



Arctic Development  
Library

***Tourism Canada Pre-post Advertising Study  
- Presentation Material  
Type of Study: Statistics/surveys Tourism,  
Date of Report: 1986  
Author: Hutchinson-reid  
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11-10-1

**Hutchinson-Reid Limited**

102 Bloor Street West, Suite 200  
Toronto, Ontario M5S 1 ME  
Telephone (416) 964-0226

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**Hutchinson-Reid**

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**TOURISM CANADA PRE-POST  
ADVERTISING STUDY**

**- Presentation Material -**

**Prepared for: Tourism Canada**

**Prepared by: Hutchinson Reid Ltd.**

**July, 1986**

Offices: Vancouver Edmonton Calgary Winnipeg Regina Ottawa Toronto Montreal Halifax  
Affiliates: Access Survey Research CanWest Agricultural Research

## OVERVIEW OF DOCUMENT

- ✦ **Objectives**
- \* **Methodology**
- \* **Survey Accuracy**
- **Summary**
- **Main Findings**
  - **Awareness of Advertising**
  - **Awareness of Canada**
  - **Intention to Visit Canada**
  - **Effect of Advertising**

## **OBJECTIVES**

### **Overall Objective:**

**To determine the effectiveness of an advertising campaign on the attitudes towards Canada as a viable vacation destination.**

### **Specific Objectives:**

- (a) To measure levels of awareness of Canada as a viable tourist destination, pre and post the Spring 1986 advertising campaign.**
- (b) To measure intention to vacation in Canada within the next two years, pre and post advertising.**
- (c) To measure awareness of advertising for Canada, pre and post advertising.**

## METHODOLOGY

\* In total: 6100 telephone interviews

\* Pre-Campaign - 2400 interviews:

-**600** interviews in:

- . Boston . Chicago
- . New York ● San Francisco

\* Post-Campaign - 3700 interviews:

-**900** interviews in:

- . Boston . Chicago
- . New York

-**1000** interviews in:

San Francisco

## **METHODOLOGY (Cent'd)**

- \* **Sample Frame**
  - a) **U.S. adults 25 years of age or older**
  - b) **who have taken a pleasure trip within the past twelve months**
  - c) **and have a household income of \$25,000 or more.**
  
- \* **Half the sample was male, half female.**
  
- \* **All pre-campaign interviewing was conducted in the week prior to the start of the advertising campaign (March 3, 1986). Post-campaign interviewing was done in the two weeks after the end of the campaign, (April 28th in San Francisco and May 12th in the other 3 cities).**

## SURVEY ACCURACY

For sum of samples = 1500 (pre + post):

- \* Comparing percentages which total 50-10070 (pre + post):  
 $\pm 4-4.5\%$  (19 times out of 20).
- \* Comparing percentages which total 25-40% (pre + post):  
 $\pm 3-4\%$  (19 times out of 20).
- \* Comparing percentages which total 8-2070 (pre + post):  
 $\pm 2-3\%$  (19 times out of 20).
- \* Accuracy increased by consistency between sampling points (cities).
- \* Accuracy increased by consistency between types of trips.

**NOTE:** 'Significant' differences: A difference this large (or larger) would not be expected by chance alone, 19 times out of 20.

'Directional' differences: A difference this large would not be expected by chance alone, 4 times out of 5.

## PRE/POST ADVERTISING SUMMARY

### A. Awareness Of Advertising

1. Overall, each of the four cities showed a significant **increase in** the awareness of advertising for Canada.
2. There was a significant increase in the awareness of television advertising **in** all four cities, and a significant increase **in** awareness of newspaper and magazine advertising **in** Chicago and San Francisco. There was a decrease **in** the awareness of magazine and newspaper advertising **in** Boston.
3. The unaided awareness (seen) of **TV** advertising for tourism to Canada, other than for Expo '86 was:
  - 55% in New York
  - 64% in Boston
  - \* 65% in Chicago
  - \* 50% in San Francisco



4. The unaided awareness (seen) of Magazine advertising for tourism to Canada, other than for Expo '86 was:

- \* 38% in New York
- \* 31% in Boston
- \* 32% in Chicago
- \* 44% in San Francisco

5. The unaided awareness (seen) of Newspaper advertising for tourism to Canada, other than for Expo '86, was:

- \* 29% in New York
- \* 31% in Boston
- \* 29% in Chicago
- \* 21% in San Francisco

6. When aided with a description of the TV ads the stated awareness (seen) of any of the three ads was:

- \* 54% in New York
- \* 66% in Boston
- \* 66% in Chicago
- \* 61% in San Francisco

7. When aided with a description of each of the three advertisements, in all four cities the Wild World television advertisement was recalled most often. Almost as well recalled was the Old World advertisement. The recall of the New World advertisement was about half the recall of the Wild World advertisement in all four cities.

B. Recall Of Specifics

8. When asked to describe the general tourism TV ads:

- \* 19% in New York
- \* 29% in Boston
- \* 27% in Chicago
- \* 28% in San Francisco . . .

... were able to describe aspects of the Tourism Canada ads.

9. When **asked** to describe the general tourism Magazine ads:

- \* 13% in New York
- \* 13% in Boston
- \* 13% in Chicago
- \* 24% in San Francisco . . .

... were able to describe aspects of the Tourism Canada ads,

10. When asked to describe the general tourism Newspaper ads:

- \* 30/0 in New York
- \* 3% in Boston
- \* 496 in Chicago
- \* 4% in San Francisco . . .

... were able to describe aspects of the Tourism Canada ads.

11. Spontaneous recall of the television advertising resulted in the Wild World advertisement being remembered most in all four cities. In New York and Boston, the Old World advertisement was remembered spontaneously more often than the New World advertisement. In Chicago and San Francisco, the Old World and New World advertisements were recalled spontaneously about as often.

12. In the Wild World advertisement, specific comments relating to Canada's natural beauty were the most frequent memorable mentions. Other comments included rivers and lakes, and fishing at dusk.

13. In the Old World advertisement, specific comments on historical buildings, Quebec and Canada's ethnic diversity, were the most frequent comments.

14. In the New World advertisement, the most frequent comments included the city skyline, the CN Tower, and nightlife.
15. For those respondents who made comments which made it difficult to determine whether or not they saw a Tourism Canada advertisement, most frequent comments were on Canada's scenic beauty.
16. Those respondents who recall seeing a magazine advertisement were most likely to recall outdoor scenes and to comment on specific regions of the country. In New York and Boston, Quebec was mentioned most often followed by the Atlantic provinces, whereas in San Francisco, western Canada, B.C. and Ontario were mentioned most often. Frequent mentions were made of outdoor sports as well as the **multiculturalism** dimensions of the country. Of the general comments, the vast majority were very positive towards the advertisements.
17. The specific recall of the newspaper advertisements was low overall in comparison with the other two media. The most frequent comment on the newspaper advertisements were positive comments about Canada.

**C. Thoughts And Feelings**

18. The vast majority of thoughts and feelings on seeing the television advertisements were positive. The most frequent comment was that they wanted to come to Canada.

19. Thoughts and feelings on the magazine advertisements were even more positive than the television advertisements.

**D. Awareness**

20. Overall, total spontaneous mention of Canada, compared to the competition for all trip types, was significantly greater in all four cities after the advertising campaign.

**E. Intention To Visit Canada**

21. Overall, the likelihood of coming to Canada in the next two years showed a significant increase in all four cities, after the advertising.

22. Significant differences in definitely likely to come to Canada were evident in New York, Boston and Chicago.

23. In New York, the most significant increase in likelihood of visiting was found in touring trips followed by city trips. In Boston, the most significant increase was found in touring trips. In Chicago, the most significant increase was found in touring trips and resort trips. And in San Francisco, the most significant increase was found in special event trips and then resort trips.

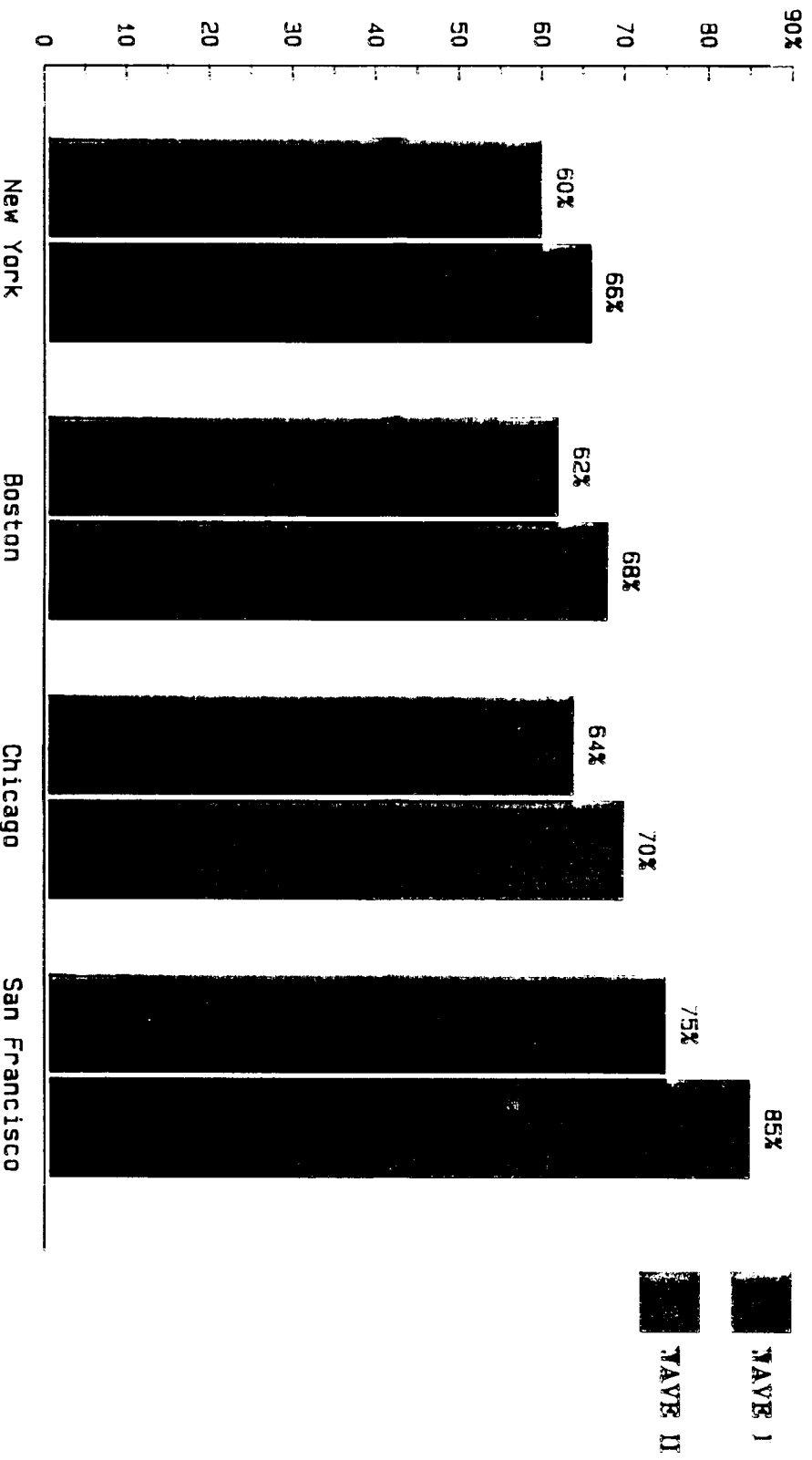
F. Effect Of Advertising

24. In all four cities, the likelihood of coming to Canada increased significantly between respondents who spontaneously recalled the television advertisement and those who recalled the television advertisement when prompted, compared to those who had no recall of any advertising.
25. This increase was most dramatic in the definitely likely to come to Canada results.
26. In New York, those respondents who recalled seeing TV advertising were more probably likely to come to Canada for all trip types. In Boston, significant increases were most evident in touring, city and outdoors trips. In Chicago, increases were most evident in outdoors trips. In San Francisco, increases were most evident in city and special event trips.

**AWARENESS OF ADVERTISING**

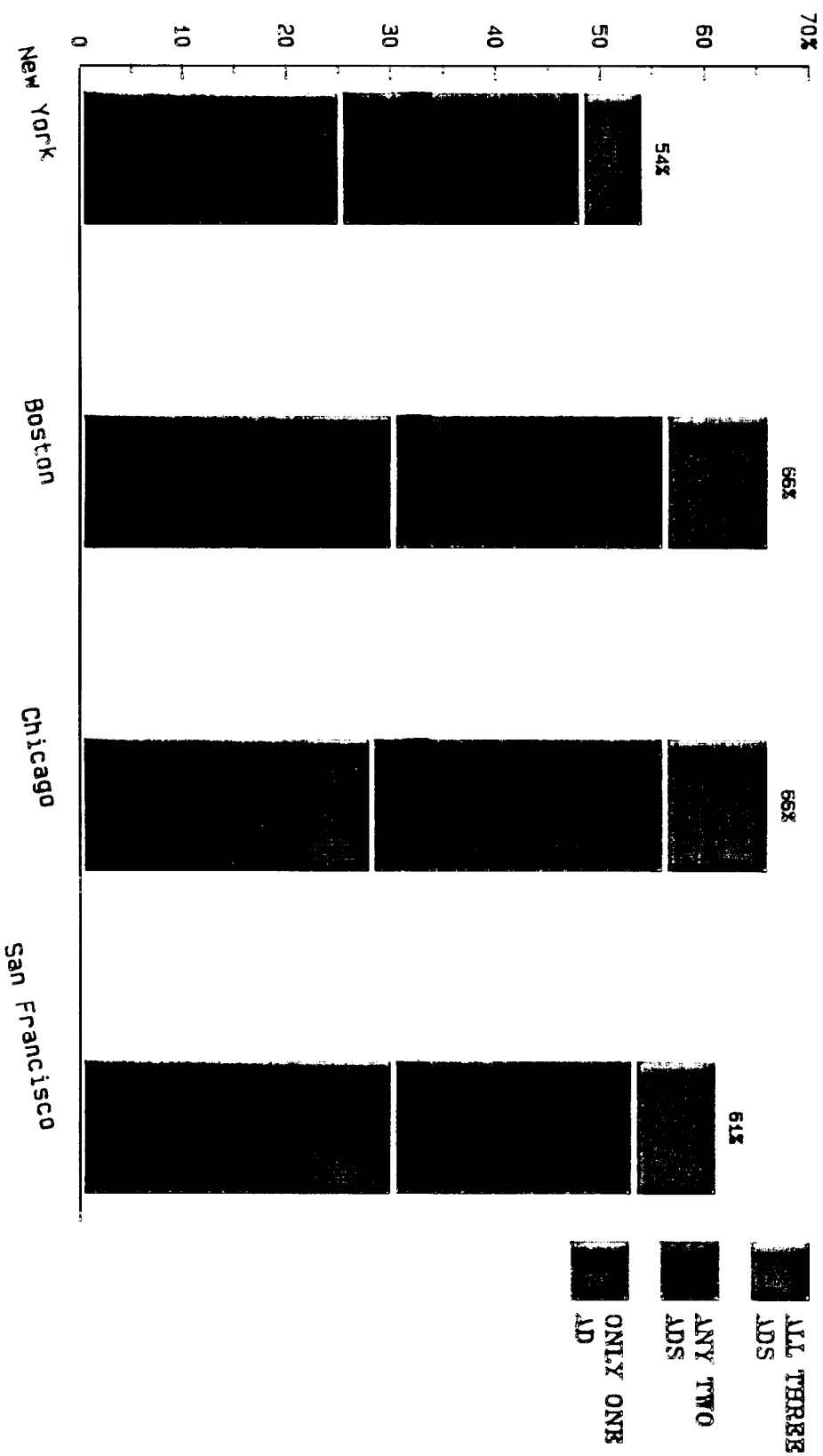
# AWARENESS OF ADVERTISING FOR CANADA

## Have Seen Any Advertising For Canada



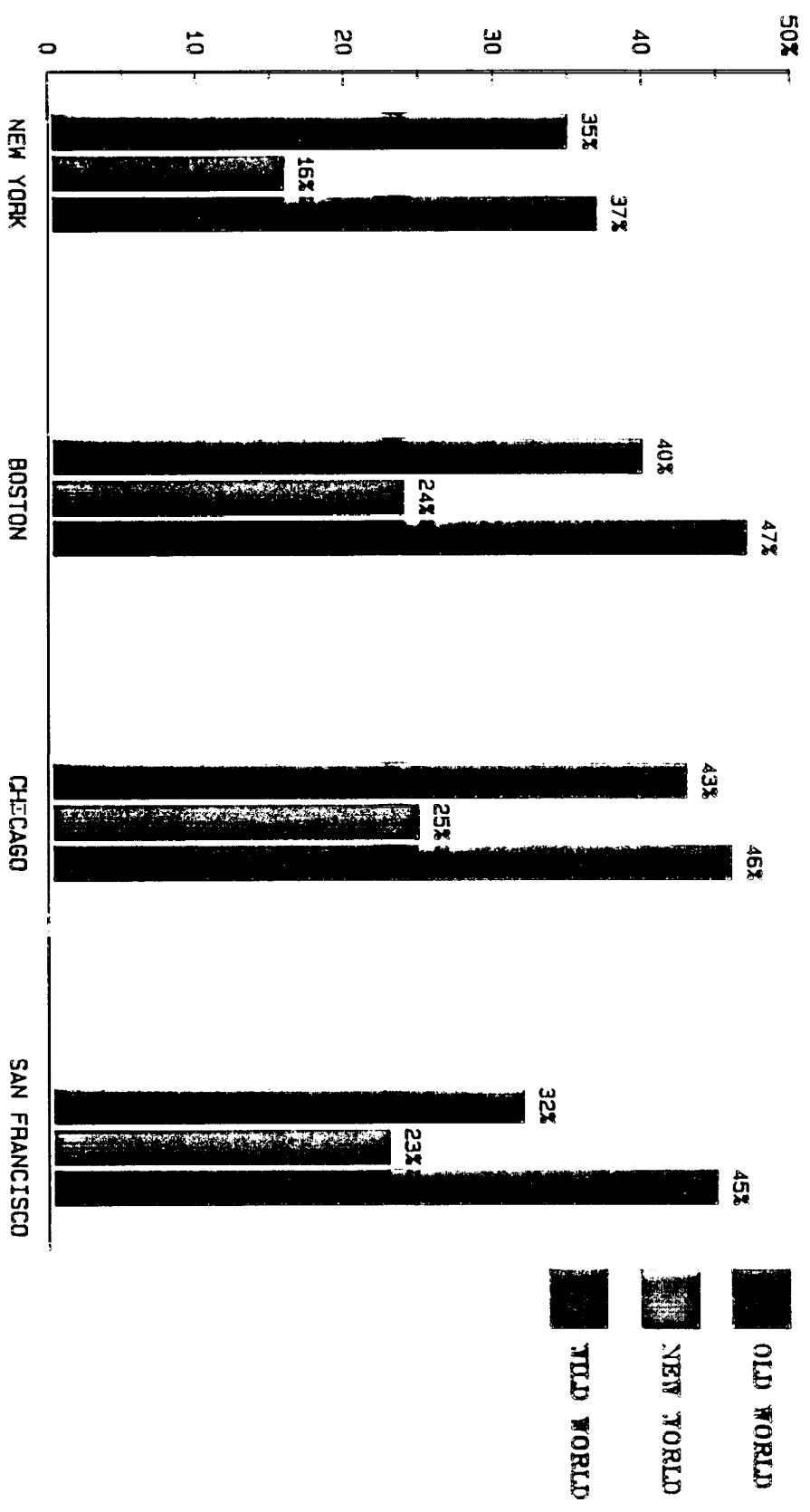


# AIDED RECALL OF ANY TOURISM CANADA T.V. AD



Source: Hutchinson-Reid Limited  
Tourism Canada  
June, 1966

# AIDED RECALL OF TV ADS BY CITY



Source: Hutchinson-Reid Limited  
 Tourism Canada  
 June, 1986

RECALL OF SPECIFICS

(TOTAL MENTION) What do you recall from these television ads?

	CITY			
	New York	Boston	Chicago	San Francisco
BASE	<b>450</b>	488	<b>505</b>	<b>540</b>
(NET) DEFINITELY SAW TOURISM AD	<b>38%</b>	54%	<b>47%</b>	<b>53%</b>
(NET) OLD WORLD	13%	<b>20%</b>		<b>14%</b>
Historical buildings	<b>1%</b>	<b>8%</b>		<b>4%</b>
European flavour	3%	<b>3%</b>	1%	<b>3%</b>
Train	2%	<b>2%</b>	1%	<b>3%</b>
Quebec	4%	<b>6%</b>	<b>2%</b>	<b>3%</b>
Ethnic diversity	3%	<b>3%</b>	<b>3%</b>	<b>4%</b>
Other old world	2%	<b>3%</b>	<b>3%</b>	<b>1%</b>
(NET) NEW WORLD	<b>7%</b>	<b>14%</b>	<b>14%</b>	<b>15%</b>
Skyline/C.N. Tower	4%	<b>6%</b>	<b>6%</b>	<b>5%</b>
Active Characters	1%	<b>2%</b>	<b>2%</b>	<b>1%</b>
Nightlife	2%	<b>5%</b>	<b>5%</b>	<b>6%</b>
Action/lights	1%	<b>2%</b>	<b>1%</b>	<b>5%</b>
Other New World		<b>1%</b>	<b>0%</b>	<b>1%</b>
(NET) WILD WORLD	22%	32%	31%	<b>33%</b>
Outdoor Sports	2%	4%	5%	<b>3%</b>
Fishing at dusk	4%	5%	8%	<b>5%</b>
Nature	16%	21%	23%	<b>27%</b>
River/lake/ocean	5%	13%	8%	<b>9%</b>
Banff Springs	1%	1%	0%	<b>4%</b>
Woman diving	0%	1%	0%	<b>0%</b>
(NET) OTHER DEFINITE	7%	7%	10%	13%
Slogan 'World Next Door'	2%	1%	1%	2%
Diversity of culture	6%	6%	10%	11%
(NET) INDETERMINATE	32%	42%	33%	<b>41%</b>
General Positive	8%	16%	<b>13%</b>	10%
General Negative	0%		2%	2%
Scenic Beauty	<b>20%</b>	18%	14%	24%
Made me want to come to Canada	<b>8%</b>	13%	7%	13%
Canada "close" to U.S.	<b>2%</b>	1%	0%	1%
Scenes and activities	4%	7%	6%	7%
(NET) DIFFERENT AD	<b>16%</b>	17%	19%	13%
Expo Vancouver B.C.	<b>1%</b>	2%	1%	<b>2%</b>
Concentrates on one province/city	6%	8%	10%	6%
Skiing	2%	<b>1%</b>	2%	2%
Airlines	2%	1%	2%	2%
Summer rates	<b>1%</b>	1%	0%	<b>0%</b>
Other	5%	6%	5%	2%

(TOTAL MENTION) What do you recall from the MAGAZINE ads?

	CITY			
	New York	Boston	Chicago	San Francisco
BASE	218	184	<b>195</b>	<b>359</b>
<b>(NET) DEFINITELY SAW</b>	54%	65%	61%	67%
<b>(NET) SPECIFIC REGION</b>	22%	26%	13%	24%
Quebec	11%	17%	7%	5%
Ontario	3%	<b>3%</b>	3%	7%
Atlantic Prov.	6%	7%	1%	1%
B.C.	3%	2%	<b>1%</b>	7%
Western Canada	2%	1%	3%	13%
<b>(NET) SPECIFIC LOCATIONS</b>	6%	11%	<b>10%</b>	9%
Chateau Frontenac	2%	5%	1%	2%
Capital Parliament	2%	3%	<b>3%</b>	<b>0%</b>
C.N. Tower		1%	<b>1%</b>	
Banff/Lake Louise	1%	2%	4%	6%
Expo Site	1%	2%	<b>3%</b>	1%
Other		1%		1%
<b>(NET) OUTDOOR SCENES</b>	22%	26%	<b>24%</b>	<b>40%</b>
Nature	9%	9%	<b>11%</b>	<b>21%</b>
'Seaplane on lake	3%	5%	<b>5%</b>	<b>9%</b>
'Fresh air beautiful scenery	9%	6%	<b>9%</b>	<b>13%</b>
Other	7%	9%	<b>5%</b>	<b>11%</b>
Animals Wildlife	2%	1%		<b>0%</b>
<b>(NET) SPORTS</b>	6%	11%	14%	11%
Hiking Climbing Canoeing	1%	4%	3%	4%
Fishing Hunting	<b>3%</b>	2%	<b>9%</b>	<b>4%</b>
Other sports	3%	7%	<b>4%</b>	<b>5%</b>
<b>(NET) CULTURE</b>	7%	11%	<b>9%</b>	<b>12%</b>
<b>Multiculturalism</b>	5%	7%	<b>8%</b>	<b>4%</b>
'Mountie Guard Change	3%	4%	<b>2%</b>	<b>9%</b>
<b>(NET) FOOD</b>	1%	2%	<b>1%</b>	<b>2%</b>
Restaurant Cafe	1%	2%	<b>1%</b>	<b>2%</b>
Other Food	1%	1%	<b>1%</b>	<b>1%</b>
<b>(NET) OTHER</b>	9%	15%	<b>15%</b>	<b>11%</b>
Maple Leaf / Flag		3%	<b>4%</b>	<b>4%</b>
Resorts Hotels	3%	4%	<b>5%</b>	<b>2%</b>
Urban Scenes	6%	9%	9%	5%
<b>(NET) INDETERMINATE</b>	<b>30%</b>	<b>30%</b>	31%	33%
Positive to Ad	24%	22%	24%	22%
'Negative to Ad	2%		<b>1%</b>	<b>3%</b>
Positive to Canada	0%	1%	<b>1%</b>	<b>1%</b>
Other	9%	10%	9%	12%
<b>(NET) DIFFERENT AD</b>	<b>12%</b>	<b>11%</b>	<b>7%</b>	<b>11%</b>
Describes Other Ad	4%	2%	2%	2%
Other Literature	9%	10%	5%	10%

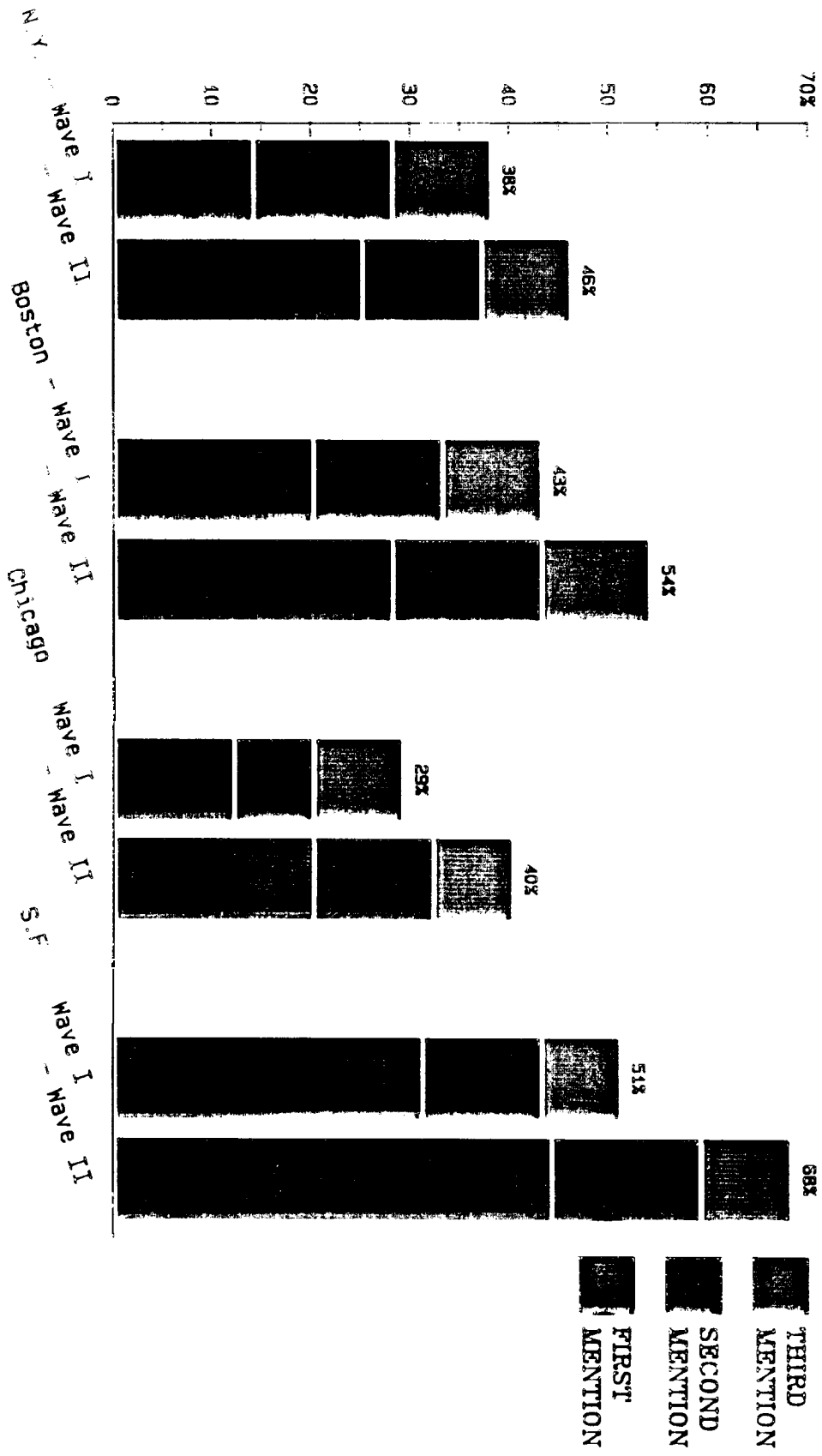
(TOTAL MENTION) What do you recall from the NEWSPAPER ads?

	CITY			
	New York	Boston	Chicago	San Francisco
BASE	166	187	<b>177</b>	<b>174</b>
<b>(NET) DEFINITELY SAW</b>	14%	13%	18%	21%
<b>(NET) PLACES</b>	5%	4%	3%	14%
Vancouver	4%	2%	1%	<b>10%</b>
<b>Expo 86</b>	2%	1%	1%	3%
Rockies	1%	2%	<b>1%</b>	2%
Other places		1%		
<b>(NET) OUTDOOR ACTIVITIES</b>	3%	3%	8%	5%
Fishing	1%	3%	7%	3%
Backpack/canoe	2%	2%	2%	1%
<b>(NET) CULTURAL</b>	4%	4%	4%	2%
Cultural appeal	2%	3%	4%	2%
Historical Sites	2%	1%		1%
<b>Other</b>	2%	2%	3%	2%
<b>(NET) INDETERMINATE</b>	27%	26%	24%	24%
Positive Ad	7%	<b>3%</b>	5%	3%
Negative Ad	2%	6%	3%	7%
Positive Canada	<b>20%</b>	<b>21%</b>	<b>16%</b>	<b>16%</b>
<b>(NET) DIFFERENT AD</b>	47%	63%	51%	44%
Airlines Ad	1%	6%	7%	<b>10%</b>
Tour Co. Ads	<b>21%</b>	<b>40%</b>	<b>22%</b>	<b>30%</b>
<b>Mentions Expo 86</b>		2%	2%	2%
Other Ads	19%	25%	<b>20%</b>	<b>6%</b>
Other	9%	7%	11%	<b>2%</b>

AWARENESS OF CANADA

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# AWARENESS OF CANADA AS A VACATION DESTINATION BY ANY TRIP TYPE - WAVE I VS. WAVE II



Source: Hutchinson-Field Limited  
Tourism Canada  
June, 1986

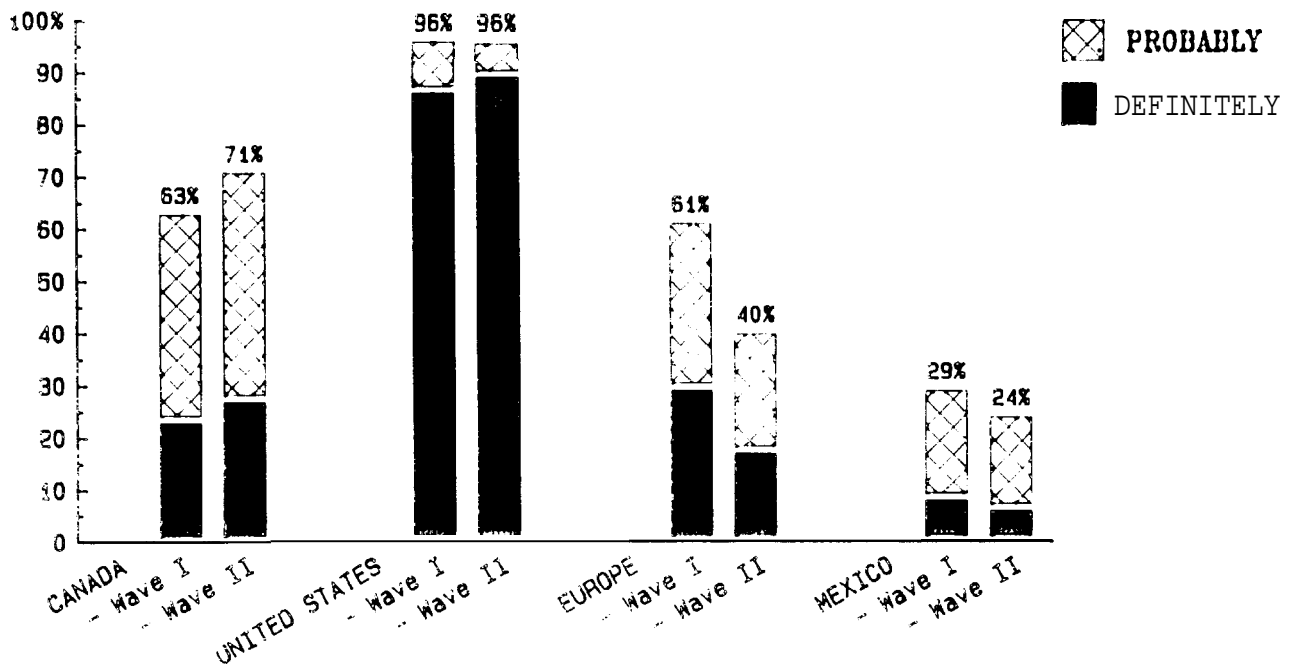


**INTENTION TO VISIT CANADA**

# LIKELIHOOD OF VISITING IN NEXT TWO YEARS

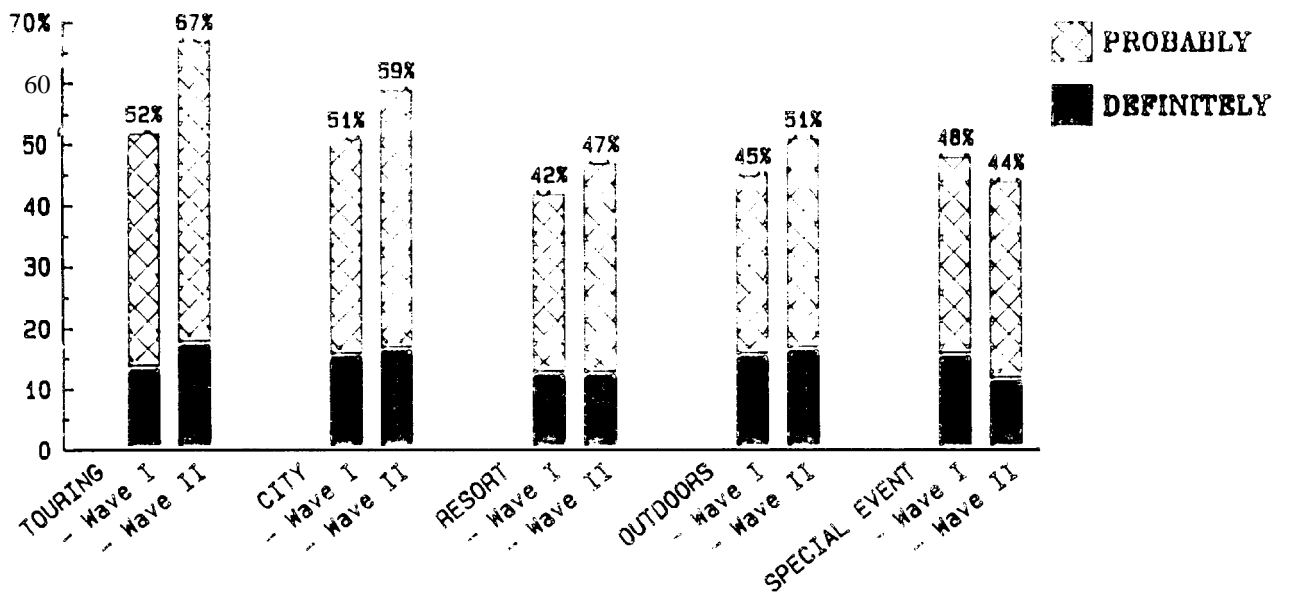
## Each Country by Any Trip Type

### - New York -



## Canada by Trip Type

### - New York -

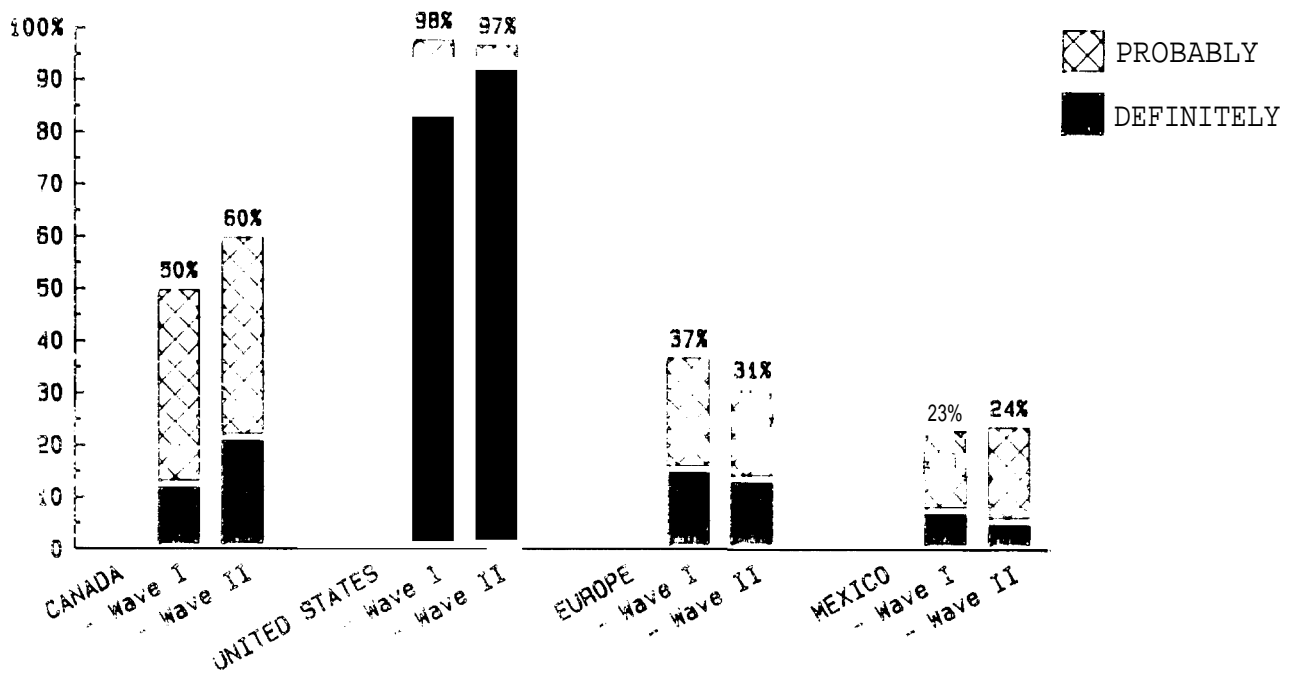


Source: Hutchinson-Reid Limited  
 Tourism Canada  
 June, 1986

# LIKELIHOOD OF VISITING IN NEXT TWO YEARS

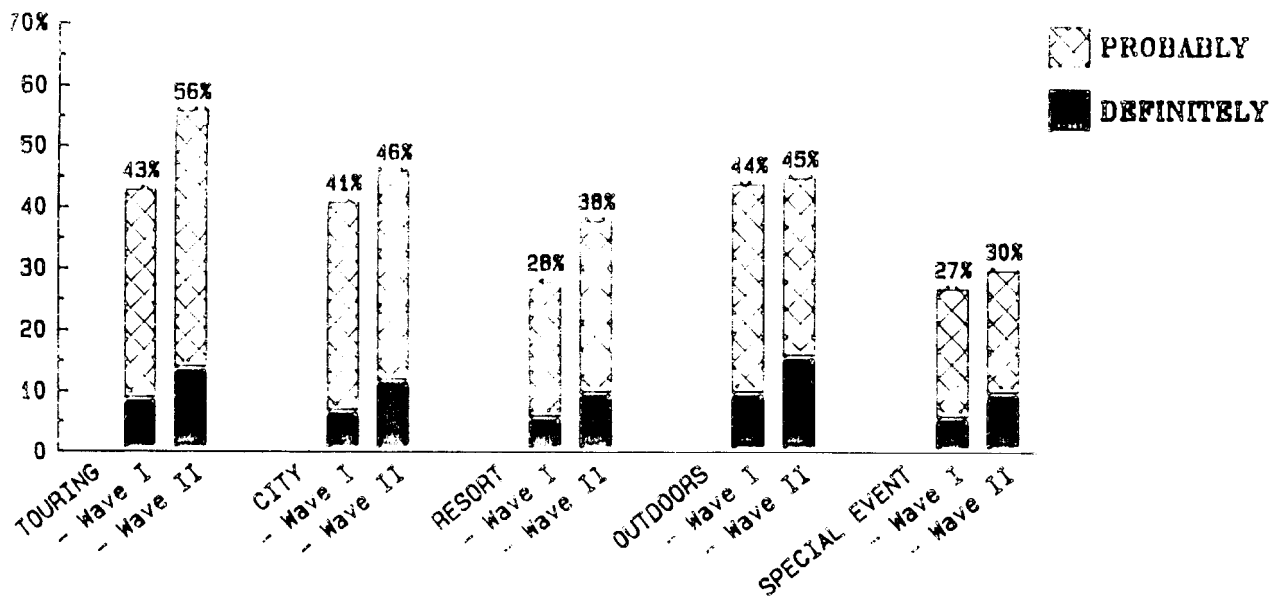
## Each Country by Any Trip Type

- Chicago -



## Canada by Trip Type

- Chicago -

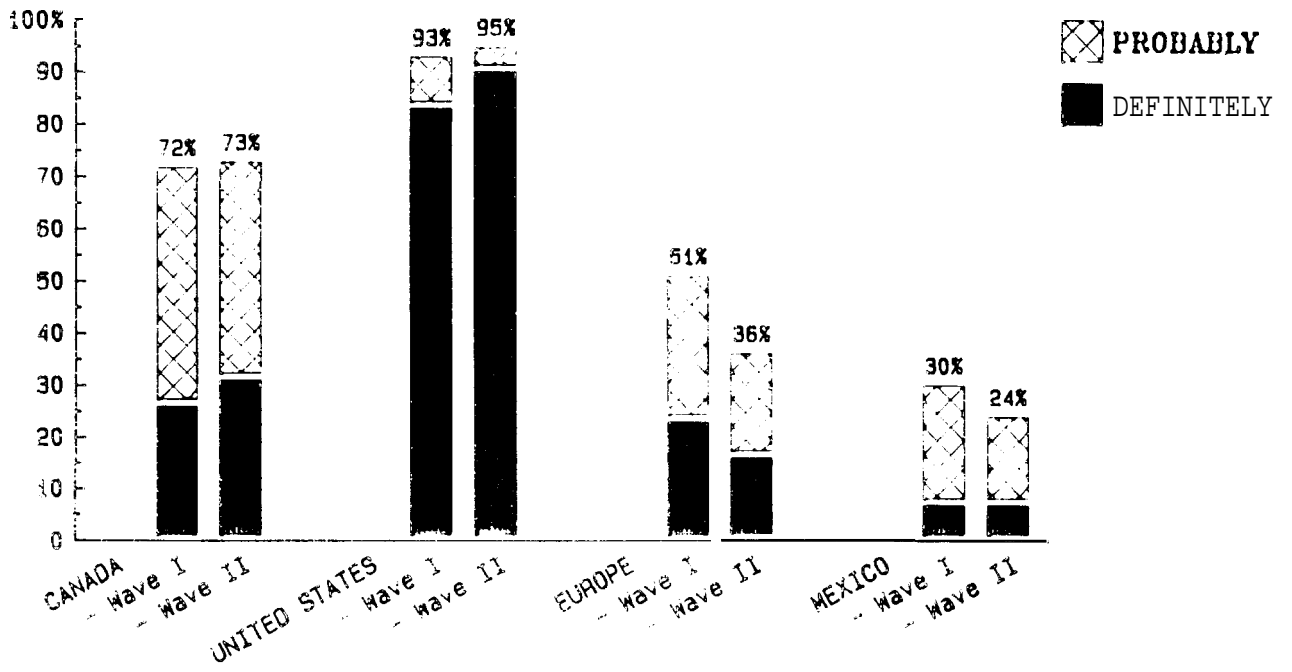


Source: Hutchinson-Reid Limited  
 Tourism Canada  
 June, 1986

# LIKELIHOOD OF VISITING IN NEXT TWO YEARS

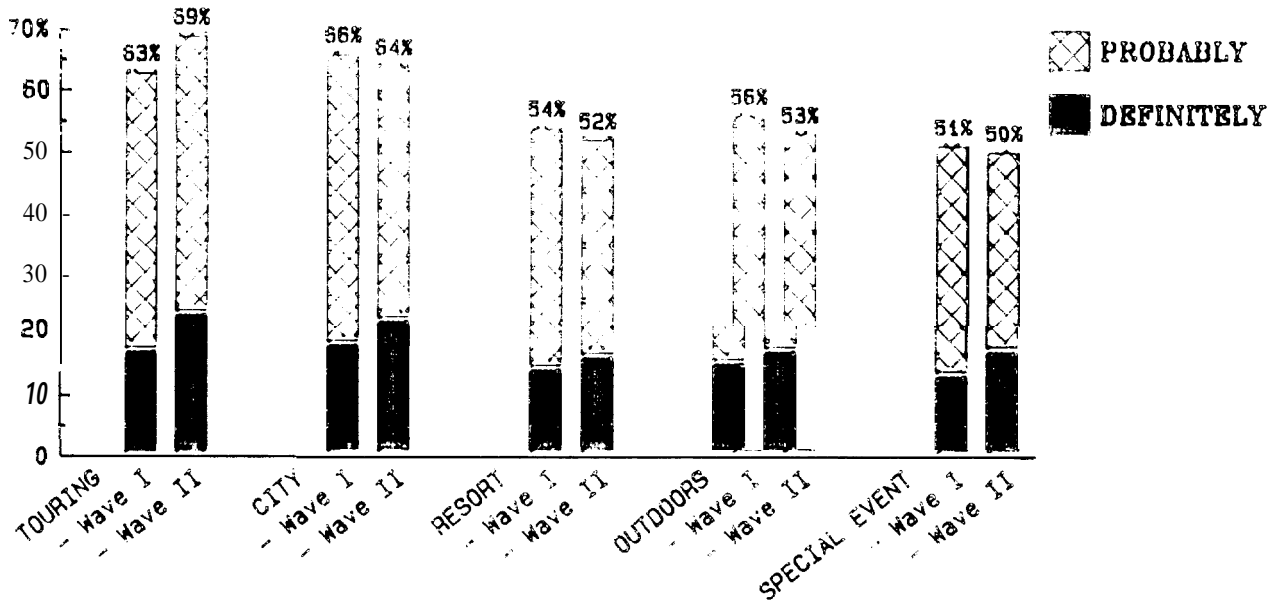
## Each Country by Any Trip Type

- Boston -



## Canada by Trip Type

- Boston -

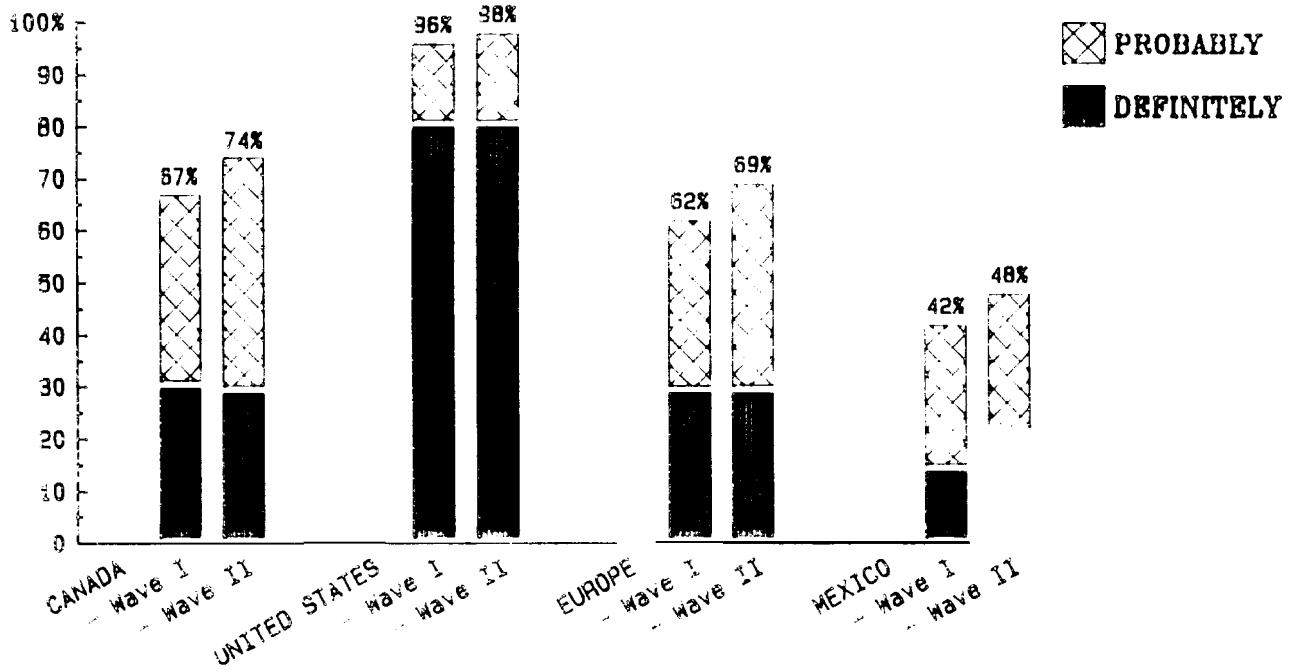


Source: Hutchinson-Reid Limited  
 Tourism Canada  
 June, 1986

# LIKELIHOOD OF VISITING IN NEXT TWO YEARS

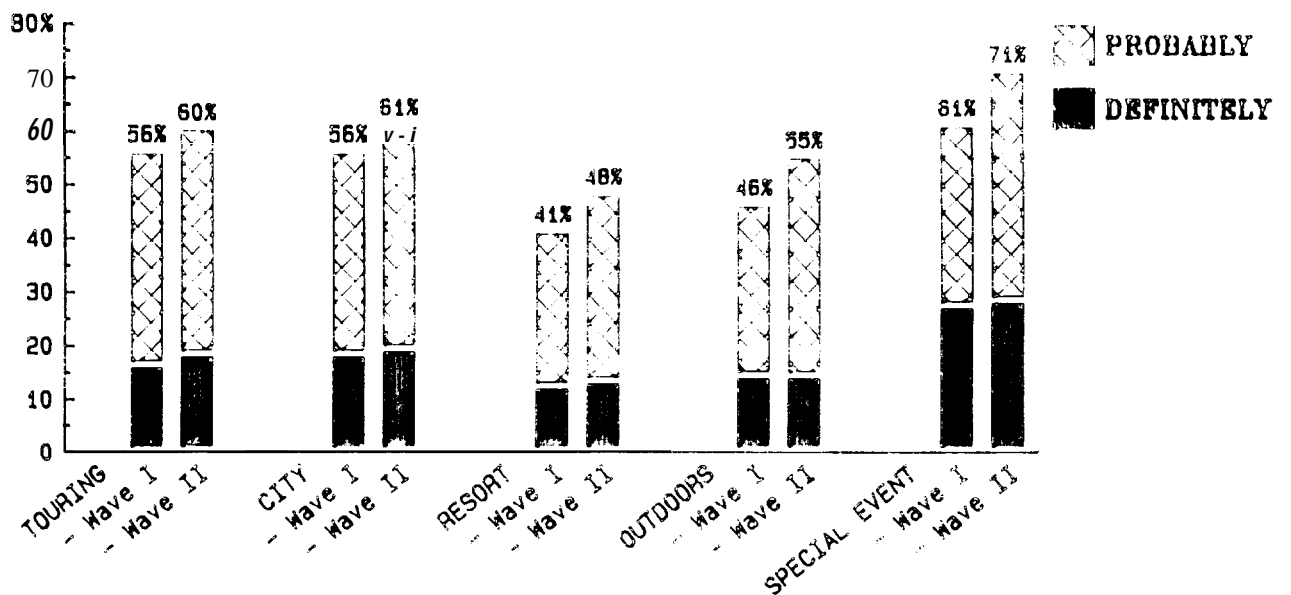
## Each *country* by Any Trip Type

### - San Francisco



## Canada by Trip Type

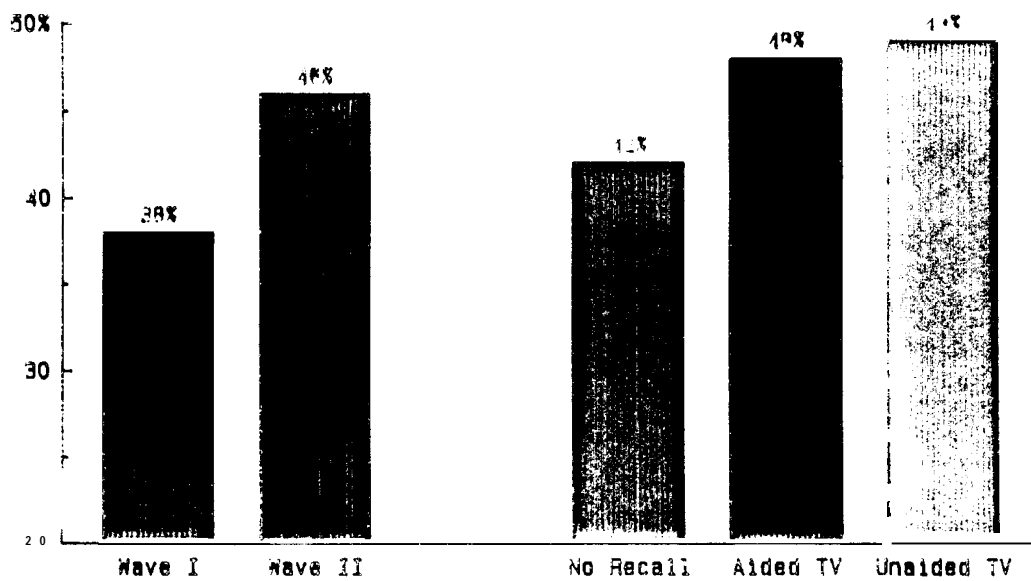
### - San Francisco -



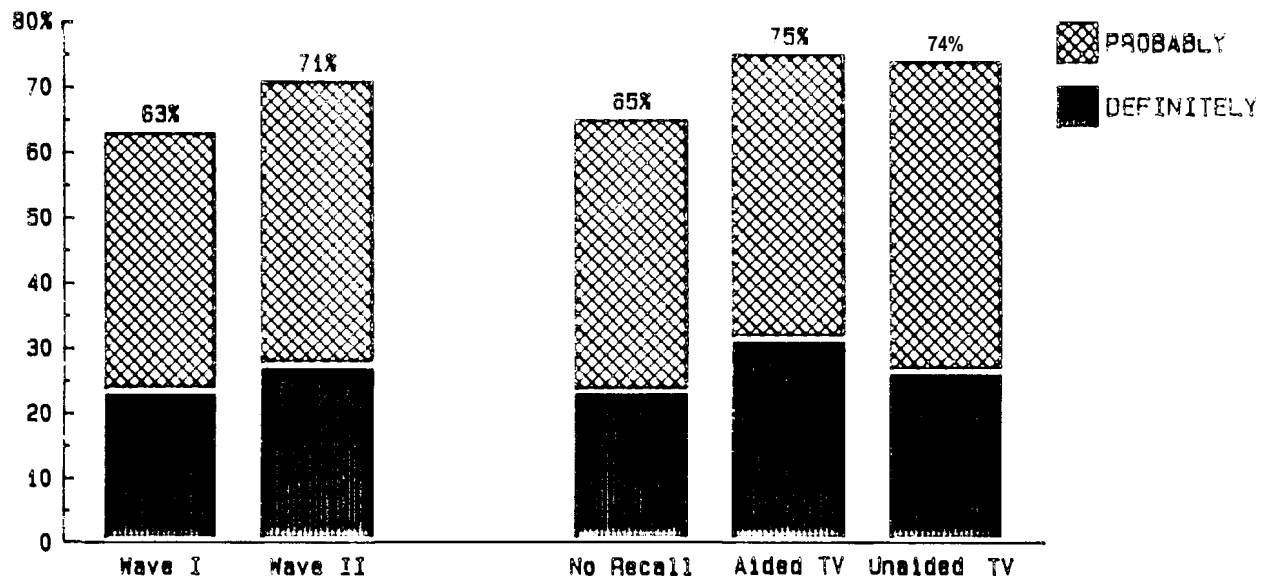
Source: Hutchinson-Reid Limited  
 Tourism Canada  
 June, 1986

## **EFFECT OF ADVERTISING**

**TOTAL (UNAIDED) MENTION OF CANADA AS A VACATION  
DESTINATION BY LEVEL OF TV ADVERTISING AWARENESS  
- New York -**

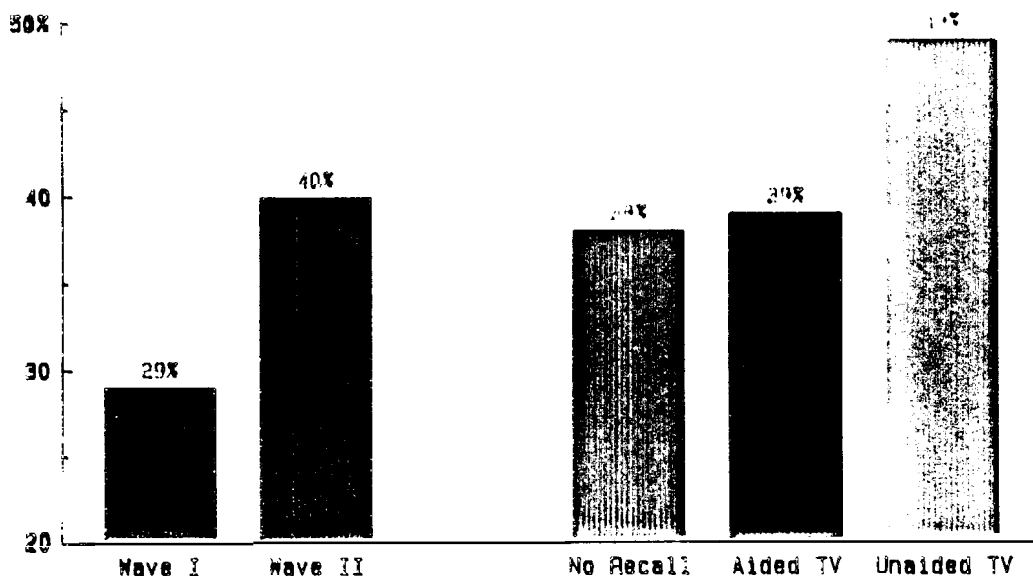


**LIKELIHOOD OF VISITING CANADA IN NEXT 2 YEARS  
BY LEVEL OF TV ADVERTISING AWARENESS  
- New York -**

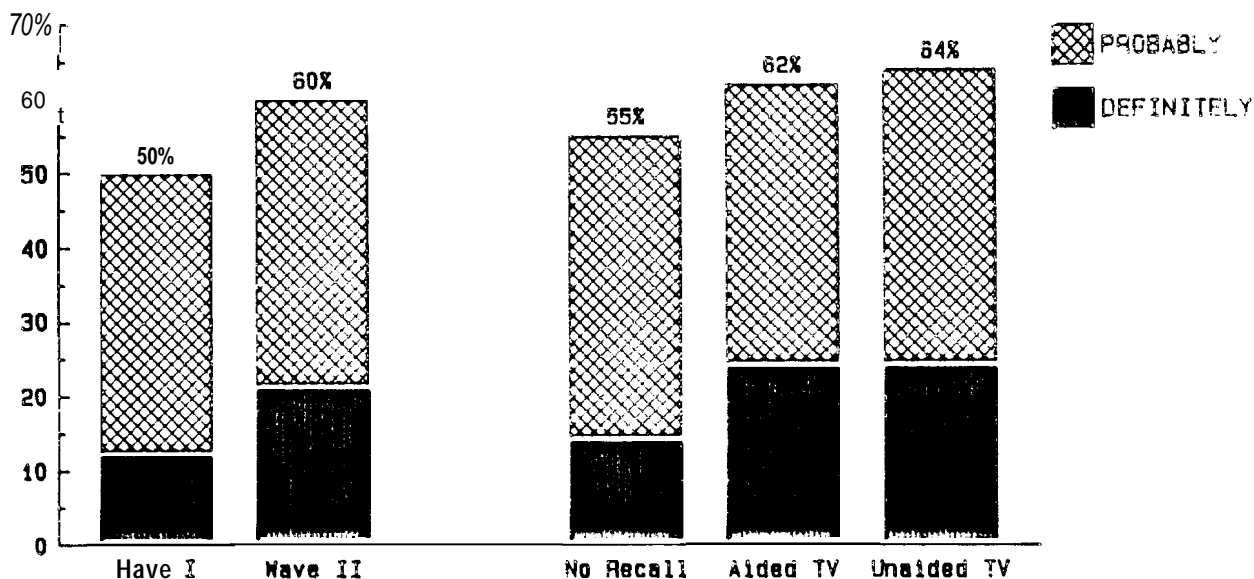


Source: Hutchinson-Reid Limited  
Tourism Canada  
June, 1986

**TOTAL (UNAIDED) MENTION OF CANADA AS A VACATION DESTINATION BY LEVEL OF TV ADVERTISING AWARENESS**  
**- Chicago -**



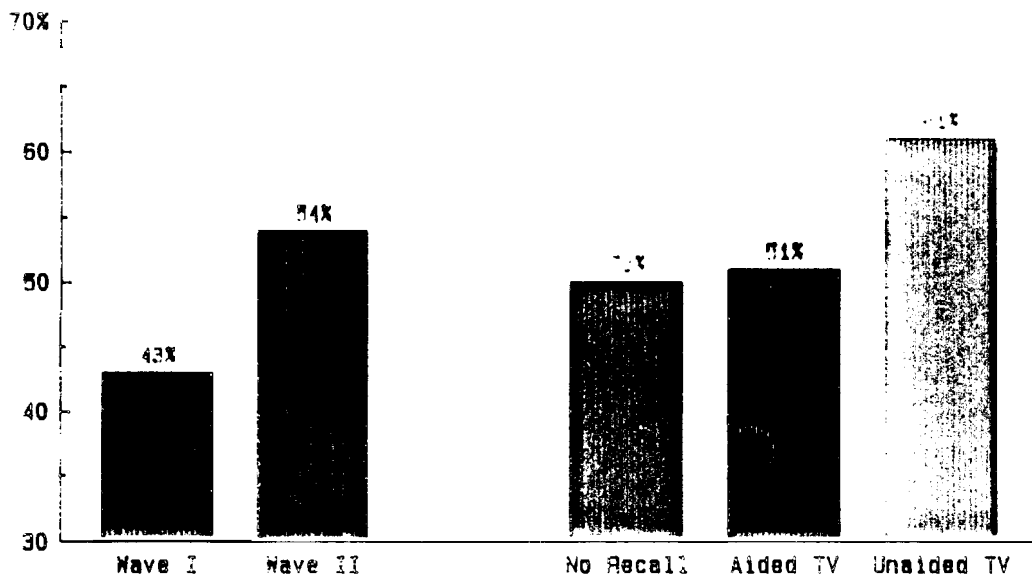
**LIKELIHOOD OF VISITING CANADA IN NEXT 2 YEARS BY LEVEL OF TV ADVERTISING AWARENESS**  
**- Chicago -**



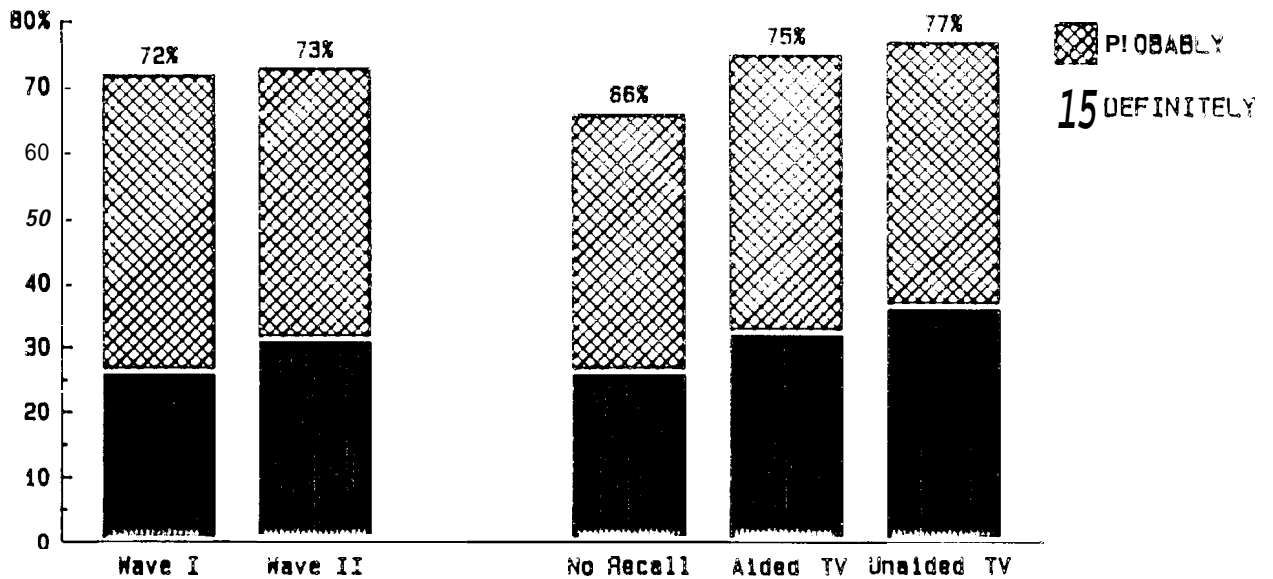
Source: Hutchinson-Reid Limited  
 Tourism Canada  
 June, 1986



**TOTAL (UNAIDED) MENTION OF CANADA AS A VACATION DESTINATION BY LEVEL OF TV ADVERTISING AWARENESS**  
**- Boston**

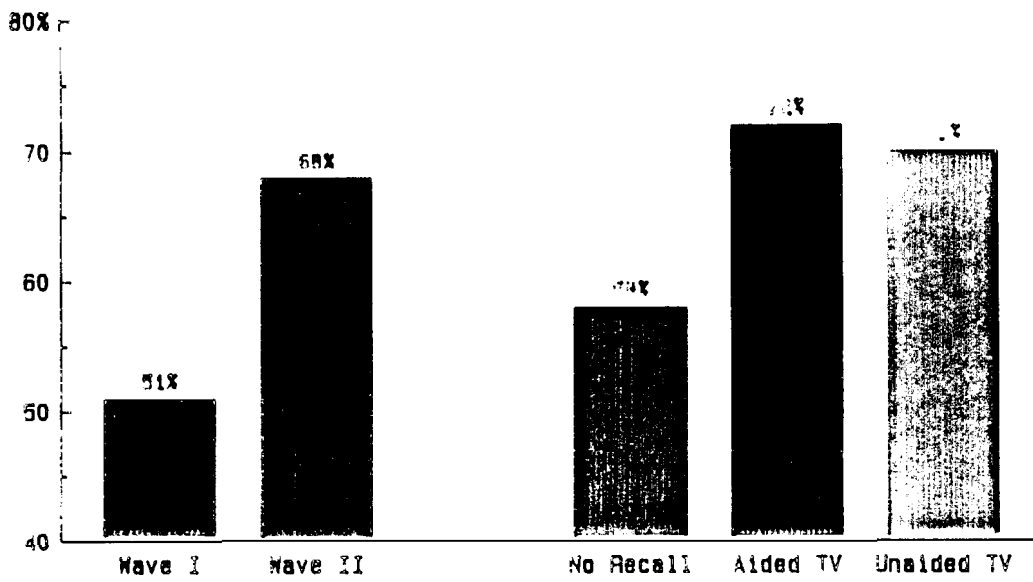


**LIKELIHOOD OF VISITING CANADA IN NEXT 2 YEARS BY LEVEL OF TV ADVERTISING AWARENESS**  
**- Boston -**

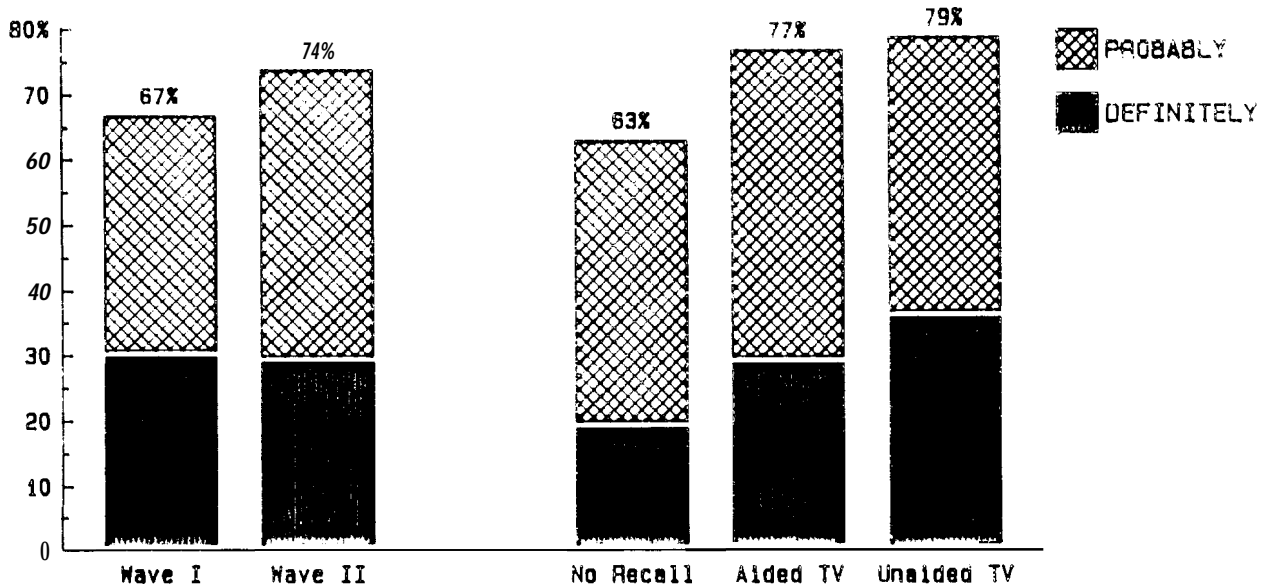


Source: *Hutch Inson-Reid Limited*  
*Tourism Canada*  
*June, 1986*

**TOTAL (UNAIDED) MENTION OF CANADA AS A VACATION  
DESTINATION BY LEVEL OF TV ADVERTISING AWARENESS**  
- San Francisco -



**LIKELIHOOD OF VISITING CANADA IN NEXT 2 YEARS  
BY LEVEL OF TV ADVERTISING AWARENESS**  
- San Francisco



Source: *Hutchinson-Reid Limited*  
*Tourism Canada*  
*June, 1986*