

ADVERTISING CAMPAIGN EVALUATION TOOL
Wireless - Advertising Campaign

INTRODUCTION

INTRODUCTION FOR RDD SAMPLE

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

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

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

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

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

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

INTRODUCTION FOR CELLULAR PHONE ONLY SAMPLE

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

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

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

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

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

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

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

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

d) Are you 18 years of age or older?

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

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

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

f) In which province or territory do you live?

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

CORE QUESTIONS

ASK ALL RESPONDENTS

Q1A:

Over the past few months or so, have you seen, heard or read any advertising about competition in Canada's wireless industry?

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

Q1B:

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

INSERT RESPONSE77 O
 DON'T KNOW/REFUSED99 X

RANDOMIZE [Q2a-Q2d]

Q2. More specifically...

Q2a: Do you remember seeing a **television** ad over the past few weeks or so showing a man standing in front of a phone display, a woman sitting at the kitchen table looking at her cell phone bill and a mother parked by the side of the road, lost, without cell phone service. The ad mentions that the largest wireless companies in Canada hold over 85% of the airwaves and Canadians pay some of the highest wireless rates in the developed world.

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

Q2b: Do you remember seeing an advertisement on the **Internet** over the past few weeks or so about Canada's policy related to competition in the wireless industry?

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

Q2c: Do you remember hearing a **radio** ad over the past few months or so about Canada's policy related to competition in the wireless industry? The ad mentions that the largest wireless companies in Canada hold over 85% of the airwaves and Canadians pay some of the highest wireless rates in the developed world.

INTERVIEWER ASSISTED VERSION

- Yes
- No
- DON'T KNOW
- REFUSED
- VOLUNTEERED: Not applicable/do not listen to the radio

Q2d: Do you remember seeing an ad in the **newspaper** over the past few months or so about Canada's policy related to competition in the wireless industry? The ad mentions that the largest wireless companies in Canada hold over 85% of the airwaves and Canadians pay some of the highest wireless rates in the developed world.

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

IF RESPONDENT RECALLS ANY OF THE ADS IN Q2a-Q2d SERIES OF QUESTIONS, CONTINUE; OTHERWISE SKIP TO Q10.

Q3: Thinking about the advertising that you saw, heard or read, what do you think was the **main** point these advertisements were trying to get across? **[RECORD VERBATIMS - ACCEPT ONE RESPONSE]**

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

Q5A: Who do you think produced those ads? In other words, who funded them? **[DO NOT READ LIST, ACCEPT ONE RESPONSE]**

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

[ASK Q5B IF Q5A = 'Government (General) OTHERWISE GO TO Q10]
Q5B: Which level of government? **[READ LIST, ACCEPT ONE RESPONSE]**

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

DEMOGRAPHIC QUESTIONS

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

D1: Which of the following categories best describes your current employment status? Are you...? **[READ LIST, ACCEPT ONE RESPONSE]**

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

D2:

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

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

D3:

In what year were you born?

RECORD YEAR: _ _ _ _ _
REFUSED

D4:

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

- Yes
- No
- REFUSED

D5:

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

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

ASK TO RDD SAMPLE ONLY

D6a:

Do you own a cellular phone?

- Yes
- No
- REFUSED

MEDIA CONSUMPTION QUESTION

D7:

In the last two weeks, have you...

RANDOMIZE MEDIA CHANNELS

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

- Yes
- No

DON'T KNOW
REFUSED

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

INTERVIEWER RECORDS:

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