

AWARENESS OF THE CONSUMER AND CORPORATE AFFAIRS  
ADVERTISING CAMPAIGN OF FALL 1977

Conducted For:

CONSUMER AND CORPORATE AFFAIRS CANADA

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## INTRODUCTION

This report presents the findings from a national probability sample of all Canadians 15 years of age and older living in private households. -

### Background and Purpose

The Information and Public Relations Service of the Department of Consumer and Corporate Affairs Canada ran an advertising campaign nationally in the Fall of 1977. This campaign consisted of a series of five different advertisements nationally on radio from October 24th to November 20th and an insertion of a print advertisement in most of the community newspapers/weeklies across Canada during the week of October 24th to 30th, the 'Consumer Week' in Canada.

The purpose of the research is to measure the awareness of this advertising campaign among the Canadian population and to determine the specific copy points recalled from the advertisements.

### Method

The study was undertaken as a part of CRC's regular bi-monthly OMNIBUS research vehicle. In the month of November 1977, 2,032 personal interviews were conducted by trained and experienced Interviewers of Contemporary Research Centre. The sample used in the survey is a representative cross-section of people 15 years of age and over living in Canada. A full description of the sample is contained in the Technical Appendix at the back of this report.

## About the Research

In order of presentation this report contains:

- Summary
- Detailed Findings
- Technical Appendix
- Copy of the Questionnaire

In addition to this report, two sets of computer tabulations have been supplied showing results by:

- Sex
- Region
- Age
- Education
- Language
- Household Income
- Occupation of Head of Household
- Community Size
- Exposed versus Not Exposed

Percentages read across where per cent signs are shown on the left hand column of a table. Percentages read down where per cent signs appear at the top of the columns. Where percentages add to more than 100, it is because of multiple answers.

## SUMMARY

- Almost three respondents in ten claim to have been exposed to some advertising by Consumer and Corporate Affairs Canada.
- When asked the source of their exposure to the Department's advertising, eight per cent mentioned radio and a small minority of three per cent cited the weeklies.
- Of those who claim recall of the radio advertising, about one third of the respondents can't recall any specific copy points from the radio spots.

Hazardous products and the misleading advertising ads were correctly recalled by more people than the other three ads.

- Correct recall of the print ad in weeklies is very low. More than half of the respondents who claim to have seen the ad in the weeklies couldn't cite any copy points and among those who could recall, majority of them gave incorrect responses.
- Three respondents in ten are aware of the Consumer Week in Canada. Awareness of the Consumer Week is highest among those who claim exposure to the advertising by Consumer and Corporate Affairs Canada.

## DETAILED FINDINGS

ABOUT THREE RESPONDENTS IN TEN CLAIM TO HAVE HEARD OR SEEN SOME ADVERTISING BY CONSUMER AND CORPORATE AFFAIRS CANADA.

Respondents were asked the question:

" In the past few weeks have you seen or heard any advertising by the Federal Department of Consumer and Corporate Affairs Canada?"

	<u>Total Respondents</u>
Yes	28%
No	62
Don't Know	10

More than six respondents in ten had no recall of any advertising by the Department and one in ten said 'Don't Know'.

The table opposite shows the per cent who claimed recall of advertising by the Department among various segments of the population.

People living in British Columbia have the highest claimed recall of the advertising by the Department and people living in Quebec have the lowest.

Claimed recall is also highest among the youngest age group (15 to 19 years). Respondents under 35 years of age have been exposed to the advertising more than respondents 35 years and over.

Higher levels of recall are indicated by English speaking respondents and among respondents with higher income and education levels.

Per Cent Who Said They  
Have Seen or Heard  
Any Advertising  
by Consumer and  
Corporate Affairs Canada

Total	28
Male	29
Female	28
Atlantic	28
Quebec	24
Ontario	27
Prairies	29
British Columbia	39
15 to 19 years of age	38
20 to 24 years	28
25 to 34 years	32
35 to 54 years	24
55 years and over	24
English	30
French	24
Under \$10,000 family income	25
\$10,000 to \$14,999	28
\$15,000 and over	32
Public school or less	21
Some high school	31
Completed high school	29
Some college/university	32



#### CLAIMED EXPOSURE TO RADIO AND THE WEEKLIES AD IS VERY LOW.

Respondents who claim to have recalled seeing or hearing the advertisements by the Department were shown a card with the list of the sources as shown on the opposite page and asked to name the sources of their exposure to the advertisements.

The highest category mentioned was 'others'. The majority of the respondents who mentioned other media specified T.V. as the source. More people mention T.V. which simply means people spend more time watching T.V. This is not unusual as it has been documented in the several other studies. The answers to this question are subject to the subjective perception of the audience and therefore shouldn't be taken at its face value.

In measuring the effectiveness of the two media used, it should be kept in mind that radio advertising ran for a period of about a month while the ad in the weeklies was a single insertion.

Where did you see or hear the advertisement by Consumer and Corporate Affairs Canada?

	<u>Total Respondents</u>
Radio	8%
Community newspaper/weeklies	3
Magazines	1
Others	19
Don't Know	1
Haven't seen/ heard any advertising	72

## BRITISH COLUMBIANS CLAIM TO HAVE THE HIGHEST EXPOSURE TO RADIO AND THE WEEKLIES ADVERTISEMENTS.

People living in British Columbia and Atlantic provinces indicate a higher level of exposure to radio advertising than people living in other parts of the country. Quebeckers have the lowest level of exposure to radio advertising.

The younger age group and particularly those between 20 to 24 years of age claim to have been exposed to radio advertising more than the respondents in the older age groups.

The level of exposure to radio advertising increases with the higher education and income groups.

The claimed exposure to the weeklies ad is highest in British Columbia and among the 35 years and over age group.

There are no major differences in the claimed readers of the Weeklies ad within the various other demographic groups.

## Profile of Claimed Listeners and Readers

	Per Cent Who Said:	
	Radio	Community Newspapers/ Weeklies
Total	8	3
Male	8	4
Female	7	2
Atlantic	12	0
Quebec	3	4
Ontario	8	3
Prairies	8	3
British Columbia	15	6
15 to 19 years of age	9	2
20 to 24 years	12	0
25 to 34 years	8	3
35 to 54 years	6	5
55 years and over	6	5
English	9	3
French	3	4
Under \$10,000 family income	6	4
\$10,000 to \$14,999	6	2
\$15,000 and over	9	4
Public school or less	5	3
Some high school	6	2
Completed high school	9	3
Some college/university	11	4

SLIGHTLY LESS THAN ONE RESPONDENT IN TEN WHO CLAIM EXPOSURE TO RADIO ADVERTISING CORRECTLY RECALLED HAZARDOUS PRODUCT AND MISLEADING ADVERTISING ADS.

Respondents who claimed exposure to radio advertising were asked what specifically they remembered from the advertising.

The answers to this question have been coded in two ways--

Specific copy points mentioned and the correct recall of each of the five radio advertisements as shown opposite. The answers were coded as correct if respondents mentioned some of the copy points which could be identified correctly with the advertisement.

Specific copy points recalled by slightly less than one respondent in ten are:

- shop carefully
- shop wisely/compare prices
- safety standards for toys

About one third of the respondents couldn't remember any specific copy points.

Listed below are some examples of verbatim comments made by respondents:

- " Concerning safety of children's toys, false claims and false advertising."
- " I believe it was the one where you have the right to know if the scales are correct at the stores. Like it has a sticker that says it's been checked."
- " If prices are not right tell them. False advertising, watch for it. Sometimes meats are frozen and sold for fresh."
- " The hazardous products of 1969 - children's toys - the safety. The weight scales. Are they accurate? Advise people to check."
- " They were saying not to be concerned about gas pumps. Inspectors to check that readings are checked."
- " Federal government checking on scales."
- " It was about child pulling something off stuffed animal. Parents said that there should be a law. The message was - there is a law."
- " It was something to do with false advertising. The price was supposedly marked down but it really wasn't."

What do you remember about the advertisements you heard on radio?  
(Asked only of those who said they heard the advertising on radio)

	<u>Total</u>
<u>Those Who Heard on Radio</u>	<u>100%</u>
<u>Correct Recall of:</u>	
Hazardous product ad	8%
Misleading advertising	8
Weights and measures ad	6
Packaging and labelling ad	5
Energy ad	2
<u>Specific Copy Points Recalled:</u>	
Shop carefully/buy from well known establishments	9
Compare pricing/cost	7
Safety standards for toys	6
Check out companies/problems with Better Business Bureau	4
Report any problems to them/they are there to protect us	4
Message from Consumer and Corporate Affairs Canada	3
Cooling off period from sales contractors	3
Don't get into debt/use credit cards properly	3
About health/heart attacks/stop smoking	3
Inspectors checking scales	2
Inspectors checking gas pumps	2
About drugs/medicines	2
Economy/high cost of living	2
Seat belts	1
Scale inspection/inspectors (unspecified)	1
Frozen meat sold as fresh	1
Other	14
Don't Know	31

10.

MORE THAN ONE HALF OF THE RESPONDENTS WHO CLAIM TO HAVE SEEN AN AD IN WEEKLIES CAN'T RECALL ANY SPECIFIC COPY POINTS.

Among those who remembered something, the majority of them incorrectly gave the messages from other advertisements. Only five respondents mentioned about phone or write for help.

Some examples of the verbatim comments made by respondents are listed below.

- " It had named different companies who had paid a fine because they had made too large a profit."
- " A large article on drugs and talked about the rape centre that they are short on funds."
- " Travel in Canada and spending more money in Canada and buying Canadian products. I even tried to shop that way this morning. I put back a pound of U.S. bacon in favour of the Canadian bacon at .25¢ more. I wonder how I can be loyal and also keep within my budget?"
- " People were complaining about the prices of everything."
- " It was about going to reduce the duty on certain frozen vegetables. Wines were going to go down."
- " The oil is going up five cents on the dollar. Everything is going up - not down."
- " Talking about insulation. I pay 2/3 rds of the cost and sent away to get more information."
- " About food. What is healthy and what isn't. Not to believe in advertising, something false."
- " Regarding energy conservation and things you can do to conserve energy. In your home, your car. Talked about insulation and means of reducing garbage and recycling."
- " About children's clothes that can catch fire. Putting dangerous liquids in a safe place for children."
- " Something about energy. Don't remember much."
- " To phone or write in if you need help to solve a problem on some item to Consumer Affairs. Safety of children's toys and children's hockey equipment."
- " Something to do with sugar. The harm sugar can do. I have always had lots of sweet stuff. It didn't hurt me."
- " There is increase in cost of living. Food and heating."
- " Discussing debtor's assistance."
- " Cost of living up, costs and unemployment up."
- " They have a special program. They are forever advising people."
- " Prices of grocery. Discussing some legal matter."

What do you remember about the advertising you saw in the community newspapers/weeklies? (Asked only of those who saw the ad in the weeklies)

	<u>Total</u>
Those Who Saw an Ad in Weeklies	<u>100% *</u>
Cost of living increases	9%
Phone/write for help/they're there to protect you	8
Energy/energy conservation	6
Unemployment	2
Others	26
Don't Know	53

\* Small base - 66 respondents



AIDED AWARENESS OF THE PRINT AD IN WEEKLIES IS VERY LOW.

Respondents were shown a copy of the print ad exactly the way it appeared in the weeklies and were asked if they had seen the ad before.

Only a small minority of four per cent recalled seeing the ad when it was shown to them. French speaking respondents had a higher aided recall of the ad than English speaking respondents.

It is apparent that the majority of respondents have not been exposed to the print ad. More than nine respondents in ten say they have not seen the ad in the weeklies.

Would you please look at this ad and tell me whether you have seen this ad before?

Claimed Awareness of "Choose Your Weapon" Ad

	<u>Unaided Awareness</u>	<u>Aided Awareness</u>	<u>Not Aware</u>	<u>Don't Know</u>
Total	3%	4	89	6
Male	4%	4	89	6
Female	2%	4	89	6
Atlantic	0%	3	88	9
Quebec	4%	6	80	13
Ontario	3%	3	93	3
Prairies	3%	2	97	1
British Columbia	6%	5	88	5
15 to 19 years of age	2%	5	85	10
20 to 24 years	0%	2	90	8
25 to 34 years	3%	5	92	3
35 to 54 years	5%	5	88	7
55 years and over	5%	4	90	6
English	3%	3	93	4
French	4%	7	80	13
Under \$10,000 family Income	4%	3	89	6
\$10,000 to \$14,999	2%	4	92	3
\$15,000 and over	4%	5	88	7
Public school or less	3%	4	89	7
Some high school	2%	5	90	5
Completed high school	3%	2	90	7
Some college or higher	4%	5	88	6

THREE RESPONDENTS IN TEN ARE AWARE OF CONSUMER WEEK IN CANADA.

When asked whether they were aware that October 24th to 30th 1977 was Consumer Week in Canada, more than six respondents in ten (63%) said they have not heard about it and less than ten per cent (7%) said 'don't know'.

Awareness of 'Consumer Week' is highest among respondents who claim to have been exposed to the advertising by the Department. About one half of the respondents who claim exposure to the ads have heard about Consumer Week in Canada.

Higher proportions of people living in Western and Atlantic provinces know about Consumer Week in Canada than people living in Quebec and Ontario.

The oldest age group (55 years and over) is most aware of Consumer Week and the youngest age group (15 to 19 years) is least aware.

There are no major differences in the awareness level among education and income groups.

October 24th to 30th was Consumer Week in Canada. Did you hear about it?

	Per cent Aware of 'Consumer Week' in Canada
Total	30
Male	30
Female	31
Atlantic	36
Quebec	27
Ontario	28
Prairies	33
British Columbia	38
15 to 19 years of age	25
20 to 24 years	29
25 to 34 years	29
35 to 54 years	29
55 years and over	35
English	31
French	27
Under \$10,000 family income	32
\$10,000 to \$14,999	29
\$15,000 and over	31
Public school or less	27
Some high school	30
Completed high school	33
Some college or higher	31
Exposed to ads	47
Not exposed to ads	28



## TECHNICAL APPENDIX

### Stratification by Region:

The approximately 42,000 enumeration areas in Canada were split into five geographic regions.

The five regions were:

- British Columbia
- The Prairie Provinces (Alberta, Saskatchewan and Manitoba)
- Ontario
- Quebec
- The Atlantic Provinces (Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland)

The Yukon, Northwest Territories, institutions, Indian Reserves, RCMP areas and other remote and sparsely populated northern areas were excluded at the outset.

### Stratification by Community Size:

Within regions the enumeration areas were further stratified according to the population size of the community in which they were located.

The eight community size strata were:

- 1,000,000 and over
- 500,000 - 999,999
- 350,000 - 499,999
- 100,000 - 349,999
- 30,000 - 99,999
- 10,000 - 29,999
- 1,000 - 9,999
- Farm and Rural Non-Farm (Under 1,000)

### Selection of Enumeration Area:

Within each community size within each region the enumeration areas were computer listed in numerical order first by electoral district number and then by enumeration area number. The number of households and individuals in each enumeration area were listed along with a cumulative total of households.

The sample was proportioned between the region and community size strata according to the total population of each strata. A random number start and a fixed interval count were then applied to the cumulative household totals mentioned earlier in order to select the required number of enumeration areas in each cell. With this procedure the probability of selection of any enumeration area was proportional to its total number of households.

In total 220 enumeration areas were selected using this process.

### Selection of Start Points:

For each enumeration area selected, a map of the area was obtained from Statistics Canada which showed in detail the geographic features needed to accurately define the interviewing location. On each enumeration map one starting point was randomly chosen. The starting points were defined as street intersections wherever possible and clearly marked on the maps to eliminate any possible confusion.

### Interviewing Path:

On each enumeration map a path was drawn from the start point which systematically traversed all the streets in the enumeration area, keeping backtracking to a minimum.



### Selection of Households:

Households were selected at each interviewing location (starting point) by the interviewer using the following systematic procedures.

- The interviewer starts listing households three households away from the starting point travelling in the direction specified.
- She lists every third household (following the third household) as she follows her path.

### Selection of Individual Within Household:

The adults, 15 years of age and older, in each household were listed in order of decreasing age, first the males and then the females. The respondent to be interviewed was selected from this list using a random code imprinted on the questionnaire.

To attain maximum control of non-response, interviewers made up to two call-backs at households where designated respondents were not at home initially.

### Sampling Tolerances:

The sampling tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated due to interviewing a sample rather than the entire population under study.

For example, when 30% of the total sample of 2,032 say that they are aware of Consumer Week in Canada, the chances are 95 in 100 this result would not vary more than 3% plus or minus if the entire population were interviewed.

As indicated in the table below, the sampling tolerances vary with the size of the sample and the size of the percentage results.

Size of Sample On Which Survey Results Are Based	Approximate Sampling Tolerances Applicable To Percentage Results In This Report				
	Percentage Estimated Near ....				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
2,000 Interviews	2%	2%	3%	3%	3%
1,000 Interviews	2%	3%	4%	4%	4%
500 Interviews	3%	4%	5%	5%	5%
250 Interviews	5%	6%	7%	8%	8%
100 Interviews	7%	10%	11%	12%	12%
50 Interviews	9%	13%	15%	16%	16%

Note: Sampling Tolerances are estimated at the 95 in 100 confidence level.

CHARACTERISTICS OF THE SAMPLE

	<u>Number</u>	<u>Per Cent</u>
Total	<u>2032</u>	<u>100</u>
Atlantic	170	8
Quebec	565	28
Ontario	721	36
Prairies	345	17
British Columbia	231	11
15 to 19 years of age	227	11
20 to 24	253	12
25 to 34	500	25
35 to 54	566	28
55 years and over	481	24
Male	1012	50
Female	1020	50
Public school or less	541	27
Some high school	580	29
Completed high school	436	21
Some college/university	459	23
English	1494	74
French	538	26
Under \$10,000 family income	460	23
\$10,000 to \$14,999	333	16
\$15,000 and over	869	43
<u>Occupation of Head of Household:</u>		
Professional, managerial	416	20
White collar	317	16
Blue collar	798	39
Others	477	23
<u>Community Size:</u>		
Farm, rural & non-farm	326	16
1,000 to 99,999	435	21
100,000 - 999,999	583	29
1 million and over	687	34

Note: Groupings do not always add to 100 because 'Refused' and 'Don't Know' answers are not shown.

**COPY OF THE QUESTIONNAIRE**

ADVERTISING SECTIONASK ALL RESPONDENTS

1. In the past few weeks have you seen or heard any advertising by the federal department of Consumer and Corporate Affairs Canada?

1. Yes

2. No

V. Don't know

→ SKIP TO Q.5

IF YES IN Q.1 ASK:

2. Where did you see or hear the advertisement by Consumer and Corporate Affairs Canada?

READ LIST. CIRCLE AS MANY AS APPLY.

1. Heard on radio → ASK Q.3

2. Saw it in Community Newspapers (Weeklies) → ASK Q.4

3. Saw it in Magazines

X. Other

(specify)

→ SKIP TO Q.5

V. Don't know

IF "1" CIRCLED IN Q.2 ASK:

3. What do you remember about the advertisements you heard on the radio?

PROBE: What did it say? Anything else?

IF "2" CIRCLED IN Q.2 ASK:

4. What do you remember about the advertising you saw in the community newspapers (weeklies)?

PROBE: What did it say? Anything else?

ASK ALL RESPONDENTS

5. October 24th to 30th was Consumer Week in Canada. Did you hear about it?

- 1. Yes
- 2. No
- V. Don't know

SHOW "CHOOSE YOUR WEAPON" AD TO RESPONDENT

6. Would you please look at this ad and tell me whether you have seen this ad before?

- 1. Yes
- 2. No
- V. Don't know

TAKE BACK AD