

ROP 048-11

Sommaire

Recherche 2012 sur les événements d'actualité

Présenté au Secrétariat des communications et
des consultations du Bureau du Conseil privé

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Sommaire

Du 9 au 16 janvier 2012, Harris/Décima a mené 12 groupes de discussion auprès des Canadiens à Vancouver, Winnipeg, Mississauga, London, Montréal et Truro (à raison de deux groupes par ville). Les groupes, composés de personnes du grand public, étaient segmentés en fonction du revenu du ménage : dans chaque ville, un groupe réunissait des participants dont le revenu du ménage était bas ou moyen et l'autre, des participants dont le revenu du ménage était élevé — les seuils étaient différents si le ménage comptait un seul adulte ou s'il en comptait plusieurs.

Les groupes ont permis d'explorer divers sujets, dont les soins de santé, l'éducation, la criminalité, la diversification du commerce et de l'économie, l'énergie, le déficit ainsi que le sentiment général envers l'économie, tant en regard du présent que de l'avenir.

Les discussions initiales ont porté sur les priorités que les Canadiens jugent les plus importantes pour le gouvernement. Dans les groupes, les grandes priorités que les participants nomment le plus souvent sont l'économie, le chômage, les soins de santé, la diversification du commerce et l'éducation. Ils mentionnent également l'environnement, les taxes et les impôts de même que le vieillissement de la population, mais un peu moins souvent.

Économie

L'humeur économique générale varie selon la région du pays. Dans l'Ouest, les participants font preuve d'un optimisme prudent, forts de leur croyance selon laquelle les conditions sont généralement plus prometteuses au Canada que dans bien d'autres pays sur la planète. Au centre du Canada, une plus grande inquiétude est manifeste. Les participants ont l'impression que le pays est confronté à plusieurs problématiques internes (du point de vue de l'emploi et du sous-emploi et d'enjeux comme le vieillissement de la population) en plus de problématiques externes qui sont la source d'une anxiété continue par rapport à l'avenir. Dans le Canada rural (Truro), ce sont les considérations locales qui

dominant et, essentiellement, ces conditions locales (du moins celles relatives à l'économie) n'améliorent pas l'humeur générale.

Les participants devaient choisir des mots dans une liste ou trouver eux-mêmes des mots qui décrivent à quoi ressemble leur version idéale de l'économie. Ils ont choisi plusieurs mots, dont « forte » et « en croissance » et, dans une moindre mesure, « durable » et « équilibrée ». Lorsqu'ils sélectionnent ces mots précisément, c'est dans le contexte de voir à ce que les gouvernements et la population du Canada vivent selon leurs moyens tout en parvenant à la stabilité économique et, par-dessus tout, de créer un milieu de l'emploi moins volatil et plus stable, tant du point de vue du nombre que du type d'emplois disponibles.

Soins de santé

Les soins de santé ressortent comme un enjeu clé à divers égards. Lors de la discussion, certains participants font état de problèmes généraux comme le financement. Cependant, la discussion porte plus souvent sur des enjeux bien précis, par exemple le nombre de lits pour les soins de longue durée dans leur collectivité. De façon générale, les participants réclament surtout des soins de santé durables compte tenu du vieillissement de la population, et ils craignent que le système ne parvienne pas à gérer la transition et à atteindre cet objectif.

Dans certains groupes, les participants se souviennent vaguement que le gouvernement a récemment annoncé qu'il modifierait les transferts en santé aux provinces. Quelques-uns se souviennent qu'une annonce a été faite, mais peu d'entre eux en connaissent vraiment les tenants et les aboutissants. Lorsque les détails de l'annonce sont évoqués de façon naturelle durant la discussion, les impressions divergent un peu. Beaucoup de participants sont d'avis que le système doit s'engager dans une voie plus durable et que la mesure prise par le gouvernement constitue un pas vers la durabilité. D'autres participants voient le tout d'une manière plus négative et se disent déçus de l'approche du fédéral étant donné l'importance des soins de santé. De leur point de vue, les changements apportés aux transferts en santé sont un plafonnement ou une compression du financement.

Diversification du commerce

Dans bon nombre de groupes, les participants soulèvent spontanément l'importance de la diversification du commerce pour dynamiser l'avenir économique du Canada. La majorité d'entre eux estiment que le Canada doit s'atteler à la tâche de diversifier son économie afin de s'affranchir de sa très grande dépendance au marché étatsunien.

Les participants semblent remarquer bon nombre des efforts que le gouvernement fédéral déploie pour diversifier le commerce. Dans l'ensemble, ils croient qu'il importe que le gouvernement déploie et continue de déployer ces efforts de diversification du commerce.

La construction des infrastructures nécessaires à l'exportation de produits est un enjeu majeur de la diversification du commerce qui ressort de façon organique durant les groupes. Les récents problèmes sur la question semblent avoir contribué à catapulter la reconnaissance du secteur pétrolier du Canada comme un moteur économique de taille pour le pays, de même que comme un générateur de revenus pour le gouvernement du Canada.

De nombreux participants perçoivent ces projets d'infrastructures comme une occasion de diversifier les marchés pour les ressources naturelles canadiennes, par exemple en Asie, mais aussi comme un projet assorti de risques environnementaux qui doivent être étudiés et évalués. En principe, la construction d'infrastructures sur la côte présente des résultats acceptables pour bon nombre de participants alors qu'il est prudent de diversifier les marchés. D'autres participants sont indifférents quant aux endroits où les ressources sont vendues parce qu'ils les perçoivent comme des marchandises (p. ex. les prix du pétrole sont les mêmes partout) et qu'ils ne sont pas personnellement engagés dans cette cause étant donné qu'ils n'ont pas l'impression qu'ils en profiteront.

Criminalité et justice pénale

Les participants ont été conviés à discuter de quelques enjeux associés à la criminalité et à la justice pénale. Les principaux résultats sont les suivants :

- Partout au pays, beaucoup de participants estiment qu'il y a une recrudescence des crimes comme les introductions par effraction, les dommages à la propriété et les vols ainsi que des crimes de cols blancs, comme la fraude. À peine quelques participants croient que l'incidence de ces crimes diminue.
- Cependant, bon nombre d'entre eux croient également que l'incidence des crimes violents tels que les meurtres et les agressions sexuelles demeure sensiblement au même niveau ou diminue. En général, les gens évoquent des données qu'ils ont lues ou entendues dans les médias pour prouver que c'est vraisemblablement le cas.
- Les participants sont nombreux à croire que le système de justice pénale ne dispose pas de ressources adéquates pour gérer les crimes, en particulier les crimes perpétrés par les jeunes, comme les vols ou les dommages à la propriété, et les crimes de cols blancs.
- La croyance prédominante veut que le système judiciaire croule sous les procès, que les services de police disposent de ressources insuffisantes pour appliquer la loi dans tous les cas, sauf en ce qui concerne les crimes les plus graves, et que ces conditions permettent à un plus grand nombre de personnes de commettre des crimes en toute impunité.
- En dépit du fait que bien des gens souhaitent que plusieurs types de crimes soient punis plus sévèrement, les participants perçoivent que le système carcéral au Canada constitue à la fois un problème et une solution à la criminalité. Bon nombre de participants croient en effet que les prisons sont des écoles où les petits criminels apprennent à devenir plus astucieux et, pour nombre d'entre eux, la prison n'est pas pire que l'endroit où ils vivent lorsqu'ils sont en liberté

- Pour les participants, des idées telles que la justice réparatrice et l'indemnisation des victimes sont des éléments qu'il serait idéalement important d'intégrer dans une initiative gouvernementale de lutte contre la criminalité.
- Les concepts tels que des programmes communautaires visant à faire en sorte que les jeunes à risque de certaines communautés s'adonnent à d'autres activités sont également perçus comme très bénéfiques.

Gestion de l'économie et déficit

Dans les groupes, les discussions sur les priorités s'orientent souvent naturellement sur les perceptions que les participants entretiennent à l'égard du rôle du gouvernement fédéral dans la gestion de l'économie. À ce chapitre, les principaux résultats sont les suivants :

- Les participants ne souhaitent pas qu'il y ait plus de dépenses pour stimuler l'économie. La plupart d'entre eux sont d'avis que le premier déploiement du plan de relance était une étape ponctuelle nécessaire il y a trois ans, mais dans toutes les villes, pratiquement aucun participant n'est prêt à accepter une augmentation des dépenses et les répercussions sur le déficit qu'occasionnerait une nouvelle phase du plan de relance.
- Ils désirent des incitatifs fiscaux comme le crédit d'impôt pour la rénovation domiciliaire ou des crédits semblables qui pourraient non seulement offrir aux consommateurs des incitatifs pour dépenser, mais aussi pour soutenir les petites entreprises.
- Tel qu'il appert dans d'autres sections du rapport, les participants sont en faveur d'une augmentation des efforts pour diversifier le commerce.
- Les participants sont d'accord pour intensifier les efforts en vue de faciliter la formation et l'apprentissage. Cependant, tel que mentionné ci-dessus,

un malaise règne dans certaines régions quant aux véritables possibilités qui existent, même pour ceux qui poursuivent des études postsecondaires (programmes universitaires ou collégiaux). En outre, les participants pensent qu'il y a des faiblesses significatives dans le lien qui existe entre les signaux qu'envoie le marché et l'interprétation qu'en font les établissements d'enseignement et ceux qui désirent poursuivre leurs études – nombreux sont ceux qui craignent que les jeunes s'engagent dans des cheminements de carrière qui peuvent sembler prometteurs et qu'encouragent les établissements d'enseignement, mais qui ne seront peut-être pas fructueux lorsque ces jeunes feront leur entrée sur le marché du travail une fois leur formation terminée.

- Les participants pensent que faire preuve de diligence continue dans la gestion du déficit du Canada est une priorité importante. Par ailleurs, les événements qui se déroulent aux États-Unis et en Europe ont une incidence sur les perceptions, et les participants allèguent qu'il ne faut pas laisser gonfler la taille de l'État, de crainte que des problèmes semblables émergent ici. Les participants disent qu'il est impératif que le Canada s'assure de maintenir ses « frais généraux » à un niveau opportun, de sorte que les livres comptables du gouvernement affichent un bilan durable.

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Doug Anderson, vice-président principal, Harris/Décima

Executive Summary

Current Events Research 2012

Presented to Communications and Consultations
Secretariat of the Privy Council Office

kmoorcroft@pco-bcp.gc.ca

March, 2012

Contract Number: 35035-115118-001-CY
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Ce rapport est aussi disponible en français sur demande

Prepared by: Harris/Decima

Confidentiality

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Executive Summary

Between January 9 and 16, 2012, Harris/Decima conducted twelve focus groups with Canadians in Vancouver, Winnipeg, Mississauga, London, Montreal and Truro (two groups per city). The general population groups were segmented based on household income: one group in each city comprised participants with lower to middle household incomes (based on household size) and the other group was held with participants in higher income groups (based on household size).

The groups explored a variety of topics, including health care, education, crime, trade and economic diversification, energy, the deficit, and general economic sentiment, today and into the future.

The initial discussions explored Canadians' top priorities for government. The economy, unemployment, health care, trade diversification and education were most consistently identified as top priorities at this time. Environment, taxation, and the aging population were also raised, although somewhat less often.

Economy

The overall economic mood varied, depending on the region of the country. In the west, there was a sense of cautious optimism, buoyed by a belief that circumstances in Canada were generally more promising than in many other countries around the world. In central Canada, there was more trepidation in evidence, a sense that there are a wide range of internal challenges facing the country (in terms of employment, underemployment, and in terms of issues like the aging population) in addition to external ones, that are the source of continuing anxiety about the future. In rural Canada (Truro) local considerations dominated, and by and large those local conditions (at least economic conditions) were not helping the overall mood.

Participants were asked to select words from a list, or insert their own, that reflect what their ideal version of the economy looks like. A number of words

were chosen, including “strong” and “growing” and to a lesser extent “sustainable” and “balanced”. When selecting these words specifically, the context was ensuring that Canadian governments and Canadian people live within their means, while achieving economic stability and most importantly, creating an employment environment which has less volatility and more stability, in terms of the amount and type of work available.

Health Care

Health care was touched upon as a key issue from a number of perspectives. For some, the discussion revolved around general issues like funding. More often, the discussion touched on very specific issues like the number of long-term care beds available in their community. Typically, participants’ key demand revolved around how health care needs to be sustainable as the population ages, and fear that the system will not be able to manage this transition and achieve this goal.

In some groups, there was vague recollection of the government’s recent announcement of changes to health care transfers to the provinces. A handful recalled that an announcement had been made, but few had clear knowledge of what specifically was announced. When the specifics did emerge organically in discussion, impressions varied somewhat. Many felt that the system needed to get onto a more sustainable path, and the step the government had taken was a step toward greater sustainability. Some held a more negative impression, expressing disappointment at the federal approach, given the importance of health care. From their perspective, the changes to health care transfers were seen as a funding cap or cut.

Trade Diversification

The importance of trade diversification came up unprompted in many groups as an important driver of the future of Canada’s economy. There is a prevalent belief that Canada must work harder to diversify its economic base away from the current very high dependence on the American market.

Participants appeared to be taking notice of many of the efforts the federal government is pursuing in regard to trade diversification. Collectively, these efforts to diversify trade were believed to be important for government to pursue and keep pursuing.

One major trade diversification issue that emerged organically in the groups regarded building the necessary infrastructure to export the products. Recent issues along these lines appear to have helped to catapult recognition of Canada's oil sector as a huge economic driver of Canadian economy, and a revenue generator for the Canadian government.

These types of Infrastructure projects were perceived by many as an opportunity to diversify markets for Canadian natural resources to other markets, such as Asia, but one that carries environmental risks that need to be considered and addressed. For many, in principle, building infrastructure to the coast is a palatable outcome and prudent to diversify its markets. Others were indifferent to where resources are sold, because they are seen as commodities (e.g. oil prices the same everywhere), and they are not personally invested in it in that they don't see themselves benefitting.

Crime and Criminal Justice

Participants were invited to discuss a few issues associated with crime and criminal justice. Key findings:

- Across the country, many believed that the incidence of crimes like break and enter, property damage, robbery and white collar crimes like fraud are on the rise. Only a few believe the incidence of these crimes is falling.
- At the same time, many also believed that violent crimes like murder and sexual assaults are remaining about the same or are on the decline. Typically people cite data they have read or heard in the media as proof that this is likely the case.

- There was a widespread belief that the criminal justice system is inadequately resourced in terms of how it deals with crime, particularly crime among youth in the robbery/property category, and white collar crime as well.
- There was a prevailing belief that the justice system is overwhelmed with cases, police enforcement is inadequately resourced for all but the most severe crimes, and these conditions allow for more people “getting away” with crime.
- In spite of the fact that many people want to see many types of crime more stringently dealt with, the jail system in Canada was seen as contributing to the problems of crime as much as being a remedy for it. Many believed that jails are places where petty criminals learn how to become more sophisticated criminals and that for many, going to jail is not a worse place than they live when they are on the outside.
- Ideas like restorative justice, and compensation for victims were seen as important elements of an ideal effort by government to deal with crime.
- Thoughts like community programs to help ensure that at-risk youth in certain communities are active in other activities were seen as very beneficial as well.

Economic Management and Deficit

Focus group discussions on priorities often naturally touched on perceptions of the federal government’s economic management role. Key findings in this area:

- There was no appetite for further stimulus spending. Most felt that the first round of stimulus was a necessary step for the very specific moment in time three years ago, but virtually none of the participants anywhere were prepared to incur the increased expenditure and the

deficit implications that a new round of stimulus spending would create.

- There was appetite for tax incentives, such as the home renovation tax credit or similar types of credits that might not only give consumers incentives to spend but also to help contribute to the small business community.
- As discussed in other parts of this report, there was support for increasing efforts to diversify trade.
- There was support for increasing efforts to facilitate skills training and apprenticeship. However, as mentioned above, there was unease found in some regions about the true opportunities available even for those who pursue post-secondary education (university or college programs). In addition, there was a sense that there are significant weaknesses in terms of market signals and their connection to educational institutions and those seeking education – many fear that young people go down career paths that may look promising and which educational institutions encourage, but may not necessarily yield results in the employment market after that training is complete.
- Continued diligence in managing Canada’s deficit was seen as an important priority. Events occurring in the US and Europe influenced perceptions, with participants advocating that the size of government not get too large, for fear of similar issues transpiring here. Participants said that it is imperative that Canada ensure that it keep its “overhead” at an appropriate level so the government’s books can be in a sustainable position.

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A handwritten signature in black ink, appearing to read "Doug Anderson", with a long horizontal flourish extending to the right.

Doug Anderson, Senior Vice President, Harris/Decima

Final Report

Current Events Research 2012

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Secretariat of the Privy Council Office

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Introduction

Background & 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 fulfil its mandate is public opinion research.

PCO wished 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.

Harris/Decima is pleased to present this report of research findings to the Privy Council Office. This project involved an investigation of Canadian impressions of a number of current issues affecting Canada and Canadians, and efforts government might pursue to address those issues.

The research involved a combination of quantitative research (a national survey of 2,000 respondents) as well as qualitative research (focus groups in 6 locations across the country).

Harris/Decima organized the data collection work and conducted the focus groups. This report includes a detailed summary and analysis of findings from the focus group component of the research. The quantitative methodology is presented under separate cover.

The total cost of the research was \$127,076.98 (including HST).

Methodology - Qualitative

The qualitative component of the research was conducted with members of the general population, divided into groups of lower and middle income, and higher income households.

A total of twelve focus groups were held – two groups in each of the following cities: Vancouver, Winnipeg, Mississauga, London, Truro (NS) and Montreal. The following table outlines the distribution of the groups in terms of date, location, language, and target audience:

City	Date	Language	Lower/ Middle income	Higher income
Vancouver, BC	January 9, 2012	English	1	1
Winnipeg, MB	January 10, 2012	French	1	1
London, ON	January 11, 2012	English	1	1
Mississauga, ON	January 12, 2012	English	1	1
Montreal, PQ	January 16, 2012	French	1	1
Truro, NS	January 16, 2012	English	1	1
Total	--	--	6	6

The groups were conducted between January 9 and 16, 2012 and were standard groups, two hours in length, with between eight (8) and ten (10) participants each.

Sessions began at 5:30pm and 7:30pm each evening, and participants were given an honorarium of \$75 in appreciation for their time.

Appended to this report are the recruitment screener and discussion guide (in English and French).

NOTE: For the purposes of this report, it is important to note that focus group research is a form of scientific, social, policy and public opinion research. As structured, restricted, group interviews that proceed according to a careful

research design and attention to the principles of group dynamics, focus groups should be distinguished from “discussion groups”, “problem-solving groups”, “buzz groups”, or “brainstorming groups”. They are not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, however, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

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- There was appetite for tax incentives, such as the home renovation tax credit or similar types of credits that might not only give consumers incentives to spend but also to help contribute to the small business community.
- As discussed in other parts of this report, there was support for increasing efforts to diversify trade.
- There was support for increasing efforts to facilitate skills training and apprenticeship. However, as mentioned above, there was unease found in some regions about the true opportunities available even for those who pursue post-secondary education (university or college programs). In addition, there was a sense that there are significant weaknesses in terms of market signals and their connection to educational institutions and those seeking education – many fear that young people go down career paths that may look promising and which educational institutions encourage, but may not necessarily yield results in the employment market after that training is complete.
- Continued diligence in managing Canada's deficit was seen as an important priority. Events occurring in the US and Europe influenced perceptions, with participants advocating that the size of government not get too large, for fear of similar issues transpiring here. Participants said that it is imperative that Canada ensure that it keep its "overhead" at an appropriate level so the government's books can be in a sustainable position.

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Doug Anderson, Senior Vice President, Harris/Decima

Sommaire

Du 9 au 16 janvier 2012, Harris/Décima a mené 12 groupes de discussion auprès des Canadiens à Vancouver, Winnipeg, Mississauga, London, Montréal et Truro (à raison de deux groupes par ville). Les groupes, composés de personnes du grand public, étaient segmentés en fonction du revenu du ménage : dans chaque ville, un groupe réunissait des participants dont le revenu du ménage était bas ou moyen et l'autre, des participants dont le revenu du ménage était élevé — les seuils étaient différents si le ménage comptait un seul adulte ou s'il en comptait plusieurs.

Les groupes ont permis d'explorer divers sujets, dont les soins de santé, l'éducation, la criminalité, la diversification du commerce et de l'économie, l'énergie, le déficit ainsi que le sentiment général envers l'économie, tant en regard du présent que de l'avenir.

Les discussions initiales ont porté sur les priorités que les Canadiens jugent les plus importantes pour le gouvernement. Dans les groupes, les grandes priorités que les participants nomment le plus souvent sont l'économie, le chômage, les soins de santé, la diversification du commerce et l'éducation. Ils mentionnent également l'environnement, les taxes et les impôts de même que le vieillissement de la population, mais un peu moins souvent.

Économie

L'humeur économique générale varie selon la région du pays. Dans l'Ouest, les participants font preuve d'un optimisme prudent, forts de leur croyance selon laquelle les conditions sont généralement plus prometteuses au Canada que dans bien d'autres pays sur la planète. Au centre du Canada, une plus grande inquiétude est manifeste. Les participants ont l'impression que le pays est confronté à plusieurs problématiques internes (du point de vue de l'emploi et du sous-emploi et d'enjeux comme le vieillissement de la population) en plus de problématiques externes qui sont la source d'une anxiété continue par rapport à l'avenir. Dans le Canada rural (Truro), ce sont les considérations locales qui dominent et, essentiellement, ces conditions

locales (du moins celles relatives à l'économie) n'améliorent pas l'humeur générale.

Les participants devaient choisir des mots dans une liste ou trouver eux-mêmes des mots qui décrivent à quoi ressemble leur version idéale de l'économie. Ils ont choisi plusieurs mots, dont « forte » et « en croissance » et, dans une moindre mesure, « durable » et « équilibrée ». Lorsqu'ils sélectionnent ces mots précisément, c'est dans le contexte de voir à ce que les gouvernements et la population du Canada vivent selon leurs moyens tout en parvenant à la stabilité économique et, par-dessus tout, de créer un milieu de l'emploi moins volatil et plus stable, tant du point de vue du nombre que du type d'emplois disponibles.

Soins de santé

Les soins de santé ressortent comme un enjeu clé à divers égards. Lors de la discussion, certains participants font état de problèmes généraux comme le financement. Cependant, la discussion porte plus souvent sur des enjeux bien précis, par exemple le nombre de lits pour les soins de longue durée dans leur collectivité. De façon générale, les participants réclament surtout des soins de santé durables compte tenu du vieillissement de la population, et ils craignent que le système ne parvienne pas à gérer la transition et à atteindre cet objectif.

Dans certains groupes, les participants se souviennent vaguement que le gouvernement a récemment annoncé qu'il modifierait les transferts en santé aux provinces. Quelques-uns se souviennent qu'une annonce a été faite, mais peu d'entre eux en connaissent vraiment les tenants et les aboutissants. Lorsque les détails de l'annonce sont évoqués de façon naturelle durant la discussion, les impressions divergent un peu. Beaucoup de participants sont d'avis que le système doit s'engager dans une voie plus durable et que la mesure prise par le gouvernement constitue un pas vers la durabilité. D'autres participants voient le tout d'une manière plus négative et se disent déçus de l'approche du fédéral étant donné l'importance des soins

de santé. De leur point de vue, les changements apportés aux transferts en santé sont un plafonnement ou une compression du financement.

Diversification du commerce

Dans bon nombre de groupes, les participants soulèvent spontanément l'importance de la diversification du commerce pour dynamiser l'avenir économique du Canada. La majorité d'entre eux estiment que le Canada doit s'atteler à la tâche de diversifier son économie afin de s'affranchir de sa très grande dépendance au marché étatsunien.

Les participants semblent remarquer bon nombre des efforts que le gouvernement fédéral déploie pour diversifier le commerce. Dans l'ensemble, ils croient qu'il importe que le gouvernement déploie et continue de déployer ces efforts de diversification du commerce.

La construction des infrastructures nécessaires à l'exportation de produits est un enjeu majeur de la diversification du commerce qui ressort de façon organique durant les groupes. Les récents problèmes sur la question semblent avoir contribué à catapulter la reconnaissance du secteur pétrolier du Canada comme un moteur économique de taille pour le pays, de même que comme un générateur de revenus pour le gouvernement du Canada.

De nombreux participants perçoivent ces projets d'infrastructures comme une occasion de diversifier les marchés pour les ressources naturelles canadiennes, par exemple en Asie, mais aussi comme un projet assorti de risques environnementaux qui doivent être étudiés et évalués. En principe, la construction d'infrastructures sur la côte présente des résultats acceptables pour bon nombre de participants alors qu'il est prudent de diversifier les marchés. D'autres participants sont indifférents quant aux endroits où les ressources sont vendues parce qu'ils les perçoivent comme des marchandises (p. ex. les prix du pétrole sont les mêmes partout) et qu'ils ne sont pas personnellement engagés dans cette cause étant donné qu'ils n'ont pas l'impression qu'ils en profiteront.

Criminalité et justice pénale

Les participants ont été conviés à discuter de quelques enjeux associés à la criminalité et à la justice pénale. Les principaux résultats sont les suivants :

- Partout au pays, beaucoup de participants estiment qu'il y a une recrudescence des crimes comme les introductions par effraction, les dommages à la propriété et les vols ainsi que des crimes de cols blancs, comme la fraude. À peine quelques participants croient que l'incidence de ces crimes diminue.
- Cependant, bon nombre d'entre eux croient également que l'incidence des crimes violents tels que les meurtres et les agressions sexuelles demeure sensiblement au même niveau ou diminue. En général, les gens évoquent des données qu'ils ont lues ou entendues dans les médias pour prouver que c'est vraisemblablement le cas.
- Les participants sont nombreux à croire que le système de justice pénale ne dispose pas de ressources adéquates pour gérer les crimes, en particulier les crimes perpétrés par les jeunes, comme les vols ou les dommages à la propriété, et les crimes de cols blancs.
- La croyance prédominante veut que le système judiciaire croule sous les procès, que les services de police disposent de ressources insuffisantes pour appliquer la loi dans tous les cas, sauf en ce qui concerne les crimes les plus graves, et que ces conditions permettent à un plus grand nombre de personnes de commettre des crimes en toute impunité.
- En dépit du fait que bien des gens souhaitent que plusieurs types de crimes soient punis plus sévèrement, les participants perçoivent que le système carcéral au Canada constitue à la fois un problème et une solution à la criminalité. Bon nombre de participants croient en effet que les prisons sont des écoles où les petits criminels apprennent à

devenir plus astucieux et, pour nombre d'entre eux, la prison n'est pas pire que l'endroit où ils vivent lorsqu'ils sont en liberté

- Pour les participants, des idées telles que la justice réparatrice et l'indemnisation des victimes sont des éléments qu'il serait idéalement important d'intégrer dans une initiative gouvernementale de lutte contre la criminalité.
- Les concepts tels que des programmes communautaires visant à faire en sorte que les jeunes à risque de certaines communautés s'adonnent à d'autres activités sont également perçus comme très bénéfiques.

Gestion de l'économie et déficit

Dans les groupes, les discussions sur les priorités s'orientent souvent naturellement sur les perceptions que les participants entretiennent à l'égard du rôle du gouvernement fédéral dans la gestion de l'économie. À ce chapitre, les principaux résultats sont les suivants :

- Les participants ne souhaitent pas qu'il y ait plus de dépenses pour stimuler l'économie. La plupart d'entre eux sont d'avis que le premier déploiement du plan de relance était une étape ponctuelle nécessaire il y a trois ans, mais dans toutes les villes, pratiquement aucun participant n'est prêt à accepter une augmentation des dépenses et les répercussions sur le déficit qu'occasionnerait une nouvelle phase du plan de relance.
- Ils désirent des incitatifs fiscaux comme le crédit d'impôt pour la rénovation domiciliaire ou des crédits semblables qui pourraient non seulement offrir aux consommateurs des incitatifs pour dépenser, mais aussi pour soutenir les petites entreprises.

- Tel qu'il appert dans d'autres sections du rapport, les participants sont en faveur d'une augmentation des efforts pour diversifier le commerce.
- Les participants sont d'accord pour intensifier les efforts en vue de faciliter la formation et l'apprentissage. Cependant, tel que mentionné ci-dessus, un malaise règne dans certaines régions quant aux véritables possibilités qui existent, même pour ceux qui poursuivent des études postsecondaires (programmes universitaires ou collégiaux). En outre, les participants pensent qu'il y a des faiblesses significatives dans le lien qui existe entre les signaux qu'envoie le marché et l'interprétation qu'en font les établissements d'enseignement et ceux qui désirent poursuivre leurs études – nombreux sont ceux qui craignent que les jeunes s'engagent dans des cheminements de carrière qui peuvent sembler prometteurs et qu'encouragent les établissements d'enseignement, mais qui ne seront peut-être pas fructueux lorsque ces jeunes feront leur entrée sur le marché du travail une fois leur formation terminée.
- Les participants pensent que faire preuve de diligence continue dans la gestion du déficit du Canada est une priorité importante. Par ailleurs, les événements qui se déroulent aux États-Unis et en Europe ont une incidence sur les perceptions, et les participants allèguent qu'il ne faut pas laisser gonfler la taille de l'État, de crainte que des problèmes semblables émergent ici. Les participants disent qu'il est impératif que le Canada s'assure de maintenir ses « frais généraux » à un niveau opportun, de sorte que les livres comptables du gouvernement affichent un bilan durable.

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Doug Anderson, vice-président principal, Harris/Décima

Detailed Findings

Between January 9 and 16, 2012, Harris/Decima conducted twelve focus groups with Canadians in Vancouver, Winnipeg, Mississauga, London, Montreal and Truro (two groups per city). These general population groups were segmented based on household income: one group in each city comprised participants with lower to middle household incomes (based on household size) and the other group was held with participants in higher income groups (based on household size).

The groups explored a variety of topics, including health care, education, crime, trade and economic diversification, energy, the deficit, and general economic sentiment, today and into the future.

The findings from this research are presented below. This report will discuss the results by issue area, delineating prevailing impressions, and when raised and discussed, awareness of government efforts in the issue area, impressions of the effectiveness of those efforts, and existing remedies and/or suggested remedies to improve circumstances in that area.

Top Priorities

The initial discussions explored Canadians' top priorities for government. The economy, unemployment, health, trade diversification and education were most consistently identified as top priorities at this time. Environment, taxation, and the aging population were also raised, although somewhat less often.

- **Unemployment and Underemployment** were frequently raised concerns across the country that many hoped government could prioritize. Unemployment and underemployment among young educated people was often singled out, as well as unemployment among those who had worked in the manufacturing sector. The rise of contract work and part-time work as substitutes for traditional full time jobs with benefits were related concerns that many participants

raised as issues upon which they hoped government would place greater emphasis.

- **Health Care** was cited as a priority. In all parts of Canada, discussions of the importance of protecting the health care system were raised. A few participants had a vague recollection that the federal government had recently targeted health funding as an area for policy change. Specifically some recalled hearing that federal funding would move away from current levels and toward levels that would be tied more closely to economic growth. Some felt that those changes were appropriate to achieve balance in the delivery of health care, while others expressed fear that the federal government was not putting appropriate financial priority in this area. Recollection was somewhat higher in Truro in particular. This was likely a result of the premier meetings occurring at the same time the sessions were held. As a result, a number of participants cited hearing their government officials speaking about the change in the funding structure.
- **Trade diversification** was frequently identified as an issue that must be a government priority for Canada's future. Most often, this was an issue that was raised in the higher income groups, and the discussions usually revolved around the need for Canada to be actively seeking new markets for its products and services outside the US.
- **The aging of Canada's population** was another area identified as a priority in several of the groups. This issue raised anxiety, as it was feared that more government planning and organization was needed to address this issue, in terms of the sustainability of the health care system as well as the sustainability of the pension system. A common refrain in groups was a fear that Canada's systems will not be able to handle the rapidly rising number of older Canadians.

- **The Environment** was an area that participants in some of the groups, particularly the groups in Quebec, identified as an area that they felt needed to be a greater priority for the federal government.

Mood of the Country

The overall mood varied, depending on the region of the country. In the west, there was a sense of cautious optimism, buoyed by a belief that circumstances in Canada were generally more promising than in many other countries around the world. In central Canada, there was more trepidation in evidence, a sense that there are real challenges facing the country (in terms of employment, underemployment, and in terms of issues like the aging population) that are creating challenges that they were not certain the country would be able to surmount, at least not yet. In Truro, a rural location, local considerations dominate, and by and large those local conditions (at least economic conditions) were not helping the overall mood.

Current State of The Economy

In the west, most participants felt that the economy was stable and recovering, but susceptible to outside influences, notably the European financial crisis and the weak US economy. Driving concerns in the west revolved around the inability of the economy to create “good” jobs, and perceptions that there are growing gaps between the “haves” and “have nots” in Canadian society. But the economic mood in the west was found to be generally optimistic, and there was a widely held sense of confidence about the country’s economic future.

In Ontario and Quebec, the sentiment in regard to the economy was somewhat less optimistic. In higher income groups, words like stable and recovering were less frequently used as descriptors than in the west, and in lower income groups, these words were rarely used. More often, words used to describe the economy were fragile, stagnant, and weak. Threats to the economy included a wide range of *internal* forces and factors in addition to *external* ones described above. Internal forces, like the rising cost of living,

fewer jobs and a changing type of work (more part-time, more contracts, few long term good paying jobs) were front and centre in the dynamic of the discussion, and were more disconcerting than external forces. Some spoke of too much attention to the west and not enough balance in the economic circumstances across the country. Some spoke of the failures of Canada's immigration system to utilize the talents of new immigrants. Others spoke of deep concerns about corporations and how they treat workers. In these groups, there was another consistent theme: a deep-seated concern about the lack of economic opportunities that bright young people can expect when they complete post-secondary education.

In Truro, perceptions were that the local economy was not doing well, and this view cast a dominating influence over the economic discussion overall. Most participants had little to say about forces affecting them that were outside their local area.

In some groups, it was very clear that the employment market and the perceived opportunities presented in terms of employment were the dominant force driving impressions of the economy right now.

Aspirational Goals for the Economy

One of the explorations in the groups revolved around aspirational goals for the economy – that is, ideas and words that reflect what their ideal version of the economy looks like. A number of words were selected by participants, such as “strong”, “growing”, and to a lesser extent, “sustainable” and “balanced”. The prevailing views had to do with ensuring that Canadian governments and Canadian people live within their means, while achieving economic stability and most importantly, creating an employment environment which has less volatility and more stability, in terms of the amount and type of work available.

Health Care

Health care was touched upon as a key issue from a number of perspectives. For some, the discussion revolved around general issues like funding. More often, the discussion touched on very specific issues like the number of long-term care beds available in their community, physician shortages, and wait times. Typically, participants’ key demand revolved around how health care needs to be sustainable as the population ages, and fear that the system will not be able to manage this transition and achieve this goal.

In some groups, there was vague recollection of the government’s recent announcement of changes to health care transfers to the provinces. A handful recalled that an announcement had been made, but few had clear knowledge of what specifically was announced.

Those who had some familiarity with the announcement typically had heard something about federal health funding being tied to GDP rather than being negotiated or fixed at a number.

When the specifics did emerge organically in discussion, impressions varied somewhat. Many felt that the system needed to get onto a more sustainable path, and the step the government had taken was a step toward greater

sustainability. Some held a more negative impression, expressing disappointment at the federal approach, given the importance of health care. Moreover, there was a perception among some that this was a cap or cut to health care funding.

Trade Diversification

The importance of trade diversification came up unprompted in many groups as an important driver of the future of Canada's economy. There continues to be a prevalent belief across the country that Canada must work harder to diversify its economic base. The current very high degree of trade with the American market is desirable but prudence and recent economic turmoil in the US suggests that Canada should expand its client base.

The groups explored several dimensions of trade diversification.

- Participants are taking notice of many of the efforts the federal government is pursuing in regard to trade diversification. For example, many knew that the federal government was about to take a second trip to China in the coming weeks;
- Several had seen read or heard about Trade Missions to China, India, and other major economies in Asia;
- There was less familiarity with new trade agreements with countries in South America, although these new agreements came up in some groups from at least one participant.

Collectively, these efforts to diversify trade were believed to be important for government to pursue and keep pursuing, although the more contemplative participants were unsure about how much impact these efforts have yielded, as yet. Irrespective of how much impact they might have had yet, there was universal sentiment that trade diversification should be a centerpiece of the federal government's economic priorities.

Prevailing impressions of these issues and the role of the federal government:

- Recent delays in some infrastructure projects reinforced for many the already prevailing belief of the critical importance of diversification beyond the US market for Canada's economy.
- Issues surrounding pipelines appear to have helped to catapult recognition of Canada's oil sector as a huge economic driver of Canadian economy, and a revenue generator for the Canadian government. This has been heightened in the context of a perceived perpetual weakness in central Canada's economy, as described in the initial sections of this report. In central Canada, there were mixed sentiments about this situation. For some, it was seen as a way of buoying the rest of the country, helping to ensure growth and revenues for government. For others, there was unease about the reliance on oil to generate wealth, a concern that oil is unsustainable, environmentally suspect and finite.
- Building the required infrastructure (such as pipelines, ports, railways etc) was perceived by many as an opportunity to diversify markets for Canadian resources to Asia, but one that carries environmental risks that need to be considered and addressed. For many, in principle, establishing a pipeline to the west coast, for example, is a palatable outcome in order to sell to others outside of the US, and Canada must use its natural resources, including oil, as a tool to generate economic development. Others were indifferent to where resources are sold, because they are seen as commodities (e.g. prices the same everywhere), and they are not personally invested in it in that they don't see themselves benefitting.
- At the same time, the one issue that gave many participants pause about infrastructure endeavours, such as pipeline projects was the issue of refining oil in Canada. In Ontario, where manufacturing and value added work is seen as weakening, some participants at the

table (often the more knowledgeable and well read) didn't challenge the idea of building new pipelines on environmental grounds. But often they suspected the plan was to send unrefined oil to China, and as such challenged the benefits case for building pipelines. Their sense was that this approach equated to selling Canada's natural resources without realizing Canada's full economic potential (in terms of skilled-labour jobs) from them. Meanwhile, others questioned why Canada doesn't simply add refining capacity.

Participants also engaged discussions about the regulatory processes associated with infrastructure projects. Prevailing sentiments:

- Most want independent regulatory processes, with exhaustive environmental efforts, and good science (including scientists from Canada and other countries if necessary), to take place before these kinds of projects break ground. Many were reluctant to assign a specific timeframe to this process, but most felt 24-36 months was a reasonable timeframe. Longer than that was deemed unreasonable.
- Most want some form of public consultation to take place for these pipeline projects, but at the same time ensuring that priorities and clear criteria are in place to vet who can participate. Many suggested that local community representation was very important, and that those from other countries should probably not be allowed to participate without a valid rationale (i.e. directly involved in the project).

Crime and Criminal Justice

Participants were invited to discuss a few issues associated with crime and criminal justice. First, they were invited to discuss their perceptions around the frequency of and severity of crime. Then they were asked about government efforts in this area, and their impressions of such efforts. Key findings:

- Crime and criminal justice issues typically did not get raised as top worries or priorities for government in the initial unprompted discussion. That said, when prompted about these issues, people across the country expressed opinions.
- Across the country, many believed that the incidence of crimes like break and enter, property damage, gang-related crime, robbery and white collar crimes like fraud are on the rise. Only a few believe the incidence of these crimes is falling.
- At the same time, many also believed that violent crimes like murder and sexual assaults are remaining about the same or are on the decline. Typically people cite data they have read or heard in the media as proof that this is likely the case.
- There was a widespread belief that the criminal justice system is too under-resourced in terms of how it deals with crime, particularly crime among youth in the robbery/property category, and white collar crime as well. This was found in all parts of the country, west and east. In particular, the system is seen as being not as stringent on young people, particularly in regard to property and related crimes, leading to indifference to the potential implications of criminal activities among that demographic. Most believed that the criminal justice system needs to be more stringent.
- There was a prevailing belief that the justice system is overwhelmed with cases, police enforcement is lax for all but the most severe crimes, and these conditions allow for more people “getting away” with crime, more loopholes, more plea bargains, and more dismissed cases.
- In spite of the fact that many people want to see many types of crime more stringently dealt with, the jail system in Canada was seen as contributing to the problems of crime as much as being a remedy for

it. Many believed that jails are places where petty criminals learn how to become more sophisticated criminals and that for many, going to jail is not a worse place than they live when they are on the outside.

- Ideas like restorative justice, and compensation for victims were seen as important elements of an ideal effort by government to deal with crime.
- Ideas like community programs to help ensure that at-risk youth in certain communities are active in other activities were seen as very beneficial as well. Many believed that these kinds of community programs get very little in terms of dollars from government today, but are vitally important in ensuring that young people don't turn to a life of crime.

Economic Management

Focus group discussions on priorities often naturally touched on perceptions of the federal government's economic management. Most suggested that the current government has been satisfactory in this role, keeping interest rates and inflation at relatively low levels, and making more efforts to pursue trade diversification.

- There was no appetite for further stimulus spending. Most felt that the first round of stimulus was a necessary step for the very specific moment in time three years ago, but virtually none of the participants anywhere were prepared to incur the increased expenditure and the deficit implications that a new round of stimulus spending would create. It was seen as a potentially "unsustainable" expenditure, from both a fiscal management perspective as well as from the perspective of not necessarily creating long term employment.
- There was appetite for tax incentives, such as the home renovation tax credit or similar types of credits that might not only give

consumers incentives to spend but also to help contribute to the small business community.

- There was support for increasing efforts to diversify trade. Canada's current dependence on the US economy was universally believed to be unsustainable in the long term, and thus it is considered important that the federal government pursue diversification of trade, with Asia as the region that most believe is the most beneficial region for which Canada should pursue increased economic ties.

There was support for increasing efforts to facilitate skills training and apprenticeship. However, as mentioned above, there were concerns raised in some groups about the true opportunities available even for those who pursue post-secondary education (university or college programs). There was a sense that there are significant weaknesses in terms of market signals and their connection to educational institutions and those seeking education. These perceived gaps were a source of unease and frustration, particularly among young people in the groups. Much was discussed in communities like London about perceived operational weaknesses of apprenticeship and training programs. This is among the key factors contributing to a sense of malaise about the economic possibilities for young people that were often heard. To many, even when there are programs in place, there don't seem to be good systems connecting market signals about key skills, to educational programs offering those skills, to students pursuing programs to get those skills, and participants very much want to see this addressed.

Fiscal Management

There continues to be widespread recognition that Canada is in a deficit position, and it was more often raised at the outset of the discussion as one of the major concerns on which the federal government must focus its attention.

When discussing the importance of the issue of reducing the deficit, it was clear that the events occurring in the US and Europe had been influencing

perceptions. People were very familiar with the troubles faced by France, Italy, Germany, and Greece. These external forces appear to be conditioning participants to be attuned to this issue, and wary of letting the size of government get too large.

Unprompted, few recalled any issues regarding recent federal initiatives or announcements to address the deficit, but once prompted, a small number of participants expressed vague awareness of the government's efforts to reduce the size of government.

Appendix A: Recruitment Screeners

English

Hello, my name is _____. I'm calling from Harris/Decima, a national public opinion research firm. On behalf of the Government of Canada we're organizing a series of discussion groups to explore various issues of importance to the country.

EXPLAIN FOCUS GROUPS. About 10 people like yourself will be taking part, all of them randomly recruited by telephone just like you. For their time, participants will receive an honorarium of \$75.00. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people.

May I ask you a few questions?

Yes **CONTINUE**
 No **THANK AND TERMINATE**

Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a "round table" discussion lead by a research professional.

READ TO ALL: "This call may be monitored or audio taped for quality control and evaluation purposes."

ADDITIONAL CLARIFICATION IF NEEDED:

- to ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- to assess my (the interviewer) work for performance evaluation;
- to ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing).
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they were unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

S1) Do you or any member of your household work in or has retired from:

	YES	NO
Market Research or Marketing	1	2
Public Relations or Media (TV, Print)	1	2

Advertising and communications	1	2
An employee of a political party	1	2
An employee of a government department or agency, whether federal or provincial	1	2

IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE

S2) Are you a Canadian citizen at least 20 years old who normally resides in the [XX] area?

- Yes 1 **CONTINUE**
- No 2 **THANK AND TERMINATE**

S3) How long have you lived in [CITY]? _____

TERMINATE IF LESS THAN 2 YEARS

S4) Are you the head or co-head of your household?

- Yes 1 **CONTINUE**
- No 2 **THANK AND TERMINATE**

S5) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

- Yes 1 **MAX. 1/3 PER GROUP**
- No 2 **GO TO Q1**

S6) How long ago was it? _____

TERMINATE IF IN THE PAST 6 MONTHS

S7) How many consumer discussion groups have you attended in the past 5 years?

TERMINATE IF MORE THAN 4 DISCUSSION GROUPS

ASK ALL

Q1) Could you please tell me what age category you fall in to? Are you...

- Under 20 0 **THANK AND TERMINATE**

20-24 years	1	}	ENSURE GOOD MIX PER GROUP
25-34 years	2		
35-44 years	3		
45-54 years	4		
55-64 years	5		
65+ years	6		
Refuse	9		THANK AND TERMINATE

Q2) Do you currently have children under the age of 18 living in the house with you? **[RECRUIT MIX]**

Yes	1
No	2

Q3) How many people above the age of 18 are there in your household?

One	1
More than one	2

Q4) Could you please tell me what is the last level of education that you have completed?

Some high school only	1	}	ENSURE GOOD MIX PER GROUP
Completed high school	2		
Some College/University	3		
Completed College/University	4		
RF/DK	9		

Q5) What is your current employment status?

Working full-time	1	
Working part-time	2	
Self-employed	3	
Retired	4	
Currently not working	5	SKIP TO Q7 – MAX 3 PER GROUP
Student	6	SKIP TO Q7 – MAX 3 PER GROUP
Other	7	
DK/RF	99	

Q6) **[IF EMPLOYED/RETIRED]** What is/was your current/past occupation? _____ **(PLEASE SPECIFY)**

Q7a) **[IF Q3=1 ASK]** Was your household's income for 2010 greater or less than 75 thousand dollars?

\$75K or greater	1	Qualifies for group 2 UNLESS EMPLOYMENT STATUS = STUDENT
Less than \$75K	2	Qualifies for group 1
Refused	9	THANK AND TERMINATE

Q7b) **[IF Q3=2 ASK]** Was your household's income for 2010 greater or less than 100 thousand dollars?

\$100K or greater	1	Qualifies for group 2 UNLESS EMPLOYMENT STATUS = STUDENT
Less than \$100K	2	Qualifies for group 1
Refused	9	THANK AND TERMINATE

Q7c) **[IF Q7A OR Q7B =2 ASK]** And would that be:

Under \$20,000	1	} ENSURE GOOD MIX PER GROUP
Between \$20,000 and \$34,999	2	
Between \$35,000 and \$44,999	3	
Between \$45,000 and \$59,999	4	
Between \$60,000 and \$74,999	5	
Between \$75,000 and \$99,999	6	

Q8) **DO NOT ASK – NOTE GENDER**

Male	1	} ENSURE 50-50 SPLIT
Female	2	

Q9) If you won a million dollars what would be the first two things you would do with the money?

(MUST HAVE TWO RESPONSES TO ACCEPT. TERMINATE IF FLIPPANT, COMBATIVE OR EXHIBITS DIFFICULTY IN RESPONDING)

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.

As I mentioned earlier, the group discussion will take place the evening of, **Day, Month, Date @ Time for 2 hours**. Would you be willing to attend?

Yes	1	
No	2	THANK & DISCONTINUE

PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the hosting facility and session moderator with a list of respondents' names and profiles (screener responses) so that they can sign you into the group. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	GO TO P2
No	2	READ RESPONDENT INFO BELOW

Unfortunately we need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. **GO TO P1A**

P1a) Now that I've explained this, do I have your permission to provide your name and profile to the facility?

Yes 1 **GO TO P2**
 No 2 **THANK & TERMINATE**

P2) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes 1 **THANK & GO TO P3**
 No 2 **READ RESPONDENT INFO BELOW**

Unfortunately it is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete his report. I assure you it is kept strictly confidential and it will be destroyed as when the research is complete. **GO TO P2A**

P2a) Now that I've explained this, do I have your permission for audio/video taping?

Yes 1 **THANK & GO TO P3**
 No 2 **THANK & TERMINATE**

P3) Each month FocusSearch submits the names of individuals that have participated in our focus groups to the Marketing Research and Intelligence Association (www.mria-arim.ca<[http:// www.mria-arim.ca](http://www.mria-arim.ca)>) Qualitative Central system. Qualitative Central serves as a centralized database to review participation in qualitative research and focus groups. You will not be contacted for any reason whatsoever as a result of being on this list.

Do we have your permission to submit your name and phone number to MRIA's Qualitative Central system?

Yes 1 **THANK & GO TO INVITATION**
 No 2 **GO TO P3A**

AS REQUIRED, ADDITIONAL INFO FOR THE INTERVIEWER:

Please be assured that this information is kept confidential and is strictly accessed and used by professional market research firm to review participation and prevent "professional respondents" from attending sessions. Research firms participating in MRIA's Qualitative Central require your consent to be eligible to participate in the focus group - the system helps ensure the integrity of the research process.

AS REQUIRED, NOTE ABOUT MRIA:

The Marketing Research and Intelligence Association is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Society's mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of market information.

INVITATION

GREAT IT LOOKS LIKE I CAN FIT YOU INTO THIS SESSION. Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

<p>Vancouver NRG Research Group 1100 Melville Street, Suite 1380 Vancouver, BC V6E 4A6 Entry Instructions to Building: Street level entry, front doors. Directions: NRG Research, located in downtown Vancouver, near Thurlow and Melville Street in the Sunlife Financial Building. Parking: Attached, municipal and street parking</p>	<p>Winnipeg NRG Research Group 804 – 213 Notre Dame Winnipeg MB R3B 1N3 Entry Instructions to Building: Enter from Notre Dame. Facility is located on the 8th floor. If the doors are locked when you arrive, please use the keypad next to the door to be buzzed into the building. The code is 8060. This is posted next to the door. Directions: NRG Research is located near the corner of Portage and Main on Notre Dame. Located in the Electric Railway Chambers Building. There is a Subway Restaurant directly across the street from our building. Parking: There is parking in the parkade on Albert Street and there is also some street parking available. There is a walkway from the third level of the parkade to 213 Notre Dame. The Focus Group Studio is located in Suite #804 on the eighth floor.</p>
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<p>London Academica Group Inc. 131 Wharncliffe Road South London ON N6J 2K4 Entry Instructions to Building: Enter from back door from parking lot. On the second floor. Directions: Wellington Rd. North, off the 401 Left (West) on Commissioners Right (North) on Wharncliffe Rd. Left on Byron Ave. Major intersection: Southwest corner of Wharncliffe Road and Byron Avenue, just south of Springbank Drive and the Horton Street extension. Parking: Attached parking.</p>	<p>Mississauga Info Quest 12-6655 Kitimat Rd Mississauga ON L5N 6J4 Directions: From East/West: Take Highway 401 West to Erin Mills Parkway/Mississauga Rd exit. Take Erin Mills Pky south [turn left (right if coming from west)] to first stop light below HWY 401 interchange --- Argentia Rd [opposite Delta Meadowvale Hotel]. Turn left (heading east) on Argentia Road. At first light [one block east -- which is Kitimat Rd], turn right heading south). 6655 Kitimat Road, Suite 12 is among the first group of buildings {Kitimat Business Park} on the left side below intersection [opposite Walmart]. From South: Take QEW East or West to Erin Mills Parkway. Travel north on Erin Mills Pky to Argentia Rd which is at the top end of Erin Mills Pky [you will see Delta Hotel on NW comer]. Turn right on Argentia Road (heading east). At first light (which is Kitimat Rd, only one block), turn right (heading south). 6655 Kitimat Road, Suite 12 is among the first group of buildings on left [East] side [opposite Walmart], site called Kitimat Business Park.</p>
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<p>Montreal Opinion Search 1080 Côte du Beaver Hall, 4th Floor Montréal QC H2Z 1S8 Entry Instructions to Building: When entering the building, please take the elevator to the fourth floor If coming by the Square Victoria metro, Please take the Beaver Hall exit. Direct access from the Metro in the building until 6:00 pm. Directions: 3 blocks down St Catherine, Intersection: Belmont and Beaver Hall. Metro: Square Victoria Parking: Street, attached, and municipal parking</p>	<p>Truro Holiday Inn Hotel & Conference Centre 437 Prince Street Truro, Nova Scotia B2N 1E6</p>
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The discussion would last approximately **2 hours** and you will be given \$75.00 to thank you for your time.

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **1-800-363-4229 x5068** at our office. Please ask for **Carol Smith**. Someone will call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes,

Can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____
 Last Name _____
 Email _____
 Day time phone number _____
 Night time phone number _____

French

Bonjour, je m'appelle _____ et je vous téléphone de Harris/Décima, une firme nationale de recherche sur l'opinion publique. Nous organisons des groupes de discussion pour le compte du gouvernement du Canada afin d'examiner divers enjeux d'importance pour le pays.

EXPLIQUEZ CE QUE SONT LES GROUPES DE DISCUSSION. Environ 10 personnes qui auront tout comme vous été choisies au hasard par téléphone prendront part à la discussion. Les participants recevront une prime de 75,00 \$ en guise de remerciement pour le temps qu'ils nous auront accordé. Toutefois, avant de vous inviter à vous joindre à nous, j'aimerais vous poser quelques questions pour m'assurer que le groupe sera composé d'une bonne diversité de personnes.

Puis-je vous poser quelques questions?

Oui **CONTINUEZ**
Non **REMERCIEZ ET TERMINEZ**

Votre participation est volontaire. Nous désirons connaître votre opinion et nous ne tenterons pas de vous vendre quoi que ce soit ni de vous faire changer d'avis. La discussion se déroulera sous forme de table ronde et sera animée par un professionnel de la recherche.

LISEZ À TOUS : « Cet appel peut être écouté ou enregistré à des fins d'évaluation ou de contrôle de la qualité. »

CLARIFICATIONS SUPPLÉMENTAIRES AU BESOIN :

- Pour s'assurer que je lise les questions correctement et que je recueille vos réponses avec précision;
- Pour évaluer mon rendement;
- Pour vérifier que le questionnaire est exact/correct (c.-à-d. évaluation de la programmation ITAO et de la méthodologie – s'assurer que nous posons les bonnes questions pour répondre aux exigences de nos clients en matière de recherche – comme un prétest);
- Si l'appel est enregistré, l'enregistrement sert uniquement à évaluer le travail de l'intervieweur et est écouté immédiatement après la fin de l'entrevue. S'ils étaient absents au moment de l'entrevue, le client et le gestionnaire de projet pourraient également écouter l'enregistrement. Tous les enregistrements sont détruits après l'évaluation.

- S1) Est-ce que vous, ou un membre de votre ménage, travaillez dans l'une des organisations ou des domaines suivants, ou avez y avez pris votre retraite :

	OUI	NON
Recherche marketing ou marketing	1	2
Relations publiques ou média (télévision, presse écrite)	1	2
Publicité ou communications	1	2
Un(e) employé(e) d'un parti politique	1	2
Un(e) employé(e) d'un ministère ou d'un organisme gouvernemental, que ce soit au fédéral ou au provincial	1	2

SI « OUI » À L'UNE DE CES OPTIONS, REMERCIEZ ET TERMINEZ

- S2) Êtes-vous un(e)citoyen(ne) canadien(ne), âgé(e) d'au moins 20 ans, qui réside habituellement dans la région de Montreal?

Oui	1	CONTINUEZ
Non	2	REMERCIEZ ET TERMINEZ

- S3) Depuis combien de temps habitez-vous à Montreal ? _____

TERMINEZ SI MOINS DE 2 ANS

- S4) Êtes-vous le chef ou l'un des chefs de votre ménage?

Oui	1	CONTINUEZ
Non	2	REMERCIEZ ET TERMINEZ

- S5) Avez-vous déjà participé à un groupe de discussion de consommateurs, à une entrevue ou à un sondage pour lequel ou laquelle vous avez été recruté(e) à l'avance et vous avez reçu une somme d'argent?

Oui	1	MAX 1/3 PAR GROUPE
Non	2	PASSEZ À Q1

- S6) Il y a combien de temps de cela? _____

TERMINEZ SI AU COURS DES 6 DERNIERS MOIS

- S7) À combien de groupes de discussion de consommateurs avez-vous participé au cours des 5 dernières années?

TERMINEZ SI PLUS DE 4 GROUPES DE DISCUSSION

POSEZ À TOUS

Q1) Pouvez-vous me dire à quel groupe d'âge vous appartenez? Avez-vous...?

Moins de 20 ans	0	} BONNE DIVERSITÉ DANS CHAQUE GROUPE
De 20 à 24 ans	1	
De 25 à 34 ans	2	
De 35 à 44 ans	3	
De 45 à 54 ans	4	
De 55 à 64 ans	5	
65 ans et +	6	
Refuse	9	REMERCIEZ ET TERMINEZ

Q2) Y a-t-il actuellement des enfants de moins de 18 ans qui vivent sous votre toit? [**BONNE DIVERSITÉ**]

Oui	1
Non	2

Q3) Combien y a-t-il de personnes de plus de 18 ans dans votre ménage?

Une	1
Plus d'une	2

Q4) Pourriez-vous me dire quel est le plus haut niveau de scolarité que vous avez atteint?

Études secondaires non terminées	1	} BONNE DIVERSITÉ DANS CHAQUE GROUPE
Études secondaires terminées	2	
Études collégiales/universitaires non terminées	3	
Études collégiales/universitaires terminées	4	
Refuse/Ne sait pas	9	

Q5) Quelle est votre situation d'emploi actuelle?

Travailleur(euse) à temps plein	1
Travailleur(euse) à temps partiel	2
Travailleur(euse) autonome	3
Retraité(e)	4

Sans emploi à l'heure actuelle	5	PASSEZ À Q7 – MAX 3 PAR GROUPE
Étudiant(e)	6	PASSEZ À Q7 – MAX 3 PAR GROUPE
Autre	7	
NSP/REFUSE	99	

Q6) [SI EMPLOYÉ(E)/RETRAITÉ(E)] Quelle est votre occupation actuelle/Quelle était votre ancienne occupation?
 _____ (VEUILLEZ PRÉCISER)

Q7a) [SI Q3=1, POSEZ] En 2010, le revenu de votre ménage a-t-il été supérieur ou inférieur à 75 000 dollars?

75 000 \$ ou supérieur	1	Admissible au deuxième groupe SAUF SI LA SITUATION D'EMPLOI = ÉTUDIANT(E)
Inférieur à 75 000 \$	2	Admissible au premier groupe
Refuse	9	REMERCIEZ ET TERMINEZ

Q7b) [SI Q3=2, POSEZ] En 2010, le revenu de votre ménage a-t-il été supérieur ou inférieur à 100 000 dollars?

100 000 \$ ou supérieur	1	Admissible au deuxième groupe SAUF SI LA SITUATION D'EMPLOI = ÉTUDIANT(E)
Inférieur à 100 000 \$	2	Admissible au premier groupe
Refuse	9	REMERCIEZ ET TERMINEZ

Q7c) [SI Q7A OU Q7B =2, POSEZ] Et a-t-il été :

Inférieur à 20 000 \$	1	} BONNE DIVERSITÉ DANS CHAQUE GROUPE
De 20 000 \$ à 34 999 \$	2	
De 35 000 \$ à 44 999 \$	3	
De 45 000 \$ à 59 999 \$	4	
De 60 000 \$ à 74 999 \$	5	
De 75 000 \$ à 99 999 \$	6	

Q8) NE DEMANDEZ PAS – NOTEZ LE SEXE

Homme	1	}	RÉPARTITION 50-50
Femme	2		

Q9) Si vous gagniez un million de dollars, quelles sont les deux premières choses que vous feriez avec cet argent?

(DOIT FOURNIR DEUX RÉPONSES POUR ÊTRE ACCEPTÉ. TERMINEZ SI RÉPOND DE FAÇON DÉSINVOLTE OU BELLIQUEUSE OU A DE LA DIFFICULTÉ À RÉPONDRE)

TERMINEZ SI LE RÉPONDANT DONNE UNE RAISON COMME UN PROBLÈME DE LA VUE, DE L'OUÏE, D'ALPHABÉTISME, UN PROBLÈME DE COMMUNICATION ÉCRITE OU ORALE, UNE PRÉOCCUPATION QUANT À SA CAPACITÉ DE BIEN COMMUNIQUER OU SI VOUS AVEZ UN DOUTE.

Comme je l'ai mentionné plus tôt, le groupe de discussion aura lieu en soirée le **Jour Date Mois @ Heure et durera 2 heures**. Accepteriez-vous d'y participer?

Oui	1	REMERCIEZ ET TERMINEZ
Non	2	

ENJEUX RELATIFS À LA CONFIDENTIALITÉ

J'aurais maintenant quelques questions à vous poser à propos de la confidentialité, de vos renseignements personnels et du déroulement de la recherche. Nous devons obtenir votre permission par rapport à certains sujets pour pouvoir effectuer notre recherche. Lorsque je vous poserai ces questions, n'hésitez pas à me demander de les clarifier si vous en ressentez le besoin.

P1) Tout d'abord, nous fournirons une liste des noms et des profils (réponses au questionnaire) des participants aux hôtes et au modérateur, afin qu'ils puissent vous inscrire. Acceptez-vous que nous leur transmettions ces renseignements? Je peux vous assurer que ceux-ci demeureront strictement confidentiels.

Oui 1 **PASSEZ À P2**
 Non 2 **LISEZ L'INFORMATION SUIVANTE AU RÉPONDANT**

Nous devons donner votre nom et votre profil aux hôtes et au modérateur, puisque seuls les gens qui sont invités à participer peuvent prendre part à la séance. Les hôtes et le modérateur ont besoin de ces renseignements à des fins de vérification uniquement. Soyez assuré(e) que ces renseignements demeureront strictement confidentiels. **PASSEZ À P1A**

P1a) Maintenant que je vous ai expliqué cela, acceptez-vous que nous transmettions votre nom et votre profil aux hôtes et au modérateur?

Oui 1 **PASSEZ À P2**
 Non 2 **REMERCIEZ ET TERMINEZ**

P2) Il y aura un enregistrement audiovisuel de la séance et celui-ci servira uniquement à des fins de recherche. L'enregistrement sera uniquement utilisé par un professionnel de la recherche pour préparer le rapport sur les résultats de la recherche. L'enregistrement sera détruit lorsque le rapport sera terminé.

Acceptez-vous qu'un enregistrement audiovisuel de la séance soit effectué uniquement à des fins de recherche?

Oui 1 **REMERCIEZ ET PASSEZ À P3**
 Non 2 **LISEZ L'INFORMATION SUIVANTE AU RÉPONDANT**

Malheureusement, nous devons faire un enregistrement audiovisuel de la séance puisque le professionnel de la recherche en a besoin pour rédiger son rapport. Je peux vous assurer que l'enregistrement demeurera strictement confidentiel et qu'il sera détruit dès que le rapport sera terminé. **PASSEZ À P2A**

P2a) Maintenant que je vous ai expliqué cela, acceptez-vous que nous fassions un enregistrement audiovisuel?

Oui 1 **REMERCIEZ ET PASSEZ À P3**
 Non 2 **REMERCIEZ ET TERMINEZ**

P3) Chaque mois, nous soumettons le nom des personnes qui ont participé à nos séances au Registre central de recherche qualitative de l'Association de la recherche et de l'intelligence marketing (www.mria-arim.ca). Le Registre central de recherche qualitative est une base de données centrale qui vérifie la participation aux entrevues de recherches qualitatives. Personne ne communiquera avec vous parce que votre nom se trouve sur cette liste.

Nous permettez-vous de soumettre votre nom et votre numéro de téléphone au Registre central de recherche qualitative de l'ARIM?

Oui 1 **REMERCIEZ ET PASSEZ À L'INVITATION**
Non 2 **PASSEZ À P3A**

AU BESOIN, RENSEIGNEMENTS SUPPLÉMENTAIRES POUR L'INTERVIEWEUR :

Soyez assuré(e) que cette information demeurera confidentielle et seules les firmes de recherche marketing professionnelles pourront y accéder et l'utiliser pour vérifier la participation et empêcher les « répondants professionnels » de participer aux séances. Les firmes de recherche qui participent au Registre central de recherche qualitative de l'ARIM ont besoin de votre autorisation avant que vous ne soyez admissible à participer au groupe. Cette procédure contribue à assurer l'intégrité du processus de recherche.

AU BESOIN, NOTE À PROPOS DE L'ARIM :

L'Association de la recherche et de l'intelligence marketing est un organisme à but non lucratif qui regroupe des professionnels de la recherche marketing impliqués dans le marketing, la publicité, les recherches sociales et politiques. La mission de l'Association est d'être le leader dans la promotion de l'excellence dans la pratique du marketing et des recherches sociales ainsi que dans la valeur de l'information sur les marchés.

INVITATION

EXCELLENT, VOUS ÊTES ADMISSIBLE AU GROUPE. Avez-vous un crayon à portée de la main pour prendre en note l'adresse de l'endroit où se tiendra le groupe de discussion? Il aura lieu à :

Montréal

Opinion Search

1080, côte du Beaver Hall, 4^e étage, Montréal (Québec) H2Z 1S8

Pour entrer dans l'édifice :

Lorsque vous entrez dans l'édifice, veuillez prendre l'ascenseur jusqu'au 4^e étage.

Si vous arrivez de la station de métro Square-Victoria, veuillez prendre la sortie Beaver Hall. Vous pouvez entrer directement dans l'édifice à partir du métro jusqu'à 18 h.

Directions :

3 rues au sud de la rue Ste-Catherine,

Intersection : Belmont et Beaver Hall

Métro : Square-Victoria

Stationnement :

Dans les rues, intérieur et municipal.

La discussion durera environ **2 heures** et vous recevrez une prime de 75 \$ en guise de remerciement pour le temps que vous nous aurez accordé.

Nous vous demandons d'arriver quinze minutes avant l'heure prévue pour vous permettre de stationner votre voiture, de trouver l'endroit et de vous présenter à nos hôtes. Il est possible qu'on vous demande de vous identifier avant la tenue du groupe. Par conséquent, assurez-vous d'avoir une pièce d'identité sur vous (par exemple, un permis de conduire). De plus, si vous avez besoin de lunettes pour lire, veuillez les apporter.

Comme nous n'invitons qu'un petit nombre de personnes, votre participation est très importante pour nous. Si, pour une raison ou une autre vous ne pouvez pas vous présenter, veuillez nous en aviser pour que nous puissions vous remplacer. Vous pouvez nous joindre au **1 888 288 0199**. Demandez à parler à **Louise Tremblay**. Quelqu'un communiquera avec vous la veille du groupe de discussion pour confirmer votre présence.

Afin que nous puissions vous appeler pour confirmer votre présence ou pour vous informer si des changements survenaient, pourriez-vous me confirmer votre nom et vos coordonnées? **[LISEZ LES COORDONNÉES QUE NOUS AVONS ET MODIFIEZ-LES AU BESOIN.]**

Prénom _____

Nom de famille _____

Courriel _____

Numéro de téléphone le jour _____

Numéro de téléphone le soir _____

Appendix B: Discussion Guides

English

INTRODUCTION (5 Minutes)

WARM UP: General Context (30 Minutes)

- Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most?
- FOR MAIN ISSUES RAISED: have you seen or heard of any specific actions or steps taken by the Government of Canada to address (ISSUE). (PROBE AS NECESSARY: ENERGY MARKET DIVERSIFICATION, HEALTH CARE, FISCAL SUSTAINABILITY)

ECONOMIC SITUATION (15 Minutes)

- Overall, how is Canada's economy doing? What makes you say that?
- What do you feel is going well? What do you feel is not going well?
- Do you have confidence in the Canadian economy?
- What are the biggest threats to or concerns you have about Canada's economy? **[FLIP CHART CONCERNS]**

GOVERNMENT ACTION ON THE ECONOMY (30 Minutes)

- Have you seen or heard of any specific actions or steps taken by the Government of Canada to help Canada's economy? **[RECORD ON FLIP CHART – PROBE FOR EAP SPECIFICALLY]**
- What additional steps do you think the Government should take to help Canada's economy
- IF NECESSARY PROBE ON POSSIBLE ACTIONS
 - What can the federal government do to help create jobs ?
PROBE AS NECESSARY: WHAT ABOUT REDUCING TAXES; IMPROVING ACCESS TO/QUALITY OF EDUCATION AND TRAINING; MORE STIMULUS SPENDING; OTHERS?)
 - What should the federal government do with respect to the deficit? PROBE AS NECESSARY: REDUCING WASTE; INCREASING EFFICIENCIES; REDUCING SPENDING; OTHERS?)
 - What should the federal government do with respect to market diversification? PROBE AS NECESSARY: TRADE MISSIONS; STREAMLINING REGULATIONS FOR ENERGY INFRASTRUCTURE PROJECTS; TRADE AGREEMENTS; OTHERS)
- How does Canada's situation compare with those of other countries?
 - Probe on economy, deficit
 - If different, how so?

CRIME (40 minutes)

Okay, we are going to switch gears a bit in our discussion tonight. I want to talk about some crime and justice issues.

- Overall, how do you feel about the rate of crime in Canada? What makes you say that?
- What do you think of the Government of Canada's approach to combating crime? What do you think is the best way to combat crime in Canada? **PROBE AS NECESSARY: LONGER SENTENCES; MORE REHAB AND COMMUNITY SERVICES; PAY MORE COMPENSATION TO VICTIMS**
- What are the biggest threats to or concerns you have about crime in Canada? **[FLIP CHART CONCERNS]**

- Please think of an ideal safe community where there is no crime.
 - What is different from the community where you live today?
 - What does it look like?
 - Why is there no crime?

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.

French

INTRODUCTION (5 minutes)

ENTRÉE EN MATIÈRE : Contexte général (30 minutes)

- En songeant aux enjeux auxquels le Canada est confronté à l'heure actuelle, lequel de ces enjeux devrait recevoir le plus d'attention de la part du gouvernement du Canada, selon vous?
- POUR LES PRINCIPAUX ENJEUX SOULEVÉS : Avez-vous eu connaissance ou entendu parler d'actions ou de mesures précises mises de l'avant par le gouvernement du Canada pour s'occuper de (ENJEU). (SONDEZ AU BESOIN : LA DIVERSIFICATION DU MARCHÉ DE L'ÉNERGIE, LES SOINS DE SANTÉ, LA VIABILITÉ BUDGÉTAIRE)

SITUATION ÉCONOMIQUE (15 minutes)

- Dans l'ensemble, comment l'économie du Canada se porte-t-elle? Pourquoi dites-vous cela?
- Qu'est-ce qui va bien selon vous? Qu'est-ce qui ne va pas bien selon vous?
- Faites-vous confiance à l'économie canadienne?
- Selon vous, quelles sont les plus grandes menaces pour l'économie du Canada ou quelles sont vos plus grandes inquiétudes?

[INSCRIVEZ LES INQUIÉTUDES AU TABLEAU]

MESURES DU GOUVERNEMENT POUR SOUTENIR L'ÉCONOMIE (30 minutes)

- Avez-vous eu connaissance ou entendu parler d'actions ou de mesures précises mises de l'avant par le gouvernement du Canada pour soutenir l'économie du Canada? [INSCRIVEZ LES RÉPONSES AU TABLEAU – SONDEZ TOUT PARTICULIÈREMENT À PROPOS DU PAE]
- Selon vous, quelles mesures supplémentaires le gouvernement devrait-il mettre de l'avant pour soutenir l'économie du Canada?
- SI NÉCESSAIRE, SONDEZ À PROPOS DE CERTAINES MESURES POSSIBLES
 - Qu'est-ce que le gouvernement fédéral peut faire pour stimuler la création d'emplois? SONDEZ AU BESOIN : QU'EN EST-IL DE RÉDUIRE LES TAXES ET LES IMPÔTS, DE FACILITER L'ACCÈS AUX ÉTUDES ET À LA FORMATION/ D'AUGMENTER LA QUALITÉ DES ÉTUDES ET DE LA FORMATION; D'ADOPTER DAVANTAGE DE MESURES DE RELANCE; AUTRE CHOSE?)

- Qu'est-ce que le gouvernement fédéral devrait faire à propos du déficit? **SONDEZ AU BESOIN : RÉDUIRE LE GASPILLAGE; ACCROÎTRE L'EFFICACITÉ; RÉDUIRE LES DÉPENSES; AUTRE CHOSE?)**
- Qu'est-ce que le gouvernement fédéral devrait faire à propos de la diversification des marchés? **SONDEZ AU BESOIN : DES MISSIONS COMMERCIALES; SIMPLIFIER LA RÉGLEMENTATION POUR LES PROJETS D'INFRASTRUCTURES ÉNERGÉTIQUES; DES ACCORDS COMMERCIAUX; AUTRE CHOSE)**
- Comment la situation du Canada se compare-t-elle à celle des autres pays?
 - Sondez à propos de l'économie, du déficit
 - Si elle est différente - en quoi est-elle différente?

CRIMINALITÉ (40 minutes)

- Bon, nous allons maintenant aborder un sujet un peu différent dans notre discussion de ce soir. J'aimerais parler d'enjeux qui touchent la criminalité et la justice.
- Dans l'ensemble, que pensez-vous du taux de criminalité au Canada? Pourquoi dites-vous cela?
- Que pensez-vous de l'approche du gouvernement du Canada pour lutter contre la criminalité? Selon vous, quelle serait la meilleure façon de lutter contre la criminalité au Canada? **SONDEZ AU BESOIN : PEINES D'EMPRISONNEMENT PLUS LONGUES; PLUS DE RÉHABILITATION ET DE TRAVAUX COMMUNAUTAIRES; VERSER DE PLUS GRANDES COMPENSATIONS AUX VICTIMES**
- Selon vous, quelles sont les plus grandes menaces que représente la criminalité au Canada ou quelles sont vos plus grandes inquiétudes à ce sujet? **[INSCRIVEZ LES INQUIÉTUDES AU TABLEAU]**
- Veuillez imaginer une collectivité idéale où tout est sécuritaire et où la criminalité n'existe pas.
 - En quoi cette collectivité est-elle différente de la collectivité où vous habitez présentement?
 - À quoi ressemble-t-elle?
 - Pourquoi n'y a-t-il aucune criminalité?

CONCLUSION (5 minutes)

Nous avons couvert de nombreux sujets ce soir et j'apprécie réellement le temps et l'énergie que vous avez mis pour vous rendre ici et donner votre opinion. Vos commentaires sont très importants et apportent un éclairage nouveau!

- En conclusion, j'aimerais vous demander si vous avez d'autres commentaires à formuler au gouvernement du Canada.



Current Events Survey and Focus Groups - Winter 2012

Draft Methodology Report

Presented to the Privy Council Office

January 30, 2012

Contract #: 35035-115118-001-CY

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Research Firm: Harris/Decima Inc.

Ce report est aussi disponible en français

Proprietary Warning

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Introduction

Harris/Decima is pleased to present this methodology report to the Privy Council Office (PCO) highlighting the quantitative research among Canadians regarding their attitudes on current events.

The Communications and Consultations Secretariat of the PCO conducted quantitative and qualitative research with Canadians across the country, to gain a further understanding of the Canadian mood, and to help inform communications and policy over the coming months.

Harris/Decima administered a survey and focus groups to investigate Canadians' concerns and perceptions about current affairs, important challenges facing the country, and the role of government in addressing such challenges. The Government of Canada sought to explore the perceptions of Canadians on the state of current events, which included, for example, their opinions on the state of the economy.

This report presents a detailed description of the quantitative survey methodology used to complete this research, including sample design, survey administration, and response rates for the quantitative research (along with margin of error). It contains all details necessary to replicate this study in the future.

The total cost of the research was \$127,076.98 (including GST).

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Study Methodology

Harris/Decima undertook a telephone survey with Canadian adults.

Quantitative Research

Overview of Methodology

This research consisted of a telephone survey with the Canadian adult general population. Specifically, 2,008 Canadians were interviewed by telephone using a Random Digit Dialing (RDD) approach and therefore utilized probability sampling. A sample of this size drawn from the Canadian population would be expected to provide results accurate to within plus or minus 2.2 percent in 19 out of 20 samples.

The sampling plan was designed to obtain a distribution reflective of the general population with quotas placed on gender within region.

Details regarding the approach used for completing this research are outlined below.

Questionnaire Design

Harris/Decima reviewed the questionnaire provided by the PCO and recommended minimal revisions to ensure all questions were appropriately worded. The overall length of the survey was within the targeted length of 10 minutes and Harris/Decima collapsed and coded the two open-ended and one “other specify” questions.

Survey Pre-tests

Prior to being finalized, the telephone survey was pre-tested on January 3, 2012 in both official languages to ensure it elicited the required information. In total, 10 interviews were conducted in English and 10 interviews were conducted in French. On average, the study took 9 minutes to complete. All calling was completed from Harris/Decima’s Ottawa call-centre.

Due to changes in the questionnaire, a second pre-test was conducted on January 4, 2012. Again, a total of 20 interviews were conducted (10 in English and 10 in French).

Following the pretest, the data was reviewed by checking frequencies and skip logic to ensure the survey instrument was programmed properly. The pre-test completes were not included in the final dataset as there were changes to question wording and some skip logic. Frequencies were monitored closely to ensure no issues were encountered with the new skip logic.

Sample Design and Selection

The sample for this survey was designed to complete 2,000 interviews with Canadians. The sample was stratified by region and gender to allow for meaningful sub-group analysis and to ensure that weighting factors stayed within the acceptable research standards. Quotas were set as follows (on the following page):

	Atlantic	QC	ON	MB/SK	AB	BC/Terr.	Total
Male	100	250	350	100	100	100	1,000
Female	100	250	350	100	100	100	1,000
Total	200	500	700	200	200	200	2,000

The sample was drawn using SurveySampler technology, which ensures that all residential listings in Canadian provinces have an opportunity to be selected for inclusion in the survey. Within those households selected, respondents 18 years or older were screened. Once a household was contacted, one individual was selected to be interviewed using the “most recent birthday” method (which means that in households with more than one eligible respondent, the person with the most recent birthday in the household is selected as the one to be interviewed).

Survey Administration

The telephone survey was conducted with 2,008 respondents in English or French using computer-assisted-telephone-interviewing (CATI) technology, from Harris/Decima's facilities in Ottawa. The survey was completed between January 5, 2012 and January 15, 2012. The average length of time required to complete the survey was approximately 9 minutes. All interviewing was conducted by fully trained and supervised interviewers, and a minimum of 10 percent of all completed interviews were independently monitored and validated in real time.

Harris/Decima informed all survey participants of the general purpose of the research, identified both the sponsor (Government of Canada) and the research supplier, informed participants that their participation in the study was voluntary, and that all information provided would remain confidential. Furthermore, the survey was registered with the National Survey Registration System.

Harris/Decima used VOXCO's “Interviewer” CATI program for data collection. The software provided complete control over entry flow, including skips, valid ranges, and logical error-trapping. The “Interviewer” system imported sample directly from databases – no need for re-entry and no entry errors. Moreover, the system automated all scheduling and call-back tasks, ensuring that every appointment was set within project time limitations and that an interviewer was available for every call-back.

Sample Distribution

A sample of 2,008 drawn from the Canadian population would be expected to provide results accurate to within plus or minus 2.2 percent in 95 out of 100 samples, as presented below.

Sample (Telephone survey)	Population*	Sample Size	Margin of Error
Canadian adult population	24,649,540	2,008	2.2%
Atlantic Provinces	1,824,400	200	6.9%
Quebec	5,996,935	502	4.4%
Ontario	9,439,970	703	3.7%
Manitoba/Saskatchewan	1,605,755	201	6.9%
Alberta	2,515,145	200	6.9%
British-Columbia	3,267,335	202	6.9%

* Based on 2006 Census counts

Sample Disposition and Response Rate

A total of 35,456 Canadian households were dialed for this study, of which 2,008 qualified as eligible and completed the survey (adults 18 years and older). The overall response rate achieved for the telephone study was 7.36%. The following report on sample disposition and response rate follows MRIA guidelines, which are set up to establish consistency in reporting across the market research industry.

Empirical Calculation for Data Collection	
Total Numbers Attempted	35,456
Invalid	5,482
NIS, fax/modem, business/non-res.	1,105
Unresolved (U)	18,426
Busy	792
No answer, answering machine	17,634
In-scope - Non-responding (IS)	8,290
Household refusal	1,259
Respondent refusal	5,985
Language problem	394
Illness, incapable	132
Selected respondent not available	438
Qualified respondent break-off	82
In-scope - Responding units (R)	2,153
Language disqualify	116
No one 18+	
Other disqualify	
*Completed interviews	2,008
Response Rate = R/(U+IS+R)	7.36%

Data Analysis

Upon completion of data collection, Harris/Decima cleaned, coded, and weighted the data. As requested by the PCO, a weighted data file and set of cross-tabulation banners were provided. Our data analysis procedures are outlined below:

Data Validity and Integrity Checks: Our custom system immediately identifies cases where the interview length is unrealistically short, contradicts established facts or presents patterns of response deserving attention. As a result, we can determine whether a case should be excluded from the final sample if necessary. All of these checks are performed manually and cleaned out of the data in the back end of the project. Harris/Decima uses a checklist to ensure all data that is delivered to the client has gone through a rigorous quality control process.

Data Cleaning: Harris/Decima analysts have considerable experience in cleaning data files, conducting statistical routines, producing tabular output, and weighting data to provide an accurate measure of the population as a whole.

The following are the basic steps taken when cleaning data files:

- Ensure that all coded questions have updated codes and multiple mentions do not have duplicate codes;
- Create all new variables as a result of programming;
- Confirm that all relevant variables are included in the data file;
- Final frequency check (for out-of-range values) and recodes created, including those for outliers;
- Verify that variable names and question numbers match the final version of the questionnaire; and
- Create and verify new variable creations (against source variables) as outlined in the analysis plan and perform spell check on all variables.

In addition to these generic rules, project specific requirements are also taken into account. It is also noteworthy that because the CATI software controls the questionnaire flow and data entry, data are typically quite clean from the outset.

Coding Procedures: The following details our coding procedures, which were performed on this study. The coding department takes the verbatim responses and creates a numeric code list of common answers. Our head coder, in close conjunction with the consulting team, collapses lists of responses to open-ended variables into categories. A single coder is used to maximize consistency on this task. The rough frequencies obtained from this exercise are used to develop a code list. Once final approval is granted, the code list is annotated with specific examples so that accurate coding is assured.

The annotated code list is provided to our coding team, which attaches codes directly to the electronic coding file. This exercise can also be performed in a two-pass format, by two different coders. The head coder reconciles inconsistencies, guaranteeing consistent and accurate reporting of open-ended responses. In general, Harris/Decima aims for less than 10% of responses remaining under a 'other specify' code category, creating codes for any mentions that add up to 1% or more of total responses. The resulting data file is exported to the statistical package to quantify the responses for statistical analysis. The generated code lists are submitted to the client for approval and subsequently we use our internal quality assurance lists to verify that all approved codes have been coded correctly.

Weighting: At the conclusion of the data collection and cleaning Harris/Decima weighted the data by each stratum (in this case, region, age and gender) to reflect the actual proportions found in the population. This ensured the findings from the research could be extrapolated to the entire population with accuracy. Harris/Decima uses a standard procedure for calculating weighting factors, based on established methodological standards and extensive experience in sample weighting over literally hundreds of projects (including many for the Government of Canada).

This procedure involves calculating the actual population within each segment and the true proportion of the sample that would fall into each segment if the survey were conducted on strictly a random basis. Into this number is divided the actual segment sub-sample to produce a weighting factor that is then used to "weight" the data for that segment. While there are various ways of accomplishing this task, this procedure is the most straightforward and effective.

The strata selected for the project were as follows:

- Region (Atlantic, Quebec, Ontario, Manitoba/Saskatchewan, Alberta, and British Columbia/Territories);
- Gender (male and female); and
- Age (18 to 34, 35 to 54, and 55 plus).

Data Analysis: Harris/Decima prepared an analysis plan that included key banner breaks as required. Once the survey data had been collected and cleaned Harris/Decima ran a series of data tables that provided results for all questions in the survey, both overall and broken down by selected “banners.” This permitted the comparison of results from various sub-group segments of interest; statistical significance testing was shown between all banner points in the data tables. The analysis plan included banners for the key segments including age, gender, region, income, education and employment. In addition to these minimum requirements, additional breaks were added for ratings of the Canadian economy, both current and future, and views on Government regulations on infrastructure projects and the direction the Government is moving regarding its approach to crime and justice issues.

Appendix A – Survey Instrument (English and French)

INTRODUCTION

Hello, my name is _____ and I am calling from Harris/Decima, a public opinion research company. We are conducting a study on behalf of the Government of Canada and I'd like to ask you some questions about current issues of interest to Canadians. Your responses will be kept anonymous and entirely confidential and this survey is registered with the national survey registration system.

A. May I please speak to a member of the 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 A CALLBACK]

- | | |
|-----------|-----------------------------------|
| • Yes | CONTINUE |
| • No | ASK TO SPEAK TO 'ELIGIBLE' PERSON |
| • REFUSED | THANK/DISCONTINUE |

B. Your participation in this survey is voluntary, but would be extremely helpful. 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 | SPECIFY DATE/TIME |
| • REFUSED | THANK/DISCONTINUE |

[DO NOT READ] RECORD GENDER BY OBSERVATION

MAIN QUESTIONNAIRE

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

1b. Any others? **[MULTIPLE MENTIONS]** [IF NEEDED: Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most?]

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

[ROTATE QUESTIONS 2 AND 3 – ALWAYS ASK 4 LAST]

2. How would you rate the current state of the Canadian economy? (Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.).

1-10

[DO NOT READ] Don't know

3. How would you rate the current state of the United States economy? (Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.).

1-10

[DO NOT READ] Don't know

4. How would you rate the current state of the economy of China? (Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.).

1-10

[DO NOT READ] Don't know

5. 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] Don't know

6. Which of the following do you feel is the most serious threat facing Canada's economy? **[READ LIST – RANDOMIZE LIST – ACCEPT ONLY ONE RESPONSE]**

- Unemployment and jobs
- Higher taxes
- The federal budget deficit
- Slow economic growth
- Value of the Canadian dollar
- [DO NOT READ] None of these
- [DO NOT READ] Don't know/Refused

7. Thinking of Canada's economy, how effective do you think each of the following measures are when it comes to creating jobs and economic growth? Please use a 10-point scale, where 10 means very effective, and 1, means very ineffective **[RANDOMIZE LIST]**

- Investing in infrastructure projects such as roads and bridges
- Assisting the unemployed, by providing more financial support and job skills training

- Lowering personal taxes in Canada/lowering business taxes in Canada **[SPLIT SAMPLE]**
- Encouraging more foreign trade with new markets such as China and India
- Eliminating the federal budget deficit

Q8. The following are two statements on the amount of government regulation on business undertaking major resource and infrastructure projects in Canada.

Which is closer to your view? **[ROTATE FIRST STATEMENT/SECOND STATEMENT]**

The first statement is... that governments have too many unnecessary and duplicative regulations on businesses undertaking major infrastructure projects such as pipelines, mines and ports that delay projects and cost our country jobs and investment.

The second statement is...that the current amount of government regulations on businesses undertaking major infrastructure projects such as pipelines, mines and ports is appropriate and is necessary to protect the public and the environment.

[DO NOT READ] Don't know/Refused

Now changing the topic...

9. In general, would you say that the Government of Canada is moving in the right direction or the wrong direction in its approach to crime and justice issues?

- Right direction
- Wrong direction
- [DO NOT READ] Don't know/Refused

[Q.10A/B SPLIT SAMPLE ROTATE Q.10 AND Q.11]

10a. Thinking now about the best way to combat crime in Canada, which of the following areas would you like to see the courts and justice system place the most emphasis? Would like to see more emphasis on [RANDOMIZE ANSWER CHOICES] having offenders... serve longer jail sentences, do more rehabilitation and community service or pay more compensation to victims?

- Having offenders serve longer jail sentences
- Having offenders do more rehabilitation and community service
- Having offenders pay more compensation to victims
- [DO NOT READ] None of these
- [DO NOT READ] Don't know/Refused

10b. Thinking about the courts and justice system in Canada, [RANDOMIZE HARSH AND SOFT ANSWER CHOICE] do you think the system is too harsh in dealing with people who have broken the law, is too soft on them, or does the justice system strike the right balance overall?

- Too harsh
- Too soft
- Strike the right balance
- [DO NOT READ] Don't know/Refused

11a. In your view, what is the single most important thing the Government of Canada can do to reduce crime and make Canada's streets safer? [CAPTURE FIRST MENTION]

11b. Any others? [MULTIPLE MENTIONS] [IF NEEDED: In your view, what is the most important thing the Government of Canada can do to reduce crime and make Canada's streets safer?]

DEMOGRAPHIC QUESTIONS

Now I have just a few final questions for statistical purposes only.

D1. In what year were you born? [RECORD YEAR]

Record response	77
[Do not read] Prefer not to say / Don't know / No answer	99

D2. Which of the following diplomas or degrees have you completed? [READ LIST]

High School diploma or equivalent	1
Registered Apprenticeship or other trades certificate or diploma	2
College, CEGEP or other non-university certificate or diploma	3
University degree, certificate or diploma	4
[Read only if participants has not said yes to any of the above] None of the above	98
[Do not read] Prefer not to say / Don't know / No answer	99

D3. Which of the following categories best describes your total household income for the year 2011? That is, the total income of all persons in your household combined, before taxes? (Please stop me when I reach your category). [READ LIST IF NECESSARY; STOP READING ONCE RESPONSE PROVIDED]

Less than \$20,000	1
\$20,000 to just under \$30,000	2
\$30,000 to just under \$40,000	3
\$40,000 to just under \$50,000	4
\$50,000 to just under \$60,000	5
\$60,000 to just under \$70,000	6
\$70,000 to just under \$80,000	7
\$80,000 to just under \$90,000	8
\$90,000 to just under \$100,000	9
\$100,000 to just under \$120,000	10
\$120,000 to just under \$140,000	11
\$140,000 to just under \$160,000	12
\$160,000 to just under \$180,000	13
\$180,000 to just under \$ 200,000	14
\$200,000 or over	15
[Do not read] Prefer not to say / Don't know / No answer	99

D4. Which of the following categories best describes your current employment status? [READ LIST; STOP READING ONCE RESPONSE PROVIDED]

Self-employed	1
Employed full time	2
Employed part time	3
Unemployed	4
Student	5
Retired	6
Homemaker	7

Other: specify	77
[Do not read] Prefer not to say / Don't know / No answer	99

That concludes the survey. On behalf of the Government of Canada I thank you very much for taking part in this study; it is appreciated.

INTRODUCTION

Bonjour/Bonsoir. Je m'appelle _____ et je vous téléphone de Harris/Décima, une firme de recherche sur l'opinion publique. Nous effectuons une étude pour le compte du gouvernement du Canada afin de savoir ce que les gens pensent de certains enjeux d'actualité qui touchent les Canadiens. Nous respecterons la confidentialité et l'anonymat de vos réponses. Ce sondage est enregistré dans le système national d'enregistrement des sondages.

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 |
| • REFUS | REMERCIER/TERMINER |

B. Votre participation à ce sondage est volontaire, mais serait d'une grande utilité. 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 | PRÉCISER LA DATE/L'HEURE |
| • REFUS | REMERCIER/TERMINER |

[NE PAS LIRE] INSCRIRE LE SEXE

QUESTIONNAIRE PRINCIPAL

1a. Si vous songez aux enjeux auxquels le Canada est confronté en ce moment, lequel devrait recevoir le plus d'attention de la part du gouvernement du Canada selon vous? **[INSCRIRE LA PREMIÈRE RÉPONSE]**

1b. Y en a-t-il d'autres? **[ACCEPTER PLUSIEURS RÉPONSES]** [AU BESOIN : Si vous songez aux enjeux auxquels le Canada est confronté en ce moment, lequel devrait recevoir le plus d'attention de la part du gouvernement du Canada selon vous?]

[AUCUNE LISTE PRÉCODÉE – NOTE À L'INTERVIEWER : LA RÉPONSE PRINCIPALE DOIT ÊTRE INSCRITE EN PREMIER]

[ALTERNER LES QUESTIONS 2 ET 3a]

2. Comment évalueriez-vous l'état actuel de l'économie du Canada? (Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent »).

1-10

NE LISEZ PAS : Ne sais pas

3. Comment évalueriez-vous l'état actuel de l'économie des États-Unis? (Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent »).

1-10

NE LISEZ PAS : Ne sais pas

4. Comment évaluez-vous l'état actuel de l'économie chinoise? (Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent »).

1-10

NE LISEZ PAS : Ne sais pas

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

- S'améliorera
- Se détériorera
- Ne changera pas
- NE LISEZ PAS : Ne sais pas

6. Lequel des dossiers suivants croyez-vous est le plus menaçant pour l'économie du Canada? **[LIRE LA LISTE – PRÉSENTER LA LISTE ALÉATOIREMENT - ACCEPTER UNE SEULE RÉPONSE]**

- Chômage et emplois
- Hausses d'impôts
- Déficit du budget fédéral
- Croissance économique au ralenti
- Valeur du dollar canadien
- NE LISEZ PAS : Aucune de ces réponses
- NE LISEZ PAS : Ne sais pas

7. Si vous songez à l'économie du Canada, dans quelle mesure estimez-vous que chacune des mesures suivantes est efficace pour créer des emplois et stimuler la croissance économique? Veuillez répondre sur une échelle de 10 points, où 10 signifie très efficace et 1, très inefficace. **[PRÉSENTER LA LISTE ALÉATOIREMENT]**

- Investir dans des projets d'infrastructures comme les routes et les ponts

- Aider les sans emploi en leur offrant plus de soutien financier et de formation sur les compétences d'emploi
- Réduire les impôts des particuliers./Réduire les impôts des entreprises. **[ÉCHANTILLONNAGE DIVISÉ]**
- Favoriser davantage le commerce extérieur dans de nouveaux marchés comme la Chine et l'Inde.
- Éliminer le déficit budgétaire fédéral.

Q8. Les deux énoncés suivants portent sur le nombre de règlements que les gouvernements imposent aux sociétés qui entreprennent de grands projets de ressources et d'infrastructures au Canada. Lequel de ces énoncés se rapproche le plus de votre point de vue? **[ALTERNEZ LES PREMIER ET DEUXIÈME ÉNONCÉS]**

Le premier énoncé se lit comme suit... que les gouvernements imposent trop de règlements inutiles ou qui font double emploi aux sociétés qui entreprennent de grands projets d'infrastructures, par exemple des pipelines, des mines et des ports, et que cela retarde les projets, privant ainsi notre pays d'emplois et d'investissements.

Et le deuxième énoncé... que le nombre actuel de règlements que les gouvernements imposent aux sociétés qui entreprennent de grands projets d'infrastructures, par exemple des pipelines, des mines et des ports, est adéquat et nécessaire pour protéger le public et l'environnement.

[NE LISEZ PAS] Ne sait pas/Refuse

Abordons maintenant un nouveau sujet.

9. Dans l'ensemble, diriez-vous que le gouvernement du Canada s'engage dans la bonne direction ou dans la mauvaise direction dans sa façon d'approcher les enjeux qui touchent la criminalité et la justice?

- Bonne direction
- Mauvaise direction
- **[NE LISEZ PAS]** Ne sait pas/Refuse

[DIVISER L'ÉCHANTILLON POUR Q.10A/B - PRÉSENTER ALÉATOIREMENT Q.10 ET Q.11]

10a. Si vous songez maintenant à la meilleure façon de combattre la criminalité au Canada, sur quoi souhaiteriez-vous que les tribunaux et le système judiciaire mettent le plus l'accent? Souhaiteriez-vous qu'ils mettent plus d'accent pour **[PRÉSENTER ALÉATOIREMENT LES CHOIX DE RÉPONSES]** condamner les contrevenants à une plus longue peine d'emprisonnement, condamner les contrevenants à faire plus

de réhabilitation et de travaux communautaires ou condamner les contrevenants à verser une plus grande compensation aux victimes?

- Condamner les contrevenants à une plus longue peine d'emprisonnement
- Condamner les contrevenants à faire plus de réhabilitation et de travaux communautaires
- Condamner les contrevenants à verser une plus grande compensation aux victimes
- [NE LISEZ PAS] Aucune de ces réponses
- [NE LISEZ PAS] Ne sait pas/Refuse

10b. Si vous songez aux tribunaux et au système judiciaire du Canada, [ALTERNEZ LES CHOIX DE RÉPONSES SÉVÈRE ET INDULGENT] croyez-vous que le système judiciaire est trop sévère envers les personnes qui ont enfreint la loi, qu'il est trop indulgent envers ces personnes ou que le système judiciaire est somme toute bien équilibré?

- Trop sévère
- Trop indulgent
- Bien équilibré
- [NE LISEZ PAS] Ne sait pas/Refuse

11a. À votre avis, quelle est la chose la plus importante que le gouvernement du Canada peut faire pour réduire la criminalité et rendre les rues plus sécuritaires au Canada? **[INSCRIRE LA PREMIÈRE RÉPONSE]**

11b. Y en a-t-il d'autres? **[ACCEPTEZ PLUSIEURS RÉPONSES]** **[AU BESOIN :** À votre avis, quelle est la chose la plus importante que le gouvernement du Canada peut faire pour réduire la criminalité et rendre les rues plus sécuritaires au Canada?]

QUESTIONS DEMOGRAPHIQUES

En terminant, j'aimerais vous poser quelques dernières questions pour compilation statistiques seulement

D1. En quelle année êtes-vous né? **[INSCRIRE L'ANNÉE]**

NE LISEZ PAS : Préfère ne pas répondre/Ne sait pas/Pas de réponse

D2. Lequel des diplômes ou attestations d'études suivantes avez-vous obtenus? **[LIRE LA LISTE]**

Diplôme d'études secondaires ou l'équivalent

Apprenti inscrit ou autre certificat ou diplôme d'une école de métiers

Certificat ou diplôme d'études collégiales

Certificat ou diplôme d'études universitaires

LISEZ SEULEMENT SI BESOIN : Aucune de ces réponses

NE LISEZ PAS : Préfère ne pas répondre/Ne sait pas/Pas de réponse

D3. Laquelle des catégories suivantes correspond le mieux au revenu total de votre foyer pour l'année 2011, c'est-à-dire la somme des revenus avant impôts de tous les membres de votre foyer? Est-ce...
[LIRE LA LISTE AU BESOIN; ARRÊTER DE LIRE DÈS QUE VOUS OBTENEZ UNE RÉPONSE]

Moins de 20,000 \$

Entre 20,000 \$ et 30,000 \$

Entre 30,000 \$ et 40,000 \$

Entre 40,000 \$ et 50,000 \$

Entre 50,000 \$ et 60,000 \$

Entre 60,000 \$ et 70,000 \$

Entre 70,000 \$ et 80,000 \$

Entre 80,000 \$ et 90,000 \$

Entre 90,000 \$ et 100,000 \$

Entre 100,000 \$ et 120,000 \$

Entre 120,000 \$ et 140,000 \$

Entre 140,000 \$ et 160,000 \$

Entre 160,000 \$ et 180,000 \$

Entre 180,000 \$ et 200,000 \$

Plus de \$200,000 \$

Préfère ne pas répondre/Ne sait pas/Pas de réponse

D4. Laquelle des catégories suivantes décrit le mieux votre situation professionnelle actuelle? **[LIRE LA LISTE – ACCEPTER UNE SEULE RÉPONSE]**

Travailleur autonome

Employé à plein temps

Employé à temps partiel

Sans emploi

Aux études

À la retraite

Au foyer

Autre (PRÉCISER)

Préfère ne pas répondre/Ne sait pas/Pas de réponse

Voilà qui met fin au sondage. Au nom du gouvernement du Canada, nous vous remercions infiniment d'avoir participé à cette étude.

Appendix B – Deliverables

Set of Tabulated Data

Please find the full set of tabulated data in Word format, attached under a separate cover.

Data File

Please find the final data file in SPSS format, attached under a separate cover.