|  |
| --- |
| **BLOCK - RESPONDENT CRITERIA** |

**SOURCE**

1. **Panel**
2. **Client list**

|  |
| --- |
| **BLOCK - SCREENING & MARKET SIZING** |

1. AGE

Quel est votre âge ?

*Merci de noter en clair*

**prog : value min 16 max 99 – if <16 = stop interview**

create hidden VARIABLE

recode

S0\_rec TRANCHES AGES

**recode from S0**

**1 16\_29 [16-29]**

**2 30\_44 [30-44]**

**3 45\_59 [45-59]**

**4 60+ [60[**

**CHILDREN IN HOUSEHOLD.**

**ESSENTIAL – SEGMENT PROFILING.**

Q89. How many children under the age of 18 do you currently have living at home with you?

\_\_\_\_\_\_\_\_\_

1. None
2. Prefer not to say

**GENDER.**

**ESSENTIAL – SCREENING +DB TAG.**

Q3. What is your gender?

1. Female
2. Male
3. Non-binary
4. Two-spirited
5. Other / prefer to self-describe: \_\_\_\_\_\_\_\_\_\_\_
6. Prefer not to say

**S4BIS. SITUATION PROFESSIONNELLE**

**Quelle est votre situation professionnelle actuelle ?**

*Merci de cocher une réponse*

|  |  |
| --- | --- |
| 1 | Salarié du privé |
| **2** | Salarié du public |
| **3** | Profession indépendante non salariée |
| **4** | Ne travaille pas actuellement mais en recherche d’emploi |
| **5** | Ne travaille pas actuellement et ne recherche pas d’emploi /En incapacité de travail |
| **6** | Retraité / Pré-retraité |
| **7** | Scolaire / étudiant |
| **8** | (Autres inactifs) |

**aski if S4BIS =1 or 2 or 3 or 4**

**question ouverte**

**S5BIS. METIER EN CLAIR**

**if S4BIS = 1 or 2 or 3 : Merci de décrire de manière la plus détaillée possible la profession que vous exercez actuellement ?**

**if S4BIS = 4 : Merci de décrire de manière la plus détaillée possible la dernière profession que vous avez exercée ?**

*Noter en clair*

**prog : openend question**

**ask if S4BIS =1 or 2 or 3 or 4**

**simple**

**S6BIS. PCS**

**if S4BIS =1 or 2 : Êtes-vous…**

**if S4BIS =4 : Étiez-vous…**

*Merci de cocher une réponse*

|  |  |  |
| --- | --- | --- |
| **1** | Agriculteurs exploitants |  |
| **2** | Artisans, commerçants, chefs d’entreprises | coded if S4BIS = 3 |
| **3** | Cadres, professions intellectuelles supérieures |  |
| **4** | Professions intermédiaires |  |
| **5** | Employés |  |
| **6** | Ouvriers |  |
| **7** | Scolaire / étudiant | show if S4BIS = 4 |
| **8** | Retraités | CODed if S4BIS =6 |
| **9** | Autres personnes sans activité professionnelle | coded if S4BIS = 5 Or 7 Or 8 – show if S4BIS =4 |

recode

**S7BIS. PCS RECODE**

**recode from S6bis**

**1 PCS+ [S6BIS = 1 or 2 or 3 or 4]**

**2 pcS- [S6BIS = 5 or 6]**

**3 Inactifs [S6BIS =7 or 8 or 9]**

**simple**

S8BIS. COMMUNE DE RESIDENCE

**Quelle est votre commune de résidence ?**

*Une seule réponse possible*

PROG : une seule réponse possible

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NORD | |  | EST | |  | SUD | |  | OUEST | |
| 1 | Saint Denis |  | 4 | Bras Panon |  | 10 | Cilaos |  | 20 | Le Port |
| 2 | Sainte Marie |  | 5 | Plaine des Palmistes |  | 11 | Les Avirons |  | 21 | La Possession |
| 3 | Sainte Suzanne |  | 6 | Saint André |  | 12 | Entre Deux |  | 22 | Saint Leu |
|  |  |  | 7 | Saint Benoît |  | 13 | Étang Salé |  | 23 | Saint Paul |
|  |  |  | 8 | Sainte Rose |  | 14 | Petite Ile |  | 24 | Trois Bassins |
|  |  |  | 9 | Salazie |  | 15 | Saint Joseph |  | 99 | N’habite plus La Réunion |
|  |  |  |  |  |  | 16 | Saint Louis |  |  | **= stop interview** |
|  |  |  |  |  |  | 17 | Saint Philippe |  |  |  |
|  |  |  |  |  |  | 18 | Saint Pierre |  |  |  |
|  |  |  |  |  |  | 19 | Tampon |  |  |  |

**PROVINCE.**

**ESSENTIAL – SCREENING +DB TAG.**

Q4. In which province is your primary residence?

1. British Columbia
2. Alberta
3. Saskatchewan
4. Manitoba
5. Ontario
6. Quebec
7. New Brunswick
8. Nova Scotia
9. Prince Edward Island
10. Newfoundland and Labrador
11. Nunavut
12. Northwest Territories
13. Yukon
14. Outside of Canada

**CREATE HIDDEN VARIABLE “REGION”**

1. **IF Q4=A - REGION=1 ‘BC’**
2. **IF Q4=B-D - REGION=2 ‘Prairies’**
3. **IF Q4=E - REGION=3 ‘ON’**
4. **IF Q4=F - REGION=4 ‘QC’**
5. **fIF Q4=G-J - REGION=5 ‘ATLANTIC’**
6. **IF Q4=K-M - REGION=6 ‘NORTH’**

**YEARS LIVING IN CANADA – 1ST VTC FLAG.**

**ESSENTIAL – SCREENING + VTC FLAG.**

Q6. How long have you been living in Canada?

1. All my life – I was born here
2. Less than 5 years
3. 5 to 10 years
4. 11 to 25 years
5. 26 years or more
6. Do not live in Canada - just visiting/studying in / working in Canada temporarily
7. Do not live in Canada and not visiting Canada **[THANK AND TERMINATE]**

**STATUS IN CANADA – 2ND VTC FLAG.**

**ESSENTIAL – SCREENING, VTC FLAG, DB TAG.**

**Q7. [ASK IF Q6 ≠ A]** Which of the following best describes your current status in Canada?

1. Canadian citizen
2. Permanent resident
3. Refugee
4. International student with study permit
5. Temporary resident with work permit
6. Super Visa
7. Visitor visa
8. Other – please specify: \_\_\_\_\_\_\_\_\_\_

**INSURANCE PROVIDER AWARENESS.**

**ESSENTIAL – SCREENING, MARKET SIZING.**

Q8. Which of the following insurance providers have you heard of? *Select all that apply.*

1. Allianz Insurance
2. Beneva
3. Blue Cross
4. BMO Insurance
5. Canada Life
6. Canada Protection Plan
7. CIBC Insurance
8. Desjardins Insurance
9. Empire Life
10. Equitable Life
11. Foresters Financial
12. Generali Insurance
13. Greenshield
14. Group Medical Services (GMS)
15. IG Wealth Management
16. Industrial Alliance (iA Financial Group)
17. Ivari
18. Manulife
19. RBC Insurance
20. Securian Financial
21. Scotia Insurance
22. Sun Life
23. SureHealth Insurance
24. TD Insurance
25. Other – please specify: \_\_\_\_\_\_\_\_\_\_
26. **EXCLUSIVE:** None of the above **[THANK AND TERMINATE]**

**TERMINATE IF MANULIFE NOT SELECTED.**

**AWARENESS OF INSURANCE CHANNELS BY PROVIDER.**

**ESSENTIAL – MARKET SIZING.**

Q9. To the best of your knowledge, what types of personal insurance products do these providers sell and how? *Select all that apply for each.*

* By **directly to consumers**, we mean that they sell insurance directly via their website or over the phone.
* By **advisors/brokers,** we mean that they sell insurance via an agent who has access to products from that insurance company or from several insurance companies.
* By **group benefits plans**, we mean that they sell insurance to employers or organizations, who offer it to their employees or members.
* By **association or membership group**, we mean that they sell insurance via professional/industry associations, university/college alumni associations, or retailer clubs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Sell insurance directly to consumers** | **Sell insurance through advisors/ brokers** | **Sell group benefits plans** | **Sell insurance via an association or membership group** | **None of these/not sure**  **[EXCLUSIVE]** |
| **[INSERT PROVIDERS SELECTED AT Q8]** |  |  |  |  |  |

**SPONSOR GROUP MEMBERSHIP – GROUP TYPES.**

**ESSENTIAL – SCREENING, MARKET SIZING.**

Q10. Which of the following types of associations or membership groups do you belong to? *Select all that apply.*

1. Professional or industry associations
2. University/college alumni associations
3. Retailer membership clubs (e.g., Costco, CAA)
4. Community / social clubs or association (e.g., fraternity / sorority, societies, etc.)
5. Other – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. None of the above **[EXCLUSIVE]**

**AWARENESS OF INSURANCE PRODUCTS OFFERED BY SPONSOR GROUPS.**

**ESSENTIAL – SCREENING, MARKET SIZING.**

**Q11. [ASK IF Q10 ≠ E]** To the best of your knowledge, are you able to **purchase insurance products** through each of these associations or membership groups?

|  |  |  |  |
| --- | --- | --- | --- |
| **[INSERT ROWS IF SELECTED AT Q10]** | **Yes** | **No** | **Not sure** |
| 1. Professional or industry associations |  |  |  |
| 1. University/college alumni associations |  |  |  |
| 1. Retailer membership clubs (e.g., Costco, CAA) |  |  |  |
| 1. Community / social clubs or association (e.g., fraternity / sorority, societies, etc.) |  |  |  |
| 1. Other – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |  |

**SPONSOR GROUP MEMBERSHIP – GROUP NAMES.**

**Q12. [ASK IF ANY ROW AT Q11=YES]** What are the names of the associations/membership groups you belong to, which allow you to purchase insurance products through them?

**INSERT ROWS WHERE Q11=YES.**

1. Professional or industry associations – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. University/college alumni associations – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Retailer clubs (e.g., Costco, CAA) – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Community / social clubs or association (e.g., fraternity / sorority, societies, etc.) – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Other – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CURRENT INSURANCE PRODUCT OWNERSHIP – PRODUCT TYPES.**

**ESSENTIAL – SCREENING, MARKET SIZING.**

Q13. Which of the following insurance products do you currently have, or have you purchased in the last 2 years? *Select all that apply.*

1. Personal health insurance (e.g., (prescription drug, vision, paramedical)
2. Dental insurance
3. Term life insurance (e.g., coverage for a set period of time such as 10, 20, or 30 years)
4. Travel insurance to cover myself and/or my familywho reside in Canada **while travelling outside of Canada**
5. Travel insurance to cover **family members** who reside outside Canada **while they are visiting Canada**
6. **[SHOW IF Q6=F OR Q7=D-G]** Travel insurance **for myself** while **visiting / studying / working in Canada**
7. None of these **[EXCLUSIVE]** 🡪 **TERMINATE IF SELECTED AND SOURCE=CLIENT LIST**

**CURRENT INSURANCE PRODUCT OWNERSHIP – PURCHASE CHANNELS BY PRODUCT.**

**ESSENTIAL – SCREENING, MARKET SIZING.**

**Q14. [ASK IF Q13 ≠ NONE OF** **THESE]** How did you purchase each of the following products? *Select all that apply for each product.*

Hover over the column headers to see a description of each option.

**PROGRAM AS HOVER-OVERS ON COLUMN HEADERS:**

* **Directly from an insurance provider**: You purchased insurance directly from an insurance provider through their website or over the phone.
* **Insurance advisors/brokers:** You purchased insurance via an agent who has access to products from that insurance company.
* **Coverage through employer:** Your / your partner’s employer offers insurance coverage to employees.
* **Association or membership group:** You purchased insurance via a professional/industry association, university/college alumni association, retailer club, or community/social club you belong to.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **[INSERT PRODUCTS SELECTED AT Q13]** | **Purchased directly from an insurance provider** | **Purchased through an insurance advisor or broker** | **Have coverage through my / my partner’s employer** | **[SHOW COLUMN IF** **ANY ROW AT Q11=YES]**  **Purchased through an association or membership group** |
| 1. Personal health insurance (e.g., prescription drug, vision, paramedical) |  |  |  |  |
| 1. Dental insurance |  |  |  |  |
| 1. Term life insurance (e.g., coverage for a set period of time such as 10, 20, or 30 years) |  |  |  |  |
| 1. Travel insurance with emergency health coverage to cover **myself and/or my family** who reside in Canada **while travelling outside of Canada** |  |  |  |  |
| 1. Travel insurance with emergency health coverage to cover **family** members who reside outside Canada **while they are visiting Canada** |  |  |  |  |
| 1. **[SHOW IF Q6=F OR Q7=D-G]** Travel insurance with emergency health coverage for **myself** while **visiting / studying / working in Canada** |  |  |  |  |

**TERMINATE IF SOURCE=CLIENT LIST AND NO PRODUCTS PURCHASED DIRECTLY.**

**BACKGROUND VARIABLE FLAGS FOR: D2C PURCHASER (OVERALL & BY PRODUCT).**

**IF ANY PURCHASED DIRECTLY: CLASSIFY AS D2C\_PURCHASER=YES. OTHERWISE, D2C\_PURCHASER=NO.**

**CREATE HIDDEN VARIABLES: “D2C\_PURCHASER\_H&D”, “D2C\_PURCHASER\_LIFE”, AND “D2C\_PURCHASER\_TRAVEL”**

1. **Yes**
2. **No**

**ASSIGNMENT:**

* **IF SOURCE=PANEL AND Q14A OR B=PURCHASED DIRECTLY, D2C\_PURCHASER\_H&D=YES. OTHERWISE, CLASSIFY AS NO.**
* **IF SOURCE=PANEL AND Q14C=PURCHASED DIRECTLY, D2C\_PURCHASER\_LIFE=YES. OTHERWISE, CLASSIFY AS NO.**
* **IF SOURCE=PANEL AND (Q14D OR E OR F=PURCHASED DIRECTLY), D2C\_PURCHASER\_TRAVEL=YES. OTHERWISE, CLASSIFY AS NO.**

**BACKGROUND VARIABLE FLAGS FOR: SPONSOR PURCHASER (OVERALL AND BY PRODUCT).**

**IF ANY PURCHASED THROUGH ASSOCIATION - CLASSIFY AS SPONSOR\_PURCHASER=YES. OTHERWISE, SPONSOR\_PURCHASER=NO.**

**CREATE HIDDEN VARIABLES: “D2C\_SPONSOR\_PURCHASER\_H&D”, “D2C\_SPONSOR\_PURCHASER\_LIFE”, AND “D2C\_SPONSOR\_PURCHASER\_TRAVEL”**

1. **Yes**
2. **No**

**ASSIGNMENT:**

* **IF Q14A OR B=PURCHASED THROUGH ASSOCIATION, D2C\_SPONSOR\_PURCHASER\_H&D=YES. OTHERWISE, CLASSIFY AS NO.**
* **IF Q14C=PURCHASED THROUGH ASSOCIATION, D2C\_SPONSOR\_PURCHASER\_LIFE=YES. OTHERWISE, CLASSIFY AS NO.**
* **IF Q14D OR E OR F=PURCHASED THROUGH ASSOCIATION, D2C\_SPONSOR\_PURCHASER\_TRAVEL=YES. OTHERWISE, CLASSIFY AS NO.**

**BACKGROUND VARIABLE FLAGS FOR: VTC (BASED ON STATUS IN CANADA AND PURCHASE BEHAVIOUR).**

**IF SOURCE=LIST AND ((Q6=F OR Q7=D-G) AND Q14F****=PURCHASED DIRECTLY)) OR Q14E= PURCHASED DIRECTLY - CLASSIFY AS VTC\_MANULIFE=YES. OTHERWISE, CLASSIFY AS NO.**

**IF SOURCE=PANEL AND ((Q6=F OR Q7=D-G) AND Q14F=PURCHASED DIRECTLY)) OR Q14E= PURCHASED DIRECTLY - CLASSIFY AS VTC\_PANEL=YES. OTHERWISE, CLASSIFY AS NO.**

|  |
| --- |
| **BLOCK - GENERAL INSURANCE ATTITUDES** |

**NOTE: SHOW SECTION TO ALL STREAMS.**

For the next few questions, we will be asking you about your experience with insurance. By this, we are referring specifically to **Health, Dental, Life, and Travel insurance**. When answering these questions, please **do not think about other types of insurance (e.g., disability, critical illness, home, auto, or property insurance)**.

**VIEWS ON INSURANCE.**

**ESSENTIAL – INPUT TO SEGMENTATION ANALYSIS.**

Q23. To what extent do you agree or disagree with the following statements about insurance?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **RANDOMIZE** | **Disagree Completely** | **Disagree Strongly** | **Disagree Slightly** | **Agree Slightly** | **Agree Strongly** | **Agree Completely** |
| 1. I want expert advice when buying a new insurance policy |  |  |  |  |  |  |
| 1. I will always choose the cheapest option when selecting insurance |  |  |  |  |  |  |
| 1. All insurance providers are basically the same |  |  |  |  |  |  |
| 1. Insurance is difficult to understand |  |  |  |  |  |  |
| 1. The process of buying insurance is time-consuming and cumbersome |  |  |  |  |  |  |
| 1. My insurance needs are complex |  |  |  |  |  |  |
| 1. I am open to purchasing insurance directly online |  |  |  |  |  |  |
| 1. I don’t mind paying for medical expenses out-of-pocket if they’re not covered by insurance |  |  |  |  |  |  |
| 1. I review and re-assess my insurance needs on a yearly basis |  |  |  |  |  |  |
| 1. I would like my insurance provider to proactively inform me with health and wellness content |  |  |  |  |  |  |
| 1. I consider having insurance to be an important part of taking care of my health and wellness |  |  |  |  |  |  |
| 1. Insurance is worth the cost for the peace of mind it provides |  |  |  |  |  |  |
| 1. Insurance is too expensive relative to the value it provides |  |  |  |  |  |  |
| 1. Insurance is only worth purchasing if you have health conditions |  |  |  |  |  |  |

**SUPPORT WHEN PURCHASING ONLINE.**

**Q24. ASK IF Q23\_H=AGREE.** Which of the following ways would you **most prefer** to purchase insurance **directly online**? *Select one only.*

1. With the support of chat
2. With the support of telephone
3. Self-directed without telephone or chat support

|  |
| --- |
| **BLOCK - TD LOYALTY QUESTIONS TYPE** |

S5. Which specific TD Credit Cards do you currently own? (Select all that apply)

**[DO NOT RANDOMIZE]**

TD Cash Back Visa Infinite **[SHOW “TD Cash Back Visa Infinite” PICTURE]**

TD Cash Back Visa **[SHOW “TD Cash Back Visa” PICTURE]**

TD Emerald Flex Rate Visa **[SHOW “TD Emerald Flex Rate Visa” PICTURE]**

TD Aeroplan Visa Infinite **[SHOW “TD Aeroplan Visa Infinite” PICTURE]**

TD Aeroplan Visa Platinum **[SHOW “TD Aeroplan Visa Platinum” PICTURE]**

TD Aeroplan Visa Infinite Privilege **[SHOW “TD Aeroplan Visa Infinite Privilege” PICTURE]**

TD First Class Travel Visa Infinite **[SHOW “TD First Class Travel Visa Infinite” PICTURE]**

TD Platinum Travel Visa **[SHOW “TD Platinum Travel Visa” PICTURE]**

TD Rewards Visa **[SHOW “TD Rewards Visa” PICTURE]**

TD U.S. Dollar Visa Card **[SHOW “TD U.S. Dollar Visa Card” PICTURE]**

TD Business Travel Visa **[SHOW “TD Business Travel Visa” PICTURE]**

TD Business Cashback Visa **[SHOW “TD Business Cashback Visa” PICTURE]**

TD Aeroplan Visa Business **[SHOW “TD Aeroplan Visa Business” PICTURE]**

TD Venture Line of Credit Visa **[SHOW “TD Venture Line of Credit Visa” PICTURE]**

Don’t know **[ANCHOR, EXCLUSIVE]**

I don’t have a TD Credit Card **[ANCHOR, EXCLUSIVE]**

**IF ONLY 1 CARD IS SELECTED AT S5 WHICH IS ONE OF THE FOLLOWING CARDS:**

**“TD BUSINESS TRAVEL VISA”, “TD AEROPLAN VISA BUSINESS”, “TD AEROPLAN VISA INFINITE”, “TD AEROPLAN VISA PLATINUM”, “TD AEROPLAN VISA INFINITE PRIVILEGE”, “TD FIRST CLASS TRAVEL VISA INFINITE”, “TD PLATINUM TRAVEL VISA” OR “TD REWARDS VISA” THEN SKIP S6/S7 AND AUTOPUNCH THAT CARD AS TDCARD**

**PROCEED TO S6 AND/OR S7 WHICHEVER QUESTION(S) IS APPLICABLE, IF MORE THAN 1 CARD IS SELECTED FROM THE SET OF 8 CARDS MENTIONED ABOVE**

S6. Which of the following best describes how you use your card? (Select one for each)

**[RANDOMIZE – USE A PROGRESSIVE GRID – CATEGORIES]**

**[REDUCE LIST TO ONLY INCLUDE SELECTIONS FROM S5]**

TD First Class Travel Visa Infinite

TD Rewards Visa

TD Platinum Travel Visa

TD Aeroplan Visa Infinite

TD Aeroplan Visa Platinum

TD Aeroplan Visa Infinite Privilege

**[ANSWER LIST]**

**[ERROR MESSAGE TEXT FOR LINK – “Please review your answers. Each main card option can be selected once”]**

It’s the card I use most often (primary card) **[ONLY ALLOW THIS TO BE ANSWERED FOR ONE CARD]**

It’s the TD card I use more often, but it’s not my primary card. **[ONLY ALLOW THIS TO BE ANSWERED FOR ONE CARD]**

It’s just another card in my wallet

**[IF S5 = “TD BUSINESS TRAVEL VISA” OR “TD AEROPLAN VISA BUSINESS”, CONTINUE, OTHERWISE SKIP]**

S7. Which of the following best describes how you use your **TD Business card**? (Select one)

**[RANDOMIZE – USE A PROGRESSIVE GRID – CATEGORIES]**

**[REDUCE LIST TO ONLY INCLUDE SELECTIONS FROM S5]**

TD Business Travel Visa

TD Aeroplan Visa Business

**[ANSWER LIST]**

**[ERROR MESSAGE TEXT FOR LINK – “Please review your answers. Each main card option can be selected once”]**

It’s the card I use most often for business spend (primary card).

It’s the TD card I use more often for business spend, but it’s not my primary card.

It’s just another business card in my wallet

**[AT TDCARD, PUNCH ONLY ONE CARD FROM S6/S7. CHOOSE BY ORDER OF PRIORITY]**

**[IF CHOOSING BETWEEN CARDS IN THE SAME PRIORITY, MAKE A RANDOM SELECTION]**

**[LIST OF PRIORITIES, WITH #1 BEING THE HIGHEST PRIORITY:**

1. **S7 =** **“It’s my primary card that I use most often for business spend”**
2. **S6 =** **"It’s my primary card that I use most often"**
3. **S7 = "It’s my primary TD card for business spend, but not my primary card"**
4. **S6 = "It’s my primary TD card, but not my primary card"**
5. **S7 =** **"It’s another business card in my wallet"**
6. **S6 = “It’s another card in my wallet”]**

**[HIDDEN PUNCH 1]**

**TDCARD. This is the variable to pipe-in the card chosen at S6/S7. Single punch.**

TD Business Travel Visa

TD First Class Travel Visa Infinite

TD Rewards Visa

TD Platinum Travel Visa

TD Aeroplan Visa Business

TD Aeroplan Visa Infinite

TD Aeroplan Visa Platinum

TD Aeroplan Visa Infinite Privilege

**[HIDDEN PUNCH 2]**

**TDCARDGROUP. Create a second hidden punch to classify respondents in two groups. Single punch.**

**TD Rewards Program** =

[Following cards punched as TDCARD:

TD Business Travel Visa

TD First Class Travel Visa Infinite

TD Rewards Visa

TD Platinum Travel Visa]

**TD Aeroplan Program** =

[Following cards punched as TDCARD:

TD Aeroplan Visa Business

TD Aeroplan Visa Infinite

TD Aeroplan Visa Platinum

TD Aeroplan Visa Infinite Privilege]

**[SHOW BLOCK BELOW FOR TDCARDGROUP = TD REWARDS PROGRAM]**

**BLOCK - KEY METRICS FOR TD LOYALTY PROGRAM (REWARDS)**

A0. How familiar are you with the **benefits (partners or rewards)** available through the **[TDCARDGROUP]** with your **[TDCARD]**?

Not at all familiar

Slightly familiar

Somewhat familiar

Very familiar

Extremely familiar

**[ASK A1 TO THOSE WHO ARE CODED 1/2/3/4/5 AT A0]**

A1. Which of the following would you select~~,~~ if you had to **explain the benefits (partners or rewards)** available through the **[TDCARDGROUP]** with your **[TDCARD]** to a friend or a family member?

I couldn't explain it at all

I could explain very little

I could explain some aspects

I could explain most aspects

I could explain it thoroughly

**[ASK ALL]**

A6. Thinking about your overall experiences with your **[TDCARD]** card, how **likely are you to recommend** the **[TDCARDGROUP]** to friends, family, or colleagues?

**[HORIZONTAL SCALE TO BE USED]** 0 – Not at all likely to recommend / 10 – Extremely likely to recommend

**[SHOW ON SEPARATE SCREEN]** We are now going to ask a few questions about the different **benefits (partners or rewards)** available through **[TDCARDGROUP]** with your **[TDCARD].**

B0. How familiar are you with the following **benefits (partners or rewards)** available through the **[TDCARDGROUP]** with your **[TDCARD]**?

**[PROGRESSIVE GRID]**

**[RANDOMIZE LIST]**

Expedia For TD

Amazon Shop with Points

Starbucks

Gift Cards and/or Merchandise

Book Any Way Travel

Uber/Uber Eats

Pay with Points

Rewards and perks at Toronto Blue Jays and Vancouver Canucks home games

**[SCALE]**

Not at all familiar

Slightly familiar

Somewhat familiar

Very familiar

Extremely familiar

E10. How clear are the **steps needed to redeem points** with the **[TDCARDGROUP]** through your **[TDCARD]** to you? (Select one)

**[OPTIONS]**

Very Unclear

Unclear

Neither Clear nor Unclear

Clear

Very Clear

**[ASK E11 TO THOSE CODED 1/2 AT E10]**

E11. What part of the redemption process was unclear to you and what were you redeeming for?

**[OPEN END: PROVIDE TEXT BOX]**

Core Section 2: Healthy Days

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Question Number | Question text | Variable names | Responses  (DO NOT READ UNLESS OTHERWISE NOTED) | SKIP INFO/ CATI Note | Interviewer Note (s) | Column(s) |
| CHD.01 | Now thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good? |  | \_ \_ Number of days (01-30)  88 None  77 Don’t know/not sure  99 Refused |  | 88 may be coded if respondent says “never” or “none” It is not necessary to ask respondents to provide a number if they indicate that this never occurs. |  |
| CHD.02 | Now thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good? |  | \_ \_ Number of days (01-30)  88 None  77 Don’t know/not sure  99 Refused |  | 88 may be coded if respondent says “never” or “none” It is not necessary to ask respondents to provide a number if they indicate that this never occurs. |  |
|  |  |  |  | Skip CHD.03 if CHD.01, is 88 and CHD.02, is 88 |  |  |
| CHD.03 | During the past 30 days, for about how many days did poor physical or mental health keep you from doing your usual activities, such as self-care, work, or recreation? |  | \_ \_ Number of days (01-30)  88 None  77 Don’t know/not sure  99 Refused |  | 88 may be coded if respondent says “never” or “none” It is not necessary to ask respondents to provide a number if they indicate that this never occurs. |  |

|  |
| --- |
| **BLOCK – EXAMPLE IPSOS** |

ouverte

Q1BIS NOTORiéTé SPONTANéE

Nous allons maintenant parler des BANQUES.

Quelles sont toutes celles que vous connaissez ne serait-ce que de nom à La Réunion ?

*Veuillez saisir au moins une banque (saisir une banque par case en suivant l’ordre de la numérotation) ou cochez "Aucune banque ne me vient à l’esprit"*

**prog : Spontané dont Top of mind - PLUSIEURS RÉPONSES POSSIBLES (max 10 cases à remplir)  
PROG : réponse exclusive pour « Aucune banque ne me vient à l’esprit »**

|  |  |
| --- | --- |
| 1 |  |
| … |  |
| 11 | Aucune banque ne me vient à l’esprit |

**SIMPLE**

**Q5BIS NOTORIéTé assistée**

**Parmi la liste suivante, indiquez les banques que vous connaissez ne serait-ce que de nom ?**

*Une seule réponse possible par ligne*

**PROG : display logos and bank name**

**prog : random from A->F**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Oui** | **Non** |
| **A** | BFC Une image contenant capture d’écran, Graphique, conception  Le contenu généré par l’IA peut être incorrect. | 1 | 2 |
| **B** | BNP Paribas Banque BNP Paribas | La banque d&#39;un monde qui change | 1 | 2 |
| **C** | BRED Une image contenant texte, Police, logo, Graphique  Le contenu généré par l’IA peut être incorrect. | 1 | 2 |
| **D** | Caisse d’Épargne Caisse d&#39;épargne (banque) — Wikipédia | 1 | 2 |
| **E** | Crédit Agricole Crédit Agricole | Le réseau des Coopératives d&#39;Utilisation de Matériel  Agricole | 1 | 2 |
| **F** | La Banque Postale Une image contenant texte, Police, Graphique, graphisme  Le contenu généré par l’IA peut être incorrect. | 1 | 2 |

multiple

q6BIS – bancarisation

Quelles sont toutes les banques à La Réunion dans lesquelles vous possédez un compte, que ce soit un compte courant, un compte épargne ou autre ?

Plusieurs réponses possibles

PROG : multiple réponses – random display

PROG : show banks if Q5BIS=1

|  |  |
| --- | --- |
| 1 | BFC Une image contenant capture d’écran, Graphique, conception  Le contenu généré par l’IA peut être incorrect. |
| 2 | BNP Paribas Banque BNP Paribas | La banque d&#39;un monde qui change |
| 3 | BRED Une image contenant texte, Police, logo, Graphique  Le contenu généré par l’IA peut être incorrect. |
| 4 | Caisse d’Épargne Caisse d&#39;épargne (banque) — Wikipédia |
| 5 | Crédit Agricole Crédit Agricole | Le réseau des Coopératives d&#39;Utilisation de Matériel  Agricole |
| 6 | La Banque Postale Une image contenant texte, Police, Graphique, graphisme  Le contenu généré par l’IA peut être incorrect. |

in a separate screen add :

Vous allez maintenant visionner des publicités pour la BFC qui ont été diffusées récemment.

Vous souvenez-vous vous avoir vu/lu ou entendu les publicités suivantes ?

random between Q7BIS-Q8BIS-Q9BIS-q10BIS-Q11BIS

simple

q7BIS – reco AFFICHES 4x3

Vous souvenez-vous avoir vu au moins une de ces affiches dans la rue ?

*Une seule réponse possible par affiche*

PROG : display images in a random way

Une image contenant texte, capture d’écran, affiche, plein air

Le contenu généré par l’IA peut être incorrect. Une image contenant texte, nuage, capture d’écran, ciel

Le contenu généré par l’IA peut être incorrect.

1. Oui
2. Non

simple

q8BIS – reco AFFICHES agence

Vous souvenez-vous avoir vu au moins une de ces affiches en agence BFC ?

*Une seule réponse possible par affiche*

PROG : display images in a random way

Une image contenant texte, capture d’écran, nuage, ciel

Le contenu généré par l’IA peut être incorrect. Une image contenant texte, capture d’écran, nuage, ciel

Le contenu généré par l’IA peut être incorrect.

1. Oui
2. Non
3. Je ne me suis pas rendu(e) en agence BFC

simple

q9BIS – reco DIGITAL

Vous souvenez-vous avoir vu au cette bannière diffusée sur Internet pour la BFC ?

*Une seule réponse possible*

PROG : display image

Une image contenant eau, ciel, plein air, texte

Le contenu généré par l’IA peut être incorrect.

1. Oui
2. Non

multiple

q10BIS – reco spot

Vous souvenez avoir vu ce spot publicitaire pour la BFC ?

*Plusieurs réponses possibles*

PROG : show automatically the film below

PROG : reponse exclusive code 3



1. Oui au cinéma
2. Oui sur les réseaux sociaux : Linkedin, Facebook etc
3. Non je ne l’ai jamais vu

simple

q11BIS – reco e-mailing

Vous souvenez avoir reçu cet e-mailing de la part de votre banque la BFC ?

*Merci de cliquer sur le lien ci-dessous*

*Une seule réponse possible*

PROG : insert hyperlink below

[Le pouvoir de réaliser vos projets](file:///C:\Users\poste\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\U6Y5F6WW\BFC%20La%20Re%CC%81union%2021_03%20(002).html)

1. Oui
2. Non

|  |
| --- |
| **BLOCK – END** |

**TO ALL**

**fin**

**fin**

**Ce questionnaire est maintenant terminé. Merci pour toutes vos réponses.**