

Post-advertising Assessment of  
“Wireless Policy Winter 2014” Advertising Campaign

-Methodological Report-

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*Ce rapport est aussi disponible en français sur demande.*

## Political Neutrality Certification

I hereby certify as a Senior Officer of Company that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.

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# NARRATIVE EXECUTIVE SUMMARY

Industry Canada conducted advertising to communicate the Government's wireless policy in order to correct any inaccuracies that may have been present in the minds of the public. The advertising consisted of 30 second TV spots in English and French as well as Internet banner advertising and videos. NRG Research Group (NRG) was therefore contracted by Industry Canada to conduct the post-advertising assessment of "Wireless Policy Winter 2014" advertising campaign that is required by the communications policy.

## Purpose

The purpose of the research was to track audience recall of the campaign and gauge audience understanding of and response to the advertising. The research was performed to satisfy the Government of Canada's requirement that all major ad campaigns above a certain threshold be assessed using the Advertising Campaign Evaluation Tool.

## Objectives

The major research objectives included:

- Measuring unaided and aided awareness of the advertisements;
- Determining message recall;
- Assessing sponsorship/attribution of the advertisements;
- Understanding the impact, in terms of action, in response to the advertisements;
- Gauging if the creative aspect resonated with the target audience.

## How Information Will Be Used

The results collected through this survey process will be compared to benchmark data and are intended to be used to help inform future advertising plans and campaigns.

## Methodology

NRG conducted 2,002 CATI telephone interviews with respondents 18 years of age and older across Canada in English and French. All non-Quebec interviews (English language) were conducted from March 18<sup>th</sup> to March 26<sup>th</sup>, 2014. Due to the provincial election in Quebec, all surveying in the province (French language) was conducted after the vote with fieldwork lasting from April 8<sup>th</sup> to April 10<sup>th</sup>. The survey took on average 6 minutes to complete.

NRG utilized two different sample sources. A Random Digit Dialed (RDD) sample of landline telephone numbers (sample of 1,741) that included both listed and unlisted telephone numbers, thus ensuring adequate coverage of all landline phone numbers in Canada.

A cellphone only sample (sample of 261) provided by ASDE Survey Sampler that was representative of cell phone only households in Canada. All samples are pre-dialed by ASDE to eliminate not in service numbers and to identify cellular telephone only households.

The final survey data was weighted according to the most recent Statistics Canada census information to ensure that the national level data reflected the views and perceptions of the target populations by age, gender within region/province.

### **Extent to Which Results Can Be Extrapolated and to Whom**

Since the sample is probabilistic, the results can be extrapolated to the general Canadian adult population aged 18 years and older.

### **Total Expenditures**

The total expenditure of this project, inclusive of HST, amounted to \$46,512.59.

# DETAILED METHODOLOGICAL REPORT

## 1. Background

GC's Communications Policy stipulates that departments and agencies are required to conduct a post-campaign evaluation of all major advertising initiatives exceeding \$1,000,000 in media buys. Industry Canada conducted advertising to communicate the Government's wireless policy in order to correct any inaccuracies that may have been present in the minds of the public. The advertising consisted of 30 second TV spots in both English and French as well as Internet banner advertising and videos.

## 2. Research Objectives

The research is designed to track audience recall of the campaign and gauge audience understanding of and response to the advertising. The study used the Advertising Campaign Evaluation Tool (ACET) questions in order to measure the effectiveness of the advertising campaign. The results collected through this process will be used to help inform future advertising plans and campaigns. The major research objectives included:

- Measuring unaided and aided awareness of the advertisements;
- Determining message recall;
- Assessing sponsorship/attribution of the advertisements;
- Understanding the impact, in terms of action, in response to the advertisements;
- Gauging if the creative aspect resonated with the target audience.

## 3. Methodology and Approach

The ACET survey instrument is a series of standardized questions to be used to evaluate a campaign. The ACET telephone questionnaire including some additional campaign related questions took about 6 minutes on average to complete.

The ACET is based on a survey of the general population plus samples of specific target populations as required. For this evaluation, two different stratification variables were used to describe the Canadian population:

1. The universe of landline users (sample of 1,741)
2. The universe of cellphone only users (sample of 261)

At the household level for the landline sample, respondents were selected at random using the last or most recent birthday method. No further screening was employed. Only adults 18 years of age or older were interviewed for both samples.

### 3.1 Overview

As per GC telephone interviewing standards, the survey instrument was pretested. Test interviews were conducted in English and French. Revisions were made to the survey questionnaire and all non-Quebec interviews were conducted from March 18<sup>th</sup> to March 26<sup>th</sup>, 2014. Due to the provincial election in Quebec, all surveying in the province was conducted after the vote with fieldwork lasting from April 8<sup>th</sup> to April 10<sup>th</sup>.

The data was weighted by gender and age within region according to the most recent census of the population.

Table 1 below, describes the final combined Landline and Cell Phone Only (CPO) samples, unweighted and weighted by region/province

**Table 1: Sample Distribution by Province/Region**

Strata	Sample Size (Unweighted)	Sample Size (Weighted)
Atlantic Canada	246	144
Quebec	405	476
Ontario	599	767
Manitoba/ Saskatchewan/Nunavut	250	130
Alberta/Northwest Territory	251	214
British Columbia/Yukon	251	270
<b>Canada</b>	<b>2002</b>	<b>2002</b>

A disproportionate sampling scheme was employed to provide more accurate regional/provincial level results. It should be noted that within each of the above geographically defined strata NRG sampled proportionately to achieve a more or less representative sample across each of the six macro regions. For example, interviews in the Atlantic Provinces were spread proportionately across the four Atlantic Provinces for a total unweighted sample of 246. In addition, the three northern territories of Yukon, Northwest Territory and Nunavut were sampled as part of their adjacent provincial jurisdictions.

The margin of error associated with the final sample is  $\pm 2.2\%$  at a confidence level of 95%.

**3.1.1 Sample Source – General Population Residential Landline Listings**

NRG uses ASDE’s Survey Sampler (Canada Survey Sampler) for sampling the general population. For additional information on ASDE and this software product please visit [www.surveysampler.com](http://www.surveysampler.com). This sampling software is updated every three months by ASDE and it allows NRG to select random samples at various geographic levels (e.g., Province, Economic Region, or Census Division) among landline households in Canada. The samples include both listed and unlisted telephone numbers thus ensuring adequate coverage of all landline phone numbers in Canada.

For the unlisted numbers in the sample, NRG randomly selected from among those with at least a 30 per cent chance of being live. The unlisted numbers were, as is normal practice, restricted to 20 per cent of the overall sample for this study.

In addition, NRG incorporated new and changed phone listings as well as new neighborhoods. Consequently, NRG Research dialed 34,190 landline telephone records in total in order to complete the required interviews (1,741).

At NRG all samples for a study are maintained in a custom database application. As phone numbers are added to this database, they are compared to a voluntary market research national do not call list and all matches are removed from the sample prior to randomization/sample selection.

**3.1.2 Sample Source – General Population Cell Phone Only (CPO)**

CPO sample was provided by ASDE Survey Sampler. ASDE has developed a system for generating cellular telephone samples that are representative of the CPO household universe in Canada. All samples are pre-dialed by ASDE to eliminate not in service numbers and to identify cellular telephone only households.

In total, NRG dialed 2,343 cellular telephone numbers to complete the required number (261).

**Table 2: CPO Sample Distribution**

<b>Strata</b>	<b>Sample Size CPO (Unweighted)</b>
Atlantic Canada	25
Quebec	64
Ontario	78
Manitoba/ Saskatchewan/Nunavut	29
Alberta/Northwest Territory	34
British Columbia/Yukon	31
<b>Canada</b>	<b>261</b>



### 3.2 Data Weighting and Tabulation

The survey data were weighted according to the most recent Statistics Canada census information to ensure that the national level data reflected the views and perceptions of the target populations by age, gender within region/province. This weighting scheme is recommended for analysis at the national level but not for within region analysis. Regional level analysis should employ weights that take into account the population characteristics of the region rather than the entire country.

Final weighted survey data was provided to Industry Canada in tabular and SPSS formats. The tabulation and analysis plans were provided to NRG Research by Industry Canada as part of the specifications for the study.

### 3.3 Quality Control

As per GC standards and guidelines, a minimum of 10 per cent of all completed interviews were monitored or otherwise verified – using both audio and visual verification. A total of 36,533 telephone numbers were used to contact qualified and willing participants. All English language interviewing was completed at NRG’s main data collection facility located in Winnipeg, Manitoba. All French language interviewing was conducted in Ottawa, Ontario by Elemental Research Group. The response rates for both samples as well as their respective response rate calculations can be found below in Table 3.

**Table 3: Survey Participation Rate**

Population	Participation Rate
General Population 18+, Landline	<b>Empirical Method =R/(U+IS+R)</b> =2176/(16902+7946+2176) =8.1%
General Population 18+, CPO	<b>Empirical Method =R/(U+IS+R)</b> =413/(872+745+413) =20.3%

**\*See Appendix A for final disposition details**

As per GC Telephone Interviewing Guidelines for surveys with “low response rates”, we have provided an analysis of non-response, for both samples, in the section that follows. **Appendix B** includes the English and French survey instruments.

### 3.4 Non-Response Analysis - General Population Sample

Although a low response rate is not a direct indicator of data quality it does carry the risk of compromising data quality due to non-response bias.

The analysis of non-response bias is often conducted by comparing the effective sample values to the equivalent parameters in the population.

Table 4 reveals that Men and Women were sampled approximately in proportion to the national parameters. Across the three major age categories, some significant sampling bias was present as Canadians in the oldest age category (55+) were over-represented while those in the youngest age grouping (18-34) were under-represented in the final sample.

**Table 4: National Sample by Age and Gender**

STRATA	Gender				Age (Both Sexes)					
	Male PP*	Male SP**	Female PP	Female SP	18-34 PP	18-34 SP	35-54 PP	35-54 SP	55 plus PP	55 plus SP
Canada	48%	50%	52%	50%	27%	15%	38%	34%	32%	50%

\*Population Parameter  
 \*\*Sample Proportion

The amount of bias this introduced to the survey cannot be measured directly, however, the fact that the younger respondents (18-34) exhibited less awareness and less knowledge concerning the wireless policy suggests that the overall results over-estimate awareness and knowledge to some degree since older respondents comprise a greater proportion of the final sample.

## Appendix A: Call Dispositions

### A) Final Calling Dispositions General Population Survey - Landline

Final Call Disposition General Population Survey-Landline	Totals	%	Code
No Answer	10267	30%	U
Line In Use/Busy Signal	560	1.6%	U
Not in Service	6444	18.8%	IV*
Quota Full/Over Quota	60	0.2%	R
Not Qualified** (No Eligible Respondent in Household)	0	0%	R
Refused to Respond	7143	20.9%	IS
Unresolved Callback	803	2.4%	IS
Business Listing	101	0.3%	IV
Fax/Modem	621	1.8%	IV
Language DQ	375	1.1%	R
Answering Machine	6075	17.8%	U
Completed Interview	1741	5.1%	R
<b>Total Numbers Attempted</b>	<b>34190</b>	<b>100.00%</b>	<b>TA</b>
<b>Unresolved (U)</b> (No Answer (10267) + Answering Machine (6075) + Busy Signal (560))			<b>16902</b>
<b>In-Scope Non-Responding (IS)</b> (Refused to Respond (7143) + Unresolved Call-back (803))			<b>7946</b>
<b>In-scope Responding (R)</b> (Completions (1741) + Lang DQ (375) + Age DQ** (0) + Quota Full (60) )			<b>2176</b>
<b>Response Rate (MRIA Empirical Method =R/(U+IS+R))</b>	<b>=2176/(16902+7946+2176)</b>		<b>8.1%</b>

\*Invalid

\*\* Not included in response rate calculations

### B) Final Calling Dispositions General Population Survey - CPO

Final Call Disposition General Population Survey-CPO	Totals	%	Code
No Answer	382	16.3%	U
Line In Use/Busy Signal	68	2.9%	U
Not in Service	285	12.2%	IV*
Quota Full/Over Quota	120	5.1%	R
Not Qualified** (No Eligible Respondent in Household)	2	0.1%	R
Refused to Respond	579	24.7%	IS
Unresolved Callback	166	7.1%	IS
Business Listing	19	0.8%	IV
Fax/Modem	7	0.3%	IV
Language DQ	32	1.4%	R
Answering Machine	422	18.0%	U
Completed Interview	261	11.1%	R
<b>Total Numbers Attempted</b>	<b>2343</b>	<b>100.00%</b>	<b>TA</b>
<b>Unresolved (U)</b> (No Answer (382) + Answering Machine (422) + Busy Signal (68))			<b>872</b>
<b>In-Scope Non-Responding (IS)</b> (Refused to Respond (579) + Unresolved Call-back (166))			<b>745</b>
<b>In-scope Responding (R)</b> (Completions (261) + Lang DQ (32) +Age DQ** (2) +Quota Full (120))			<b>413</b>
<b>Response Rate (MRIA Empirical Method =R/(U+IS+R))</b>	<b>=413/(872+745+413)</b>		<b>20.3%</b>

\*Invalid

\*\* Not included in response rate calculations

# Appendix B: English/French Questionnaires

## ADVERTISING CAMPAIGN EVALUATION TOOL

### Wireless - Advertising Campaign

Hello, my name is \_\_\_\_\_. I'm calling on behalf of XXX. I'd like to ask you a few questions on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

- a) May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes	=> CONTINUE
No	=> ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED	=> THANK AND TERMINATE

- b) Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

Yes, now	=> CONTINUE
Yes, call later	=> SCHEDULE CALLBACK DATE AND TIME
REFUSED	=> THANK AND TERMINATE

**[IF ASKED]** The survey will take about 6 minutes to complete.

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### INTRODUCTION FOR CELLULAR PHONE ONLY SAMPLE

Hello, my name is \_\_\_\_\_. I'm calling on behalf of XXX. I'd like to ask you a few questions on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

- a) Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

**[IF ASKED]** The survey will take about 6 minutes to complete.

Yes, now	=> CONTINUE
Yes, call later	=> SCHEDULE CALLBACK DATE AND TIME
REFUSED	=> THANK AND TERMINATE

- b) Have I reached you on a cellular phone or a traditional telephone line?

Cellular phone	=> CONTINUE
Traditional phone	=> THANK AND TERMINATE
REFUSED	=> THANK AND TERMINATE

- c) Are you in a safe place to answer a survey?
-

Yes => CONTINUE  
No => SCHEDULE CALLBACK DATE AND TIME  
REFUSED => THANK AND TERMINATE

d) Are you 18 years of age or older?

Yes => CONTINUE  
No => THANK AND TERMINATE  
REFUSED => THANK AND TERMINATE

e) At home, do you have a traditional telephone line other than a cell phone?

Yes => THANK AND TERMINATE  
No => CONTINUE  
REFUSED => THANK AND TERMINATE

f) In which province or territory do you live?

Newfoundland	1
Prince Edward Island	2
Nova Scotia	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Northwest Territories	12
Nunavut	13

## CORE QUESTIONS



**ASK ALL RESPONDENTS**

**Q1A:**

Over the past few months or so, have you seen any advertising about some of the new wireless service measures in place for Canadian wireless consumers?

- Yes
  - No => GO TO Q2
  - DON'T KNOW => GO TO Q2
  - REFUSED => GO TO Q2
- 

**Q1B:**

What can you remember about this advertising? What words, sounds or images come to mind? **[RECORD VERBATIMS - ACCEPT MULTIPLE RESPONSES]**

INSERT RESPONSE..... 77 O  
DON'T KNOW/REFUSED..... 99 X

---

**RANDOMIZE [Q2a-Q2b]**

**Q2. More specifically...**

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**Q2a:** Do you remember seeing a **television** ad over the past few weeks or so with wireless salespeople taking back a customer's phone, explaining a bill to another, and explaining roaming fees to a third? The ad mentions that the new rules provide Canadians with 15-day trial periods on devices with new plans; an end to 3-year contracts; and notifications and limits on data roaming and data overage charges.

- Yes
  - No
  - DON'T KNOW
  - REFUSED
  - VOLUNTEERED: Not applicable/do not watch television
- 

**Q2b:** Do you remember seeing an advertisement on the **Internet**, including web banners and videos, over the past few weeks or so about new measures put in place to protect Canadian wireless consumers and improvements to wireless services? The ad mentions that the new rules provide Canadians with 15-day trial periods on devices with new plans; an end to 3-year contracts; and notifications and limits on data roaming and data overage charges.

- Yes
  - No
  - DON'T KNOW
  - REFUSED
  - VOLUNTEERED: Not applicable/do not use the Internet
- 

**IF RESPONDENT RECALLS ANY OF THE ADS IN Q2a-Q2b SERIES OF QUESTIONS, CONTINUE; OTHERWISE SKIP TO Q10.**

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**Q3:**

Thinking about the advertising that you saw, what do you think was the **main** point these advertisements were trying to get across? **[RECORD VERBATIMS - ACCEPT ONE RESPONSE]**

INSERT RESPONSE ..... 77    O  
Don't Know / Refused ..... 99    X

---

**Q5A:**

Who do you think produced those ads? In other words, who funded them? **[DO NOT READ LIST, ACCEPT ONE RESPONSE]**

- Government of Canada / Federal Government
  - Provincial Government
  - Municipal Government
  - Government (General)
  - Taxpayers
  - Other (Specify) \_\_\_\_\_
  - DON'T KNOW
  - REFUSED
- 

**[ASK Q5B IF Q5A = 'Government (General) OTHERWISE GO TO Q10]**

**Q5B: Which level of government? [READ LIST, ACCEPT ONE RESPONSE]**

- Federal government
- Provincial government
- Municipal government
- Other
- DON'T KNOW
- REFUSED

**CAMPAIGN SPECIFIC QUESTIONS**

**ASK ALL RESPONDENTS**

**Q10:** Canada's policy related to competition in the wireless industry is "more choice, lower prices, better service". Have you heard of this?

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Yes  
No  
DON'T KNOW  
REFUSED

## DEMOGRAPHIC QUESTIONS

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

### D1:

Which of the following categories best describes your current employment status? Are you...? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time (35 or more hours per week)  
Working part-time (less than 35 hours per week)  
Self-employed  
Student attending full time school (not working)  
Unemployed, but looking for work  
Not in the workforce (e.g. unemployed, but not looking for work, a full-time homemaker or parent)  
Retired  
Other  
REFUSED

### D2:

What is the highest level of formal education that you have completed to date? **[READ LIST, ACCEPT ONE RESPONSE]**

Elementary school or less  
Secondary school  
Some post-secondary  
College, vocational or trade school  
Undergraduate university program  
Graduate or professional university program  
REFUSED

### D3:

In what year were you born?

RECORD YEAR: \_\_\_\_\_  
REFUSED

---

**D4:**

Are there any children under the age of 18 currently living in your household?

- Yes
- No
- REFUSED

---

**D5:**

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes? **[READ LIST, ACCEPT ONE RESPONSE]**

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$120,000
- \$120,000 to just under \$150,000
- \$150,000 and above
- REFUSED

---

**D6:**

Were you born in Canada?

- Yes
- No
- REFUSED

---

**ASK RDD SAMPLE ONLY**

**D6a:**

Do you own a cellular phone?

- Yes
- No
- REFUSED

**MEDIA CONSUMPTION QUESTION**

**D7:**

In the last two weeks, have you...

**RANDOMIZE MEDIA CHANNELS**

- a. Read a daily newspaper?
- b. Read a weekly newspaper?
- c. Watched television?
- d. Listened to the radio?
- e. Used public transit?
- f. Read a magazine?
- g. Used the Internet?
- h. **(IF RESPONDENT USED THE INTERNET)** Used Facebook?
- i. **(IF RESPONDENT USED THE INTERNET)** Watched videos on YouTube?
- j. Watched a movie at a movie theatre?

Yes

No

DON'T KNOW

REFUSED

---

**That concludes the survey. This survey was conducted on behalf of Industry Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to participate, it is greatly appreciated.**

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**INTERVIEWER RECORDS:**

- **INSERT GENDER**
- **INSERT LANGUAGE OF INTERVIEW**
- **INSERT DATE OF THE INTERVIEW**
- **INSERT PROVINCE**

**OUTIL D'ÉVALUATION DE CAMPAGNES PUBLICITAIRES**

**Campagne de publicité**

**INTRODUCTION**

**INTRO POUR L'ÉCHANTILLON RDD**

Bonjour, je m'appelle \_\_\_\_\_. Je vous appelle au nom de la firme de recherche NRG. J'aimerais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est enregistré auprès de l'Association de la recherche et de l'intelligence marketing (ARIM).

- c) Pourrais-je parler à un membre de votre foyer qui a 18 ans ou plus ayant le plus récemment célébré son anniversaire? Seriez-vous cette personne? **[SI LA PERSONNE N'EST PAS DISPONIBLE, FIXER UN MOMENT POUR LE RAPPEL]**

Oui	=> CONTINUER
Non	=> DEMANDER LA PERSONNE ÉLIGIBLE ET RECOMMENCER
REFUS [DÉCLARATION SPONTANÉE]	=> REMERCIER ET TERMINER

- d) Seriez-vous disponible pour prendre part à ce sondage ? Nous pouvons le faire dès maintenant ou à un moment plus propice pour vous.

Oui, maintenant	=> CONTINUER
Oui, rappeler	=> CÉDULER LA DATE ET L'HEURE POUR UN RAPPEL
REFUS	=> REMERCIER ET TERMINER

**[SI DEMANDÉ]** Le sondage est d'une durée d'environ 6 minutes.

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### INTRODUCTION POUR L'ÉCHANTILLON DES GENS QUI UTILISENT UN TÉLÉPHONE CELLULAIRE SEULEMENT

Bonjour, je m'appelle \_\_\_\_\_. Je vous appelle au nom de la firme de recherche NRG. J'aimerais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. . Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est enregistré auprès de l'Association de la recherche et de l'intelligence marketing (ARIM).

- a) Seriez-vous disponible pour prendre part à ce sondage? Nous pouvons le faire dès maintenant ou à un moment plus propice pour vous.

**[SI DEMANDÉ]** Le sondage est d'une durée d'environ 6 minutes.

Oui, maintenant	=> CONTINUER
Oui, rappeler	=> CÉDULER LA DATE ET L'HEURE POUR UN RAPPEL
REFUS	=> REMERCIER ET TERMINER

- b) Est-ce que je vous ai rejoint sur un téléphone cellulaire ou un téléphone traditionnel ?

Téléphone cellulaire	=> CONTINUER
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Téléphone traditionnel => **REMERCIER ET TERMINER**  
REFUS => **REMERCIER ET TERMINER**

c) Êtes-vous à un endroit sécuritaire pour répondre à un sondage ?

Oui => **CONTINUER**  
Non => **CÉDULER LA DATE ET L'HEURE POUR UN RAPPEL**  
REFUS => **REMERCIER ET TERMINER**

d) Êtes-vous âgé(e) de 18 ans ou plus ?

Oui => **CONTINUER**  
Non => **REMERCIER ET TERMINER**  
REFUS => **REMERCIER ET TERMINER**

e) À la maison, avez-vous une ligne téléphonique traditionnelle autre qu'un cellulaire ?

Oui => **REMERCIER ET TERMINER**  
Non => **CONTINUER**  
REFUS => **REMERCIER ET TERMINER**

f) Dans quelle province ou territoire demeurez-vous ?

Terre-Neuve	1
Île-du-Prince-Édouard	2
Nouvelle Écosse	3
Nouveau Brunswick	4
Québec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
Colombie-Britannique	10
Yukon	11
Territoire du Nord-Ouest	12
Nunavut	13

## QUESTIONS GÉNÉRIQUES

### DEMANDER À TOUS

#### Q1A:

Au cours des dernières mois, avez-vous vu, lu ou entendu des annonces sur des nouveaux services sans fil mis à la disposition des consommateurs canadiens de services sans fil?

Oui  
Non => **PASSER À Q2**

NE SAIS PAS  
REFUS

=> PASSER À Q2  
=> PASSER À Q2

---

**Q1B:**

De quoi vous souvenez-vous à propos de cette (ces) annonce(s)? Quels sont les mots, les sons ou les images qui vous viennent à l'esprit? **[NOTER LA RÉPONSE MOT POUR MOT - ACCEPTER PLUSIEURS RÉPONSES]**

INSCRIRE LA RÉPONSE	77	O
NE SAIT PAS/REFUS DE RÉPONDRE	99	X

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**PRÉSENTER Q2a-Q2b ALÉATOIREMENT**

**Q2.** Plus précisément...

**Q2a:**

Vous souvenez-vous avoir vu au cours des dernières semaines une annonce à la **télévision** montrant des vendeurs de produits sans fil reprenant le téléphone d'un client, expliquant la facture à un autre, et expliquant les frais d'itinérance à un troisième? L'annonce mentionnait que les nouvelles règles permettront aux Canadiens d'essayer les appareils munis d'un nouveau plan pendant une période de 15 jours ; elles mettront fin aux contrats fermés de trois ans ; et elles établiront des limites sur les frais de données en itinérance.

Oui

Non

NE SAIS PAS

REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/ne regarde pas la télévision

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**Q2b:**

Vous souvenez-vous avoir vu au cours des dernières semaines une annonce sur **Internet** incluant des bannières et des vidéos où il était question de nouvelles règles et améliorations en matière de sans fil pour protéger les consommateurs canadiens? L'annonce mentionnait que les nouvelles règles permettront aux Canadiens d'essayer les appareils munis d'un nouveau plan pendant une période de 15 jours ; elles mettront fin aux contrats fermés de trois ans ; et elles établiront des limites sur les frais de données en itinérance.

Oui

Non

NE SAIS PAS

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REFUS

DÉCLARATION SPONTANÉE : Ne s'applique pas/n'utilise pas l'Internet

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**SI LE/LA RÉPONDANT(E) SE SOUVIENT D' ANNONCES AUX QUESTIONS Q2a ou Q2b, CONTINUER; AUTREMENT, PASSER À LA Q10.**

**Q3:**

En ce qui concerne les annonces que vous avez vues, lues ou entendues à votre avis, quel était le message **principal** que ces annonces voulaient communiquer? [**NOTER LA RÉPONSE MOT POUR MOT - ACCEPTER UNE SEULE RÉPONSE**]

INSCRIRE LA RÉPONSE ..... 77      O  
Ne sais pas / Refus ..... 99      X

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**Q5A:**

A votre avis, qui a conçu ces annonces? Autrement dit, qui les a financées? [**NE PAS LIRE, ACCEPTER UNE SEULE RÉPONSE**]

Gouvernement du Canada / Gouvernement fédéral

Gouvernement provincial

Administration municipale

Gouvernement – en général

Contribuables

Autre (préciser) \_\_\_\_\_

NE SAIS PAS

REFUS

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**SI LE/LA RÉPONDANT(E) A RÉPONDU « GOUVERNEMENT – EN GÉNÉRAL » À Q5A, DEMANDER Q5B, AUTREMENT PASSER À Q10.**

**Q5B:**

Quel ordre de gouvernement? [**LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE**]

Gouvernement fédéral

Gouvernement provincial

Administration municipale

Autre

NE SAIS PAS

REFUS

## QUESTION PORTANT SUR LA CAMPAGNE

### DEMANDER À TOUS

#### Q10:

La politique du Canada liée à la concurrence dans l'industrie du sans fil porte sur "Plus de choix. Des prix plus bas. De meilleurs services." En avez-vous entendu parler?

- Oui
- Non
- NE SAIS PAS
- REFUS

## QUESTIONS DÉMOGRAPHIQUES DE BASE

En terminant, j'aimerais vous poser certaines questions pour les besoins de la compilation de statistiques. Je tiens à vous rappeler que toutes vos réponses demeureront entièrement confidentielles.

#### D1:

À l'heure actuelle, quelle est votre situation dans le contexte de l'emploi? Êtes-vous...? **[LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE]**

- Employé(e) à temps plein (au moins 35 heures par semaine)
- Employé(e) à temps partiel (moins de 35 heures par semaine)
- Travailleur/travailleuse autonome
- Étudiant(e) à l'école à temps plein (sans emploi)
- Sans emploi, mais à la recherche d'un emploi
- En dehors de la population active (p. ex., sans emploi, mais pas à la recherche d'un emploi; personne au foyer ou parent à temps plein)
- À la retraite
- Autre
- REFUS

#### D2:

Quel est le plus haut niveau de scolarité que vous avez atteint? **[LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE]**

- École primaire ou moins
- Études secondaires
- Études post-secondaires en partie
- Diplôme d'un collège, d'une école technique ou d'une école de métiers
- Diplôme d'études universitaires de premier cycle
- Diplôme d'études universitaires de deuxième ou de troisième cycle
- REFUS

#### D3:

En quelle année êtes-vous né(e)?

INSCRIRE L'ANNÉE : \_ \_ \_ \_ \_

REFUS

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**D4:**

Est ce qu'il y a des enfants de moins de 18 ans qui vivent dans votre foyer ?

Oui

Non

REFUS

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**D5:**

Laquelle des catégories suivantes décrit le mieux la somme des revenus avant impôts de tous les membres de votre foyer? **[LIRE LA LISTE, ACCEPTER UNE SEULE RÉPONSE]**

Moins de 20 000 \$

20 000 \$ à un peu moins de 40 000 \$

40 000 \$ à un peu moins de 60 000 \$

60 000 \$ à un peu moins de 80 000 \$

80 000 \$ à un peu moins de 100 000 \$

100 000 \$ à une peu moins de 120 000 \$

120 000 \$ à une peu moins de 150 000 \$

150 000 \$ ou plus

REFUS

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**DEMANDEZ SEULEMENT SI ÉCHANTILLON RDD**

**D6a:**

Possédez-vous un téléphone cellulaire?

Oui

Non

REFUS

**QUESTIONS PORTANT SUR L'UTILISATION DES MEDIAS**

**D7 :**

Au cours des deux dernières semaines, avez-vous...

**PRÉSENTER LES MÉDIAS ALÉATOIREMENT**

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- a. lu un journal quotidien ?
- b. lu un journal hebdomadaire ?
- c. regardé la télévision ?
- d. écouté la radio ?
- e. utilisé le transport en commun ?
- f. lu une revue ou un magazine ?
- g. utilisé l'Internet ?
- h. **(SI LE RÉPONDANT UTILISE INTERNET)** accédé à Facebook ?
- i. **(SI LE RÉPONDANT UTILISE INTERNET)** visionné des vidéos sur YouTube ?
- j. regardé un film dans une salle de cinéma?

Oui

Non

NE SAIS PAS

REFUS

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**Voilà qui met fin au sondage que nous avons effectué pour le compte d'Industrie Canada.  
Dans les mois à venir, le rapport sera disponible de Bibliothèque et archives Canada. Nous vous remercions  
beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.**

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**POUR LES DOSSIERS DE L'ENQUÊTEUR :**

- **INSCRIRE LE SEXE**
- **INSCRIRE LA LANGUE DE L'ENTREVUE**
- **INSCRIRE LA DATE DE L'ENTREVUE**
- **PROVINCE/TERRITOIRE**