

Census Campaign 2022 - Evaluation Report Phase 1 (February - March 2022)

July 2022

Census Campaign 2022 – Evaluation Report Phase 1 (February – March 2022)

1. Background

For over 200 years, Scotland has used 10-yearly census data to underpin national and local decision making. Census Day 2022 was Sunday 20 March, with households initially able to complete the census between 28 February and 1 May.

A marketing campaign was developed to work alongside other levers and communications to support public response overall, and online response specifically.

The campaign was aimed at the general population but also targeted specific groups identified as less likely to complete, or less likely to complete online.

Activity ran across three converging phases of Awareness, Persuasion and Action during February and March.

An extension to the 2022 census deadline was put in place to allow members of the public more time to complete their questionnaire. Further marketing ran from mid-April and throughout May, to support completions. Evaluation is underway to assess this extended activity and will be reported on when complete.

2. Campaign objectives

SMART objectives were set for the campaign on a number of key metrics including campaign awareness, awareness and knowledge of the census, perceptions of the benefits of the census and action taken in response to the campaign. The SMART objectives, their targets and results achieved are shown in Section 10.

3. Target audience

Every household in Scotland has been asked to complete the census to provide an official count of every person and household in the country. The target audience for the communications was therefore all adults (16+) across Scotland but additional efforts were made to target specific groups within the population identified as less likely to complete, or less likely to complete online:

- Young adults (not living with parents) – both students and non-students
- DE socio-economic groups/high deprivation/low income
- Parents of young children (aged up to 5 years old)
- Those aged 75+
- Those in Minority Ethnic communities
- Those with physical, emotional or learning disabilities/difficulties
- Gaelic speakers
- Those living in rural locations.

4. Campaign development

Extensive research was undertaken to uncover audience insight and inform the development of the campaign to ensure it was evidence-led. This included desk research and in-depth quantitative and qualitative research, including an exploration of campaigns used in other countries, measurement of baseline awareness and knowledge of the census and research to understand barriers and motivators to completion. Further desk research and qualitative research were carried out at the end of 2020, to assess how attitudes and barriers may have changed due to the pandemic, in addition to creative testing to identify the most effective approach to creative execution.

5. Key audience insights

A number of key audience insights were identified that were taken forward into campaign development:

- Understanding “the why” unlocks motivation to complete the census
- Personal relevance is particularly important: people need to make the connection between them filling it in and outcomes of census completion
- A number of the less likely to complete audiences need to be supported, reassured and encouraged
- Since the pandemic, focus is more inward, and mental health and education are especially important
- After the initial lock-downs and restrictions of the pandemic there is a perception that the census is a way for people to regain a voice (which many felt they had lost).

Research also revealed that each of the less likely to complete audiences could be encouraged to complete in different ways. For example, this could focus on the availability of help and support for the low income audience and those with a disability, those aged 75+ (specifically that paper questionnaires are available) and for those in Minority Ethnic communities (specifically that translated guidance is available). Making clear that it's a legal responsibility could help to engage Young Independents who haven't participated in a census before, while the future benefits for their children could strike a chord with time-poor Parents of 0-5s. Influencing services in your community and giving your community a voice were likely to resonate with those living in rural communities and Gaelic speaking respondents.

Based on research, the campaign was therefore developed on the proposition: **Complete the census to help make better decisions happen every day about the things that matter to you.** This connects directly to the positive benefits and impacts that census data contributes to, as well as giving people an active, personal role.

Research had also made clear the need for a phased approach to census communications, as had been used in previous censuses in Scotland and in other countries.

The most resonant route from initial testing was further developed and optimised for the three phases using the line 'Scotland's Census. Getting the right things out, starts with filling it in.' across all. The urgency and direct call to action increased from one phase to the next:

- Awareness: to increase awareness/motivate people/make them care
- Persuasion: to reassure/inform people and make it easier – targeted specifically at those groups identified as less likely to complete and thus needing more persuasion and support, focusing on the motivators identified for each group
- Action: to inform people/make it more urgent – making clear that it is a legal responsibility.

The call to action was inherent in the overarching line but also made clear in 'go to census.gov.scot'. The contact centre phone number was also provided in some executions.

6. Campaign creative execution

Awareness (stage 1):

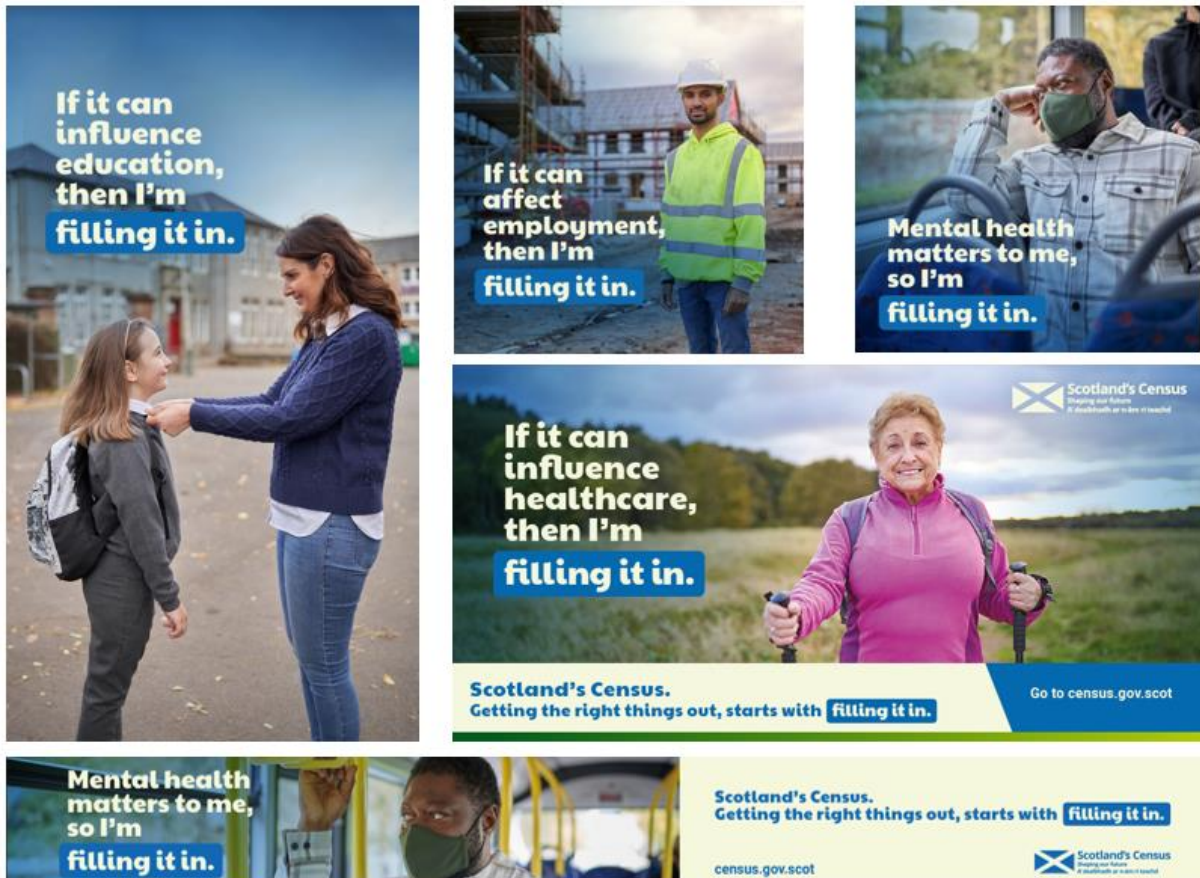
[View the campaign film on YouTube.](#)

Radio adverts were based on the same construct as the Awareness film.

[Radio advert 'Patrick'](#)

[Radio advert 'Mohammed'](#)

The following executions were used in out of home channels (OOH), on social media and elsewhere online.



Persuasion (stage 2):

Radio adverts featured different characters, and targeted different audiences.

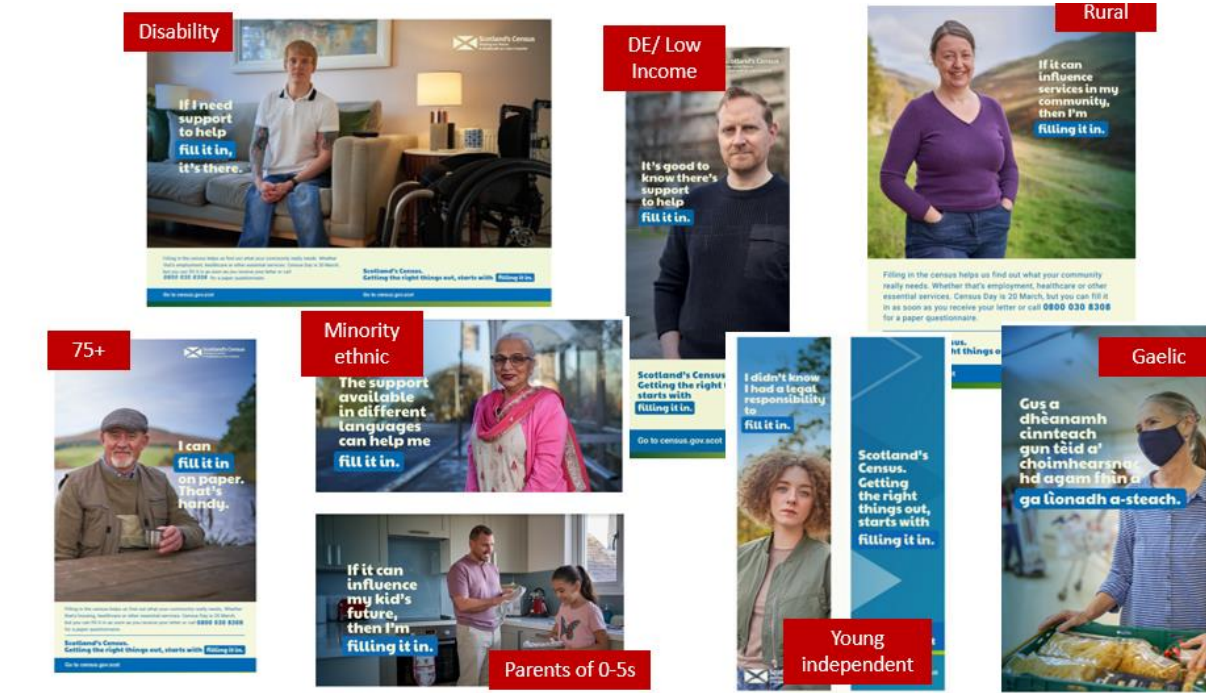
[Radio advert 'Moira', targeting the 75+ audience](#)

[Radio advert 'Fiona', targeting the Rural audience](#)

[Radio advert 'Wojciech', targeting the Minority Ethnic audience](#)

[Radio advert 'Jenny', targeting the Young Independent audience](#)

Images appearing in OOH, online, in newspapers/magazines are shown below.



Media buying for each reflected the audience being targeted.

Action (stage 3):

[View the campaign film on YouTube.](#)

[A radio advert using a similar script and voiceover to the film also ran.](#)

The following executions were used in OOH, on social media and elsewhere online.



7. Media

The main census campaign launched on 14 February and ran across TV, cinema, out of home, radio and digital channels for a period of five weeks to 20 March, with ongoing targeted activity from 21 March. The initial five-week campaign offered 98% of the population an opportunity to see the message a minimum of three times.

An outline media plan is shown below.

Media	Detail	February				March				April
		7	14	21	28	7	14	21	28	30
AWARENESS										
TV/Admart/VOD	40 secs									
Cinema	40 secs									
OOH	48s/D48s/6s/bus rears/bus streetliners					Buses				
Radio	30 secs									
Digital	Social/Video/Display									
PERSUASION										
OOH	Various									
Radio	30 secs									
Digital	Various									
Press	Various									
ACTION										
TV/Admart/VOD	30 secs									
Cinema	30 secs									
OOH	Various									
Radio	30 secs									
Digital	Social/Video/Display/PPC									
REACTIVE	Targeted activity ongoing after Census Day and stepped up w/c 18 April onwards									

8. Supporting activity

(i) The campaign was supported by extensive PR and partnerships to extend the reach of the campaign. Partnership activity was used to target the less likely to complete audiences mentioned but also seldom heard groups who are even less likely to see mainstream marketing activity. Over 200 organisations partnered with Scotland's Census, promoting, sharing and amplifying census messaging within their organisations.

(ii) 12 Field marketing events took place across Scotland between 3 and 20 March with a total of 3,963 engagements across the 12 locations, with 305 individuals contributing to the 'Scotland Connected' artwork¹ and 1,151 digital and printed leaflets distributed to those visiting the stands. These locations were chosen to reach the less likely to complete audiences.

(iii) Extensive media relations activity took place, appearing across all major national media outlets, including national, regional and local press, their online channels and broadcast channels such as STV and BBC. This wide range of activity generated 125 pieces of print, online and broadcast coverage from the beginning of February to the end of March.

(iv) Census materials were also distributed to households across Scotland between 28 February and 30 March. This included 2.7 million initial contact letters and a further 2.7 million postcards.

The initial contact letters were issued from 28 February, providing information on how to complete the census and a unique Internet Access Code to allow people to complete online.

Between Census Day and the end of March, two reminder letters were sent to over one million households each time who were yet to complete alongside a further 1.4 million face-to-face household visits by the NRS field force to encourage completion.

(v) The website (census.gov.scot) provided information on how to complete, including explainer videos on a number of topics and details of how to obtain help and support.

9. Evaluation

Method and sample

Pre and post campaign evaluation was carried out by independent research agency, Progressive Partnership Ltd.

Due to Covid restrictions at the time of the pre wave a predominantly online approach has been used, with some face-to-face interviewing at the post wave.

¹ Edinburgh-based artist, Pilar Garcia de Leaniz, was commissioned to create the 'Scotland Connected' artwork representing Scotland, its people and the role of the census. It was then coloured in by the people of Scotland as it toured the country.

- A general population survey was carried out in partnership with YouGov via their online Scottish Omnibus – representative of the Scottish population (16+), weighted for age, gender, region, SEG and highest educational level achieved. Pre wave sample size was 1,011; post wave 1,005.
- For less likely to complete audiences, the interviews with respondents in these sub-groups in the omnibus survey were combined with additional interviews conducted online using panel providers (pre wave) and online and face-to-face (post wave).
- To achieve additional interviews with Gaelic speaking respondents, the questionnaire was disseminated by partners in Gaelic organisations.
- Face-to-face interviews were carried out in the street in busy town/city centre locations as well as in more rural areas across Scotland with the following groups: 75+, DE/Low Income, Disabled people, Minority Ethnic, Young Independents and Rural.
- Sample sizes (and definitions) are as follows: Pre/post – online sample only/post – including online and face-to-face:
 - People aged 75+ – 80 / 114 / 196;
 - Those in the DE socio-economic groups and living in the 15% most deprived SIMD data zones – 102 / 75 / 228;
 - Parents of 0-5s – 133 / 141 / n/a;
 - People with a disability as defined by the Equality Act 2010 – 302 / 323 / 454;
 - People who belong to a Minority Ethnic group (English speaking) – 88 / 102 / 214;
 - People aged 16 to 24 who live independently (i.e. not with family/parents) – 199 / 160 / 235;
 - People who speak / read / write Gaelic – 100 / 201 / n/a;
 - People who live in rural areas 263 / 358 / 459.
- Fieldwork dates were as follows: Pre wave 19 January – 1 February; Post wave: 22 March – 13 April 2022.
- For the less likely to complete audiences, weighting ensured broad adherence to population statistics (where these were available) and consistency in profile between pre and post based on gender, age, SEG and rurality. Weighting for online samples was kept to a minimum, and no weighting was applied to face-to-face data which was used to bring online samples into balance.

For the less likely to complete audiences, results in this document are shown for the online samples when pre to post comparisons are made. For most of the specific post wave measures, combined online and face-to-face data is used.

10. Results

SMART objectives – results against targets

Among the general population survey, five out of eight of the SMART objective targets were exceeded, illustrating good awareness of the campaign, knowledge about the census increasing considerably pre to post campaign and action being taken as a result.

There was some evidence of a decline in attitudes relating to the wider benefits of census amongst the general population. Among those who had seen/heard the campaign (campaign recognisers), however, attitudes in relation to the benefits of the census were in line with pre wave levels, showing a positive impact from the campaign.

SMART objectives set, and results achieved versus target are provided below.

SMART objective	Pre wave	Target set	Achieved (Post)	Notes
Awareness of the census marketing campaign or other support activity	n/a	67%	75%	Target exceeded
Know you should fill in your census questionnaire as soon as you receive your letter about it	61%	71% (+10 pp)	76% (+15)	Target exceeded
Know you should fill the census in online if you are able	32%	52% (+20 pp)	85% (+53)	Target exceeded
Know filling the census in is a legal responsibility	66%	76% (+10 pp)	81% (+15)	Target exceeded
Agree that the information collected by the census impacts decisions about services available to me and my community	62%	69% (+7 pp)	55% (-7)	Campaign recognisers = 60% (-2)
Agree that filling in the census can influence the things that matter to me	49%	56% (+7 pp)	44% (-5)	Campaign recognisers = 50% (+1)
Can name a benefit in completing the census	82%	89% (+7 pp)	78% (-4)	Campaign recognisers = 83% (+1)
Reported action as a result of the campaign among recognisers	n/a	50%	57%	Target exceeded

Pp = percentage point increase from pre to post

Some specific SMART objectives were set for the less likely to complete audiences and these are summarised below.

SMART objective		Pre wave	Target set	Achieved (Post)	Notes
Know there is help and support available (aware of at least one source of support)	DE/Low Income	38%	48% (+10pp)	57% (+19)	Target exceeded
	Disability	52%	62% (+10 pp)	70% (+18)	Target exceeded
	Minority Ethnic	51%	61% (+10 pp)	72% (+21)	Target exceeded
Aware if you do not want to complete online, you can request a paper questionnaire	75+	44%	54% (+10 pp)	88% (+44)	Target exceeded
Agree the census gives me and my community a voice	Gaelic	52%	62% (+10 pp)	49% (-3)	Campaign recognisers = 52% (=)

Figures in brackets represent percentage point increase from pre to post

Supporting activity results

Media relations activity generated 125 pieces of print (55), online (50) and broadcast (20) coverage.

Across the 12 Field events, 3,954 people were engaged with. This included answering questions, signposting support and encouraging completion.

From the beginning of February to the end of March, over 2.5 million unique users arrived at the website with over 70% interacting with the site in some way.

11. Overview of results

General population

As shown within the SMART objectives, there was a considerable increase in knowledge measures pre to post. This was also true of the following:

- Awareness that there was a census in Scotland in 2022: 55% pre to 93% post
- Every household receives a letter about the census telling them how to fill it in: 73% pre to 88% post
- Census Day is/was Sunday 20 March 2022: 11% pre to 80% post

- If you do not want to fill in the census online, you can request a questionnaire on paper: 33% pre to 77% post.

All of these post wave measures were higher among those who had seen or heard the campaign (campaign recognisers). The largest differences were for awareness of Census Day as 20 March (86% among campaign recognisers vs 62% among non-recognisers) and legal responsibility (87% and 64% respectively).

Spontaneous recall of any advertising or publicity about the census increased from 6% before to 57% after the marketing campaign. A further breakdown of the prompted recognition level of 75% is shown in the table on the next page.

Almost three fifths of those who had seen/heard any advertising said that they had taken action as a result, increasing to 74% among those who had seen/heard all three stages. A third completed or decided to complete the census, 16% watched out for their letter, 19% talked to someone about it or encouraged someone to complete it and 9% accessed support.

There was some evidence of negative attitudes in relation to the census within the general population. Agreement that the information collected by the census impacts decisions about services available to me and my community fell from 65% to 52% pre to post and a decline was seen in agreement that the census can influence the things that matter to me.

This decline was not seen among campaign recognisers, however, where levels for naming the benefits of census and agreement that census can influence the things that matter to me remained as seen at the pre wave.

Less likely to complete audiences

At least 65% of each group recognised the campaign, when prompted with campaign assets, rising to 82% for those aged 75+.

Engagement with the campaign was at least as high or higher than for the general population sample (65%), highest for the Minority Ethnic sample and the Young Independent sample (at 73% and 72% respectively) and slightly lower for DE/Low Income (at 65%)².

Only around one in ten of the DE/Low Income, Minority Ethnic and Young Independent groups said they were not aware of what a census is.

Further details of campaign recognition amongst the less likely to complete groups are shown on the next page.

² As measured by our RUSTIC-M model which calculates engagement based on agreement with 7 statements about the advertising covering: relevance, understanding/knowledge, stand out / salience, trust, interest, credibility and motivation.

Recognition	Gen pop	75+	DE/ Low Income	Parents 0-5	Disabled	ME	Young Indep	Gaelic	Rural
Awareness of the census marketing campaign or other support activity	75%	87%	74%	69%	80%	79%	77%	84%	77%
Awareness or Persuasion or Action	72%	82%	71%	65%	77%	77%	75%	79%	73%
Awareness stage	66%	72%	64%	58%	70%	64%	68%	73%	62%
Persuasion stage	29%	27%	38%	42%	36%	48%	53%	55%	31%
Action stage	48%	55%	51%	47%	55%	60%	51%	51%	46%
Other assets ³	17%	24%	17%	24%	22%	31%	28%	45%	26%

Overall, action taken in response to the campaign was broadly in line with the general population sample (57% of recognisers), albeit higher for the Gaelic group at 75% and lower for 75+ (at 53%) and DE/Low Income (at 55%). Actions included completing/deciding to complete the census, encouraging others to do so/talking to others about the census, and accessing support.

In terms of general attitudes towards the census;

- The Disability and Rural sub-groups were slightly more positive in some respects at the post wave
- But a number of sub-groups saw an increase in disagreement pre to post that they generally feel very positive about the census, including those aged 75+ (from 8% to 16%), DE/Low Income (from 14% to 21%), Parents of 0-5s (from 7% to 15%), Gaelic (from 7% to 18%) and Rural (from 11% to 17%) – although only in the case of parents of 0-5s did agreement also fall (from 64% to 51%).
- The DE/Low Income group were least likely to agree with a number of statements about the census including that they feel very positive about the census (41%), they trust those who carry out the census (at 39%) and they agree that the data provided as part of the census is stored securely and treated confidentially (45%).

12. Conclusions

Findings suggest the campaign had a positive impact on knowledge and action: the target for reported action was exceeded at 57%. This equates to a potential 1.9 million people who have taken an action as a result of seeing the campaign, including completing their census.

³ Collection of other images showing field stand, stakeholder leaflet, reminder postcard and description of Life Matters.

The media strategy was successful in reaching all audiences, and there were good levels of multi-media and multi-stage recognition: just under a quarter of the general population sample recognised all three of the campaign stages. Seeing a combination of phases had an impact on levels of reported action and understanding of the census, demonstrating the value in this approach.

Key campaign messages were successfully communicated with large increases pre to post on the knowledge measures and campaign recognisers knowing more than non-recognisers (e.g. legal responsibility and the sources of support available to complete it).

This campaign has run during a challenging period for the public, with the Ukraine war raging, cost of living pressures, Covid-19 still in circulation and general fatigue as the country recovers from the pandemic.⁴ Against this backdrop there have been some negative shifts in attitudes across society to the benefits of the census. Evidence suggests that the campaign helped to counteract some of these negative perceptions, for example agreement that census can influence the things that matter to me.

Learnings

Learnings from this evaluation were used to inform additional activity that ran in April and May, including the following:

- Additional efforts were made among those groups who were less likely to have completed, most notably DE/Low Income, Parents with 0-5s, Minority Ethnic and Younger Independent audiences.
- Additional nudges in various forms were used to persuade those still undecided or intending to complete but hadn't yet got round to it.
- With awareness of legal responsibility at a high level, the focus was changed to messaging around the potential of a fine.
- Barriers identified were borne in mind for additional activity:
 - Lower levels of knowledge among the Minority Ethnic group;
 - Lower levels of trust among the DE/Low Income sample and an ongoing need for support
 - A suspected lack of time among Parents of 0-5s.

Next Steps

Over the coming months, the census programme moves into the next phase of the programme, the Census Coverage Survey (CCS). Following that, a range of statistical methodology and processing work will be undertaken to quality assure census results. The first census outputs are expected to be published one year after the end of the collection phase, likely next Summer 2023.

Evaluation of the extension period marketing activity will also conclude and be published.

⁴ [Public attitudes to coronavirus: tracker - data tables - gov.scot \(www.gov.scot\)](https://www.gov.scot/data-tables/public-attitudes-to-coronavirus-tracker) Data for week 106 (end March) shows ongoing worry about the coronavirus situation, high levels of worry about the war in Ukraine and financial concerns for many households.



Scottish Government
Riaghaltas na h-Alba
gov.scot

© Crown copyright 2022

OGL

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3 or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk.

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

This publication is available at www.gov.scot

Any enquiries regarding this publication should be sent to us at

The Scottish Government
St Andrew's House
Edinburgh
EH1 3DG

ISBN: 978-1-80435-693-7 (web only)

Published by The Scottish Government, July 2022

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA
PPDAS1110902 (07/22)

W W W . g o v . s c o t