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

## **Executive Summary**

### **Prepared for Public Safety Canada**

**Supplier:** Ipsos

**Contract Number:** CW2247851

**Contract Value:** \$77,359.80 (including HST)

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**Registration Number:** POR 078-22

**Client Reference Number:** D160-23-3541

**Requisition Reference Number:** D160-23-3541

**Standing Offer Number:** CW2230192

For more information on this report, please contact Public Safety Canada at [ps.communications-communications.sp@canada.ca](mailto:ps.communications-communications.sp@canada.ca).

**Ce rapport est aussi disponible en français**

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Aussi disponible en français sous le titre « Recherche sur l'opinion publique : Campagne de sensibilisation du public à la préparation aux situations d'urgence – Essai des concepts créatifs auprès de groupes cibles ».

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A handwritten signature in black ink, appearing to read "M. Colledge". The signature is stylized and written in a cursive-like font.

Mike Colledge  
President  
Ipsos - Public Affairs

# 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](https://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.