
Consumer.ic.gc.ca
Website:
WebValidator
for Survey Ending
February 2004



Summary Report

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Final

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1.0 Summary

The complete WebValidator consists of 6 separate reports:

1. **Summary Report** – this report, which is a summary of data as well as analysis and general comments
2. **Study Results Report** – a complete summary of Overall results, Dimensions, Attributes, Strengths/ Weaknesses and Consensus/Disagreement
3. **User Profile Report** – a cross tab analysis of respondent demographics
4. **Detailed User Group Report** – 3 levels of analysis by demographic profiles
5. **User Opinions Report (English and French)** – a complete report of open-ended responses and keyword analysis

1.1 Executive Summary

With a response rate of 3.5% (approx 1 in 28, 673 responses in total) of site visitors, the survey results are considered well representative of the user population.

The Consumer Connection site overall is well regarded by its users with approximately 72% (up from 66% in 2002) of respondents rating the site as a whole “good” or better and 52% (up from 45% in 2002) of respondents rating it “very good” or better. Site satisfaction varies considerably according to user groups with 35% of respondents being very satisfied (up from 30% in 2002) and 37% being somewhat satisfied (up from 32% in 2002). Twenty percent were neutral (down from 27%) and only 8% expressed some level of dissatisfaction (down from 11% in 2002). Considering that the vast majority of respondents were first time visitors (84%), the level of dissatisfaction is quite low and is coupled with a good likelihood of return at 71% (up from 68%) in 2002.

The Consumer Connection site is well regarded by the majority of users and has shown significant improvement over the period from the 2002 webValidator.

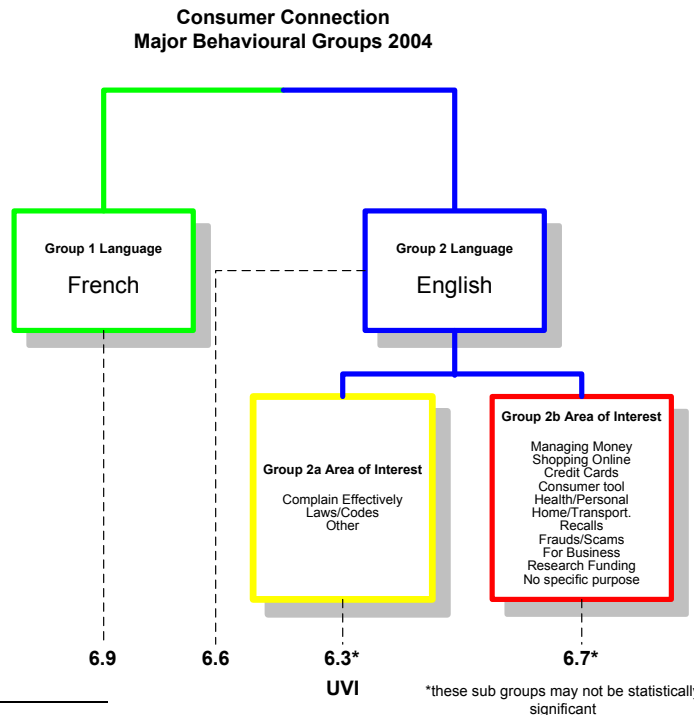
See section 4.3.4 for a chart of site satisfaction levels from 2002-2004.

From a strategic perspective, the overall analysis shows that the site has a high level of **long term usefulness** with a high rating for **Motivation**. Very close behind, **Adoption, Content, and Navigation** also indicating high levels of **immediate usefulness** and **desirability** with a **high expectation of long term adoption**.

The dimension of “Interactivity” was rated lowest in the survey as in 2002, although only marginally.

The site is being used for a wide variety of purposes and areas of interest although the largest purpose is still general browsing. The largest areas of interest are managing money and credit cards.

While some 10 individual user groups (demographic tags) were tracked in the survey, a rigorous statistical analysis showed that there were distinct behavioral user groups. The integrity of the analysis increases as one moves up the branches. In this case, the iPerceptions¹ statistician believes that the 2 primary groups, French and English, can be reasonably construed as unique behavioral groups and this is borne out by why each group comes to the site and how they rate it. Although sub-groups under group 2, English are seen in the analysis, the number demographic tags within “area of interest” reduce the reliability of this result because most of the tags are too small to be of use in this type of analysis and are provided for information purposes only.



¹ Based in Montreal, iPerceptions is the proprietary owner of WebValidator and related methodologies

A linear regression of site attributes with site satisfaction was undertaken and the following attributes were observed to be the key determinants of site satisfaction and hence the attributes to watch over time. Numbers in brackets show the relative ranking out of 25 in the whole sample:

*Based on your best online experience, to what extent do you value
www.consumerconnection.ic.gc.ca as a site that...*

- **Discovery** (23rd of 25) (...enables you to find what you're looking for?)
- **Value/efficiency** (17th of 25) (...leaves you feeling that your time was well spent?)
- **Return** (9th of 25) (...encourages you to return?)

This is a key result because 2 of the 3 attributes rank in the bottom third of overall dimension scores. This is important because in some cases, increasing low scoring attributes would not increase overall satisfaction. As an example, the *contact* attribute appears not highly correlated, and could indicate that contact information was not important (statistically) to the sample – e.g. improving contact information might improve the attribute score, but not the usefulness of the site. In this case however, improving these 3 attribute scores should result in an overall increase in user satisfaction.

2.0 Background and Introduction

2.1 Purpose of the Survey

To capture the perceptions of users of the client web site and match them to their demographic profiles to determine the strategic value and effectiveness of the site to those who actually use it, its strengths and weaknesses and through the in-depth analysis, understand what initiatives might be taken to improve it. This feedback provides the basis for comparative assessment of the site's value by the webValidator after a period of time.

2.2 General Approach and Methodology

The WebValidator questionnaire is comprised of 25 questions, which encompass 5 dimensions, each of which are subsequently characterized by 5 individual attributes. There are also a series of 4 open-ended questions (see Appendix A for structured and open-ended questions).

All data is captured and coded by a series of demographic tags. Data can then be analyzed by tag or combination of tags.

This is described in depth in the Survey Results Report and is summarized below.

Dimensions and Associated Attributes

1) Motivation: Refers to the extent that the website appeals to the users and encourages repeated use and is a measure of **long term desirability**.

Attributes: *reliability, brand look, impression, value/efficiency, answers*

2) Interactivity: Refers to how well the website's objectives are communicated and the strength of the relationship between the website and the users, between users, between partners and how well it facilitates interactions between them. It is a measure of **long term usefulness**.

Attributes: *self service, interactive, contacts, listening, guide*

3) Navigation: Refers to the extent that the website enables the user to quickly and easily select and find what they are looking for and is a measure of ***immediate desirability***.

Attributes: *consistency, navigate, site layout, objective, discovery*

4) Content: Refers to the extent that the website provides the user with useful information being sought and is a measure of ***immediate usefulness***.

Attributes: *structure, timeliness link relevance, relevancy, depth*

5) Adoption: Refers to the summative experience and ultimately the likelihood of ***long-term adoption***.

Attributes: *referral, return, first choice, expectations, channel*

Each attribute is rated in terms of a User Value Index (UVI) and each attribute is weighted equally. There are 5 questions associated with each of the 5 dimensions, one for each attribute and rated as follows:

0 - 1	POOR
2 - 3	BELOW AVERAGE
4 - 5	FAIR
6 - 7	GOOD
8 - 9	VERY GOOD
10	OUTSTANDING

Questions and related Dimensions/Attributes are given in the Survey Results Report.

From the data obtained, a strategic overview can be developed encompassing immediate versus long-term perspectives as well as the usefulness and desirability of the site as shown below.



2.3 Respondent Sampling

Solicitation Method Used:

Online Sampling

A script on the Consumer Connection site was placed after the language selection and triggered a popup invitation from the iPerceptions² (webValidator) server, inviting the respondent to participate in the survey. The respondent was given the choice of;

1. Completing the survey immediately,
2. Completing it later in the visit, or,
3. Not to undertake the survey and move on to the site.

Cookie tracking minimized the chances of the same respondent being asked to undertake the survey more than once.

Survey Dates

January 6, 2004 to February 23, 2004

² Based in Montreal, iPerceptions is the proprietary owner of WebValidator and related methodologies

Responses:

Online Sample: 673
Survey response rate: 3.5% (survey responses/total survey invitations)

Summary of Demographic Groups Analyzed:

The following demographic groups were tracked as entered by the respondent:

Table 2.1 - User Groups Tracked

2004	
User Group	Subgroup
Main purpose of your visit today	Consumer news Consumer rights Consumer. Affairs info Consumer Policy info Publications Links other sites Browsing Contact info Other, specify
Primary topic of interest today	Managing Money Shopping Online Complain Effective. Credit Cards Consumer tool Health/Personal Home/Transport Laws/Codes Recalls Frauds/Scams For Business Research Funding No specific purpose Other
access in the last 6 months	This is my first time 2 to 5 times 6 to 10 times 11 times or more
plan to access in the next 6 months	Yes, Occasionally (1-2 times) Yes, Regularly (1-2 times per month) Yes, Frequently (more than 2 times per month) No Don't know
Overall satisfaction	Very satisfied Somewhat satisfied Neutral Somewhat dissatisfied Very dissatisfied

2004	
User Group	Subgroup
Region of access	Alberta British Columbia Manitoba New Brunswick Newfoundland Nova Scotia Nunavut N.W.T. Ontario P.E.I. Quebec Saskatchewan Yukon Outside Canada
In what capacity are you accessing Consumer Connection today?	General Public Academic, Student Media/Journalist Business/Private Sector Federal Government Provincial Government NGO Lobbyist Other, specify
Gender	Male Female
Age	Under 18 18 to 25 26 to 35 36 to 45 46 to 55 Over 55

The number of English and French responses was also tracked automatically.

3.0 Survey Results and Analysis

Details of results are given in separate documents as described previously and dated February 25, 2004. The following is a summary of these reports. A total of 673 individuals responded to the questionnaire over the period from January 6, 2004 to February 23, 2004.

3.1 Basis for the Analysis

The analysis is based on responses to both closed and open-ended questions as outlined in the methodology. It focuses on answering the following questions:

- | | |
|------------------------------|--|
| Overall Effectiveness | Overall, how is this site rated by users? Is the site meeting the needs of its prime target? |
| Dimensions | How is each of the five attributes viewed by key users? What should be the focus of attention to targeted users in the immediate future? |
| User Group | Are there major differences in ratings given by the specific user groups? Within each group, are there differences in ratings by sub-demographic levels? |

3.2 Assessing User Value Index Changes and Differences

Due to the mathematics of linear scale ratings (e.g. rating 1-10), the significance of changes between specific Dimensions, Attributes and Years, will vary according to the number of respondents and where the ratings are in the scale.

As the number of respondents increases in sample sizes, the significance of any differences increases due to more certainty of the data.

The significance of changes in ratings also increases at both extremes of the rating scale. That is to say, typically a change of 0.1 in the User Value Index (UVI) tends to be more significant from as the rating approaches 0 or 10. This is because the simple mathematics makes it harder to move to the extremes of the scale. For example, it is mathematically impossible for a rating to reach 10.0 if even one respondent rates a UVI question less than 10.

For this reason, we place more emphasis on UVI changes between say 0-4 and 7-10 than on changes between 5-7.

3.3 Overall Effectiveness: Level 1 – User Value Index

The overall effectiveness rating measures the average score across respondents and questions. It is useful when making an overall comparison between consecutive surveys to determine whether there has been an overall change in the user value between surveys. It does not capture specific reasons for changes, which is covered in subsequent analysis.

Table 3.1 User Value Index (UVI), Total Sample by Year

	UVI by Year	
	2002	2004
All Attributes	6.5	6.7

3.4 Strategic Focus: Level 2 – User Value Index

The WebValidator Strategic Focus Lens has four focus areas that are viewed by the lens: IMMEDIATE, LONG TERM, DESIRABILITY and USEFULNESS.

The Strategic Focus Lens itself is comprised of the five dimensions: Motivation, Interactivity, Navigation, Content and Adoption.

Each dimension contributes to two focus areas. For example, the dimension of Interactivity contributes to both LONG TERM and USEFULNESS. The dimension of Motivation contributes to LONG TERM and DESIRABILITY.

The shading of each section of the lens represents the rank of each dimension (strongest to weakest) within the lens. The ranking of each dimension, in turn, represents its strength of contribution to each of the focus areas.

Adoption contributes equally to all four focus areas of LONG TERM, IMMEDIATE, USEFULNESS and DESIRABILITY. Adoption is the hub of the website, where loyalty and user satisfaction can be derived from the user's personalized experience. Adoption is directly linked to all other dimensions and successful websites will be the ones that deliver highly personalized positive experiences and long term adoption.

Figure 3.1: Consumer Connection Strategic Focus Lens 2002

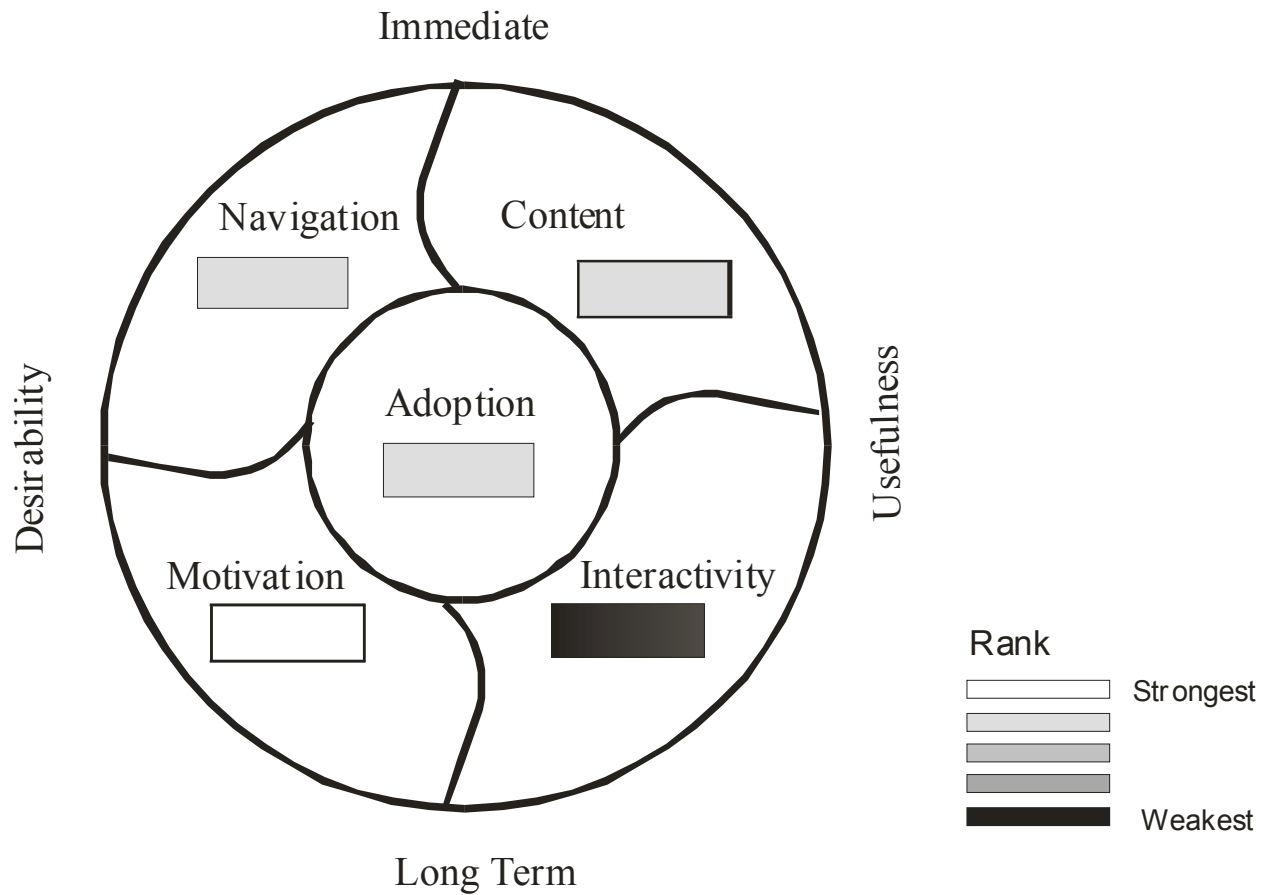


Table 3.2 – User Value Index by Dimension

	Year (Rank)	
	User Value Index	
	2002	2004
Motivation	6.6 (1)	6.8 (1)
Content	6.6 (1)	6.7 (2)
Navigation	6.5 (3)	6.7 (2)
Adoption	6.5 (3)	6.7 (2)
Interactivity	6.4 (5)	6.5 (5)

The relative strength and/or weakness of the 5 Dimensions define the Strategic Focus. In the case of the Consumer Connection website, the individual dimensions scored in the *good* range for the sample. All user dimensions showed some level of improvement over the 2002 survey

Motivation

The highest ranked dimension in this sample was **Motivation** at 6.8 (up from 6.6 in 2002). This is considered a high score.

Highest rated attributes for this dimension were *trust* (7.1, down from 7.3 in 2002) and *Impression* (6.9 – same as in 2002). Lowest rated were *value/efficiency* (6.6, up from 6.2 in 2002) and *answers* (6.4 and up from 5.9 in 2002).

Motivational aspects of the site were well valued with *trust* ranking first in all attributes. The site is generally viewed as a trusted source of information and gave visitors a very good impression of Industry Canada. An important change from 2002 was the increase in *answers* from 5.9 to 6.4. Even though *answers* still rank in the bottom end, this jump is quite significant and still ranks well on the scale. As more in depth analysis will show, this ranking does vary by certain user groups.

This indicates that, most users are very likely to return to the site when its services are needed and the site has shown marked improvement in users finding the information they are looking for.

Interactivity

Interactivity was ranked fifth by this sample at 6.5, up from 6.4 in 2002.

Highest rated attributes for this dimension were *self service* (6.8, up from 6.7 in 2002) and *interactive* (6.8, up from 6.6 in 2002). Lowest rated were *guide* and *contact* at 6.3, up from 6.1 in 2002 (and remain the 2 lowest attribute scores overall).

The site still scores well for interactivity and the ability to access information through a single source. Many still believe that the site was not providing enough support when they needed it.

Users like their interactive experience with the site particularly as a single source of information but are still looking for more assistance when they cannot find what they are looking for.

Navigation

Navigation was tied for second ranking at 6.7, up from 6.5 in 2002.

The highest rated attributes for this dimension were *consistency*, *navigate* and site *layout* at 6.9 and up from 6.8, 6.7 and 6.8 respectively. Lowest rated was *discovery* at 6.4 but up from 6.1 in 2002.

Overall, users find that the site is easy to use and highly value the layout and consistency between pages. Although there were some comments regarding size of fonts and occasionally getting lost, the navigation concerns focused on objectives and not always finding information. However, this concern has decreased significantly from 2002.

The site is generally viewed as consistent and well laid out and an increasing number of users are finding the information they are looking for

Content

Content was tied for second ranking by this sample at 6.7 and up from 6.6 in 2002.

Highest rated attributes for this dimension were *structure* (7.0, up from 6.8 in 2002) and *timeliness* (6.9, and the same as in 2002). Lowest rated were *depth*

(6.6, up from 6.4 in 2002) *link relevance* (6.6, up from 6.5 in 2002) and *relevancy* (6.6, up from 6.2 in 2002).

Although the overall value of content was somewhat dependent on the user groups however there was general consistency in the relative ranking of the attributes.

Most users believe receiving content which is accurate, in a format which is useful and up to date and for the most part, relevant to their requirements and of sufficient depth.

Adoption

Adoption was tied for second ranking by this sample at 6.7 and up from 6.5 in 2002.

Highest rated attributes for this dimension were *referral* (6.9, up from 6.7 in 2002) and *return* (6.8, up from 6.7 in 2002). Lowest rated were *expectations* and *first choice* (both at 6.5 and up from 6.3 in 2002).

The site has a very high probability of adoption by users who require its type of service and there is a good likelihood of expanded use through word-of-mouth.

Users in general will likely return to Consumer Connection for the type of service it offers and refer it to others.

4.0 Results by Demographic and Target Group

An important factor for website improvement is to examine ratings by specific demographic profiles. In section 3, we provided an overall summary of the site as a whole, as well as by Dimension and Attribute. This section will focus on specific demographic profiles. The demographic tags are divided into primary and secondary. Primary tags are those where observation of UVI is actionable to a target group. For secondary tags, we look more at the number count because UVI is generally tied to the tag (e.g. it is obvious that site satisfaction will be tied directly to UVI – the key is to know the proportion of satisfied respondents).

Two levels of demographic analysis were undertaken. The first was RECPAM analysis (section 4.1) which is a rigorous statistical look at the level of distinct behaviors in user groups. This is coupled with a linear regression analysis of attributes to show which are the best indicators of site satisfaction. The second is a general demographic overview which shows who is coming to the site and what they think of it.

4.1 RECPAM Analysis

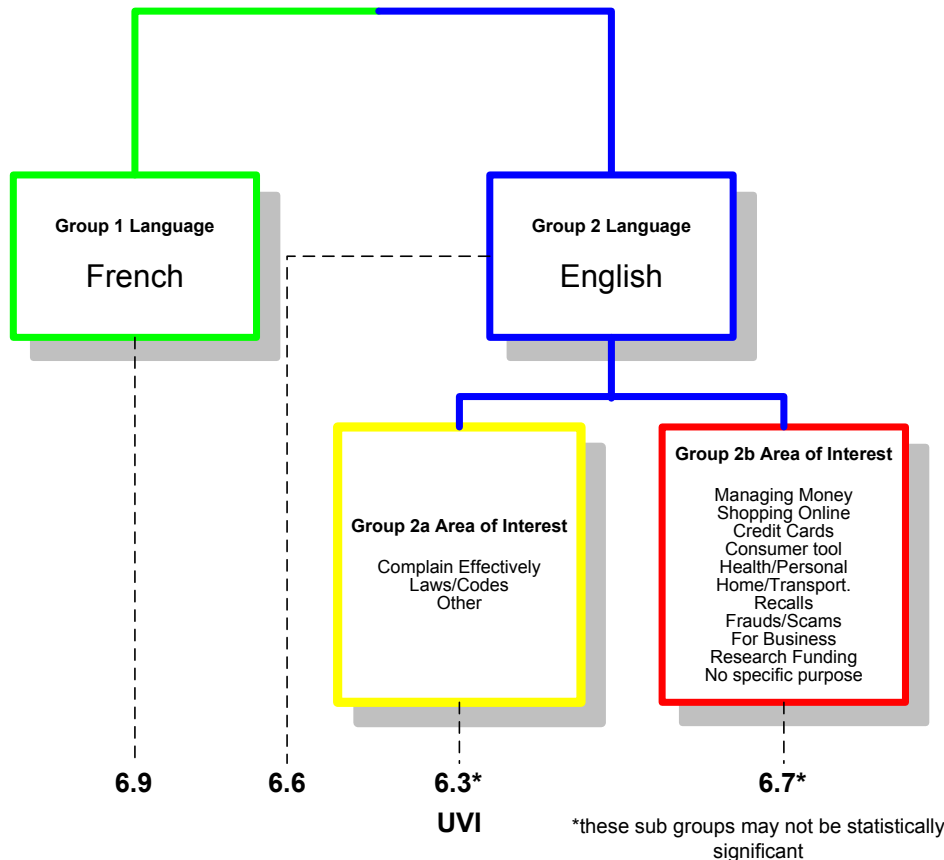
A new tool for 2002 is **RE**Cursive **P**artition and **AM**algamation or RECPAM. RECPAM is a statistical approach which works with a multivariate response and the algorithm segments the sample according to difference in the structure of the multivariate response. Furthermore, after a recursive partition or branching, the algorithm also recombines groups from different branches that exhibit similar structure, thus reaching the goal of identifying homogeneous *and* distinct subgroups.

In simple terms, RECPAM examines the results group by group to see if they behave similarly or differently. The prediction is that if groups behave similarly, any intervention to the web site should affect the groups in a similar way. RECPAM deals specifically with behavior. That is not to say that groups and sub groups might rate the site differently for User Value Index.

RECPAM analysis on the 2002 Consumer Connection responses shows 2 major behavioral groups by language and to a lesser extent, 2 sub groups by area of interest.

Figure 4.1

**Consumer Connection
Major Behavioural Groups 2004**



The integrity of the RECPAM analysis increases as one moves up the branches. In this case, the iPerceptions statistician believes that the 2 primary groups, French and English, can be reasonably construed as unique behavioral groups and this is borne out by why each group comes to the site and how they rate it. Although sub-groups under group 2, English are seen in the analysis, the number demographic tags within “area of interest” reduce the reliability of this result because most of the tags are too small to be of use in this type of analysis and are provided for information purposes only.

The following figures show the differences in language groups by area of interest as well as individual attributes.

Figure 4.2

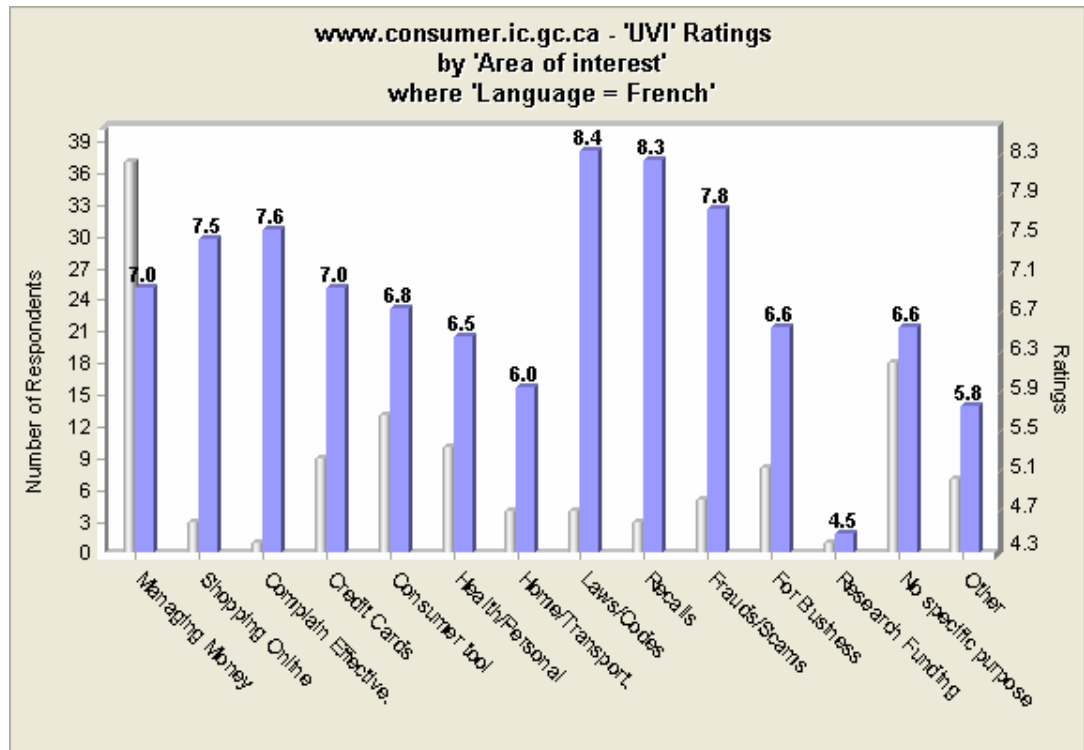


Figure 4.3

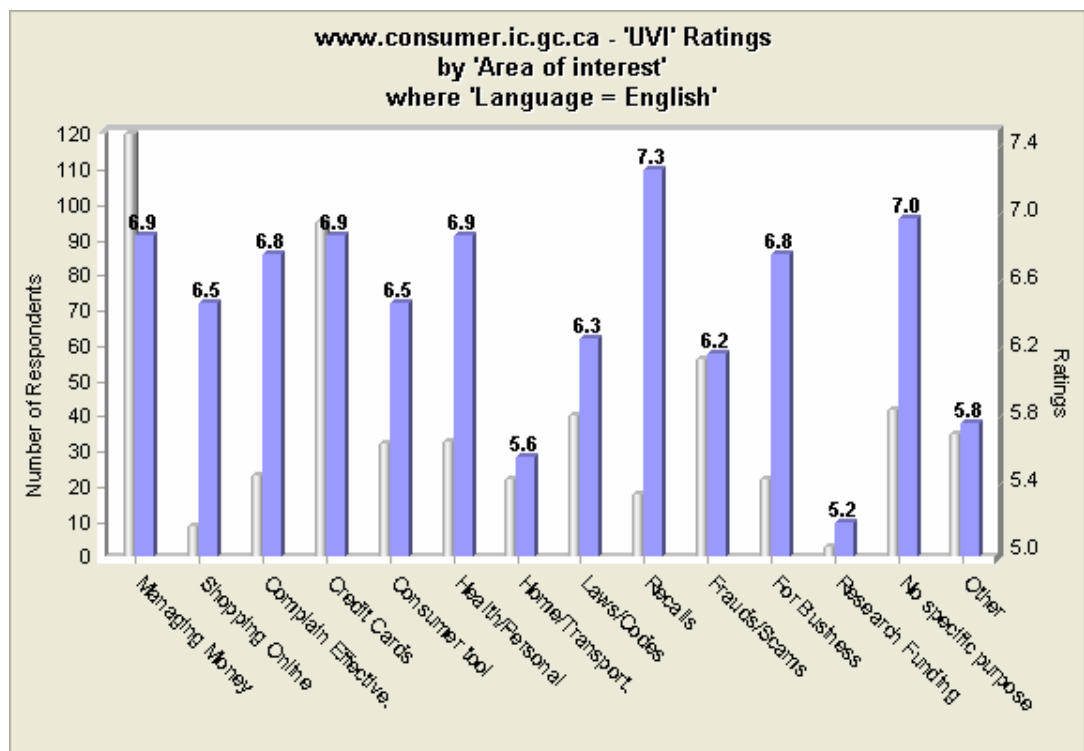


Figure 4.4

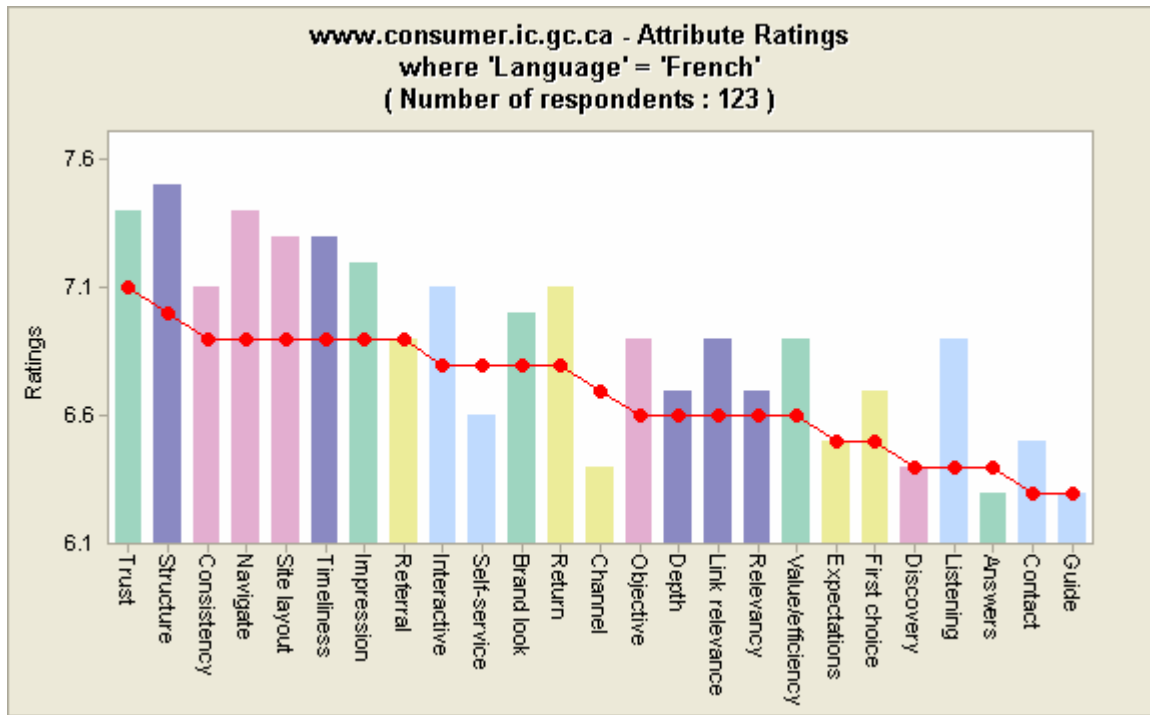
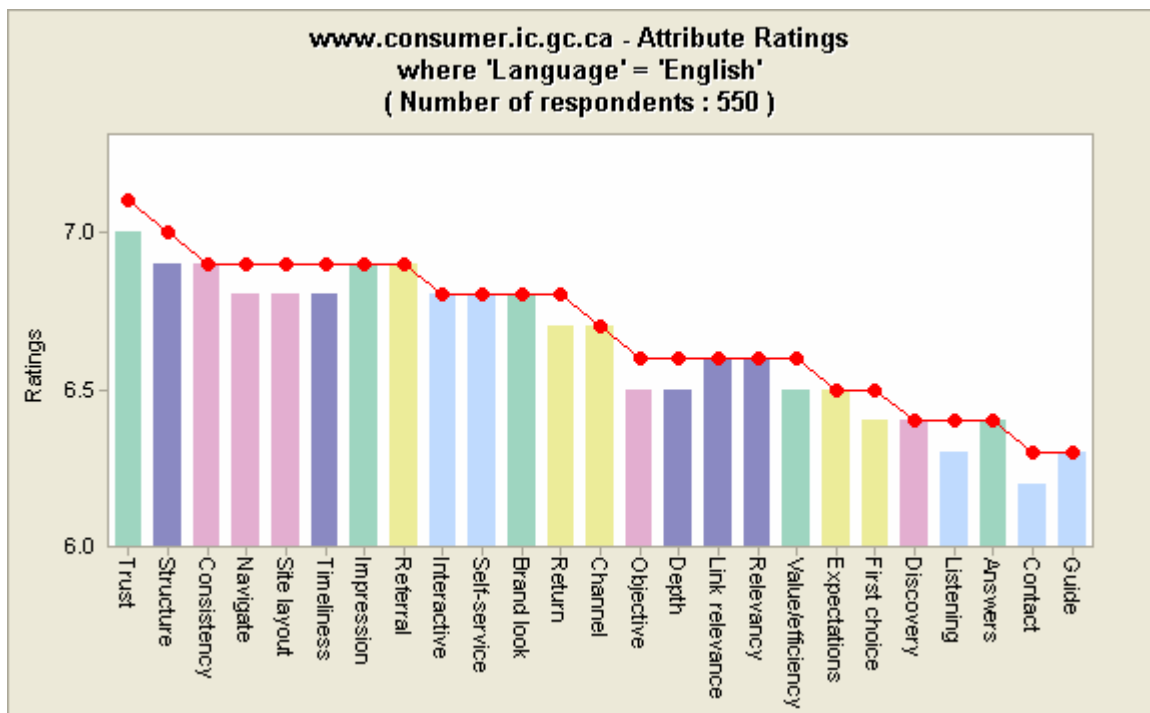


Figure 4.5



With respect to area of interest, on a relative basis, significantly more anglophones sought information on credit cards, frauds/scams and laws/codes.

With respect to attributes, one sees different emphasis between groups and individual attributes. Most notable is that even though francophones in general rated the site higher than anglophones, the attributes of *self-service*, *channel* and to a lesser extent, *answers* were rated below the average scores.

4.2 Linear Regression of Attributes

The degree of statistical correlation of attributes in a linear regression has been shown to be a good indicator of which attributes best represent determinants of site satisfaction.

For the 2004 Consumer Connection sample, the following attributes together were found to be the most correlated and hence are the best indicators of site satisfaction determinants. Numbers in brackets show the relative ranking in the whole sample:

Based on your best online experience, to what extent do you value www.consumerconnection.ic.gc.ca as a site that...

- **Discovery** (23rd of 25) (...enables you to find what you're looking for?)
- **Value/efficiency** (17th of 25) (...leaves you feeling that your time was well spent?)
- **Return** (9th of 25) (...encourages you to return?)

This is a key result because 2 of the 3 attributes rank in the bottom third of overall dimension scores. This is important because in some cases, increasing low scoring attributes would not increase overall satisfaction. As an example, the *contact* attribute appears not highly correlated, and could indicate that contact information was not important (statistically) to the sample – e.g. improving contact information might improve the attribute score, but not the usefulness of the site. In this case however, improving these 3 attribute scores should result in an overall increase in user satisfaction.

4.3 User Value Index by Primary Demographic

The following is a summary of User Value Index by key demographic. Where significant differences exist, demographics are drilled down to the dimension

and/or attribute level to see if they can be explained by specific demographic variations. Although the RECPAM analysis showed a single behavioral group, there are often anecdotal results which can be important factors in improving the site.

Examination of Attributes

Analysis of individual attributes within and between demographic samples can provide insight into dealing with a particular category. For example, two demographic groups may have similar total and dimensional UVI, but for different reasons. For example, one group may rate *tools* very high and another low. An opposite rating of some other attribute may offset this. Such an analysis can therefore look at whether the ratings are dependent or independent of the demographic group.

Attribute examination also takes into account both the absolute rating (the actual UVI) as well as relative ranking. Typically the latter tends to be most useful in determining where and if differences exist between groups.

Presentation of Data

Data is presented here by individual demographic tags. There is no historical UVI data which would normally be given in this section as well.

User groups which are not statistically significant within the sample are marked with an asterisk. This does not mean that anecdotally, these results are not important and actionable and the reader should use their knowledge of the target users to determine whether to use these results.

4.3.1 General Comparison of Attributes

The following charts show a summary of all attributes for the full sample as well as a comparison with 2002 results.

Figure 4.6

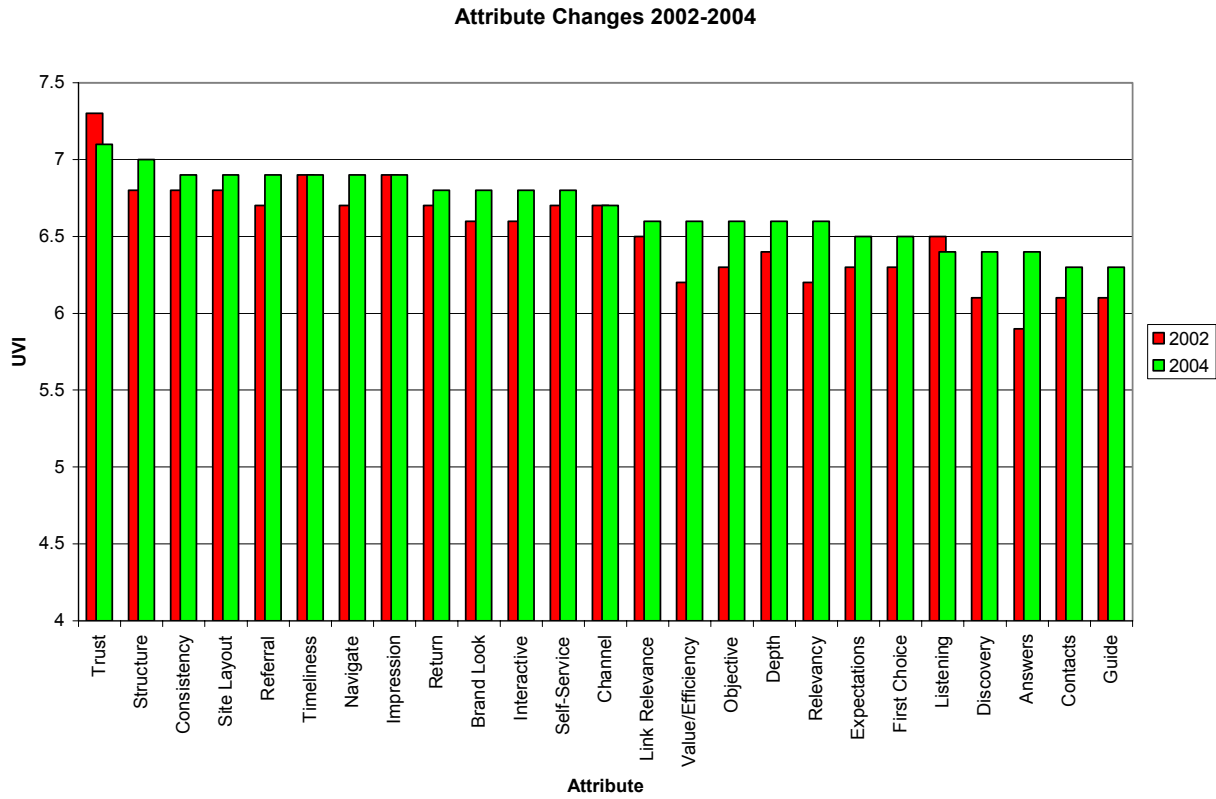
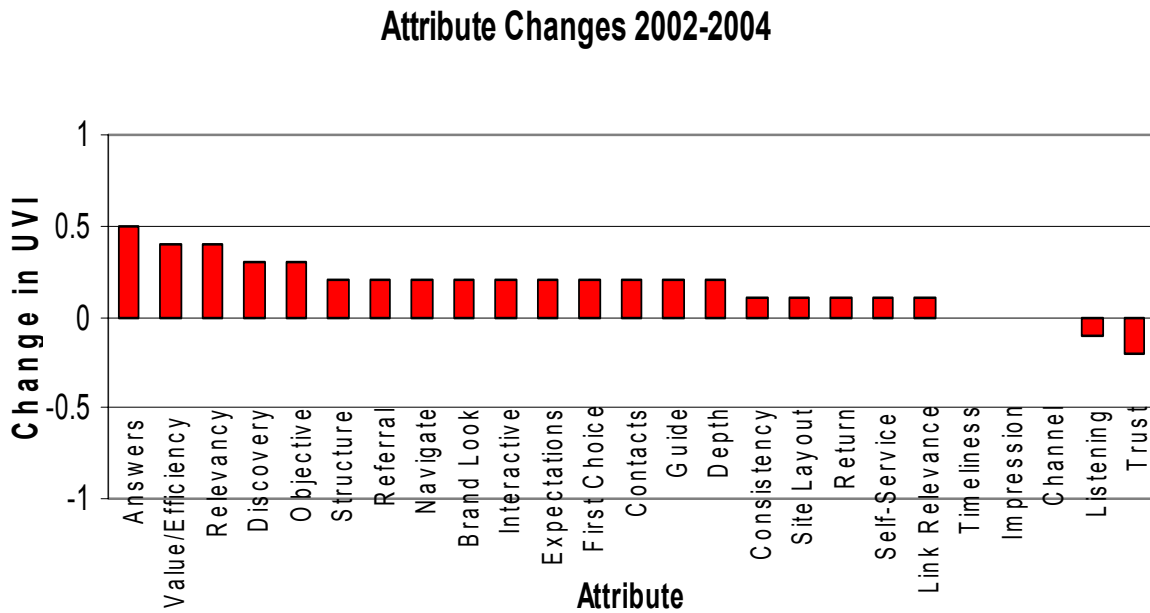


Figure 4.7



The vast majority of attribute scores increased over 2002. The most dramatic rise was in *answers* which increased 0.5 from 5.9 to 6.4. Although this is still at the lower end of the range of attributes, this is a significant improvement and brings the attribute into an overall “good” score. Even in areas such as *timeliness*, *impression* and *channel* where no change was observed, these attributes are still well valued and remain at the higher end of the scale. The only moderate drop was in *trust*, but this also remains very high and is still the most valued attribute.

4.3.2 Purpose of Visit

Table 4.1

Purpose of Visit	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
Browsing	204	30.3 (21)	30%	6.8	6.7
Consumer News	183	27.2 (19)	58%	7.0	7.0
Other, please specify	90	13.4 (18)	71%	6.2	5.7
Consumer Rights	67	10 (15)	81%	6.6	6.9
Contact Info.	35*	5.2 (7.3)	86%	6.2	6.3
Publications	32*	4.8 (7.8)	91%	6.5	6.7
Consumer Policy Information	32	4.8 (3.9)	96%	6.7	6.5
Link to Other Sites	18*	2.7 (3.9)	99%	6.6	6.1
Consumer Affairs Information	12*	1.8 (3.9)	101%***	6.2	6.4
Total Overall	673	100%		6.7	6.5

* not statistically significant

** 2002 results in brackets

*** rounding error

Observations – Purpose of Visit:

- The largest user group is “browsers” at 30.3% which was also the largest group in 2002.
- The top 4 of 9 groups represented over 80% of the sample. Unlike 2002 where the groups were more evenly spread out, the 2004 sample had a higher concentration of respondents with more general browsers and those seeking consumer news.

- Results from the “other” group showed that most could fit in one of the other groups except “browsing” – most of these individuals were seeking specific information. Specific responses are given in Appendix B
- Consumer News scored the highest UVI at 7.0 and represented 27% of the total sample – this is considered a very high average score.
- The “Other” sample scored the lowest at 6.2 (but up from 5.7 in 2002) and was 13% of the sample (down from 18%). The lowering of the percent of “other” respondents often indicates a reduction in the number of visitors coming to the site for the wrong reason and a better targeting of users.

4.3.2 Frequency of Visit in Past 6 Months

Table 4.2

Frequency of Visit	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
First time	563	83.7 (79)	84%	6.6	6.4
2-5 times	81	12 (14)	96%	7.0	6.7
6-10 times	19*	2.8 (3.4)	99%	7.4	8.0
11+ times	10*	1.5 (2.9)	101%***	7.9	7.2
Total Overall	673			6.7	6.5

* not statistically significant

** 2002 results in brackets

*** rounding error

Observations – Frequency of Visit

- As in 2002, the vast majority of respondents had not been on the site in previous 6 months at nearly 84%.
- In 2002, survey invitations were given at the home page only. Since visitors often bookmark pages within a site, the 2004 webValidator had invitation points on a number of Consumer Connection pages to reduce any possible skewing towards “first time” responses. The results show that the location of the invitation does not significantly affect this response.
- As expected, the UVI tends to increase in this group with frequency as return visitors are generally more satisfied with the site.

4.3.3 Likelihood of Return in Next 6 Months

Table 4.3

Likelihood of Return	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
Yes, occasionally	298	44.3 (47)	44%	6.9	6.8
Don't know	164	24.4 (28)	69%	5.9	5.6
Yes, regularly	117	17.4 (12.7)	86%	7.4	7.5
Yes, frequently	65	9.7 (8.3)	96%	7.5	8.0
No	29*	4.3 (3.4)	100%	3.8	3.8
Total Overall	673	100%		6.7	6.5

* not statistically significant

** 2002 results in brackets

Observations – Likelihood of Return

- Only a very small proportion (4.3%) stated that they would not return to the site. However a relatively large group (24.4%) did not know. Given the low relative value for UVI, many of these respondents are not likely to return.
- Of the respondents who indicated they would not return or did not know, there were no obvious purposes or areas of interest which predominated.
- 71.4% stated that they would likely return to the site with some frequency over the next 6 months (up from 68% in 2002) and this is considered a good rate of return given the high percentage of first time visitors.

4.3.4 Site Satisfaction

Table 4.4

Site Satisfaction	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
Somewhat satisfied	247	36.7 (32)	37%	6.8	6.7
Very satisfied	236	35.1 (30)	72%	8.1	8.1
Neutral	134	19.9 (27)	92%	5.5	5.4
Somewhat dissatisfied	35*	5.2 (7.3)	97%	3.6	4.3
Very dissatisfied	21*	3.1 (3.9)	100%	2.0	4.6
Total Overall	673	100%		6.7	6.5

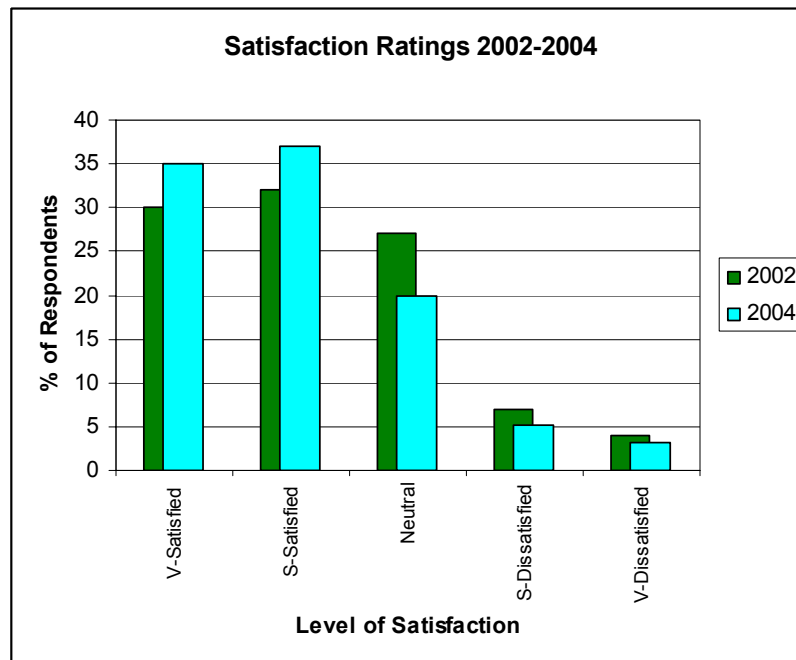
* not statistically significant

** 2002 results in brackets

Observations – Site Satisfaction

- Site satisfaction has increased significantly since 2002. Figure 4.8 is a graphical representation of satisfaction over the 2 periods and shows that respondents showing some level of satisfaction increased from 62 to 72% and neutral/dissatisfied ratings decreased.

Figure 4.8



- Not surprisingly, site satisfaction correlates strongly with likelihood of return figures with some 72% indicating some level of satisfaction (corresponding to 71.4% that would return). The same percent who indicated they would not return also indicated that they were very dissatisfied.
- As with “likelihood of return” there were no obvious purposes or areas of dissatisfaction that were more predominant than others.

4.3.5 Region

Table 4.5

Region	2004# Respondents	% Total**	Canadian Population (actual) ¹	Cumulative % Total	2004 User Value Index	2002 User Value Index
Ontario	278	41.3 (39)	38%	41	6.7	6.7
Quebec	140	20.8 (16)	24%	62	6.8	6.3
BC	85	12.6 (12)	13%	75	6.7	
Alberta	55	8.2 (11)	9.9%	83	6.3	
Outside Canada	30*	4.5 (6.3)		87	6.5	7.0
Manitoba	28*	4.2 (2)	3.7%	92	6.1	
Saskatchewan	19*	2.8 (4)	3.3%	94	6.2	
New Brunswick	16*	2.2 (2.5)	2.4%	97	7.3	
Nova Scotia	13*	1.9 (5.4)	3.0%	99	7.1	
NFLD	4*	0.6 (0.05)	1.7%	99	8.1	
PEI	2*	0.3 (0.05)	0.05%	99	7.2	
NWT	2*	0.3 (0.05)	0.1%	100***	3.5	
Yukon	1*	0.1 (0.05)	0.1%	100***	8.9	
Nunavut	1*	0.1 (0)	0.1%	100***	5.1	
Total Overall	673	100%			6.7	

* not statistically significant

** 2002 results in brackets – due to small sample in 2002 (204 respondents), UVI for other regional results were aggregated

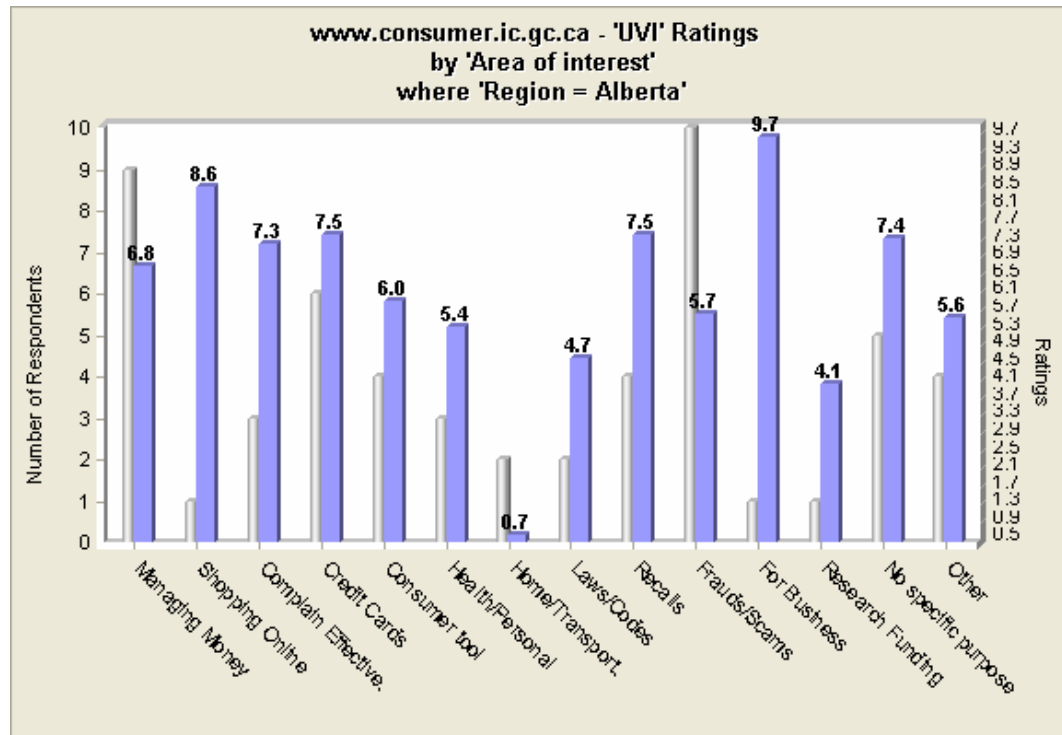
*** rounding error

1 – Statistics Canada 2001 Census. Data is provided for context purposes only and % total column should not be compared directly to Canadian Population due to effect of results from Outside Canada

Observations - Region

- Geographical distribution of respondents generally follows actual Canadian population distribution except for some under representation by Quebec and over representation by Ontario.
- Representation from Quebec is significantly higher than in 2002
- Alberta scored lower than average within significant geographical groups. This may have been due to the larger proportion of respondents seeking information on Frauds/Scams which scored very low at 5.7 (see figure 4.3.1)

Figure 4.9



4.3.6 Area of Interest

Table 4.6

Area of Interest	2004# Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
Managing Money	157	23.3 (10.2)	23%	6.9	6.7
Credit Cards	104	15.5 (8.3)	39%	6.9	7.1
Frauds/Scams	61	9.1 (15.2)	48%	6.3	6.4
No Specific Purpose	60	8.9 (6.3)	57%	6.9	7.1
Consumer Tool	45	6.7 (3.4)	64%	6.6	6.0
Laws/Codes	44	6.5 (11.2)	70%	6.5	6.5
Health/Personal	43	6.4 (0.9)	76%	6.8	4.4
Other	42	6.2 (11.7)	82%	5.8	6.2
For Business	30*	4.5 (5.8)	87%	6.8	6.7
Home/Transport	26*	3.9 (9.8)	91%	6.6	6.2
Complain Effectively	24*	3.6 (8.3)	95%	6.8	6.7
Recalls	21*	3.1 (2.4)	98%	7.5	7.6
Shopping Online	12*	1.8 (4.9)	100%	6.8	6.8
Research Funding	4*	0.6 (0.9)	101%***	5.0	3.7
Total Overall	673	100%		6.7	6.5

* not statistically significant

** 2002 results in brackets

*** rounding error

Observations – Area of Interest

- There was wide distribution of respondents by the 14 areas of interest indicating that most the primary areas of the site are being used to some extent although more concentration than in 2002. In 2004 the top 4 areas represented 57% of users versus 48% in 2002. Research Funding remains very low at 0.6%.
- With exception of Frauds/Scams, the top 4 areas score highly at 6.9. Frauds/Scams score below average at 6.3 and this is similar to 2002. There was no clear indication as to why this group scored lower. Open ended responses showed no predominant dislikes.

4.3.7 Role

Table 4.7

Role	2004 # Respondents	% Total	Cumulative % Total	2004 User Value Index	2002 User Value Index
General Public	465	69.1 (64.7)	69%	6.7	6.5
Bus/Private Sector	62	9.2 (9.8)	78%	6.7	6.5
Student	52	7.7 (3.4)	86%	6.4	7.0
Academic	25*	3.7 (3.4)	90%	7.4	6.1
Federal Government	21*	3.1 (4.9)	93%	6.8	6.6
Other	17*	2.5 (5.8)	95%	5.8	6.5
NGO	11*	1.6 (2.9)	97%	7.5	6.8
Provincial Government	6*	0.9 (0.9)	98%	5.7	5.8
Municipal Government	6*	0.9	99%	4.6	n/a
Lobbyist	5*	0.7 (1.9)	100%***	6.8	6.9
Media/Journalist	3*	0.4 (0.9)	100%***	6.7	5.8
Total Overall	673	100%		6.7	6.5

* not statistically significant

** 2002 results in brackets

*** rounding error

Observations – Role

- General public remains the largest single user group with a very significant 69.1% of respondents. Business/Private Sector and Students form the only other 2 statistically significant groups at 9.2% and 7.7% respectively.
- None of the other groups showed statistically significant results.

4.3.8 Language

Table 4.8

Response Language	2004 # Respondents	% Total*	Cumulative % Total	2004 User Value Index	2002 User Value Index
English	550	81.7 (86)	82%	6.6	6.5
French	123	18.3 (14)	100%	6.9	6.4
Total Overall	673	100%		6.7	6.6

* 2002 results in brackets

Observations – Language

- Language was tracked automatically by language of response and not entered by the respondent. We assume therefore that Francophones enter through the French site and Anglophones through the English site and complete the respective surveys.
- 82% of responses were in English and 18% were in French
- Francophones rated the site significantly higher than Anglophones. The reasons for this may have more to do with Purpose of Visit whereby more Francophones indicated “Managing Money” and “No Specific Purpose” as areas for visit, both of which scored higher than average combined with fewer indicating “Frauds/Scams” as their area of interest which scored on average much lower.
- Support for differences in behavior between these groups is shown in RECPAM analysis (see section 4.1)

4.3.9 Gender

Table 4.9

Gender	2004 # Respondents	% Total*	Cumulative % Total	2004 User Value Index	2002 User Value Index
Female	347	51.6 (53)	53%	6.6	6.7
Male	326	48.4 (47)	100%	6.7	6.4
Total Overall	673	100%		6.7	6.5

* 2002 results in brackets

Observation – Gender

- More respondents were women than men although spread is small and follows a similar pattern to other government sites we have reviewed.
- There was little difference in aggregate UVI scores but closer analysis showed that there were gender differences in specific areas of interest as shown in the following table and figures.

Table 4.9a – Area of Interest Scoring by Gender

Men Scored Higher	Women Scored Higher
Managing Money	Shopping Online
Complain Effectively	Credit Cards
Consumer Tools	Fraud/Scams
Health/Personal	Research Funding
Home/Transport	
Laws/Codes	
Recalls	
For Business	

Figure 4.10 : UVI by Area of Interest, Male

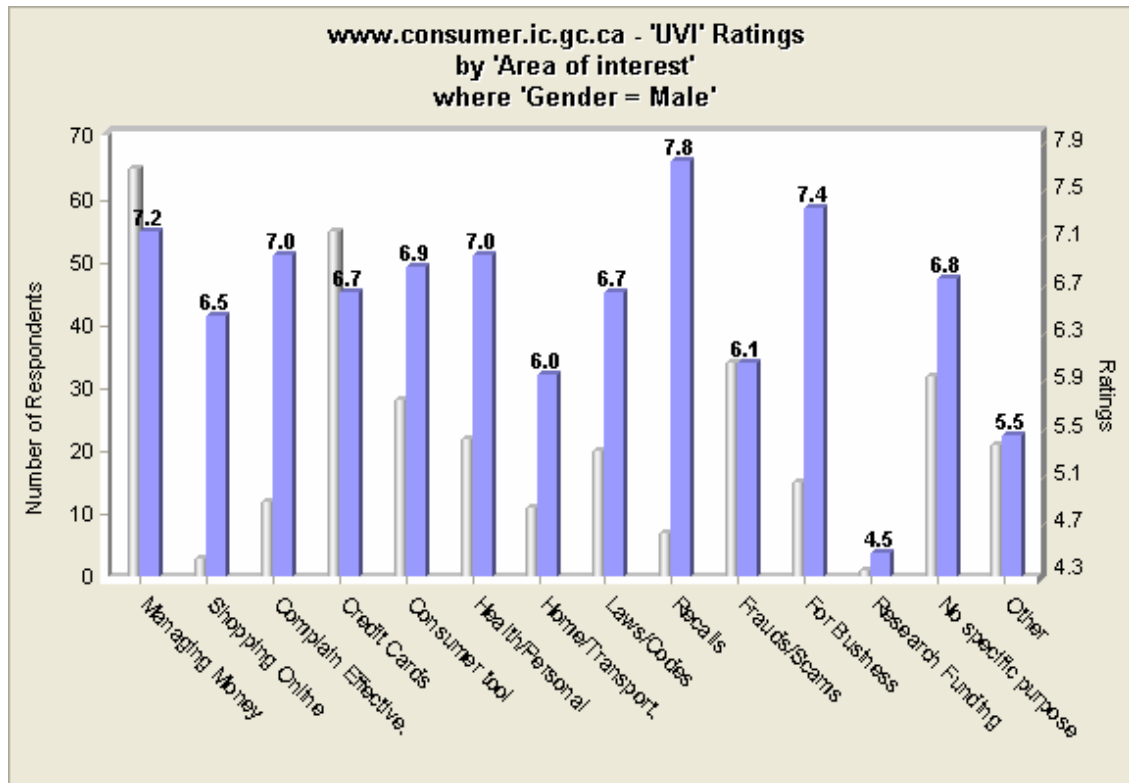
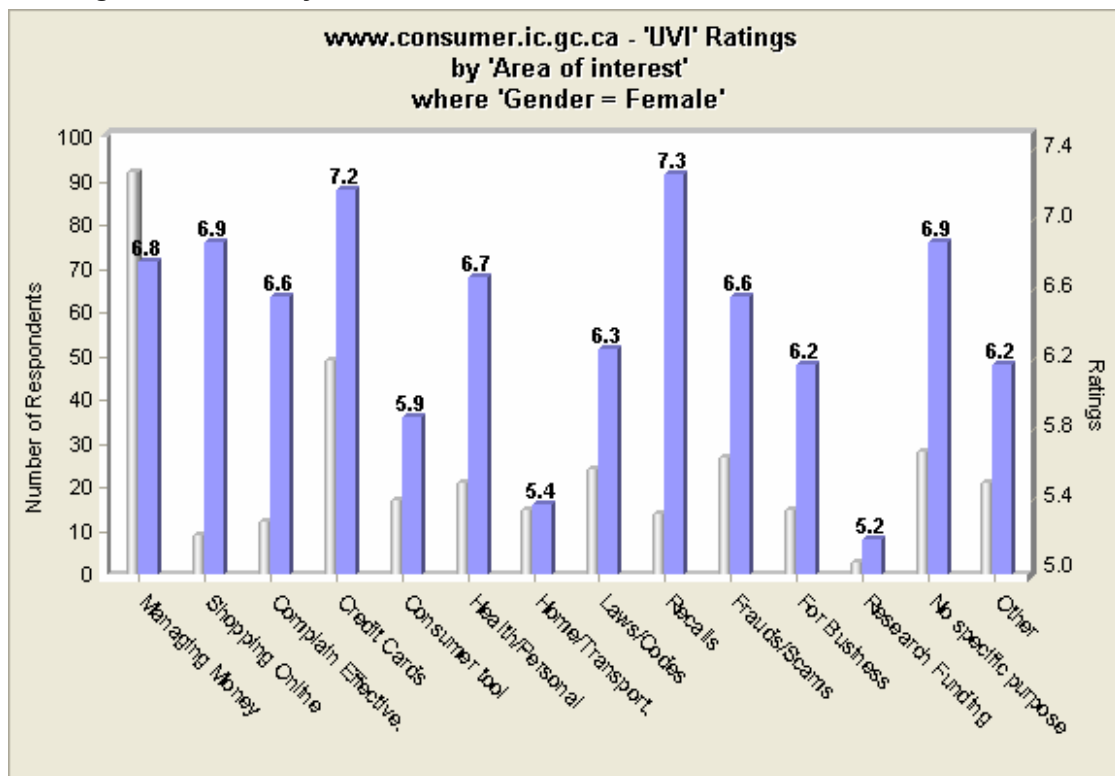


Figure 4.11 : UVI by Area of Interest, Female



4.3.10 Age

Table 4.10

Age	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
36-45	169	25.1 (29)	25%	6.6	6.9
26-35	160	23.8 (19)	49%	6.8	6.5
46-55	159	23.6 (26)	73%	6.6	6.2
Over 55	107	15.9 (17)	89%	6.6	6.2
18-25	69	10.3 (9)	99%	7.1	7.0
Under 18	9*	1.3 (0)	100%	5.4	n/a
Total Overall	673	100%		6.7	6.5

* not statistically significant

** 2002 results in brackets

Observations – Age

- Responses were evenly spread across the 3 age groups representing age 26-55.
- The over 55 and 18-25 group were significantly lower at 15.9% and 10.3% respectively. Under 18 was negligible and this low percentage is consistent with other Federal Government sites we have evaluated
- There were some interesting results with respect to specific areas of interest and UVI. As the following figures show, for “managing money” and “credit cards” the groups of 46-55 and over 55 score significantly higher than 26-35 and 36-45 which is not reflected in the average scores

Figure 4.12

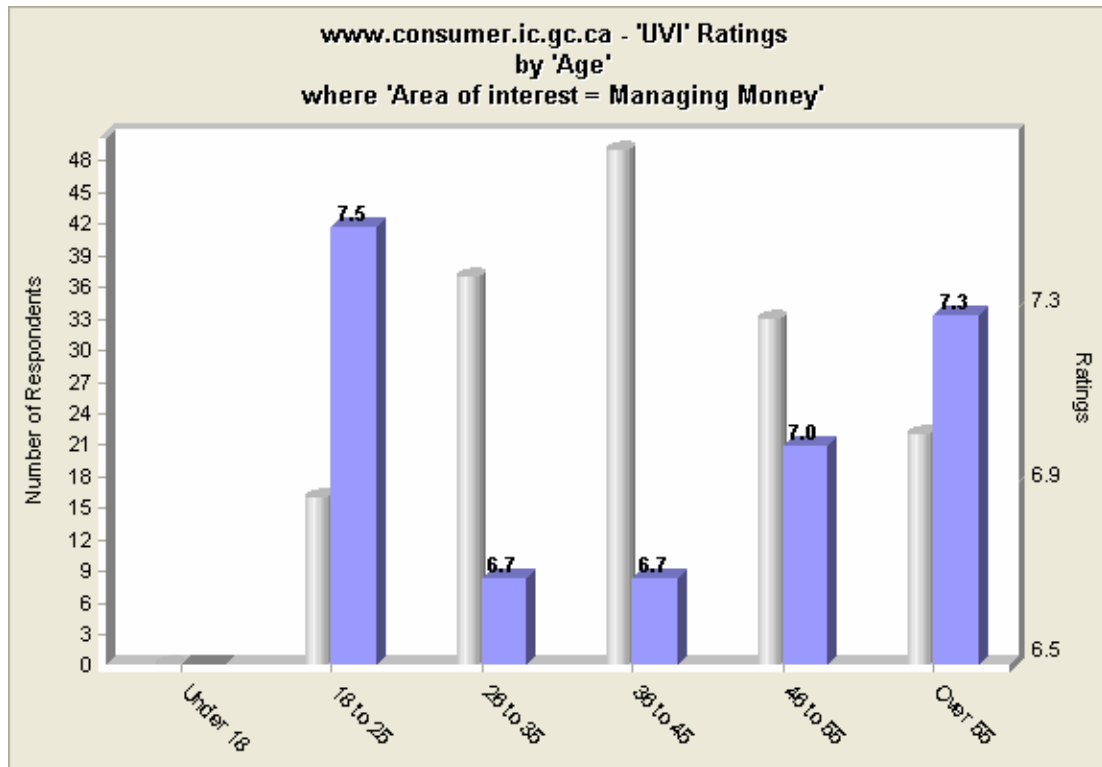
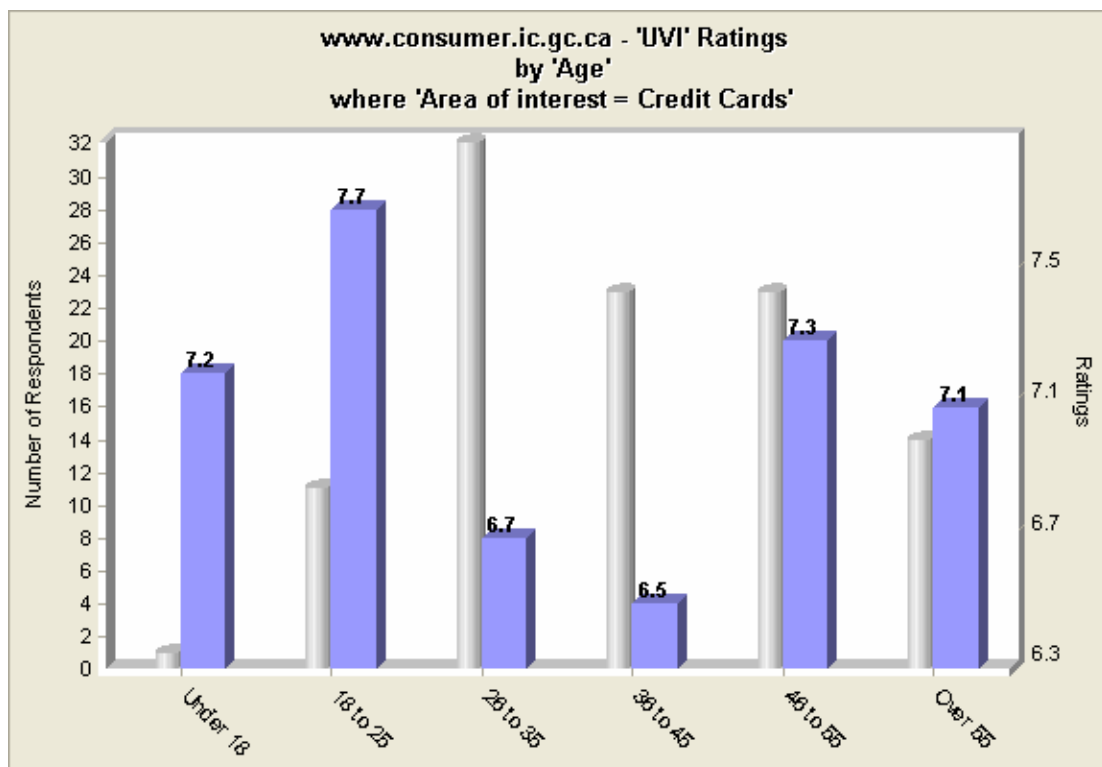


Figure 4.13



Appendix A - Summary of Survey Questions

Consumer Connection / webValidator Question Set

User Value Index 6.7

Stem Question : Based on your best online experience, to what extent do you value Consumer Connection as a site that...

Question souche : En vous appuyant sur votre meilleure expérience en ligne, comment appréciez-vous le Carrefour des consommateurs comme site qui...

Dimension: Navigation Rating: 6.7 Focus: Immediate Desirability

Overall Rank	Attribute	Rating	Question
3	Consistency	6.9	...has a consistent look and feel that helps you navigate the site? <i>...a une présentation et une allure cohérentes qui vous aident à naviguer le site ?</i>
3	Navigate	6.9	...is easy for you to navigate? <i>...est de navigation facile ?</i>
3	Site layout	6.9	...has a site design that is logical to you? <i>...possède une configuration qui vous semble logique ?</i>
14	Objective	6.6	...gives you an immediate grasp of what you can do on the site? <i>...vous donne une compréhension immédiate de ce que vous pouvez trouver sur le site ?</i>
21	Discovery	6.4	...enables you to find what you're looking for? <i>...permet de trouver ce que vous cherchez ?</i>

Dimension: Content Rating: 6.7 Focus: Immediate Usefulness

Overall Rank	Attribute	Rating	Question
2	Structure	7.0	...has well-organized content? <i>...présente un contenu bien structuré ?</i>
3	Timeliness	6.9	...provides up-to-date information? <i>...offre un contenu à jour ?</i>
14	Depth	6.6	...provides sufficient depth of information? <i>...offre un contenu suffisamment approfondi ?</i>
14	Link relevance	6.6	...links you to other relevant sources of information? <i>...vous relie à d'autres sources d'information pertinentes ?</i>
14	Relevancy	6.6	...has content relevant to the purpose of your visit? <i>...présente un contenu pertinent au but de votre visite ?</i>

Dimension: Interactivity Rating: 6.5 Focus: Long-Term Usefulness

Overall Rank	Attribute	Rating	Question
9	Interactive	6.8	...provides a positive interactive experience? <i>...offre une expérience interactive positive ?</i>
9	Self-service	6.8	...enables you to help yourself? <i>...vous permet de trouver vous-même les réponses à vos questions ?</i>
21	Listening	6.4	...provides sufficient opportunities for your input? <i>...offre suffisamment de possibilités de faire des commentaires ?</i>
24	Contact	6.3	...enables you to identify and contact the right people? <i>...vous permet de repérer les personnes-ressources et de les joindre ?</i>
24	Guide	6.3	...provides help when you need it? <i>...apporte un soutien à l'utilisateur lorsque nécessaire ?</i>

Consumer Connection / webValidator Question Set

User Value Index 6.7

Stem Question : Based on your best online experience, to what extent do you value Consumer Connection as a site that...

Question souche : En vous appuyant sur votre meilleure expérience en ligne, comment appréciez-vous le Carrefour des consommateurs comme site qui...

Dimension: Motivation Rating: 6.8 Focus: Long-Term Desirability

Overall Rank	Attribute	Rating	Question
1	Trust	7.1	...is a reliable source of information that you trust? <i>...constitue une source fiable ?</i>
3	Impression	6.9	...gives a positive impression about Industry Canada? <i>...donne une impression positive d'Industrie Canada ?</i>
9	Brand look	6.8	...has the look and feel that you expect from a leading consumer information site in Canada? <i>...a l'apparence et la convivialité que vous attendez d'un site majeur Canadien d'information aux consommateurs ?</i>
14	Value/efficiency	6.6	...leaves you feeling that your time was well spent? <i>...vous donne l'impression d'avoir bien utilisé votre temps ?</i>
21	Answers	6.4	...provides you with the answers you need? <i>...fournit les renseignements que vous veniez y chercher ?</i>

Dimension: Adoption Rating: 6.7 Focus: Loyalty-Adoption and Commitment

Overall Rank	Attribute	Rating	Question
3	Referral	6.9	...you would refer to others? <i>...vous incite à le recommander ?</i>
9	Return	6.8	...encourages you to return? <i>...vous incite à revenir ?</i>
13	Channel	6.7	...is your preferred way of receiving this type of information? <i>...constitue votre mode d'interaction préféré pour recevoir ce type d'information ?</i>
19	Expectations	6.5	...meets your expectations? <i>...répond à vos attentes ?</i>
19	First choice	6.5	...is your first choice for clear, concise access to consumer information? <i>...constitue votre premier choix pour accéder à de l'information pour les consommateurs claire et concise ?</i>



Presented by:

Strathmere Associates

International Limited

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Appendix B - Responses to *Purpose of Visit - other*

What is the main purpose of your visit today? - Other
dettes
adad
find better interest rates for my credit card balances
Seeking guidance on how to create a good code of ethical practices
to remove the name from mailing and calling lists.
research on topics related to purchasing of a property.
to use the mutual fund fee calculator
mortgage information
Relief from junk mail and unwanted phone calls.
all the topics that you have quoted as the main purpose is my interest
comparing interest rates on credit cards.
Removing my name from CMA mailing list
Use comparison tool for bank charges.
ending pop ups
Research for a Business Project (Entrepreneurial)
mortgage calculator
wanting to improve my business function as a consultant and let my customers know about your site
Remove name from marketing lists
Contract law
calculate credit card payments.
Venir fouiner (lien à partir du site de l'UQAM)
first timer, exploring.
research for a book
linked here from other federal agency for credit card calculator
Credit Card Calculator
général
to remove myself off solicitor mail
Removal of name from mail and phone lists
Calculator
lower rate credit cards
Do Not Contact list maintained by CMA.
looking for best interest rates on credit cards
Trouver une réponse à mes questions
market research - where consumers are spending their money i.e. Mutual funds vs buying a home
looking for info on low rate credit cards
information about credit card costs
comment trouver une aide financiere autre que pret étudiant et bourse pour mes études
real estate purchase versus rent information
Find Intrest rates for credit cards
Use the financial service charge calculator to see if it is up-to-date. Still outdated. Should review/improve it.
seeking a sample corporate privacy policy

Researching health related information for Communicating Science Initiative
information and laws related to 12 to 14 year olds
Amount of life insurance recommended for families
to find out that the car i leased is not a demo car
get results from consumer tool or calculator
looking for mystery shopper registration
rebuilding credit
Looking for client satisfaction information
school research
credit card calculator
Research
I was looking for specific information on a product.
Weights and measures regulations
Finding best credit cards rate in the country
screening usefulness for my business studies high school class
looking for a test on central vacs
Cartes de crédit
how to stop fraud and calls from unwanted and unrecognizable solicitors
Start-up methodology, sustainable business practices
Find out what bank can offer the lowest rates
to register on the "Do not call/Do not send email" list
trouver une compagnie sur votre site savoir si cette compagnie est légale
detailed budget worksheet
plainte
mortgage calculator
Credit Counselling
mortgage calculator
Find out information on frauds/scams
to find rates charged by different cards and the number of grace days in which to pay
complain re fraudulent marketing
Trying to file an on-line complaint.
other
Determine which departments and sub-departments/agencies/organizations of each level of government might be appropriate to discuss a new initiative with on the subject of Alternative Energy Micro Generation Centres within Energy Efficient Master-Planned C
Using your credit card system to find one to get
Trends in consumer spending
trying to find out about a business if it is a good one or a scam
Looking for suggestions on how to reduce debt
Trying to find financial calculators
mortgage calculation
je pensais qu'il s'agissait d'un syndicat de consommateurs : Je voulais approuver mon témoignage d'un abus commercial. Petite précision une erreur est au départ : Je suis français
Find out about the best credit cards as seen on CTV Olsen on Your Side January 13, 2004

Complaining about a deceptive food labelling practice.
selon un article dans le Journal LaPresse de Montréal dans la section automobile on fournit l'adresse de votre site Internet afin de trouver une calculatrice pour faire la comparaison entre une location ou l'achat d'une automobile. Impossible à trouver.
mortgage calculator
canister vacuum cleaners
How to stop vulgar spam in my e-mail