



Public Opinion Research Study: Emergency Preparedness Public Awareness Campaign – Focus Testing of Creative Concepts

Final Report

Prepared for Public Safety Canada

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For more information on this report, please contact Public Safety Canada at ps.communications-communications.sp@canada.ca.

Ce rapport est aussi disponible en français

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Political Neutrality Statement

I hereby certify as Senior Officer of Ipsos that the 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.

A handwritten signature in black ink, appearing to read "M. Colledge". The signature is stylized with a large, sweeping loop at the end.

Mike Colledge
President
Ipsos - Public Affairs

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1. Executive Summary

1.1 Research summary

A national emergency preparedness campaign is planned for the first quarter of 2023. The objective of the campaign is to increase awareness levels of potential local risks associated with natural disasters and what Canadians can do to prepare for weather-related emergencies. This report presents findings from qualitative research conducted on three creative concepts developed for the campaign: namely, 'Extreme Weather Watch', 'Canadian Experience', and 'Unexpected'. The objective was to qualitatively evaluate each of the three concepts and to identify which creative concept resonates most with the campaign's target audience.

The concepts were tested in 10 online focus group discussions held between December 1st – 7th, 2022. The research elicited views of Canadians from across the country and in both official languages. The discussions were hosted virtually, and each discussion lasted approximately 90 minutes. An incentive of \$125 was offered for participation in the study.

The findings presented in this report are qualitative in nature meaning that their value is in understanding the factors and interplay between factors behind attitudes and reactions to the concepts. The findings should not be extrapolated as representative of the wider population.

The research findings were used by Public Safety Canada to optimize the impact of its marketing initiatives. The contract value was of \$77,359.80 (including HST).

1.2 Summary of Key Findings

Participants were generally open to a government TV campaign to remind Canadians to be prepared for extreme weather events. The preference was for a campaign utilising a straightforward approach which can be better achieved with being more explicit about why it is important for an emergency kit to be built, what items need to be included in a kit, how much it costs and how often it needs to be replaced, and to include a QR code with the URL at the end.

Of the three concepts tested, 'Extreme Weather Watch' performed the strongest as it achieved the balance of creating a sense of urgency, without causing panic, and more importantly empowering viewers. This concept received the most votes in terms of being most engaging, most likely to encourage them to consider their personal risk and most likely to encourage visits to getprepared.ca. The research found that the concept can be optimized by cutting straight into the scenes of extreme weather reports, more effective use of sound effects to harness attention and depiction of more types of natural disasters.

The 'Canadian Experience' concept emerged as a close second to 'Extreme Weather Watch'. The funnel approach and the pan-Canada picture presented at the outset was well-received, but overall, it was seen as less effective and not as emotionally engaging because it was more landscape and scene setting focused than people centred. The 'Unexpected' concept was the least effective. It created a 'psychological' suspense which climaxed to what was perceived as weather that is inconvenient at best. Tonally, participants did not appreciate the use of fear and the 3D animation approach was seen as inappropriate given the seriousness of the topic.

The climate change reference was polarizing. Among climate change skeptics, they were turned off by the very mention of the phrase and in a handful of cases they missed the core message of emergency preparedness.

2. Introduction

2.1 Background

In January 2019, Federal, Provincial and Territorial (FPT) Ministers Responsible for Emergency Management approved The Emergency Management Strategy for Canada (EMS). The EMS established five priority areas for action in order to strengthen the resilience of Canadian society by 2030, including two areas to be supported by national advertising campaigns: improving understanding of disaster risks in all sectors of society, and increasing focus on whole-of-society disaster prevention and mitigation activities.

The national campaign will feature the continuation of the successful Emergency Preparedness Awareness campaign launched in March 2021 and allow for a refresh of the brand and its existing assets. As in the past, the campaign will educate Canadians that natural disasters are increasing in frequency and severity in Canada. Disaster losses are likely to continue to increase in the foreseeable future in part due to climate change, the impacts of which are already being felt across Canada, increasing the frequency and intensity of hazards such as floods, wildfires, drought, extreme heat, tropical storms, coastal erosion, and, in Northern Canada, damage to seasonal ice roads and melting permafrost. These hazards pose significant risks to communities, individual health and well-being, the economy, and the natural environment. Thus, the campaign will empower citizens to educate themselves on risks associated with their local areas and to take action to mitigate risks to their property and personal safety.

The campaign will target family decision makers who are most concerned with safety matters, and thereby most likely to take action to seek out further information and take tangible action to mitigate risks. It will also target Indigenous communities similar to the PS's 2020 *Public opinion research study: Emergency Preparedness Awareness Campaign Findings Report* which demonstrated that they are "more concerned than others (20% vs. 12%), but no more likely to have taken steps to prepare" for weather-related emergencies and natural disasters. The secondary target audience is Canadian home/property owners. Messaging will be geo-targeted and regionally focused whenever possible.

Public Safety's marketing team commissioned Public Opinion Research (POR) to qualitatively test three creative concepts developed for the campaign and the results are presented in this report. A pre- and post-campaign survey will be conducted to evaluate the impact of the campaign once launched.

2.2 Research Objectives and Qualitative Methodology

The objective of the qualitative research was to test three creative concepts developed for the campaign – namely, 'Extreme Weather Watch'; 'Canadian Experience'; and 'Unexpected'.

The concepts were tested in 10 online focus group discussions held between December 1st – 7th, 2022. As shown in Table 1 below, the concepts were tested among Canadians from across the country and in both official languages. Recruitment was conducted to include a mix of participants: aged 25 to 55 years old; from large, medium, and small urban centres; and property owners or renters. Those from low-income households and newcomers to Canada were also included in the discussions. When participants were screened, the technological requirements to participate in the discussions were explained to them. They were asked whether they require additional accommodations to take part, and Ipsos strived to accommodate those requests. A copy of the recruitment screener has been appended.

Table 1: Breakdown of focus groups

Group no.	Composition	Language	No. of participants
1	Ontario – All residents of large centres, 4 from GTA, 4 from other cities	English	6
2	Ontario – All residents of small/medium centres, 3 from northern ON, 2 from southwestern ON, 3 from central & eastern ON	English	8
3	Quebec – All residents of large centres, 4 from GMA, 4 from other cities	French	6
4	Quebec – All residents of small/medium centres from a mix of QC regions	French	7
5	British Columbia – Mix of residents from urban/medium/small centres, 4 from lower mainland	English	7
6	Alberta – Mix residents from urban/medium/small centres, 4 from Calgary / Edmonton	English	8
7	Atlantic Canada – All residents of urban centres, mix of cities in NS, NB, NL, and PE.	English	8
8	Atlantic Canada – All residents of small/medium centres, mix of towns in NS, NB, NL, and PE.	English	7
9	Manitoba, Saskatchewan, NW Territories, Nunavut, and Yukon – Mix of residents from urban/medium/small centres with representation from each region	English	6
10	National, Indigenous participants only – Mix of residents from urban/medium/small centres, max of 2 per city/town/community	English	5

The discussions were hosted virtually, and each discussion lasted approximately 90 minutes. During the discussions, participants were shown the concepts in video animatic format and asked to provide their reactions by typing in their answers, taking part in a verbal discussion and ‘voting’ in closed-ended questions. To mitigate order effects, the order that the creative concepts were shown in each group was randomized. A copy of the discussion guide has been appended.

The findings presented in this report are qualitative in nature meaning that their value is in understanding the factors and interplay between factors behind attitudes and reactions to the concepts. Counts have been appended from the closed-ended questions used in the discussions to gauge participants’ reactions to the concepts. These counts should be interpreted as a summary of the weight of opinion in the discussions only and should not be extrapolated as representative of the wider population.

3. Detailed Findings

Participants were generally open to a government campaign that reminds Canadians to be prepared for extreme weather events with some calling it important. Extreme weather events were relatable to all either due to Fiona occurring in September of 2022 or a general perception that these occurring in higher frequency than before. This sentiment was shared even by those who later in the discussions appeared skeptical on the link of extreme weather events to climate change. Still, several also admitted to procrastinating in taking necessary action and called for a “straightforward” campaign that explicitly outlines what action they can take.

3.1 'Extreme Weather Watch'

Of the three concepts tested, 'Extreme Weather Watch' performed the strongest as it achieved the balance of creating a sense of urgency, without causing panic, and more importantly empowering viewers. This concept received the most votes in terms of being most engaging, most likely to encourage them to consider their personal risk and most likely to encourage visits to getprepared.ca.

This ad had a bit of everything, from mentioning... what we are facing in Canada which is irregular weather... and mentioning that it's happening more. And also, about what we can do, so preparing a list with everything, that was a good concept. I mean, what should we have, what should we do, what do we need? That concept got my attention. And the TV showing everything because that is what we do, we are watching news, so that got my attention... I liked it. – Participant in ON

The opening scene of a family in a living room where each member is using their own device was realistic and familiar to many, therefore relatable. However, it was acknowledged that a family watching the weather report was not captivating enough which led to uncertainty about whether some would pay attention to the concept. The portrayal of a "traditional" nuclear family made those whose current living situation is different less engaged, leading to suggestions or showcasing other family types or a least showing a mixed-race family.

This was my favourite of the three... right away it showed a family, and it kind of makes you feel like you're right there watching TV with them. Also, with them being on the phone, it just made me think like often we'll get like an emergency warning on our phones, so I don't know, maybe it could show that happening as well. Because I don't usually watch The Weather Network. – Indigenous Participant

I guess the family piece wasn't relevant to me in a way. I think of other families, but for me personally, it didn't really fit with my situation, so I couldn't see myself in that situation and disengaged – Participant in Atlantic CA

Engagement with the concept improved when the TV cut to breaking news of extreme weather events. Such footage was seen as effective in triggering memories of recent extreme weather events they had experienced in their areas or had seen in the news affecting other areas. Indeed, there were calls to use actual footage from past TV reports to increase the likelihood of the concept "hitting home". These scenes accompanied with sound effects were believed to be more effective in capturing participants' attention and eliciting an emotional response than the current opening scene of the weather report. The scene of the truck in a ditch, though familiar and relatable, seemed like a lost opportunity to showcase the broader impact of extreme weather events on communities as a whole. Further, showing footage of other types of events (i.e., not just floods and snow) was suggested to increase the concept's relevancy to all corners of the country.

[Canadians need] the knowledge that you need to be more aware, and they need to know it's not just for a couple [of days], it could be weeks on end, like Fiona, in PEI it was two and three weeks before people got power. People need to be advised that that could happen anywhere. – Participant in Atlantic CA

Recall of steps that viewers can take to get prepared was strongest in this concept and this appeared to be a function of the build up achieved through the order of the scenes – i.e., showing the scene with the checklist first *then* the family gathering a variety of items. Showcasing a variety of people getting prepared and displaying the full kit was appreciated. The concept thus ended on a positive note leaving participants feeling empowered.

Then we're in a kitchen looking at the table with a bunch of stuff on the table, it's like, makes you think, oh, maybe I should go buy a kit to have that stuff... you're going to compare – Participant in ON

So, this talks about extreme weather outside and what we should do in the house. And you can see the family actually laying out their food on the counter, so yeah, even though I'm not hearing what they are saying because maybe I muted the TV, I know what actually this is about. – Participant in BC

Including those that preferred this concept over the others thought that the tone and wording of the script could be improved. The tone came across as safe yet somewhat bland which was seen as typical of “government ads”. This was partly a function of the perceived monotonous narration and lack of sound effects which can be addressed during the production stages. A few felt that the script could be punchier and more to the point in order to underscore the call to action. Suggestions included outlining reasons why this is important or pointed questions on whether they are ready.

It's also the voice over, like, she doesn't sound like she's worried about anything – Participant in ON

I lived in California once and the big thing down there was around earthquakes. The messaging was... “If there's an earthquake, these are the three things you need to have because emergency crews may not reach you for 72 hours.” It's very direct. “You need to have food, water, all these things.” I liked that. – Participant in MB

That's what you'd feel during a disaster [unnerving]. You feel as though you have no control, so to watch this one, you feel as though you do have some sort of control, so why would you go and get yourself prepared? – Indigenous Participant

3.2 ‘Canadian Experience’

The ‘Canadian Experience’ concept emerged as a close second to ‘Weather Watch’. The funnel approach and the pan-Canada picture presented at the outset was well-received. Participants appreciated the variety of possible disasters that could impact Canada, rather than limiting the concept to snow and flood as per the other two concepts. These scenes made some participants of friends and family that live in other parts of Canada and that have experienced an extreme weather event or that may be at risk. This concept reminded newcomers that Canada is shaped by its seasons and weather. Despite the positive feedback, the concept was more disengaging and had less potential of eliciting an emotional response or a sense of urgency because it was more landscape and scene setting focused than people centred.

A natural disaster looks different like throughout Canada, it could be a variety of different things. So, I think making it kind of open, I think is better. But I mean it would be more dramatic, yeah, if it gave maybe more examples... then it would definitely heighten the emotion behind the message. – Indigenous Participant

I like the way they showed all parts of Canada. You saw the fire...you saw different types of environmental disasters Canada has faced. It relates to everyone in some way. It might not be all of them but could be one of them – Participant in ON

Most could not imagine a TV ad about such an important message getting across to Canadians through 3D animations, even if they were very polished, sophisticated, and not cartoonish. Among parents, such approach was deemed more

relevant for their children, and they personally would therefore not pay attention to it. Furthermore, participants felt that a 3D animation would not show the effects of extreme weather events as effectively as actual footage would.

If I seen pictures and stuff of things that did happen, then it would hit more to home. But I probably wouldn't pay attention to a cartoon, to be honest. I would need photos... even if this was a polished 3D animation it's less effective than real scenes. – Participant in Atlantic CA

Though this concept also had a shot of someone making a list and people gathering items, these were less memorable and effective than in 'Weather Watch'. There was less of a build up and it did not show how the list catalysed action on building a kit. Like the other two concepts, the tone was described as too plain and saw opportunities for better use of sound to grab their attention. They envisioned sound effects of lightening, strong winds and other sounds related to extreme weather.

I thought the music was better in this one or had more potential in this one. It was or could be more menacing, if you will. That it gave that feeling of something a little darker. Because that's what these are, right? They're darker thoughts, they're darker things that could happen to us – Participant in ON

3.3 'Unexpected'

The 'Unexpected' concept created a 'psychological' suspense described as 'fear based' but it did not lead to result in interest in preparedness for a natural disaster. It was described as 'slow' and 'boring' by many. The suspense that was created with close-up shots, shots of people from behind, and suspenseful scenes (e.g., an opened door), led to open and diverse interpretations of what viewers should be scared off. This concept was the weakest in empowering viewers to take action. Participants did not appreciate that the use of "fear tactics" alone and a small number negatively associated the campaign with other perceived fear-based COVID-19 campaigns.

At first the wording sounded hokey and fake, too dramatic at the start. But it calmed itself down and became more about the message of "information is available to you." But at first the wording sounded gloomy and doom-y. – Participant in SK

Ultimately, the scenes of extreme weather events did not come through strongly in the concept and many, especially those living in harsher climates, interpreted those scenes as typical of Canadian winter weather. When participants were asked to imagine this animatics concept as a TV ad with real actors, participants imagined people portraying behaviours that are no different from how they interact with weather on a day-to-day basis. They were not sure that in an extreme weather event they would step outside the door to check the weather conditions as they do everyday. Some explained that before extreme weather-related events people usually receive warnings and know beforehand of the likelihood of the event occurring; a situation they did not see represented. They could not picture a real actor being believable when acting surprised at weather conditions that seemed more inconveniencing than extreme.

Being born and raised in Calgary, when I see the person opening their door looking scared and there's a snowstorm, it makes me laugh because that's part of our life. 75% of our life is that. We're obviously not here for the good weather. – Participant in AB

In terms of positives, the notion of "on your doorstep" heightened the personal relevancy of the concept. The inclusion of a child resonated for a few; it stoked their natural desire to protect children. These participants went on to suggest

children-friendly ads within this campaign to encourage children to ask questions about extreme weather events and preparedness to their parents.

Some kids are very specific about what they eat. I have been in that situation. If they could emphasize on baby food, or kids that have specific food requirements in those ads, like a kid stuck in a truck in the middle of a snowstorm, those are very impactful statements... they are very vulnerable to these situations. – Participant in Atlantic CA

3.4 Common reactions to all three concepts

The climate change reference was polarizing. Among climate change skeptics, they were turned off by the very mention of the phrase and in a handful of cases they missed the core message of emergency preparedness. Those that considered climate change a fact appreciated the reference and helped them internalise the message to a certain extent. More broadly, participants recognised the polarising quality of the phrase and generally recommended avoiding it and focusing on emergency preparedness instead.

When I first saw it, it seemed like it was going to be a video about climate change, but it was actually about being prepared. And, to me, those are very different concepts – Participant in ON

The “1 in 3” statistic did not have a polarizing effect and was generally perceived as good information by those that noticed it, though some rationalized it and concluded it is not very high and suggest perhaps another fact could be more alarming. It was evident that there was a lack of awareness of the types of natural disasters that can occur in their local areas.

Lastly, for the campaign to have the more desired straight forward approach, participants suggested being more explicit about why it is important for a kit to be build, what needs to be in a kit, how much does it cost and how often it needs to be replaced, and to include a QR code with the webpage at the end. People appreciated seeing a webpage they can refer to after watching the TV ad, but it was suggested offering offline options for those that are not as active on the internet, like older generations.

Having somewhere to go afterwards, because, you know, if it's a quick video you're not going to keep watching the commercial and the video over and over again and start jotting down points. But if you have, like, a point of access where you can go and actually see what you need, that would best. – Participant in ON

They're assuming that we all have internet, which I would say most of us do I'm sure, but what if they're older or they don't know how to use technology?... My in-laws, they're in their 70s, you know, she can barely use her phone. Like, her iPhone. I mean, she has an iPhone, but she can barely use it. I can't imagine her sitting in front of the computer and trying to do it... so that's what I was thinking... my in-laws are in their 70s, they wouldn't get the message unless I shared it with them. So maybe that could be something... like, maybe the ad should say, make sure you share with your family... you know, to make it more known out there. – Participant in ON

I don't know if others noticed this or not, but in the previous ads they were saying "Get prepared dot CA" and right away they will just say the message, "This message is from Government of Canada". But this one there was a pause after "Get prepared dot CA", like, a pause of roughly about two seconds. And then

they said, "This message is from the Government of Canada". So that, I mean, this particular ad I felt is, like, giving a little bit of time to at least note down the website – Participant in ON

3.5 Other information needs

When asked what information should be provided on getprepared.ca, participants' suggestions, once again, covered the full spectrum of:

WHY and WHERE – frequency of natural disasters with ability to filter to their own geographical areas on the type of disasters and emergencies they should be preparing for; the financial implications of not preparing.

I think for me, it would be to have the information maybe divided by region and based on what natural disasters would be more likely within those regions and break it down by maybe disaster... that's kind of how I would envision it. – Participant in AB

Other resources, who to reach out to, to help get prepared. Maybe some helpful hints for children, what does a natural disaster look like? A bit of information like that. - Participant in AB

WHAT – checklist of the recommended items for “clarity’s sake” that could be tailored by household type; template print outs that could be used to check off items and compile emergency contacts; tips for how making a kit could be affordable.

I would like to know about the list. What they are going to write on there. Of course, about the kit, what's in the kit. – Participant in ON

People could print it out and have a physical copy. When your internet goes out, when your power goes out, you're not going to look at your computer no more, right? – Participant in Atlantic CA

HOW LONG and WHAT NEXT – to prepare for and how frequently they should be updating their kits, and what to do after a natural disaster impacts them and how much supplies should their kits contain.

On the website or information wise... the thing people need is not the preparedness but the “What do I do now? Where do I go? My house is floating away, where do I go? Is it Red Cross?” So, after a disaster happens... you have a lot of people stressed, trauma, and don't have a clue what to do. And now they're worried about bank accounts and families and there isn't information for afterwards. That might be something that's useful. – Participant in Northern CA Territories

But when mobile connections are down, how do we deal with it? That kind of information is required. And then, information about community centres, what the government has planned, if they have plans to open a community centre at a particular time. Things like that. And radios, what kind of stations do broadcasts about these things? What are the local stations? That kind of information could be there. – Participant in SK

3.6 Counts on sentiment check questions

Counts from the closed-ended questions used in the discussions to gauge participants’ reactions to the concepts are provided below. These counts should be interpreted as a summary of the weight of opinion in the discussions only and should not be extrapolated as representative of the wider population.

Table 2: Ratings on overall reaction to each concept

Concept	Liked (Love it + Like it)	Neutral	Disliked (Don’t like it + Hate it)
Extreme Weather Watch	46	14	5
Canadian Experience	40	16	8
Unexpected	37	19	10

*Figures do not always add up to the same base size due to missing data.

Table 3: Final ballot questions

Concept	Most engaging	Most likely to make you consider you could be at risk	Most effective in encouraging you to visit getprepared.ca
Extreme Weather Watch	32	26	31
Canadian Experience	23	20	23
Unexpected	10	18	9

*Figures do not always add up to the same base size due to missing data.

Appendix A: Qualitative Research Materials

A.1 Qualitative Recruitment Screener

INTERVIEWER: _____ DATE: _____ INTERVIEW TIME: _____ minutes

1.0 Specification

Group number	Province	Composition	Language	Proposed Date
1	Ontario	<ul style="list-style-type: none"> Participants in large urban population centres. 4 GTA, rest should be from rest of province max of 2 per city Good mix of ages 25-55 3 newcomers to Canada 2 lower socio-economic status Min. 3 home and property owners and min. 3 renters 	English	Dec 1 st 5:30pm – 7:00pm ET
2	Ontario	<ul style="list-style-type: none"> Participants in small and medium population centres. 3 Northern Ontario, 2 Southwestern Ontario, 3 Central and Eastern Ontario. Max of 2 per town/community. Good mix of ages 25-55 2 lower socio-economic status Min. 3 home and property owners and min. 3 renters in. 3 home and property owners 	English	Dec 1 st 7:15pm – 8:45pm ET
3	Quebec	<ul style="list-style-type: none"> Participants in large urban population centres. 4 from Greater Montreal, rest should be from rest of province max of 2 per city. Good mix of ages 25-55 3 newcomers to Canada 2 lower socio-economic status Min. 3 home and property owners and min. 3 renters 	French	Dec 6 th 5:30pm – 7:00pm ET
4	Quebec	<ul style="list-style-type: none"> Participants in small and medium population centres. Max of 2 per town/community. Good mix of ages 25-55 2 lower socio-economic status Min. 3 home and property owners and min. 3 renters 	French	Dec 6 th 7:15pm – 8:45pm ET
5	British Columbia	<ul style="list-style-type: none"> Mix of participants in large urban, small and medium population centres. 4 from lower mainland, rest should be rest of the province max of 2 per city/town/community. 	English	Dec 1 st 6:00pm – 7:30pm PT

		<ul style="list-style-type: none"> • Good mix of ages 25-55 • 3 newcomers to Canada • 2 lower socio-economic status • Min. 3 home and property owners and min. 3 renters 		
6	Alberta	<ul style="list-style-type: none"> • Mix of participants in large urban, small and medium population centres. 4 from Calgary/Edmonton, rest should be from rest of province max of 2 per city/town/community. • Good mix of ages 25-55 • 2 lower socio-economic status • 2 newcomers to Canada • Min. 3 home and property owners and min. 3 renters 	English	Dec 5 th 6:00pm – 7:30pm MT
7	Atlantic Canada	<ul style="list-style-type: none"> • Participants in large urban population centres. Include participants from NS, NB and NL. • Good mix of ages 25-55 • 2 newcomers to Canada • 2 lower socio-economic status • Min. 3 home and property owners and min. 3 renters 	English	Dec 5 th 5:30pm – 7:00pm AT
8	Atlantic Canada	<ul style="list-style-type: none"> • Participants in small and medium population centres. Include participants from NS, NB, NL and PEI. Max of 2 per town/community. • Good mix of ages 25-55 • 1-2 lower socio-economic status • Min. 3 home and property owners and min. 3 renters 	English	Dec 5 th 7:15pm – 8:45pm AT
9	Manitoba, Saskatchewan, Northwest Territories, Nunavut, and Yukon	<ul style="list-style-type: none"> • Mix of participants in large urban, small and medium population centres. Include participants from all provinces and territories. • Good mix of ages 25-55 • 1-2 newcomers to Canada • 2 lower socio-economic status • Min. 3 home and property owners and min. 3 renters 	English	Dec 7 th 7:15pm – 8:45pm CT
10	National	<ul style="list-style-type: none"> • Indigenous participants only • Mix of participants from across Canada • Mix of participants in large urban, small and medium population centres • Good mix of ages 25-55 	English	Dec 7 th 6:30pm – 8:00pm ET



2.0 Introduction

Good morning/afternoon/evening (Bonjour), my name is _____ and I am calling from Ipsos, a national marketing research organization. First off, let me assure you that we are not trying to sell you anything. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by talking with people in a group discussion setting with up to 8 participants.

We are preparing to conduct a series of these discussions on behalf of Public Safety Canada to test some communications on emergency preparedness and would like to know if you would be willing to participate. All those who participate will receive an **\$125** honorarium as a thank you for their time.

As part of these discussions, you will be asked to review and provide feedback on communication materials in an online focus group setting. Do you feel comfortable doing this?

Yes

No (THANK AND TERMINATE)

Please be assured, your participation is voluntary and should you agree to participate your identity will remain confidential. The information collected will be used for research purposes only and handled according to the *Privacy Act of Canada*.

3.0 Quality Standards Screener

Now, I would like to ask you a few questions to see if you qualify to attend. This will take about 5 minutes.

1. Do you or does anyone in your household work in any of the following industries? **(READ LIST) IF "YES" TO ANY - THANK AND TERMINATE**

Market Research or Marketing

Public Relations or Media (TV, Print, Radio, Film/video production)

Advertising and communications

An employee of a political party

An employee of a government department or agency

2. Have you ever attended a consumer group discussion, completed an interview or a survey which was arranged in advance and for which you received a sum of money?

[AIM FOR 2 EACH GROUP WHO SAY NO]

ONLY ASK Q3-Q5 IF YES AT Q2

3. How many focus groups have you attended in the past five years?

TERMINATE IF MORE THAN 4

4. What were the main topics of these discussions? Answer: _____

IF RELATED TO ADVERTISING TESTING, THANK AND TERMINATE

5. Have you attended a discussion group or a market research focus group in the past six months? **IF "YES" - THANK AND TERMINATE**

4.0 Study Specific Screening

Now, I would like to ask you a few questions to see if you qualify to attend. This will take about 5 minutes.

6. I am going to read you some age categories, please stop me when I get to the one that applies to you.

18-24 years old **[THANK AND CLOSE]**

25-35 years **[MIN 2 PER GROUP]**

36-45 years **[MIN 2 PER GROUP]**

46-55 years **[MIN 2 PER GROUP]**

56-64 years **[THANK AND CLOSE]**

65 years or more **[THANK AND CLOSE]**

7. Which city/town do you live in? WRITE IN. **CHECK GEOGRAPHICAL RESTRICTIONS FOR EACH GROUP IN SPECIFICATION TABLE. URBAN POPULATION CENTRE = 100,000 OR MORE PEOPLE, MEDIUM CENTRE = 30,000 TO 99,999 PEOPLE, SMALL CENTRE = 29,999 OR LESS PEOPLE.**

8. Do you rent or own your home?

Rent

Own

MIN OF 3 RENTERS AND 3 PROPERTY OWNERS PER GROUP

9. Which language do you most often speak at home?

English

French **[ELIGIBLE FOR QC FRENCH GROUPS]**

10. Which gender do you identify with?

Male

Female

Gender Diverse

Other

Prefer not to answer

DO NOT TERMINATE IF GENDER DIVERSE OR OTHER GENDER, AIM FOR 50/50 GENDER MIX IN ALL GROUPS

11. Which of the following applies to you?

Single, never married

Married / domestic partnership

Widowed

Separated

12. Do you have any children under 18 that live with you?

Yes [INCLUDE SOME PARENTS PER GROUP]

No

13. What was your household's total income for 2022 *BEFORE* tax? Was it...?

\$30,000 OR LESS

Between \$30,001 and \$40,000

Between \$40,001 and \$50,000

Between \$50,001 and \$60,000

Between \$60,001 and \$70,000

Between \$70,001 and \$80,000

Between \$80,001 and \$90,000

Between \$90,001 and \$100,000

MORE THAN \$100,000

ELIGIBLE FOR LOWER SOCIO-ECONOMIC QUOTA IF:

- IF SINGLE / WIDOWED OR SEPARATED, MUST CODE \$24,999 OR LESS
- IF MARRIED/DOMESTIC PARTNERSHI + NO CHILDREN, MUST CODE \$40,000 OR LESS
- IF MARRIED/DOMESTIC PARTNERSHI + CHILDREN, MUST CODE \$60,000 OR LESS

14. Current employment status?

Working full-time

Working part-time

Self-employed

Retired

Unemployed

Student

Other

MAX OF 2 NOT WORKING PER GROUP

15. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?

Yes [ELIGIBLE FOR INDIGENOUS COMMUNITIES GROUP]

No

Prefer not to say

DO NOT ASK Q15-Q16 IF INDIGENOUS

16. Were you born in Canada, or in another country?

Canada GO TO Q17

Another country CONTINUE TO Q16

17. What year did you arrive in Canada?

IF ARRIVED 2018 OR LATER ELIGIBLE AS NEWCOMER

18. What is the highest level of education you have attained? (Do not read list).

Some high school or less

Completed high school

Post-secondary technical training

Some college/university

Completed college/university

Post-graduate studies

GOOD MIX FOR ALL GROUPS

19. **SKIP ETHNICITY QUESTION IF INDIGENOUS. ASK EVERYONE ELSE.** Which of the following ethnic or cultural groups do you MOST identify with?

Arab (e.g. Syrian, Egyptian, Yemeni)

Asian – East (e.g. Chinese, Korean, Japanese)

Asian – South-East (e.g. Vietnamese, Filipino)

Asian – South (e.g. East Indian, Pakistani, Sri Lankan)

Asian – West (e.g. Iranian, Afghan, Turkish)

Black – Caribbean and Latin American (e.g. Jamaican)

Black – African (e.g. Ghanaian, Ethiopian, Nigerian)

Black – Canadian/American

Latin American (e.g. Brazilian, Mexican)

White (e.g. European – English, Ukrainian, French)

Other WRITE IN

Don't know

Prefer not to answer

INCLUDE NON-WHITE REPRESENTATION IN ON, BC, QC, AB GROUPS

5.0 Confirmation

20. 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
Fairly comfortable	2	CONTINUE
Comfortable	3	CONTINUE
Not very comfortable	4	THANK AND TERMINATE

Very uncomfortable	5	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

21. Sometimes participants are asked to read text and/or review a video during the discussion. Is there any reason why you could not participate?

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

22. Do you have access to a computer or laptop at home or work, which you would be able to use to participate in an online discussion group? Please note that the platform is NOT compatible with smartphones or tablets.

Yes	CONTINUE
No	THANK AND TERMINATE

23. Do you have access to high speed internet at home or work, which you would be able to use to participate in the online discussion group?

Yes	CONTINUE
No	THANK AND TERMINATE

24. Does your computer/laptop have a working webcam that you can use for the session?

Yes	CONTINUE
No	THANK AND TERMINATE

TERMINATE IF RESPONDENT OFFERS ANY REASON FOR NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

******(FOR EACH GROUP, PLEASE ENSURE 8 PARTICIPANTS ARE RECRUITED FOR 6-8 TO SHOW)******

[Read to Stand-by Respondents]

Thank you for answering my questions. Unfortunately, at this time, the group you qualify for is full. We would like to place you on our stand-by list. This means that if there is an opening in the group, we would then call you back and see if you are available to attend the group. May I please have a daytime contact number, an evening contact number an email address, if you have one, so that we can contact you as soon as possible if an opening become available?

[RECORD CONTACT INFO]

[Read to Screened in Respondents]

Wonderful, you qualify to participate in one of these group discussions which will take place on, (DATE) @ (TIME) for no more than 90 minutes. The Government of Canada is sponsoring this research.

During the discussion, you will be audio-taped. This taping is being done to assist us with our report writing. Government of Canada staff, including members of the staff from the department that sponsored this research, will be listening to the discussion live. This is standard research procedure to get a first-hand look at the research process and to hear first-hand your impressions and views on the research topic. Do you agree to be observed for research purposes only? Do you agree to be observed for research purposes only?

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

As we are only inviting a small number of people, your participation is very important to us. As we have invited you to participate based on the questions we went through a moment ago, we ask that you do not send a representative on your behalf should you be unable to participate. **IF FOR SOME REASON YOU ARE UNABLE TO ATTEND, PLEASE CALL SO THAT WE MAY GET SOMEONE TO REPLACE YOU.** You can reach us at 1-xxx-xxx-xxxx at our office. Someone will call you the day before to remind you about the discussion.

What email address can we reach you on?

What would be a good time to reach you?

And at what telephone numbers?

May I please get your name? ON FRONT PAGE

Thank you for very much for your help!

A.2 Qualitative Discussion Guide

INTRODUCTIONS (10 MINS)

- Introduce self & Ipsos and study sponsor – Government of Canada
- Explain purpose – to obtain views on some *EARLY DEVELOPMENT* advertising concepts – recording, observers (from Government of Canada and agency), confidentiality
- Introductions:
 - name, where you live
 - who else is in your household
 - one word a good friend or family member would use to describe you

RANDOMISATION OF CONCEPTS BY GROUP

Unexpected = X // Extreme Weather Watch = O // Canada Experience = L

Province	LANGUAGE	Date	Order
ON	English	Dec 1 5:30 – 7:00 PM ET	X, O, L
ON	English	Dec 1 7:15 – 8:45 PM ET	L, X, O
BC	English	Dec 1 6:00pm – 7:30pm PT	O, L, X
Atlantic Canada	English	Dec 5 5:30 – 7:00 PM AT	X, L, O
Atlantic Canada	English	Dec 5 7:15 – 8:45 PM AT	L, O, X
Alberta	English	Dec 5 6:00pm – 7:30pm MT	O, X, L
QC	French	Dec 6 5:30 – 7:00 PM ET	X, O, L
QC	French	Dec 6 7:15 – 8:45 PM ET	L, X, O
Manitoba, Saskatchewan, Northwest Territories, Nunavut, and Yukon	English	Dec 7 7:15pm – 8:45pm CT	O, L, X
National, Indigenous Participants	English	Dec 7 6:30pm – 8:00pm ET	X, L, O

INDIVIDUAL CONCEPT REVIEW (20 MINS PER CONCEPT)

As I mentioned at the start, the ad I'd like to get your thoughts on is at an early development stage. I am going to show you a video with someone reading the ad script over some rough illustrations. For the final ad, the intention is to do a full professional production i.e. hire a director and actors to film each scene. Please don't get hung up on the illustrations too much and use your imagination a bit.

FOR CONCEPT L EXPLAIN: As I mentioned at the start, the ads I'd like to get your thoughts on are at an early development stage. I am going to show you a video with someone reading the ad script over some rough illustrations. This final ad will be shot as a 3D animation.

PLAY CONCEPT TWICE

I'd like to start off with your immediate reactions and thoughts by typing in your answers into the platform.

[TYPED FEEDBACK FROM ALL PARTICIPANTS]

Complete the following sentences:
This ad makes me think.....
This ad makes me feel.....

Which of the following best sums up your overall reaction to the ad?
Love it
Like it
Meh / indifferent
Don't like it
Hate it

[VERBAL DISCUSSION PROBES]

- Help me understand your reactions to it. What, if anything, stood out for you? What did you like/dislike about it?

We're going to focus on the 3 key components of these ads:

1. The **main message**, what they're trying to say to you
2. The **creative approach**, how they're trying to say/present that message to you
3. The **call-to-action**, what they're trying to get you to do or think

MAIN MESSAGE VERBAL PROBES

- What is the main message in this ad, what were they trying to say to you? Can you describe it to me in your own words? PROBE SPECIFICALLY TO HOOK IN EACH CONCEPT:
 - Unexpectedness of natural disasters
 - Recent adverse weather events
 - Canada defined by its weather

ALSO LISTEN OUT FOR UNAIDED REFERENCES TO ANY KEY MESSAGES:

- Disasters in Canada are increasing in frequency and severity.
- Everyone should know the potential risks that they face in their region.
- There are things you can do to keep yourself, your loved ones and your property safe.
- Know the risks, and take action to reduce the potential impacts now.
- Make a plan and get an emergency kit.

- Is the main message...
 - Clear? Why/why not? IF CONFUSION: What parts were confusing and why?
 - Relevant to you personally? Why / why not?
 - New information for you? Why/ why not?
 - PROBE FOR THE EFFECT OF STAT: What's your reaction to the stat?

CREATIVE IDEA VERBAL PROBES

- What did you think of the creative idea used to get this message across to you? PROBE:
 - Describe it to me in your own words
- How would you describe the tone of the concept? Is this appropriate given message? Is the tone effective in grabbing your attention?... creating a sense of urgency?
- Is the creative approach unique / attention grabbing? Specific visuals, script, etc.? Would you pay attention to this ad if it came on TV/started playing on YouTube or your social media feeds?
- What, if anything, would you change about this creative idea? Why is that?

CALL TO ACTION

- What are they trying to get you to do or think? Would you? Why / why not?
- What, if anything, would you do after seeing this concept in its final form once it is aired? How come?
- Did the concept do enough to persuade you...
 - To learn more about the risks that you could face in your area? Would you visit getprepared.ca to learn more? Why/why not?
 - that you and your family could be at risk from weather related emergencies or disasters? Do you really think there's a risk for you personally or is it more relevant for other people in other circumstances? Why/why not?
 - that you should make a plan and get an emergency kit as soon as possible? Why/why not?

BALLOT & CLOSING QUESTIONS (20 MINS)

[BALLOT VOTING QUESTION]

Of the three concepts, which ONE is MOST likely to grab your attention or is generally more engaging?

CONCEPT X

CONCEPT O

CONCEPT L

Of the three concepts, which ONE is MOST effective in making you think that you personally could be at risk of a weather-related emergency or disaster?

CONCEPT X

CONCEPT O

CONCEPT L

Of the three concepts, which ONE is MOST effective in encouraging you to visit
getprepared.ca?

CONCEPT X

CONCEPT O

CONCEPT L

- Help me understand your preferences. PROBE TO COMPARE AND CONTRAST BETWEEN CONCEPTS
- Are there ways the concepts could be optimised? Is there anything that you would change about the one you prefer the best that we have not already discussed that would make it better or clearer or more impactful as far as you are concerned?
 - Should the tone be more serious or alarming for example? Why/why not?
- What are some of the top questions you'd like answered if you were to visit the website shown on the ad?
- What final advice would you give to the folks who created these concepts?

THANK AND CLOSE

A.3 Creative Concepts

1.0 Scripts

THE CANADIAN EXPERIENCE

NARRATION	ON-SCREEN TEXT
In many ways, Canada is shaped and defined by its climate.	
Because of climate change, extreme weather is becoming more common and more severe in Canada.	
Did you know, 1 in 3 Canadians have experienced a major weather-related emergency or disaster in their lifetime?	
So it's important to learn about the risks in your area, and be ready in case an emergency event occurs.	
Are you ready? Visit GetPrepared.ca .	Are you ready? GetPrepared.ca
A message from the Government of Canada.	GoC wordmark

WEATHER WATCH

NARRATION	ON-SCREEN TEXT
Sometimes our weather is really nice.	
And sometimes it's really not.	
Because of climate change, extreme weather and disasters are becoming more common and more severe across Canada.	
1 in 3 Canadians have experienced a major weather-related emergency or disaster in their lifetime.	
Know the risks where you live	
... and see what actions you can take.	
Are you ready?	
Visit GetPrepared.ca .	Are you ready? GetPrepared.ca
A message from the Government of Canada.	GoC wordmark

UNEXPECTED

NARRATION	ON-SCREEN TEXT
When extreme weather happens where we live, it can feel... unexpected.	

But because of climate change, weather-related emergencies and disasters are happening more often and with greater severity.	
1 in 3 Canadians have experienced a major one in their lifetime.	
Be ready for what comes to <i>*your*</i> door.	
Learn about the risks in your area and what actions to take.	
Are you ready?	
Visit GetPrepared.ca.	Are you ready? GetPrepared.ca
A message from the Government of Canada.	GoC wordmark

2.0 Storyboards

Concept 1: The Canadian experience

3D WORLD

010



We see a map of Canada.

Narration:
In many ways, Canada is shaped

020



We start to zoom into it and we quickly see that it is dimensional and dynamic.

Narration:
and defined by its climate.

030



We see 3D representations of major geographical features like mountains and lakes and cities.

Narration:
Because of climate change

040



Once we reach ground level the camera flies across the map and hits a snowstorm taking place in an urban city.

Narration:
extreme weather is becoming more common

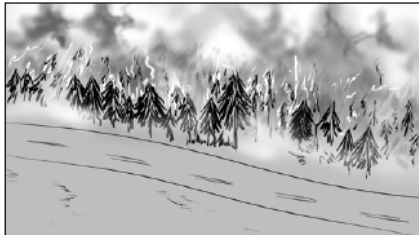
050



Camera continues over the landscape and flies over a small rural community experiencing flooding.

Narration:
and more severe in Canada.

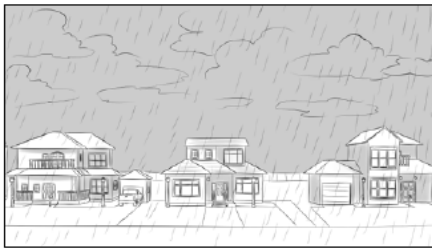
060



As the camera continues across the country it passes through a wooded area that is under wildfire.

Narration:
Did you know, 1 in 3 Canadians have experienced

070



The camera hits a neighbourhood and starts to focus in on one house

Narration:

a major weather-related emergency or disaster in their lifetime?

080

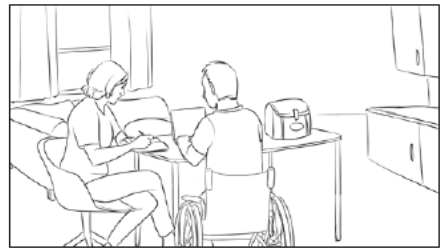


The camera zooms into the front door and enters into the house.

Narration:

in their lifetime.

090



The camera enters the kitchen area where we find a family gathered.

Narration:

So it's important to learn about

100



The family is preparing for an emergency.

Narration:

the risks in your area,

110



Narration:

and be ready in case

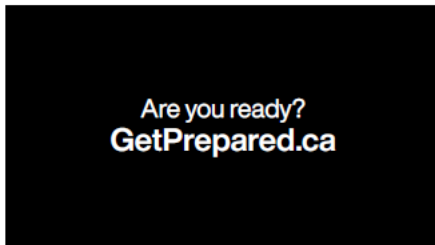
120



Narration:

an emergency event occurs.

130



Narration:

Are you ready? Visit GetPrepared.ca.

140



Narration:

A message from the Government of Canada.

Concept 2: Extreme weather watch

LIVE ACTION

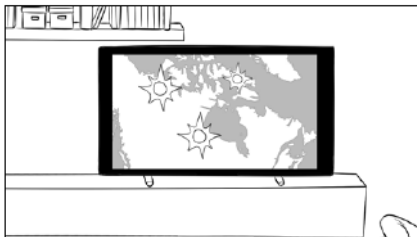
010



We open on a family sitting around a room with a TV playing a weather report.

Narration:
Sometimes our weather is really nice.

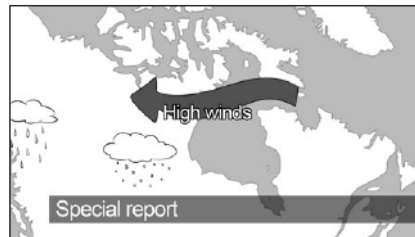
020



We see a view of a nice day through a window as we zoom into the TV until it takes up the full screen.

Narration:
And sometimes it's really not.

030



Once inside the TV, we now see the weather people take on a serious tone reporting in front of increasing more extreme weather events.

Narration:
Because of climate change, extreme weather and disasters

040



We see the full range through quick cut of reports and footage from across the country

Narration:
are becoming more common and more severe across Canada.

050



- floods, winter storm, raging wildfires, severe thunderstorms etc.

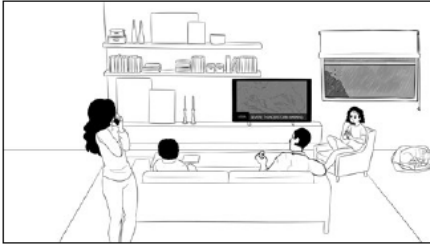
Narration:
1 in 3 Canadians have experienced a major

060



Narration:
weather-related emergency or disaster in their lifetime.

070



The camera pulls back from the TV. We see the exact same severe thunderstorm from the TV is visible outside through the window. The family members all look at each other.

Narration:
or disaster in their lifetime.

100



The family has started assembling the items they have on the dining room table.

Narration:
Are you ready?

080



The female character goes to research online.

Narration:
Know the risks where you live

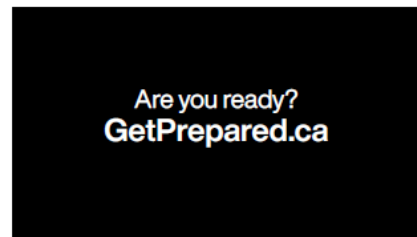
090



The male character inspects pantry to see what supplies they have.

Narration:
And see what actions you can take

110



Narration:
Visit GetPrepared.ca

120



Narration:
A message from the Government of Canada.

Concept 3: Unexpected

LIVE ACTION

010



We see someone open a door inside their home.

Narration:

020



We see through the doorway on the other side, and it is the scene of a blizzard.

Narration:

When extreme weather happens where we live,

030

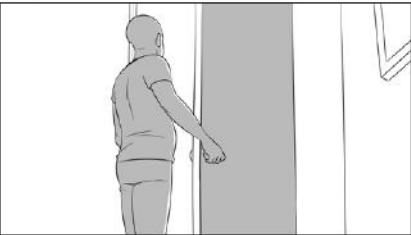


They are taken aback at seeing a powerful blizzard on the other side where they expected another room.

Narration:

it can feel... unexpected.

040



We see someone new open a door in their home.

Narration:

But, because of climate change,

050



We see through the doorway on the other side, and it is the scene of a flood.

Narration:

weather-related emergencies and disasters

060



Once again, they shocked to see a major flood on the other side instead of what they were expecting.

Narration:

are happening more often and with greater severity.

070



We see someone else open their front door

Narration:
1 in 3 Canadians have experienced...

080



to find a real storm happening outside in their neighbourhood.

Narration:
a major one in their lifetime.

090



Instead of surprise, the woman confidently closes door and jumps into action.

Narration:
Be ready for what comes to your door.

080



She pulls a flashlight out to test.

Narration:
Learn about the risks in your area

090



She opens the pantry to find it fully stocked.

Narration:
and what actions you can take.

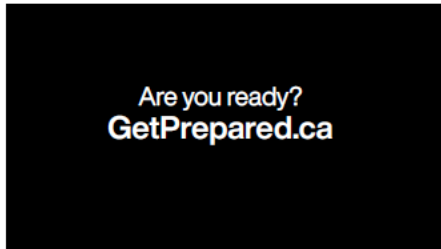
100



She meets her daughter ready for what the storm may throw at them.

Narration:
Are you ready?

110



Narration:
Visit GetPrepared.ca.

120



Narration:
A message from the Government of Canada.