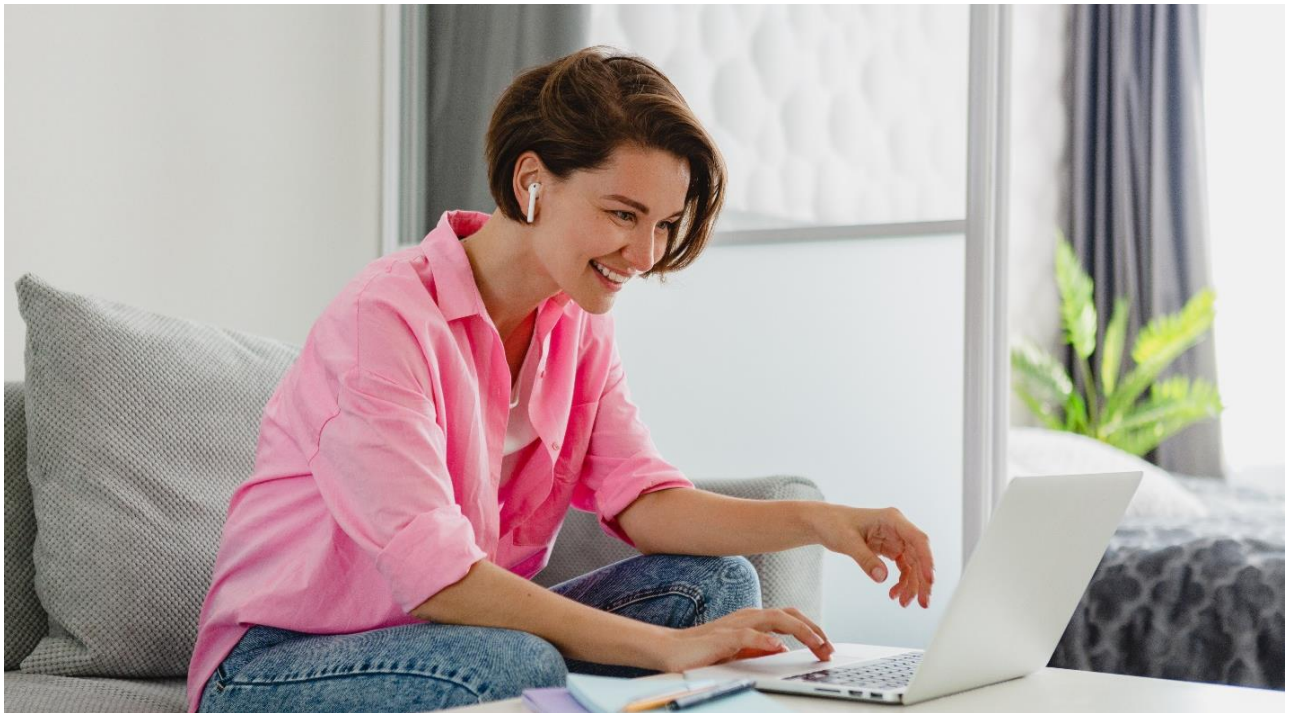


What's New in the SCC | Study of the Canadian Consumer | Spring 2022



Q143. Personal and social views (local media): How much do you agree or disagree with the following statements?

By local media we mean publications distributed locally, TV or radio stations that broadcast locally, online content that covers local events/news or billboards/other physical advertising present at the local area.

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

STATEMENTS:

- I often follow local media
- I believe what is in my local media more than national media coverage
- Local media make me aware of products and services available in my community
- Local media have influence on the events I attend, and products and services I use and buy
- I value my local media because it covers what's happening in my community
- I feel local media better connects me to my community than national media

QCOVID1. Source of information trust: How much do you trust what each of the following sources of information say on the **COVID-19** situation?

SCALE:

- 1 Do not trust at all
- 2 Somewhat do not trust
- 3 Undecided
- 4 Somewhat trust
- 5 Completely trust

SOURCE:

- Government
- Television
- Magazines
- Newspapers
- Radio
- Social Media
- News websites or apps
- Healthcare professionals (e.g. doctors, nurses, etc)
- Public health officials
- Educators
- Scientists
- Politicians
- Friends and family
- Foreign news

QAD4. What kind of product/service advertisements capture your attention?

- Health/Wellness
- Groceries/Food
- Snacks
- Beverages
- Sports
- Personal Care
- Beauty/cosmetics
- Automotive

Alcohol
Finance
Real Estate
Children's Products/Toys
Fashion/Apparel
Restaurants
Furniture/Home Improvements
Electronics
Home Appliances
Travel
Other

QF88_1 Seltzer/Vodka Soda: Personally drank in past 6 months

ANSWER LIST:

Yes
No

QF88_3 Seltzer/Vodka Soda: Number of drinks/glasses personally drank in past 30 days

ANSWER LIST:

None
1-2
3-5
6-9
10+

QF88_2 Seltzer/Vodka Soda: Brands you personally drink

SCALE:

Most Often
Others Sometimes

STATEMENTS:

Nude Hard Seltzer
White Claw Hard Seltzer
Social Lite
NUTRL
Cottage Springs
Other

QA100A - Personal And Social Views - Cannabis: Rate each statement using the Personal Agreement scale below.

SCALE:

Strongly Disagree 1

2

3

4

Strongly Agree 5

STATEMENTS:

Cannabis is a gateway drug that leads users to other more harmful drugs

Cannabis/Cannabis products can offer wellness or therapeutic benefits

Edible cannabis is safer than smoking it

Cannabis is less harmful than alcohol

Cannabis is less harmful than tobacco

Cannabis should be allowed to be advertised as a medical option

NOTE, Brands Added For:

- Automotive Makes/Models
- Granola/Cereal Bars
- Giant Tiger
- French Weekly TV Programs – new programs released