



The first major study of communications practices in Canada

The Chair in Public Relations and Marketing Communications of UQAM would like to thank you for participating in the first major study of communications practices in Canada. This new study will enable the Chair to model and standardize different communications practices within Canadian companies and organizations. The study will be repeated on a yearly basis in order to monitor the evolution of these various practices.

While the first stage of research will be relatively short, it will nonetheless allow us to define the various fields of communications activity within Canadian organizations.

The questionnaire should not take more than 12 minutes to complete.

Thank you very much for your participation.

The authors of this study are:

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If you have any questions concerning this study, please contact:

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Chair in Public Relations and Marketing Communications (UQAM)

Section 1: Your organization

1. Which of the following categories best describes your organization?

An association, union, community group or interest group

A communications/marketing/public relations company

A cooperative

Government

A government/Crown or public corporation

A publicly-traded company (listed on a stock exchange)

A privately-owned organization

A non-profit organization

Other, specify : _____

[ASK Q2 TO THOSE WHO ANSWERED GOVERNMENT AT Q1, OTHERS GO DIRECTLY TO Q3]

2. What level of government is it?

Municipal
Provincial
Federal
Other

3. In which of the following industries does your organization fit best?

Aerospace
Agriculture and food
Communications
Teaching/education
Pharmaceuticals
Manufacturing
Community-based organization
Philanthropy
Health and social services
Public service
Retail
Financial sector
Other, specify: _____

[ASK Q4 TO THOSE WHO ANSWERED HEALTH AT Q3]

4. What type of organization is it?

CAU / RC / Reception Centre
CH / Hospital Centre
Psychiatric CH / Psychiatric Hospital Centre
CHSLD / Residential and Long-term Care Centre
CHU / University Health Centre
CSSS / Health and Social Service Centre
Youth Services Centre
University Institute
Other

5. What is your organization's annual turnover or budget?

Less than 1 million dollars
1 to 5 million dollars
5 to 20 million dollars
20 to 30 million dollars
30 to 50 million dollars
50 to 200 million dollars
More than 200 million dollars
I do not know

6. What is the size of the communications budget you manage personally?

- Less than \$25 000
- \$25 000 to \$99 999
- \$100 000 to \$249 999
- \$250 000 to \$499 999
- \$500 000 to \$749 999
- \$750 000 to \$999 999
- \$1 000 000 or more
- I do not manage a budget

7. How many full time (or equivalent to full time) employees work for your organization?

- Less than 25
- 25 to 49
- 50 to 99
- 100 to 499
- 500 to 1999
- 2000 to 2999
- 3000 to 3999
- 4000 or more
- I do not know

Section 2: Your organization's activities

8. Here are various communications activities. Please indicate whether or not your organization formally practices each activity.

	Yes	No
Public and governmental affairs	☺	☺
Stakeholder relations (shareholders, financial partners, community partners)	☺	☺
Strategic analysis / consulting	☺	☺
Image / brand management	☺	☺
Sales promotions	☺	☺
CRM / customer relations management	☺	☺
Internal communications	☺	☺
Press relations	☺	☺
Events/sponsorships/donations	☺	☺
Market research	☺	☺
Advertising	☺	☺

Web sites and multimedia / new media / social media	☺	☺
Social responsibility / sustainable development / ethics	☺	☺
Foundation	☺	☺

**[THE FOLLOWING BLOCK OF QUESTIONS WILL BE ASKED FOR EACH ACTIVITY RESPONDENTS ANSWERED YES TO AT Q8]
[ROTATION OF QUESTION BLOCKS]**

9.1 Is/are **[ACTIVITY]** very, somewhat, not very or not at all strategically important to your organization?

- Very
- Somewhat
- Not very
- Not at all

9.2 Are you personally, very, somewhat, not very or not at all involved in **planning** your organization's **[ACTIVITÉ]** activities?

- Very involved
- Somewhat involved
- Not very involved
- Not at all involved

9.3 Are you personally, very, somewhat, not very or not at all involved in **implementing** your organization's **[ACTIVITÉ]** activities?

9.4 How important a role do external resources (consultants or specialized companies) play in the **planning** of your organization's **[ACTIVITÉ]** activities?

- A very important role
- A somewhat important role
- A not very important role
- A not at all important role
- We do not use external resources when planning this activity

9.5 How important a role do external resources (consultants or specialized companies) play in the **implementation** of your organization's **[ACTIVITÉ]** activities?

- A very important role
- A somewhat important role
- A not very important role
- A not at all important role
- We do not use external resources when implementing this activity

9.6 Does your organization have a formal method for evaluating the efficiency or effectiveness of its [ACTIVITY]?

- Yes 01
- No 02
- I do not know 03

[REPEAT QUESTIONS 9.1 TO 9.6 FOR EACH ACTIVITY RESPONDENTS ANSWERED YES TO AT Q8]

Section 3: Socio-demographic profile

SD1 Please identify your gender

- Female
- Male

SD2 Which of the following age groups do you belong to?

- Less than 30 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 59 years old
- 60 years old or more

SD3 What is the highest level of education you have completed?

- Bachelor's degree
- Post-graduate diploma
- Secondary School Honour Graduation Diploma (SSHGD/D.E.S.S.)
- Master's degree
- MBA
- Doctorate
- Other

SD4 In which discipline did you obtain your highest diploma?

SD5 What is the postal code of your workplace?

SD6 What is the name of your organization?

Refusal to answer

SD7 What position do you hold within your organization?

SD8 What position does your superior hold within your organization?

SD9 Would you be willing to be contacted by the Chair in Public Relations and Marketing Communications of UQAM in order to participate in the subsequent phases of this research project?

Yes

No **GO TO ACKNOWLEDGEMENTS**

SD10 We will need to take your contact information so we can get in touch with you in the future.

First name: _____

Last name: _____

E-mail address: _____

The Chair in Public Relations and Marketing Communications of UQAM would like to thank you for taking part in this study.