentive: \$100 per participant • 10 recruited per group • Group discussion lasts up to 2 hours

RECRUITER NOTE: WHEN TERMINATING AN INTERVIEW, SAY: “Thank you very much for your cooperation. We are unable to invite you to participate because we have enough participants who have a similar profile to yours.”

RECRUITER NOTE: *If a respondent wishes to verify the validity of the study, please contact:*
 Charles-Étienne Maltais
 Census Communications Officer – Census Communications, Strategic Communications and Outreach

Statistics Canada / Government of Canada
 Charles-Etienne.Maltais@canada.ca / Tel: 514-233-4490

RECRUITER NOTE: If a respondent wishes to learn more about the study, please contact:
 Narrative Research: focusgroups@narrativeresearch.ca

SECTION 2: Introduction

Hello, my name is _____ and I am with **Narrative Research**, a national public opinion research firm. We are organizing a series of online discussion groups on behalf of **the Government of Canada**. We are looking for people who would be willing to participate in a discussion group that would take place on **<INSERT DATE>**. Participants will receive an honorarium for their participation. May I continue?

- Yes..... 1
- No..... 2 **THANK AND TERMINATE**

Would you prefer that I continue in English or French? / Préférez-vous continuer en français ou anglais?

RECRUITER NOTE: FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH: "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt."

The purpose of this study is to hear people’s views on advertising. Participation in this research is voluntary and completely anonymous and confidential. Those who qualify and take part in the group discussion will receive a financial incentive.

May I ask you a few quick questions to see if you are the type of participant we are looking for? This should take about 5 or 6 minutes. The information you provide will remain confidential and you are free to opt out at any time. Note that this call and this research are not intended to sell or market anything. Thank you.

- Yes 1
- No 2 **THANK AND TERMINATE**

SECTION 3: Demographic Questions

1. To begin, do you or any member of your household work in...? **[READ LIST – ROTATE ORDER]**

- Marketing/Market Research 1
- Public relations 2
- Advertising 3
- Media (TV, Radio, Newspaper) 4
- Federal government department or agency 5

RECRUITER NOTE:
 If yes to any of the above, thank and terminate

2. DO NOT ASK – NOTE GENDER BY OBSERVATION

- Male..... 1
- Female 2

GENDER QUOTAS: Recruit 5 male and 5 female per group

3. In which age group are you?

- Less than 25..... 1 **THANK AND TERMINATE**
- 25-30 2
- 31-39 3
- 40-54 4
- 55-64 5
- 65-74 6
- 75-85 7
- More than 85 years old 8 **THANK AND TERMINATE**

AGE QUOTAS:
 Recruit good mix of ages within each of the following age ranges:
 Groups 1,2, 3, 8 (25-39): Recruit 5 among 25-30 (code 2) and 5 among 31-39 (code 3)
 Groups 4, 5, 6, 10 (40-85): Recruit 5 among 40-64 (code 4, 5) and 5 among 65-85 (code 6, 7)
 Groups 7, 9: Recruit 5 among 25-39 (code 2, 3) and 5 among 40-85 (code 4-7)

4. How many years have you been living in **<INSERT MARKET>**? [RECORD # of Years: _____]

- Less than 2 years 1 **THANK AND TERMINATE**
- At least 2 years or more 2

5. What is the last level of education that you have completed?

- Some high school only 1
- Completed high school 2
- Some college/university 3
- Completed college/university 4
- Post-graduate studies 5
- DK/NR 9 **THANK AND TERMINATE**

EDUCATION QUOTAS:
 Mix of education level in each group

6. What is your current employment status?

- Working full-time (at least 30 hours per week) 1
- Working part-time (less than 30 hours per week) 2
- Self-employed 3
- Retired 4
- Unemployed 5
- Student 6

- Other 7
- DK/NR 9 **THANK AND TERMINATE**

EMPLOYMENT QUOTAS:
 Max 5 per group who are retired, unemployed, student or other

7. **IF EMPLOYED, ASK:** What is your current occupation?
 _____ **TERMINATE IF SIMILAR OCCUPATIONS AS IN Q1**

8. To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? **DO NOT READ – CODE ALL THAT APPLY**
- White/European (for example, German, Irish, English, Italian, French, Polish, etc.) 1
 - Hispanic, Latino, Spanish (for example, Mexican, Cuban, Salvadoran, Columbian, etc.) 2
 - Black or African American (for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, etc.) 3
 - East Asian (for example, Chinese, Filipino, Vietnamese, Korean, etc.)..... 4
 - South Asian (for example, East Indian, Pakistani, etc.) 5
 - Middle Eastern or North African (for example, Lebanese, Iranian, Syrian, Moroccan, Algerian, etc.)..... 6
 - Indigenous (e.g. First Nations, Métis, Inuit) 7
 - Other (Specify: ____) 8
 - Don't know / No response 9

DIVERSITY QUOTAS:
 Recruit mix in each group to represent the general composition of each market

9. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes? **[READ LIST IN ORDER]**
- Under \$20,000..... 1
 - \$20,000 to under \$40,000..... 2
 - \$40,000 to under \$60,000..... 3
 - \$60,000 to under \$80,000..... 4
 - \$80,000 to under \$100,000..... 5
 - \$100,000 to under \$150,000..... 6
 - \$150,000 or more..... 7
 - DK/NR 9 **THANK AND TERMINATE**

HH INCOME QUOTAS:
 Mix of income in each group

10. Did you or did someone in your household complete the 2016 Census?
- Yes 1
 - No 2
 - Don't know/can't recall 3

CENSUS PARTICIPATION QUOTAS:

Aim to recruit 3 to 5 in each group that have not completed the 2016 Census or cannot recall (code 2-3) and at least 5 that recall having completed the Census (code 1)

SECTION 4: Netfocus Questions

11. The discussion groups for this project will be conducted over the phone and online and will require the use of a laptop or desktop computer (note that the groups cannot be conducted with a computer tablet or a mobile telephone). Do you have access to a computer with high-speed Internet to take part in this focus group?

- Yes 1
- No 2 **THANK AND TERMINATE**

12. How comfortable are you with using a computer? Are you...?

- Very comfortable 1
- Somewhat comfortable 2
- Somewhat uncomfortable 3 **THANK AND TERMINATE**
- Very uncomfortable 4 **THANK AND TERMINATE**

13. Once you are online for the session you will also be required to join a telephone conference call to be connected to the discussion with the rest of the group. You will need to use a telephone line and **NOT** your computer audio. Will you have access to a dedicated telephone (either landline or cellular) located near your computer?

- Yes 1
- No 2 **THANK AND TERMINATE**

SECTION 5: Previous Focus Group Experience Questions

Just a few final questions...

14. Have you ever attended a group discussion or interview for which you received a sum of money?

- Yes 1 **CONTINUE – Max of 5 recruits per group**
- No 2 **Go To Section 6 - Invitation**

15. When was the last time you attended a group discussion or interview? _____

16. How many groups or interviews have you attended in the past 5 years? _____ **MAX 4**

17. What was the subject(s) of the focus group(s) or interview(s)? _____

THANK AND TERMINATE IF THEY HAVE...

- been to 5 or more groups/interviews in the past 5 years.
- attended a focus group/interview in the past six months.
- ever attended a focus group/interview on **THE CENSUS, ADVERTISING OR CREATIVE TESTING**

18. During the session, the group discussion will be held [**GROUPS 1, 3, 5, 6, 7, 8, 10:** in English] [**GROUPS 2, 4, 9:** in French]. Participants will also be asked to read text and/or review images during the session. Are you able to take part in these activities [**GROUPS 1, 3, 5, 6, 7, 8, 10:** in English] [**GROUPS 2, 4, 9:** in French] on your own, without assistance?

- Yes 1
- No 2 **THANK AND TERMINATE**
- DK/NR..... 9 **THANK AND TERMINATE**

SECTION 6: Invitation

Based on your responses so far, we would like to invite you to participate in a small group discussion that will be conducted over the telephone and online at <INSERT TIME> on <INSERT DATE>. This meeting will be used to gather your thoughts and opinions on advertising. You would simply log on to a secure website from your computer either from home or work and at the same time join in a group discussion on the phone via conference call. The discussion will consist of 8 to 10 people and will be very informal. It will last up to **two hours** and you will receive **\$100** in appreciation for your time.

Are you available and interested in participating?

- Yes 1
- No 2 **THANK AND TERMINATE**

The discussion in which you will be participating will be recorded for research purposes only. Please be assured that your comments and responses are strictly confidential and that your name will not be included in the research report. Are you comfortable with the discussion being audio recorded?

- Yes 1
- No 2 **THANK AND TERMINATE**

There may also be employees from the organization who is sponsoring the research, who will listen to the discussion. They will not be given the last names of participants. Are you comfortable with having observers?

- Yes 1
- No 2 **THANK & TERMINATE**

Could we please confirm the email address where we can send you the detailed conference call instructions for logging in to the group?

Record email address (and verify): _____.

We will send you the instructions by email at least 1 day in advance of the group. The group discussion will begin promptly at <TIME> and will end at <TIME>, **lasting up to 2 hours**. Please log in on time to ensure that the session is not delayed. If you arrive late, we will not be able to include you in the discussion, and will not provide you with the incentive.

As mentioned, we will be pleased to provide everyone who participates with **\$100**, provided by cheque or e-transfer, as you'd prefer. It takes approximately 2-3 weeks following your participation to receive an incentive by cheque, or approximately 3 business days to receive an incentive by e-transfer.

Would you prefer to receive your incentive by cheque or by e-transfer?

Cheque 1
E-transfer 2

IF PREFER TO RECEIVE INCENTIVE BY E-TRANSFER:

Could you please confirm the e-mail address where you would like the e-transfer sent after the focus groups?

Email address: _____

And please confirm the spelling of your name: _____

The e-transfer password will be provided to you via email following the group.

IF PREFER TO RECEIVE INCENTIVE BY CHEQUE:

Could I have the mailing address where you would like the cheque mailed after the focus groups?

Mailing address: _____

City: _____

Province: _____ Postal Code: _____

And please confirm the spelling of your name: _____

As these are very small groups and with even one person missing, the overall success of the group may be affected, I would ask that once you have decided to attend that you make every effort to do so. If you are unable to take part in the study, please call _____ (collect) at _____ or send an email to _____ as soon as possible so a replacement may be found.

Thank you for your interest in our study. We look forward to hearing your thoughts and opinions!

Attention Recruiters

1. Recruit **10** per group
2. CHECK QUOTAS
3. Ensure participant has a good speaking (overall responses) ability-If in doubt, DO NOT INVITE
4. Do not put names on profile sheet unless you have a firm commitment.
5. Repeat the date, time and verify email before hanging up.

Confirming – DAY BEFORE GROUP

1. Confirm in person with the participant the day prior to the group– do not leave a message unless necessary
2. Confirm all key qualifying questions
3. Confirm time
4. Confirm they have received the login instructions and completed the diagnostic test

Appendix B:
Moderator's Guide

STATISTICS CANADA
2021 CENSUS: PRE-TESTING OF ADVERTISING CONCEPTS

Moderator's Guide – FINAL

Study Goals (*Confidential – Not read to participants*)

- Evaluate three variations of a 30 second video (in animatics format) to determine if the content is:
 - clearly understood by the audience(s);
 - recognized as a credible source by audience(s);
 - relevant and of value to the audience(s);
 - appealing and attention-grabbing to the audience(s);
 - memorable in the minds of the audience(s); and
 - able to motivate the audience(s) to take intended action(s).
- Examine if the concepts clearly specify who needs to complete the census.
- Ensure the concepts demonstrate why it's important to complete the census.
- Determine if the concepts clearly identify how to complete the census.

Introduction

5 minutes

- **[SLIDE 1] Welcome:** Introduce Narrative Research as an independent marketing research company; introduce self and function of a moderator
- **Topic & Sponsor:** Today I'd like to explore your thoughts on advertising that is currently being considered by the Government of Canada for the upcoming Census in 2021
- **Length:** Discussion will last about 1.5 hours
- **Explain process:** Netfocus group (discussion by phone; ads shown on the computer screen); all opinions are important; no right/wrong answers; need to understand agreement/disagreement; talk one at a time (identify yourself by first name before you speak)
- **Logistics:** Session recording; government employees as observers
- **Confidentiality:** Individual comments are confidential/anonymous; no names in report; voluntary participation; ask participants to keep content of discussion in confidence
- **[SLIDE 2] Participant Introduction:** In which city or community you live; who lives in your home; and your favourite hobby

General Census Ad Recall

5 minutes

[SLIDE 3] As mentioned, we will look at a number of ideas for an advertisement about the 2021 Census. The census is a survey of all Canadian households administered by Statistics Canada every five years and it provides a statistical portrait of the country and its residents.

- Before we look at the ads, I'd like to know if you remember having seen or heard advertisements about the Canadian census in the past?
 - If so, what do you remember about those ads?

Creative Testing

60 minutes (20 minutes per concept)

[SLIDE 4] Now let's have a look at ideas for an advertisement for next year's census. We will look at 3 ideas for a video that could be seen on television, online, or in movie theatres, for example, once produced.

The ads are still in development so they have not yet been produced. As such, I will show you an animated version of each ad to give you an idea of what the video would look like once produced. These versions use a series of still images with basic animation and a narrator's voice providing the storyline and messaging you would hear once the ads are finalized and professionally produced. The animation style in the videos is simply to show the story, not the style intended to be used for the final animation. So, you will have to use your imagination to envision the final video once produced, which would include a fully developed 3D animation in full colour with detailed scenes.

[SLIDES 5 TO 10] We will look and discuss each ad one at a time. Hold your thoughts as I show you the ad. Once I am done, I will ask for your individual opinion before we discuss the concept as a group. **MODERATOR PRESENTS EACH CONCEPT ONE AT A TIME – PLAY EACH TWICE - ROTATE ORDER OF CONCEPTS ACROSS GROUPS**

CONCEPT A: YOUR COMMUNITY	Rotation Schedule – Concept Number		
	Location	Younger audience – 25-39	Older audience – 40-85
CONCEPT B: FLOATING DOTS	Wolfville	G1 (EN): A – B – C	G6 (EN): B – C – A
	Montreal	G2 (FR): B – A – C	G4 (FR): C – B – A
CONCEPT C: PLATFORMS	Toronto	G3 (EN): A – C – B	G5 (EN): C – A – B
	Vancouver	G8 (EN): C – B – A	G10 (EN): A – B – C
	Mix of ages		
	Saskatoon	G7 (EN): C – A – B	G9 (FR): B – A – C

AFTER THE PRESENTATION OF THE CONCEPT: Before we talk about this idea, I'd like you to complete an individual exercise. Take a moment to answer the questions you see on the screen. Keep in mind, I can see your responses, but other participants will not; and I will not ask you to share your responses with others.

Indicate on a 1-10 scale the extent to which the statement aligns with what you think (where 1 means "not at all" and 10 means "absolutely"):

- [POLL 1A-C – ATTENTION] This video grabs my attention
- [POLL 2A-C - CLARITY] It's clear to me what this video is saying
- [POLL 3A-C - MEMORABILITY] I would remember this video
- [POLL 4A-C – CREDIBILITY] I trust what this video is saying
- [POLL 5A-C – MOTIVATIONAL] I would feel motivated to fill out the census based on seeing this video

AFTER THE EXERCISE: Now let's talk about this idea together...

Overall Reactions:

- What one or two words come to mind after seeing this video?
- What, if anything, grabs your attention? Why? **REFER TO ATTENTION POLL RESULTS IF RELEVANT**

Intent/Message/Credibility:

- What are they trying to communicate in this video? What does it suggest about the census?
- Is anything surprising? Have you learned anything through this video?
- Do you believe what it says? Why/why not? **REFER TO CREDIBILITY POLL RESULTS IF RELEVANT**

Clarity/Appropriateness:

- Is anything unclear, confusing or problematic? *REFER TO CLARITY POLL RESULTS IF RELEVANT*
- What do you think of the imagery, the settings and situations shown?

Relevance/Appeal:

- Who is this for: you, or someone different? Do you see yourself in this video? *IF NOT THEM:* Why not you?

Intended Call-to-Action/Memorability:

- What, if anything, would you do after seeing this video? What is it asking people to do? *REFER TO MOTIVATIONAL POLL RESULTS IF RELEVANT*
- Would you remember this video? *REFER TO MEMORABILITY POLL RESULTS IF RELEVANT*
- What would make this idea stronger?

Now let's have a look at the second idea. *REPEAT THE EXERCISE AND QUESTIONS FOR THE SECOND AND THIRD CONCEPTS*

Final Choice

10 minutes

[SLIDES 11-12] Now that we've seen all three ideas, I'd like to know which one you think would be strongest at encouraging Canadians to fill out the Census when it comes out next year. Take a few minutes to answer the question individually:

- [POLL 6] Which concept – A, B or C – would be strongest at encouraging Canadian residents to fill out the census questionnaire when the census takes place next year? Why did you choose that one?
- Which one did you choose? Why that one?
- Any other suggestions on how it could be improved?

Taglines

10 minutes

[SLIDES 13-14] I'd like to get your thoughts on the taglines we've seen in the videos. Any of the taglines could work with the ideas we've seen so don't worry about the context in which they would be used.

SHOW ALL TAGLINES ON THE SCREEN – ROTATE ORDER ACROSS GROUPS

- Your census. Your community. Your future.
- 2021 Census – Help shape your community.

Take a moment to complete an individual exercise:

- [POLL 7] Which tagline – A or B – speaks to you the most?

Let's have a look at each tagline...

- What does this tagline suggest to you?
- If you chose it as your preference, why is it more compelling to you than the others?

Census experience – IF TIME PERMITS ONLY

[SLIDE 15] Just a few questions before we finish up...

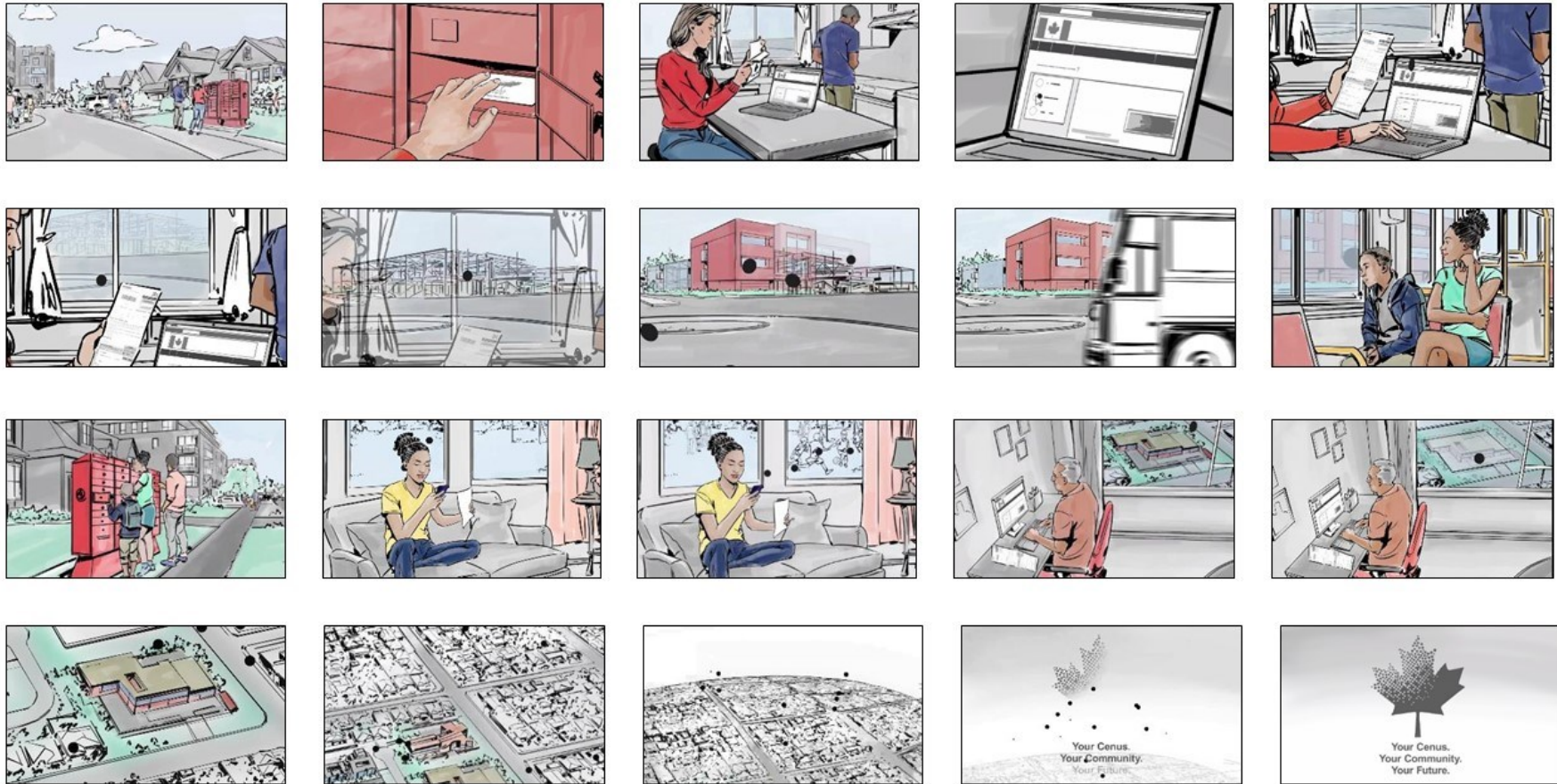
-
- Do you remember in what year the last census was conducted? **PROVIDE RESPONSE: 2016**
 - Did you fill out the census questionnaire in 2016?
 - In just a few words, how would you describe your experience with the last census?
 - Was it easy or difficult to complete?
 - Do you remember if it took you a long or short time to do?

Thanks & Closure:

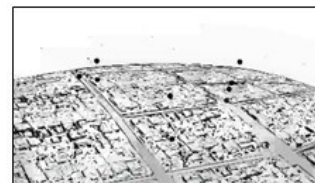
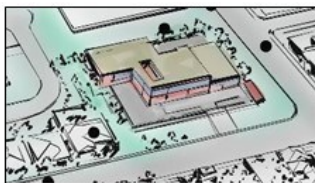
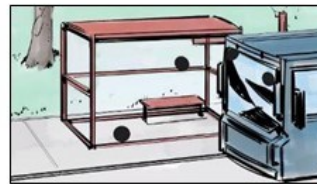
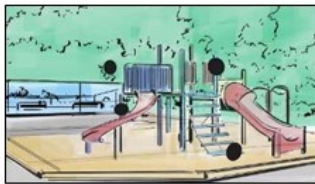
[SLIDE 16] *That's all my questions; thank you for taking part in our discussion.*

Appendix C:
Materials Tested

"Your Community" Concept Video – Screen Shots



“Floating Dots” Concept Video – Screen Shots



"Platforms" Concept Video – Screen Shots

