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C.D. Howe Building
235 Queen Street
Ottawa, ON K1A 0H5
Canada

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Executive Summary

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Innovation, Science and Economic Development Canada (ISED) summarizing the results of the qualitative and quantitative research regarding stakeholders' awareness and attitudes about the Competition Bureau.

The Competition Bureau (the Bureau) plays an important role in ensuring that Canadian businesses and consumers prosper in a competitive and innovative marketplace. An important part of the Bureau's work to safeguard a fair marketplace involves promoting its activities so that business know how to be compliant with Canada's competition laws; consumers and businesses have the information they need to protect themselves from anti-competitive and deceptive marketing practices; and policymakers and regulators consider competition when setting regulations and policies. The Bureau is seeking to increase its understanding of the level of awareness these stakeholders have of their activities. The Bureau would also like to better understand if and how awareness changes their behaviour in any way. To help expand their knowledge, the Bureau contracted Earnscliffe in 2019 to conduct research into stakeholders' awareness and impressions.

In addition to establishing a baseline understanding of awareness of the Bureau among stakeholders, the objectives of this research were to explore stakeholders' perceptions of the Bureau's various activities and publications, whether any of these have affected the stakeholders' behaviour, identify areas for increased understanding and awareness, as well as assess compliance. The contract value for this project was \$199,831.46 including HST.

To meet these objectives, Earnscliffe conducted a two-part research program. The first phase of the research included a series of ten focus groups with two segments of the Canadian population: Canadian consumers and decision-makers in small to medium sized-businesses (SMBs). For each group, a maximum of ten (10) individuals were recruited as participants. In total, 92 people participated in the focus group discussions. Two sessions were conducted in each of the following five cities: Halifax (June 17); Montreal (June 18); Toronto (June 18); Calgary (June 19); and, Vancouver (June 20). The groups in Montreal were conducted in French while all other groups were conducted in English. Each group was approximately 2 hours in length. Please refer to the Recruitment Screeners in the Appendix D of this report for all relevant screening and qualifications criteria.

In each city, the groups with decision-makers in SMBs began at 5:30 pm and were followed by the groups with Canadian consumers (18+) at 7:30 pm. Canadian consumers were given an honorarium of \$100 as a token of appreciation for their time, while decision-makers at SMBs received \$200.



The research also included a total of 30 in-depth interviews with three audiences: five (5) interviews with decision-makers in SMBs in Canada’s North, ten (10) interviews with decision-makers in global multinational companies, and fifteen (15) interviews with regulators and policymakers across Canada, including in Canada’s North. The interviews with decision-makers in SMBs and global multinational companies were conducted by phone between June 20 and July 19, 2019, while those with regulators and policymakers were conducted by phone between June 19 and July 22, 2019. The interviews were approximately 30 to 45 minutes in length.

Appendix B provides the discussion guide used for the focus groups and Appendix C provides the interview guide used for the in-depth interviews. Appendix D provides greater detail on how the groups and interviews were recruited. Appendix E includes the handouts that were given to each group and interviewee.

It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

The second phase of the research involved a survey of Canadian consumers, decision-makers at SMBs, policymakers and regulators, and individuals employed by multinational organizations. In total, 1,504 individuals completed the surveys. The sample size break down by audience is as follows:

Canadian consumers	1,023
Small and Medium businesses	401
<i>Small and Mediums businesses that are also multinationals</i>	<i>87</i>
Global multinationals (phone)	30
Canadian regulators and policymakers	50
TOTAL	1,504



The length of interview for each audience was as follows:

- Consumers: 13 minutes
- SMBs: 17 minutes
- Multinationals (phone): 28 minutes
- Policymakers & regulators: 11 minutes

The surveys of Canadian consumers and SMBs were conducted online using Leger's opt-in panel. The survey of consumers was in field from July 15 to 29, 2020 and for SMBs from July 16 to 29, 2020. The final sample of consumers was weighted by age, region and gender to reflect the makeup of the Canadian population 18+ as per the 2016 Census. The SMB sample was weighted by business size according to Statistics Canada's Canadian Business Counts, with employees. The survey of policymakers and regulators was conducted online from July 22 to August 19, 2020 and the data was not weighted.

We originally intended to conduct all the interviews with decision-makers at multinational companies by phone. However, due to the length of the questionnaire used, the data collection by phone proceeded slowly and achieving the 50 completes by phone was deemed unfeasible. Consequently, the analysis of the multinationals in this report includes the 30 completes done by phone, in addition to 87 responses from SMBs online that also happened to be multinationals. By combining the data in this way, we were able to achieve a sample size suitable for quantitative analysis. Data collection by phone for multinational respondents occurred between July 16 and September 16, 2020 and the data was not weighted. The telephone interviews were conducted from Léger's centralized call-centre using state of the art Computer Aided Telephone Interviewing (CATI) system.

Appendix F summarizes the methodology used to undertake the quantitative research and Appendix G includes all the survey instruments used.

The following summarizes the key takeaways from the research.



Overall Awareness and General Perceptions of the Bureau

- Overall, awareness of the Bureau was low among consumer, SMB and multinational audiences, while regulators and policymakers were more knowledgeable.
 - Unaided, very few consumer, SMB and multinational participants in the qualitative research named the Bureau as the entity responsible for protecting businesses and consumers from anti-competitive practices. They were more likely to name the Better Business Bureau, Canada Revenue Agency, the RCMP, and provincial government departments or agencies. Very few had any previous experience interacting with the Bureau. Similarly, few consumers (12%), SMBs (17%) and multinationals (15%) identify the Competition Bureau as the organization responsible for enforcing federal competition laws and labelling laws in the quantitative survey.
 - In contrast, many regulators and policymakers had some form of interaction with the Bureau, typically, of either a consultative or educational nature. Half (56%) correctly identify it in the survey as the organization responsible for enforcing federal competition laws.

- Consumers', SMBs' and multinationals' understanding of a series of terms related to the Bureau's work is mixed. Among consumers surveyed, the plurality indicate that they are not aware of terms like abuse of dominance (42%) and mass-marketing fraud (45%).
 - Understanding is slightly higher among SMBs and multinationals. However, the qualitative research demonstrates that some respondents in both the consumer and SMB groups had very different understandings of several terms. While terms like collusion, price-fixing and scams tended to generate common interpretations that were generally accurate, others such as cartels, mass-marketing fraud and multi-level marketing were much less consistently understood.
 - Policymakers and regulators are the audience most familiar with the terms associated with the Bureau's work, though not all claim to have a clear understanding of all the terminology.

- Consumers surveyed have limited knowledge of the Acts the Bureau enforces, with a quarter or less saying they are familiar with each. Familiarity is slightly higher among SMBs and multinationals surveyed. For example, 27% of consumers, 30% of SMBs and 47% of multinationals are familiar with the *Competition Act*.
 - Consumers and SMB participants in the qualitative research, provided with the names of the four Acts, demonstrated they could generally deduce what some of the Acts likely cover from their respective names.
 - The *Competition Act*, in both the focus groups and the survey, is the Act the most businesses deem relevant to them.



- Policymakers and regulators are more familiar with the Acts than the other audiences. That said, significantly more of those surveyed recall the *Competition Act* (54% familiar) than the *Textile Labelling* (28%) and *Precious Metals Marking Act* (10%).
 - Those surveyed say the *Competition Act* is the Act that most often influences their work (46%).

Awareness and Perceptions of the Bureau's Activities & Performance

- The bread price-fixing investigation and the Ticketmaster settlement are the most frequently recalled Bureau activities among almost all audiences surveyed.
 - Two-thirds of consumers (65%) recall the bread-price fixing investigation and 50% recall the Ticketmaster settlement.
 - Similarly, two-thirds (66%) of SMBs have heard of the bread-price fixing investigation and 55% have heard of the Ticketmaster settlement.
 - Among multinationals, 67% recall the bread price-fixing investigation. While over half (54%) recall the Ticketmaster settlement, slightly more recall CRTC submissions on mobile wireless services (60%) and the penalty Facebook had to pay to settle the Bureau's concerns about misleading privacy claims (62%).
 - Over three-quarters of policymakers and regulators have heard of the bread price-fixing investigation (84%) and the Ticketmaster settlement (78%).
- Though few recalled most of the other activities¹ tested during the quantitative phase, the results from the qualitative portion demonstrate that audiences may respond positively when exposed to information about them. All four audiences were surprised by the breadth of the Bureau's mandate. Exposure to these activities tended to improve participants' opinion of the Bureau.
 - In fact, most in the consumer and SMB groups were interested in learning more about what the Bureau does and suggested that the Bureau should more broadly and more actively communicate its activities.
- Among the consumers, SMBs and multinationals surveyed, the Bureau's activities that are of greatest interest are the Little Black Book of Scams (32% of consumers are interested, along with 35% of SMBs and 37% of multinationals) and the Consumer/Business alerts (39% of consumers are interested, along with 35% of multinationals and SMBs).
 - The SMBs, multinationals and consumers involved in the qualitative research were also intrigued by these publications. They were provided with examples of Alerts published by the Bureau and appreciated the value and relevance of the information. They found the Alerts credible and indicated that they would like to receive such warnings.
 - Participants frequently mentioned that The Little Black Book of Scams, the title of which was shown to all, was something they would be interested in learning more about.

¹ Each audience was presented with a series of the Bureau's enforcement cases, advocacy activities, and alerts and asked if they were aware of them. A full list of the activities presented in the quantitative phase can be found in the questionnaires in Appendix G.

- While policymakers and regulators surveyed also show an interest in the Little Black Book of Scams (38%), they indicate that the Competition Assessment Toolkit (40%) is of slightly greater interest and are also curious about the competition promotion work (28%) and market studies (28%).
- All audiences surveyed agree that the work of the Bureau is important to the Canadian economy and trust the information it provides.
 - For example, 73% of consumers, 68% of SMBs and multinationals, and 74% of policymakers and regulators agree that the Bureau's work is beneficial to the Canadian economy.
 - Over two-thirds of each audience agree that they would trust information provided by the Bureau; 70% of multinationals, 88% of policymakers and regulators, 71% of consumers and 73% of SMBs.

Interactions with the Bureau

- Among the few consumers and businesses surveyed who claim to have been influenced by one of the Bureau's activities, the most common response is that they are now armed with more information to protect against scams and other anti-competitive behaviour. Regulators and policymakers note that the primary effect the Bureau's work has on them is that they consider it in their daily work drafting policy and regulations.
- There tends to be more respondents among the consumers, SMBs, and multinationals surveyed who provide either a neutral rating of the Bureau's performance on a variety of metrics, or who do not offer a response, than provide an opinion one way or another. For example, over half (52%) of consumers either provide a neutral rating or none at all when it comes to how well the Bureau does publishing the outcome of its investigations. The trend persists among businesses; 56% of SMBs provide a neutral response or do not respond when asked how well the Bureau addresses the competition issues associated with digital transformations taking place.
 - However, among those who do provide a response, more believe the Bureau is doing well than believe it is doing poorly. For example, 36% of SMBs agree the Bureau does well helping Canadian businesses understand how to be compliant with competition and labelling laws, compared to 16% who believe the Bureau does a poor job.



- Very few consumers, SMBs and multinationals surveyed have ever contacted the Bureau. Just 5% of consumers, 8% of SMBs and 16% of multinationals report having done so.
 - The very few consumers who contacted the Bureau did so primarily to report a scam (31%). SMBs, in contrast, are most likely to have contacted the Bureau to get information on compliance with labelling laws (32%) and to file a complaint (28%). Multinationals also are likely to have contacted the Bureau to get information on labelling compliance (42%), as well as get merger guidelines (37%).
 - In the qualitative portion, a small number of global multinationals and SMB decision-makers said had some dealings with the Bureau, but their interactions with the Bureau tended to be by the company's (internal or external) legal counsel. Generally, the SMBs and multinationals who interacted with the Bureau were not that satisfied with their interaction.

 - About a quarter (28%) of policymakers and regulators surveyed say they have contacted the Bureau. The most common reasons for contacting the Bureau are for information on an investigation (21%), for advice on regulations or policies (21%) and for information on competition/labelling laws (21%).
 - The policymakers and regulators in the qualitative component who had contacted the Bureau were more satisfied with their interaction than the SMBs and multinationals. They praised the Bureau for being extremely knowledgeable, smart (asks the right questions), professional, responsive and helpful. Most came away feeling satisfied with their interactions with the Bureau and felt that their queries had been addressed in a timely, efficient and effective manner.

 - Few among any of the audiences, both in the survey and the qualitative research could specifically describe or name additional information they might need from the Bureau. Despite this, when it was discussed in the focus groups, consumers, SMB and multinational decision-makers did have an appetite for further information from the Bureau generally.
 - The preferred methods by which participants would like to receive information from the Bureau that were suggested in the focus groups varied somewhat, but suggestions offered with more frequency included the use of social media and targeted advertising for people who search for information on scams, as well as compelling intercept advertising on YouTube. Participants also mentioned that they would be open to signing up for email alerts, and were not aware that such a service already exists. In the survey, email was the top method of communication for all three audiences (50% among consumers, 47% among SMBs and 54% among multinationals).
 - In contrast, regulators and policymakers felt they would be more likely to go to colleagues in other parts of their organizations, outside counsel, and/or seek out the experiences of other jurisdictions as a first step to find information. If they were to receive unsolicited information from the Bureau, their preference was by email, both in the interviews conducted and in the survey (46%).
- 

The Bureau's Future Work

- Consumers surveyed are most likely to pick the telecommunications industry (36%) as one of the most important areas of focus for the Bureau's future work followed by retail trade (30%), health care and pharmaceuticals (28%), banking and finance (27%), e-commerce (25%) and retail gas (24%).
- Businesses also believe the Bureau should focus on telecommunications. For example, 41% of SMBs prioritize the industry, followed by health care and pharmaceuticals (25%), banking and finance (25%) and e-commerce platforms (24%).
 - A third of multinational respondents agree the Bureau should focus on telecommunications (32%), followed by e-commerce platforms (26%), health care and pharmaceuticals (25%), and manufacturing (23%).

Research Firm:

Earncliffe Strategy Group Inc. (Earncliffe)
Contract Number: U1400-208392/001/CY
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I hereby certify as a Representative of Earncliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed: 

Date: October 5, 2020

Doug Anderson
Principal, Earncliffe



Introduction

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to ISED summarizing the results regarding the qualitative and quantitative research into stakeholders' awareness and attitudes about the Competition Bureau.

The Competition Bureau (the Bureau) plays an important role in ensuring that Canadian businesses and consumers prosper in a competitive and innovative marketplace. An important part of the Bureau's work to safeguard a fair marketplace involves promoting its activities so that business know how to be compliant with Canada's competition laws; consumers and businesses have the information they need to protect themselves from anti-competitive and deceptive marketing practices; and policymakers and regulators consider competition when setting regulations and policies. The Bureau is seeking to increase its understanding of the level of awareness these stakeholders have of their activities. The Bureau would also like to better understand if and how awareness changes their behaviour in any way. To help expand their knowledge, the Bureau contracted Earnscliffe in 2019 to conduct research into stakeholders' awareness and impressions.

Feedback from this research will be used to:

- Identify specific areas where the Bureau should focus its outreach activities and better target engagement through social media to maximize reach, impact and potential benefits for consumers and businesses.
- Implement more effective outreach practices and messages to increase consumer and business awareness.
- Inform the development of a communications strategy aimed at increasing awareness of the importance of compliance with the *Competition Act* by businesses operating in Canada.
- Inform strategies to increase consideration of competition and innovation issues by regulators and policymakers.

The specific objectives of the research included, but were not limited to:

- Establish a baseline measure of the level of awareness that key stakeholder groups have of the Bureau and its activities.
- Assess the understanding that key stakeholder groups have of the Bureau's various activities (enforcement, compliance, outreach and advocacy).
- Determine if, and how, key stakeholder groups have changed their behaviour, or made decisions, as a result of their awareness and understanding of the Bureau's activities and role.
- Identify specific areas and opportunities to strengthen stakeholder awareness and understanding of the Bureau and its activity so stakeholders can make pro-competitive choices.
- Measure the impact of awareness of Bureau activities on compliance.



To meet these objectives, Earncliffe conducted a two-phased research program. The first phase was qualitative, and it began with a series of ten focus groups with two segments of the Canadian population: Canadian consumers and decision-makers in small to medium sized-businesses (SMBs). For each group, a maximum of ten (10) individuals were recruited as participants. In total, 92 people participated in the focus group discussions. Two sessions were conducted in each of the following five cities: Halifax (June 17); Montreal (June 18); Toronto (June 18); Calgary (June 19); and, Vancouver (June 20). The groups in Montreal were conducted in French while all other groups were conducted in English. Each group was approximately 2 hours in length. Please refer to the Recruitment Screener in the Appendix of this report for all relevant screening and qualifications criteria.

In each city, the groups with decision-makers in SMBs began at 5:30 pm and were followed by the groups with Canadian consumers (18+) at 7:30 pm. The sessions were approximately 2 hours in length. Canadian consumers were given an honorarium of \$100 as a token of appreciation for their time, while decision-makers at SMBs received \$200.

The research also included a total of 30 in-depth interviews with three audiences: five (5) interviews with decision-makers in SMBs in Canada's North, ten (10) interviews with decision-makers in global multinational companies, and fifteen (15) interviews with regulators and policymakers across Canada, including in Canada's North. The interviews with decision-makers in SMBs and global multinational companies were conducted by phone between June 20 and July 19, 2019, while those with regulators and policymakers were conducted by phone between June 19 and July 22, 2019. The interviews were approximately 30 to 45 minutes in length.

Appendix D provides greater detail on how the groups and interviews were recruited, while Appendix B provides the discussion guide used for the focus groups and Appendix C provides the interview guide used for the in-depth interviews. Handouts provided to all focus group participants and interviewees are in Appendix E.

It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.



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Canadian consumers	1,023
Small and Medium businesses	401
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The length of interview for each audience was as follows:

- Consumers: 13 minutes
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- Policymakers & regulators: 11 minutes

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We originally intended to conduct all the interviews with decision-makers at multinational companies by phone. However, due to the length of the questionnaire used, the data collection by phone proceeded slowly and achieving the 50 completes by phone was deemed unfeasible. Consequently, the analysis of the multinationals in this report includes the 30 completes done by phone, in addition to 87 responses from SMBs online that also happened to be multinationals. By combining the data in this way, we were able to achieve a sample size suitable for quantitative analysis. Data collection by phone for multinational respondents occurred between July 16 and September 16, 2020 and the data was not weighted. The telephone interviews were conducted from Léger’s centralized call-centre using state of the art Computer Aided Telephone Interviewing (CATI) system.

Appendix F summarizes the methodology used to undertake the quantitative research and Appendix G includes all the survey instruments used.



Detailed Findings

The report is divided into four sections. Each of the first three sections presents the quantitative and qualitative results for a different audience. The first section reports on the results among consumers. The second includes the results for all types of businesses surveyed, including SMBs and multinationals. The third section analyses the results among policymakers and regulators. The fourth section offers a comparison of the findings between each audience.

To recap, the first phase of focus groups was conducted with individuals with a decision-making role in an SMB and with consumers. The in-depth interviews were conducted with policymakers and regulators at the federal, provincial and municipal level, including 5 municipal regulators/policymakers in the North, SMBs in the North, and individuals in decision-making roles at multinational businesses.

The survey was conducted among four key audiences: consumers, SMBs, multinational companies and regulators/policymakers. The survey was conducted online for all consumers, SMBs, and regulators/policymakers. 30 of the 117 interviews with multinationals were conducted by phone, while the remaining 87 were conducted online.



Consumers

The consumer section is divided into the following sub-sections: The first explains overall awareness and perceptions of the Bureau and the four Acts it enforces; the second deals with awareness and perceptions of the Bureau's activities and performance; the third focuses on interactions with the Bureau, including preferred methods of communication; the fourth summarizes views regarding where the Bureau should focus future efforts.

Overall Awareness and General Perceptions of the Bureau

Very few (9%) consumers surveyed can identify the Competition Bureau as the organization responsible for enforcing federal competition laws and labelling laws. Just 12% are familiar with the Bureau.

- Respondents from Ontario (13%) and Alberta (18%) are significantly more likely than respondents from Quebec (8%) to claim they are familiar with the Bureau.
- Those born in Canada (17%) are more familiar with the Bureau than those who were not (11%).
- Men are more likely to say they are familiar than women (16% vs 8%).

Very few (5%) clearly recall hearing anything about the Bureau, while 25% vaguely recall hearing something.

- Men are more likely than women to report having heard something about the Bureau (36% clearly or vaguely recall vs 23%).
- Those 55 and older are more likely to have heard something (35%) compared to those 18-34 (29%) and 35-54 (26%).
- Though Quebecers are least likely to report that they are familiar with the Bureau, they are significantly more likely than residents of other regions to say they recall hearing about the agency (37%).

Under one-in-five (16%), when presented with an explanation² of the Bureau, say it matches their existing understanding of it, 31% say it adds to their understanding. Almost half (47%) did not know about the Bureau prior to the survey.

- Men are more likely than women to say the description of the Bureau adds to their understanding of it (38% vs 25%) or that the description matches their existing understanding (20% vs 12%).
- Respondents 55+, compared to those 18-34, are more likely to agree that the description matches their existing understanding (19% vs 11%) or that it adds to their understanding (36% vs 26%).

² Respondents were provided with the following explanation of the Bureau: The Competition Bureau is an independent federal law enforcement agency that ensures Canadian businesses and consumers prosper in a competitive and innovative marketplace. It investigates anti-competitive activities, protects consumers and promotes competitive markets.



Qualitative Insights: Awareness of the Bureau

Participants were first asked to name the organization or agency dedicated to addressing deceptive marketing practices and other anti-competitive conduct. They were all asked about their familiarity with the Competition Bureau, their impression of its role and whether they had had any previous interaction with the Bureau.

Unprompted awareness of an agency responsible for the activities within the Bureau's mandate was low. They often mentioned other entities such as the Better Business Bureau, the Canada Revenue Agency, the RCMP and provincial government departments or agencies. With a few exceptions, participants tended to infer correctly from its name that its role must relate to ensuring there is ample and fair competition in the Canadian marketplace. When pressed, these participants acknowledged this was an assumption and typically not based on information they had come across. Some participants thought that the Bureau was primarily involved in economic or market analysis and were not aware of the role the agency played in law-enforcement.

Exhibit A1: Q4: Can you name the organization responsible for enforcing federal competition laws and labelling laws (except as it relates to food products)? n=1,023

Organization	% Named
Competition Bureau	9%
FDA	3%
Competition Bureau of Canada	3%
Consumer Affairs / Consumer Protection	3%
Canadian Food Inspection Agency / CFIA	2%
Health Canada	1%
Federal government / Government	1%
Police / RCMP	1%
Other	11%
None / Nothing	47%
Don't know / Prefer not to answer	19%

Exhibit A2: Q15: How familiar are you with the Competition Bureau? Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar." n=1,023

Level of Familiarity	%
1-Not at all familiar	39%
2	26%
3	21%
4	9%
5-Very familiar	3%
Don't know	2%

Exhibit A3: Q16: The Competition Bureau is an independent federal law enforcement agency that ensures Canadian businesses and consumers prosper in a competitive and innovative marketplace. It investigates anti-competitive activities, protects consumers and promotes competitive markets. Which statement best reflects your knowledge of the Competition Bureau before completing this survey? n=1,023

Level of Knowledge	%
This was already my understanding of the Competition Bureau.	16%
This adds to what I already knew of the Competition Bureau.	31%
I did not know about the Competition Bureau before doing this survey.	47%
Don't know	6%

Exhibit A4: Q17: Over the past year, how clearly do you recall seeing or hearing anything about the Competition Bureau? n=1,023

Recall	%
Do not recall seeing or hearing anything	65%
Vaguely recall seeing or hearing something	25%
Clearly recall seeing or hearing something	5%
Don't know	5%

Consumers do not appear to be very familiar with the various terms related to the Bureau's work. Under half (44%) are aware of misleading advertising, 32% are aware of price-fixing/bid-rigging/collusion, and 30% are aware of abuse of dominance. A quarter (26%) are aware of mass marketing fraud and mergers and acquisitions (25%).

- Men are more likely than women to claim they are aware of price-fixing/bid-rigging/collusion (37% vs 28%), abuse of dominance (37% vs 23%), mass-marketing fraud (32% vs 22%), and mergers/acquisitions (31% vs 18%).
- Respondents 55+ are more likely to say they are aware of price-fixing/bid-rigging/collusion than those 18-34 (38% vs 26%).
- Residents of Ontario, Alberta and BC seem more familiar with the anti-competitive terminology than those in other regions. For example, 36% of Albertans and 34% of residents of Ontario and BC are aware of abuse of dominance, compared to 23% among those in Atlantic Canada, 22% among Quebecers, and 19% among those in Manitoba/Saskatchewan.



Qualitative Insights: Understanding of Bureau Terminology

Consumers were asked to explain their understanding of terms related to the Bureau's work. The terms tested were: misleading advertising and deceptive marketing practices, price-fixing, bid-rigging, collusion, mass-marketing fraud, mergers and acquisitions, consumer packaging and textile labelling, and marking of precious metals, and misleading advertising and deceptive marketing practices.

The interpretations of most terms from respondent groups were diverse. While terms like collusion, price-fixing and scams tended to generate common interpretations that were generally accurate, some other terms were much less consistently understood. Cartels, mass-marketing fraud and multi-level marketing are examples of terms that elicited diverse, and often incorrect, interpretations. Consumers associated the term "cartel" with drug trafficking or gang activity, though some described it as a group of companies or countries pooling resources to sell a common product.

Familiarity with the Acts the Bureau enforces is not widespread. Around a quarter of consumers are familiar with the *Consumer Packaging and Labelling Act* (27%) and the *Competition Act* (23%). Fewer are aware of the *Textile Labelling Act* (18%) and the *Precious Metals Marking Act* (9%).

- Men are more likely than women to say that they are familiar with the *Competition Act* (28% vs 18%).
- Respondents 55+ are more familiar than those 18 to 34 with the *Competition Act* (26% vs 19%). They also report being more familiar with the *Textile and Labelling Act* than those 35-54 (21% vs 15%). Respondents 18 to 34 are more likely than those 55+ to be familiar with the *Precious Metals Marking Act* (13% vs 7%).

Qualitative Insights: Knowledge of the Acts

Participants were asked about their awareness, knowledge and understanding of the four acts the Bureau enforces: The Competition Act, the Consumer Packaging and Labelling Act, the Textile Labelling Act and the Precious Metals Marking Act.

Knowledge of the four Acts was generally only latent or subconscious. When prompted with the names of each of four Acts enforced by the Bureau, most participants indicated being unaware of the Act itself, but discussions demonstrated participants could generally deduce what some of the Acts must cover from their respective names.

Among consumers, upon reflection, several people in each group were of the view that multiple Acts did actually relate to their lives, even if it tended not to be something of which they were conscious on a day-to-day basis. Usually stimulated by discussions and/or prompting, several participants in each group felt that aspects of the *Competition Act* were relevant to them. Initially, this relevance tended to be through the lens of consumers being protected from anti-competitive behaviours (competition in telecommunications and cable service were raised spontaneously in some groups). Prompting with examples such as truth in advertising, price-fixing or mergers caused participants in every group to recognize that there were additional aspects of the Bureau's



mandate that were important to them. In every group, multiple participants tended to agree on the relevance of the two Acts related to labelling noting that they relied upon the availability/accessibility and accuracy of information on the products they purchased. Commonly, they provided examples of their need to avoid certain materials in the manufacture of textiles for health reasons. It is worth noting that for the *Consumer Packaging and Labelling Act*, most participants began by assuming the Act covered food labelling. When told the discussion was really on how the Act related to non-food products, some wondered how the Act related, but were ultimately able to come up with examples and concluded that this Act did relate to them, too. As well, respondents in many groups thought the Acts must cover the use of both official languages in packaging and labelling. The *Precious Metals Marking Act* was the one least understood and least assumed to be personally relevant. A few participants offered that it related to them in that they assumed it governed claims such as the content or purity of gold or silver products or the weight of diamonds they may purchase.

Exhibit A5: Q5-10: Please indicate how aware you are of each activity. Please use a scale from 1 to 5 where 1 means “Not at all aware” and 5 means “Very aware.” n=1,023

Anti-Competitive Activity	% Aware
Misleading advertising and deceptive marketing practices	44%
Price-fixing, bid-rigging, collusion	32%
Abuse of dominance (monopolization)	30%
Mass-marketing fraud	26%
Mergers and acquisitions	25%
Consumer packaging and textile labelling, and marking of precious metals	19%

Exhibit A6: Q11-14: Below is a list of Canadian laws. Please indicate how familiar you are with each of them. Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar." n=1,023

Canadian Law	% Familiar
A federal law called the <i>Competition Act</i> that governs most business conduct in Canada, with the purpose of maintaining and encouraging competition in the Canadian economy and ensuring consumers have access to competitive prices and product choices	23%
A federal law called the <i>Consumer Packaging and Labelling Act</i> that requires that prepackaged consumer products (except food products) have accurate and meaningful labelling information	27%
A federal law called the <i>Textile Labelling Act</i> that requires that textile articles, such as clothing, have accurate and meaningful labelling information	18%
A federal law called the <i>Precious Metals Marking Act</i> that covers the requirements for the marking of precious metals such as gold and silver	9%

Awareness and Perceptions of the Bureau's Activities & Performance

Few consumers clearly recall any of the Bureau's activities, publications and cases, with the exception of the bread price-fixing investigation – 42% clearly recall it and a quarter (24%) vaguely recall it. The Ticketmaster settlement (49% clearly/vaguely recall), submissions to the CRTC on mobile wireless services (47%), and the settlement with Facebook (45%) are among the cases and activities respondents are more likely to recall. Less than one-in-five clearly or vaguely recall the settlement with Moose Knuckles (17%) or the Little Black Book of Scams (16%). There are a few notable demographic trends in terms of recall:

- Respondents 55+ are the likeliest of all age groups to recall any of the activities. For example, 78% recall the bread price-fixing investigation, compared to 66% among those 35-54 and 46% of those 18 to 34.
- Residents of Ontario are much more familiar with the TREB case (34%) and the Ticketmaster settlement (60%) compared to respondents from other regions.
- Men are more likely than women to say that they recall hearing about several activities, including the TREB case (30% vs 16%), and the review of the merger between Bayer AG and Monsanto (33% vs 24%).

Qualitative Insights: Awareness of & Interest in the Bureau's Activities

Participants were provided with a list of activities undertaken by the Bureau and asked whether they had heard of them previously and if so, whether they knew the Bureau was involved. The list of activities is included in Appendix E.

Consumers were generally more familiar with the enforcement examples provided than the outreach and advocacy examples. In every consumer group, at least one participant recalled one or more of the enforcement examples. They most often recalled the bread price-fixing investigation, Ticketmaster's misleading advertising, the Toronto Real Estate Board case and the Bayer and Monsanto merger, though few knew the Bureau was involved. In fact, some participants wondered how the Bureau could have a role in the merger of two foreign-owned companies. Consumers were particularly interested in the activities that had resulted in penalties for companies, and wanted more information about how investigations are triggered, how long they take and how the Bureau builds its cases. For consumers, the examples provided often made them question the reputation of the companies involved, particularly for the cases involving bread price-fixing, rental cars, auto parts and Ticketmaster.

Recall of outreach work was low, though it is worth noting that participants often voluntarily offered they were interested in knowing more about the Little Black Book of Scams. Notably, this publication was also of interest to survey respondents. Those interested in this resource were intrigued by the title and also tended to already be inclined to want information on what scams are out there and how they are evolving, in order to be better prepared to protect themselves. In two locations (Calgary and Vancouver), participants were also shown the Little Black Book of Scams on screen and reactions confirmed that the content has potential to be of continuing interest and value.



Recall of the various advocacy examples tested was low but varied from example to example. Few, if any, recalled papers published by the Bureau. In a couple of groups, participants claimed to recall the Bureau's advocacy work on the eyewear industry and food trucks.

Exhibit B1: Q18-34: Below is a list of cases, activities and publications by the Competition Bureau. For each of the following, please indicate how clearly you recall hearing about it. n=1,023

Cases, Activities & Publications	% Clearly / Vaguely Recall
Q18: The bread price-fixing investigation, where Canada's largest suppliers (Weston Bakeries and Canada Bread) and some of Canada's largest retailers of fresh commercial bread, Loblaw Companies Limited, Sobeys, Metro, Walmart and Giant Tiger are alleged to have manipulated the price of bread	65%
Q19: The settlement of the Competition Bureau's lawsuit against Ticketmaster for allegedly misleading pricing claims in online ticket sales	50%
Q33: The Competition Bureau's submissions to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services	46%
Q21: Facebook to pay a \$9 million penalty to settle Competition Bureau concerns about misleading privacy claims on Facebook and messenger	45%
Q23: The Competition Bureau's news release warning businesses against making deceptive marketing claims about COVID-19 prevention, treatment or cure	39%
Q28: The Competition Bureau's Facebook post warning sellers of non-surgical masks against making false or misleading claims about COVID-19 prevention, and with information on the labelling requirements for cloth masks	36%
Q27: The Competition Bureau's review of the merger between agribusiness firms Bayer AG and Monsanto Company	29%
Q32: The Competition Bureau's Consumer alerts, such as alerts warning about 'no-strings attached' trial offers and fake government websites	24%
Q25: The Competition Bureau's case against the Toronto Real Estate Board (TREB) that forced TREB to remove restrictions on its members' access and use of real estate data	23%
Q30: The annual Fraud Prevention Month campaign	23%
Q26: The Competition Bureau's actions to stop unsubstantiated weight loss claims	22%
Q34: The Competition Bureau's advocacy materials, such as the FinTech market study, the broadband (high-speed) internet services market study, the white paper on regulations in the taxi industry, or The Competition Advocate publication	22%



Cases, Activities & Publications	% Clearly / Vaguely Recall
Q29: The Competition Bureau statement on Competitor Collaborations during the COVID-19 pandemic	22%
Q24: The Competition Bureau's news release about letters advising companies and marketing agencies involved in influencer marketing to be transparent when advertising on social media	21%
Q20: The settlement of the Competition Bureau's lawsuit against Hudson's Bay Company (HBC) to resolve the proceeding related to advertising and pricing practices related for sleep sets in Canada	20%
Q22: The Competition Bureau's settlement with Moose Knuckles, a premium outerwear brand, regarding concerns over the company's advertising and labelling of certain parkas that were promoted as being 'Made in Canada'	17%
Q31: The Competition Bureau's publication to help Canadians identify and protect themselves against scams called the Little Black Book of Scams	16%

When it comes to which activities consumers find interesting, consumer alerts (39%), the Little Black Book of Scams (32%), CTRC submissions on mobile wireless services (24%) and Fraud Prevention Month (23%) are the most popular.

- Respondents aged 55+ are more interested than those 18-34 in consumer alerts (44% vs 29%) and the Little Black Book of Scams (36% vs 28%).
- Quebecers seem more interested in several activities than respondents from other regions: consumer alerts (50%), the Fraud Prevention Month campaign (32%), and the Little Black Book of Scams (37%), to name a few.

Qualitative Insights: Consumer Alerts

Consumers were provided with the Black Friday, Rental Scam, and Dating Scam consumer alerts and were asked if they had seen the alerts, if they found them useful, credible and whether they would impact their behaviour.

Participants consistently demonstrated appreciation for the value and relevance of the information in the consumer alerts. They were unanimously seen as credible and although awareness and familiarity with the Bureau itself was low (or non-existent) for most, participants assumed that it was a reliable source, particularly as it was part of the Government of Canada. Some consumer participants also appreciated that a few alerts provided more proactive warnings, compared to the results of an investigation, which they sensed would take much longer.

Reactions to the examples were consistently positive. In every group, some participants recalled a few of the examples tested, although they usually did not claim that the Bureau was the source of the information. In at least one instance, a consumer participant claimed to have found the alert when they were on a government site looking for other information.

Consumer participants did not recall seeing or receiving any of the alerts that they were shown from the Bureau, but in each and every group, some participants recalled one or more of the specific scams. One or two mentioned being victim to some form of the Black Friday Scam and a few had heard of some form of scam relating to online dating.

Consumers also indicated an appetite to receive more alerts. Some participants remarked that local, targeted, alerts could be particularly valuable, while others said describing how scammers are reaching victims and how the scam is impacting people would be helpful to know. The Consumer Alerts were widely acknowledged as the kind of thing that may govern behaviour or reactions and help consumers avoid falling victim to a scam. They might help consumers know what to look for (misleading pricing was provided as one example) and stay vigilant. Several consumers also said they would consider sharing the alerts with older people in their lives, who they perceived to be less knowledgeable of scams and how to recognize them.

After being presented with the list of Bureau activities and publications, consumers were asked their impression of the Bureau. Half of consumers have a positive view of the Bureau (54% very or somewhat favourable). Few (10%) have an unfavourable impression.

- Of note, respondents from urban and suburban areas are more likely to rate the Bureau very favourably (28% and 29% respectively) compared to those in rural areas (19%).
- Those with a household income of \$80,000 or more are more likely to view the Bureau favourably (72%) compared to those with a household income of \$40,000 or less (57%).

Exhibit B2: Q35: Below is a list of Competition Bureau activities and publications. Please indicate the ones, if any, that are of interest to you. n=1,023

Cases, Activities & Publications	% Interested
The Competition Bureau's Consumer alerts - alerts with information for consumers about deceptive marketing practices, misleading advertising and scams	39%
The Little Black Book of Scams - a publication with tips to help consumers and businesses recognize and report scams in Canada	32%
The Competition Bureau's submissions to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services	24%
The annual Fraud Prevention Month Campaign to help Canadians recognize, reject and report fraud	23%
Updates on the Competition Bureau's major enforcement cases	18%
The Competition Bureau's Deceptive Marketing Practices Digest - a publication that offers advice and presents the Bureau's perspective on advertising and marketing practices	14%
The Competition Bureau's competition promotion work, such as its market studies, white papers, The Competition Advocate, and open letters to regulators and policy-makers	7%
All of them	13%
Don't know	8%



Exhibit B3: Q43: After reviewing this list of Competition Bureau activities and publications, how would you describe your impression of the Competition Bureau? n=1,023

Impression	%
Very unfavourable	5%
Somewhat unfavourable	5%
Neither	15%
Somewhat favourable	37%
Very favourable	27%
Don't know	11%
Prefer not to answer	1%

When rating the Bureau's performance on a number of roles, the plurality offer either a neutral impression or do not provide a response at all, likely a symptom of consumers' lack of familiarity. For example, 27% do not know and 18% provide only a neutral rating on how well the Bureau is doing in enforcing laws protecting against anti-competitive behaviour. However, those who do provide an answer are more likely to agree the Bureau is doing well rather than doing poorly. Over a third (38%) say it is doing well enforcing laws against anti-competitive behaviour, compared to 18% who say it is doing poorly. Roughly a third (35%) say it does a good job of providing consumer alerts, vs 20% who say it does a poor job. Just under a third (29%) say the Bureau does well publishing the outcomes of its investigations, compared to 19% who feel it is doing a poor job. One exception for which the split is more even is educating Canadians on reporting anti-competitive behaviour to the Bureau – 27% say doing well, 26% say doing poorly.

- Those with a household income of \$80,000 or greater are more likely to believe that the Bureau is doing well enforcing laws against anti-competitive behaviour (45%) than those with a household income of \$40,000 or less (31%). Similarly, a greater percentage of those with an income of \$80,000 compared to those with a household income of \$40,000 or less feel the Bureau is doing well providing people with consumer alerts (40% vs 30%) and educating Canadians on reporting anti-competitive behaviour (31% vs 22%).
- Men are more likely than women to feel that the Bureau is doing well publishing the outcomes of its investigations (34% vs 24%) and educating Canadians on reporting anti-competitive behaviour (31% vs 24%).
- Those who are familiar with the Bureau are more likely to agree it is doing well with each role included in the survey than those who are not familiar. For example, two-thirds (65%) say the Bureau does well educating consumers on how to protect themselves against harmful behaviour, compared to those who are not familiar (31%).



Exhibit B4: Q44-49: In your opinion, how is the Competition Bureau doing at each of the following? n=1,023

Statement	% Very Well / Well
Educating consumers on how to protect themselves against harmful activities such as fraud and scams	39%
Enforcing laws against anti-competitive behaviour, such as price-fixing and misleading advertising and deceptive marketing practices	39%
Providing Canadian consumers with Consumer alerts containing useful information on deceptive marketing practices, misleading advertising and scams	35%
Educating Canadians on how to recognize anti-competitive behaviour, such as price-fixing and misleading advertising and deceptive marketing practices	31%
Publishing the outcomes of the investigations the Competition Bureau has completed	29%
Educating Canadians on how to report suspected anti-competitive activity to the Competition Bureau	27%

Despite the low familiarity and reluctance to provide performance ratings on specific criteria, responses to a series of attitudinal statements about the Bureau demonstrate there is widespread belief that the Bureau is making a positive contribution. Generally, consumers feel the Bureau's work is important and have some interest in the agency's activities. Almost three-quarters (73%) agree that the Bureau's work is beneficial to the economy and note that they would trust its information (71%). Two-thirds (68%) are interested in learning more about the Bureau.

- Those 55+ are more likely to agree than those 18-34 that they trust the information the Bureau provides (75% vs 65%), believe its work is beneficial to the economy (77% vs 67%), and are interested in hearing more from the Bureau (73% vs 62%).
- Those with a household income of \$80,000 or greater are more likely than those with a household income of \$40,000 or less to agree that they trust the information the Bureau provides (77% vs 67%), believe its work is beneficial to the economy (78% vs 68%), and are interested in hearing more (70% vs 60%).
- Those familiar with the Bureau are more likely than those who are not familiar with it to agree that they would like to learn more about the Bureau (81% vs 64%), trust information provided by the Bureau (79% vs 69%) and believe its work is beneficial to the economy (83% vs 71%).
- Those born in Canada are more likely to strongly agree (35%) than those born outside of Canada (26%) that they would trust information provided by the Bureau.



Though, as previously discussed, recall of the Bureau's involvement in most of the activities and cases tested in the survey, and recall of the Bureau itself, is not widespread, the plurality (45%) agree that they knew of an activity the Bureau does, but did not realize the Bureau was involved.

- Those with a household income of \$80,000 or greater are more likely to agree that they knew of activities the Bureau does, but did not know it was involved, than those with a household income of \$40,000 or less (52% vs 38%).
- Those 55+ are more likely to agree that they knew of the Bureau's activities, but did not know it was involved, than those 18 to 34 (48% vs 38%).

Over half feel confident they can identify online scams (59%) and have the information they need to make decisions when participating in the digital marketplace (51%).

- Respondents 35-54 are more likely than those 55+ to agree that they have the information they need to make decisions when participating in the digital marketplace (55% vs 46%).
- Those with a household income of \$40,000 or less are less likely to agree that they have the information they need (42%) than those with a household income of \$40,000 to \$80,000 (54%) and \$80,000+ (58%).
- There is little difference by gender when it comes to whether respondents have the information they need to make decisions when participating in the digital marketplace, though men are slightly more likely to strongly agree (13%) than women (9%).

Qualitative Insights: Experience with Fraudulent Activity

Consumers were asked about their past experiences with fraudulent activities and scams.

In every consumer group, a few participants indicated having either been or known a victim of a scam or fraudulent activity. The descriptions of the incidents varied somewhat, but none indicated having explicitly contacted the Competition Bureau, which may help to explain why so many respondents in the quantitative research were unable or unwilling to rate the Bureau's performance in this area.

By far, the most common scam mentioned voluntarily was the telephone calls from those claiming to be from the Canada Revenue Agency. Others mentioned included references to phishing emails from companies such as Apple. The actions participants had taken tended to involve either confronting the company committing the harm, contacting a bank, a "government agency," or perhaps the police, to attempt to protect personal information. Google appeared to be the gateway for most when it comes to information about scams or verification of scams. Many also indicated that they checked online to see whether something was a scam, while a few had heard warning messages about scams on TV, and these PSAs often mentioned the CRA.

Exhibit B5: Q54-59: To what extent do you agree or disagree with each of the following statements? n=1,023

Statement	% Agree
I believe the Competition Bureau's work is beneficial to the economy	73%
I would trust information provided by the Competition Bureau	72%
I am interested in hearing, reading or seeing more from the Competition Bureau	67%
I feel confident that I can identify and report online scams and fraudulent behaviour	59%
I have the information I need to make informed decisions when participating in the digital marketplace, such as purchasing products or comparing prices	51%
I had heard of activities the Competition Bureau does, but I was not aware they were involved	45%

Interactions with the Bureau

Almost half (43%) say that any of the Bureau's activities have had an impact on their behaviour as a consumer. The activity that has impacted the greatest number of respondents are the consumer alerts (21%), followed by the Bureau's submissions to the CRTC on mobile wireless service providers (14%), the annual Fraud Prevention Month Campaign (10%) and the Little Black Book of Scams (10%).

- More men (47%) than women (39%) say that any of the activities impacted their behaviour. It would appear more men have been influenced by the submissions to the CRTC (17% vs 12%), as well as the Deceptive Marketing Practices Digest (9% vs 5%).
- Those 55+ are more likely to report being influenced by consumer alerts (26%) than those 18 to 34 (14%).
- Quebecers are more likely to say that they have been influenced by consumer alerts (27%) compared to residents of Atlantic Canada (15%), Manitoba/Saskatchewan (14%), Alberta (17%) and BC (15%).

Among those impacted by any of the Bureau's activities or publications, respondents most often say that they equipped them with more information to protect themselves against harmful business practices, gave more knowledge of anti-competitive activity, and led them to change their purchasing behaviour. For example, as alluded to by participants in the qualitative portion of the research, over half (59%) of those who were impacted by the consumer alerts say they have more information to protect themselves.

Due to the small sample sizes, there are few statistically significant differences in how consumers from different demographic groups have changed their behaviour as a result of Bureau activities or publications. One exception is that respondents 55+ tend to be more likely to say that they are now armed with more information to protect themselves against harmful activities. For example, 67% of the 55+ year-olds who say they have been impacted by consumer alerts say they now have more information to protect themselves, compared to 58% of 35-54 year-olds and 39% of 18 to 34 year-olds.

Exhibit C1: Q36: Using the list below, please indicate the ones, if any, that have had an impact on your behaviour as a consumer. n=1,023

Cases, Activities & Publications	% Affected Behaviour
The Competition Bureau's Consumer alerts - alerts with information for consumers about deceptive marketing practices, misleading advertising and scams	21%
The Competition Bureau's submissions to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services	14%
The annual Fraud Prevention Month Campaign to help Canadians recognize, reject and report fraud	10%
The Little Black Book of Scams - a publication with tips to help consumers and businesses recognize and report scams in Canada	10%
The Competition Bureau's Deceptive Marketing Practices Digest - a publication that offers advice and presents the Bureau's perspective on advertising and marketing practices	7%
Updates on the Competition Bureau's major enforcement cases	6%
The Competition Bureau's competition promotion work, such as its market studies, white papers, The Competition Advocate, and open letters to regulators and policy-makers	5%
All of them	6%
Don't know	21%



Exhibit C2: Q37: The Competition Bureau's Deceptive Marketing Practices Digest - a publication that offers advice and presents the Bureau's perspective on advertising and marketing practices. You indicated that each of the following have had an impact on your behaviour as a consumer. For each, please indicate what type of impact it had. n=134

Behaviour Changes	% Impacted
I have more information to protect myself against harmful activities such as fraud and scams.	45%
I did not do anything, but I have more knowledge on anti-competitive activity.	28%
I changed my purchasing behaviour.	24%
I visited the Competition Bureau's website for more information.	10%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP)	4%
I contacted the Canadian Anti-Fraud Centre.	3%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	2%
I filed a complaint with the RCMP or local police.	1%
I filed a complaint with the Better Business Bureau.	1%
Don't know	13%
Prefer not to answer	1%

Exhibit C3: The Little Black Book of Scams - a publication with tips to help consumers and businesses recognize and report scams in Canada. You indicated that each of the following have had an impact on your behaviour as a consumer. For each, please indicate what type of impact it had. n=157

Behaviour Changes	% Impacted
I have more information to protect myself against harmful activities such as fraud and scams.	49%
I changed my purchasing behaviour.	24%
I did not do anything, but I have more knowledge on anti-competitive activity.	22%
I visited the Competition Bureau's website for more information.	12%
I contacted the Canadian Anti-Fraud Centre.	5%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP)	3%
I filed a complaint with the Better Business Bureau.	2%
I filed a complaint with the RCMP or local police.	2%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	1%
Don't know	18%
Prefer not to answer	1%



Exhibit C4: Q38: Updates on the Competition Bureau's major enforcement cases. You indicated that each of the following have had an impact on your behaviour as a consumer. For each, please indicate what type of impact it had. n=123

Behaviour Changes	% Impacted
I have more information to protect myself against harmful activities such as fraud and scams.	50%
I did not do anything, but I have more knowledge on anti-competitive activity.	27%
I changed my purchasing behaviour.	24%
I visited the Competition Bureau's website for more information.	11%
I contacted the Canadian Anti-Fraud Centre.	3%
I filed a complaint with the Better Business Bureau.	2%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP)	1%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	1%
Don't know	16%
Prefer not to answer	1%

Exhibit C5: Q39: The Competition Bureau's Consumer alerts - alerts with information for consumers about deceptive marketing practices, misleading advertising and scams. You indicated that each of the following have had an impact on your behaviour as a consumer. For each, please indicate what type of impact it had. n=272

Behaviour Changes	% Impacted
I have more information to protect myself against harmful activities such as fraud and scams.	59%
I changed my purchasing behaviour.	31%
I did not do anything, but I have more knowledge on anti-competitive activity.	25%
I visited the Competition Bureau's website for more information.	8%
I contacted the Canadian Anti-Fraud Centre.	4%
I filed a complaint with the RCMP or local police.	2%
I filed a complaint with the Better Business Bureau.	1%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP)	1%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	1%
Don't know	7%



Exhibit C6: Q40: The annual Fraud Prevention Month Campaign to help Canadians recognize, reject and report fraud. You indicated that each of the following have had an impact on your behaviour as a consumer. For each, please indicate what type of impact it had. n=162

Behaviour Changes	% Impacted
I have more information to protect myself against harmful activities such as fraud and scams.	50%
I did not do anything, but I have more knowledge on anti-competitive activity.	28%
I changed my purchasing behaviour.	25%
I visited the Competition Bureau's website for more information.	14%
I contacted the Canadian Anti-Fraud Centre.	5%
I filed a complaint with the RCMP or local police.	4%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP)	2%
I filed a complaint with the Better Business Bureau.	1%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	1%
Don't know	14%

Exhibit C7: Q41: The Competition Bureau's submissions to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services. You indicated that each of the following have had an impact on your behaviour as a consumer. For each, please indicate what type of impact it had. n=207

Behaviour Changes	% Impacted
I have more information to protect myself against harmful activities such as fraud and scams.	39%
I did not do anything, but I have more knowledge on anti-competitive activity.	32%
I changed my purchasing behaviour.	28%
I visited the Competition Bureau's website for more information.	10%
I contacted the Canadian Anti-Fraud Centre.	2%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP)	2%
I filed a complaint with the RCMP or local police.	1%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	1%
I filed a complaint with the Better Business Bureau.	1%
Don't know	11%
Prefer not to answer	1%

Exhibit C8: Q42: The Competition Bureau's competition promotion work, such as its market studies, white papers, The Competition Advocate, and open letters to regulators and policy-makers. For each, please indicate what type of impact it had. n=111

Behaviour Changes	% Impacted
I have more information to protect myself against harmful activities such as fraud and scams.	37%
I changed my purchasing behaviour.	25%
I did not do anything, but I have more knowledge on anti-competitive activity.	25%
I contacted the Canadian Anti-Fraud Centre.	10%
I visited the Competition Bureau's website for more information.	7%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP)	4%
I filed a complaint with the RCMP or local police.	2%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	1%
I filed a complaint with the Better Business Bureau.	1%
Don't know	17%
Prefer not to answer	2%



Direct Contact with the Bureau

Very few consumers (5%) say they have contacted the Bureau.

- Men are more likely than women to have contacted the Bureau (8% vs 3%).
- Of note, those 18 to 34 (9%) and 35 to 54 (6%) are more likely than those 55+ to have contacted the Bureau (2%)

The most popular ways respondents contacted the Bureau was by submitting an online complaint (35%) and calling the Bureau's Information Centre (26%). The most common reasons for contacting the Bureau include to report a scam (31%), for information on the *Competition Act* (22%), to file a complaint (21%) or for information on labelling laws (15%). Half of those who contacted the Bureau (49%) are satisfied with the contact they had with the Bureau.

Exhibit C9: Q50: Before doing this survey, have you ever contacted the Competition Bureau?
n=1,023

Contacted the Bureau	%
Yes, in the past 12 months	1%
Yes, but not in the past 12 months	4%
No	93%
Don't know	1%

Exhibit C10: Q51: How did you contact the Competition Bureau? n=53

Method of Contacting the Bureau	%
I sent them an online complaint.	35%
I called their Information Centre.	26%
I called the Federal Contracting Fraud Tip Line.	13%
My lawyer contacted the Competition Bureau for me.	10%
Through social media (Facebook, Twitter, Reddit or LinkedIn)	9%
Other (specify)	4%
Don't know	10%

Exhibit C11: Q52: Why did you contact the Competition Bureau? n=53

Reason for Contacting the Bureau	%
To report a scam or other deceptive marketing practice	31%
For information on the <i>Competition Act</i>	22%
To file a complaint	21%
For information on their labelling laws	15%
For information on an investigation	11%
To request a community presentation	7%
For information on CA Identification Numbers	5%
To request a publication (e.g. The Little Black Book of Scams)	2%
Other (SPECIFY)	2%
Don't know	6%
Prefer not to answer	6%

Exhibit C12: Q53: Overall, how satisfied have you been with the contact that you have had with the Competition Bureau? n=53

Satisfaction	%
Very dissatisfied	6%
Somewhat dissatisfied	13%
Neither satisfied nor dissatisfied	25%
Somewhat satisfied	21%
Very satisfied	28%
Don't know	8%

When it comes to how respondents would prefer to receive information from the Bureau, email is most popular (50%), followed by news media (35%), social media (24%) and the Bureau's website (21%).

- Respondents 18 to 34 (32%) and 35 to 54 (27%) are more likely than those 55+ (16%) to prefer social media. Those 55+ prefer news media (45%).

Qualitative Insights: Information Needs

Consumers did not readily volunteer what sort of information they would like to receive from the Bureau, though they did not object to receiving additional information. In terms of how the Bureau should reach them, suggestions offered with more frequency included the use of social media and targeted advertising for people who search for information on scams, as well as compelling intercept advertising on YouTube. In fact, some suggested that content related to scams may be interesting enough for a 5-second mandatory advertising exposure to YouTube videos or even compelling enough to entice a viewing of the full ad (beyond the time one can skip to their selected video) and possibly even trigger a click-through to the Bureau's relevant page.

Exhibit C13: Q60: What method of communication would you prefer if you were to receive information about and from the Competition Bureau? n=1023

Method of Communication	%
Email	50%
News media	35%
Social media (Facebook, Twitter, Reddit or LinkedIn)	24%
Competition Bureau website	21%
Regular mail	17%
Telephone	4%
In-person	2%
I am not interested in receiving any information.	15%
Other (specify)	0%
Don't know	3%
Prefer not to answer	1%

The Bureau's Future Work

The most commonly chosen industries that consumers feel that the Bureau's future work should focus on are telecommunications (36%), retail trade (30%), health care and pharmaceuticals (28%), banking and finance (27%), e-commerce (25%) and retail gas (24%).

- Women are more likely than men to prioritize retail (33% vs 26%) and health care and pharmaceuticals (34% vs 22%). Men are more likely to prioritize telecommunications (43% vs 30%) and banking and finance (30% vs 24%).
- Respondents 18 to 34 are more likely to select e-commerce (29%) than those 35 to 54 (22%).
- Respondents 55+ are more likely than younger groups to pick health care (36%) and retail gas (31%).
- Those 35 to 54 more often pick telecommunications (46%).
- Respondents in Atlantic Canada (37%) and Alberta (33%) are more likely than those in other areas to select retail gas. Quebecers are more likely to pick retail gas (35%).

Exhibit D1: Q61: Now that you know more about the Competition Bureau, in which sectors of the economy should the Bureau focus its work? n=1023

Sector	%
Telecommunications	36%
Retail Trade (e.g. grocery stores, department stores and automobile dealers)	30%
Health Care and Pharmaceuticals	28%
Banking and Finance	27%
E-commerce Platforms (e.g. Amazon, Shopify, Facebook Marketplace and eBay)	25%
Retail Gas (e.g. gas stations)	24%
Utilities (e.g. electric power generation and natural gas distribution)	19%
Social Media Platforms (e.g. Facebook, Twitter, and Instagram)	18%
Real Estate and Rental and Leasing	13%
Transportation (e.g. air and rail transportation, and municipal transit systems)	8%
Manufacturing	6%
Educational Services	6%
Construction	6%
Accommodation and Food Services (e.g. hotels and restaurants)	5%
Waste Management Services (Waste collection and treatment)	5%
Agriculture, Forestry, Fishing and Hunting	4%
Arts, Entertainment and Recreation	2%
All sectors	1%
None / Nothing	0%
Don't know / Refused	1%



Businesses

The businesses section presents the results for SMBs and multinational organizations. It is divided into the following sub-sections: The first explains overall awareness and perceptions of the Bureau and the four Acts it enforces; the second deals with awareness and perceptions of the Bureau's activities and performance; the third focuses on interactions with the Bureau, including preferred methods of communication; the fourth summarizes views regarding where the Bureau should focus future efforts.

Overall Awareness and General Perceptions of the Bureau

Less than one-in-five SMBs (17%) and multinationals (15%) identify the Competition Bureau (or the Competition Bureau of Canada) as the organization responsible for enforcing competition and labelling laws.

- SMBs with 5 to 99 employees are more likely to identify the Bureau (25%) compared to those with 1 to 4 employees (11%).

Just 14% of SMBs say they are familiar with the Bureau. Two-thirds (65%) say they are not familiar with it.

- SMBs with 5 to 99 employees report being more familiar with the Bureau (23%) than those with 1 to 4 employees (7%).

A quarter (27%) of multinationals say they are familiar with the Bureau, while 49% say they are not familiar with it.

On balance, the information provided in the survey³ adds to SMB respondents' understanding of the Bureau – 41% were aware of it, but learned more from the survey, while 44% say they did not know about the Bureau prior to the survey.

- Businesses with 1 to 4 employees are more likely to say that they did not know about the Bureau before the survey (52%) than businesses with 5 to 99 employees (34%).

Three-quarters (78%) of multinationals claim the description adds to their understanding of the Bureau (48%) or that they had not previously heard of the Bureau (30%).

³ Respondents were provided with the following explanation of the Bureau: The Competition Bureau is an independent federal law enforcement agency that investigates anti-competitive activities, protects consumers and promotes competitive markets. It is responsible for the administration and enforcement of the *Competition Act*, the *Textile and Labelling Act*, the *Consumer Packaging and Labelling Act* (except as it relates to food), and the *Precious Metals Marking Act*.



Very few SMBs (8%) and multinationals (12%) clearly recall hearing something about the Bureau. A quarter of SMBs (27%) vaguely recall hearing something, while 45% of multinationals say the same.

- Businesses with 1 to 4 employees are less likely than those with 5 to 99 employees to report having heard something (27% clearly/vaguely recall vs. 45%).

Qualitative Insights: Awareness of the Bureau

Participants were first asked to name the organization or agency dedicated to addressing deceptive marketing practices and other anti-competitive conduct. They were also asked about their familiarity with the Competition Bureau, their impression of its role and whether they had had any previous interaction with the Bureau.

Overall, with the exception of a few SMBs and multinationals who had experience with the Bureau, unprompted awareness of an agency responsible for the activities within the Bureau’s mandate was low. Participants often mentioned other entities such as the Better Business Bureau, the Canada Revenue Agency, the RCMP and provincial government departments or agencies. SMB Participants often expressed their opinions in the context of being a consumer rather than businessperson. Many SMB participants were also under the impression that their legal department would have knowledge of who to contact should they encounter any issues relating to anti-competitive practices. A few SMB participants had more detailed knowledge of the Bureau, but most, like the consumers, inferred based on its name alone that its role must relate to ensuring there is ample and fair competition in the Canadian marketplace.

Exhibit E1: Q6: Can you name the organization responsible for enforcing federal competition laws and labelling laws (except as it relates to food products)?

Organization	SMBs n=401	Multinationals n=117
Competition Bureau	12%	13%
Competition Bureau of Canada	5%	2%
FDA	5%	8%
Consumer Affairs / Consumer Protection	4%	4%
Canadian Food Inspection Agency / CFIA	3%	2%
Health Canada	2%	3%
Federal government / Government	1%	1%
<i>Competition Act</i>	0%	-
Other	10%	9%
None / Nothing	46%	38%
Don't know / Refused	13%	21%

Exhibit E2: Q23: How familiar are you with the Competition Bureau? Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar."

Level of familiarity	SMBs n=401	Multinationals n=117
1-Not at all familiar	42%	23%
2	23%	26%
3	20%	23%
4	9%	20%
5-Very familiar	5%	7%
Don't know	2%	1%

Exhibit E3: Q24: The Competition Bureau is an independent federal law enforcement agency that investigates anti-competitive activities, protects consumers and promotes competitive markets. It is responsible for the administration and enforcement of the *Competition Act*, the *Textile and Labelling Act*, the *Consumer Packaging and Labelling Act* (except as it relates to food), and the *Precious Metals Marking Act*. Which statement best reflects your knowledge of the Competition Bureau before completing this survey?

Level of knowledge	SMBs n=401	Multinationals n=117
This was already my understanding of the Competition Bureau.	11%	17%
This adds to what I already knew of the Competition Bureau.	41%	48%
I did not know about the Competition Bureau before doing this survey.	44%	30%
Don't know	4%	5%

Exhibit E4: Q25: Over the past year, how clearly do you recall seeing or hearing anything about the Competition Bureau?

Recall	SMBs n=401	Multinationals n=117
Do not recall seeing or hearing anything	61%	38%
Vaguely recall seeing or hearing something	27%	45%
Clearly recall seeing or hearing something	8%	12%
Don't know	4%	5%

Knowledge of various terms related to the Bureau's work is, for the most part, not widespread among SMBs. Misleading advertising and deceptive marketing practices are the only activities of which a majority of respondents (50%) claim to be fairly aware (4-5 on a 5-point scale). A third are aware of the activities relating to price-fixing/bid-rigging/collusion (34%) and abuse of dominance (34%). Under a third are aware of mass-marketing fraud (30%) and mergers and acquisitions (29%). Just 22% of SMBs are aware of consumer packaging and textile labelling/marketing of precious metals.

- Respondents working at SMBs with 5 to 99 employees are more likely than those whose companies employ just 1 to 4 people to say they are aware of each activity. For example, 47% say they are aware of abuse of dominance, compared to 24% among smaller businesses.
- SMBs who work at a for-profit business are more likely than those who work at a not-for-profit to say that they are aware of the terms misleading advertising (54% vs 37%) and mergers and acquisitions (33% vs 16%). They are also more aware of consumer packaging and textile labelling and marking of precious metals (26% vs 12%).

About half of multinationals are familiar with the terms price-fixing, bid-rigging, collusion (51%), misleading advertising (50%) and mergers and acquisitions (48%). Slightly fewer are aware of abuse of dominance (42%) and mass marketing fraud (40%), while just a quarter (28%) are aware of consumer packaging and textile labelling and marking of precious metals.

Qualitative Insights: Understanding of Bureau Terminology

SMB and multinational participants were asked to explain their understanding of terms related to the Bureau's work. The terms discussed were:

- *Competition*
- *Mass-marketing fraud*
- *Scams*
- *False or misleading representations*
- *Abuse of dominance*
- *Collusion*
- *Price-fixing*
- *Cartels*

SMB and multinational participants were asked to explain their understanding of terms related to the Bureau's work. As was the case with consumers, terms like collusion, price-fixing and scams tended to generate common interpretations, while some other terms were much less consistently understood, particularly among SMBs. For example, SMBs, much like consumers, related the term "cartel" to drug trafficking or gang activity. Multinational interviewees had a different understanding of the term. Their explanations tended to note that cartels involved a group of independent companies or operators who agree to price-fixing, controlling supply in a way that is advantageous to them, etc.



Like consumers, SMB and multinational participants described mass-marketing fraud as a campaign targeting a large portion of the population, perhaps by email, or misinformation included in products that are then mass-marketed. Many in the focus groups were uncertain of its definition.

As noted earlier, using familiar terms, such as “pyramid scheme” or “Ponzi scheme” in the case of multi-level marketing helped participants better understand those terms. They prompted more accurate descriptions and participants more readily offered explanations, including a situation with more sellers than buyers, or one in which only the person at the top of an organization or business makes money.

Exhibit E5: Q7-12: Please indicate how aware you are of each activity. Please use a scale from 1 to 5 where 1 means “Not at all aware” and 5 means “Very aware.” % Aware (4-5 on a 5-point scale)

Competition Terms	SMBs n=401	Multinationals n=117
Misleading advertising and deceptive marketing practices	50%	50%
Price-fixing, bid-rigging, collusion	34%	51%
Abuse of dominance (monopolization)	34%	42%
Mass-marketing fraud	30%	40%
Mergers and acquisitions	29%	48%
Consumer packaging and textile labelling, and marking of precious metals	22%	28%

In terms of the four Acts enforced by the Bureau, SMB respondents are most familiar with the *Consumer Packaging and Labelling Act* (33%), followed by the *Competition Act* (30%), the *Textile Labelling Act* (25%) and the *Precious Metals Marking Act* (17%).

- SMB respondents with 5 to 99 employees are more familiar with each law than respondents whose businesses employ 1 to 4 people. For example, 40% are aware of the *Competition Act*, compared to 22% of smaller businesses.

Among these Acts, the *Competition Act* is most often seen as the law of greatest relevance to respondents’ companies/organizations (20% directly relevant), followed by the *Consumer Packaging and Labelling Act* (14%). Few find the *Textile Labelling Act* (6%) and the *Precious Metals Marking Act* (4%) directly relevant.

- Generally, businesses with 5 to 99 employees are more likely to believe the Acts are directly relevant to them than businesses with 1 to 4 employees. Over a quarter (28%) agree that the *Competition Act* may be directly relevant, compared to 14% among smaller businesses. More agree that the *Consumer Packaging and Labelling Act* is directly relevant (21% vs. 10%) and that the *Textile Labelling Act* is directly relevant (9% vs. 3%).
- For-profit businesses are more likely than not-for-profits to agree that the *Competition Act* is directly relevant (24% vs. 9%).



Multinational respondents are most familiar with the *Competition Act* (47%), followed by the *Consumer Packaging and Labelling Act* (40%), the *Textile Labelling Act* (32%) and the *Precious Metals Marking Act* (26%). Similar to the findings among SMB respondents, among these Acts, the *Competition Act* is most often seen as the law of greatest relevance to multinational respondents' companies/organizations (38% directly relevant). Significantly fewer find the *Consumer Packaging and Labelling Act* (17%), the *Textile Labelling Act* (11%) and the *Precious Metals Marking Act* (7%) directly relevant.

Both SMBs and multinationals are most likely to go to a Government of Canada website (67% and 59%, respectively) to find out more about the Acts. About half of each would do an internet search (48% and 53%). A third of SMBs (33%) and almost half of multinationals (47%) would contact the Bureau.

Qualitative Insights: Awareness and Relevance of Acts Enforced

SMB and multinational participants were asked if they knew of the following four Acts that the Bureau enforces: The Competition Act, the Consumer Packaging and Labelling Act, the Textile Labelling Act and the Precious Metals Marking Act. They were also asked if they felt the Acts related to them and their business in any way.

Many SMB participants were under the impression that these laws existed even though they were not aware of the specifics.. Most SMB decision-makers felt that the Acts did not relate to their business. Upon further consideration, some began to wonder whether one or more may actually relate. Those who had not considered the Acts prior to the research felt they might be important to be cognisant of in the future. The *Competition Act* was the most likely to be identified as one that may relate to one's business, though some pointed out this was in terms of the protection it provided them rather than in terms of business decisions or actions their companies take. A few other participants felt the *Consumer Packaging and Labelling Act* may actually relate to their business, but these few were typically unaware of how it was affecting any policies or actions. Some believed the *Textile Labelling Act* might be linked to the guidelines related to the quality of uniforms provided to technicians and other employees. Finally, a handful of participants felt that the *Precious Metals Marking Act* could possibly relate to their business, though most felt this law better applied to them as consumers.

The *Competition Act* was most often cited by global multinationals in relation to their business. Their grasp of the legislation and its implications for their business was deeper than the SMBs'. They spoke of mergers, acquisitions, pricing policies, promotional activities and offers as business activities that had to comply with the *Competition Act*. One or two global multinationals also mentioned having to meet formally with competitors to avoid any accusation of impropriety.

In terms of how the other Acts related to their businesses, a few global multinationals referred to product labelling, importing garments for resale or as promotional items, and the purchase of precious metals for use in manufacturing as relevant to their businesses. There was also mention of contacting the Bureau to raise concerns about the activities of other companies vis-à-vis one of the Acts.



Exhibit E6: Q14-17: Below is a list of Canadian laws. Please indicate how familiar you are with each of them. Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar." % Familiar

Canadian Law	SMBs n=401	Multinationals n=117
A federal law called the <i>Consumer Packaging and labelling Act</i> that requires that prepackaged consumer products (excluding food) have accurate and meaningful labelling information	33%	42%
A federal law called the <i>Competition Act</i> that governs most business conduct in Canada with the purpose of maintaining and encouraging competition and ensuring that businesses have a fair opportunity to participate in the Canadian economy	30%	47%
A federal law called the <i>Textile Labelling Act</i> that requires that textile articles, such as clothing, have accurate and meaningful labelling information	25%	32%
A federal law called the <i>Precious Metals Marking Act</i> that covers the requirements for the marking of precious metals such as gold and silver	17%	26%

Exhibit E7: Q18-21: For the same list of laws, please indicate whether this law is directly relevant to your company or organization, may be relevant to your company but not directly, or is not relevant to your company. % Directly Relevant

Canadian Law	SMBs n=401	Multinationals n=117
A federal law called the <i>Competition Act</i> that governs most business conduct in Canada with the purpose of maintaining and encouraging competition and ensuring that businesses have a fair opportunity to participate in the Canadian economy	20%	38%
A federal law called the <i>Precious Metals Marking Act</i> that covers the requirements for the marking of precious metals such as gold and silver	17%	7%
A federal law called the <i>Consumer Packaging and labelling Act</i> that requires that prepackaged consumer products (excluding food) have accurate and meaningful labelling information	14%	17%
A federal law called the <i>Textile Labelling Act</i> that requires that textile articles, such as clothing, have accurate and meaningful labelling information	6%	11%

Exhibit E8: Q22: If you need general information about competition law or compliance with any of these Acts, who or what would you consult?

Canadian Law	SMBs n=401	Multinationals n=117
A Government of Canada website	67%	59%
Internet search	48%	53%
Lawyer/Legal counsel	36%	48%
The Competition Bureau	33%	47%
The Canadian Anti-Fraud Centre	16%	26%
ISED	10%	18%
Family/Friends	9%	12%
Police (e.g. RCMP)	5%	3%
Don't know/Prefer not to say	4%	5%

Awareness and Perceptions of the Bureau's Activities & Performance

Among SMBs, the most clearly recalled Bureau activities, cases and publications are the bread price-fixing investigation (41%), the lawsuit against Ticketmaster (23%), and CRTC submissions on mobile wireless services (17%). Fewer clearly recall the Bureau's news releases warning businesses about making deceptive marketing claims about COVID-19 prevention (15%) and warnings to makers of non-surgical masks about making false claims (14%). The least often recalled include the Little Black Book of Scams (17%), the Deceptive Marketing Practices Digest (17%), the Corporate Compliance Programs Bulletin (16%) and the Immunity and Leniency programs (14%).

- Businesses with 5 to 99 employees are more likely than those with 1 to 4 to recall hearing of several of the activities, including bread price fixing (73% vs. 60%), the Ticketmaster settlement (63% vs. 49%) and the settlement with Facebook (57% vs. 39%).

Among multinationals, the most often recalled case is the bread price-fixing investigation (68%), followed by Facebook's payment of \$9 million to the Bureau (62%) and the submission to the CRTC on mobile wireless services (61%). Over half also recall the Ticketmaster settlement (54%), the review of the merger between Bayer AG and Monsanto (53%) and the news release warning businesses against making deceptive marketing claims about COVID-19 prevention, treatment or cure (52%). The least frequently recalled include the Little Black Book of Scams (29%), the Corporate Compliance Programs (27%), and the Immunity and Leniency programs (27%).

SMB respondents are most interested in the Little Black Book of Scams (36%) and the Bureau's business alerts (35%). About a quarter (23%) are interested in the Deceptive Marketing Practices Digest. Just under one-in-five are curious about enforcement guidance documents (18%) and Fraud Prevention Month (18%). The call-out to market participants for information on potentially anti-competitive behaviour (11%), competition promotion work (9%) and Immunity and Leniency Programs (5%) are of the least interest to SMBs.

Multinational respondents are most intrigued by the Little Black Book of Scams (37%), business alerts (38%) and enforcement guidance documents (30%). The activities of least interest are the call-out to market participants for information on potentially anti-competitive conduct in the digital economy (18%) and the Immunity/Leniency programs (14%).

Qualitative Insights: Awareness and Interest in the Bureau's Activities

Participants were provided with a list of activities undertaken by the Bureau and asked whether they had heard of them previously and if so, whether they knew the Bureau was involved. The list of activities is included in Appendix E: Handouts.

All audiences, SMBs and multinationals included, were surprised by the breadth of activities undertaken by the Bureau. Exposure to these activities improved their impression of the Bureau. Generally, the SMB and multinational audiences were more familiar with the enforcement examples provided. In every SMB group, at least one participant recalled one or more of the enforcement examples. As noted in the quantitative findings, SMB and multinational participants most often recalled the bread price-fixing, Ticketmaster's misleading advertising, the Toronto Real Estate Board case and the Bayer and Monsanto merger, though few knew the Bureau was involved. As was the case for consumers, SMB and multinational participants were particularly interested in the activities that had resulted in penalties for companies, and wanted more information about how investigations are triggered, how long they take and how the Bureau builds its cases.

When it came to how the enforcement examples presented might alter their company's behaviour or operations, few multinational and SMB decision-makers said there would be an impact on operations. They tended to agree that any impact on their behaviour would most often be as a consumer. This is not to say that participants did not find the information interesting. In fact, many SMBs felt reassured by the list. The few who had negative experiences dealing with the Bureau felt comforted knowing that there is follow through when potentially anti-competitive behaviour is identified, and that major corporations are being reprimanded. Most felt that the case studies included in the enforcement work should be made more public and could be an important addition to efforts to educate people about what the Bureau does.

There was less enthusiasm for the outreach work (see examples in Appendix E), however most SMB participants felt that it was important and perhaps more appropriate that someone in the organization be receiving these communications, such as a legal department or CEO. Though very few indicated unaided recall of any of the outreach examples, it is worth noting that participants often voluntarily offered they were interested in knowing more about the Little Black Book of Scams. Those interested in this resource were intrigued by the title and also tended to already be inclined to want information on what scams are out there and how they are evolving, in order to be better prepared to protect themselves.



Recall of the various advocacy examples tested (see Appendix E) was low but varied from example to example. Few if any recalled papers published by the Bureau. In a couple of groups, participants claimed to recall the Bureau's advocacy work on the eyewear industry and food trucks. SMB decision-makers claimed to recall the example of the submissions to the CRTC on low-cost data plans and on aggressive retail sales practices by telecommunications carriers, although they recalled hearing of it via a news media outlet or consumer affairs television show (e.g., Marketplace), rather than directly from the Bureau. In addition, although these were participants of the business focus groups, it was clear that most participants did not recall these advocacy examples because of their relevance to their business, but rather, as consumers who were appreciative of the advocacy work.

Exhibit F1: Q26-47: Below is a list of cases, activities and publications by the Competition Bureau. For each of the following, please indicate how clearly you recall hearing about it. % Clearly/Vaguely Recall

Cases, Activities & Publications	SMBs n=401	Multinationals n=117
Q26: The bread price-fixing investigation, where Canada's largest suppliers and some of Canada's largest retailers of fresh commercial bread are alleged to have manipulated the price of bread	66%	68%
Q27: The settlement of the Competition Bureau's lawsuit against Ticketmaster for allegedly misleading pricing claims in online ticket sales	55%	54%
Q38: The Competition Bureau's submission to the CRTC on mobile wireless services	52%	61%
Q30: The Competition Bureau's news release warning businesses against making deceptive marketing claims about COVID-19 prevention, treatment or cure	48%	52%
Q28: Facebook to pay a \$9 million penalty to settle Competition Bureau concerns about misleading privacy claims on Facebook and messenger	47%	62%
Q35: The Competition Bureau's Facebook post warning sellers of non-surgical masks against making false or misleading claims about COVID-19 prevention, and with information on the labelling requirements for cloth masks	42%	50%
Q41: The Competition Bureau's market studies, such as the broadband (high-speed) internet services market study or the FinTech market study on innovation in the financial services sector	35%	49%
Q44: The Competition Bureau's Business alerts on scams such as the fake CEO scam, fake intellectual property rights solicitations and fake product recalls	35%	44%
Q34: The Competition Bureau's review of the merger between agribusiness firms Bayer AG and Monsanto Company	35%	53%
Q37: The annual Fraud Prevention Month campaign	35%	33%
Q31: The Competition Bureau's news release about letters advising companies and marketing agencies involved in influencer marketing to be transparent when advertising on social media	32%	45%
Q46: The Competition Bureau's enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Enforcement Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines, and guidelines on "Product of Canada" and "Made in Canada" Claims	31%	47%
Q32: The Competition Bureau's case against the Toronto Real Estate Board (TREB) that forced TREB to remove restrictions on its members access and use of real-estate data	30%	38%

Cases, Activities & Publications	SMBs n=401	Multinationals n=117
Q36: The Competition Bureau statement on Competitor Collaborations during the COVID-19 pandemic	28%	36%
Q33: The Competition Bureau's actions to stop unsubstantiated weight loss claims	27%	38%
Q39: The Competition Bureau's advocacy materials to regulators about regulations in the taxi industry, food truck regulations, and competition in the eyewear industry	27%	39%
Q29: The Competition Bureau's settlement with Moose Knuckles, a premium outerwear brand, regarding concerns over the company's advertising and labelling of certain parkas that were promoted as Made in Canada	23%	37%
Q40: The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy	21%	38%
Q43: The Competition Bureau's publication called the Little Black Book of Scams	17%	29%
Q42: The Competition Bureau's publication called the Deceptive Marketing Practices Digest	17%	30%
Q45: The Bureau Corporate Compliance Programs Bulletin and/or compliance-related presentations	16%	27%
Q47: The Competition Bureau's Immunity and Leniency Programs	14%	27%

Exhibit F2: Q48: Below is a list of Competition Bureau activities and publications. Please indicate the ones, if any, that are of interest to you. % Interested

Cases, Activities & Publications	SMBs n=401	Multinationals n=117
The Little Black Book of Scams	36%	37%
The Competition Bureau's Business alerts – alerts with information for businesses about deceptive marketing practices, misleading advertising and scams	35%	38%
The Competition Bureau's publication called the Deceptive Marketing Practices Digest – a publication that offers advice and presents the Bureau's perspective on advertising and marketing practices	23%	22%
The Competition Bureau's enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines, and guidelines on "Product of Canada" and "Made in Canada" Claims	18%	30%
The annual Fraud Prevention Month campaign	18%	20%
Updates on the Bureau's major enforcement cases	16%	22%
The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials, such as presentations, videos and fact sheets	14%	26%
The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy	11%	18%

Cases, Activities & Publications	SMBs n=401	Multinationals n=117
The Competition Bureau's competition promotion work with regulators and policymakers, including market studies, regulatory interventions and other related publications	9%	20%
The Competition Bureau's Immunity and Leniency Programs	5%	14%
All of them	8%	9%
None of them	22%	10%
Don't know	9%	8%
Prefer not to answer	1%	-

As was found among consumers, there is a tendency for SMB respondents to offer neutral performance ratings of the Bureau or to decline to rate the Bureau's performance at all. On each criteria tested, roughly half either offer a neutral rating or offer no response at all when asked to rate the Bureau's performance, suggesting a lack of information upon which to base a judgement. Among those who do provide a response, more believe the Bureau is doing well than believe it is doing poorly and few SMBs feel the Bureau performs poorly on metrics tested. For example, 36% agree the Bureau has done a good job helping businesses understand how to be compliant with competition laws, compared to 15% who believe the Bureau has done a poor job. A third believe the Bureau is doing well ensuring Canadian businesses can thrive and innovate in the digital marketplace, compared to 14% who believe it is doing poorly. Similar, a third feel it is doing well enforcing the laws against anti-competitive behaviour, compared to 15% who believe it is doing poorly.

- SMBs with 5 to 99 employees are more likely than businesses with 1 to 4 employees to say the Bureau is doing well providing Canadian businesses with business alerts (39% vs. 26%), addressing competition issues associated with digital transformations in the marketplace (37% vs. 22%), and educating Canadians on how to report suspected anti-competitive behaviour (34% vs. 20%).

Again, like SMB respondents and consumers, multinationals are often reluctant to provide performance ratings of the Bureau, but among those offering ratings, the responses are far more often positive than negative. Few feel the Bureau performs poorly on metrics tested. Well over a third agree the Bureau is doing a good job with each role tested, including addressing issues associated with the digital economy (40%), enforcing laws against anti-competitive behaviour (39%), and providing businesses with consumer alerts (37%). Fewer agree the Bureau is doing well educating Canadians on how to report suspected anti-competitive behaviour (26%).

Exhibit F3: Q62-68: In your opinion, how is the Competition Bureau doing at each of the following? % Very Well/Well

Statement	SMBs n=401	Multinationals n=117
Helping Canadian businesses understand how to be compliant with Canada's competition and labelling laws	36%	36%
Ensuring Canadian businesses can thrive and innovate in the digital marketplace	33%	38%
Enforcing the laws against anti-competitive behaviour	33%	39%
Providing Canadian businesses with Business alerts containing useful information on deceptive marketing practices, misleading advertising and scams	32%	37%
Educating Canadians on how to recognize anti-competitive behaviours, such as price-fixing and misleading advertising and deceptive marketing practices	32%	36%
Addressing the competition issues associated with the digital transformations taking place in the marketplace	29%	40%
Educating Canadians on how to report suspected anti-competitive activities to the Competition Bureau	26%	37%

Overall, SMB respondents seem to view the Bureau as useful and credible. Almost three-quarters of SMB respondents overall think the Bureau's work is beneficial to the economy (71%) and would trust the information it provides (73%). Two-thirds are interested in learning more from the Bureau (65%). While, as previously noted, awareness of the Bureau is far from universal, about half (48%) have heard of the Bureau's activities but did not know they were involved.

Two-thirds of SMBs (68%) are confident that their company is compliant with competition and labelling laws, though fewer (36%) agree that they know how to find out if their company is compliant with competition and labelling laws.

- SMBs with between 5 to 99 employees seem more certain they know how to find out if their company is compliant (47%) compared to those with 1 to 4 employees.
- Note that there are no statistically significant differences between regions when it comes to confidence in their company's compliance with competition and labelling laws and own ability to determine if their company is compliant.

A third of SMBs (36%) agree that the Bureau's enforcement and labelling guidelines are clear, while 33% do not offer an answer. For-profit companies (40%) tend to agree more than not-for-profits (23%). None of the differences between respondents from separate industries when it comes to whether they agree that enforcement and labelling guidelines are clear are statistically significant. Just 18% of SMBs are aware of the requirements needed to submit a Merger Notification to the Competition Bureau.



Much like the SMBs, over two-thirds of multinationals think the Bureau’s work is beneficial to the economy (68%) and would trust the information it provides (69%). Fewer, though still a majority (57%) are interested in learning more from the Bureau. About half (46%) have heard of the Bureau’s activities but did not know they were involved.

Two thirds (68%) are confident that their company is compliant with competition and labelling laws, though fewer (47%) agree that they know how to find out if their company is compliant with competition and labelling laws. While 41% agree that the Bureau’s enforcement and labelling guidelines are clear, a quarter do not offer an answer. About a third (32%) are aware of the requirements needed to submit a Merger Notification to the Competition Bureau.

Exhibit F4: Q74-81: To what extent do you agree or disagree with each of the following statements? % Strongly/Somewhat Agree

Statement	SMBs n=401	Multinationals n=117
I would trust information provided by the Competition Bureau	73%	69%
I believe the Competition Bureau's work is beneficial to the economy	71%	68%
I am confident the company I work for is compliant with competition and labelling laws	68%	68%
I am interested in hearing, reading or seeing more from the Competition Bureau	65%	57%
I had heard of activities the Competition Bureau does, but I was not aware they were involved	48%	46%
I know how to find out whether the company I work for is compliant with competition and labelling laws	36%	47%
I believe the Competition Bureau's enforcement and labelling law guidelines are clear and easy to understand	36%	41%
I am aware of the requirements needed to submit a Merger Notification to the Competition Bureau	18%	32%



Interactions with the Bureau

Almost half (46%) of the SMBs report that none of the Bureau's activities have had an impact on their behaviour, and 21% are unsure. Among the remaining third who have been impacted by an activity, responses are fairly split. The most influential activities are the business alerts (9% have been impacted by them), followed by the Deceptive Marketing Practices Digest (7%), the Little Black Book of Scams (7%) and the annual Fraud Prevention Month campaign (7%).

Just under a third (30%) of multinationals claim to have not been influenced by any of the activities, while 11% do not know. The most influential of all the Bureau's activities and publications are the enforcement guidance documents (19%), followed by the competition promotion work (15%), and the call-out to market participants for information on potentially anti-competitive behaviour (14%).

For both the SMBs and the multinationals, those who have been impacted by any of the activities or publications are, for each, most likely to report that they took no specific action but are now armed with more information to detect anti-competitive activity. Note that the sample sizes of those who have been impacted by any activity are small, and results should be treated with caution.

When it comes to the business alerts, 64% of SMBs and 45% of multinationals say they now have more information to guard against anti-competitive behaviour. The next common response is that the alerts helped change their business practices to be compliant with competition and labelling laws (13% among SMBs and 25% among multinationals).

Qualitative Insights: Business Alerts

SMBs and Multinationals were provided with copies of the Double-check Cheque, CEO Scam and Intellectual Property Rights Scam Business Alerts. The Alerts can be found in Appendix E of this report. Participants were asked if they had seen the alerts, if they found them useful, credible and whether they would impact their behaviour. Consumers were also asked about their past experiences with fraudulent experience and scams.

In each SMB group, and SMB and multinational interviews, participants were shown various alerts from the Bureau. Participants consistently demonstrated appreciation for the value and relevance of the information. The alerts participants were shown were unanimously seen as credible and although awareness and familiarity with the Bureau itself was low (or non-existent) for most, participants assumed that it was a reliable source, particularly as it was part of the Government of Canada. Some participants in each group recalled the examples tested, although did not name the Bureau as the source of information.

None of the SMB and global multinational decision-makers recalled seeing or receiving any of the alerts from the Bureau, but some did recall one or more of the specific scams. Some multinationals assumed that someone else in their company likely receives such alerts for the entire organization,



while others hoped that they were being directed to an internal department (IT was often mentioned) but were not sure. Some mentioned having been exposed to the CEO scam or to a directory scam, but there was no linkage with the Competition Bureau in terms of being made aware, seeking guidance or making a complaint.

These alerts were widely acknowledged as the kind of thing that may govern behaviour or reactions, even if they do not necessarily stimulate the development of corporate policy. Multinationals often said the alerts might cause their company to review their own policies and standards generally, without specific examples, while others said that any behaviour change would likely depend on the content of the alerts. Almost all agreed they would trust the information presented in these alerts. In terms of SMBs, most were confident that someone in their organization had received alerts like the examples given and decided how to respond, if at all, though the majority report not having seen these alerts.

Whether business or consumer audience, most participants consistently indicated a desire to receive such warnings, though some multinational decision-makers suggested it might be more appropriate for their CEO, legal team or IT to receive them. Probed further, some claimed they would be interested in signing up to receive them via email, although some questioned the volume, frequency, and their ability to tailor the subject of the alerts they received. Of note, many SMBs expressed interest in seeking further information about the examples given in the business alerts, some even went so far as to say they would like to receive these requests personally.



Exhibit G1: Q49: Using the list below, please indicate the ones, if any that have had an impact on your behaviour or work.

Statement	SMBs n=401	Multinationals n=117
The Competition Bureau's Business alerts	9%	14%
The Competition Bureau's publication called the Deceptive Marketing Practices Digest	7%	8%
The Little Black Book of Scams	7%	9%
The annual Fraud Prevention Month campaign	7%	9%
The Competition Bureau's enforcement guidance documents	6%	19%
The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy	6%	14%
The Competition Bureau's competition promotion work with regulators and policymakers, such as market studies and regulatory interventions	6%	15%
Updates on the Bureau's major enforcement cases	4%	10%
The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials	4%	13%
The Competition Bureau's Immunity and Leniency Programs	3%	7%
All of them	2%	3%
None of them	46%	30%
Don't know	21%	11%
Prefer not to answer	-	3%



Exhibit G2: Q50: For each, please indicate what type of impact it had. Updates on the Bureau's major enforcement cases

Impact	SMBs n=42	Multinationals n=16
I didn't do anything, but I have more knowledge on anti-competitive activity.	59%	56%
I filed a complaint with another agency.	13%	-
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	12%	6%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	10%	13%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	5%	-
I contacted the Canadian Anti-Fraud Centre.	5%	-
I filed a complaint with the RCMP or local police.	3%	-
I implemented a Compliance Program or have enhanced my current program.	3%	19%
I applied to the Immunity and Leniency Program.	0%	6%
Don't know	16%	13%
Prefer not to answer	2%	-

Exhibit G3: Q51: For each, please indicate what type of impact it had. The annual Fraud Prevention Month campaign

Impact	SMBs n=39	Multinationals n=15
I didn't do anything, but I have more knowledge on anti-competitive activity.	53%	47%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	17%	47%
I contacted the Canadian Anti-Fraud Centre.	13%	13%
I implemented a Compliance Program or have enhanced my current program.	11%	27%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	10%	20%
I filed a complaint with another agency.	9%	7%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	4%	7%
I applied to the Immunity and Leniency Program.	4%	7%
Don't know	11%	13%
Prefer not to answer	4%	-

Exhibit G4: Q52: For each, please indicate what type of impact it had: The Little Black Book of Scams

Impact	SMBs n=45	Multinationals n=15
I didn't do anything, but I have more knowledge on anti-competitive activity.	43%	33%
I contacted the Canadian Anti-Fraud Centre.	19%	-
I filed a complaint with another agency.	17%	7%
I implemented a Compliance Program or have enhanced my current program.	12%	33%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	7%	20%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	0%	7%
Don't know	16%	20%

Exhibit G5: Q53: For each, please indicate what type of impact it had: The Competition Bureau's competition promotion work

Impact	SMBs n=43	Multinationals n=21
I didn't do anything, but I have more knowledge on anti-competitive activity.	46%	43%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	33%	14%
I contacted the Canadian Anti-Fraud Centre.	14%	19%
I implemented a Compliance Program or have enhanced my current program.	10%	19%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	8%	14%
I filed a complaint with another agency.	2%	10%
I applied to the Immunity and Leniency Program.	2%	10%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	2%	5%
I filed a complaint with the RCMP or local police.	0%	10%
Don't know	13%	5%
Prefer not to answer	4%	5%

Exhibit G6: Q54: For each, please indicate what type of impact it had: The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy

Impact	SMBs n=34	Multinationals n=20
I didn't do anything, but I have more knowledge on anti-competitive activity.	69%	45%
I implemented a Compliance Program or have enhanced my current program.	20%	35%
I contacted the Canadian Anti-Fraud Centre.	18%	25%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	17%	20%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	16%	10%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	11%	15%
I applied to the Immunity and Leniency Program.	2%	10%
I filed a complaint with another agency.	2%	5%
Don't know	4%	5%
Prefer not to answer	2%	5%

Exhibit G7: Q55: For each, please indicate what type of impact it had: The Competition Bureau's publication called the Deceptive Marketing Practices Digest

Impact	SMBs n=43	Multinationals n=13
I didn't do anything, but I have more knowledge on anti-competitive activity.	61%	46%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	20%	8%
I contacted the Canadian Anti-Fraud Centre.	18%	31%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	10%	23%
I implemented a Compliance Program or have enhanced my current program.	10%	23%
I filed a complaint with another agency.	8%	-
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	5%	8%
I applied to the Immunity and Leniency Program.	-	8%
Don't know	16%	8%
Prefer not to answer	2%	-

Exhibit G8: Q56: For each, please indicate what type of impact it had: The Competition Bureau's Business alerts

Impact	SMBs n=46	Multinationals n=20
I didn't do anything, but I have more knowledge on anti-competitive activity.	64%	45%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	13%	25%
I implemented a Compliance Program or have enhanced my current program.	6%	20%
I contacted the Canadian Anti-Fraud Centre.	4%	5%
I filed a complaint with another agency.	3%	-
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	3%	-
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	2%	10%
I filed a complaint with the RCMP or local police.	2%	-
I applied to the Immunity and Leniency Program.	1%	5%
Don't know	13%	15%
Prefer not to answer	7%	5%

Exhibit G9: Q57: For each, please indicate what type of impact it had: The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials

Impact	SMBs n=36	Multinationals n=19
I didn't do anything, but I have more knowledge on anti-competitive activity.	36%	42%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	19%	11%
I contacted the Canadian Anti-Fraud Centre.	19%	21%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	14%	21%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	6%	11%
I implemented a Compliance Program or have enhanced my current program.	4%	26%
I filed a complaint with another agency.	3%	11%
Don't know	33%	21%
Prefer not to answer	5%	-

Exhibit G10: Q58: For each, please indicate what type of impact it had: The Competition Bureau's enforcement guidance documents

Impact	SMBs n=49	Multinationals n=26
I didn't do anything, but I have more knowledge on anti-competitive activity.	53%	42%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	15%	12%
I implemented a Compliance Program or have enhanced my current program.	7%	27%
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	7%	15%
I contacted the Canadian Anti-Fraud Centre.	6%	8%
I filed a complaint with the RCMP or local police.	5%	8%
I applied to the Immunity and Leniency Program.	3%	8%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	2%	4%
Don't know	17%	19%
Prefer not to answer	2%	-

Exhibit G11: Q59: For each, please indicate what type of impact it had: The Competition Bureau's Immunity and Leniency Programs

Impact	SMBs n=25	Multinationals n=12
I didn't do anything, but I have more knowledge on anti-competitive activity.	35%	25%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	24%	17%
I contacted the Canadian Anti-Fraud Centre.	22%	42%
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	18%	33%
I filed a complaint with the RCMP or local police.	17%	8%
I implemented a Compliance Program or have enhanced my current program.	7%	17%
Don't know	22%	17%
Prefer not to answer	3%	-

Exhibit G12: Q60: Are there any other activities or publications by the Competition Bureau that have affected the way your company makes decisions?

Behaviour Changes	SMBs n=401	Multinationals n=117
Yes	2%	3%
No	70%	71%
Don't know	28%	26%
Prefer not to answer	1%	-

Exhibit G13: Q61: In that case, how did the Competition Bureau impact your behaviour?

Behaviour Changes	SMBs n=5	Multinationals n=3
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	59%	33%
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	38%	33%
I implemented a Compliance Program or have enhanced my current program.	33%	-
I contacted the Canadian Anti-Fraud Centre.	30%	33%
I didn't do anything, but I have more knowledge on anti-competitive activity.	8%	67%

Very few SMBs (2%) and multinationals (5%) have contacted the Bureau in the last 12 months. Slightly more have contacted the Bureau at some point in the past (6% and 11%, respectively). Among the few who have contacted the Bureau, most did so by filing an online complaint (45% among SMBs and 42% among multinationals). The second most frequent method of contact is calling the Information Centre (33% & 37% respectively), followed by the Federal Contracting Fraud Tipline (29% and 32%). Among both SMBs and multinationals, most contacted the Bureau for information on labelling laws (32% among SMBs and 42% among multinationals). Less than half (41%) of SMBs are satisfied with their interactions with the Bureau. Over half (53%) of multinationals are satisfied.

Qualitative Insights: Contact with the Bureau

A small number of global multinationals and SMB decision-makers had some dealings with the Bureau, but their interactions with the Bureau tended to be by the company's (internal or external) legal counsel. Generally, the SMBs and multinationals who interacted with the Bureau were not that satisfied with their interaction. They had the sense that the Bureau was slow at responding, though this seemed to stem from other experiences with the government.

Exhibit G14: Q69: Have you ever contacted the Competition Bureau?

Contacted the Bureau	SMBs n=401	Multinationals n=117
Yes, in the past 12 months	2%	5%
Yes, but not in the past 12 months	6%	11%
No	91%	81%
Don't know	1%	2%
Prefer not to answer	-	1%

Exhibit G15: Q70: How did you contact the Competition Bureau?

Method of Contacting the Bureau	SMBs n=40	Multinationals n=19
I sent them an online complaint.	45%	42%
I called their Information Centre.	33%	37%
I called the Federal Contracting Fraud Tip Line.	29%	32%
My lawyer contacted the Competition Bureau for me.	9%	21%
Through social media (Facebook, Twitter, Reddit or LinkedIn)	9%	5%
Immunity and Leniency applicant	6%	11%
Don't know	8%	-
Prefer not to answer	2%	-

Exhibit G16: Q71: Why did you contact the Competition Bureau?

Reason for Contacting the Bureau	SMBs n=40	Multinationals n=19
For information on how to comply with labelling laws	32%	42%
To file a complaint	28%	21%
For information on or to report a scam or other deceptive marketing practice	23%	16%
For information on merger guidelines	16%	37%
For information on an investigation	15%	-
For information on CA Identification Numbers	15%	26%
For information on how to comply with the <i>Competition Act</i>	12%	21%
To request a compliance presentation	10%	-
To submit a merger notification	4%	5%
To request a written opinion	4%	-
For information on their Immunity and Leniency Programs	-	5%
Other	2%	-
Prefer not to answer	3%	-

Exhibit G17: Q72: Overall, how satisfied have you been with the contact that you have had with the Competition Bureau?

Satisfaction	SMBs n=40	Multinationals n=19
Very dissatisfied	2%	5%
Somewhat dissatisfied	28%	21%
Neither satisfied nor dissatisfied	28%	21%
Somewhat satisfied	21%	42%
Very satisfied	20%	11%
Prefer not to answer	2%	-

Very few SMBs and multinationals want to more information from the Bureau. Almost two-thirds (62%) of SMBs say they do not want any information, as do 60% of multinationals. Over a quarter (29%) of SMBs do not know or do not offer a response, along with 23% of multinationals.

If they were to receive information, about half of SMBs (47%) and multinationals (54%) would like to receive it by email. The Bureau's website is the second most popular method of communication, followed by news media.

Exhibit G18: Q82: What additional information, if any, would you like to receive from the Competition Bureau? Please be as specific as possible.

Additional Information	SMBs n=401	Multinationals n=117
New updates / Information / Newsletter	2%	4%
Better website / Tools / Access to documents	2%	-
Regulatory information	1%	1%
Advertising (what they do, what public should know, how to contact, etc.)	1%	4%
Cases / Outcomes	1%	-
Protection of personal and confidential information	1%	2%
Laws regarding price fixing	1%	2%
Little Black Book of Scams	-	1%
How to lower communication bills (cellphones)	-	2%
List of companies that have committed fraud / Scams	-	3%
Other	1%	3%
None / Nothing	62%	60%
Don't know / Refused	29%	23%

Exhibit G19: Q83: What method of communication would you prefer if you were to receive information about and from the Competition Bureau?

Method of Communication	SMBs n=401	Multinationals n=117
Email	47%	54%
Competition Bureau website	17%	30%
News media	15%	20%
Social media (Facebook, Twitter, Reddit or LinkedIn)	14%	17%
Regular mail	14%	15%
Telephone	4%	11%
In-person	3%	5%
I am not interested in receiving any information.	26%	13%
Other (specify)	-	-
Don't know	2%	4%
Prefer not to answer	1%	1%

The Bureau's Future Work

Both SMBs and multinationals would like the Bureau to prioritize telecommunications (41% and 32%, respectively). Among SMBs, a quarter would like the Bureau to focus on health care and pharmaceuticals (25%), banking and finance (25%) and e-commerce platforms (24%). Similarly, a quarter of multinationals think the Bureau should pay more attention to health care and pharmaceuticals (25%), and e-commerce (26%), as well as manufacturing (23%).

Exhibit H1: Q84: Now that you know more about the Competition Bureau, in which sectors of the economy should the Bureau focus its work?

Sector	SMBs n=401	Multinationals n=117
Telecommunications	41%	32%
Health Care and Pharmaceuticals	25%	25%
Banking and Finance	25%	20%
E-commerce Platforms (e.g. Amazon, Shopify, Facebook Marketplace and eBay)	24%	26%
Social Media Platforms (e.g. Facebook, Twitter, and Instagram)	21%	17%
Retail Gas (e.g. gas stations)	21%	11%
Retail Trade (e.g. grocery stores, department stores and automobile dealers)	20%	11%
Real Estate and Rental and Leasing	19%	21%
Utilities (e.g. electric power generation and natural gas distribution)	18%	12%
Transportation (e.g. air and rail transportation, and municipal transit systems)	12%	11%
Manufacturing	9%	23%
Accommodation and Food Services (e.g. hotels and restaurants)	9%	5%
Construction	8%	15%
Educational Services	4%	4%
Arts, Entertainment and Recreation	4%	2%
Agriculture, Forestry, Fishing and Hunting	3%	2%
Waste Management Services (Waste collection and treatment)	3%	3%
All of the above	1%	-

Policyholders and Regulators

The policymakers and regulators section presents the combined results for this audience in three sub-sections: The first explains overall awareness and perceptions of the Bureau and the four Acts it enforces; the second deals with awareness and perceptions of the Bureau's activities and performance; and the third focuses on interactions with the Bureau, including preferred methods of communication.

Overall Awareness and General Perceptions of the Bureau

About half (56%) of the policymakers and regulators can identify the Competition Bureau as the organization responsible for federal labelling and competition laws. A quarter (28%) say they are familiar with the Bureau (4 or 5 on a 5 point scale). The vast majority (90%) agree that having an organization that enforces competition and labelling laws and advocates for competition in the Canadian economy is important. For information about competition laws, most say they would consult a Government of Canada website (57%) or the Bureau (42%).

Over a third (38%) clearly recall hearing or seeing something about the Bureau, while 22% vaguely recall hearing something. Half of the policymakers and regulators say that the description of the Bureau provided⁴ in the survey adds to their understanding of what the Bureau is. About a quarter (28%) claim they already had the same understanding of the Bureau.

Qualitative Insights: Awareness of the Bureau

Participants were first asked to name the organization or agency dedicated to addressing issues related to pro-competitive regulations or policies. They were asked about their familiarity with the Competition Bureau, their impression of its role and whether they had had any previous interaction with the Bureau.

Policymakers and regulators were generally informed of the Bureau's work and some even referenced their own experience with the Bureau when describing its functions. Their descriptions tended to include advocacy, education and outreach. For example, participants referenced training on how to identify suppliers attempting to engage in anti-competitive practices such as bid-rigging, participating in Fraud Prevention Month, the Competition Impact Assessment Tool, and the Bureau's submissions on changes to municipal regulations that might impact competition. Policymakers in the North were at times less certain of the Bureau's relevance to their work, though some did reference the Bureau's role in an airline merger. Overall, this group was less cognizant of the Bureau's enforcement role than it was of its advocacy functions. There was also still some

⁴ Respondents were provided with the following description of the Bureau: The Competition Bureau is an independent federal law enforcement agency that investigates anti-competitive activities, protects consumers and promotes competitive markets. It is responsible for the administration and enforcement of the *Competition Act*, the *Consumer Packaging and Labelling Act* (except as it relates to food), the *Textile Labelling Act* and the *Precious Metals Marking Act*.



confusion as to the Bureau's work and the work of other government agencies such as the Canadian Radio-television and Telecommunications Commission (CRTC), Financial Consumer Agency of Canada (FCAC), and the Royal Canadian Mounted Police (RCMP), to name a few.

Exhibit I1: Q5: Can you name the organization responsible for enforcing federal competition and labelling laws (except as it relates to food or health-related products)? n=50

Organization	% Named
Competition Bureau	48%
Competition Bureau of Canada	8%
Canadian Food Inspection Agency / CFIA	6%
FDA	2%
Health Canada	2%
Other	8%
None / Nothing	24%
Don't know / Refused	2%

Exhibit I2: Q22: How familiar are you with the Competition Bureau? Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar." n=50

Level of familiarity	%
1-Not at all familiar	20%
2	24%
3	28%
4	12%
5-Very familiar	16%
Don't know	-

Exhibit I3: Q11: How important is it that Canada has a federal organization or agency that enforces competition and labelling laws, advocates for competition in the Canadian economy, and supports government agencies in promoting a fair and innovative economy? Please use a scale from 1 to 5 where 1 means "Not at all important" and 5 means "Very important." n=50

Level of familiarity	%
1-Not at all important	-
2	-
3	6%
4	18%
5-Very important	72%
Don't know	2%
Prefer not to answer	2%



Exhibit I4: Q23: The Competition Bureau is an independent federal law enforcement agency that investigates anti-competitive activities, protects consumers and promotes competitive markets. It is responsible for the administration and enforcement of the *Competition Act*, the *Consumer Packaging and Labelling Act* (except as it relates to food), the *Textile Labelling Act* and the *Precious Metals Marking Act*. Which statement best reflects your knowledge of the Competition Bureau before completing this survey? n=50

Level of knowledge	%
This was already my understanding of the Competition Bureau.	28%
This adds to what I already knew of the Competition Bureau.	31%
I did not know about the Competition Bureau before doing this survey.	47%
Don't know	6%

Exhibit I5: Q24: Over the past year, how clearly do you recall seeing or hearing anything about the Competition Bureau? n=50

Recall	%
Do not recall seeing or hearing anything	38%
Vaguely recall seeing or hearing something	22%
Clearly recall seeing or hearing something	40%
Don't know	-

Exhibit I6: Q21: If you need general information about competition laws or labelling laws, who or what do you consult? n=50

Recall	%
A Government of Canada website	56%
The Competition Bureau	42%
The Internet	34%
ISED	16%
Department of Justice	12%
Other	2%
Don't know/Prefer not to say	8%

Half of the policymakers and regulators surveyed are aware of price-fixing, bid-rigging and collusion (50%). Just under half are familiar with the misleading advertising (46%) and consumer packaging and textile labelling and marking of precious metals (42%). Just over a third say they are aware of abuse of dominance (38%) and mergers and acquisitions (38%).



Exhibit 17: Q6-10: Below is a list of activities that are subject to Canadian laws. Please indicate how aware you are of each activity. n=50

Canadian Law	% Aware
Price-fixing, bid-rigging, collusion	50%
Misleading advertising and deceptive marketing practices	46%
Consumer packaging and textile labelling, and marking of precious metals	42%
Abuse of dominance (monopolization)	38%
Mergers and acquisitions	38%

Half of policymakers and regulators surveyed are familiar with the *Competition Act* (54%). Slightly fewer are familiar with the *Consumer Packaging and Labelling Act* (44%). The *Textile and Labelling Act* (28%) and the *Precious Metals Marking Act* (10%) are less known.

More than two-thirds (70%) consider competition issues in their work. The *Competition Act* is the law that is most often influential (18% use it often & 26% use it, but not often). One-in-five (20%) say they use the *Consumer Packaging and Labelling Act*. Fewer make use of the *Textile and Labelling Act* (14%) and the *Precious Metals Marking Act* (6%).

Qualitative Insights: Awareness of and Relevance of Acts Enforced

Participants were asked whether the four Acts that the Bureau enforces (The Competition Act, the Consumer Packaging and Labelling Act, the Textile Labelling Act and the Precious Metals Marking Act) were relevant to their work.

Regulators and policymakers' understanding of the *Competition Act* was more extensive than any other audience and overall most felt it was relevant to their work, though none were confident that they knew everything they needed to about the Act. It was the only Act that some knew was the responsibility of the Bureau and the one about which they were generally a little more knowledgeable. For some policymakers, the Act was very relevant to their day-to-day work (e.g. working on bid solicitation processes) while others assumed it had some impact but was not considered on a daily basis. There did not appear to be a real sense of urgency or need to understand the Act in greater detail, especially given many had contacts at the Bureau to whom they felt comfortable reaching out if they had a question or concern, and, were accustomed to navigating Government websites for information, when needed.

With respect to the other three Acts, all three tended to be less relevant to the work of the regulators and policymakers that participated in the interviews. There was also a sense that since the Acts cover a wide array of aspects of competition policy and regulation, they might apply to more than one individual within each department or organization. The participants felt the Acts were not the purview of just one individual, which meant that while they may not be relevant to their work, they may have been relevant to others in the organization. Most were also not aware that these three Acts were the responsibility of the Competition Bureau, especially the *Precious Metals Marking Act*; although, some reasoned that the Bureau would be involved in the *Consumer Packaging and Labelling Act* and the *Textile Labelling Act*.



Exhibit I8: Q12-14: Below is a list of Canadian laws. Please indicate how familiar you are with each of them. Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar." n=50

Canadian Law	% Familiar
A federal law called the <i>Competition Act</i> that governs most business conduct in Canada, with the purpose of maintaining and encouraging competition in the Canadian economy and ensuring consumers have access to competitive prices and product choices	54%
A federal law called the <i>Consumer Packaging and Labelling Act</i> that requires that prepackaged consumer products (except food products) have accurate and meaningful labelling information	44%
A federal law called the <i>Textile Labelling Act</i> that requires that textile articles, such as clothing, have accurate and meaningful labelling information	28%
A federal law called the <i>Precious Metals Marking Act</i> that covers the requirements for the marking of precious metals such as gold and silver	10%

Exhibit I9: Q16: Do you consider competition issues and principles when developing policy or regulation? n=50

Recall	%
Yes, often	42%
Yes, but not often	28%
No	26%
Don't know	4%

Exhibit I9: Q17-20: Do you refer to any of the following laws to inform policy development or regulation development and enforcement within your organization? n=50

Canadian Law	% Yes
A federal law called the <i>Competition Act</i> that governs most business conduct in Canada, with the purpose of maintaining and encouraging competition in the Canadian economy and ensuring consumers have access to competitive prices and product choices	46%
A federal law called the <i>Consumer Packaging and Labelling Act</i> that requires that prepackaged consumer products (except food products) have accurate and meaningful labelling information	20%
A federal law called the <i>Textile Labelling Act</i> that requires that textile articles, such as clothing, have accurate and meaningful labelling information	14%
A federal law called the <i>Precious Metals Marking Act</i> that covers the requirements for the marking of precious metals such as gold and silver	6%

Awareness and Perceptions of the Bureau's Activities & Performance

When it comes to specific activities or publications, the most widely recalled are the bread price-fixing investigation (84% clearly or vaguely recall), the Ticketmaster settlement (78%) and CRTC interventions (64%). The majority also recall hearing of the Bureau's efforts to prevent deceptive marketing practices related to COVID-19 (52%) and the Facebook settlement regarding misleading privacy claims (58%). Slightly less than half recall the Facebook post warning sellers of non-surgical masks against making false or misleading claims (48%) and the investigation into allegations of abuse of dominance by drug manufacturers (44%). The least often recalled (one-fifth or less) include the HBC sleep set settlement, the statement on competitor collaboration during the COVID-19 pandemic, the annual fraud prevention month, call-out to market participants for information on potentially anti-competitive conduct in the digital economy (all 20%), the Competition Assessment Toolkit (18%), Corporate Compliance Program Bulletin (16%) and the Immunity and Leniency programs (12%).

The Competition Assessment Toolkit (40%) and the Little Black Book of Scams (38%) are the publications of greatest interest. About a quarter are interested in updates on major enforcement cases (28%), the Deceptive Marketing Practices Digest (28%), the market studies (28%) and competition promotion work (28%).

Qualitative Insights: Awareness of the Bureau's Activities

Regulators and policymakers were asked if they had heard of a series of the Bureau's advocacy initiatives, enforcement activities and outreach activities and whether they knew the Bureau was involved with each one.

The regulators and policymakers' recall of the Bureau's advocacy and outreach initiatives was higher than for other audiences, but not universal. Particularly when it came to outreach work, interviewees were aware of many initiatives, including the Annual Plans and Reports, enforcement guidelines, and the compliance and bid-rigging presentations. A number of policymakers had been on the receiving end of the Bureau's compliance and or bid-rigging presentations and found them to be very helpful and informative. One participant mentioned collaborating with the Bureau on a project for Fraud Prevention Month. These examples aside, in many cases, interviewees did not seem to recall these specific products so much as extrapolating that these were the kinds of products they expected a government agency to deliver. Advocacy was another role they assumed a government agency would hold, and awareness of the Bureau's specific role varied. Contrary to consumers, but more in line with senior business decision-makers, regulators and policymakers were more aware of the Bureau's work on the submissions to the CRTC on low-cost data plans and on aggressive retail sales practices by telecommunications carriers than they were with the Taxi white paper (with the exception of some municipal policymakers involved in overground transportation files) and the Big Data paper or the advocacy work on food trucks/mobile food providers and the online eyewear industry.



Despite the fact that many had heard of some of the enforcement initiatives, the breadth of the Bureau's work in this space was somewhat of a surprise to most. Bear in mind that most were not aware of the Bureau's enforcement role, which speaks to the point made earlier about the confusion around the Bureau's enforcement efforts and the enforcement efforts of other government agencies (i.e., RCMP, CRTC, etc.). Most had heard of both the bread price-fixing investigation and Ticketmaster's misleading advertising, although a few were not aware of the Bureau's involvement in both of those cases.

Worth noting, media coverage around the June 27, 2019 announcement of the Ticketmaster settlement agreement did not appear to affect awareness of either the case or the Bureau. Regulators and Policymakers were just as aware of the Ticketmaster case and the Bureau's involvement in the case before the announcement as they were after. Most provincial and municipal government policymakers (except some in the North) had heard of the investigations into firms rigging bids on public infrastructure contracts and were aware of the Bureau's involvement in those investigations.

Exhibit J1: Q25-45: Below is a list of cases, activities and publications by the Competition Bureau. For each of the following, please indicate how clearly you recall hearing about it. n=50

Cases, Activities & Publications	% Clearly / Vaguely Recall
Q25: The bread price-fixing investigation, where Canada's largest suppliers (and some of Canada's largest retailers of fresh commercial bread are alleged to have manipulated the price of bread	84%
Q28: The settlement of the Competition Bureau's lawsuit against Ticketmaster for allegedly misleading pricing claims in online ticket sales	78%
Q40: The Competition Bureau's submissions and regulatory interventions, such as those made to the Canadian Radio-Television and Telecommunications Commission (CRTC) on device financing plans, low cost data plans and on aggressive retail sales	64%
Q30: Facebook to pay a \$9 million penalty to settle Competition Bureau concerns about misleading privacy claims on Facebook and messenger	58%
Q32: The Competition Bureau's news release warning businesses against making deceptive marketing claims about COVID-19 prevention, treatment or cure	52%
Q35: The Competition Bureau's Facebook post warning sellers of non-surgical masks against making false or misleading claims about COVID-19 prevention, and with information on the labelling requirements for cloth masks	48%
Q27: The Competition Bureau's concluded investigation into allegations of abuse of dominance by certain brand name drug manufacturers including Celgene Inc., Pfizer Canada Inc. and Sanofi-Aventis Canada Inc.	44%
Q26: Settlement of the Competition Bureau's investigations into the engineering firms Dessau and Genivar (now WSP Canada) for their role in bid-rigging on municipal infrastructure contracts in Quebec	42%
Q31: The Competition Bureau's case against the Toronto Real Estate Board (TREB) that forced TREB to remove restrictions on its members' access and use of real estate data	42%
Q39: The Competition Bureau's market studies, such as the broadband (high-speed) internet services market study or the FinTech market study on innovation in the financial services sector	36%
Q34: The Competition Bureau's review of the merger between agribusiness firms Bayer AG and Monsanto Company	32%

Cases, Activities & Publications	% Clearly / Vaguely Recall
Q33: The Competition Bureau's news release about letters advising companies and marketing agencies involved in influencer marketing to be transparent when advertising on social media	30%
Q44: The Competition Bureau's enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines and guidelines on "Product of Canada" and "Made in Canada" Claims	28%
Q38: The Competition Bureau's competition advocacy materials, such the white paper on taxi regulations, or The Competition Advocate publication on mobile food regulations	22%
Q29: The settlement of the Competition Bureau's lawsuit against Hudson's Bay Company (HBC) to resolve the proceeding related to advertising and pricing practices related for sleepsets in Canada	20%
Q36: The Competition Bureau statement on Competitor Collaborations during the COVID-19 pandemic	20%
Q37: The annual Fraud Prevention Month campaign, including the Little Black Book of Scams	20%
Q42: The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy	20%
Q41: The Competition Assessment Toolkit for regulators and policymakers, a step-by-step guide on how to assess the competitive impact of regulations and identify pro-competitive alternatives	18%
Q43: The Competition Bureau Corporate Compliance Program Bulletin and/or compliance-related presentations	16%
Q45: The Competition Bureau's Immunity and Leniency Programs	12%

Exhibit J2: Q46: Below is a list of Competition Bureau activities and publications. Please indicate the ones, if any that are of interest to you. n=50

Cases, Activities & Publications	% of Interest
The Competition Assessment Toolkit for regulators and policymakers, a step-by-step guide on how to assess the competitive impact of regulations and identify pro-competitive alternatives	40%
The Little Black Book of Scams	38%
Updates on the Competition Bureau's major enforcement cases	28%
The Competition Bureau's Deceptive Marketing Practices Digest publication	28%
The Competition Bureau's market studies (studies that assess a sector from a competition perspective)	28%
The Competition Bureau's competition promotion work with regulators and policy-makers, including submissions and regulatory interventions, such as those made to the Canadian Radio-Television and Telecommunications Commission (CRTC) on device financial plans, low-cost data plans and aggressive retail sales practices by telecommunications carriers	28%

Cases, Activities & Publications	% of Interest
The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials, such as presentations, compliance videos and fact sheets	18%
The Competition Bureau's enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines, and guidelines on "Product of Canada" and "Made in Canada" claims	18%
The Competition Bureau's competition advocacy materials	16%
The annual Fraud Prevention Month campaign	14%
Advice on competition-related issues	12%
All of them	8%
None of them	20%
Don't know	4%

The respondents agree that competition is important to the economy (88%) and plays an important role strengthening the digital economy (80%). Most agree that competition drives businesses to innovate (90%) and should be considered when drafting policy and regulations (92%). Policymakers and regulators also agree that the Bureau's work is beneficial to the economy (84%) and that they trust the information the Bureau provides (88%). They are less certain about the Bureau's expertise in their specific policy area (36% agree the Bureau has sufficient expertise). About half are not sure or do not offer an answer (48%) on whether the Bureau provides sufficient information on competition to regulators and policymakers, while 38% agree that the agency provides sufficient information.

Exhibit J3: Q54-62: To what extent do you agree or disagree with each of the following statements? n=50

Statement	% Agree
I believe competition should be considered when developing policies and regulations.	92%
I believe competition drives businesses to innovate	90%
I believe competition is important to the Canadian economy	88%
I would trust information provided by the Competition Bureau	88%
I believe the Competition Bureau's work is beneficial to the economy	84%
I believe competition plays an important role in strengthening the digital economy	80%
My organization conducts work that relates to the digital economy	48%
I believe the Competition Bureau provides adequate advice to governmental decision-makers on issues related to competition	38%
I believe the Competition Bureau has sufficient expertise in my policy or regulatory area.	36%

Interactions with the Bureau

About half (46%) say their work has not been affected by any of the Bureau's activities, publications or outcomes. Among those whose work has been affected, the most influential include the market studies (14%) and advice on competition related issues (12%). When noting how their work has been impacted, the most common response among the policymakers and regulators is that they considered the Bureau's work when making decisions regarding a policy or regulation (28%). This is followed by requesting advice or information from the Competition Bureau on competition and/or labelling laws and issues (16%).

Exhibit K1: Q47: Please indicate the activities and publications, if any, that have influenced your work, creating a change in your decision-making, policy development or regulation implementation or enforcement. n=50

Cases, Activities & Publications	% Influenced
The Competition Bureau's market studies	14%
Advice on competition-related issues from the Competition Bureau	12%
The Competition Assessment Toolkit for regulators and policymakers, a step-by-step guide on how to assess the competitive impact of regulations and identify pro-competitive alternatives	8%
The Competition Bureau's enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines, and guidelines on "Product of Canada" and "Made in Canada" claims	8%
The Little Black Book of Scams	6%
The Competition Bureau's submissions and regulatory interventions, such as those made to the Canadian Radio-Television and Telecommunications Commission (CRTC) on low-cost data plans and on aggressive retail sales practices by telecommunications carriers	6%
Updates on the Competition Bureau's major enforcement cases	4%
The Competition Bureau's Deceptive Marketing Practices Digest publication	4%
The annual Fraud Prevention Month campaign	2%
The Competition Bureau's competition advocacy materials, such as the white paper on taxi regulations, or The Competition Advocate publication on mobile food regulations	2%
The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials, such as presentations, compliance videos and fact sheets	2%
All of them	4%
None of them	48%
Don't know	18%

Exhibit K2: Q48: Please specify how an activity, publication, or outcome from the Competition Bureau has affected your decision-making or work. n=50

Type of Influence	%
I considered the Bureau's work when making decisions regarding a policy or regulation	28%
I requested advice or information from the Competition Bureau on competition and/or labelling laws and issues	16%
I requested a compliance presentation from the Competition Bureau	6%
I reported a scam or fraudulent activity to the Competition Bureau	4%
I notified the Competition Bureau of suspected anti-competitive activity in a sector/industry	2%
None / Nothing	8%
Don't know	46%
Prefer not to answer	6%

Overall, 28% have contacted the Bureau, though just 10% have done so in the past year. The majority sent an email to a Competition Bureau employee (57%). Fewer contacted the Information Centre (14%) or the Merger Intelligence and Notification Unit (14%). When it comes to why respondents contacted the Bureau, the most frequently cited reasons are for information on competition or labelling laws (21%), advice on regulations or policies (21%), or for information on an investigation (21%). Half of those who contacted the Bureau are satisfied with the information or service provided (50%) while 21% are not satisfied.

Qualitative Insights: Contacting the Bureau

Participants were asked if they had ever contacted the Bureau, and if so, how satisfied they were with the interaction and the information they received.

The regulators and policymakers largely found their interactions satisfying. They praised the Bureau for being extremely knowledgeable, smart (asks the right questions), professional, responsive and helpful. Most came away feeling satisfied with their interactions with the Bureau and felt that their queries had been addressed in a timely, efficient and effective manner. They also felt that they had developed a rapport with someone at the Bureau to whom they felt they could reach out if needed. However, a few regulators did express a strong desire for more proactive follow-up in the form of an update on the current state or outcome of an investigation, including any changes to policy that they need to consider. Some explained that they had had rather intensive dealings with the Bureau that required a lot of back-and-forth (and provision of a lot of information) but that once they had met the Bureau's needs, their interactions ceased despite the fact the Bureau's work on that initiative continued.



Exhibit L1: Q49: Have you ever contacted the Competition Bureau? n=50

Recall	%
Yes, in the past 12 months	10%
Yes, but not in the past 12 months	18%
No	70%
Prefer not to answer	2%

Exhibit L2: Q50: How did you contact the Competition Bureau? n=14

Recall	%
I sent an email to a Competition Bureau employee/representative	57%
I contacted their Information Centre	14%
I contacted the Merger Intelligence and Notification Unit	14%
Through social media	7%
Other (specify)	14%
Prefer not to answer	7%

Exhibit L3: Q51: Why did you contact the Competition Bureau? n=14

Recall	%
For information on competition and/or labelling laws	21%
For advice on regulations or policies	21%
For information on an investigation	21%
For information on their enforcement guidelines	14%
For information on or to report a scam or other deceptive marketing practice	14%
To request a compliance presentation	14%
To file a complaint	7%
Other (specify)	7%
Don't know	14%

Exhibit L4: Q52: Did you find the information or service provided by the Competition Bureau useful or effective? n=14

Recall	%
Yes	50%
No	21%
Don't know	21%
Prefer not to answer	7%

Though most do not want more information (52%) or do not offer a response (23%), the most interesting additional information the Bureau could provide include news updates (4%) or advertising (4%). Just shy of half (46%) of respondents would prefer to receive information via email. Fewer prefer the Bureau's website (18%) or social media (14%).

Qualitative Insights: Information Needs

If they were to receive more information from the Bureau, regulators and policymakers' preference was to be contacted by email. That said, if they required specific information from the Bureau, most indicated they would start by reaching out to their contacts at the Bureau in the hope they could point them in the right direction. Those with no pre-existing contacts indicated they would consult the Bureau's website, or the Government Electronic Directory Services (GEDS), to identify someone to contact. Initial contact would be made by email, especially for those in the North, which seemed to be the preferred mode of communication, particularly for initial contacts. Some also expressed interest in a monthly or quarterly communication that summarized any case studies currently being examined, any new scams to be aware of, and any other pertinent information that could be summarized and include links for further information.

Exhibit L5: Q63: What additional information, if any, would you like to receive from the Competition Bureau? n=50

Recall	%
New updates / Information / Newsletter	4%
Advertising (what they do, what public should know, how to contact, etc.)	4%
Protection of personal and confidential information	2%
Regulatory information	2%
Other	4%
None / Nothing	52%
Don't know / Refused	34%

Exhibit L6: Q64: What is your preferred method of receiving information about and from the Competition Bureau? n=50

Recall	%
Email	46%
Website	18%
Social media (e.g., Facebook, Twitter)	14%
Telephone	2%
In-person	2%
Other (specify)	4%
Don't know	6%
Prefer not to answer	8%

Comparing the Results of Consumers, Businesses, Policymakers & Regulators

This final chapter outlines notable commonalities across and differences between all the audiences noted over the course of the quantitative and qualitative research.

Examining the findings of all audiences sampled across both phases of study, one of the most striking findings is that opinions tend to be far more similar than contrasting. Additionally, any differences observed tend to be a matter of degree, rather than direction as the degree of difference appears to be related to the relative level of awareness or knowledge of each stakeholder group. One notable tendency to weigh when contextualizing the results of each sample is that consumers are the least aware of the Bureau and the Acts that it enforces, whereas SMBs and multinationals appear to have a slightly more informed understanding of the Bureau. For example, a few SMBs and multinationals we interviewed in the qualitative phase could identify the agency responsible for the activities within the Bureau's mandate, but virtually none of the consumers could. Similarly, recall of the Acts the Bureau enforces was slightly higher among the SMBs compared to consumers. Both SMBs and multinationals felt the *Competition Act* was likely the most relevant to their work but multinationals, in both the quantitative and qualitative research, expressed more detailed knowledge of the Acts and were more likely to agree that any of the Acts related to their work. In the qualitative research, they offered more specific examples of the Act's implications for their business. Very few consumers, SMBs and multinationals have ever contacted the Bureau.

Policymakers and regulators are by far the most familiar with the Bureau, its mandate and the Acts it enforces. Most had a deeper understanding of the Bureau prior to completing the survey than consumers, SMBs and multinationals. The results suggest that they have more direct interaction with the Bureau and consider competition principles in their work more than any other audience.

Consistently across all four audiences, the most clearly recalled of the Bureau's activities are enforcement initiatives like the bread-price fixing investigation and the Ticketmaster settlement. While recall of outreach and advocacy initiatives was similar in the quantitative research between SMBs, multinationals and policymakers and regulators, the qualitative research suggests that the policymakers and regulators who have heard of the initiatives likely have a deeper understanding of what they are. They were aware of many initiatives, including the Annual Plans and Reports, enforcement guidelines, and the compliance and bid-rigging presentations.

Among consumers, SMBs and multinationals who claimed to have been influenced by any of the Bureau's activities, the most common outcome is simply that they have more information to help protect themselves from anti-competitive behaviour. In the survey, regulators and policymakers were provided slightly different outcomes to pick from, and those impacted by the Bureau's activities most often mention that they now consider the Bureau's work in their own.



Consumer and business alerts, as well as the Little Black Book of Scams, stand out as the two publications that both consumers and businesses share the greatest interest in. The results of the qualitative phase help to explain why these two publications are rated so highly, relative to other activities and products. Consumers, SMBs and multinationals who were presented with alerts found the information they supplied relevant and credible, and indicated they would be open to receiving such information more regularly. The Little Black Book of Scams drew participants in with its name alone and participants often volunteered that they would be interested in learning more about it. As noted earlier in the report, participants in the focus groups often indicated that they had been a victim, or know someone who has been a victim, of scams or fraud. It is possible that respondents answering the survey also have had some sort of experience with fraud or scams, and consequently find the activities and publications that warn them of such anti-competitive behaviour particularly useful.

Policymakers and regulators were also intrigued by the Little Black Book of Scams, but results from the survey show they prioritize the Bureau's competition promotion work, market studies and the Deceptive Marketing Practices Digest to a greater degree than the other audiences.

Despite the varying levels of awareness and understanding of the Bureau's mandate across the audiences, all seem to appreciate the importance of its work. Consumers overall have a favourable impression of the Bureau and agree it is important to have laws that protect consumers and businesses against anti-competitive behaviour. Multinationals and SMBs also agree that competition laws are essential, and policymakers and regulators appreciate the importance of an agency like the Bureau. Majorities among all four audiences agree the Bureau's work is important to the Canadian economy and trust the information it provides.



Conclusions & Recommendations

Broadly, the findings of this research indicate that the Bureau, its roles and activities are not well known to consumers, SMBs, and multinationals stakeholders, while these are all more familiar to policymakers and regulators. However, the latter group is not universally aware of the Bureau and all of its activities. Despite the lack of familiarity with the Bureau itself, its activities, and resources, the findings also show that there is interest among all audiences in the activities that they find relevant to their daily life or their work. This section outlines in greater detail how the Bureau could use the pieces of work the target audiences find particularly relevant to raise the organization's profile. The activities and publications audiences find important already could also be a tool to encourage Canadians to think more about how the Acts the Bureau enforces relate to their lives, and to reinforce the importance of competition in the Canadian marketplace.

The stakeholders who are less knowledgeable of the Bureau form a positive opinion of the Bureau when provided with information on these topics. There is curiosity among consumers, SMB and multinational decision-makers about the Bureau and appetite for more information. Regulators and policymakers, while more knowledgeable of the Bureau, still lack some information about the Bureau's roles. Like the other audiences, they hold positive views of the Bureau, but their information needs are different.

Few among the consumer, SMB and multinational audiences in both the quantitative and qualitative research can name the Bureau as the organization charged with protecting consumers and businesses from anti-competitive practices. In the qualitative research some could guess, based on the Bureau's name, what its roles might be, but understanding of key terminology related to the Bureau was inconsistent. These findings suggest there is an opportunity for awareness-building. This may be best achieved by explaining, through examples, how the Acts relate to consumers' daily lives and businesses' operations. Overall, many consumers and businesses felt at least one Act, usually the *Competition Act*, could apply to their circumstances. When prompted with a variety of examples of the Bureau's work, while some of the higher profile examples are already widely known, many had been unaware of the Bureau's role. They were also generally surprised by the breadth of roles the Bureau plays and felt the work they were presented with over the course of this research was valuable to them as consumers, and at times for their businesses. Overall, real examples of the Bureau's work seem to be effective tools to help stakeholders understand its role and may help to show how the Bureau's work is relevant to their daily lives.

Regulators and policymakers certainly hold a higher base level of awareness and understanding of the Bureau and have often interacted with it in the course of their work. That said, their responses suggest that even these relatively well-informed audiences could benefit from greater knowledge of the Bureau's activities. For example, well over half do not recall the outreach and advocacy examples included in the survey. While most of the policymakers and regulators we interviewed in the qualitative phase were aware of the Bureau's outreach work, they did not



seem to remember these specific products. Instead, they tended to extrapolate that these were the kinds of products they expected a government agency to deliver.

The results of both the qualitative and quantitative phases suggest that Consumer and Business Alerts, as well as publications such as the Little Black Book of Scams, present opportunities for the Bureau to communicate meaningfully with stakeholders to both build awareness of the Bureau and understanding of its importance. Of all the activities and publications presented to consumers and businesses in the survey, Consumer and Business Alerts and the Little Black Book of Scams were consistently identified as the two of greatest interest. In the qualitative phase, consumer, SMB and multinational audiences all appreciated the alerts they were shown and felt receiving this information, whether directly or, in the case of SMBs or multinationals, through someone else in their organization, would be useful. They were unanimously seen as credible and although awareness and familiarity with the Bureau itself was low (or non-existent) for most, the assumption was that it was a reliable source, particularly as it was part of the Government of Canada. Importantly, these alerts were seen as the kind of information that would affect participants' behaviour, helping them to avoid scams. It is worth noting that few had seen the alerts before, though some had heard information about the cases they dealt with. While the Little Black Book of Scams was not explored in as great detail in all the groups, it often came up as a publication consumers and businesses alike would be interested in receiving and reading. Those interested in this resource were intrigued by the title and also tended to already be inclined to want information on what scams are out there and how they are evolving, in order to be better prepared to protect themselves. This suggests that the Bureau needs an improved strategy to ensure the alerts and potentially the Little Black Book of Scams reach the target audiences, or at least that the audiences are aware that the Bureau has such resources. Respondents' preferred outreach methods varied. Some preferred 'push' formats such as email, while others preferred 'pull' formats such as RSS feeds or website pages. Therefore, the Bureau may need to review current communication channels, and consider altering or adding others. Successfully reaching consumers and businesses and providing them with this relevant information would likely play an important role in boosting both the Bureau's profile and Canadians' understanding of and appreciation for its work.

Though the survey results show most do not wish to receive more information from the Bureau, or do not know what sort of information they might want, the qualitative phase suggests that there may be underlying curiosity among the audiences that the Bureau can tap into. In the qualitative phase, the consumer, SMB and multinational audiences were unsure what other information they might require from the Bureau, though they expressed a desire to learn more. While their interest is an opportunity for the Bureau, the efficacy of communications may rest in the method of reaching the target audience. As with the alerts, the methods suggested for providing information varied somewhat, but suggestions offered with more frequency included the use of social media and targeted advertising for people who search for information on scams, as well as compelling intercept advertising on YouTube. Regulators and policymakers will require a different approach. As previously stated, there is more they could learn about the Bureau's activities. However, given the lack of familiarity with the Bureau and its work, the Bureau is typically not where they would first look for information on competition and innovation. In the



survey, most noted that they would look to a Government of Canada website first, followed by the Bureau. The results from the qualitative phase suggest some would undertake a slightly different process. Many suggested they would likely start with colleagues in other parts of their organizations, outside counsel, and/or the experiences of other jurisdictions as a first step. The Bureau must choose whether it makes sense to devote more time to reaching this audience directly, or working to identify those within organizations to whom this audience already goes to for information, and ensure they are educated.



Appendix A: Focus group and interview methodology report

Methodology

The research program began with qualitative research, which included a series of ten focus groups with two segments of the Canadian population: Canadian consumers and decision-makers in small to medium sized-businesses (SMBs). For each group, a maximum of ten (10) individuals were recruited as participants. In total, 92 people participated in the focus group discussions. Two sessions were conducted in each of the following five cities: Halifax (June 17); Montreal (June 18); Toronto (June 18); Calgary (June 19); and Vancouver (June 20). The groups in Montreal were conducted in French while all other groups were conducted in English. Each group was approximately 2 hours in length.

For the groups with decision makers at small to medium-sized businesses, we aimed to recruit a mix of individuals working at either small or medium-sized enterprises, across a variety of sectors. For the consumer groups, we ensured each contained a mix of individuals based on gender, income, age, ethnicity, household situation, etc.

The qualitative phase also included a total of 30 in-depth interviews with three audiences: five (5) interviews with decision-makers in SMBs in Canada's North, ten (10) interviews with decision-makers in global multinational companies, and fifteen (15) interviews with regulators and policymakers across Canada, including Canada's North. The interviews with decision-makers in SMBs and global multinational companies were conducted by phone between June 20 and July 19, 2019, while those with regulators and policymakers were conducted by phone between June 19 and July 22, 2019. The interviews were approximately 30 to 45 minutes in length.



Schedule and composition of the focus groups

City	Group	Audience	Number of Participants	Date/Time
Halifax, NS	Group 1	SMBs	6	Monday, June 17, 5:30 pm
	Group 2	Consumers (18+)	8	Monday, June 17, 7:30 pm
Toronto, ON	Group 1	SMBs	7	Tuesday, June 18, 5:30 pm
	Group 2	Consumers (18+)	10	Tuesday, June 18, 7:30 pm
Montreal, QC	Group 1	SMBs	8	Tuesday, June 18, 5:30 pm
	Group 2	Consumers (18+)	8	Tuesday, June 18, 7:30 pm
Calgary, AB	Group 1	SMBs	8	Wednesday, June 19, 5:30 pm
	Group 2	Consumers (18+)	7	Wednesday, June 19, 7:30 pm
Vancouver, BC	Group 1	SMBs	9	Thursday, June 20, 5:30 pm
	Group 2	Consumers (18+)	9	Thursday, June 20, 7:30 pm

Schedule and composition of the in-depth interviews

Audience	Number of Interviews	Date Range
Decision-makers in global multinational companies	10	June 20-July 19, 2019
Regulators & policymakers	15	June 19-July 20, 2019
Decision-makers in SMBs in the North	5	June 20-July 19, 2019



Recruitment

Focus Groups and Multinational In-Depth Interviews

Participants were recruited using a five-minute screening questionnaire (included in Appendix D). Different screening questionnaires were used for the general population, the SMB groups, and the global multinational interviews.

The screener for the consumers contained a series of standard screening questions to ensure participants qualified based on their age (Canadians 18+), ensuring a good mix of other demographics such as education, household income, ethnicity, etc. The screener for SMBs contained a series of questions to ensure participants worked and held a decision-making role at a small or medium-sized business. The screener for the multinational interviews contained questions to ensure they worked for a company or organization that operates in two or more countries other than the company's home country, and that they held a decision-making role.

Our fieldwork subcontractor, Decision Point, relied on panels and databases of Canadians and business executives. Their database includes approximately 250,000 Canadians with profiling on a range of attributes including standard personal demographics, household composition, medical background, technology usage, financial services, health and wellness, business profiles, and other relevant criteria. In terms of business executives (from which they recruited both SMBs and global multinationals), their database includes 5,000 executives with profiling on a range of attributes including industry sector, number of employees, annual revenues, etc. Their databases are constantly being updated and replenished. They are operated out of their own offices in city, province. Potential group participants are recruited to their database via mixed-mode: following a proprietary telephone survey, online, referral, social media and print advertising. Initial contact is often made via email or online pre-screening for speed and economies, followed up by personal telephone recruitment and pre-group attendance confirmation.

To recruit, Decision Point reaches out to members of their databases first via email and follows-up with telephone calls to pre-qualify respondents.

Decision Point undertakes recruitment in strict accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research.

All participants in the general population groups received a cash honorarium of \$100 at the end of the group discussion, while those in the SMB groups received \$200 and the multinational interviewees received \$300. These amounts are consistent with honorariums for groups of this duration being conducted in major urban centres and is in line with the amount proposed to the federal government for this contract.



A total of 10 participants were recruited for each group. Upon arrival at the focus group facility, all participants were required to provide photo identification to ensure they were the individual who had been recruited for that particular focus group. As mentioned earlier, every participant was re-screened upon arrival to ensure they met the screening qualifications, were capable of communicating in the appropriate language of the group, and capable of contributing to the discussion in constructive ways. We have found that this added verification ensures better quality discussions.

All participants signed a document, prior to conducting the groups, acknowledging their consent to be recorded, for the purposes of review and analysis in preparation of this report. All groups were digitally recorded, and live online web streaming was made available for observers to view the groups remotely.

SMB and Regulator/Policy maker In-Depth Interviews

For the in-depth interviews with SMBs in the North, and Canadian regulators and policymakers as well as regulators and policymakers in the North, Earncliffe developed a recruitment list, built on an initial list provided by ISED. Initial contact was made by email with an invitation letter, followed up with telephone calls to schedule the interview at a date and time that was convenient to the interviewee.

Moderation

We relied on two qualified moderators. Given the timeline for the project, using two moderators allowed us to conduct all of the focus groups over the course of one week (4 nights).

Both moderators attended the kick-off night of focus groups in Halifax. This ensured that both were aware of the flow of the focus groups and involved in any conversation about potential changes to the discussion guide or flow of conversation for each subsequent night.

In our experience, there is value in using multiple moderators (within reason) as it ensures that no single moderator develops early conclusions. Each moderator takes notes and summarizes their groups after each night. The moderators each provide a debrief on their groups including the functionality of the discussion guide; any issues relating to recruiting, turnout, technology or the facility; and key findings including noting instances where they were unique and where they were similar to previous sessions. Together, they discuss the findings both on an ongoing basis in order to allow for probing of areas that require further investigation in subsequent groups and before the final results are reported.



A note about interpreting qualitative research results

It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.



Appendix B: Discussion Guides

Discussion Guide - Consumers

Introduction

Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest. Thanks participants for attending / value of being there.

- The name of the firm the moderator works for, and the type of firm that employs them (i.e., an independent public opinion research firm)
- These groups are being conducted on behalf of the Government of Canada, in order to explore awareness of some programs and activities.
- Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other
- Participants do not have to direct all comments to the moderator; they can exchange ideas with each other.
- Results are anonymous and reported all together/individuals are not identified/participation is voluntary.
- The length of the session (2 hours)
- The presence of any observers, their role and purpose, and the means of observation (one-way mirror, teleconference/web streaming; colleagues viewing in the back room and listening in remotely)
- The presence and purpose of any recording being made of the session (video recording of the discussion)
- Turn off cell phones for the duration of the discussion

Moderator will go around the table and ask participants to introduce themselves.

So let's go around the table and have everyone introduce themselves. Tell us your name and a little bit about yourself, such as what you do during the day and what is your favourite hobby.



Basic Awareness & Knowledge of the Bureau

- On the paper in front of you, please write the name of the organization or agency that you would contact if you had issues, questions or concerns related to deceptive marketing practices, certain types of fraud like mass-marketing fraud, false or misleading advertising, businesses participating in price-fixing or market-allocation or bid-rigging?

WRITTEN EXERCISE. FLIP THE PAPER OVER WHEN YOU HAVE WRITTEN YOUR ANSWER. HOLD FOR DISCUSSION LATER.

- [HANDS UP] Please raise your hand if you are aware of any government agency or agencies dedicated to addressing issues related to fraud, false or misleading representations on products and services, price-fixing, bid-rigging, providing tips to consumers and businesses to protect themselves against fraud and reviewing mergers between companies?

[IF YES]

- What are they?
- How effective do you think they are? [*ENSURE TO PROBE ANYWHO MENTION: Competition Bureau*]
- [HANDS UP] Who here has heard of the Competition Bureau (prior to being contacted for this focus group)?
- [HANDS UP] And who has seen, read or heard anything about the Competition Bureau in recent years?

[IF YES TO EITHER]

- How familiar would you say you are with the Competition Bureau and what it does?
- What exactly is the role of the Bureau?
 - Where did you get this information? [*MODERATOR BE SURE TO PROBE FOR SPECIFICS*]
 - PROBE: What sort of Bureau activities are you aware of? [LISTEN FOR ENFORCEMENT, ADVOCACY, OUTREACH]
 - IF NECESSARY: As far as you know, what does the Bureau do, if anything, relating to enforcement of any Acts?
 - IF NECESSARY: As far as you know, what does the Bureau do, if anything, relating to advocacy? By advocacy, we mean promoting the advantages of competition, providing advice to government, and conducting market studies.
 - IF NECESSARY: As far as you know, what does the Bureau do, if anything, relating to outreach? By outreach, we mean providing general information to businesses and consumers, providing guidance to businesses, and making announcements on activities.
- What have you seen, read or heard in recent years?
 - Where did you get this information? [*MODERATOR BE SURE TO PROBE FOR SPECIFICS*]



- Have you ever contacted the Bureau?
 - How did you try to reach them? [MODERATOR PROBE FOR CHANNEL: Bureau Information Centre, Bureau website, Federal Contracting Fraud Tip Line, Canadian Anti-Fraud Centre, presentation delivered by Bureau employees, Bureau News Releases, Bureau social media pages, etc.]
 - **If more than one:** which channel do you prefer?
 - How would you describe your experience contacting the Bureau?
 - Were you satisfied with the service?
 - Were you able to get the information you were looking for?

Understanding of the Bureau's Mandate & Relevance
[MODERATOR TO RANDOMIZE ORDER]

- Raise your hand if you had heard about the **Competition Act**?
 - Keep your hand raised if you knew it was enforced by the Competition Bureau.
 - For those who had heard: What do you know about it? Where did you get this information?
 - So we all have the same understanding, the *Competition Act* is a “Federal law that governs most business conduct in Canada and aims to prevent anti-competitive market practices.”

[IF NECESSARY FOR MODERATOR TO PROVIDE MORE INFO ON ‘ANTI-COMPETITIVE PRACTICES’: Use the following as examples -Ensuring truth in advertising - Promoting truth in advertising by discouraging deceptive business practices and how you can make informed choices. Investigating cartels - Combatting businesses who agree to act together to fix prices, rig bids, allocate market or restrict supply. Preventing abuse of market power - Ensuring dominant companies do not exploit their market power or engage in acts that lessen competition. Reviewing mergers - Conducting reviews of business mergers to ensure they do not substantially lessen or prevent competition.]

- Based on this description, do you feel this Act (law) relates to you in any way? If so, how?
- Raise your hand if you had heard about the **Consumer Packaging and Labelling Act**?
 - Keep your hand raised if you knew it was enforced by the Competition Bureau.
 - For those who had heard: What do you know about it? Where did you get this information?
 - So we all have the same understanding, the *Consumer Packaging and Labelling Act* is a “Criminal statute on packaging, labelling, sale, importation and advertising of prepackaged products”. It requires that prepackaged consumer products have accurate and meaningful labelling information. For the purposes of tonight’s discussion, we’re not talking about how it relates to food.
 - Based on this description, do you feel this Act (law) relates to you in any way? If so, how?



- Raise your hand if you had heard about the ***Textile Labelling Act***?
 - Keep your hand raised if you knew it was enforced by the Competition Bureau.
 - For those who had heard: What do you know about it? Where did you get this information?
 - So we all have the same understanding, the *Textile Labelling Act* is a “Criminal statute on packaging, labelling, sale, importation and advertising of consumer textiles.” It requires that textile articles, such as clothing, have accurate and meaningful labelling information.
 - Based on this description, do you feel this Act (law) relates to you in any way? If so, how?

- Raise your hand if you had heard about the ***Precious Metals Marking Act***?
 - Keep your hand raised if you knew it was enforced by the Competition Bureau.
 - For those who had heard: What do you know about it? Where did you get this information?
 - So we all have the same understanding, the *Precious Metals Marking Act* is a “Criminal statute on the marking of articles made with precious metals.”
 - Ask all: Do you feel this Act relates to you in any way? If so, how?

- What about anti-competitive practices, has anyone heard of this term? What does it mean to you?
 - Is it something that relates to you? If so, how?

- Under what circumstances, if any, would you expect you would contact the Bureau with concerns and questions related to anti-competitive practices or any business’ compliance with any of these Acts?

- I am going to read you some concepts. For each one, I want to get a sense of your understanding of the term. The first is... [MODERATOR WILL MIX UP THE ORDER OF TERMS]
 - Competition
 - Mass-marketing fraud
 - Scams
 - Deceptive marketing practices
 - False and misleading representations
 - Multi-level marketing/ pyramid schemes
 - Abuse of dominance
 - Collusion
 - Price-fixing
 - Bid-rigging
 - Cartels

- FOR EACH TERM ASK:
 - Who wants to tell me their general understanding of that term? Do others think of it the same way or differently?
 - How, if at all, do you think the term relates to you?



Awareness & Impressions of the Bureau's Work

- [HAND OUT] The handout provided lists a variety of activities, initiatives or news stories involving the Competition Bureau in recent years. For each one, please indicate whether you have heard about that (circle Y or N) and whether you knew that was something that the Competition Bureau did or was involved in (circle Y or N).

ENFORCEMENT

- The bread price-fixing investigation regarding grocery stores manipulating the price of bread. The issue resulted in Loblaw making a statement that it participated in a criminal price-fixing scheme with its competitors for over 14 years.
- Investigation into eBook publishers Hachette Book Group, HarperCollins, Macmillan and Simon & Schuster engaging in conduct that prevented retailers from offering discounts on ebooks.
- Investigations into firms rigging bids on public infrastructure contracts (e.g., municipal contracts).
- The Competition Bureau's lawsuit against Ticketmaster over misleading advertising in its practice of adding mandatory fees that were not included in the advertised price.
- The Hudson's Bay Company (HBC) deceptive marketing case in which HBC was found to have been claiming sleep sets were deeply discounted when, in fact, they were not.
- The case over false Made-in-Canada claims of Moose Knuckle parkas.
- Auto-parts bid-rigging investigations (involves bid-rigging among auto-parts suppliers. Investigations led to 13 guilty pleas and more than \$86 million in fines.
- The rental car investigations of Discount Car Ltd., Avis/Budget, Hertz/Dollar/Thrifty that found unattainable prices were being advertised.
- The Toronto Real Estate Board (TREB case that forced the TREB to stop restricting access to data that would allow people to see historic housing prices and understand pricing trends.
- The merger between First Air and Calm Air relating to air passenger and cargo services in central Nunavut / Norther Canada.
- The merger between agribusiness firms Bayer and Monsanto.

OUTREACH

- Competition Bureau reports such as Annual Plans and Annual Reports.
- Deceptive Marketing Practices Digest.
- Fraud Prevention Month campaign.
- Little Black Book of Scams.
- Consumer and Business Alerts.



ADVOCACY

- Papers such as the Taxi white paper and the paper on Big Data.
 - Competition advocacy on such issues as food trucks (mobile food options) regulations and competition in the online eyewear industry.
 - Market studies such as the FinTech Market study (a study on innovation in the financial services sector) and the Broadband market study (a study on consumer habits in purchasing internet services).
- Are there any of these that stood out for you as ones you particularly recall? Were you aware the Competition Bureau did that or was involved in that?
 - Have any of these affected you or how you make choices (such as making purchases, reporting scams etc.) If so, which ones? What was the impact?
 - Were there any that struck you as surprising? Why?
 - Are there any that you want to know more about? Which ones and why?

Behaviour Modification and Decision-Making

- Has anyone ever heard of or been a victim of a scam or fraudulent activities or are you aware of any scam or fraudulent activity that affected someone close to you? If so, what happened?
- How did you or the person respond to this issue? Where did you go, or where would you go to obtain more information about this?
- What sources would you say you trust to receive information about what scams are out there?
- [HANDS UP] Has anyone heard about Black Friday scams, rental apartment scams, or online dating site scams?

[IF YES]

- What did you hear?
 - Did you go anywhere to obtain additional information?
- [HANDS UP] Has anyone heard of fraud prevention month? What about Competition Bureau investigations or consumer alerts?

The Competition Bureau defines consumer alerts as, “Alerts contain useful information for Canadian consumers and businesses to help them recognize, reject and report deceptive marketing practices, misleading advertising and scams”.

- With this definition in mind, can you remember seeing a consumer alert?

[IF YES]

- Where did you see it? What was the topic of the alert?
- Did you find it helpful? Was there any missing information?

Moderator to provide copies of Black Friday, Rental Scam, and Dating Scam consumer alerts.



- Has anyone seen any of these alerts before today? If so, how did you come across it? Did you do anything with or as a result of the information?
- Seeing some examples of consumer alerts from the Competition Bureau, are these things that you might find helpful? Why/Why not?
- Would you trust the information being provided to you in these alerts?
- Would any of these alerts cause you to act differently at all? Having looked at these, do you expect there are other alerts that you should know about?

- Now that we've reviewed a lot of information about the Competition Bureau, do you recall whether any information that the Bureau had provided (whether directly to you or through some other intermediary like a lawyer or accountant) has ever impacted your decisions or behaviour in any way? If so, what Bureau information was that and what impact did it have on you?

Information Needs

- Can you think of any additional information you may want or need in order to help protect yourself from deceptive practices such as different types of scams and mass-marketing fraud in the future? What about information you may want or need to learn about anti-competitive and deceptive business practices?
- When thinking about the Competition Bureau, what types of information would you consider useful?
- What information, if any, would you like to receive to help ensure you don't end up a victim of deceptive practices such as different types of scams and mass-marketing fraud and to make more informed decisions in the future?
- Are there any other topics or details you'd like to hear more about from the Competition Bureau? If yes, which ones and what would you like to know?
- What would be your preferred method of receiving information about and from the Competition Bureau?

Conclusions

MODERATOR TO CHECK IN THE BACK ROOM AND PROBE ON ANY ADDITIONAL AREAS OF INTEREST.

- This concludes what we needed to cover tonight. We really appreciate you taking the time to come down here to share your views. Your input is very important.
- In parting, is there anything that you think I should have asked but I didn't?
- Please, remember to sign out as you leave the room – this is just to confirm that you've received the incentive we promised you.

- Reminder to those in the first group about reserving comments so as not to influence those waiting at reception for the next group.

Thanks again and have a great evening!



Discussion Guide – Businesses

Introduction

Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest. Thanks participants for attending / value of being there.

- The name of the firm the moderator works for, and the type of firm that employs them (i.e., an independent public opinion research firm).
- These groups are being conducted on behalf of the Government of Canada, in order to explore awareness of some programs and activities.
- Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
- Participants do not have to direct all comments to the moderator; they can exchange ideas with each other.
- Results are anonymous and reported all together; individuals are not identified; participation is voluntary.
- The length of the session (2 hours).
- The presence of any observers, their role and purpose, and the means of observation (one-way mirror, teleconference/webstreaming; colleagues viewing in the back room and listening in remotely).
- The presence and purpose of any recording being made of the session (video recording of the discussion).
- Turn off cell phones for the duration of the discussion.

Moderator will go around the table and ask participants to introduce themselves.

- What is your role or your position in your company?
- What type of business do you own / operate / manage?
- In that role, what would you say is your biggest concern these days? What keeps you awake at night?



Basic Awareness & Knowledge of the Bureau

- On the paper in front of you, please write the name of the organization or agency that you would contact if you had issues, questions or concerns related to certain types of fraud such as mass-marketing fraud, false or misleading representations, price-fixing, or bid-rigging?

WRITTEN EXERCISE. FLIP THE PAPER OVER WHEN YOU HAVE WRITTEN YOUR ANSWER. HOLD FOR DISCUSSION LATER.

- [HANDS UP] Please raise your hand if you are aware of any government agency or agencies dedicated to addressing issues related to certain types of fraud such as mass-marketing fraud, cartels (e.g. price-fixing, market allocation, collusion), false or misleading representations, mergers.

[IF YES]

- What are they?
 - How effective do you think they are at addressing the issues? [ENSURE TO PROBE ANYWHO MENTION: Competition Bureau]
- [HANDS UP] Who here has heard of the Competition Bureau (prior to being contacted for this focus group)?
 - [HANDS UP] And who has seen, read or heard anything about the Competition Bureau in recent years?

[IF YES TO EITHER]

- How familiar would you say you are with the Competition Bureau and what it does?
- What exactly is the role of the Bureau?
 - Where did you get this information? [MODERATOR BE SURE TO PROBE FOR SPECIFICS]
 - PROBE: What sort of Bureau activities are you aware of? [LISTEN FOR ENFORCEMENT, ADVOCACY, OUTREACH]
 - IF NECESSARY: As far as you know, what does the Bureau do, if anything, relating to enforcement of any Acts (laws)?
 - IF NECESSARY: As far as you know, what does the Bureau do, if anything, relating to advocacy? By advocacy, we mean promoting the advantages of competition, providing advice to government, and conducting market studies.
 - IF NECESSARY: As far as you know, what does the Bureau do, if anything, relating to outreach? By outreach, we mean providing general information to businesses and consumers, providing guidance to businesses, and making announcements on activities.
- What have you seen, read or heard in recent years?
 - Where did you get this information? [MODERATOR BE SURE TO PROBE FOR SPECIFICS]



- Have you ever contacted the Bureau?
 - How did you try to reach them? [MODERATOR PROBE FOR CHANNEL: Bureau Information Centre (either by telephone or an online form), Bureau website, Federal Contracting Fraud Tip Line, Canadian Anti-Fraud Centre, presentation delivered by Bureau employees, Bureau News Releases, Bureau social media pages, etc.]
 - **If more than one:** which channel do you prefer?
 - How would you describe your experience contacting the Bureau?
 - Were you satisfied with the service?
 - Were you able to get the information you were looking for?

Understanding of the Bureau's Mandate and Relevance

[MODERATOR TO RANDOMIZE ORDER]

- Raise your hand if you had heard about the **Competition Act**?
 - Keep your hand raised if you knew it was enforced by the Competition Bureau.
 - For those who had heard: What do you know about it? Where did you get this information?
 - So we all have the same understanding, the *Competition Act* is a “Federal law that governs most business conduct in Canada and aims to prevent anti-competitive market practices.”

[IF NECESSARY, FOR MODERATOR TO PROVIDE MORE INFO ON ‘ANTI-COMPETITIVE PRACTICES’: Use the following as examples - **Ensuring truth in advertising** - Promoting truth in advertising by discouraging deceptive business practices and how you can make informed choices. **Investigating cartels** - Combatting businesses who agree to act together to fix prices, rig bids, allocate market or restrict supply. **Preventing abuse of market power** - Ensuring dominant companies do not exploit their market power or engage in acts that lessen competition. **Reviewing mergers** - Conducting reviews of business mergers to ensure they do not substantially lessen or prevent competition.]

- Based on this description, do you feel this Act (law) relates to your business in any way? If so, how?
 - Do you know of any policies or procedures you have in place to make sure you are compliant with the Act?
 - IF YES: Probe for examples of the types of policies and procedures
 - Do you feel you know all that you need to know about how to be compliant with the *Competition Act*?
 - If you needed to confirm that you are compliant, what would you do?
- Raise your hand if you had heard about the **Consumer Packaging and Labelling Act**?
 - Keep your hand raised if you knew it was enforced by the Competition Bureau.
 - For those who had heard: What do you know about it? Where did you get this information?



- So, we all have the same understanding, the *Consumer Packaging and Labelling Act* is a “Criminal statute on packaging, labelling, sale, importation and advertising of prepackaged products”. It requires that prepackaged consumer products have accurate and meaningful labelling information. For the purposes of tonight’s discussion, we’re not talking about how it relates to food.
- Based on this description, do you feel this Act (law) relates to your business in any way? If so, how?
- Do you know of any policies or procedures you have in place to make sure you are compliant with the Act?
 - IF YES: Probe for examples of the types of policies and procedures
- Do you feel you know all that you need to know about how to be compliant with the *Consumer Packaging and Labelling Act*?
- If you needed to confirm that you are compliant, what would you do?

- Raise your hand if you had heard about the ***Textile Labelling Act***?
 - Keep your hand raised if you knew it was enforced by the Competition Bureau.
 - For those who had heard: What do you know about it? Where did you get this information?
 - So we all have the same understanding, the *Textile Labelling Act* is a “Criminal statute on packaging, labelling, sale, importation and advertising of consumer textiles.” It requires that textile articles, such as clothing, have accurate and meaningful labelling information.
 - Based on this description, do you feel this Act (law) relates to your business in any way? If so, how?
 - Do you know of any policies or procedures you have in place to make sure you are compliant with the Act?
 - IF YES: Probe for examples of the types of policies and procedures
 - Do you feel you know all that you need to know about how to be compliant with the *Textile Labelling Act*?
 - If you needed to confirm that you are compliant, what would you do?

- Raise your hand if you had heard about the ***Precious Metals Marking Act***?
 - Keep your hand raised if you knew it was enforced by the Competition Bureau.
 - For those who had heard: What do you know about it? Where did you get this information?
 - So we all have the same understanding, the *Precious Metals Marking Act* is a “Criminal statute on the marking of articles made with precious metals.”
 - Based on this description, do you feel this Act (law) relates to your business in any way? If so, how?
 - Do you know of any policies or procedures you have in place to make sure you are compliant with the Act?
 - IF YES: Probe for examples of the types of policies and procedures
 - Do you feel you know all that you need to know about how to be compliant with the *Precious Metals Marking Act*?
 - If you needed to confirm that you are compliant, what would you do?



- Under what circumstances, if any, would you expect your business would contact the Bureau with concerns and questions related to anti-competitive practices or compliance with any of these Acts?
- I am going to read you some concepts. For each one, I want to get a sense of your understanding of the terms. The first is... [MODERATOR WILL MIX UP THE ORDER OF TERMS]
 - Competition
 - Mass-marketing fraud
 - Scams
 - False or misleading representations
 - Abuse of dominance
 - Collusion
 - Price-fixing
 - Cartels
- FOR EACH TERM ASK:
 - Who wants to tell me their general understanding of that term? Do others think of it the same way or differently?
 - How, if at all, do you think the term relates to how your business needs to operate in order to be compliant with relevant laws?

Awareness & Impressions of the Bureau's Work

- [HAND OUT] The handout provided lists a variety of activities, initiatives or news stories involving the Competition Bureau in recent years. For each one, please indicate whether you have heard about and or seen it before (circle Y or N) and whether you knew that was something that the Competition Bureau did or was involved in (circle Y or N).

ENFORCEMENT

- The bread price-fixing investigation regarding grocery stores manipulating the price of bread. The issue resulted in Loblaw making a statement that it participated in a criminal price-fixing scheme with its competitors for over 14 years.
- Investigation into eBook publishers Hachette Book Group, HarperCollins, Macmillan and Simon & Schuster engaging in conduct that prevented retailers from offering discounts on eBooks.
- Investigations into firms rigging bids on public infrastructure contracts (e.g. municipal contracts).
- The Competition Bureau's lawsuit against Ticketmaster over misleading advertising in its practice of adding mandatory fees that were not included in the advertised price.
- The Hudson's Bay Company (HBC) deceptive marketing case in which HBC was found to have been claiming sleep sets were deeply discounted when, in fact, they were not.
- The case over false Made-in-Canada claims of Moose Knuckle parkas.



- The rental car investigations of Discount Car Ltd., Avis/Budget, Hertz/Dollar/Thrifty that found unattainable prices were being advertised.
- The Toronto Real Estate Board (TREB case that forced the TREB to stop restricting access to data that would allow people to see historic housing prices and understand pricing trends.
- Auto-parts bid-rigging investigations (involves bid-rigging among auto-parts suppliers. Investigations led to 13 guilty pleas and more than \$86 million in fines.
- The merger between First Air and Calm Air relating to air passenger and cargo services in central Nunavut / Northern Canada.
- The merger between agribusiness firms Bayer and Monsanto.

OUTREACH

- Competition Bureau reports such as Annual Plans and Annual Reports.
- Deceptive Marketing Practices Digest.
- Enforcement guidance documents such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines.
- Fraud Prevention Month campaign.
- Little Black Book of Scams.
- Consumer and Business Alerts.
- The Bureau Compliance Program and compliance presentations
- Presentations on bid-rigging

ADVOCACY

- Papers such as the Big Data paper and the Taxi white paper.
 - Competition advocacy on such issues as food truck/Mobile food regulations and competition in the online eyewear industry.
 - Market studies such as the FinTech Market study (a study on innovation in the financial services sector) and the Broadband market study (a study on consumer habits in purchasing internet services).
 - Submissions and regulatory interventions such as those made to the Canadian Radio-television and Telecommunications Commission (CRTC) on low-cost data plans and on aggressive retail sales practices by telecommunications carriers.
- Are there any of these that stood out for you as ones you particularly recall? If so, why did they stand out to you? Were you aware the Competition Bureau did that or was involved in that?
 - Have any of these affected your business or impacted how your business is guided, managed or behaves? If so, which ones? What was the impact?
 - Were there any that struck you as surprising? Why?
 - Are there any that you want to know more about? Which ones and why?



Behaviour Modification and Decision-Making

The Competition Bureau provides a variety of consumer and business alerts. I'm going to hand out a few examples regarding scams that may affect businesses and give you 4-5 minutes to get familiar with what these kinds of alerts are.

Moderator to provide copies of Double-check Cheque, CEO scam, Intellectual Property Rights scam in word documents.

- Has anyone seen any of these alerts before today? How did you come across it? Did your business do anything with or as a result of the information?
- Seeing some examples of business alerts from the Competition Bureau, are these things that you would expect (or hope) that someone in your company is receiving? Why/Why not?
- Would you trust the information being provided to you in these alerts?
- Would any of these alerts cause your business to act differently at all? Do you expect there are other alerts that your business should know about?

Information Needs

- Can you think of any additional information you may want or need in order to:
 1. Protect yourself from deceptive practices such as different types of scams and mass-marketing fraud in the future?
 2. Ensure that you are compliant with the Acts we discussed today/ that you do not partake in anti-competitive practices?
- When thinking about the Competition Bureau, what types of information would you consider useful?
- What information would you like to receive to help ensure your business is compliant with the laws we talked about and not engaging in any anti-competitive practices?
- What would be your preferred method of receiving information about and from the Competition Bureau?
- Are there any specific topics or details you would like to hear more about from the Competition Bureau? If yes, which ones and what would you like to know? How about on price structures or advertising?



Conclusions

MODERATOR TO CHECK IN THE BACK ROOM AND PROBE ON ANY ADDITIONAL AREAS OF INTEREST.

- This concludes what we needed to cover tonight. We really appreciate you taking the time to come down here to share your views. Your input is very important.
- In parting, is there anything that you think I should have asked but I didn't?
- Please, remember to sign out as you leave the room – this is just to confirm that you've received the incentive we promised you.
- Reminder to those in the first group about reserving comments so as not to influence those waiting at reception for the next group.

Thanks again and have a great evening!



Appendix C: Interview Guides

Interview Guide - Businesses

Thank you for agreeing to take part in this research project on behalf of the Competition Bureau. Just as a reminder:

- Your anonymity is guaranteed, and you will not be directly cited. In this regard, we encourage you to be as frank as possible.
- An audio recording of the interview will be produced for research purposes. It will be used by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.
- While representatives of the Competition Bureau are not listening in to this call, we may share the recordings with them so they can hear your comments firsthand.
- All of your personally identifiable information (i.e. name, organization name, etc.) will be edited out of the recording.
- Your participation will provide important, unvarnished feedback, that they hope will help the Competition Bureau develop strategies for improving their advocacy efforts.
- Your input will be compiled into a report that will provide feedback to the Competition Bureau.
- If you don't have any questions, I will dive into the questionnaire which is split into five sections:
 - Basic Awareness and Knowledge of the Competition Bureau
 - Understanding of The Bureau's Mandate and Relevance
 - Awareness and Impressions of The Bureau's Work
 - Behaviour Modification and Decision-Making
 - Information Needs

Basic Awareness and Knowledge of the Competition Bureau

- What is the name of the organization or agency that you would contact if you had issues, questions or concerns related to certain types of fraud such as mass-marketing fraud, false or misleading representations, price-fixing, or bid-rigging?
- Have you heard of the Competition Bureau? Yes No
- Have you heard, read or seen anything about the Competition Bureau in recent years? Yes No
- [IF YES TO ONE OF PREVIOUS] How familiar would you say you are with the Competition Bureau and what it does? What exactly is the role of the Bureau?

Not at all familiar Not very familiar Somewhat familiar Very familiar
- What have you seen/read/heard in recent years?
- Have you ever contacted the Bureau? Yes No



Understanding of the Bureau's Mandate and Relevance

- Have you heard of the *Competition Act*? Yes No
- Did you know it is enforced by the Bureau? Yes No

[NOTE TO INTERVIEWER, AFTER PARTICIPANT ANSWERS, PROVIDE DEFINITION: The *Competition Act* is a Federal law that governs most business conduct in Canada and aims to prevent anti-competitive market practices.]

- Based on this description, do you feel this Act (law) relates to your business in any way? If so, how?
- Do you know of any policies or procedures you have in place to make sure you are compliant with the Act? Yes No
- Do you feel you know all that you need to know about how to be compliant with the *Competition Act*? Yes No
- If you needed to confirm that you are compliant, what would you do?
- Have you heard about the *Consumer Packaging and Labelling Act*? Yes No
- Did you know it is enforced by the Bureau? Yes No

[NOTE TO INTERVIEWER, AFTER PARTICIPANT ANSWERS, PROVIDE DEFINITION: The *Consumer Packaging and Labelling Act* is a "Criminal statute on packaging, labelling, sale, importation and advertising of prepackaged products". It requires that prepackaged consumer products have accurate and meaningful labelling information.]

- Based on this description, do you feel this Act (law) relates to your business in any way? If so, how?
- Do you know of any policies or procedures you have in place to make sure you are compliant with the Act? Yes No
- Do you feel you know all that you need to know about how to be compliant with the *Competition Act*? Yes No
- If you needed to confirm that you are compliant, what would you do?
- Have you heard of the *Textile Labelling Act*? Yes No
- Did you know it was enforced by the Bureau? Yes No

[NOTE TO INTERVIEWER, AFTER PARTICIPANT ANSWERS, PROVIDE DEFINITION: The *Textile Labelling Act* is a "Criminal statute on packaging, labelling, sale, importation and advertising



of consumer textiles.” It requires that textile articles, such as clothing, have accurate and meaningful labelling information.]

- Based on this description, do you feel this Act (law) relates to your business in any way? If so, how? Yes No
- Do you know of any policies or procedures you have in place to make sure you are compliant with the Act? Yes No
- Do you feel you know all that you need to know about how to be compliant with the *Competition Act*? Yes No
- If you needed to confirm that you are compliant, what would you do?
- Have you heard of the Precious Metals Marketing Act? Yes No
- Did you know it was enforced by the Bureau? Yes No

[NOTE TO INTERVIEWER, AFTER PARTICIPANT ANSWERS, PROVIDE DEFINITION: The *Precious Metals Marking Act* is a “Criminal statute on the marking of articles made with precious metals.”]

- Based on this description, do you feel this Act (law) relates to your business in any way? If so, how? Yes No
- Do you know of any policies or procedures you have in place to make sure you are compliant with the Act? Yes No
- Do you feel you know all that you need to know about how to be compliant with the *Competition Act*? Yes No
- If you needed to confirm that you are compliant, what would you do?
- Under what circumstances, if any, would you expect your business would contact the Bureau with concerns and questions related to anti-competitive practices or compliance with any of these Acts?



- I am going to read you some concepts. For each one, I want to get a sense of your understanding of the terms.

	General Understanding	Relates to Your Business Needs to be Compliant
Competition		
Mass-marketing fraud		
Scams		
False or misleading representations		
Abuse of dominance		
Collusion		
Price-fixing		
Cartels		



Awareness and Impressions of the Bureau's Work

- The handout I sent you provided lists a variety of activities, initiatives or news stories involving the Competition Bureau in recent years. For each one, please tell me whether you have heard about and or seen it before (Y or N) and whether you knew that was something that the Competition Bureau did or was involved in (Y or N).
- Are there any of these that stood out for you as ones you particularly recall? If so, why did they stand out to you? Were you aware the Competition Bureau did that or was involved in that?
- Have any of these affected your business or impacted how your business is guided, managed or behaves? If so, which ones? What was the impact? Yes No
- Were there any that struck you as surprising? Why? Yes No
- Are there any that you want to know more about? Which ones and why? Yes No

Behaviour Modification and Decision-Making

- The Competition Bureau provides a variety of consumer and business alerts. I sent you a few examples regarding scams that may affect businesses. Had you seen any of these alerts before today? How did you come across it? Did your business do anything with or as a result of the information?
- Seeing some examples of business alerts from the Competition Bureau, are these things that you would expect (or hope) that someone in your company is receiving? Why/Why not?
- Would you trust the information being provided to you in these alerts? Yes No
- Would any of these alerts cause your business to act differently at all? Yes No
- Do you expect there are other alerts that your business should know about? Yes No



Information Needs

- Can you think of any additional information you may want or need in order to:
 1. Protect yourself from deceptive practices such as different types of scams and mass-marketing fraud in the future?
 2. Ensure that you are compliant with the Acts we discussed today/ that you do not partake in anti-competitive practices?
- When thinking about the Competition Bureau, what types of information would you consider useful?
- What information would you like to receive to help ensure your business is compliant with the laws we talked about and not engaging in any anti-competitive practices?
- What would be your preferred method of receiving information about and from the Competition Bureau?
- Are there any specific topics or details you would like to hear more about from the Competition Bureau? If yes, which ones and what would you like to know? How about on price structures or advertising?

Conclusions

- This concludes what we need to cover. We really appreciate you taking the time to come down here to share your views. Your input is very important.
- Is there anything you think I should have asked but didn't?



Interview Guide – Regulators & Policymakers

Thank you for agreeing to take part in this research project on behalf of the Competition Bureau. Just as a reminder:

- Your anonymity is guaranteed, and you will not be directly cited. In this regard, we encourage you to be as frank as possible.
- An audio recording of the interview will be produced for research purposes. It will be used by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.
- While representatives of the Competition Bureau are not listening in to this call, we may share the recordings with them so they can hear your comments firsthand.
- All of your personally identifiable information (i.e. name, organization name, etc.) will be edited out of the recording.
- Your participation will provide important, unvarnished feedback, that they hope will help the Competition Bureau develop strategies for improving their advocacy efforts.
- Your input will be compiled into a report that will provide feedback to the Competition Bureau.
- If you don't have any questions, I will dive into the questionnaire which is split into five sections:
 - Basic Awareness and Knowledge of the Competition Bureau
 - Understanding of The Bureau's Mandate and Relevance
 - Awareness and Impressions of The Bureau's Work
 - Behaviour Modification and Decision-Making
 - Information Needs

Basic Awareness and Knowledge of the Competition Bureau

- Are you aware of any federal government agency or agencies dedicated to addressing issues related to pro-competitive regulations and policies? Yes No
- Are you aware of any federal government agency that is responsible for looking at false or misleading representations, price fixing, market allocation, bid-rigging, mergers and abuse of a dominant position? Yes No
- [IF YES] What are they? How effective do you think they are?
- [IF NECESSARY] How familiar would you say you are with the Competition Bureau and what it does?

Not at all familiar Not very familiar Somewhat familiar Very familiar
- What exactly is the role of the Bureau?
 - What sort of Bureau activities are you aware of, if any? [LISTEN FOR ENFORCEMENT, ADVOCACY, OUTREACH activities]



- What have you seen/read/heard in recent years?
- Have you ever contacted the Bureau? Yes No
- [IF YES] How did you try to reach them? Which channel did you prefer? How would you describe your experience contacting the Bureau?

Understanding of the Bureau’s Mandate and Relevance

- How relevant, if at all, are each of the following Acts to the work you do:
 - **The *Competition Act***? [IF NECESSARY: “The *Competition Act* is the federal law that governs most business conduct in Canada and aims to prevent anti-competitive market practices.”]

Not at all relevant Not very relevant Somewhat relevant Very relevant
 - **The *Consumer Packaging and Labelling Act***? [IF NECESSARY: “The *Consumer Packaging and Labelling Act* is the criminal statute on packaging, labelling, sale, importation and advertising of prepackaged products.”]

Not at all relevant Not very relevant Somewhat relevant Very relevant
 - **The *Textile Labelling Act***? [IF NECESSARY: “The *Textile Labelling Act* is the criminal statute on packaging, labelling, sale, importation and advertising of consumer textiles.”]

Not at all relevant Not very relevant Somewhat relevant Very relevant
 - **The *Precious Metals Marking Act***? [IF NECESSARY: “*Precious Metals Marking Act* is the criminal statute on the marking of articles made with precious metals.”]

Not at all relevant Not very relevant Somewhat relevant Very relevant
- Did you know the Competition Bureau is responsible for enforcing each of these Acts? [PROBE FOR ANY THAT ARE RELEVANT TO WORK] Yes No
- How confident are you that you know all you need to know about these Acts?

Not at all confident Not very confident Somewhat confident Very confident
- [FOR EACH RELEVANT TO WORK] How often do you seek out information related to that Act for the work you do? What is your general routine for doing that?
- Do you feel you know or can easily access all that you need to know about any of these Acts for the work you do? If you needed to learn more, what would you do?



Awareness and Impressions of the Bureau’s Work

- The Competition Bureau has a variety of initiatives it undertakes in each of three categories: Enforcement; Outreach; and Advocacy. Earlier, I asked you if you had recalled any. Now, I’d like to read you a list of examples in each category and find out whether you recall these, whether you knew they involved the Competition Bureau.
- Which of these examples of advocacy activities or initiatives have you heard about and did you know they involved the Competition Bureau?

	Heard of		Involve the CB	
	Y	N	Y	N
Papers such as the Taxi white paper and Big data paper				
Competition advocacy on such issues as food trucks/ Mobile food regulations and competition in the online eyewear industry				
Market studies such as the FinTech Market study (a study on innovation in the financial services sector) and the Broadband market study a study on consumer habits in purchasing internet services)				
Submissions and regulatory interventions such as those made to the CRTC on low cost data plans and on aggressive retail sales practices by telecommunications carriers				

- Which of these examples of enforcement activities, initiatives or news stories have you heard about and did you know they involved the Competition Bureau?

	Heard of		Involve the CB	
	Y	N	Y	N
Bread price-fixing investigation (Loblaw bread issue)				
Ticketmaster investigation (deceptive claims when advertising prices for tickets)				
HBC deceptive marketing case (Hudson's Bay's advertising and pricing practices for sleep sets in Canada) civil action filed with the Competition Tribunal and recently settled where the Bay paid \$4.5 M				
Mooseknuckle case over false Made-in-Canada claims				
Rental car investigations of Discount Car Ltd; Enterprise; Avis / Budget; Hertz/ Dollar Thrifty (advertising unattainable prices)				
Toronto Real Estate Board case (anti-competitive restrictions that limit home buyers and sellers’ access to information and real estate services)				
Investigation into e-book publishers in Canada. (eBook publishers Hachette Book Group, HarperCollins, Macmillan				



	Heard of		Involve the CB	
	Y	N	Y	N
and Simon & Schuster were engaging in conduct that restricted retail price competition for ebooks).				
Investigations into firms rigging bids on public infrastructure contracts (e.g. municipal contracts)				
Auto-parts bid-rigging investigations (involves bid-rigging among auto-parts suppliers)				

- Which of these examples of outreach activities, initiatives or news stories have you heard about and did you know they involved the Competition Bureau?

	Heard of		Involve the CB	
	Y	N	Y	N
Reports such as Annual Plans and Annual Reports				
Deceptive Marketing Practices Digest				
Enforcement guidance documents such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines				
Fraud Prevention Month campaign				
Little Black Book of Scams				
Consumer Alerts and Business Alerts				
The Bureau Compliance Program or compliance presentations				
Presentations on bid-rigging				
Immunity and Leniency Programs				
"Labelling Corner" section on the Bureau's website				

Behaviour Modification and Decision-Making

- When you are designing a regulatory framework or policy, do you consider competition and the need to ensure a competitive marketplace? If so, why? If not, why not?
- Is the term "innovation" relevant to the work you do? How do you define it in the context of your work?

Not at all relevant Not very relevant Somewhat relevant Very relevant

- Can you describe how innovation is relevant to or considered in the work you do? In what circumstances or cases does innovation need to be considered in your work?
- How valuable is innovation to the economy [IF NECESSARY: in your jurisdiction]?
- [IF RELEVANT TO WORK] For the work you do, do you feel like you know all that you need to know about innovation? Yes No



- [IF RELEVANT TO WORK] If you needed to know more, what would you do?
- Is the term “competition” relevant to the work you do? How do you define it in the context of your work?

Not at all relevant Not very relevant Somewhat relevant Very relevant
- Can you describe how competition is relevant to or considered in the work you do? In what circumstances or cases does competition need to be considered in your work?
- How valuable is competition to the economy [IF NECESSARY: in your jurisdiction]?
- [IF RELEVANT TO WORK] For the work you do, do you feel like you know all that you need to know about anti-competitive practices?
- [IF RELEVANT TO WORK] If you needed to know more, what would you do?
- How often, if at all, do you consult the work or people of the Competition Bureau in the course of your work?
 - [IF THEY HAVE] What are the kinds of circumstance in which you do this? How helpful to your work is the information provided by the Competition Bureau? What kind of impact, if any, does the work or people of the Competition Bureau have on your work? [PROBE FOR SPECIFICS OR EXAMPLES]
- [IF NECESSARY] Under what circumstances, if any, would you contact the Competition Bureau? [IF NECESSARY] Would you contact the Bureau with concerns and/or questions related to innovation, competition, anti-competitive practices or any of these Acts?
- If you have questions or concerns about mass-marketing fraud, illegal pricing, potential monopolies forming, who do you contact?



Information Needs

- Can you think of any additional information you may want or need from the Competition Bureau in order to help you do your work in the future?
- When thinking about the Competition Bureau what types of information would you consider useful?
- What would be your preferred method of receiving information about and from the Competition Bureau?

Conclusions

- This concludes what we need to cover. We really appreciate you taking the time to come down here to share your views. Your input is very important.
- Is there anything you think I should have asked but didn't?



Appendix D: Recruitment Screeners

Consumers

FOCUS GROUP SUMMARY

GROUP 1 SMBs	GROUP 2 CONSUMERS
<ul style="list-style-type: none"> Mix of small (1-99 full-time employees) and medium (100 to 499 full-time employees) businesses (QS9) Good mix of industries/sectors (QS10) Recruit 10 for 8 to show 	<ul style="list-style-type: none"> Good mix of demos (gender, age, income, household situation, ethnicity, etc.) Recruit 10 for 8 to show
HALIFAX Monday, June 17, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$100 5:30 pm 7:30 pm
TORONTO Tuesday, June 18, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$100 5:30 pm 7:30 pm
MONTREAL Tuesday, June 18, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$100 5:30 pm 7:30 pm
CALGARY Wednesday, June 19, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$100 5:30 pm 7:30 pm
VANCOUVER Thursday, June 20, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$100 5:30 pm 7:30 pm
Respondent's name: Respondent's phone number: (cell) Respondent's phone number: (work) Respondent's email: Sample source: panel random client referral	Interviewer: Date: Validated: Quality Central: On list: On quotas:

Hello/Bonjour, my name is _____. I am calling on behalf of the Earncliffe Strategy Group, a national public opinion research firm. Would you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?

[INTERVIEWER NOTE: FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH, "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt." FOR FRENCH GROUP, IF PARTICIPANT WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE RESPOND WITH, "Unfortunately, we are looking for people who speak French to participate in this discussion group. We thank you for your interest."]

We are organizing a series of discussion groups on issues of importance to Canadians, on behalf of the Government of Canada. We are looking for people who would be willing to participate in a discussion group that will last up to 2 hours. These people must be 18 years of age or older.

Up to 10 participants will be taking part and for their time, participants will receive an honorarium of \$100.00. May I continue?

Yes CONTINUE
No THANK AND TERMINATE

Participation is voluntary and your decision to participate or not will not affect any dealings you may have with the Government of Canada. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion led by a research professional. All opinions expressed will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy. All views will be grouped together to ensure no particular individual can be identified in any reporting for this research. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. This will only take about 5 minutes. May I ask you a few questions?

INTERVIEWER NOTE: If a participant asks for information on this research they can be told: Earncliffe Strategy Group is located at 46 Elgin Street, Suite 400, Ottawa, ON K1P 5K6. Stephanie Constable, Principal is leading this project and can be reached at [613.563.4455].

If a participant asks for information on either Innovation, Science and Economic Development Canada or the Competition Bureau, they can be told: Innovation, Science and Economic Development Canada is located at 235 Queen Street, Ottawa, ON K1A 0H5. Janis Camelon, Manager, Public Opinion Research is can be reached at [343.291.3578].

Yes CONTINUE
No THANK AND TERMINATE

READ TO ALL: "This call may be monitored or audio taped for quality control and evaluation purposes.

ADDITIONAL CLARIFICATION IF NEEDED:

- To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- To assess my (the interviewer) work for performance evaluation;
- To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing)
- If the call is audio recorded, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.



S1. Do you or any member of your household work for...

	Yes	No
A public opinion or marketing research firm	1	2
A magazine or newspaper, online or print	1	2
A radio or television station	1	2
A public relations company	1	2
An advertising agency or graphic design firm	1	2
An online media company or as a blog writer	1	2
The government, whether federal, provincial or municipal	1	2
A political party	1	2

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE.

S2. How do you identify yourself? *DO NOT READ: Gender – Refers to current gender which may be different from sex assigned at birth (male or female) and may be different from what is indicated on legal documents.*

Male gender	1	
Femalegender	2	
Gender diverse		3
DK/NR	9	

S3. Could you please tell me which of the following age categories you fall in to?

ENSURE GOOD MIX OF AGES

Under 18	1	THANK AND TERMINATE
18-24 years	1	
25-34 years	2	
35-44 years	3	
45-54 years	4	
55-64 years	5	
65-74 years	7	
75 years or older	8	
DK/NR	9	THANK AND TERMINATE

S4. Do you normally reside in the [INSERT CITY] area?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

S5. What is your current employment status?

Working full-time	1	ENSURE GOOD MIX
Working part-time	2	
Self-employed	3	
Retired	4	
Unemployed	5	
Student		6
Other	7	
DK/NR	9	THANK AND TERMINATE

MAXIMUM TWO PER GROUP TOTAL ACROSS: UNEMPLOYED, A STUDENT OR OTHER.

S6. [IF EMPLOYED/RETIRED] What is/was your current/past occupation?

_____ (PLEASE SPECIFY)

S7. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes [READ LIST]?

Under \$20,000	1	<i>ENSURE GOOD MIX OF INCOME</i>
\$20,000 to under \$39,999	2	
\$40,000 to under \$59,999	3	
\$60,000 to under \$79,999	4	
\$80,000 to under \$99,999	5	
\$100,000 to under \$149,999	6	
\$150,000 or more	7	
DK/NR	9	THANK AND TERMINATE

S8. What is the last level of education that you have completed?

Some high school only	1	<i>ENSURE GOOD MIX OF EDUCATION</i>
Completed high school	2	
Some college/university	3	
Completed college/university	4	
Post-graduate studies	5	
DK/NR	9	THANK AND TERMINATE



S9. To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? **DO NOT READ**

Caucasian	1	<i>ENSURE GOOD MIX</i>
Chinese		2
South Asian (i.e., East Indian, Pakistani, etc.)	3	
Black	4	
Filipino	5	
Latin American		6
Southeast Asian (i.e. Vietnamese, etc.)		7
Arab	8	
West Asian (i.e. Iranian, Afghan, etc.)		9
Korean	10	
Japanese	11	
Indigenous (First Nations, Métis, or Inuit)	12	
Other (please specify)	13	
DK/NR	14	

INTERVIEWER NOTE: *Indigenous People includes:* Individuals who self-identify as a member of a First Nations community. Some of these will be located “North of 60.”

S10. Have you participated in a discussion or focus group before? A discussion group brings together a few people in order to know their opinion about a given subject.

Yes	1	(MAX 1/3 PER GROUP)
No	2	SKIP TO S14
DK/NR	9	THANK AND TERMINATE

S11. When was the last time you attended a discussion or focus group?

If within the last 6 months	1	THANK AND TERMINATE
If not within the last 6 months	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

S12. How many of these sessions have you attended in the last five years?

If 4 or less	1	CONTINUE
If 5 or more	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE



S13. And what was/were the main topic(s) of discussion in those groups?

DO NOT READ: IF RELATED TO COMPLIANCE; COMPETITION BUREAU; INNOVATION, SCIENCE, AND ECONOMIC DEVELOPMENT CANADA (ISED), PLEASE THANK AND TERMINATE.

S14. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you... (READ LIST)

Very comfortable	1	MINIMUM 4 PER GROUP
Somewhat comfortable	2	CONTINUE
Not very comfortable	3	THANK AND TERMINATE
Not at all comfortable	4	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

S15. Sometimes participants are asked to write out their answers to a questionnaire, read materials or watch TV commercials during the discussion. Is there any reason why you could not participate? [READ IF NEEDED: I can assure you that everything written or discussed in the groups will remain anonymous.]

Yes	1	THANK AND TERMINATE
No	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

[INTERVIEWER NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.]

S16. The discussion group will take place on **DATE @ 7:30 pm** for 2 hours and participants will receive \$100.00 for their time. Would you be willing to attend?

Yes	1	RECRUIT
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE



PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

- P1) First, we will be providing the hosting facility and session moderator with a list of respondents' first names and profiles (screener responses) so that they can sign you into the group. Do we have your permission to do this? I assure you it will be kept strictly anonymous.

Yes	1	GO TO P2
No	2	GO TO P1A

- P1A) We need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly anonymous.

Now that I've explained this, do I have your permission to provide your name and profile to the facility?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

- P2) A video recording of the group session will be produced for research purposes. It will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be videotaped for research purposes only?

Yes	1	THANK & GO TO P3
No	2	GO TO P2A

- P2A) It is necessary for the research process for us to video record the session as the researcher needs this material to complete the report.

Now that I've explained this, do I have your permission for videotaping?

Yes	1	THANK & GO TO P3
No	2	THANK & TERMINATE



P3) A small number of researchers from the Government of Canada may be onsite to observe the groups in-person from behind a one-way mirror and/or may be watching remotely via web streaming.

Do you agree to be observed by Government of Canada employees?

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

P3A) It is standard qualitative procedure to invite clients, in this case, Government of Canada employees, to observe the groups in person. They will be seated in a separate room and observe from behind a one-way mirror. They will be there simply to hear your opinions firsthand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the group.

Do you agree to be observed by Government of Canada employees?

Yes	1	THANK & GO TO INVITATION
No	2	THANK & TERMINATE



Invitation:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place the evening of **[Day, Month, Date] @ 7:30 pm** for up to 2 hours.

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

HALIFAX Monday, June 17, 2019 Narrative Research 5001-7071 Bayers Road Halifax, Nova Scotia B3L 2C2 902-493-3820	Honorarium: \$100 7:30 pm
TORONTO Tuesday, June 18, 2019 Decision Point Research Inc 164 Eglinton Ave E Toronto, ON M4P 1A6 416-309-0454	Honorarium: \$100 7:30 pm
MONTREAL Tuesday, June 18, 2019 Ad hoc Research - 400 Boulevard de Maisonneuve O #1200 Montreal, QC H3A 1L4 514-937-4040	Honorarium: \$100 7:30 pm
CALGARY Wednesday, June 19, 2019 Qualitative Coordination 707 10 Ave SW #120 Calgary, AB T2R 0B3 (403) 229-3500	Honorarium: \$100 7:30 pm
VANCOUVER Thursday, June 20, 2019 Vancouver Focus Fifth Floor 503-1080 Howe Street Vancouver, BC V6Z 2T1 604-682-4292	Honorarium: \$100 7:30 pm

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a health card, a student card, or a driver's license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **[INSERT PHONE NUMBER]** at our office. Please ask for **[NAME]**. Someone will call you in the days leading up to the discussion to remind you.



So that we can call you to remind you about the discussion group or contact you should there be any changes, can you please confirm your name and contact information for me?

First name

Last Name

email

Daytime phone number

Evening phone number

Thank you very much for your participation!

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly anonymous in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse THANK & TERMINATE.



Recruitment Screener: SMBs

FOCUS GROUP SUMMARY

GROUP 1 SMBs	GROUP 2 CONSUMERS
<ul style="list-style-type: none"> Mix of small (1-99 full-time employees) and medium (100 to 499 full-time employees) businesses (QS9) Good mix of industries/sectors (QS10) Recruit 10 for 8 to show 	<ul style="list-style-type: none"> Good mix of demos (gender, age, income, household situation, ethnicity, etc.) Recruit 10 for 8 to show
HALIFAX Monday, June 17, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$200 5:30 pm 7:30 pm
TORONTO Tuesday, June 18, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$200 5:30 pm 7:30 pm
MONTREAL Tuesday, June 18, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$200 5:30 pm 7:30 pm
CALGARY Wednesday, June 19, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$200 5:30 pm 7:30 pm
VANCOUVER Thursday, June 20, 2019 Group 1: SMBs Group 2: Consumers	Honorarium: \$200 5:30 pm 7:30 pm
Respondent's name: Respondent's phone number: (cell) Respondent's phone number: (work) Respondent's email: Sample source: panel random client referral	Interviewer: Date: Validated: Quality Central: On list: On quotas:

Hello/Bonjour, my name is _____. I am calling on behalf of the Earncliffe Strategy Group, a national public opinion research firm. Would you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?

[INTERVIEWER NOTE: FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH, "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt." FOR FRENCH GROUP, IF PARTICIPANT WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE RESPOND WITH, "Unfortunately, we are looking for people who speak French to participate in this discussion group. We thank you for your interest."]



From time to time, we solicit opinions by sitting down and talking with people. We are preparing to conduct a series of these discussions on behalf of the Government of Canada and I would like to speak to the individual in your organization who plays an important role in the day to day operations and makes decisions on the direction of the company including for issues such as marketing, pricing, advertising, packaging, labelling, ensuring the company satisfies legal or regulatory requirements, etc. For these discussion groups, we are looking for decision-makers and working-level employees within firms/businesses. Decision-makers are defined as executive-level decision-makers, primary decision-makers and individuals in key roles (i.e., who influence decision-makers). Examples of these participants are CEOs, Owners, Vice-Presidents, Chief Officers, senior management, etc.).

Is there a person available who fits that description? As we would like to speak to the most senior level decision maker possible, please bear in mind this is often the owner or President of your company.

ONCE APPROPRIATE CONTACT HAS BEEN REACHED – REPEAT INTRO IF NEEDED AND CONTINUE:

We are reaching out to you today to invite you to a group discussion to share your feedback on the opportunities and challenges your business faces and the kind of role you expect the Government of Canada to play in relation to these. The session will last up to 2 hours and participants will receive an honorarium of \$200 for their time.

Other decision-makers from small and medium sized companies located in Canada will be taking part in this research. It is a first-name basis only discussion so nobody, including the Government of Canada will know the companies being represented. For their time, participants will receive a cash compensation.

Participation is voluntary and your decision to participate or not will not affect any dealings you may have with the Government of Canada. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format will be a 'round table' discussion led by a research professional. All opinions expressed will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy. All views will be grouped together to ensure no particular individual can be identified in any reporting for this research. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. This will only take about 10 minutes. May I ask you a few questions?

INTERVIEWER NOTE: If a participant asks for information on this research project they can be told: Earncliffe Strategy Group is located at 46 Elgin Street, Suite 400, Ottawa, ON K1P 5K6. Stephanie Constable, Principal is leading this project and can be reached at [613.563.4455].

If a participant asks for information on either Innovation, Science and Economic Development Canada or the Competition Bureau, they can be told: Innovation, Science and Economic



Development Canada is located at 235 Queen Street, Ottawa, ON K1A 0H5. Janis Camelon, Manager, Public Opinion Research is can be reached at [343.291.3578].

Yes CONTINUE
No THANK AND TERMINATE

READ TO ALL: “This call may be monitored or audio taped for quality control and evaluation purposes.

ADDITIONAL CLARIFICATION IF NEEDED:

- To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- To assess my (the interviewer) work for performance evaluation;
- To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we’re asking the right questions to meet our clients’ research requirements – kind of like pre-testing)
- If the call is audio recorded, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

S1. Can you please provide me with your job title?

S2. Are you the owner or manager of this company?

Yes 1
No 2

S3. [IF YES TO QS2] How many years have you owned or managed this company?

Record number of years
DK/NR

S4. Do you provide legal counsel to or serve as a corporate lawyer (advise on competition or business law) for your company?

Yes 1 **NOT MORE THAN 2 PER GROUP**
No 2



S5. Has your company ever dealt with the Competition Bureau in any capacity, including for issues affecting the direction of your company? (IF PARTICIPANT ASKS: THE COMPETITION BUREAU IS A FEDERAL INSTITUTION THAT IS A PART OF INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA. IT IS AN INDEPENDENT LAW ENFORCEMENT AGENCY THAT ENSURES CANADIAN BUSINESSES AND CONSUMERS PROSPER IN A COMPETITIVE AND INNOVATIVE MARKETPLACE)

ENSURE A GOOD MIX

Yes	1
No	2
DK/NR	9

IF ASKED BY RECRUITS: You do not have to have had direct dealings with the Bureau to participate in the group.

S6. Just out of curiosity, to the best of your knowledge, what was the nature of your dealings with the Bureau? For example, did your interaction concern a merger review, written opinion application, investigation, compliance or other type of presentation, information request etc.)

INTERVIEWER NOTE: READ: Information that you provide will be used only for the purpose of the study and will not be used for the purpose of advancing any of the Competition Bureau's investigations or inquiries.

INTERVIEWER NOTE: PLEASE RECORD RESPONSE

S7. How familiar are you with the company's views regarding issues such as marketing, pricing, advertising, packaging, labelling, ensuring the company satisfies legal and regulatory requirements, etc.? Would you say you are... (READ OPTIONS)

Very familiar	1
Somewhat familiar	2
Not very familiar	3
Not at all familiar	4

S8. [IF NOT VERY FAMILIAR OR NOT AT ALL FAMILIAR] Since this will be one of the themes discussed, is there someone else in your company who would be more familiar with these issues?

Yes	1	ASK TO SPEAK WITH THAT PERSON INSTEAD & RETURN TO BEGINNING
No	2	THANK AND TERMINATE



S9. Approximately, how many full-time staff (FTE) does your company currently employ in Canada? (RECORD ACTUAL NUMBER)

1 to 99	1	SMALL BUSINESS
100 to 499	2	MEDIUM BUSINESS
500+	3	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

FOCUS GROUPS WITH SMBS ARE ONLY AMONG SMALL AND MEDIUM BUSINESSES. ENSURE AT LEAST 2/10 ARE MEDIUM BUSINESSES. SMALL BUSINESSES CAN INCLUDE SOLE PROPRIETORSHIPS, MICRO-BUSINESSES, AND PROFESSIONALS, ETC.

S10. Which of the following best describes the industry or sector your company operates in? If you are active in more than one sector, please identify the main sector. **DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE. CONFIRM RESULT WITH RESPONDENT AS NECESSARY. ENSURE A GOOD MIX.**

Construction	1	
Manufacturing		2
Retail	3	
Agriculture, forestry or fisheries		4
Mining, oil and gas extraction	5	
Finance, insurance or real estate	6	
High tech	7	
Sales	8	
Telecommunications	9	
Utilities		10
Engineering	11	
Waste management	12	
Healthcare and social assistance		13
Transportation		14
Wholesale trade	15	
Hospitality, accommodation and food services		16
Non-profit/not-for-profit organizations		17
Remediation/Other services	18	
Arts, entertainment, and recreation	19	
Professional, scientific and technical services		20
Education	21	
Emergency services/public safety/security	22	
Legal/Law	23	
Other (please specify)	88	
DK/NR	99	THANK AND TERMINATE



PLEASE ENSURE AT LEAST ONE PARTICIPANT IS RECRUITED IN EACH INDUSTRY SECTOR ACROSS ALL OF THE FOCUS GROUPS. OTHERWISE, PLEASE AIM TO RECRUIT THE MAJORITY OF PARTICIPANTS IN SECTORS 1-12.

S11. How do you identify yourself? **DO NOT READ:** *Gender – Refers to current gender which may be different from sex assigned at birth (male or female) and may be different from what is indicated on legal documents.*

Male gender	1	
Femalegender	2	
Gender diverse		3
DK/NR	9	

S12. Could you please tell me which of the following age categories you fall in to?

ENSURE GOOD MIX OF AGES

Under 18	1	THANK AND TERMINATE
18-24 years	1	
25-34 years	2	
35-44 years	3	
45-54 years	4	
55-64 years	5	
65-74 years	7	
75 years or older	8	
DK/NR	9	THANK AND TERMINATE

S13. To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? **DO NOT READ**

Caucasian	1	<i>ENSURE GOOD MIX</i>
Chinese		2
South Asian (i.e., East Indian, Pakistani, etc.)	3	
Black	4	
Filipino	5	
Latin American		6
Southeast Asian (i.e. Vietnamese, etc.)		7
Arab	8	
West Asian (i.e. Iranian, Afghan, etc.)		9
Korean	10	
Japanese	11	
Indigenous (First Nations, Métis, or Inuit)	12	
Other (please specify)	13	
DK/NR	14	



INTERVIEWER NOTE: *Indigenous People includes:* Individuals who self-identify as a member of a First Nations community. Some of these will be located “North of 60.”

S14. Do you normally reside in the [INSERT CITY] area?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

S15. Have you participated in a discussion or focus group before? A discussion group brings together a few people in order to know their opinion about a given subject.

Yes	1	(MAX 1/3 PER GROUP)
No	2	SKIP TO S19
DK/NR	9	THANK AND TERMINATE

S16. When was the last time you attended a discussion or focus group?

If within the last 6 months	1	THANK AND TERMINATE
If not within the last 6 months	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

S17. How many of these sessions have you attended in the last five years?

If 4 or less	1	CONTINUE
If 5 or more	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

S18. And what was/were the main topic(s) of discussion in those groups?

DO NOT READ: IF RELATED TO COMPLIANCE; COMPETITION BUREAU; INNOVATION, SCIENCE, AND ECONOMIC DEVELOPMENT CANADA (ISED), THANK AND TERMINATE.

S19. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you... (READ LIST)

Very comfortable	1	MINIMUM 4 PER GROUP
Somewhat comfortable	2	CONTINUE
Not very comfortable	3	THANK AND TERMINATE
Not at all comfortable	4	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE



S20. Sometimes participants are asked to write out their answers to a questionnaire, read materials or watch TV commercials during the discussion. Is there any reason why you could not participate? [READ IF NEEDED: I can assure you that everything written or discussed in the groups will remain anonymous.]

Yes	1	THANK AND TERMINATE
No	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

[INTERVIEWER NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.]

S21. The discussion group will take place on **DATE @ 5:30 pm** for 2 hours and participants will receive \$200.00 for their time. Would you be willing to attend?

Yes	1	RECRUIT
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE



PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

- P1) First, we will be providing the hosting facility and session moderator with a list of respondents' first names and profiles (screener responses) so that they can sign you into the group. Do we have your permission to do this? I assure you it will be kept strictly anonymous.

Yes	1	GO TO P2
No	2	GO TO P1A

- P1A) We need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly anonymous.

Now that I've explained this, do I have your permission to provide your name and profile to the facility?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

- P2) A video recording of the group session will be produced for research purposes. It will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be videotaped for research purposes only?

Yes	1	THANK & GO TO P3
No	2	GO TO P2A

- P2A) It is necessary for the research process for us to video record the session as the researcher needs this material to complete the report.

Now that I've explained this, do I have your permission for videotaping?

Yes	1	THANK & GO TO P3
No	2	THANK & TERMINATE



P3) A small number of researchers from the Government of Canada may be onsite to observe the groups in-person from behind a one-way mirror and/or may be watching remotely via web streaming.

Do you agree to be observed by Government of Canada employees?

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

P3A) It is standard qualitative procedure to invite clients, in this case, Government of Canada employees, to observe the groups in person. They will be seated in a separate room and observe from behind a one-way mirror. They will be there simply to hear your opinions firsthand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the group.

Do you agree to be observed by Government of Canada employees?

Yes	1	THANK & GO TO INVITATION
No	2	THANK & TERMINATE



Invitation:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place the evening of **[Day, Month, Date] @ 5:30 pm** for up to 2 hours.

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

HALIFAX Monday, June 17, 2019 Narrative Research 5001-7071 Bayers Road Halifax, Nova Scotia B3L 2C2 902-493-3820	Honorarium: \$200 5:30 pm
TORONTO Tuesday, June 18, 2019 Decision Point Research Inc 164 Eglinton Ave E Toronto, ON M4P 1A6 416-309-0454	Honorarium: \$200 5:30 pm
MONTREAL Tuesday, June 18, 2019 Ad hoc Research - 400 Boulevard de Maisonneuve O #1200 Montreal, QC H3A 1L4 514-937-4040	Honorarium: \$200 5:30 pm
CALGARY Wednesday, June 19, 2019 Qualitative Coordination 707 10 Ave SW #120 Calgary, AB T2R 0B3 (403) 229-3500	Honorarium: \$200 5:30 pm
VANCOUVER Thursday, June 20, 2019 Vancouver Focus Fifth Floor 503-1080 Howe Street Vancouver, BC V6Z 2T1 604-682-4292	Honorarium: \$200 5:30 pm

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a health card, a student card, or a driver's license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **[INSERT PHONE NUMBER]** at our office. Please ask for **[NAME]**. Someone will call you in the days leading up to the discussion to remind you.



So that we can call you to remind you about the discussion group or contact you should there be any changes, can you please confirm your name and contact information for me?

First name

Last Name

email

Daytime phone number

Evening phone number

Thank you very much for your participation!

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly anonymous in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse THANK & TERMINATE.



Recruitment Screener: Global Multinationals

FOCUS GROUP SUMMARY

TELEPHONE IN-DEPTH INTERVIEWS

- Mix of global multinationals (QS10)
- Mix of small (0-99 full-time employees) and medium (100 to 499 full-time employees) and large (500+ employees) businesses (QS9)
- Good mix of industries/sectors (QS11)

TELEPHONE IN-DEPTH INTERVIEWS June 10-21, 2019 Honarium: \$300
Schedule for one-hour intervals

Respondent's name:	Interviewer:
Respondent's phone number: (cell)	Date:
Respondent's phone number: (work)	Validated:
Respondent's email:	Quality Central:
Sample source: panel random client referral	On list:
	On quotas:

Hello/Bonjour, my name is _____. I am calling on behalf of the Earncliffe Strategy Group, a national public opinion research firm. Would you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?

[INTERVIEWER NOTE: FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH, "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt." FOR FRENCH GROUP, IF PARTICIPANT WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE RESPOND WITH, "Unfortunately, we are looking for people who speak French to participate in this discussion group. We thank you for your interest."]

From time to time, we solicit opinions by talking with people. We are preparing to conduct a series of these discussions on behalf of the Government of Canada and I would like to speak to the individual in your organization who plays an important role in the day to day operations and makes decisions on the direction of the company including for issues such as marketing, pricing, advertising, packaging, labelling, ensuring the company satisfies legal or regulatory requirements, etc. For these interviews, we are looking for decision-makers. Decision-makers are defined as executive-level decision-makers, primary decision-makers and individuals in key roles (i.e., who influence decision-makers). Examples of these participants are CEOs, Owners, Vice-Presidents, Chief Officers, senior management, etc.).

Is there a person available who fits that description? As we would like to speak to the most senior level decision maker possible, please bear in mind this is often the owner or President of your company.



ONCE APPROPRIATE CONTACT HAS BEEN REACHED – REPEAT INTRO IF NEEDED AND CONTINUE:

We are reaching out to you today to invite you to share your feedback, one-on-one, on the opportunities and challenges your business faces and the kind of role you expect the Government of Canada to play in relation to these. The interview will last up to 40 minutes and participants will receive an honorarium of \$300 for their time.

Other decision-makers from global multinationals will be taking part in this research. It is a first-name basis only discussion so nobody, including the Government of Canada will know the companies being represented. For their time, participants will receive a cash compensation.

Participation is voluntary and your decision to participate or not will not affect any dealings you may have with the Government of Canada. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format will be a telephone interview led by a research professional. All opinions expressed will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy. All views will be grouped together to ensure no particular individual can be identified in any reporting for this research. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. This will only take about 10 minutes. May I ask you a few questions?

INTERVIEWER NOTE: If a participant asks for information on this research project they can be told: Earncliffe Strategy Group is located at 46 Elgin Street, Suite 400, Ottawa, ON K1P 5K6. Stephanie Constable, Principal is leading this project and can be reached at [613.563.4455].

If a participant asks for information on either Innovation, Science and Economic Development Canada or the Competition Bureau, they can be told: Innovation, Science and Economic Development Canada is located at 235 Queen Street, Ottawa, ON K1A 0H5. Janis Camelon, Manager, Public Opinion Research is can be reached at [343.291.3578].

Yes CONTINUE
No THANK AND TERMINATE



READ TO ALL: “This call may be monitored or audio taped for quality control and evaluation purposes.

ADDITIONAL CLARIFICATION IF NEEDED:

- To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- To assess my (the interviewer) work for performance evaluation;
- To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we’re asking the right questions to meet our clients’ research requirements – kind of like pre-testing)
- If the call is audio recorded, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

S1. Can you please provide me with your job title?

S2. Are you the owner or manager of this company?

Yes	1
No	2

S3. [IF YES TO QS2] How many years have you owned or managed this company?

Record number of years
DK/NR

S4. Do you provide legal counsel to or serve as a corporate lawyer (advise on competition or business law) for your company?

Yes	1	NOT MORE THAN 1 OR 2
No	2	

S5. Has your company ever dealt with the Competition Bureau in any capacity, including for issues affecting the direction of your company? (IF PARTICIPANT ASKS: THE COMPETITION BUREAU IS A FEDERAL INSTITUTION THAT IS A PART OF INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA. IT IS AN INDEPENDENT LAW ENFORCEMENT AGENCY THAT ENSURES CANADIAN BUSINESSES AND CONSUMERS PROSPER IN A COMPETITIVE AND INNOVATIVE MARKETPLACE)

	<i>ENSURE A GOOD MIX</i>
Yes	1
No	2
DK/NR	9



IF ASKED BY RECRUITS: You do not have to have had direct dealings with the Bureau to participate in the group.

- S6. Just out of curiosity, to the best of your knowledge, what was the nature of your dealings with the Bureau? For example, did your interaction concern a merger review, written opinion application, investigation, compliance or other type of presentation, information request etc.)

INTERVIEWER NOTE: READ: Information that you provide will be used only for the purpose of the study and will not be used for the purpose of advancing any of the Competition Bureau's investigations or inquiries.

INTERVIEWER NOTE: PLEASE RECORD RESPONSE

- S7. How familiar are you with the company's views regarding issues such as marketing, pricing, advertising, packaging, labelling, ensuring the company satisfies legal and regulatory requirements, etc.? Would you say you are... (READ OPTIONS)

Very familiar	1
Somewhat familiar	2
Not very familiar	3
Not at all familiar	4

- S8. [IF NOT VERY FAMILIAR OR NOT AT ALL FAMILIAR] Since this will be one of the themes discussed, is there someone else in your company who would be more familiar with these issues?

Yes	1	ASK TO SPEAK WITH THAT PERSON INSTEAD
No	2	CONTINUE

- S9. Approximately, how many full-time staff (FTE) does your company currently employ in Canada? (RECORD ACTUAL NUMBER)

1 to 99	1	SMALL BUSINESS
100 to 499	2	MEDIUM BUSINESS
500+	3	LARGE BUSINESS
DK/NR	9	THANK AND TERMINATE

TELEPHONE IN-DEPTH INTERVIEWS WITH GLOBAL MULTINATIONALS CAN BE CONDUCTED WITH A MIX OF THESE THREE. ENSURE A GOOD MIX. SMALL BUSINESSES CAN INCLUDE SOLE PROPRIETORSHIPS, MICRO-BUSINESSES, AND PROFESSIONALS, ETC.



S10. Do you work for a company that operates in at least two countries other than the home country?

Yes	1	
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

MUST SAY “YES” TO QUALIFY FOR TELEPHONE IN-DEPTH INTERVIEWS WITH GLOBAL MULTINATIONALS.

S11. Which of the following best describes the industry or sector your company operates in? If you are active in more than one sector, please identify the main sector. **DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE. CONIRM RESULT WITH RESPONDENT AS NECESSARY. ENSURE A GOOD MIX.**

Construction	1	
Manufacturing		2
Retail	3	
Agriculture, forestry or fisheries		4
Mining, oil and gas extraction	5	
Finance, insurance or real estate	6	
High tech	7	
Sales	8	
Telecommunications	9	
Utilities		10
Engineering	11	
Waste management	12	
Healthcare and social assistance		13
Transportation		14
Wholesale trade	15	
Hospitality, accommodation and food services		16
Non-profit/not-for-profit organizations		17
Remediation/Other services	18	
Arts, entertainment, and recreation	19	
Professional, scientific and technical services		20
Education	21	
Emergency services/public safety/security	22	
Legal/Law	23	
Other (please specify)	88	
DK/NR	99	THANK AND TERMINATE

PLEASE AIM TO RECRUIT THE MAJORITY OF INTERVIEWEES IN SECTORS 1-12.



S12. How do you identify yourself? *DO NOT READ: Gender – Refers to current gender which may be different from sex assigned at birth (male or female) and may be different from what is indicated on legal documents.*

Male gender	1	
Femalegender	2	
Gender diverse		3
DK/NR	9	

S13. Could you please tell me which of the following age categories you fall in to?

ENSURE GOOD MIX OF AGES

Under 18	1	THANK AND TERMINATE
18-24 years	1	
25-34 years	2	
35-44 years	3	
45-54 years	4	
55-64 years	5	
65-74 years	7	
75 years or older	8	
DK/NR	9	THANK AND TERMINATE

S14. To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? **DO NOT READ**

Caucasian	1	<i>ENSURE GOOD MIX</i>
Chinese		2
South Asian (i.e., East Indian, Pakistani, etc.)	3	
Black	4	
Filipino	5	
Latin American		6
Southeast Asian (i.e. Vietnamese, etc.)		7
Arab	8	
West Asian (i.e. Iranian, Afghan, etc.)		9
Korean	10	
Japanese	11	
Indigenous (First Nations, Métis, or Inuit)	12	
Other (please specify)	13	
DK/NR	14	

INTERVIEWER NOTE: *Indigenous People includes: Individuals who self-identify as a member of a First Nations community. Some of these will be located “North of 60.”*



S15. Do you normally reside in the [INSERT CITY] area?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

S16. The interview will take place via conference call. It will last between 30 and 40 minutes. Would you be available on **DATE @ TIME**? Participants will receive \$300.00 for their time.

Yes	1	RECRUIT
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE



PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

- P1) First, we will be providing the interviewer with a list of respondents' first names and profiles (screener responses) so that they can ensure they are speaking to the right person. Do we have your permission to do this? I assure you it will be kept strictly anonymous.

Yes	1	GO TO P2
No	2	GO TO P1A

- P1A) We need to provide the interviewer with the names and background of the people participating in an interview because only the individuals invited are allowed and the interviewer must have this information for verification purposes. Please be assured that this information will be kept strictly anonymous.

Now that I've explained this, do I have your permission to provide your name and profile with the interviewer?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

- P2) An audio recording of the interview will be produced for research purposes. It will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audiotaped for research purposes only?

Yes	1	THANK & GO TO P3
No	2	GO TO P2A

- P2A) It is necessary for the research process for us to audio record the session as the researcher needs this material to complete the report.

Now that I've explained this, do I have your permission for audiotaping?

Yes	1	THANK & GO TO P3
No	2	THANK & TERMINATE



P3) A small number of researchers from the Government of Canada may be on the line to listen to the interviews.

Do you agree to allowing Government of Canada employees to listen to your interview?

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

P3A) It is standard qualitative procedure to invite clients, in this case, Government of Canada employees, to listen to the interviews. They will be on the line and will not participate to the discussion. They will be there simply to hear your opinions firsthand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the interviewee.

Do you agree to allowing Government of Canada employees to listen to your interview?

Yes	1	THANK & GO TO INVITATION
No	2	THANK & TERMINATE



Invitation:

Wonderful, you qualify to participate in one of our interviews. As I mentioned earlier, the interview will take place **[Day, Month, Date] @ [TIME]** for up to 40 minutes.

TELEPHONE IN-DEPTH INTERVIEWS June 10-21, 2019
Schedule for one-hour intervals

Honorarium: \$300

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to make this appointment, please call us so that we can reschedule. You can reach us at **[INSERT PHONE NUMBER]** at our office. Please ask for **[NAME]**. Someone will call you in the days leading up to the interview to remind you.

So that we can call you to remind you about the interview or contact you should there be any changes, can you please confirm your name and contact information for me?

First name

Last Name

email

Daytime phone number

Evening phone number

Thank you very much for your participation!

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly anonymous in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse THANK & TERMINATE.



Appendix E: Handouts

<u>Handout: Consumers</u>	HEARD		KNEW	
	Y	N	Y	N
1. The bread price-fixing investigation regarding grocery stores manipulating the price of bread. The issue resulted in Loblaw making a statement that it participated in a criminal price-fixing scheme with its competitors for over 14 years.	Y	N	Y	N
2. Investigation into eBook publishers Hachette Book Group, HarperCollins, Macmillan and Simon & Schuster engaging in conduct that prevented retailers from offering discounts on ebooks.	Y	N	Y	N
3. Investigations into firms rigging bids on public infrastructure contracts (e.g. municipal contracts).	Y	N	Y	N
4. The Competition Bureau's lawsuit against Ticketmaster over misleading advertising in its practice of adding mandatory fees that were not included in the advertised price.	Y	N	Y	N
5. The Hudson's Bay Company (HBC) deceptive marketing case in which HBC was found to have been claiming sleep sets were deeply discounted when, in fact, they were not.	Y	N	Y	N
6. The case over false Made-in -Canada claims of Moose Knuckle parkas.	Y	N	Y	N
7. Auto-parts bid-rigging investigations (involves bid-rigging among auto-parts suppliers. Investigations led to 13 guilty pleas and more than \$86 million in fines.)	Y	N	Y	N
8. The rental car investigations of Discount Car Ltd., Avis/Budget, Hertz/Dollar/Thrifty that found unattainable prices were being advertised.	Y	N	Y	N
9. The Toronto Real Estate Board (TREB) case that forced the TREB to stop restricting access to data that would allow people to see historic housing prices and understand pricing trends.	Y	N	Y	N
10. The merger between First Air and Calm Air relating to air passenger and cargo services in central Nunavut / Northern Canada.	Y	N	Y	N
11. The merger between agribusiness firms Bayer and Monsanto.	Y	N	Y	N
12. Competition Bureau reports such as annual plans and annual reports.	Y	N	Y	N
13. Deceptive marketing practices digest.	Y	N	Y	N
14. Fraud prevention month campaign.	Y	N	Y	N
15. Little black book of scams.	Y	N	Y	N
16. Consumer and business alerts.	Y	N	Y	N
17. Papers such as the Taxi white paper and the paper on Big data.	Y	N	Y	N

Handout: Consumers

HEARD

KNEW

	HEARD		KNEW	
18. Competition advocacy on such issues as food trucks (mobile food options) regulations and competition in the online eyewear industry.	Y	N	Y	N
19. Market studies such as the Fin Tech Market study (a study on innovation in the financial services sector) and the Broadband market study (a study on consumer habits in purchasing internet services).	Y	N	Y	N



Bargain hunting season could turn into a wild goose chase

From: Competition Bureau Canada
News release

November 21, 2018 – OTTAWA, ON – Competition Bureau

The biggest online shopping events of the year are coming up. Nearly half of Canadians are expected to be joining the online hunt for bargains this Black Friday and Cyber Monday. If you're one of them, before going wild take a minute to learn about an advertising trend that's on the Competition Bureau's radar: cancelled discounts.

This is how it works: when shopping on a popular retailer's website, you find a super deal on a video game, computer, fashion accessory, clothing or houseware. You place the item in your basket, check out and pay. You then receive an email purchase confirmation. Everything seems normal.

Later on, you receive an email from the retailer's customer service. They say there was an error and they can't honour the advertised price. They cancel your order. Surprisingly, when you go back to the website, the exact same product is still being offered but at a higher price.

Under certain circumstances, failing to provide the product at the advertised bargain price could be seen as an illegal bait and switch. That's why it's important that you know what to look out for, what your rights are and where to complain.

Be sure to:

- Always keep email purchase confirmations and credit card statements.
- **Get a complete refund** if the order can't be fulfilled at the right price.
- Confirm that the money is back into your account.
- Keep any email exchanges with the retailer's customer service, especially a confirmation that they'll give a full refund.
- Double-check the website if they claim the item is unavailable at the price offered. If the ad is still up, take a screen shot, ask questions and request that it be corrected so fellow bargain hunters don't fall into the same trap.
- Keep records and file a complaint with the Competition Bureau if the retailer claims the item is unavailable at the price you paid but it's available at a higher price.
- Know that depending on provincial or territorial consumer protection law, the retailer may have to honour the advertised price. Contact your local consumer protection agency to learn more.

Here are some extra precautions you can take when shopping online:

- Use a credit card; many offer protection and may give you a refund.
- Regularly check your credit card statements for frequent or unknown charges.
- Don't hesitate to contact the retailer's customer service if you have questions, especially if your money is gone and there's no product in sight. You might only have a small window of time to flag the problem and alert your credit card provider.

If you believe you have been misled, contact the Competition Bureau and file a complaint by phone at 1-800-348-5358 or online.



Rental scam: no room for error

From: Competition Bureau Canada News release

August 16, 2018 – OTTAWA, ON – Competition Bureau
It's peak moving season. Students are leaving the nest; parents are helping them find the right place. Beware: if a rental listing looks too good to be true, it probably is. School might not have started yet, but do your homework and learn to recognize rental scams.

In a typical rental scam, fraudsters will entice you with a very attractive listing: sought after area, great amenities and low price. Ads will be posted on popular sites like Kijiji or Facebook. Scammers may use photos from an old listing, from a house that's up for sale, or from short-term rental sites like Airbnb, to make it look authentic. They pose as the landlord and may claim to be abroad and unable to meet in person to show you inside the place.

After a few emails or text messages, they will start asking for money. First, they'll try to get a security deposit, then, they'll ask for the first month's rent, and then another month's rent in exchange for a discount. They can even try to rush you into a decision by saying that others are also interested in the property. Don't give in. It could be a scam.

Here are some warning signs to look out for when shopping for a rental:

- the monthly rent is lower than other similar places
- you're asked to leave a deposit without any formal rental agreement or lease in place
- you're asked to send money to someone outside the country
- when you ask about the apartment, you get an email that sends you to a website asking for personal or financial information
- ads show pictures of the outside of the property only, or pictures that don't match the actual property or address

Here's what you can do to avoid being scammed:

- Go to the address, make sure the listing is truthful and accurate. If you are unable to go in person, use the Internet to see actual images of the rental.
- Research the address to ensure it is not a duplicate post. You may even conduct a reverse [image search](#) to see if the photos were used elsewhere.
- Schedule a showing and confirm that the landlord will be present.
- If you plan on renting in a new development, contact the builder to confirm ownership.
- Request a lease or contract. Review it thoroughly.
- Be sure to know your rights as a tenant. Consult [your provincial or territorial department or ministry of housing](#).

If you've been the victim of a rental scam or another type of fraud, or if you have information about this type of scam, report it to the [Canadian Anti-Fraud Centre](#) (1-888-495-8501), the [RCMP](#) or your local police. This consumer alert was created in collaboration with the [Canadian Anti-Fraud Centre](#) and the [Financial Consumer Agency of Canada](#).



Online dating – know what you’re signing up for

From: **Competition Bureau Canada**
News release

Competition Bureau warns about online dating deception

February 14, 2019 — OTTAWA, ON — Competition Bureau
Looking for love online? You may be more likely to fall victim to a scam than you are to fall in love. Web-based dating sites may use fictitious profiles and hidden or misleading terms and conditions to bait you into paying for their services.

The lure? “Free” memberships that may not be free at all. You may be able to register and browse profiles at no cost, but you may not be able to send or receive messages with potential matches until you pay. And, once they have your credit card details, that free membership may renew automatically, until you actively opt out.

These sites often use fictitious or inactive profiles to make you think there are more members on the site than there really are. These profiles can be used to bait new members by sending them fake messages which users can’t respond to -- until they pay. Or they can be used to send you a tantalizing message, just as your membership is about to expire, enticing you to renew.



In your quest for companionship, here’s how not to be a fool for love:

- **Do your research.** Review potential dating services online, and check with the [Better Business Bureau](#) to find out if it’s a business you can trust.
- **Know what you are getting into.** Know what the membership offers, how much it costs and how you will be charged.
- **Carefully review and understand the terms and conditions.** If the membership renews automatically, know how that works. Make sure you know how to cancel your membership before you sign up.
- **Beware of limited-time “free” trials.** Find out if you will be automatically charged for a membership at the end of the trial period.
- **Read the privacy policy.** Know what personal information is collected, how it is used and whether it is shared.

If you believe you have been misled by an online dating service, contact the Competition Bureau and file complaint [online](#) or by phone at 1-800-348-5358.

Businesses: SMBs and Multinationals

1. The bread price-fixing investigation regarding grocery stores manipulating the price of bread. The issue resulted in Loblaw making a statement that it participated in a criminal price-fixing scheme with its competitors for over 14 years
2. Investigation into eBook publishers Hachette Book Group, HarperCollins, Macmillan and Simon & Schuster engaging in conduct that prevented retailers from offering discounts on eBooks
3. Investigations into firms rigging bids on public infrastructure contracts (e.g. municipal contracts)
4. The Competition Bureau's lawsuit against Ticketmaster over misleading advertising in its practice of adding mandatory fees that were not included in the advertised price
5. The Hudson's Bay Company (HBC) deceptive marketing case in which HBC was found to have been claiming sleep sets were deeply discounted when, in fact, they were not
6. The case over false Made-in-Canada claims of Moose Knuckle parkas
7. The rental car investigations of Discount Car Ltd; Avis/ Budget; Hertz/ Dollar Thrifty that found unattainable prices were being advertised
8. The Toronto Real Estate Board (TREB) case that forced the TREB to stop restricting access to data that would allow people to see historic housing prices and understand pricing trends
9. Auto-parts bid-rigging investigations. It involves bid-rigging among auto-parts suppliers. Investigations led to 13 guilty pleas and more than \$86 million in fines
10. The merger between airlines First Air and Calm Air, which provide service in central Nunavut / Northern Canada
11. The merger between agribusiness firms Bayer and Monsanto
12. Competition Bureau reports such as Annual Plans and Annual Reports
13. Deceptive Marketing Practices Digest
14. Enforcement guidance documents such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines
15. Fraud Prevention Month campaign



16. Little Black Book of Scams
17. Consumer and Business Alerts
18. The Bureau Compliance Program or compliance presentations
19. Presentations on bid-rigging
20. Papers such as the Taxi white paper and Big Data paper
21. Competition advocacy on such issues as Food truck/Mobile food regulations and competition in the online eyewear industry
22. Market studies such as the FinTech Market study (a study on innovation in the financial services sector) and the Broadband market study (a study on consumer habits in purchasing internet services)
23. Submissions and regulatory interventions such as those made to the Canadian Radio-Television and Telecommunications Commission (CRTC) on low cost data plans and on aggressive retail sales practices by telecommunications carriers



Business directories: Double-check before writing a cheque

From: Competition Bureau Canada

News release

Be on the lookout for fraudsters—Make sure you get the visibility you're paying for

April 25, 2018 – OTTAWA, ON – Competition Bureau

Your company receives a call, an email, or a fax to confirm its address and contact information. You are extremely busy in your small, growing business, so you confirm the information and move on to the next pressing issue. A few weeks later you receive an invoice for online advertising for several hundred dollars from an unfamiliar company. When you call their customer service you are told they have a recording of you agreeing to the services and if you don't pay, they will send your file to a collection agency. You don't have time for this, so you pay the invoice and get back to work. After all, online advertising can't be bad for your business!

This is how it's done: You've been scammed. Chances are your company's name will get buried in a listing that no one will see, because it's not even accessible via regular search methods. That's their definition of advertising.

Directory scams are very common; they target businesses across Canada and around the world. Fraudsters use misleading tactics to pressure businesses to pay for directory listings of little or no value. In some cases, they lead businesses to believe that a contract is already in place during the initial communication. They make it look official by already having the company's contact information on hand when they've simply obtained that information online, or through existing directories. These scam artists may also record your voice while you confirm your business information, which can be edited to suit their fraudulent purposes.

This type of scam happens quickly, and the financial consequences are harmful to thousands of small businesses in Canada every year.

Use these tips to help avoid falling victim to fraudsters:

- Educate yourself, your employees and your co-workers to be cautious of unsolicited calls and emails.
- Create a list of companies that are typically used by your business.
- Limit the number of staff who can approve purchases and pay bills.
- Clearly define procedures for verification, payment and management of accounts and invoices.
- Examine invoices carefully before making any payments: fraudsters will use company names or logos similar to those of known businesses to make their invoices seem real.
- Ask questions and read all documents very carefully before confirming your business information, whether it's over the phone or by signing a document, to ensure that you will not be unknowingly charged.

If you've been the victim of a directory scam or if you have information about this type of scam, report it to the [Competition Bureau](https://www.competitionbureau.ca) (1-800-348-5358) or the [Canadian Anti-Fraud Centre](https://www.antifraudcentre.ca) (1-888-495-8501).



Show them who's the boss—shut down the fake CEO scam

From: Competition Bureau Canada

News Release

Be wary of emails from high-ranking executives asking for money, they're probably a fraud

June 21, 2017 – OTTAWA, ON – Competition Bureau

You receive an urgent email from your CEO requesting money to secure a major business deal. It looks legit. Sure, it's not normal procedure, but time is of the essence and you can't let your boss down. What if the future success of the company is in your hands? Do you transfer the money? Don't fall for it. It's a scam.

In a typical "fake CEO scam", fraudsters gain access to a high-ranking executive's email account, or create a similar email address, and target employees in financial positions within the organization who have the authority to move money. They send realistic-looking emails, requesting urgent wire transfers for what appears to be legitimate business reasons, like "securing an important contract", "a confidential transaction" or "updating a supplier's payment information".

They often send the targeted fraudulent email when executives are travelling abroad or otherwise difficult to reach.

Believing that the request is real, the employee transfers the money—only to find out upon the boss's return that the email was a scam and the money is gone.

Losses to this type of scam typically range from tens of thousands to millions of dollars. The fake CEO scam is a growing global threat to businesses and organizations of all sizes.

Use these tips to help keep fraudsters out of your business:

- Ensure your computer systems are secure, keep antivirus software up to date, and encourage all employees to use strong passwords to protect their email accounts from hackers.
- Double-check with executives when they send wire transfers requests by email, even when they look legit. Don't use the contact information provided in the message and don't reply to the email.
- Take a careful look at the sender's email address. It may be very similar to the real one, with only one or two letters different.
- Establish a standard process that requires multiple approvals for money transfers.
- Limit the amount of employee information available online and on social media. Fraudsters use it to find potential victims and time their targeted fraud.
- Learn more about the fake CEO scam and other "spear phishing" scams to better identify and reject them.

If you've been the victim of a CEO scam or if you have information about this type of scam, report it to the Canadian Anti-Fraud Centre (1-888-495-8501), the Competition Bureau (1-800-348-5358) or the RCMP.



Beware of emails and letters demanding payment to protect your intellectual property rights

From: Competition Bureau Canada

News Release

Ensure they come from the Canadian Intellectual Property Office, and don't make any payments until you know for sure

March 7, 2017 – OTTAWA, ON – Competition Bureau

Scammers are exploiting business owners' desires to protect their bottom lines by sending official-looking "reminder notices" demanding hefty fees for urgent renewals to protect ownership of trademarks and patents.

Intellectual property (IP) is one of the building blocks of a successful business. Examples of intellectual property include business names, brand names or logos, slogans, domain names, new products or inventions and secret formulas. These valuable assets can be protected from copycats and competitors by registering a trademark, patent, industrial design or copyright. These rights must be registered and renewed with the Canadian Intellectual Property Office (CIPO) at regular intervals. CIPO is the authority in protecting IP in Canada. The governmental agency is responsible for the administration of IP rights and their renewal.

All owners of IP rights should beware of official-looking solicitations that are sent from private companies, rather than CIPO, often many months in advance of the renewal deadline. They may contain images of patents or trademarks, contact information, registration numbers and other information that is publicly available. All this very specific information makes these reminders appear authentic.

Tips to avoid falling for fake intellectual property rights solicitations:

- **Check who sent the reminder:** Emails from CIPO will come from an address ending in "@canada.ca"; letters will come from 50 Victoria St., Gatineau, QC, K1A 0C9. If the notice comes from elsewhere, it's not from CIPO.
- **Know what you owe:** The fees requested in the solicitations are usually much higher than CIPO's fees. Check CIPO's list of fees for a complete list of fees per service.
- **Plan ahead:** Intellectual property rights need to be renewed at very specific times. For example, trademarks are renewed every 15 years and patents maintenance fees must be paid every year. To know when you are expected to renew your IP rights, consult CIPO's list of fees.
- **Read the fine print:** It may confirm that the solicitation does not come from CIPO. If still unsure, contact CIPO to confirm that the solicitation is legitimate.
- **Ask questions:** If you have received an email or correspondence regarding the renewal of your trademark or patent, verify that it is legitimate by contacting the CIPO Client Service Centre at 1-866-997-1936, or by email at ic.contact-contact.ic@canada.ca.

Businesses who believe they have been misled should contact the Competition Bureau's Information Centre at 1-800-348-5358 or CIPO's Client Services Centre at 1-866-997-1936, or visit the Bureau's website to file a complaint. Businesses can also contact the Canadian Anti-Fraud Centre at 1-888-495-8501, or visit its website.

Today's alert is part of Fraud Prevention Month 2017. The Bureau and its partners will be making a number of announcements to help consumers and businesses recognize, reject and report fraud. Stay connected to make sure you have the information you need to arm yourself in the fight against fraud.



Appendix F: Survey Methodology Report

Survey Methodology

Earncliffe Strategy Group's overall approach for this study was to conduct a survey of 1500 individuals, 15 minutes in length. Of the 1504 respondents, 1023 were Canadians 18 and older, 401 were decision-makers at SMBs, 117 were decision-makers at multinational companies and 50 were policymakers or regulators. The surveys were conducted online, with the exception of some of the multinationals. We originally intended to conduct all the interviews with decision-makers at multinational companies by phone. However, due to the length of the questionnaire used, the data collection by phone proceeded slowly and achieving the 50 completes by phone was deemed unfeasible. Consequently, the analysis of the multinationals in this report includes the 30 completes done by phone, in addition to 87 responses from SMBs online that also happened to be multinationals. By combining the data in this way, we were able to achieve a sample size suitable for quantitative analysis. Telephone surveys of multinationals were conducted using Léger's centralized call-centre and state of the art Computer Aided Telephone Interviewing (CATI) system. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire Design

The questionnaires for this study was designed by Earncliffe in consultation with ISED, and provided for fielding to Léger. The survey was offered to respondents in both English and French and completed based on their preferences.

Sample Design and Selection

The sample for the Canadian consumers and business executives (both SMBs and global multinationals) were drawn from Leger's opt-in panel. These participants are recruited from multiple online and offline sources and every attempt is made to ensure they are reflective of the general population by region, age and gender and the business population in terms of region, size, sector, etc.

The sample of policymakers and regulators was drawn from a list provided by the Bureau. The list included policymakers and regulators at the federal, provincial and territorial level.



Data Collection

The survey was conducted in English and French, and the field dates of each audience are as follows:

Consumers: July 15 to 29, 2020

SMBs: July 16 to 29, 2020.

Multinationals (telephone): July 16 to September 16, 2020

Policymakers and Regulators: July 22 to August 19, 2020

The survey was undertaken by Leger's telephone data collection operation and online-opt-in panel headquartered in Montréal, Québec.

Targets/Weighting

The final sample of consumers was weighted to be reflective of the Canadian population 18+ based on gender, age and region. The sample of SMB decision-makers were weighted based on the distribution of small and medium sized businesses by number of employees, as per the Statistics Canada's Canadian Business Counts, with employees. The data for the multinationals and the policymakers and regulators was not weighted.

Quality Controls

Leger conducted a soft-launch pre-test of the survey, and Earncliffe reviewed the data to ensure that all skip patterns were working and that all respondents were completing the survey in an appropriate amount of time.



Results

CONSUMERS

FINAL DISPOSITIONS - ONLINE

A total of 1340 individuals entered the online survey, of which 1023 qualified as eligible and completed the survey. The response rate for this survey was 17.52%

Total Entered Survey	1340
Completed	1023
Not Qualified/Screen out	19
Over quota	175
Suspend/Drop-off	123

Unresolved (U)	5608
Email invitation bounce-backs	9
Email invitations unanswered	5599
In-scope - Non-responding (IS)	123
Non-response from eligible respondents	NA
Respondent refusals	NA
Language problem	NA
Selected respondent not available	NA
Qualified respondent break-off	123
In-scope - Responding units (R)	1217
Completed surveys disqualified – quota filled	175
Completed surveys disqualified – other reasons	19
Completed surveys	1023
Response Rate = $R/(U+IS+R)$	17.52%



SMBs**FINAL DISPOSITIONS - ONLINE**

A total of 1611 individuals entered the online survey, of which 401 qualified as eligible and completed the survey. The response rate for this survey was 28.47%

Total Entered Survey	1611
Completed	401
Not Qualified/Screen out	1142
Over quota	0
Suspend/Drop-off	68

Unresolved (U)	3809
Email invitation bounce-backs	4
Email invitations unanswered	3805
In-scope - Non-responding (IS)	68
Non-response from eligible respondents	NA
Respondent refusals	NA
Language problem	NA
Selected respondent not available	NA
Qualified respondent break-off	68
In-scope - Responding units (R)	1543
Completed surveys disqualified – quota filled	0
Completed surveys disqualified – other reasons	1142
Completed surveys	401
Response Rate = $R/(U+IS+R)$	28.47%



**Policymakers & Regulators
 FINAL DISPOSITIONS - ONLINE**

A total of 127 individuals entered the online survey, of which 50 qualified as eligible and completed the survey. The response rate for this survey was 2.82%

Total Entered Survey	127
Completed	50
Not Qualified/Screen out	15
Over quota	5
Suspend/Drop-off	57

Unresolved (U)	721
Email invitation bounce-backs	0
Email invitations unanswered	721
In-scope - Non-responding (IS)	57
Non-response from eligible respondents	NA
Respondent refusals	NA
Language problem	NA
Selected respondent not available	NA
Qualified respondent break-off	57
In-scope - Responding units (R)	70
Completed surveys disqualified – quota filled	5
Completed surveys disqualified – other reasons	15
Completed surveys	50
Response Rate = R/(U+IS+R)	8.25%



MULTINATIONALS
FINAL DISPOSITIONS - TELEPHONE

	Landline
Total Numbers Attempted	2481
Invalid	-
NIS, fax/modem, business/non-res.	180
Unresolved (U)	1162
Busy	17
No answer, answering machine	1145
In-scope - Non-responding (IS)	1012
Household refusal	NA
Respondent refusal	304
Language problem	14
Illness, incapable	3
Selected respondent not available	683
Qualified respondent break-off	8
In-scope - Responding units (R)	63
Language disqualify	33
No one 18+	
Other disqualify	
Completed interviews	30
Response Rate = R/(U+IS+R)	2.82%



NONRESPONSE

Any survey that is conducted is potentially subject to bias or error. The possibility of non-response bias exists within the current sample.

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys by joining an online opt-in panel. The notion of non-response is more complex than for random probability studies that begin with a sample universe that can, at least theoretically, include the entire population being studied. In such cases, non-response can occur at a number of points before being invited to participate in this particular survey, let alone in deciding to answer any particular question within the survey.

The telephone portion of this survey would not include members of the population who do not have access to a telephone or who are not capable of responding to a survey in either English or French. In addition, some groups within the population are systemically less likely to answer surveys.

Finally, only those included in the list of policymakers and regulators provided by the Bureau had a chance to take the survey. There are likely other policymakers or regulators that the Bureau did not identify who may have been capable of answering the survey, but were excluded from the sample list.



SAMPLE PROFILE: CONSUMERS; UNWEIGHTED VS. WEIGHTED DISTRIBUTIONS

Region	Unweighted Sample	Weighted Sample
Atlantic	67	70
Quebec	244	240
Ontario	392	393
Manitoba/Saskatchewan	64	67
Alberta	115	115
British Columbia/Territories	141	139

Gender	Unweighted Sample	Weighted Sample
Female	529	526
Male	494	497

Age	Unweighted Sample	Weighted Sample
18 - 34	284	280
35 – 54	344	348
55+	395	395

Household Income	Unweighted Sample	Weighted Sample
Under \$40,000	196	196
\$40,000 to just under \$80,000	274	273
\$80,000 and above	433	434

Employment	Unweighted Sample	Weighted Sample
Full-time	438	437
Part-time	96	96
Self-employed	57	57
Student	64	64
Retired	256	256
Not in workforce	50	50

SAMPLE PROFILE: SMBs; UNWEIGHTED VS. WEIGHTED DISTRIBUTIONS

Region	Unweighted Sample	Weighted Sample
Atlantic	21	27
Quebec	112	83
Ontario	152	149
Manitoba/Saskatchewan	28	26
Alberta	35	53
British Columbia/Territories	53	63

Size	Unweighted Sample	Weighted Sample
1-4 employees	85	228
5-99	225	166
100-499	91	7

Industry	Unweighted Sample	Weighted Sample
Agriculture, forestry, fishing and hunting	7	8
Mining, quarrying, and oil and gas extraction	10	12
Utilities	3	2
Construction	24	15
Manufacturing	36	24
Wholesale trade	12	10
Retail trade	36	32
Transportation and warehousing	11	12
Information and cultural industries	4	4
Finance and insurance	17	21
Real estate and rental and leasing	10	12
Professional, scientific and technical services	40	44
Management of companies and enterprises	5	7
Administrative and support, waste management and remediation services	4	4
Educational services	20	31
Health care and social assistance	24	24
Arts, entertainment and recreation	13	22
Accommodation and food services	22	24
Other services (except public administration)	15	17
Public administration	5	3



MARGIN OF ERROR

Respondents for the online survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The data have been weighted to reflect the demographic composition of the Canadian population and, in the case of the SMB respondents, the makeup of businesses in Canada based on size. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

SURVEY DURATION

The average survey duration for the Consumers was 13 minutes.

The average survey duration for the SMBs was 17 minutes.

The average survey duration for multinationals by phone was 28 minutes.

The average survey duration for policymakers and regulators was 11 minutes.



Appendix G: Questionnaires

STAKEHOLDER AWARENESS AND INFLUENCE RESEARCH

CONSUMER SURVEY QUESTIONNAIRE

Email Invitation

LA VERSION FRANÇAISE SUIT.

Welcome and thank you for your participation in this study. Earnscliffe Strategy Group, in collaboration with Leger Marketing, has been hired to administer an online survey on behalf of the Government of Canada on marketplace issues that affect consumers.

Protecting the health and economic well-being of Canadians during the COVID-19 pandemic is a priority for the Government of Canada. At the same time, all departments and agencies of the Government of Canada continue to operate in order to serve Canadians and keep delivering on their mandates.

The results to surveys like this help the Government of Canada continue and improve its work. This online survey will take about 15 minutes to complete. Your participation in the study is voluntary. All your answers will remain anonymous. They will be combined with responses from all other respondents to ensure no particular individual can be identified in any reporting for this research. As a token of our appreciation for your participation, you will receive [insert reward]. If you have any questions about this survey, please email ic.publicopinionresearch-recherchesurlopinionpublique.ic@canada.ca.

To begin, click on the link below.

[URL]

Landing Page

Welcome and thank you for your participation in this study. Earnscliffe Strategy Group, in collaboration with Leger, has been hired to administer an online survey on behalf of the Government of Canada on marketplace issues that affect consumers.

Protecting the health and economic well-being of Canadians during the COVID-19 pandemic is a priority for the Government of Canada. At the same time, all departments and agencies of the Government of Canada continue to operate in order to serve Canadians and keep delivering on their mandates.

The results to surveys like this help the Government of Canada continue and improve its work.



Your responses to this survey will be kept entirely anonymous and any information you provide will be administered in accordance with the *Privacy Act* and other applicable privacy laws. Do you wish to continue?

Yes

No [TERMINATE]

Section 1: Screening

1. Please indicate your gender.

Male gender	1
Female gender	2
Gender diverse	3
Prefer not to answer	9

2. Please indicate your age in years.

Under 18 [THANK & TERMINATE]	
18-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	7
75 years or older	8
Prefer not to answer [THANK & TERMINATE]	9

3. Which of the following provinces or territories do you live in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to say [THANK & TERMINATE]	99



Section 2: Awareness & Perceptions of Laws

4. Can you name the organization responsible for enforcing federal competition laws and labelling laws (except as it relates to food products)?

[OPEN-END.]

Please indicate how aware you are of these activities. Please use a scale from 1 to 5 where 1 means “Not at all aware” and 5 means “Very aware.” [RANDOMIZE]

5. Price-fixing, bid-rigging, collusion
6. Misleading advertising and deceptive marketing practices
7. Mass-marketing fraud
8. Abuse of dominance (monopolization)
9. Consumer packaging and textile labelling, and marking of precious metals
10. Mergers and acquisitions

Not at all aware	1
2	2
3	3
4	4
Very aware	5
Don't know	8
Prefer not to answer	9

Below is a list of Canadian laws. Please indicate how familiar you are with each of them. Please use a scale from 1 to 5 where 1 means “Not at all familiar” and 5 means “Very familiar.” [RANDOMIZE]

11. A federal law called the *Competition Act* that governs most business conduct in Canada, with the purpose of maintaining and encouraging competition in the Canadian economy and ensuring consumers have access to competitive prices and product choices
12. A federal law called the *Consumer Packaging and Labelling Act* that requires that prepackaged consumer products (except food products) have accurate and meaningful labelling information
13. A federal law called the *Textile Labelling Act* that requires that textile articles, such as clothing, have accurate and meaningful labelling information



14. A federal law called the *Precious Metals Marking Act* that covers the requirements for the marking of precious metals such as gold and silver

Not at all familiar	1
2	2
3	3
4	4
Very familiar	5
Don't know	8
Prefer not to answer	9

Section 3: Basic Awareness & Impressions of the Competition Bureau

15. How familiar are you with the Competition Bureau? Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar."

Not at all familiar	1
2	2
3	3
4	4
Very familiar	5
Don't know	8
Prefer not to answer	9

The Competition Bureau is an independent federal law enforcement agency that ensures Canadian businesses and consumers prosper in a competitive and innovative marketplace. It investigates anti-competitive activities, protects consumers and promotes competitive markets.

16. Which statement best reflects your knowledge of the Competition Bureau before completing this survey?

This was already my understanding of the Competition Bureau.	1
This adds to what I already knew of the Competition Bureau.	2
I did not know about the Competition Bureau before doing this survey.	3
Don't know	8
Prefer not to answer	9



17. Over the past year, how clearly do you recall seeing or hearing anything about the Competition Bureau?

Clearly recall seeing or hearing something	3
Vaguely recall seeing or hearing something	2
Do not recall seeing or hearing anything	1
Don't know	8
Prefer not to answer	9

Section 4: Awareness of the Work of the Competition Bureau

Below is a list of cases, activities and publications by the Competition Bureau. For each of the following, please indicate how clearly you recall hearing about it. [RANDOMIZE]

18. The bread price-fixing investigation, where Canada's largest suppliers (Weston Bakeries and Canada Bread) and some of Canada's largest retailers of fresh commercial bread, Loblaw Companies Limited, Sobeys, Metro, Walmart and Giant Tiger are alleged to have manipulated the price of bread
19. The settlement of the Competition Bureau's lawsuit against Ticketmaster for allegedly misleading pricing claims in online ticket sales
20. The settlement of the Competition Bureau's lawsuit against Hudson's Bay Company (HBC) to resolve the proceeding related to advertising and pricing practices related for sleep sets in Canada
21. Facebook to pay a \$9 million penalty to settle Competition Bureau concerns about misleading privacy claims on Facebook and messenger
22. The Competition Bureau's settlement with Moose Knuckles, a premium outerwear brand, regarding concerns over the company's advertising and labelling of certain parkas that were promoted as being "Made in Canada"
23. The Competition Bureau's news release warning businesses against making deceptive marketing claims about COVID-19 prevention, treatment or cure
24. The Competition Bureau's news release about letters advising companies and marketing agencies involved in influencer marketing to be transparent when advertising on social media
25. The Competition Bureau's case against the Toronto Real Estate Board (TREB) that forced TREB to remove restrictions on its members' access and use of real estate data
26. The Competition Bureau's actions to stop unsubstantiated weight loss claims
27. The Competition Bureau's review of the merger between agribusiness firms Bayer AG and Monsanto Company
28. The Competition Bureau's Facebook post warning sellers of non-surgical masks against making false or misleading claims about COVID-19 prevention, and with information on the labelling requirements for cloth masks
29. The Competition Bureau statement on Competitor Collaborations during the COVID-19 pandemic
30. The annual Fraud Prevention Month campaign



31. The Competition Bureau's publication to help Canadians identify and protect themselves against scams called the *Little Black Book of Scams*
32. The Competition Bureau's Consumer alerts, such as alerts warning about "no-strings attached" trial offers and fake government websites
33. The Competition Bureau's submissions to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services
34. The Competition Bureau's advocacy materials, such as the FinTech market study, the broadband (high-speed) internet services market study, the white paper on regulations in the taxi industry, or *The Competition Advocate* publication on food truck regulations

Clearly recall seeing or hearing something	3
Vaguely recall seeing or hearing something	2
Do not recall seeing or hearing anything	1
Don't know	8
Prefer not to answer	9

35. Below is a list of Competition Bureau activities and publications. Please indicate the ones, if any, that are of interest to you. [SELECT ALL. FIX "All of them" AND "None of them".]

None of them	0
The Competition Bureau's <i>Deceptive Marketing Practices Digest</i> – a publication that offers advice and presents the Bureau's perspective on advertising and marketing practices	1
The <i>Little Black Book of Scams</i> – a publication with tips to help consumers and businesses recognize and report scams in Canada	2
Updates on the Competition Bureau's major enforcement cases	3
The Competition Bureau's Consumer alerts – alerts with information for consumers about deceptive marketing practices, misleading advertising and scams	4
The annual Fraud Prevention Month Campaign to help Canadians recognize, reject and report fraud	5
The Competition Bureau's submissions to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services	6
The Competition Bureau's competition promotion work, such as its market studies, white papers, <i>The Competition Advocate</i> , and open letters to regulators and policymakers	7
All of them	8
Don't know	98
Prefer not to answer	99



36. Using the list below, please indicate the ones, if any, that have had an impact on your behaviour as a consumer. [SAME ORDER AS ABOVE. SELECT ALL. ADD “All of them” AND “None of them”.]

None of them	0
The Competition Bureau’s <i>Deceptive Marketing Practices Digest</i> – a publication that offers advice and presents the Bureau's perspective on advertising and marketing practices	1
The <i>Little Black Book of Scams</i> – a publication with tips to help consumers and businesses recognize and report scams in Canada	2
Updates on the Competition Bureau’s major enforcement cases	3
The Competition Bureau’s Consumer alerts – alerts with information for consumers about deceptive marketing practices, misleading advertising and scams	4
The annual Fraud Prevention Month Campaign to help Canadians recognize, reject and report fraud	5
The Competition Bureau’s submissions to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services	6
The Competition Bureau’s competition promotion work, such as its market studies, white papers, <i>The Competition Advocate</i> , and open letters to regulators and policymakers	7
Don’t know	8
Prefer not to answer	9

[IF AT LEAST ONE ITEM SELECTED] You indicated that each of the following have had an impact on your behaviour as a consumer. For each, please indicate what type of impact it had using the drop-down menu provided. [PIPE IN ONLY EACH ITEM SELECTED. USE DROP-DOWN MENU FOR RESPONSE.]

- 37. The Competition Bureau’s *Deceptive Marketing Practices Digest* – a publication that offers advice and presents the Bureau's perspective on advertising and marketing practices
The Little Black Book of Scams – a publication with tips to help consumers and businesses recognize and report scams in Canada
- 38. Updates on the Competition Bureau’s major enforcement cases
- 39. The Competition Bureau’s Consumer alerts – alerts with information for consumers about deceptive marketing practices, misleading advertising and scams
- 40. The annual Fraud Prevention Month Campaign to help Canadians recognize, reject and report fraud
- 41. The Competition Bureau’s submissions to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services



42. The Competition Bureau's competition promotion work, such as its market studies, white papers, *The Competition Advocate*, and open letters to regulators and policymakers

I changed my purchasing behaviour.	1
I have more information to protect myself against harmful activities such as fraud and scams.	2
I visited the Competition Bureau's website for more information.	3
I did not do anything, but I have more knowledge on anti-competitive activity.	4
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	5
I contacted the Canadian Anti-Fraud Centre.	6
I filed a complaint with the RCMP or local police.	7
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	8
I filed a complaint with the Better Business Bureau.	9
Other [SPECIFY]	77
Don't know	88
Prefer not to answer	99

43. After reviewing this list of Competition Bureau activities and publications, how would you describe your impression of the Competition Bureau?

Very unfavourable	1
Somewhat unfavourable	2
Neither	3
Somewhat favourable	4
Very favourable	5
Don't know	8
Prefer not to answer	9

In your opinion, how is the Competition Bureau doing at each of the following? [RANDOMIZE]

44. Enforcing laws against anti-competitive behaviour, such as price-fixing and misleading advertising and deceptive marketing practices
45. Providing Canadian consumers with Consumer alerts containing useful information on deceptive marketing practices, misleading advertising and scams
46. Publishing the outcomes of the investigations the Competition Bureau has completed
47. Educating consumers on how to protect themselves against harmful activities such as fraud and scams
48. Educating Canadians on how to recognize anti-competitive behaviour, such as price-fixing and misleading advertising and deceptive marketing practices



49. Educating Canadians on how to report suspected anti-competitive activity to the Competition Bureau

Very poorly	1
Poorly	2
Neither well nor poorly	3
Well	4
Very well	5
Don't know	8
Prefer not to answer	9

50. Before doing this survey, have you ever contacted the Competition Bureau?

Yes, in the past 12 months	1
Yes, but not in the past 12 months	2
No	3
Don't know	8
Prefer not to answer	9

51. [IF CONTACTED] How did you contact the Competition Bureau? [ACCEPT ALL]

I called their Information Centre.	1
I sent them an online complaint.	2
My lawyer contacted the Competition Bureau for me.	3
I called the Federal Contracting Fraud Tip Line.	4
Through social media (Facebook, Twitter, Reddit or LinkedIn)	5
Other [SPECIFY]	77
Don't know	88
Prefer not to answer	99



52. [IF CONTACTED] Why did you contact the Competition Bureau? [ACCEPT ALL]

For information on their labelling laws	1
For information on the <i>Competition Act</i>	2
For information on CA Identification Numbers ⁵	3
To report a scam or other deceptive marketing practice	4
To file a complaint	5
For information on an investigation	6
To request a community presentation	7
To request a publication (e.g. <i>The Little Black Book of Scams</i>)	8
Other [SPECIFY]	9
Don't know	88
Prefer not to answer	99

53. [IF CONTACTED] Overall, how satisfied have you been with the contact that you have had with the Competition Bureau?

Very dissatisfied	1
Somewhat dissatisfied	2
Neither satisfied nor dissatisfied	3
Somewhat satisfied	4
Very satisfied	5
Don't know	8
Prefer not to answer	9

To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

54. I had heard of activities the Competition Bureau does, but I was not aware they were involved.
55. I am interested in hearing, reading or seeing more from the Competition Bureau.
56. I have the information I need to make informed decisions when participating in the digital marketplace, such as purchasing products or comparing prices.
57. I believe the Competition Bureau's work is beneficial to the economy.
58. I feel confident that I can identify and report online scams and fraudulent behaviour.

⁵ Roll Over: The CA Identification Number is an identification number registered for the exclusive use of a Canadian dealer on the label of a consumer textile article in place of a name and postal address.



59. I would trust information provided by the Competition Bureau.

Strongly disagree	1
Somewhat disagree	2
Neither	3
Somewhat agree	4
Strongly agree	5
Don't know	8
Prefer not to answer	9

60. What method of communication would you prefer if you were to receive information about and from the Competition Bureau? [SELECT ALL.]

I am not interested in receiving any information.	0
Email	1
Regular mail	2
Telephone	3
In-person	4
Social media (Facebook, Twitter, Reddit or LinkedIn)	5
News media	6
Competition Bureau website	7
Other [SPECIFY]	8
Don't know	9
Prefer not to answer	10



Section 5: Sectors of the Canadians Economy that Matter to You

The Competition Bureau is an independent federal law enforcement agency that ensures Canadian businesses and consumers prosper in a competitive and innovative marketplace. It investigates anti-competitive activities, protects consumers and promotes competitive markets.

61. Now that you know more about the Competition Bureau, in which sectors of the economy should the Bureau focus its work? [SELECT UP TO THREE.]

Accommodation and Food Services (e.g. hotels and restaurants)	1
Waste Management Services (Waste collection and treatment)	2
Agriculture, Forestry, Fishing and Hunting	3
Arts, Entertainment and Recreation	4
Construction	5
Educational Services	6
Banking and Finance	7
Health Care and Pharmaceuticals	8
Telecommunications	9
E-commerce Platforms (e.g. Amazon, Shopify, Facebook Marketplace and eBay)	10
Social Media Platforms (e.g. Facebook, Twitter, and Instagram)	11
Manufacturing	12
Retail Gas (e.g. gas stations)	13
Real Estate and Rental and Leasing	14
Retail Trade (e.g. grocery stores, department stores and automobile dealers)	15
Transportation (e.g. air and rail transportation, and municipal transit systems)	16
Utilities (e.g. electric power generation and natural gas distribution)	17
Other (please specify)	88

Section 6: Demographics

The last few questions are strictly for statistical purposes. All of your answers are completely anonymous.

62. Which of the following best describes your current employment status?

Working full-time, that is, 30 or more hours per week	1
Working part-time, that is, less than 30 hours per week	2
Self-employed	3
Unemployed, but looking for work	4
A student attending school full-time	5
A student attending school part-time	6
Retired	7
Not in the workforce (full-time homemaker, unemployed, not looking for work)	8
Prefer not to answer	9



63. [IF WORKING FULL-TIME OR SELF-EMPLOYED] Which of the following best describes the industry or sector you work in? If you are active in more than one sector, please identify the main sector.

Construction	1
Manufacturing	2
Retail	3
Agriculture, forestry or fisheries	4
Mining, oil and gas extraction	5
Finance, insurance or real estate	6
High tech	7
Sales	8
Telecommunications	9
Utilities	10
Engineering	11
Waste management	12
Healthcare and social assistance	13
Transportation	14
Wholesale trade	15
Hospitality, accommodation and food services	16
Non-profit/not-for-profit organizations	17
Remediation/Other services	18
Arts, entertainment, and recreation	19
Professional, scientific and technical services	20
Education	21
Emergency services/public safety/security	22
Legal/Law	23
Other (please specify)	88
Prefer not to answer	99

64. How would you describe the area in which you live?

Urban	1
Suburban	2
Rural	3
Prefer not to answer	9

65. What is the language you speak most often at home?

English	1
French	2
Other (SPECIFY)	3
Prefer not to answer	9



66. Were you born in Canada?		
Yes		1
No		2
Prefer not to answer		9
67. [IF NOT BORN IN CANADA] Have you immigrated to Canada within the last 5 years?		
Yes		1
No		2
Prefer not to answer		9
68. [IF BORN IN CANADA OR PREFER NOT TO ANSWER] Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)?		
Yes		1
No		2
Prefer not to answer		9
69. Which of the following categories best describes your total household income for 2019? That is, the total income of all persons in your household combined, before taxes?		
Under \$20,000		1
\$20,000 to \$39,999		2
\$40,000 to \$59,999		3
\$60,000 to \$79,999		4
\$80,000 to \$99,999		5
\$100,000 to \$149,999		6
\$150,000 to \$199,999		7
\$200,000 or more		8
Prefer not to answer		9

This concludes the survey. On behalf of the Competition Bureau, thank you for your valuable input.

In the coming months, the results of this survey will be available on the [Library and Archives Canada website](#).



BUSINESS SURVEY QUESTIONNAIRE

Email Invitation

LA VERSION FRANÇAISE SUIT.

Welcome and thank you for your participation in this study. Earncliffe Strategy Group, in collaboration with Leger Marketing, has been hired to administer an online survey on behalf of the Government of Canada on marketplace issues that affect businesses.

Protecting the health and economic well-being of Canadians during the COVID-19 pandemic is a priority for the Government of Canada. At the same time, all departments and agencies of the Government of Canada continue to operate in order to serve Canadians and keep delivering on their mandates. The results to surveys like this help the Government of Canada continue and improve its work.

This online survey will take about 15 minutes to complete. Your participation in the study is voluntary. All your answers will remain anonymous. They will be combined with responses from all other respondents to ensure no particular individual can be identified in any reporting for this research. As a token of our appreciation for your participation, you will receive [insert reward]. If you have any questions about this survey, please email ic.publicopinionresearch-recherchesurlopinionpublique.ic@canada.ca.

To begin, click on the link below.

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Landing Page

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Your responses to this survey will be kept entirely anonymous and any information you provide will be administered in accordance with the *Privacy Act* and other applicable privacy laws. Do you wish to continue?

Yes

No [TERMINATE]

Section 1: Screening

1. Please indicate whether you are involved in your company's or organization's decision making in the following areas? [SELECT ALL]

Pricing	1
Marketing	2
Packaging	3
Labelling	4
Ensuring the company satisfies legal and regulatory requirements	5
No, none of the above [THANK & TERMINATE]	6
Prefer not to answer [THANK & TERMINATE]	9

2. Which of the following best describes the organization you work for?

For-profit	1
Not-for-profit/Non-profit	2
Prefer not to answer	9

3. Approximately, how many full-time staff (FTE) does your company or organization currently employ in total? [RECORD ACTUAL NUMBER. ALSO, CODE INTO FOLLOWING CATEGORIES]

0-4	1
5-99	2
100-499	3
500+	4
Prefer not to answer [THANK & TERMINATE]	9

4. Do you work for a company or organization that operates in at least two countries other than Canada?

Yes	1
No	2
Prefer not to answer	9

ALL BUSINESS RESPONDENTS MUST BE INVOLVED IN DECISION-MAKING
TO QUALIFY AS SMB: MUST BE <500 EMPLOYEES



TO QUALIFY AS MULTINATIONAL MUST OPERATE IN AT LEAST 2 OTHER COUNTRIES & BE A DECISION-MAKER

5. Which of the following provinces or territories do you work in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to say [THANK & TERMINATE]	99

Section 2: Awareness & Perceptions

6. Can you name the organization responsible for enforcing federal competition laws and labelling laws (except as it relates to food products)?

[OPEN-END.]

Please indicate how aware you are of the following activities. Please use a scale from 1 to 5 where 1 means "Not at all aware" and 5 means "Very aware." [RANDOMIZE]

7. Price-fixing, bid-rigging, collusion
8. Misleading advertising and deceptive marketing practices
9. Mass-marketing fraud
10. Abuse of dominance (monopolization)
11. Consumer packaging and textile labelling, and marking of precious metals
12. Mergers and acquisitions

Not at all aware	1
2	2
3	3
4	4
Very aware	5
Don't know	8
Prefer not to answer	9



13. Canada has laws to protect consumers and businesses against activities that could significantly hinder innovation and competition, reduce choice of products or services, or raise prices. How important is it to your organization that these laws are in place? Please use a scale from 1 to 5 where 1 means “Not at all important” and 5 means “Very important.”

- Not at all important 1
- 2 2
- 3 3
- 4 4
- Very important 5
- Don't know 8
- Prefer not to answer 9

Please indicate how familiar you are with each of the following laws. Please use a scale from 1 to 5 where 1 means “Not at all familiar” and 5 means “Very familiar”. [RANDOMIZE]

- 14. A federal law called the *Competition Act* that governs most business conduct in Canada with the purpose of maintaining and encouraging competition and ensuring that businesses have a fair opportunity to participate in the Canadian economy
- 15. A federal law called the *Consumer Packaging and Labelling Act* that requires that prepackaged consumer products (excluding food) have accurate and meaningful labelling information
- 16. A federal law called the *Textile Labelling Act* that requires that textile articles, such as clothing, have accurate and meaningful labelling information
- 17. A federal law called the *Precious Metals Marking Act* that covers the requirements for the marking of precious metals such as gold and silver

- Not at all familiar 1
- 2 2
- 3 3
- 4 4
- Very familiar 5
- Don't know 8
- Prefer not to answer 9

For the same list of laws, please indicate whether this law is directly relevant to your company or organization, may be relevant to your company but not directly, or is not relevant to your company. [SAME ORDER AS ABOVE]

- 18. A federal law called the *Competition Act* that governs most business conduct in Canada with the purpose of maintaining and encouraging competition and ensuring that businesses have a fair opportunity to participate in the Canadian economy



19. A federal law called the *Consumer Packaging and Labelling Act* that requires that prepackaged consumer products have accurate and meaningful labelling information
20. A federal law called the *Textile Labelling Act* that requires that textile articles, such as clothing, have accurate and meaningful labelling information
21. A federal law called the *Precious Metals Marking Act* that covers the requirements for the marking of precious metals such as gold and silver

Directly relevant	1
May be relevant, but not directly	2
Not relevant	3
Don't know	8
Prefer not to answer	9

22. If you need general information about competition law or compliance with any of these Acts, who or what would you consult? [RANDOMIZE. SELECT ALL THAT APPLY.]

The Competition Bureau	1
A lawyer/Legal counsel	2
Innovation, Science, and Economic Development Canada	3
The Canadian Anti-Fraud Centre	4
A Government of Canada website	5
Family/Friends	6
Police (e.g., RCMP)	7
Internet search	8
Other (SPECIFY)	9
Don't know	88
Prefer not to answer	99

Section 3: Basic Awareness & Impressions of the Competition Bureau

23. How familiar are you with the Competition Bureau? Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar."

Not at all familiar	1
2	2
3	3
4	4
Very familiar	5
Don't know	8
Prefer not to answer	9



The Competition Bureau is an independent federal law enforcement agency that investigates anti-competitive activities, protects consumers and promotes competitive markets. It is responsible for the administration and enforcement of the *Competition Act*, the *Textile and Labelling Act*, the *Consumer Packaging and Labelling Act* (except as it relates to food), and the *Precious Metals Marking Act*.

24. Which statement better reflects your knowledge of the Competition Bureau before completing this survey?

- | | |
|--|---|
| This was already my understanding of the Competition Bureau | 1 |
| This adds to what I already know about the Competition Bureau | 2 |
| I did not know about the Competition Bureau before doing this survey | 3 |
| Don't know | 8 |
| Prefer not to answer | 9 |

25. Over the past year, how clearly do you recall seeing or hearing anything about the Competition Bureau?

- | | |
|--|---|
| Clearly recall seeing or hearing something | 3 |
| Vaguely recall seeing or hearing something | 2 |
| Do not recall seeing or hearing anything | 1 |
| Don't know | 8 |
| Prefer not to answer | 9 |

Section 4: Awareness of Work of the Competition Bureau

Below is a list of cases, activities and publications by the Competition Bureau. For each of the following, please indicate how clearly you recall seeing or hearing about it. [RANDOMIZE]

26. The bread price-fixing investigation, where Canada's largest suppliers (Weston Bakeries and Canada Bread) and some of Canada's largest retailers of fresh commercial bread, Loblaw Companies Limited, Sobeys, Metro, Walmart and Giant Tiger are alleged to have manipulated the price of bread
27. The settlement of the Competition Bureau's lawsuit against Ticketmaster for allegedly misleading pricing claims in online ticket sales
28. Facebook to pay a \$9 million penalty to settle Competition Bureau concerns about misleading privacy claims on Facebook and messenger
29. The Competition Bureau's settlement with Moose Knuckles, a premium outerwear brand, regarding concerns over the company's advertising and labelling of certain parkas that were promoted as "Made in Canada"
30. The Competition Bureau's news release warning businesses against making deceptive marketing claims about COVID-19 prevention, treatment or cure
31. The Competition Bureau's news release about letters advising companies and marketing agencies involved in influencer marketing to be transparent when advertising on social media

32. The Competition Bureau's case against the Toronto Real Estate Board (TREB) that forced TREB to remove restrictions on its members' access and use of real-estate data
33. The Competition Bureau's actions to stop unsubstantiated weight loss claims
34. The Competition Bureau's review of the merger between agribusiness firms Bayer AG and Monsanto Company
35. The Competition Bureau's Facebook post warning sellers of non-surgical masks against making false or misleading claims about COVID-19 prevention, and with information on the labelling requirements for cloth masks
36. The Competition Bureau statement on Competitor Collaborations during the COVID-19 pandemic
37. The annual Fraud Prevention Month campaign
38. The Competition Bureau's submission to the Canadian Radio-Television and Telecommunications Commission (CRTC) on mobile wireless services
39. The Competition Bureau's advocacy materials to regulators about regulations in the taxi industry, food truck regulations, and competition in the eyewear industry
40. The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy
41. The Competition Bureau's market studies, such as the broadband (high-speed) internet services market study or the FinTech market study on innovation in the financial services sector
42. The Competition Bureau's publication called the *Deceptive Marketing Practices Digest*
43. The Competition Bureau's publication called the *Little Black Book of Scams*
44. The Competition Bureau's Business alerts on scams such as the fake CEO scam, fake intellectual property rights solicitations and fake product recalls
45. The Bureau Corporate Compliance Programs Bulletin and/or compliance-related presentations
46. The Competition Bureau's enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines, and guidelines on "Product of Canada" and "Made in Canada" Claims
47. The Competition Bureau's Immunity and Leniency Programs

Clearly recall seeing or hearing something	3
Vaguely recall seeing or hearing something	2
Do not recall seeing or hearing anything	1
Don't know	8
Prefer not to answer	9



48. Below is a list of Competition Bureau activities and publications. Please indicate the ones, if any, that are of interest to you. [SELECT ALL. ADD "All of them" AND "None of them".]

None of them	0
Updates on the Bureau's major enforcement cases	1
The annual Fraud Prevention Month campaign	2
The <i>Little Black Book of Scams</i> – a publication with tips to help consumers and businesses recognize and report scams in Canada	3
The Competition Bureau's competition promotion work with regulators and policymakers, including market studies, regulatory interventions and other related publications	4
The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy	5
The Competition Bureau's publication called the <i>Deceptive Marketing Practices Digest</i> – a publication that offers advice and presents the Bureau's perspective on advertising and marketing practices	6
The Competition Bureau's Business alerts – alerts with information for businesses about deceptive marketing practices, misleading advertising and scams	7
The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials, such as presentations, videos and fact sheets	8
The Competition Bureau's enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines, and guidelines on "Product of Canada" and "Made in Canada" Claims	9
The Competition Bureau's Immunity and Leniency Programs	10
All of them	77
Don't know	88
Prefer not to answer	99

49. Using the list below, please indicate the ones, if any that have had an impact on your behaviour or work. [SAME ORDER AS ABOVE. SELECT ALL. ADD "All of them" AND "None of them".]

None of them	0
Updates on the Bureau's major enforcement cases	1
The annual Fraud Prevention Month campaign	2
The <i>Little Black Book of Scams</i>	3
The Competition Bureau's competition promotion work with regulators and policymakers, such as market studies and regulatory interventions	4
The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy	5
The Competition Bureau's publication called the <i>Deceptive Marketing Practices Digest</i>	6
The Competition Bureau's Business alerts	7



The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials	8
The Competition Bureau's enforcement guidance documents	9
The Competition Bureau's Immunity and Leniency Programs	10
All of them	77
Don't know	88
Prefer not to answer	99

[IF AT LEAST ONE ITEM SELECTED] You indicated that each of the following have had an impact on your behaviour or work. For each, please indicate what type of impact it had using the drop-down menu provided. [PIPE IN ONLY EACH ITEM SELECTED. USE DROP-DOWN MENU FOR RESPONSE.]

50. Updates on the Bureau's major enforcement cases
51. The annual Fraud Prevention Month campaign
52. The *Little Black Book of Scams*
53. The Competition Bureau's competition promotion work with regulators and policymakers, such as market studies and regulatory interventions
54. The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy
55. The Competition Bureau's publication called the *Deceptive Marketing Practices Digest*
56. The Competition Bureau's Business alerts
57. The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials
58. The Competition Bureau's enforcement guidance documents
59. The Competition Bureau's Immunity and Leniency Programs

I implemented a Compliance Program or have enhanced my current program.	1
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	2
I didn't do anything, but I have more knowledge on anti-competitive activity.	3
I contacted the Canadian Anti-Fraud Centre.	4
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	5
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	6
I filed a complaint with the RCMP or local police.	7
I filed a complaint with another agency.	8
I applied to the Immunity and Leniency Program.	9
Don't know	88
Prefer not to answer	99

60. Are there any other activities or publications by the Competition Bureau that have affected the way your company makes decisions?



Yes [SPECIFY]	1
No	2
Don't know	8
Prefer not to answer	9

61. [IF YES] In that case, how did the Competition Bureau impact your behaviour?

I implemented a Compliance Program or have enhanced my current program.	1
My company changed its business conduct to be compliant with Canada's competition and labelling laws.	2
I didn't do anything, but I have more knowledge on anti-competitive activity.	3
I contacted the Canadian Anti-Fraud Centre.	4
I called the Federal Contracting Fraud Tip Line (a joint initiative of the Competition Bureau, Public Services and Procurement Canada and the RCMP).	5
I filed a complaint with the Competition Bureau on suspected anti-competitive activity.	6
I filed a complaint with the RCMP or local police.	7
I filed a complaint with another agency.	8
I applied to the Immunity and Leniency Program.	9
Don't know	88
Prefer not to answer	99

In your opinion, how is the Competition Bureau doing at each of the following? [RANDOMIZE]

- 62. Enforcing the laws against anti-competitive behaviour
- 63. Ensuring Canadian businesses can thrive and innovate in the digital marketplace
- 64. Addressing the competition issues associated with the digital transformations taking place in the marketplace
- 65. Providing Canadian businesses with Business alerts containing useful information on deceptive marketing practices, misleading advertising and scams
- 66. Helping Canadian businesses understand how to be compliant with Canada's competition and labelling laws
- 67. Educating Canadians on how to recognize anti-competitive behaviours, such as price-fixing and misleading advertising and deceptive marketing practices
- 68. Educating Canadians on how to report suspected anti-competitive activities to the Competition Bureau

Very poorly	1
Poorly	2
Neither well nor poorly	3
Well	4
Very well	5
Don't know	8
Prefer not to answer	9



69. Have you ever contacted the Competition Bureau?

Yes, in the past 12 months	1
Yes, but not in the past 12 months	2
No	3
Don't know	8
Prefer not to answer	9

70. [IF CONTACTED] How did you contact the Competition Bureau? [ACCEPT ALL]

I called their Information Centre.	1
I sent them an online complaint.	2
My lawyer contacted the Competition Bureau for me.	3
I called the Federal Contracting Fraud Tip Line.	4
Immunity and Leniency applicant	5
Through social media (Facebook, Twitter, Reddit or LinkedIn)	6
Other [SPECIFY]	7
Don't know	8
Prefer not to answer	9

71. [IF CONTACTED] Why did you contact the Competition Bureau? [ACCEPT ALL]

For information on merger guidelines	1
For information on how to comply with labelling laws	2
For information on how to comply with the <i>Competition Act</i>	3
For information on CA Identification Numbers ⁶	4
For information on or to report a scam or other deceptive marketing practice	5
To file a complaint	6
To request a written opinion	7
To submit a merger notification	8
For information on their Immunity and Leniency Programs	9
To request a compliance presentation	10
For information on an investigation	11
Other [SPECIFY]	77
Don't know	88
Prefer not to answer	99

⁶The CA Identification Number is an identification number that is registered for the exclusive use of a Canadian dealer on the label of a consumer textile article in place of a name and postal address.



72. [IF CONTACTED] Overall, how satisfied have you been with the contact that you have had with the Competition Bureau?

Very dissatisfied	1
Somewhat dissatisfied	2
Neither satisfied nor dissatisfied	3
Somewhat satisfied	4
Very satisfied	5
Don't know	8
Prefer not to answer	9

73. [IF SOMEWHAT DISSATISFIED OR VERY DISSATISFIED] Why were you dissatisfied? [OPEN-END]

Don't know	88
Prefer not to answer	99

To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

- 74. I had heard of activities the Competition Bureau does, but I was not aware they were involved.
- 75. I am interested in hearing, reading or seeing more from the Competition Bureau.
- 76. I believe the Competition Bureau's enforcement and labelling law guidelines are clear and easy to understand.
- 77. I believe the Competition Bureau's work is beneficial to the economy.
- 78. I would trust information provided by the Competition Bureau.
- 79. I am confident the company I work for is compliant with competition and labelling laws.
- 80. I know how to find out whether the company I work for is compliant with competition and labelling laws.
- 81. I am aware of the requirements needed to submit a Merger Notification to the Competition Bureau.

Strongly disagree	1
Somewhat disagree	2
Neither	3
Somewhat agree	4
Strongly agree	5
Don't know	8
Prefer not to answer	9



82. What additional information, if any, would you like to receive from the Competition Bureau?
Please be as specific as possible. [OPEN-END]

Nothing/Want no additional information	1
Don't know	88
Prefer not to answer	99

83. What method of communication would you prefer if you were to receive information about and from the Competition Bureau? [SELECT ALL]

I am not interested in receiving any information	0
Email	1
Regular mail	2
Telephone	3
In-person	4
Competition Bureau website	5
Social media (Facebook, Twitter, Reddit or LinkedIn)	6
News media	7
Other [SPECIFY]	8
Don't know	88
Prefer not to answer	99

Section 5: Sectors of the Canadian Economy that Matter to You

The Competition Bureau is an independent federal law enforcement agency that ensures Canadian businesses and consumers prosper in a competitive and innovative marketplace. It investigates anti-competitive activities, protects consumers and promotes competitive markets.

84. Now that you know more about the Competition Bureau, in which sectors of the economy should the Bureau focus its work? [SELECT UP TO THREE.]

Accommodation and Food Services (e.g. hotels and restaurants)	1
Waste Management Services (Waste collection and treatment)	2
Agriculture, Forestry, Fishing and Hunting	3
Arts, Entertainment and Recreation	4
Construction	5
Educational Services	6
Banking and Finance	7
Health Care and Pharmaceuticals	8
Telecommunications	9
E-commerce Platforms (e.g. Amazon, Shopify, Facebook Marketplace and eBay)	10
Social Media Platforms (e.g. Facebook, Twitter, and Instagram)	11
Manufacturing	12
Retail Gas (e.g. gas stations)	13
Real Estate and Rental and Leasing	14



Retail Trade (e.g. grocery stores, department stores and automobile dealers)	15
Transportation (e.g. air and rail transportation, and municipal transit systems)	16
Utilities (e.g. electric power generation and natural gas distribution)	17
Other (please specify)	88

Section 6: Demographics

The last few questions are strictly for statistical purposes. All of your answers are completely anonymous.

85. In which of the following provinces or territories does your organization have operations?

[SELECT ALL]

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to say	99

86. Which of the following best describes the industry or sector you work in? If you are active in more than one sector, please identify the main sector.

Construction	1
Manufacturing	2
Agriculture, forestry or fisheries	4
Mining, oil and gas extraction	5
Finance and insurance	6
Real Estate, Leasing, and Renting	8
Telecommunications	9
Other information and cultural industries	10
Utilities	11
Engineering	12
Legal/law	13
High tech	14
Other professional, scientific and technical services	15
Management of companies and enterprises	16



Waste management	17
Pharmaceutical manufacturing and distribution	18
Healthcare and social assistance	19
Transportation	20
Wholesale trade	21
Retail trade	22
Hospitality, accommodation and food services	23
Non-profit/not-for-profit organizations	24
Administrative and support, waste management and remediation services	25
Arts, entertainment, and recreation	26
Educational services	27
Other services	29
Public Administration	30
Other (please specify)	88
Prefer not to answer	99

87. From the list of descriptors below, please indicate the ones that apply to your company.
[SELECT ALL. ADD “All of them” AND “None of them”.]

An established business looking to enter new markets	1
An established business looking to innovate	2
A woman-led business	3
A business led by a newcomer/ immigrant	4
A start up	5
A STEM (science, technology, engineering or math) company	6
An aspiring scale-up	7
An Indigenous led business	8
All of them	77
None of them	88
Don't know	98
Prefer not to answer	99

88. Please indicate your gender.

Male gender	1
Female gender	2
Gender diverse	3
Prefer not to answer	9

This concludes the survey. On behalf of the Competition Bureau, thank you for your valuable input.

In the coming months, the results of this survey will be available on the [Library and Archives Canada website](#).



POLICY/REGULATOR SURVEY QUESTIONNAIRE

Email Invitation

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If you have any questions about the survey, please email ic.publicopinionresearch-recherchesurlopinionpublique.ic@canada.ca or if you encounter any difficulties, please email research@earncliffe.ca.

To begin, click on the link below.

[URL]

Landing Page

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Your responses to this survey will be kept entirely anonymous and any information you provide will be administered in accordance with the *Privacy Act* and other applicable privacy laws. Do you wish to continue?

Yes

No [TERMINATE]

Section 1: Screening

1. Which of the following provinces or territories do you work in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to say [THANK & TERMINATE]	99

2. Which of the following best describes the level of government you work in?

Federal	1
Provincial or Territorial	2
Municipal	3
Prefer not to answer [THANK & TERMINATE]	9



3. Do you work in policy⁷ (e.g. policy development/implementation) or regulation⁸ (e.g. regulation development/implementation and enforcement)?

Policy	1
Regulation	2
Both policy and regulation	3
Don't Know [THANK & TERMINATE]	9

4. What area of policy or regulation do you work in? Please select all options that apply.

Health and Public Safety	1
Education and Community Development	2
Food and Agriculture	3
Global/International Affairs	4
Infrastructure & Urban Development	5
Transportation	6
Oil, Gas, and Natural Resources	7
Telecommunications	8
Finance and Banking	9
Environment and Climate Change	10
Cabinet Affairs/Parliamentary Affairs	11
Procurement and Government Services	12
Military/National Defence	13
Employment and Social Development	14
Law Enforcement	15
Law and Legislative Affairs	16
Science and Innovation	17
Travel and Tourism	18
Economics	19
Other (SPECIFY)	20

⁷ Policy refers to a set of principles or guidelines designed to guide the actions and decisions of an institution or organization.

⁸ Regulation refers to rules and procedures used to enforce laws or mandate particular behaviours.



Section 2: Awareness & Perceptions of Laws

5. Can you name the organization responsible for enforcing federal competition and labelling laws (except as it relates to food or health-related products)?

[OPEN-END.]

Below is a list of activities that are subject to Canadian laws. Please indicate how aware you are of each activity. Please use a scale from 1 to 5 where 1 means “Not at all aware” and 5 means “Very aware.” [RANDOMIZE]

6. Consumer packaging and textile labelling, and marking of precious metals
7. Price-fixing, bid-rigging, collusion
8. Misleading advertising and deceptive marketing practices
9. Abuse of dominance (monopolization)
10. Mergers and acquisitions

Not at all aware	1
2	2
3	3
4	4
Very aware	5
Don't know	8
Prefer not to answer	9

11. How important is it that Canada has a federal organization or agency that enforces competition and labelling laws, advocates for competition in the Canadian economy, and supports government agencies in promoting a fair and innovative economy? Please use a scale from 1 to 5 where 1 means “Not at all important” and 5 means “Very important.”

Not at all important	1
2	2
3	3
4	4
Very important	5
Don't know	8
Prefer not to answer	9

Please indicate how familiar you are with each of the following laws. [RANDOMIZE] Please use a scale from 1 to 5 where 1 means “Not at all familiar” and 5 means “Very familiar.”



12. A federal law called the **Competition Act** that governs most business conduct with the purpose of maintaining and encouraging competition in Canada; promoting the efficiency and adaptability of the Canadian economy; and ensuring that businesses have a fair opportunity to participate in the Canadian economy
13. A federal law called the **Consumer Packaging and Labelling Act** that requires that prepackaged consumer products (excluding food) have accurate and meaningful labelling information
14. A federal law called the **Textile Labelling Act** that requires that textile articles, such as clothing, have accurate and meaningful labelling information
15. A federal law called the **Precious Metals Marking Act** that covers the requirements for the marking of precious metals such as gold and silver

Not at all familiar	1
2	2
3	3
4	4
Very familiar	5
Don't know	8
Prefer not to answer	9

16. Do you consider competition issues and principles when developing policy or regulation?

Yes, often	1
Yes, but not often	2
No	3
Don't know	8

Do you refer to any of the following laws to inform policy development or regulation development and enforcement within your organization?

17. A federal law called the **Competition Act** that governs most business conduct with the purpose of maintaining and encouraging competition in Canada; promoting the efficacy and adaptability of the Canadian economy; and ensuring that businesses have a fair opportunity to participate in the Canadian economy
18. A federal law called the **Consumer Packaging and Labelling Act** that requires that prepackaged consumer products (excluding food) have accurate and meaningful labelling information
19. A federal law called the **Textile Labelling Act** that requires that textile articles, such as clothing, have accurate and meaningful labelling information



20. A federal law called the **Precious Metals Marking Act** that covers the requirements for the marking of precious metals such as gold and silver

Yes, often	1
Yes, but not often	2
No	3
Don't know	8

21. If you need general information about competition laws or labelling laws, who or what do you consult? [RANDOMIZE. SELECT ALL THAT APPLY.]

The Competition Bureau	1
The Department of Justice Canada or the justice department within my province	2
Innovation, Science, and Economic Development Canada (Government of Canada)	3
A Government of Canada website	4
The Internet	5
Other (SPECIFY)	6
Don't know	88
Prefer not to answer	99

Section 3: Basic Awareness & Impressions of the Competition Bureau

22. How familiar are you with the Competition Bureau? Please use a scale from 1 to 5 where 1 means "Not at all familiar" and 5 means "Very familiar."

Not at all familiar	1
2	2
3	3
4	4
Very familiar	5
Don't know	8
Prefer not to answer	9

The Competition Bureau is an independent federal law enforcement agency that investigates anti-competitive activities, protects consumers and promotes competitive markets. It is responsible for the administration and enforcement of the *Competition Act*, the *Consumer Packaging and Labelling Act* (except as it relates to food), the *Textile Labelling Act* and the *Precious Metals Marking Act*.



23. Which statement best reflects your knowledge of the Competition Bureau before completing this survey?

This was already my understanding of the Competition Bureau	1
This adds to what I already know about the Competition Bureau	2
I did not know about the Competition Bureau before doing this survey	3
Don't know	8
Prefer not to answer	9

24. Over the past year, how clearly do you recall seeing or hearing anything about the Competition Bureau?

Clearly recall seeing or hearing something	3
Vaguely recall seeing or hearing something	2
Do not recall seeing or hearing anything	1
Don't know	8
Prefer not to answer	9

Section 4: Awareness of Work of the Competition Bureau

For each of the following, please indicate how clearly you recall seeing or hearing about it.
[RANDOMIZE]

25. The bread price-fixing investigation, where Canada's largest suppliers (Weston Bakeries and Canada Bread) and some of Canada's largest retailers of fresh commercial bread, Loblaw Companies Limited, Sobeys, Metro, Walmart and Giant Tiger are alleged to have manipulated the price of bread
26. Settlement of the Competition Bureau's investigations into the engineering firms Dessau and Genivar (now WSP Canada) for their role in bid-rigging on municipal infrastructure contracts in Quebec
27. The Competition Bureau's concluded investigation into allegations of abuse of dominance by certain brand name drug manufacturers including Celgene Inc., Pfizer Canada Inc. and Sanofi-Aventis Canada Inc.
28. The settlement of the Competition Bureau's lawsuit against Ticketmaster for allegedly misleading pricing claims in online ticket sales
29. The settlement of the Competition Bureau's lawsuit against Hudson's Bay Company (HBC) to resolve the proceeding related to advertising and pricing practices related for sleep sets in Canada
30. Facebook to pay a \$9 million penalty to settle Competition Bureau concerns about misleading privacy claims on Facebook and messenger
31. The Competition Bureau's case against the Toronto Real Estate Board (TREB) that forced TREB to remove restrictions on its members' access and use of real estate data
32. The Competition Bureau's news release warning businesses against making deceptive marketing claims about COVID-19 prevention, treatment or cure



33. The Competition Bureau's news release about letters advising companies and marketing agencies involved in influencer marketing to be transparent when advertising on social media
34. The Competition Bureau's review of the merger between agribusiness firms Bayer AG and Monsanto Company
35. The Competition Bureau's Facebook post warning sellers of non-surgical masks against making false or misleading claims about COVID-19 prevention, and with information on the labelling requirements for cloth masks
36. The Competition Bureau statement on Competitor Collaborations during the COVID-19 pandemic
37. The annual Fraud Prevention Month campaign, including the *Little Black Book of Scams*
38. The Competition Bureau's competition advocacy materials, such the white paper on taxi regulations, or *The Competition Advocate* publication on mobile food regulations
39. The Competition Bureau's market studies, such as the broadband (high-speed) internet services market study or the FinTech market study on innovation in the financial services sector
40. The Competition Bureau's submissions and regulatory interventions, such as those made to the Canadian Radio-Television and Telecommunications Commission (CRTC) on device financing plans, low cost data plans and on aggressive retail sales practices by telecommunications carriers
41. The Competition Assessment Toolkit for regulators and policymakers, a step-by-step guide on how to assess the competitive impact of regulations and identify pro-competitive alternatives
42. The Competition Bureau's call-out to market participants for information on potentially anti-competitive conduct in the digital economy
43. The Competition Bureau Corporate Compliance Program Bulletin and/or compliance-related presentations
44. The Competition Bureau's enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines and guidelines on "Product of Canada" and "Made in Canada" Claims
45. The Competition Bureau's Immunity and Leniency Programs

Clearly recall seeing or hearing something	3
Vaguely recall seeing or hearing something	2
Do not recall seeing or hearing anything	1
Don't know	8
Prefer not to answer	9



46. Below is a list of Competition Bureau activities and publications. Please indicate the ones, if any, that are of interest to you. [SELECT ALL. ADD “All of them” AND “None of them”.]

Updates on the Competition Bureau’s major enforcement cases	1
The annual Fraud Prevention Month campaign	2
<i>The Little Black Book of Scams</i> – a publication with tips to help consumers and businesses recognize and report scams in Canada	3
The Competition Bureau’s <i>Deceptive Marketing Practices Digest</i> publication – a publication that offers advice and presents the Bureau’s perspective on advertising and marketing practices	4
The Competition Bureau’s competition advocacy materials, such as the white paper on taxi regulations, or <i>The Competition Advocate</i> publication on mobile food regulations	5
The Competition Bureau’s market studies (studies that assess a sector from a competition perspective)	6
Advice on competition-related issues	7
The Competition Bureau’s competition promotion work with regulators and policymakers, including submissions and regulatory interventions, such as those made to the Canadian Radio-Television and Telecommunications Commission (CRTC) on device financial plans, low-cost data plans and aggressive retail sales practices by telecommunications carriers	8
The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials, such as presentations, compliance videos and fact sheets	9
The Competition Assessment Toolkit for regulators and policymakers, a step-by-step guide on how to assess the competitive impact of regulations and identify pro-competitive alternatives	10
The Competition Bureau’s enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines, and guidelines on “Product of Canada” and “Made in Canada” claims	11
All of them	77
Don’t know	88
Prefer not to answer	99

47. Please indicate the activities and publications, if any, that have influenced your work, creating a change in your decision-making, policy development or regulation implementation or enforcement. [SELECT ALL. ADD “All of them” AND “None of them”.]

Updates on the Competition Bureau’s major enforcement cases	1
The annual Fraud Prevention Month campaign	2
<i>The Little Black Book of Scams</i>	3
The Competition Bureau’s <i>Deceptive Marketing Practices Digest</i> publication	4
The Competition Bureau’s competition advocacy materials, such as the white paper on taxi regulations, or <i>The Competition Advocate</i> publication on mobile food regulations	5
Competition Bureau market studies (studies that assess a sector from a competition perspective)	6



Advice on competition-related issues from the Competition Bureau	7
The Competition Bureau’s submissions and regulatory interventions, such as those made to the Canadian Radio-Television and Telecommunications Commission (CRTC) on low-cost data plans and on aggressive retail sales practices by telecommunications carriers	8
The Competition Bureau Corporate Compliance Programs Bulletin and/or compliance materials, such as presentations, the compliance video and fact sheets	9
The Competition Assessment Toolkit for regulators and policymakers, a step-by-step guide on how to assess the competitive impact of regulations and identify pro-competitive alternatives	10
The Competition Bureau’s enforcement guidance documents, such as the Intellectual Property Enforcement Guidelines, Abuse of Dominance Guidelines, Merger Enforcement Guidelines, Competitor Collaboration Guidelines and, guidelines on “Product of Canada” and “Made in Canada”	
Claims	11
All of them	77
Don’t know	88
Prefer not to answer	99

48. Please specify how an activity, publication, or outcome from the Competition Bureau has affected your decision-making or work.

I requested a compliance presentation from the Competition Bureau	1
I notified the Competition Bureau of suspected anti-competitive activity in a sector/industry	2
I reported a scam or fraudulent activity to the Competition Bureau	3
I requested advice or information from the Competition Bureau on competition and/or labelling laws and issues	4
I considered the Bureau’s work when making decisions regarding a policy or regulation	5
Other [SPECIFY]	6
Don’t Know	88
Prefer not to answer	99

49. Have you ever contacted the Competition Bureau?

Yes, in the past 12 months	1
Yes, but not in the past 12 months	2
No	3
Don’t know	8
Prefer not to answer	9



50. [IF CONTACTED] How did you contact the Competition Bureau? [ACCEPT ALL]

I contacted their Information Centre	1
I sent an email to a Competition Bureau employee/ representative	2
I contacted the Merger Intelligence and Notification Unit	3
Through the Department of Justice Canada or the justice/legislative department in my province	4
I contacted Innovation, Science and Economic Development Canada (Government of Canada)	5
I called the Federal Contracting Fraud Tip Line	6
Through social media	7
Other [SPECIFY]	77
Don't know	88
Prefer not to answer	99

51. [IF CONTACTED] Why did you contact the Competition Bureau? [ACCEPT ALL]

For information on their enforcement guidelines	1
For information on competition and/or labelling laws	2
For information on or to report a scam or other deceptive marketing practice	3
For advice on regulations or policies	4
To file a complaint	5
Merger notification	6
To request a compliance presentation	7
For information on an investigation	8
Other [SPECIFY]	77
Don't know	88
Prefer not to answer	99

52. [IF HAVE CONTACTED] Did you find the information or service provided by the Competition Bureau useful or effective?

Yes	1
No	2
Don't know	8
Prefer not to answer	9

53. [IF NO] Why was your interaction not useful or effective? [OPEN-END]

Don't know	88
Prefer not to answer	99



To what extent do you agree or disagree with each of the following statements? [RANDOMIZE]

- 54. I believe competition should be considered when developing policies and regulations.
- 55. I believe competition is important to the Canadian economy.
- 56. I believe competition drives businesses to innovate.
- 57. I believe the Competition Bureau's work is beneficial to the economy.
- 58. I would trust information provided by the Competition Bureau.
- 59. I believe the Competition Bureau has sufficient expertise in my policy or regulatory area.
- 60. I believe the Competition Bureau provides adequate advice to governmental decision-makers on issues related to competition.
- 61. I believe competition plays an important role in strengthening the digital economy.
- 62. My organization conducts work that relates to the digital economy.

Strongly disagree	1
Somewhat disagree	2
Neither	3
Somewhat agree	4
Strongly agree	5
Don't know	8
Prefer not to answer	9

63. What additional information, if any, would you like to receive from the Competition Bureau?
Please be as specific as possible. [OPEN-END]

Nothing/ I do not want additional information	1
Don't know	88
Prefer not to answer	99

64. What is your preferred method of receiving information about and from the Competition Bureau?

Email	1
Telephone	2
In-person	3
Website	4
Social media (e.g., Facebook, Twitter)	5
Other [SPECIFY]	77
Don't know	88
Prefer not to answer	99



Section 5: Demographics

The last question is for statistical purposes. Your answer is completely anonymous.

65. Please indicate your gender.

Male gender	1
Female gender	2
Gender diverse	3
Prefer not to answer	9

This concludes the survey. On behalf of the Competition Bureau, thank you for your valuable input.

In the coming months, the results of this survey will be available on the [Library and Archives Canada website](#).

