

# Canada.ca Promotions June 2016:Chalkmark Study – Results Summary

Task Title	CONTROL Success Rate	NEW Success Rate	Control Time (Sec)	New Time (sec)	Study A Page type	Study B Page type	Task displayed to participants	Image URL A	Image URL B	p value
1. Authenticate Most Requested	41%	65%	23.7	22.0	New sidebar - no image	Control	Find out how to get your marriage certificate authenticated before your upcoming move to France.	<a href="http://daveknight.com/promoscreens/1A_world_mostreq_text-side.jpg">http://daveknight.com/promoscreens/1A_world_mostreq_text-side.jpg</a>	<a href="http://daveknight.com/promoscreens/1B_World_mostreq_control.jpg">http://daveknight.com/promoscreens/1B_World_mostreq_control.jpg</a>	<0.001
2. Renew CA vs. UK Top Task Home	76%	84%	15.3	16.5	Control	Gov.UK	How would you renew your passport?	<a href="http://daveknight.com/promoscreens/2A_Home_Topic_Control.png">http://daveknight.com/promoscreens/2A_Home_Topic_Control.png</a>	<a href="http://daveknight.com/promoscreens/2B_Home_Topic_GovUK.png">http://daveknight.com/promoscreens/2B_Home_Topic_GovUK.png</a>	0.078
3. PIN Promo Carousel	23%	56%	28.0	28.7	Control	New Uncarousel	Find out how to keep the PIN code for your new debit card safe.	<a href="http://daveknight.com/promoscreens/3A_Money_Carousel_Control.jpg">http://daveknight.com/promoscreens/3A_Money_Carousel_Control.jpg</a>	<a href="http://daveknight.com/promoscreens/3B_Money_Uncarousel_New.jpg">http://daveknight.com/promoscreens/3B_Money_Uncarousel_New.jpg</a>	<0.001
4. Flu symptoms Topic	60%	67%	15.4	15.9	Control	New bottom - no image	Find out whether you might have the flu or whether you just have a cold.	<a href="http://daveknight.com/promoscreens/4A_Flu_Topic_Control.jpg">http://daveknight.com/promoscreens/4A_Flu_Topic_Control.jpg</a>	<a href="http://daveknight.com/promoscreens/4B_Flu_Topic_textbottom.jpg">http://daveknight.com/promoscreens/4B_Flu_Topic_textbottom.jpg</a>	0.21
5. Immunization app Feature Promo	68%	60%	24.0	23.8	NEW bottom - no image	Control	Find out if you can get an app to keep track of your family immunizations.	<a href="http://daveknight.com/promoscreens/5A_Flu_Priorities_Newtextbottom.jpg">http://daveknight.com/promoscreens/5A_Flu_Priorities_Newtextbottom.jpg</a>	<a href="http://daveknight.com/promoscreens/5B_Flu_Features_Newbottom.jpg">http://daveknight.com/promoscreens/5B_Flu_Features_Newbottom.jpg</a>	0.14
6. Tax Account CA vs. UK Top Task	68%	62%	23.5	38.2	Gov.UK	Control	Find out how to get an account to manage your taxes online.	<a href="http://daveknight.com/promoscreens/6A_Home_Topic_GovUK.png">http://daveknight.com/promoscreens/6A_Home_Topic_GovUK.png</a>	<a href="http://daveknight.com/promoscreens/6B_Home_Topic_Control.png">http://daveknight.com/promoscreens/6B_Home_Topic_Control.png</a>	0.27
7. TPP Feature SideBar Promo	55%	43%	21.8	23.2	Control	New sidebar - no image	Find out which countries are in the Trans-Pacific Partnership Free Trade Agreement.	<a href="http://daveknight.com/promoscreens/7A_World_Feature_Control.jpg">http://daveknight.com/promoscreens/7A_World_Feature_Control.jpg</a>	<a href="http://daveknight.com/promoscreens/7B_World_Priorities_Newsidebar.jpg">http://daveknight.com/promoscreens/7B_World_Priorities_Newsidebar.jpg</a>	0.051
8. SIN contact Footer	28%	26%	43.9	36.7	Control	NEW Footer - no image	Find a number to call for help with a problem with your Social Insurance Number.	<a href="http://daveknight.com/promoscreens/8A_Home_Contacts_Control.png">http://daveknight.com/promoscreens/8A_Home_Contacts_Control.png</a>	<a href="http://daveknight.com/promoscreens/8B_Home_Contacts_Newfooter.jpg">http://daveknight.com/promoscreens/8B_Home_Contacts_Newfooter.jpg</a>	0.66
9. CPP Consultation Feature Promo	64%	71%	22.8	25.4	NEW bottom - no image	Control	Find out how you could contribute your ideas for changes to the Canada Pension Plan.	<a href="http://daveknight.com/promoscreens/9A_Incometaxes_Priorities_bottom.jpg">http://daveknight.com/promoscreens/9A_Incometaxes_Priorities_bottom.jpg</a>	<a href="http://daveknight.com/promoscreens/9B_Incometaxes_Features_Control.jpg">http://daveknight.com/promoscreens/9B_Incometaxes_Features_Control.jpg</a>	0.2
10. Travel Immunization Topic	72%	83%	15.3	15.3	Control	Control	Find out which vaccinations you should get before you take a trip to Senegal.	<a href="http://daveknight.com/promoscreens/10A_Immunizations_Topic_Control.png">http://daveknight.com/promoscreens/10A_Immunizations_Topic_Control.png</a>	<a href="http://daveknight.com/promoscreens/10B_Immunizations_Topic_Control.png">http://daveknight.com/promoscreens/10B_Immunizations_Topic_Control.png</a>	0.93
11. Child Benefit GC Promo	32%	80%	23.8	18.6	Control	NEW Single image	Calculate how much you will receive in benefits for your new baby.	<a href="http://daveknight.com/promoscreens/11A_Housingbenefits_Activities-Initiatives_Control.jpg">http://daveknight.com/promoscreens/11A_Housingbenefits_Activities-Initiatives_Control.jpg</a>	<a href="http://daveknight.com/promoscreens/11B_Housingbenefits_Priorities-New_single-image.jpg">http://daveknight.com/promoscreens/11B_Housingbenefits_Priorities-New_single-image.jpg</a>	<0.001

Study A: n=137, Study B n=156