

# Survey and Focus Groups - Summer 2013

## Report on Results

Submitted to  
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*Ce rapport est aussi disponible en français sur demande.*

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THE RESEARCH INTELLIGENCE GROUP

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# 1. Executive Summary

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Léger is pleased to present the Privy Council Office with this report on findings from a series of focus groups and a quantitative survey aimed at capturing Canadians' perceptions of current events that are relevant to the Government of Canada.

This report was prepared by Léger who was contracted by the Privy Council Office (contract number 35035-135054/001/CY awarded July 12<sup>th</sup>, 2013).

## 1.1 Background and Objectives

The Communications and Consultations Secretariat of the Privy Council Office (PCO) provides advice and support to the Government of Canada, the Clerk of the Privy Council and to departments/agencies on matters relating to communications and consultations, and facilitates the coordination of the Government of Canada's activities in these areas. One tool used in order to fulfill its mandate is public opinion research.

PCO mandated Léger to conduct a survey and focus groups to explore in more detail the concerns and the perceptions of Canadians on current events that are relevant to the federal government.

Through the use of a survey and focus groups, PCO wanted to explore the perceptions of Canadians on the state of current events, including for example, their opinions on the current state of the economy. This input is needed because complex issues are often difficult to communicate to the Canadian public in a manner that is easily and clearly understood. By carrying out this research the Canadian Government will be able to ensure a better understanding of the views and concerns of the public and to develop effective communications strategies and products.

## 1.2 Methodology

### Qualitative Research

A series of twelve (12) focus groups was held during the course of this research. At each location, groups were comprised of Canadians aged 18 and over, containing a good mix of gender as well as ethnic and educational backgrounds. In addition, groups were split according to income categories. One group in each location was held with participants who have an individual income of less than \$75,000 (or a family income of less than \$100,000), while the other was held with those who have an individual income of \$75,000 or more (or a family income of \$100,000 or more). All participants were also head or co-head of households. The schedule and locations of the groups are presented in the table below.

Location	Date	Time	Language
Moncton, NB	Wednesday, August 7	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English
Quebec City	Thursday, August 8	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	French
Vancouver, BC	Monday, August 12	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English
Rosetown, Sask.	Tuesday, August 13	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English
Mississauga, ON	Wednesday, August 14	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English
London, ON	Thursday, August 15	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English

Twelve (12) participants were recruited for each focus group, ensuring that a minimum of 8 to 10 recruits attended. All participants were recruited over the phone using a recruitment screening questionnaire, presented in Appendix B. Participating individuals were given a \$75 cash incentive to compensate them for their time and cover basic travel expenses.

### Quantitative Research

The quantitative portion of the research was conducted over the phone. Fieldwork for the survey was held from August 7<sup>th</sup> to 21<sup>st</sup>, 2013. The national response rate for the survey was 19.9%. Complete call dispositions are presented in Appendix A. A pre-test of 30

interviews, 15 in each official language, was completed on August 6<sup>th</sup>, 2013. Survey interviews lasted 6 minutes on average.

Because priorities for the federal government may vary greatly by region, a larger sample size was necessary to ensure proper regional representation. In total, 3,000 adult Canadians were interviewed in all regions of the country. The national margin of error for the survey is +/- 1.8% in 19 times out of 20. The complete survey questionnaire used during fieldwork is included in Appendix D.

Survey data were weighted by age, gender and region to ensure that they were fully-representative of the Canadian adult population. Details regarding the weighting procedures can be found in Appendix A. Detailed statistical tables are provided under separate cover.

### **1.3 Overview of Qualitative Findings**

#### **Top-of-Mind Priorities for Canadians**

When asked to identify what the Canadian Government's main priorities should be, participants from all regions identified job creation through a strong economy as their main priority. This finding was consistent across regions. Various aspects of natural resources development were also consistently listed as a national priority. Mostly, participants wanted Canada's natural resources to be developed in a way that fostered economic growth while keeping in mind the need to protect the environment and keep resources available for future generations.

More controlled government spending and accountability for that spending were identified as key priorities in most groups. Although participants talked about keeping overall spending under control to keep taxes lower, it was Canadian Senators' spending that generated most discussion due to recent media coverage.

#### **State of the Canadian Economy**

Overall, most participants felt that the Canadian economy has done better than that of most, if not all, other countries during the severe economic downturn of 2008 and 2009. While participants mainly agreed that Canada did better than most, they also generally agreed that the national economy remained fragile. Global instability, with Greece being an oft-cited example, in part created this sense of uncertainty regarding the economy.

There was a sense among some participants that the American economy was getting stronger, but they remained cautiously optimistic.

While fostering economic growth and creating jobs was the top priority across all regions, views of the current state of the affairs were less positive east of Rosetown, notably in the two Ontario locations.

### **Other Key Issues**

Possible changes in the Canadian wireless industry through a new wireless spectrum auction were discussed in all regions. Overall, most participants were favourable to the idea of allowing new entrants on the Canadian wireless market to instil more competition. They felt that the wireless industry in Canada was not very competitive relative to other countries, with the United States and Europe being cited as examples of competitive markets. Most participants believed that increased competition would lead to lower prices and better service for Canadian consumers.

Recent media coverage regarding the Canadian Senate left a strong negative impression for all participants in every region. The events of the past few months created a sense among participants that overspending or using public money for personal benefits may be widespread, generating a call for increased accountability.

Participants in all regions reported hearing about some large-scale oil pipeline projects in various parts of the country and most were favourable to the two projects that would transport oil from West to East. It made sense to them that Canadian oil would be used across the country. Most participants also felt that transporting oil via pipelines was safer than using other means of transportation such as tankers or trains.

### **1.4 Note on Interpretation of Research Findings**

The views and observations expressed in this document do not reflect those of the Privy Council Office. This report was compiled by Léger based on the research conducted specifically for this project.

While care and consideration was taken to represent the target audience, findings from this qualitative research (i.e. focus groups) should be considered directional only and results should not be projected as representative of the entire Canadian population. It is

intended to provide deeper insight into the underlying reasons for opinions or lack thereof.

## **1.5 Political Neutrality Statement and Contact Information**

Léger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

### **Additional information**

Supplier name: Léger  
PWGSC Contract Number: 35035-135054/001/CY  
Contract Award Date: July 12<sup>th</sup>, 2013

The expenditure for this project is \$112,168.64 (including HST).

To obtain more information on this study, please email [por-rop@pco-bcp.gc.ca](mailto:por-rop@pco-bcp.gc.ca)

## 2. Sommaire

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Léger est heureuse de présenter au Bureau du Conseil privé ce rapport contenant les faits saillants tirés d'une série de groupes de discussion et d'un sondage quantitatif visant à illustrer les perceptions des Canadiens relativement aux événements qui revêtent de l'importance aux yeux du gouvernement du Canada.

Ce rapport a été préparé par la firme Léger, qui a été mandatée par le Bureau du Conseil privé (numéro de contrat 35035-135054/001/CY, octroyé le 12 juillet 2013).

### 2.1 Mise en contexte et objectifs

Le Secrétariat des Communications et des consultations du Bureau du Conseil privé (BCP) conseille et soutient le gouvernement du Canada, le greffier du Bureau du Conseil privé et les services et agences en matière de communications et de consultations, et facilite la coordination des activités du gouvernement du Canada reliées à ces domaines. L'un des outils employés pour remplir son mandat est la recherche sur l'opinion publique.

Le BCP a confié à Léger le mandat de mener un sondage et des groupes de discussion pour explorer plus en détail les préoccupations et les perceptions des Canadiens à propos d'événements d'actualité qui revêtent de l'importance aux yeux du gouvernement fédéral.

Par l'entremise d'un sondage et de groupes de discussion, le BCP souhaitait explorer les perceptions des Canadiens face à certains événements, dont, par exemple, leur opinion sur l'état actuel de l'économie. Ces données sont importantes puisque les enjeux complexes sont souvent difficiles à communiquer au public canadien de manière facilement intelligible. En menant cette recherche, le gouvernement canadien sera en mesure de s'assurer une meilleure compréhension des points de vue et préoccupations du public et de développer des stratégies et produits de communication efficaces.



## 2.2 Méthodologie

### Recherche qualitative

Une série de douze (12) groupes de discussion a été menée dans le cadre de cette recherche. Dans chaque lieu, les groupes étaient formés de Canadiens âgés de 18 ans ou plus, avec une représentation équitable des sexes et une diversification des origines ethniques et du niveau de scolarité. De plus, les groupes étaient séparés en fonction de leur fourchette de revenus. Pour chacun des lieux, un groupe de discussion était formé de participants dont le revenu personnel est de moins de 75 000 \$ (ou dont le revenu familial est de moins de 100 000 \$) et l'autre était formé d'individus dont le revenu personnel est de 75 000 \$ ou plus (ou dont le revenu familial est de 100 000 \$ ou plus). Tous les participants étaient aussi chefs ou cochefs de leur ménage. L'horaire et l'emplacement des groupes sont présentés dans le tableau ci-dessous.

Emplacement	Date	Heure	Langue
Moncton, N.-B.	Mercredi 7 août	1 <sup>er</sup> groupe : de 17 h 30 à 19 h 30 2 <sup>e</sup> groupe : de 19 h 30 à 21 h 30	Anglais
Ville de Québec	Jeudi 8 août	1 <sup>er</sup> groupe : de 17 h 30 à 19 h 30 2 <sup>e</sup> groupe : de 19 h 30 à 21 h 30	Français
Vancouver, C.-B.	Lundi 12 août	1 <sup>er</sup> groupe : de 17 h 30 à 19 h 30 2 <sup>e</sup> groupe : de 19 h 30 à 21 h 30	Anglais
Rosetown, Sask.	Mardi 13 août	1 <sup>er</sup> groupe : de 17 h 30 à 19 h 30 2 <sup>e</sup> groupe : de 19 h 30 à 21 h 30	Anglais
Mississauga, Ont.	Mercredi 14 août	1 <sup>er</sup> groupe : de 17 h 30 à 19 h 30 2 <sup>e</sup> groupe : de 19 h 30 à 21 h 30	Anglais
London, Ont.	Jeudi 15 août	1 <sup>er</sup> groupe : de 17 h 30 à 19 h 30 2 <sup>e</sup> groupe : de 19 h 30 à 21 h 30	Anglais

Douze (12) participants ont été recrutés pour chaque groupe de discussion de manière à assurer la présence d'un minimum de huit (8) à dix (10) personnes recrutées. Tous les participants ont été recrutés par téléphone à l'aide d'un questionnaire de dépistage, présenté en Annexe B. Les individus qui ont accepté de participer recevront la somme de 75 \$ en argent comptant pour les remercier de leur temps et couvrir leurs frais de déplacement.

### Recherche quantitative

La portion quantitative de la recherche a été menée par téléphone. Le travail sur le terrain réalisé dans le cadre du sondage s'est déroulé entre le 7 et le 21 août 2013. Le taux de

réponse national au sondage a été de 19,9 %. La répartition complète des appels est présentée en Annexe A. Un prétest de 30 entrevues, soit 15 dans chaque langue officielle, a été réalisé le 6 août 2013. Les entrevues de sondage ont duré 6 minutes en moyenne.

Puisque les priorités du gouvernement fédéral peuvent varier grandement d'une région à l'autre, un échantillonnage plus grand était nécessaire pour assurer une représentation régionale adéquate. En tout, 3 000 adultes canadiens ont été sondés dans toutes les régions du pays. La marge nationale d'erreur de ce sondage est de +/- 1,8 %, 19 fois sur 20. Le questionnaire du sondage complet utilisé durant le travail sur le terrain est inclus en Annexe D.

Les données du sondage ont été pondérées sur la base de l'âge, du sexe et de la région pour assurer une représentation réaliste de la population canadienne adulte. Les détails concernant les procédures de pondération peuvent être trouvés en Annexe A. Des tableaux statistiques détaillés sont fournis séparément.

## **2.3 Aperçu des conclusions relatives à la portion qualitative**

### **Principales priorités pour les Canadiens**

Lorsqu'on leur a demandé de nommer les principales priorités que devrait avoir le gouvernement canadien, les participants de toutes les régions ont cité la création d'emploi dans une économie forte comme leur priorité principale. Ce résultat est constant à travers toutes les régions. Divers aspects relatifs au développement des ressources naturelles étaient aussi régulièrement mentionnés comme priorité nationale. Souvent, les participants souhaitaient que les ressources naturelles du Canada soient exploitées de manière à favoriser la croissance économique tout en gardant en tête le besoin de protéger l'environnement afin de préserver les ressources naturelles pour les prochaines générations.

Des dépenses gouvernementales mieux contrôlées et une plus grande imputabilité ont été citées comme des priorités clés par plusieurs groupes. Bien que les participants aient parlé d'exercer un certain contrôle sur les dépenses pour maintenir un niveau de taxation plus bas, ce sont les dépenses des sénateurs canadiens qui ont engendré le plus de discussion, en raison de la couverture médiatique récente.

## **État de l'économie canadienne**

En général, la plupart des participants étaient d'avis que l'économie canadienne s'est mieux portée que la majorité des autres pays, sinon tous, durant la récession économique de 2008 et 2009. Bien qu'une majorité de participants croyaient que le Canada s'en était mieux tiré que la plupart des autres pays, ils pensaient aussi que l'économie nationale demeurait fragile. L'instabilité mondiale, avec la Grèce souvent citée en exemple, a contribué à créer ce sentiment d'incertitude par rapport à l'économie. Parmi les participants, certains croyaient que l'économie américaine reprenait du mieux, mais ils demeuraient prudemment optimistes.

Alors que la croissance économique et la création d'emploi étaient les principales priorités à travers toutes les régions, les points de vue par rapport à l'état des affaires étaient moins positifs à l'est de Rosetown, notamment dans les deux villes d'Ontario.

## **Autres enjeux clés**

Les changements possibles au sein de l'industrie du sans-fil au Canada grâce aux enchères du spectre pour les services sans fil ont été discutés dans toutes les régions. En général, la plupart des participants étaient favorables à l'idée de permettre l'arrivée de nouveaux venus dans le marché canadien du sans-fil pour créer davantage de concurrence. Ils étaient d'avis que l'industrie du sans-fil au Canada n'est pas très concurrentielle par rapport à celle d'autres pays, les États-Unis et l'Europe étant cités comme des exemples de marchés concurrentiels. La plupart des participants croyaient qu'une plus grande concurrence mènerait à une diminution des prix et à un meilleur service pour les consommateurs canadiens.

La couverture médiatique récente en lien avec le Sénat canadien a laissé une forte impression négative chez tous les participants de chacune des régions. Les événements des derniers mois ont fait croire aux participants que les dépenses inutiles ou l'utilisation de l'argent public à des fins personnelles étaient chose commune, ce qui les a amenés à exiger une plus grande imputabilité.

Des participants de toutes les régions ont dit avoir entendu parler de grands projets d'oléoducs dans différentes régions du pays et la plupart d'entre eux étaient favorables aux deux projets qui transporteraient le pétrole de l'ouest à l'est. Il était logique pour eux que le pétrole canadien soit utilisé à travers le pays. La plupart des participants ont aussi admis que le transport du pétrole par oléoduc était plus sécuritaire que d'autres modes de transport, comme les pétroliers ou les trains.

## **2.4 Note sur l'interprétation des conclusions de la recherche**

Les opinions et les observations exprimées dans ce document ne reflètent pas celles du Bureau du Conseil privé. Ce rapport a été rédigé par la firme Léger d'après la recherche menée expressément pour ce projet.

Bien que toutes les précautions aient été prises pour représenter le public cible, les conclusions de cette recherche qualitative (c.-à-d. les groupes de discussion) devraient être considérées comme purement indicatives et les résultats ne devraient pas être généralisés à l'ensemble de la population canadienne. Cette recherche vise à permettre une meilleure compréhension des raisons sous-jacentes à une opinion ou à l'absence d'opinion.

## **2.5 Déclaration de neutralité politique et coordonnées**

Léger certifie que les résultats livrés sont entièrement conformes aux exigences du gouvernement du Canada en matière de neutralité politique décrites dans la *Politique de communication* du gouvernement du Canada et dans la *Procédure de planification et d'attribution de marchés de services de recherche sur l'opinion publique*.

Renseignements supplémentaires :

Nom du fournisseur : Léger  
Numéro de contrat TPSGC : 35035-135054/001/CY  
Date d'octroi du contrat : 12 juillet 2013

Les dépenses pour ce projet s'élèvent à 112 168,64 \$ (TVH comprise).

Pour obtenir de plus amples renseignements au sujet de cette étude, veuillez envoyer un courriel à l'adresse suivante : [por-rop@pco-bcp.gc.ca](mailto:por-rop@pco-bcp.gc.ca).

### **3. Detailed Qualitative Findings**

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This section of the report presents the detailed findings from a series of twelve focus groups regarding Canadians' views on Canadian Government priorities, held from August 7<sup>th</sup> to 15<sup>th</sup>, 2013.

#### **3.1 Top-of-Mind Priorities for Canadians**

When asked to identify what the Canadian Government's main priorities should be, participants from all regions identified job creation through a strong economy as their main priority. This finding was consistent across regions. Participants felt that the national economy remained fragile and that high quality jobs were few and far between except in certain provinces, mainly Alberta. Nevertheless, concerns about the current state of the economy ran deepest in both Ontario locations, where many felt that good jobs had disappeared only to be partially replaced with less appealing ones.

Various aspects of natural resources development were also consistently listed as a national priority. Mostly, participants wanted Canada's natural resources to be developed in a way that fostered economic growth while keeping in mind the need to respect the environment and keep resources available for future generations. Views regarding how this delicate balance could be achieved or whether this was currently the case varied greatly. Nevertheless, there was a clear feeling among participants that natural resources and the way in which Canadians harness them and care for them in the long haul will play a significant role in the country's long term prosperity.

More controlled government spending and accountability for spending were identified as key priorities in most groups. Although participants talked about keeping overall spending under control to keep taxes lower, it was Canadian Senators' spending that generated most discussion. Many participants said that recent controversies gave them the impression that overspending was a problem that may be uncovered elsewhere..

#### **3.2 Views on the State of the Canadian Economy**

Overall, most participants felt that the Canadian economy had done better than that of most, if not all, other countries during the severe economic downturn of 2008 and 2009. The main point of comparison was the United States, which was believed to have suffered to a much greater extent from a collapse of their financial sector. This feeling was often

accompanied by a belief that Canada's strong banking system acted as a buffer for the country when financial institutions in other countries collapsed. As a result, many stated that they hoped that the regulation of Canada's banking system would remain strong and not follow down a path of international deregulation they felt had created the 2008 crisis.

While participants mainly agreed that Canada did better than most, they also generally agreed that the country's economy remained fragile. Those who believed the economy was growing thus remained cautious when thinking of coming months or years. Those who believed it was stagnant or in decline feared it may get worse. Global instability, with Greece being an oft-cited example, in part created this sense of uncertainty regarding the economy. There was a sense among some participants that the American economy was slowly getting stronger, but they remained very cautious in their assessment and felt this could swiftly change for the worse.

Other threats to the economy were not consistent across regions. Some in all regions felt that growing private and public debt was a serious threat because there was no buffer to absorb major downturns or job losses. Others, mainly in Ontario, pointed to the lack of good jobs that created a downward spiral of low wages, low tax revenues, low consumption, etc. Misuse of public money at various levels, the Senate being mostly singled-out, was viewed by some as another problem that could hurt the Canadian economy.

Another word that has been used by participants to describe the current state of the economy was reactionary. These participants felt that the main Canadian economic actors (governments at various levels and private businesses) were not proactively trying to stay ahead of the curve, but were rather relying on a strong banking sector and natural resources to weather the storm. They were hoping for more visible action on the part of the Canadian Government to push Canada forward. They felt that the actions taken by the Canadian Government to improve the economic situation had not been visible enough. Most recalled advertisements on Canada's Economic Action Plan, but they felt they knew very little about specific actions taken.

While fostering economic growth and creating jobs was the top priority across all regions, views of the current state of the affairs were less positive east of Rosetown, notably in the two Ontario locations.

### **3.3 Changes in the Wireless Industry**

Possible changes in the Canadian wireless industry through a new wireless spectrum auction were discussed in all regions. Most of those who had heard of potential changes in the industry had seen or read recent advertising by Canadian telecommunications companies. They recalled that Canadian firms decried what they felt would be unfair

competition from a foreign company using existing Canadian infrastructure. Only a handful of participants agreed with the position of Canadian firms because they also believed that foreign entrants would not care about Canadians or would have a free-ride on the back of Canadian companies. Most reacted to the telecom advertising campaign with cynicism, stating that certain companies were simply trying to protect themselves so they did not have to lower their prices.

Overall, most participants were very favourable to the idea of allowing new entrants on the Canadian wireless market to instil more competition. They felt that the wireless industry in Canada was not very competitive relative to other countries, with the United States and Europe being cited as examples of competitive markets. Participants believed that increased competition would lead to lower prices and better service for Canadian consumers.

### **3.4 Senate Reform and Accountability**

Recent media coverage regarding the Canadian Senate left a strong negative impression for all participants in every region. Recent allegations regarding misspending were perceived as a sign that more accountability was needed for all use of public money. The events of the past few months created a sense among participants that overspending or using public money for personal benefits may be widespread.

Many participants spontaneously contrasted what they viewed as a waste of tax dollars by rich politicians to their more difficult personal situation. They were frustrated to think that public servants used Canadians' hard earned tax dollars to live lush lifestyles while taxpayers personally struggled to make a decent living. For that reason, few believed that the status quo was acceptable.

A key factor that contributed to participants' frustration is that very few among them could explain what senators did on a daily basis, nor what the Senate's role is within the Canadian parliamentary system. This lack of awareness created the impression that the institution did not perform a useful function in addition to costing a lot of money to operate.

### **3.5 Pipeline Projects**

Participants in all regions reported hearing about some large-scale oil pipeline projects in various parts of the country. Moncton participants stood out by their higher degree of awareness about such projects, especially one that plans on transporting oil from Western Canada to St. John, New Brunswick. Overall, participants in this location were very

favourable to this project, mainly because of the potential for a high number of local jobs. They also viewed this large-scale project as a way for New Brunswick to profit from Western Canadian oil reserves.

Participants in other locations were also generally favourable to pipeline projects – one inverting an existing pipeline and the other converting a gas pipeline – that would transport oil from West to East. It made sense to them that Canadian oil would be used across the country. Most participants also felt that transporting oil via pipelines was safer than using other means of transportation such as tankers or trains.



## **Appendix A – Detailed Research Methodology**

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### **A.1 Quantitative Methodology**

The quantitative portion of the research was conducted over the phone. Fieldwork for the survey was held from August 7<sup>th</sup> to 21<sup>st</sup>, 2013. The national response rate for the survey was 19.9%. Complete call dispositions are presented below. A pre-test of 30 interviews, 15 in each official language, was completed on August 6<sup>th</sup>, 2013. Survey interviews lasted 6 minutes on average.

Because priorities for the federal government may vary greatly by region, a larger sample size was necessary to ensure proper regional representation. In total, 3,000 adult Canadians were interviewed in all regions of the country. The national margin of error for the survey is +/- 1.8% in 19 times out of 20. The complete survey questionnaire used during fieldwork is included in Appendix D.

#### **Computer Aided Telephone Interviewing (CATI)**

Telephone interviewing was conducted using Léger's CATI technology. Highly trained data analysts program each survey in CATI then perform thorough testing to ensure accuracy in set-up and data collection.

Léger's CATI system handles sampling and questionnaire completion electronically, removing the possibility of misdials and imposing control over skip patterns, branching, and valid ranges. The system can be used to automate many calculations that would slow unaided interviewers.

CATI also removes the need for separate coding and data entry cycles, further reducing the opportunity for error. CATI also ensures correct timing of call-backs. To keep complaints to a minimum, no number is called twice in a two-hour period and each number is called on different days of the week and at different times of the day (i.e. late afternoon, evening, daytime). This system ensures all scheduled appointments are kept, maximizing the response rate and sample representativeness.

#### **Field and Quality-Control**

Léger's call centre is located in Montreal and has a total of 100 stations. All interviews for this research were conducted out of our Montreal call centre. This call centre is divided into three distinct divisions: One consisting of English only interviewers, one of French

only interviewers and one of bilingual interviewers. This ensures that all telephone surveys can easily be conducted in either official language. If at any time, a potential respondent wished to conduct the survey in French (or vice-versa), they were quickly transferred to a French or bilingual interviewer, no matter when or where the call was made.

Léger integrates all projects to a Virtual Call Centre™ (VCC) platform. The Virtual Call Centre™ is a system enabling interviewers in our call centre to conduct telephone surveys supported by questionnaire and sample management provided over the Internet. The efficiency of the VCC greatly benefits the success of any project.

The VCC allows both the bilingual and English (or French) interviewers to have access to the same survey as well as the same sample data base. This is particularly important for a telephone survey that demands tight fielding timeline. We utilized all languages seamlessly to ensure that data collection was finished in the prescribed timeline. Additionally, having the VCC system allowed us to manage provincial and other quotas simultaneously.

Once the questionnaire was installed, a close validation of the programmed questionnaire was carried out to avoid any potential data error. This validation ensured that the data entry process conformed to the survey's basic logic.

The VCC system allowed for questionnaire changes to be completed quickly and accurately. By allowing the Research Manager access from anywhere in the world, Léger's research staff can receive changes and update the survey program within a very short time. This procedure allowed for the nimble management process required for the project.

## **Interview Monitoring**

Léger's call centre enables data collection supervisors to monitor interviews as they are being conducted. Monitoring is essential to ensure the proper administration of a questionnaire. Through ongoing monitoring, supervisors ensured the questionnaire was administered properly and provided timely feedback to interviewers regarding potential issues with coding or wording.

Offsite (remote) monitoring was also available via three-way teleconferencing, both during the pre-test and throughout the duration of the data collection process. Léger's monitoring system allows project managers and clients to monitor interviews as they happen. Upon request, interview recordings could be available through a secure FTP site so that clients could listen to the quality of our interviews.

Senior supervisors monitored interviews throughout field to ensure flow, clarity, consistency and comprehension of the survey. The Project Authority would have been notified immediately of any issue. If a serious issue had been found, fielding would have ceased until the problem was rectified.

With Centralus, our proprietary software, project managers could check on frequencies, the number of completes, quotas (if any), and the response rate at any time during field. This “real-time” management tool allowed for any issues to be quickly flagged and corrected.

### **Field Supervision and Quality Control**

All interviewers used by Léger during this project received customized training with respect to interview techniques, and in-depth training on our call centre CATI software. Once they have completed their probationary period, Léger’s interviewers are evaluated every six months based on the following:

- reading integrity (never suggesting or interpreting respondent answers);
- appropriate follow-up to open-ended questions; and
- quality control (good pronunciation, zero tolerance for bias).

For each project, our field staff members go through a practice session before fielding. During these practice sessions, interviewers will work with one other to role-play a simulated interviewer/respondent survey. The field supervisor will allow interviewing to commence only when satisfied that each interviewer is able to conduct a proper, professional interview. Intensive monitoring, editing, and verification are conducted throughout the fielding process.

Phone interviews were monitored throughout the data collection period, with a minimum of 10% of each interviewer’s phone calls being monitored. By insisting on ongoing monitoring, we are able to ensure the quality of data collected.

### **Data Cleaning**

Upon completion of data collection, Léger’s data analysts and data processing department cleaned the data thoroughly, ensuring that:

- all closed-ended questions were within the allowable or logical range (allowable ranges would be confirmed with the client in any circumstance where it is not obvious from the questionnaire);
- outliers were verified and, if necessary, excluded from the data;
- all skip patterns had been followed correctly;
- the data was complete (except where it is intentional and within client expectations); and
- information was consistent and logical across questions, with no contradictions in the data.

The data was checked and cleaned after the first night of field and at project completion. During analysis, all numbers were double-checked and any outliers are double-checked to ensure the data has been entered accurately in the first place. If necessary, the original phone call could be reviewed to check the answer.

## **Coding**

All projects have a team of coders assigned to edit, clean, and develop meaningful codes for the answers to open-ended questions. Léger developed the code book and code open-ended questions accordingly. All data from open-ended questions was checked by different coders to ensure data was accurate and correctly coded. All coding for the NBHC project was done in accordance with the requirements of the RFP and included:

- verbatim transcriptions; and
- coding and sorting into categories from comments to open-ended questions.

## **Maximizing the response rate**

Low response rate threatens a survey's reliability and validity. Through Léger Marketing's experience surveying various populations, we have established the following methods to be maximize response rates:

- including a toll free number for call backs if necessary;
- patience and rapport development in speaking with respondents, which helps to keep participants engaged in the survey and limits mid survey drop offs;
- prepare arguments to be used by interviewers to inform respondents of the importance of their participation: usefulness of the study for them and their family, etc.

- use of experienced field personnel in contacting households and identify the appropriate respondent;
- making a minimum of 8 call-backs to each number and setting appointments for call-backs (even for the initial contact); and
- include contact information for a senior researcher so respondents can verify the validity of the research.

### Call Dispositions

	Total
<b>TOTAL SAMPLE</b>	<b>22083</b>
<b>Invalid sample</b>	3318
No service	2815
Non-residential	93
Fax / modem / Mobile Phone/ Pager	410
<b>Numbers outside of sample</b>	734
Language Barrier	466
Unqualified	247
Quota attained	21
<b>EFFECTIVE SAMPLE</b>	<b>18031</b>
<b>Non-completed interviews</b>	15031
Refusal	9245
No answer	2128
Answering machine	1812
Line busy	144
Incompleted	179
Appointment	1523
<b>COMPLETED INTERVIEWS</b>	<b>3000</b>

**Response rate:** **19.9%**

The response rate is calculated using the following formula:

*(Completed interviews + Out of Sample) / (Total sample - Invalid sample)*

## Non Response Bias

An effective response rate of 19.9 per cent is very good for a national telephone survey of 3,000 respondents conducted in two weeks, easily surpassing typical rates for similar studies. This higher than average response rate minimizes the risks of an important non-response bias in the survey as it decreases the likelihood of an unrepresentative sample.

Nevertheless, a basic comparison of the un-weighted and weighted samples sizes was conducted to identify potential issues (see table below). As is typically the case for a telephone survey targeting homes with a fixed telephone line, younger individuals are more difficult to reach. As a result, we can see that the most significant gap between the un-weighted sample and the sample weighted using Statistics Canada's 2011 census figures appears among the 18-24 and 25-34 age cohorts. We also notice a gender gap, as women were more likely to have taken part in the survey.

**Weighted and Un-Weighted Samples**

	Un-Weighted	Weighted
Region		
Atlantic	300	214
Quebec	750	717
Ontario	990	1147
Prairies	300	194
Alberta	300	318
BC/North	360	410
Age		
18-34	347	835
35-54	1022	1111
55+	1513	985
Gender		
Male	1211	1453
Female	1789	1547

However, there is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this

study. The basic weight that was applied (age, gender and region) corrected this imbalance for data analysis purposes.

## A.2 Qualitative Portion

A series of twelve (12) focus groups was held during the course of this research. At each location, groups were comprised of Canadians aged 21 and over, containing a good mix of gender as well as ethnic and educational backgrounds. In addition, groups were split according to income categories. One group in each location was held with participants who have an individual income of less than \$75,000 (or a family income of less than \$100,000), while the other was held with those who have an individual income of \$75,000 or more (or a family income of \$100,000 or more). All participants were also head or co-head of households. The schedule and locations of the groups are presented in the table below.

Location	Date	Time	Language
Moncton, NB	Wednesday, August 7	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English
Quebec City	Thursday, August 8	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	French
Vancouver, BC	Monday, August 12	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English
Rosetown, Sask.	Tuesday, August 13	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English
Mississauga, ON	Wednesday, August 14	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English
London, ON	Thursday, August 15	1st group: 5:30PM-7:30PM 2nd group: 7:30PM-9:30PM	English

Twelve (12) participants were recruited for each focus group, ensuring that a minimum of 8 to 10 recruits attended. Group participants were recruited using a formal recruitment screening questionnaire administered via a telephone interview. The fully-detailed recruiting questionnaire is presented in Appendix B. The recruitment screener was devised by Léger in accordance with the specifications of the project authority and following all Market Research and Intelligence Association (MRIA) standards and guidelines for the conduct of qualitative research.

Each group lasted a maximum of 2 hours. Participating individuals were given a \$75 cash incentive to compensate them for their time and cover basic travel expenses. All groups were moderated by a Léger research professional qualified for work with the federal

government as per the Standing Offer for Public Opinion Research of the Government of Canada. Focus groups were held using a moderation guide devised by the Léger senior research in collaboration with the PCO.

In accordance with the MRIA guidelines for the conduct of qualitative research, Léger provided participants with details specific to the conduct of the groups. Such details included the audio/video taping of the discussion, the presence and purpose of the one-way mirror, basic rules about privacy and confidentiality including the fact that tapes will be destroyed according to MRIA guidelines, and that participation is voluntary.

As is standard with qualitative research done on behalf of the Government of Canada, the following conditions were also applied for all participants:

- They had not participated in a discussion group within the last six months;
- They had not attended, in the past two years, a focus group discussion or in-depth interview on issues related to the topic at hand;
- They had not attended five or more focus groups or in-depth interviews in the past five years;
- At least one third of the participants recruited for each group must never have attended a group discussion or in-depth interview before;
- They had a sufficient command of English (or French for the Quebec City groups) to fully participate in the focus group sessions; and,
- They or their family are not employed in any of the following:
  - A research firm
  - A magazine or newspaper
  - An advertising agency or graphic design firm
  - A political party
  - A radio or television station
  - A public relations company
  - Federal or provincial government

As with all research conducted by Léger, contact information was kept entirely confidential and all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act* of Canada.



## Appendix B – Recruitment Guide

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### B.1 English Version

#### **GEN POP FOCUS GROUP SCREENER** **Perceptions of Canadians on the state of current events**

Hello, I'm \_\_\_\_\_ of Léger, a marketing research company. We are organizing a research project on behalf of the Government of Canada. This research project is about some current events that are relevant to the federal government.

We are preparing to hold a few research sessions with people like yourself. In these sessions, individuals are asked to sit down with several others and give their opinions and share their ideas. We are organizing several of these group discussions, and would be interested in possibly having you participate.

Your participation is voluntary. All information collected, used and/or disclosed will be used for research purposes only and the research is entirely confidential. The names of participants will not be provided to the government or any third party. May I continue?

Yes            1  
No            2 → **Thank and terminate**

I need to ask you a few questions to see if you fit the profile of the type of people we are looking for in this research.

**Note to recruiter: When terminating a call with someone, say: *Thank you for your cooperation. We already have enough participants who have a similar profile to yours, so we are unable to invite you to participate.***

#### 1) **Record gender:**

Male	1	<b>Equal number of men and women in groups</b>
Female	2	

- |   | <b><u>No</u></b> | <b><u>Yes</u></b> |
|---|------------------|-------------------|
| A marketing research firm   | ( )              | ( )               |
| A magazine or newspaper   | ( )              | ( )               |
| An advertising agency or graphic design firm                      | ( )              | ( )               |
| A political party   | ( )              | ( )               |
| A radio or television station                                     | ( )              | ( )               |
| A public relations company  | ( )              | ( )               |
| Federal or provincial government (Crown Corporations count as NO) | ( )              | ( )               |

3) Sometimes participants are asked to watch videos, read a document and/or write out their answers to a questionnaire during the discussion. Is there any reason why you could not participate?

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.”

- Yes (Continue)
- No/Don't know/Refused (Thank and terminate)

- |          |   |                            |
|----------|---|----------------------------|
| Under 18 | 1 | <b>Thank and terminate</b> |
| 18-21    | 2 |                            |

22-34	3	<b>Recruit cross-section</b>
35-54	4	
55 or over	5	

Q6a) How many people above the age of 18 are there in your household?

1- One **ASK 6B**

2- More than one **SKIP TO 6C**

Q6b) **[IF Q6a=1 ASK]** Was your household's income for 2012 greater or less than 75 thousand dollars?

\$75K or greater **Qualifies for group 2 (Qualifies for Groups 1 and 2 for Rosetown)**

Less than \$75K **Qualifies for group 1 (Qualifies for Groups 1 and 2 for Rosetown)**

Refused **THANK AND TERMINATE**

Q6c) **[IF Q6a=2 ASK]** Was your household's income for 2012 greater or less than 100 thousand dollars?

\$100K or greater **Qualifies for group 2 (Qualifies for Groups 1 and 2 for Rosetown)**

Less than \$100K **Qualifies for group 1 (Qualifies for Groups 1 and 2 for Rosetown)**

Refused **THANK AND TERMINATE**

7) What is the highest level of education you have attained? **(Do not read list – Recruit good cross-section of education levels)**

- |                                   |   |
|-----------------------------------|---|
| Some high school or less          | 1 |
| Completed high school             | 2 |
| Post-secondary technical training | 3 |
| Some college/university           | 4 |
| Completed college/university      | 5 |
| Post-graduate studies             | 6 |

8) Were you born in Canada or were you born elsewhere?

Canadian-born 1

Born elsewhere 2 → **Two to three participants born elsewhere per group**

9) As I mentioned to you earlier, we are organizing some discussion groups among people like yourself. Have you ever taken part in such discussion groups?

Yes 1

No 2 → **Go to Q.13**

10) And when was the last time you attended a discussion group?

6 months ago or less 1 → **Thank and terminate**

**OR** more than 6 months ago 2

11) How many times did you attend a discussion group or an in-depth interview in the last five years?

Less than 5 times 1

**OR** 5 times or more 2 → **Thank and terminate**

12) What topics have you ever discussed?

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**(If related to economy, thank and terminate)**

13) Thank you. We would like to invite you to participate in one of our group discussions. The discussion group will last 2 hours. Refreshments will be provided at the meeting, and you will be paid \$75 for your participation.  
Would you be willing to participate in one of these sessions?

Yes 1 → **Go to appropriate city and group type invitation**

No 2 → **Thank and terminate**

City	Language	Recruit	Participate	Dates	Location
Moncton	English	24	16-20	Wed 7 August, 2013 (5:30Pm and 7:30PM)	Corporate Research Associates Inc. / 68 Highfield Street, Suite 101.
Quebec	French + traduction simultané	24	16-20	Thu 8 August, 2013 (5:30Pm and 7:30PM)	Léger / 580 rue grande-Allée Est
Downtown Vancouver (recrutement North Vancouver*)	English	24	16-20	Mon 12 August, 2013 (5 :30pm and 7:30pm)	Ipsos / 1285 West Pender Street Suite 200 Vancouver BC V6E-4B1
Rosetown, SK	English	24	16-20	Tues 13 August, 2013 (5:30Pm and 7:30PM)	Civic Center / 1005 Main St, Rosetown, SK S0L 2V0
Toronto GTA (Mississauga)	English	24	16-20	Wed 14 August, 2013 (5:30Pm and 7:30PM)	ACCE international / 2575B Dunwin Drive Mississauga, Ontario, Canada L5L 3N9
Southwestern Ontario	English	24	16-20	Thu 15 August, 2013 (5:30Pm and 7:30PM)	Academia Group / 131 Wharncliffe Road South, London Ontario
<b>Total</b>	-	<b>144</b>	<b>96-120</b>	-	-

*\* Participants recruited from North Vancouver*

### **“Coordinates” Section**

Someone from our office will be calling you back to confirm these arrangements. Could I please have your phone number where we can reach you during the evening and during the day?

Name: \_\_\_\_\_

Evening phone: \_\_\_\_\_ Work phone: \_\_\_\_\_

**Thank you very much!**

Recruited by: \_\_\_\_\_

Confirmed by: \_\_\_\_\_

As we are only inviting a small number of people to take part, your participation is very important to us. If for some reason you are unable to participate, please call so that we can get someone to replace you. You can reach us at \_\_\_\_ at our office. Please ask for \_\_\_\_.

To ensure that the focus groups run smoothly, we remind you:

- To turn off your cellular phones – to avoid disruptions during the group;
- To arrive 15 minutes earlier – to have sufficient time to park/sign in;
- To bring reading glasses, if necessary to be able to go over the test material;
- To bring a photo ID to collect your incentive;
- That the session will be recorded for analysis purposes only.

#### **Group specifications:**

- All head or co-head of households
- Group 1: lower income group. Individual income of less than \$75,000 or household income of less than \$100,000. (except for Rosetown where they qualify for group 1 & 2)
- Group 2: high income group. Individual income of \$75,000 and above or household income of \$100,000 or more.
- Good mix of age (18 and above), gender and education for all groups.
- Two participants per group born outside of Canada

## B.2 Version française

### RECRUTEMENT POPULATION GÉNÉRALE Perception des Canadiens sur différents sujets d'actualité

Bonjour,

Je suis \_\_\_\_\_ de la firme de recherche Léger. Nous organisons un projet de recherche pour le Gouvernement du Canada. Ce projet porte essentiellement sur différents sujets d'actualité impliquant le gouvernement fédéral.

Nous nous préparons à mener une série de discussion avec des gens comme vous. Durant ces discussions, les participants sont appelés à partager leurs opinions et leurs idées avec les autres personnes présentes. Nous organisons présentement ces groupes et nous serions intéressés à vous compter parmi nos participants.

Votre participation est entièrement volontaire, et toute l'information que vous fournirez est entièrement confidentielle. Les noms complets des participants ne seront pas fournis ni au gouvernement ni à une tierce partie. Est-ce que je peux poursuivre?

Oui            1  
Non            2 → **Remercier et terminer.**

J'aimerais maintenant vous poser quelques questions pour voir si vous rencontrez nos critères d'éligibilité pour participer.

**Note au recruteur :** Terminez dès qu'un répondant refuse de répondre à une question. Lorsque vous terminez, dites : *Merci de votre coopération. Nous avons déjà atteint le nombre de participants qui ont un profil similaire au vôtre. Nous ne pouvons donc pas vous inviter à participer.*

#### 1) Indiquez le sexe :

Homme	1	→	Équilibre	dans
Femme	2			

chaque groupe

- 2) Est-ce que vous ou quelqu'un dans votre foyer travaille dans un des domaines suivants? **(lire)**

	<u>Non</u>	<u>Oui</u>
Une compagnie de recherche marketing	( )	( )
Une revue ou un journal	( )	( )
Une agence de publicité ou une firme de graphisme	( )	( )
Un parti politique	( )	( )
Une station de radio ou de télévision	( )	( )
Une compagnie de relations publiques	( )	( )
Gouvernement fédéral ou provincial (si Société d'État, inscrire NON)	( )	( )

**SI "OUI" À UN DES CAS, REMERCIER ET TERMINER**

- 3) Parfois les participants à un groupe de discussion doivent regarder des vidéos, lire des documents ou répondre à un questionnaire durant la discussion. Y a-t-il une raison pour laquelle vous ne pourriez pas participer ?

Oui **REMERCIER ET TERMINER**

Non

REMERCIER ET TERMINER SI LE RÉPONDANT MENTIONNE UNE OU PLUSIEURS RAISONS COMME UN PROBLÈME DE VISION OU D'AUDITION, AINSI QU'UN PROBLEME DE LANGAGE VERBAL, UNE INQUIÉTUDE QUANT À SA CAPACITÉ DE COMMUNIQUER, OU ENCORE SI VOUS AVEZ DES INQUIÉTUDES.

- 4) Êtes-vous la personne en charge de prendre des décisions, ou qui partage la prise de décision, dans votre foyer?

Oui **(Poursuivre)**

Non/NSP/Refus **(Remercier et mettre fin à l'entrevue)**



- 5) Nous aimerions parler à des gens de différents groupes d'âge. Dans lequel de ces groupes vous situez-vous? (**Lire**)

Moins de 18	1	→ Remercier et terminer
18-21	2	
22-34	3	
35-54	4	S'assurer une bonne répartition
55 ou plus	4	

- Q6a) Combien y a-t-il de personnes âgées de 18 ans et plus dans votre foyer, en vous incluant?

3- Une **DEMANDER 6B**  
 4- Plus d'une **PASSER À 6C**

- Q6b) [**si Q6a=1 demander**] Est-ce que le revenu total de votre foyer en 2012 était supérieur ou inférieur à 75 000\$ ?

75 000\$ ou plus **Qualifié pour groupe 2 (Qualifié pour groupes 1 et 2 pour Rosetown)**  
 Moins de 75 000\$ **Qualifié pour groupe 1 (Qualifié pour groupes 1 et 2 pour Rosetown)**  
 Refus **REMERCIER ET TERMINER L'ENTREVUE**

- Q6c) [**SI Q6a=2 DEMANDER**] Est-ce que le revenu total de votre foyer en 2012 était supérieur ou inférieur à 100 000\$ ?

100 000\$ ou plus **Qualifié pour groupe 2 (Qualifié pour groupes 1 et 2 pour Rosetown)**  
 Moins de 100 000\$ **Qualifié pour groupe 1 (Qualifié pour groupes 1 et 2 pour Rosetown)**  
 Refus **REMERCIER ET TERMINER L'ENTREVUE**

- 7) Quel est le plus haut niveau d'éducation que vous avez reçu? (**Ne pas lire - s'assurer d'une bonne répartition**)

École secondaire partiellement ou moins	1
École secondaire complétée	2
École technique, postsecondaire professionnel (cégep)	3
Université partiellement	4
Diplôme de premier cycle universitaire	5
Diplôme de cycle universitaire supérieur	6

- 8) Êtes-vous né au Canada ou dans un autre pays?

Au Canada	1	
Dans un autre pays	2	→ <b>De deux à trois recrues par groupe</b>

- 9) Comme je vous l'ai mentionné plus tôt, nous organisons des groupes de discussion avec des résidents de [NOM VILLE]. Avez-vous déjà participé à de tels groupes de discussion?

Oui	1	
Non	2	→ <b>Aller à Q.13</b>

- 10) Quand avez-vous participé à un groupe de discussion pour la dernière fois?

Il y a 6 mois ou moins	1	→ <b>Remercier et terminer</b>
<b>OU</b> il y a plus de 6 mois	2	

- 11) Combien de fois avez-vous participé à un groupe de discussion ou à une entrevue en profondeur (aussi appelée entrevue individuelle) au cours des **cinq** dernières années? (**Ne pas lire**)

Moins de 5 fois	1
-----------------	---

OU 5 fois ou plus

2 → Remercier et terminer

- 12) Quels sont tous les sujets dont vous avez discuté dans ces groupes ou durant ces entrevues en profondeur?

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(Si un sujet est relié à l'économie, remercier et terminer.)

- 13) Merci. Nous aimerions vous inviter à participer à un de nos groupes de discussion. Ce groupe durera environ 2 heures. Des rafraîchissements seront fournis durant la rencontre, et vous serez payés 75 \$ pour votre participation.

Acceptez-vous de participer à un de ces groupes?

Oui 1 → Aller voir la bonne ville et le bon type de groupe.

Non 2 → Remercier et terminer

Ville	Langue	Recrues	Participants	dates	Endroits
Moncton	Anglais	24	16-20	Mercredi 7 août 2013 (5:30PM et 7:30PM)	Corporate Research Associates Inc. / 68 Highfield Street, Suite 101.
Quebec	Français + traduction simultané	24	16-20	Jeudi 8 août 2013 (5:30PM et 7:30PM)	Léger / 580 rue Grande-Allée Est
Downtown Vancouver (recrutement North Vancouver*)	Anglais	24	16-20	Lundi 12 août 2013 (5 :3PM et 7:30 PM)	Ipsos / 1285 West Pender Street Suite 200 Vancouver BC V6E-4B1
Rosetown, SK	Anglais	24	16-20	Mardi 13 août 2013 (5:30PM et 7:30PM)	Civic Center / 1005 Main St, Rosetown, SK S0L 2V0
Toronto RMR (Mississauga)	Anglais	24	16-20	Mercredi 14 août 2013 (5:30PM et 7:30PM)	ACCE international / 2575B Dunwin Drive Mississauga, Ontario, Canada L5L 3N9

Southwestern Ontario	Anglais	24	16-20	Jeudi 15 août 2013 (5:30PM et 7:30PM)	Academia Group / 131 Wharncliffe Road South, London Ontario
<b>Total</b>	-	<b>144</b>	<b>96-120</b>	-	-

\*Participants recrutés à North Vancouver

### **“Coordonnées”**

Quelqu’un de notre entreprise vous contactera pour confirmer la tenue du groupe. Pourriez-vous me laisser un numéro de téléphone où nous pouvons vous rejoindre en soirée ainsi qu’au cours de la journée?

**Nom :** \_\_\_\_\_

**Téléphone en soirée :** \_\_\_\_\_ **Téléphone au travail :** \_\_\_\_\_

**Merci beaucoup**

**Recruté par :** \_\_\_\_\_

**Confirmé par :** \_\_\_\_\_

Comme nous avons sélectionné un nombre limité de participants, votre participation est très importante pour nous. Si pour une raison particulière vous n’êtes plus en mesure de participer à ce groupe, s’il vous plaît appelez-nous pour nous en faire part afin que nous puissions vous remplacer. Vous pouvez nous joindre au \_\_\_\_\_ à nos bureaux et demandez pour \_\_\_\_\_.

Pour assurer le bon déroulement du groupe de discussion, nous vous rappelons :

- D’éteindre votre cellulaire – afin d’éviter les dérangements durant les groupes;
- D’arriver 15 minutes plus tôt – afin d’avoir suffisamment de temps pour stationner votre véhicule et donner votre présence;
- D’apporter vos lunettes de lecture, si nécessaire, afin de participer à l’évaluation du matériel;
- D’apporter une pièce d’identité avec photo afin de pouvoir recevoir votre compensation;
- Que la session sera enregistrée pour des fins d’analyse.

## Appendix C – Discussion Guide

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### C.1 English Version

#### MODERATOR'S GUIDE – AUGUST 2013

##### INTRODUCTION (5 Minutes)

- Introduce moderator and welcome participants to the focus group.
  - As we indicated during the recruiting process, we are conducting focus group discussions on behalf of the Government of Canada.
  - The focus of tonight's discussion will be Government priorities. But before we discuss these ads, I'd like to brief you on how a focus group works, for those of you who haven't attended one before.
- The discussion will last approximately 2 hours. Feel free to excuse yourself during the session if necessary.
- Explanation re:
  - Audio-taping – The session is being audio-taped for analysis purposes, in case we need to double-check the proceedings against our notes. These audio-tapes remain in our possession and will not be released to anyone without written consent from all participants.
  - One-way mirror – There are observers representing the government and the creative agency for the ads who will be watching the discussion from behind the glass.
  - It is also important for you to know that your responses today will in no way affect your dealings with the Government of Canada.
  - Confidentiality – Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. The report can be accessed through the Library of Parliament or Archives Canada.
- Describe how a discussion group functions:
  - Discussion groups are designed to stimulate an open and honest discussion. My role as a moderator is to guide the discussion and encourage everyone to participate. Another function of the moderator is to ensure that the discussion stays on topic and on time.
  - Your role is to answer questions and voice your opinions. We are looking for minority as well as majority opinion in a focus group, so don't hold back if you have a comment even if you feel your opinion may be different from others in the group. There may or may not

be others who share your point of view. Everyone's opinion is important and should be respected.

- I would also like to stress that there are no wrong answers. We are simply looking for your opinions and attitudes. This is not a test of your knowledge. We did not expect you to do anything in preparation for this group.

Please note that the moderator is not an employee of the Government of Canada and may not be able to answer some of your questions about the program we will be discussing. If important questions do come up over the course of the group, we will try to get answers for you before you leave.

- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only.
  - What are your main hobbies or pastimes?

#### **WARM UP: General Context (25 Minutes)**

- Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most? FLIP CHART – PROBE – [ENSURE PARTICIPANTS FOCUS ON CURRENT FEDERAL GOVERNMENT ISSUES SPECIFICALLY ISSUES RELATED TO ENERGY INFRASTRUCTURE, DEMOCRATIC REFORM ISSUES SUCH AS THE SENATE, CONSUMER ISSUES LIKE WIRELESS INDUSTRY ETC]
- What makes you say that?

#### **ECONOMIC SITUATION (20 Minutes)**

- **WORD ASSOCIATION EXERCISE ON ECONOMY – top three words and why chosen**
- Overall, how is Canada's economy doing? What makes you say that? Where do you think the Canadian economy is headed?
- What are the biggest threats to or concerns you have about Canada's economy? [FLIP CHART CONCERNS]
- Is Canada's national economic situation different from the economic situation in other countries? What is different? Do you feel that the situation in the US and/or Europe will have an impact on us here? What will that be?
  - What if their economic situation gets worse?

- If you were the Government of Canada, what measures would you take to respond to the potential impact here?
- Are you aware of anything the Government of Canada has been doing recently to support the economy and jobs? Is there anything that jumps out? What should the Government be doing?

### **SECTION THREE: TOPIC EXERCISE (30 Minutes)**

- I am distributing a sheet with a listing of different newspaper headlines. These are sourced in terms of dates and newspaper. The headlines are about various issues. These are all headlines from across Canada from the last couple of weeks.

In front of you there are different colour hi-liter markers: Red, yellow and blue. Each represents an assessment. The blue marker means the headline is an accurate synopsis of the situation/proposes a course of action that would strengthen the economy, the yellow one means it is a slightly accurate assessment/the course of action has some limited merit, while the red means it does not capture the situation accurately/proposes an action that would hurt the economy .

- I am going to read out the various headlines and would like to record how it makes you feel on your own sheet using one of the coloured hi-liters. You don't have to indicate a colour for every headline if you are really uncertain, but it would be great if you could place one beside most. [MODERATOR MIX-UP ORDER FOR EACH GROUP]

### **CONCLUSION [5 Minutes]**

We have covered a lot of topics today and really appreciate you taking the time and energy to come down here and give your opinion. Your input is very important and insightful!

- To conclude, I wanted to ask you whether you have any last thoughts that you want to give the Government of Canada.

### **C.3 Version française**

#### **GUIDE D'ANIMATION AOÛT 2013**

##### **Section 1 : Introduction et règles de base (10 minutes)**

- Présentez le modérateur et souhaitez la bienvenue aux participants au groupe de discussion.
  - Comme nous l'avons indiqué durant le processus de recrutement, nous animons des groupes de discussion au nom du gouvernement du Canada.
  - La discussion de ce soir porte sur les priorités du gouvernement. Avant que nous discutons de ces publicités, je voudrais vous donner des directives sur la façon dont fonctionne un groupe de discussion, pour ceux d'entre vous qui n'y auraient jamais participé auparavant.
- La discussion durera environ 2 heures. N'hésitez pas à vous retirer au cours de la séance, lorsque nécessaire.
- Explications au sujet de :
  - Enregistrement sonore : la séance est enregistrée à des fins d'analyse, au cas où nous devrions vérifier une deuxième fois les démarches et nos notes. Ces enregistrements sonores sur bandes magnétiques demeurent en notre possession et ne seront jamais remis à quiconque sans consentement écrit de tous les participants.
  - Miroir d'observation : des observateurs représentant le gouvernement surveilleront le groupe de discussion derrière le miroir d'observation.
  - Il est également important que vous sachiez que les réponses que vous donnerez aujourd'hui n'affecteront aucunement vos relations d'affaires avec le gouvernement du Canada.
  - Confidentialité : Veuillez noter que tout ce vous direz au cours de ces discussions en groupe sera maintenu sous haute confidentialité. Nous n'associons pas les commentaires aux personnes qui les ont formulés. Notre rapport résume les conclusions des groupes, mais aucun nom n'est mentionné. Le rapport est accessible par l'entremise de la bibliothèque du Parlement ou d'Archives Canada.
- Décrivez le fonctionnement d'un groupe de discussion :
  - Les groupes de discussion sont conçus pour stimuler une discussion ouverte et honnête. Mon rôle comme modérateur consiste à guider la discussion et à encourager la participation de chacun. Une autre fonction du modérateur est de s'assurer que la



discussion porte toujours sur le sujet qui nous importe et respecte les contraintes de temps.

- Votre rôle consiste à répondre aux questions et à exprimer vos opinions. Nous recherchons l'opinion tant de la minorité que de la majorité dans un groupe de discussion, alors n'hésitez pas à faire part de vos commentaires même si vous sentez que votre avis peut être différent de celui des autres membres du groupe. Il est possible que certains partagent votre point de vue ou que personne ne le partage. L'opinion de chacun est importante et doit être respectée.
- Je voudrais également souligner qu'il n'y a aucune mauvaise réponse. Nous voulons simplement connaître vos opinions et perceptions. Il ne s'agit pas d'un test de connaissances. Nous ne nous attendons pas à ce que vous vous soyez préparés d'une quelconque façon en vue de participer à ce groupe.

Veuillez noter que le modérateur n'est pas un employé du gouvernement du Canada et peut se trouver dans l'incapacité de répondre à certaines de vos questions sur le programme dont il sera question. Si des questions importantes sont soulevées au cours de la rencontre, nous essayerons de vous fournir les réponses avant votre départ.

- (Le modérateur se présente.) Les participants devraient se présenter en donnant leurs prénoms seulement.
- Quels sont vos passe-temps favoris?

#### **Réchauffement : contexte général (25 minutes)**

- Pensant à tous les enjeux importants aujourd'hui, lequel devrait être la principale priorité du Gouvernement du Canada selon vous? INSCRIRE AU TABLEAU – DEMANDER D'EXPLIQUER (S'ASSURER QUE LES PARTICIPANTS DISCUTENT D'ENJEUX FÉDÉRAUX ACTUELS, TOUT PARTICULIÈREMENT LES ENJEUX RELIÉS À L'INFRASTRUCTURE ÉNERGÉTIQUE, LA RÉFORME DU SYSTÈME DÉMOCRATIQUE INCLUANT LE SÉNAT, DES ENJEUX DE CONSOMMATION COMME L'INDUSTRIE DES TÉLÉCOMMUNICATIONS, ETC.).
- Pourquoi dites-vous cela?

#### **LA CONJONCTURE ÉCONOMIQUE (20 MINUTES)**

- Jeux d'association de mots sur l'économie – trois mots choisis et pourquoi
- Globalement, comment se porte l'économie canadienne selon vous? Qu'est-ce qui vous fait penser ça? Et l'économie canadienne évolue dans quelle direction selon vous?

- Quelles sont les principales menaces envers l'économie du Canada? (Inscrire au tableau)
- Est-ce que la conjoncture économique du Canada diffère de celle d'autres pays? En quoi est-elle différente? Croyez-vous que la situation en Europe ou aux États-Unis pourrait avoir un impact ici? Quel serait cet impact?
  - Que se passera-t-il si leur situation empire?
  - Si vous étiez le Gouvernement du Canada, que feriez-vous pour palier à un impact potentiel ici?
- Êtes-vous au courant de mesures que le Gouvernement du Canada a pris pour soutenir l'économie du pays et créer des emplois? Y a-t-il des choses que vous avez remarquées? Qu'est-ce que le Gouvernement devrait faire?

### **SECTION TROIS : EXERCICE DE COUVERTURE MÉDIATIQUE (30 MINUTES)**

- Je vais vous distribuer une page contenant des grands titres de différents journaux. Ils sont présentés en fonction de la date et de la source. Ils parlent de différents sujets. Ce sont tous des grands titres d'un peu partout au Canada paru dans les dernières semaines.
- Devant vous se trouvent des crayons marqueurs de différentes couleurs : rouges, jaunes et bleus. Chacun a une signification différente. Le marqueur bleu signifie que la description / le titre représente bien la situation et / ou formule une bonne solution afin d'améliorer la situation économique, le jaune indique qu'il représente plus ou moins bien la situation et / ou formule une solution passable afin d'améliorer la situation économique, et finalement, le rouge indique que la description / le titre représente mal la situation et / ou formule une mauvaise solution afin d'améliorer la situation économique.
- Je vais vous lire les différents extraits et voudrais que vous indiquiez comment vous réagissez à chacun à l'aide des marqueurs de couleur. Vous n'avez pas à utiliser de couleurs pour tous les titres ou extraits si vous ne savez pas quoi en penser, mais essayer d'en marquer le plus possible. ANIMATEUR S'ASSURE DE CHANGER L'ORDRE D'UN GROUPE À L'AUTRE.

### **CONCLUSION (5 MINUTES)**

Nous avons couvert plusieurs sujets aujourd'hui et apprécions grandement que vous ayez pris le temps et fait l'effort de venir discuter avec nous. Vos suggestions et commentaires sont très importants.

- En conclusion, avez-vous d'autres pensées que vous aimeriez partager avec le Gouvernement du Canada?

## Appendix D – Survey Questionnaire

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### D.1 English Version

#### PCO Survey – Summer 2013

##### INTRO.

Hello, my name is \_\_\_\_\_. I'm calling on behalf of Léger, a marketing research firm. I'd like to ask you a few questions on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

- a) May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes	=> CONTINUE
No	=> ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED	=> THANK AND TERMINATE

- b) Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

Yes, now	=> CONTINUE
Yes, call later	=> SCHEDULE CALLBACK DATE AND TIME
REFUSED	=> THANK AND TERMINATE

**[IF ASKED]** The survey will take about 5 minutes to complete.

1A. Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most? **[CAPTURE FIRST MENTION]**

**[NO PRE-CODED LIST - INTERVIEWER NOTE: TOP ANSWER MUST BE RECORDED FIRST]**

Answer: \_\_\_\_\_

**[DO NOT READ]** I don't know / Refusal

1B. Are there any others? **[MULTIPLE MENTIONS]**

**[NO PRE-CODED LIST]**

Answer: \_\_\_\_\_

[DO NOT READ] I don't know / Refusal

**[ROTATE QUESTIONS 2, 3 – THEN ASK Q4, FOLLOWED BY Q5]**

2. Using a scale from 1 to 10, where 1 is terrible and 10 is excellent, how would you rate the current state of **the Canadian economy**?

1-10

[DO NOT READ] I don't know / Refusal

3. Using a scale from 1 to 10, where 1 is terrible and 10 is excellent, how would you rate the current state of **the United States economy**?

1-10

[DO NOT READ] I don't know / Refusal

4. Using a scale from 1 to 10, where 1 is terrible and 10 is excellent, how would you rate the current state of **the [INSERT PROVINCE]** economy?

1-10

[DO NOT READ] I don't know / Refusal

5. Using a scale from 1 to 10, where 1 is terrible and 10 is excellent, how would you rate the current state of **the economy of China**?

1-10

[DO NOT READ] I don't know / Refusal

6. Over the next six months, do you **think** the Canadian economy will be stronger, weaker or will there be no change?

**[NOTE TO INTERVIEWER: IF RESPONDENT SAYS "HOPE" IT WILL BE STRONGER, CLARIFY WHETHER S/HE MEANS HOPE OR ACTUALLY THINK]**

Stronger

Weaker

No change

[DO NOT READ] I don't know / Refusal

7. Thinking about the global economy, in your view, has the global economy turned the corner on the economic crisis, is the worst yet to come or have things stabilized but not yet begun to improve?

Turned the corner

Worst yet to come

Stabilized, but not yet begun to improve

[DO NOT READ] I don't know / Refusal

8A. Have you read seen or heard any news recently about competition in Canada's wireless telecommunications industry?

Yes

No

[DO NOT READ] I don't know / Refusal

8B. **[ASK IF Q8A=Yes]** What was it that you read, saw or heard?

Answer: \_\_\_\_\_

[DO NOT READ] I don't know / Refusal

9A. The Government of Canada has said it wants all of Canada's regions to benefit from more competition in the wireless industry. As you may have heard, the Government of Canada has introduced policies to allow new wireless providers to establish themselves in Canada and has reduced restrictions against foreign ownership of wireless companies with less than 10% of the market. These policies could allow foreign wireless providers to enter the wireless market in Canada.

Overall, do you [...read list...] the direction of the federal government on this issue?

**[INVERSION OF CHOICES]**

Strongly support

Somewhat support

Somewhat oppose

Strongly oppose

[DO NOT READ] I don't know / Refusal

9B. Why or why not [IF NEEDED, REPEAT ANSWER FROM Q9A: <insert answer Q9A>]?

Answer: \_\_\_\_\_

[DO NOT READ] I don't know / Refusal

10A. Thinking about the Senate of Canada, which is closer to what you feel should be done with the Senate? Should the Senate be...?

**[RANDOMIZE CHOICES]**

Abolished altogether

Reformed with changes such as elected senators and improved accountability measures

Kept as is

[DO NOT READ] I don't know / Refusal

10B. What is the main reason that is your preferred option for the Senate [IF NEEDED, REPEAT ANSWER FROM Q10A: < insert answer Q10A >]?

Answer: \_\_\_\_\_

[DO NOT READ] I don't know / Refusal

**STANDARD DEMOGRAPHICS**

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

D1. Which of the following categories best describes your current employment status? Are you...?

**[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time (35 or more hours per week)

Working part-time (less than 35 hours per week)

Self-employed

Student attending full time school (not working)

Unemployed, but looking for work

Not in the workforce (e.g. unemployed, but not looking for work, a full-time homemaker or parent)

Retired

Other

[DO NOT READ] REFUSED

D2. What is the highest level of formal education that you have completed to date?

**[READ LIST, ACCEPT ONE RESPONSE]**

Elementary school or less  
Secondary school  
Some post-secondary  
College, vocational or trade school  
Undergraduate university program  
Graduate or professional university program  
[DO NOT READ] REFUSED

D3. In what year were you born?

RECORD YEAR: \_\_\_\_  
[DO NOT READ] REFUSED

D4. Are there any children under the age of 18 currently living in your household?

Yes  
No  
[DO NOT READ] REFUSED

## D.2 Version française

### *Questionnaire BCP*

Bonjour, je m'appelle \_\_\_\_\_. Je vous appelle au nom de la firme de recherche Léger Marketing. J'aimerais vous poser quelques questions au sujet d'enjeux actuels d'importance pour les Canadiens. Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est enregistré auprès de l'Association de la recherche et de l'intelligence marketing (ARIM).

- a) Pourrais-je parler à un membre de votre foyer qui a 18 ans ou plus ayant le plus récemment célébré son anniversaire? Seriez-vous cette personne ? **[SI LA PERSONNE N'EST PAS DISPONIBLE, FIXER UN MOMENT POUR LE RAPPEL]**

Oui	=> CONTINUER
Non	=> DEMANDER LA PERSONNE ÉLIGIBLE ET RECOMMENCER
REFUS [DÉCLARATION SPONTANÉE]	=> REMERCIER ET TERMINER

- b) Seriez-vous disponible pour prendre part à ce sondage ? Nous pouvons le faire dès maintenant ou à un moment plus propice pour vous.

Oui, maintenant	=> CONTINUER
Oui, rappeler	=> CÉDULER LA DATE ET L'HEURE POUR UN RAPPEL
REFUS	=> REMERCIER ET TERMINER

**[SI DEMANDÉ]** Le sondage est d'une durée d'environ 7 minutes.

1A. Si vous songez aux enjeux avec lesquels le Canada est aux prises en ce moment, sur lequel de ces enjeux le gouvernement du Canada devrait-il le plus axer ses efforts, selon vous?

**[PAS DE LISTE PRÉCODÉE – NOTE À L'INTERVIEWER : NOTEZ LA PREMIÈRE RÉPONSE]**

Inscrire la réponse : \_\_\_\_\_  
[NE PAS LIRE] Ne sait pas / Refus

1B.Y en a-t-il d'autres? **[ACCEPTER PLUSIEURS RÉPONSES]**

**[PAS DE LISTE PRÉCODÉE]**

Inscrire la réponse : \_\_\_\_\_  
[NE PAS LIRE] Ne sait pas / Refus

**[ASSURER LA ROTATION DES QUESTIONS 2, 3 – ENSUITE POSER Q3B, SUIVI DE Q4]**



2. En utilisant une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent », comment évaluez-vous l'état actuel de l'économie du Canada?

1-10

[NE PAS LIRE] Ne sait pas / Refus

3. En utilisant une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent », comment évaluez-vous l'état actuel de l'économie des États-Unis?

1-10

[NE PAS LIRE] Ne sait pas / Refus

4. En utilisant une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent », comment évaluez-vous l'état actuel de l'économie [de / de l' / de la / du] [INSÉREZ LA PROVINCE]?

1-10

[NE PAS LIRE] Ne sait pas / Refus

5. En utilisant une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent », comment évaluez-vous l'état actuel de l'économie de la Chine?

1-10

[NE PAS LIRE] Ne sait pas / Refus

6. Au cours des six prochains mois, **croyez-vous** que l'économie du Canada s'améliorera, se détériorera ou ne changera pas?

**[NOTE À L'INTERVIEWEUR : SI LE RÉPONDANT DIT QU'IL « ESPÈRE » QU'ELLE S'AMÉLIORERA, DEMANDEZ-LUI DE PRÉCISER S'IL VEUT DIRE QU'IL ESPÈRE QU'ELLE S'AMÉLIORERA OU S'IL PENSE VRAIMENT QU'ELLE S'AMÉLIORERA.]**

S'améliorera

Se détériorera

Ne changera pas

[NE PAS LIRE] Ne sait pas / Refus

7. En ce qui concerne l'économie mondiale, croyez-vous qu'elle a commencé à remonter la pente, qu'il faut s'attendre au pire ou que la situation s'est stabilisée sans pour autant s'être améliorée?

A commencé à remonter la pente

Il faut s'attendre à pire

La situation s'est stabilisée sans pour autant s'être améliorée

[NE PAS LIRE] Ne sait pas / Refus

8A. Avez-vous récemment lu, vu ou entendu des nouvelles à propos de la concurrence dans l'industrie de la télécommunication sans fil au Canada?

Oui

Non

[NE PAS LIRE] Ne sait pas / Refus

8B. **[POSER SI Q8A=Oui]** Qu'avez-vous lu, vu ou entendu?

Inscrire la réponse : \_\_\_\_\_

[NE PAS LIRE] Ne sait pas / Refus

9A. Le gouvernement du Canada a annoncé qu'il veut que toutes les régions du Canada bénéficient d'une concurrence accrue dans l'industrie du sans-fil. Comme vous l'avez peut-être entendu, le gouvernement du Canada a mis en place des politiques visant à permettre à de nouveaux fournisseurs de sans-fil de s'établir au Canada et a réduit les restrictions contre la propriété étrangère des entreprises de sans-fil possédant moins de 10% du marché. Ces politiques pourraient permettre à des fournisseurs de sans-fil étrangers de pénétrer le marché du sans-fil au Canada.

Globalement, êtes-vous [lire la liste des choix] à la position du gouvernement fédéral sur cette question?

**[INVERSION DES CHOIX]**

Très favorable

Plutôt favorable

Plutôt défavorable

Très défavorable

[NE PAS LIRE] Ne sait pas / Refus

9B. Pourquoi?

[AU BESOIN, RÉPÉTER LA RÉPONSE DE LA Q9A : <insérer réponse Q9A>]

Inscrire la réponse : \_\_\_\_\_

[NE PAS LIRE] Ne sait pas / Refus

10A. En pensant au Sénat du Canada, quel énoncé est le plus près de ce qui, selon vous, devrait être fait avec le Sénat? Le Sénat devrait-il...?

**[ROTATION DES CHOIX]**

Être aboli dans son ensemble

Être réformé avec des changements comme des sénateurs élus et des règles d'imputabilité améliorées

Demeurer tel qu'il est

[NE PAS LIRE] Ne sait pas / Refus

10B. Pour quelle raison principale préférez-vous cette option pour le Sénat?

[AU BESOIN, RÉPÉTEZ LA RÉPONSE DE LA Q10A : <insérer réponse Q10A>]

Inscrire la réponse : \_\_\_\_\_

[NE PAS LIRE] Ne sait pas / Refus

**QUESTIONS DÉMOGRAPHIQUES**

**Voilà qui met fin au sondage que nous avons effectué pour le compte du Bureau du Conseil privé du Canada.**

**Dans les mois à venir, le rapport sera disponible à Bibliothèque et archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.**