

Assessment of “Wireless Policy Winter 2014” Advertising Final Report

POR Registration Number: POR 053-13

PWGSC Contract Number: U1400-131-891/001/CY

Contract Award Date: January 2, 2014

Delivery Date: February 7, 2014

Prepared by:
NRG Research Group

Prepared for:
Industry Canada

Ce rapport est aussi disponible en français sur demande.

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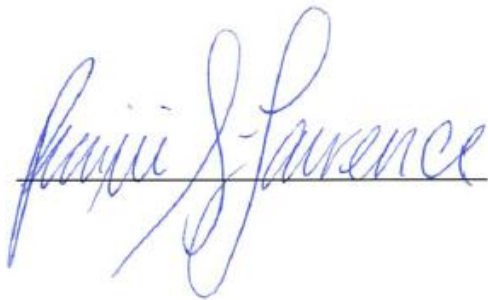
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Political Neutrality Requirement

We hereby attest that the final deliverables comply with the political neutrality requirement in section 6.2.4 of the revised Procedures for Planning and Contracting Public Opinion Research in the Government of Canada.

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Purpose and Survey Objectives

NRG Research Group was retained by Industry Canada to conduct a total of six focus groups in three Canadian cities (Montreal, Mississauga, Truro) on January 13th and 14th, 2014. The purpose of these groups was to assess the *Wireless Policy Winter 2014* television and online banner advertising. The objectives of testing the *Wireless Policy Winter 2014* advertising were to:

- ✓ Identify if the messaging of the ad was clear, credible, relevant and of value;
- ✓ Determine if the ads were appealing and appropriate to the cultural and emotional sensitivities of the audience;
- ✓ Gauge how easy the ads were to understand;
- ✓ Determine if the ads were memorable; and,
- ✓ Identify if the ad was able to motivate the audience to take personal actions.

In addition to these main objectives, the moderator’s guide (developed by Industry Canada and shown in the *Appendix 3 and Appendix 4* of this document) aimed to elicit suggestions for potential changes in order to make the messages more effective at reaching the target audience.

As a secondary purpose, two groups (Montreal and Mississauga) also tested *Economic Action Plan* television creative. The main objectives of the Economic Action Plan aspect of the research were to:

- ✓ Identify if the messaging of the ad was clear;
- ✓ Gauge how easy the ads were to understand; and,
- ✓ Determine if the ads were memorable.

Key Findings

Wireless Policy Winter 2014

- Overall, the content of the ad(s) are viewed positively and create interest regarding the three main subject areas of no more 3-year locked in contracts, 15-day trial periods, and limits on data roaming charges.
- The three main messages appear to resonate with the audience; however, most need or want more information.
- Although the execution of the ad(s) could be improved, the current versions are satisfactory as is.
- Most suggestions for improvement of the TV ad(s) focused on the identification that it was a Government of Canada message, a clearer call-to-action, summary points consistent with the main messages, and increasing the potential to capture attention (i.e. brighter look/feel). Although the lack of ethnic diversity was noted, it was not seen as crucial to change for most participants.
- The execution of the website, *Canada.ca/MoreChoices*, is very important in the effort to educate consumers and provide clear information on the regulations of the wireless industry. Consideration should be given to making the main page consistent with the main topics of the ad(s).
- Among the two online advertising creative approaches presented, the second version (which uses the mobile phone image) resonates with participants the most. That being said, the image of the box being returned, should be changed as it is not comprehensible. A mix of the two creative approaches was viewed positively by some participants.
- Other suggestions for improvements to the online ad(s) echoed the feedback given for the TV and focused on increasing the Government of Canada branding throughout the ad(s).

Economic Action Plan

- Overall, the ad itself is relatively positively viewed.
- The Quebec market appears to be slightly more confused about the execution of the ad.

- Among the three main topics presented, the small business tax decrease appears to resonate the most.
- The end slate is viewed as a strong finish to the ad.
- The audio alternative is preferred by most Ontario participants; however, it does appear to be a less preferred option in Quebec. Although the alternative is viewed as a stronger statement by some, the risk of using the original wording appears to be low.
- The original wording of the super is preferred primarily due to the use of ‘relief’ in the alternative option. However, the words, other than ‘relief’, contained in the alternative super had mixed reviews.

Methodology

Industry Canada retained NRG Research Group (NRG) to conduct a qualitative research study in January 2014. To this end, a series of focus groups were conducted on January 13th and January 14th, 2014.

Recruitment

Participants were recruited at random from the general population residing in Montreal, Mississauga and Truro. The sample frame for the three focus group locations was developed by NRG. NRG also managed the recruitment of participants. Each participant was recruited using a screening instrument developed jointly by NRG and Industry Canada. This instrument can be found in Appendix 1.

Focus Group Characteristics

Two groups, segmented according to age, were held at each location. Each group was moderated by a professional moderator. The table below provides the location, moderator, dates groups were held and the total number of participants at each location.

Location	Moderator	Date	# of Participants
Truro, NS	Liddie Sorensen-Lawrence	January 13, 2014	22
Mississauga, ON	Brian Baumal	January 13, 2014	23
Montreal, QC	Nadia Papineau-Couture	January 14, 2014	20

Each group lasted approximately 1.5 hours. Groups in Truro and Mississauga were conducted in English while the groups in Montreal were conducted in French.

All participants received a \$90 honorarium in appreciation for their feedback.

Project Budget

The total budget for this project including travel expenses was \$38,222.73. This is inclusive of the \$6,030 for participant incentives.

Context of Qualitative Research

The primary benefit of focus group research is that it allows for in-depth probing with qualified participants on behaviour, habits, usage patterns, perceptions and attitudes related to the

subject matter. The group discussion format allows for flexibility in exploring unforeseen areas that may be pertinent to the investigation.

The focus group technique is used in marketing research as a means of gaining insight and direction, rather than collecting quantitatively precise data or absolute measures.

Although respondents were drawn from the group in the population from whom we seek answers, they were not chosen on any statistical basis. Therefore, no statistical inferences should be drawn from the results of the discussion and the data cannot be extrapolated to the population.

Summary of Findings

The key findings from the six focus groups (two in each of Montreal, Mississauga and Truro) are highlighted below in two main sections: Wireless Policy Winter 2014 Campaign and Economic Action Plan Campaign.

Wireless Policy Winter 2014 Campaign

This aspect of the focus group was conducted in all three groups and encompassed two main sections: TV Advertisement(s) and Online Advertisement(s). The TV Advertisement(s) section reviewed both the 30 second and 15 second spots. The Online Advertisement(s) section reviewed two creatives for execution as a tile ad and a banner ad (English). The Montreal group also reviewed two creatives for online advertisements but only in tile ad format. The material presented in the groups is available in the Appendix 5 (English) and Appendix 6 (French).

TV Advertisement(s)

- The overall reaction to the ad(s) was relatively neutral to positive. Participants were generally positive regarding the actual content and message of the ad(s). The three main messages were effectively communicated. Possible improvements to the execution of the ad(s) were noted.
- The words used to describe the initial reaction to the ad varied significantly. In fact, some participants focused on the message(s) of the ad(s), while others commented on the creative execution. In terms of the main message, most remarks were positive describing the content as interesting or intriguing; however, some found the message quite vague.
- The creative execution was lacking for many participants. Although some felt that the ad(s) was/were clean and crisp, many noted that the creative was somewhat drab and boring. Several participants noted that they would not pay attention to the ad due to the lack of/muting of colour.
- There was some concern about the lack of ethnic diversity and age-range of the subjects in the ad(s). This was particularly prevalent in the Nova Scotia and Quebec groups.
- Younger participants, particularly in Nova Scotia, appeared a little more skeptical regarding the role of government in the wireless industry. As such, some questioned the motivation behind the government's creation of the ad(s). This may be reflective of their overall confusion regarding the industry.

- Some participants were initially confused as they thought the ad was actually for a service provider and were somewhat surprised that it was a government ad. It was suggested that they may be more likely to pay attention if they knew the ad was from the Government of Canada at the beginning.
- The parliament building image with the waves emanating from it was not well received. The reaction ranged from misidentification (i.e. thinking it was a castle) to slight paranoia and questioning what the waves represented. Overall, most participants didn’t equate this image with the Government of Canada. Given the lack of recall of the website and the larger reaction to this image, there is a possibility that the image could be taking away from the call-to-action. In the Ontario groups, it was noted that having a 1-800 number would be of use.
- One aspect of the motivation for the ad(s) that came up across most groups was the question of whether these regulations were already in place or not. Many participants were already aware of the abolishment of 3-year locked-in contracts; however, participants were not very aware of limits on data roaming charges and whether 15-day trial periods are already being offered. It was noted that adding an effective date (i.e. ‘As of January 1, 2014...’) and/or framing it according to what this means for you as a consumer (i.e. ‘If you currently have a 3-year contract, talk to your service provider about converting to a shorter contract period’) would add credibility and make the ad(s) more relevant.
- As noted, the 3-year contract restrictions were a concept that was easily recalled among most participants. The two other messages were less familiar to participants, yet both appear to be of high interest. The 15-day trial generated a lot of curiosity and interest although confusion remains regarding what the trial covers (i.e. the phone or the plan/service provider). The data roaming was also of interest to participants. Some participants – particularly in Nova Scotia – were confused about what data roaming was. Some thought that it was just long distance while other thought it was only while travelling outside the country.
- Recall of the website was relatively low indicating that repetition of the ad(s) and prominence of the website in the creative will be crucial to encourage visitation. That being said, of those that did notice the website, only a selection would actually visit. Although many are interested in the material, it appears that the motivation to seek more information may be tied to being ‘in the market’ (i.e. contract renewal is on the horizon or looking to change provider) – this is particularly true for younger participants.

- Most participants noted that there was a lot of missing information around all three messages; however, they understood it would be impossible to incorporate it into the ad(s). As such, the call-to-action is quite important. It was noted that the website should be clean and easy to navigate. Several participants suggested that the points presented in the ad needed to be consistent with the website.
- The three key messages do not naturally relate to the three summary points regarding more choice, lower prices, and better service. In addition, it was noted that these three elements are generally viewed as in the realm of the service providers (i.e. better service generally is interpreted to relate to customer service rather than increased coverage). As a result the summary points were somewhat confusing. This was also noted as an issue in the online execution of the ads.

Online Advertisement(s)

- The image of the product return, as shown to the right, was interpreted as a bible or a book. Nearly all participants did not initially understand that this was a wireless product return. It was suggested that this needs to be clearer.
- It was the general view of all groups that the creative that featured the device was preferred over the one that featured the people as it offered more clarity about the topic that was being addressed. In addition, it was noted by some participants that they didn’t particularly relate to the people featured in the ad(s), therefore having their image did not add value.
- Although the ads were presented in storyboard format, it was noted that the supers needed to be stronger.
- Echoing a similar sentiment expressed regarding the TV ad(s), many participants did suggest a more consistent government branding (or at least at the beginning and end) as well as having the summary page (the three main points) modified to ensure consistency with the three main messages of the ad(s).



Economic Action Plan Campaign

The Economic Action Plan campaign was presented in two locations: Montreal and Mississauga. Participants were provided the storyboard shown in the Appendix 7 (English) and Appendix 8 (French) of this report. This storyboard was the basis for the Economic Action Plan discussion.

The key findings from the four focus groups (two in Montreal and two in Mississauga) are highlighted below:

- Identification of the main message appears to differ between participants in Ontario and those in Quebec.
 - **Ontario** participants identified the main message of the advertising as helping people be successful. These groups appeared to be relatively familiar with previous Economic Action Plan ads and, therefore, were familiar with the format and did not have any challenges identifying that the purpose of the ad was to inform and demonstrate the actions taken to stimulate the economy.
 - **Quebec** participants, in contrast, found little connection between the creative copy and the associated image/scenarios. Because of this disconnect, there was some confusion about the main message of the ads. In addition, there was a general lack of linkage to the Economic Action Plan until the final slide. These groups suggested that an introduction or context, such as the milestone image in tile five, should be included at the beginning to ensure clarity and identify what the three key topics relate to.
- The most positively viewed of the three main scenarios with associated messages was the bakery scene paired with the message of ‘Lower Taxes for Small Business’. This tile on the storyboard was not only identified as the easiest to understand in terms of the link of the message with the image, but it also resonated with participants. Many of the participants noted that economic health is built through supporting small businesses. In addition, small business appears to be a relatable topic – even if the participants don’t work or own a small business, they know someone who does. As such, they can identify personally with the message.
- The ‘Tax-Free Savings Account’ scenario, despite being the most universally applicable action for participants was not viewed as a strong execution – particularly among the Quebec participants. Participants suggested the link between the TFSA and a kitchen remodel could be clearer (either through imagery or audio). Participants also noted that framing the TFSA in terms of current action (i.e. ‘continues to increase \$5,000/year’) could amplify its relevance.
- Reaction to the third scenario ‘Tariff Savings for Consumers’ with the visual connection to purchasing children’s clothes was somewhat mixed. Participants tended to focus on the word ‘tariff’ in this scenario and were generally confused. Participants were not sure what a

‘tariff’ is and some believed this was another word for ‘tax’ while others suggested ‘duty’. Once explained, participants understood the concept.

- The end slate was viewed positively and provided a strong finish to the advertisement. Having an option in the call-to-action (website and telephone number) was positively received.

- Two alternative wording options were presented in the third scenario – one for the audio and one for the super.
 - The audio alternative was presented as “And it’s putting Canadian consumers first by eliminating tariffs on baby clothes and sports equipment” versus the original “And it’s helping consumers by eliminating tariffs on baby clothes and sports equipment”. Participants in the Ontario groups preferred the alternative as they liked the concept of being put first and that it used the word ‘Canadians’. Although Quebec participants liked the idea of being put first, they did not prefer the use of ‘Canadians’ in the audio alternative. As such, most participants in the Quebec groups favored the original audio.

 - The alternative super was presented as “Tariff Relief on items like Baby Clothes” versus the original “Tariff Savings for Consumers”. The word ‘relief’ was not preferred as it appeared to have negative connotations for many participants. The rest of the super, however, received mixed reviews. Many participants saw the benefit of having an example of a product category (‘Baby Clothes’) while others suggested that wording ‘for Consumers’ was more general and therefore more applicable to them.

Conclusions

Overall, the focus groups suggest that both the *Wireless Policy Winter 2014* and the *Economic Action Plan* campaigns are on the right track and will be generally received positively.

Conclusions and recommendations for each campaign are detailed below.

Wireless Policy Winter 2014

TV Advertisement(s)

- Although the execution of the ad(s) could be improved, the current versions are satisfactory as is.
- Overall, the content of the ad(s) was viewed positively.
- The three main messages appear to resonate with the audience but more information on each topic is desired. This suggests that the website will be important for those who want to learn more.
- The ads could be more strongly identified as a message from the Government of Canada.
- Most suggestions for improvement of the TV ad(s) focused on a clearer call-to-action, summary points consistent with the main messages, and increasing the potential to capture attention (i.e. brighter look/feel).
- Although the lack of ethnic diversity was noted, it was not seen as crucial to change for most participants.
- The execution of the website, *Canada.ca/MoreChoices*, is very important in the effort to educate consumers and provide clear information on the regulations of the wireless industry. Consideration should be made to make the main page consistent with the main topics of the ad(s).

Online Advertisement(s)

- Among the two online advertising creative approaches presented, the second version (which uses the mobile phone image) resonates with participants the most. That being said, the image of the wireless device box being returned, should be changed as it is not comprehensible. A mix of the two creative approaches was viewed positively by some participants.

- Other suggestions for improvements to the online ad(s) echoed the feedback given for the TV and focused on increasing the Government of Canada branding throughout the ad(s).

Economic Action Plan

- Overall, the ad itself is viewed positively.
- The Quebec market appears to be slightly more confused about the execution of the ad.
- Among the three main topics presented, the small business tax decrease appears to resonate the most.
- The end slate of the Economic Action Plan logo is viewed as a strong finish to the ad.
- The audio alternative is preferred by most Ontario participants; however, it does appear to be a less preferred option in Quebec. Although the alternative is viewed as a stronger statement by some, the risk of using the original wording appears to be low.
- The original wording of the super is preferred primarily due to the use of ‘relief’ in the alternative option. The words, other than ‘relief’, contained in the alternative super received mixed reviews.

Appendix 1: Recruitment Screener (ENGLISH)

022-14-2849
Industry Canada: Pre-Testing Screener
Truro, Nova Scotia
Monday, January 13th, 2013

<p style="text-align: center;">LOCATION: Truro, Nova Scotia</p> <p>DATE:</p> <p><input type="checkbox"/> Group 1: Monday, January 13th @ 5:30pm – 18-34 Years of Age</p> <p><input type="checkbox"/> Group 2: Monday, January 13th @ 7:30pm – 35+ Years of Age</p>	<p style="text-align: center;">Recruit 12 for 10 to show</p> <p style="text-align: center;">(All groups mix of female/male)</p>
<p>Respondent's name: _____</p> <p>Respondent's phone #: _____ (home)</p> <p>Respondent's phone #: _____ (Cell)</p> <p>Respondent's email: _____</p> <p>NRG ID# _____</p>	<p>Interviewer: _____</p> <p>Date: _____</p> <p>Verified: _____</p> <p>Confirmed: _____</p>

PANEL INTRO

Hello, may I please speak with _____? My name is _____ and I am calling from NRG Research, a national market research firm. In the past you have indicated that you would like to be part of our panel and called back for a focus group. We're organizing a focus group on behalf of the Government of Canada. All participants who attend will receive \$90 as a thank you for their time. About ten people will be taking part, all of them randomly recruited by telephone just like you. In the discussion session, you would be asked to review some materials and give your ideas and opinions about these materials. The Government of Canada is sponsoring this research.

If Necessary: Focus Groups are in-depth research discussions involving a small number of people that are brought together to talk about different topics

RDD INTRO

Hello, my name is _____. I'm calling from **NRG Research Group**, a national opinion research firm. We're organizing a focus group to explore issues currently in the media. All participants who attend will receive \$90 as a thank you for their time. **Focus Groups are in-depth research discussions involving a small number of people that are brought together to talk about different topics.** About ten people will be taking part, all of them randomly recruited by telephone just like you. The Government of Canada is sponsoring this research.

ALL

Participation is voluntary and all your answers will be kept confidential and will be used for research purposes only and administered per the requirements of the *Privacy Act*. The names of participants will not be provided to the government. We are simply interested in hearing your opinions – no attempt will be made to sell you anything. The format is a "round table" discussion lead by a research professional. An audio tape of the session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed. **The group will last no more than 2 hours.**

I need to ask you a few questions to see if you fit the profile of the type of people we are looking for in this research.

May I continue?

Yes	1	CONTINUE
No	2	THANK & TERMINATE

NOTE TO RECRUITER: WHEN TERMINATING A CALL BECAUSE OF THEIR PROFILE, SAY "THANK YOU FOR YOUR COOPERATION. WE ALREADY HAVE ENOUGH PARTICIPANTS WHO HAVE A SIMILAR PROFILE TO YOURS, SO WE ARE UNABLE TO INVITE YOU TO PARTICIPATE AT THIS TIME."

1) Record gender [DO NOT ASK; ENSURE 50/50 MIX]:

- Female
- Male

2a) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

- Yes [MAX 8 PER GROUP]
- No [SKIP TO Q3]

2b) And about how long ago was the last time you attended one of these sessions?

- 6 months or less [THANK AND TERMINATE]
- Between 6 months and two years [CONTINUE TO Q2c]
- Two years or more [SKIP TO Q2d]

2

2c) [IF TWO YEARS OR LESS AT Q2b]: What topics have you discussed in the market research sessions you have attended in the past 2 years?

IF RELATED TO ADVERTISING, THANK AND TERMINATE

2d) And about how many market research discussion groups or in-depth interviews have you attended in the past 5 years?

- 4 or less [CONTINUE]
- 5 or more [THANK AND TERMINATE]

3) Do you, or does anyone in your household, work for any of the following? [READ LIST]

- A marketing research firm
- An advertising agency, web or graphic design firm
- A magazine or newspaper
- Government of Canada
- A marketing company
- A radio or television station
- A public relations company
- Telecommunications Company

YES TO ANY [THANK AND TERMINATE]

No to all [CONTINUE]

4a) Are you a Canadian citizen at least 18 years old who normally resides in the Truro area?

- Yes [CONTINUE]
- No [THANK AND TERMINATE]

4b) How long have you lived in Truro?

- Two years or more [CONTINUE]
- Less than two years [THANK AND TERMINATE]

3

5) We would like to talk to people in different age groups. Could you please tell me which of the following age categories you fall into? Are you ...

- Under 18 [THANK AND TERMINATE]
- 18 – 24 [GROUP 1- RECRUIT A 50/50 MIX]
- 25 – 34 [GROUP 1- RECRUIT A 50/50 MIX]]
- 35 – 44 [GROUP 2- RECRUIT A GOOD MIX- MIN OF 2 PER GROUP]
- 45 – 54 [GROUP 2- RECRUIT A GOOD MIX- MIN OF 2 PER GROUP]]
- 55 – 64 [GROUP 2- RECRUIT A GOOD MIX- MIN OF 2 PER GROUP]]
- 65+ [GROUP 2- RECRUIT A GOOD MIX- MIN OF 2 PER GROUP]]

6) What is the highest level of education you have received? [DO NOT READ LIST; ENSURE GOOD MIX IN EACH GROUP]

- Some high school or less
- Completed high school
- Post-secondary technical training
- Some college/university
- Completed college/university
- Post-graduate studies

7) Do you have any children aged 18 years or younger living with you at home?

- Yes
- No

8a) What is your current employment status?

- Working full time
- Working part time
- Self-employed
- Retired
- Currently not working [SKIP TO Q9 – MAX 3 PER GROUP]
- Student [SKIP TO Q9 – MAX 3 PER GROUP]
- Other [SPECIFY]
- DK/RF [THANK AND TERMINATE]

8b) [IF EMPLOYED/RETIRED]: What is/was your current/past occupation?

SPECIFY

9) We would like to talk to a cross-section of people with different income levels. Which one of the following categories best describes your annual household income from all sources before taxes? **[READ LIST; ENSURE GOOD MIX IN EACH GROUP]**

- Under \$30,000
- \$30,000 - \$49,000
- \$50,000 - \$69,999
- \$70,000 - \$99,000
- \$100,000 - \$124,000
- \$125,000 or more

10) Do you currently have a wireless device such as a cell phone or smart phone that you pay for?

- Yes **[CONTINUE]**
- No **[MAX OF 3 PER GROUP, SKIP TO Q12]**

11) Participants in the discussion group will be asked to turn off their cell phones or pagers during the discussion. Would you be willing to do so?

- Yes **[CONTINUE]**
- No **[THANK AND TERMINATE]**

12) In the discussion, you may be asked to fill in some short questionnaires in English. In addition, the discussion will be held in English. Will you be comfortable doing this?

- Yes **[CONTINUE]**
- No **[THANK AND TERMINATE]**

Terminate if person gives a reason such as verbal ability, sight, hearing, or related to reading/writing ability, or if they think they may have difficulty expressing their thoughts.

If respondent wears glasses, remind them to bring them to the session.

Read to Stand-by Respondents

Thank you for answering my questions. At this time, the group that you qualify for is full. I would like to place you on our stand-by list. This means that if there is an opening in the group, we will call you back and see if you are available to attend the group. **Please understand, you are not invited to attend the focus group at this time. If we have a spot open, WE will call you back and ask you to attend.**

May I please have a daytime contact number, an evening contact number and an email address, if you have one, so that we can contact you as soon as possible if an opening becomes available.
[RECORD CONTACT INFO]

[Interviewers: Only provide the facility location if the respondent specifically requests this information. Provide the facility or hotel name and street name. If you provide this information, you must say the following after giving them the facility info:

"Please do not attend unless we call back and formally invite you to attend, otherwise you will not be allowed to participate or provided with the incentive"

DATE: Monday, January 13th -REFER BACK TO Q5 FOR GROUP INFORMATION

- Group 1: Monday, January 13th @ 5:30pm – 18-34 Years of Age**
- Group 2: Monday, January 13th @ 7:30pm – 35+ Years of Age**

INVITATION

Thank you. We would like to invite you to participate in one of our group discussions. As I mentioned earlier, the group discussion will take place, **Monday, January 13th @ 5:30/7:30pm** for no more than 2 hours and you will be paid \$90 for your participation. Would you be willing to attend?

- Yes CONTINUE**
- No THANK & TERMINATE.**

Do you have a pen handy so that I can give you the address where the group will be held. It will be held at :

**Best Western Hotel Plus Glengarry
150 Willow Street •
Truro, Nova Scotia**

The Focus Group will be held in one of the Conference rooms in the Best Western. Please ask at the front desk and they will direct you to the correct room.

There is plenty of free parking in the parking lot at Best Western.

6

Your attendance is very important to the success of this research, we are depending on you to attend.

Please arrive about 15 minutes prior to the beginning of the group. If you arrive late, we will not be able to include you in the group, and will not be able to provide you with the incentive. Also, please bring with you Photo ID of some sort so that we can confirm your identity prior to entering the group.

If you have any questions or are unable to attend, please call our offices as soon as possible. Our office number is **1-888-265-2422**. Thank you very much for your time and cooperation. Someone from our offices will call prior to the groups to confirm your attendance.

What time of day would be good to call you before the group? _____

What is the best phone number to reach you at? _____

We look forward to meeting you on **Monday, January 13th** !

REFERRAL SECTION:

For this discussion group we are looking to speak to people in the Truro area. Do you know someone who may be interested in participating?

YES- record contact name & number _____

IF HESITANT TO GIVE NAME & NUMBER:

Please have them call our focus group line at 1-888-265-2422 and indicate they are calling about the Truro Focus Groups.

Thank you!

Appendix 2: Recruitment Screener (FRENCH)

022-14-2849
Industrie Canada: Questionnaire de recrutement Pré-Test
 Montréal, Mardi, 14 janvier, 2014

DATE: <input type="checkbox"/> Groupe 1: Mardi 14 janvier @ 5:30pm – 35 ans et + <input type="checkbox"/> Groupe 2: Mardi 14 janvier @ 7:30pm – 18-34 ans	Recruter 12 pour 10 présences (Tous les groupes sont mixtes)
Nom du répondant: _____ No. de téléphone: _____ (Cell): _____ Courriel du répondant: _____ _____	Intervieweur: _____ Date: _____ Vérifié par: _____ Confirmé: _____

INTRO RDD

Bonjour. Je suis _____, **d'Opinion-Impact inc.**, une compagnie indépendante de recherche en marketing. Nous organisons des groupes de discussion pour explorer des sujets qui sont présentement abordés dans les média. **Les groupes de discussion sont des entrevues qualitatives en profondeur où un nombre restreint de personnes discutent ensemble de différents sujets.** Il y aura environ une dizaine de personnes comme vous, recrutées au hasard par téléphone, qui participeront à cette séance de discussion. Cette étude est parrainée par le gouvernement du Canada.

DIRE A TOUS

Votre participation est volontaire et toutes les opinions recueillies seront traitées de façon confidentielle et serviront strictement à des fins de recherche; elles seront gérées en conformité avec la loi sur la protection des données personnelles. Le nom des participants ne sera pas divulgué au gouvernement. Nous sommes simplement intéressés à recueillir vos opinions et impressions – et personne n'essaiera en aucun cas de vous vendre quoique ce soit. La discussion prend la forme d'une « table ronde » et est animée par un chercheur professionnel. On enregistrera la discussion sur cassette audio à des fins de recherche. Cette cassette sera strictement utilisée pour permettre au chercheur de s'y référer pour rédiger son rapport. Cette cassette sera ensuite détruite de façon sécuritaire lorsque le rapport sera complété.
La discussion ne durera pas plus de deux (2) heures.

Puis-je vous poser quelques questions pour vérifier si votre profil correspond à celui des gens dont nous avons besoin dans le cadre de cette étude?

Oui	1	CONTINUER
Non	2	REMERCIER ET TERMINER

NOTE AUX RECRUTEURS: LORSQUE VOUS TERMINEZ UN APPEL PARCE QUE LE PROFIL NE CONVIENT PAS, DIRE: "MERCİ DE VOTRE COOPÉRATION, NOUS AVONS DÉJÀ SUFFISEMMENT DE GENS QUI ONT UN PROFIL SIMILAIRE AU VOTRE, NOUS NE POUVONS MALHEUREUSEMENT PAS VOUS INVITER CETTE FOIS-CI".

1) Inscrire sexe **[NE PAS DEMANDER] – RECRUTER 50/50**

- Femme
- Homme

2a) Avez-vous déjà participé à un groupe de discussion, une entrevue en profondeur ou un sondage qui était planifié d'avance et pour lequel vous avez reçu un montant d'argent?

- Oui **[MAX 8 PAR GROUPE]**
- Non **[PASSER À LA Q3]**

2b) Et à quand remonte la dernière fois où vous avez participé à ce genre de session?

- 6 mois ou moins **[REMERCIER ET TERMINER]**
- Entre 6 mois et deux ans **[CONTINUER À LA Q2c]**
- Deux ans ou plus **[PASSER À LA Q2d]**

2c) **[SI DEUX ANS OU MOINS À LA Q2b):]** Quels sujets avez-vous discutés lors de cette ou ces sessions de recherche auxquelles vous avez participé au cours des deux dernières années.

SI RELIÉ à la PUBLICITÉ, REMERCIER ET TERMINER

2d) Et environ à combien de groupes de discussion ou d'entrevues en profondeur avez-vous participé au cours des 5 dernières années?

- 4 ou moins **[CONTINUER]**
- 5 ou plus **[REMERCIER ET TERMINER]**

2



3) Est-ce que vous-même ou un autre membre de votre famille immédiate travaille ou est retraité d'un des domaines suivants: **[LIRE LA LISTE]**

- Une compagnie ou un département de recherche en marketing
- Une agence de publicité, de Web ou de design graphique
- Une revue, un magazine ou un journal
- Le Government du Canada
- Une compagnie de marketing
- Un poste de radio ou de télévision
- Une compagnie de relations publiques
- Une compagnie dans le domaine des télécommunications

SI OUI À N'IMPORTE LEQUEL
SI NON À TOUT

[REMERCIER ET TERMINER]
[CONTINUER]

4a) Êtes-vous un citoyen canadien d'au moins 18 ans qui réside normalement dans la région de Montréal?

- Oui **[CONTINUER]**
- Non **[REMERCIER ET TERMINER]**

4b) Depuis combien de temps habitez-vous dans la région de Montréal

- Deux ans et plus **[CONTINUER]**
- Moins de deux ans **[REMERCIER ET TERMINER]**

5) Nous désirons parler à des gens de différents groupes d'âge. Pouvez-vous me dire dans quel groupe d'âge je dois vous inscrire? **[LIRE LA LISTE]**

Avez-vous...

- Moins de 18 ans **[REMERCIER ET TERMINER]**
- 18 – 24 ans **[GROUPE 2- RECRUTER 50% du groupe]**
- 25 – 34 ans **[GROUPE 2- RECRUTER 50% du groupe]**
- 35 – 44 ans **[GROUPE 1- RECRUTER UN BON MIX- MIN DE 2]**
- 45 – 54 ans **[GROUPE 1- RECRUTER UN BON MIX- MIN DE 2]**
- 55 – 64 ans **[GROUPE 1- RECRUTER UN BON MIX- MIN DE 2]**
- 65ans et + **[GROUPE 1- RECRUTER UN BON MIX- MIN DE 2]**

3

6) Quel est le niveau de scolarité le plus élevé que vous avez complété? Est-ce...

[NE PAS LIRE LA LISTE; ASSURER UNE BONNE REPARTITION DANS CHAQUE GROUPE]

- Primaire ou secondaire en partie
- Secondaire complété
- Formation technique post-secondaire /DEP
- Collège/CEGEP en partie
- Diplôme d'études collégiales/ CEGEP
- Université en partie
- Diplôme universitaire
- Études supérieures

7) Avez-vous un ou des enfants de 18 ans ou moins qui habitent avec vous à la maison?

- Oui
- Non

8a) Laquelle des situations suivantes correspond le mieux à votre situation d'emploi actuelle?

- Employé à temps plein
- Employé à temps partiel
- À mon compte/travailleur autonome
- Retraité
- Présentement sans emploi **[PASSER À LA Q9 – MAX 3 PAR GROUPE]**
- Étudiant **[PASSER À LA Q9 – MAX 3 PAR GROUPE]**
- Autre **[PRÉCISER] _____**
- NSP/REF **[REMERCIER ET TERMINER]**

8b) **[SI EMPLOYÉ/RETRAITÉ DEMANDER]:** Quel est/était votre occupation actuelle/avant votre retraite?

PRÉCISEZ:

4



9) Nous voulons nous assurer que nous avons une bonne représentation de tous les groupes de revenus. Laquelle des catégories suivantes décrit le mieux le revenu annuel total de votre foyer, provenant de toutes les sources, avant impôts? **[LIRE LA LISTE; ASSURER UNE BONNE REPRESENTATIVITE DANS CHAQUE GROUPE]**

- Moins de \$30,000
- \$30,000 - \$49,999
- \$50,000 - \$69,999
- \$70,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 ou plus

10) Avez-vous présentement un appareil sans fil comme un téléphone cellulaire, ou un téléphone intelligent que vous payez personnellement?

- Oui **[CONTINUER]**
- Non **[MAX 3 PAR GROUPE, PASSER À LA Q12]**

11) On demandera aux participants de fermer complètement leurs cellulaires et/ou leurs téléavertisseurs/paquettes durant toute la discussion. Accepterez-vous de fermer votre appareil?

- Oui **[CONTINUER]**
- Non **[REMERCIER ET TERMINER]**

12) On vous demandera probablement de remplir quelques courts questionnaires en français durant la discussion. De plus, toute la discussion se fera exclusivement en français. Serez-vous à l'aise de fonctionner ainsi?

- Oui **[CONTINUER]**
- Non **[REMERCIER ET TERMINER]**

Terminer si la personne vous donne une raison telle: un problème d'expression verbale/d'élocution, de vision, de capacité à lire ou à écrire ou si elle pense avoir de la difficulté à exprimer ses pensées ou opinions.

Si le répondant porte des lunettes, rappelez-lui de les apporter à la session car il en aura certainement besoin.

5

Lire aux répondants inscrits sur la liste d'attente

Merci d'avoir répondu à mes questions. Malheureusement, le groupe pour lequel vous êtes éligible est présentement complet. Nous aimerions cependant mettre votre nom sur la liste d'attente au cas où quelqu'un se désisterait. Si quelqu'un devait annuler, **ALORS SEULEMENT**, nous communiquerions avec vous pour savoir si vous êtes toujours disponible. **Soyons clairs : en ce moment, vous n'êtes pas invité à participer au groupe. Par contre, si jamais une place se libère, NOUS vous appellerons NOUS-MÊMES pour vous demander de participer.**

Pouvez-vous me donner un no. de téléphone ou je pourrai vous rejoindre le jour, un no. pour le soir et une adresse courriel si vous en avez une. Je pourrai ainsi communiquer avec vous dès qu'une place se libèrera. **[INSCRIRE LES COORDONNÉES]**

[Intervieweur: Ne pas donner l'adresse de l'endroit où les groupes auront lieu lorsque vous inscrivez quelqu'un sur la liste d'attente. L'adresse ne doit être donnée sous aucune considération – si le répondant insiste vous devez lui rappeler qu'il n'est pas formellement invité à participer et qu'il ne sera pas autorisé à participer et ne recevra pas d'incitatif s'il se présente à moins d'avoir été rappelé.]

DATE: Mardi 14 janvier 2014

Vous référer à la Q5 POUR L'INFO SUR LES GROUPES

- Groupe 1: Mardi, 14 janvier @ 5:30pm – 35 ans et +**
- Groupe 2: Mardi, 14 janvier @ 7:30pm – 18-34ans**

INVITATION

Merci. Nous aimerions vous inviter à participer à un de nos groupes de discussion. Comme je vous l'ai dit tantôt, la session aura lieu **mardi le 14 janvier @ 5:30 / 7:30 pm et ne durera pas plus de deux heures**. On vous donnera un montant de **\$90** pour vous remercier de votre participation. Êtes-vous intéressé à participer?

- Oui [CONTINUER]**
- Non [REMERCIER ET TERMINER]**

6



Avez-vous une plume ou un crayon à portée de la main pour que je puisse vous donner l'adresse de l'endroit où les groupes auront lieu. Ce sera chez:

MBA RECHERCHE au:
1470 rue Peel, suite 800
Montréal, Qc, H3A 1T1

Votre participation est très importante pour le succès de cette recherche et nous comptons sur votre participation.

- Veuillez arriver environ 15 minutes à l'avance pour que nous puissions commencer la session à l'heure. Si vous arrivez en retard, nous ne pourrons pas vous inclure dans le groupe et, en conséquence, vous ne recevrez aucun incitatif en argent.
- Veuillez aussi apporter une carte d'identité officielle avec photo pour que nous puissions confirmer votre identité avant que vous participiez à la session.
- Si, pour une raison ou pour une autre, vous ne pouvez pas participer à la séance ou que vous avez des questions, veuillez nous le faire savoir au (vos coordonnées) car nous vous avons réservé une place dans cette étude et nous pourrions alors recruter quelqu'un pour vous remplacer.

Merci de votre coopération. Quelqu'un de notre bureau vous rappellera pour confirmer votre présence.

À quel moment du jour est-ce préférable de vous rappeler avant le groupe?

Quel est le meilleur no. de téléphone où vous recontacter?

On anticipe le plaisir de vous rencontrer mardi le 14 janvier prochain!

Merci!

7

Appendix 3: Moderator Guide (English)



10-01-2014

Discussion Guide Wireless Policy Winter 2014 Ad Campaign

Introduction:

- Why you are here [**GOC Groups – to look at GOC communication material**]
- Length of session; one-way mirror; taping (**GET WRITTEN CONSENT**)
- Results are confidential, no one is identified
- Moderator will ask questions, no vested interest
- There are no right or wrong answers, express your opinions freely and completely. We are not trying to build a consensus, you don't have to agree necessarily with what others are saying you just have to tell us what you think
- Get participants to introduce themselves

Ad Evaluation:

I'm going to show you a proposed TV ad and I would like to get your reaction to it.

PLAY AD

First I would like you to complete a brief questionnaire (**PASS OUT AD EVALUATION QUESTIONNAIRE**):

- Don't worry about spelling or grammar
- Don't talk with each other while completing the questionnaire so that each of you can formulate your own opinions

Have participants complete the questionnaire.

- 2 -

AFTER COMPLETING THE QUESTIONNAIRE, ASK:

- o What words did you use to describe your initial reaction to this ad?
- o What is the main point this ad is trying to get across?
- o Did it capture your attention, is it memorable?
- o Did you learn anything new?
- o Was there anything you found difficult to understand or confusing?
- o Did you notice the website address?
- o Do you have any suggestions for improvements?

Banner Concept Evaluation (IF AVAILABLE):

I would like to show you some ideas for Internet advertising that we are working on and get your reactions to them.

1. Show first concept:
 - a. What is it trying to get across?
 - b. Is it memorable?
 - c. Do you have any suggestions for improvements?
2. Show second concept:
 - a. What is it trying to get across?
 - b. Is it memorable?
 - c. Do you have any suggestions for improvements?

Wrap-up:

- i. These are all the questions I have for you, but before we go, is there anything else you would like to say about the material we discussed today?
- ii. On behalf of the Government of Canada, I thank you very much for taking the time to come here this evening to give your opinion on these ad concepts, it is greatly appreciated. Have a nice evening.



Appendix 4: Moderator Guide (French)



10-01-2014

Guide de discussion : Campagne sans-fil hiver 2014

Introduction :

- Pourquoi vous êtes ici [groupes du GC – pour regarder le matériel de communication du GC].
- La longueur de la séance; la présence d'un observateur derrière le miroir; enregistrement (OBTENIR LE CONSENTEMENT ÉCRIT).
- Les résultats sont confidentiels, aucun participant ne sera identifié.
- Le modérateur est là pour poser les questions, il n'a aucun intérêt personnel.
- Il n'y a pas de bonne ou de mauvaise réponse. Exprimez votre opinion librement et complètement. Nous ne cherchons pas à établir un consensus. Vous n'avez pas besoin d'être d'accord avec ce que les autres disent, vous devez seulement nous dire ce que vous pensez.
- Inviter les participants à se présenter.

Evaluation de la pub TV

Je vais vous montrer une publicité télévisée, et j'aimerais que vous me fassiez part de vos impressions.

MONTREZ L'ANNONCE

Tout d'abord, j'aimerais vous demander de remplir le bref questionnaire suivant (DISTRIBUER LE QUESTIONNAIRE D'ÉVALUATION PUBLICITAIRE) :

- Ne vous inquiétez pas des fautes de grammaire ou d'orthographe.
- Ne discutez pas pendant que vous remplissez le questionnaire, comme cela tous les participants pourront formuler leurs propres opinions.

Accorder aux participants le temps de remplir le questionnaire.

- 2 -

**LORSQUE LES PARTICIPANTS ONT FINI DE REMPLIR LE QUESTIONNAIRE,
DEMANDER CE QUI SUIT :**

- o Quels mots avez-vous employé pour décrire votre réaction initiale à cette annonce?
- o Cette annonce essaie de transmettre quel message?
- o Est-ce que cette annonce a capté votre attention ; est-elle mémorable?
- o Avez-vous appris quelque chose?
- o Y a-t-il des éléments que vous avez trouvés difficiles à comprendre ou qui prêtaient à confusion?
- o Avez-vous remarqué l'adresse du site Web?
- o Avez-vous des suggestions d'améliorations à apporter?

Évaluation de concepts – bannières Internet (SI DISPONIBLES)

J'aimerais vous montrer quelques idées pour de la publicité sur Internet que nous travaillons en ce moment et obtenir vos réactions.

1. Montrez premier concept :
 - a. Qu'est-ce qu'on essaye de vous communiquer?
 - b. Est-ce mémorable?
 - c. Avez-vous des suggestions qui pourraient l'améliorer?
2. Montrez deuxième concept :
 - a. Qu'est-ce qu'on essaye de vous communiquer?
 - b. Est-ce mémorable?
 - c. Avez-vous des suggestions qui pourraient l'améliorer?

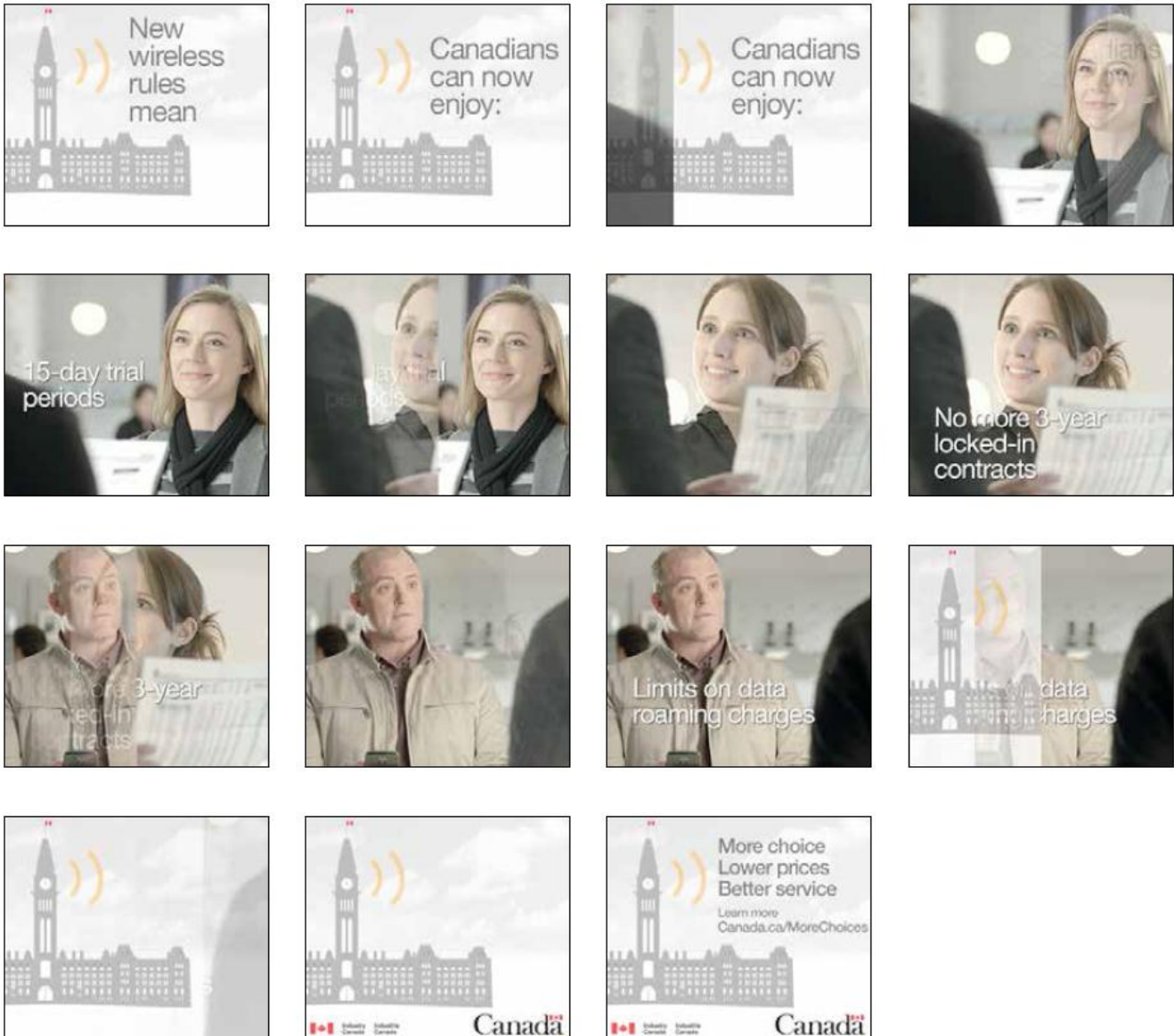
Mot de la fin :


- i. Je n'ai pas d'autres questions à vous poser, mais avant de clore la séance, j'aimerais vous demander s'il y a d'autres points que vous aimeriez soulever par rapport au matériel dont nous avons discuté aujourd'hui?
- ii. Au nom du gouvernement du Canada, je vous remercie d'avoir pris le temps de venir ici ce soir pour nous faire part de vos opinions sur ces concepts publicitaires. Nous vous en sommes très reconnaissants. Bonne fin de soirée.




Appendix 5: Online Banner Ads (English)


Creative #1- People (Tiles & Banners)






 New wireless rules mean



 Canadians can now enjoy:

 Canadians  iods

 15-days trial periods

 15-da 

 No more 3-year locked-in contracts

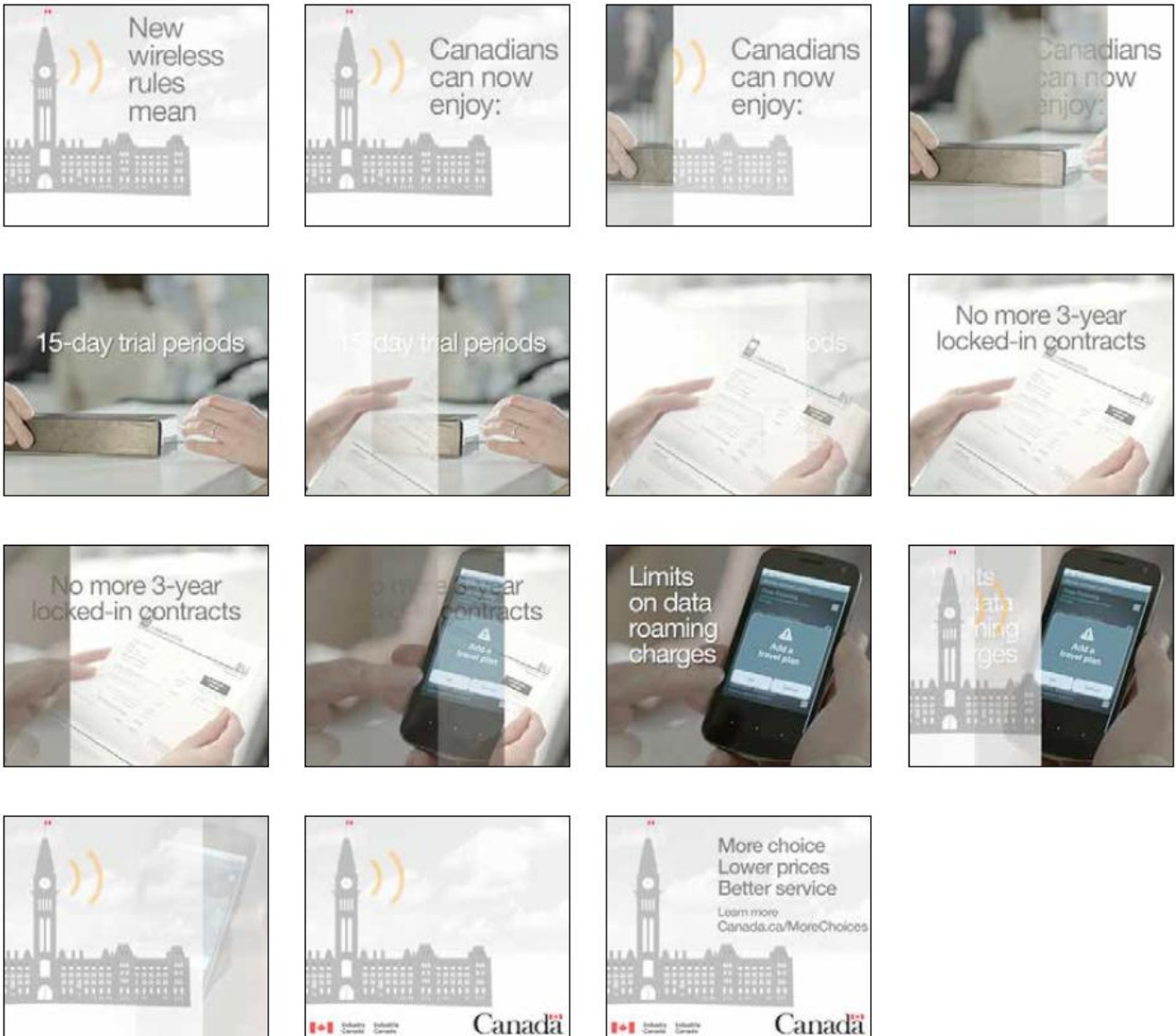
 


 Limits on data roaming charges




 More Choice. Lower Prices. Better Service.
Learn more Canada.ca/More Choices 


Creative #2 – Device (Tiles & Banners)



 New wireless rules mean

 Canadians can now enjoy:

 Canadians  15-days trial periods

 15-

 15-  No more 3-year locked-in contracts

 No lock

 Limits on data roaming charges

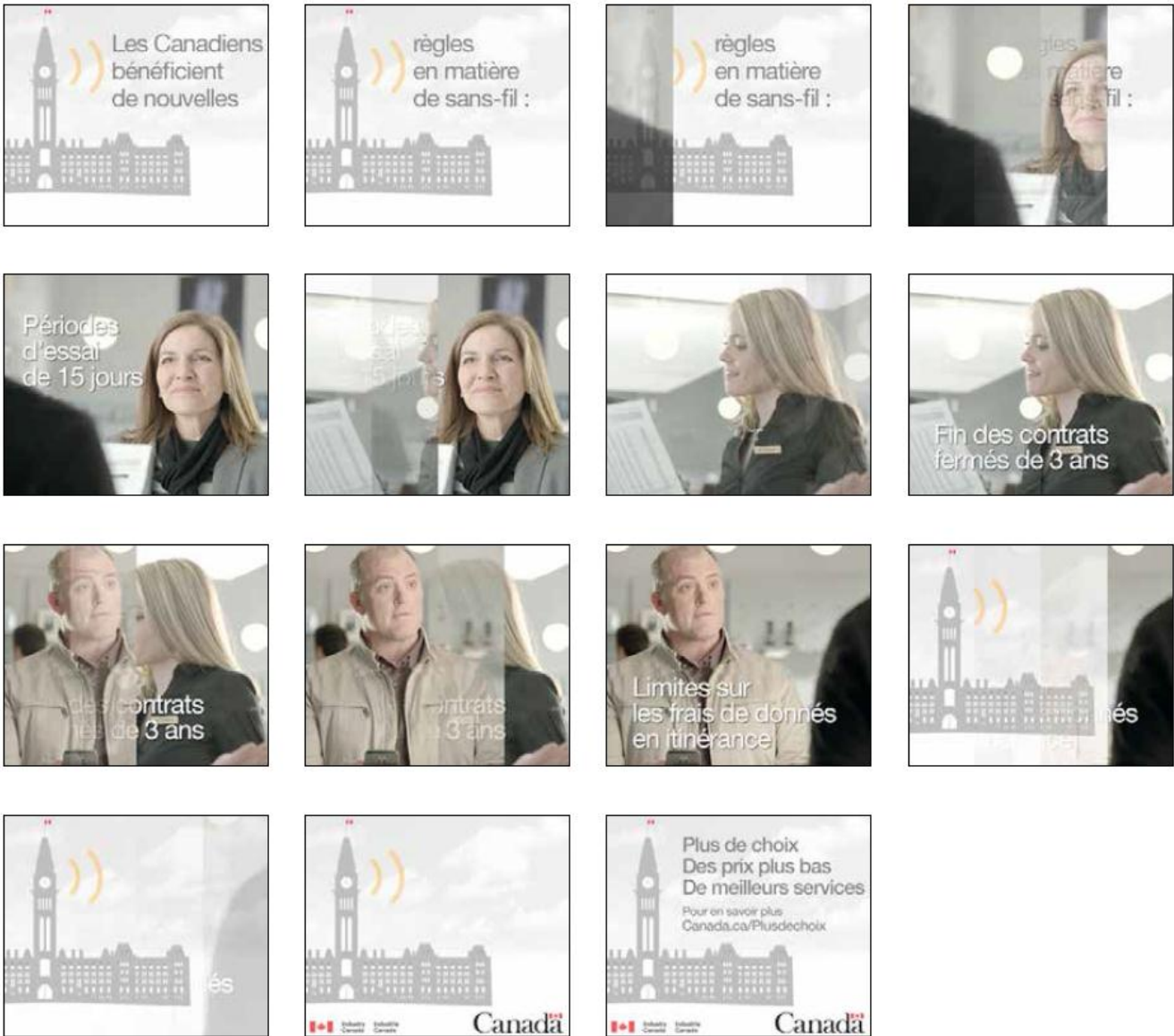
 Limits on data roaming charges



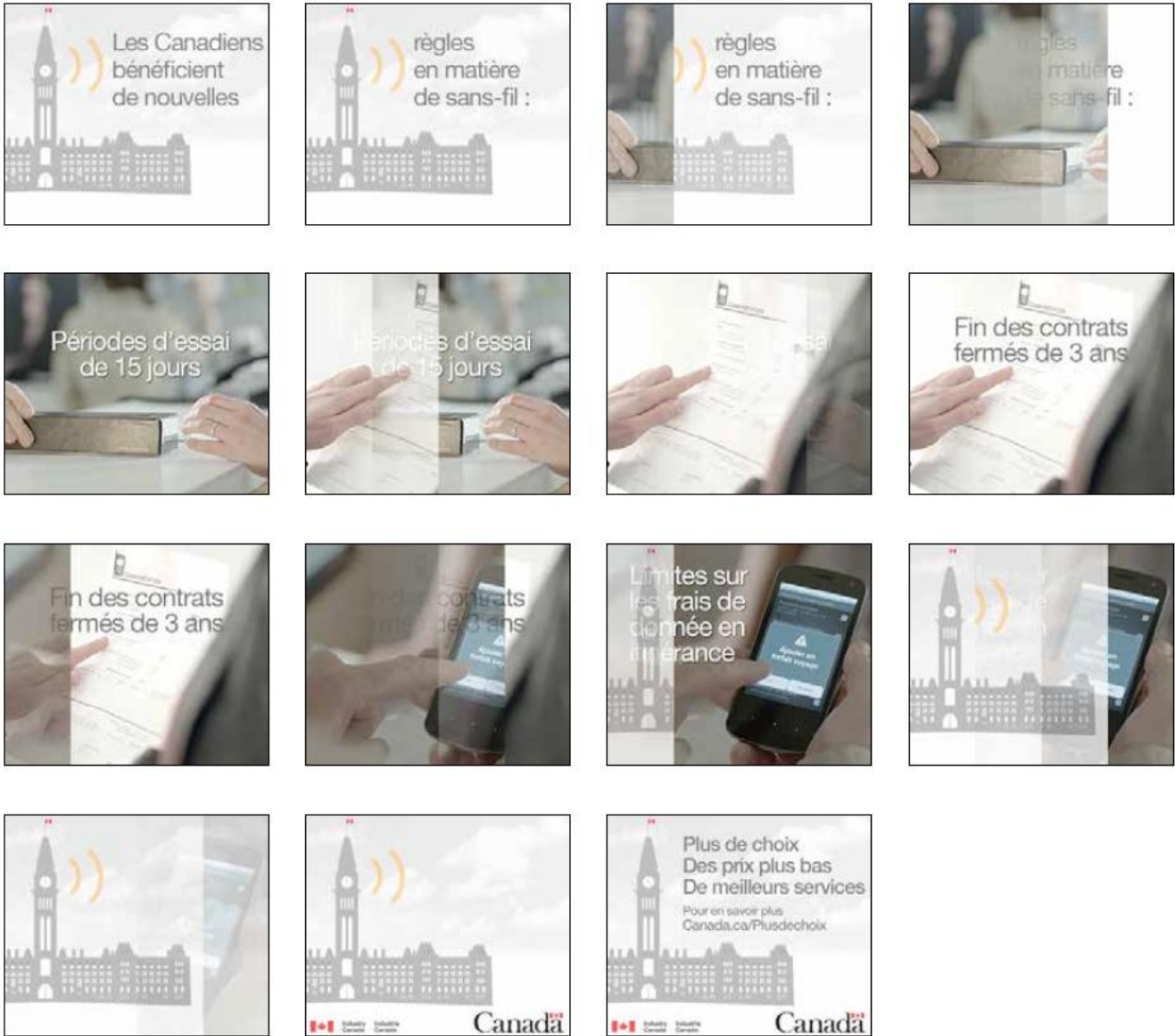
 More Choice. Lower Prices. Better Service.
Learn more Canada.ca/More Choices 

Appendix 6: Online Banner Ads (French)




Creative #1 - People (Tiles)






Creative #2 – Device (Tiles)



Appendix 7: EAP Storyboard Ad (English)

	<p>Visual: Open on a couple consulting with a contractor as they plan a kitchen renovation.</p> <p>SUPER: Tax-Free Savings Account</p> <p>Audio: SFX: Music track V/O: Canada's Economic Action Plan is keeping our economy strong by helping create jobs and opportunities. It's helping Canadians to live their dreams...</p>
	<p>Visual: We see a baker with some new employees showing them the equipment and how to use it.</p> <p>Audio: and Canadian small business owners to build them...</p> <p>SUPER: Lower Taxes for Small Business</p>
	<p>Visual: We see women shopping for baby supplies. They may be sisters and one is pregnant.</p> <p>Audio: And it's helping consumers by eliminating tariffs on baby clothes and sports equipment</p> <p>ALT : And it's putting Canadian consumers first by eliminating tariffs on baby clothes and sports equipment</p>

	<p>Visual: We then see them at the check-out/cashier. They have a lot of clothes stacked up in the cart. One takes a picture of her expectant sister standing proudly beside all the clothes and smiling.</p> <p>SUPER: Tariff Savings for Consumers</p> <p>ALT SUPER : Tariff Relief on items like Baby Clothes</p>
	<p>Visual: The photo then appears in a frame on a wall of photos of all the milestones seen earlier.</p>
	<p>Visual: We transition to a dark blue end slate.</p> <p>Audio: Find out how it can help you at ActionPlan.gc.ca</p> <p>SUPER : actionplan.gc.ca LOGO: EAP LOGO SIGNATURE CANADA WORDMARK</p> <p>VO: A message from the Government of Canada.</p>

Appendix 8: EAP Storyboard Ad (French)



Visuel :
Commence par l'image d'un couple qui consulte un entrepreneur au sujet de la rénovation de la cuisine.

SURIMP. : Compte d'épargne libre d'impôt

Audio :
Son : Trame musicale
C.S. : Le Plan d'action économique du Canada permet à notre économie de rester vigoureuse, en favorisant la création d'emplois et d'opportunités
Il aide les Canadiens à réaliser leurs rêves ...



Visuel :
Nous voyons une boulangère en train de montrer à quelques nouveaux employés comment utiliser le matériel.

Audio :
Et il aide les petites entreprises canadiennes à les concrétiser ...

SURIMP. : Moins d'impôt pour les petites entreprises



Visuel :
Des femmes magasinent pour acheter des articles pour bébés. Elles pourraient être des sœurs, et l'une d'elles est enceinte.

Audio :
Et il aide les consommateurs en mettant fin aux droits de douane sur les vêtements pour bébés et l'équipement de sport

AUTRE : Et il fait passer les consommateurs canadiens en premier en éliminant les droits de douane sur les vêtements pour bébés et l'équipement de sport



Visuel :
Nous les voyons ensuite à la caisse enregistreuse. Elles ont empilé une grande quantité de vêtements dans leur panier. L'une d'elles prend une photo de sa sœur enceinte qui pose fièrement avec un grand sourire près de tous les vêtements.

SURIMP. : Économies tarifaires pour les consommateurs

AUTRE : Allègements tarifaires sur des articles comme les vêtements pour bébés



	<p>Visuel :</p> <p>La photo apparaît ensuite encadrée sur un mur avec des photos de toutes les étapes qui ont été vues précédemment.</p>
	<p>Visuel :</p> <p>Transition vers un écran bleu foncé.</p> <p>Audio :</p> <p>Voyez comment il peut vous aider sur le site plandaction.gc.ca</p> <p>SURIMP. : plandaction.gc.ca LOGO : logo du PAE et mot symbole Canada</p> <p>C.S. : Un message du gouvernement du Canada.</p>

