Post-advertising Assessment of the "Wireless Policy" TV Campaign

-Methodological Report-

Prepared by:
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Presented to:
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Ce rapport est aussi disponible en français sur demande.

Industry Canada   Industrie Canada

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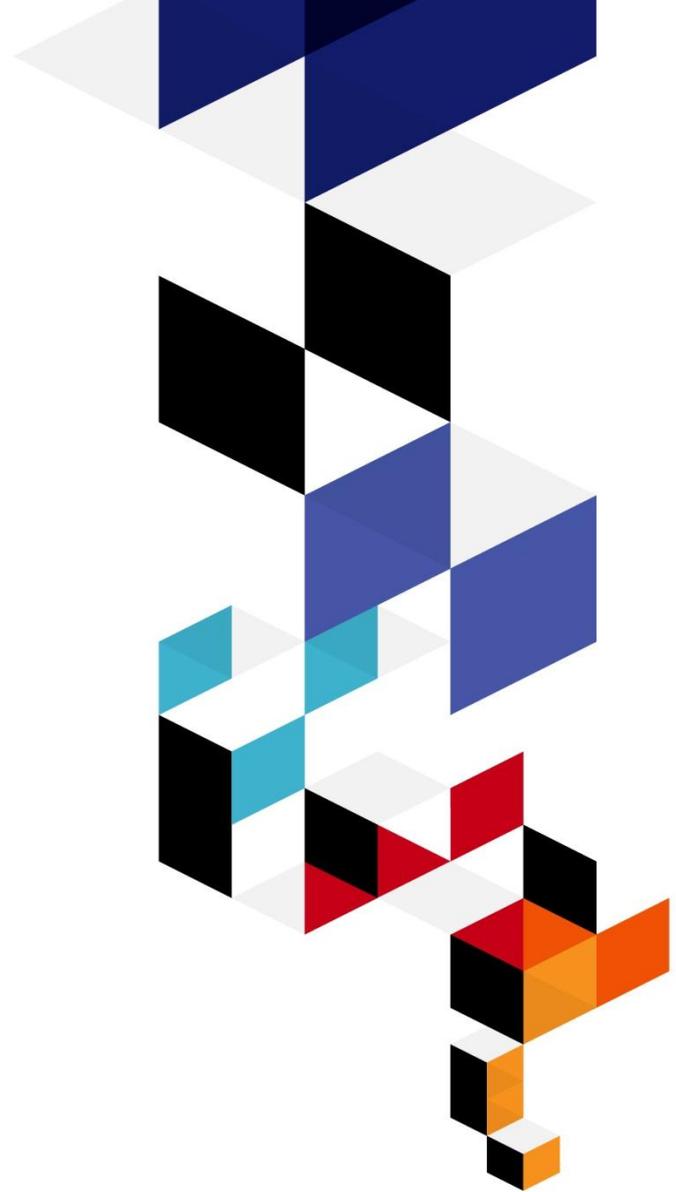**Head of Customer Service - Quebec**
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Industry   Industrie
Canada   Canada

Statement of Political Neutrality

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.

December 23rd, 2013

Daniel Brousseau, CMRP
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Contents

Narrative Executive Summary

Industry Industrie
Canada Canada

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Purpose and Objectives

Purpose

■ Industry Canada is presently conducting some advertising to communicate the Government's wireless policy in order to correct any inaccuracies that may be present in the minds of the public. Advertising consists of 30-second TV spots in both English and French.

Objectives

■ The main objective was to use the standard set of questions of the Advertising Campaign Evaluation Tool in order to measure the effectiveness of the advertising campaign for communicating with Canadians on government wireless policies.

■ Specific objectives included:

  o Measuring unaided and aided awareness of the advertisements;

  o Determining message recall;

  o Assessing sponsorship/attribution of the advertisements;

  o Understanding the impact, in terms of action, in response to the advertisements;

  o Gauging if the creative aspect resonated with the target audience.

How information will be used

■ Results collected through this process will be used to measure campaign performance against benchmark data in order to help inform future advertising plans and campaigns.

Total Expenditures

■ Total expenditures for this project were $50,842.29.

Methodology

Approach

- This quantitative study was conducted via telephone among a nationally-representative sample of Canadians 18 years of age and older. A total of 2,002 interviews were completed, 1,733 of which were among landline users and 269 were among individuals subscribing exclusively to wireless phone services.

Data Collection

- Fieldwork dates: December 9 to December 17, 2013
- Average survey duration of 6.4 minutes and duration range of 3.8 minutes for the shortest and 21.2 minutes for the longest
- Type and amount of incentives: no incentives offered

Sample Source

- Households from across Canada were selected at random, using a RDD (Random Digit Dialing) methodology.
- Sample was generated using a Predictive Random Dialer.

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.

Appendices

Description of Methodology

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Dec. 9 to Dec. 17 2013

6.4 min

n = 2002

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Sample

Sample Source

- Households from across Canada were selected at random, using a RDD (Random Digit Dialing) methodology.
  - o Using this methodology ensures all households in the sample universe have an equal chance of being selected.
- Sample was generated using a Predictive Random Dialer.
  - o In this methodology, numbers are dialed based on known landline area codes and exchange blocks (the first three digits of a telephone number) which relate to the geographic location of a given household – the remaining four-digit extension is randomly generated.
  - o This approach ensures that households are chosen at random and avoids the constraints of a listed sample, which generally includes only numbers found in telephone directories. Similarly, cell phone-only households were randomly generated by using known cell-phone area codes and exchange combinations, and then randomizing the last 4 digits.
  - o The numbers were dialed using an IVR (interactive voice response) methodology.
  - o Respondents are asked to confirm their cell phone-only household status.

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Response rate

Label	TOTAL	Landline	CPO
Total Numbers Attempted	70258	68453	1805
01 (INT99) Complete	2002	1733	269
03 (INTRO) Call Back with an appointment	961	850	111
04 (INTRO) Answering Machine	976	914	62
05 (INTRO) Vacation	54	52	2
06 (INTRO) Terminated Refused	160	145	15
07 (INTRO) Language difficulty/Hearing impaired	703	692	11
08 (INTRO) Not In/No Answer/Call Back without appointment	1814	1678	136
09 (INTRO) Wrong Number/No person by that name	114	113	1
10 (INTRO) Not in Service	89	88	1
11 (INTRO) Busy line	24	24	0
13 (INTRO) DUPLICATE PHONE #/CUSTOMER ALREADY SURVEYED	55	54	1
P1 (INTRO) Dialer - No answer	5344	5161	183
P2 (INTRO) Dialer - Busy	1112	1086	26
P3 (INTRO) Dialer - Operator intercept	34634	34498	136
P5 (INTRO) Dialer - Answering machine	8523	8010	513
P6 (INTRO) Dialer - Fax/modem	1981	1980	1
R1 (INTRO) Refused	8864	8618	246
T7 (INT07) Yes Has Traditional line- THANK AND TERMINATE	32	0	32
XX (INTRO) ADD TO DO NOT CALL LIST	973	927	46
Z1 (INTRO) Business number	1843	1830	13
Incidence	99%	100%	90%
Invalid	38716	38563	153
Unresolved	17793	16873	920
In-Scope Non-Responding	11715	11284	431
In-Scope Responding	2034	1733	301
MRIA Empirical Response Rate	6.4%	5.8%	18.2%

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Quality Controls

Programming Protocols

- Precise protocols for CATI programming were followed (e.g.: all programming instructions)
- Quota specifications, sample specifications, special variable (e.g., calculated variables) instructions, detailed question instructions (e.g., Read List, Do Not Read List, etc.), minimum and maximum values accepted from numeric questions were specified.
- CATI programming was double-checked and tested in both English and French for correctness of question text and accuracy of spelling, choice options, skip instructions, logic, field widths, messages, quotas, etc.

Data Simulation

- Simulated Data was used to generate frequencies that were verified according to the final paper questionnaire to ensure skips worked properly and that the flow worked correctly – validation of base sizes and of all response options.

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Quality Controls (cont'd)

Interviewer Training

- Every interviewer who worked on the project was fully briefed by a supervisor.
  - The briefing process included reviewing the CATI on-screen questionnaire page by page and providing instructions whenever applicable (e.g.: open-ends probing and clarifying).
- Interviewers were also required to review the Test module in order to familiarize themselves with the script and conduct mock interviews with each other prior to working on the live project.

Monitoring

- 5% of each interviewer's completes were monitored; at least 75% of each monitored interview was listened to by a supervisor.
- The ratio of monitors to interviewers in the call centre was, on average, about 1:10. We conducted two forms of monitoring: spot monitoring and full monitoring. All monitoring was conducted live.
  - **Spot monitoring** consisted of listening to an interviewer for two minutes and recording feedback on their online profile. If an interviewer received negative feedback, they were spoken to immediately and instructed on how to improve.

Quality Controls (cont'd)

o **Full monitoring** involved listening to at least one completed survey by an interviewer as well as some of their introductions that did not result in completed surveys. The monitor then gave the interviewer detailed feedback in person, which was also recorded in their online profile. If an interviewer was not conducting surveys according to our standards, the consequences ranged from receiving a low score on their monitoring report to incurring a warning on their employee profile, depending on the severity of the problem. Instructions were given on how to improve and monitoring was continued in order to ensure they were following instructions.

Quota Management

■ Quotas were divided between landline and cell-only sample, which were then divided by provinces. While dialing, an assigned Supervisor ensured all areas were dialed thoroughly. The Supervisor was also responsible for ensuring that the CATI software was set up correctly to stop dialing all regions by 9:30 pm, local time.

Callbacks

■ Coordinating callbacks was another important consideration. All "No Answers", "Answering Machines" and "Busies" were dialed the following day at a different time.

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Quality Controls (cont'd)

Verification of Frequencies

■ Once the project was in the data collection phase, frequencies were checked after the first night and several times throughout fieldwork to ensure that there were no issues with programming or data consistency.

Verification of Verbatims

■ Verbatims were checked on a daily basis by our coding department in order to ensure full, rich open-ended responses. Feedback was provided to interviewers where needed. The verbatim codes were developed to decrease the number of 'Other' responses (i.e. a catchall category) to 2-3% or less of total responses given.

Verification of Tables

■ Data tables were checked against the CATI marginal/frequencies to ensure accuracy (i.e. all questions included, question numbers consistent with the questionnaire, correctness of base sizes, stub frequencies, banner points, choices, nets, mean calculations, custom tables, calculated variables, spelling, etc). When the data files were created, all files were opened and visually inspected and checked for inclusion of all variables, data records, and for correctness of labels and any newly-calculated variables.

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Results

Weighting Parameters

■ The data was weighted by region, age, and gender to reflect the composition of the Canadian adult population aged over 18 years-old.

■ Weights were interlocked by those three variables. A second weight was applied to reflect the actual distribution of landline and cell phone-only households in the general population.

Confidence Level and Margin of Error

■ The margin of error associated with the final sample is ± 2.2% at a confidence level of 95%.

Potential for non-response bias

■ Non-response bias is always possible particularly in view of the low response rates that are now the norm in most survey research. However, in this particular case multiple callbacks on different days and at different times sought to diminish the potential for non-response bias. Data are also weighted to Statistics Canada population estimates which reduces potential non-response bias.

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Study Materials

English Questionnaire

French Questionnaire

Tables

SPSS Data

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