



CISRO: Industry Survey on Consumer Awareness Needs and Initiatives

Introduction

CISRO members are committed to collaborating on initiatives that support a consistent approach to consumer protection through the regulation of insurance intermediaries. A key element of consumer protection is ensuring consumers' awareness of their rights and responsibilities.

CISRO established the Consumer Awareness Working Group (CAWG) to examine initiatives related to consumer awareness/education. CAWG's efforts directly support CISRO's Strategic Plan 2019-2022, which includes a plan of action to "consider ways to assist consumers in becoming better informed about the products they are purchasing and those from whom they are purchasing the products".

The preliminary objectives of CAWG are to gather data on consumer awareness needs and initiatives, compile a catalogue on these needs and initiatives and make recommendations on what CISRO could do to address any needs identified. As part of this information gathering process, CAWG would like to get an understanding of the consumer awareness strategies and initiatives currently undertaken by industry. Stakeholders are therefore being asked to complete a short survey, which will help to determine consumer awareness needs and areas where CISRO could provide value to consumers.



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Instructions

Thank you for participating in this review.

You are required to answer a maximum of 9 questions.

Kindly provide your responses by November 30, 2021.

If you have any questions, please contact the CISRO Secretariat at cisro-ocra@fsrao.ca.

Please provide feedback on the following questions by selecting from the answer choices or using the comment box provided.

Please include as much detail as possible and any other information that might be relevant.



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Questions

* 1. Organization/Association

* 2. Does your organization actually have a consumer awareness strategy?

☐

Yes, a formal one

☐

No

☐

Yes but rather informal

☐

Don't know

☐

No but we plan to



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3. What materials are used to engage consumers? (select all that apply)

- | | |
|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> E-bulletins | <input type="checkbox"/> Ebooks |
| <input type="checkbox"/> Pamphlets | <input type="checkbox"/> Webinars |
| <input type="checkbox"/> Videos | <input type="checkbox"/> Infographics |
| <input type="checkbox"/> Blogs | <input type="checkbox"/> Other |
| <input type="checkbox"/> Podcasts | |

Other (please specify)

4. What mediums, including digital mediums, does your organization use for its consumer awareness strategy/initiative? (select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Your organization's static website | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> Your organization's responsive website (i.e. website that adapts to any device e.g. smartphone, tablet) | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Email Listserve Newsletter | <input type="checkbox"/> Seminars |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Traditional Media Editorial (Op-Eds, pitching content, etc.) |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Fairs / Exhibitions |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Community Outreach Events |
| <input type="checkbox"/> TikTok | <input type="checkbox"/> Other |

Community Outreach Events or Other (please specify)

5. Does your organization have any partnership strategies (e.g. partnering with other entities that are equally or more consumer facing in order to reach more consumers)?

☐

Yes

☐

No

If yes, provide examples

6. Which of the following demographics does your organization's strategy target? (select all that apply)

☐

Women

☐

Seniors

☐

Millennials

☐

Gen Z

☐

Vulnerable Consumers

☐

Aboriginals

☐

Low Income

☐

Specific Ethnic and Cultural Groups or Origins

☐

Persons with Disabilities

☐

Other

Other (please specify)

7. What are the topics covered by your organization's strategy? (provide details below)

8. Did your organization make any changes to its strategies or outreach programs to consumers due to COVID-19?

☐

Yes

☐

No

If yes, provide details

9. Would your organization be willing to present the strategy(ies) to the CISRO Consumer Awareness Working Group?

☐

Yes

☐

No