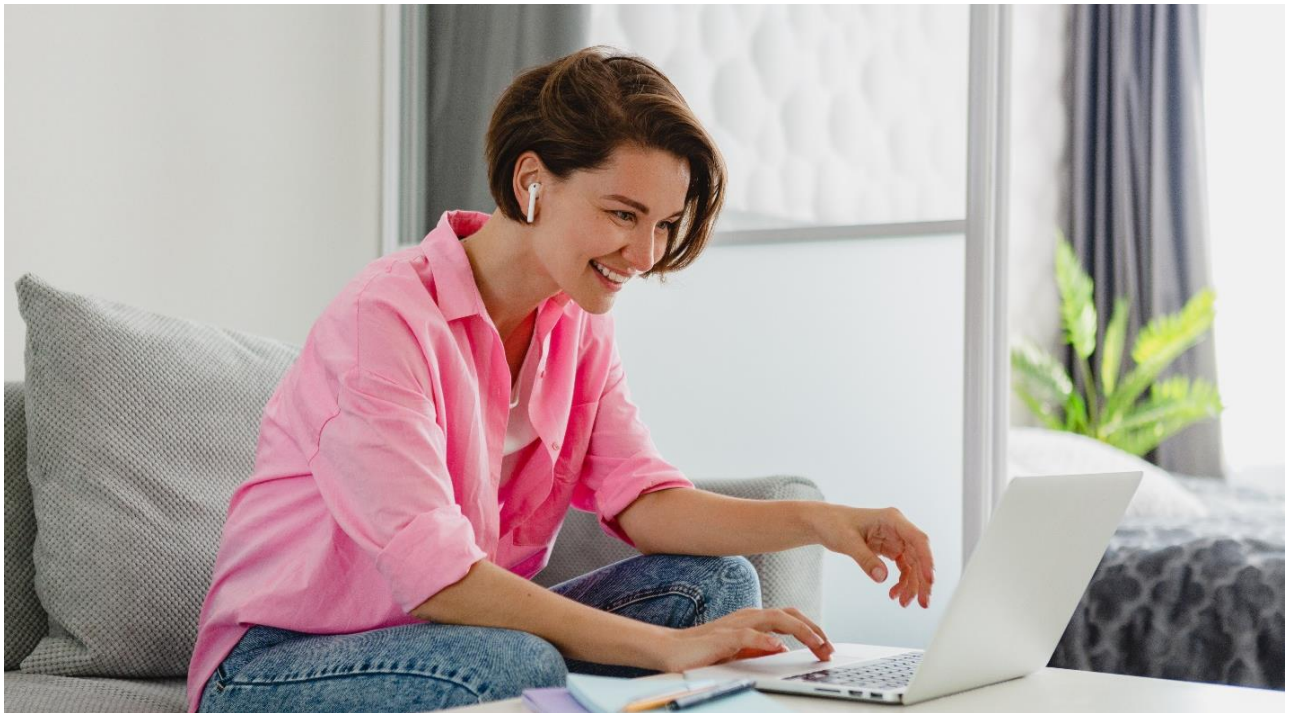


What's New in the Winter 2022 Study of the Canadian Consumer



QAD1. When was the last time you noticed an ad?

- Yesterday
- Past Week
- Past Month
- More than a month ago
- Didn't notice any ads

SCALE: While watching TV program(s)
While streaming video (on any screen and any device)
While streaming audio (i.e. music, podcasts, etc.)
Listening to radio

On social media (i.e. Facebook, TikTok, Instagram, etc.)
In printed magazine
In printed newspaper
In an email
Cinema/Movie theatre
On an online search page
In a mobile app (i.e. Sudoku, The Weather Network, SportsNet, etc.)
In a magazine website/app
In a newspaper website/app
On a outdoor billboard or transit ad
Other type of website (i.e. blogs, etc.)
Somewhere else

QAD2. Which of the following statements you agree to be true for each of listed media

Advertising helps me choose what I buy.
I feel overwhelmed by the amount of ads I come across.
I ignore ads whenever I can
I pay attention to ads.
I don't see people like me presented enough in ads.

SCALE: TV ads

Ads in streamed video (on any screen and any device)
Ads in streamed audio (i.e. music, podcasts, etc.)
Radio ads
Ads on social media (i.e. Facebook, TikTok, Instagram etc.)
Printed magazine ads
Printed newspapers ads
Ads in an email
Cinema/Movie theatre
Ads on a search page
Ads in a mobile app (i.e. Sudoku, The Weather Network, SportsNet, etc.)
Magazine website/app ads
Newspapers website/app ads
Outdoor billboard or transit ads
Ads on other websites (i.e. blogs, etc.)
Ads seen somewhere else
None

QAD3. Which of the following kinds of ads usually capture your attention? Select all that apply.

Ads with testimonials from real people
Funny/Comic ads
Animated ads
Ads with pets
Ads with babies
Contests
Quizzes
Sales promotions/Discounts
Fashion ads
Health/Wellness ads
Ads with celebrities
Ads with food/drinks
Sports ads

Ads with picturesque nature/environment
Travel ads
Ads with experts
Ads with good looking models
Give aways
Ads with a good jingle
Ads with good music
Other

QCOVID3. Personal and Social Views (3 new statements) We are interested in your opinion about covid-19 situation.

How much do you agree or disagree with the following statements?

SCALE: 1 Strongly disagree
2 Somewhat disagree
3 Neither agree or disagree
4 Somewhat agree
5 Strongly agree

Working remotely gives me more freedom and flexibility to live a lifestyle that best suits my needs
I have a better work/life balance when working from home
I prefer to be in a company office when working, as opposed to working remotely from home

QF3A. Ready to Drink Cold Coffee 1: Ready to drink cold coffee (can or bottle): Personally drank in past 6 months

ANSWER LIST: Yes
No

QF3B. Ready to Drink Cold Coffee 2: Ready to drink cold coffee (can or bottle): Forms you personally drink

ANSWER LIST: Single Serve (300-450mL)
Multi serve (1L or larger)

QF3C. Ready to Drink Cold Coffee 3: Ready to drink cold coffee (can or bottle): Brands you personally drink

SCALE: Most Often
Others Sometimes

STATEMENTS: Starbucks – Frappuccino
Starbucks – Iced Coffee
Starbucks – Double shot
Tim Hortons
Java Monster
Stok
International Delight
Califia
Station Cold Brew
President’s Choice

Q. Personal and Social Views (3 new statements) We are interested in your opinion about advertising.

How much do you agree or disagree with the following statements?

SCALE: 1 Strongly disagree
 2 Somewhat disagree
 3 Neither agree or disagree
 4 Somewhat agree
 5 Strongly agree

I'm willing to pay or subscribe to a service to avoid advertising
I don't see my culture presented enough in ads
I don't see people like me presented enough in ads

QG7D. Grocery Delivery Providers 1: Grocery Delivery Providers: Personally used any of the following

ANSWER LIST: Cornershop by Uber
 IGA Online Grocery
 Inabuggy
 Instacart
 Metro Online Grocery
 Grocery Gateway by Longo's
 PC Express
 Save On Foods [only show in BC, AB, SK, MB]
 Uber/UberEATS
 Voilà by Sobeys
 Walmart Grocery Delivery
 Other
 None

QG7E. Grocery Delivery Providers 2: Grocery Delivery Providers: Number of times used in the past month

ANSWER LIST: None
 1
 2
 3
 4+

QG100B. Frozen Potato Products 1: Frozen Potato Products (i.e. French fries, potato wedges, hash browns): Household used in past 6 months

ANSWER LIST: Yes
 No

QG100C. Frozen Potato Products 2: Frozen Potato Products (i.e. French fries, potato wedges, hash browns): Number of packages household used in past 30 days?

ANSWER LIST: None
 1-2
 3-4
 5+

NOTE, Brands Added For:

- Cold Cereals
- Frozen Pizza
- Crackers
- Milk Alternatives
- Baking Chips
- Beer
- Chewy/Gummy Candies
- Potato Chips
- Lottery Tickets
- Weekly French TV Programs
- Weekly English TV Programs