



**WHERE DO CANADIAN
CONSUMERS LOOK FOR
INFORMATION AND HELP?**

protégezvous

PPOCIR Workshop – December 5, 2014



Protégez-Vous

Created: 1973 / Independent non-profit: 2001

Mission and mandate

- ▣ To inform and educate consumers
- ▣ (We are not a consumer association)

Values

- ▣ Independence, objectivity, integrity, transparency and social responsibility

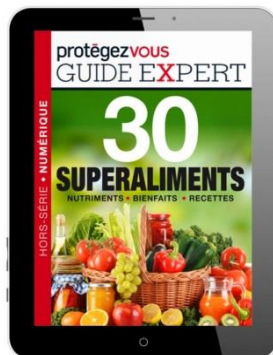
Membership

- ▣ International Consumer Research and Testing (ICRT)
- ▣ Consumers International

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Protégez-Vous: Our platforms



- **Print**
 - ▣ Magazine Protégez-Vous
 - ▣ Guides pratiques (special issues)

- **Web**
 - ▣ Protégez-Vous.ca
 - ▣ DataConso.ca

- **Tablet and Mobile**

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Consumer Habits

Seeking Information

or Looking for Support

National survey

Sample: 1 000 Canadian adults (763 outside Quebec)

Period: June 4 to 19, 2014 (14.5% response rate)

Margin of error: 3.8% (95% confidence level)



Highlights: Information habits

□ Canadians get their information mainly online

	First response %	Total for two responses %
Internet	59	72
Word-of-mouth	12	40
Visit to retailer or service provider	5	12
TV	5	13
Advertising	5	9
Print newspapers	4	13
Print magazines	2	6
Other	6	13
None in particular/Don't know/No response	2	2



Highlights: Information needs

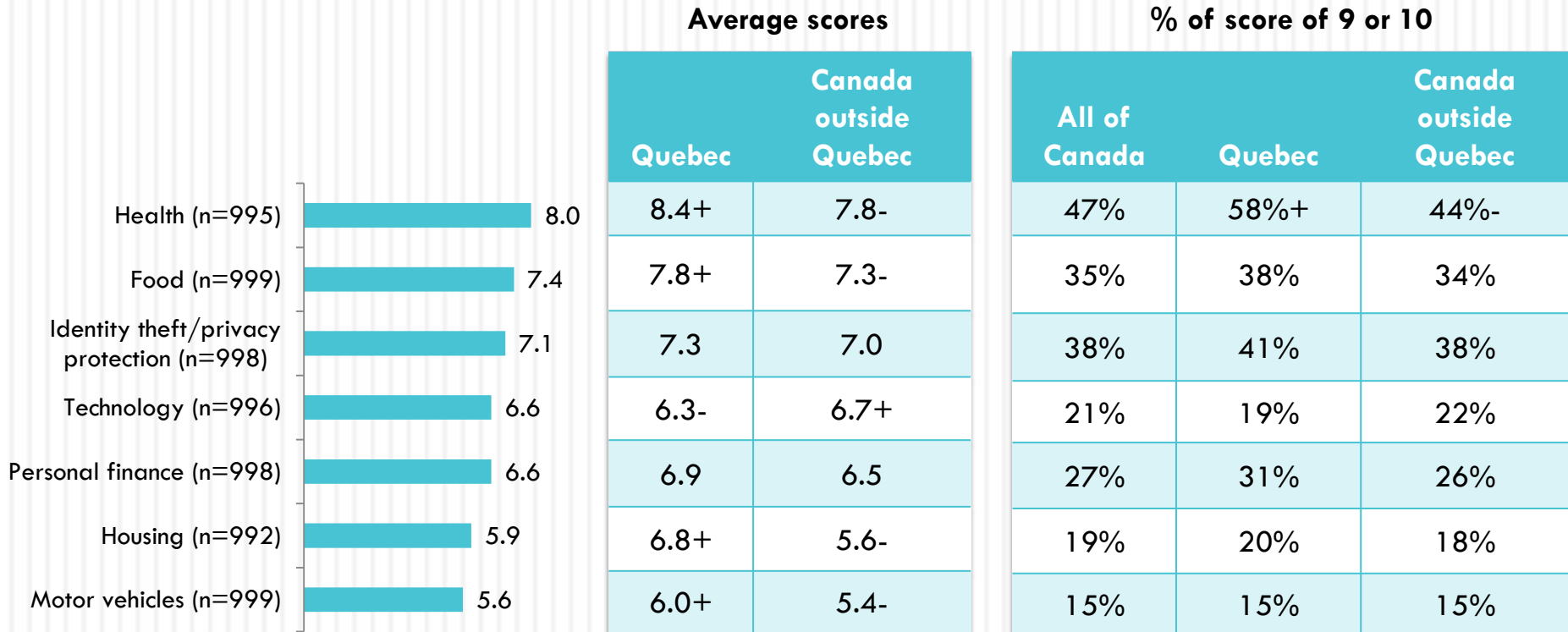
□ Canadians look for...

	All of Canada (n=949) %	Quebec (n=227) %	Canada outside Quebec (n=722) %
Testimonials	24	15-	27+
Product reviews	20	27+	17-
Tips	17	14	18
Buying guides	14	13	14
Information on Canadian products/services	13	14	13
Investigative reporting	8	10	7
None of the above	3	6+	2-
Don't know/No response	1	1	2



Highlights: Information needs

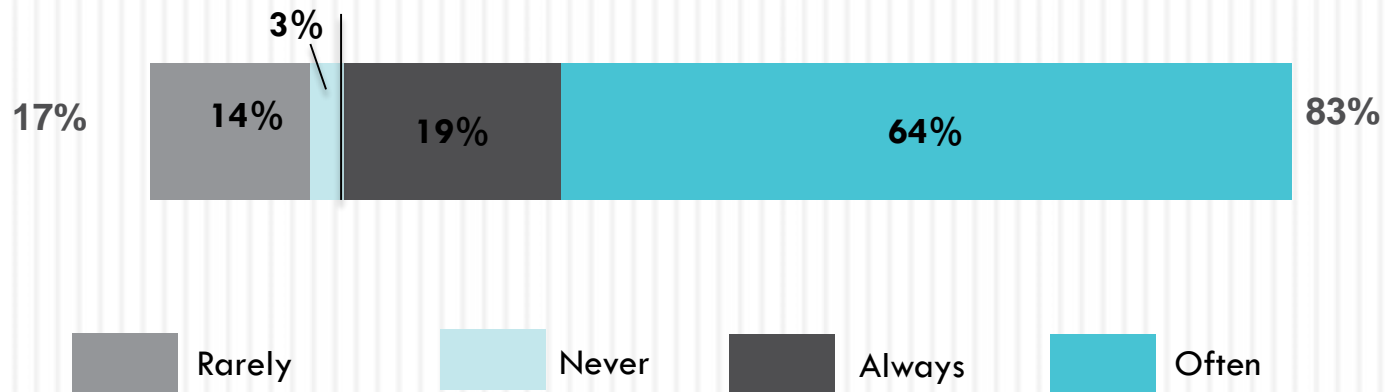
□ Canadians focus on...





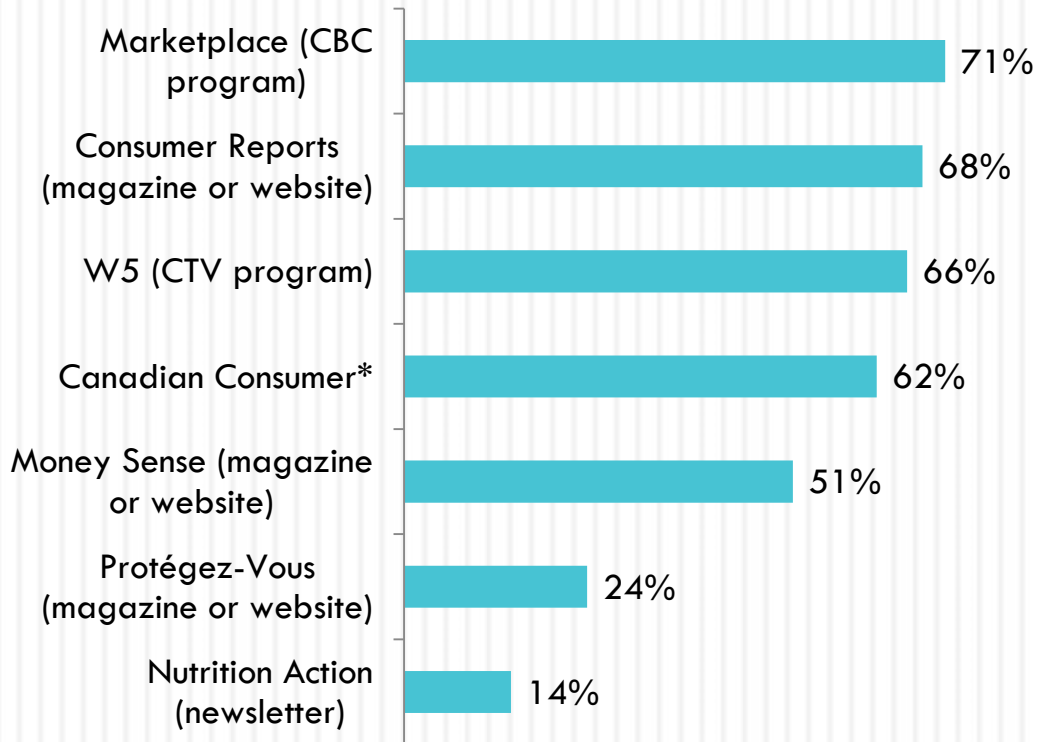
Highlights: Information needs

- **17% of Canadians rarely or never find answers to their consumer questions**





Highlights: Notoriety

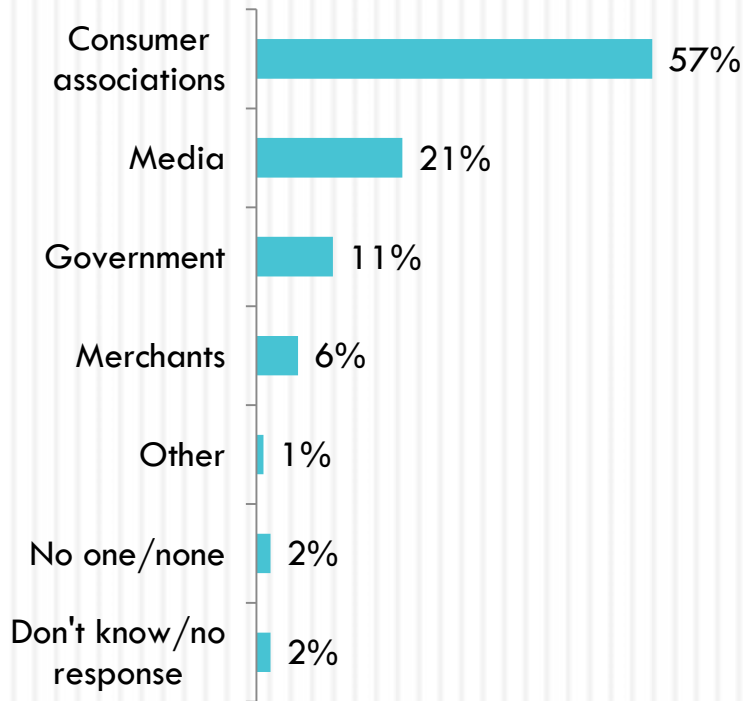


	Quebec (n=238)	Canada outside Quebec (n=763)
Marketplace (CBC program)	25%-	85%+
Consumer Reports (magazine or website)	30%-	80%+
W5 (CTV program)	22%-	79%+
Canadian Consumer*	41%-	68%+
Money Sense (magazine or website)	13%-	63%+
Protégez-Vous (magazine or website)	81%+	6%-
Nutrition Action (newsletter)	13%	14%



Highlights: Credibility

□ Consumer associations: the most credible



	Quebec (n=238)	Canada outside Quebec (n=763)
	64%+	55%-
	15%-	24%+
	15%	10%
	5%	6%
	1%	1%
	0%	2%
	0%	2%

Thank you!

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protégezVOUS.ca

Find us on

