Testing a new approach to reach millennials

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What is segmentation?

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

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

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
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

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

Go to: www.statcan.gc.ca “Stay Connected” Videos
Choosing a career, not an easy task!
The Tools: Adapted Communication Products (cont.)

Articles

Short articles on the same topics as in the videos, made available to the public through social media (earned and organic media)
The Tools: Adapted Communication Products (cont.)

A special landing page on our website where all the tools for this campaign are available. (www.statcan.gc.ca/my-community)
Insert mailed to selected households at the same time as the survey introduction letters.
The Tools: Adapted Communication Products (cont.)

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

Kit for partners

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

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.

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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