Consumerinformation.ca
WebValidator
for December 2003 to
January 2004

webValidator

Summary Report

submitted to:

Industry Canada

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Final

Strathmere Associates
International Limited

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Table of Contents

1.0   Summary

The complete WebValidator consists of 6 separate reports:

1. **Summary Report** – this report, which is a summary of data as well as analysis and general comments

2. **Study Results Report** – a complete summary of Overall results, Dimensions, Attributes, Strengths/ Weaknesses and Consensus/Disagreement

3. **User Profile Report** – a cross tab analysis of respondent demographics

4. **Detailed User Group Report** – 3 levels of analysis by demographic profiles

5. **User Opinions Report (English and French)** – a complete report of open-ended responses and keyword analysis

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

1.1   Executive Summary

With a response rate of 4% (1 in 25) of site visitors, the survey results are considered representative of the user population.

The ConsumerInformation.ca site overall remains moderately well regarded by its users with approximately 65% of respondents rating the site on the whole as "good" or better (but down from 70% in 2002) and 24% of respondents rating it "very good" or better (down from 50% in 2002). Site satisfaction varies considerably according to user groups and by primarily, purpose of visit.

The strategic focus indicates that the site has a good level of immediate usefulness and desirability with an even ranking going to Content, Motivation, Navigation and Adoption. However, there is essentially little difference in dimensional User Value Indexes (UVI) in the whole sample. However, analysis in the following sections will show differences by purpose of visit, area of interest and by age.
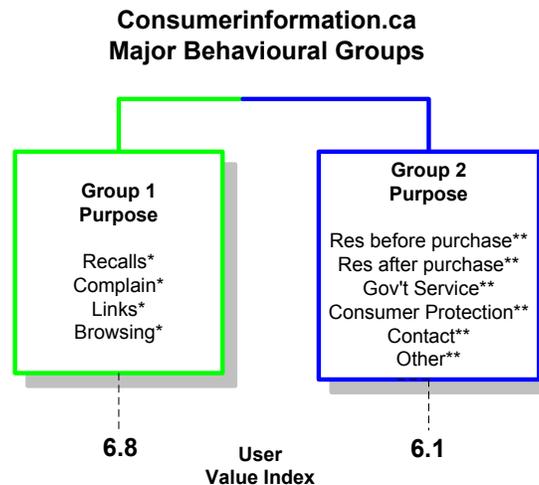
Highest rated attributes included *trust, consistency* and *site layout* indicating that users had high confidence in the information they received and valued how the site was set up.

The attribute[1] of *answers* was rated lowest in the survey, and has dropped significantly from 2002 and this result was noted through the majority of user groups.

General browsers still make up the largest single group of visitors at 25% and they also rate it highly at 6.9 (in the "good" range) while the second largest group, "research a product/service before a purchase" at 18% rate the site considerably lower at 5.8 (in the "fair" range).

Areas related to Fraud, Government Services and Children scored very well, all at 7.0 or over. Both Consumer Products and "Other" scored poorly at below 6.0.

While some 10 individual user groups (demographic tags) were tracked in the survey, a rigorous statistical analysis showed that there were only 2 distinct user populations (by behavior) which were based on "purpose of visit". While this is discussed in more detail in section 4.1, these behavioral groups are summarized as follows:

Consumerinformation.ca
Major Behavioural Groups

Group 1
Purpose

Recalls*
Complain*
Links*
Browsing*

6.8

User
Value Index

Group 2
Purpose

Res before purchase**
Res after purchase**
Gov't Service**
Consumer Protection**
Contact**
Other**

6.1

* / ** 2002 groupings

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

- Channel - is your preferred way of receiving this type of information
- Referral - you would refer to others
- Expectations - meets your expectations
- Answers - provides you with the answers you want
- Site Layout - has a site design that is logical to you

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[1] For explanation of attributes and description of methodology, see section 2.2
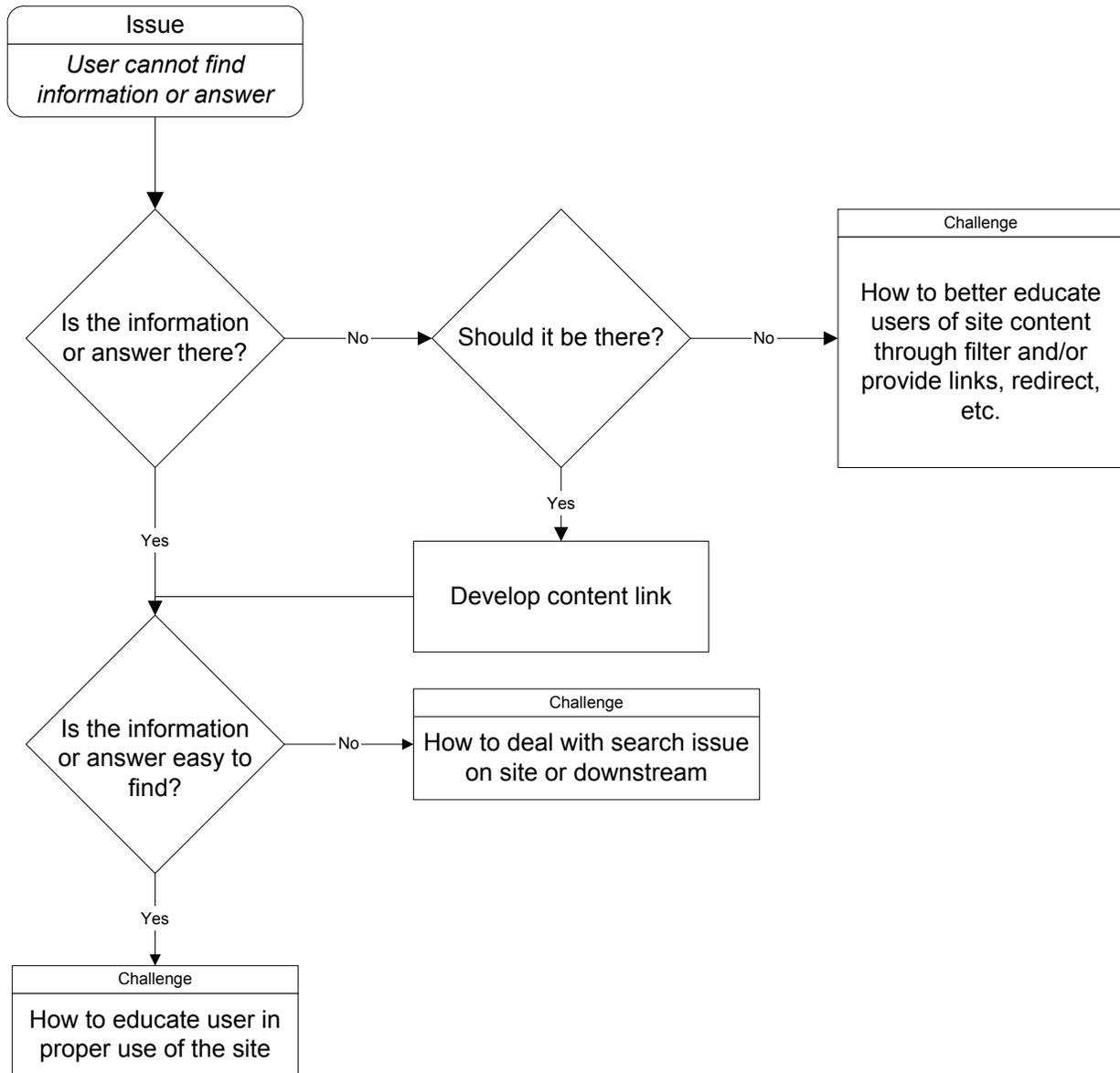
Clearly, user expectation is growing over time as is a more focused use of the Internet. Our experience with many other sites is that over the last few years, the novelty aspect of information sites is wearing off and users see sites such as this as fundamental tools for their information requirements. This is coupled with the complementary expectation that desired information is both available and simple to access. However, while expectations have risen in these areas, so has the amount of information accessible, but often without increased search skills of the users and tools they need to get what they need.

One key component contributing to the lowering of scores on the Gateway, is that one large group of users have not made the distinction between information typically available through the Gateway (e.g. government, non-government organization, not-for-profit partners) and that which is available through non-related sites. These deal particularly with product comparisons, product ratings and product descriptions. Such information is available most often through pay-for-use or subscription-based sites such as Consumer Reports. So in many cases, users are coming to the site for the wrong reason. If for, example, we strip out users who indicated they were on the site to "research before a purchase" as the purpose of visit and "consumer products" as the area of interest, scores jump significantly. Overall UVI jumps from 6.4 to 6.7 and the attributes move from a range of 5.8-6.8 to a range of 6.1-7.1.

The other fundamental problem we see, is that the information obtained through gateway or portal sites is seen as being tied to the site, even though the gateway may have little or no control of downstream information and this distinction is usually lost on the user.

Therefore, gateways face the challenge of providing good user tools and at the same time, educating site users as to what they can and cannot expect from the site. This can be described schematically in Figure 1.1 and might be dealt with through a filtering of user goals prior to a search. If the information a user is seeking is not accessible through the Gateway, the users could be informed prior to doing the search and/or referred to other information sources. Likely, this would also reduce the number of email inquiries.

Figure 1.1 – Gateway Information Challenges

Issue
User cannot find information or answer

Is the information or answer there? —No→ Should it be there? —No→

Challenge
How to better educate users of site content through filter and/or provide links, redirect, etc.

Yes ↓ (Should it be there?)

Develop content link

Yes (Is the information or answer there?) ↓

Is the information or answer easy to find? —No→

Challenge
How to deal with search issue on site or downstream

Yes ↓

Challenge
How to educate user in proper use of the site

2.0   Background and Introduction

2.1   Purpose of the Survey

To capture the perceptions of users of the client web site and match them to their demographic profiles to determine the strategic value and effectiveness of the site to those who actually use it, its strengths and weaknesses and through the in-depth analysis, understand what initiatives might be taken to improve it. This feedback provides the basis for comparative assessment of the site's value by the webValidator after a period of time.

2.2   General Approach and Methodology

The WebValidator questionnaire is comprised of 25 questions, which encompass 5 dimensions, each of which are subsequently characterized by 5 individual attributes. There are also a series of 6 open-ended questions.

All data is captured and coded by a series of demographic tags. Data can then be analyzed by tag or combination of tags.

This is described in depth in the Survey Results Report and is summarized below.

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

Dimensions and Associated Attributes

1) Motivation: Refers to the extent that the website appeals to the users and encourages repeated use and is a measure of ***long term desirability***.

Attributes: *reliability, brand look, impression, value/efficiency, answers*

2) Interactivity: Refers to how well the website's objectives are communicated and the strength of the relationship between the website and the users, between users, between partners and how well it facilitates interactions between them. It is a measure of ***long term usefulness***.

Attributes: *self service, interactive, contacts, listening, guide*

3) Navigation: Refers to the extent that the website enables the user to quickly and easily select and find what they are looking for and is a measure of ***immediate desirability***.

Attributes: *consistency, navigate, site layout, objective, discovery*

4) Content: Refers to the extent that the website provides the user with useful information being sought and is a measure of ***immediate usefulness***.

Attributes: *structure, timeliness link relevance, relevancy, depth*

5) Adoption: Refers to the summative experience and ultimately the likelihood of ***long-term adoption***.

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

Each attribute is rated in terms of a User Value Index (UVI) and each attribute is weighted equally. There are 5 questions associated with each of the 5 dimensions, one for each attribute and rated as follows:

        0 - 1   POOR
        2 - 3   BELOW AVERAGE
        4 - 5   FAIR
        6 - 7   GOOD
        8 - 9   VERY GOOD
        10   OUTSTANDING

Questions and related Dimensions/Attributes are given in the Survey Results Report.

From the data obtained, a strategic overview can be developed encompassing immediate versus long-term perspectives as well as the usefulness and desirability of the site as shown below.
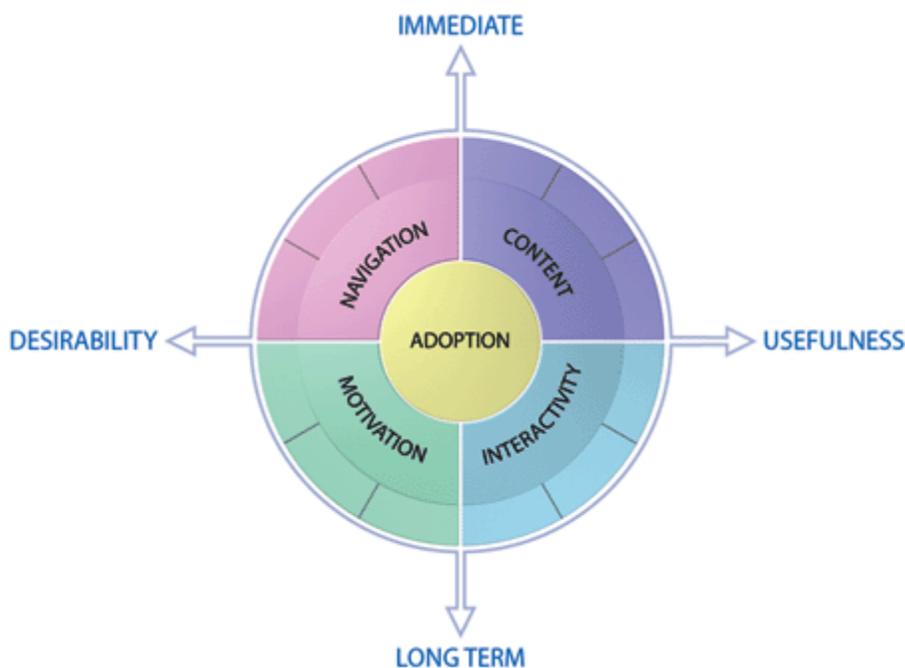
2.3   Respondent Sampling

Solicitation Method Used:

Online Sampling

A script on the ConsumerInformation site was placed after the language selection and triggered a popup invitation from the iPerceptions[2] (webValidator) server, inviting the respondent to participate in the survey. The respondent was given the choice of;

1. Completing the survey immediately,
2. Completing it later in the visit, or,
3. Not to undertake the survey and move on to the site.

Cookie tracking minimized the chances of the same respondent being asked to undertake the survey more than once.

Survey Dates

November 10, 2003 to January 20, 2004

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

Responses:

Online Sample: 756
Survey response rate: 4% (survey responses/total survey invitations)

English Responses: 680 (90.0%)
French Responses   76   (10.0%)

Summary of Demographic Groups Analyzed:

The following demographic groups were tracked:

Table 2.1 - User Groups Tracked

2004	
User Group	**Subgroup**
main purpose of your visit today	Research a product or service before a purchase Research a product or service after a purchase Find out about product recalls File or register a complaint Find a government service Learn about my rights or consumer protection Find contact information Find links to other sites Just browsing Other, please specify
access in the last 6 months	This is my first time 2 to 5 times 6 to 10 times 11 times or more
plan to access in the next 6 months	Yes, Occasionally (1-2 times) Yes, Regularly (1-2 times per month) Yes, Frequently (more than 2 times per month) No Don't know
overall satisfaction	Very satisfied Somewhat satisfied Neutral Somewhat dissatisfied Very dissatisfied

2004	
User Group	**Subgroup**
region of access	Alberta British Columbia Manitoba New Brunswick Newfoundland Nova Scotia Nunavut N.W.T. Ontario P.E.I. Quebec Saskatchewan Yukon Outside Canada
area of interest	Children Communications Consumer Challenge and Solutions* Consumer Products Consumer Services* Environment File a Complaint* Food Fraud/Deceptive Practices Government Services Health Housing Internet Money Safety Transportation Travel/Tourism Other * (new for 2004)
user role	General Public Academic/Educator Student Media/Journalist Business or other Private Sector Federal Government Provincial, or Territorial Government Municipal or other Government Non Governmental Organization Site Partner Consumer Rights Specialist Other (please specify)

2004	
User Group	**Subgroup**
information specialist?	Yes No
gender	Male Female
age	Under 18 18 to 25 26 to 35 36 to 45 46 to 55 Over 55

3.0   Survey Results and Analysis

Details of results and source data are given in separate documents as described. The following is a summary of these reports. A total of 756 individuals responded to the questionnaire (approximately 4% of unique visitors) over the period from November 10th 2003 to January 20th 2004.

3.1   Basis for the Analysis

The analysis is based on responses to both closed and open-ended questions as outlined in the methodology. It focuses on answering the following questions:

Overall Effectiveness   Overall, how is this site rated by users? Is the site meeting the needs of its prime target?

Dimensions   How is each of the five attributes viewed by key users? What should be the focus of attention to targeted users in the immediate future?

User Group   Are there major differences in ratings given by the specific user groups? Within each group, are there differences in ratings by sub-demographic levels?

3.2   Assessing User Value Index Changes and Differences

Due to the mathematics of linear scale ratings (e.g. rating 1-10), the significance of changes between specific Dimensions, Attributes and Years, will vary according to the number of respondents and where the ratings are in the scale.

As the number of respondents increases in sample sizes, the significance of any differences increases due to more certainty of the data.

The significance of changes in ratings also increases at both extremes of the rating scale. That is to say, typically a change of 0.1 in the User Value Index (UVI) tends to be more significant as the rating approaches 0 or 10. This is because the simple mathematics makes it harder to move to the extremes of the scale. For example, it is mathematically impossible for a rating to reach 10.0 if even one respondent rates a UVI question less than 10.

For this reason, we place more emphasis on UVI changes between say 0-4 and 7-10 than on changes between 5-7.

3.3   Overall Effectiveness: Level 1 – User Value Index

The overall effectiveness rating measures the average score across respondents and questions. It is useful when making an overall comparison between consecutive surveys to determine whether there has been an overall change in the user value between surveys. It does not capture specific reasons for changes, which is covered in subsequent analysis.

Table 3.1 User Value Index (UVI), Total Sample by Year

	UVI by Year	
	2002	**2004**
All Attributes	6.6	**6.4**

3.4   Strategic Focus: Level 2 – User Value Index

The WebValidator Strategic Focus Lens has four focus areas that are viewed by the lens: IMMEDIATE, LONG TERM, DESIRABILITY and USEFULNESS.

The Strategic Focus Lens itself is comprised of the five dimensions: Motivation, Interactivity, Navigation, Content and Adoption.

Each dimension contributes to two focus areas. For example, the dimension of Interactivity contributes to both LONG TERM and USEFULNESS. The dimension of Motivation contributes to LONG TERM and DESIRABILITY.

The shading of each section of the lens represents the rank of each dimension (strongest to weakest) within the lens. The ranking of each dimension, in turn, represents its strength of contribution to each of the focus areas.

Adoption contributes equally to all four focus areas of LONG TERM, IMMEDIATE, USEFULNESS and DESIRABILITY. Adoption is the hub of the website, where loyalty and user satisfaction can be derived from the user's personalized experience. Adoption is directly linked to all other dimensions and successful websites will be the ones that deliver highly personalized positive experiences and long term adoption.

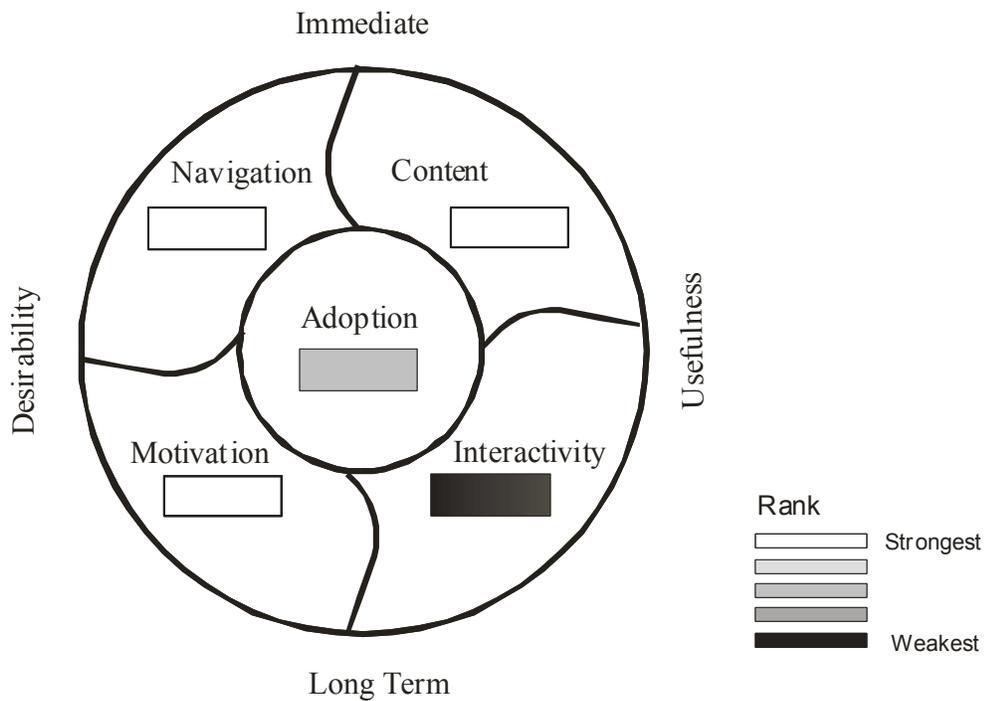**Figure 3.1 Online Sample – Strategic Focus 2004**

Table 3.2 – User Value Index by Dimension

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

The relative strength and/or weakness of the 5 Dimensions define the Strategic Focus. In the case of the Consumerinformation website, the individual dimensions scored in the *good* range for the sample. In addition, the relative differences between dimensions are significant but relatively small with User Value Indexes ranging from 6.3-6.4 in the sample.

The strategic focus indicates that **the site has a good level of immediate usefulness and desirability** with an even ranking going to Content, Motivation, Navigation and Adoption. Although these results are shown in rank order, there is essentially little difference in dimensional User Value Indexes in the whole sample. However, analysis in the following sections will show differences by purpose of visit, area of interest and by age.

User Value Indexes in all dimensions have decreased from 2002 from 0.1 to 0.3 points. Section 4 will elaborate on this in general this has much to do with a lower proportion of casual browsers (which traditionally rate sites higher) and moving towards more specific information requirements.

From a strategic perspective, this means that:

> *Site users appear to becoming more focused in their information needs coupled with higher expectations of a government site and the Internet in general.*

Motivation

Tied for highest ranked dimension in this sample was **Motivation** 6.4. This is considered a moderate score.

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

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

Trust ratings typically followed general UVI patterns in Purpose and Area of Interest indicating that the trust factor while varying in absolute terms within demographic groups remains consistently high relative to other attributes in a group.

The answer attribute has dropped significantly since 2002. While part of this can be tied to fewer general browsers which typically give higher ratings, *answer* ratings dropped consistently across user groups.

> *This indicates that many users are likely to return to the site when its services are needed although there is a greater demand for specific information and users will likely seek out other sources.*

Interactivity

Interactivity was ranked fifth by this sample at 6.3 although just slightly under the other 4 dimensions.

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

Results and comments were quite similar to those of 2002. While users like the overall interaction with the site and the ability to access information through a single source point and the ability to do this on their own, more respondents are looking for information on specific topics and as in 2002, believed the site was not providing support when they needed it. There were also a few comments on slow loading of screens.

> *While the overall interactive experience was positive, particularly in the ability to find information on their own, respondents feel they need more support when they do not find what they are looking for.*

Navigation

Navigation was also tied for first ranking at 6.4.

The highest rated attributes for this dimension *consistency* (6.7, down from 6.9 in 2002) and *site layout* (6.7, down from 6.8 in 2002) and lowest rated was *discovery* (6.0, down from 6.4 in 2002).

Overall, navigation was well rated and respondents believed the site was easy to navigate and consistent in its structure. The search functions, however, were less valued and still seen as an area for improvement. As in 2002, criticisms of search functions were greater from users seeking specific information than from general browsers.

> *While navigational aspects of the site are well rated, many users are still not able to find what they are looking for.*

Content

Content was also tied for first ranking by this sample at 6.4.

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

The value of content was highly dependent on the user groups (a more detailed discussion follows in section 4).

> *Most users believe that the information they are finding is well structured and up to date, in certain areas they require much more depth and information specific to their needs.*

Adoption

Adoption was tied for first ranking by this sample at 6.4.

Highest rated attributes for this dimension were *referral* (6.6, down from 7.1 in 2002) and *return* (6.6, down from 6.9 in 2002). Lowest rated were *expectations* (6.2, down from 6.4 in 2002) and *first choice* (6.2, down from 6.5 in 2002).

Adoption attribute ratings had a very wide degree of variance which is not reflected in these averages. As section 4 will show, *referral* and *return* ratings in RECPAM grouping 2, focusing on consumer products had these attributes rating very low in both absolute terms and relative to other attributes.

> *Users in general will return to Consumerinformation.ca for the type of service it offers, but with some reluctance in certain areas of interest.*

4.0   Results by Demographic and Target Group

An important factor for website improvement is to examine ratings by specific demographic profiles. In section 3, we provided an overall summary of the site as a whole, as well as by Dimension and Attribute. This section will focus on specific demographic profiles. The demographic tags are divided into primary and secondary. Primary tags are those where observation of UVI is actionable to a target group. For secondary tags, we look more at the number count because UVI is generally tied to the tag (e.g. it is obvious that site satisfaction will be tied directly to UVI – the key is to know the proportion of satisfied respondents).

Two levels of demographic analysis were undertaken. The first was RECPAM (**REC**ursive **P**artition and **Am**algamation) analysis (section 4.1) which is a rigorous statistical look at the level of distinct behaviors in user groups. This is coupled with a linear regression analysis of attributes to show which are the best indicators of site satisfaction. The second is a general demographic overview which shows who is coming to the site and what they think of it.

4.1   RECPAM Analysis

RECPAM is short for: **REC**ursive **P**artition and **Am**algamation. RECPAM is a statistical approach which works with a multivariate response and the algorithm segments the sample according to difference in the structure of the multivariate response. Furthermore, after a recursive partition or branching, the algorithm also recombines groups from different branches that exhibit similar structure, thus reaching the goal of identifying homogeneous *and* distinct subgroups.

In simple terms, RECPAM examines the results group by group to see if they behave similarly or differently. The prediction is that if groups behave similarly, any intervention to the web site should affect the groups in a similar way. RECPAM deals specifically with behavior. That is not to say that groups and sub groups might rate the site differently for User Value Index.
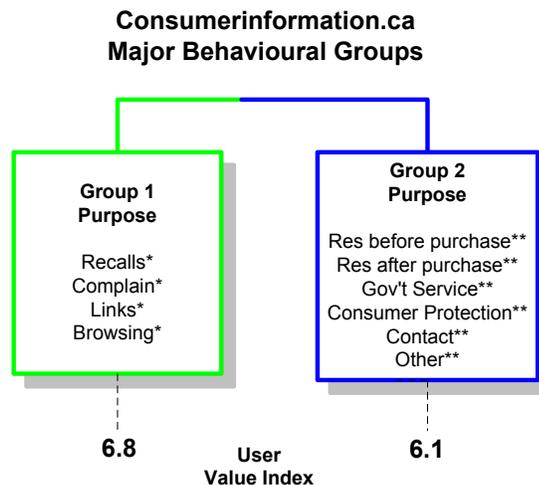
*RECPAM analysis on the 2004 Consumerinformation responses shows **two** major behavioral groups by **purpose of visit**.*

Purpose of visit divides into 2 major groups as follows:

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

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

Figure 4.1

**Consumerinformation.ca
Major Behavioural Groups**

**Group 1
Purpose**

Recalls*
Complain*
Links*
Browsing*

**Group 2
Purpose**

Res before purchase**
Res after purchase**
Gov't Service**
Consumer Protection**
Contact**
Other**

6.8   **User
Value Index**   **6.1**

* / ** 2002 groupings

4.2   Linear Regression of Attributes

The degree of statistical correlation of attributes in a linear regression has been shown to be a good indicator of which attributes best represent determinants of site satisfaction.

For the 2004 Consumerinformation sample, the following attributes together were found to be the most correlated and hence are the best indicators of site satisfaction determinants. They are listed in order of level of correlation and numbers in brackets show the relative ranking in the whole sample:

- Channel (10) . . .is your preferred way of receiving this type of information
- Referral (4) . . .you would refer to others
- Expectations (16) . . .meets your expectations
- Answers (25) . . .provides you with the answers you want
- Site Layout (3) . . .has a site design that is logical to you

This is an important result and shows that current users do believe that the Internet is the way they prefer to receive this type of information – up considerably in importance from 2002. However, as stated earlier, overall expectations of online services are increasing as is the importance getting the desired information. This means that concentrating on *answers* which scores lowest in the majority of groups and sub groups should remain the focus of attention on the site.

4.3   User Value Index by Primary Demographic

The following is a summary of User Value Index by key demographic. Where significant differences exist, demographics are drilled down to the dimension and/or attribute level to see if they can be explained by specific demographic variations. Although much of this is captured in the RECPAM analysis, there are often anecdotal results which can be important factors in improving the site.

Examination of Attributes

Analysis of individual attributes within and between demographic samples can provide insight into dealing with a particular category. For example, two demographic groups may have similar total and dimensional UVI, but for different reasons. For example, one group may rate *tools* very high and another low. An opposite rating of some other attribute may offset this. Such an analysis can therefore look at whether the ratings are dependent or independent of the demographic group.

Attribute examination also takes into account both the absolute rating (the actual UVI) as well as relative ranking. Typically the latter tends to be most useful in determining where and if differences exist between groups.

Presentation of Data

Data is presented here by individual demographic tags. Results for UVI and proportion of respondents from the 2002 webValidator are also shown.

User groups which are not statistically significant within the sample are marked with an asterisk. This does not mean that anecdotally, these results are not important and actionable and the reader should use their knowledge of the target users to determine whether to use these results.

4.3.1 General Comparison of Attributes

The following charts show a summary of all attributes for the full sample as well as a comparison with 2002 results.

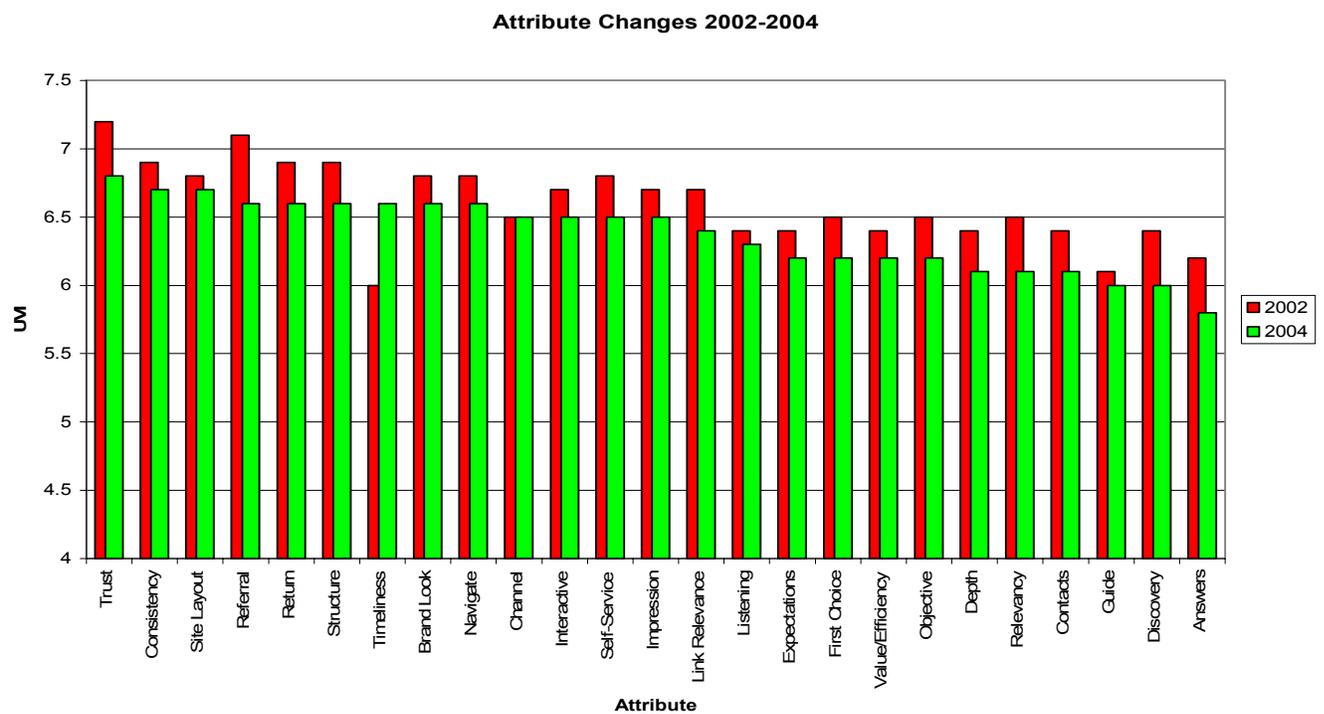**Figure 4.2**

Attribute Changes 2002-2004

Figure 4.2 shows a drop in all attributes except *channel*, which stayed the same and *timeliness* which went up. The magnitude of these changes is shown in Figure 4.3.

Figure 4.3

Attribute Changes 2002-2004
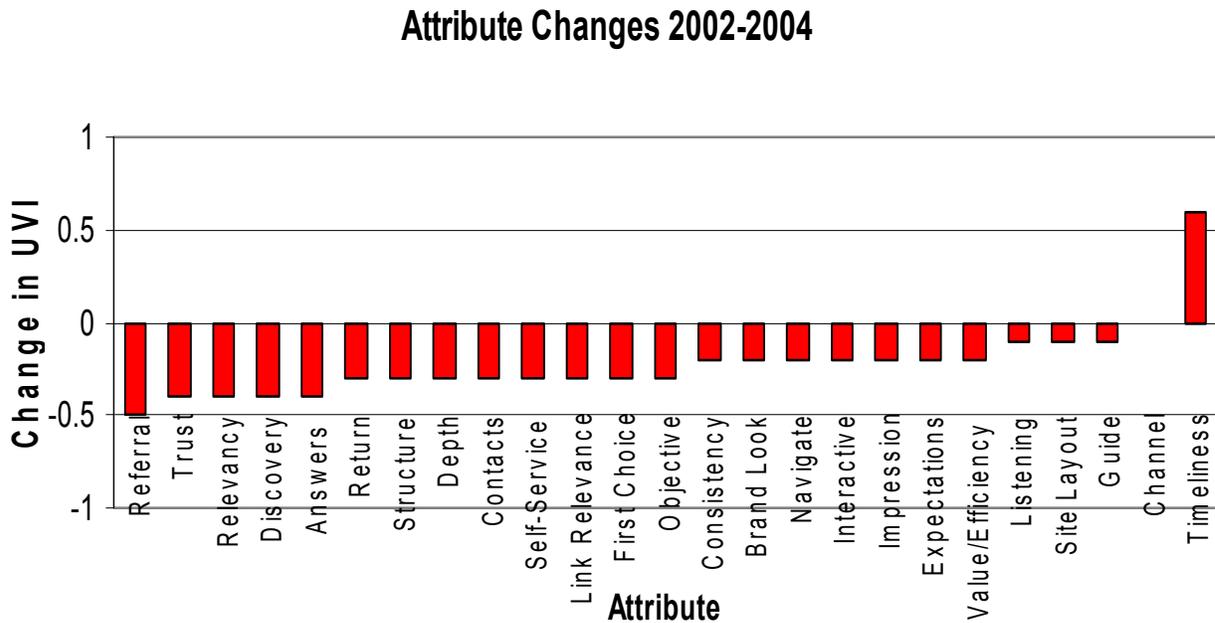
The largest absolute negative changes are seen in:

- referral
- trust
- relevancy
- discovery
- answers

With the largest positive change seen in:

- timeliness

As sections 4.3.2 and 4.3.3 will show, the key problem area is for users that indicated "researching prior to purchase" as their purpose and "consumer products" as their area of interest. If we strip out these groups from the total sample, we are left with 555 respondents (73.4% of total sample) and that the overall UVI jumps from 6.4 to 6.7 and that the attribute range jumps from 5.8-6.8 to 6.1-7.1. This is shown by Figure 4.4.

Figure 4.4 – UVI Ratings without "Research before purchase" and "Consumer Products)
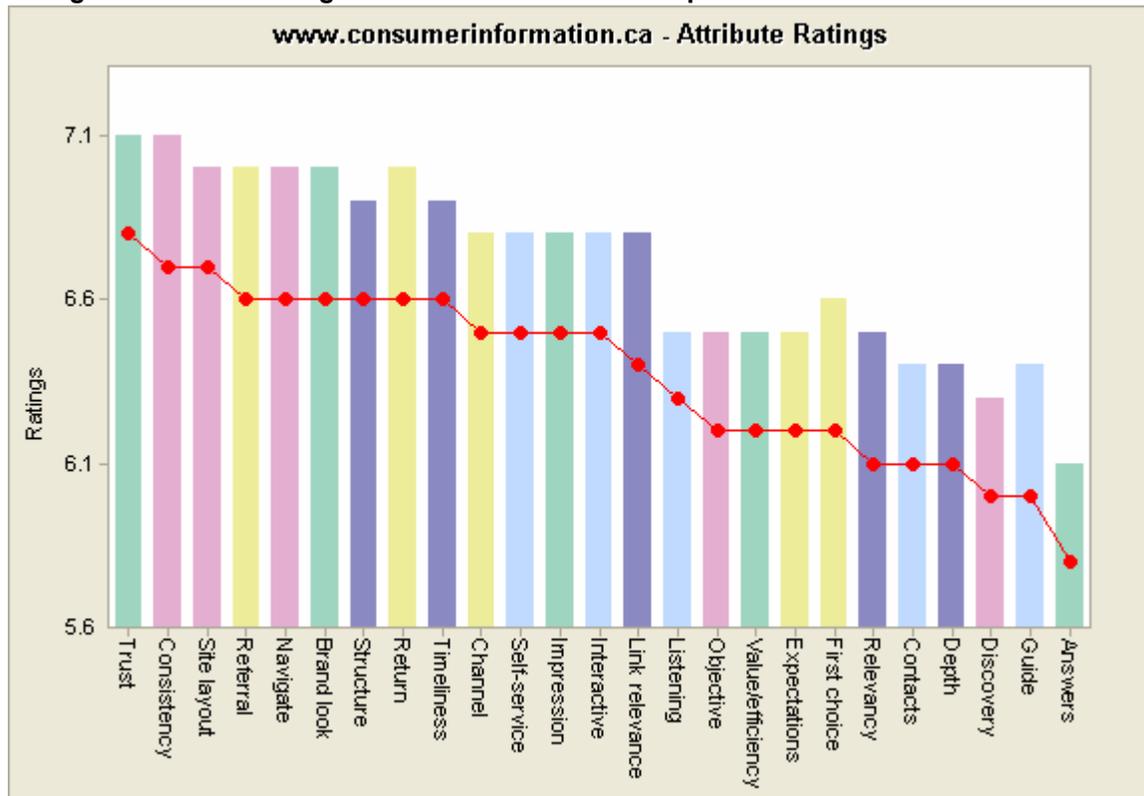
Line graph shows UVI for total sample (756)

4.3.2 Purpose of Visit

Table 4.1

| Purpose of Visit	2004 # Respondents	% Total	Cumulative % Total	2004 User Value Index	2002 User Value Index	2004 RECPAM Grouping
Browsing	192	25 (32)	25%	**6.9**	7.0	1
Research before purchase	138	18 (16)	43%	**5.8**	6.2	2
Consumer Protection	115	15 (15)	58%	**6.4**	6.6	2
Other	81	10.7 (8.5)	69%	**5.9**	6.2	2
Find gov't service	54	7.1 (9.4)	76%	**6.3**	6.4	2
Contact info	51	6.7 (4.3)	83%	**6.3**	6.4	2
Product recalls	46	6.1 (7)	89%	**6.9**	6.6	1
File complaint	46*	6.1 (6)	95%	**6.3**	6.4	1
Research after purchase	21*	2.8 (1.6)	98%	**6.5**	6.0	2
Link to other site	12*	1.6 (2.3)	100%	**7.2**	6.0	1
Total Overall	**756**	**100%**		**6.4**	6.6	

* not statistically significant
** numbers in brackets represent 2002 values

Observations – Purpose of Visit:

- The largest user group remains the "browsers" at 25% but down from 32% in 2002. Browsers also represent the highest UVI among significant samples (tied with Product Recalls).

- The rank order of the top 5 groups is almost identical to that of 2002.

- The top 5 groups represented nearly 76% of the sample.

- Results from the "other" group showed that most could fit in one of the other groups except "browsing" – most of these individuals were seeking specific information on areas such as filing a complaint, fraud, and school projects – less so for product-related issues.

- RECPAM identified purpose of visit as the main branching point for 2 distinct user group behaviors as described in section 4.1. Group 1 is alone and group 2 branches into 2 sub groups by region. The following charts show individual attributes by each group:

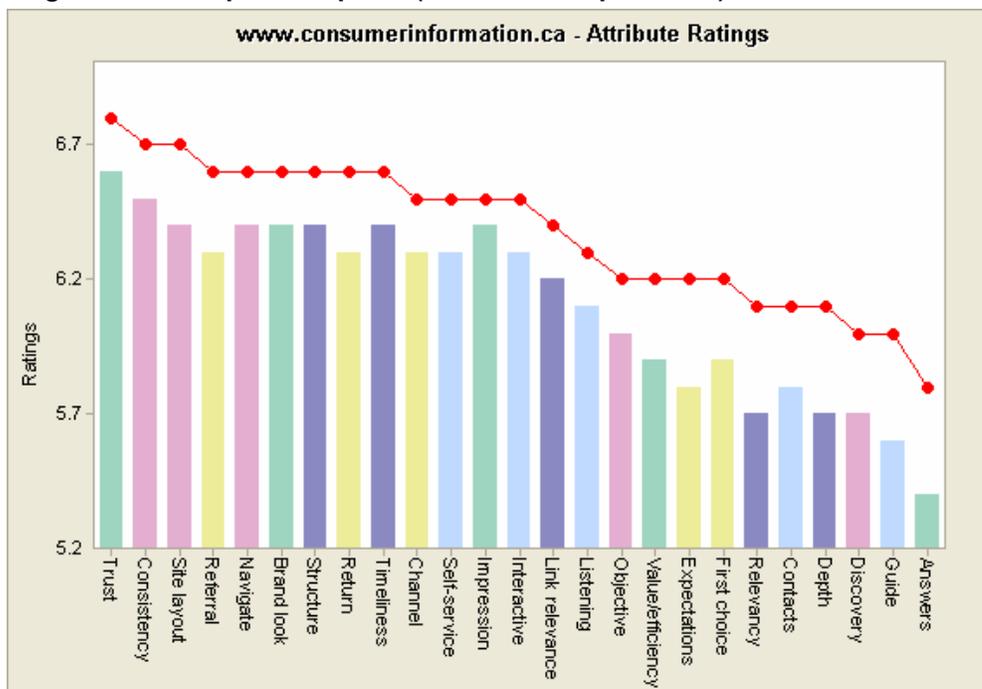**Figure 4.5: Group 1 – Purpose (296 of 756 respondents)***
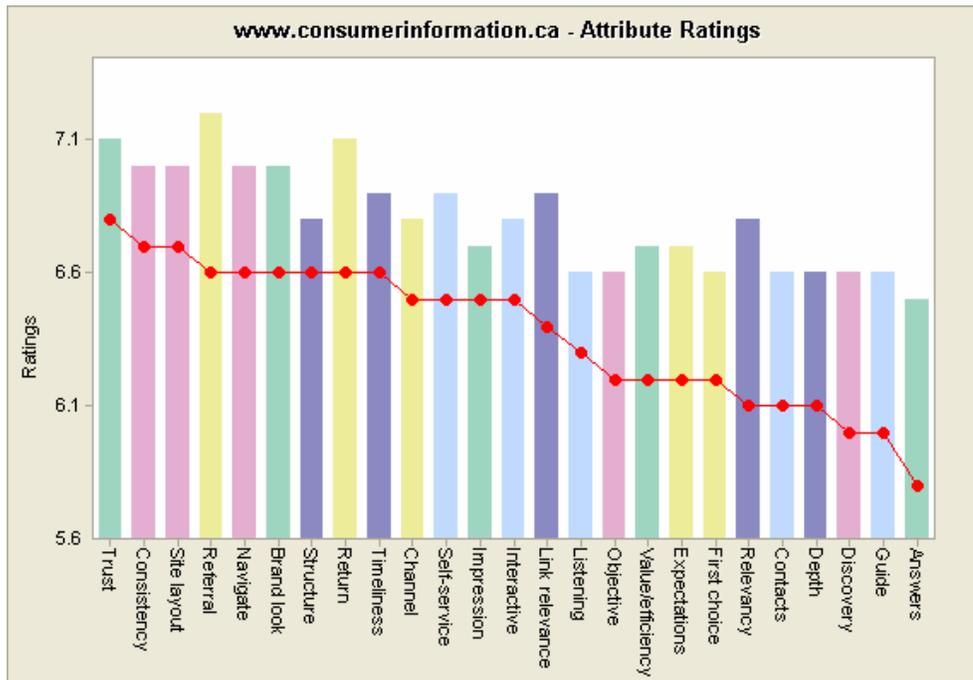
Line graph shows total sample ratings
*Purpose = product recalls, register a complaint, links, browsing

Figure 4.6: Group 2 – Purpose (460 of 796 respondents)*

Line graph shows total sample ratings
*Purpose = research prod/serv before purchase, research prod/serv after purchase, find gov't
serv, consumer protection, contact, other

Group 1:

- Scores well above average in all attributes
- Attributes of *referral* and *return* score particularly high indicating high potential adoption
- Even though *answers* is the lowest rated attribute, at 6.6 this still scores well and the overall range of lowest to highest is narrower in this group
- *Relevancy* also scores much higher compared to Group 2

Group 2:

- Shows significantly lower scores than Group 1 with the majority below 6.3, but with a similar rank order of attributes to the whole group
- The 10 lowest attributes scores 6.0 or under
- A large variance exists between low and highly rated attributes reinforcing observations that the site scores better in general attributes related to confidence and lower in those related to getting information

4.3.3 Area of Interest

Table 4.2

Area of Interest	2004 # Respondents	% Total	Cumulative % Total	2004 User Value Index	2002 User Value Index
Consumer Products	137	18.1 (21)	18%	5.8	6.7
Consumer Services	82	10.8	29%	6.3	n/a
Fraud/Deceptive Practices	82	10.8 (12.5)	40%	7.0	6.8
Other	69	9.1 (11)	49%	5.3	6.3
Money	57	7.5 (6.3)	56%	6.3	6.3
Transportation	49	6.5 (6.4)	63%	6.4	6.6
Government Services	39	5.2 (9.2)	68%	7.0	6.6
Housing	32	4.2 (4.6)	72%	6.8	6.5
Children	30	4.0 (6.0)	76%	7.4	7.5
Communications	30*	4.0% (3.9)	80%	6.5	6.0
Consumer Challenge and Solutions	28	3.7	84%	7.1	n/a
File a Complaint	28*	3.7	88%	6.3	n/a
Food	23*	3.0 (3.1)	91%	6.9	6.1
Health	19*	2.5 (5.6)	93%	5.9	6.8
Internet	17*	2.2 (1.9)	96%	6.5	6.8
Travel/Tourism	16*	2.1 (4.1)	98%	6.6	6.6
Safety	13*	1.7 (1.6)	99%	6.7	6.7
Environment	5*	0.7 (1.4)	100%	6.7	5.9
Total Overall	**756**	**100%**		**6.4**	**6.6**

*   not statistically significant
**   numbers in brackets represent 2002 values

Observations – Area of Interest

- There was wide distribution of respondents by the 18 areas of interest indicating that all the primary areas of the site are being used to some extent although heavily skewed to the top 7 groups representing 68% of the total. By contrast, the bottom 5 groups represented 9.2% of the total.

- The largest single grouping was for consumer products at 18.1% and the other 17 groups were all below 11%.

- This wide distribution meant that that 8 of the user groups (44%) here yielded insignificant individual statistical results (results that could be used statistically for cross comparative purposes).

- Within significant groups, the area of interest which scored significantly higher than the average was *children* – consistent with 2002*.*

- Significant groups scoring well (>6.7) included

  - Children
  - Consumer Challenge/Solutions
  - Fraud
  - Government Services
  - Housing

- Significant groups scoring poorly (<6.3) included

  - Consumer Products

- Most significant increases in UVI from 2002 were observed in

  - Fraud (6.8-7.0)
  - Government Services (6.6-7.0)
  - Housing (6.5-6.8)

- Most significant decreases in UVI from 2002 were observed in

  - Consumer Products (6.7-5.8)
  - Other (6.3-5.3)

4.3.4 Frequency of Visit in Past 6 Months

Table 4.2

Frequency of Visit	2004 # Respondents	% Total **	Cumulative % Total	2004 User Value Index	2002 User Value Index
First time	660	87.3 (82.8)	87%	**6.3**	6.6
2-5 times	79	10.4 (13.4)	98%	**6.5**	6.8
11+ times	9*	1.2 (2.3)	99%	**8.2**	7.1
6-10 times	8*	1.1 (1.3)	100%	**7.7**	6.6
Total Overall	**756**	**100%**		**6.4**	6.6

* not statistically significant
** numbers in brackets represent 2002 values

Observations – Frequency of Visit

- As in 2002, the vast majority had not visited the site within the previous 6 months at nearly 83%.

- The relative proportion of respondents by frequency of visit was similar to that of 2002

4.3.5 Likelihood of Return in Next 6 Months

Table 4.3

Likelihood of Return	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
Yes, occasionally	278	36.8 (38)	37%	**6.7**	6.9
Don't know	219	29 (27.8)	66%	**5.6**	5.9
Yes, regularly	134	17.7 (16.6)	84%	**7.5**	7.3
Yes, frequently	78	10.3 (13.1)	94%	**7.5**	7.4
No	47*	6.2 (4.2)	100%	**2.7**	3.6
Total Overall	**756**	**100%**		**6.4**	6.6

* not statistically significant
** numbers in brackets represent 2002 values

Observations – Likelihood of Return

- Only a very small proportion (4.2%) stated that they would not return to the site.   However a large group (27.8%) did not know. Given the low relative value for UVI, many of these respondents are not likely to return and there was no strong correlation between likelihood of return and purpose of visit and area of interest

- Nearly 65% stated that they would likely return to the site over the next 6 months.

4.3.6 Site Satisfaction

Table 4.4

Site Satisfaction	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
Somewhat satisfied	252	33.3 (33.7)	33%	**6.8**	6.9
Very satisfied	222	29.4 (32.2)	63%	**8.2**	8.1
Neutral	163	21.6 (19.7)	85%	**5.6**	5.7
Somewhat dissatisfied	77	10.2 (9.9)	95%	3.8	4.6
Very dissatisfied	42*	5.6 (4.3)	101%***	2.0	2.4
Total Overall	**756**	**100%**		**6.4**	6.6

*   not statistically significant
**   numbers in brackets represent 2002 values
*** rounding error

Observations – Site Satisfaction

- Not surprisingly, site satisfaction correlates strongly with likelihood of return figures with some 63% indicating some level of satisfaction (corresponding to 64% that would return). The same percent who indicated they would not return also indicated that they were very dissatisfied.

4.3.7 Region

Table 4.5

Region	2004 Respondents	% Total**	Canadian Population (actual)***	Cumulative % Total	2004 User Value Index	2002 User Value Index
Ontario	340	45 (41.2)	38%	45%	**6.4**	6.6
BC	105	13.9 (12.3)	13%	59%	**6.2**	6.5
Quebec	93	12.3 (9.9)	24%	71%	**6.5**	6.9
Alberta	77	10.2 (9.3)	9.9%	81%	**6.0**	6.1
Nova Scotia	34	4.5 (9.8)	3.0%	86%	**6.7**	7.0
Manitoba	29*	3.8 (3.8)	3.7%	90%	**6.5**	6.3
Saskatchewan	23*	3 (3.4)	3.3%	93%	**6.3**	5.9
Outside Canada	22*	2.9 (2.1)		96%	**5.7**	6.6
New Brunswick	16*	2.1 (3.3)	2.4%	98%	**6.9**	7.0
NFLD	9*	1.2 (2.1)	1.7%	99%	**7.6**	7.7
Yukon	4*	.8 (1.1)	0.1%	98%	**6.5**	6.1
NWT	3*	.4 (0.3)	0.1%	99%	**6.8**	8.6
PEI	1*	.1 (0.7)	0.05%	99%	**8.2**	7.1
Nunavut	0*	0 (0.1)	0.1%	100%		2.2
Total Overall	**756**	**100%**			**6.4**	6.6

*   not statistically significant
**   numbers in brackets represent 2002 values
*** Source: Statistics Canada 2001 census

Observations - Region

- Geographical proportion of respondents followed the general Canadian population except that as in 2002, Quebec is significantly under-represented and Ontario over-represented.

- Geographical distribution of respondents is similar to that of 2002 except that proportion of respondents in Nova Scotia dropped significantly. This is likely due to the disproportionately high response rate in 2002 as a result of a news item on ATV which triggered an immediate response

- RECPAM analysis in 2002 showed two distinct geographical groups branching from purpose of visit. This does not show up in 2004 indicating a more homogeneous behaviour between provinces.

4.3.8 Role

Table 4.7

Role	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
General Public	476	63 (72)	63%	6.2	6.7
Bus/Private Sector	79	10.4 (6.3)	73%	6.7	6.6
Teacher/Professor	48	6.3 (3.4)	79%	7.0	5.8
Student	44	5.8 (3.8)	85%	5.9	6.4
Other	35	4.6 (2.4)	90%	6.5	6.7
Federal Gov't	27	3.6 (4.4)	94%	7.3	7.2
Non-Gov't Org	14*	1.9 (1.4)	96%	6.3	7.1
Prov/Terr Gov't	13*	1.7 (1.8)	98%	6.8	6.8
Municipal/other Gov't	11*	1.5 (2.1)	100%	7.8	6.5
Media	4*	0.5 (0.6)	101%	5.8	6.8
Site Partner	3*	0.4 (0.7)	98%	5.7	5.7
Consumer Organization	2*	0.3 (0.5)	99%***	5.9	4.7
Total Overall	**756**	**100%**		**6.4**	**6.6**

*   not statistically significant
**   numbers in brackets represent 2002 values
*** rounding error

Observations – Role

- General public was the largest single user group with a very significant 63% of respondents but down from 72% in 2002. This also showed the largest drop in UVI from 6.7 to 6.2

- Large proportional increases were seen in Business/Private Sector, Teacher/Professor, Student and Other but these still represent relatively small proportions of total users.

- A significant swing upward was seen in the Teacher/Professor group (5.8-7.0) and a significant swing down in the Student group (6.4-5.9)

- Federal Government users continue to scored significantly higher than average

4.3.9 Librarian or Information Specialist

Table 4.8

Librarian/Info Specialist	2004 # Respondents	% Total**	Cumulative % Total	2004 User Value Index	2002 User Value Index
No	692	91.5 (91.6)	92%	6.4	6.6
Yes	64	8.5 (8.3)	100%	6.5	6.5
Total Overall	**756**	**100%**		**6.4**	**6.6**

** numbers in brackets represent 2002 values

Observations – Librarian/Info Specialist

- Approximately 8% of respondents were librarians or information specialists

- Overall UVI and behavior was the same as in the total sample

4.3.10 Gender

Table 4.9

Gender	2004 # Respondents	% Total	Cumulative % Total	2004 User Value Index	2002 User Value Index
Female	419	55.4 (55.4)	55%	6.5	6.7
Male	337	44.6 (44.6)	100%	6.3	6.6
Total Overall	**804**	**100%**		**6.4**	**6.6**

Observation – Gender

- Significantly more women than men are currently using the site and the proportion is identical to 2002

- Although overall satisfaction is independent of gender, there are some minor differences in areas of interest with slightly more women proportionately seeking information related to children and to file a complaint. However, the differences in areas of information sought between men and women are less than in 2002

4.3.11 Age

Table 4.10

Age	2004 # Respondents	% Total	Cumulative % Total	2004 User Value Index	2002 User Value Index
36-45	226	29.9 (26.7)	30%	6.3	6.7
46-55	205	27.1 (24.1)	57%	6.4	6.6
26-35	129	17.1 (20.7)	74%	6.5	6.4
Over 55	121	16 (21.2)	90%	6.2	6.9
18-25	70	9.3 (6.2)	99%	6.5	6.8
Under 18	5*	0.7 (0.8)	100%	5.9	2.9
Total Overall	**804**	**100%**		**6.4**	**6.6**

*   not statistically significant
**   numbers in brackets represent 2002 values

Observations – Age

- The majority of respondents fall relatively evenly between 36 and 55 at 57%. In 2002 this proportion was 51%

- The 18-25 group, although higher than in 2002 remains significantly lower at 9.3% and under 18 remains negligible

- UVI is more evenly distributed in significant groups than in 2002 with a large decrease in the over 55 group (6.9-6.2)

5.0   User Segmentation Module

New for 2002 was the addition of a user segmentation module to examine the "Complaint Courier" function of the site. Respondents answering yes to a question asking if they used the feature were directed to a series of questions dealing with satisfaction and functionality of the service. Ten percent of respondents (74) said yes to using the feature. Overall, the feature was well regarded with nearly 80% of respondents indicating they would likely (somewhat more or much more likely) use the feature again as a result of their experience with it. Only 12% indicated they would be less likely to use it again.
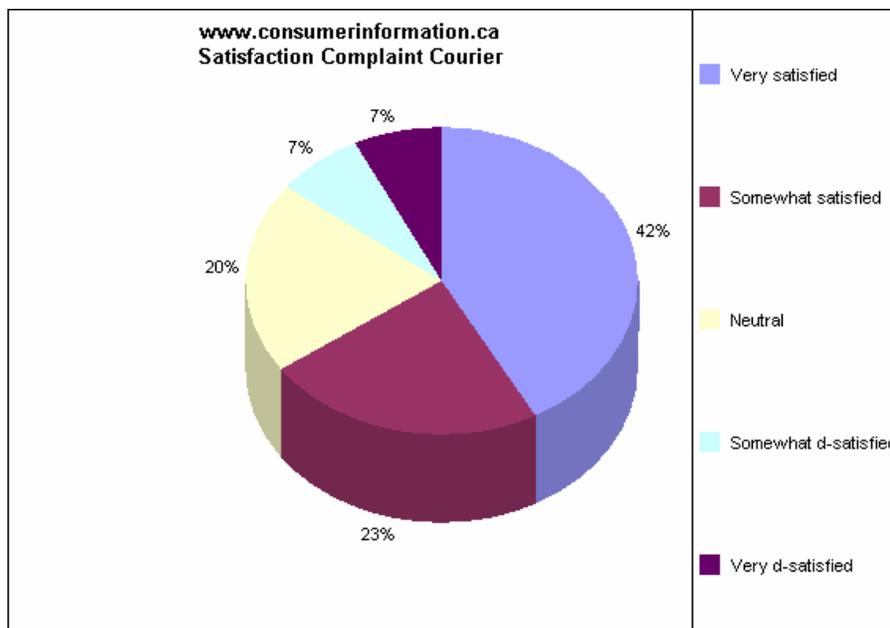
5.1   Satisfaction

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

Table 5.1 - Satisfaction Complaint Courier

Total Sample: 69

Very satisfied	29	42%
Somewhat satisfied	16	23%
Neutral	14	20%
Somewhat d-satisfied	5	7%
Very d-satisfied	5	7%

Figure 5.1

5.2   Characteristics

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

**Tables 5.1/5.2 – Responses to Characteristics of Complaint Courier**

Count

	Poor	Fair	Good	Very Good	Excellent	Total
General ease of use	5	5	28	16	15	69
Number of clicks	4	7	29	16	13	69
Letter Wizard	6	5	28	16	14	69
Explanation of rights and responsibilities	5	6	25	23	10	69
Offline contact information	6	7	24	18	14	69
Availability of more information	6	11	23	18	11	69
Effective tips / advice	5	8	28	15	13	69
Effective forms	4	8	23	19	15	69

Percentage

	Poor	Fair	Good	Very Good	Excellent	Total
General ease of use	7%	7%	41%	23%	22%	100%
Number of clicks	6%	10%	42%	23%	19%	100%
Letter Wizard	9%	7%	41%	23%	20%	100%
Explanation of rights and responsibilities	7%	9%	36%	33%	14%	100%
Offline contact information	9%	10%	35%	26%	20%	100%
Availability of more information	9%	16%	33%	26%	16%	100%
Effective tips / advice	7%	12%	41%	22%	19%	100%
Effective forms	6%	12%	33%	28%	22%	100%

Figure 5.2
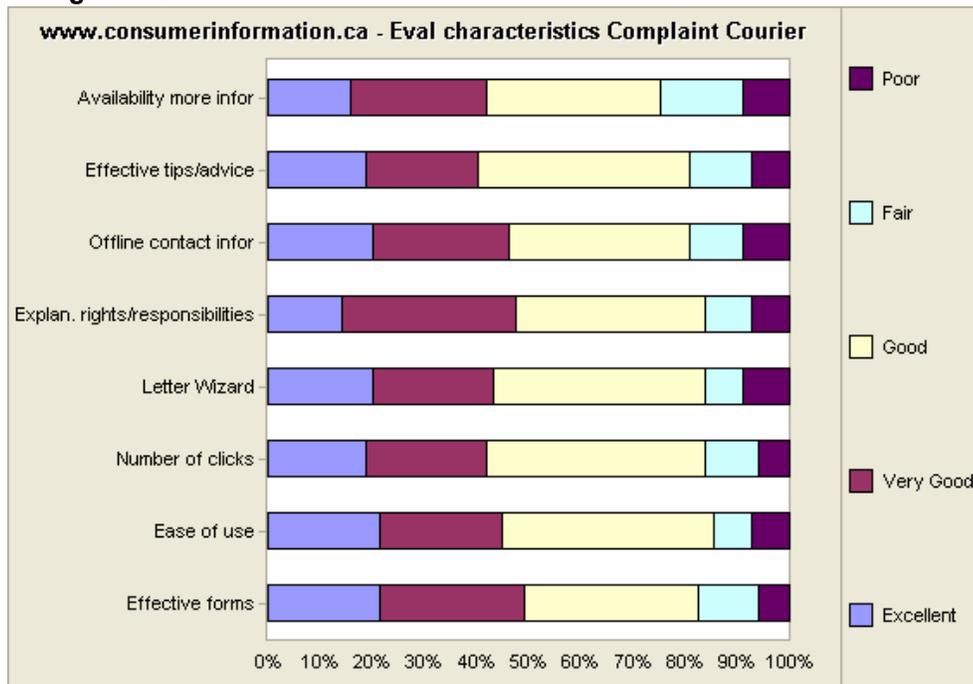
Appendix A - Summary of Survey Questions

User Value Index 6.4

Stem Question : Based on your best online experience, to what extent do you value www.consumerinformation.ca as a site that...

Question souche : En vous appuyant sur votre meilleure expérience en ligne, comment appréciez-vous InfoConsommation.ca comme site qui....

Dimension: Navigation   **Rating: 6.4**   **Focus: Immediate Desirability**

Overall Rank	Attribute	Rating	Question
2	Consistency	6.7	...has a consistent look and functionality that helps you navigate the site? *...possède un aspect cohérent et des fonctions vous aidant à explorer le site ?*
2	Site layout	6.7	...has a site design that is logical to you? *...possède une configuration qui vous semble logique ?*
4	Navigate	6.6	...is easy for you to navigate? *...est de navigation facile ?*
16	Objective	6.2	...gives you an immediate grasp of what you can do on the site? *...vous permet de comprendre immédiatement les avantages de ce site ?*
23	Discovery	6.0	...enables you to find what you're looking for? *...fournit une fonction de recherche vous permettant de trouver ce que vous recherchez ?*

Dimension: Content   **Rating: 6.4**   **Focus: Immediate Usefulness**

Overall Rank	Attribute	Rating	Question
4	Structure	6.6	...has well-organized content? *...présente un contenu bien structuré ?*
4	Timeliness	6.6	...provides up-to-date information? *...offre un contenu à jour ?*
14	Link relevance	6.4	...links you to other relevant sources of information? *...vous relie à d'autres sources d'information pertinentes ?*
20	Depth	6.1	...provides sufficient depth of information? *...offre un contenu suffisamment approfondi ?*
20	Relevancy	6.1	...has content that is relevant to the purpose of your visit? *...présente un contenu pertinent au but de votre visite ?*

Dimension: Interactivity   **Rating: 6.3**   **Focus: Long-Term Usefulness**

Overall Rank	Attribute	Rating	Question
10	Interactive	6.5	...provides a positive interactive experience? *...offre une expérience interactive positive ?*
10	Self-service	6.5	...enables you to help yourself? *...vous permet de trouver vous-même les réponses à vos questions ?*
15	Listening	6.3	...provides sufficient opportunities for your input? *...offre suffisamment de possibilités de faire des commentaires ?*
20	Contacts	6.1	...enables you to identify and contact the right people? *...vous permet de repérer les personnes-ressources et de les contacter ?*
23	Guide	6.0	...provides help when you need it? *...apporte un soutien à l'utilisateur lorsque nécessaire ?*

Dimension: Motivation   **Rating: 6.4**   **Focus: Long-Term Desirability**

Overall Rank	Attribute	Rating	Question
1	Trust	6.8	...is a reliable source of information that you trust? *...constitue une source d'information fiable ?*
4	Brand look	6.6	...has the look that you expect from a leading consumer information site in Canada? *...a l'aspect souhaité pour un site d'information aux consommateurs crédible au Canada ?*
10	Impression	6.5	...gives you a positive impression about Canada's Governments? *...donne une impression positive des gouvernements du Canada ?*
16	Value/efficiency	6.2	...leaves you feeling that your time was well spent? *...vous donne l'impression d'avoir bien utilisé votre temps ?*
25	Answers	5.8	...provides you with the answers you want? *...fournit les renseignements que vous veniez y chercher ?*

Stem Question : Based on your best online experience, to what extent do you value www.consumerinformation.ca as a site that...

Question souche : En vous appuyant sur votre meilleure expérience en ligne, comment appréciez-vous InfoConsommation.ca comme site qui....

Dimension: Adoption   Rating: 6.4   Focus: Loyalty-Adoption and Commitment

Overall Rank	Attribute	Rating	Question
4	**Referral**	6.6	...you would refer to others? *...vous incite à le recommander ?*
4	**Return**	6.6	...encourages you to return? *...vous incite à revenir ?*
10	**Channel**	6.5	...is your preferred way of receiving this type of information? *...constitue votre mode d'interaction préféré pour trouver ce type d'information ?*
16	**Expectations**	6.2	...meets your expectations? *...répond à vos attentes ?*
16	**First choice**	6.2	...is your first choice for clear, concise consumer information? *...constitue votre premier choix pour de l'information aux consommateurs claire et concise ?*

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

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

Looking for information on telecommunications service providers in Saskatchewan.

Recieved lottery scam letter. Wanting to lodge a complaint.

Recherche d'information sur la gestion des plaintes

HOW TO FILE A COMPLAINT AGAINST AN EMPLOYER WHO DIDN'T PAY THE EMPLOYEE FOR SERVICES PROVIDED

to find information on defective parts in a particular vehicle. Complaints that have already been made.

How to end unsolicited email even when the ISP Host will not act.

trying to find shipping information on alcohol

T3 Tax form information

Looking for a list of companies involved in Pyramid Schemes

Je suis tombé sur ce site par hasard à mon grand bonheur, car je cherchais ce site depuis longtemps.

Looking for consumerinformation for vertical file in high school library for staff and students

looking for help in filling out mortgage discharg forms

to get a copy of the act

Looking for information for a manufacturer that wants to supply consumer goods in Bonus Packs to Canada

Licensing requirements for National Collection Agency

Trying to locate a list of physicians in Belleville Ontario taking on new patients.

check on a company offering work at home jobs

looking for information on Quebec Bar Association to find out about what can be done about malpractice

Trying to find database of establishment numbers (on food packages)

Looking for information on import duties for software purchased from U.S. vendor for personal use. Clicked on link at CCRA Customs website to get here.

Get info on environmental protection when designing a house

find out about a business

Concern about vehicle insurance premiums

looking for market trends and projections

I heard about something you were offering on radio.

Research about conducting business in Canada

Try find a Warning regarding Halloween Candy and their wrappers

research for student assignments

research for school

Looking to find duty or tariff involved in ordering a camera lens online (if made in Japan, for example)

la vente de chocolat faite à la main quel est les règlements???

Searching for current frauds and scams

misrepresentation

homework assignment...asked to use the credit card cost calculator

find definition of "consumer risk predictor"

I wanted information about Debt elimination as I receive many spam messages that tell about them scholl

Savoir quoi faire en cas de vol des papiers d'obligations d'épargne du Canada?

Researching potential lottery scam

School project

looking for the meaning of the textile care labels

looking for info re food families, re allergic info

to find out credit standing

Law clerk assignment

research for doing college project

School Project

Looking for information on residential aluminum wiring and light fixtures.

resources appropriate for Career and Life Management (CALM)course for high school students

trouver la durée de conservetion des aliments en conserve.
Just received the information on your services. I am a teacher and do have a module on law and the travellor. I am looking for useful information for my
students.
researching noise levels in buildings
Familiarizing myself with website as a credit counsellor in order to refer clients to website if appropriate.
Researching Customs Tariffs on an item I'm considering purchasing from the US.
homework
researching internet scams
Making an assignment for my CALM 20 class using your website on Consumer Choices/products.
I teach consumerism and was looking for resources
I wanted to find out if there was any information to help me "file a lawsuit" without a lawyer.
Passer une commande
search on identity fraud
school work
school related work
Consumer Mathematics and Skills for Independent Living Teacher
research for a project and personal interest
sales stats for motorcycles,Canada and B>C>,,Age of buyer,Amount spent..
professional interest
to look for what GSL credit is.
I wanted to find out if there is any place to get help as my dad is beeing scamed out of a lot of money through the mail and i can not get him to lisitn or
talk about it. he gesttell us to get out of the house and tell mom not to talkto us about any thing, is there any help?
I was curious about the labels contained on processed food labels claiming 'unsweetened' and 'no sugar added'. I wanted to know whether there was any
tollerance for some products to use these terms while still allowing them to add sweeteners. I used this site to find the food labelling department.
Looking for information/tips on reducing heating costs by way of recommended settings for winter months. (i.e. what is the lowest furnace setting before
pipes freeze, moisture increases, etc.)
LOOKING FOR INFORMATION ON HOUSEHOLD EXPENDITURES
Trying to find what duties willl be charged on a foreign order
Filing a Complaint
Prendre connaissance de ce nouveau service.
introductory visit
review what is available on the site
to find out about consumer complaints as it relate to auto-insurance fraud..
voulait visiter le site
To obtain information regarding your site, to help in my position as Counsellor in a bankruptcy practice

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

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

planificatrice financière
homemaker
banking
Homemaker
financial advisor to communicate with clients
housewife
Traveler passing through to Alaska
library
Researcher/Librarian
centre communautaire
Financial planner
Retired
Financial Advisor
consumer personal
grandparent looking at safety related issues for my 3 grandchildren
Work as a resource assistant
Agent de recherche
Social work
bibliothécaire
Registered Psychologist
Financial Planner
Private individual
je voulais juste un renseignement en tant que citoyenne.
retired
Syndic de faillite
librarian
Je suis un individu, oui citoyen, qui cherche la justice bel et bien, contre les fraudes de certaines compagnies d'Assurance, leur vendeur(s) et leur(s)
avocat(s) et leurs autres représentant(e)s (oui, dedans la compagnie) ; comme c'est une démocratie encore au Canada, il nous faut meilleurs lois contre
les malfaisances des compagnies d'Assurances, contre les mauvais Avocats... tous ceux et celles qui détruisent nos bonnes lois ; il nous faut aussi que
le Canada et les provinces et territoies créent plus de lois contre les fraudes des compagnies d'Assurance. Pour renseignements, envoyez couriel :
Merci pour votre effort et S.V.P., améliorer votre site avec plus de choix, comme un ajout : "Fraude d'Assurance" comme un des sujets,
entre autres...
Interestet
Retraitée
Private Canadian Citizen
law firm employee
Insolvency Administrator
Business

Appendix D – Open ended responses for individuals indicating "other" as purpose of visit

1 . What do you value most about this web site?

Canadian content!!!
It is very interesting - although I did not find what I wanted, I did spend a lot of time browsing and discovered all sorts of information on other topics
good table of contents. Nice use of rollovers on maps. Good information.
Nothing
I like the range of topics offered for consultation.
Les liens et les titres sont bien détaillé
Provides good information
nothing
easy to navigate
kiolhv
If I wanted to make a complaint this seems to be a good place to go to
the fact that i can trust it
good info
ease of use
updated information and news bulletins
L'information qu'on y trouve
The content
Information
The site seems like a great asset, unfortunately it was not where I needed to go to find what I was looking for.
The solid information I get.
Current information with good links
J'ai beaucoup apprécié la visite guidée qui était claire et complète.
To early to tell
Once I figured out the format, the information I required was available
It is a source of consumer information
First visit. Referred from CCRA website. Didn't find what I was looking for. A site like this should provide comprehensive information and not just a superficial overview.
Nothing
Covers many consumer issues
facile a trouver ce qu'on recherche
Facile de s'y repérer visuellement.
Its linked from the government of canada website.
Site was easy to navigate
Good source of information
information regarding related topics and contact person
Links
specific regional info is really good
Des informations non biaisées.
I only looked at one area today, and that was travelling outside of Canada. I did not have enough time to look through the other areas.
clear concise information. a good reference
is easy to navegate
Lots of pertinent information and links to other sites as well as allows you to limit your search geographically.
My experience at this point has left me valuing absolutely nothing about this site.
information

Ease of gathering information.
Very informative, and seems extremely reliable.
Amount of information in one place and that my students can share this site with their parents....it can be continue to be useful outside of classroom situations.
It has a lot of information that is organized and easy to find.
n/a/
well organized with relevant info
Information that is available
ther was a lot of ifo
That it is an official government site not authored by an interest group and not encumbered by advertising

2 . What do you dislike most about this web site?

Some of the information is from 2 or more years ago. When planning for students to use a website, especially for costing items, it would be great to have very updated material.
links lead to sites requiring a subscription
Couldn't find what I wanted. Links to Quebec site are only in French which limits what I can access.
Too difficult to find information. Seach Tool is as effective as urinating into the wind
I did not see (was not evident) an area where a keyword could be entered and certain topics would be provided to narrow down my search.
Je n'ai pas trouvé ce que je cherchais malgré tout les sujets suggérés
The only thing that disappointed me was I couldn't find the info I wanted
slow!!!!!!!
could not find what I was looking for "consumer risk predictor"
only for consumers now, not for the future
jkhjkh
I didn't really find what I was looking for. I eventually got to another site that almost had the information, but it wasn't the easiest to find and it didn't have everything (including the particular symbol that I am looking for!) It actually was Inductry Canada's site for textile manufacturers.
It did not provide the information I thought a consumer site should. I was looking for a consumer-level publication on food, and I did not find what I wanted. If it was there, it did not appear. The search engine returned four inappropriate answers, in my opinion.
i didn't find what i was looking for
I think it can divied by many sub-categories that provide more specific info. eg, I'm doing chocolate bars, I can't find out this is other dairy products or sth else
nothing
no obvious resource of print material for vertical file
La difficulté connue pour retrouver le document "Le client d'abord"
They didn't have the exact information I was looking for.
Slow load
I can only get to the information I am looking for about half the time.
No where to actually get a listing of what I was looking for
Nothing
very small print in some areas ... I was unable to enlarge it The information I required was not avaiable from the BBB in canada, but was avaiable from an Arlington Va. BBB site - altho it is a Toronto based company!
I could not get any responses to a search for Debt Elimination
Well, I didn't find what I was looking for. (I purchased computer software for personal use over the internet and I wanted information on what duties and other charges might be charged when the software crossed the border from the U.S.)
I can't find the information I'm looking for

Couldn't find info I needed

je n'ai pas assez naviguer pour le moment

Complexe quant à obtenir une visite du site, il faut que cela soit direct...

I couldnit find anything about duties attached to foreign orders of goods.

There wasn't anything I did not like. I explores site to see if I could find some retail information as it was a link on stratgis.gc site

nothing to dislike

it did not have issue regarding insurance fraud issues regarding Car and Life insurance, when it is number complaint of most canadians..there is no regulatory information

nothing

n/a

Je cherchait le temps de conservation des aliments en conserve, je ne l'ai pas trouvé, Je n'ai pas trouvé non plus une facon de le demander.

So far nothing

could spend hours. went to information and was sent to another web site. had to re-load the consumer information gateway.

i don´t found all the structure of de consumers department

Some programs require that you have up to date programs that would not be able to be accessed by older computers.

Too many pages I must visit before I find the information I need and then when I get there I must contact a representative; the actual information I am searching for is not available on site.

Did not have what I was looking for.

Would prefer a cleaner, more elegant/streamlined, current look. Current use of colour/logos seems dated, busy. Fewer graphics, a more transparent hierarchy of information

It has the potential to load slowly.

Took a really really long time to load.

n/a

It's hard to find just exactly what you're looking for.

n/a

some of the fonts are small, not so easy to read

That I could not find what I was looking for.

did not find what i was look for it cood of bin me as i have not used any sights befor.

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

statistics

information on disciplinary action for lawyers and options for recovery of funds

I want to know about the warning issued on candy from http://www.inspection.gc.ca/english/corpaffr/recarapp/2003/20031016e.shtml, but the damn site is not responding. Of course not.

I did not see (was not evident) an area where a keyword could be entered and certain topics would be provided to narrow down my search.

mon sujet l'artisanat et la nourriture faites a la main

I couldn't find an updated list or any list of current frauds and scams.

Too slow...don't have time for sites like this

I would like to find market projections for things like real estate

hjkh

I was looking for the meaning of one of the laundry care symbols.

See above. I did not spend much time on the site, as I was looking for something in particular. Maybe it is good when used for other purposes, but, today, I did not have time to browse and explore what was there.

i would like to find out how my credit standing is.

same as NO.2

nothing

link or notation of non-profit consumer groups

Des exemples de formulaires de gestion de plaintes

Find information on certain types of vehicle complaints

Find information on a tax trust form

As above. It would be nice to see a complete list of known fraudulant companies

The company I wanted to inqire about advertised that it was listed with the Ontario Ministry of Concumer and Commercial Relations. I could not find a list of companies - so I could not check that statement.

establishment numbers

I found a link to Alberta Consumer information that I had heard about before

Find where i can access my credit rating. Free.

see no.2

?

lors d'une prochaine visite je pourrai en dire plus

L'option "ne s'applique" pas au questionnaire.

Learn what duties must be paid on orders from europe. ie Switzerland

I could not find information on this site or any related site on a huge business category - Small business gift and tableware sector

insurance complaint service

nothing

n/a

Poser des questions directement dans l'éventualité d'obtenir de l'information qui est relatif à votre expertise mais que l'on n'a pas pu trouvé.

so far, nothing

Found the Customs Tariff Schedule that I was looking for; however, I did not find the meanings of the abbreviations used, e.g. MFN Tariff, NMB (unit of measure), and all the preferential tariffs.

all because i need information of all of the department of proteccion of the costumers

I have not investigated the site fully so I cannnot answer that question right now.

I can not locate the information I am searching for either at all or easily. I'm spending too much time searching, which will inevitably force me to go elsewhere in my data search.

I wanted information on how to sue without hiring a lawyer. Also more information on class action suits would have helped.

n/a

Everything seems pretty good.

n/a

This might have been there, but statistics on family violence, ex. physical, mental, domestic, Incest... stuff like that.

n/a

That I got a payment from the Government and the description was: GOV/GOUV CANADA GSL/ETU. I do not know what this means and was trying to find out.

i need to find how to stop my dad 86 years old, from beening scamed out of all his money, when he will not even talk or listin to any of us.

Ask a strait forward consise question and get a comprehensive answer as I would expect to get from a knowledgable information officer from a call centre. I had to figure out how to ask the question. The process leaves me with the suspicion that if I had asked the question or conducted the search

differently, I would have received a different answer. I resolved my doubts by submitting an email. I anticipate that I will always have to submit an email at the end of every search to ensure that I have not missed an aspect of the information I needed to know, whenever I visit this site.

4 . How did you find out about this site?

Surfing the web
Government of Canada Web site
Knew about it from some research I did last year
Google search on "culture" "canada"
As Health and Safety person as my company, it is my job to know these things
I was looking for information on the Canada Customs site and, not having found what I was looking for, hoped to be able to find something relevant to my search on this site.
dans les page jaunes
I use the Government of Canada site frequently and stumbled on this site one day.
It's SLOW!
equifax link
linked to it
jkhjkh
from canada.gc.ca
It came up in a search I did via Google. I did not know it existed, although I do use Health Canada's site quite regularly, as well as the Food Inspection site. I thought as it was a consumer site, I could find online or printed gov't publications relating to food & consumer from this site, without having to check each of the other sites. I guess I was mistaken...
i was surfing the net
from strategis.gc.ca website
a web search
browsing Manitoba Government web site
My Teacher
par Google
search engine then link
Google Search Engine
web search
linked from other sites
liens internet
By looking at Government of Canada website
Just went in to Canada.ca to find a physician list taking on new patients for my area. Didn't locate it!
Through searching starting with The Ministry of Consumer and Commerdial Relations - now remamed and at a new site
referral by co-worker
through a link about credit rating on the Telus.com home page
Link on CCRA website.
canadian customs link
Google search engine
j'ai recu lapasserelle par la poste
Envoi promotionnel par industrie Canada.
received publicity in the mail
www.gc.ca
site was a link on strategis.gc.ca
Asked to review site by my employer

I key in ontario government on google
mailout to the school
Industry Canada mail out
Un article dans un journal
I received a letter in the mail,along with the post card and brochure.
your advertising to our Agency
I don't remember how I found it the first time - perhaps via a search - but I have this bookmarked as
a Favourite.
in yahoo.com.mx
Consumer information that was offered to CALM teachers through the provincial government. An
entire binder on financial dealings and related areas was made available to the school.
Search Engine
I asked "google" a question.
My professor.
My teacher.
Bulk Mailing (general school listing.)
There was a link to it on the Canada web page.
pc
referral
By browsing from another Government site.
in the services for seniors gide
I was referred to it by Google.ca

5 . What would you suggest would make people more aware of this site?

newsapper ads and information included in home deliverd news from MP's, MLA's.
TV Ads during the news
I haven't noticed this site mentioned on the Canada Post website.
non
Not sure
Fix it before you force someone to it!
People who require this information will find it easily. It's just fine
hkh
?
I don't konw
TV advertising
?
Advertise it...i had never heard of it until now.
Non
First I heard of it. Advertise.
I am not aware of what is currently being done because I have not had occasiona to make inquiries ... but
I find the site useful for general information for consumer protection, interesting to browse thro to see
what is included etc. I learned a lot. Noting the site near classified ads in newspapers and listing the site
in the phone book along with other commonly used nsites would make people more aware
links on search engines such as Google
Have links on commonly used home pages such as Telus.com
nothing
Article in local newspapers would be effective.
pour le moment non
Rééfer à la question 3.
Be a good site. Organize the information logically.
I had not heard of site and found it as a link to another site Site could be a link on other consumer sites.

advertising
get involved with curricular links i.e./ Saskatchewan Evergreen
tv ads
I am not sure at this time.
?
more iformation of the deparments
Advertising in newspapers or magazines or programs like CBC Venture.
Make it more user friendly with actual information available for users. If information can be located quickly and the information is valuable, word of mouth is the best tool for promotion.
It came up about 10th on google. I would not have gone to another page, if I haden't found it where I did - a better position would help
Appropriate advertising on other informational websites, as well as other government websites.
As long as you don't use pop-ups, any other kind of internet advertising, like bannerads.
Adverts on local buses and small local papers.
Advertising?
irect contact
links wtih other like minded organizations etc marketing campaign
Not sure.
mail with there cpp statements
Stickers placed on all federal forms, envelopes, material, publications, information kiosks, and road signs along federal roads and highways.

6 . What specific magazines, newspapers, TV, radio, government publications or other media would you expect to see advertising for this site?

Consumer's Report, CBC
CBC/CTV/Global news - that is when people would in the right frame of mind to take it in
I would expect to see this on any envelope coming from a government of Canada agency.
la presse, 105.7, au bureau du chomage et la cle, protégez-vous
television news, major newspapers, reader's digest
none, due to above
anything relevant
macleans
hjkhhjkhkh hjg
TV consumer shows (eg MarketPlace)
Protegez-vous magazine
?
yellow pages...
mcleans, chatelane, homemakers, CBC,
consumer reports
newspapers- globe and mail, spectator, magazines- chatelaine, canadian living
Protégez-vous, Gazette des femmes
émissions ==> Enjeux (Radio-Canada) ==> Épicerie (Radio-Canada) magazines ==> l'actualité autres (botin téléphonique)
Legion magazine, seniors magazines
All classified advetising - especially regarding employment offers T.V. and radio programs that deal with companies problems or successes, investigative programs etc. so that individuals will know they can do their own checking
higher profile on strategis web site,
White and Yellow Pages (telephone books)

consumer affairs magazine. ?

je ne sais pas

À Infi Canada (1-800-O Canada), radio-canada (la radio) anglophone et francophone... si vous anticipez un large spectre de diffusion, il faut viser aussi grand que le 1-800 O Canada...

Trade publications. Small business magazine

radio

Career Ed. sites , Canada's School Net

most major publications should have this reference; some industries already provide feedback options

Sur le site internet des gouvernement

Cable tv programs, educational tv, newspapers featuring consumer related problems.

local advertising-radio/TV/newspapers in NorthWestern Ontario NOT only Toronto.

www.yahoo.com.mx

Well perhaps Consumer Report, any Canadian magazine like MacLeans or Canadian Living etc. Local area newspapers in the Canadian Living Sections that are a part of weekend papers. Government information blurbs that appear from time to time on TV or radio.

Any local newspaper would be beneficial.

I am not in the habit of visiting or even looking at advertisements on sites that I visit for pertinent sources of information. I normally find advertisements annoying.

don't know.

I would expect to see the website advertised on the government website. As well, perhaps, on government mail outs and informational pieces. This site could also be advertised within libraries (whether in the actual library or on a website).

Upper class, like The Globe and Mail, Maclean's Magazines, The National Post, New Cast Television Shows, etc.

Community newspapers billboards, city bus signs.

I have no idea. News shows, newspapers in general...

n/a

business/consumer departments of provincial governements, Chambers, business assoc, BBB etc mail out included with income tax forms public private partnership with BBB accross the country

i dont know

Neighbourhood weekly newspapers and national newspaper TV guides. It is the TV guides that would most effectively reach consumers who want information. Ads in college and university newspapers would reach families through their student members. All of these media are cheap and effective.

Appendix E – Open ended responses for individuals indicating "other" as area of interest

1 . What do you value most about this web site?

Consumer protection information.
links are up to date
That contact information is provided for all resources so that I can contact the exact person/organization that is responsible for the information that I am looking for - Bravo!
The content
I came to this site looking for Material Safety Data Sheets that would apply to products available within Canada. I found none. Maybe the site is good for other interests but I do not have time to explore the site. Good Bye & Thank You
That is should be a single source of data related to product recalls.
It enables me to quickly identify the consumer issues facing Canada.
It was easy to use and answered my question.
accurate info
Current recall information on toys and children's equipment - I run a consignment shop and need to verify that items brought in for sale have not been recalled and meet current safety standards.

2 . What do you dislike most about this web site?

It is very difficult to negotiate through. Format must be simplified.
Some of the information I was seeking didn't seem to fit your site's contents.
Nothing - it's all great!
They didn't have the exact information I was looking for.
Did not have any info on the recall I was researching. US www.cpsc.gov had a detailed story including how US citizens could get a replacement product. (garage door opener) I have little recourse.
Nothing
nothing
?????????
Sometimes the pages are slow to load.

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

Ratings of consumer products.
automobile quality and cost information
Would like more details on how recalls can be initiated by the general public due to their own safety concerns about products.
Find information on certain types of vehicle complaints
History on product recall: Garage Door opener that was recalled in US at about the time I purchased it in Canada. My problems with the unit fit the recall. Now buying and upgraded replacement product for $450 where US buyers get a replacement unit.
I find your site to be very user friendly, and I never have any trouble finding what I am after.
nothing - today was great
???????????
See US recall information (sometimes it is different than Canadaian products of the same name).

4 . How did you find out about this site?

Through Consumer Report links.
Library course I'm taking, plus it is linked from the Vancouver Island Regional Library site
From a friend.
search engine then link
Search engine.
Colleague
google
online
My best friend.

5 . What would you suggest would make people more aware of this site?

Awareness can be gain through more advertisement.
Television advertising
Advertising
Link to www.consumerreports.org as part of the "Canada" feature. Also make sure your site (mean "our" site) has up to date info. If there is a recall in the US of products sold in Canada I'd expect a recall in Canada.
advertising on tv
more advertising
Advertising.

6 . What specific magazines, newspapers, TV, radio, government publications or other media would you expect to see advertising for this site?

Newspaper and TV.
Global TV, CBC news programming
Parents magazines and family publications.
Set up so that a google search gets to your site on 1st page. No need for other advertising with that.
maybe consumer reports, workplace safety, war amps
government information for consumers
Bus stops, community newspapers, television commercials, radio commercials, Calgary Herald, Chatelaine, Homemaker's, Today's Parent