

TABLE OF CONTENTS

PAGE NUMBER

BACKGROUND AND INTRODUCTION

AWARENESS AND REACTION

HIGHLIGHTS TO "CCA IN ACTION" DISPLAY

DETAILED FINDINGS

Section I
Major Issues of Concern

Section II
Awareness and Reaction to
"CCA in Action" Display

Section III

Prepared for:
CONSUMER AND CORPORATE AFFAIRS CANADA

APPENDIX

A Sample Characteristics

B Complete tabulation statistics on how
consumers resolved the complaints
they had in the past year.

C Copy of the Questionnaire

Industry Canada
Library - Queen

JAN 30 2014

Industrie Canada
Bibliothèque - Queen

DEPARTMENT OF CONSUMER &
CORPORATE AFFAIRS
LIBRARY

OCT 2 1979

BIBLIOTHEQUE
MINISTÈRE DE LA CONSOMMATION
ET DES CORPORATIONS

CONTEMPORARY RESEARCH CENTRE

Toronto

Ottawa

Montreal

October 1977

TABLE OF CONTENTS

	<u>PAGE NUMBER</u>
BACKGROUND AND INTRODUCTION	i
HIGHLIGHTS OF THE FINDINGS	v
DETAILED FINDINGS	
Section I Major Issues of Concern	1
Section II Awareness and Reaction to "CCA In Action" Display	7
Section III Consumer Complaint Process	35
APPENDIX	
A Sample Characteristics	43
B Complete verbatim comments on how consumers resolved the complaints they had in the past year.	45
C Copy of the Questionnaire	63

BACKGROUND AND INTRODUCTION

The Department of Consumer and Corporate Affairs Canada under the Summer Job Corps program ran a project called CCA in Action. In the summer of 1977, a 'road show' of a series of displays was conducted in Toronto, Montreal, rest of Quebec province and Vancouver. The objectives of the 'road show' were:-

- . To heighten the public profile of the Department of Consumer and Corporate Affairs and its various programs.
- . To further public understanding and acceptance of departmental objectives, programs and activities.
- . To provide useful information to the general public.
- . To obtain information on public attitudes about the role of the department and specific concerns and problems.
- . To provide employment to young people.
- . To further government objectives in terms of national identity.

These displays were supplied by the Federal Department of Consumer and Corporate Affairs to the regional offices.

The display unit was free standing with contained rear screen for audio visual projection. The system was made-up of four part panels on two levels. First level was velcro and the second level was burlap. The entire display was completely closed (that is a square). The top front panel contained a screen with holes in order that the sound from the audio cassette can be heard. Attached to the lower panel were pockets for the brochures/pamphlets. The panels and the posters illustrated the various activities of the Federal Department of Consumer and Corporate Affairs.

Small teams of young people assembled and mounted the displays which were then located in large shopping centres and other areas of high public exposure. Regional departments added to the display material supplied by the Federal Department of Consumer and Corporate Affairs Canada.

Purpose of the Research

The main purpose of this study is to measure the effectiveness of the 'road show' and to evaluate the impact of these displays on the general public. Moreover, the study was also designed to obtain information on how people go about resolving a consumer complaint.

In addition, the Department of Consumer and Corporate Affairs was also interested in measuring the attitudes of the small businessman like store managers and owners in the plazas towards the Department, its activities and the programs.

To achieve the above objects, two research studies were conducted.

1. General Public Survey

A research study conducting interviews with general public in shopping plazas in four centres, Toronto, Montreal, rest of Quebec province and Vancouver.

2. Store Managers/Owners Survey

A survey with the owners/managers of the stores in the shopping plazas in the above mentioned centres.

Method

Under the Summer Job Corps project CCA In Action, six teams comprising of seven people in each team were assigned to this project.

<u>Location</u>	<u>No. of Teams</u>	<u>No. of People</u>
Toronto	2	14
Montreal	2	14
Rest of Quebec province	1	7
Vancouver	1	7
	<u>6</u>	<u>42</u>

The project was designed by Contemporary Research Centre. The team of people hired by CCA In Action were trained by the field personnel of Contemporary Research Centre. The actual interviews were conducted by these teams of people and were supervised by the Regional office personnel of the Department of Consumer and Corporate Affairs. The selection of the plazas was the responsibility of the regional offices of Consumer and Corporate Affairs.

Sample

Personal interviews were conducted in the shopping plazas with people fifteen years of age or older. Interviews were divided equally between men and women. Respondents were selected randomly from the cross-section of people visiting the plazas. About 65 to 70% of interviews were conducted in the evenings in order to obtain proper representation of the working population.

Interviewing Period

In each plaza, the 'road show' display was on for about three to four days. The interviewing was carried out from June 15th to August 30th, 1977.

Special Notes

1. For reasons reviewed with the client, the interviews from Toronto were not included in the final analysis.
2. A separate report is prepared for the store managers survey.

About this Research

The findings of this report are based on 1496 interviews conducted with general public in the three geographic centres:-

	<u>Number of Interviews</u>
Montreal	490
Rest of Quebec province	542
Vancouver	<u>464</u>
TOTAL	1496

In order of presentation the report contains:

- Highlights
- Detailed Findings
- Complete Verbatim comments on how consumers resolved their complaint in the past year
- Copy of the Questionnaire

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

- Sex
- Geographic Centres
- Age
- Language
- Education
- Consumer Complaints vs Non Complaints
- Degree of attention to the display

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.

HIGHLIGHTS OF THE FINDINGS

- Almost one third of the respondents have noticed the " CCA In Action " display.

People in Montreal are most exposed to the display and people in Vancouver are least exposed to it. Almost one half of the respondents in Montreal (47%) say they have noticed the display compared to only about one respondent in five (18%) in Vancouver. Almost one third of Quebecers living outside Montreal acknowledge noticing the display.

- Consumer reaction to the display is highly positive. Among those who noticed the display, seven respondents in ten rated the display excellent, very good or good. Respondents unanimously say that displays such as this by Consumer and Corporate Affairs Canada are a good idea. Majority of the respondents feel displays like this serve an educational and informative purpose.
- The two specific features of the display most liked are pamphlets and audio visual presentation.

It is apparent that there was a considerable interest in the pamphlets. More than four respondents in ten have received the pamphlets. A higher proportion of Quebecers acknowledge receiving the pamphlets compared to people in Vancouver.

The major improvement suggested by respondents who rated the display fair or poor was to make the display more colourful and eye-catching.

- Almost one respondent in five (19%) felt the display made them aware of some of the activities of the Department which they didn't know before.

Hazardous products safety, protection from misleading advertising and fraudulent sales are the most mentioned activities respondents have learned new from the display.

Among those who noticed the display, slightly more than eight respondents in ten say they didn't learn anything new about the activities of the Department from the display.

- Awareness of the specific activities of the Department of Consumer and Corporate Affairs is low. More than half of the respondents interviewed couldn't name any of the assigned responsibilities of the Department.

Awareness of the specific functions of the Department is higher amongst those respondents who are exposed to the display than those who are not exposed.

- Less than one respondent in seven (15%) say they had a consumer complaint in the past year where they took some action.

There were about three times more consumers with a complaint in Vancouver in the past year than in Quebec. Quebecers living in Montreal had considerably less consumer complaints than those living in the rest of the province.

More than eight respondents in ten didn't have any consumer complaint in the past year.

Almost all of the consumers who had a complaint last year first approached the store/manufacturer with their complaint. In majority of the cases the complaint was dealt with by the first place they went.

Three consumers in ten expressed dissatisfaction with the way their complaint was handled.

SECTION I

MAJOR ISSUES OF CONCERN

THE MAJOR ISSUE OF TODAY IS INFLATION

The three major issues facing Canadians today are:

- Inflation
- Unemployment
- Quebec separation

Almost six respondents in ten (57%) cited Inflation as the major issue of concern. The next in order is unemployment mentioned by more than one third of respondents (36%). About one respondent in five feels Quebec separation is the major concern of Canadians today.

Higher proportion of Quebecers feel Inflation is by far the most important issue of today: Inflation gets almost double the count over unemployment in Quebec. People in Vancouver seem to consider inflation and unemployment as almost equally important issues.

Quebec separation is expressed as a major issue more by people in Vancouver than people in Quebec. Three respondents in ten (31%) mentioned it in Vancouver compared to only one respondent in ten (10%) in Quebec. People under 35 years of age express more concern over this issue than people 35 years of age and over. A higher proportion of respondents with some university education or better consider this as a major issue of today.

The other issues of concern mentioned by less than one respondent in ten are shown in the facing table.

In your opinion, what are the major issues facing Canadians today?
Any others?

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Inflation	57%	61%	61%	49%
Unemployment	36	32	33	42
Quebec Separation	16	9	10	31
Bilingualism/The Language Bill	7	8	4	8
National Unity	5	3	4	8
High Food Prices	5	4	7	2
Housing and Rent Costs	3	3	4	1
Strikes, Labour Disputes	3	3	2	4
The Government/Lack of Political Leadership	3	1	1	6
Pollution	3	3	2	3
Cost of Fuel/Utilities	2	1	2	2
Crime/Violence	2	1	1	3
High Wages	1	1	0	1
Government Spending	1	1	0	2
Too Much Government Control	1	1	0	2
Immigration	1	1	0	4
Economic Dependence on U.S.A./National Independence	1	0	0	2
Energy Crisis	1	0	0	4

Note: Multiple mentions

INFLATION IS ALSO THE MAIN CONSUMER CONCERN

In response to the question of what worries them the most at the present time as consumers, more than six respondents in ten (62%) give inflation as their number one worry. This anxiety is evident in all the segments of the population.

The majority of other concerns expressed by respondents center on rising cost of staples such as food, utilities, housing and clothing.

Rising food prices and the product quality are the concerns expressed by one respondent in seven. Product quality concern is much higher among respondents under 35 years of age (19%) compared to 35 and over age group (9%).

One respondent in twenty expressed concern over the rising cost of utilities/fuel, housing and rent costs and clothing prices.

Thinking now as a consumer, what worries you the most at the present time?

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Inflation	62%	61%	61%	65%
High Food Prices	15	13	14	18
Quality of Goods	14	9	16	17
Clothing Prices	5	5	4	6
Cost of Utilities/Fuel	5	4	5	7
Housing and Rent Costs	5	3	4	6
Unemployment	4	7	3	3
False Advertising	3	3	3	3
Taxes	2	3	2	1
Prices Not Stabilized	2	1	1	3
Chemicals in Food	1	1	1	2
High Wages	1	0	2	2
Packaging and Labelling	1	0	1	1
Lifting Wage and Price Controls	1	0	0	2
Don't Know	8	9	8	6

Note: Multiple mentions

SECTION 11

AWARENESS AND REACTION
TO "CCA IN ACTION" DISPLAY

ALMOST ONE THIRD OF RESPONDENTS NOTICED THE "CCA IN ACTION" DISPLAY

Respondents were asked the question:

"Have you noticed any display currently running in the plaza by the Federal Government of Canada?"

	<u>Yes</u>	<u>No</u>
Total	32%	68
Montreal	47%	53
Rest of Quebec province	32%	68
Vancouver	18%	82

The table opposite shows the demographic breakdown of people who noticed the display.

There are major differences by geographic centres. People in Montreal are most exposed to the display while people in Vancouver are least exposed to it. Almost half of the Montrealers say they have noticed the display compared to less than one respondent in twenty in Vancouver. Almost one third of Quebecers living outside Montreal acknowledge noticing the display.

People with higher education and men are more likely to have noticed the display. The oldest age group seem to be the least likely to have noticed the display, while youngest age group seem to be the most likely to have seen it.

Profile of People Who Noticed the Display

	<u>Per Cent Who Noticed the Display</u>
Total	32
Montreal	47
Rest of Quebec province	32
Vancouver	18
Male	35
Female	30
English	18
French	39
15-19 years of age	39
20-24	30
25-34	36
35-54	34
55 years of age and over	22
Some Public School	26
Some High School	31
Some University or Higher	37
Consumer Complaint in Past Year	
Yes	34
No	32

MONTREALERS SHOW GREATER INTEREST IN THE DISPLAY

Among those respondents who noticed the display, more than four in ten (42%) examined all or part of it with interest. About an equal proportion say they just glanced at it and more than one in ten had not really looked at it yet.

A higher proportion of Montrealers examined the display carefully compared to the people in other geographic centres.

How much attention did you pay to that display? (Asked only of those who noticed the display)

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>~Vancouver</u>
Examined It Carefully	17%	21%	14%	10%
Looked at some of it	25	22	26	30
Just glanced at it	45	47	45	42
Haven't really looked at it (yet)	13	10	15	18

Note: Only those who noticed the display were asked the questions - in detail about the display. The results of the remaining questions in this chapter are based on people who noticed the display.

ONE HALF OF THE RESPONDENTS CORRECTLY RECALL THE SPONSOR OF THE DISPLAY

Respondents who noticed the display were asked if they recall the name of the federal department which sponsored the display. One half of the respondents correctly identified the department of Consumer and Corporate Affairs as the sponsor of the display. A small minority (5%) gave incorrect answer. More than four respondents in ten could not recall the name of the federal department which sponsored the display.

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Correct identification	50%	50%	51%	47%
Incorrect Identification	5	4	5	7
Don't Know	45	46	44	46

The table opposite shows the demographic breakdown of the people who correctly identified the sponsor.

Those respondents who have some university education or higher seem to have significantly higher recall of the correct sponsor than respondents with high school education or less.

The correct identification level is also higher among those respondents who examined all or part of the display carefully.

A higher proportion of male respondents correctly recalled the sponsor of the display than female respondents.

Respondents who had a consumer complaint in the past year show higher correct awareness of the sponsor than respondents who didn't.

Do you remember which federal department sponsored that display?

	<u>Per Cent Who Said Consumer and Corporate Affairs Canada</u>
Total	50
Montreal	50
Rest of Quebec province	51
Vancouver	47
Male	56
Female	41
English	47
French	50
15-19 years of age	47
20-24	51
25-34	54
35-54	50
55 years or over	45
Some Public School	40
Some High School	42
Some University or Higher	62
Consumer Complaint in Past Year	
Yes	64
No	47
Examined display carefully	65
Looked at some of it	61
Just glanced at it	44
Haven't really looked at it (yet)	28

CONSUMER REACTION TO THE "CCA IN ACTION" DISPLAY WAS POSITIVE

Among those who noticed the display, more than four respondents in ten (41%), rated the display excellent or very good. Almost three respondents in ten (29%) rated it good. Only one respondent in eight (12%) thought the display was fair. A small minority of 3% gave it a poor rating.

People living in Montreal gave the highest positive rating to the display. More than half of the Montrealers (52%) rated the display excellent or very good.

The reaction of the Quebecers living outside Montreal was also favourable to the display. Almost four respondents in ten (39%) gave an excellent or very good rating to the display.

The reaction of the people living in Vancouver was not as positive as Quebecers to the display. Only one respondent in seven (14%) rated the display excellent or very good. A higher proportion of respondents in Vancouver thought the display was good and fair.

How would you rate the display?

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Excellent	11%	15%	8%	6%
Very Good	30	37	31	8
Good	29	26	29	39
Fair	12	8	11	28
Poor	3	3	1	6
No Opinion	15	11	20	13

RESPONDENTS WHO PAID MOST ATTENTION TO THE DISPLAY GAVE IT THE HIGHEST POSITIVE RATING

The table opposite shows the percent who rated the display excellent, very good or good, among various segments of the population.

The reaction of the people who say they examined all or some part of the display was most favourable. A large percentage of people who paid most attention to the display rated it excellent.

Montrealers gave the highest positive rating to the display and Vancouverites gave the lowest.

The positive rating towards the display is also higher among respondents with high school education or less and among all the age groups except respondents in the age group of 25 to 34.

Female respondents gave slightly higher positive rating to the display than male respondents.

Per Cent Who Rated
the Display, "Excellent,
Very Good, or Good" .

Total	70
Montreal	78
Rest of Quebec province	68
Vancouver	53
Male	68
Female	72
English	53
French	73
15-19 years of age	70
20-24	73
25-34	59
35-54	74
55 years and over	75
Some Public School	80
Some High School	74
Some University or Higher	61
Consumer complaint in last year	
Yes	66
No	71
Examined the display carefully	88
Looked at some of it	80
Just glanced at it	66
Haven't really looked at it (yet)	42

PAMPHLETS AND AUDIO VISUAL PRESENTATION ARE THE TWO SPECIFIC FEATURES OF THE DISPLAY MOST LIKED

Respondents who gave the display excellent, very good or good rating were asked what was there about the display they particularly liked.

Almost one respondent in four said that the display caught their attention and was well presented.

The two specific things which receive most favourable mentions are pamphlets and audio visual presentation. More than one respondent in five mentioned liking these features. Quebecers living outside Montreal seem to have particularly liked the idea of the pamphlets. Almost one respondent in seven (15%) found the display informative about the activities of the Consumer and Corporate Affairs department. There were some mentions of the staff being courteous and enthusiastic at the display.

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

"The label on clothes, and how to care for it. Thought it was good the way they drew children and how it made them aware"

"The way it was laid out it was easy to understand"

"The slides were good"

"The puppet show was great, it helps the kids. Well the car seat display"

"I think things are well displayed and I imagine you give out good advice"

"Well displayed, I mean it is well set-up. It was eye-catching and bright. The people were courteous."

"The puppet show esp, slide show and the free literature"

"The packaging display. The leaflets are good"

"Well all the leaflets warning signs...the inventors book and industrial design, textile labelling, washing symbols"

What was there about the display you particularly liked or found interesting? (Asked only of those who rated the display "excellent, very good or good")

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>* Vancouver</u>
<u>Those who rated the display excellent, very good or good</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Caught my attention/looked interesting/well displayed	24	28	16	27
Brochures/pamphlets	22	19	31	9
Audio-visual/slides/movie presentation	20	23	15	20
Informative/tells public about CCA department	15	17	16	9
Courteous/enthusiastic staff	8	7	8	9
Posters	6	4	7	9
Car seats for infants	1	0	0	9
Puppet show	1	0	0	9
Didn't look at the display very closely	10	12	9	5
Don't know	5	3	9	2

*Base less than 50

Note: multiple mentions

PEOPLE WANT THE DISPLAY TO BE MORE COLOURFUL AND EYE-CATCHING

Respondents who rated the display fair or poor were asked what changes or improvements they would suggest to make the display look better.

A large majority of the respondents suggested that the display should be more colourful and eye-catching. The two criticisms made by less than one respondent in ten were the display looked too cluttered up and amateurish.

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

- " Very drab, nothing to draw people. Something to attract people to it, loud speaker, better colour, people out there grabbing people"
- " How consumer can better protect himself against poor guarantees and warranties"
- " It is kinda unorganized - a better information booth would help"
- " Well nobody explains much to you - it might be better to send the pamphlets to your house . I don't know"
- " Should be immediately eye appealing, didn't catch my attention"
- " Better lit area. Brighter colours to catch your eye"
- " It must be poor because it didn't catch my eye"
- " Make it more noticable...make it more colourful, more organized. Looks like display was only half put-up"
- " The material wasn't very accurate and the booth could have been better arranged"
- " Too many decorations"

What improvements or changes could be made to the display to make it better? Anything else? (Asked only of those who rated the display "fair" or "poor")

	<u>Total</u>
<u>Those who rated the display fair or poor</u>	<u>100%</u>
Should be more eye-catching/colourful	56
Too cluttered/disorganized	7
Looked amateurish/home made	5
Useless display, waste of time, money	4
Needs audio-visual presentation	1
Other	15
Don't know	12
Not stated	4

Note: Percentage base too small to show results by the three geographic areas.

ABOUT ONE RESPONDENT IN FIVE SAY THEY HAVE LEARNED SOMETHING NEW ABOUT THE DEPARTMENT'S ACTIVITIES FROM THE DISPLAY

The response to the question shown opposite was:

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Yes, learned something new	19%	17%	20%	23%
No, haven't	69	68	70	67
Don't know	12	15	10	10

About seven respondents in ten say they didn't learn anything new from the display and more than one in ten is not sure about it.

In Vancouver, a slightly higher proportion of respondents say they have learned something about the CCA programs from the display than in Quebec.

As shown in the table opposite, more men and people in 35-54 years of age group felt they became aware of some of the activities of the department which they didn't know before.

People who examined the display carefully are most likely to say they have learned something new about the department's activities.

In answer to which activities or programs they have learned new, more than one respondent in ten mentioned hazardous products safety program, protection from misleading advertising and fraudulent sales. The table below shows the list of activities respondents said they have learned new from the display:

<u>Those who have learned something new</u>	<u>Total</u> <u>100%</u>
Hazardous products safety/dangerous products for children	12
Fraudulent sales, unfair trade practices	10
Protection from false, misleading advertising	10
Labelling Act	7
Textile labelling, washing symbols	7
Handle consumer complaints	7
Weights and Measures	7
Bankruptcy Act	5
Consumer protection laws	5
Combines investigation act/competition	4
Accident prevention program/safety program	4
Double tagging, ticketing	8
All the things they do (unspecified)	9
Give out free information, leaflets, good they inform people	

Have you learned anything new about the activities and programs of the federal department of Consumer and Corporate Affairs from the display which you were not aware of before?

	<u>Per Cent who have Learned something New about CCA Programs</u>
Total	19
Montreal	17
Rest of Quebec province	20
Vancouver	23
Male	23
Female	15
English	23
French	18
15-19 years of age	18
20-24	19
25-34	19
35-54	24
55 years and over	7
Some High School	19
Some Public School	19
Some University or Higher	19
Examined the display carefully	38
Looked at some of it	27
Just glanced at it	12
Haven't really looked at it	3

PEOPLE UNANIMOUSLY SUPPORT THE IDEA OF DISPLAYS SUCH
AS THIS BY CCA

Almost all of the respondents who noticed the display say a display such as this by Consumer and Corporate Affairs Canada is a good idea (top table opposite). This positive feeling is evident in all the segments of the population.

When asked to give reasons for being a good idea, majority of the respondents felt a display like this serves an educational and informative purpose (bottom table opposite).

It seems that this method of communicating with the public about the Department's programs and activities is well accepted and perceived as informative and useful.

How do you feel about the display such as this by Consumer and Corporate Affairs? Do you think it is a good idea?

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Good idea	94%	96%	96%	88%
Not a good idea	2	1	1	5
Don't know	4	3	3	7

Why do you say it is a good idea? (Asked only of those who said it is a good idea to have displays like these).

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
They are educational/ Informative (unspecified)	68%	77%	73%	29%
Informs people about their rights as a consumer	18	15	17	34
Informs people about the Department of Consumer and Corporate Affairs	4	1	4	15
Other	7	4	4	23
Don't know.	2	2	1	3
Not stated	1	1	1	0

A MAJORITY OF THE RESPONDENTS DIDN'T NOTICE THE CHARACTER OF INSPECTOR LOOPHOLE IN THE DISPLAY MATERIAL.

On an aided basis, only one respondent in ten noticed the character of Inspector Loophole in the display material. About nine respondents in ten either didn't notice the character or didn't know.

Quebecers, respondents in the youngest age group (15-19 years) and people who examined the display carefully have the higher recognition of the character of Inspector Loophole.

The recognition of the Inspector Loophole is almost nil in Vancouver.

Did you notice the character of Inspector Loophole in the display material?

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Yes	11%	15%	11%	1%
No	85	83	86	92
Don't know	4	2	3	7

Per Cent who Noticed
the Character of
Inspector Loophole

Total	11
Montreal	15
Rest of Quebec province	11
Vancouver	1
Male	11
Female	11
15-19 years of age	16
20-24	5
25-34	11
35-54	12
55 years and over	9
Some Public School	14
Some High School	11
Some University or Better	11
Examined the display carefully	31
Looked at some of it	9
Just glanced at it	7
Haven't really looked at it (yet)	5

MORE THAN FOUR RESPONDENTS IN TEN GOT THE PAMPHLETS

A higher proportion of Quebecers say they have taken or received the pamphlets than Vancouverites. About one half of the respondents living in Quebec mentioned receiving pamphlets compared to about one respondent in four in Vancouver.

It is apparent that in each geographic location more people picked up a pamphlet compared to CCA staff member handing over a pamphlet to them without asking. The ratio in favour of picking up a pamphlet over handing a pamphlet without asking is much higher in Vancouver than in Quebec (top table opposite).

More than one respondent in five talked with any of the people connected with the display (bottom table opposite).

In Quebec and specially so in Montreal, more people seem to have talked with any of the CCA staff members than in Vancouver.

Men were somewhat more likely to talk with the staff members than women were.

Did you take or receive any pamphlets either on this trip or on a previous trip?

Did you pick up the pamphlets from the information booth or the pamphlets were handed over to you by the people connected with the display without your asking?

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Yes, took or received the pamphlets	41%	45%	45%	24%
Picked up from Information booth	21	21	24	17
Handed over without asking	14	17	15	2
Both	6	7	6	4
Didn't take any pamphlets	59	55	55	76

Did you talk to any of the men or women connected with the display or at the information booth (either on this trip or on a previous visit)?

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Yes, did	22%	25%	20%	16%
No, didn't	78	75	80	84

AWARENESS OF THE DEPARTMENT'S SPECIFIC ACTIVITIES IS LOW

This question was asked of all the respondents.

More than one half of the respondents couldn't name any activities for which the Department is responsible. The awareness of the functions of the department is lowest among Quebecers living outside Montreal.

The most often mentioned specific responsibility of the Department by more than one respondent in eight (12%) is protecting consumer rights and wage and price controls. A higher percentage of Quebecers associated the department with the protection of consumer rights while more respondents in Vancouver cited wage and price control as the function of the Department.

About one respondent in fifteen (7%) is aware of the Department's responsibility in listening to consumer complaints and protecting consumers from misleading advertising. People in Vancouver are somewhat more likely to associate the Department with listening to consumer complaints than people in Quebec.

Package labelling standards, protection against poor quality of manufactured goods and investigation of unfair trade practices are associated as the Departments functions by about one respondent in twenty.

The Department's activities mentioned by less than four percent of the respondents are listed in the table opposite.

Could you tell me some of the activities the Federal Department of Consumer and Corporate Affairs is responsible for?

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Protect consumer rights	12%	15%	13%	8%
Wage and Price Controls/ Price Regulations	12	9	6	21
Protection against Misleading/ False Advertising	7	10	5	5
Listen to Consumer Complaints	7	4	5	13
Labelling disclosure of Contents/Date on Perishable Goods	5	4	7	4
Protection against Poor Quality/Defective Manufactured Goods	5	3	5	6
Investigation of Unfair Trade Practices, Resale Price Maintenance/Price Fixing	4	2	3	6
Safety of Manufactured Products/Toys	3	3	3	2
Quality of Food and Drugs	3	1	2	4
Weights and Measures, Standard Sizing	2	2	1	2
T.V. Show 'Consomateur Adverts'	1	1	2	0
Textile Labelling	1	1	1	2
Bankruptcy Act	1	1	0	1
Patents and Copyright	1	1	0	1
Corporation Act	1	0	2	1
Don't know	55	52	61	50

32.

AWARENESS OF THE SPECIFIC FUNCTIONS OF THE DEPARTMENT IS HIGHER AMONG THOSE WHO HAVE NOTICED THE DISPLAY

Respondents who are exposed to the display are more aware of the activities of the Department than those who are not exposed. Almost six respondents in ten who noticed the display could name a specific activity of the Department compared to only four respondents in ten who didn't notice the display.

There are major variations in the awareness level of some of the specific functions of Consumer and Corporate Affairs between these two groups.

The awareness level is almost double in percentage points for the Department's activities such as...

- Protecting consumer rights
- Protection against misleading advertising
- Safety of manufactured products/toys
- Package labelling standards
- Weights and measures

among those who are exposed to the display than those who are not exposed.

Could you tell me some of the activities the Federal Department of Consumer and Corporate Affairs is responsible for?

	Total Respondents	<u>Respondents Who</u>	
		<u>Noticed the Display</u>	<u>Didn't Notice the Display</u>
Protect consumer rights	12%	18%	9%
Wage and Price Controls/ Price Regulations	12	11	12
Protection against misleading/ false advertising	7	10	5
Listen to consumer complaints	7	8	6
Labelling disclosure of contents/ date on perishable goods	5	7	4
Protection against poor quality/ defective manufactured goods	5	6	4
Investigation of unfair trade practices, resale price maintenance/ price fixing	4	4	3
Safety of manufactured products/ toys	3	5	2
Quality of food and drugs	3	3	2
Weights and measures, standard sizing	2	3	1
T.V. show 'consomateur advertis'	1	2	1
Textile labelling	1	1	1
Bankruptcy Act	1	1	0
Patents and copyright	1	1	0
Corporation Act	1	2	1
Don't know	55	42	61

SECTION 111
CONSUMER COMPLAINT PROCESS

MINORITY OF RESPONDENTS HAD A CONSUMER COMPLAINT WHICH INVOLVED TAKING SOME ACTION IN THE PAST YEAR

Respondents were asked the question:

"In the past year, did you have any complaint with any of the purchases you made where you took some action?"

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Yes	15%	6%	12%	28%
No	85	94	88	72

Less than one respondent in seven had a consumer complaint where some action was taken in the past year. It is interesting to note that more than eight respondents in ten say they had no consumer complaint last year.

There were about three times more consumers in Vancouver with a complaint in the past year than in Quebec. Almost three respondents in ten (28%) in Vancouver mentioned of having taken some action on their consumer complaints in the last year compared to less than ten percent in Quebec.

In Quebec consumers living in Montreal had less complaints than consumers living outside Montreal.

A higher proportion of respondents in the youngest age group (15-19 years) and respondents with higher education had taken some action on their consumer complaints last year.

Profile of people with Consumer Complaint in the Past Year.

Per Cent who had
Consumer Complaint
and Took Some Action

Total	15
Montreal	6
Rest of Quebec province	12
Vancouver	28
Male	14
Female	16
English	28
French	9
15-19 years of age	22
20-24	14
25-34	16
35-54	14
55 years and over	7
Some Public School	3
Some High School	15
Some University or Better	19

ALMOST ALL CONSUMERS TOOK THEIR COMPLAINT FIRST TO
THE STORE OR MANUFACTURER

Among those who had a consumer complaint in the past year, more than nine respondents in ten say they went first to the store or manufacturer with their complaint.

A small minority of Quebecers mentioned going first to the provincial department of Consumer Affairs with their complaint.

Only two respondents said they first approached the federal department of Consumer and Corporate Affairs with their complaints.

In majority of cases the complaint was dealt with by the first place they went (bottom table opposite).

Where did you go first with your complaint? (Asked only of those who had a consumer complaint last year.)

	<u>Total</u>	<u>* Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
<u>Those who had Consumer Complaint in the Past Year</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Went to the store/ Manufacturer	91	79	82	98
Provincial Department of Consumer Affairs	5	11	12	1
Federal Department of Consumer and Corporate Affairs	1	3	2	0
Better Business Bureau	0	0	0	0
Consumer Association of Canada	0	0	0	0
Other	2	7	2	1
Don't Remember	1	0	2	0

Did they deal with your complaint or refer you someplace else? (Asked only of those who had a consumer complaint last year.)

	<u>Total</u>	<u>* Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
<u>Those who had Consumer Complaint in the Past Year</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Dealt with my Complaint at the First Place I went	95	89	92	97
Referred to someplace else	5	11	8	3

* Base less than 50

THREE CONSUMERS IN TEN EXPRESS DISSATISFACTION WITH THE WAY THEIR COMPLAINT WAS HANDLED

Consumers who took their complaint to a place were asked to express their degree of satisfaction in the way their complaint was handled.

Seven respondents in ten say they were either very or fairly satisfied with the way the complaint was handled. Three respondents in ten were either not very satisfied or not satisfied at all. The proportion of people who were not satisfied at all is more than double in percentage points to those who say not very satisfied.

The table opposite shows the cross tabulations between places people went to with their complaints and their degree of satisfaction with the place in the way the complaint was handled.

The base numbers for places other than store/manufacturer are too small to derive a meaningful analysis. The results are indicative and not to be interpreted as conclusive.

How satisfied were you in the way your complaint was handled? Would you say... (Asked only of those who took their complaint to the place).

	Percentage Base	Very Satisfied	Fairly Satisfied	Not Very Satisfied	Not Satisfied At All	Not Stated
Total	217	41%	28	9	21	2
Went to Store or Manufacturer	194	41%	28	9	19	3

Due to the small percentage base the following table shows results in numbers only.

Provincial Department of Consumer Affairs	11	8	2	-	1	-
Federal Department of Consumer & Corporate Affairs	2	-	1	-	1	-
Better Business Bureau	1	-	-	-	1	-
Other	8	-	3	1	4	-

Note: Out of the 217 respondents who had a consumer complaint last year, 207 respondents said their complaint was dealt with at the first place they went. Only 12 respondents were referred to go someplace else. In the results of the above question, answers of these 12 respondents are included.

APPENDIX A
Sample Characteristics

SAMPLE CHARACTERISTICS

Background characteristics of the sample are shown below:

	<u>Total</u>	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Vancouver</u>
Percentage base	1496	490	542	464
Male	50%	48%	50%	54%
Female	50	52	50	46
15-19 years of age	17%	17 %	15%	19%
20-24	16	13	16	20
25-34	20	18	19	22
35-54	30	31	34	24
55 years and over	17	21	16	15
Some High School	15%	19 %	20%	3%
Some Public School	51	51	47	57
Some University or Higher	34	28	33	40

APPENDIX B

Complete Verbatim Comments
on how consumers resolved the
complaints they had in the past
year.

Q.21 How was your complaint resolved? Probe: What was the complaint exactly?

COMPLETE VERBATIM COMMENTS

MONTREAL

- " They didn't bother with me at the place I was referred to. Complaint was never resolved at all."
- " They said that they don't have enough proof."
- " They told me that it was the mistake of the salesman and they couldn't do anything. It was a pair of pants on sale. The sale having ended, the article was still on sale but they didn't want the sales person to leave it on sale."
- " They told me everything I wanted to know about auto guarantees that I didn't know."
- " They repaired the dishwasher."
- " It was exchanged for me - an article of clothing - a sweater."
- " I took back the merchandise because I didn't like it."
- " It was a defective radio. I took it to Simpsons and they kept giving me annoying excuses until finally three weeks later, they told me to go to Sears where it had been repaired."
- " The lining of a coat came out due to the workmanship. The delay of three days to give back the merchandise was overlooked. The merchandise was brought back at the end of ten days. After a lot of insistence, the coat was exchanged."
- " They refunded my money. The chicken wasn't fresh and the cheese was mouldy."
- " I would have liked a reimbursement for the purchase I made - fabric."
- " I re-did the painting and I had to spend the money."
- " By being pleasant and polite."
- " They exchanged the package of cigarettes."
- " The instructions were in english."

- " They asked for my fill of sale. They examined the shoes. They were defective shoes. It took 20-25 minutes before I was reimbursed."
- " The CCA helped with the carpet sweeper and Legal Aid with the purchase of my house."
- " They exchanged the sweater and the meat."
- " He exchanged the orthopedic padding which sagged."
- " A scratched record was exchanged."
- " She exchanged the article of children's clothing that had faded."
- " I sent a letter to the person who sold a car to me in supposedly good condition. \$200- \$300 repairs had to be made by me."
- " They exchanged her slightly mouldy cheese and bad tomato juice right away."
- " It's all staightened out."

Q.26 How was your complaint resolved? What was the complaint exactly?

- " The complaint hasn't been resolved. They sent me to the devil."
- " Complaint not resolved. Bought a Citroen car."
- " The varnish/finish on the bathroom tiles cracked/came off at the end of a week. Complaint was not resolved. It's up before the courts."

Q.21 How was your complaint resolved? Probe: What was the complaint exactly?

COMPLETE VERBATIM COMMENTS
REST OF QUEBEC

- " About a malfunctioning fan."
- " It didn't take them much time to straighten things out. They gave me back my money right away from the account I had put it on, but they also tried very hard to sell me something else as well."
- " Finally, the store exchanged the pair of skates which were promptly sold to another consumer."
- " By making an exchange with another record. The record skipped and was warped. Most of the records are badly put together today."
- " A nightgown - replaced it right away."
- " The case wasn't ruled on. He was supposed to be insured for a moped."
- " I had my television repaired. It would have been necessary to see another repairman and to pay him also. I gave up. It would have been too expensive."
- " They looked at what wasn't working and reimbursed me. It was a cassette tape recorder."
- " The car had motor trouble. It broke down often. They repaired it but the trouble always comes back."
- " The records were purchased in Toronto. The company sent the bill which had already been paid. The local consumer protection agency told me what to do to straighten everything out and everything was settled."
- " Shoes."
- " They replaced two defective pieces of furniture."
- " I was upset because a product was marked only in English. They told me it was an old tag."
- " They replaced the moped helmet after a week."

- " Some broken and odd furniture was immediately exchanged."
- " Sold a motorcycle. The cheque was stopped. The OPC explained what to do."
- " They've come up against it for a long time. A badly made dress. The same thing happened with meat only it was less complicated than with the dress."
- " They repaired the GREB loafers."
- " I complained about a Lazy-Boy eight months ago and I am still trying."
- " Reimbursement with the aid of the government."
- " They exchanged a broken record."
- " The merchant immediately exchanged the pair of pants that fell apart after they had been washed."
- " It took sometime for them to exchange the broken record."
- " They exchanged the bad meat as soon as I returned it."
- " A camera that jammed. They repaired it right away. A T.V. set made by a well known manufacturer didn't work. The merchant hesitated to repair it. Otherwise I was going to company or the CCA."
- " They didn't deal with his complaint at all so the complaint was never resolved."
- " They immediately exchanged the damaged record."
- " They exchanged the pint of milk right away."
- " They sent me the repair invoice for my watch which was still under warranty."
- " They immediately exchanged a faulty record."
- " My wrist watch had a defect. It broke down twice in six months. I wrote them that such an expensive wrist watch shouldn't break down so often. I also asked them to replace the watch or I would keep after them until they did so."

- " They immediately exchanged a cracked cup."
- " They tried to fix my shoes themselves but it didn't hold together for very long."
- " In thirty seconds, they replaced the whole ventilator."
- " They immediately changed the damaged record."
- " They exchanged the faded sweater."
- " They immediately exchanged the damaged record."
- " They exchanged the damaged vest after a certain length of time."
- " I had just bought a cassette and taped a song. The words weren't recorded properly. They exchanged the cassette."
- " A new tire wore out very quickly. The company exchanged it but after frequent demands and writing to the head office."
- " They exchanged the pair of defective boots for another pair of boots. But the quality of the boots was doubtful/questionable."
- " Repair of a defective television set."
- " The paving wasn't satisfactory. Too soft. After an added expenditure of \$35.00, the company repaired it."
- " An exchange of merchandise."
- " Mobile home - furnished only partially. We thought it was completely furnished. According to the contract we had ten days to complain before the deal was finalized. Nothing could be done about it."
- " Replaced the merchandise."
- " The jumpsuit that was too big was exchanged."
- " The book was replaced immediately. The pages were stuck together."
- " A package of gloves had two gloves for the same hand. Immediate refund."

- " They demanded proof of purchase. They examined the receipt and the record and exchanged it. The sound was faulty."
- " Complaint not resolved at all. A used car that drove/handled badly."
- " I called the guaranty division of Westinghouse and they sent someone thirteen times but the refrigerator wasn't fixed. Then, I called the TV Show "Buyer Beware" . As soon as I called Westinghouse and told them of the phone call to "Buyer Beware" the manager came down with a mechanic who fixed the fridgidaire the way it should have been done in the first place."
- " The complaint is not yet resolved. I bought a pair of clogs which fell apart after two months. At the price I purchased them for, the quality should be better."

Q.26 How was the complaint resolved? What was the complaint exactly?

- " Not resolved yet. I'm going to look elsewhere. My car (Ford Pinto) which is just one year old has rust already."
- " Complex automobile problem."
- " They said that there was nothing they could do."
- " There were white worms in the oatmeal. They reimbursed my purchase."
- " I had paid for a car with V8 engine but the one I got had a V-6 inside."

Q.21 How was your complaint resolved? Probe: What was the complaint exactly?

COMPLETE VERBATIM COMMENTS

VANCOUVER

- " I was given the difference back in credit. Calculator went on sale three days after I purchased it. I phoned and asked what I could do. I was referred to and asked to talk to the sales manager."
- " I had many things sent back. I can't remember anyone exactly. Little consumer problems."
- " A complaint with meat bought at Safeway. My money was refunded. Woodward's exchanged a card table. I wrote to a cereal company about glass in a Cheerio Box but they never wrote back. I don't buy Cheerios anymore."
- " I wrote a letter to the company and they reimbursed me."
- " Dealt with my complaint. It was a pair of shoes. Shoes too short and wore out too quickly -- gluing shoes together when they should be tacked together."
- " I didn't have my receipt and they returned the item."
- " Either by replacement or refund. Strawberries were mouldy. Took them back and they gave me my money."
- " Unsatisfactory goods were returned and replaced with satisfactory merchandise. Generally, I would prefer to buy Canadian made goods because the quality is excellent but the price is too high."
- " I think clothing is rubbish. Eatons' stitched up the dress and I sent it back. They said most of the dress had to be resewn."
- " I showed them the inferior article and they gave me a new article."
- " The manager who was the head of the department looked after me. I had bought something in Woodward's food floor and bought some products that weren't good and he returned them to me."
- " The complaint wasn't dealt with or resolved. It was a small clothing store and they would not let me return my dress. It shrank after I washed it according to the directions."

- " The sales person refunded the purchase I had made. It was a piece of clothing which was faulty."
- " Exchange for a new item in footwear - shoes. The soles have come about in the uppers. They've been fixed once before and this time I took them back and got a new pair."
- " Most of them would be with photo finishing or cars. They were repaired at little or no charge or they refunded our money."
- " Didn't deal with complaint. The store wouldn't satisfy or refund the customer."
- " Cassette tape didn't work. Salesgirl kept asking questions over and over until I got fed up and left."
- " Automobile with manufacturing defects that the dealer repaired."
- " Taking a pair of clogs back. Took clogs back and I got my money. They split on the sides."
- " The merchandise was returned and money was refunded."
- " I got a refund. When I took the child's mobile out of the package, the horse had fallen off and the steel rod could pierce the hand. I returned it and my wife wrote to the company."
- " The ski pass was no good because there wasn't any snow. So I complained. We get passes for half price this year plus we could ski at Whistler or Banff on weekends but that was no good to me because of school."
- " Through the manager. Return something which was wrong size."
- " Nothing was done. I quit dealing with the store."
- " I had many complaints. I take back a lot of things. Food and others. They are usually resolved right away."
- " Gave me a new one. It's a necklace and it fell apart."
- " Exchanging the goods. I don't remember particularly."
- " It took about four months. It was a camera and they had to send it back to the maker - Taiwan or Japan. It was fixed. Then I dropped it and broke the lens so I got it replaced."

- " Went to the store with a year guarantee, took it back because the cord blew up. Sales lady said that you had to bring it back in thirty days and she wouldn't do anything about it. Guarantee was for a year. My sister went and yelled at her and it's going in repairs."
- " Replaced it. Can't remember. Habachi broke the second day. Wrote back to the store and got it replaced."
- " Transistors burnt in 8 track stereo. I took it back and the warranty had expired three days ago. They wouldn't do a thing."
- " I bought a pair of shoes and they fell apart in one day. Store gave my money back."
- " I got a new pair of shoes."
- " I brought my new jeans back and I got a new pair. When I washed them they fell apart. The bottom parts went frizzy and the top part stretched out of shape."
- " I bought a hockey stick and it cost \$8.00. I used it for one shot and it broke. They wouldn't exchange it for me."
- " I went to dinner (a whole group). Dinner was to be at 8:30 but we weren't seated until 10:00. Then dinner didn't come until 12:00 and was not properly cooked (2 had to be sent back to the kitchen) so I refused to pay. It said on the Menu "satisfaction guaranteed". The manager was mad but I walked out."
- " They gave me a new article."
- " We bought a gun in Disneyland. We sent it back to the States and they sent a new gun and everything that went with it."
- " 222 aspirins. They had gone up 100% and I still had to pay the full price."
- " A shirt I bought fell apart so I took it back and they gave me my money back."
- " I take groceries back to the store even lettuce and they give me back my money or exchange the goods."
- " I took back bacon and they gave me my money back."
- " Defective material and we took it back and got a new unit. It was jeans. They were cut wrong."

- " They gave me a credit note and failed (refused) to give me a bill of sale for goods for note."
- " Malfunction with strap of shoe which was replaced."
- " New car's clutch blew. I had to pay for part/and labour. The dealer said it was not covered in warranty."
- " Sour meat - government inspected sour meat and they exchanged it on the spot."
- " A hairdryer. After six months it stopped working. I wrote a letter to the company. They wrote me a letter, so I took it to a branch and it was fixed. A store manager should stand behind what he sells."
- " Took the goods back. I buy things that are my size on the label but when I take them home, they don't fit."
- " I bought some coffee and it was bad. Poor quality. The store took it back and replaced it with a new one."
- " I had a bathing suit that frayed early, however Sears wouldn't take it back because I had worn it."
- " Most people are happy to take back the items. I don't have any problems."
- " I complained about an item and they took it back. Most stores are pretty good you know. They want to satisfy the customer."
- " It was a ripped golf glove. It was torn and they replaced it with a new article."
- " I bought a leather coat and the arm came off it. I had to call CCAC first."
- " It wasn't. The pants are just left in the closet. The zipper was broken and the side seams were ripped. They wouldn't repair them since I had washed them."
- " They gave back my money. I took back (well my wife did) some expensive shoes that fell apart. They were real good about it."
- " Took the food back to the dealer. Things like eggs which went bad before I used them. I took back and the store replaced them."

- " Well, the place which I complained about went bankrupt... so nothing could be done."
- " I took back some fruit and they refunded it - you know, gave me back my money."
- " Workmanship was the problem. I got my money back. The problem was with a suit. I don't go there anymore."
- " The store took back the merchandise."
- " They fixed it and I didn't have to pay. Front wheel alignment."
- " I bought this camera and it wasn't working properly. I took it back and they fixed it - on a warranty."
- " I bought a screw extractor and it broke immediately when I went to use it. I went back to the store three times and each time they stalled and finally refused to do anything."
- " Complained with I.C.B.C. and it was not resolved - no satisfaction."
- " We bought some furniture - love seat hide-a-bed and the framework of the hide-a-bed wasn't straight. They replaced the whole love seat / hide-a-bed."
- " Bought a pressure cooker and it simply didn't cook. I brought it back and exchanged it."
- " Pygamas were sub-standard labelled and were exchanged."
- " Bought a household rug. We got the wrong colour and poor quality. They replaced the rug and it took six months for them to do it. They didn't do anything to replace the carpet until we threatened to go through 'Action Line' or other outside source. We also got Burlington carpets to get after Woodward's to hurry up."
- " Had transmission fixed. Gave me a 6 month warranty and it started to slip after five months. Tried to take it back and they went bankrupt."
- " I took it back and they gave me a new one. Some cheese that was rotten."
- " I bought a pair of pants and they had snags in them. I brought them back. They replaced them and they had snags too."

- " I left the chicken there and told them to keep the money."
- " I was satisfied with the way the department handled the complaint. They looked at the car and agreed there was a complaint. Rust was the problem. They painted the car once and the problem still existed. They agreed to paint it again. I sold it."
- " They tried to sell me some pants that were wrong and I bought them. I took the pants back but I didn't have my bill so I had to get something else in the store for the same value."
- " I had a hamburger and it was raw. I took it to the manager and he gave me a new one."
- " The meat I bought was rancid. They promptly replaced it."
- " Well, I just got another pelt to replace what I was complaining about."
- " My car got a new paint job."
- " It wasn't. My purse was damaged and the lady was rude and wouldn't replace it."
- " Can't remember. Dealt with my complaint."
- " Woodward's took back the suit that was too small."
- " They treated my wife like I didn't know anything when I went to get truck parts. I phoned and they gave me parts and service of unsatisfactory and poor quality."
- " A small breakdown in a car and it was fixed after several trips."
- " Bought a shirt and after I washed it, the seams came out on the side. Took it back and got my money."
- " It's just in the process of being resolved. It was a major appliance which I bought."
- " After six months the paint was peeling off the house. Numerous complaints were never taken care of. He said he'd take care of complaints listed. He hasn't done a thing for fifteen months."
- " A pair of expensive shoes. They broke. They tore - poor quality."

- " A jacket my mom bought and it was too big. They replaced it."
- " I bought some darkroom equipment and it was incomplete. They completed it for me."
- " When I buy something and I'm not satisfied I take it back and get another one or my money back."
- " By going straight to the sales manager. I bought an irregular fitting of clothes and took them back when they ripped. Got my money back."
- " Bought some fish and it had worms in it. Took it back and they wanted to give me another fish but I wanted my money back. It took some talking but I got my money back. Bought it at the IGA."
- " An article we got as a wedding present was recalled by the manufacturer who gave us another hamburger maker."
- " My girlfriend bought me a suit. I went in to get alterations done on it. It took five visits and a visit to the store manager to get it altered."
- " The merchandise was double ticketed and after I phoned the consumer place in Vancouver and went back to the store I got the merchandise at the lower price."
- " The people through advertising let us know that the sales people know about cars. The car was idling too fast and I took it back and another garage fixed it."
- " It was a pair of pants and I returned it."
- " They took it back and replaced it. It was a faulty toy that didn't work. It was for my little son."
- " They usually replace the article."
- " Had an electric range that broke down regularly during the warranty period and the manufacturer wouldn't replace it. I went to the Provincial Consumer Affairs Dept. and they straightened it out. I got a new electric range."
- " Bought some defective clothing. Flaws in the material, etc... Took it back and got my money back."

- " Buying children's clothes that are poor quality. Resolved by taking them back and getting my money back."
- " Complaint with produce from the store - money was refunded."
- " A tape deck wasn't working. They are trying to fix it now."
- " False advertising - sleeping bag was advertised as 80" when it was 72" long. Bought it, took it back to the store and since I lost my sales slip they would have nothing to do with it. Went to manufacturer and gave me another one but the same size. I wanted an 80" one but still haven't gotten it. Will phone your department."
- " Bought a dress and the zipper broke. Took it back and got the zipper replaced."
- " Credit note issued. Went to a store and was told the merchandise would never go on sale and a month later it did so they gave me a credit towards it."
- " Five year lightbulbs that didn't last were replaced."
- " Carpet store sent carpet in the wrong shade. Replaced the carpet."
- " Bought camera with light fault - store exchanged it."
- " After a hassle, they finally replaced the camera."
- " I received brand new merchandise. It was a Barbie Doll set that was missing pieces and had broken parts."
- " I had my car painted and I wasn't satisfied with the job and it had it redone. They repainted the car."
- " The engine didn't run properly mechanically. It was a new car. After 4 or 5 trips to the dealer, they got it running enough to pacify me."
- " A part went on my T.V. and they had to send away for the part which wouldn't work."
- " I just returned the articles. I can't think of any specific examples at the moment. But if I'm not happy I take it back."
- " I rented a car in Victoria. It got into a hit and run accident. The rental agency just gave me a new car when they heard my story. No extra charge and no hassles."

Q.26 How was your complaint resolved? What was the complaint exactly?

- " I found that I was in the wrong. I thought that they were charging too much for the shampoo. His explanation was good. His attitude wasn't."
- " Still not resolved. They're trying to sort it out. I bought an Electrolux V ccuum then a shampooer which didn't work. They said it was a computer foul up when they charged me for the shampooer I returned."
- " It wasn't. They said the car had too many miles on it."
- " We had to go to Better Business Bureau to get anything going. We had to go back and forth. Never got complete satisfaction."
- " I had a car that was 7 years old. I called some dealers and they referred me to the manufacturer who sent out an appraiser. They reimbursed me \$300 when I bought a new Ford."
- " Flaw in jeans - replaced them."
- " They had a pair of pants on order for me and when I got there, they gave them to me. My zipper broke on the pants - washed them and they fell apart."
- " Gave me another watch. Never worked."
- " Tape was broken so they gave me a new one. I didn't have a bill either."
- " It was a T.V.. It wasn't running right and the company sent out a representative and he fixed it."

APPENDIX C
Copy of the Questionnaire

SHOPPING PLAZA DISPLAY STUDY

Hello, I am _____ working on a summer project for the Government of Canada. We are doing a small survey and I would like to ask you a few questions.

1. In your opinion, what are the major issues facing Canadians today? PROBE: Any others?

2. Thinking now as a consumer, what worries you the most at the present time? PROBE: Are there any other things that worry you?

3. Have you noticed any display currently running in the plaza by the Federal Government of Canada?

- 1 Yes
2 No → Skip to Q. 17

4. How much attention did you pay to that display? READ LIST.

- 1 Examined it carefully
2 Looked at some of it
3 Just glanced at it
4 Haven't really looked at it (yet)

5. Do you recall which federal department sponsored the display? DO NOT READ ANSWERS.

- 1 Consumer & Corporate Affairs Canada/Federal
Department of Consumer & Corporate Affairs.
2 Other (specify): _____
0 Don't know

The display we are talking about is sponsored by the federal department of Consumer & Corporate Affairs. How would you rate their display? Excellent, very good, good, fair or poor?

- 1 Excellent
2 Very good
3 Good
4 Fair
5 Poor
0 No opinion

IF '1', '2' OR '3' CIRCLED ON Q. 6, ASK:

7. What was there about the display you particularly liked or found interesting?

IF '4' OR '5' CIRCLED ON Q. 6, ASK:

8. What Improvements or changes could be made to the display to make it better? PROBE: Anything else?

9. Have you learned anything new about the activities and programs of the Federal Department of Consumer and Corporate Affairs from the display which you were not aware of before?

- 1 Yes
2 No
0 Don't know

IF "YES" ON Q. 9, ASK:

10. Which activities or programs have you learned which you didn't know before?

11. How do you feel about the displays such as this by Consumer and Corporate Affairs Canada? Do you think it is a good idea or not a good idea?

- 1 Good Idea
2 Not a good idea
0 Don't know

IF '1' OR '2' CIRCLED ON Q. 11, ASK:

12. Why do you say that?

13. Did you notice the character of Inspector Loophole in the display material?

- 1 Yes
2 No
0 Don't know

14. Did you take or receive any pamphlets either on this trip or on a previous trip?

- 1 Yes
- 2 No

IF "YES" ON Q. 14, ASK:

15. Did you pick up the pamphlets from the information booth or the pamphlets were handed over to you by the people connected with the display without your asking?

- 1 Picked up from Information booth
- 2 Handed over without asking
- 3 Both
- 0 Don't remember

16. Did you talk to any of the men or women connected with the display or at the information booth (either on this trip or on a previous visit?)

- 1 Yes, did
- 2 No, didn't

17. In the past year, did you have any complaint with any of the purchases you made where you took some action?

- 1 Yes
- 2 No
- 0 Don't know

→ Skip to Q. 27

IF "YES" ON Q. 17, ASK:

18. Where did you go first with your complaint? DO NOT READ LIST. CIRCLE ONE ANSWER ONLY.

- 1 Went to the store/manufacturer
- 2 Better Business Bureau
- 3 Consumer Association of Canada
- 4 Provincial department of Consumer Affairs
- 5 Federal Department of Consumer and Corporate Affairs
- X Other _____ (specify)
- 0 Don't remember

19. Did they deal with your complaint or refer you someplace else?

- 1 Dealt with my complaint
- 2 Refer someplace else

IF 'DEALT WITH' CIRCLED ON Q. 19, ASK:

20. How satisfied were you in the way your complaint was handled? Would you say you were very satisfied, fairly satisfied, not very satisfied or not satisfied at all? CIRCLE ONE ANSWER ONLY.

- 1 Very satisfied
- 2 Fairly satisfied
- 3 Not very satisfied
- 4 Not satisfied at all
- 0 No opinion

21. How was your complaint resolved? PROBE: What was the complaint exactly?

IF SOMEPLACE ELSE CIRCLED ON Q. 19, ASK:

22. Where did they refer you to? DO NOT READ LIST.

- 1 The store/manufacturer
- 2 Better Business Bureau
- 3 Consumer Association of Canada
- 4 Provincial Department of Consumer Affairs
- 5 Federal Department of Consumer and Corporate Affairs

X Other _____ (specify)

O Don't remember

23. Did you contact them or not?

- 1 Yes
- 2 No

IF "NO" ON Q. 23, ASK:

24. Why not?

IF "YES" ON Q. 23, ASK:

25. How satisfied were you in the way your complaint was handled? Would you say you were very satisfied, fairly satisfied, not very satisfied or not satisfied at all? CIRCLE ONE ANSWER ONLY.

- 1 Very satisfied
- 2 Fairly satisfied
- 3 Not very satisfied
- 4 Not satisfied at all
- O No opinion

26. How was your complaint resolved? (PROBE: What was the complaint exactly?)

27. Could you tell me some of the activities the Federal Department of Consumer and Corporate Affairs is responsible for: PROBE: Any others?

These questions are for statistical purposes only.

28. In which age group should I check you? READ LIST.

- 1 15 to 19 years
- 2 20 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 years or over
- 0 Refused

29. What language is mainly spoken in your home? CIRCLE ONE MENTION ONLY

- 1 English
- 2 French
- X Other _____
(specify)
- 0 Don't know

30. What education level have you had? READ LIST.

- 1 No formal schooling
- 2 Some or completed public school
- 3 Some or completed high school
- 4 Some or completed college or university
- 0 Refused

31. PLEASE CHECK HERE - RESPONDENT IS MALE OR FEMALE.

- 1 Male
- 2 Female

32. CITY:

- 1 Toronto
- 2 Vancouver
- 3 Montreal
- 4 Rest of Quebec.

33. RESPONDENT'S NAME: _____

ADDRESS: _____

TELEPHONE NO.: _____

INTERVIEWER'S NAME: _____

PLACE OF INTERVIEW: (Which Plaza): _____

DATE OF INTERVIEW: _____ TIME OF INTERVIEW: _____