
Consumerinformation.ca
WebValidator
for March to May 2005



Summary Report

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DRAFT 1

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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
6. **Module Report** – on Complaint Courier

1.1 Executive Summary

The ConsumerInformation.ca site has a moderate overall rating by its users with approximately 55% of respondents rating the site on the whole as “good” or better (but down from 70% in 2002 and 65% in 2004) and 23% of respondents rating it “very good” or better (down from 50% in 2002 and about the same [24%] as in 2004). Overall User Value Index (UVI) has moved from 6.4 to 5.9 or from a “good” range to the “fair” range. Site satisfaction varies considerably according to user groups primarily, purpose of visit and to some extent by area of focus.

The strategic focus indicates that the site has a moderate level of immediate desirability based on its Motivational rating. The site rates fair in terms of immediate usefulness and long term usefulness and desirability. Although these results are shown in rank order, there is essentially little difference in dimensional User Value Indexes in the whole sample. However, analysis in the following sections will show differences by purpose of visit, area of interest and by age.

User Value Indexes in all dimensions have decreased from 2002 and 2004.

Highest rated attributes included *trust* and *consistency* indicating that users had confidence in the information they received and valued how the site was set up.

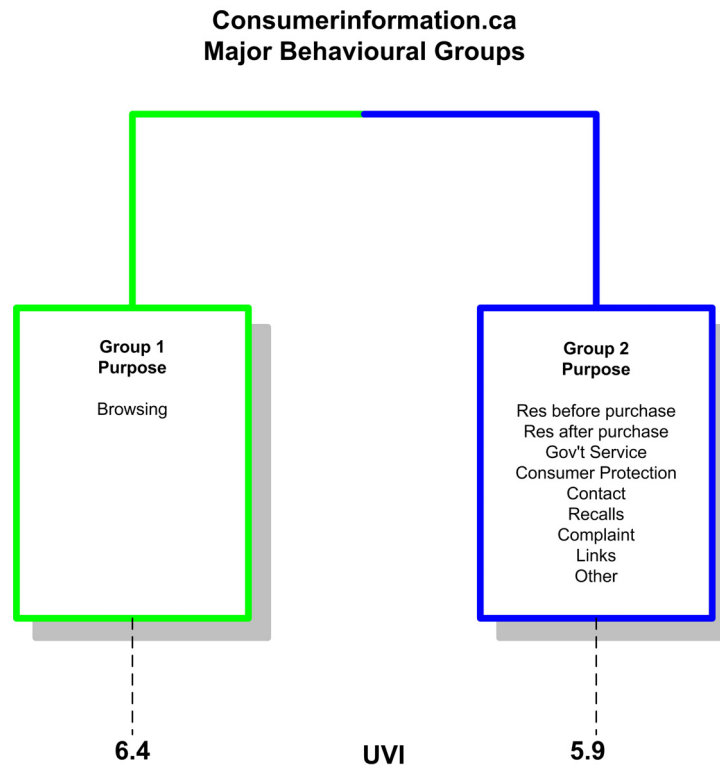
The attributes¹ of *answers* and *discovery* were rated lowest in the survey, and continue to decline from the 2002 and 2004 surveys and this result was noted through the majority of user groups.

General browsers still make up the largest single group of visitors at 32.3% and they also rate it highest among statistically significant groups at 6.4 (in the “good” range) while the second and third largest groups, “consumer protection” and “research a product/service before a purchase” at 20.6% and 18.2% respectively rate the site considerably lower at 6.0 and 5.0 respectively.

Areas of focus related to Consumer Services and Know Your Rights scored well at 6.7 and 6.2 respectively and the Consumer Services sub group was the only area of focus to show a significant increase from 2004. Consumer Products continues to score poorly an 5.1 and is also the largest area of focus with 16.6% of respondents.

While some 12 individual user groups (demographic tags) were tracked in the survey, a rigorous statistical analysis showed that there were only 2 distinct user populations (by behavior) which were based on “purpose of visit”. While this is discussed in more detail in section 4.1, these behavioral groups are summarized as follows:

¹ For explanation of attributes and description of methodology, see section 2.2



A linear regression of site attributes was undertaken and the following attributes were observed to be the key determinants of site satisfaction and hence the attributes to watch over time:

- Consistency (1) . . . has a consistent look and functionality that helps you navigate the site?
- Discovery (24) . . . enables you to find what you're looking for?
- Answers (25) . . . provides you with the answers you want
- Objective (15) . . . gives you an immediate grasp of what you can do on the site?

While *consistency* is a key determinate of site satisfaction and Consumerinformation scores well in that area, the 2 next most important attributes of *discovery* and *answers* are at the very low end.

We found the overall low scores to be of some concern because this could not be attributed to a significant shift in the demographics. A shift in demographics, particularly by purpose of visit, can affect results if the shift results in more visitors using the site for a purpose it was not designed for. Since we can filter these visitors out, a more accurate site review can be undertaken. However, in this case, the proportion of visitors listing "other" as a purpose of visit actually declined from 10.7% to 1.1% so filtering out this group did not have any effect on

the results. Also, the drop was generally consistent across the board so even if there were a shift in demographics, the overall results would have been similar.

As we noted previously, user expectation is growing over time as is a more focused use of the Internet. Users expect to find exactly what they are looking for with as little effort as possible – and expect that everything they are looking for is available. This poses a problem for gateway sites in particular because downstream information is not always organized in a consistent manner making searching difficult. This affects users in different ways depending on their experience. Experienced users tend to move on quickly if they do not find what they are looking on the assumption that they may be able to find what they are looking elsewhere – inexperienced often get lost in their searches, either because they are not searching effectively or because they have been moved to a downstream site which is not relevant to their needs. The net effect is the same. Since *answers* and *discovery* are therefore really the key to the site's success, effective searching and filtering should be the major focus in the upcoming year. An analysis of user needs, partly based on open ended feedback should also be undertaken.

As a quick example, we pulled 6 random answers from dissatisfied users and the open ended question;

What can you not find/do on the site that you would like to do?

Sample responses were as follows (shown verbatim):

1. A company I was researching stated it is registered with the Ministry of Consumer and Business Services. I could not find if the Ministry of Consumer and Business Services actually did have a place for businesses to register.
2. I was unable to find out how to cancel a direct seller's contract in Manitoba. The search for "direct seller" in the jurisdiction of MB didn't really help much.
3. Looking for info and comparisons on electrical appliances nothing
4. Charities gaming policies
5. information about B.C. Housing. Categories too limited?
6. Bank service fee calculator as promised in your brochure

Of these 6 items, only item 2 proved to be a problem with our search consistently leading to a legal site which was not helpful for the purpose. The other items were located within 2-3 clicks using simple search terms and did not seem too difficult to locate although granted we did not know exactly what the users were seeking and how they were searching. Regardless, these users are not getting

to their desired end point and it seems the information they are looking for is appropriate for the gateway.

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 6 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.

New for the 2004 survey, was the addition of a specific module dealing with the "File a Complaint/Complaint Courier" function of the site which measured satisfaction and functionality of these features.

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***.

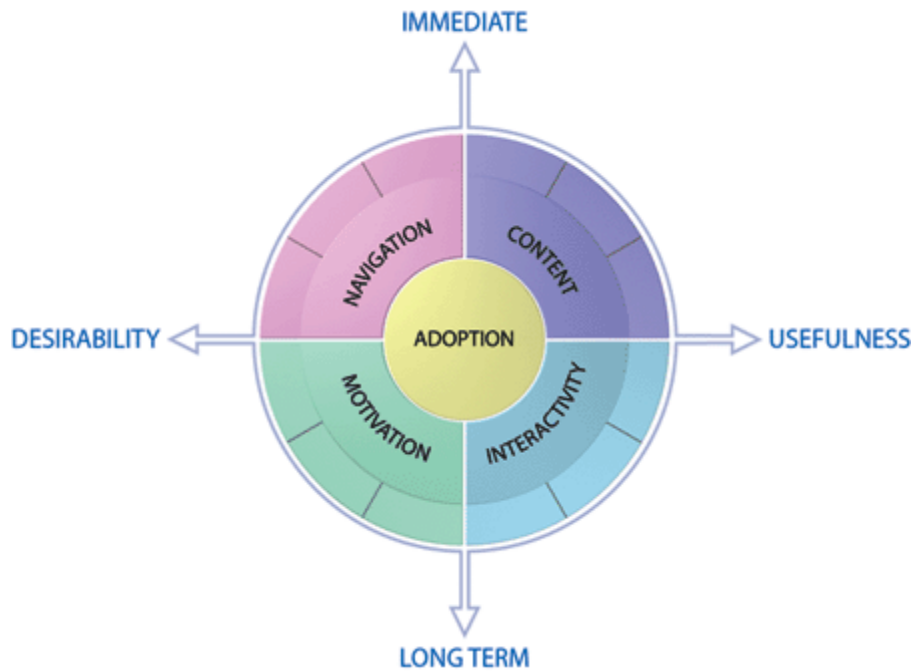
Attributes: *referral, return, first choice, expectations, channel*

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

2.3.1 Solicitation Method Used:

Online Sampling

A script on the ConsumerInformation site was placed at various key entry points on the site which triggered a page redirect which contained an 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 after their visit,
2. Not to undertake the survey and move on to the site.

A tracking system was used to minimize the chances of multiple invitations.

Survey Dates

March 16 to May 30, 2005

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

Responses:

Online Sample: 725

English Responses: 640 / 88.3% (90.0% in 2004)

French Responses 85 / 11.7% (10.0% in 2004)

Summary of Demographic Groups Analyzed:

The following demographic groups were tracked:

Table 2-1 : User Groups Tracked

2005	
User Group	Subgroup
main purpose of your visit today	Research a product or service before a purchase Research a product or service after a purchase Find out about product recalls File or register a complaint Find a government service Learn about my rights or consumer protection Find contact information Find links to other sites Just browsing Other, please specify
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

2005	
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
area of interest	Children Communications Consumer Challenge and Solutions Consumer Products Consumer Services Environment File a Complaint Food Fraud/Deceptive Practices Government Services Health Housing Internet Money Safety Transportation Travel/Tourism Other
user role	General Public Teacher, Professor or Other Educator Student Media/Journalist Business or other Private Sector Federal Government Provincial, or Territorial Government Municipal or other Government Non Governmental Organization Site Partner Consumer Organization Other (please specify)

2005	
User Group	Subgroup
Which of the following best describes you? (new for 2005)	Crisis Intervention Service Provider Cultural Centre Employee Financial Advisor Health & Nutrition Consultants and Nutritionists Housing Assistance Provider Librarian/Information technician Senior Citizen Service Provider Shopping Centre Kiosk Operator Social Service & Welfare Organization Employee Women's Organizations & Services Provider None of the above
gender	Male Female
age	Under 18 18 to 25 26 to 35 36 to 45 46 to 55 Over 55

3.0 Survey Results and Analysis

Details of results and source data are given in separate documents as described. The following is a summary of these reports. A total of 725 individuals responded to the questionnaire over the period from March 16 to May 30 2005.

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 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	2005
All Attributes	6.6	6.4	5.9

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 Online Sample – Strategic Focus 2005

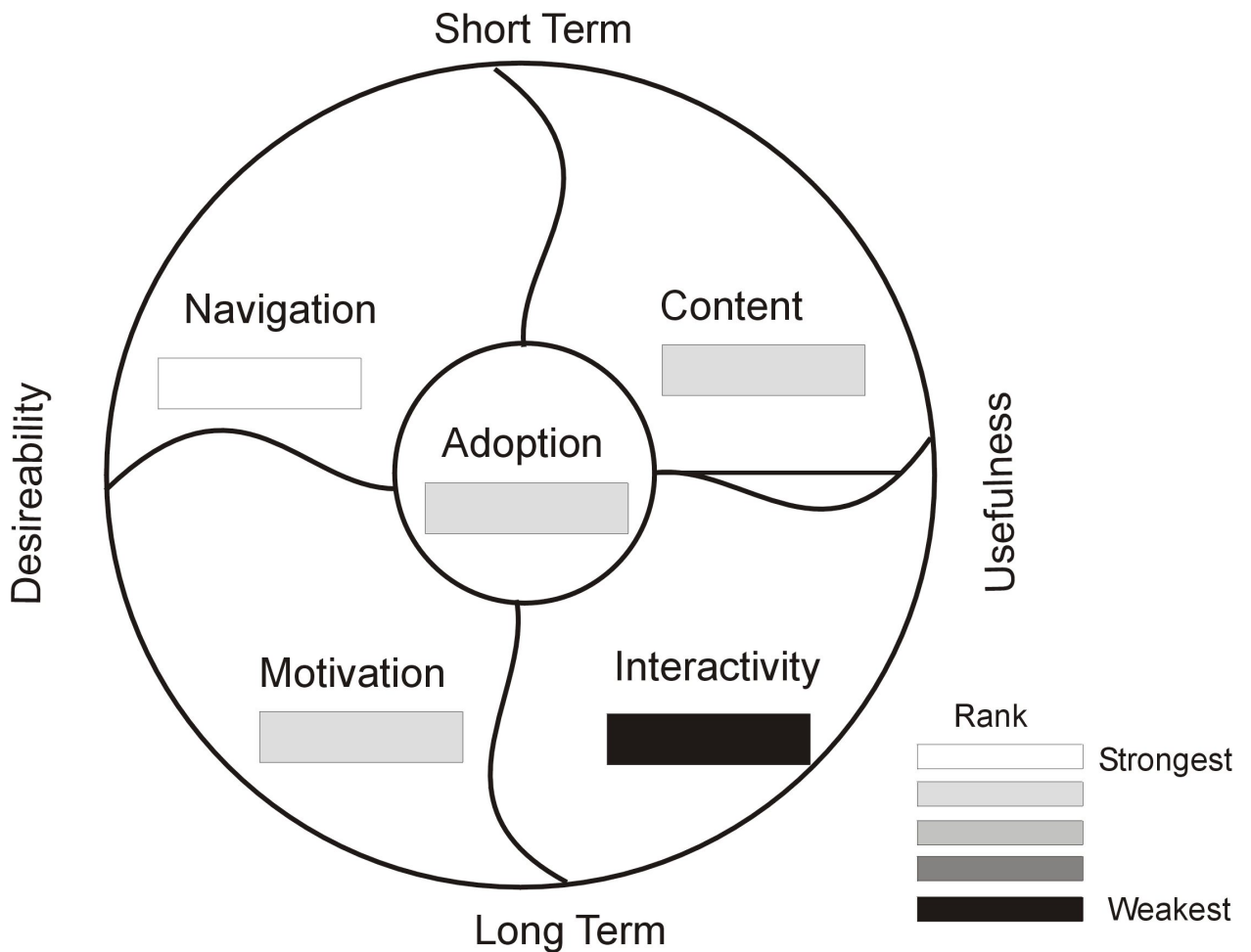


Table 3.2 – User Value Index by Dimension

	Year		
	User Value Index (Rank)		
	2002	2004	2005
Navigation	6.7 (1)	6.4 (1)	6.0
Content	6.7 (1)	6.4 (1)	5.9
Motivation	6.7 (1)	6.4 (1)	5.9
Adoption	6.6 (4)	6.4 (1)	5.9
Interactivity	6.5 (5)	6.3 (5)	5.8

The relative strength and/or weakness of the 5 Dimensions define the Strategic Focus. In the case of the Consumerinformation website, the individual dimensions scored in the *good* range for the sample. In addition, the relative differences between dimensions are significant but relatively small with User Value Indexes ranging from 6.0-5.8 in the sample.

The strategic focus indicates that the site has a moderate level of immediate desirability based on its Motivational rating. The site rates fair in terms of immediate usefulness and long term usefulness and desirability. Although these results are shown in rank order, there is essentially little difference in dimensional User Value Indexes in the whole sample. However, analysis in the following sections will show differences by purpose of visit, area of interest and by age.

User Value Indexes in all dimensions have decreased from 2002 and 2004. Section 4 will elaborate on this in general this has much to do with a lower proportion of casual browsers (which traditionally rate sites higher) and moving towards more specific information requirements.

From a strategic perspective, this means that:

Site users appear to be significantly increasing their expectations of the site.

Motivation

This rating for Motivation in this sample was 5.9. This is considered a fair score.

Highest rated attributes for this dimension were *trust* at 6.3, (down from 7.2 in 2002 and 6.8 in 2004) and *brand look* at 6.2 (down from 7.0 in 2002 and 6.6 in 2004). Lowest rated was *answers* at 5.3 (down from 6.2 in 2002 and 5.8 in 2004).

Government sites (at all levels) typically rate highest in *trust* because of the credibility of the source and proper branding reinforces this confidence.

While trust ratings have typically followed general UVI patterns in Purpose and Area of Interest, this year trust was not always the highest attribute, particularly in respondents researching products before or after a purchase.

The answer attribute has dropped consistently since 2002 and at 5.3 is quite low since this is a key driver of satisfaction. While in the past, we had attributed the drop to a lower proportion of general browsers, this proportion actually increased from 2005 to 2005.

Interactivity

The rating for Interactivity in this sample was 5.8 and is considered a fair score.

Highest rated attributes for this dimension were *self service* at 6.0 (down from 6.8 in 2002 and 6.5 in 2004) and *interactive* at 6.0 (down from 6.7 in 2002 and 6.5 in 2004). Lowest rated was *guide* at 5.5 (down from 6.1 in 2002 and 6.0 in 2004).

Results and comments were quite similar to those of 2002 and in 2004. While users appreciate the ability to access information through a single source point and the ability to do this on their own, more respondents are looking for information on specific topics and believed the site was not providing support when they needed it.

Navigation

The rating for Navigation was 6.0 and this is considered a moderate score.

The highest rated attributes for this dimension *consistency* at 6.3 (down from 6.9 in 2002 and 6.7 in 2004), *site layout* at 6.2 (down from 6.8 in 2002 and 6.7 in 2004) and *navigate* at 6.2 (down from 6.8 in 2002 and 6.6 in 2004). Lowest rated was *discovery* at 5.4 (down from 6.4 in 2002 and 6.0 in 2004).

While Navigation overall was marginally the highest rated dimension, the attribute of *discovery* was 2nd to lowest for all attributes. With exception of product recalls and browsers, all discovery ratings were under 6.0. Moving through the site was adequately received, however finding the exact information sought proved to be a problem.

Content

The rating for Content 5.9 and is considered a fair score.

Highest rated attributes for this dimension were *structure* at 6.1 (down from 6.9 in 2002 and 6.6 in 2004), *timeliness* at 6.0 (down from 6.8 in 2002 and 6.6 in 2004) and link relevance at 6.0 (down from 6.7 in 2002 and 6.4 in 2004). Lowest rated were *relevancy* at 5.6 (down from 6.5 in 2002 and 6.1 in 2004) and *depth* at 5.6 (down from 6.4 in 2002 and 6.1 in 2004).

The value of content was highly dependent on the user groups with Consumer Services (purpose) and Children/Product Recalls (area) being the highest rated (a more detailed discussion follows in section 4).

Adoption

The rating for Adoption was 5.9 and is considered a fair score.

Highest rated attribute for this dimension was channel at 6.1 (the same as in 2002 and down from 6.5 in 2004). Lowest rated were *expectations* 5.6 (down from down from 6.4 in 2002 and 6.2 in 2004) and *first choice* at 5.6 (down from 6.5 in 2002 and 6.2 in 2004).

Although Adoption ratings showed some variability by user groups of purpose and area of interest, the site has a relatively low adoption potential with most groups and is susceptible to alternate sources of similar information.

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 (**REC**ursive **P**artition and **A**malgamation) 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

RECPAM is short for: **REC**ursive **P**artition and **A**malgamation. 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 2005 Consumerinformation responses shows **two** major behavioral groups by **purpose of visit**.*

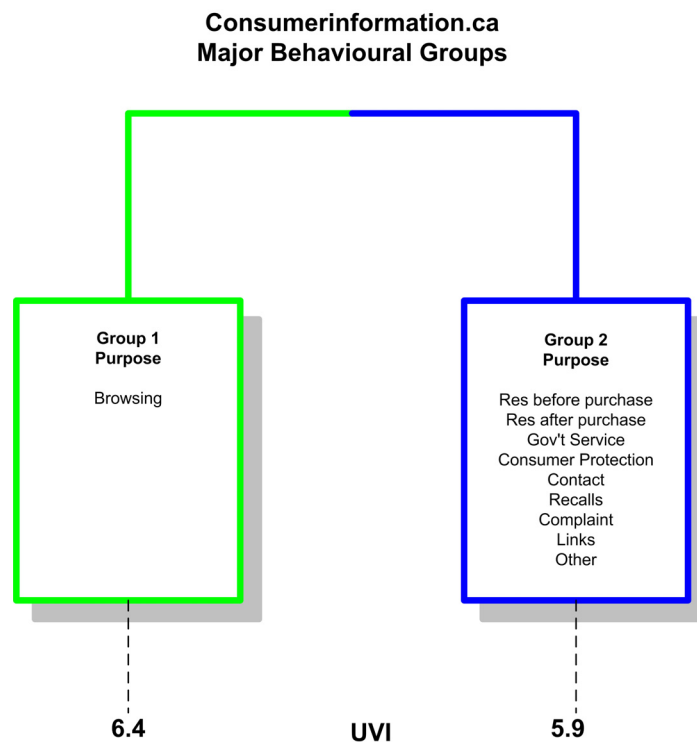
Purpose of visit divides into 2 major groups as follows:

Table 4-1 : RECPAM User Groups

<i>User Group:</i> What is the main purpose of your visit today?	
RECPAM User Sub Group 1	RECPAM User Sub Group 2
Just browsing	Research a product or service before a purchase
	Research a product or service after a purchase
	Find a government service
	Learn about my rights or consumer protection
	Find contact information
	Find out about product recalls
	File or register a complaint
	Find links to other sites
	Other, please specify

The table can be visualized as a demographic tree as follows:

Figure 4-1 : RECPAM Groups



It would appear that the logical inference from RECPAM is that behavioral groups are based on their level of focus. Browsers, being less mission-oriented, have different expectations and requirements for the site than those seeking specific outcomes.

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 2005 Consumerinformation sample, the following attributes together were found to be the most correlated and hence are the best indicators of site satisfaction determinants. They are listed in order of level of correlation and numbers in brackets show the relative ranking in the whole sample:

- Consistency (1) . . . has a consistent look and functionality that helps you navigate the site?
- Discovery (24) . . . enables you to find what you're looking for?
- Answers (25) . . . provides you with the answers you want
- Objective (15) . . . gives you an immediate grasp of what you can do on the site?

Correlation attributes are found at both extremes of rating, however with considerable skewing at the lower end. While consistency is a high determinate of satisfaction and ranks number in UVI, *discovery* and *answers* rank at the bottom. This is consistent with overall results and feedback from open-ended responses.

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 much of this is captured in the RECPAM analysis, 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. Results for UVI and proportion of respondents from the 2002 webValidator are also shown.

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 and 2004 results. Figure 4-2 shows a drop in all attributes. The magnitude of changes from 2004-200 is shown in Figure 4-3.

Figure 4-2

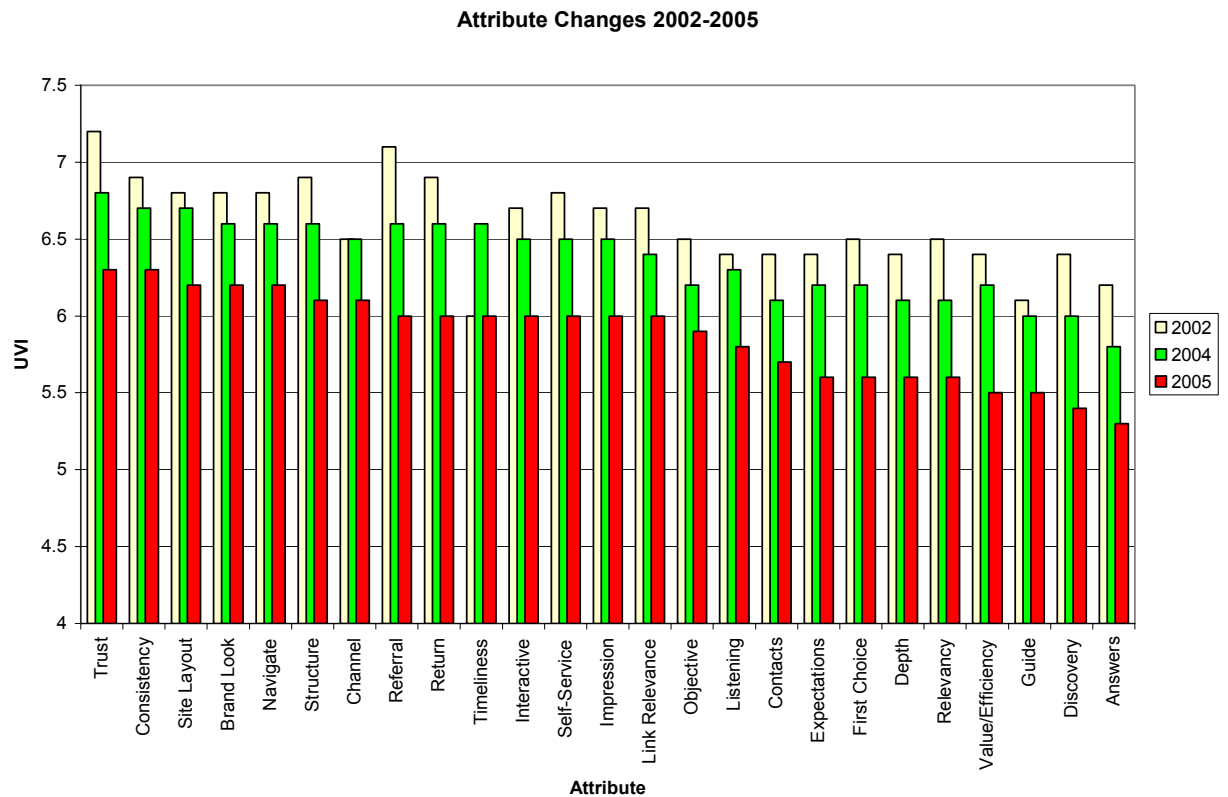
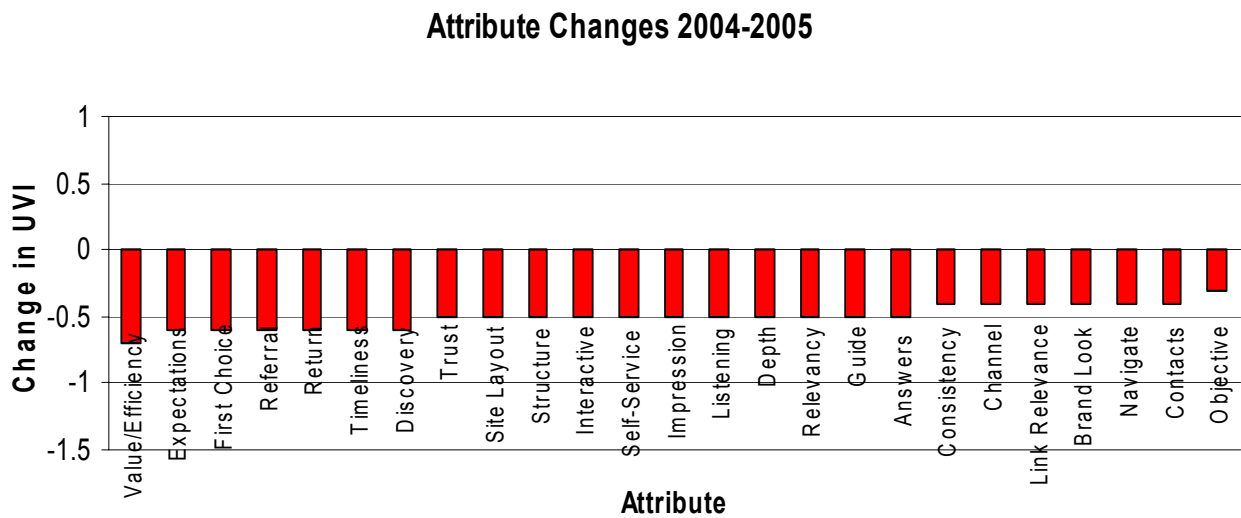


Figure 4-3

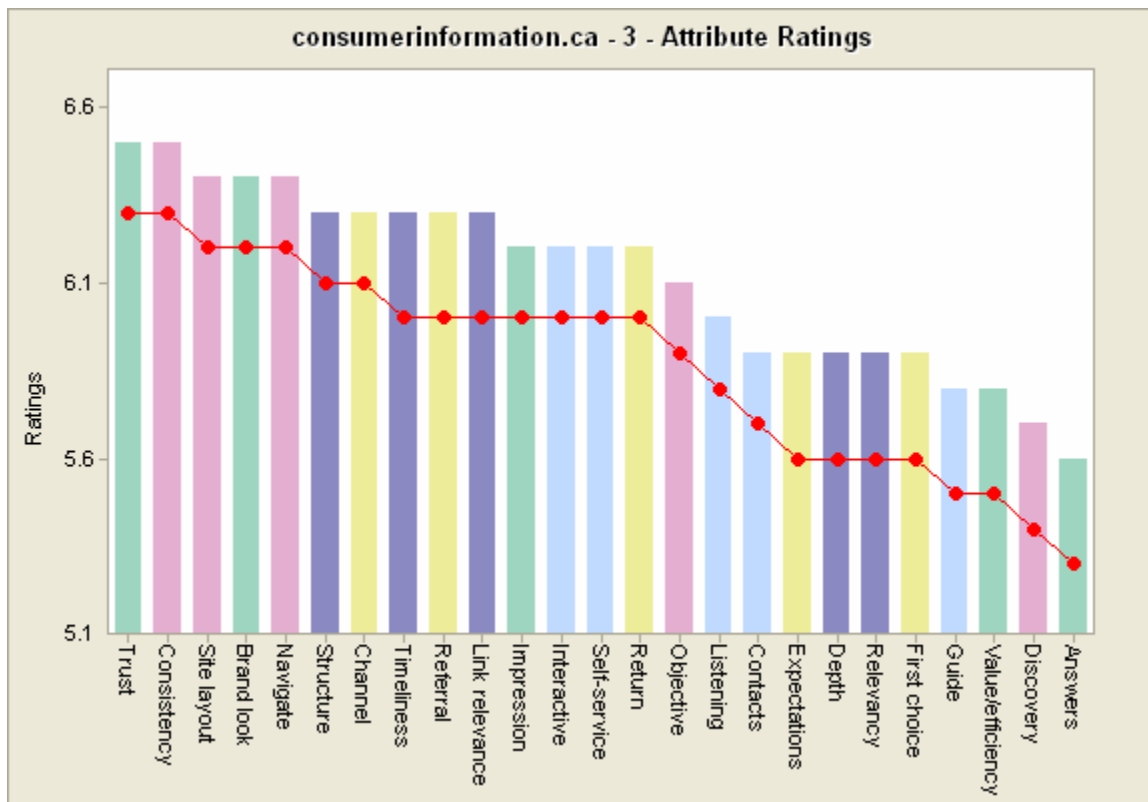


The largest absolute negative changes are seen in:

- Value/efficiency
- Expectations
- First Choice
- Referral
- Return
- Timeliness
- Discovery

Consistent with the 2004 survey, and as the data in sections 4.3.2 and 4.3.3 will show, the key problem area remains for users that indicated “researching prior to purchase” as their purpose and “consumer products” as their area of interest. In 2004 we stripped out these groups from the total sample, leaving 73.4% of total sample. The overall UVI jumped from 6.4 to 6.7 and that the attribute range jumped from a low of 5.8 to a high of 6.8 to a low of 6.1 and high of 7.1. While stripping out this grouping in the 2005 sample did result in increased UVI ratings, many of the ratings remain in the *fair* range. Overall UVI moves from 5.9 to 6.1 and attribute range moves from a low of 5.3 to a high of 6.3 to 5.6-6.5 (Figure 4-4).

Figure 4-4 : UVI Ratings without “Research before purchase” and “Consumer Products)



Line graph shows UVI for total sample (725)

4.3.2 Purpose of Visit

Table 4-2 : UVI by Purpose of Visit

Purpose of Visit	2005 # Respondents	% Total**	Cumulative % Total	2005 UVI	2005 RECPAM Grouping	2002 UVI	2004 UVI
Browsing	234	32.3 (25)	32%	6.4	1	7.0	6.9
Consumer Protection	149	20.6 (15)	53%	6	2	6.6	6.4
Research before purchase	132	18.2 (18)	71%	5	2	6.2	5.8
Find gov't service	61*	8.4 (7)	79%	5.6	2	6.4	6.3
File complaint	39*	5.4 (6)	85%	5.6	2	6.4	6.3
Research after purchase	33*	4.6 (2.8)	89%	5.4	2	6.0	6.5
Product recalls	29*	4.0 (6)	93%	6.9	2	6.6	6.9
Contact info	27*	3.7 (7)	97%	5.2	2	6.4	6.3
Link to other site	13*	1.8 (1.6)	99%	5.7	2	6.0	7.2
Other	8*	1.1 (10.7)	100%	7	2	6.2	5.9
Total Overall	725	100%		5.9		6.6	6.4

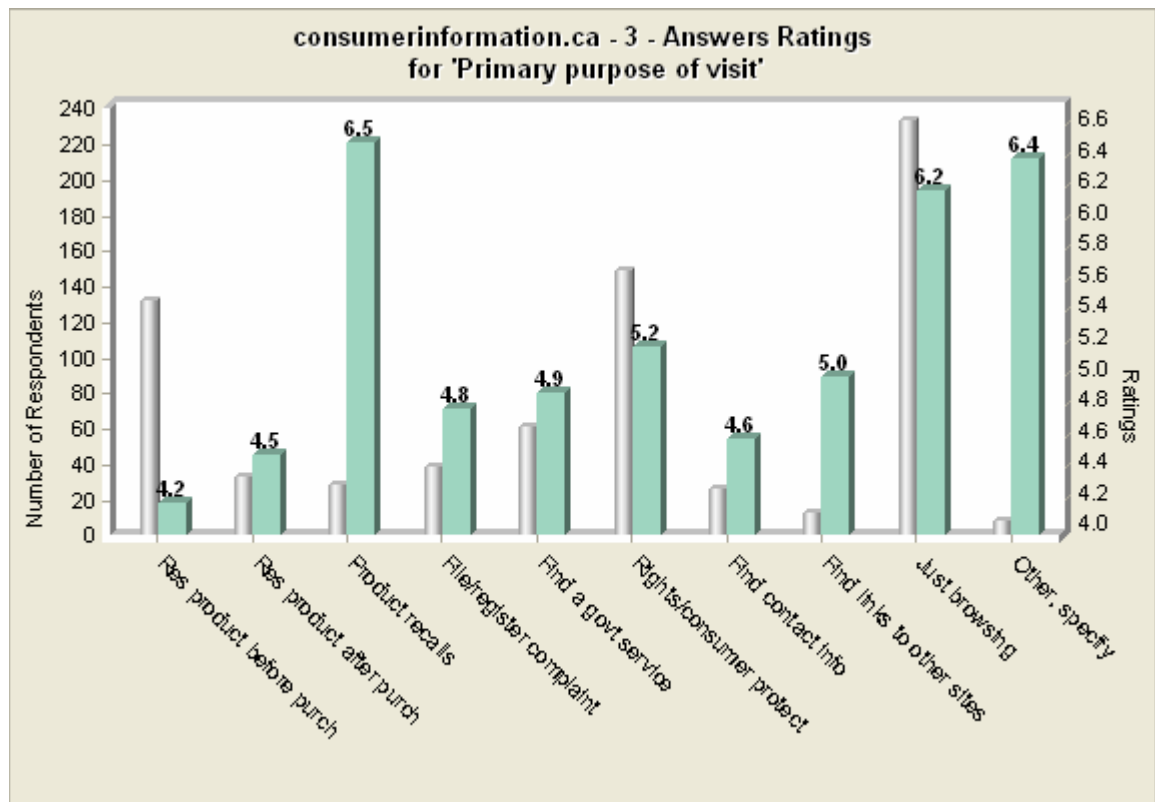
* not statistically significant

** numbers in brackets represent 2004 values

Observations – Purpose of Visit:

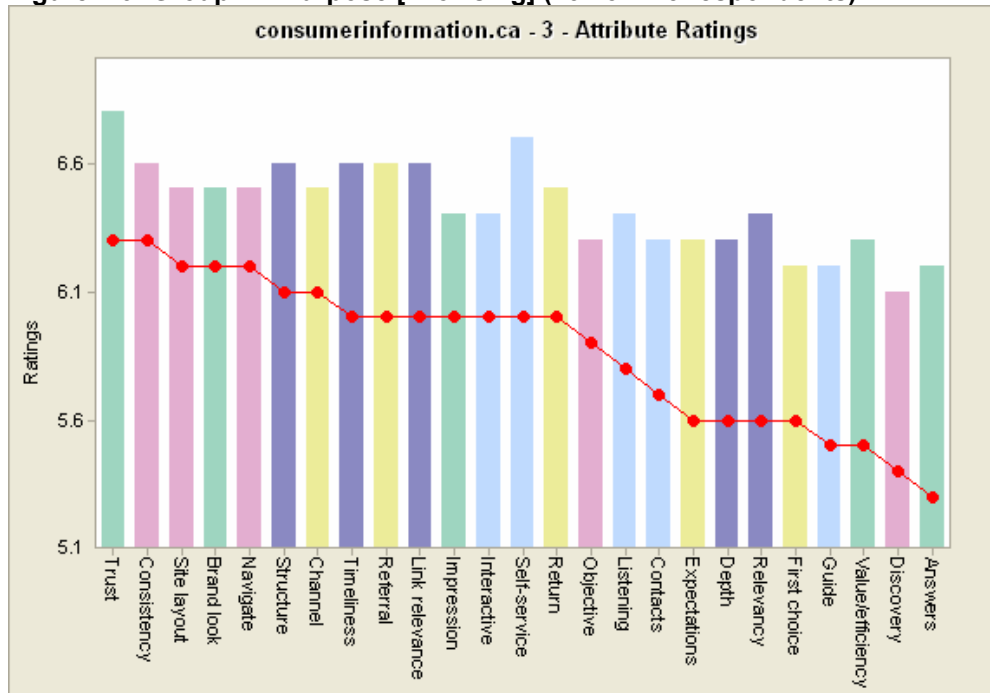
- The largest user group remains the “browsers” at 32% which is up from 25% in 2004 and the same as the 32% in 2002. Browsers also represent the highest UVI among significant samples (but lower than Product Recalls [6.9] which represented only 4% of the sample).
- The top 5 groups represented 85% of the sample – up from 76% in 2004 indicating that a higher concentration of user purpose.
- There was a significant drop in respondents indicating “other” as their purpose of visit. This supports the comment above and also suggests that more visitors are coming to the site for purposes tagged
- Decreases in UVI were seen in all sub groups except Product recalls and “Other” however both of these sub groups were relatively small.
- When looking at the *answers* attribute – a key determinate of site satisfaction, only product recalls, browsers and “other” scored in the “good” range. The balance were in the “fair” range (Figure 4-5)

Figure 4-5



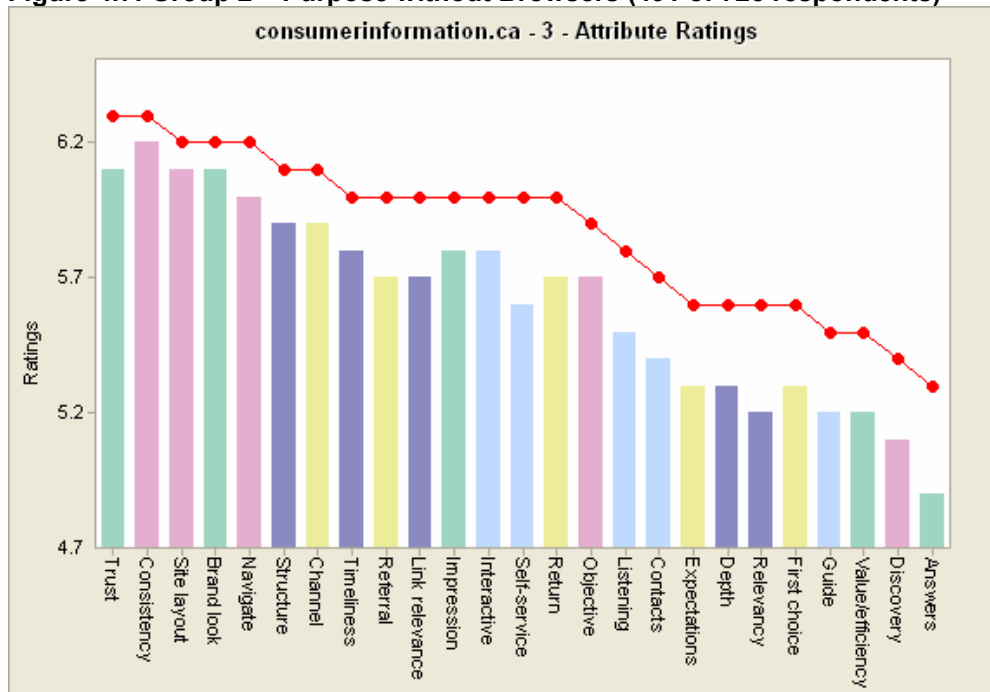
- RECPAM identified purpose of visit as the main determinate of visitor behavior, with Browsers being the first group and the balance representing the second group. This would indicate that behavior is determined by whether a visitor comes to the site with a specific objective in mind rather than general information or casual browsing. The following charts show individual attributes by each group:

Figure 4.6: Group 1 – Purpose [Browsing] (234 of 725 respondents)



Line graph shows total sample ratings

Figure 4.7: Group 2 – Purpose without Browsers (491 of 725 respondents)



Line graph shows total sample ratings

Group 1:

- Scores well above average in all attributes and a much smaller spread between lowest and highest attribute scores
- In particular, UVI of attributes at the low end of the total sample (*guide, value/efficiency, discovery, answers*) jump very significantly into the “good” range from “fair”
- Attributes of *referral* and *return* score particularly high indicating higher potential adoption and expansion of user base

Group 2:

- Shows significantly lower scores than Group 1 with the all 6.2 or below, but with a similar rank order of attributes to the whole group
- The 20 lowest attributes scores 6.0 or under
- A large variance exists between low and highly rated attributes reinforcing observations that the site scores better in general attributes related to confidence and lower in those related to getting specific information

4.3.3 Area of Interest

Table 4.3 : UVI by Area of Interest

Area of Interest	2005 # Respondents	% Total	Cumulative % Total	2005 User Value Index	2002 User Value Index	2004 User Value Index
Consumer Products	120	16.6 (18)	16.6 %	5.1	6.7	5.8
Consumer Services	73	10.1 (10.8)	26.7%	6.7	n/a	6.3
Other	68	9.4 (9.1)	36.1%	5.7	6.3	5.3
Fraud/Deceptive Practices	60	8.3 (11)	44.4%	5.7	6.8	7
Money	47	6.5 (7.5)	50.9%	5.7	6.3	6.3
Government Services	45*	6.2 (5.2)	57.1%	6.2	6.6	7
Know Your Rights	41	5.7	62.8%	6.6		
Housing	38*	5.2 (4.2)	68.0%	5.8	6.5	6.8
Transportation	32*	4.4 (6.5)	72.4%	6.6	6.6	6.4
Children	32*	4.4 (4)	76.8%	5.5	7.5	7.4
Food	30*	4.1 (3)	80.9%	5.9	6.1	6.9
Communications	26*	3.6 (4)	84.5%	5.8	6	6.5
Consumer Challenge and Solutions	24*	3.3 (3.7)	87.8%	6.3	n/a	7.1
Health	24*	3.3 (2.5)	91.1%	5.9	6.8	5.9
File a Complaint	21*	2.9 (3.7)	94.0%	6.1	n/a	6.3
Travel/Tourism	20*	2.8 (2.1)	96.8%	5.6	6.6	6.6
Safety	12*	1.7 (1.7)	98.5%	6.3	6.7	6.7
Environment	7*	1 (0.7)	99.5%	5.9	5.9	6.7
Internet	5*	0.7 (2.2)	100%	4.8	6.8	6.5
Total Overall	725	100%		5.9	6.6	6.4

* not statistically significant

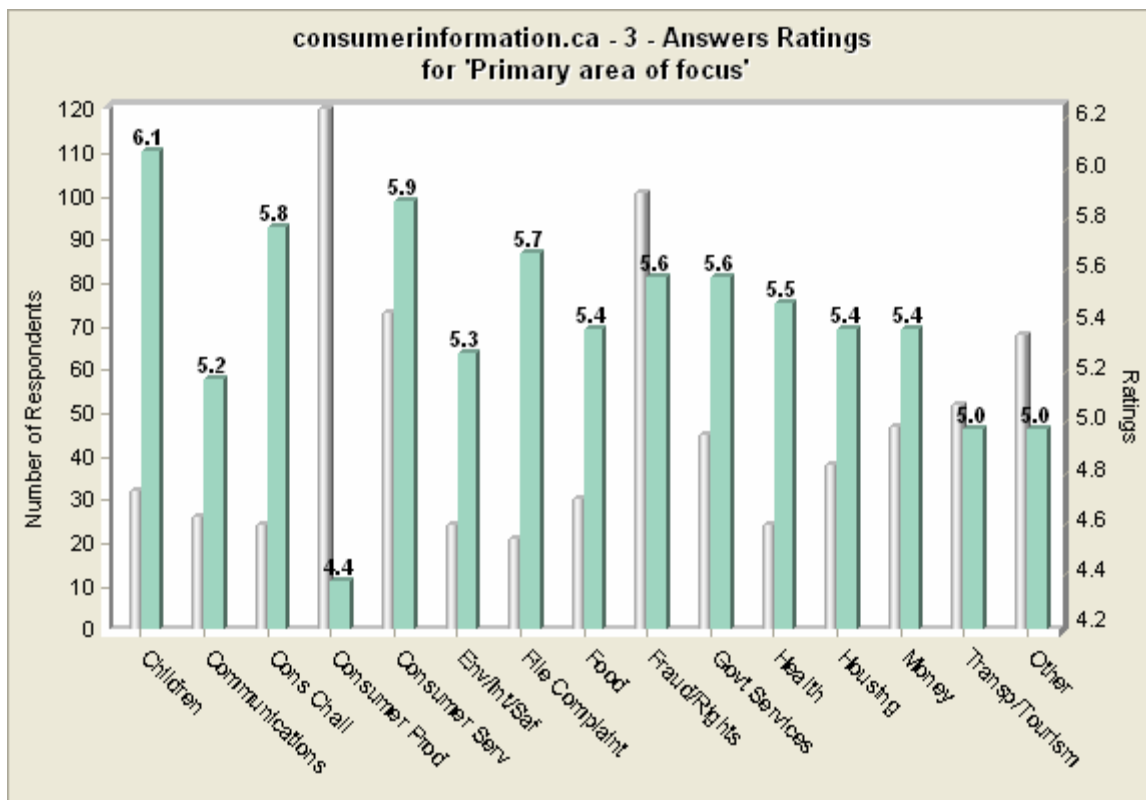
** numbers in brackets represent 2004 values

Observations – Area of Interest

- Consumerinformation.ca retains its wide distribution of users by the 19 areas of interest indicating that all the primary areas of the site are being used to some extent. Visitors are somewhat skewed to the top 5 groups representing just over 50% of the total. By contrast, the bottom 5 groups represented 9.1% of the total.
- Visitor distribution is very similar to that of 2004 both in terms of percentages and rank order
- The largest single grouping was for consumer products at 16.6% and the other 18 groups were all below 11%.

-
- This wide distribution meant that that 13 of the user groups here yielded insignificant individual statistical results (results that could be used statistically for cross comparative purposes).
 - Within significant groups, the area of interest which scored significantly higher than the average was Consumer Services
 - Consumer Services respondents tended to be a high proportion of “Browsers” – 38% versus total average of 32.3% and “Rights/Consumer Protection” – 27% versus total average of 20.6%, for purpose of visit.
 - Significant groups scoring well (>6.5) included
 - Consumer Services
 - Know Your Rights
 - Significant groups scoring poorly (<6.0) included
 - Consumer Products
 - Fraud/Deceptive Practices
 - Money
 - Most significant increases in UVI from 2004 were observed in
 - Consumer Services (6.3-6.7)
 - Other (5.3-5.7)
 - Most significant decreases in UVI from 2004 were observed in
 - Fraud/Deceptive Practices (7.0-5.7)
 - Consumer Products (5.8-5.1)
 - When looking at the answers attribute, a key determinate of site satisfaction, only “children” scored in the “good” range. The balance scored “fair”

Figure 4-8



4.3.4 Frequency of Visit in Past 6 Months

Table 4.4

Frequency of Visit	2005 # Respondents	% Total **	Cumulative % Total	2005 UVI	2002 UVI
First time	631	87 (87)	87 %	5.7	6.6
2-5 times	74	10.2 (10)	97.2%	6.5	6.8
6-10 times	14*	0.8 (1.1)	99.1%	7.7	6.6
11+ times	6*	1.9 (1.2)	100%	7.8	7.1
Total Overall	725	100%		6.4	6.6

* not statistically significant

** numbers in brackets represent 2004 values

Observations – Frequency of Visit

- The vast majority had not visited the site within the previous 6 months at 87%, the same as in 2004 and is similar to other consumer sites we have evaluated
- The relative proportion of respondents by frequency of visit was similar to that of 2002 and 2004
- A large drop in UVI was seen in first time visitors. This could not be attributed to any significant change in the distribution of other sub-groupings when compared to 2004 (e.g. purpose of visit).

4.3.5 Likelihood of Return in Next 6 Months

Table 4.5

Likelihood of Return	2005 # Respondents	% Total**	Cumulative % Total	2005 UVI	2002 UVI	2004 UVI
Yes, occasionally	282	38.9 (37)	38.9 %	6.4	6.9	6.7
Don't know	230	31.7 (29)	71%	5.3	5.9	5.6
Yes, regularly	85	11.7 (18)	82%	7.3	7.3	7.5
No	71	9.8 (6.2)	92%	2.5	3.6	2.7
Yes, frequently	57	7.9 (10)	100%	7.7	7.4	7.5
Total Overall	725	100%		5.9	6.6	6.4

** numbers in brackets represent 2004 values

Observations – Likelihood of Return

- 9.8% of respondents stated that they would not return to the site and this is up from 6.2% in 2004 and 4.2% in 2002.
- A large group (31.7%) did not know and this is also up from 29% in 2004 and 27.8% in 2002. Given the low relative value for UVI, many of these respondents are not likely to return. While there was no strong correlation between likelihood of return and purpose of visit and area of interest, this group did have a higher proportion of respondents seeking information on Fraud/Deceptive Practices
- Nearly 57% stated that they would likely return to the site over the next 6 months and this is down from 65% in 2004 and 67.7% in 2002.

4.3.6 Site Satisfaction

Table 4.6

Site Satisfaction	2005 # Respondents	% Total**	Cumulative % Total	2005 UVI	2002 UVI	2004 UVI
Somewhat satisfied	223	30.8 (33)	30.8 %	6.7	6.9	6.8
Very satisfied	192	26.5 (29)	57%	8.2	8.1	8.2
Neutral	149	20.6 (22)	78%	5.1	5.7	5.6
Somewhat dissatisfied	95	13.1 (10)	91%	3.7	4.6	3.8
Very dissatisfied	66	9.1 (5.6)	100%	1.5	2.4	2
Total Overall	725	100%		5.9	6.6	6.4

* not statistically significant

** numbers in brackets represent 2004 values

Observations – Site Satisfaction

- Not surprisingly, site satisfaction correlates strongly with likelihood of return figures with some 57.3% indicating some level of satisfaction (down from 63% and 65.9 in 2002) corresponding to 57% that would return. The same percent who indicated they would not return also indicated that they were very dissatisfied.

4.3.7 Region

Table 4.7

Region	2004 Respondents	% Total**	Canadian Population (actual)***	Cumulative % Total	2005 UVI	2002 User Value Index	2004 User Value Index
Ontario	304	41.9 (45)	38%	41.9 %	6.2	6.6	6.4
Quebec	103	14.2 (12)	24%	56.1%	6.0	6.9	6.5
BC	93	12.8 (14)	13%	68.9%	5.5	6.5	6.2
Alberta	72	9.9 (10)	9.9%	78.8%	5.2	6.1	6
Nova Scotia	37*	5.1 (4.5)	3.0%	83.9%	5.9	7	6.7
Manitoba	29*	4 (3.8)	3.7%	87.9%	5.1	6.3	6.5
Saskatchewan	22*	3 (3)	3.3%	90.9%	5.6	5.9	6.3
New Brunswick	22*	3 (2.1)	2.4%	93.9%	6.4	7	6.9
Outside Canada	20*	2.8 (2.9)		96.7%	5.7	6.6	5.7
NFLD	13*	1.8 (1.2)	1.7%	98.5%	6.4	7.7	7.6
PEI	5*	0.7 (0.1)	0.05%	99.2%	6.2	7.1	8.2
NWT	2*	0.3 (0.4)	0.10%	99.5%	5.4	8.6	6.8
Nunavut	2*	0.3 (0)	0.10%	99.8%	5.8	2.2	
Yukon	1*	0.1 (0.8)	0.10%	100%	0.0	6.1	6.5
Total Overall	725	100%			5.9	6.6	6.4

* not statistically significant

** numbers in brackets represent 2004 values

*** Source: Statistics Canada 2001 census

Observations - Region

- Geographical proportion of respondents followed the general Canadian population except that as in 2004, Quebec is significantly under-represented and Ontario slightly over-represented.
- Geographical distribution of respondents is similar to that of 2004
- There is some indication that geography plays some role in satisfaction within sub-groups, but this cannot be shown statistically since there are over 150 groups by region/area of interest and over 100 by region/purpose of visit.

4.3.8 Role

Table 4.8

Role	2005 # Respondents	% Total**	Cumulative % Total	2005 UVI	2002 UVI	2004 UVI
General Public	482	66.5 (63)	66.5 %	5.6	6.7	6.2
Bus/Private Sector	47*	6.5 (10)	73.0%	6.0	6.6	6.7
Teacher/Professor	34*	4.7 (6.3)	77.7%	5.9	5.8	7
Non-Gov't Org	34	4.7 (1.9)	82.4%	7.1	7.1	6.3
Federal Gov't	33	4.6 (3.6)	87.0%	6.8	7.2	7.3
Other	27*	3.7 (4.6)	90.7%	6.6	6.7	6.5
Student	26*	3.6 (5.8)	94.3%	5.2	6.4	5.9
Prov/Terr Gov't	15*	2.1 (1.7)	96.4%	7.2	6.8	6.8
Municipal/other Gov't	15*	2.1 (1.5)	98.5%	6.8	6.5	7.8
Consumer Organization	9*	1.2 (0.3)	99.7%	6.7	4.7	5.9
Media	3*	0.4 (0.5)	100%	5.7	6.8	5.8
Total Overall	725	100%		5.9	6.6	6.4

* not statistically significant

** numbers in brackets represent 2004 values

Observations – Role

- General public remains the largest single user group with a very significant 66.5% of respondents up from 63% in 2004 and down from 72% in 2002. UVI in this group is down significantly from 2004; from 6.2 to 5.6.
- In general, proportion of respondents was similar as in 2004 however some increase was seen in NGO responses and this remains one of the highest rating groups.
- A decrease in responses by Business/Private Sector; from 10% in 2004 to 6.5% in 2005 – which however is similar to 2002 when it was 6.3%.
- A significant swing upward was seen in the Teacher/Professor group (5.8-7.0) and a significant swing down in the Student group (6.4-5.9)
- Federal Government users continue to score significantly higher than average

4.3.9 Function

Table 4.9

Function	2005 # Respondents	% Total**	Cumulative % Total	2005 UVI
None of the above	591	81.5 %	81.5 %	5.8
Social Service Employee	40*	5.5 %	87.0%	6.9
Librarian/Info technician	23*	3.2 %	90.2%	6.3
Financial Advisor	16*	2.2 %	92.4%	5.8
Senior Citizen Service Provider	12*	1.7 %	94.1%	6.4
Shopping Centre Kiosk Operator	11*	1.5 %	95.6%	5.3
Health/Nutrition Consult	10*	1.4 %	97.0%	5.8
Crisis Intervention	7*	1 %	98.0%	6.3
Women's Organization Service Provider	6*	0.8 %	98.8%	6.7
Housing Assistance Provider	5*	0.7 %	99.5%	7.0
Cultural Centre Employee	4*	0.6 %	100%	7.5
Total Overall	725	100%		5.9

* not statistically significant

Observations – Function

- This is an expansion of a previous sub group which tracked Librarians/Information Specialists so no valid comparative data is available
- Only 19.5% of respondents identified themselves as one of the labeled groups.
- Differences in UVI are tied to Purpose of Visit rather than function. As an example, the high score for Social Service Employees is likely because 60% of this group were “Browsers” which as whole score higher

4.3.10 Gender

Table 4.10

Gender	2004 # Respondents	% Total	Cumulative % Total	2005 UVI	2002 UVI	2004 UVI
Female	436	60.1 (55)	55%	6.1	6.7	6.5
Male	289	39.9 (45)	100%	5.6	6.6	6.3
Total Overall	725	100%		5.9	6.6	6.4

* not statistically significant

** numbers in brackets represent 2004 values

Observation – Gender

- An unusually high proportion of respondents were women in 2005 and this group scored the site much higher than men. In our experience this proportional split is unusual as women typically represent 52-55% of responses in this and other similar sites. A proportional analysis of women respondents by purpose of visit and area of interest showed no significant difference with the full population.
- An analysis was also undertaken to look at UVI by gender and purpose of visit and area of interest. In most cases, men simply scored the site lower than women, regardless of sub group. This was particularly evident with “Browsers” where women scored the site at 6.8 and men at 5.8
- There was no obvious reason for the shift in proportion and UVI by gender based on this information and the lack of any major proportional shift in other sub groups

4.3.11 Age

Table 4.11

Age	2004 # Respondents	% Total	Cumulative % Total	2005 UVI	2002 UVI	2004 UVI
46-55	223	30.8 (27)	30.8 %	6.0	6.6	6.4
36-45	192	26.5 (30)	57.3%	6.1	6.7	6.3
26-35	144	19.9 (17)	77.2%	6.0	6.4	6.5
Over 55	119	16.4 (16)	93.6%	5.4	6.9	6.2
18-25	44*	6.1 (9.3)	99.7%	5.4	6.8	6.5
Under 18	3*	0.4 (0.7)	100%	6.8	2.9	5.9
Total Overall	725	100%		5.9	6.6	6.4

* not statistically significant

** numbers in brackets represent 2004 values

Observations – Age

- Overall age distribution is similar to the 2004 survey
- The majority of respondents fall relatively evenly between 36 and 55 at 57%, the same as in 2004.

- The 18-25 group, remains significantly lower at 6.1% and under 18 remains negligible
- There is some indication that age plays some role in site satisfaction with younger (18-25) and older (over 55) respondents scoring lower than average. These groups had lower scores for most purpose of visit and area of interest

5.0 User Segmentation Module

A user segmentation module to examine the “Complaint Courier” function of the site was undertaken. Respondents answering yes to a question asking if they used the feature were directed to a series of questions dealing with satisfaction and functionality of the service. Eight percent of respondents (57) said yes to using the feature (in 2004 this was 10% and 77 respondents). Overall, the feature was well regarded with nearly 66% of respondents indicating they would likely (somewhat more or much more likely) use the feature again as a result of their experience with it but down from 80% in 2004. 17% indicated they would be less likely to use it again and this was up from 12% in 2004.

5.1 Satisfaction

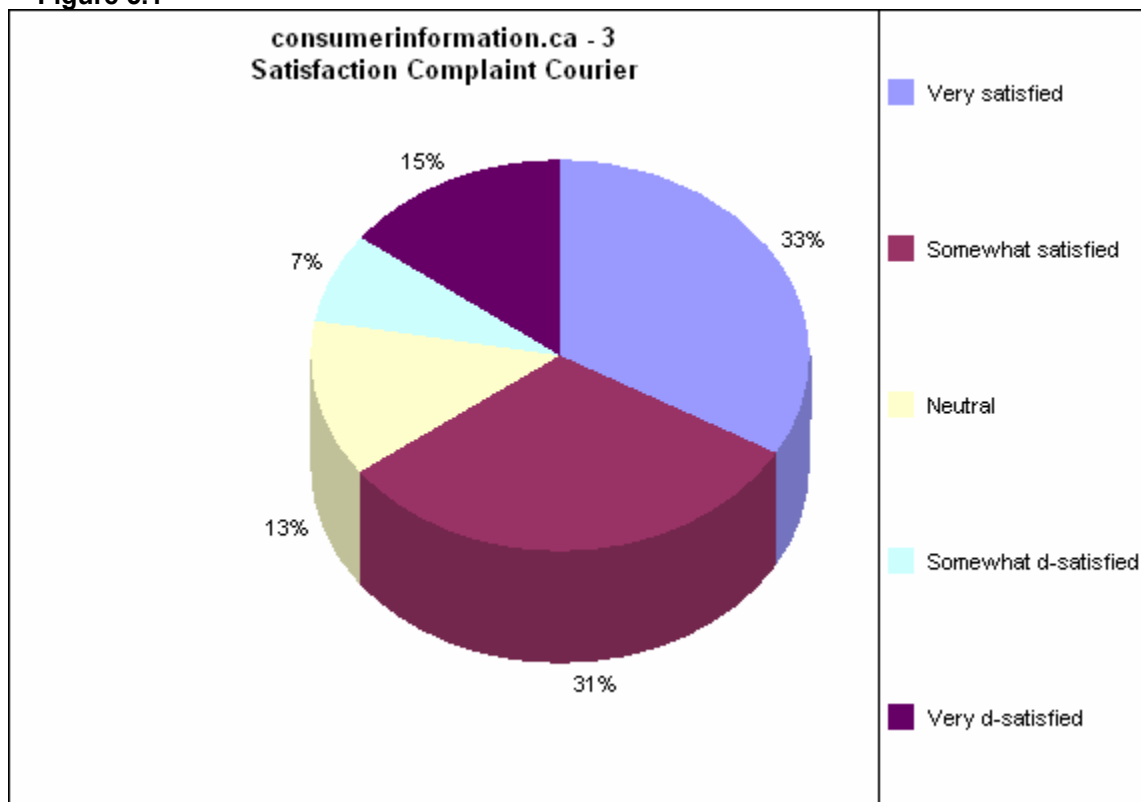
Satisfaction with Complaint Courier was similar to the site in general as follows:

Table 5.1 - Satisfaction Complaint Courier

Total Sample: 55

Very satisfied	18	33% (42)
Somewhat satisfied	17	31% (23)
Neutral	7	13% (20)
Somewhat dissatisfied	4	7% (7)
Very dissatisfied	8	15% (7)

Figure 5.1



5.2 Characteristics

The following tables show the results of measured characteristics of Complaint Courier:

Tables 5.2/5.3 – Responses to Characteristics of Complaint Courier

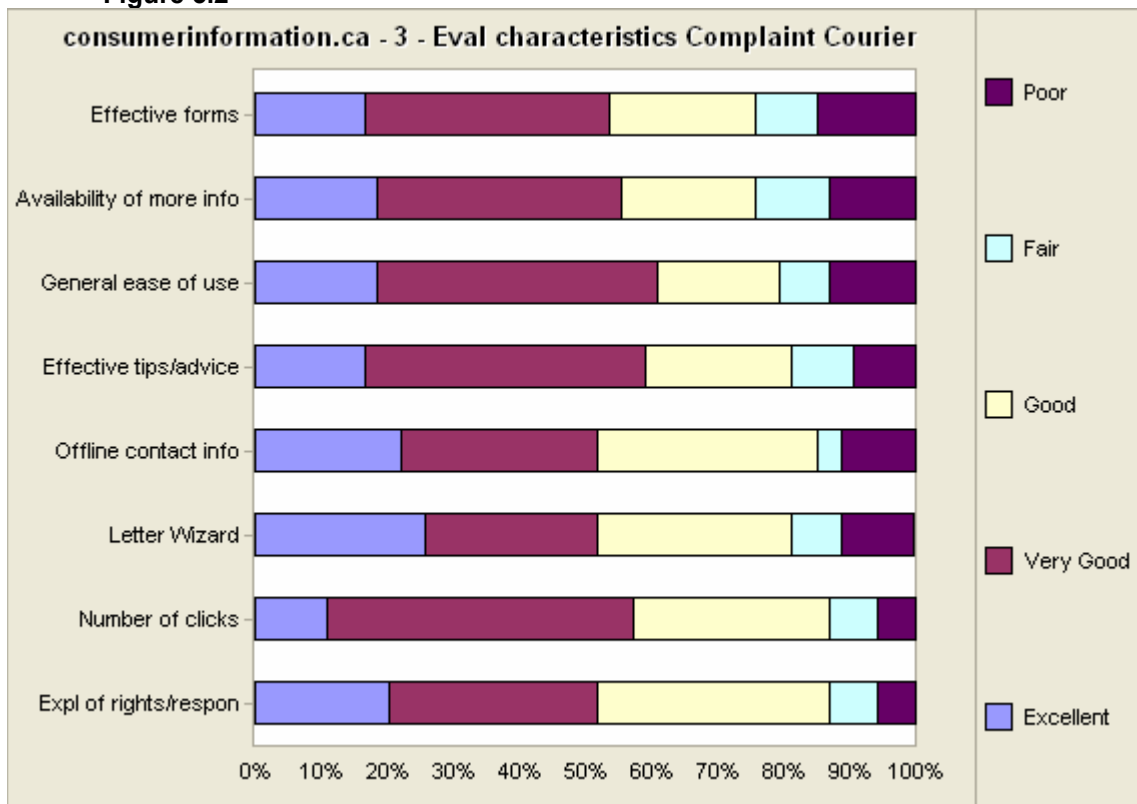
Count

Selections	Poor	Fair	Good	Very Good	Excellent	Total
General ease of use	7	4	10	23	10	54
Number of clicks	3	4	16	25	6	54
Letter Wizard	6	4	16	14	14	54
Explanation of rights and responsibilities	3	4	19	17	11	54
Offline contact information	6	2	18	16	12	54
Availability of more information	7	6	11	20	10	54
Effective tips / advice	5	5	12	23	9	54
Effective forms	8	5	12	20	9	54

Percentage

Selections	Poor	Fair	Good	Very Good	Excellent	Total
General ease of use	13.0%	7.4%	18.5%	42.6%	18.5%	100.0%
Number of clicks	5.6%	7.4%	29.6%	46.3%	11.1%	100.0%
Letter Wizard	11.1%	7.4%	29.6%	25.9%	25.9%	100.0%
Explanation of rights and responsibilities	5.6%	7.4%	35.2%	31.5%	20.4%	100.0%
Offline contact information	11.1%	3.7%	33.3%	29.6%	22.2%	100.0%
Availability of more information	13.0%	11.1%	20.4%	37.0%	18.5%	100.0%
Effective tips / advice	9.3%	9.3%	22.2%	42.6%	16.7%	100.0%
Effective forms	14.8%	9.3%	22.2%	37.0%	16.7%	100.0%

Figure 5.2



Appendix A - Summary of Survey Questions

Stem Question: Based on your best online experience, how would you rate consumerinformation.ca as a site that...

Dimension: **Navigation** Rating: **6.0** Focus: **Immediate Desirability**

Overall Rank	Attribute	Rating	Question
1	Consistency	6.3	...has a consistent look and functionality that helps you navigate the site?
3	Navigate	6.2	...is easy for you to navigate?
3	Site layout	6.2	...has a site design that is logical to you?
15	Objective	5.9	...gives you an immediate grasp of what you can do on the site?
24	Discovery	5.4	...enables you to find what you're looking for?

Dimension: **Content** Rating: **5.9** Focus: **Immediate Usefulness**

Overall Rank	Attribute	Rating	Question
6	Structure	6.1	...has well-organized content?
8	Link relevance	6.0	...links you to other relevant sources of information?
8	Timeliness	6.0	...provides up-to-date information?
18	Depth	5.6	...provides sufficient depth of information?
18	Relevancy	5.6	...has content that is relevant to the purpose of your visit?

Dimension: **Interactivity** Rating: **5.8** Focus: **Long-Term Usefulness**

Overall Rank	Attribute	Rating	Question
8	Interactive	6.0	...provides a positive interactive experience?
8	Self-service	6.0	...enables you to help yourself?
16	Listening	5.8	...provides sufficient opportunities for your input?
17	Contacts	5.7	...enables you to identify and contact the right people?
22	Guide	5.5	...provides help when you need it?

Dimension: **Motivation** Rating: **5.9** Focus: **Long-Term Desirability**

Overall Rank	Attribute	Rating	Question
1	Trust	6.3	...is a reliable source of information that you trust?
3	Brand look	6.2	...has the look that you expect from a leading consumer information site in Canada?
8	Impression	6.0	...gives you a positive impression about Canada's Governments?
22	Value/efficiency	5.5	...leaves you feeling that your time was well spent?
25	Answers	5.3	...provides you with the answers you want?

Dimension: **Adoption** Rating: **5.9** Focus: **Loyalty-Adoption and Commitment**

Overall Rank	Attribute	Rating	Question
6	Channel	6.1	...is your preferred way of receiving this type of information?
8	Referral	6.0	...you would refer to others?
8	Return	6.0	...encourages you to return?
18	Expectations	5.6	...meets your expectations?
18	First choice	5.6	...is your first choice for clear, concise consumer information?

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

What is the main purpose of your visit today? - Other

comment faire un potager conseils
information sur la loi sur l'étiquetage de produits nettoyants
pour mon compte de credit
Publications Comme "Protegez-vous" au Quebec
recherche info sur vole d'identité
Recherche sur les plaintes contre une compagnie.

Appendix C - Responses to *How you Best Describe Yourself? - other*

How would you best describe yourself as a user of Consumerinformation.ca today? -

Other

communautaire

investisseur immobilier

résidante dans une résidence pour retraités

retraité

travailleur autonome, ayant exerce divers metiers, qui cherche a obtenir plus de credit.