

PREPARED FOR:

VICKERS & BENSON LIMITED  
980 YONGE STREET  
TORONTO, ONTARIO M4W 2J8

A STUDY ON ATTITUDES TO  
AND AWARENESS OF  
THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS

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A REPORT ON A NATIONAL SURVEY OF  
CANADIAN CONSUMERS

PREPARED FOR  
THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS

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## RESEARCH OBJECTIVES

THE OBJECTIVES OF THE RESEARCH WAS TO MEASURE THE EXTENT OF THE KNOWLEDGE OF ADULT CANADIAN CONSUMERS TO THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS, AND TO DETERMINE CONSUMER AWARENESS OF AND ATTITUDES TO THE ACTIVITIES OF THE DEPARTMENT.

IN ADDITION, THE RESEARCH WAS DESIGNED TO ESTABLISH CONSUMER CONCERNS FACING CANADIANS TODAY, AND IDENTIFY WHAT THE PUBLIC FEEL THE GOVERNMENT SHOULD DO TO COUNTERACT OR MINIMIZE THESE CONCERNS.

IT IS FELT THAT THE RESULTS OF THIS STUDY WILL SERVE AS A BENCHMARK FOR CURRENT AND FUTURE PROGRAMMES OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS.

VICKERS AND BENSON WILL BE SUBMITTING FURTHER RECOMMENDATIONS TO THE DEPARTMENT RELATING TO FUTURE COMMUNICATION NEEDS BASED ON THE RESULTS OF THIS SURVEY.

VICKERS AND BENSON LIMITED.  
SEPTEMBER 1975.

## RESEARCH METHODOLOGY

PERSONAL IN-HOME INTERVIEWS WERE CONDUCTED ACROSS CANADA WITH 1,531 CANADIAN HOUSEHOLD HEADS AGED 18 YEARS AND OVER, WHO WERE SELECTED FOR PARTICIPATION IN THE SURVEY BY USE OF ESTABLISHED RANDOM PROBABILITY TECHNIQUES.

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THE QUESTIONNAIRE WAS DESIGNED BASED UPON A PILOT SURVEY CONDUCTED VIA TELEPHONE IN THE METROPOLITAN AREAS OF MONTREAL AND TORONTO IN JANUARY 1975.

THE FIELDWORK FOR THIS STUDY WAS CONDUCTED IN AUGUST 1975.

THE QUESTIONNAIRE WAS DEVELOPED BY COMPLAN RESEARCH ASSOCIATES IN CO-OPERATION WITH VICKERS AND BENSON LTD. SAMPLE DESIGN AND METHODOLOGY WERE DEVELOPED BY COMPLAN RESEARCH ASSOCIATES ACCORDING TO THE SPECIFICATIONS ESTABLISHED BY VICKERS AND BENSON LTD. THE FIELDWORK, TABULATION AND ANALYSIS WERE THE RESPONSIBILITY OF COMPLAN RESEARCH ASSOCIATES, WHO PREPARED THIS REPORT.

DETAILS OF SAMPLE CHARACTERISTICS AND THE QUESTIONNAIRE ARE INCLUDED IN THIS REPORT. DETAILED COMPUTER TABULATIONS ARE BEING SUBMITTED SEPERATELY.

### SUMMARY OF FINDINGS

CONSUMERS IN CANADA ARE GENERALLY WELL AWARE OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS, BUT ARE UNCERTAIN OF ITS SPECIFIC FUNCTIONS. HOWEVER, CONSUMERS HAVE A HIGH REGARD FOR THE DEPARTMENT, FEELING THAT IT IS FULFILLING A ROLE IN PROVIDING NECESSARY CONSUMER PROTECTION.

THREE-QUARTERS OF CANADIAN CONSUMERS HAVE HEARD OF THE DEPARTMENT, AND ONE-QUARTER FEEL THEY KNOW EITHER A FAIR AMOUNT OR A GREAT DEAL OF ITS ACTIVITIES. AWARENESS THAT IT IS A DEPARTMENT OF THE FEDERAL GOVERNMENT IS ALSO HIGH WITH ONLY A MINORITY THINKING OF IT AS A PROVINCIAL GOVERNMENT AGENCY, BUT THE IDENTITY OF MR. OUELLET AS MINISTER OF CONSUMER AND CORPORATE AFFAIRS IS KNOWN BY LESS THAN ONE IN TEN.

A HIGH PROPORTION OF CONSUMERS WHO STATE THEY ARE AWARE OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS, PERCEIVE ITS PRIMARY FUNCTION AS ONE OF CONSUMER PROTECTION, BUT MISTAKINGLY BELIEVE ITS MAIN ACTIVITY IN THIS AREA TO BE ONE OF PRICE INVESTIGATION AND CONTROL. AWARENESS OF ACTIVITIES SUCH AS PRODUCT SAFETY INVOLVEMENT AND THE HANDLING OF CONSUMER COMPLAINTS IS RELATIVELY HIGH, BUT IS BALANCED BY ONLY A MODERATE KNOWLEDGE OF MISLEADING ADVERTISING AND CONSUMER EDUCATION ASPECTS OF THE DEPARTMENTS ACTIVITIES.



AWARENESS OF THE ACTIVITIES OF THE BUREAU OF CORPORATE AFFAIRS IS LOW, WITH ONLY TWO IN FIVE CONSUMERS WHO ARE AWARE OF THE DEPARTMENT, BEING ABLE TO NAME ANY CORPORATE ACTIVITY, AND THEN MOSTLY IN A GENERALIZED WAY.

OVER HALF OF THE CONSUMERS AWARE OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS ARE UNABLE TO READILY IDENTIFY FEDERAL LEGISLATION ADMINISTERED BY THE DEPARTMENT, WHILE THOSE THAT DO, NAME A WIDE VARIETY OF ACTS AND PROGRAMMES UNDER THE DEPARTMENTS JURISDICTION. THE BEST KNOWN OF THESE INCLUDE:

PACKAGING AND LABELLING  
FOOD AND DRUG  
PRODUCT SAFETY  
MISLEADING ADVERTISING

WHEN PRESENTED LATER WITH DESCRIPTIONS OF VARIOUS AREAS OF DEPARTMENT ACTIVITY HOWEVER, CONSUMER AWARENESS IS GENERALLY HIGH, THE BEST KNOWN AREAS OF WHICH ARE:

HAZARDOUS PRODUCTS  
LABELLING, PACKAGING AND ADVERTISING  
TEXTILE LABELLING ACT  
MISLEADING ADVERTISING

HOWEVER, ONLY A MINORITY OF CONSUMERS FELT THAT THEY HAD HEARD ABOUT BOX 99 AND CONSUMER CONTACT MAGAZINE. GENERALLY SPEAKING CONSUMERS ARE MORE AWARE OF THE ACTIVITIES OF THE BUREAU OF CONSUMERS AFFAIRS, THAN THOSE OF THE BUREAU OF CORPORATE AFFAIRS AND THE BUREAU OF COMPETITION POLICY. VERY FEW CONSUMERS RELATE THE JURISDICTION OF THE BUREAU OF INTELLECTUAL PROPERTY TO THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS.

A LARGE MAJORITY OF CONSUMERS ARE AWARE THAT THE HEAD OFFICE OF THE DEPARTMENT IS LOCATED IN OTTAWA, AND ONE IN TWO ARE AWARE OF BRANCH OFFICE LOCATIONS. SHOULD THE NEED ARISE TO CONTACT THE DEPARTMENT, OVER HALF OF CONSUMERS WOULD PREFER TO DO SO BY TELEPHONE, WHILE JUST OVER ONE FIFTH WOULD WRITE TO THE DEPARTMENT. KNOWLEDGE OF BOX 99 IS AGAIN SHOWN TO BE MINIMAL.

ONE IN TWO CONSUMERS ARE AWARE OF ADVERTISING ON BEHALF OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS, AND HALF OF THESE WERE ABLE TO RECALL SPECIFIC DETAILS OF COPY CONTENT. TELEVISION IS THE MOST OFTEN QUOTED SOURCE. SPECIFIC PRINT ADVERTISEMENTS ARE RECOGNIZED BY ABOUT TWO-FIFTHS OF CONSUMERS, HALF OF WHOM CORRECTLY IDENTIFY THEM AS NEWSPAPER ADVERTISEMENTS.

ABOUT TWO-FIFTHS OF CONSUMERS RECALL ON BOTH AN AIDED AND UNAIDED BASIS THE DEPARTMENTS TELEVISION PROGRAMME; 'IT'S UP TO YOU'/'C'EST PAS SORCIER'. RECALL IS PARTICULARLY HIGH AMONG LOW SOCIO-ECONOMIC AND FRENCH SPEAKING CONSUMERS.

OVER THREE-QUARTERS OF CANADIAN CONSUMERS AWARE OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS, FEEL THAT IT SERVES A USEFUL PURPOSE IN PROTECTING CONSUMERS SUCH AS THEMSELVES. THE MAJOR FACTOR INFLUENCING THE ONE IN FOUR CONSUMERS WHO HOLD THE DEPARTMENT IN LOW REGARD IS THAT THEY FEEL THE DEPARTMENT DOES LITTLE TO PREVENT PRICE INCREASES, A SIGNIFICANT POINT TO NOTE. A MINORITY OF CONSUMERS FEEL THE DEPARTMENT EITHER HAS NO REAL POWER, OR DOES NOT EXERT SUFFICIENT POWER TO PROTECT CONSUMERS.

A SUBSTANTIAL NUMBER OF CANADIAN CONSUMERS ARE MOST CONCERNED OVER ASPECTS OF INFLATION AND RISING PRICES, PARTICULARLY AS THEY RELATE TO FOOD, UTILITIES AND FUEL. SECONDARY CONCERNS CENTER ON THE QUALITY OF PRODUCTS AND FOOD ITEMS, PARTICULARLY MEAT OVER WHICH THERE HAS BEEN RECENT NEGATIVE PUBLICITY. ONLY A MINORITY OF THE POPULATION EXPRESS CONCERNS OVER SUCH AREAS OF DEPARTMENT JURISDICTION AS PACKAGING AND LABELLING, MISLEADING ADVERTISING AND PRODUCT SAFETY. //

WHEN ASKED WHAT STEPS THE FEDERAL GOVERNMENT SHOULD INSTITUTE TO REMEDY THESE CONCERNS, THE MOST FREQUENT RESPONSE IS FOR PRICE FREEZE CONTROLS, FOLLOWED BY AN INCREASE IN THE QUALITY AND FREQUENCY OF PRODUCT INSPECTIONS. WAGE FREEZE CONTROLS ARE REQUESTED BY ONE IN TEN, WHILE ABOUT THE SAME NUMBER FEEL THAT STRONGER ENFORCEMENT OF PRESENT CONSUMER PROTECTION LAWS ARE DESIRABLE. APPROXIMATELY ONE IN TWELVE CANADIANS FEEL THE NEED FOR FURTHER CONSUMER EDUCATION BY THE FEDERAL GOVERNMENT. A DETAILED ANALYSIS OF VERBATIM REPLIES AS TO CONSUMER CONCERNS AND DESIRED GOVERNMENT ACTION WILL BE MADE AVAILABLE ON REQUEST.

OVERALL, CANADIANS SHOULD NOT BE CONSIDERED ACTIVE CONSUMERISTS, IN THAT FEW HAVE MEMBERSHIPS IN CONSUMER ASSOCIATIONS. HOWEVER, CANADIANS ARE NOT BACKWARD IN APPROACHING OR COMPLAINING DIRECTLY TO RETAIL OUTLETS OR MANUFACTURERS, OR CHECKING WITH BETTER BUSINESS BUREAUS. THESE METHODS APPEAR PREFERRED OVER CONTACT WITH GOVERNMENTAL DEPARTMENTS.

## MAJOR CONCLUSIONS

A SUBSTANTIAL MAJORITY OF CANADIANS FEEL THERE IS A DEFINITE NEED FOR THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS TO ASSIST AND EDUCATE CONSUMERS. AWARENESS OF AND ATTITUDES TO THE DEPARTMENT ARE GENERALLY HIGH, BUT FURTHER PUBLICITY OF SPECIFIC AREAS OF JURISDICTION APPEARS NECESSARY, ESPECIALLY AMONG THE LOWER SOCIO-ECONOMIC AND FRENCH SPEAKING SECTORS OF THE POPULATION.

THE DEPARTMENT MAY WISH TO CORRECT THE LOW LEVEL OF AWARENESS AND KNOWLEDGE HELD BY CONSUMERS TO THE DEPARTMENTS BUREAU OF CORPORATE AFFAIRS, INTELLECTUAL PROPERTY AND COMPETITION POLICY.

PROMOTION OF THE TWO MAJOR LINES OF CONSUMER COMMUNICATION, 'Box 99' AND 'CONSUMER CONTACT' MAGAZINE SHOULD BE A PRIME FACTOR IN THE DEPARTMENTS FUTURE ACTIVITY PLANNING.

CONFUSION AMONG CONSUMERS AS TO JURISDICTION OVER INVESTIGATION AND CONTROL OF PRICES BETWEEN THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS AND THE FOOD PRICES REVIEW BOARD IS HIGH, AND SERVES AS A DETRIMENT TO THE IMAGE AND EFFECTIVENESS OF THE DEPARTMENT. FUTURE PROMOTION AND PUBLICITY PROGRAMMES OF THE DEPARTMENT SHOULD INCORPORATE ELEMENTS TO OVERCOME THIS PROBLEM. IT SHOULD BE NOTED THAT HISTORICALLY CANADIANS ARE OFTEN CONFUSED OVER THE JURISDICTION BETWEEN FEDERAL, PROVINCIAL AND MUNICIPAL LEVELS OF GOVERNMENT, AND THAT THIS CONFUSION IS EXEMPLIFIED IN IDENTIFYING AREAS OF JURISDICTION BETWEEN VARIOUS GOVERNMENT DEPARTMENTS AND AGENCIES.

### DETAILED FINDINGS

THE FOLLOWING IS A COMMENTARY AND ANALYSIS OF TWENTY-FOUR QUESTIONS PUT TO 1,531 CONSUMERS IN AUGUST 1975.

EACH ANALYSIS CONTAINS AN OVERVIEW OF RESPONSE, AND WITH FEW EXCEPTIONS DOES NOT ATTEMPT TO SHOW DETAILS FOR EACH OF THE SAMPLE SUB-GROUPS MEASURED. SUCH DATA MAY BE OBTAINED FROM THE COMPUTER PRINT-OUTS SUBMITTED SEPERATELY FROM THIS REPORT.

THE COMMENTARY MAKES NOTE OF MAJOR DIFFERENCES IN RESPONSE BY THE VARIOUS SUB-GROUPS. ADDITIONAL CROSS TABULATIONS ARE AVAILABLE ON REQUEST, AS ARE VERBATIM RESPONSES WHEN APPLICABLE.

PLEASE NOTE THAT TABLES 1 TO 4, AND 20 TO 25 ARE BASED ON THE FULL SAMPLE SIZE OF 1,531, WHILE TABLES 5 TO 19 ARE BASED ON LOWER ELIGIBILITY QUANTITIES, USUALLY 1,165.

PART ONE1. AWARENESS AND IDENTIFICATION OF THE DEPARTMENT AND ITS MINISTER.1. AWARENESS AND KNOWLEDGE OF THE DEPARTMENT

THE FIRST QUESTION IN THE STUDY WAS PUT TO ALL 1,531 SURVEY PARTICIPANTS. IT ASKED RESPONDENTS WHAT DEGREE OF KNOWLEDGE THEY HAD ON ELEVEN CONSUMER COMPANIES, ASSOCIATIONS AND GOVERNMENT AGENCIES. THE RESPONSES WERE RECORDED IN FOUR CATEGORIES; 'NEVER HEARD OF', 'HEARD OF BUT DON'T KNOW MUCH ABOUT', 'KNOW A FAIR AMOUNT ABOUT', AND 'KNOW A GREAT DEAL ABOUT'.

IN THE 'NEVER HEARD OF' CATEGORY, THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS RANKED THE FOURTH HIGHEST AMONG THE ELEVEN, WITH APPROXIMATELY ONE IN FOUR RESPONDENTS CLAIMING NO KNOWLEDGE OF THE DEPARTMENT. ONE IN TWO RESPONDENTS CLAIMED TO HAVE HEARD OF THE DEPARTMENT, BUT INDICATED THEY KNEW LITTLE ABOUT ITS FUNCTION. ONE IN FIVE CONSUMERS QUESTIONED CLAIMED TO KNOW A FAIR AMOUNT ABOUT THE DEPARTMENT, WHILE ONLY APPROXIMATELY ONE IN SIXTEEN CLAIMED TO KNOW A GREAT DEAL ABOUT THE DEPARTMENT.

IN COMBINING THE LATTER TWO KNOWLEDGE CATEGORIES, THE DEPARTMENT RANKED NINTH OF THE ELEVEN, WITH BOTH THE CONSUMERS ASSOCIATION OF CANADA AND THE FOOD PRICES REVIEW BOARD RECORDING LOWER CONSUMER AWARENESS.

TABLE 1.AWARENESS AND KNOWLEDGE OF ELEVEN ORGANISATIONS

	<u>NEVER HEARD OF</u>	<u>HEARD OF/ DON'T KNOW MUCH</u>	<u>KNOW FAIR AMOUNT</u>	<u>KNOW GREAT DEAL</u>
	%	%	%	%
DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS	23.0	51.9	19.3	5.8
GULF OIL	6.9	50.1	30.5	12.5
ELL CANADA	5.5	37.5	33.7	23.3
E. B. EDDY Co.	33.6	40.2	18.2	8.0
STATISTICS CANADA	25.9	46.6	18.5	9.0
BETTER BUSINESS BUREAU	14.1	43.3	30.8	11.7
BANK OF MONTREAL	1.1	39.2	36.8	22.9
FOOD PRICES REVIEW BOARD	20.0	55.4	19.7	4.9
H. J. HEINZ Co.	6.8	45.2	33.5	14.4
CONSUMERS ASSOC. OF CANADA	35.5	46.7	12.0	5.8
ROCTER AND GAMBLE	12.0	48.7	27.4	11.9

BASE: 1,531

ALMOST THREE IN TEN CONSUMERS RESIDING IN ONTARIO, QUEBEC AND THE MARITIME PROVINCES CLAIM NO AWARENESS OF THE DEPARTMENT, COMPARED TO ONLY ONE IN TEN IN THE PRAIRIE PROVINCES AND BRITISH COLUMBIA. HOWEVER, A HIGHER PROPORTION, OVER THREE IN TEN CONSUMERS, IN QUEBEC AND THE PRAIRIE PROVINCES CLAIM A FAIR OR A GREAT DEAL OF KNOWLEDGE OF THE DEPARTMENT, WITH OVER ONE IN TEN IN QUEBEC CLAIMING TO KNOW A GREAT DEAL, ALMOST TWICE THE NATIONAL AVERAGE. ONTARIO RECORDS THE LOWEST RATIO OF KNOWLEDGE WITH ONE IN SEVEN INDICATING A FAIR AMOUNT, AND ONE IN THIRTY A GREAT DEAL.

SUBSTANTIATING THE PRECEDING THAT IN QUEBEC CONSUMERS ARE MORE LIKELY TO BE EITHER UNAWARE OR HAVE A HIGHER DEGREE OF INTEREST IN THE DEPARTMENT, ALMOST 30% MORE FRENCH SPEAKING THAN ENGLISH SPEAKING CONSUMERS CLAIM NOT TO HAVE HEARD OF THE DEPARTMENT, BUT ONE IN TEN FRENCH SPEAKING CONSUMERS INDICATE A GREAT DEAL OF KNOWLEDGE OF THE DEPARTMENT, OVER TWICE AS MANY AS THEIR ENGLISH SPEAKING COUNTERPARTS.

SLIGHTLY MORE MALES THAN FEMALES INDICATE HIGHER AWARENESS AND KNOWLEDGE OF THE DEPARTMENT.

AWARENESS AND KNOWLEDGE IS MODERATELY HIGHER AMONG THE YOUNGER ADULTS (18-29 YEARS) THAN THE OLDER.

OVER TWICE AS MANY LOWER SOCIO-ECONOMIC HAVE NO AWARENESS OF THE DEPARTMENT THAN UPPER SOCIO-ECONOMIC CONSUMERS, AND OVER FOUR TIMES AS MANY UPPER SOCIO-ECONOMIC CONSUMERS CLAIM A GREAT DEAL OF KNOWLEDGE OF THE DEPARTMENT THAN LOWER SOCIO-ECONOMIC. ONLY 15% OF THE LOWER SOCIO-ECONOMIC RESPONDENTS CLAIM EITHER A FAIR OR GREAT DEAL OF KNOWLEDGE, COMPARED TO 38% OF THE UPPER SOCIO-ECONOMIC. MIDDLE SOCIO-ECONOMIC CONSUMERS CONFORM MORE TO THE NATIONAL AVERAGES.

THE ABOVE IS ALSO REFLECTED IN EXAMINING RESPONSES BY FAMILY INCOME. THE HIGHER THE INCOME THE HIGHER THE AWARENESS AND KNOWLEDGE, ALTHOUGH HERE THE DISPARITIES ARE NOT QUITE SO LARGE.



THE INCIDENCE OF CHILDREN IN THE FAMILY DOES NOT APPEAR TO INFLUENCE AWARENESS AND KNOWLEDGE TO ANY GREAT EXTENT, IN FACT THE PROPORTIONS OF FAIR AND GOOD KNOWLEDGE TOGETHER AMONG THE TWO GROUPS ARE IDENTICAL.

THE LOCATION OF A DEPARTMENT OFFICE WOULD APPEAR TO INFLUENCE BOTH AWARENESS AND KNOWLEDGE AMONG CONSUMERS IN THE AREA. LACK OF AWARENESS OF THE DEPARTMENT IS ~~20%~~ HIGHER IN AREAS WHERE THERE IS NO OFFICE LOCATED, WHILE KNOWLEDGE OF A FAIR AND GREAT EXTENT IS 50% GREATER IN AREAS WHERE THERE IS AN OFFICE LOCATION.

TABLE 2

AWARENESS AND KNOWLEDGE OF THE  
DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

	<u>NEVER HEARD OF</u>	<u>HEARD OF/ DON'T KNOW MUCH</u>	<u>KNOW FAIR AMOUNT</u>	<u>KNOW GREAT DEAL</u>
	%	%	%	%
TOTAL	23.0	51.9	19.3	5.8
<u>REGION</u>				
MARITIMES	29.2	50.3	16.1	4.3
QUEBEC	28.5	40.0	20.1	11.5
ONTARIO	27.3	55.2	14.0	3.5
PRAIRES	9.6	58.1	28.3	4.0
BRITISH COLUMBIA	9.1	64.3	24.5	2.1
<u>LANGUAGE</u>				
ENGLISH SPEAKING	22.1	54.6	18.9	4.4
FRENCH SPEAKING	28.4	41.4	19.5	10.7
<u>SEX</u>				
MALE	21.5	52.3	19.8	6.4
FEMALE	24.2	51.6	19.0	5.3
<u>AGE</u>				
18 - 29 YEARS	20.4	52.6	19.3	7.7
30 - 44 YEARS	21.1	54.1	20.1	4.8
45 YEARS AND OVER	25.3	50.3	19.2	5.3

TABLE 2

	<u>NEVER HEARD OF</u>	<u>HEARD OF/ DON'T KNOW MUCH</u>	<u>KNOW FAIR AMOUNT</u>	<u>KNOW GREAT DEAL</u>
	%	%	%	%
<u>SOCIO-ECONOMIC</u>				
LOWER	37.4	47.2	13.2	2.2
MIDDLE	21.2	54.6	18.7	5.6
UPPER	16.9	44.2	28.7	10.3
<u>FAMILY INCOME</u>				
UNDER \$10,000.	30.1	49.0	16.2	4.8
\$10,000 - \$14,999.	20.0	56.8	19.1	4.1
\$15,000 AND OVER	16.2	51.9	23.6	8.3
<u>FAMILY COMPOSITION</u>				
WITH CHILDREN	22.1	52.9	20.2	4.9
WITHOUT CHILDREN	24.2	50.6	18.3	6.8
<u>AREA TYPE</u>				
WITH DEPT. OFFICE	22.5	51.5	19.9	6.2
WITHOUT DEPT. OFFICE	27.7	55.5	14.4	2.4
CASE: 1,531				

QUESTION 1.

"I'M GOING TO NAME SOME ORGANIZATIONS AND FOR EACH ONE I MENTION TELL ME WHETHER OR NOT YOU'VE HEARD OF IT, AND IF YOU'VE HEARD OF IT HOW MUCH YOU KNOW ABOUT IT. HERE IS A CARD TO HELP YOU ANSWER. JUST SELECT ONE OF THE FOUR PHRASES THAT SUITS YOU.

## 2. IDENTIFICATION OF THE DEPARTMENT

OF THE 76% OF TOTAL CONSUMERS SURVEYED WHO CLAIMED SOME AWARENESS AND KNOWLEDGE OF THE DEPARTMENT, THREE IN FIVE CORRECTLY IDENTIFIED IT AS A DEPARTMENT OF THE FEDERAL GOVERNMENT, WHILE A FURTHER ONE IN SEVEN IDENTIFIED IT AS BEING A DEPARTMENT OF BOTH FEDERAL AND PROVINCIAL GOVERNMENTS.

ONE IN NINE INCORRECTLY IDENTIFIED IT AS A SOLELY PROVINCIAL GOVERNMENT DEPARTMENT, WHILE ONE IN SEVEN WERE NOT SURE OR DID NOT KNOW HOW TO IDENTIFY IT.

OF THE TOTAL SAMPLE, SLIGHTLY LESS THAN HALF CORRECTLY IDENTIFIED THE DEPARTMENT, WHILE A FURTHER ONE IN TEN THOUGHT IT HAD SOME FEDERAL GOVERNMENT RESPONSIBILITIES.

AMONG THOSE CLAIMING SOME DEGREE OF AWARENESS, CORRECT IDENTIFICATION WAS HIGHER THAN AVERAGE IN THE MARITIME, PRAIRIE AND BRITISH COLUMBIA PROVINCES AND AMONG ENGLISH SPEAKING, MALE, UPPER SOCIO-ECONOMIC, UPPER INCOME AND CHILDLESS CONSUMERS. SURPRISINGLY, A HIGHER PROPORTION OF CONSUMERS IN AREAS WHERE NO DEPARTMENT OFFICE IS LOCATED CORRECTLY IDENTIFIED THE DEPARTMENT AS FEDERAL IN NATURE.

A SIGNIFICANTLY HIGHER PROPORTION OF QUEBEC AND FRENCH SPEAKING RESPONDENTS IDENTIFIED THE DEPARTMENT AS BEING EITHER SOLELY PROVINCIAL, OR BOTH A FEDERAL AND PROVINCIAL DEPARTMENT.

TABLE 3

IDENTIFICATION OF THE DEPARTMENT  
OF CONSUMER AND CORPORATE AFFAIRS

	<u>SUB-SAMPLE</u>	<u>TOTAL SAMPLE</u>
FEDERAL GOVERNMENT	60.8%	47.0%
PROVINCIAL GOVERNMENT	11.0%	8.5%
BOTH FEDERAL AND PROVINCIAL GOVERNMENT	13.7%	10.5%
NEITHER	2.0%	1.6%
DON'T KNOW/NOT SURE	12.4%	9.6%
BASES	1,165	1,531

QUESTION 2. IS THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS  
A FEDERAL GOVERNMENT DEPARTMENT, A PROVINCIAL  
GOVERNMENT DEPARTMENT, BOTH OR NEITHER?

3. AWARENESS OF THE MINISTER OF  
CONSUMER AND CORPORATE AFFAIRS

6.8% OF THE TOTAL SAMPLE, AND 8.8% OF THOSE WHO CLAIMED SOME AWARENESS OF THE DEPARTMENT, WERE ABLE TO CORRECTLY IDENTIFY MR. OUELLET AS ITS MINISTER. OF THOSE WHO CLAIMED SOME DEPARTMENT AWARENESS, A SUBSTANTIALLY HIGHER PROPORTION OF THOSE LIVING IN QUEBEC (17.7%), AND OF FRENCH SPEAKING RESPONDENTS (18.4%), GAVE CORRECT IDENTIFICATION.

A LOWER PROPORTION OF IDENTIFICATION OF THE MINISTER OCCURRED AMONG ONTARIO RESIDENTS (4.5%), FEMALES (6.8%), 18 - 29 YEAR OLD RESPONDENTS (7.2%), MIDDLE SOCIO-ECONOMIC RESPONDENTS (6.9%), RESPONDENTS WITH FAMILY INCOMES BETWEEN \$10,000 AND \$14,999 (5.9%), RESPONDENTS WITH CHILDREN (7.8%), AND RESPONDENTS LIVING IN AREAS WHERE NO DEPARTMENT OFFICE IS LOCATED (5.6%).

TABLE 4.

AWARENESS OF THE MINISTER  
OF CONSUMER AND CORPORATE AFFAIRS

	<u>TOTAL SAMPLE</u>	<u>SUB-SAMPLE</u>
MR. OUELLET	6.8%	8.8%
MR. GREY	0.5%	0.7%
MR. BASFORD	4.3%	5.6%
OTHER	3.9%	5.0%
DON'T KNOW	61.6%	79.8%
BASE	1,531	1,165

QUESTION 3. WHAT IS THE NAME OF THE MINISTER WHO HEADS THE DEPARTMENT  
 OF CONSUMER AND CORPORATE AFFAIRS?

## PART TWO

### CONSUMER COMPREHENSION OF THE ROLE OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

#### 1. AREAS OF PERCEIVED ACTIVITY

THOSE CONSUMERS WHO CLAIMED AWARENESS OF THE DEPARTMENT WERE ASKED ABOUT THEIR UNDERSTANDING OF ITS ROLE IN THE FEDERAL GOVERNMENT.

THE RESPONSES INDICATE THAT MOST CONSUMERS PERCEIVE THE ROLE OF THE DEPARTMENT TO BE ONE OF CONSUMER PROTECTION, THE CONTROL OR REGULATION OF PRODUCT PRICES, AND THE CHECKING OF THE QUALITY OF PRODUCTS AND SERVICES. RELATIVELY FEW CONSUMERS MENTIONED SUCH ACTIVITIES AS PRODUCT SAFETY, CONSUMERS COMPLAINTS, CONSUMER INFORMATION, AND MISLEADING ADVERTISING.

ONLY A SMALL MINORITY OF CONSUMERS MENTIONED FUNCTIONS OF THE DEPARTMENT AS IT RELATES TO THE REGULATION OF BUSINESS AFFAIRS, LABELLING, COMBINES INVESTIGATION, BANKRUPTCY, CORPORATION LAWS, PATENTS ETC.

THERE APPEARS NO SMALL CONFUSION IN THE MINDS OF CONSUMERS BETWEEN THE ACTIVITIES OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS AND THE FOOD PRICES REVIEW BOARD, PARTICULARLY IN THE PRAIRIE PROVINCES AND BRITISH COLUMBIA.

MENTIONS OF COMPLAINTS/INVESTIGATIONS WAS HIGHER THAN AVERAGE IN THE MARITIME PROVINCES, AND IN AREAS WHERE THERE IS NO DEPARTMENT OFFICE.

MENTIONS OF PRODUCT QUALITY CHECKING WAS PARTICULARLY LOW IN THE MARITIME PROVINCES, AND PARTICULARLY HIGH IN QUEBEC AND AMONG FRENCH SPEAKING CONSUMERS.

OVER THREE TIMES AS MANY UPPER SOCIO-ECONOMIC CONSUMERS MENTIONED CONSUMER INFORMATION AS A DEPARTMENT ACTIVITY.

ALMOST ONE IN THREE CONSUMERS IN THE MARITIME PROVINCES DID NOT STATE OR KNOW OF ANY DEPARTMENT ACTIVITY.



TABLE 5AREAS OF PERCEIVED ACTIVITY

	<u>SUB-SAMPLE %</u>
CONSUMER PROTECTION	34.7
CONTROL/REGULATE PRICES	22.2
CHECK PRODUCT QUALITY	11.8
HANDLE COMPLAINTS/INVESTIGATIONS	7.7
PRICE INQUIRIES/REVIEWS	7.3
CONSUMER INFORMATION	3.5
FAIR TRADE PRACTICES	3.2
REGULATORY BODY	2.5
FALSE ADVERTISING	1.7
CHECK PRODUCT SAFETY	1.7
PROTECT FARMERS	0.3
REPLY NOT APPLICABLE	4.3
OTHER/DID NOT STATE/DON'T KNOW	19.6

BASE: 1,165

QUESTION 4. IT'S A FACT THAT THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS IS A FEDERAL GOVERNMENT DEPARTMENT. HOW WOULD YOU DESCRIBE ITS ROLE IN GOVERNMENT? FOR EXAMPLE IF I SAID THE ROLE OF REVENUE CANADA - THE FEDERAL TAXATION DEPARTMENT IS TO COLLECT FEDERAL TAXES, AND IF I SAID THE ROLE OF EXTERNAL AFFAIRS IS TO CONDUCT CANADA'S FOREIGN POLICY, THEN WHAT WOULD YOU SAY IS THE ROLE OF CONSUMER & CORPORATE AFFAIRS?

2. IDENTIFICATION OF FEDERAL LAWS ASSOCIATED WITH  
THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

WHEN ASKED TO NAME OR DESCRIBE FEDERAL LAWS ADMINISTERED BY THE DEPARTMENT, A WIDE RANGE OF SUBJECTS WERE MENTIONED WHICH WERE EITHER CORRECT OR COULD BE IDENTIFIED WITH ACTUAL LEGISLATION ADMINISTERED.

IN TOTAL 42.1% OF RESPONDENTS WHO ARE AWARE OF THE DEPARTMENT WERE ABLE TO NAME ONE OR MORE OF THE DEPARTMENTS LEGISLATIVE ACTIVITIES. THE GROUP WITH THE HIGHEST KNOWLEDGE OF SUCH ARE THE UPPER SOCIO-ECONOMIC CONSUMERS, 61.3% OF WHOM IDENTIFIED LAWS ADMINISTERED BY THE DEPARTMENT. THE LOWEST WAS AMONG CONSUMERS WITH FAMILY INCOMES UNDER \$10,000, 35.6% OF WHOM SUPPLIED IDENTIFICATION.

THE MOST OFTEN MENTIONED LEGISLATION WAS THE CONSUMER PACKAGING AND LABELLING ACT (8.3%) FOLLOWED BY THE FOOD AND DRUGS ACT (7.4%). HOWEVER, CONFIRMING PREVIOUS FINDINGS, CONFUSION EXISTS AMONG CONSUMERS AS TO THE DEPARTMENTS INVOLVEMENT IN PRICE REGULATIONS, WHICH WAS MENTIONED BY 7.0% OF RESPONDENTS.

AS BEFORE, MOST LAWS MENTIONED IDENTIFIED WITH THE CONSUMER ROLE OF THE DEPARTMENT.

TABLE 6

IDENTIFICATION OF FEDERAL LAWS ASSOCIATED WITH  
THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

	<u>SUB-SAMPLE</u>
	%
CONSUMER PACKAGING AND LABELLING ACT	8.3
FOOD & DRUG ACT	7.4
PRICE REGULATIONS	7.0
PRODUCT SAFETY STANDARDS	6.1
FALSE ADVERTISING	4.9
CONSUMER PROTECTION ACT	4.3
WEIGHTS & MEASURES	4.3
COMBINES INVESTIGATION ACT	2.7
TEXTILE LABELLING	1.9
HAZARDOUS PRODUCTS ACT	1.7
BANKRUPTCY ACT	1.2
CANADA CORPORATION ACT	1.3
ANTI-TRUST LAWS	0.9
TRADE MARKS	0.5
PATENT ACT	0.4
REGISTRATION OF COMPANIES	0.4
COMPETITION ACT	0.3
COPYRIGHT ACT	0.1
OTHERS	0.6
NON-SPECIFIC	2.1
DID NOT STATE/DON'T KNOW	57.9

BASE: 1,165

QUESTION 5. CAN YOU EITHER NAME OR DESCRIBE ANY FEDERAL LAWS  
 THAT YOU WOULD MAINLY ASSOCIATE WITH THE DEPARTMENT  
 OF CONSUMER AND CORPORATE AFFAIRS?

ANY OTHER LAWS YOU ASSOCIATE WITH THAT DEPARTMENT?

### 3. AREAS OF PERCEIVED CONSUMER ACTIVITY

RESPONDENTS WERE THEN QUESTIONED AS TO THEIR KNOWLEDGE OF ACTIVITIES UNDERTAKEN BY THE DEPARTMENT SPECIFICALLY ON BEHALF OF CONSUMERS.

67.3% OF ELIGIBLE RESPONDENTS WERE ABLE TO NAME ONE OR MORE ACTIVITIES. A HIGHER PROPORTION OF RESPONDENTS FROM THE PRAIRIE PROVINCES (79.9%) MENTIONED ACTIVITIES, WHILE A LOWER PROPORTION OF FRENCH SPEAKING RESPONDENTS (50.8%) WERE ABLE TO DO SO.

THE MOST FREQUENTLY IDENTIFIED CONSUMER ROLES WERE ACTIVITIES RELATED TO THE TESTING OF PRODUCTS, THE PROTECTION OF CONSUMERS AND THE HANDLING OF CONSUMER COMPLAINTS.

HOWEVER, AS HAS BEEN NOTED BEFORE, A LARGE NUMBER, OVER ONE IN FIVE RESPONDENTS, INCORRECTLY IDENTIFY PRICE CONTROLS AS BEING UNDER THE DEPARTMENTS JURISDICTION.

TABLE 7AREAS OF PERCEIVED CONSUMER ACTIVITYSUB-SAMPLE

	%
PRICE CONTROLS	21.7
TESTING PRODUCTS	15.7
CONSUMER PROTECTION	12.5
CONSUMER COMPLAINTS	11.2
FALSE ADVERTISING	5.4
FAIR TRADE PRACTICES	4.9
CONSUMER EDUCATION	3.4
LABELLING OF PACKAGES	2.9
SIZING STANDARDS	1.8
WEIGHTS & MEASURES	1.8
PACKAGING	1.1
SUPERMARKETS	0.5
FARM PRODUCT PRICES	0.4
TEXTILE LABELLING	0.4
NUTRITION	0.2
INTEREST RATES	0.1
PROTECT FARMERS	0.1
NO POWER	0.7
OTHER	0.5
INCORRECT	2.2
DID NOT STATE/DON'T KNOW	32.7

BASE: 1,165

QUESTION 6. THINKING NOW OF CONSUMERS IN PARTICULAR, WHAT ACTIVITIES DOES CONSUMER AND CORPORATE AFFAIRS UNDERTAKE ON BEHALF OF CONSUMERS? ANYTHING ELSE YOU CAN THINK OF THEY DO ON BEHALF OF CONSUMERS?

#### 4. AREAS OF PERCEIVED CORPORATE ACTIVITY

RESPONDENTS WHO CLAIMED SOME AWARENESS OF THE DEPARTMENT WERE THEN ASKED WHAT THEY KNEW SPECIFICALLY ABOUT THE BUSINESS, OR CORPORATION ROLE OF THE DEPARTMENT.

IN CONTRAST TO THE PRECEDING QUESTION ON THE CONSUMER ROLE OF THE DEPARTMENT, ONLY 40.6% VOLUNTEERED AN ANSWER (AND ONLY 19.7% OF FRENCH SPEAKING RESPONDENTS).

THE ANSWERS ARE GENERAL IN NATURE, REFLECTING LOW AWARENESS OF DEPARTMENT ACTIVITIES IN THIS AREA.

THE MOST OFTEN MENTIONED SPECIFIC ACTIVITY RELATED TO THE ESTABLISHMENT OR REGULATION OF PRODUCT STANDARDS (8.4%). 'PRICE FIXING' REGULATORY ACTIVITIES WERE MENTIONED BY 5% OF THOSE QUESTIONED, WHILE THE COMBINES ACT WAS MENTIONED BY 3.9%. EMPHASIZING THE LACK OF KNOWLEDGE IN THIS AREA, MOST RESPONDENTS (10.7%) WHO ATTEMPTED TO ANSWER THIS QUESTION DID SO WITH THE GENERALIZATION THAT THE DEPARTMENT 'REGULATED BUSINESS ACTIVITIES'.

TABLE 8AREAS OF PERCEIVED CORPORATE ACTIVITY

	<u>SUB-SAMPLE</u>
	%
REGULATE ACTIVITIES	10.7
PRODUCT STANDARDS	8.4
PRICE FIXING	5.2
COMBINES ACT	3.9
IMPORT STANDARDS	2.3
MISLEADING ADVERTISING	2.0
LABELLING STANDARDS	1.2
WEIGHTS & MEASURES	0.9
CANADA CORPORATION ACT	1.0
BANKRUPTCY ACT	0.5
LAND/HOUSING TRANSACTIONS	0.3
MINIMUM WAGE	0.4
PROTECT FARMERS	0.2
COMPETITION ACT	0.2
OTHERS	2.2
INCORRECT	6.1
DID NOT STATE/DON'T KNOW	59.4

BASE 1,165

QUESTION 7. NOW LET'S THINK OF BUSINESS IN CANADA. WHAT ACTIVITIES DOES CONSUMER AND CORPORATE AFFAIRS UNDERTAKE IN CONNECTION WITH BUSINESS IN CANADA?

ANYTHING ELSE?

PART THREE

CONSUMER KNOWLEDGE OF MEANS OF CONTACTING  
THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

1. KNOWLEDGE OF DEPARTMENT LOCATION

72.4% OF RESPONDENTS AWARE OF THE DEPARTMENT WERE CORRECTLY ABLE TO NAME THE LOCATION OF THE DEPARTMENTS HEAD OFFICE. ONE IN FIVE QUESTIONED DID NOT RESPOND TO THE QUESTION.

HOWEVER ONLY 61.0% OF FRENCH SPEAKING, AND 52.4% OF LOWER SOCIO-ECONOMIC RESPONDENTS COULD NAME THE CORRECT LOCATION, WHILE 85.3% OF UPPER SOCIO-ECONOMIC RESPONDENTS ANSWERED CORRECTLY.

48.1% OF THOSE QUESTIONED WERE ABLE TO IDENTIFY ONE OR MORE CITIES IN WHICH BRANCH OFFICES ARE LOCATED, PRINCIPALLY A CITY IN THE PROVINCE IN WHICH THEY RESIDE. THE HIGHEST AWARENESS OF BRANCH OFFICE LOCATION WAS AMONG RESPONDENTS IN BRITISH COLUMBIA (67.7%), THE LOWEST AMONG FRENCH SPEAKING (38.1%) AND LOWER SOCIO-ECONOMIC (39.7%) RESPONDENTS.



TABLE 9KNOWLEDGE OF DEPARTMENT LOCATIONSSUB-SAMPLE

%

A. HEAD OFFICE

OTTAWA/HULL	72.4
PROVINCE NAME	0.6
OTHER CITY	7.0
DID NOT STATE/DON'T KNOW	19.6

B. BRANCH OFFICES

OTTAWA/HULL	2.7
PROVINCIAL CAPITAL CITY	4.4
ONE IN EACH PROVINCE, UNSPECIFIED CITY	6.0
NAMED CITY IN OWN PROVINCE ONLY	34.5
NAMED OTHER CITY	4.8
DID NOT STATE/DON'T KNOW	51.9

BASE: 1,165

QUESTION 8. WHERE IS THE HEAD OFFICE OF CONSUMER AND CORPORATE AFFAIRS LOCATED?

DO YOU KNOW IF THERE ARE ANY BRANCH OFFICES OF CONSUMER AND CORPORATE AFFAIRS?

WHERE ARE THEY LOCATED?

## 2. KNOWLEDGE OF METHODS OF DEPARTMENT CONTACT

OF RESPONDENTS HAVING AWARENESS OF THE DEPARTMENT, ONLY 7.1% DID NOT KNOW OF A METHOD OF CONTACTING THE DEPARTMENT. HOWEVER, TWICE THIS NUMBER (14.4%) OF LOWER SOCIO-ECONOMIC RESPONDENTS DID NOT KNOW OF A METHOD.

THE MOST FAVOURED METHOD BY OVER HALF OF THOSE QUESTIONED WOULD BE THROUGH REFERENCE TO THE TELEPHONE BOOK. THIS IS PARTICULARLY SO WITH RESPONDENTS IN THE PRAIRIE PROVINCES (67.6%), WHILE BEING NOT SO FAVOURED BY THOSE RESIDING IN AN AREA WHERE THERE IS NO BRANCH OFFICE (34.1%).

19.6% WOULD WRITE DIRECTLY TO THE DEPARTMENT IN OTTAWA, THIS METHOD BEING PROPORTIONATLY BETTER FAVOURED BY QUEBEC RESPONDENTS (27.8%), AND THOSE LIVING IN AREAS WITH NO BRANCH OFFICE (27.1%). FEWER RESPONDENTS RESIDING IN THE PRAIRIE PROVINCES WOULD CHOOSE THIS METHOD (11.2%).

11.9% WOULD CONTACT THEIR LOCAL MEMBER OF PARLIAMENT IN ORDER TO GAIN ACCESS TO THE DEPARTMENT, A METHOD PARTICULARLY FAVOURED BY THOSE LIVING IN NON BRANCH OFFICE AREAS (26.2%). THE LEAST LIKELY TO CHOOSE THIS MEANS WOULD BE THOSE FROM THE MARITIME PROVINCES (7.0%).

AWARENESS OF BOX 99 IS SURPRISINGLY LOW, ONLY 2.6% OF RESPONDENTS NAMING THIS METHOD. HIGHEST AWARENESS OF BOX 99 OCCURS IN THE MARITIME PROVINCES (10.5%) AND AMONG RESIDENTS OF NON BRANCH OFFICE AREAS (7.5%). LOWEST AWARENESS IS IN THE PRAIRIE PROVINCES (1.1%).

TABLE 10KNOWLEDGE OF METHODS OF DEPARTMENT CONTACT

	<u>SUB-SAMPLE</u>
	%
CHECK TELEPHONE BOOK	53.6
WRITE TO DEPARTMENT	19.6
CALL MEMBER OF PARLIAMENT	11.9
CONTACT BOX 99	2.6
OTHER	14.1
DON'T KNOW	7.1

BASE: 1,165

QUESTION 9. IF YOU CONTACT CONSUMER AND CORPORATE AFFAIRS  
EXACTLY HOW WOULD YOU GO ABOUT IT?

PART FOURRECALL OF DEPARTMENT OF CONSUMER AND CORPORATEAFFAIRS ADVERTISING1. GENERAL RECALL OF DEPARTMENT ADVERTISING

RESPONDENTS WHO WERE AWARE OF THE DEPARTMENT WERE ASKED WHETHER THEY RECALLED ANY ADVERTISING OF THE DEPARTMENT.

SLIGHTLY UNDER HALF (49.4%) DID CLAIM RECALL, WHILE OVER TWO-THIRDS (67.6%) OF FRENCH SPEAKING RESPONDENTS DID SO.

TABLE 11GENERAL RECALL OF DEPARTMENT ADVERTISINGSUB-SAMPLE

%

RECALLED ADVERTISING

49.4

DID NOT RECALL ADVERTISING

42.4

NOT SURE

8.0

BASE: 1,165

QUESTION 10. Do you RECALL SEEING OR HEARING ANY ADVERTISING  
FOR THE DEPARTMENT OF CONSUMER AND CORPORATE  
AFFAIRS WITHIN THE PAST FEW MONTHS?

## 2. RECALL OF DEPARTMENT ADVERTISING BY MEDIA

OF THOSE RESPONDENTS WHO CLAIMED TO RECALL DEPARTMENT ADVERTISING, ONLY 2.5% COULD NOT REMEMBER A MEDIA VEHICLE.

70.6% OF THESE RESPONDENTS IDENTIFIED TELEVISION AS BEING THEIR SOURCE OF ADVERTISING INFORMATION. HOWEVER, LARGE DISPARITIES EXIST, AS ONLY 48.3% OF BRITISH COLUMBIA RESIDENTS CHOSE TELEVISION, WHILE 91.5% OF FRENCH SPEAKING RESPONDENTS DID SO.

ALSO THE YOUNGER THE RESPONDENT THE MORE LIKELY HE WAS TO CHOOSE TELEVISION, AS DID THE LOWER SOCIO-ECONOMIC RESPONDENTS.

18 - 29 YEARS: 73.9%	LOWER SOCIO-ECONOMIC: 83.9%
30 - 44 YEARS: 66.2%	MIDDLE SOCIO-ECONOMIC: 69.8%
45 YEARS & OVER: 67.4%	UPPER SOCIO-ECONOMIC: 51.8%

RADIO WAS CHOSEN BY 27.7% OF RESPONDENTS. AGAIN REGIONAL DIFFERENCES OCCURRED, RANGING FROM A LOW OF 19.3% IN THE PRAIRIE PROVINCES, TO A HIGH OF 36.7% IN BRITISH COLUMBIA. DIFFERENCES ALSO OCCURRED BY AGE AND INCIDENCE OF BRANCH OFFICE.

18 - 29 YEARS: 36.6%	WITH OFFICE: 26.5%
30 - 44 YEARS: 25.2%	WITHOUT OFFICE: 37.0%
45 YEARS & OVER: 23.9%	

33.1% OF RESPONDENTS CHOSE NEWSPAPERS, REGIONAL VARIATIONS AGAIN OCCURRED, AS THEY DID ALSO AMONG AGE AND SOCIO-ECONOMIC LEVELS.

MARITIMES	29.8%	18 - 29 YEARS	23.9%
QUEBEC	37.2%	30 - 44 YEARS	32.9%
ONTARIO	36.7%	45 YEARS & OVER	37.7%
PRAIRIES	28.9%		
BRITISH COLUMBIA	16.7%	LOWER SOCIO-ECONOMIC	27.3%
		MIDDLE SOCIO-ECONOMIC	32.2%
		UPPER SOCIO-ECONOMIC	37.2%

MAGAZINE ADVERTISING WAS MENTIONED BY 10.0% OF RESPONDENTS. REGIONAL AND SOCIO-ECONOMIC DIFFERENCES WERE AGAIN PREVALENT.

MARITIMES	15.8%	LOWER SOCIO-ECONOMIC	3.7%
QUEBEC	9.5%	MIDDLE SOCIO-ECONOMIC	9.6%
ONTARIO	10.9%	UPPER SOCIO-ECONOMIC	16.2%
PRAIRIES	4.8%		
BRITISH COLUMBIA	13.3%	WITH OFFICE	9.2%
		WITHOUT OFFICE	16.9%

OTHER MEDIA RECEIVED MINOR MENTIONS.

TABLE 12RECALL OF DEPARTMENT ADVERTISING BY MEDIA

	<u>SUB-SAMPLE</u>
	%
TELEVISION	68.6
RADIO	27.7
NEWSPAPERS	32.6
MAGAZINES	10.0
WEEKEND SUPPLEMENTS	1.5
BILLBOARDS	1.4
TRANSIT CARDS	0.8
OTHER	4.9
CAN'T RECALL	2.8

BASE: 589

QUESTION 11. DO YOU RECALL WHERE YOU SAW OR HEARD THE  
ADVERTISING FOR CONSUMER AND CORPORATE  
AFFAIRS?

ANYWHERE ELSE?



### 3. RECALL OF DEPARTMENT ADVERTISING MESSAGES

OF THOSE RESPONDENTS CLAIMING RECALL OF DEPARTMENT ADVERTISING, ONLY HALF, 50.4%, COULD REMEMBER SPECIFIC MESSAGE CONTENTS.

THE MOST OFTEN RECALLED CONTENT WAS PLAYED BACK FROM SCENES IN 'IT'S UP TO YOU'/'C'EST PAS SORCIER'. OTHER REFERENCES WERE MADE TO CONSUMER PROTECTION ACTIVITIES OF THE DEPARTMENT, AND THAT CONSUMERS COULD CONTACT THE DEPARTMENT FOR FURTHER INFORMATION, OR TO LAY COMPLAINTS.

ONLY ONE IN FIFTY CONSUMERS PLAYED-BACK REFERENCES TO THE CHECKING OF PRODUCT LABELS, AND THE DEPARTMENTS CONCERN WITH MISLEADING ADVERTISING.

ALMOST ONE IN TWENTY MADE SPECIFIC REFERENCE TO THE FOOD PRICES REVIEW BOARD, IN THE CONTEXT OF THE DEPARTMENTS ADVERTISING.

TABLE 13RECALL OF DEPARTMENT ADVERTISING MESSAGES

	<u>SUB-SAMPLE</u>
	%
DETAILS FROM TV PROGRAMME, 'IT'S UP TO YOU'	12.3
DEPARTMENT HELPS TO PROTECT CONSUMERS	9.5
CONTACT THE DEPARTMENT RE: INFORMATION AND COMPLAINTS	7.5
REFERENCES TO FOOD PRICES REVIEW BOARD	5.2
CHECK LABELS	2.1
FALSE ADVERTISING	2.1
OTHER	10.8
DID NOT STATE/DON'T KNOW	50.5

BASE: 589

QUESTION 12. DO YOU RECALL ANYTHING THAT WAS SAID IN THE  
ADVERTISING IN PARTICULAR?

ANYTHING ELSE?

#### 4. RECALL OF SPECIFIC DEPARTMENT ADVERTISEMENTS

WHEN PRESENTED WITH COPIES OF ACTUAL DEPARTMENT ADVERTISEMENTS WHICH HAD BEEN USED DURING THE PRECEDING MONTHS, 43.7% OF RESPONDENTS RECALLED HAVING SEEN THEM.

HIGHEST RECALL WAS AMONG RESPONDENTS WHERE THERE WAS NO BRANCH OFFICES (65.3%), AMONG THE \$10,000 TO \$14,999 FAMILY INCOME GROUP (52.1%), AND AMONG ONTARIO RESIDENTS (48.5%).

LOWEST RECALL WAS AMONG THE UPPER SOCIO-ECONOMIC RESPONDENTS (37.5%) AND THOSE FROM THE PRAIRIE PROVINCES (38.5%).

NEWSPAPERS WERE CLAIMED TO HAVE BEEN THE MESSAGE VEHICLE BY 21.4% OF RESPONDENTS, OR 48.9% OF THOSE WHO CLAIMED RECALL. A LARGE DIFFERENCE IN NEWSPAPER MENTION OCCURRED AMONG THE THREE SOCIO-ECONOMIC GROUPS:

LOWER SOCIO-ECONOMIC	25.7%
MIDDLE SOCIO-ECONOMIC	21.9%
UPPER SOCIO-ECONOMIC	15.9%

MAGAZINES WERE CHOSEN BY 14.7% OF RESPONDENTS (33.2% OF THOSE CLAIMING RECALL). HERE DIFFERENCES OCCURRED BY REGION, SEX, INCOME AND INCIDENCE OF BRANCH OFFICE:

MARITIMES	21.1%	UNDER \$10,000	12.7%
QUEBEC	6.5%	\$10,000 - \$14,999	20.3%
ONTARIO	22.7%	\$15,000 & OVER	12.8%
PRAIRIES	6.7%		
BRITISH COLUMBIA	18.5%	WITH OFFICE	12.0%
		WITHOUT OFFICE	40.6%
MALE	11.6%		
FEMALE	17.2%		

A MINORITY OF RESPONDENTS MENTIONED HAVING SEEN THE ADVERTISEMENTS ON BILLBOARDS, WHILE 9.1% OF THE TOTAL, AND 21.0% OF THOSE CLAIMING RECALL, WERE UNABLE TO NAME A MEDIUM.

TABLE 14RECALL OF SPECIFIC DEPARTMENT ADVERTISEMENTS

	<u>SUB-SAMPLE</u>	
	%	
RECALLED ADVERTISING	43.8	
DID NOT RECALL ADVERTISING	56.1	
SAW IN NEWSPAPERS	21.4	(48.9%)
SAW IN MAGAZINES	14.7	(33.2%)
SAW ON BILLBOARDS	3.6	(8.3%)
CAN'T RECALL WHERE SEEN	9.1	(21.0%)

BASE: 1,165

QUESTION 13. HERE ARE SOME EXAMPLES OF ADVERTISING FOR THE  
DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS.  
PLEASE TELL ME WHETHER YOU HAVE SEEN ANY OF THE  
ADS AND WHERE?

5. RECALL OF 'IT'S UP TO YOU'/'C'EST PAS SORCIER'

ONE-THIRD OF ELIGIBLE RESPONDENTS RECALLED ON AN UNAIDED BASIS HAVING SEEN THE PROGRAM, 'IT'S UP TO YOU'/'C'EST PAS SORCIER'.

UNAIDED RECALL WAS PARTICULARLY HIGH AMONG FRENCH SPEAKING RESPONDENTS (63.5%), AND AMONG LOWER SOCIO-ECONOMIC RESPONDENTS (52.0%).

LOW RECALL WAS EXPERIENCED IN ONTARIO (13.3%) AND BRITISH COLUMBIA (15.4%).

OF THOSE CLAIMING RECALL, 41.5% WERE ABLE TO REMEMBER THAT PLAYERS ACTED OUT ROLES. OVER ONE-THIRD OF THOSE CLAIMING RECALL COULD NOT REMEMBER OR INCORRECTLY RECOLLECTED ELEMENTS OF PROGRAM CONTENT.

TABLE 14RECALL OF 'IT'S UP TO YOU'/'C'EST PAS SORCIER'

	<u>SUB-SAMPLE</u>	
	%	
RECALL PROGRAMME	31.4	
DID NOT RECALL PROGRAMME	68.5	
CONTESTANTS ACTING OUT ROLES	12.8	(41.5%)
HOW TO OBTAIN REFUNDS	1.3	( 4.6%)
CHECK CONTRACTS	0.3	( 1.0%)
ABOUT MISLEADING ADVERTISING	0.2	( 0.5%)
OTHERS	1.6	( 5.4%)
A GAME SHOW	1.4	( 3.6%)
CONFUSED WITH OTHER PROGRAMME	0.9	( 2.6%)
DID NOT STATE/DON'T KNOW	10.7	(33.8%)

BASE: 1,165

QUESTION 14. DO YOU EVER RECALL SEEING A SHOW ON TELEVISION  
CALLED 'IT'S UP TO YOU'?

QUESTION 15. WHAT DO YOU REMEMBER ABOUT THE SHOW?  
ANYTHING ELSE YOU RECALL ABOUT IT?

6. AIDED RECALL OF 'IT'S UP TO YOU'/'C'EST PAS SORCIER'

THOSE RESPONDENTS WHO WERE UNABLE TO RECALL THE PROGRAMME ON AN UNAIDED BASIS WERE THEN SUPPLIED WITH A BRIEF DESCRIPTION OF PROGRAMME FORMAT, AND AGAIN ASKED IF THEY RECALLED HAVING VIEWED IT.

AN ADDITIONAL 15.4% OF ELIGIBLE RESPONDENTS AFFIRMED THAT THEY HAD VIEWED THE PROGRAMME.

THE LARGEST INCREASES WERE RECORDED AMONG MARITIME RESPONDENTS (+31.8%), AND AMONG LOWER SOCIO-ECONOMIC RESPONDENTS (+27.8%).

TOTAL RECALL OF 'IT'S UP TO YOU'/'C'EST PAS SORCIER' BOTH UNAIDED AND AIDED, STOOD AT 42.0% OF ALL ELIGIBLE RESPONDENTS.

TABLE 16AIDED RECALL OF 'IT'S UP TO YOU'/'C'EST PAS SORCIER'

	<u>SUB-SAMPLE</u>
	%
RECALLED SEEING PROGRAMME	15.4
DID NOT RECALL PROGRAMME	77.1
NOT SURE	7.4

BASE: 776

QUESTION 16. IN FACT, IN THIS SHOW, ACTORS AND CONTESTANTS  
PLAY THE ROLE OF SHOPKEEPERS AND CONSUMERS,  
AND A LAWYER EXPLAINS THE LAW DRAMATIZED IN  
EACH SITUATION.

DO YOU RECALL HAVING SEEN THIS SHOW?



PART FIVE

CONSUMER IMAGE OF THE DEPARTMENT OF

CONSUMER AND CORPORATE AFFAIRS

1. ATTITUDES TOWARDS DEPARTMENT

THE DEPARTMENT HAS A GENERALLY HIGH IMAGE AMONG RESPONDENTS WHO ARE AWARE OF THE DEPARTMENT. POSITIVE STATEMENTS (EXTREMELY USEFUL AND VERY USEFUL) OUTWEIGHED NEGATIVE STATEMENTS (NOT VERY USEFUL AND NOT AT ALL USEFUL) BY FIVE TO TWO.

THE DEPARTMENT'S IMAGE IS PARTICULARLY STRONG IN QUEBEC WITH 59.1% INDICATING EITHER OF THE TWO POSITIVE STATEMENTS, AND AMONG FRENCH SPEAKING RESPONDENTS, 60.9% OF WHOM RECORDED FAVOURABLE REPLIES.

THE INCIDENCE OF MORE POSITIVE REPLIES WAS LOWER IN ONTARIO (31.2%), THE PRAIRIES (33.0%) AND IN BRITISH COLUMBIA (36.9%).

FEWER MALES (36.2%) THAN FEMALES (44.4%) REPLIED TO EITHER OF THE TWO MORE POSITIVE STATEMENTS.

17.6% OF ELIGIBLE RESPONDENTS DO NOT THINK THE DEPARTMENT IS OF USE TO CONSUMERS SUCH AS THEMSELVES. THIS FEELING IS PARTICULARLY PREVALENT IN THE PRAIRIES (22.9%) AND IN BRITISH COLUMBIA (20%).

HALF AGAIN AS MANY MALES (21.6%) THAN FEMALES (14.4%) HELD NEGATIVE ATTITUDES, BUT THESE NEGATIVE FEELINGS DECREASED THE HIGHER THE SOCIO-ECONOMIC LEVEL, LOWER SOCIO-ECONOMIC 19.1%, MIDDLE 18.2% AND UPPER 13.3%.

SIGNIFICANTLY, PROPORTIONATELY MORE RESPONDENTS LIVING IN AREAS CONTAINING A BRANCH OFFICE (18.1%) HELD NEGATIVE ATTITUDES THAN THOSE RESIDING IN AREAS WITH NO BRANCH OFFICE (12.0%).

TABLE 17ATTITUDES TOWARDS THE DEPARTMENT

	<u>SUB-SAMPLE</u>	
	%	
EXTREMELY USEFUL	14.7	
VERY USEFUL	26.1	40.8%
FAIRLY USEFUL	36.3	
NOT VERY USEFUL	13.0	
NOT AT ALL USEFUL	4.6	17.6%
DON'T KNOW/DID NOT STATE	5.2	

BASE: 1,165

QUESTION 17. TAKING EVERYTHING INTO ACCOUNT, HOW USEFUL A JOB DO YOU THINK THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS IS DOING TO PROTECT CONSUMERS SUCH AS YOURSELF? HERE IS A CARD TO ASSIST YOUR ANSWER, WHICH ANSWER WOULD YOU CHOOSE?

## 2. REASONS FOR POSITIVE ATTITUDES TOWARDS THE DEPARTMENT

THE MAJORITY OF RESPONDENTS WHO RATE THE DEPARTMENT USEFUL TO CONSUMERS SUCH AS THEMSELVES DO SO AS THEY CONSIDER THE DEPARTMENT IS OF VALUE IN PROTECTING AND ASSISTING CONSUMERS IN THE MARKETPLACE. THEY ALSO FEEL THE DEPARTMENT IS USEFUL IN MAKING CONSUMERS AWARE OF POTENTIAL PITFALLS IN THEIR PURCHASING CONSIDERATIONS. THEY OBVIOUSLY FEEL A NEED FOR THE DEPARTMENTS ACTIVITIES. THESE REASONS ARE PARTICULARLY STRONG AMONG FRENCH SPEAKING RESPONDENTS.

INTERESTINGLY, SOME OF THE RESPONDENTS FEEL THE DEPARTMENT COULD DO MORE FOR THEM, AND ONE IN FIFTEEN FEEL THE DEPARTMENT SHOULD CONDUCT MORE ADVERTISING. THIS LATTER FEELING IS ALMOST TWICE AS STRONG AMONG MALES (9.0%) THAN FEMALES (5.0%).

TABLE 18REASONS FOR POSITIVE ATTITUDES TOWARDS THE DEPARTMENT

	<u>SUB-SAMPLE</u>
	%
PROTECTS OUR INTERESTS	20.7
MAKES PEOPLE AWARE	19.7
HELPS THE CONSUMER	11.0
GOOD REGULATIONS	5.5
KEEPS THINGS IN LINE	5.4
NEEDED BY CONSUMERS	3.2
ONLY PROTECTION PEOPLE HAVE	2.5
ACTS AS WATCHDOGS	1.9
EXPOSES FALSE ADVERTISING	0.7
OTHER	0.1
COULD DO MORE	11.1
DOES NOT ADVERTISE ENOUGH	6.7
TOO MUCH RED TAPE	1.7
NOT ENOUGH POWER	1.1
COULD DO MORE PRODUCT TESTING	1.1
PRICES SHOULD BE LOWER	1.1
DID NOT STATE/DON'T KNOW	11.6
BASE: 907	

QUESTION 18. WHY DO YOU SAY THAT? (SEE PREVIOUS QUESTION)

### 3. REASONS FOR NEGATIVE ATTITUDES TOWARDS THE DEPARTMENT

THE PRINCIPAL REASON GIVEN BY THOSE RESPONDENTS WHO FELT THE DEPARTMENT SERVED NO USEFUL PURPOSE ON BEHALF OF CONSUMERS, WAS ONE OF PRICE CONTROL. AGAIN THERE ARISES THE CONFUSION IN ROLES BETWEEN THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS, AND THE FOOD PRICES REVIEW BOARD.

21.8% OF RESPONDENTS GIVE THIS AS THEIR REASON, WHILE THE FIGURE FOR FEMALES IS 27.7%.

15.5% OF RESPONDENTS FELT THE DEPARTMENT COULD DO MORE IN THE AREA OF CONSUMER PROTECTION. THIS REASON WAS GIVEN MORE IN THE PRAIRIES (24.4%) AND MARITIMES (22.2%).

THE THIRD PRINCIPAL REASON GIVEN IS THAT 13.2% OF THE RESPONDENTS BELIEVED THE DEPARTMENT HAD NO REAL POWER TO IMPLEMENT AND ACHIEVE ITS OBJECTIVES. THIS BELIEF IS PARTICULARLY EVIDENT AMONG FRENCH SPEAKING RESPONDENTS (26.3%) AND LOWER SOCIO-ECONOMIC RESPONDENTS (23.3%).

ABOUT ONE IN TEN RESPONDENTS FELT THE DEPARTMENT SHOULD ADVERTISE MORE, WHILE A MINORITY GROUP EXPRESSED ANTI-GOVERNMENT SENTIMENTS.

TABLE 19REASONS FOR NEGATIVE ATTITUDES TOWARDS THE DEAPARTMENT

	<u>SUB-SAMPLE</u>
	%
DOES NOT KEEP PRICES DOWN	21.8
COULD DO MORE	15.5
HAS NO POWER	13.2
SHOULD ADVERTISE MORE	10.2
WASTE OF MONEY	4.0
TOO MUCH RED TAPE	3.4
OVERGOVERNED	1.4
OTHER	0.8
DID NOT STATE/DON'T KNOW	21.6
BASE: 200	

SAME QUESTION AS PREVIOUS.

## PART SIX

### CONSUMER CONCERNS

#### 1. SUBJECTS OF CONCERN

THE VAST MAJORITY OF CONCERNS EXPRESSED BY RESPONDENTS CENTRE ON INFLATION AND RISING COST OF STAPLES SUCH AS FOOD, UTILITIES AND HOUSING. PRODUCT AND FOOD QUALITY RANK AS SECONDARY CONCERNS.

HALF OF ALL RESPONDENTS QUESTIONED GIVE INFLATION AS THEIR NUMBER ONE WORRY, AND THIS PROPORTION IS FAIRLY CONSTANT BY REGION, SEX, AGE AND SOCIO-ECONOMIC DEMOGRAPHICS.

RISING FOOD PRICES (27.4%) IS THE NUMBER TWO CONCERN EXPRESSED. THIS ANXIETY IS PARTICULARLY EVIDENT IN THE MARITIME PROVINCES (39.8%), AND AMONG FEMALES (31.8%), BUT NOT SO PREVALENT IN THE PROVINCE OF QUEBEC (19.7%), AND AMONG MALES (21.6%).

UTILITY AND FUEL COSTS RANK HIGH WITH A 16.4% MENTION. THIS CONCERN IS EXPRESSED TWICE AS FREQUENTLY IN THE MARITIME PROVINCES (31.1%), LESS FREQUENTLY IN THE PRAIRIE PROVINCES (11.1%).

PRODUCT QUALITY, POOR WORKMANSHIP, FOOD FRESHNESS, ARE CONCERNS OF MANY QUESTIONED. PROPORTIONATELY OVER 40% MORE 18 - 29 YEAR OLDS (20.3%) GIVE PRODUCT QUALITY AS A MAJOR CONCERN COMPARED WITH THE NATIONAL AVERAGE OF 14.1%. PRODUCT QUALITY CONCERNS ALSO INCREASE HIGHER UP THE SOCIO-ECONOMIC AND FAMILY INCOME SCALES;

LOWER SOCIO-ECONOMIC	5.3%	UNDER \$10,000	11.0%
MIDDLE SOCIO-ECONOMIC	13.8%	\$10,000 - \$14,999	15.3%
UPPER SOCIO-ECONOMIC	23.7%	\$15,000 & OVER	17.3%

NOT SURPRISINGLY, CONCERNS OVER TAINTED MEAT ARE OVER TWICE AS HIGH IN QUEBEC (16.6%) AS COMPARED TO THE NATIONAL AVERAGE OF 6.5%.

HOUSING AND RENT COSTS IS A CONCERN EXPRESSED BY 7.0% RESPONDENTS. HIGHER LEVELS ARE APPARENT IN THE PRAIRIES (11.6%), BRITISH COLUMBIA (11.9%) AND AMONG 18-29 YEAR OLDS (11.0%).

MINOR MENTIONS INCLUDED HIGH TAXES (5.2%), UNEMPLOYMENT (3.2%), POOR PACKAGING AND LABELLING (2.9%), THE INCREASES IN WAGES (2.9%), THE PROBLEMS OF LIVING ON A PENSION (2.4%) OVERALL, BUT 3.9% AMONG THOSE 45 YEARS AND OVER, 6.8% AMONG THE LOWER SOCIO-ECONOMIC GROUP). FALSE ADVERTISING WAS NAMED A CONCERN BY 2.2% OVERALL, WITH THE GROUP EXPRESSING THE HIGHEST CONCERN BEING THE UPPER SOCIO-ECONOMIC, AT 3.5%.



TABLE 20

SUBJECTS OF CONSUMER CONCERNS

	<u>SAMPLE</u>
	%
INFLATION	50.4
FOOD PRICES	27.4
PRICES NOT STABILIZED	27.1
COST OF UTILITIES/FUEL	16.4
QUALITY OF GOODS	14.1
TAINTED MEAT	6.5
CLOTHING PRICES	6.9
HOUSING & RENT COSTS	7.0
TAXES	5.2
UNEMPLOYMENT	3.2
PACKAGING & LABELLING	2.9
HIGH WAGES	2.9
PENSIONS	2.4
POOR WORKMANSHIP	2.2
FALSE ADVERTISING	2.2
PRODUCT SHORTAGES	2.3
STRIKES	2.1
CORPORATE PROFITS	1.9
ECONOMY	1.6
FOOD ADDITIVES	1.5
PRODUCT SAFETY	1.2
GOVERNMENT SPENDING	1.3
UNIONS	1.1
WARRANTIES	1.0
BUILDING MATERIALS	1.0
AUTOMOBILE PRICES	0.7
MEDICINE COSTS	0.6
GOVERNMENT CONTROL	0.5
ROTTEN EGGS	0.2
INTEREST/MORTGAGE RATES	0.2
NOT APPLICABLE	1.0
OTHERS	0.5
DID NOT STATE/DON'T KNOW	5.0

BASE: 1,531

QUESTION 19. THINKING NOW AS A CONSUMER, WHAT WORRIES YOU THE MOST AT THE PRESENT? ARE THERE ANY OTHER THINGS THAT WORRY YOU?

## 2. DESIRED GOVERNMENT ACTION

WHEN ASKED WHAT THEY WISHED THE FEDERAL GOVERNMENT DO TO PROVIDE GREATER CONSUMER PROTECTION, A SUBSTANTIAL NUMBER OF RESPONDENTS (28.6%) NAME PRICE FREEZE CONTROLS AS THEIR NUMBER ONE CHOICE. THIS DESIRE IS ESPECIALLY STRONG AMONG THE LOWER SOCIO-ECONOMIC GROUP, 38.5% OF WHOM ASKED FOR PRICE FREEZE CONTROLS.

WAGE FREEZE CONTROLS ARE DESIRED BY 10.5% OF THE POPULATION, RANGING FROM A HIGH 18.2% IN BRITISH COLUMBIA TO 6.2% AMONG RESIDENTS IN THE MARITIME PROVINCES. WAGE FREEZE CONTROLS ARE MORE DESIRED THE LOWER THE SOCIO-ECONOMIC SCALE, AND BY ADULTS HAVING NO CHILDREN TO SUPPORT;

LOWER SOCIO-ECONOMIC	12.8%	WITH CHILDREN	9.0%
MIDDLE SOCIO-ECONOMIC	10.0%	WITHOUT CHILDREN	12.3%
UPPER SOCIO-ECONOMIC	8.4%		

PRODUCT QUALITY AND SAFETY AGAIN SURFACE AS PRIMARY CONCERNS OF THE CONSUMER, WITH 12.3% OF RESPONDENTS REQUESTING IMPROVED AND ADDITIONAL PRODUCT INSPECTIONS, AND 4.3% EXPRESSING A DESIRE FOR BETTER WORKMANSHIP. THESE DESIRES ARE PARTICULARLY PREVALENT IN THE PROVINCE OF QUEBEC (23.2% AND 4.3%) AND AMONG FRENCH SPEAKING RESPONDENTS (22.9% AND 4.1%).

STRONGER ENFORCEMENT OF CURRENT CONSUMER PROTECTION LAWS WAS VOICED BY 9.0% OF THE RESPONDENTS. ABOVE AVERAGE WISHES IN THIS RESPECT WERE EXPRESSED BY FRENCH SPEAKING RESPONDENTS (14.1%), QUEBEC RESIDENTS (13.5%), THE UPPER SOCIO-ECONOMIC GROUP (12.6%), AND MALES (11.2%).

FURTHER CONSUMER EDUCATION PROGRAMS ARE DESIRED BY 8.0% OF RESPONDENTS. STRONGER WISHES FOR MORE EDUCATIONAL PROGRAMS ARE EXPRESSED BY RESIDENTS OF BRITISH COLUMBIA (12.6%) AND QUEBEC (11.9%), ALSO BY 18 - 29 YEAR-OLDS (12.7%) AND THE UPPER SOCIO-ECONOMIC GROUP (12.9%).

DECREASES IN THE COST OF LIVING (6.8%), SPECIFICALLY FOOD (4.6%) AND GASOLINE (2.1%) WERE ALSO DESIRES EXPRESSED. ONE IN FORTY-FIVE RESPONDENTS WISHED TO SEE ADDITIONAL BRANCH OFFICES FOR THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS.

TABLE 21DESIRED GOVERNMENT ACTIONTOTAL SAMPLE

	%
PRICE FREEZE CONTROLS	28.6
BETTER AND MORE PRODUCT INSPECTIONS	12.3
WAGE FREEZE CONTROLS	10.5
STRONGER ENFORCEMENT OF PRESENT CONSUMER PROTECTION LAWS	9.0
MORE CONSUMER EDUCATION	8.0
LOWER COSTS OF LIVING	6.9
IMPROVED QUALITY OF WORKMANSHIP	4.3
LOWER FOOD PRICES	4.1
MORE GOVERNMENTAL INVESTIGATIONS	3.6
ADDITIONAL CONSUMER & CORPORATE AFFAIRS OFFICES	2.3
LOWER GASOLINE PRICES	2.0
LOWER RENTS	1.8
IMPROVED PACKAGING AND LABELLING	1.9
DECREASE IMPORTS	1.6
LOWER UTILITY RATES	1.6
ELIMINATE EGG AND MEAT SCANDALS	1.0
OTHER	6.2
DID NOT STATE/DON'T KNOW	29.7

BASE: 1,531

QUESTION 20. WHAT DO YOU THINK THE FEDERAL GOVERNMENT COULD BE DOING TO OFFER GREATER PROTECTION TO THE CONSUMER?

ANYTHING ELSE YOU THINK THE FEDERAL GOVERNMENT COULD DO?

## PART SEVEN

### CONSUMER AWARENESS OF SPECIFIC ACTIVITIES OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

RESPONDENTS WERE PRESENTED WITH DESCRIPTIONS OF ACTIVITIES UNDERTAKEN BY DEPARTMENT, AND WERE ASKED TO CLASSIFY THEIR AWARENESS AND KNOWLEDGE OF THE VARIOUS PROGRAMMES.

FOUR ACTIVITIES SHOWED STRONG CONSUMER AWARENESS AND KNOWLEDGE, WHILE TWO SHOWED A SURPRISING LACK OF AWARENESS.

THE MOST KNOWN DEPARTMENT INVOLVEMENT IS WITH THE HAZARDOUS PRODUCTS ACT WITH 89.4% OF RESPONDENTS CLAIMING AWARENESS. A HIGHER PROPORTION OF RESPONDENTS IN THE PRAIRIE PROVINCES (92.4%) AND BRITISH COLUMBIA (93.0%) ARE AWARE OF THE ACT, AND AWARENESS INCREASES THE HIGHER THE SOCIO-ECONOMIC AND INCOME LEVELS.

LOWER SOCIO-ECONOMIC	81.8%	UNDER \$10,000	85.9%
MIDDLE SOCIO-ECONOMIC	90.2%	\$10,000 - \$14,999	90.3%
UPPER SOCIO-ECONOMIC	93.0%	\$15,000 AND OVER	93.0%

ESTABLISHMENT AND MAINTENANCE OF LABELLING, PACKAGING AND ADVERTISING STANDARDS FOR FOOD IS THE NEXT BEST KNOWN DEPARTMENT ACTIVITY, WITH 85.6% OF RESPONDENTS CLAIMING AWARENESS. AGAIN HIGHER AWARENESS INCREASES WITH THE HIGHER THE SOCIO-ECONOMIC AND INCOME LEVEL. AWARENESS IS LOWER HOWEVER AMONG THE FRENCH SPEAKING RESPONDENTS (77.7%).

THE TEXTILE LABELLING ACT IS WELL KNOWN, WITH 81.5% OF RESPONDENTS CLAIMING SOME KNOWLEDGE. AWARENESS IS HIGHER AMONG FEMALES (85.2%) THAN MALES (76.7%), AND LOWER IN THE MARITIMES (74.5%), AMONG THE LOWER SOCIO-ECONOMIC GROUP (68.0%) AND THOSE WITH A FAMILY INCOME OF LESS THAN \$10,000 (75.6%).

80.6% OF RESPONDENTS ARE AWARE OF THE GOVERNMENT'S HANDLING OF LEGITIMATE COMPLAINTS REGARDING MISLEADING ADVERTISING. KNOWLEDGE OF THIS ACTIVITY IS LOWER HOWEVER IN THE MARITIMES (74.5%) AND AMONG FRENCH SPEAKING RESPONDENTS (74.1%). SIMILAR HIGHER AWARENESS LEVELS ARE AGAIN EVIDENT AMONG UPPER SOCIO-ECONOMIC AND INCOME GROUPS.

THE TWO AREAS OF ACTIVITY LEAST KNOWN CONCERN 'BOX 99' AND 'CONSUMER CONTACT' MAGAZINE.

ONLY 34.1% OF RESPONDENTS CLAIM AWARENESS OF 'BOX 99' AND ONLY 8.3% STATE THEY KNOW A FAIR AMOUNT OR GREAT DEAL ABOUT IT. AWARENESS IS HIGHER IN QUEBEC (43.3%) AND AMONG FRENCH SPEAKING RESPONDENTS (44.8%), AND LOWEST IN BRITISH COLUMBIA (25.2%) AND ONTARIO (28.7%).

'CONSUMER CONTACT' MAGAZINE HAS BEEN HEARD OF BY 38.8% OF RESPONDENTS.

ALL OTHER DEPARTMENT ACTIVITIES ENJOY MAJORITY AWARENESS.

TABLE 22

AWARENESS OF SPECIFIC DEPARTMENT ACTIVITIES

	<u>NEVER HEARD OF</u>	<u>HEARD, BUT KNOW LITTLE OF</u>	<u>KNOW FAIR AMOUNT</u>	<u>KNOW GREAT DEAL</u>
	%	%	%	%
CONSUMER CONSULTING SERVICE	31.3	53.9	12.1	2.8
HAZARDOUS PRODUCTS ACT	10.6	53.0	26.3	10.0
TEXTILE LABELLING ACT	18.5	45.4	26.0	10.1
FOOD LABELLING, PACKAGING & ADVERTISING STANDARDS	14.4	50.1	27.7	7.9
WEIGHTS & MEASURES CHECKING	21.3	49.3	22.1	7.2
PATENTS & TRADEMARKS ACTS	33.6	46.2	14.8	5.2
COMPLAINTS/MISLEADING ADVERTISING	19.4	52.4	22.4	5.7
INCORPORATION OF COMPANIES	44.7	37.5	12.4	5.3
Box 99	65.9	25.5	6.2	2.1
COMPANY BANKRUPTCY LAW	37.7	46.2	11.6	4.4
CONSUMER CONTACT MAGAZINE	61.2	28.1	7.1	3.4
UNFAIR TRADE INVESTIGATIONS	23.9	51.6	19.1	5.3
COMBINES INVESTIGATIONS	37.4	43.6	14.0	4.8

BASE: 1,531

QUESTION 21. I AM NOW GOING TO READ SOME DESCRIPTIONS OF VARIOUS SERVICES, EVENTS AND LAWS THAT YOU MAY OR MAY NOT BE AWARE OF. FOR EACH ONE I MENTION WOULD YOU TELL ME HOW FAMILIAR YOU ARE WITH IT?

PART EIGHTCONSUMER ACTIVISM1. CONSUMER ASSOCIATION MEMBERSHIP

MEMBERSHIPS OF CONSUMER ASSOCIATIONS IN CANADA IS VERY LOW, WITH ONLY 2.5% OF RESPONDENTS CLAIMING MEMBERSHIP OF ANY KIND. MOST OF THOSE WHO DO BELONG TO A GROUP NAME EITHER A LOCAL CO-OPERATIVE OR THE CONSUMERS ASSOCIATION OF CANADA.

MEMBERSHIP IS HIGHER THAN AVERAGE IN THE PRAIRIES (5.6% OVERALL, WITH 4.5% NAMING CO-OPERATIVES), AMONG 30 - 44 YEAR OLDS (3.2%), UPPER SOCIO-ECONOMIC GROUPS (6.1%) AND AMONG THOSE WITH FAMILY EARNINGS IN EXCESS OF \$15,000 (3.5%).

MORE MALES (3.5%) THAN FEMALES (1.7%) CLAIM ASSOCIATION MEMBERSHIPS.



TABLE 23CONSUMER ASSOCIATION MEMBERSHIPTOTAL SAMPLE

%

MEMBER OF CONSUMER ASSOCIATION	2.5
NOT A MEMBER OF CONSUMER ASSOCIATION	97.5

## MEMBER OF:

CONSUMER ASSOCIATION OF CANADA	1.1
LOCAL CO-OPERATIVE	1.3
LOCAL CONSUMERS ASSOCIATION	0.1
BETTER BUSINESS BUREAU	0.1
OTHER	0
DID NOT STATE/DON'T KNOWN	0

BASE: 1,531

QUESTION 22. ARE-YOU-A-MEMBER-OF A CONSUMER ASSOCIATION OF ANY SORT?—

QUESTION 23. WHAT ASSOCIATION(S) ARE YOU A MEMBER OF?

## 2. CONSUMER COMPLAINT ACTIVITY

A SUBSTANTIAL MAJORITY OF RESPONDENTS HAVE ACTIVELY CHECKED WITH OR COMPLAINED TO VARIOUS ORGANIZATIONS REGARDING PRODUCTS AND SERVICES.

MOST PEOPLE PREFER DIRECT CONTACT WITH THE RELEVANT STORE OR MANUFACTURER. USE OF A BETTER BUSINESS BUREAU OR CHAMBER OF COMMERCE IS ALSO HIGH.

CONTACT WITH THE MEDIA AND GOVERNMENT IS MODERATE COMPARED TO THE ABOVE.

ACTIVITY OF THIS NATURE IS CONSISTENTLY MORE FREQUENT THE HIGHER THE SOCIO-ECONOMIC AND INCOME LEVEL, WHILE FRENCH SPEAKING RESPONDENTS, WITH THE EXCEPTION OF THE DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS, CONSISTENTLY HAVE LESS CONTACT WITH AFOREMENTIONED ORGANIZATIONS.

TABLE 24CONSUMER COMPLAINT ACTIVITY

	<u>TOTAL SAMPLE</u>	
	<u>HAVE</u>	<u>HAVE NEVER</u>
CHECK WITH OR COMPLAIN TO:	%	%
DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS	6.2	93.7
OTHER FEDERAL GOVERNMENT DEPARTMENT	7.7	92.2
PROVINCIAL GOVERNMENT DEPARTMENT	6.9	93.0
PROVINCIAL OR FEDERAL M.P.	9.5	90.5
A MANUFACTURER	39.6	60.4
A STORE	69.5	30.5
A NEWSPAPER	10.1	89.9
A RADIO STATION	7.7	92.3
A TELEVISION STATION	5.5	94.5
BETTER BUSINESS BUREAU/CHAMBER OF COMMERCE	32.4	67.6
CONSUMERS ASSOCIATION OF CANADA	4.6	95.3
ANY OTHER ORGANIZATION	10.0	89.9

BASE: 1,531

QUESTION 24. I'M GOING TO MENTION THINGS CONSUMERS CAN DO. FOR EACH ONE  
I MENTION TELL ME EITHER YES OR NO WHETHER YOU PERSONALLY  
HAVE EVER DONE IT.

3. CONTACT WITH THE DEPARTMENT  
OF CONSUMER & CORPORATE AFFAIRS

6.2% OF ALL RESPONDENTS CLAIMED TO HAVE CONTACTED THE DEPARTMENT FOR VARIOUS REASONS. MORE RESPONDENTS IN THE MARITIME AND PRAIRIE PROVINCES, AND QUEBEC HAVE USED THE DEPARTMENT, LESS IN ONTARIO AND BRITISH COLUMBIA.

PROPORTIONATELY MORE FRENCH SPEAKING THAN ENGLISH SPEAKING RESPONDENTS HAVE CONTACTED THE DEPARTMENT.

USE OF THE DEPARTMENT IS EQUALLY PROPORTIONATE BETWEEN THE SEXES, BUT FEWER OLDER RESPONDENTS CLAIM CONTACT.

CONTACT INCREASES THE HIGHER THE SOCIO-ECONOMIC AND INCOME LEVELS, AND MORE CONTACT HAS BEEN MADE BY THOSE HAVING CHILDREN IN THE HOME THAN BY THOSE NOT HAVING CHILDREN.

THE INCIDENCE OF A BRANCH OFFICE IN THE AREA MAY INFLUENCE CONTACT.

TABLE 25CONTACT WITH THE DEPARTMENTTOTAL SAMPLE

%

MARITIMES	7.5
QUEBEC	7.0
ONTARIO	5.2
PRAIRIES	8.1
BRITISH COLUMBIA	3.5
ENGLISH SPEAKING	6.0
FRENCH SPEAKING	7.0
MALE	6.3
FEMALE	6.2
18 - 29 YEARS	7.4
30 - 44 YEARS	8.0
45 YEARS & OVER	4.5
LOWER SOCIO-ECONOMIC	5.4
MIDDLE SOCIO-ECONOMIC	6.0
UPPER SOCIO-ECONOMIC	8.2
UNDER \$10,000	5.4
\$10,000 - \$14,999	6.7
OVER \$15,000	6.9
WITH CHILDREN	6.8
WITHOUT CHILDREN	5.6
WITH OFFICE	6.5
WITHOUT OFFICE	4.1

BASE: 1,531

SAMPLE CHARACTERISTICS

	<u>WEIGHTED</u>	<u>UNWEIGHTED</u>
	#	#
TOTAL ADULTS 18+	1,531	1,531
MALES 18+	662	662
FEMALES 18+	869	869
AGED 18 - 29	390	384
30 - 44	453	458
45 & OVER	681	678
WITH CHILDREN	844	837
WITHOUT CHILDREN	691	694
FAMILY INCOME UNDER \$10,000	615	656
\$10,000 - \$14,999	447	373
\$15,000 & OVER	467	502
MARITIMES	147	161
QUEBEC	431	513
ONTARIO	547	516
PRAIRIES	253	198
BRITISH COLUMBIA	157	143
ENGLISH SPEAKING	1,161	1,091
FRENCH SPEAKING	370	440
SOCIO-ECONOMIC - LOWER	212	-
MIDDLE	1,057	-
UPPER	238	-
WITH DEPARTMENT OFFICE	1,378	1,370
WITHOUT DEPARTMENT OFFICE	157	161

QUESTIONNAIRE

RESPONDENT

NAME: \_\_\_\_\_

INTERVIEWER

NAME: \_\_\_\_\_

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

DATE OF  
INTERVIEW: \_\_\_\_\_ 4-

TEL. NO.: \_\_\_\_\_

CITY: \_\_\_\_\_

MALE ( ) 5-1 FEMALE ( ) -2 5-

VERIFIED: \_\_\_\_\_  
(DATE)

BY: \_\_\_\_\_

6-1

INTRODUCTION: HELLO, I'M \_\_\_\_\_ FROM COMPLAN RESEARCH. (SHOW IDENTIFICATION)  
I WOULD LIKE TO SPEAK TO (CHECK IF MALE OR FEMALE HEAD OF HOUSE) ABOUT  
A SURVEY WE ARE DOING.

(WHEN PROPER RESPONDENT PRESENT, RE-INTRODUCE IF NECESSARY  
AND CONTINUE)

WE ARE CONDUCTING A CONSUMER STUDY AND WOULD LIKE TO INCLUDE YOUR  
OPINIONS. THE RESEARCH WILL TAKE ABOUT 15 TO 20 MINUTES. MAY WE  
BEGIN?

(IF "NO" GET AN APPROPRIATE TIME TO CALL BACK, RECORD OR DISCONTINUE)

1. I'M GOING TO NAME SOME ORGANIZATIONS AND FOR EACH ONE I MENTION TELL ME  
WHETHER OR NOT YOU'VE HEARD OF IT AND IF YOU'VE HEARD OF IT HOW MUCH YOU  
KNOW ABOUT IT. HERE IS A CARD TO HELP YOUR ANSWERS. (HAND RESPONDENT  
CARD "A") JUST SELECT ONE OF THE FOUR PHRASES THAT SUITS YOU. NOW THE  
FIRST ORGANIZATION IS: (READ LIST AND ROTATE FROM INTERVIEW TO INTERVIEW;  
GET ONE ANSWER ONLY FOR EACH BEFORE PROCEEDING TO NEXT NAME)

	NEVER HEARD OF	HEARD OF/ DON'T KNOW MUCH	KNOW FAIR AMOUNT	KNOW GREAT DEAL	
GULF OIL	( ) 7-1	( ) -2	( ) -3	( ) -4	7-
BELL CANADA	( ) 8-1	( ) -2	( ) -3	( ) -4	8-
E. B. EDDY CO.	( ) 9-1	( ) -2	( ) -3	( ) -4	9-
STATISTICS CANADA OR DBS	( ) 10-1	( ) -2	( ) -3	( ) -4	10-
BETTER BUSINESS BUREAU	( ) 11-1	( ) -2	( ) -3	( ) -4	11-
BANK OF MONTREAL	( ) 12-1	( ) -2	( ) -3	( ) -4	12-
DEPT. CONSUMER & CORPORATE AFFAIRS	( ) 13-1	( ) -2	( ) -3	( ) -4	13- GO TO Q. 2
FOOD PRICES REVIEW BOARD	( ) 14-1	( ) -2	( ) -3	( ) -4	14-
H. J. HEINZ CO.	( ) 15-1	( ) -2	( ) -3	( ) -4	15-
CONSUMER ASSOCIATION OF CANADA	( ) 16-1	( ) -2	( ) -3	( ) -4	16-
PROCTER & GAMBLE	( ) 17-1	( ) -2	( ) -3	( ) -4	17-

N.B. IF CONSUMER & CORPORATE AFFAIRS HEARD OF/KNOW  
FAIR AMOUNT OR KNOW GREAT DEAL, ASK Q.2 TO Q.18.  
IF CONSUMER & CORPORATE AFFAIRS NEVER HEARD OF  
SKIP TO Q.19.

2. IS THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS A FEDERAL GOVERNMENT  
DEPARTMENT, A PROVINCIAL GOVERNMENT DEPARTMENT, BOTH OR NEITHER?

FEDERAL GOVERNMENT ( ) 18-1  
PROVINCIAL GOVERNMENT ( ) -2  
BOTH ( ) -3  
NEITHER ( ) -4  
DON'T KNOW/NOT SURE ( ) -12

18-



3. WHAT IS THE NAME OF THE MINISTER WHO HEADS THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS? (DO NOT READ LIST)

(ONE ANSWER ONLY)

QUELLET ( ) 19-1  
 GREY ( ) -2  
 BASFORD ( ) -3  
 OTHER  
 (WRITE IN) \_\_\_\_\_  
 DON'T KNOW ( ) -12

4. IT'S A FACT THAT THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS IS A FEDERAL GOVERNMENT DEPARTMENT. HOW WOULD YOU DESCRIBE ITS ROLE IN GOVERNMENT? FOR EXAMPLE, IF I SAID THE ROLE OF REVENUE CANADA - THE FEDERAL TAXATION DEPARTMENT - IS TO COLLECT FEDERAL TAXES, AND IF I SAID THE ROLE OF EXTERNAL AFFAIRS IS TO CONDUCT CANADA'S FOREIGN POLICY, THEN WHAT WOULD YOU SAY IS THE ROLE OF CONSUMER & CORPORATE AFFAIRS?

(RECORD VERBATIM) \_\_\_\_\_

5. CAN YOU EITHER NAME OR DESCRIBE ANY FEDERAL LAWS THAT YOU WOULD MAINLY ASSOCIATE WITH THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS? (RECORD BELOW) ANY OTHER LAWS YOU ASSOCIATE WITH THAT DEPARTMENT? (RECORD BELOW)

6. THINKING NOW OF CONSUMERS IN PARTICULAR, WHAT ACTIVITIES DOES CONSUMER & CORPORATE AFFAIRS UNDERTAKE ON BEHALF OF CONSUMERS? (RECORD VERBATIM) ANYTHING ELSE YOU CAN THINK OF THEY DO ON BEHALF OF CONSUMERS?

(RECORD VERBATIM) \_\_\_\_\_

7. NOW LET'S THINK OF BUSINESS IN CANADA. WHAT ACTIVITIES DOES CONSUMER & CORPORATE AFFAIRS UNDERTAKE IN CONNECTION WITH BUSINESS IN CANADA? ANYTHING ELSE?

(RECORD VERBATIM) \_\_\_\_\_

8. WHERE IS THE HEAD OFFICE OF CONSUMER & CORPORATE AFFAIRS LOCATED? (RECORD BELOW) DO YOU KNOW IF THERE ARE ANY BRANCH OFFICES OF CONSUMER & CORPORATE AFFAIRS?

IF "YES", ASK: WHERE ARE THEY LOCATED? HEAD OFFICE BRANCH OFFICES

OTTAWA/HULL ( ) 29-1 ( ) 30-1  
 PROVINCE \_\_\_\_\_  
 (WRITE IN NAME) \_\_\_\_\_  
 CITY: \_\_\_\_\_  
 (WRITE IN NAME) \_\_\_\_\_  
 DON'T KNOW ( ) 29-12 ( ) 30-12

9. IF YOU WANTED TO CONTACT CONSUMER & CORPORATE AFFAIRS, EXACTLY HOW WOULD YOU GO ABOUT IT? (DO NOT READ LIST)

CHECK TELEPHONE BOOK ( ) 33-1  
 CALL MP ( ) -2  
 CONTACT BOX 99 ( ) -3  
 WRITE TO THE DEPT. OF CONSUMER & CORPORATE AFFAIRS ( ) -4  
 OTHER (WRITE IN) \_\_\_\_\_  
 DON'T KNOW ( ) -12

10. DO YOU RECALL SEEING OR HEARING ANY ADVERTISING FOR THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS WITHIN THE PAST FEW MONTHS?

YES ( ) 34-1 GO TO Q.11  
 NO ( ) -2 GO TO Q.13  
 NOT SURE ( ) -3

11. DO YOU RECALL WHERE YOU SAW OR HEARD THE ADVERTISING FOR CONSUMER & CORPORATE AFFAIRS? ANYWHERE ELSE?

TV ( ) 35-1 WEEKEND SUPPLEMENTS ( ) -5  
 RADIO ( ) -2 BILLBOARDS ( ) -6  
 NEWSPAPERS ( ) -3 TRANSIT CARDS ( ) -7  
 MAGAZINES ( ) -4 OTHER (WRITE IN) \_\_\_\_\_  
 CAN'T RECALL ( ) -12

12. DO YOU RECALL ANYTHING THAT WAS SAID IN THE ADVERTISING IN PARTICULAR? ANYTHING ELSE?

(RECORD VERBATIM) \_\_\_\_\_

13. HERE ARE SOME EXAMPLES OF ADVERTISING FOR THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS. PLEASE TELL ME WHETHER YOU HAVE SEEN ANY OF THESE ADS AND WHERE?

RECALL		SAW IN:			
YES	NO	NEWS- PAPER	MAGA- ZINES	BILL- BOARDS	CAN'T RECALL

( ) 38-1 ( ) -2 ( ) 39-1 ( ) -2 ( ) -3 ( ) -12

14. DO YOU EVER RECALL SEEING A SHOW ON TELEVISION CALLED "IT'S UP TO YOU"?

YES ( ) 40-1 GO TO Q.15  
 NO ( ) -2 SKIP TO Q.16

15. WHAT DO YOU REMEMBER ABOUT THE SHOW? ANYTHING ELSE YOU RECALL ABOUT IT?

(RECORD VERBATIM) \_\_\_\_\_

(SKIP TO Q.17)

16. IN FACT, IN THIS SHOW, ACTORS AND CONTESTANTS PLAY THE ROLE OF SHOPKEEPERS AND CONSUMERS AND A LAWYER EXPLAINS THE LAW DRAMATIZED IN EACH SITUATION. DO YOU RECALL HAVING SEEN THIS SHOW?

YES ( ) 43-1 NO ( ) -2 NOT SURE ( ) -3

17. TAKING EVERYTHING INTO ACCOUNT, HOW USEFUL A JOB DO YOU THINK THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS IS DOING TO PROTECT CONSUMERS SUCH AS YOURSELF? HERE IS A CARD TO ASSIST YOUR ANSWER. (HAND RESPONDENT CARD B) WHICH ANSWER WOULD YOU CHOOSE? (ONE ANSWER ONLY)

EXTREMELY USEFUL ( ) 44-1 NOT VERY USEFUL ( ) -4  
 VERY USEFUL ( ) -2 NOT AT ALL USEFUL ( ) -5  
 FAIRLY USEFUL ( ) -3

18. WHY DO YOU SAY THAT?

(RECORD VERBATIM) \_\_\_\_\_

19. THINKING NOW AS A CONSUMER, WHAT WORRIES YOU THE MOST AT THE PRESENT TIME?  
(RECORO VERBATIM) \_\_\_\_\_

47-

48-

ARE THERE ANY OTHER THINGS THAT WORRY YOU? (PROBE FULLY - SEE INSTRUCTIONS)  
(RECORO VERBATIM) \_\_\_\_\_

49-

50-

20. WHAT DO YOU THINK THE FEDERAL GOVERNMENT COULD BE DOING TO OFFER GREATER  
PROTECTION TO CONSUMERS?  
(RECORO VERBATIM) \_\_\_\_\_

51-

52-

ANYTHING ELSE YOU THINK THE FEDERAL GOVERNMENT COULD DO?  
(RECORO VERBATIM) \_\_\_\_\_

53-

54-

21. I AM NOW GOING TO READ SOME DESCRIPTIONS OF VARIOUS SERVICES, EVENTS AND LAWS  
THAT YOU MAY OR MAY NOT BE AWARE OF. FOR EACH ONE I MENTION WOULD YOU TELL ME  
HOW FAMILIAR YOU ARE WITH IT? HERE ARE CARDS TO ASSIST YOUR ANSWER. (HAND  
RESPONDENT CARDS C & O) FOR EACH ONE JUST TELL ME WHICH PHRASE SUITS YOU BEST.

	NEVER HEARD	HEARD ONLY	KNOW FAIR AMOUNT	KNOW GREAT DEAL	
A CONSUMER CONSULTING SERVICE RUN BY THE FEDERAL GOVERNMENT HANDLING CONSUMER COMPLAINTS ABOUT UNSATISFACTORY PRODUCTS OR SERVICES	( )55-1	( )-2	( )-3	( )-4	55-
THE HAZARDOUS PRODUCTS ACT TO PROMOTE SAFETY IN PRODUCTS SUCH AS HOUSEHOLD CHEMICALS, CHILDREN'S CAR SEATS, FLAMMABLE PRODUCTS AND CHILDREN'S TOYS, ETC.	( )56-1	( )-2	( )-3	( )-4	56-
THE TEXTILE LABELLING ACT DESIGNED TO ENSURE THAT TEXTILES HAVE PROPER FIBRE IDENTIFICATION AND DEALER IDENTITY	( )57-1	( )-2	( )-3	( )-4	57-
GOVERNMENT STANDARDS FOR FOOD LABELLING, PACKAGING AND ADVERTISING	( )58-1	( )-2	( )-3	( )-4	58-
THE FEDERAL GOVERNMENT CHECKING OF ACCURACY OF WEIGHTS AND MEASURES USED IN SELLING	( )59-1	( )-2	( )-3	( )-4	59-
A LAW RELATING TO COMPANY TRADEMARKS AND PATENTS	( )60-1	( )-2	( )-3	( )-4	60-
THE FEDERAL GOVERNMENT'S HANDLING OF LEGITIMATE COMPLAINTS AND MISLEADING ADVERTISING	( )61-1	( )-2	( )-3	( )-4	61-
THE INCORPORATION OF COMPANIES	( )62-1	( )-2	( )-3	( )-4	62-
"BOX 99" - A SERVICE RUN BY THE FEDERAL GOVERN- MENT WHERE CONSUMERS WRITE ABOUT THEIR PROBLEMS CONCERNING PRODUCTS OR SERVICES THEY BOUGHT	( )63-1	( )-2	( )-3	( )-4	63-
THE LAW RELATING TO COMPANY BANKRUPTCY	( )64-1	( )-2	( )-3	( )-4	64-
"CONSUMER CONTACT" - A MAGAZINE PROVIDING CON- SUMERS WITH INFORMATION ABOUT LAWS RELATING TO PRODUCTS AND SERVICES PLUS INFORMATION TO HELP THEM BECOME MORE EFFICIENT CONSUMERS	( )65-1	( )-2	( )-3	( )-4	65-
THE INVESTIGATION OF UNFAIR TRADE PRACTICES SUCH AS PRICE FIXING, TRADE DISCRIMINATION, MISLEADING ADVERTISING AND RESALE PRICE MAINTENANCE	( )66-1	( )-2	( )-3	( )-4	66-
THE INVESTIGATION OF COMPANIES SUSPECTED OF ILLEGALLY MONOPOLIZING TRADE	( )67-1	( )-2	( )-3	( )-4	67-

22. ARE YOU A MEMBER OF A CONSUMER ASSOCIATION OF ANY SORT?

YES ( ) 68-1 GO TO Q.23  
NO ( ) -2 SKIP TO Q.24

23. WHAT ASSOCIATION(S) ARE YOU A MEMBER OF? ANY OTHERS?

\_\_\_\_\_  
\_\_\_\_\_

24. I'M GOING TO MENTION THINGS CONSUMERS CAN DO. FOR EACH ONE I MENTION TELL ME EITHER "YES" OR "NO" WHETHER YOU PERSONALLY HAVE EVER DONE IT.  
(READ LIST - CHECK ANSWER AFTER EACH ITEM)

	YES	NO
CHECK ON A BUSINESS WITH THE BETTER BUSINESS BUREAU/CHAMBER OF COMMERCE	( ) 7-1	( ) -2
COMPLAIN TO A NEWSPAPER ABOUT A PRODUCT, SERVICE OR ADVERTISEMENT	( ) 8-1	( ) -2
COMPLAIN TO A RADIO STATION ABOUT A PRODUCT, SERVICE OR ADVERTISEMENT	( ) 9-1	( ) -2
COMPLAIN DIRECTLY TO THE MANUFACTURER ABOUT HIS PRODUCT	( ) 10-1	( ) -2
COMPLAIN TO A STORE ABOUT A PRODUCT OR SERVICE	( ) 11-1	( ) -2
CONTACT THE DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS	( ) 12-1	( ) -2
CONTACT SOME OTHER FEDERAL GOVERNMENT DEPARTMENT TO COMPLAIN ABOUT A PRODUCT, SERVICE OR ADVERTISEMENT	( ) 13-1	( ) -2
CONTACT THE CONSUMER'S ASSOCIATION OF CANADA	( ) 14-1	( ) -2
COMPLAIN TO A TV STATION ABOUT A PRODUCT, SERVICE OR ADVERTISEMENT	( ) 15-1	( ) -2
COMPLAIN TO YOUR PROVINCIAL GOVERNMENT ABOUT A PRODUCT, SERVICE OR ADVERTISEMENT	( ) 16-1	( ) -2
CONTACT YOUR PROVINCIAL OR FEDERAL MP WITH A COMPLAINT ABOUT A PRODUCT, SERVICE OR ADVERTISEMENT	( ) 17-1	( ) -2
CONTACT ANY OTHER ORGANIZATION WITH A COMPLAINT ABOUT A PRODUCT, SERVICE OR ADVERTISEMENT	( ) 18-1	( ) -2

25. FINALLY, TO CONCLUDE OUR INTERVIEW, THERE ARE A FEW STANDARD QUESTIONS I WOULD LIKE TO ASK ABOUT YOU AND YOUR HOUSEHOLD.

IN ALL, HOW MANY ADULTS 20 YEARS AND OVER LIVE IN THIS HOUSEHOLD? HOW MANY TEENS 13 TO 19? HOW MANY CHILDREN 2 TO 12 YEARS? NOW MANY BABIES UP TO 2?

	(CIRCLE)									
ADULTS	1	2	3	4	5	6	7	8	9	
TEENS (13-17)	1	2	3	4	5	6	7	8	9	0
CHILDREN (4-12)	1	2	3	4	5	6	7	8	9	0
BABIES (0-3)	1	2	3	4	5	6	7	8	9	0

26.(A) WHAT IS THE OCCUPATION OF THE MALE HEAD OF HOUSEHOLD - THAT IS, THE TYPE OF WORK AND KIND OF COMPANY?

TYPE OF WORK: \_\_\_\_\_

KIND OF COMPANY: \_\_\_\_\_

26.(b) WHAT IS THE OCCUPATION OF THE FEMALE HEAD OF HOUSEHOLD?

TYPE OF WORK: \_\_\_\_\_

KIND OF COMPANY: \_\_\_\_\_

27.(a) AND WHAT WOULD YOU SAY WAS THE LAST YEAR OF FORMAL SCHOOL THE MALE HEAD OF HOUSEHOLD HAD?

(b) WHAT WAS THE LAST YEAR OF FORMAL SCHOOL THE FEMALE HEAD OF HOUSEHOLD HAD?

	MALE HEAD	FEMALE HEAD
NO FORMAL SCHOOLING	( ) 27-1	( ) 28-1
SOME GRADE SCHOOL	( ) -2	( ) -2
COMPLETED GRADE SCHOOL	( ) -3	( ) -3
SOME HIGH OR TECHNICAL SCHOOL	( ) -4	( ) -4
GRADUATE HIGH OR TECHNICAL SCHOOL	( ) -5	( ) -5
SOME UNIVERSITY/COLLEGE	( ) -6	( ) -6
GRADUATE UNIVERSITY/COLLEGE	( ) -7	( ) -7
POST GRADUATE UNIVERSITY/COLLEGE	( ) -8	( ) -8
OTHER POST SECONDARY SCHOOL	( ) -9	( ) -9

28. INTO WHICH OF THE FOLLOWING AGE GROUPS DO YOU BELONG?

18 - 24 YEARS	( ) 29-1	( ) 30-1
25 - 29 YEARS	( ) -2	( ) -2
30 - 34 YEARS	( ) -3	( ) -3
35 - 44 YEARS	( ) -4	( ) -4
45 - 49 YEARS	( ) -5	( ) -5
50 - 54 YEARS	( ) -6	( ) -6
55 - 64 YEARS	( ) -7	( ) -7
65 YEARS & OVER	( ) -8	( ) -8

29. WHAT IS YOUR MARITAL STATUS?

SINGLE ( ) 31-1  
MARRIED ( ) -2

WIDOWED ( ) -3  
DIVORCED/SEPARATED ( ) -4  
OTHER  
(WRITE IN) \_\_\_\_\_

30. DO YOU SPEAK ANY OTHER LANGUAGES? WHAT ONES? DOES YOUR HUSBAND/WIFE SPEAK ANY OTHER LANGUAGES? WHAT ONES?

	MALE	FEMALE
ENGLISH	( ) 32-1	( ) 33-1
FRENCH	( ) -2	( ) -2
ITALIAN	( ) -3	( ) -3
SPANISH	( ) -4	( ) -4
GERMAN	( ) -5	( ) -5
OTHER (SPECIFY)	_____	_____

31. DO YOU OWN OR RENT? OWN ( ) 34-1 RENT ( ) -2

(CHECK THE FOLLOWING) TYPE OF DWELLING -

SEMI-DETACHED HOUSE ( ) 35-1	APARTMENT (ELEVATOR) ( ) -4
SINGLE DETACHED HOUSE ( ) -2	APARTMENT/FLAT (IN HOUSE) ( ) -5
DUPLEX OR FOURPLEX ( ) -3	TOWNHOUSE/ROW HOUSE ( ) -6

32. FINALLY, WHAT IS YOUR TOTAL FAMILY INCOME BEFORE TAXES?

UP TO \$5,000 ( ) 36-1	\$15,000 - \$19,999 ( ) -4
\$5,000 - \$ 9,999 ( ) -2	\$20,000 - \$24,999 ( ) -5
\$10,000 - \$14,999 ( ) -3	\$25,000 AND OVER ( ) -6

THANK YOU FOR YOUR CO-OPERATION!

SURVEY EXHIBITS

OVERVIEW OF MEDIA ADVERTISING ACTIVITY1975'It's Up To You'/'C'est Pas Sorcier'PRAIRIE PROVINCES

EDMONTON	JAN. 11 - APRIL	5
REGINA	JAN. 8 - APRIL	2
SASKATOON	JAN. 11 - APRIL	5
WINNIPEG/BRANDON	JAN. 5 - MAR.	30

ONTARIO

KITCHENER	JAN. 11 - APRIL	5
OTTAWA/HULL	JAN. 11 - APRIL	5
SUDBURY/NORTH BAY	JAN. 15 - APRIL	9
THUNDER BAY	JAN. 7 - APRIL	4
TORONTO/HAMILTON	JAN. 4 - MAR.	29

QUEBEC

CARLETON	JAN. 10 - APRIL	4
MONTREAL	JAN. 5 - MAR.	31
QUEBEC CITY	JAN. 11 - APRIL	5
RIMOUSKI	JAN. 10 - APRIL	4
RIVIERE-DU-LOUP	JAN. 10 - APRIL	3
ROUYN	JAN. 11 - APRIL	5
SHERBROOKE	JAN. 10 - APRIL	3
TROIS RIVIERES	JAN. 11 - APRIL	5
CHICOUTIMI	JAN. 5 - MAR.	30

MARITIME PROVINCES

MONCTON	JAN. 11 - MAR.	29
SAINT JOHN	JAN. 11 - MAR.	29
HALIFAX	JAN. 11 - MAR.	29
SYDNEY	JAN. 11 - MAR.	29
ST. JOHN'S	JAN. 11 - MAR.	29

SELECTIVE TELEVISION (60 SECOND ANNOUNCEMENTS)MARITIME PROVINCES

ST. JOHN'S	JAN. 10 - MAR. 12
MONCTON	JAN. 7 - MAR. 6
SAINT JOHN	JAN. 7 - MAR. 6
HALIFAX	JAN. 7 - MAR. 6
SYDNEY	JAN. 7 - MAR. 6

QUEBEC

TROIS RIVIERES	JAN. 13 - MAR. 13
SHERBROOKE	JAN. 7 - MAR. 15
ROUYN/NORANDA	JAN. 13 - MAR. 13
RIVIERE-DU-LOUP	JAN. 14 - MAR. 14
RIMOUSKI	JAN. 6 - MAR. 16
QUEBEC CITY	JAN. 14 - MAR. 24
MONTREAL	JAN. 6 - MAR. 21
CHICOUTIMI	JAN. 13 - MAR. 5
CARLETON	JAN. 10 - MAR. 7

ONTARIO

KITCHENER	JAN. 13 - MAR. 22
SUDBURY/NORTH BAY	JAN. 13 - MAR. 13
OTTAWA/HULL	JAN. 11 - MAR. 22
THUNDER BAY	JAN. 13 - MAR. 19
TORONTO	JAN. 25 - MAR. 27

PRAIRIE PROVINCES

REGINA	JAN. 13 - MAR. 11
SASKATOON	JAN. 11 - MAR. 1
WINNIPEG/BRANDON	JAN. 10 - MAR. 28
EDMONTON	JAN. 8 - MAR. 22
CALGARY	JAN. 22 - MAR. 22

BRITISH COLUMBIA

VICTORIA/VANCOUVER	JAN. 8 - MAR. 9
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RADIO ADVERTISINGBRITISH COLUMBIA

DEC. 18/74 - JAN 24/75

PENTICTON  
VANCOUVER  
VICTORIAPRAIRIE PROVINCES

DEC. 18/74 - JAN. 24/75

CALGARY  
EDMONTON  
REGINA  
WINNIPEGONTARIO

DEC. 18/74 - JAN. 24/75

HAMILTON  
OTTAWA  
SUDBURY  
TORONTOQUEBEC

DEC. 18/74 - JAN. 24/75

MONTREAL  
VERDUN  
QUEBEC CITYMARITIME PROVINCES

DEC. 19/74 - JAN. 24/75

FREDERICTON  
HALIFAX  
CHARLOTTETOWN  
ST. JOHN'S

DAILY NEWSPAPER ADVERTISINGJANUARY 7<sup>TH</sup> TO MARCH 18<sup>TH</sup>, 1975

VANCOUVER

CALGARY

EDMONTON

REGINA

SASKATOON

WINNIPEG

TORONTO

MONTREAL

HALIFAX

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DATE DE RETOUR


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