

Testing a new approach to reach millennials

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Statistics Canada

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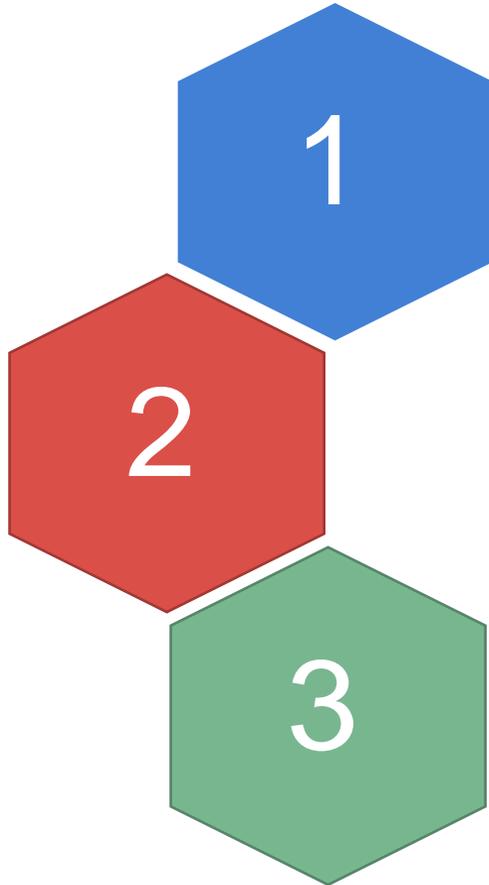


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STATISTICS CANADA
ONE HUNDRED YEARS AND COUNTING

The New Approach: Segmentation

What is segmentation?



1 Dividing the population into sociodemographic groups based on response-related behaviours to better understand the characteristics of non-respondents

2 Using segmentation to identify the population clusters that do not respond to a certain type of survey

3 Using segments to target communications to provoke a reaction to our messages



The Selected Segment: Millennials

Who is our target group?

Primary

- Millennials in the city of Montréal, persons between 18 and 24 years and between 25 and 34 years

Internal Environment

- Households in Montréal selected for certain surveys during the campaign



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A Concerted Approach



Promote household surveys as a whole rather than individually.

Ensure that the following messages are conveyed

Survey data are useful for measuring trends and determining whether policies and programs in certain areas are producing results.

Responding to Statistics Canada surveys is useful and important!

The Tools: Adapted Communication Products

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Four short video clips, highlighting our survey data, on topics selected to attract the attention of these segments

Choosing a career, not an easy task!



Go to: www.statcan.gc.ca "Stay Connected" Videos



Statistics
Canada

Statistique
Canada

**Choosing a career,
not an easy task!**

Canada 

The Tools: Adapted Communication Products (cont.)

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Short articles on the same topics as in the videos, made available to the public through social media (earned and organic media)

Articles

Choosing a career isn't easy

Some tips for making an informed choice

"What do I want to do in life?" That is the existential question you've likely asked yourself many times since high school. You had to choose the right courses to be accepted into the program you wanted. All those choices could define your career and even the rest of your life! The choice of career is one that weighs heavy, as it will determine your happiness.

Continue reading...



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External promotional page

A special landing page on our website where all the tools for this campaign are available. (www.statcan.gc.ca/mycommunity)

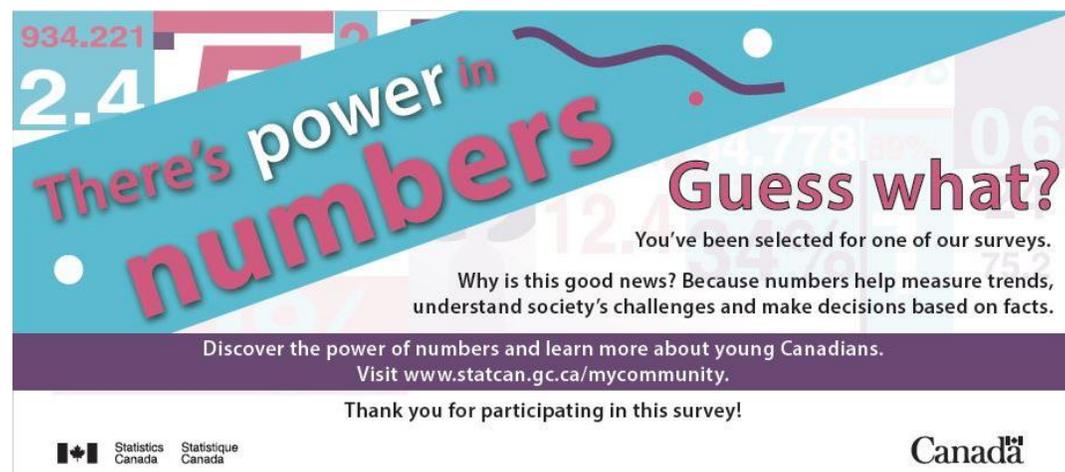
The screenshot shows a web browser window displaying the Statistics Canada website. The URL in the address bar is <http://www.statcan.gc.ca/eng/survey/community>. The page features the Statistics Canada logo and a search bar. Below the navigation menu, the breadcrumb trail reads: Home → Information for Survey Participants (ISP) → My community. The main heading is "My community". The content includes an introductory paragraph: "There's power in numbers. Your hockey pool, tennis game or video game tournament wouldn't be the same without them. Neither would Canada." followed by two more paragraphs: "Thanks to survey data, we can measure trends, better understand social issues and make decisions based on facts. There's no better way to paint an objective picture of the society we live in!" and "Discover the power of numbers. And if you are selected for a Statistics Canada survey, say yes!". There are two main sections: "Articles" and "Presentation". The "Articles" section features a link to "Choosing a career isn't easy" with a sub-heading "What do the numbers say?" and a small image. The "Presentation" section features a link to "A portrait of Canadian youth" with a sub-heading "A portrait of Canadian youth" and a description: "This presentation provides a comprehensive statistical picture of Canada's Youth based on a broad range of information from across Statistics Canada. It helps to illustrate the advantages as well as the pressures and challenges that today's youth are facing relative to other generations." The browser's taskbar at the bottom shows the Windows logo, search icon, and several application icons. The system tray on the right shows the language set to "ENG", the time as "2:21 PM", and the date as "2018-05-25".

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Insert mailed to selected households at the same time as the survey introduction letters



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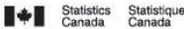
There's power in numbers

Guess what?
You've been selected for one of our surveys.

Why is this good news? Because numbers help measure trends, understand society's challenges and make decisions based on facts.

Discover the power of numbers and learn more about young Canadians.
Visit www.statcan.gc.ca/mycommunity.

Thank you for participating in this survey!

 Statistics Canada / Statistique Canada



The Tools: Adapted Communication Products (cont.)

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Kit for partners

This contains an explanatory note, a copy of the insert and a copy of the message publication schedule (social media)

1

Develop tools to persuade staff—including interviewers—to gain buy in

- e.g., internal bulletins, emails, articles for the interviewer newsletter

2

Consider employees as ambassadors

- Inform them about the campaign so they will talk about it to others

The Dissemination Plan



StatCan: External

- Devise a dissemination plan for the videos and post articles on websites and social media platforms, based on the geographic and demographic characteristics of the segments selected and on their interests.
 - The plan will factor in our earned media as well as paid media.
- Represent executive stakeholder interest in the project.
- Mail out the inserts according to determined parameters.
- Promote the survey kit among designated organizations.

StatCan: internal

- Implement an internal strategy to complement the external strategy. The two are intrinsically linked.

Measuring Success



Length of campaign

- The gradual dissemination of electronic and print tools will run over six months (May to November 2018)

Measuring the effects

- The success of the pilot project will first be measured based on the visibility of the products on social media and on Statistics Canada's website: the number of shares and retweets, the number of video views, and the number of visitors to the pilot project web page.
- Statistics Canada's Collection Planning and Research Division will compare the response rates of young adults in Montréal before and during the pilot project to measure its impact.

THANK YOU!

For more information
please visit,
www.statcan.gc.ca



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