

An aerial view of a city skyline with numerous skyscrapers. Overlaid on the image are numerous green, glowing lines that connect various buildings, suggesting a network or data flow. The sky is filled with white and grey clouds. The overall color palette is dominated by greys, blues, and greens.

Principles of Good Communication: Pillars and Objectives

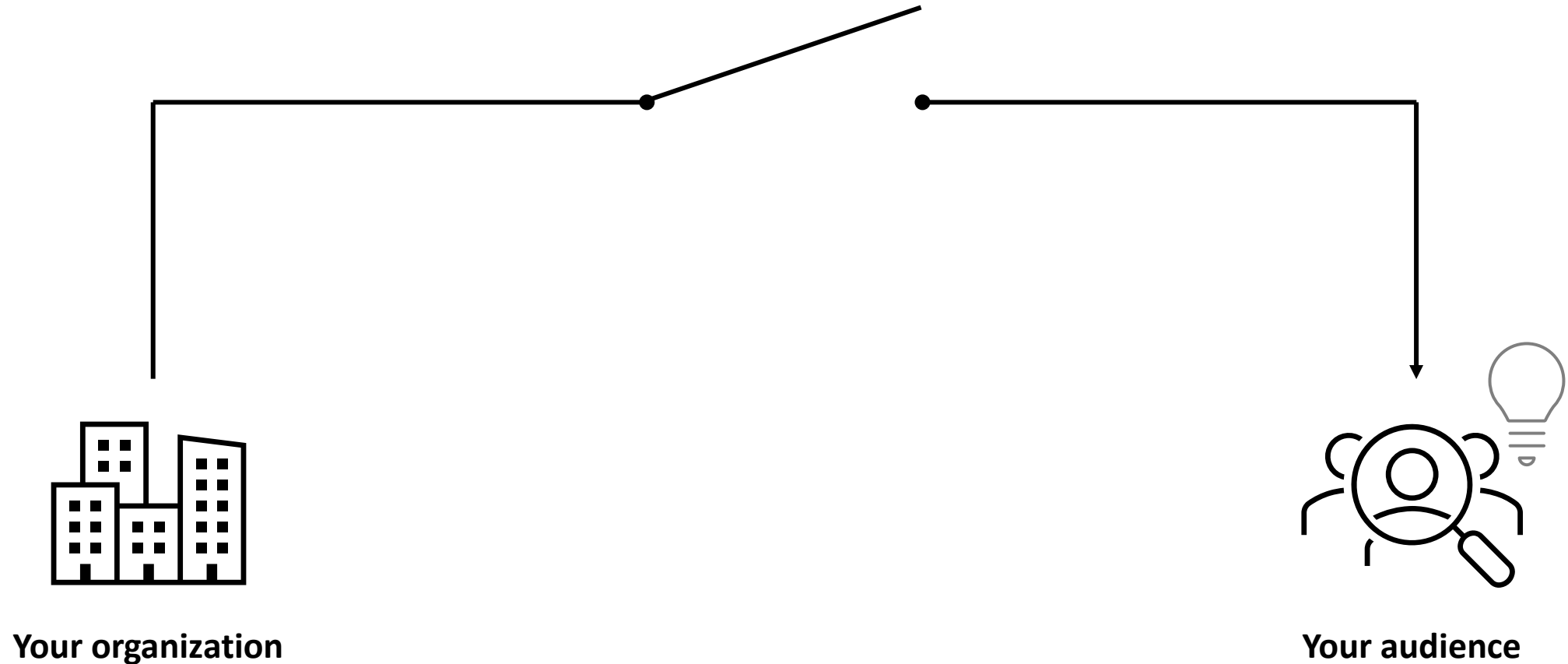


April 19th, 2024

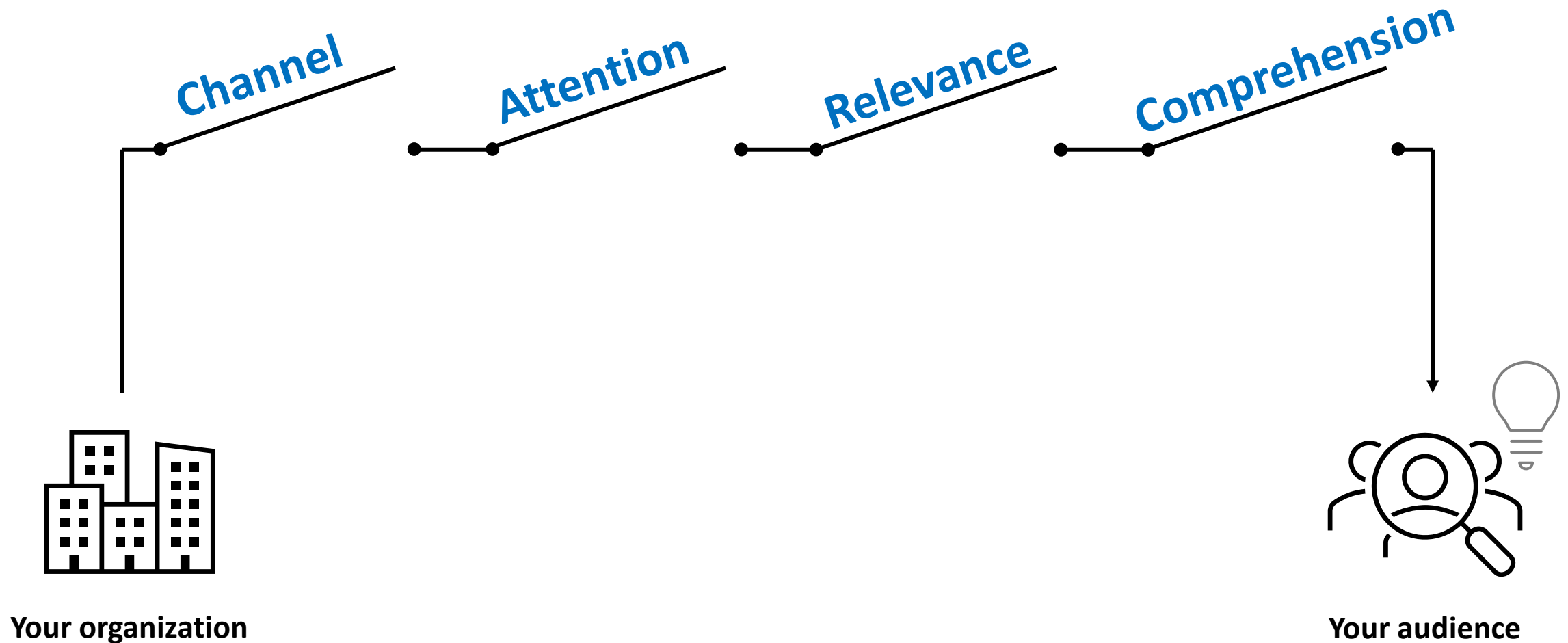
Greg Lyle
Founder and President
Innovative Research Group, Canada

The Challenge of Making a Connection

It's *difficult* to put an idea from your head into the heads of your audience.



The *barriers* organizations face make it much more difficult.

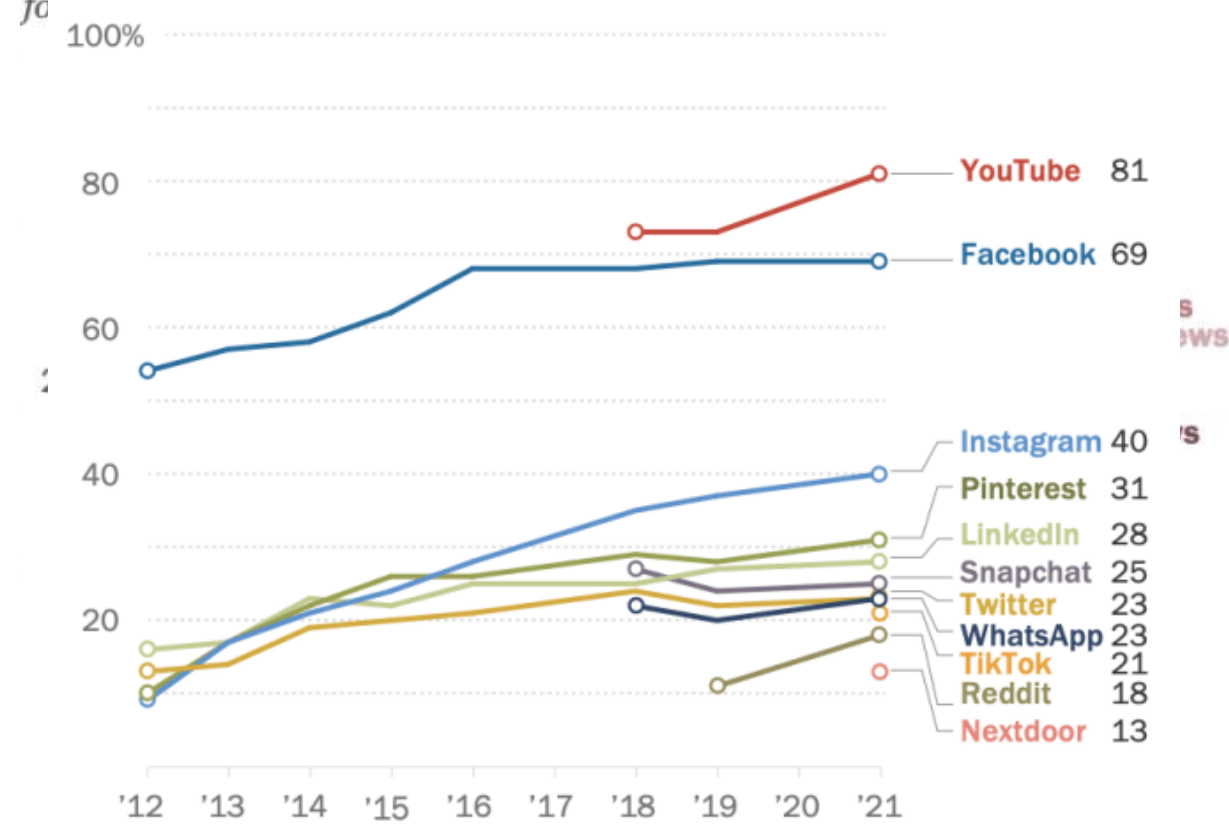


Are you using the *right channels* to communicate the information?

Channel	Attention	Relevance	Comprehension
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Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

A % of U.S. adults who say they ever use ...



Source: PEW Research Centre

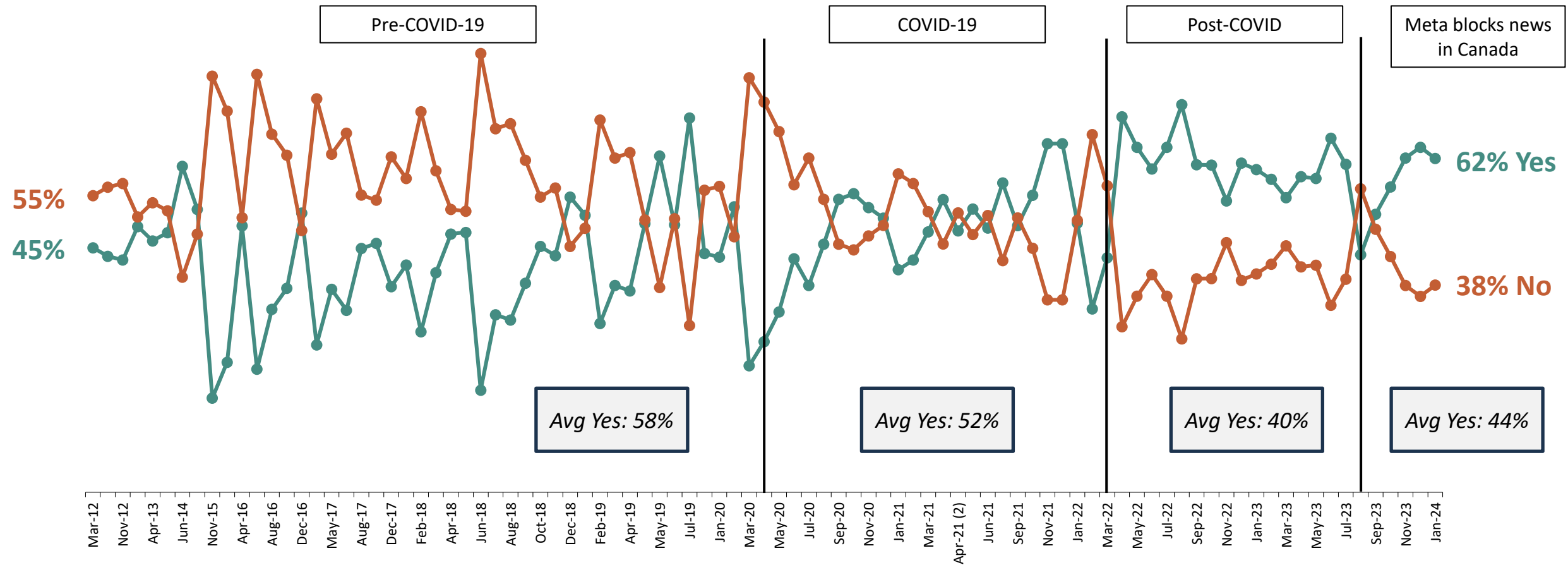
Are people paying *attention*?

Channel	Attention	Relevance	Comprehension
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Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?

[asked of all respondents; n=3000]



Is what you're communicating *relevant* to your audience?

Channel

Attention

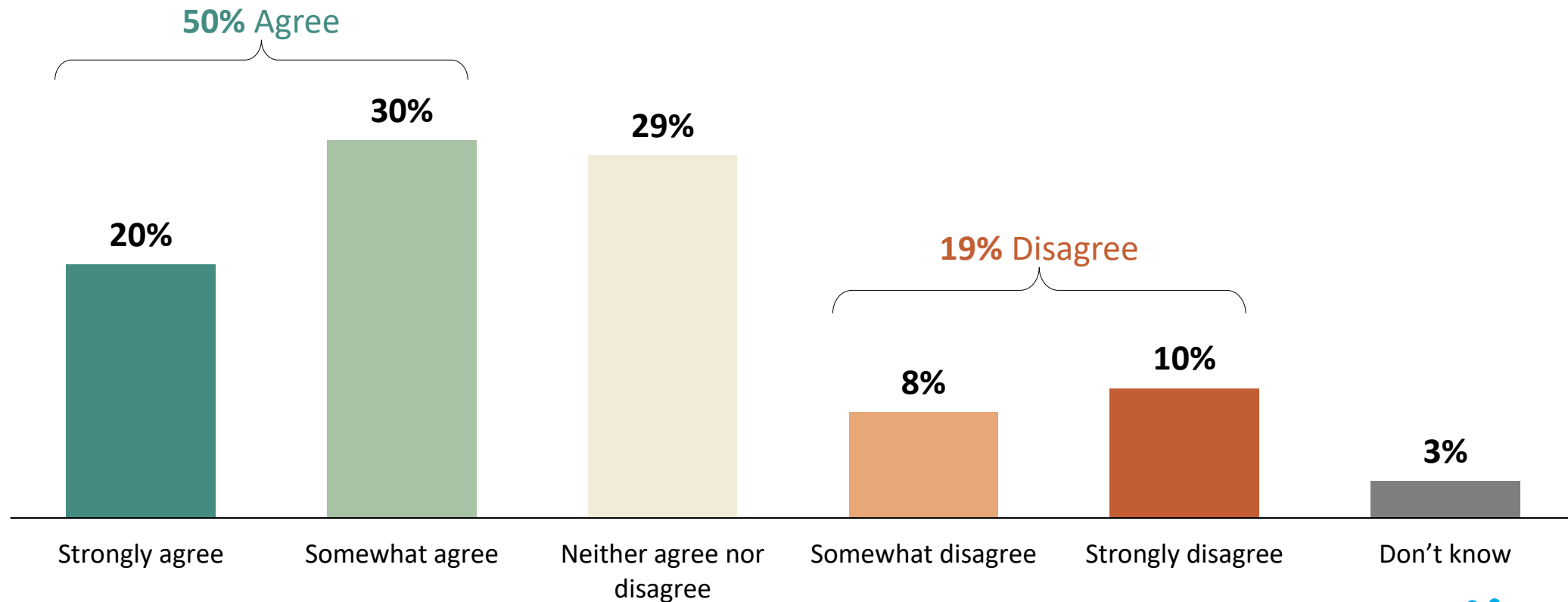
Relevance

Comprehension

Q

Would you agree or disagree with the following statements: ***This ad was made for someone like me***

[asked of those respondents who were able to see and hear the ad on the survey platform; n=1,454]



Is what you're communicating easy to understand?

Channel

Attention

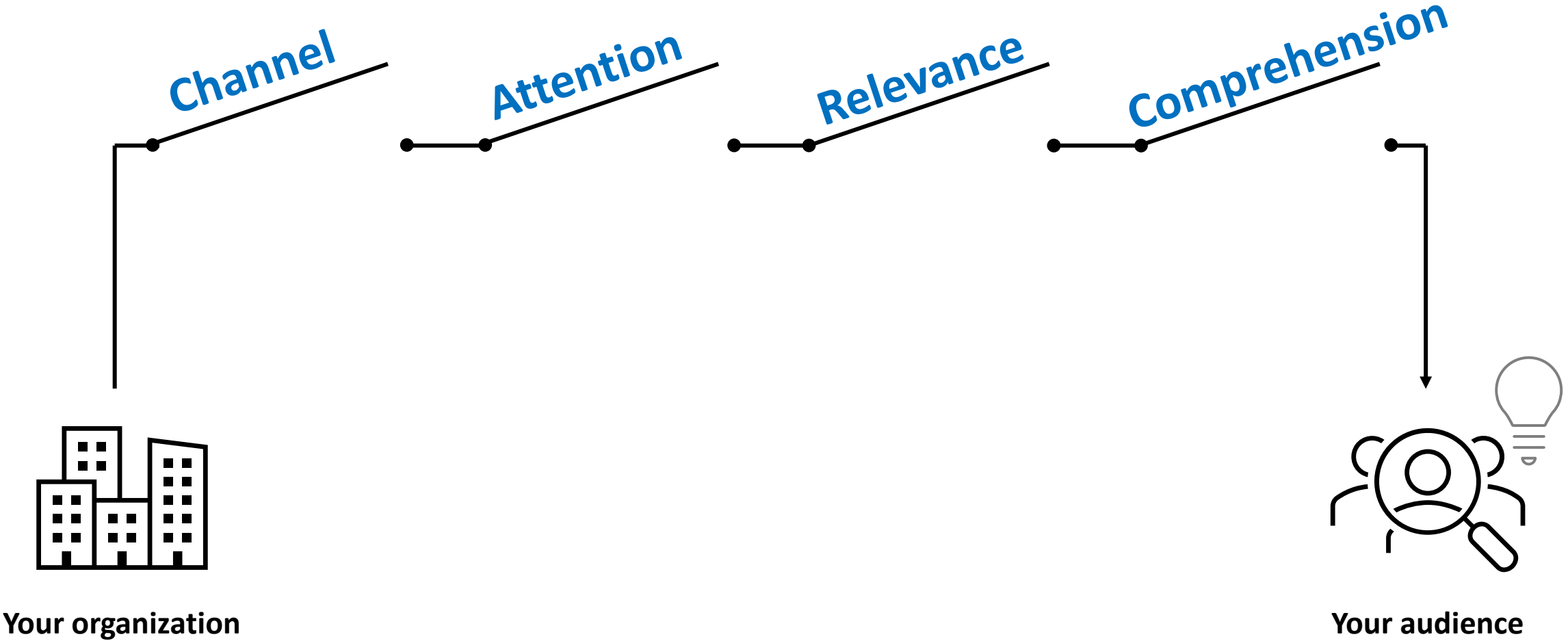
Relevance

Comprehension

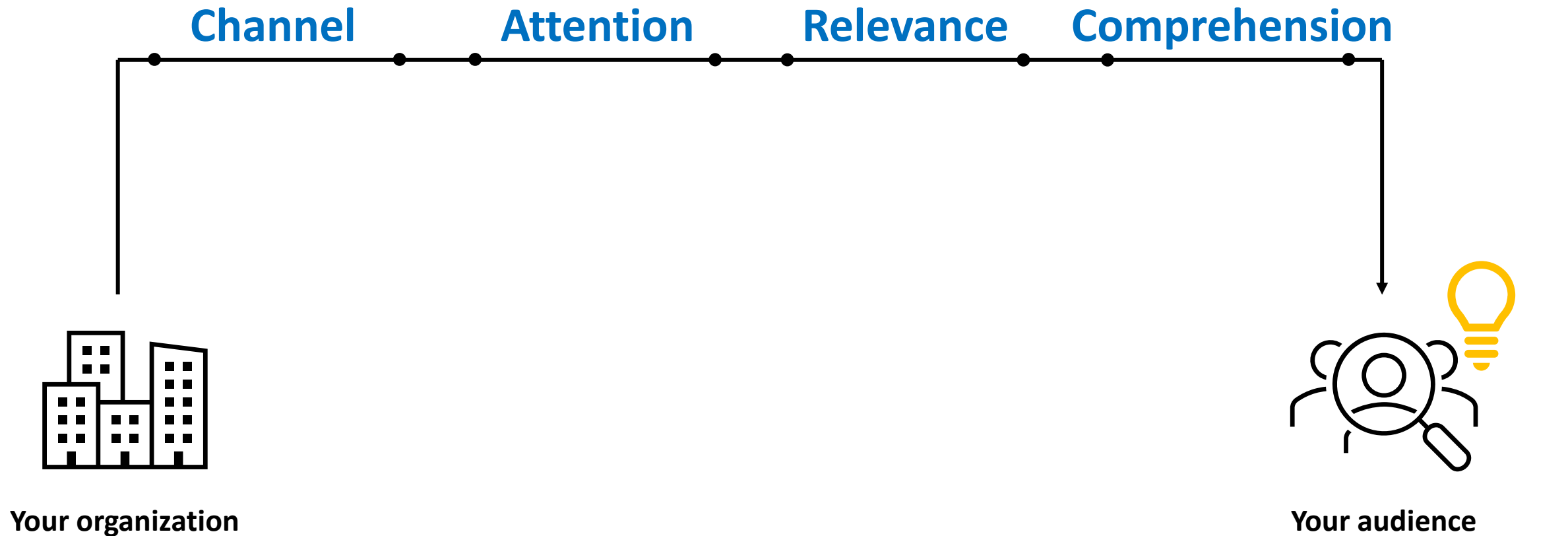
If you can't explain it simply, you don't understand it well enough.

Albert Einstein

Once you deal with these barriers...

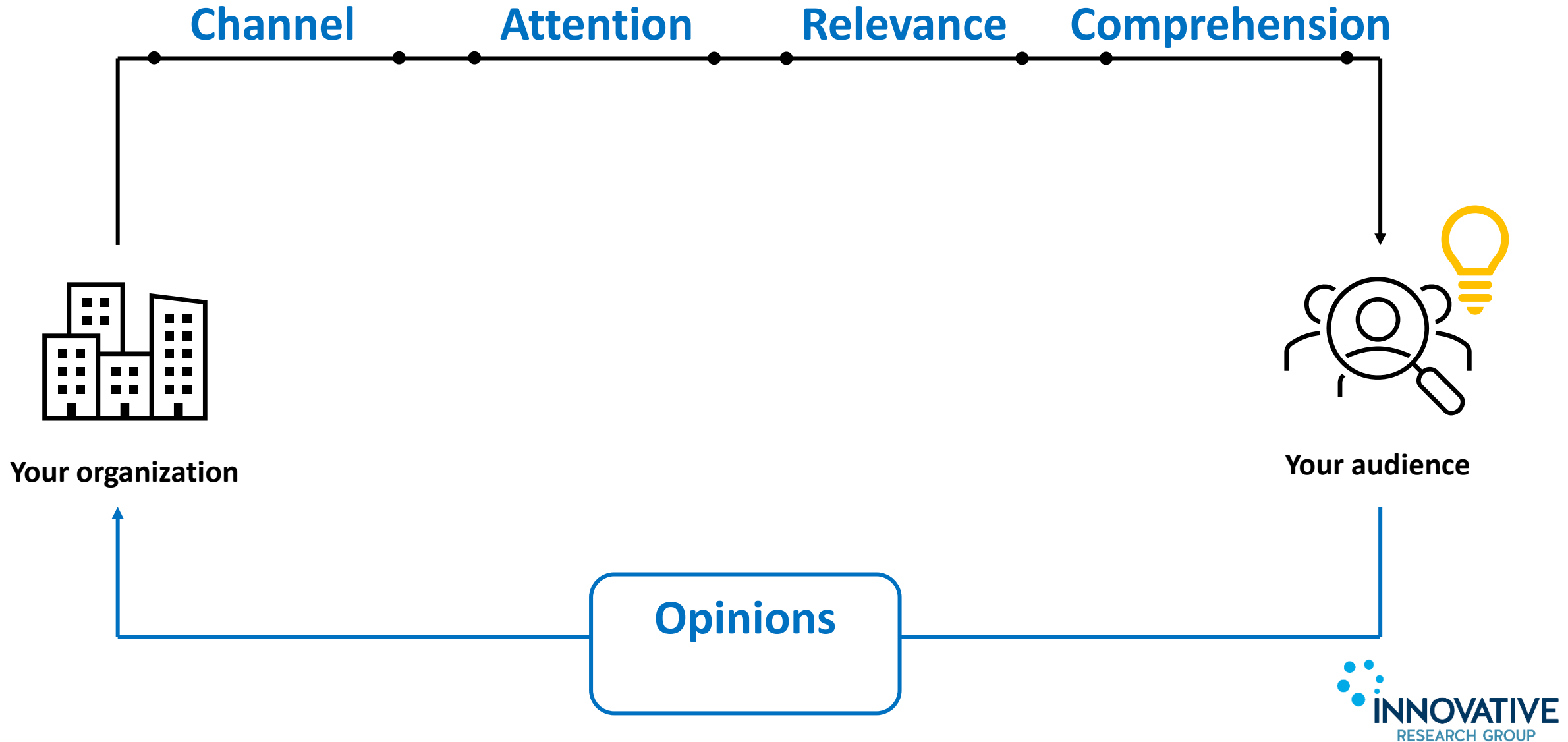


...you make the connection you need to get the idea into your audiences' heads!



Understanding How Consumers Receive Your Messages

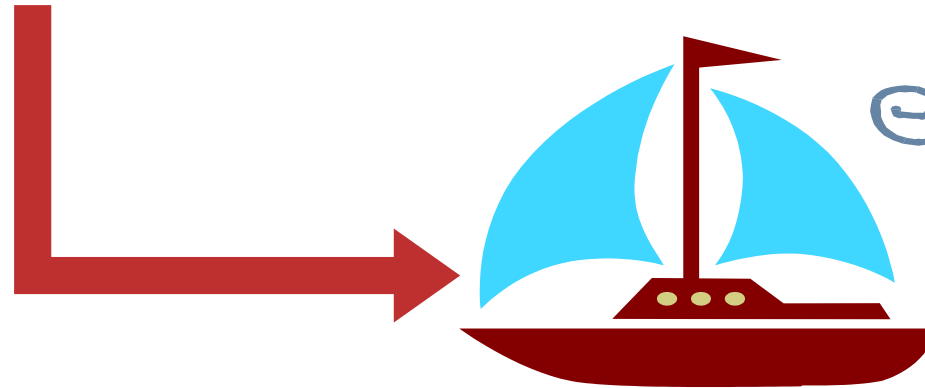
Customers form opinions based on the information communicated.



How Opinions Form and Change

High Engagement

The Little Red Boat is affected by the winds of public debate and the current of underlying change.



it's affected by the winds
= Public Debate

Anchors
= Values



Low Engagement

Anchors:

Different people react differently to the same issues.

How Opinions Form and Change: Values

High Engagement

The Little Red Boat is affected by the winds of public debate and the current of underlying change.



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Low Engagement

Economic Gap Segments



Gap segmentation: Agree with 'Here in Canada you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=3000]

22%

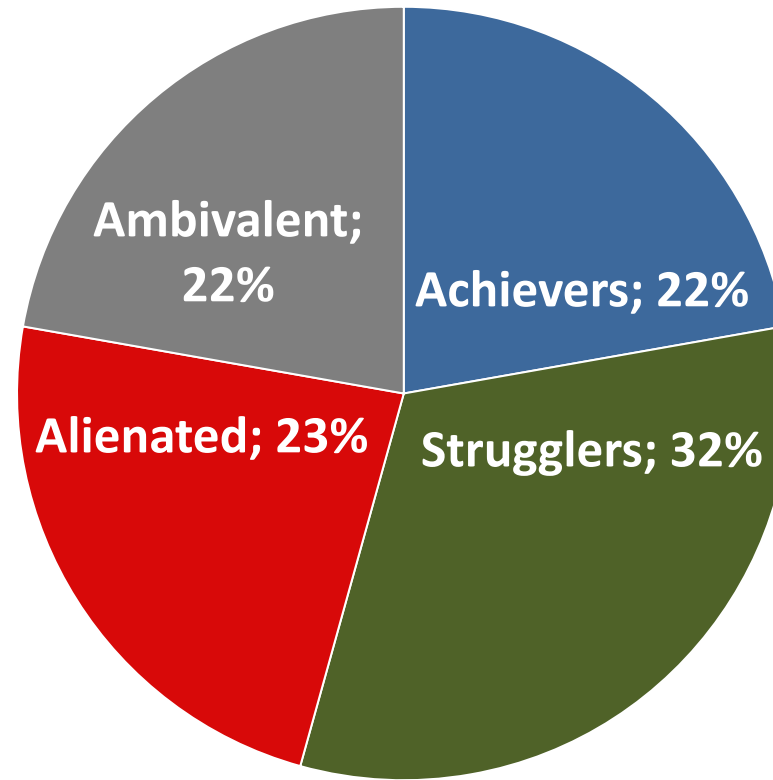
are neutral or don't know about the "Canadian Dream"

22%

believe in the "Canadian Dream" and do not find it difficult to get by

23%

don't believe in the "Canadian Dream"



32%

believe in the "Canadian Dream" and are struggling to get by

Only the among the most comfortable Canadians do we see more transition advocates than sceptics



Based on what you know about an energy transition, which of the following statements is closest to your point of view?

By Economic Gap Segments

[asked of all respondents; n=1,500]

	Achievers	Strugglers	Ambivalent	Alienated
Government policies to accelerate the transition away from oil and gas show Canada is a leader on climate change and help make the world better for future generations.	42%	33%	23%	33%
Government policies to accelerate the transition away from oil and gas risk increasing the cost of living and losing jobs in Canada, and aren't likely to have a significant impact on climate change.	39%	49%	40%	47%
Don't know	19%	18%	37%	20%

Winds of Debate:

People need new information to
change their views

How Opinions Form and Change: Public Debate

High Engagement

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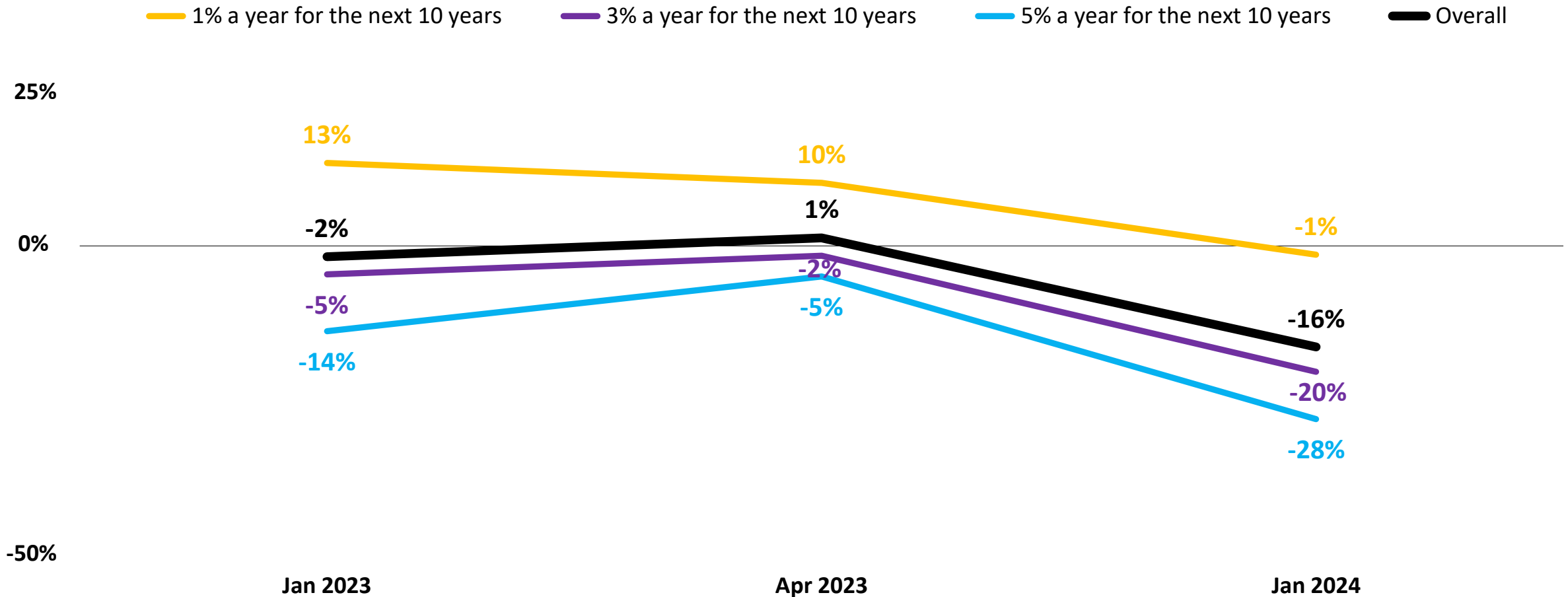
Low Engagement

Electrification Pricing – NET Support Tracking: Support for electricity price increases down across all proposed percentage increases



Electricity prices will have to rise to pay for expanding the electricity grid with non-emitting generation. You might be able to offset some of these costs by reducing the amount of automotive fuel or home heating fuel you currently purchase. The more we pay in electricity rates, the quicker we can implement the energy transition. Do you support or oppose investments to enable electrification, if in addition to routine increases, your electricity bill will grow by:

[asked of all respondents; n=1,500]

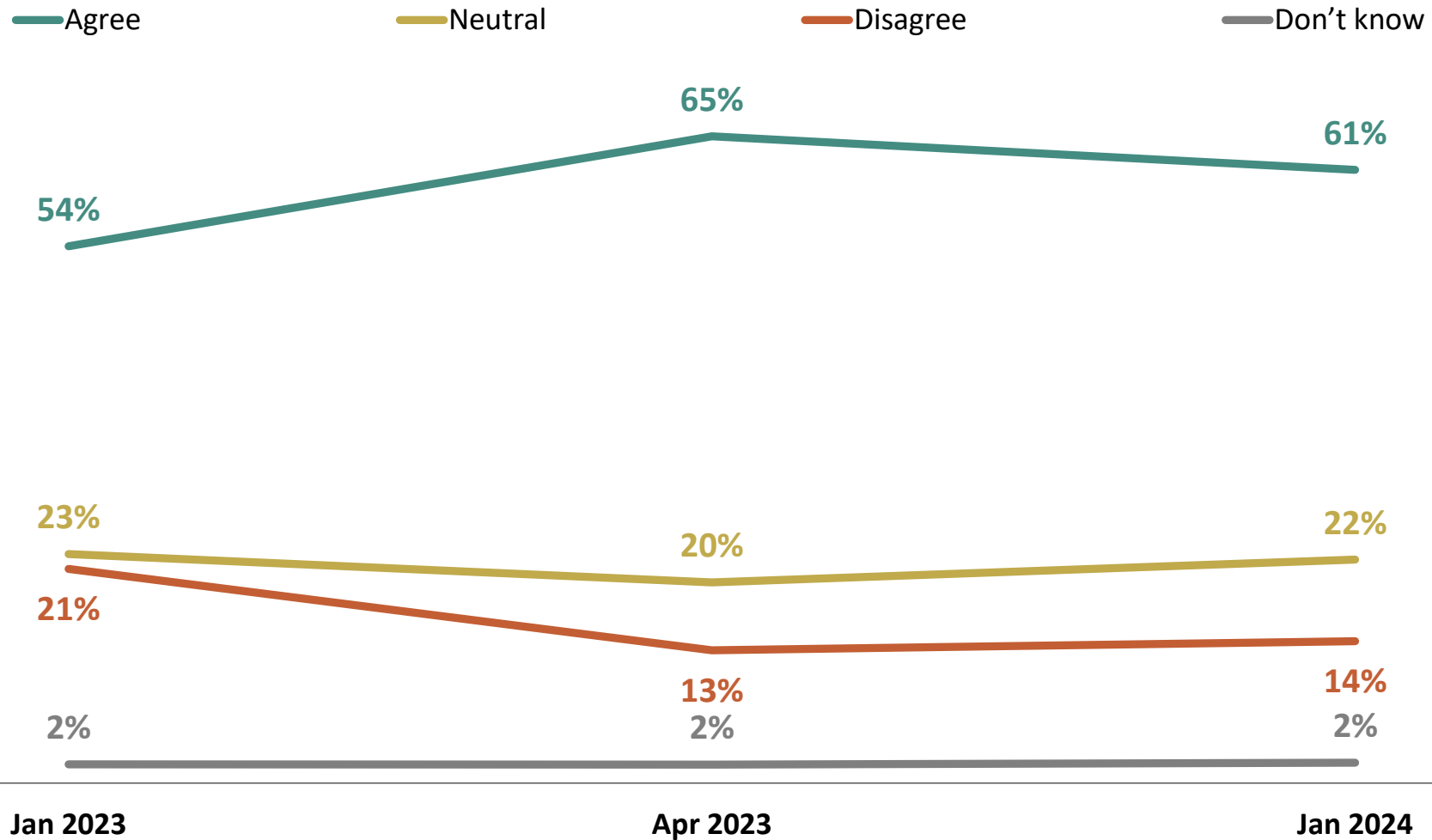


General Affordability: But there is no significant change in perceptions of hardships



Do you agree or disagree with the following statements? No matter how hard I work, every year it seems more difficult to get by.

[asked of all respondents; n=1,500]



Electrification Investment Support By Economic Situation: Opposition to spending more is up regardless of financial circumstances



Do you support or oppose investments to enable electrification, if in addition to routine increases, your electricity bill will grow by: **OVERALL [BY]** Do you agree or disagree with the following statements? No matter how hard I work, every year it seems more difficult to get by. [asked of all respondents; n=1,500]

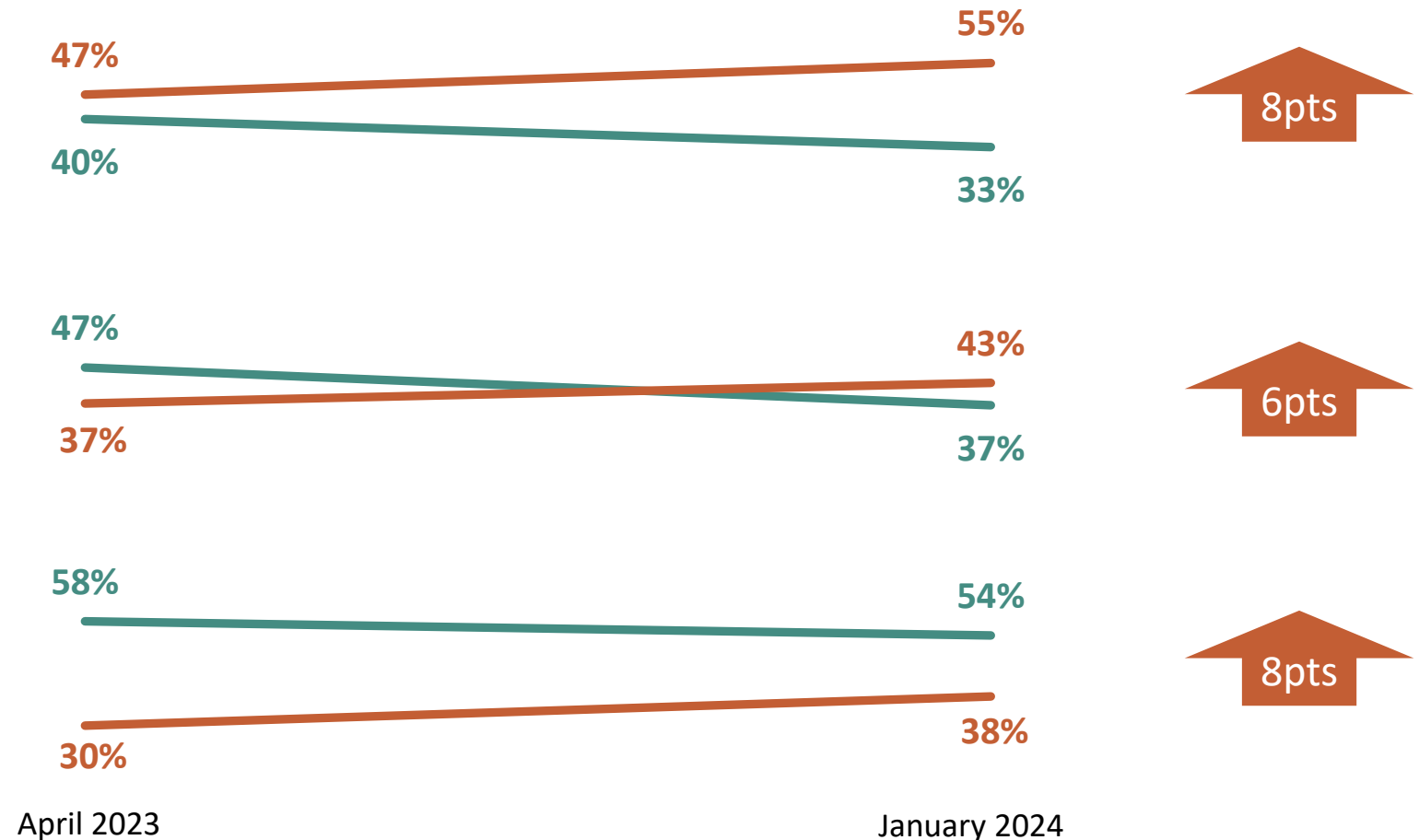
Support investments to enable electrification
Oppose investments to enable electrification

Change in Opposition

AGREE
No matter how hard I work, every year it seems more difficult to get by

NEUTRAL
No matter how hard I work, every year it seems more difficult to get by

DISAGREE
No matter how hard I work, every year it seems more difficult to get by



NOTE: "Don't know" not shown.

The Water Levels:

How much people know influences
how they receive your messages

How Opinions Form and Change: Public Debate

High Engagement

The Little Red Boat is affected by the winds of public debate and the current of underlying change.



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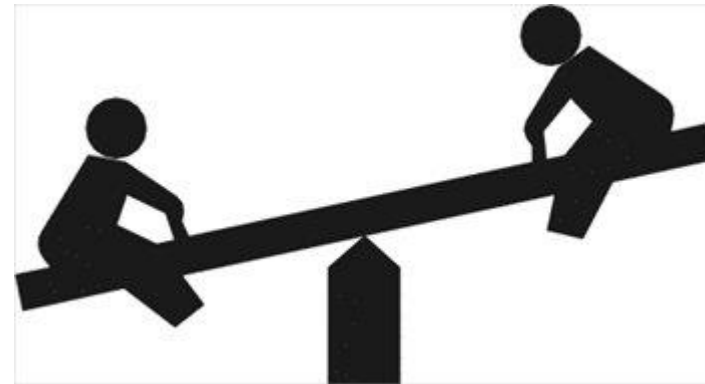
Low Engagement

Follow the Leader or See Saw?

Low Engagement



High Engagement



The more you know about energy transition, the more likely you would support a price increase

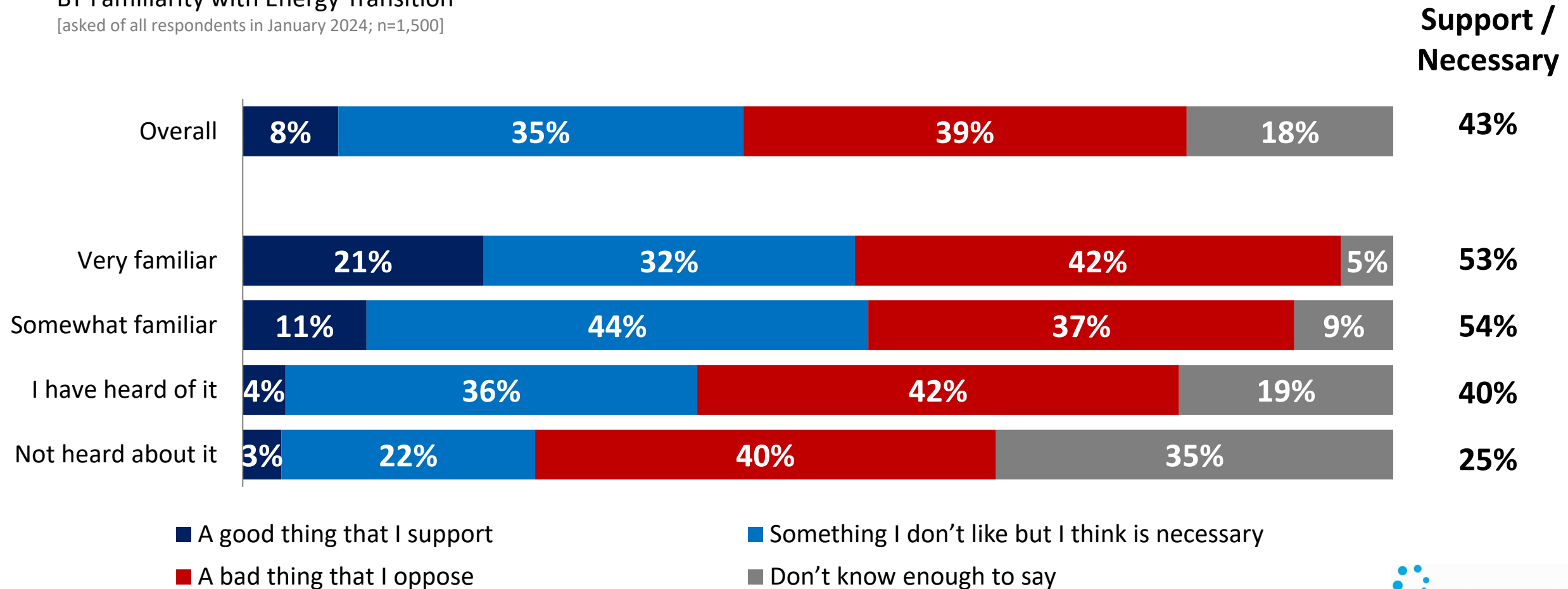


Research from multiple sources predicts the energy transition could require the electricity system to more than double to meet the growing demand for electricity. This would require new investments in [INSERT PROV]'s electricity system.

Do you think that increasing the price of electricity to be able to expand [INSERT PROV]'s electricity system would be...

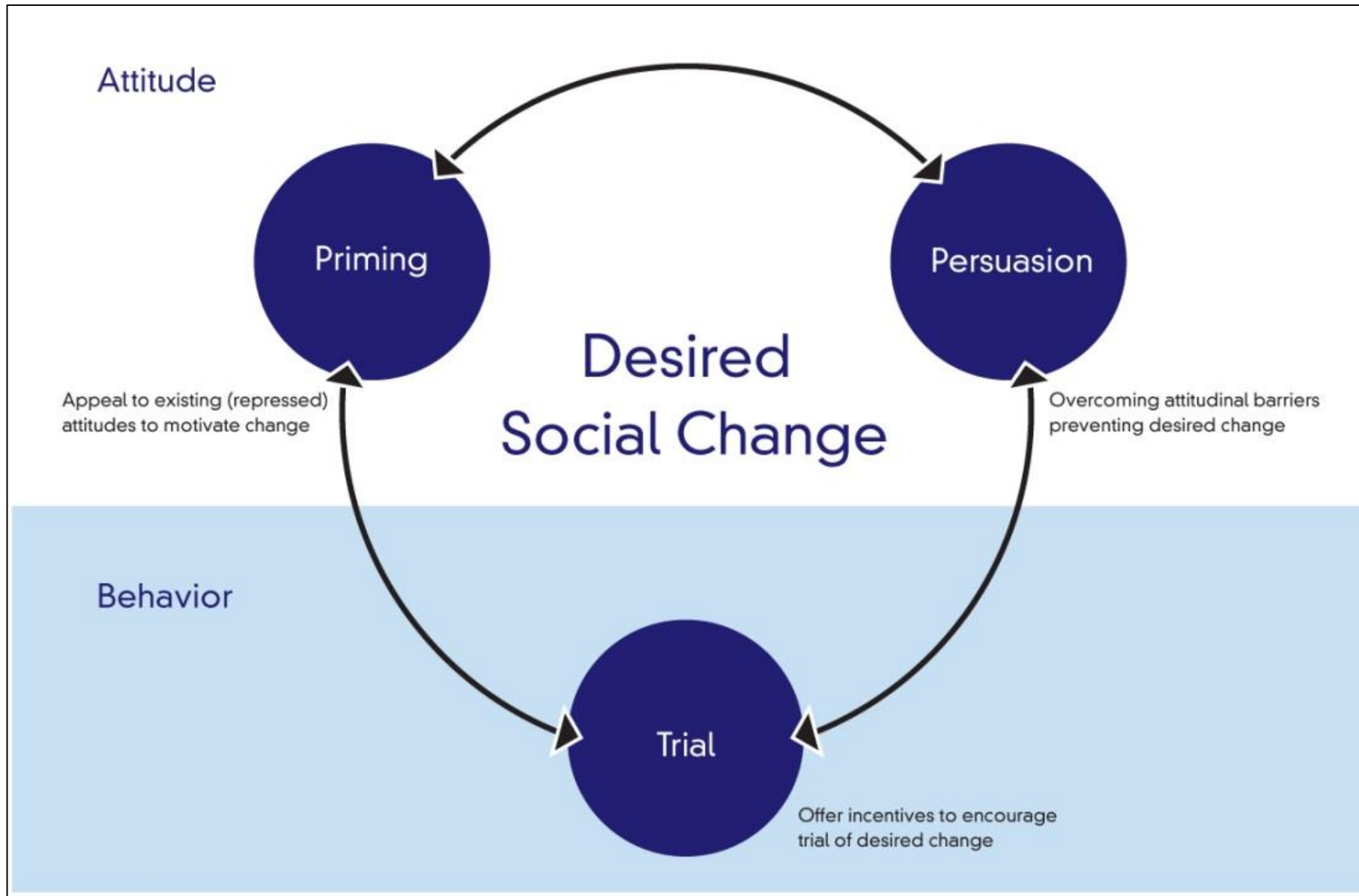
BY Familiarity with Energy Transition

[asked of all respondents in January 2024; n=1,500]



Three Strategic Choices to Change Minds

There are always two and sometimes three options



An aerial photograph of a city, likely Manila, Philippines, featuring a river and several high-rise buildings. The image is overlaid with a network of green lines that suggest data flow or connectivity. In the center, the text 'Q&A' is displayed in a large, white, sans-serif font.

Q&A



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Building Understanding.

Sources

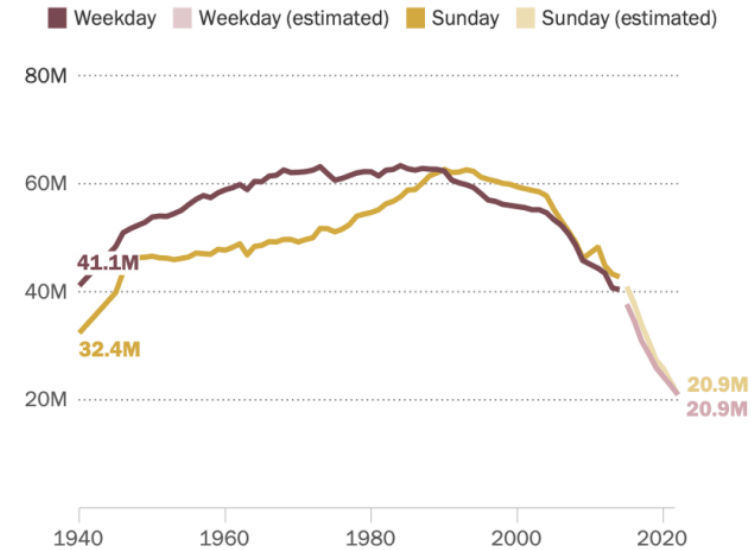
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Are you using the *right channels* to communicate the information?

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U.S. daily newspaper circulation continues to decline

Total circulation of U.S. daily newspapers

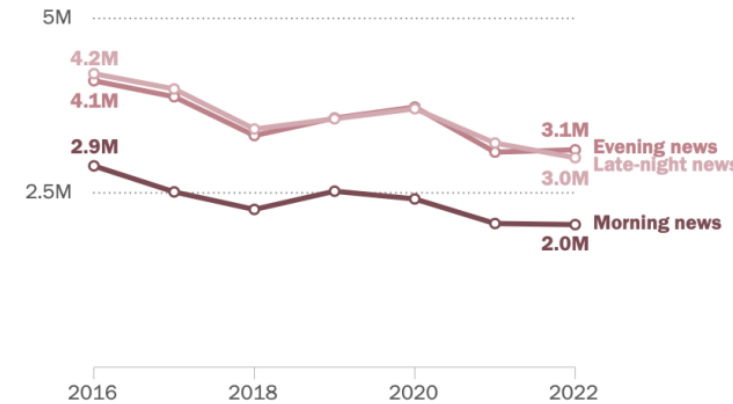


Note: To determine totals for 2015 onward, researchers analyzed the year-over-year change in total weekday and Sunday circulation using AAM data and applied these percent changes to the previous year's total. Only those daily U.S. newspapers that report to AAM are included. Affiliated publications are not included in the analysis. Weekday circulation only includes those publications reporting a Monday-Friday average. Comparisons are either between the three-month averages for the period ending Dec. 31 of the given year and the same period of the previous year (2015-2019), the six-month period ending Sept. 30 and the three-month period ending Sept. 30 of the previous year (2020), or the six-month period ending Sept. 30 of the given year and the same period of the previous year (2021-2022). Source: Editor & Publisher (through 2014); estimate based on Pew Research Center analysis of Alliance for Audited Media data (2015-2022).

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Declining audiences for local TV news across multiple time slots

Average number of TVs tuning to news programming during each time slot for ABC, CBS, NBC and Fox affiliates



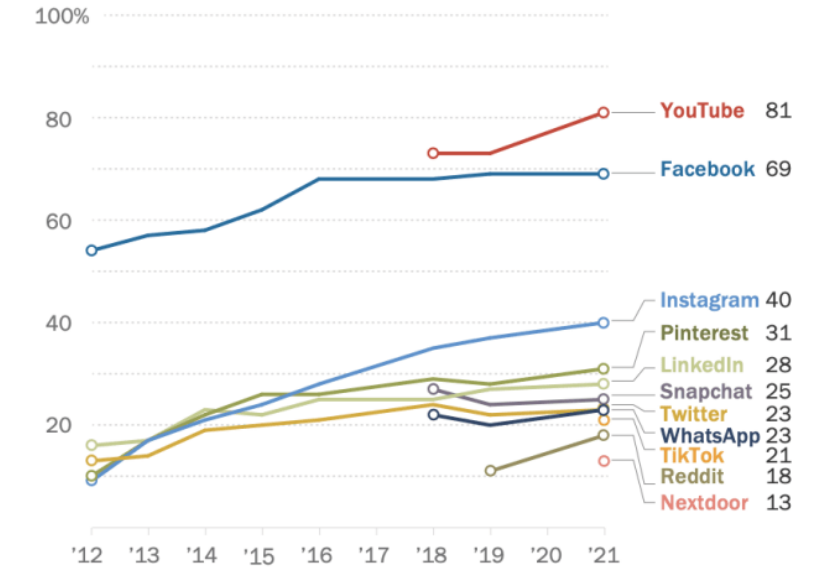
Note: Numbers represent ABC, CBS, NBC and Fox affiliates for the full year and include live viewership only. "Average audience" is the average number of TVs tuned to an entity throughout the selected time frame, calculated by dividing the total hours viewed by the length of the time frame (in hours). "Local news" is defined as any telecast that has been flagged by Comscore (either by notification from clients or from standard processes) as being a news-based program airing on a local broadcast affiliate of ABC, CBS, NBC or Fox. The morning news time slot includes any news programming that aired from 6 a.m. to 9 a.m. for stations in Eastern/Pacific time zones, or 5 a.m. to 8 a.m. for stations in other time zones; the evening news time slot is defined as "early fringe news" by Comscore and includes any news programming that aired from 4 p.m. to 7 p.m. for stations in Eastern/Pacific time zones, or 3 p.m. to 6 p.m. for stations in other time zones; the late-night news time slot is defined as "late fringe news" by Comscore and includes any news programming that aired from 11 p.m. to 2 a.m. for stations in Eastern/Pacific time zones, or 10 p.m. to 1 a.m. for stations in other time zones.

Source: Comscore StationView Essentials®, 2016-2022, U.S.

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Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

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