

Census Public Engagement Campaign 2022 – Evaluation Report on Extension Activity (April – May 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 increase awareness of the importance of the census and encourage participation in the process, specifically with online responses. The campaign was aimed at the general population but also targeted specific groups identified as less likely to complete the census, or less likely to complete online.

Activity ran across three converging phases of Awareness, Persuasion and Action during February and March. The evaluation report on this activity was published on 8 July 2022 and can be found at the following link: [Census campaign 2022: evaluation report - phase 1 \(February to March 2022\) - gov.scot \(www.gov.scot\)](https://www.gov.scot/publications/census-campaign-2022-evaluation-report-phase-1-february-to-march-2022/gov.scot).

At the end of April an extension to the 2022 census deadline was put in place to allow members of the public more time to complete their questionnaire. Campaign activity was therefore extended into April and May 2022 to support this and to encourage those who hadn't yet completed, to do so. Activity ran nationally, with a particular focus on regions and amongst specific audience groups where completion rates were lower (see below).

This paper reports on the evaluation of the campaign extension phase which ran in April and May 2022.

2. Campaign objectives

The campaign extension aimed to work with the other interventions put in place by National Records of Scotland (NRS) to increase the completion rate as far as possible by the end of May. Results against the SMART objectives set out at the original phase of advertising have been examined for the extension phase too.

3. Target audience

The target audience for the extension phase of communications was all adults (16+) across Scotland but additional efforts were made to target specific groups within the population identified as lower in terms of completions:

- Young adults (not living with parents) – both students and non-students
- DE socio-economic groups/people with lower household incomes
- Parents of young children (aged up to 5 years old)
- Those in minority ethnic communities.

The extension campaign was also upweighted in geographical areas highlighted as below target by census returns data, most notably Glasgow, Dundee, North

Lanarkshire, Aberdeen City, West Dunbartonshire, the Western Isles, Argyll and Bute and the Highlands.

4. Campaign development and key audience insights

Extensive research was undertaken before the census to uncover audience insight to 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.

The overarching line developed from the research 'Getting the right things out, starts with filling it in.' was carried through into the extension campaign activity which was not only informed by the original insight gathering referenced above but also by emerging findings from the quantitative evaluation of the first phase of the campaign and by small-scale qualitative research undertaken to understand the reasons why people who had not yet completed the census had not done so¹.

This small-scale qualitative research consisted of a total of 29 mini-depth interviews carried out specifically with individuals who had not completed by the time the census was originally due to close: this research was carried out at the point at which c.80% of the population had completed the census – and so these findings only relate to the remaining 20%, and will not be representative of all of those due to the small numbers involved and as some people are unlikely to be picked up by mainstream research.

From across these sources, insights and their implications for the campaign included the following:

- From the small-scale qualitative research described above with those who had not completed by the start of May, reasons given in the research for delayed completion were rarely singular and usually a combination of factors. Main reasons given included the following:

¹ Research was required to understand the reasons why people who have not completed the census have not yet done so. This was a small-scale qualitative project carried out by Progressive Partnership Ltd to provide an indication of the range of reasons for this and does not provide a quantification of the reasons. It is based on 29 mini-depth interviews carried out 3-5 May 2022 with people who had not yet completed the census at the time of recruitment (28 April – 3 May). Participants were free-found by recruiters across Scotland. The profile of the sample was as follows: More women than men (17/12); mainly lower socio-economic groups (14 DE, 7 C2 and 8 ABC1); younger: 12 under 35, 10 aged 35-44 and 7 aged 45+; 24 white Scottish/British and 5 minority ethnic respondents.

- Having other priorities/too busy to complete
 - Lack of knowledge of its importance/of why it takes place
 - Form found to be difficult/time consuming/dislike of form filling
 - Lack of understanding of the process or obligation to complete².
- Other reasons mentioned by lower numbers included distrust in the government/political reasons, concern about LGBTQ+ /personal questions, data security concerns, digital barriers and timing (not suitable (for example school holidays), backlash from politicians who at the time were under criticism for breaking COVID rules)².
 - Some saw completing the census as a chore that would not benefit them. Those who had not prioritised completion often had busy lifestyles and heavy family commitments.
 - Both the qualitative research and the quantitative evaluation research suggested that the census was on the radar for the vast majority of people, albeit with some lack of understanding and confusion about what was required. This highlighted that additional communications were needed but had a good foundation on which to build.
 - Given that awareness of the legal requirement was good, it was felt to be appropriate to stress the fine as soon as it was possible – messaging about which had already been carried in household specific materials issued by NRS.
 - The research also suggested a clear need to step up the urgency and make very clear the timeframe for completion.
 - There was evidence to suggest that there were still people who needed help and support: so there was a requirement to keep communicating that paper was an option; where to get a form/online link if they didn't have their letter; how to get help/support with filling it in.
 - Given some of the concerns that existed, the research suggested that reassurance that the census can be completed quickly and easily would help.
 - The research also made clear that ongoing work to demonstrate the benefits would still be helpful.

In terms of specific groups:

- The initial quantitative evaluation research showed that the minority ethnic respondents were less likely to be well informed about the census and what

² For the most part these findings were subsequently validated by a data collection exercise carried out by the NRS field force from 26 to 31 May 2022 as they continued to support householders to complete their census form: [summary-of-door-step-data-collection-reasons-for-not-responding-yet.pdf](https://scotlandscensus.gov.uk/summary-of-door-step-data-collection-reasons-for-not-responding-yet.pdf) (scotlandscensus.gov.uk)

was required and therefore any further on the ground support from stakeholder organisations would be invaluable.

- Among young people living away from home, there was more uncertainty about completion than among other groups – suggesting that further nudges would help to push them over the line.
- Among the low income sample, a clear lack of trust was identified. They were also more likely to need support. Realisation of the plans for the face-to-face fieldwork to provide help and support on the doorstep was therefore felt to be critical to addressing this issue.
- Among parents of young children, the qualitative research suggested that other priorities and lack of time were the key barriers to not having completed yet and communications needed to address these.

5. Campaign creative execution

The extension campaign was rolled out over the census extension period, with the urgency within the messaging increased as the final deadline grew closer. At the start of the extension phase (extension 1) the messaging emphasised that completing the census is a legal responsibility. In the second phase (extension 2), when research confirmed that lack of knowledge about the legal responsibility was not an issue, the messaging moved to emphasising the legal responsibility together with the possibility of a fine for non-completion. In the third phase (extension 3), the fine messaging continued, together with a reminder that time is running out as the final deadline approached.

- Extension 1 (7 – 30 April)


This phase of the extension campaign emphasised the legal responsibility of completing the census, and targeted those areas where completion rates were particularly low.

Listen to the radio ad here: [Scotland's Census 2022: Evaluation report evidence part 2 | Scotland's Census \(scotlandscensus.gov.uk\)](#).

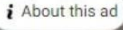
The following executions were used in out of home channels, on social media and elsewhere online. The images were accompanied with a voiceover and subtitled: 'Census Day has passed, but there's still time and support to fill it in at census.gov.scot. Thank you.'


Images appearing in out of home channels, on social media and elsewhere online are shown below.



 **Scotland's Census 2022**
Sponsored · Paid for by National Records of Scotland


There's still time and support available to help you fill in the census. Fill it in online or call 0800 030 8308 for a paper questionnaire.

 About this ad




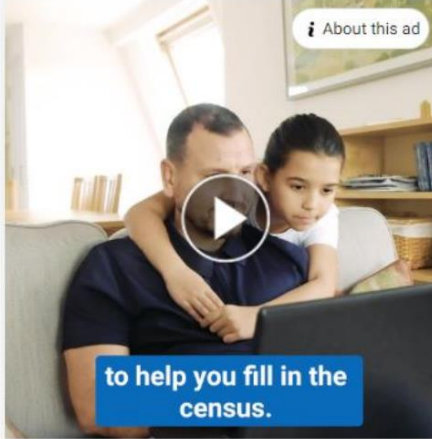
**to fill it in at
census.gov.scot**

scotlandscensus.gov.uk
It starts with filling it in
Find out more [Learn more](#)

 **Scotland's Census 2022**
Sponsored · Paid for by National Records of Scotland

Census Day has now passed, but there's still time to fill it in. Fill it in online as soon as possible or ask for a paper questionnaire.

 About this ad



**to help you fill in the
census.**

scotlandscensus.gov.uk
It starts with filling it in
Find out more [Learn more](#)

- Extension 2 (22 April – 22 May)

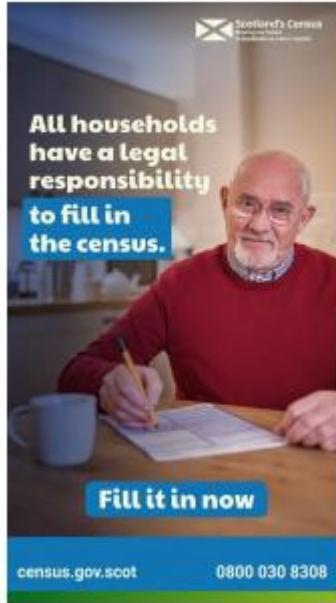
This phase of the campaign ran nationally and emphasised the legal responsibility of completing the census and the press, TV, radio and digital adverts introduced the message that you could be fined if you do not fill it in.

[View](#) the TV ad on YouTube.

Listen to the radio ad here: [Scotland's Census 2022: Evaluation report evidence part 2 | Scotland's Census \(scotlandscensus.gov.uk\)](#).

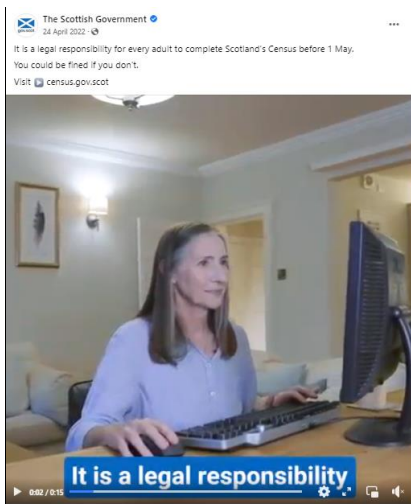
The following executions were used in out of home channels.

Images appearing in out of home channels are shown below.



The following executions were used on social media and elsewhere online. The images were accompanied with a voiceover: 'It is a legal responsibility for all adults to complete the census. And if you don't fill it in you could face a fine. Visit census.gov.scot today or call 0800 030 8308 if you need help or support.'

Images appearing on social media and elsewhere online are shown below.



 **Scotland's Census 2022**
Sponsored - Paid for by National
Records of Sco... - 

It is a legal responsibility for every adult to complete Scotland's Census. You could be fined if you don't.





It's my legal responsibility to fill it in.

census.gov.scot 0800 030 8308

census.gov.scot [Learn more](#)

Get the right things out

 **Scotland's Census 2022**
Sponsored - Paid for by National
Records of Sco... - 

It is a legal responsibility for every adult to complete Scotland's Census before 1 May. You could be fined if you don't.





It's my legal responsibility to fill it in.

census.gov.scot 0800 030 8308

census.gov.scot [Learn more](#)

Get the right things out

 **Scotland's Census 2022**
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Records of Sco... - 

It is a legal responsibility for every adult to complete Scotland's Census before 1 May. You could be fined if you don't.





It's my legal responsibility to fill it in.

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census.gov.scot [Learn more](#)

Get the right things out

 **Scotland's Census 2022**
Sponsored - Paid for by National
Records of Sco... - 

It is a legal responsibility for every adult to complete Scotland's Census. You could be fined if you don't.





It's my legal responsibility to fill it in.

census.gov.scot 0800 030 8308

census.gov.scot [Learn more](#)

Get the right things out

The following is an example of the advertising used in press.

An image appearing in press is shown below.



- Extension 3 (16 – 31 May)

This phase of the campaign also ran nationally and emphasised the fine, as well as emphasising that time is running out to fill it in.

[View](#) the TV ad on YouTube.

Listen to the radio ad here: [Scotland's Census 2022: Evaluation report evidence part 2 | Scotland's Census \(scotlandscensus.gov.uk\)](#).

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

Images appearing in out of home channels, on social media and elsewhere online are shown below.

Scotland's Census
 2022

If you don't fill it in, you could face a fine.

Fill in your census now
 Start

census.gov.scot For support call 0800 030 8308

Scotland's Census
 2022

Have you done your bit? Have you filled it in?

Fill in your census now
 Start

census.gov.scot For support call 0800 030 8308

If you don't fill it in, you could face a fine.

Fill in your census now
 Start

census.gov.scot 0800 030 8308

Have you done your bit? Have you filled it in?

Fill in your census now
 Start

census.gov.scot 0800 030 8308

Scotland's Census 2022
 Sponsored - Paid for by National Records of Scotland

It is a legal responsibility for every adult to complete Scotland's Census. You could be fined if you don't.

About this ad

Visit census.gov.scot today

scotlandscensus.gov.uk
 Get the right things out

Learn more

Digital								
Social	7 to 22							
Social & Display			22nd April - 29th May					
Social & Display			22nd April - 29th May					
Life Matters								
Editorial								

7. Supporting activity

(i) 35 Field marketing events took place across Scotland between 14 and 29 May at locations which were chosen to reach the 'less likely to complete' audiences. A further 16 events were held during the extension period supported by National Registers of Scotland field staff.

(ii) Extensive public relations activity took place across all media outlets, including national, regional and local online, print and broadcast channels such as STV and BBC. This wide range of activity generated 438 pieces of print, online and broadcast coverage from 21 March to 12 June.

Some examples of print advertorials and digital print takeovers are below.

Images appearing in print advertorials and digital print takeovers are shown below.



Fill in the census now and help shape Scotland's future

- ▶ **I'm worried that I don't have time to complete it!** You can complete the census at census.gov.scot at a time that suits you and it only takes roughly ten minutes per person. Support is available on the site or on freephone 0800 030 8308.
- ▶ **What if I can't get online?** You can request a paper copy by calling 0800 030 8308.
- ▶ **Is it really going to make a difference if I don't fill it in?** The census is the only count of everybody who lives in Scotland and we need everyone to fill it in to make sure that your voice is heard.
- ▶ **English isn't my first language so I'm not sure I'll manage to fill it in!** We have support available over the phone in most languages. Call 0800 030 8333 for help to fill it in.
- ▶ **What other support is available to help me fill it in?** Copies of census guidance are also available upon request in Braille, large print or on audio CD or USB. There's also guidance videos in British Sign Language on the website and a video relay service offered by contactscotland.bsl.org can be used by BSL users to access advice from the helpline.

This year every household in Scotland has been asked to complete the census, which is the official count of every person and household in the country. The majority of households have now done so, but it is vital that all remaining householders submit their completed questionnaires by the end of May.

Census data is used by organisations to help shape important decisions to improve services in communities across Scotland, and so the census has a huge impact on all of our lives.

Mental health and wellbeing charity, Health in Mind, uses the information to tailor the support it provides to ensure it has maximum impact.

Wendy Bates, Chief Executive at Health in Mind, explains: "We look at census information around population, age, health and geography to help us gather insights into the support people might need."

Charity Dads Rock made use of census information to help them reach more dads from different backgrounds in Edinburgh.

Service Manager Thomas Lynch said: "Census data helped us to get a clearer picture of who made up our community. We were particularly interested in what languages were spoken and the different ethnic backgrounds of people who live here."

Using this information, Dads Rock was able to identify groups of dads who may not have been aware of the charity, or who felt they could not access its services, due to the language barrier.

Thomas explained: "We have translated and displayed posters in other common languages used in Edinburgh, such as Spanish, Polish and Chinese. This has resulted in our diversity being higher than the Edinburgh average. We have an average ethnic diversity of 12% at our playgroups, Edinburgh's average is 8%."

The Loch Lomond and The Trossachs National Park also access census data to plan for the future of the park and understand the lifestyles of people living nearby.

Ai Oaich, Education and Inclusion Advisor, Loch Lomond & The Trossachs National Park explains: "The detail in the census data is really useful. There are 15,000 people living in the national park, and it means we know how many young people go to the local schools, what type of resources they need, and if people have any disabilities. This helps us target local resources, and help communities living within the park improve their local area."

The census doesn't take long to complete, and all of the information submitted is completely secure. If you haven't completed the census yet please do so now. Your community is counting on you to fill it in.



"This data isn't available anywhere else so it really is invaluable to us. It helps us reach people who need our support by identifying where there are gaps in what we're offering and where we need to do more."

The Loch Lomond and The Trossachs National Park also access census data to plan for the future of the

- ▶ **Households across Scotland are being offered an extension until the end of May to complete the census form.**
- ▶ **The census takes place every ten years and is the official count of every person and household in the country.**
- ▶ **It's a legal responsibility to complete the census and householders are responsible for making sure it's done. Failure to do so could result in a fine.**



Fill it in now at census.gov.scot

SCOTLAND'S CENSUS. GETTING THE RIGHT THINGS OUT STARTS WITH FILLING IT IN.

If you don't fill it in, you could face a fine.

Fill it in now at census.gov.scot

If you don't fill it in, you could face a fine.

Fill it in now at census.gov.scot

If you don't fill it in, you could face a fine.

Fill it in now at census.gov.scot

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Scotland's Census deadline extended - there is still time to make sure your voice is heard

Act now and fill in the census if you haven't already

SHARE f t i

By Glasgow Live 17th May 2022

ADVERTORIAL



Every household in Scotland must fill in Scotland's Census

It is a legal requirement for every household in Scotland to fill in Scotland's Census.

Have you started filling out the census but failed to complete the form? Perhaps you just haven't got round to looking at it yet?

All householders have until the end of May after an extension was added, so there's still time if you act now.

Completing the census is a way to make your voice heard so that crucial decisions can be made on things affecting education, healthcare and employment.

The census usually takes place every 10 years and is the official count of every household and person in Scotland.

(iii) A wide range of census printed materials were distributed to households across Scotland who had not yet completed their census return between 25 April and 26 May. This followed on from the initial contact letters, reminder letters and postcards issued. The materials in the extension period included:

- Online reminder letters sent to all households who had started their census online but not finished
- Paper questionnaires with reminder letters sent to 115,000 households
- Follow up reminder letters sent to non-responding households
- Additional postcard issued to 250,000 addresses.

(iv) Across the collect period, 1.6 million field force address visits took place, including some multiple address visits, with field staff providing advice and support, leaving calling cards, providing paper forms to householders, and supporting doorstep data capture.

(v) Scottish Government marketing partnership activity reached 576 partners, all focused on the young independent audience. NRS also conducted engagement activity with a wide range of public sector bodies across Scotland. In addition, five local authority areas ran paid census engagement support – Dundee, Glasgow, Inverclyde, North Lanarkshire and West Dunbartonshire. In total, 39 organisations delivered 161 events over a two week period.

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

8. Evaluation

- Method and sample

The main evaluation took the form of a quantitative post campaign survey, conducted face-to-face using CAPI (Computer Assisted Personal Interviewing). The sample consisted of 679 adults 16+, with a nationally representative sample (quotas set for age, gender and SEG) of 529 and boost samples as follows:

- Residents of Glasgow: 50
- Socio-economic group DE: 50
- Young independents (aged 16-24 and living independently): 50.

The total data set was weighted to national figures (by age, SEG and region), to be representative of the Scottish population.

Fieldwork took place from 24 May to 15 June 2022.

- Key results

The following provides results for the extension phase against the SMART objectives set at the outset of the original phase of activity. Other key results are outlined in the 'Overview of results' section.

It should be noted that the evaluation research used different methods with the main pre/post evaluation carried out predominantly online due to Covid restrictions. Therefore direct comparison should be treated with caution.

Original Campaign

SMART objective	Pre wave	Target set	Achieved Post wave	Notes	Achieved after Extension activity
Fieldwork dates	19 Jan – 1 Feb		22 March – 13 April		24 May – 15 June 2022
Awareness of the census marketing campaign or other support activity	n/a	67%	75%	Target exceeded	81%

Know you should fill in your census questionnaire as soon as you receive your letter about	61%	71% (+10 pp)	76% (+15 pp)	Target exceeded	n/a
Know you should fill the census in online if you are able	32%	52% (+20 pp)	85% (+53 pp)	Target exceeded	92%
Know filling the census in is a legal responsibility	66%	76% (+10 pp)	81% (+15 pp)	Target exceeded	90%
Agree that the information collected by the census impacts decisions about services available to me and my community	62%	69% (+7 pp)	55% (-7 pp)	Campaign recognisers = 60% (-2)	75% (Campaign recognisers = 80%)
Agree that filling in the census can influence the things that matter to me	49%	56% (+7 pp)	44% (-5 pp)	Campaign recognisers = 50% (+1)	71% (Campaign recognisers = 76%)
Can name a benefit in completing the census	82%	89% (+7 pp)	78% (-4 pp)	Campaign recognisers = 83% (+1)	79% (Campaign recognisers = 83%)
Reported action as a result of the campaign among recognisers	n/a	50%	57%	Target exceeded	28% (51% said 'nothing – they had completed before they saw the advertising')

Pp = percentage point increase from pre to post

9. Overview of results

The April and May extension campaign activity successfully built on the initial census campaign stages, with very good levels of prompted recognition at 81%, cut-through (the proportion who spontaneously described something potentially related to the campaign) at 43% and main message take-out at 95%.

The media mix was successful in reaching the target audience. While there were some differences in the media recognised by age, gender and socio-economic group reflecting the targeting by channel, overall recognition was consistent across the sample profile, although lower among those living in Glasgow. However, marketing activity was extensively supported by other interventions in Glasgow, including field force visits and field events, helping to drive completion rate up there.

There were very good levels of multi-media and multi-stage recognition (66% saw both the end of April / early May (extension 2) AND end of May (extension 3) activity and 72% saw/heard 2+ channels) – and seeing both phases and multiple channels had an impact on knowledge, understanding and behaviour, demonstrating the value of this.

Key campaign messages were successfully communicated, with people picking up on the reminder to complete the census (43%) and/or mentions of a fine for non-completion/legal requirement (52%). The campaign also successfully communicated that support was available (81% agreement/86% among campaign recognisers) and gave people a better understanding of why filling in the census is important (74% agreement/78% among campaign recognisers).

Awareness, knowledge and understanding of the census were at very high levels (e.g. 93% were aware that a census had taken place; 92% were aware you should fill in the census online if you are able; 90% were aware that filling in the census is a legal responsibility) and all related measures were higher among campaign recognisers than non-recognisers, suggesting that the campaign had a positive impact on building knowledge and understanding.

While the majority had completed the census by the end of March, evidence suggests the campaign (along with the other interventions) successfully nudged the remaining minority to take relevant action: just under three in ten recognisers (28%) reported taking action as a result of the extension campaign. The most common action was completing the census, mentioned by just under a fifth of campaign recognisers (18%). It is worth noting that half of campaign recognisers (51%) said they did not take action because they had already completed the census when they saw the advertising.

Among those who had not already filled in the census, recognisers were more likely than non-recognisers to say they were likely to do so (42% vs 13% – although base sizes were small so findings are indicative only).

The campaign successfully engaged the key sub-groups of interest³, who generally had high levels of recognition, good campaign engagement and high levels of awareness/knowledge of the census, with younger respondents and lower socio-economic groups most likely to report taking action as a result of the campaign.

10. Supporting activity results

Media relations activity generated 438 pieces of coverage: print (215), online (129) and broadcast (94) coverage.

Across the 35 Field events, 2,715 people were engaged with – including answering questions, signposting to support and encouraging completion.

Across the collection period in total, census field staff:

- visited over 680,000 households
- made over 1.6 million household visits
- handed out over 92,000 paper questionnaires to households.

From 7 April to 29 May, over 919,706 unique users arrived at the website with 60% interacting with the site in some way. Approximately 89% of overall completions came via the website.

11. Conclusions

The extension campaign successfully built on the original phase of the campaign, making clear the urgency, highlighting the fine and signposting to the required support.

Along with the other interventions it nudged many people to complete their census and played an important role in delivering the 89% completion rate that was achieved.

While there remained a group of people who did not intend to complete, and were not swayed by any of the activity, there are some important learnings about barriers to completion that will be carried forward to future programmes.

³ Groups examined as part of this research include: DEs, Young Independents, Parents of 0-5s, 65+, those with a disability and those living in Glasgow.