

AWARENESS AND REACTION  
TO "CCA IN ACTION" DISPLAY  
1978

Prepared For:  
CONSUMER AND CORPORATE AFFAIRS CANADA

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CONTEMPORARY RESEARCH CENTRE LIMITED

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## TABLE OF CONTENTS

	<u>Page Number</u>
BACKGROUND AND INTRODUCTION	i
HIGHLIGHTS OF THE FINDINGS	vii
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	47
C    Copy of the Questionnaire	

## BACKGROUND AND INTRODUCTION

This is the second year 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 1978, a 'road show' of a series of displays was conducted in the Atlantic Provinces, Toronto, Southwest Ontario, Northern Ontario, Montreal and rest of Quebec Province.\*

The objectives of the 'road show' were:

- To heighten 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 for young people.
- To further government objectives in terms of national identity and federal presence.

### Description of the Display

These displays were supplied by the Federal Department of Consumer and Corporate Affairs to the regional offices. The basic display unit used was similar to last year except the materials illustrated and presented were different.

\* The areas covered by the display are shown in detail in Appendix B at the back of this report.

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. The 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 could be heard. Attached to the lower panel were pockets for the brochures/pamphlets. The panels, posters, and printed materials 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. In some geographic areas, additional displays featuring weights and measures, electricity and gas, product safety, metric conversion, consumer fraud and energy conservation were used.

#### Purpose of 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 the general public in shopping plazas in six areas, Atlantic Provinces, Toronto, Southwest Ontario, Northern Ontario, Montreal and the rest of Quebec.

2. Store Managers/Owners Survey

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

Similar surveys were conducted in the summer of 1977. The areas covered in 1977 were Vancouver, Montreal and rest of Quebec Province.

Method

Under the Summer Job Corps project CCA In Action, 10 teams of seven people each were assigned to this project.

<u>Areas</u>	<u>No. of Teams</u>	<u>No. of People</u>
Atlantic Provinces	1	7
Toronto	1	7
Southwest Ontario	1	7
Northern Ontario	1	7
Montreal	2	14
Rest of Quebec Province	4	28
	<u>10</u>	<u>70</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 Summer Job Corps project leaders.

### Sample

Personal interviews were conducted in the shopping plazas with people fifteen years of age or older. 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 a week. The interviewing was carried out from the beginning of June to mid-August 1978.

### Special Note

A separate report is prepared for the Store Managers Survey.

### About this Research

The findings of this report are based on 1,717 interviews conducted with the general public in the six geographic areas.

	<u>Number of Interviews</u>
Atlantic Provinces	237
Ontario	
Toronto	356
Southwest Ontario	250
Northern Ontario	239
Quebec	
Montreal	386
Rest of Quebec	249
TOTAL	<u>1,717</u>

In order of presentation this 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 Areas

Age

Language

Education

Consumer Complaints versus 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.

#### Comparisons Between the Two Surveys

Comparisons between the 1977 and 1978 surveys are feasible for the Province of Quebec only. Wherever applicable, the results of Quebec are compared between the two surveys.

It should be borne in mind that valid comparisons of total line results of the two surveys couldn't be made as the geographic areas covered in the two studies are different.





## HIGHLIGHTS OF THE FINDINGS

More than four respondents in ten (42%) say they noticed the display.

Respondents living in the Maritimes are most exposed to the display. One-half of the Maritimers say they have noticed the display.

Quebeckers are more likely to have been exposed to the display than Ontarians are. Less than one-half of the respondents (45%) living in Quebec acknowledge seeing the display compared to more than one-third (37%) of respondents in Ontario. People living in Southwest Ontario are least exposed to the display.

- Consumer reaction to the display is highly favourable.

Among those exposed to the display, about seven respondents in ten (69%) rated it excellent, very good or good.

The majority of the respondents positively endorse the idea of displays such as this by Consumer and Corporate Affairs Canada. This method of communicating with consumers is perceived as educational and informative by most of the respondents exposed to the display. More than two respondents in ten (22%) felt they have learned something new about the activities of the Department which they were not aware of it before.

- The two specific features of the display which receive most favourable mentions are audio visual presentation and pamphlets.

It seems respondents showed considerable interest in the pamphlets. Almost one-third of the respondents acknowledged receiving the pamphlets.

- Consumer awareness of the assigned responsibilities of the Department is low. About one-half of the respondents couldn't name any of the activities for which the Department is responsible.

However, those who are exposed to the display express higher awareness of the specific activities of the Department than those not exposed.

- About two respondents in ten (19%) say they had a consumer complaint in the past year where they took some action.

A significantly higher proportion of respondents living in Ontario and the Maritimes had a consumer complaint in the past year compared to respondents in Quebec. In percentage points, there were about three times more consumers with a complaint in Ontario and the Maritimes than in Quebec in the past year.

The majority of the respondents who had a consumer complaint say they approached the store/manufacturer first with their complaint. In most of the cases the complaint was dealt with at the first place they went. About three respondents in ten (29%) show dissatisfaction with the way their complaint was handled.

### Comparison Between 1978 and 1977 Surveys In Quebec

- In Quebec a higher proportion of people living outside of Montreal claim to have noticed the display this year compared to last year. In Montreal, the exposure level towards the display remains about the same as last year.
- Overall, the reaction of Quebecers to the display remains as favourable as was the case last year.

Most of the Quebecers continue to give a positive rating to the display. The idea of a display similar to this one by the Department continues to get majority support in Quebec.

- Awareness of the specific functions of the Department has increased slightly in Quebec this year compared to last year. This increase in the awareness level has been reflected mainly in the Department's involvement in checking accuracy of weights and measures and quality of food and drugs.
- The proportion of Quebecers in the present study who say they had a consumer complaint in the past year where some action was taken remains exactly the same as in the previous study.

## SECTION I

### MAJOR ISSUES OF CONCERN

## INFLATION IS THE NUMBER ONE ISSUE OF TODAY.

Inflation is by far the most important issue facing Canadians today. More than one-half of the respondents (54%) cite inflation as a major issue of concern. This feeling of concern is widespread over all geographic areas studied.

Unemployment is the second major issue of concern mentioned by four respondents in ten. People in Quebec and more so in Montreal, express less concern over unemployment compared to the other regions.

The next in order of issues is Quebec separation. About one respondent in seven (14%) considers Quebec separation as the major issue facing Canadians today. It seems English Canadians show greater concern over this issue compared to French Canadians living in Quebec. A higher proportion of respondents under 25 years of age and with some university education or better consider this as a major issue of today.

About one respondent in ten mentioned lack of political leadership of the present Government and national unity as the major issues facing Canadians today.

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

In comparing the results of Quebec with the last year's study, the same pattern of concerns emerges.

	Quebec	
	1978	1977
Inflation	55%	61%
Unemployment	31	33
Quebec separation	7	10
High food prices	7	6
National unity	7	4

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

	Total	Maritimes	Ontario			Quebec	
			Toronto	South-west	Northern	Montreal	Rest of Quebec
Inflation	54%	51%	58%	52%	53%	60%	47%
Unemployment	40	46	48	46	38	29	35
Quebec separation	14	15	17	22	18	7	7
The Government/ lack of political leadership	10	11	12	13	9	8	6
National unity	9	13	9	11	8	8	6
High food prices	6	4	8	5	4	6	8
Bilingualism/The Language Bill	5	6	5	6	9	3	3
High taxes	3	5	4	4	3	1	0
Housing and rent costs	3	3	4	2	3	3	5
Crime/violence	2	4	5	2	3	0	0
Energy crisis	2	3	3	1	3	1	0
Cost of fuel/utilities	1	3	1	1	2	0	1
Too much Government control	1	3	1	1	2	0	0
Poverty/poor pension plan/ not enough welfare	1	2	1	0	1	1	1
Pollution	1	1	2	0	1	0	1
Government spending	1	1	2	2	2	0	0
Education	1	1	1	2	0	1	2
Immigration	1	0	3	0	2	0	0
Racism/discrimination	1	0	3	0	0	0	0
Economic dependence on U.S.A.	1	0	1	3	1	0	0
Price of clothing	1	0	1	1	1	1	2
Strikes, labour disputes	1	0	1	1	3	0	0
Don't know	7	11	1	10	8	6	7

## INFLATION IS ALSO THE MAIN CONSUMER WORRY.

More than one-half of respondents (56%) say inflation is their number one worry. This concern is evident in all segments of the population.

The next in order of consumer worries is higher food prices. One respondent in four expressed concern over the rising cost of food. A higher proportion of people living in Ontario complain of food costs than people living in Maritimes and Quebec do. Female respondents and people 35 years of age and over express greater concern over the high cost of food.

About one respondent in ten (9%) is worried about product quality. Product quality concern is higher among respondents under 25 years of age, those with higher education, and people living in Northern Ontario.

The majority of the other concerns expressed by consumers centre on the rising cost of basic necessities such as clothing, utilities and housing.

In Quebec, over the past year consumer concern over the rise in food costs has increased.

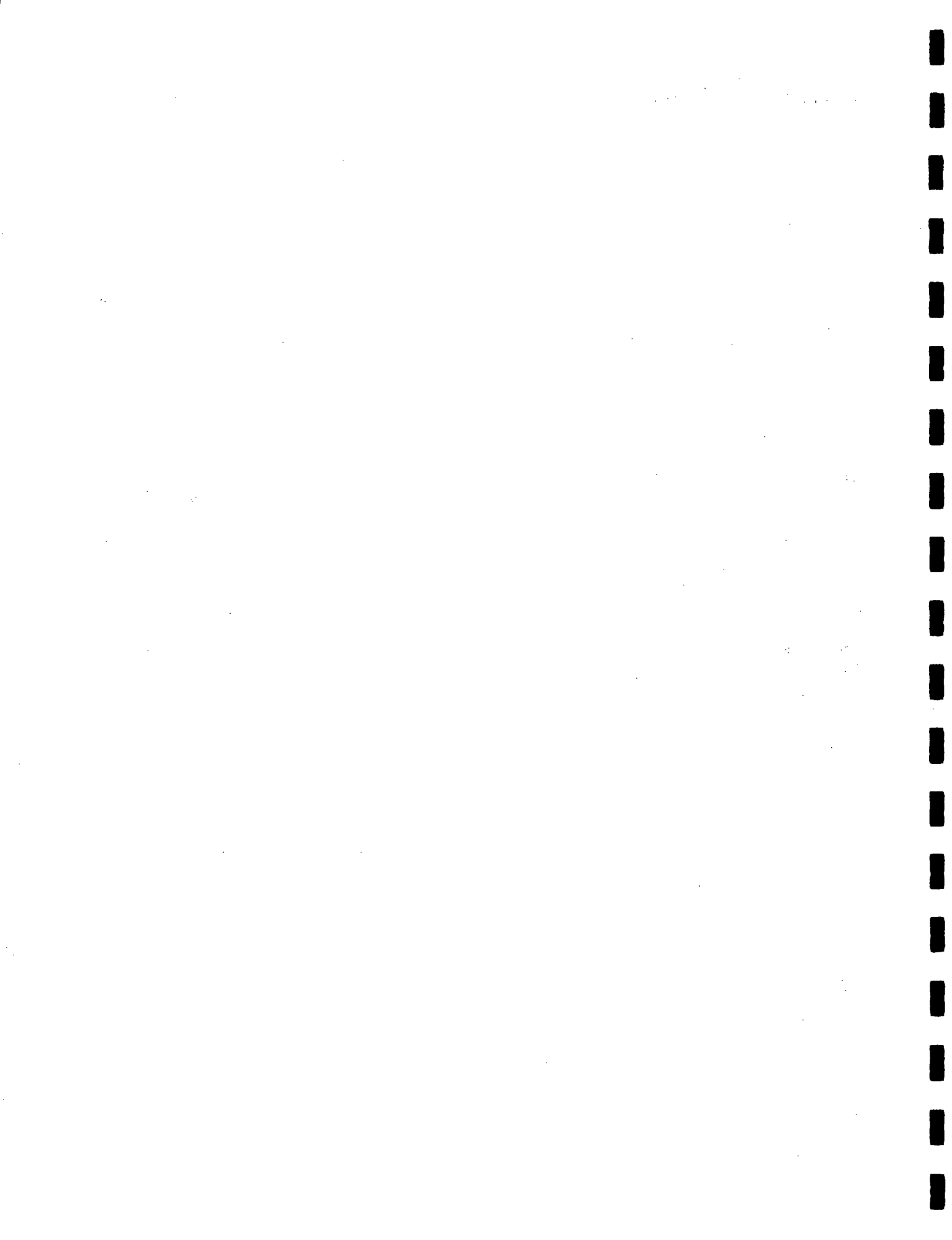
	Quebec	
	<u>1978</u>	<u>1977</u>
Inflation	54%	61%
High food prices	21	14
Quality of foods	8	13



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

	<u>Total</u>	<u>Maritimes</u>	<u>Ontario</u>			<u>Quebec</u>	
			<u>Toronto</u>	<u>South-west</u>	<u>Northern</u>	<u>Montreal</u>	<u>Rest of Quebec</u>
Inflation	56%	64%	53%	56%	61%	56%	51%
High food prices	25	19	30	34	26	19	24
Quality of goods	9	8	9	10	14	7	8
Unemployment	6	5	5	6	4	8	4
Clothing prices	6	3	9	6	6	4	5
Cost of utilities/ fuel	5	5	6	6	5	4	2
Housing and rent costs	4	4	7	5	4	2	1
Devaluation of Canadian dollar	2	3	3	2	5	0	0
Wages not increasing at the rate of inflation	2	3	1	3	5	1	0
Taxes	2	2	3	3	1	2	1
Lifting wage and price controls	1	3	1	2	0	1	1
Not enough Canadian goods/ too many imports	1	2	3	2	0	0	0
Packaging and labelling	1	2	1	0	1	0	0
False advertising	1	1	1	0	1	2	1
High wages	1	1	0	2	0	1	2
Chemicals in food	1	0	2	0	1	1	1
Prices not stabilized	1	0	2	1	3	1	2
Don't know	7	9	5	10	5	5	6

Note: Multiple mentions



SECTION II  
AWARENESS AND REACTION  
TO "CCA IN ACTION" DISPLAY

# MORE THAN FOUR RESPONDENTS IN TEN SAY THEY HAVE NOTICED THE "CCA IN ACTION" DISPLAY.

As shown in the table opposite, there are major differences within various demographic sub-groups among people who have noticed the display.

Looking geographically, people living in the Maritimes are most exposed to the display. One-half of the Maritimers say they have noticed the display. Quebecers are more likely to have been exposed to the display than Ontarians. More than four respondents in ten (45%) living in Quebec acknowledge seeing the display compared to more than one-third (37%) of respondents in Ontario. People living in Southwest Ontario are least exposed to the display.

Respondents with the highest education level seem most likely to have seen the display, while people with lowest education level seem least likely to have noticed the display.

More people under 35 years of age acknowledge noticing the display compared to 35 years of age and over.

People who had a consumer complaint in the past year and men are more likely to have noticed the display.

It seems a higher proportion of people living in Quebec outside Montreal are exposed to the display this year compared to last year.

	1978		1977	
	<u>Montreal</u>	<u>Rest of Quebec</u>	<u>Montreal</u>	<u>Rest of Quebec</u>
Yes, noticed the display	45%	43%	47%	32%
No, haven't	55	57	53	68

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

	<u>Yes</u>	<u>No</u>
Total	42%	58
Maritimes	50%	50
Ontario	37%	63
Toronto	38%	62
Southwest	34%	66
North	40%	60
Quebec	45%	55
Montreal	45%	55
Rest of the province	43%	57
Male	46%	54
Female	37%	63
English	40%	60
French	45%	55
15 to 19 years of age	42%	58
20 to 24	47%	53
25 to 34	50%	50
35 to 54	39%	61
55 years of age and over	30%	70
Some public school	25%	75
Some high school	38%	62
Some university or higher	52%	48
Consumer Complaint in Past Year		
Yes	52%	48
No	39%	61

## ONTARIANS SHOW THE LEAST INTEREST IN THE DISPLAY.

Among those respondents who noticed the display, about four in ten (38%) examined all or part of it with interest. More than four in ten (44%) say they just glanced at it, and almost two respondents in ten (18%) had not really looked at it yet.

A higher proportion of people in the Maritimes and Quebec examined all or part of the display with interest than people in Ontario. This lower interest towards the display in Ontario is more evident among respondents living in Southwest Ontario and Toronto.

Interest in the display is higher among males, those in the 20 to 24 years of age group and better educated respondents.

Results of this question show much similarity between the two surveys in Quebec.

	Quebec	
	<u>1978</u>	<u>1977</u>
Examined it carefully	18%	18%
Looked at some of it	25	24
Just glanced at it	46	46
Haven't really looked at it (yet)	11	12

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

	<u>Total</u>	<u>Maritimes</u>	<u>Ontario</u>	<u>Quebec</u>
Examined it carefully	16%	21%	13%	18%
Looked at some of it	22	23	19	25
Just glanced at it	44	40	43	46
Haven't really looked at it (yet)	18	15	25	11

Note: Only those who noticed the display were asked the question in detail about the display. The results of the remaining questions in this chapter are based on people who noticed the display. Because of the small bases, the results of geographic areas within the province are not shown separately for the remaining questions on the display.

12. SLIGHTLY LESS THAN ONE-HALF OF THE RESPONDENTS CORRECTLY RECALL THE SPONSOR OF THE DISPLAY.

Respondents who were exposed to the display were asked if they remembered the name of the federal department which sponsored the display.

	<u>Total</u>	<u>Maritimes</u>	<u>Ontario</u>	<u>Quebec</u>
Correct identification	45%	55%	41%	47%
Incorrect identification	15	4	23	11
Don't know/ not stated	40	41	36	42

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

Respondents living in the Maritimes have the highest awareness of the correct sponsor, while those living in Ontario have the lowest. This lower awareness of the correct sponsor in Ontario stems mainly from respondents living in Southwest Ontario, where only a minority of twelve per cent gave a correct answer.

Respondents with some university education or higher have significantly higher recall of the correct sponsor than respondents with high school education or less.

The correct identification of the sponsor is higher among respondents in the 20 to 24 years age group, males, and those who had a consumer complaint in the past year.

It is also evident that the more interest in the display, the higher the recall of the correct sponsor.

The correct identification level of the sponsor was slightly lower in Quebec this year compared to the last year. It seems that a drop in the recall of correct sponsor is mainly evident among people living outside of Montreal.

	<u>Quebec</u>	
	<u>1978</u>	<u>1977</u>
Correct identification	47%	50%
Incorrect identification	11	5
Don't know	42	45



Do you remember which federal department sponsored that display?

	Per Cent Who Said Consumer and Corporate Affairs Canada
Total	45
Maritimes	55
Ontario	41
Quebec	47
Male	51
Female	38
English	44
French	47
15 to 19 years of age	41
20 to 24	58
25 to 34	37
35 to 54	47
55 years or over	40
Some public school	40
Some high school	39
Some university or higher	53
Consumer Complaint in Past Year	
Yes	50
No	44
Examined display carefully	71
Looked at some of it	59
Just glanced at it	38
Haven't really looked at it (yet)	26

## REACTION TO THE 'CCA IN ACTION' DISPLAY IS FAVOURABLE.

Among those respondents who noticed the display, almost one-third (32%) gave it a rating of 'excellent' or 'very good'. A slightly higher proportion (37%) rated it good. Only one respondent in eight (12%) thought the display was fair and a small minority of 3% gave it a poor rating.

Quebeckers gave the highest positive rating to the display. Slightly less than four respondents in ten (37%) in Quebec rated the display 'excellent or very good' compared to about three in ten (29%) in the Maritimes and Ontario. However, one-half of the respondents in the Maritimes rated the display 'good' compared to about one-third (34%) in Quebec and Ontario.

People in Ontario are more critical of the display than people in other areas. A higher proportion of respondents in Ontario thought the display was fair or poor.

The degree of positive feeling towards the display has declined between the two surveys in Quebec. A higher proportion of Quebeckers rated the display 'good' in the present survey while more Quebeckers rated it 'very good' in the last survey.

	Quebec	
	1978	1977
Excellent	12%	12%
Very good	25	34
Good	34	27
Fair	9	10
Poor	4	2
No opinion	16	15

How would you rate the display?

	<u>Total</u>	<u>Maritimes</u>	<u>Ontario</u>	<u>Quebec</u>
Excellent	10%	6%	10%	12%
Very good	22	23	19	25
Good	37	50	34	34
Fair	12	7	16	9
Poor	3	0	4	4
No Opinion	16	14	17	16

THOSE WHO SHOWED MOST INTEREST IN THE DISPLAY GAVE IT THE HIGHEST POSITIVE RATING .

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

Respondents who examined all or part of the display gave it the most favourable rating . A large proportion of people who showed most interest in the display rated it 'excellent'.

The positive rating towards the display is highest among those with public school education or less and lowest among respondents with some university education or better .

People living in Ontario and in the 25 to 34 years age group gave lower positive ratings to the display .

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

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Total	69
Maritimes	79
Ontario	64
Quebec	71
Male	69
Female	69
English	68
French	71
15 to 19 years of age	73
20 to 24	71
25 to 34	62
35 to 54	67
55 years and over	79
Some public school	79
Some high school	71
Some university or higher	65
Consumer complaint in last year	
Yes	72
No	68
Examined the display carefully	89
Looked at some of it	80
Just glanced at it	64
Haven't really looked at it (yet)	47

## AUDIO VISUAL PRESENTATION, PAMPHLETS AND WEIGHTING SCALE ARE THE MOST LIKED FEATURES OF THE DISPLAY.

As explained in the beginning of this report, in some geographic areas special features were added to the display such as toy display, weigh scale, information on metric conversion, energy conservation and consumer fraud in meat.

The two specific things common in the display in all areas which receives most favourable mentions are pamphlets and audio visual presentation. A higher proportion of people in Ontario and Quebec liked these features compared to people in the Maritimes.

Some of the special features get favourable mentions -- toy display in Maritimes, weigh scale in Quebec and Ontario, and metric conversion in Quebec and the Maritimes.

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

- " The slide projector screen caught my interest. There was a voice coming out and I wondered where it was coming from."
- " Eye catching ! As soon as I walked in, I noticed it but I didn't have much time to look at it."
- " The machine that showed the slides. The people were friendly."
- " Brochures, pamphlets were easy to see and well advertised."
- " There was stuff you could pick up and take home. You didn't have to spend a lot of time there."
- " The metric. I'm basically interested in the metric system -- getting to know it."
- " The dissemination of information which people might be totally ignorant about."
- " Information, especially about the laws designed to protect consumers; also where to turn for help in consumers matters."
- " I liked the talking. The pictures and I liked the way you put up the pamphlets and things."
- " You could collect a lot of information to find out what was going on in the department. The girls were pretty and had a lot of answers."
- " It's there for the public to come and see. The people look pleasant. If asked question, would be happy to help them. I wanted to go back and ask some questions which I intended to do."
- " Being able to weigh myself and look at the different cuts of meat and getting pamphlets."
- " It does catch the eye. The weigh scale and the table with the ladies were interesting."
- " I think this business of testing and pushing things -- I think it appeals to people."

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>Maritimes</u>	<u>Ontario</u>	<u>Quebec</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>
Audio-visual/slides/movie presentation	16%	9%	17%	18%
Brochures/pamphlets were informative good selection	16	6	23	14
Weighing myself on scale/weights and measures	16	0	13	26
Friendly/knowledgeable staff	12	14	11	12
Information interesting/educates the public (unspecified)	11	16	10	9
Metric system/conversion	7	11	2	11
Hazardous products/toy display	5	17	6	0
Caught my attention/looked interesting/ well displayed	5	7	8	3
Attractive/colourful	3	3	5	1
Posters tell how and where to go for help in consumer matters	3	1	2	5
Informs consumer about CCA department	2	4	1	2
Energy conservation	2	0	5	0
Textile labelling	1	4	1	0
Section on labels (unspecified)	1	3	1	1
Meat display	1	0	3	0
Pamphlets on food quality	1	0	1	2
Don't know	18	17	18	19

## RESPONDENTS IN ONTARIO ARE MOST CRITICAL OF THE DISPLAY.

The table opposite shows the proportion of respondents who rated the display 'fair or poor' among various segments of the population.

The negative rating towards the display is highest in Ontario and lowest in the Maritimes.

In Ontario, one respondent in five (20%) rated the display 'fair or poor' compared to about one respondent in fifteen in the Maritimes (7%).

The proportion who gave a similar rating in Quebec is about one respondent in eight (13%).

A higher proportion of better educated respondents gave a negative rating to the display than respondents with lower education.

Male respondents are somewhat more critical of the display than female respondents. The negative rating towards the display is higher among most of the age groups except the oldest age group.



	Per Cent Who Rated the Display <u>"Fair or Poor"</u>
Total	<u>15</u>
Maritimes	7
Ontario	20
Quebec	13
Male	18
Female	12
15 to 19 years of age	13
20 to 24	17
25 to 34	17
35 to 54	17
55 years and over	7
Some public school	2
Some high school	14
Some university or higher	19
Consumer complaint in last year	
Yes	19
No	14
Examined the display carefully	9
Looked at some of it	16
Just glanced at it	19
Haven't really looked at it (yet)	12

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

Some of the suggestions made by respondents to make the display look better are listed below:

- " I'd suggest more go-getters, advertisement. They should be more dressy, more outstanding."
- " Make it bigger."
- " Not to be beside another kiosk."
- " Improve design. Something that will attract attention. A nice organized counter."
- " Have a better presentation. It needs to be improved."
- " Have it more bilingual in Brossard. Improve attention (audio-visual) mediocre."
- " Improve all physical aspects."
- " Improve organization lay-outs."
- " More information in the questionnaire."
- " Lay-outs are displayed wrong."
- " More colourful background."
- " Make it more eye-catching."
- " Something more startling to catch your eye."
- " Not enough colour, pictures."
- " It's too bunched up. You've passed it before you know it. They've just got a tiny little desk with books piled up on the desk and two people sitting behind it. That turns me off. It doesn't catch your attention."
- " People working. They should be better qualified to deal with some of the questions people ask."
- " Have a demonstration the whole time. If they had one it would bring the crowd over."
- " Not visible enough."
- " Less books, more talk."

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	33%
Should have more outgoing, ambitious, prompt personnel	12
It's a bad location/shouldn't be there	10
Should be bigger/not as 'boxed in'	9
Needs more visual presentation, posters	7
Brochures need improvement (unspecified)	6
Needs more audio, music, talking	3
Should get the consumer to participate/get more involved	2
Have demonstrations	2
Has no theme/needs to be more specific	2
Pamphlets should be more accessible	2
Should offer more information/educate the consumer more	2
Should tell you what CCA is responsible for	2
Change the whole thing	2
Other	15
Don't know	10
Not stated	5

**A MINORITY OF RESPONDENTS SAY THEY HAVE LEARNED SOMETHING NEW ABOUT THE DEPARTMENT'S ACTIVITIES FROM THE DISPLAY.**

More than one respondent in five (22%) say they have learned something new about the Department's activities and programs from the display. About seven respondents in ten (69%) feel they didn't learn anything new which they didn't know before.

As shown in the table opposite, people who paid most attention to the display are most likely to say they have learned something new about the Department's functions.

Respondents in the 20 to 24 years of age group, better educated, and those who had a consumer complaint in the last year, felt that they became aware of some of the activities of the Department which they didn't know before.

The table below shows the list of activities or programs respondents said they have learned about from the display.

	<u>Total</u>
<u>Those who have learned something new</u>	<u>100%</u>
Metric conversion	18%
Hazardous products safety/toys	14
Weights and Measures	14
Labelling standards	10
Energy conservation	5
Food quality standards/checks	5
Handle consumer complaints	4
Patents and copyrights	3
Consumer protection laws	3
Combines investigation act/competition	3
Textile labelling	2
All the things they do (unspecified)	8
Give out information, good they inform people	10

A slightly higher proportion of Quebecers felt they have learned something new about the Department this year compared to last year.

	<u>Quebec</u>	
	<u>1978</u>	<u>1977</u>
Yes, have learned something new	22%	18%
No, haven't	69	69
Don't know	9	13

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?

	Yes	No
Total	22%	69
Maritimes	25%	64
Ontario	22%	72
Quebec	22%	69
Male	23%	71
Female	22%	67
English	23%	69
French	22%	69
15 to 19 years of age	17%	77
20 to 24	32%	61
25 to 34	21%	71
35 to 54	17%	74
55 years and over	27%	60
Some high school	17%	75
Some public school	19%	72
Some university or higher	26%	66
Examined the display carefully	49%	48
Looked at some of it	30%	66
Just glanced at it	14%	79
Haven't really looked at it	8%	70
Consumer complaint in the past year		
Yes	31%	65
No	19%	71

Note: Don't know/Not stated answers are not shown

THE MAJORITY OF THE RESPONDENTS ENDORSE THE IDEA OF DISPLAYS  
SUCH AS THIS BY CCA.

Almost nine respondents in ten (87%) who noticed the display, support the idea of a display such as this by Consumer and Corporate Affairs Canada (top table opposite). This positive feeling is evident in all segments of the population.

People living in Ontario are slightly less positive towards the idea of a display such as this compared to people in the Maritimes and Quebec. About one respondent in ten (11%) in Ontario feels that displays such as this are not a good idea compared to only a small minority (4%) in the Maritimes and Quebec.

When asked to give reasons for being a good idea, a majority of the respondents felt that it served as an educational and informative purpose for consumers (bottom table opposite).

It seems that this method of communication about the Department's activities and programs with consumers gets high approval and is 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>Maritimes</u>	<u>Ontario</u>	<u>Quebec</u>
Good idea	87%	92%	83%	90%
Not a good idea	7	4	11	4
Don't know/Not stated	6	4	6	6

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>Maritimes</u>	<u>Ontario</u>	<u>Quebec</u>
<u>Those Who Say Displays Such as This Are a Good Idea</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Educates the consumer	54%	50%	40%	70%
Makes public more aware of the CCA/what they are doing	15	21	24	4
Informs consumer on how to shop wisely	8	10	8	6
Makes consumer aware of laws/ their rights	8	4	8	11
Good way to present information/ easy to understand	8	2	16	2
Gives students/people jobs	3	6	1	3

## ALMOST ONE-THIRD OF THE RESPONDENTS RECEIVED THE PAMPHLETS.

There does not appear to be much variation in the proportion of people who received pamphlets by region. However, within the Ontario region, some differences exist.

In percentage points, more than double the respondents in Toronto and Northern Ontario (40%) got the pamphlets compared to respondents in Southwest Ontario (17%).

As a matter of fact, among all areas studied, a higher proportion of people living in Toronto and Northern Ontario received the pamphlets.

In each geographic location, more people picked up a pamphlet compared to CCA staff member handing over a pamphlet to them without asking except in Toronto. More people in Toronto say the brochures were handed over to them without asking compared to their picking up from the information booth. The ratio in favour of picking up a pamphlet over handing over without asking is highest in the Maritimes (top table opposite).

About four respondents in ten (38%) talked with any of the people connected with the display (bottom table opposite).

It seems that among those who noticed the display, the highest proportion of people who talked with the staff members (52%) live in Montreal.

Those in the 20 to 24 years of age group, men, better educated respondents, and those who had a consumer complaint last year, are more likely to say they conversed with CCA staff members.



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>Maritimes</u>	<u>Ontario</u>	<u>Quebec</u>
Yes, took or received the pamphlets	32%	30%	33%	33%
Picked up from information booth	17	20	15	17
Handed over without asking	9	1	12	10
Both	6	7	6	6
Didn't take any pamphlets	68	70	67	67

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>Maritimes</u>	<u>Ontario</u>	<u>Quebec</u>
Yes, did	38%	38%	32%	45%
No, didn't	58	58	64	51
Not stated	4	4	4	4

## AWARENESS OF THE SPECIFIC ACTIVITIES OF THE DEPARTMENT IS LOW.

This question was asked of all the respondents.

Almost one-half of the respondents couldn't name any activities for which the Department is responsible. Awareness of the functions of the Department is lowest in Ontario and moreso among people living in Southwestern Ontario.

The most often mentioned specific responsibility of the Department by about one respondent in ten are protecting consumer rights and wage and price controls. A higher percentage of Quebecers associated the Department with protection of consumer rights.

About one respondent in fifteen is aware of the Department's responsibility in the area of:

- Safety of manufactured products/toys
- Listening to consumer complaints
- Protecting consumer from misleading advertising
- Labelling disclosure of contents

It seems people living in the Maritimes are more aware of each of these functions of the Department than people in other areas are.

Checking accuracy of weights and measures, quality of food and drugs and protection against poor quality of manufactured goods are associated as the Department's functions by one respondent in twenty.

The other activities of the Department mentioned by less than five per cent of the respondents are listed in the table opposite.

Overall, the awareness of specific functions of the Department has somewhat increased in Quebec over the last year. Last year more than one-half of the Quebecers (55%) couldn't name any activities of the Department compared to about four Quebecers in ten (42%) this year.

The increase in awareness is reflected most in the Department's involvement in checking accuracy of weights and measures and quality of food and drugs.

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

31.

	Total	Maritimes	Ontario			Quebec	
			Toronto	South-west	Northern	Montreal	Rest of Quebec
Wage and price controls	11%	8%	12%	12%	10%	12%	13%
Protect consumer rights	10	10	8	4	10	13	14
Safety of manufactured products/toys	7	14	8	4	10	2	4
Listen to consumer complaints	6	12	7	7	7	2	4
Protection against misleading/false advertising	6	11	4	5	4	6	4
Labelling disclosure of contents/package labelling standards	6	11	3	1	9	10	4
Weights and measures/standard sizing	5	5	5	2	5	9	3
Quality of food and drugs	5	5	3	4	3	8	6
Protection against poor quality/manufactured goods	5	3	3	6	4	6	6
Educating the public (unspecified)	2	4	1	3	2	1	1
Textile labelling	2	4	2	1	1	2	2
Metric conversion	2	3	1	1	3	2	1
Investigation of unfair trade practices	2	2	3	3	3	3	1
Protecting the rights of businessmen	1	3	1	0	1	0	1
Parks and recreation	1	1	1	0	1	2	4
Better Business Bureau	1	1	1	2	0	0	0
Patents and copyrights	1	0	1	0	0	2	2
Corporation Act	1	0	1	0	0	2	0
Don't know	48	42	52	58	51	40	46

Note: Total Respondents base

THOSE WHO ARE EXPOSED TO THE DISPLAY HAVE A HIGHER AWARENESS OF THE DEPARTMENT'S FUNCTIONS THAN THOSE NOT EXPOSED.

More than two-thirds of the respondents (68%) who noticed the display could name a specific activity of the Department compared to only four respondents in ten (41%) who didn't notice the display.

For almost all specific activities of the Department listed in the table opposite, respondents who are exposed to the display exhibit higher awareness than those not exposed.

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

33.

	<u>Total Respondents</u>	<u>Respondents Who:</u>	
		<u>Noticed the Display</u>	<u>Did Not Notice the Display</u>
Wage and price controls/ price regulations	11%	12%	11%
Protect consumer rights	10	14	7
Safety of manufactured products/toys	7	12	3
Listen to consumer complaints	6	9	4
Protection against misleading/ false advertising	6	7	4
Labelling disclosure of contents/ date on perishable goods	6	11	3
Weights and measures/standard sizing	5	9	2
Quality of food and drugs	5	8	3
Protection against poor quality/ defective manufactured goods	5	6	4
Educating/informing the public (unspecified)	2	3	1
Textile labelling	2	3	1
Metric conversion	2	3	1
Investigation of unfair trade practices, resale price maintenance/price fixing	2	2	3
Protecting the rights of businessmen	1	1	1
Parks and recreation	1	1	1
Better business bureau	1	0	1
Patents and copyrights	1	2	0
Corporate Act	1	1	1
Don't know	48	32	59



SECTION III  
CONSUMER COMPLAINT PROCESS

ABOUT TWO RESPONDENTS IN TEN SAY THEY HAD A CONSUMER COMPLAINT WHICH INVOLVED TAKING SOME ACTION IN THE PAST YEAR.

It is interesting to note that eight respondents in ten (81%) say they had no consumer complaint in the past year.

It is apparent that significantly higher proportions of English respondents living in Ontario and the Maritimes had consumer complaints last year than French respondents living in Quebec did. In percentage points, about three times as many respondents in Ontario and the Maritimes took some action on a consumer complaint last year compared to Quebec.

Respondents under 35 years of age are more likely to have taken some action on their consumer complaint last year than respondents 35 years of age and over are.

Consumer complaints increase with education. A higher proportion of better educated respondents took some action on their consumer complaint compared to less educated respondents.

There is no change in the low percentage of French consumers acting on a complaint.

	Quebec	
	1978	1977
Yes, had consumer complaint	9%	9%
No, haven't	91	91



Profile of People With A Consumer Complaint In the Past Year

	<u>Per Cent Who Had Consumer Complaint and Took Some Action</u>
Total	<u>19</u>
Maritimes	24
Ontario	26
Toronto	28
Southwest	25
North	23
Quebec	9
Montreal	10
Rest of the province	8
Male	19
Female	20
English	26
French	9
15 to 19 years of age	21
20 to 24	24
25 to 34	23
35 to 54	17
55 years and over	14
Some public school	11
Some high school	18
Some university or better	24

A MAJORITY OF 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 (92%) say they first went to the store or manufacturer with their complaint.

In Quebec about one in ten mentioned going first to the Provincial Department of Consumer Affairs with their complaint.

In total, only six respondents said they first approached the Federal Department of Consumer and Corporate Affairs Canada with their complaints.

In the 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>Maritimes</u> <sup>*</sup>	<u>Ontario</u>	<u>Quebec</u> <sup>*</sup>
<u>Those Who Had A Consumer Complaint In the Past Year</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>
Went to the store/ manufacturer	92%	96%	94%	77%
Provincial Department of Consumer Affairs	2	0	1	9
Federal Department of Consumer and Corporate Affairs	2	2	1	5
Better Business Bureau	1	2	1	0
Consumer Association of Canada	0	0	0	0
Other	3	0	2	7

\* Bases less than 60

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>Maritimes</u>	<u>Ontario</u>	<u>Quebec</u>
<u>Those Who Had A 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	89%	86%	90%	88%
Referred to someplace else	10	14	9	10
Not stated	1	0	1	2

Note: Bases too small to show the geographic areas within the provinces separately.

ABOUT 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.

About two-thirds of the respondents (67%) say they were either very or fairly satisfied with the way their complaint was handled. About three respondents in ten (29%) were either not very satisfied or not satisfied at all. The proportion of respondents who were not satisfied at all is more than double in percentage points to those who say they were 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 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)

	<u>Percentage Base</u>	<u>Very Satisfied</u>	<u>Fairly Satisfied</u>	<u>Not Very Satisfied</u>	<u>Not Satisfied At All</u>	<u>Not Stated</u>
Total	323	42%	25	9	20	4
Went to store or manufacturer	293	43%	26	9	18	4

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

Provincial Department of Consumer Affairs	7	2	1	1	2	1
Federal Department of Consumer & Corporate Affairs	5	3	1	-	1	-
Better Business Bureau	4	1	1	-	2	-
Other	13	3	1	1	6	2

Note: Out of 335 respondents who had a consumer complaint last year, 298 respondents said their complaint was dealt at the first place they went. Only 33 respondents were referred to go someplace else. Out of the 33, 8 respondents didn't contact place they were referred to go. In the results of the above question, answers of the 25 respondents who contacted the place referred to are included.



APPENDIX A  
SAMPLE CHARACTERISTICS

## SAMPLE CHARACTERISTICS

Background characteristics of the sample are shown below:

	<u>Ontario</u>					<u>Quebec</u>	
	<u>Total</u>	<u>Maritimes</u>	<u>Toronto</u>	<u>South- west</u>	<u>Northern</u>	<u>Montreal</u>	<u>Rest of Quebec</u>
Percentage base	1717	237	356	250	239	386	249
Male	53%	51%	53%	50%	44%	63%	51%
Female	47	49	47	50	56	37	49
15 to 19 years of age	14%	13%	17%	15%	16%	11%	15%
20 to 24	19	26	19	12	22	19	18
25 to 34	20	11	20	23	24	20	22
35 to 54	31	28	26	36	31	34	30
55 years and over	16	22	18	14	7	15	15
Some public school	11%	11%	5%	12%	10%	12%	16%
Some high school	52	49	58	55	55	46	51
Some university or higher	36	38	37	33	33	40	32
<u>Main Language Spoken at Home</u>							
English	59%	98%	93%	95%	72%	8%	2%
French	38	2	1	0	23	90	98
Other	3	0	6	5	5	2	0

Notes: 1. Percentages do not always add to 100% because 'not reporteds' are not shown.

2. In Ontario and the Maritimes interviewing was conducted in English language only and in Quebec interviewing was conducted only in French.



The areas covered by CCA In Action "road show" in each province are listed below.

### MARITIMES

Nova Scotia  
Halifax  
Dartmouth  
Sydney  
Charlottetown, P.E.I.  
St. John's, Newfoundland  
St. John, New Brunswick

### ONTARIO

Toronto and areas

#### Southwest

London  
Sarnia  
Chatham  
Windsor  
St. Thomas  
Woodstock  
Kitchener  
Simcoe  
Owen Sound  
Guelph  
Hamilton

#### North

Parry Sound  
Sault Ste. Marie  
Pembroke  
North Bay  
Timmins  
Kirkland Lake  
Kapuskasing  
Sudbury  
New Liskeard

### QUEBEC

Montreal

#### Rest of the Province

Southern Quebec  
Drummondville  
Victoriaville  
Eastern Townships  
Sherbrooke and surrounding areas

Quebec City area

Gaspé and Bas St. Laurent

Saguenay - Lac. St. Jean

L'Outaouais and  
Northwestern Quebec



## APPENDIX B

Complete Verbatim Comments on  
How Consumers Resolved the  
Complaints They Had in the  
Past Year



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

## COMPLETE VERBATIM COMMENTS

### MARITIMES

- 0052 "Just gave up. I had a dress and washed it according to label instruction and ruined it - they refused to return my money."
- 0125 "It wasn't resolved - rusted out car part."
- 0114 "Flaws in jeans - manager replaced them."
- 0110 "I had some trouble in my turntable, my queing wasn't damping so the man ordered some fluid for me but it took 3 months."
- 0108 "I bought a new purse - 50 bucks and the lock on it lasted only one week. They sent it back to the factory and got it fixed. They were polite."
- 0107 "It was an 8 track tape and it didn't work. They said they would order one. It took 3 months and the new one didn't work either, so I had to wait another 3 weeks for one that worked. I wasn't happy with them because they wouldn't give refund."
- 0105 "I bought a coat and it was all zipped - all up the arm. I took it back to the store and they exchanged it."
- 0104 "I bought a shirt and washed it - the colour ran - I hand washed it and followed the care directions. The manager gave me another. I am only fairly satisfied as these products should not have dye that run."
- 0101 "Sour milk and the guy replaced it."
- 0097 "I exchanged the pants which were too big."
- 0098 "I had the car painted myself. The car had mist spots (1975) and it wasn't 3 years old. It cost \$280.00."
- 0091 "I had a box of strawberries that was half rotten, the store gave me a new box."
- 0300 "It was just returning clothing without a sales slip - they wanted to give me credit but I got cash in the end."

- 0293 "It isn't resolved yet, it is going and it's to come through."
- 0289 "A zipper broke in a jacket and they replaced it."
- 0287 "I had a pair of shoes and the heel broke. I brought them back to the store and they replaced them."
- 0383 "I took a gown back to the store - said to wear it for wedding and they would give money back. I really wasn't satisfied though because when you pay this much for somethings it should be of better quality and last."
- 0380 "The store replaced the article."
- 0372 "I bought a 74 Ford and it rusted badly and I tried to trade it in and they gave me a very low estimate."
- 0371 "I had trouble with my IBM in the office and I called the company to settle the problem. I got no results so BBB took on my problems and things were handled fairly smoothly."
- 0370 "I had my transmission fluid changed and they soaked me for a whole transmisslon job."
- 0342 "Quickly - simply refused my money."
- 0341 "I bought a 78 Aspen with defects in it and they fixed after the second letter I sent them."
- 0340 "Looked after it immediately without dragging on."
- 0338 "Either the article was replaced or money refunded."
- 0546 "Faulty 8 track. Manager replaced it."
- 0542 "Flaw in sweater - article replaced."
- 0632 "Item in store was priced incorrectly and I was told sarcastically I wouldn't get it at that price marked - but after seeing the manager I got it at that price."
- 0635 "The movers broke our bedroom furniture (antiques) and other items. They only pay 30¢ a lb. for breakage. We still haven't got paid yet."
- 0642 "All my complaints were resolved in the store or not at all. It's hard to get help elsewhere - I find consumer groups aren't worth talking to and government - you may as well forget it."
- 2088 "Special on sugar in grams but it was no special. I told the manager and he agreed with me that they shouldn't have advertised it as such."

- 2081 "They replaced the product after a letter complaining."
- 2080 "Replaced the article."
- 2076 "The item was replaced - rotten watermelon."
- 2075 "Money was refunded."
- 2074 "Article was exchanged."
- 2065 "I was given a new one but a different brand."
- 2060 "I bought milk and it was sour before the due date - the store replaced it."
- 2056 "Service representative came up and fixed it."
- 2055 "The store replaced the faulty product."
- 2054 "Got a steak and it was bad meat and they gave me 2 steaks back and apologized."
- 2050 "I sent a watch to the company under guarantee 3 months ago and I haven't heard anything."
- 2041 "Gave me a new product."
- 2040 "I returned a shirt and it was exchanged."
- 2038 "They replaced the product. Poor quality product."
- 0888 "Article was replaced."
- 0884 "Price differences between stores."





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

## COMPLETE VERBATIM COMMENTS

### TORONTO

- 0166 "Manager would not give discount on ripped shirt so shirt was given back."
- 0171 "Refund. They didn't make it properly. It was a cake."
- 0174 "It was a pair of shoes and they repaired it. There was something sticking out of it."
- 0175 "Article replaced. Article was malfunctioning so I took it back and they gave me a new one."
- 0155 "Merchandise was returned or replaced if defective."
- 0151 "It wasn't. Teenagers boot sole broke in two."
- 0152 "Faulty horn was replaced."
- 0139 "Complaint concerning a faulty product which was replaced."
- 0138 "I took in a pair of pants whose seam was ripped and they just gave me another pair."
- 0224 "They gave me another top. I could pick any top or T-Shirt I wanted."
- 0223 "I had a straight exchange. They gave me another pair of shorts. It was ripped. Seams were all undone. I paid \$7.00 for them."
- 0218 "It is still unresolved. Something about a car - paint bubble."
- 0217 "They exchanged the pants. The pants I bought didn't fit me right."
- 0214 "They replaced it. A roast, it was green under the wrapper."
- 0203 "I took something back to Simpsons that was broken and they took it back with no problem. Plastic container."
- 0200 "By giving me the correct merchandise I ordered."
- 0199 "Exchanging the product which was rancid for a fresh one of the same nature."
- 0197 "They fixed paint job and scratched chrome."

- 0196 "Defective part of a car was replaced."
- 0192 "It wasn't. The car is falling apart."
- 0190 "Was resolved after numerous letters suggesting legal action would be taken if car wasn't fixed to our satisfaction. Finally it was fixed."
- 0188 "Got a replacement."
- 0185 "Price check on car rental. It was too much - \$20 flat."
- 0184 "Rotten cauliflower. Expensive fruits and vegetables. Mainly the quality of fresh foods."
- 0176 "Just an exchange took place. It was a blouse."
- 0352 "Complaint wasn't really resolved. They're just polite. Faulty workmanship. It was a faulty product, rusted car for that matter."
- 0348 "I took my plastic garbage bags back because the bottoms of them weren't sealed properly and the least little bit of pressure would split them but it wasn't too nice when the man at the counter suggested I buy a better kind of plastic garbage bags. I guess he meant something like "Glad" and I didn't like that."
- 0346 "They were quick and I just had the car about 6 hours and the transmission line went. I wasn't too happy about that."
- 0344 "Took product back and the money was refunded - bugs in the cereal."
- 0494 "Article replaced."
- 0491 "Replacement of article of clothing improperly made."
- 0490 "Replacement of article."
- 0486 "Replacement of article. Bad meat."
- 0484 "Dairy products - soured. Returned for replacement."
- 0480 "Becker's - calibre of service. TTC - calibre of service."
- 0476 "I was the loser. It was my car. Service problem."
- 0477 "The zipper busted on a pair of jeans so they gave me a brand new pair."
- 0470 "There was a live worm in my Farley's baby cookies and the manager apologized but didn't replace the cookies."

- 0466 "First they didn't believe me but eventually they replaced the record."
- 0464 "I don't know, I just got a letter saying they'd look into it."
- 0462 "It wasn't. Animal wasn't healthy and the vet bill was \$150."
- 0447 "I bought drapes custom made but they did measure them accurately and so I had to buy them at a reduction in price."
- 0445 "The money was refunded or goods exchanged. I only deal with stores that have this policy for that reason."
- 0444 "The bananas were underweight but they gave me my money back."
- 0438 "To take back something and you get a certificate of something which has to be purchased from the same store."
- 0432 "I got a new pen back for one that leaked."
- 0431 "I bought a ticket from Simpson's Travel Service and it wasn't available so I had to cancel the trip. They didn't have the problem, I had to go somewhere else."
- 0424 "I went in and put my foot down. I bought something and they wouldn't return it."
- 0420 "I returned the merchandise - a bed."
- 0418 "They exchanged the product for another one. It worked - record albums."
- 0417 "They honoured a traveller cheque which they originally didn't want."
- 0415 "The item in question wasn't charged. We went to a restaurant and they charged me liquor charges for a parfait dessert."
- 0413 "It wasn't. I kept the rotten boots - they never took it back."
- 0562 "They gave me another blouse. They were really good about it. It was sale goods and I thought they wouldn't exchange it - they did not have to. It was about \$16 and it ran like nylons so I got it exchanged."
- 0561 "When I got home, I noticed the zipper was broken so I took the pants back and they gave me new ones."
- 0557 "I bought a pair of pants that shrunk. They replaced them."

- 0556 "Molson's gave me another case of beer. I phoned them up and told them that I thought one of my bottles wasn't sealed right. So they replaced it."
- 0552 "I got a refund - I took a jacket back because it was poor quality. I bought it from the catalogue and when I got it I didn't like it."
- 0551 "The orange juice squeezers that I bought were broken. They gave me a refund."
- 0536 "I just wrote a letter and they replied with a letter saying they'd look into it. The paint was starting to peel on our new car."
- 0525 "It has not been. Volkeswagen 1977 brand new. The car was in an accident because the brakes did not work. When I took it in for the 1,000 miles check up, they put in new brakes without any logical answer. They had the car for 21 days and when I went back the emergency brakes were not even connected and the fan belt was not on and on the worksheet they didn't mention that they had put in new brakes. They wasted my money and time. So CCA should have more say!"
- 0523 "I took a suit back to the tailor and he dealt with it."
- 0518 "Chrysler car was recalled. But the part they fixed was not right. I could not even start the car. It was their mistake. Eventually they paid me back all the money I spent fixing it."
- 0508 "Pair of pants from Thrifty's that did not fit."
- 0624 "I cancelled the order and purchased the article elsewhere."
- 0616 "They gave me an exchange on a blouse I bought. The workmanship on it was poor."
- 0612 "It wasn't. Tip Top Tailors led me to believe a stop payment could be put on a gift certificate if the recipient didn't receive it."
- 0609 "They refunded my money. Hair product, it was a lighter but it was a misleading advertising."
- 0604 "They fixed it. The seam on my suit split."
- 0594 "Mouldy bread and stewing beef that was all bone and fat. They gave me more meat and bread but it shouldn't be that way in the first place."
- 0590 "The lids came off my eye shadows and one of them was cracked but they didn't do anything about it."
- 0589 "It was too long and I don't like the colour. I changed my mind."

- 0580 "The store sent a man to repair the article."
- 0666 "They fixed the motor on my vacuum cleaner."
- 0665 "They wouldn't let me return a shirt which started falling apart after 2 days."
- 0664 "Replaced the item in this case. It was a bag of onions that went bad."
- 0663 "I got my money back. I bought a roast beef and the thing was no good when I cooked it. It was hard."
- 0662 "It wasn't. Two articles where I had to go to 2 cashiers to pay."
- 0660 "We took back the car to get it fixed. They had to fill up oil and brake fluid."
- 0653 "It was clothes. I returned a shirt which they took back with little hassle."
- 0651 "They gave me something else with a big stink. The shirt was falling apart."
- 0409 "They totally exchanged it because they delivered it in shitty condition. It was a scratched table."
- 0403 "It was a broken carrying case for a Pepsi bottle. They gave me two other bottles."
- 0023 "Took the dress that was ripped to cashier and gave me a discount."
- 0019 "Gave me another pair of shoes."
- 0015 "They fixed what was wrong with the car. The speaker was blown and rattle in dash and the gas mileage was bad."
- 0014 "I returned the thing five times and finally they exchanged it. It was a stereo."
- 0013 "Gave me another T-Shirt."
- 0011 "Exchanged the goods. A fly for the tent was too small."
- 0004 ""Replaced defective product. Defective material."



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

## COMPLETE VERBATIM COMMENTS

### SOUTH WESTERN ONTARIO

- 0071 "What do you mean exactly? Taken care of? We just came back from the store and showed the manager who checked it and compared it with other things that were replaced. He said it could be replaced without any problems - it was a piece of crystal and it had a chip on it and we hadn't seen it when we bought it."
- 0066 "An exchange or a refund if that is what you mean and usually it's whatever I request. If I request a refund I get it and if I request an exchange I get it. Oh good I can't exactly tell you what but it is usually defective merchandise."
- 0065 "They gave me back my money. I had the cashier apologize to me and gave me anything else I wanted free. They left out one hamburger from our order."
- 0059 "Advised to fight against company - better to call head office. I phoned Toronto head office - I finally got upset as it wasted too much time and I was tired and had reached my limits. I bought a bicycle, a CCM, the gear didn't work properly so I complained to them and they said they were going to send the part and priced to somebody else. I phoned three times and that is it. They did it. My feeling is that the manufacturer should not sell this kind of thing. They were too careless about the kind of merchandise going out and how it's going to bother the customer."
- 0046 "I was buying a gallon can for gas and it had a leak - they gave me a new one."
- 0043 "They gave me my money back. I said if they didn't I'd take them to court. It was a trial basis. If I wasn't satisfied I was to bring it back within 7 days - Sears."
- 0040 "I bought 3 big Sirloin steaks and brought them home. They smelt bad so I took them back and he said there was nothing wrong with them. My husband asked him to taste it and he gave us 3 more new ones."
- 0041 "They replaced a broken lawn chair - lounge chaise I guess you had call it."
- 0037 "Nothing was done. We didn't get a resell value. It was regarding my house which I bought and had a defect in construction."

- 0038 "I just went and I filled in a paper to have it looked into. Well, when I reached the apartment it was so much money and he threw in my hydro bill. I didn't think he could do that. I have only just sent it away so I haven't heard yet."
- 0036 "We had couple. The one I'm thinking of was having the merchandise delivered and installed. The exact complaint we got was things."
- 0034 "It wasn't that much hassle involved. They said they'd fix it and it would take about 2 weeks because they don't repair shoes at the shop. The complaint was my clogs, it was a rubber piece that came off the first day."
- 0031 "It was recalled twice. The steering, front suspension and also stalls. Stalling carburetor. The alternator blew. It was fixed but not satisfactorily. I'm going to go back and complain."
- 0028 "They overcharged. I showed them the error on the tape and they just refunded me the money. The bigger the grocery bill the more likely you'll get overcharged."
- 0029 "They replaced it."
- 0027 "What it was - was a clock radio and it wouldn't shut off and the company replaced it."
- 0325 "Just a hole in a top. They gave me another one."
- 0322 "Well it was the repairing of a switch on a radio which I purchased for the first time. I thought the charge was excessive for a repair. They repaired it all right but I had to pay the charges. I felt they had a service department to take back the radio. They make profit on selling them."
- 0319 "Outside of today, I went back to a hardware store and took a banged up padlock and got a battery padlock for a 64 cent difference. It was inferior quality and not only that I have noticed that without any complaints you can't get some article because union strikes holding up production."
- 0315 "It was faulty merchandise and they took it back."
- 0314 "They corrected the mistake they'd made. It was something that I bought and it wasn't up to quality."
- 0312 "I got shafted. I bought a hockey stick - I took one shot with it and the thing fell apart in my hands."
- 0310 "I wrote to the president of the company and I got a reply but it never resolved anything. It was about servicing a G.E. appliance."



- 0400 "I got a new item. They tried to give me the sale price instead of the regular price when I returned it."
- 0366 "It was with the insurance of a car wash taken that turned out to be only valid in Sault Ste. Marie and nowhere else. They sent me \$1 and a letter explaining their system."
- 0326 "Parcels breaking open in the mail. The next parcel came the same way in a garbage bag."
- 0717 "I teach Home Economics. Their ad in the paper - jeans for such and such price - we picked out some and they charged us \$20.00. They had none for \$15.00 or whatever. We went back to the manager and he said they had special ones in. When we got there there was nothing in the store and when we got back there again there was one rack. To me that's false advertising. By the time I had proof the manager had covered it."
- 0713 "As we wanted it. We had a new watch and the chain wouldn't stay closed. They repaired it."
- 0711 "Trouble with my car. It couldn't pass a safety check right after I bought it and the dealer wouldn't do anything so I went to Better Business Bureau. They sent a letter to the dealer and finally got it fixed."
- 2032 "Well I found a box of Quaker Oats I had bought which looked like rat droppings in it, so I took it to the federal building and they said they'd deal with it, but I never heard anything more about it. I'd never take anything else to them because they never told me if it was good or bad or whether they were going to analyze it."
- 2031 "They just gave us a new one. It didn't work. I just took it back to the store there were no questions asked. It was a food mixer that didn't work."
- 2023 "It was an exchange of merchandise. Malfunction of merchandise."
- 0684 "Okay I bought glasses he neglected to tell me that. I should have plastic lenses because I have very bad eye sight consequently they wouldn't stay on my face. He kept changing frames by sending it to the lab. So anyway I got fed up and told him I wanted my prescription, I wanted to go to someone else. I went to someone else and got new glasses then he called me and he figured I owed him for lab costs and he threatened to do something about it. I told him to do whatever he felt like doing and hung up and I never heard from him since."
- 0539 "It was a little item - stale milk or something, so they gave me some more milk."

- 0708 "It was that Unitrex watch company. It closed down before my warranty was up. It wasn't working right. It needed servicing. I didn't do anything at first, but when I saw an article in the paper about the company, I wrote them a letter than they sent me a new watch."
- 0707 "I tried to return a suit but they wouldn't take it back. So I let it go at that."
- 0699 "They replaced the sandals with better ones. There were 2 straps with the buckles and it split. They just gave me new ones."
- 0697 "They fixed up what needed to be fixed. Just little things in the house. They're still working on it."
- 0690 "What happened was these shingles are supposed to be self-sealing within 3 weeks and after that time they were sealed and laying flat but then later they buckled up and what they said they were going to do was seal them with this hot sealing glue each one individually. It just didn't seem the product wasn't what they said it was - as they explained it should be. And then about over a year it took them over a year to come back and get them all sealed down. It was a continuing thing. They weren't defective - they didn't leak but they were an eye sore. They weren't what they were expected to be. I wrote to the BBB and all they wrote back was the manufacturer should be allowed to rectify the problem. They should have been replaced. They're all right now but it seemed like a hassle to have to go through. They were repaired but I feel they should have been replaced because they were not up to the standard they should have been."
- 0999 "They fixed it, but only because it was under warranty. It was my stereo."
- 0987 "The factory repaired it, but it took 2 months. It was a tape deck for a car."
- 0949 "I was hired by a large contractor to install 49,000 yards of sod. After the sod was installed he left the country for Germany and I got stuck with a bill of over \$3,000 and there is nothing we can do about it. There's still houses with his name on it and they can't do a thing. The prices never included labour which would have made it roughly \$7,000."
- 0950 "I wrote to the company. I had a piece of broadloom that faded. They gave me  $\frac{1}{2}$  price on a new piece. Actually you had to spend more money, but anyway....."
- 0948 "I got my money refunded. Well, any clothing not properly sewn and things coming apart are not made well."

- 0947 "Well we just forgot about it. I said to heck with it. It was rechargeable battery that was faulty and my husband had to deal with it."
- 0942 "It was a new Chrysler car and the tail-lights filled up with water and it had leather seats and part of the leather stripping was loose. They've got the new covering for the seat and the back light was fixed - they resealed it."
- 0939 "Shopper's drug mart have coupons and every month you can bring in the coupons and you get a special but this one month I came in and they said that this specials hadn't come in. They apologized but did nothing else."
- 0935 "New goods, replacement goods, improper goods for example I got paint at home and it wasn't the correct colour and returned it. There was no problem."
- 0933 "They fixed it. The last car had transmission problems and other minor problems - not too bad."
- 0932 "Well, I can't remember specific things or even if it was within the last year. We bought a TV and it didn't work correctly and we had store maintenance come around and they looked at it and it still didn't work so we had it exchanged."
- 0929 "Replacement - poor quality, warmed up several times, greasy they were horrible french fries."
- 0926 "Well it was just some minor defects on the car which I thought should be repaired and they were reasonably well repaired."
- 0920 "I just took it back and they gave me a new one. I bought some cake and there was a piece of rubber there. There was icing on top and piece of rubber from a hose under it."
- 0921 "Well it was exchanged for a new one. It was a tea kettle. It's one of those electric ones which made spots in the water so we took it back."
- 0916 "Well I asked him to fix my TV only if it cost upto \$100. I came back and he said it cost me \$70. That was okay but my TV still never worked. Then he went and fixed it again and when I came back later he said it cost \$120 and still never worked. I got him to fix it and later when I came back for it he had sold it for hundred dollars without my permission and he never gave me the money. I called the Chambers of Commerce but they never did nothing."

- 0748 "The string busted on a badminton racquet and we went in to the guy we bought it from and he said we are gonna pay for the strings and we just bought it a month ago. My mother works in Simpsons and she asked for some advice. They told her to go to Customer Service and she didn't have much time so she went to the guy and he gave her a big hassle. So she decided not to make a fuss and bought the string. Later she went to Customer Service and they told her she didn't have to pay, the guy was a jerk."
- 0742 "It was a doll and the arm came off. I wrote to ask for a place to fix it. They said send it back and they'll look at it and sent a new doll back."
- 0741 "I bought a pair of boots and they were all ripped in the bottom. They just gave me a new pair."
- 0736 "Well, They came to fix it, it was a washer. We asked that this particular repairman who had been rude to us, he told us where to get off and not to come back. We asked for the supervisor."
- 0733 "Well, I would say that they should be responsible to see that the people are satisfied with the products which they buy and I feel that there should be someplace where a consumer can go with a complaint and get some action."

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

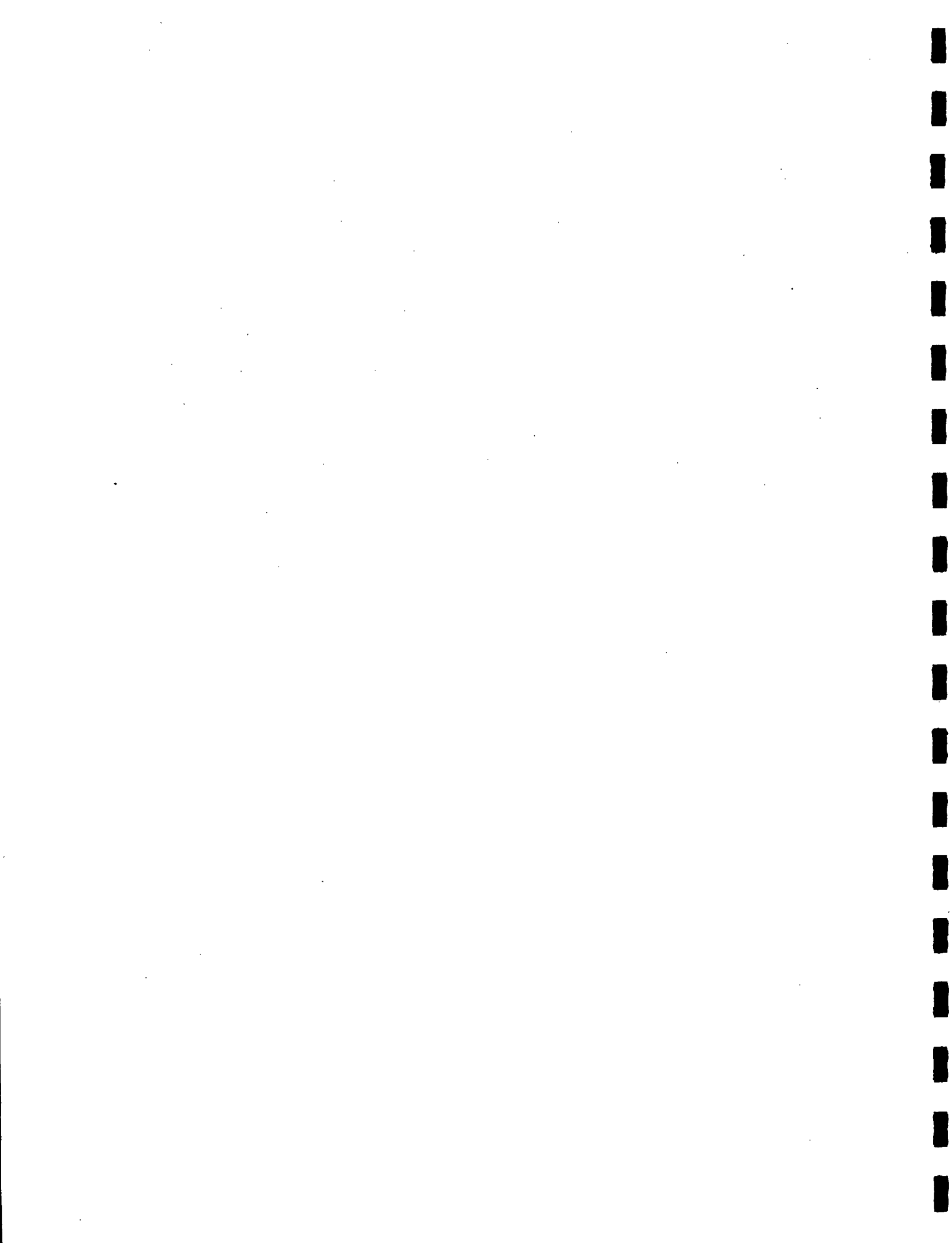
COMPLETE VERBATIM COMMENTS

NORTHERN ONTARIO

- 0248 "I got a couple extra cans of food - bad dog food."
- 0247 "They gave me a new shirt, anyone I wanted at that cost. Dirt spot on a shirt."
- 0246 "They gave me my money back for the purchase. I had bought a shirt that was ripped and I took it to the girl and she refused to take it back so I went back to the manager."
- 0242 "It wasn't - problems with the car rust."
- 0237 "I was given the option of having my money returned or exchanging the article. The article was poorly put together - poorly stitched."
- 0263 "I took the shoes back to the store and they gave me my money back."
- 0260 "Received a new shirt."
- 0255 "Replaced torn liquarette with 200 others."
- 0273 "They gave me a new pair of jeans and they were good. The jean's seams were coming out - one was different from the other."
- 0271 "Refund."
- 0264 "I had bought a stroller and in a few days it broke. I went to the sales desk and they talked to the department manager and he gave another one. No problem."
- 2006 "Replaced item - can't remember."
- 2013 "Concerning warranty for a tape deck. I wrote to the Star Probe and I haven't received any thing."
- 2020 "My daughter bought a toy which broke. I felt it wasn't worth the money I had paid for it so I took it back and got my money for it."
- 2001 "Replaced item after some time."
- 0967 "Replaced."

- 0956 "Equipment sent back to the manufacturer. The de-humidifier was at home for 2 weeks before we noticed it was not working properly."
- 0955 "I bought some squash racquet with a crack in them. They were replaced."
- 0896 "Got another one - it was a long dress."
- 0892 "Reasonable about my camera, magazine company, shoes, car was not fixed properly. It is Canada losing luggage."
- 0875 "I bought a defective motorcycle from a manufacturer. I ended up selling it at a loss of \$1,000 at least. The store owner claimed."
- 0863 "Money was refunded."
- 0859 "They fixed the coat, the material wasn't good - it was supposed to be leather and after 2 months the material started chipping. I was mad!"
- 0852 "Replaced it - 'food' - I can remember it."
- 0851 "Exchanged - it was a coat."
- 0849 "It was exchanged. The article wasn't functioning properly."
- 0847 "Exchanged what I bought. It was a manufacturer's flaw."
- 0833 "It wasn't resolved at all."
- 0829 "It wasn't resolved at all. Cassette sent to the States and hasn't come back yet. It's been over 9 months. Bought at Sears in Toronto."
- 0824 "Exchanged for cash."
- 0818 "Finally manager decided to repair my ripped shoe after much complaining - but even then they charged me \$2.00."
- 0811 "Got full refund. Item never worked properly."
- 0798 "Fixed it. Car trouble."
- 0794 "Serve to satisfy - parts missing in merchandise."
- 0780 "Refund - small items like cassettes."
- 0779 "Not resolved yet because of personal friendship with contractor. Don't wish to risk my friendship with him."

- 0775 "Repaired item."
- 0769 "I was only given a discount of the cost of repair of the item."
- 0766 "Refund and/or repair. Items unsatisfactory or damaged."
- 0762 "I had bought some margarine that was mouldy. I took it back to the store and they gave me some that was fresh."
- 0759 "The article was a can of Brute and the sprayer went crazy. I sent it back and a month later the company sent me a whole box of their product."
- 0758 "It was a light fixture we bought that was broken. We took it back and they replaced it."
- 0756 "The complaint was over candy that was advertised as being something it wasn't. I wrote to the company and they sent back alot of their products."
- 0755 "A faulty toy. It was resolved with an exchange."
- 0751 "Not resolved. Complaint with services in restaurant."
- 0732 "Complete refund."
- 0728 "Defective item was replaced quickly."





How was your complaint resolved? What was the complaint exactly?

# COMPLETE VERBATIM COMMENTS

## MONTREAL

- 4565 " Particular automobile parts."
- 4527 " The contractor took the case to court. He was a friend of the small claims court judge and the judge let him win even though I had all the necessary proof. He couldn't harm his friend. The reason of the complaint was that a door was replaced after it had been evaluated. The work was very poorly done and the bill (\$328.) over and above what the consulting carpenters would have declared as being reasonable (\$175.). (Led him to believe that the door would cost him \$88. and around 4 hours of labour)."
- 4536 " Ended up getting out of the mess ourselves."
- 4524 " A shirt we bought was rotten and we exchanged it - the same thing. Hair dryer -- didn't return it."
- 4394 " Choice of something else. For example a tool set."
- 4383 " Defective electrical appliance."
- 4378 " Reimbursed me. Chicken that smelled bad. Very satisfied with the way they received me."
- 4384 " Defective dishwasher. They replaced it."
- 4398 " For an exchange. A record that was skipping."
- 4324 " Return of merchandise."
- 4246 " The paint job on a car was not good and the car was only six months old."
- 4232 " Were trying to help."
- 4227 " Defective cash register. They exchanged it for me."
- 4276 " I exchanged one car for another at my own expense."
- 4282 " Half repaired my car. A new car and it was defective."
- 4028 " Only an exchange of an article of the same thing e.g. children's shoes - hibachi."
- 4010 " Change car make - change company."

- 4001 " Wrote the store. False advertising."
- 4004 " Replaced the item."
- 4022 " Exchanged towards other merchandise."
- 4107 " Gave me back my money."
- 4164 " Returned head cheese that wasn't fresh."
- 4145 " No repairs."
- 4133 " First time nothing wrong. Second time gave 50% satisfaction. The refrigerator was making too much noise but they told me it was normal."
- 4359 " The complaint was that I didn't receive article in catalogue 'solutionné' Received after a lot of pressure."
- 4362 " By telephone. Car (guarantee)."
- 4486 " They exchanged the carcass."
- 4351 " They fixed the paint on a car."
- 4400 " Through an exchange. Defect on the fabrication of an article."
- 4399 " A repair. Bad installation of an aluminum door."

How was your complaint resolved? What was the complaint exactly?

# COMPLETE VERBATIM COMMENTS

## REST OF QUEBEC

- 4199 " They exchanged the merchandise."
- 4117 " Directly over the phone - changed tax on draperies."
- 4099 " Advertising in a weekly magazine. The advertising was describing how to make a dollar at home by preparing envelopes. By answering the ad you wrote to the address with \$10.00. On the letter, they explain how to make contact with other people to make money (pyramid type). The ad was fraudulent. I was dissatisfied because the man at the newspaper place was irresponsible himself by not knowing which type of advertising he published and by the fact that he was irresponsible towards the public. Being a weekly publishing, the ad was ending that week and therefore, no specific action was taken following the complaint."
- 4095 " They returned my money for a defective garment."
- 4082 " I bought a pair of boots. I asked for a size 6 and the manager gave me a pair of size 7. I tried them on quickly. I found that they were a bit too big, but he told me that with a pair of wool socks, they would fit properly. When I got home, I put on the pair of wool socks and I noticed that they were really too big. That's when I noticed the little 7 inside. The next day I returned to the store and the manager told me that I had already worn the boots and that I could not return them. I bought inner soles. They are still a little too big but I wear them anyway. I found that very maddening. You pay \$50. and ....."
- 4079 " No solution
- 4074 " They gave me fresh milk."
- 4075 " Replaced a record with another which wasn't any better. Finally she got one that was alright."
- 4073 " Replaced the article."
- 4071 " By discussing it and stating my rights as being logical. Had tires put on and balanced at the same time. Two days later, the tires were jumping. I returned to have them balanced without any extra cost."

72.

4070 " Sour milk. They replaced it."

4045 " Was not satisfied."

4551 " They replaced my jeans. There were some problems concerning the purchase of a pair of pants."

4221 " It was windows that were leaking. They sent someone over to repair them."

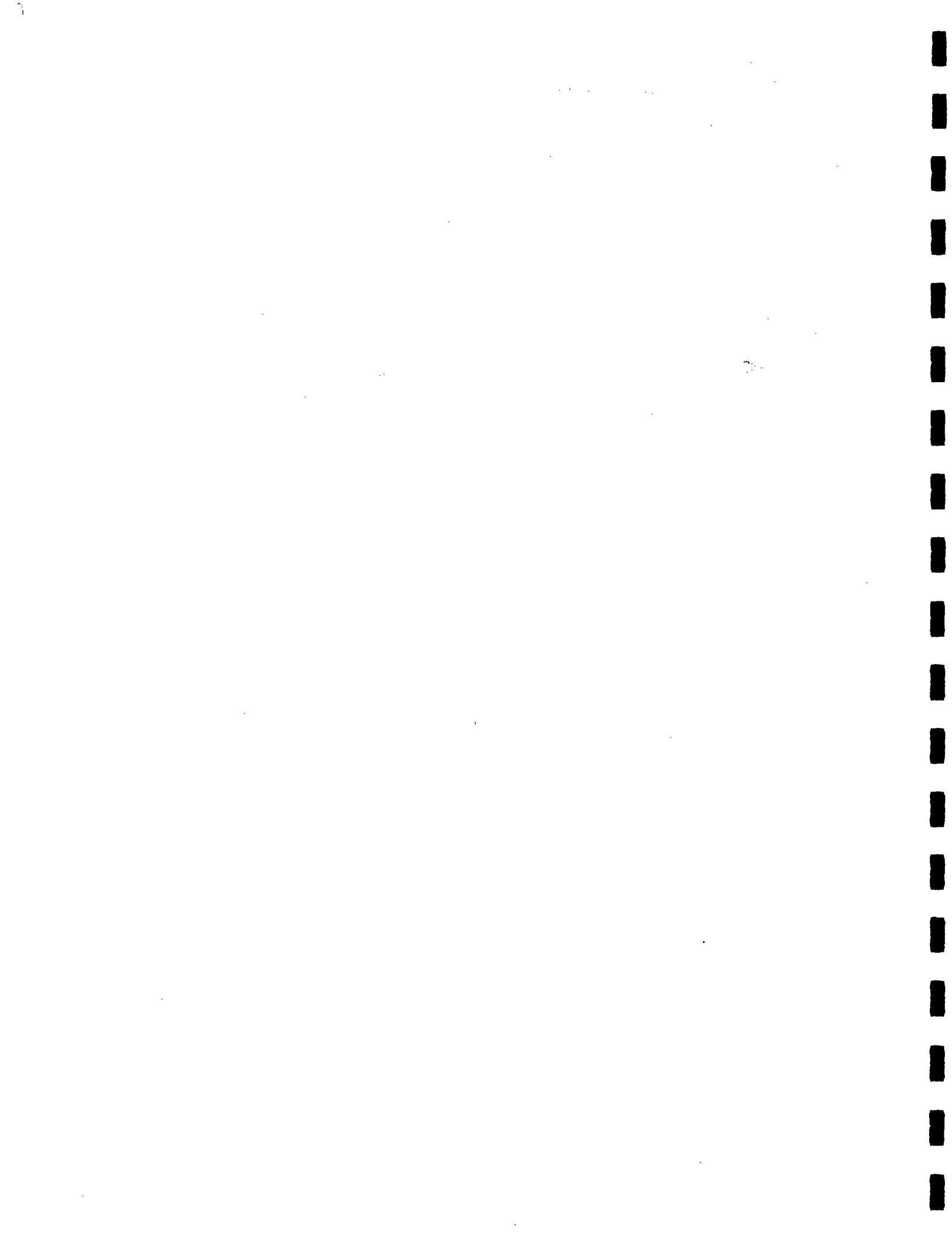
4201 " They announced a special on the radio and if you did not answer the ad, you didn't get the discount that was being advertised."

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

COMPLETE VERBATIM COMMENTS

MARITIMES

- 2070 "It wasn't."
- 0667 "Resolved."
- 0339 "Again I'm still in the process of finding out."
- 0301 "It was false advertising on TV. It was advertised and it wasn't there. There was another kind at a higher price, the store since then was very good and now puts correction notices in the paper. They didn't do it before."
- 0285 "Not resolved. Paint - window didn't fix. They painted red car purple paint."
- 0278 "Still not resolved - waiting to hear from the company. The problem was that I fell sick for 4 months - I was told before that (when I brought the car) if I was sick for more than a month I would not have to keep making payment on my insurance which wasn't true though."
- 2052 "The complaint got some action but I don't know if it was from my complaint or a change in the store's policy. I was satisfied in the way the department handled my complaint."

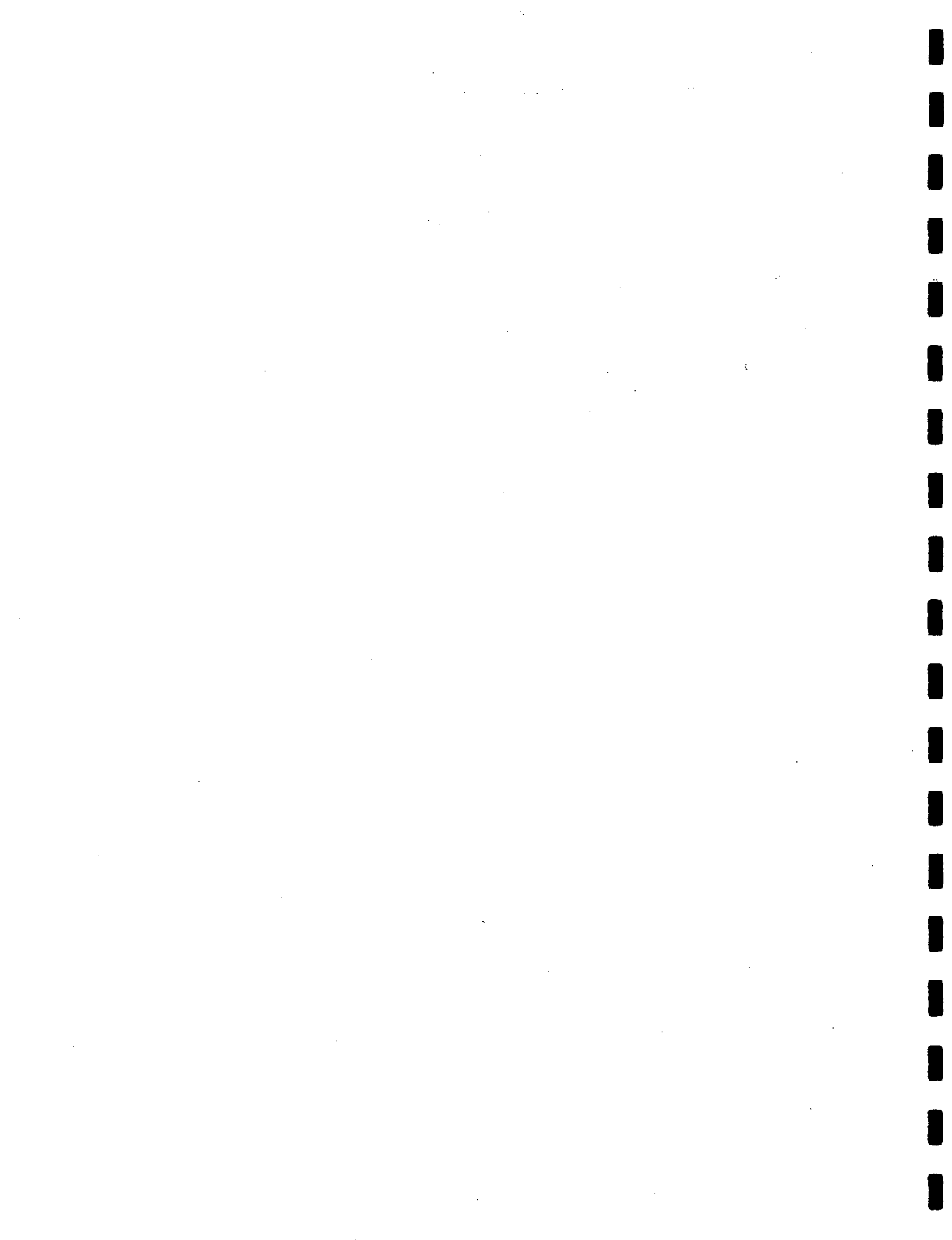


How was your complaint resolved? PROBE: What was the complaint exactly?

## COMPLETE VERBATIM COMMENTS

### NORTHERN ONTARIO

- 0843 "I went to Ford and they corrected the problem."
- 0814 "I got my money back. Merchandise wasn't working."
- 0812 "I got in touch with Action Line - Radio Show in Sudbury because Consumer Corporate Affairs did nothing. They ordered the purse but didn't receive it."
- 0772 "Yes, defective product."





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

COMPLETE VERBATIM COMMENTS

SOUTH WESTERN ONTARIO

- 0691 "I purchased a record which was defective and the retailer refused to acknowledge the fact that it was defective. I'm still waiting to see what the distributor does with it."
- 0332 "Cash. It was a problem with broken merchandise."

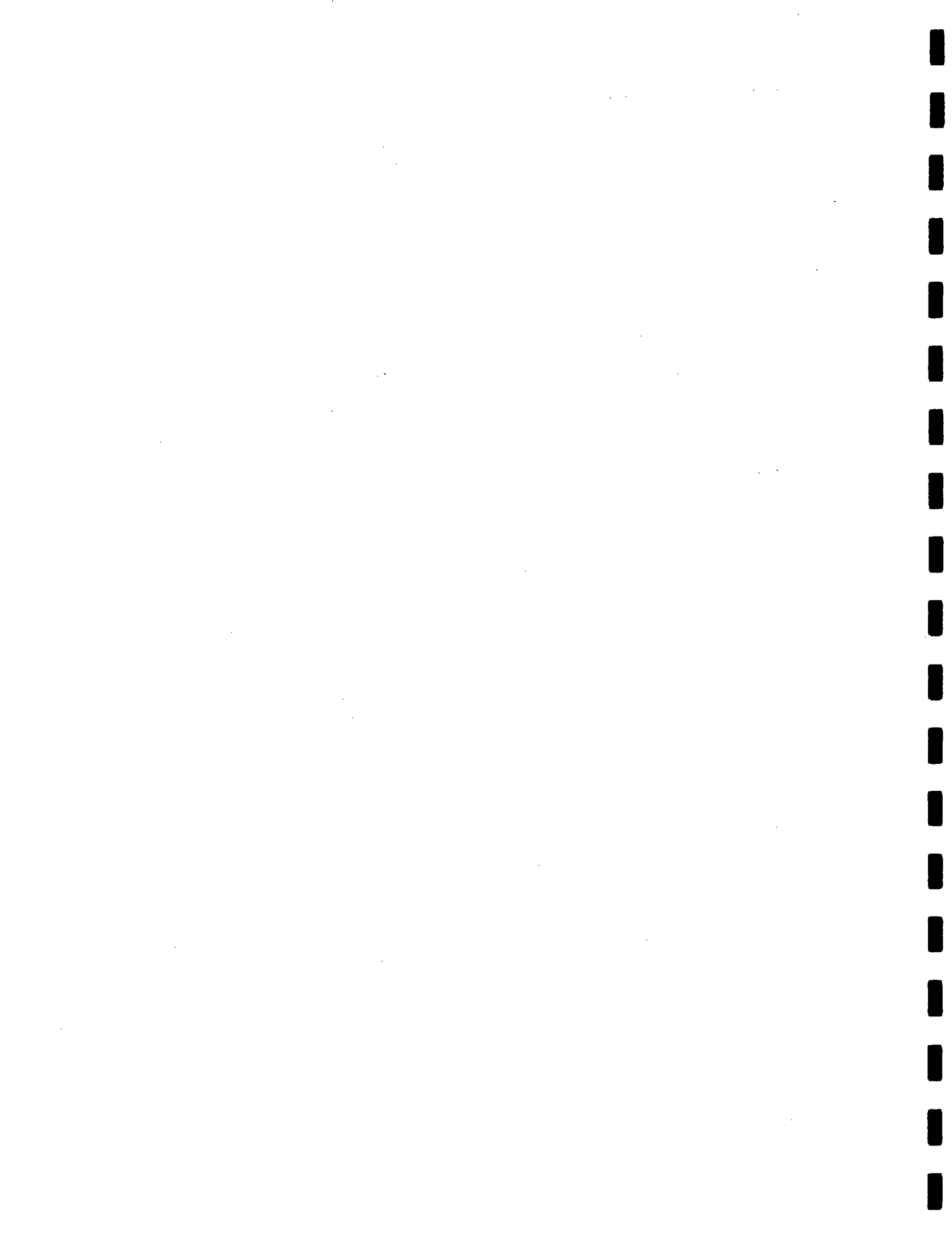


How was your complaint resolved? PROBE: What was the complaint exactly?

## COMPLETE VERBATIM COMMENTS

### TORONTO

- 0617 "They didn't resolve my complaint - the engine ceased."
- 0568 "Legal matters. Poor quality control of the cars. I mean 3 transmissions in 3 days is, well, not good. And that was a new car. They backed off when they saw my lawyer."
- 0535 "They gave me a new hockey helmet. The other one didn't fit. It was a kid's size."
- 0225 "They changed off the service and he didn't do anything more than I could have done myself. Radar range - they fixed it 2 weeks later but after all that they didn't fix it at all."
- 0216 "I got my money back. They overcharged me on a product I bought. Hub caps."
- 0212 "I lost and gave in with no results at all. They charged me for a collision which I was not responsible for."
- 0207 "Originally they told me I didn't buy the dress there. Than they offered to give me five dollars credit slip for a thirty dollar dress. The wrong needle knit on the fabric on the dress."
- 0017 "It wasn't. Forty bucks for a watch I expect it to work."
- 0134 "It hasn't been - I purchased goods which had rips in it. They tried to say we did it ourselves when it hadn't been out of the bag. Still having a battle with them."



How was the complaint resolved? What was the complaint exactly?

COMPLETE VERBATIM COMMENTS

REST OF QUEBEC

4624 " Nothing you can do."

4584 " By being reimbursed."

## 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?

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

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

- 1 Yes  
2 No → Skip to Q. 16

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

6. The display we are talking about is sponsored by the federal department of Consumer & Corporate Affairs Canada. 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?

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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?

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9. Have you learned anything new about the activities and programs of the Federal Department of Consumer and Corporate Affairs Canada 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?

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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?

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

- 1 Yes
- 2 No

IF "YES" ON Q. 13, ASK:

14. 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

15. 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

16. 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. 26

IF "YES" ON Q. 16, ASK:

17. 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 Canada
- X Other \_\_\_\_\_ (specify)
- 0 Don't remember

18. 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. 18, ASK:

19. 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



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

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IF SOMEPLACE ELSE CIRCLED ON Q. 18, ASK:

21. 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 Canada
- X Other \_\_\_\_\_ (specify)
- 0 Don't remember

22. Did you contact them or not?

- 1 Yes
- 2 No

IF "NO" ON Q. 22, ASK:

23. Why not?

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IF "YES" ON Q. 22, ASK:

24. 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

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

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

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These questions are for statistical purposes only.

27. 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

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

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

29. 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

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

- 1 Male
- 2 Female

31. AREAS:

- 1 Toronto
- 2 London and other parts of Southern Ontario
- 3 Sudbury and other parts of Northern Ontario
- 4 Montreal
- 5 Gaspé area
- 6 Quebec City area
- 7 Sherbrooke and Eastern Townships area
- 8 Northwestern Quebec
- 9 Halifax and other parts of Nova Scotia
- 10 New Brunswick
- 11 Newfoundland
- 12 P.E.I.

32. RESPONDENT'S NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE NO.: \_\_\_\_\_

INTERVIEWER'S NAME: \_\_\_\_\_

PLACE OF INTERVIEW: (Which Plaza): \_\_\_\_\_

DATE OF INTERVIEW: \_\_\_\_\_ TIME OF INTERVIEW: \_\_\_\_\_

LENGTH OF INTERVIEW: \_\_\_\_\_

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