

**Communication**

Canada



# **Listening to Canadians Communications Survey**

Spring 2002

# **Listening to Canadians**

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## **Communications Survey**

**Spring 2002**

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# Introduction

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The mandate of Communication Canada is to improve communications between the Government of Canada and Canadians. In doing so, it provides corporate communications products and services, and supports the Government's commitment to a strong and united Canada.

Within this framework, Communication Canada carries out relevant research activities, and shares research results throughout the Government of Canada to increase understanding of societal trends, issues and events affecting government communications.

This report comprises the results of our spring 2002 communications survey. The Ipsos-Reid Group and GPC Research conducted the survey between April 25 and May 13, 2002. They interviewed 5422 adults across Canada. We continued our practice of regular oversampling in Manitoba, Saskatchewan and the Atlantic region, this time focusing on Prince Edward Island and Newfoundland and Labrador. We also, in partnership with Indian and Northern Affairs Canada, oversampled in the Yukon Territory, the Northwest Territories and Nunavut.

# Executive Summary

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In April-May 2002, when we asked Canadians about the issues facing the country, the survey found that health care remains the top concern of Canadians, even though mentions of health care have declined moderately since January. Because of the improved economic situation, the number of Canadians who mention the economy and unemployment has also declined. Public concerns have become more diverse, with public attention focusing on a wide number of other areas, such as education, poverty, trade and other issues. When we asked Canadians to rate the major longer term priorities facing the country, health care, education and managing the economy continue to occupy the highest rung. These are followed by managing Canada's natural resources, the environment, children's issues and unemployment.

As health care is the most often mentioned concern of Canadians, the spring 2002 *Listening to Canadians* survey provides a major focus on this issue. The majority of Canadians believe that the health care system is in "bad shape" and that significant changes, rather than just increased expenditures, are needed to improve the system. However, the survey also found that, while perceptions of the system are poor, most Canadians nevertheless report positive experiences in their most recent contact with the system. And while Canadians tend to hold the Government of Canada and provincial government equally responsible for the state of the system, they give a relatively higher level of credibility to their provincial governments than to the Government of Canada. Finally, nearly half the population is aware of the Commission on the Future of Health Care in Canada (Romanow Commission) and a majority of Canadians expect that the work of this commission will lead to improvements.

Public opinion of the overall performance of the Government of Canada has declined slightly since January. Moreover, evaluations have also become less positive for some of the quality of life issues such as health care, education, the environment and children's issues. Negative perceptions of the Government in areas related to its reputation also appear to be putting downward pressure on its overall evaluation. These include perceptions of the Government's management of costs, accountability, listening to Canadians and overall transparency of government activities. On the other hand, evaluations of the Government remain moderately positive on the economic issues and some of the international and security issues.

Canadians' assessments of the Government's performance also vary by province and region. The Government's overall evaluation and its ratings on many issues, including the economy and health care, tend to be lower in the three western-most provinces, British Columbia, Alberta and Saskatchewan, than in the rest of the country. The Government's rating on the economy, however, remains moderately high in Manitoba, Ontario, Quebec and the Atlantic region. The Government's ratings on the perceptual factors are also lower in British Columbia, Alberta and Saskatchewan, especially for perceptions of cost-effective management, accountability, listening to Canadians and transparency of government activities.

On the other hand, perceptions of service and information provided by the Government of Canada are still positive. Even more important, Canadians' rating of government service based on personal experience is very positive all across the country and has improved over the past three years.

# Top-of-Mind Issues

"Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most?"

## Winter 2002

Health care	35%
Economy	13%
Jobs/unemployment	8%
National security	6%
Education	6%
Poverty	5%
Debt	3%
Environment	2%
Taxes	2%
Canadian dollar	2%
Immigration/refugees	2%

## Spring 2002

Health care	27%	(▼8)
Economy	10%	(▼3)
Education	7%	(▲1)
National security	6%	(↔)
Jobs/unemployment	6%	(▼2)
Poverty	5%	(↔)
Trade	4%	(▲3)
Debt	3%	(↔)
Immigration/refugees	3%	(▲1)
Environment	3%	(▲1)
International affairs/ world peace	3%	(▲2)
Taxes	2%	(↔)
National unity	2%	(▲1)

## Western Canada

BC		AB		SK		MB	
Health care	24%	Health care	21%	Health care	20%	Health care	30%
Economy	12%	Economy	10%	Economy	11%	Economy	11%
Trade	11%	National		Agriculture/ farming	9%	National	
Unemployment	8%	security	10%	Unemployment	6%	security	5%
Education	5%	Education	8%	Education	5%	Debt	5%
Debt	5%	Debt	5%	Taxes	4%	Education	5%
		Taxes	4%			Taxes	5%

## Central Canada

ON		QC	
Health care	28%	Health care	25%
Education	11%	Poverty	10%
Economy	9%	Economy	10%
National security	8%	Unemployment	8%
Immigration	5%	National security	6%
Unemployment	4%		

## Eastern Canada

PE		NF		Atl.	
Health care	38%	Health care	40%	Health care	41%
National security	11%	Unemployment	11%	Unemployment	9%
Unemployment	9%	Education	10%	Economy	8%
Economy	7%	Economy	6%	Education	7%
Education	6%	National security	5%	National security	6%

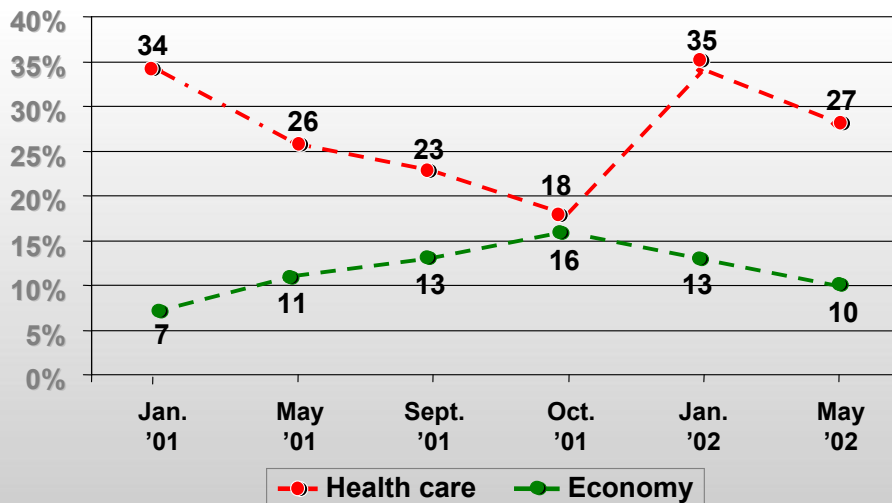
Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

Note: ▲ means above average in comparison to the national average.

Note: ▼ means below average in comparison to the national average.



## Top-of-Mind Issues: Trends



- Canadians were asked to identify the most important issue on which the Government of Canada should focus.
- Health care remains the most frequently mentioned top-of-mind issue by Canadians, although mentions have dropped since January, from 35% to 27%.
- Ten per cent (10%) of Canadians mention the economy, down slightly from 13% in January.
- A wide range of other issues are mentioned (56%, up from 44% in January). These issues include the ones listed below (see as well the preceding page).
- Education is rated as a priority by 7%, approximately the same as in January (6%). Mentions of education are slightly higher in Ontario (11%) and Newfoundland and Labrador (10%).
- National defence and security issues are mentioned by 6%. Mentions are slightly higher in Prince Edward Island (11%) and Alberta (10%).
- Unemployment is mentioned by 6%, down marginally from 8% in January. Mentions tend to be slightly higher in the Atlantic region (9%).
- Poverty is mentioned by 5%, the same as in January. Mentions are highest in Quebec (10%).
- Trade issues, including the softwood lumber dispute, are mentioned by 4% (and 11% in British Columbia).

# Tracking Economic Optimism

"Over the next year or so, do you think Canada's economy will be doing better, worse or about the same? Please respond using a 7-point scale where 1 is much worse, 7 is much better and the mid-point 4 is about the same."

Canada	Winter 2002	Spring 2002
% saying better (5, 6, 7)	39	44
% saying the same (4)	43	41
% saying worse (1, 2, 3)	18	14

Note: Numbers may not add up to 100% due to rounding.

## % saying better (5, 6, 7)

By Province/Region	CAN	BC	AB	SK	MB	ON	QC	PE	NF	Atl.	Terr.
Winter 2002	39	37	38	27	40	44	35	38	38	40	35
Spring 2002	44	36	43	35	46	49	43	49	42	42	45

By Income	\$60K+	< \$60K
Winter 2002	45	36
Spring 2002	53	41

By Education	< High school	High school	Post-secondary	University
Winter 2002	34	38	40	41
Spring 2002	32	37	43	55

By Gender	Male	Female
Winter 2002	43	35
Spring 2002	50	38

By Age	18-34	35-54	55+
Winter 2002	38	37	42
Spring 2002	41	44	47

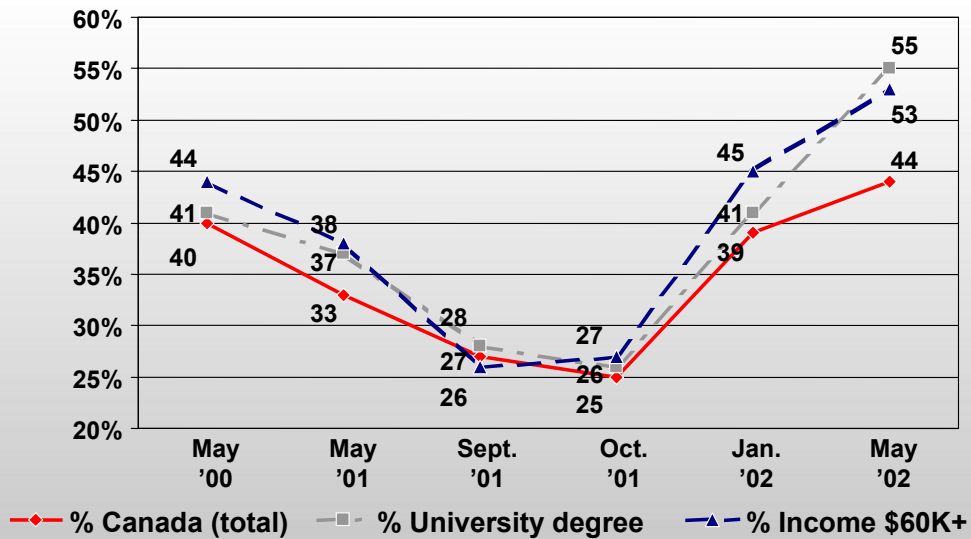
By Area	Urban	Rural
Winter 2002	40	34
Spring 2002	45	40

Note: Numbers may not add up to 100% due to rounding.





## Tracking Economic Optimism



- Optimism about the future of the economy is up again, from 39% in January to 44% in May, as the economy continues to improve. Since October of last year, optimism has increased much more dramatically among higher income earners (up 26 points) and persons with university education (up 29 points).
- Canadians are most likely to base their views on the state of the economy on conventional economic indicators such as the unemployment rate (see Communication Canada, *Listening to Canadians*, Winter 2002, pp. 18–19). As the national unemployment rate trended downward slightly from 7.9% in January 2002 to 7.6% in April, media coverage of declining unemployment may have contributed to increased optimism.
- Optimism is also higher among the following (see preceding page):
  - in Ontario (49%) and Prince Edward Island (49%);
  - among men (50%);
  - among people aged 55 and over (47%);
  - among urban dwellers (45%).

# Evaluation of Government Performance: By Province/Region

*“Generally speaking, how would you rate the performance of the Government of Canada? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither good nor bad?”*

## Spring 2002

By Province/Region	% saying good (5, 6, 7)	% saying neither (4)	% saying poor (1, 2, 3)
CANADA	27	32	41
BC	23	22	53
AB	19	23	58
SK	21	25	53
MB	32	28	40
ON	31	30	39
QC	23	46	30
PE	43	31	25
NF	32	36	32
Atl.	33	33	32
Terr.	30	32	38

Note: Numbers may not add up to 100% due to “Don’t know” responses.

## % saying good performance (5, 6, 7)

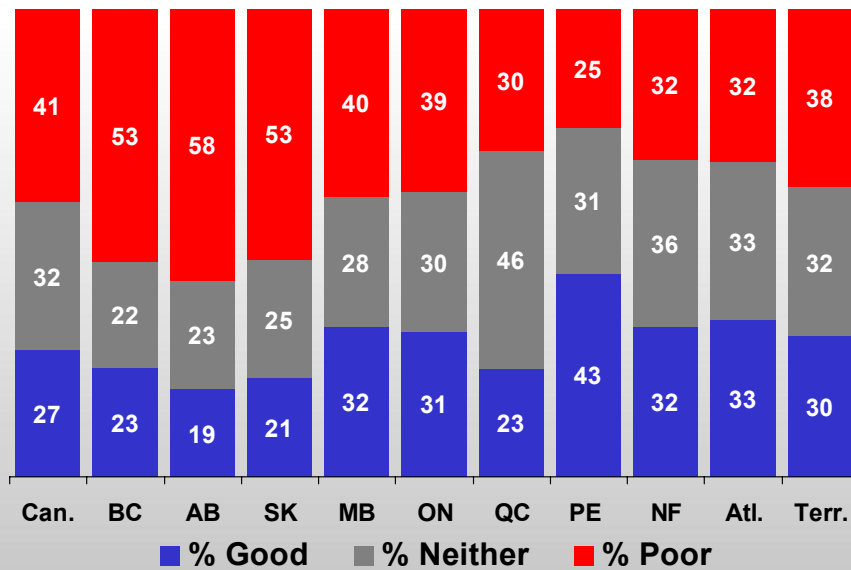
By Province/Region	Winter 2002	Spring 2002
CANADA	30	27
BC	22	23
AB	23	19
SK	28	21
MB	28	32
ON	34	31
QC	29	23
Atl.	33	33
Terr.	32	30

## Demographic Variations:

- Among men and women, the good rating is the same (27%).
- By age group, younger adults (18 to 34) are the most likely to give good ratings (31%).
- 33% of Canadians with university degrees give the Government a positive rating, while those with less than high school education tend to give the least positive ratings (22%).
- Canadians with incomes of \$60,000 and over are also more likely to give a positive rating (29%), while those with incomes \$30,000 and less are less likely to give a positive rating (24%).



## Evaluation of Government Performance: By Province/Region



- Evaluation of the Government's overall performance has declined since the January 2002 survey. Twenty-seven per cent (27%) give the Government a good evaluation, versus 30% in January 2002.
- The overall evaluation varies considerably by region.
- Negative ratings are highest in the West, especially in Alberta at 58%, but also at 53% in both British Columbia and Saskatchewan.
- In Manitoba, overall evaluations tend to be more positive (32% good and 40% poor).
- In Ontario, evaluations are also more positive (31% good and 39% poor).
- In Quebec, while only 23% give the Government a good rating, neutral ratings are remarkably high (46%).
- Atlantic Canadians are almost evenly divided between good, positive and neutral evaluations. In Newfoundland and Labrador, one third of the respondents (32%) give the Government a good evaluation.

# Eighteen Priority Issues: Prompted

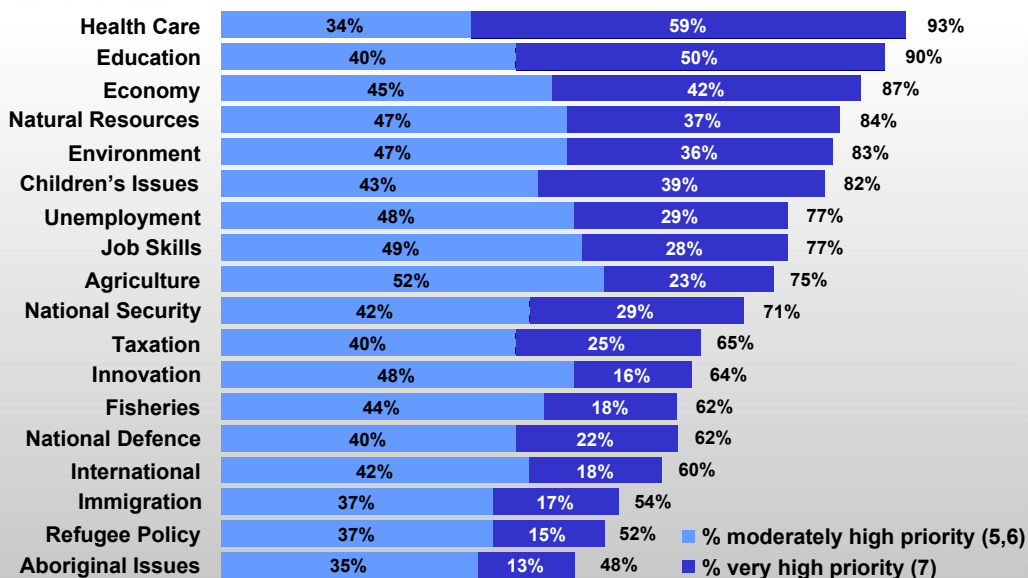
*“Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about ...”*

CANADA	Low priority	Middle priority	Moderately high priority	Very high priority	High priority
	% saying 1, 2, 3	% saying 4	% saying 5, 6	% saying 7	% saying 5, 6, 7
Health care	3	4	34	59	93
Education	3	7	40	50	90
Managing the economy	5	8	45	42	87
Managing Canada's natural resources	5	11	47	37	84
Environment	4	13	47	36	83
Children's issues	5	12	43	39	82
Unemployment	8	15	48	29	77
Improving Canadians' job skills	8	15	49	28	77
Agriculture/farming	6	18	52	23	75
Protecting national security	11	17	42	29	71
Taxation	11	23	40	25	65
Promoting innovation	10	24	48	16	64
Managing the fisheries	13	24	44	18	62
National defence	16	22	40	22	62
Representing Canada internationally	14	25	42	18	60
Immigration	19	26	37	17	54
Refugee policy	22	25	37	15	52
Aboriginal issues	23	28	35	13	48

Note: Numbers may not add up to 100% due to rounding.



## Eighteen Priority Issues: Prompted



- When Canadians are offered a set of issues and asked to rate their importance, health care continues to be the highest-rated priority issue, with 59% of Canadians according that issue a very high priority (7 on a scale from 1 to 7) and another 34% giving it moderately high priority (5 or 6 on a scale from 1 to 7). Education is a close second, with 50% giving it very high priority and 40% giving it moderately high priority. Two other quality of life issues, the environment and children's issues, also are found in the top third of the above set of issues.
- Among the economic issues, managing the economy gets very high priority from 42% and moderately high priority from 45%. Managing Canada's natural resources is also in the top third, and gets very high priority from 37% and moderately high priority from 47%.
- A number of issues related to the national or regional economies — unemployment, job skills, agriculture, taxation, innovation and fisheries — are found in the middle rung of priorities. Unemployment gets a very high priority from 29% and moderately high priority from 48%.
- International and security issues are found in the bottom half, with national security getting very high priority from 29% and moderately high priority from 42%. National security is followed by national defence and representing Canada internationally, which are in turn followed by immigration and refugee policy.
- Aboriginal issues get very high priority from 13% and moderately high priority from 35%.

# Priority Rating (Selected Issues): By Province/Region

“Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about ...”

## % saying high priority (5, 6, 7)

(Moderately high priority [5, 6] plus very high priority [7])

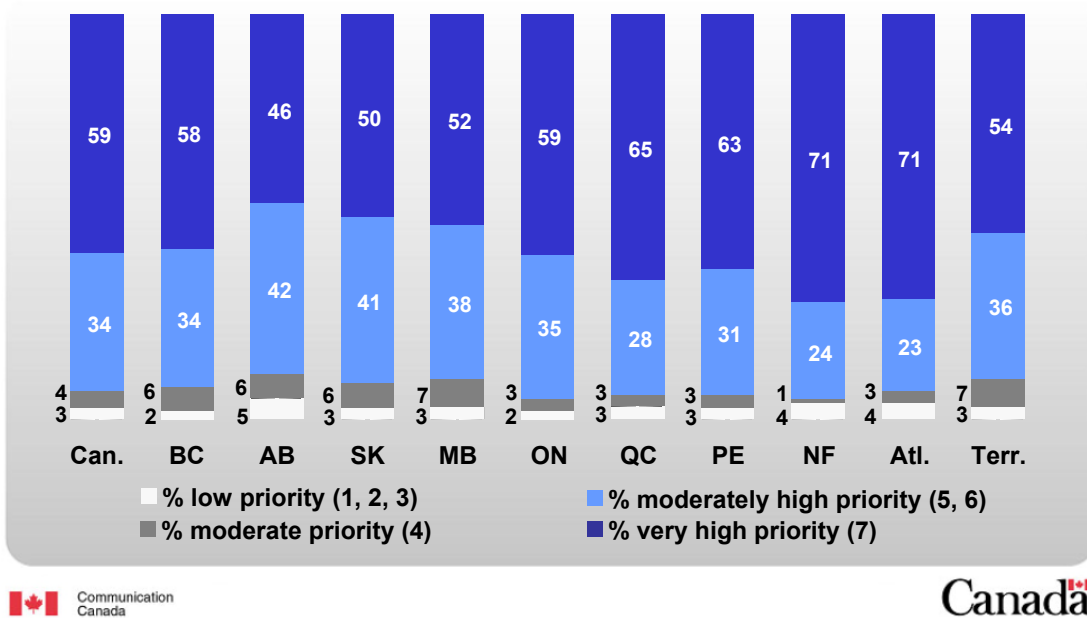
By Province/Region	Can.	BC	AB	SK	MB	ON	QC	PE	NF	Atl.	Terr.
Health care	93	92	88	91	90	94	93	94	95	94	90
Managing the economy	87	86	84	83	86	88	87	84	88	90	81
Unemployment	77	77	66	72	70	76	82	82	87	84	71
National defence	62	59	69	63	67	67	48	71	73	73	64
Protecting national security	71	64	75	69	71	77	62	80	80	79	70
Agriculture	75	72	76	84	79	78	70	78	73	72	70
Managing the fisheries	62	76	58	56	58	63	51	77	81	75	68
Aboriginal issues	48	54	41	51	52	51	40	54	53	50	61
Immigration	54	52	51	48	54	57	52	51	50	52	50
Environment	83	79	77	74	80	86	83	87	84	82	81
Managing Canada's natural resources	84	85	82	80	82	86	82	86	88	83	84
Education	90	91	88	86	89	91	89	93	93	94	90

CANADA	% saying low priority (1, 2, 3)	% saying moderate priority (4)	% saying moderately high priority (5, 6)	% saying very high priority (7)
Health care	3	4	34	59
Managing the economy	5	8	45	42
Unemployment	8	15	48	29
National defence	16	22	41	22
Protecting national security	11	17	41	29
Agriculture	6	18	51	23
Managing the fisheries	13	24	44	18
Aboriginal issues	23	28	35	13
Immigration	19	26	37	17
Environment	4	13	47	36
Managing Canada's natural resources	5	11	47	37
Education	3	7	40	50

Note: Numbers may not add up to 100% due to rounding.



## Priority of Health Care: By Province/Region



- The priority of some issues tends to vary by province and region. Health care, however, gets the highest priority from every province and region of the country. This issue gets the relatively highest priority in Quebec and the Atlantic region, where 65% and 71% give it a very high priority (7 on a scale from 1 to 7).
- Other issues, such as managing the economy and the environment, also get high priority ratings all across the country (see preceding page).
- The priority tends to vary more for other issues (see preceding page as well).
- Three in ten Canadians (29%) give unemployment a very high rating (7 on a scale from 1 to 7) and another 48% give it a moderately high rating (5 or 6 on a scale from 1 to 7). The priority rating for unemployment tends to be highest in the Atlantic region and Quebec, where 84% and 82% give this issue a high priority. Only 66% give unemployment a high priority in Alberta (see preceding page).
- National defence gets a high priority rating (73%) in the Atlantic region (versus 62% for Canada as a whole) and a relatively lower priority rating in Quebec (48%).
- Agricultural issues get a high priority rating (84%) in Saskatchewan (versus 75% for Canada as a whole).
- Managing the fisheries gets a higher priority rating in the Atlantic region (75%) and British Columbia (76%).

# Performance Rating on 18 Priority Issues

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*“How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about ...?”*

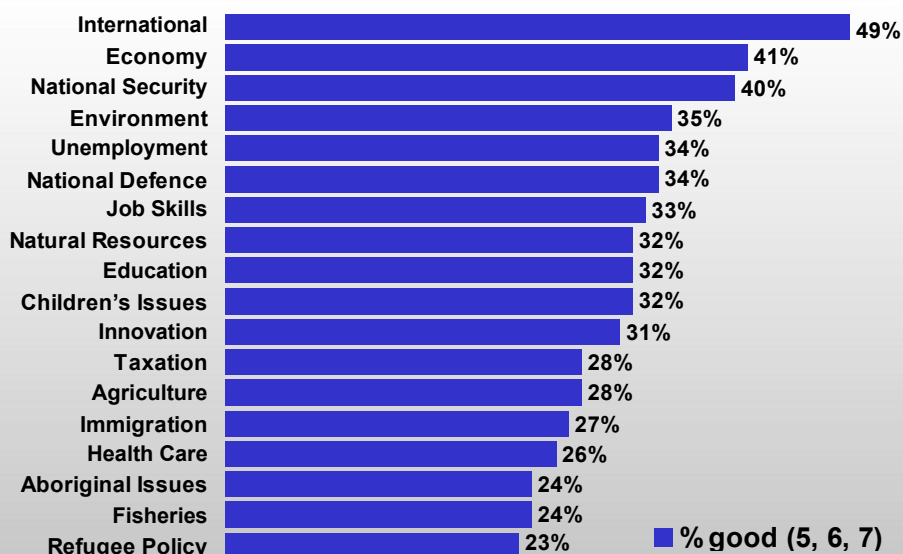
<b>CANADA</b>	<b>% saying poor (1, 2, 3)</b>	<b>% saying neither (4)</b>	<b>% saying good (5, 6, 7)</b>
<b>Representing Canada internationally</b>	22	28	49
<b>Managing the economy</b>	31	28	41
<b>Protecting national security</b>	27	32	40
<b>Environment</b>	31	33	35
<b>Unemployment</b>	31	34	34
<b>National defence</b>	36	29	34
<b>Improving Canadians’ job skills</b>	28	37	33
<b>Managing Canada’s natural resources</b>	31	35	32
<b>Education</b>	37	30	32
<b>Children’s issues</b>	33	33	32
<b>Promoting innovation</b>	25	40	31
<b>Taxation</b>	41	31	28
<b>Agriculture/farming</b>	32	38	28
<b>Immigration</b>	36	35	27
<b>Health care</b>	51	23	26
<b>Aboriginal issues</b>	35	38	24
<b>Managing the fisheries</b>	35	37	24
<b>Refugee policy</b>	37	36	23

Note: Numbers may not add up to 100% due to “Don’t know” responses.





## Performance Rating on 18 Priority Issues



- Canadians were also asked to evaluate the Government's handling of these same 18 issues.
- The Government continues to get good ratings for its handling of some international and security issues. Half (49%) give the Government a good evaluation for representing Canada internationally and 40% give a good evaluation for protecting national security. The Government gets less favourable evaluations for immigration (27% good) and refugee policy (23% good).
- The Government continues to get relatively good evaluations for managing the economy (41% good) and unemployment (34% good).
- The Government's evaluations on quality of life issues are somewhat less positive. One in three (32%) give positive evaluations for both education and children's issues and 26% say good for health care.
- The Government's ratings on issues facing the primary sector of the economy are less favourable as well. Only 28% give a good evaluation for agricultural issues and 24% give a good evaluation for managing the fisheries.

# Performance Rating (Selected Issues): By Province/Region

*“How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about...?”*

By Province/Region	Can.	BC	AB	SK	MB	ON	QC	PE	NF	Atl.	Terr.
Health care	26	19	20	24	27	30	25	36	27	25	34
Managing the economy	<b>41</b>	<b>29</b>	<b>34</b>	<b>34</b>	<b>42</b>	<b>46</b>	<b>42</b>	<b>53</b>	<b>42</b>	<b>43</b>	<b>40</b>
Unemployment	34	24	32	30	38	39	34	40	39	35	34
National defence	34	30	25	30	32	33	38	39	46	43	33
Protecting national security	40	33	33	36	38	42	42	47	52	51	43
Agriculture	28	24	23	14	21	27	35	43	34	34	23
Managing the fisheries	24	21	19	15	20	24	28	37	22	27	25
Aboriginal issues	24	22	20	28	27	23	28	36	37	28	40
Immigration	27	17	20	22	29	27	32	32	35	32	26
Environment	35	33	34	34	32	34	37	41	39	40	36
Managing Canada’s natural resources	32	22	30	31	33	32	36	42	34	38	34
Education	32	28	29	35	37	31	36	42	41	36	39

## % saying good (5, 6, 7)

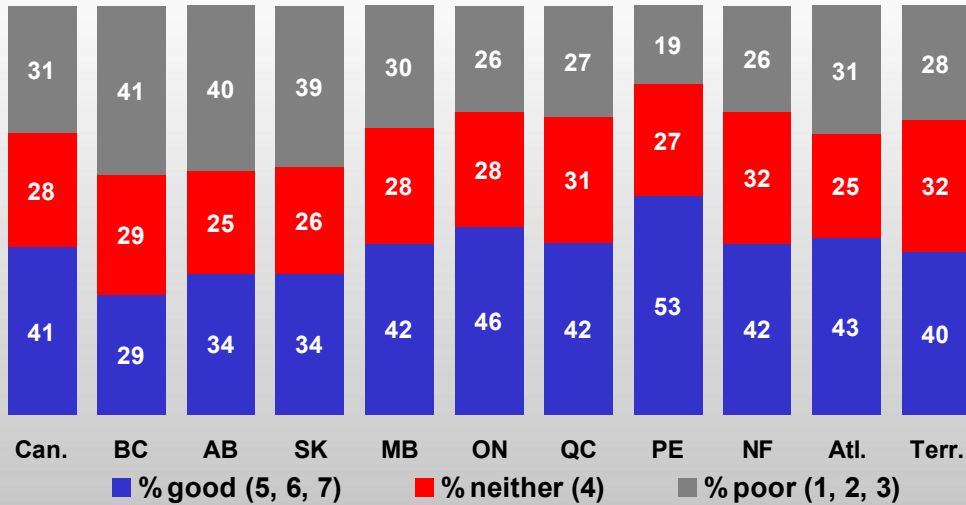
CANADA	% saying good (5, 6, 7)	% saying neither (4)	% saying poor (1, 2, 3)
Health care	26	23	51
Managing the economy	<b>41</b>	<b>28</b>	<b>31</b>
Unemployment	34	34	31
National defence	34	29	36
Protecting national security	40	32	27
Agriculture	28	38	32
Managing the fisheries	24	37	35
Aboriginal issues	24	38	35
Immigration	27	35	36
Environment	35	33	31
Managing Canada’s natural resources	32	35	31
Education	32	30	37

Note: Numbers may not add up to 100% due to “Don’t know” responses.



## Performance on Managing the Economy: By Province/Region

*“How would you rate the Government’s performance in each of the following areas? How about managing the economy?”*



- The Government’s ratings on managing the economy tend to be relatively good, although lower in the West (29% good in British Columbia and 34% in both Alberta and Saskatchewan). They are highest in Ontario (46% good).
- The Government’s ratings on other issues vary by province and region as well (see preceding page).
- On health care, good ratings vary from 19% in British Columbia and 20% in Alberta to 30% in Ontario and 36% in Prince Edward Island.
- On managing natural resources, good ratings range from 22% in British Columbia to 34% in the territories, 36% in Quebec and 38% in the Atlantic region.
- In Saskatchewan and Manitoba, the Government gets good ratings on agricultural issues of 14% and 21% respectively. In Quebec and Prince Edward Island, good ratings are 35% and 43% respectively.
- On Aboriginal issues, good ratings range from 20% in Alberta and 22% in British Columbia to 37% in Newfoundland and Labrador and 40% in the territories.

# Mapping Priorities and Performance

*“Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the mid-point 4 means middle priority. How about ...”*

*“How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about...?”*

CANADA	Priority	Performance
	Mean on a 7-point scale (1=lowest; 7=highest)	Mean on a 7-point scale (1=terrible; 7=excellent; 4=neither good nor bad)
Health care	6.30 (93%)	3.47 (26%)
Education	6.12 (90%)	3.86 (32%)
Managing the economy	5.92 (87%)	4.06 (41%)
Children’s issues	5.79 (82%)	3.93 (32%)
Managing Canada’s natural resources	5.78 (84%)	3.95 (32%)
Environment	5.75 (83%)	4.00 (35%)
Improving Canadians’ job skills	5.47 (77%)	4.04 (33%)
Unemployment	5.46 (77%)	3.96 (34%)
Agriculture/Farming	5.37 (75%)	3.90 (28%)
Protecting national security	5.33 (71%)	4.20 (40%)
Taxation	5.14 (65%)	3.65 (28%)
Promoting innovation	5.04 (64%)	4.04 (31%)
Managing the fisheries	4.97 (62%)	3.74 (24%)
National defence	4.95 (62%)	3.90 (34%)
Representing Canada internationally	4.91 (60%)	4.44 (49%)
Immigration	4.69 (54%)	3.73 (27%)
Refugee policy	4.59 (52%)	3.65 (23%)
Aboriginal issues	4.44 (48%)	3.74 (24%)
	Overall average mean = 5.33	

Note: Figures in brackets for priority refer to the percentage saying high priority (5, 6, 7 on a 7-point scale).

Note: Figures in brackets for performance refer to the percentage saying good performance (5, 6, 7 on a 7-point scale).

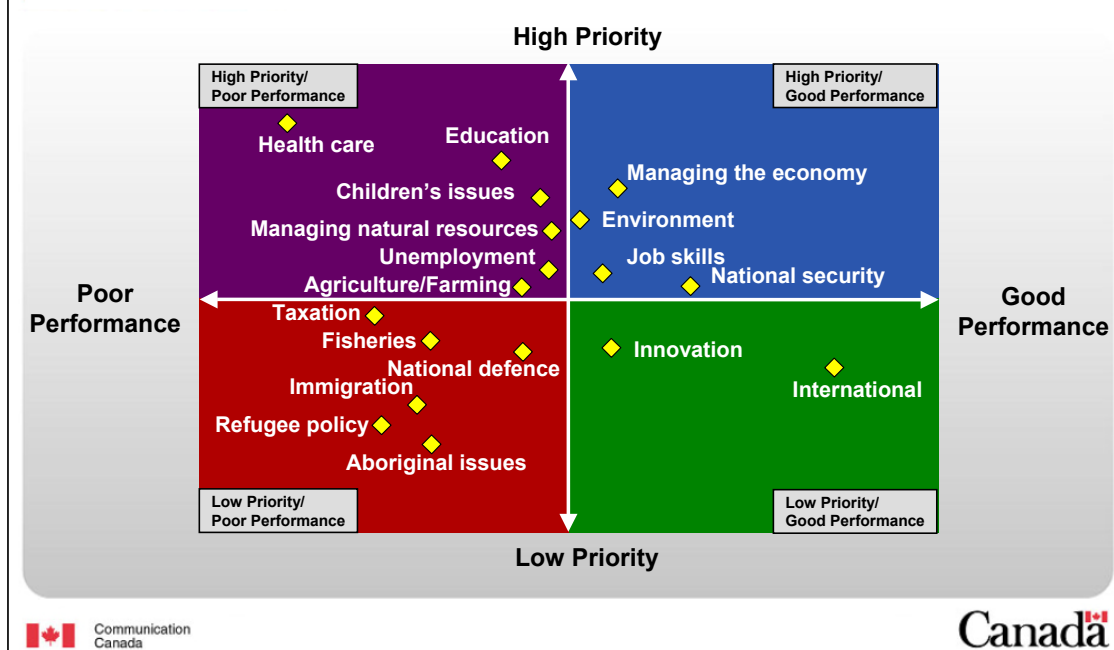
## How the Issues Are Mapped

**Priority:** If an issue’s score is equal to or greater than the overall average mean (5.33), it is placed in the upper half of the grid (high priority); if its score is less than the overall average mean (5.33), it is placed in the lower half (low priority).

**Performance:** If an issue’s score is equal to or greater than 4 (the mid-point on the scale), it is placed on the right-hand side of the grid (good performance); if its score is less than 4 (the mid-point on the scale), it is placed on the left-hand side (poor performance).



## Mapping Priorities and Performance



- The chart above compares both the priority of the 18 issues, and the evaluation of the Government's performance on them.
- In the upper right box are found the issues that Canadians consider to be both high priority and on which the Government is seen to be doing relatively well. These are managing the economy, the environment, promoting job skills and protecting national security (for a description of how the relative positions of these issues were calculated, see preceding page).
- In the lower right box, innovation and representing Canada internationally get good evaluations from the public, although both are accorded somewhat lower levels of priority than some other issues.
- In the upper left box are found the issues that Canadians believe to be high priorities and on which they believe that the Government of Canada is performing poorly. Health care is the highest priority among the 18 issues and receives the lowest performance rating (see preceding page). Other issues in this box include education, children's issues, managing natural resources, unemployment, and agriculture and farming.
- In the lower left are the issues to which Canadians give a relatively lower priority and for which they give a less favourable evaluation. These include taxation, fisheries, national defence, immigration, refugee policy and Aboriginal issues.

# Shifting Priorities and Performance

*“Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government of Canada place on each of the following areas? Please rate your response on a 7-point scale where 1 means the lowest priority, 7 means the highest priority and the midpoint 4 means middle priority. How about ...”*

*“How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent and the midpoint 4 is neither. How about ...?”*

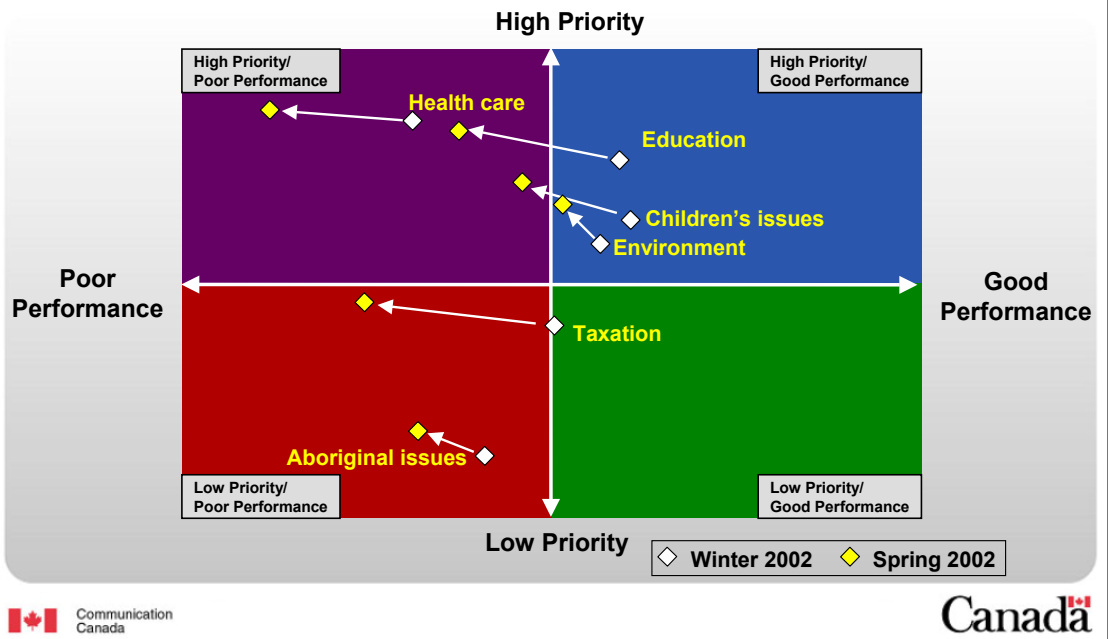
CANADA	Spring 2002		Winter 2002	
	Priority	Performance	Priority	Performance
	Mean on a 7-point scale (1=lowest priority; 7=highest priority)	Mean on a 7-point scale (1=terrible performance; 7=excellent performance; 4=neither good nor bad performance)	Mean on a 7-point scale (1=lowest priority; 7=highest priority)	Mean on a 7-point scale (1=terrible performance; 7=excellent performance; 4=neither good nor bad performance)
Health care	6.30 (93%)	3.47 (26%)	6.21 (90%)	3.74 (31%)
Children’s issues	5.79 (82%)	3.93 (32%)	5.70 (81%)	4.14 (38%)
Aboriginal issues	4.44 (48%)	3.74 (24%)	4.32 (45%)	3.87 (29%)
Education	6.12 (90%)	3.86 (32%)	6.00 (87%)	4.15 (40%)
Environment	5.75 (83%)	4.00 (35%)	5.60 (79%)	4.10 (39%)

Note: Figures in brackets for priority refer to the percentage saying high priority (5, 6, 7 on a 7-point scale).

Note: Figures in brackets for performance refer to the percentage saying good performance (5, 6, 7 on a 7-point scale).



# Shifting Priorities and Performance



- This chart and the preceding page show the changes in priority and performance evaluation on five issues since January 2002.
- Since January, the priority of health care, children's issues, Aboriginal issues, education and the environment has increased.
- Conversely, the evaluation of the Government's performance on health care, children's issues, Aboriginal issues, education and the environment has declined.

# Net Performance on Perceptual Factors

*“There are a number of different areas that may influence how citizens view the Government’s performance. For each of the following how would you rate the performance of the Government of Canada? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither.”*

## Spring 2002

### Government of Canada (net performance rating)

(% saying good performance minus % saying poor performance)

CANADA	% saying good performance (5, 6, 7)	% saying poor performance (1, 2, 3)	Net Perf. Rating	Change from Spring 2000
Providing useful information	48	21	+ 27	n/a
Providing high quality service	43	25	+ 18	▼5
Having a vision for the future	42	29	+ 13	▼15
Leading Canada in a direction I agree with	37	32	+ 5	▼17
Being open and honest	26	49	- 23	▼13
Listening to ordinary Canadians	25	49	- 24	▼13
Managing its operations in a cost-effective way	22	51	- 29	▼19
Being accountable to citizens for public spending	20	56	- 36	▼12

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

Note: Numbers may not add up to 100% due to “Don’t know” responses.

Note: ▲ means above average in comparison to the national average.

Note: ▼ means below average in comparison to the national average.

## Spring 2000

### Government of Canada (net performance rating)

(% saying good performance minus % saying poor performance)

CANADA	% saying good performance (5, 6, 7)	% saying poor performance (1, 2, 3)	Net Perf. Rating
Providing useful information	n/a	n/a	n/a
Providing high quality service	45	22	+ 23
Having a vision for the future	50	22	+ 28
Leading Canada in a direction I agree with	46	24	+ 22
Being open and honest	31	41	- 10
Listening to ordinary Canadians	30	41	- 11
Managing its operations in a cost-effective way	31	41	- 10
Being accountable to citizens for public spending	25	49	- 24

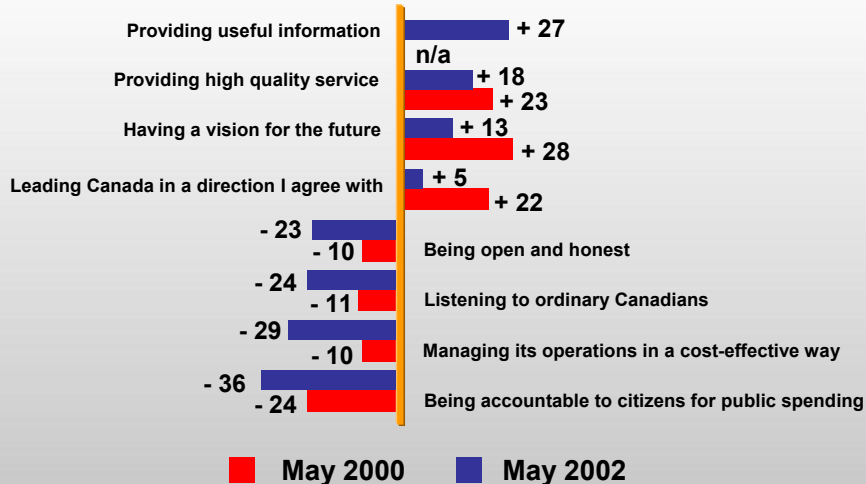
Note: Numbers may not add up to 100% due to “Don’t know” responses.





## Net Performance on Perceptual Factors

*% saying good performance minus % saying poor performance*



- Perceptual factors refer to a wide range of factors beyond the spectrum of policy issues. They include perceptions of:
  - the utility of information and quality of service delivery;
  - the degree of cost-effective management of government operations;
  - the Government's accountability and transparency;
  - whether the Government is listening to the people;
  - whether the Government is leading Canada in a direction people agree with; and
  - whether the Government has a vision for the country's future.
- Canadians rate the Government of Canada highest on providing useful information and high quality service. While they also rate the Government positively on its vision for the future and leading Canada in a direction they agree with, evaluations are less favourable than they were two years ago.
- The Government has received and continues to receive more negative than positive evaluations for perceptions of listening to Canadians, transparency, managing operations in a cost-effective way and being accountable.

# Perceptual Factors: By Province/Region

*“There are a number of different areas that may influence how citizens view the Government’s performance. For each of the following how would you rate the performance of the Government of Canada? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither.”*

## Spring 2002

**% saying good performance (5, 6, 7)**

By Province/Region	Can.	BC	AB	SK	MB	ON	QC	PE	NF	Atl.
Providing useful information	48	39	41	40	49	51	51	56	51	54
Providing high quality service	43	29	35	32	36	46	48	53	48	51
Having a vision for the future	42	32	34	32	40	45	47	48	52	49
Leading Canada in a direction I agree with	37	28	29	29	35	41	38	49	44	42
Being open and honest	26	22	18	18	20	26	33	31	23	28
Listening to ordinary Canadians	25	14	17	16	20	26	36	31	22	28
Managing its operations in a cost-effective way	22	13	12	15	17	19	36	28	20	25
Being accountable to citizens for public spending	20	13	12	13	17	20	30	26	21	22
Average of the above eight perceptual factors	33	24 (▼9)	25 (▼8)	24 (▼9)	29 (▼4)	34 (▲1)	40 (▲7)	40 (▲7)	35 (▲2)	37 (▲4)

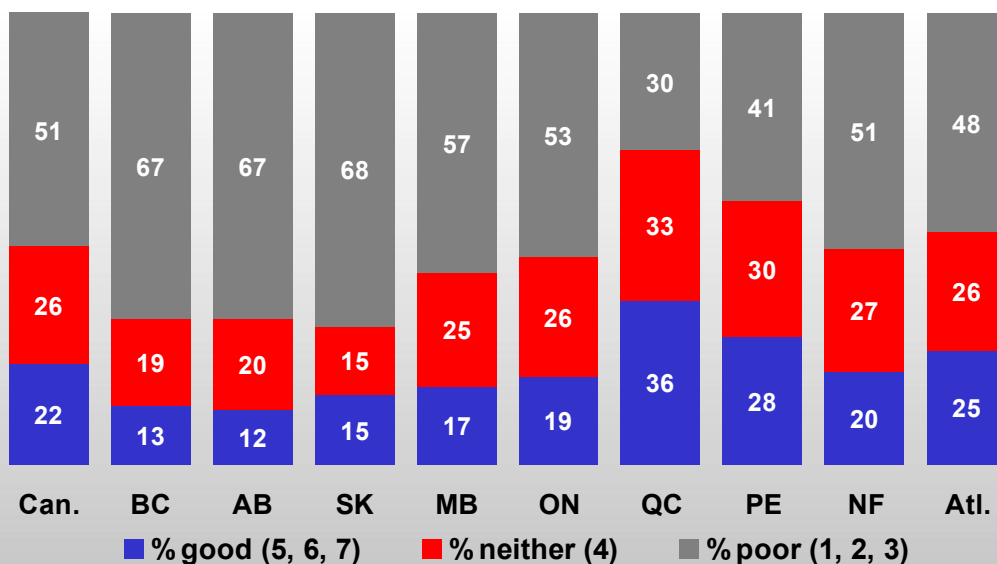
Note: ▲ means above average in comparison to the national average.

Note: ▼ means below average in comparison to the national average.

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.



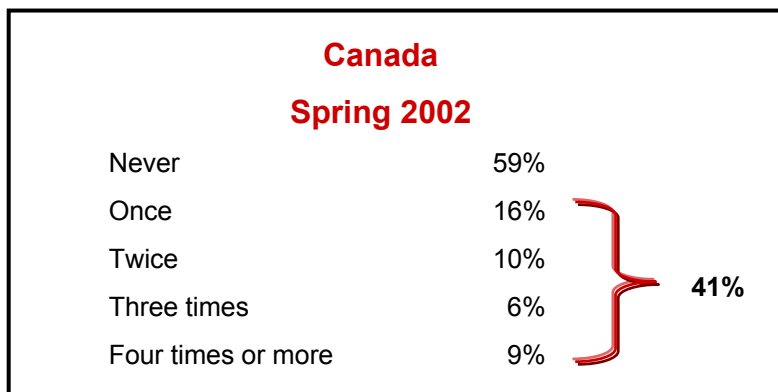
## Cost-Effective Management: By Province/Region



- The Government's ratings on the perceptual factors tend to vary widely by province and region.
- The Government's rating for managing its operations cost-effectively tends to be low in the West, where 13% in British Columbia, 12% in Alberta, 15% in Saskatchewan and 17% in Manitoba give a good evaluation. The Government gets a good rating from 36% in Quebec and 28% in Prince Edward Island.
- These trends hold for the other perceptual factors (see preceding page).
- For being accountable to citizens for public spending, the Government gets good ratings of 13% in British Columbia, 12% in Alberta and 13% in Saskatchewan, while its good ratings in Ontario and Quebec are 20% and 30% respectively.
- On listening to ordinary Canadians, the Government gets good ratings of 14% in British Columbia, 17% in Alberta and 16% in Saskatchewan. In Quebec and Prince Edward Island, 36% and 31% give good ratings.
- On leading Canada in a direction with which the respondents agree, evaluations compared to the preceding factors tend both to be more positive and to vary less between the provinces and regions. While 28% in British Columbia and 29% in both Saskatchewan and Alberta give the Government a good rating in this area, the Government's ratings are higher in Ontario (41%), Newfoundland and Labrador (44%) and Prince Edward Island (49%).

# Service from the Government: Overall Rating

*“In the past three months, approximately how often have you had contact with the Government of Canada for information or assistance?”*



Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

A follow-up question was posed to the 41% (or 1835) who had had at least one contact with the Government of Canada in the previous three months.

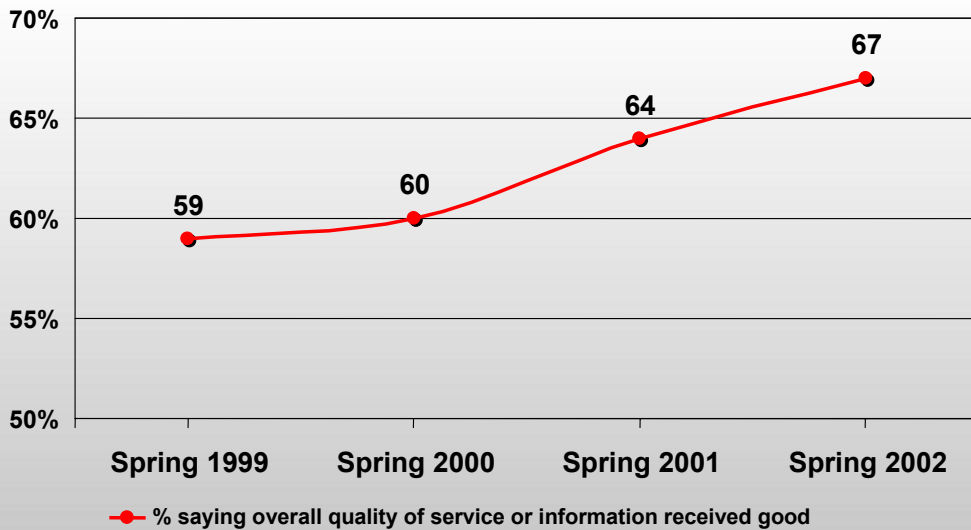
*“And how do you rate the overall quality of the service or information you received? Please use a 7-point scale where 1 means very poor, 7 means very good and 4 means neither good nor poor.”*

<b>% saying good (5, 6, 7)</b>	67
<b>% saying neither good nor bad (4)</b>	18
<b>% saying poor (1, 2, 3)</b>	14

Note: Numbers may not add up to 100% due to rounding.



## Service from the Government: Overall Rating



- In the three months prior to the survey, 41% of Canadians had contacted the Government of Canada for information or service (see preceding page).
- Overall satisfaction with service has risen steadily since spring 1999. In spring 1999, 59% of those who had contacted the Government of Canada described the service they received during their most recent contact as good. By spring 2002, that proportion had reached 67%.

# Satisfaction with Service from the Government: By Province/Region

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*“In the past three months, approximately how often have you had contact with the Government of Canada for information or assistance?”*

## **% who had had at least one contact**

<b>CANADA</b>	<b>41</b>
<b>BC</b>	42
<b>AB</b>	43
<b>SK</b>	45
<b>MB</b>	46
<b>ON</b>	45
<b>QC</b>	32
<b>PE</b>	46
<b>NF</b>	41
<b>Atl.</b>	39

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

A follow-up question was posed to those who had had at least one contact with the Government of Canada in the previous three months.

*“And how do you rate the overall quality of the service or information you received? Please use a 7-point scale where 1 means very poor, 7 means very good and 4 means neither good nor poor.”*

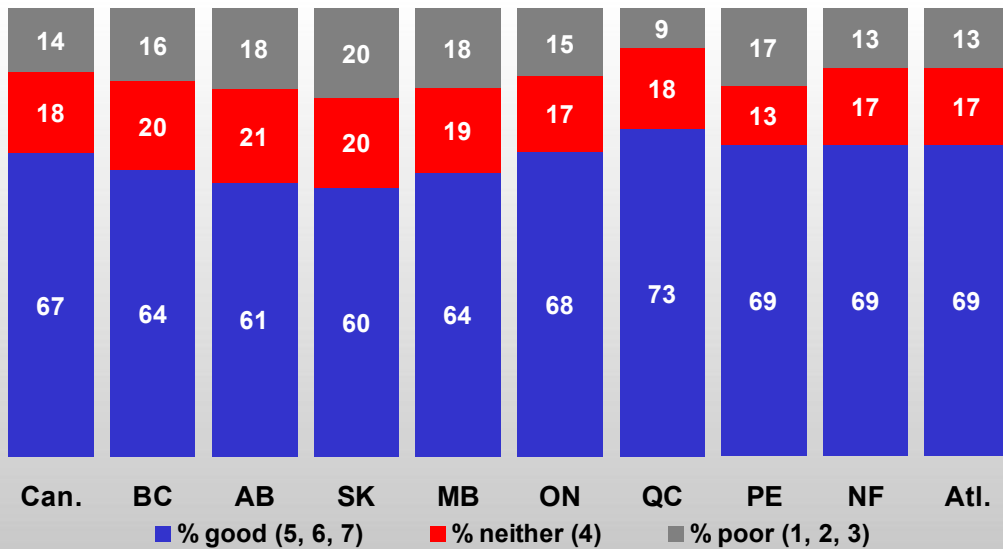
<b>By Province/Region</b>	<b>% saying good (5, 6, 7)</b>	<b>% saying neither (4)</b>	<b>% saying poor (1, 2, 3)</b>
<b>CANADA</b>	67	18	14
<b>BC</b>	64	20	16
<b>AB</b>	61	21	18
<b>SK</b>	60	20	20
<b>MB</b>	64	19	18
<b>ON</b>	68	17	15
<b>QC</b>	73	18	9
<b>PE</b>	69	13	17
<b>NF</b>	69	17	13
<b>Atl.</b>	69	17	13

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

Note: Numbers may not add up to 100% due to rounding.



## Satisfaction with Service from the Government: By Province/Region



- The level of contact with the Government for information or service varies moderately across Canada, ranging from 32% in Quebec to 45% in both Ontario and Saskatchewan and 46% in both Prince Edward Island and Manitoba (see preceding page).
- Ratings on satisfaction with the most recent contact tend to be very positive all across the country. Two out of three (67%) rate the quality of service from their most recent contact with the Government as good. The percentage giving a good rating is high everywhere, ranging from 60% in Saskatchewan to 73% in Quebec.

# State of Health Care System

*“Generally speaking, would you say the health care system is in good or bad shape?”*

By Province/Region	CANADA	BC	AB	SK	MB	ON	QC	PE	NF	Atl.
% saying good shape	35	24	46	32	39	45	21	41	29	30
% saying bad shape	64	75	54	57	59	54	78	59	69	69
% saying don't know	1	1	0	2	2	2	1	0	1	1

By Province/Region	CANADA	BC	AB	SK	MB	ON	QC	PE	NF	Atl.
% saying very good shape	3	1	5	4	3	3	1	4	3	2
% saying somewhat good shape	32	23	41	28	36	42	20	37	26	28
% saying somewhat bad shape	38	37	38	39	40	35	44	43	40	37
% saying very bad shape	26	38	16	28	19	19	34	16	29	32
% saying don't know	1	1	0	2	2	2	1	0	1	1

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

Note: Numbers may not add up to 100% due to rounding.

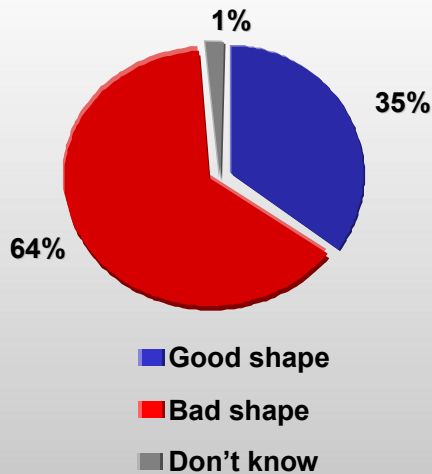
- The demographic groups that are most likely to say the health care system is in bad shape (somewhat or very) are women (69%), persons with incomes of \$30K or less (69%) and those aged 35-54 (69%).





## State of Health Care System

“Generally speaking, would you say the health care system is in good or bad shape?”



Good Shape	
• Alberta	46%
• Ontario	45%
• P.E.I.	41%
• Manitoba	39%
• Saskatchewan	32%
• Atlantic Region	30%
• Newfoundland and Labrador	29%
• British Columbia	24%
• Quebec	21%

- Health care was again found by the spring 2002 *Listening to Canadians* survey to be Canadians' highest priority. This is the beginning, then, of a special 12-page section on attitudes toward the health care system in Canada.
- About one out of three Canadians, or 35%, believe the health care system is in good shape. Residents of Alberta (46%), Ontario (45%) and Prince Edward Island (41%) are most likely to believe that the health care system is in good shape. The lowest proportions of those who feel the health system is in good shape are found in British Columbia (24%) and Quebec (21%).
- A strong majority of Canadians, 64%, say the health care system is in bad shape. Of this 64%, 38% believe that the system is in somewhat bad shape and 26% believe it is in very bad shape. This belief is most prevalent in Quebec (78%) and British Columbia (75%) and least prevalent in Ontario (54%) and Alberta (54%) (see preceding page).

# Core Position on Health Care Debate

---

*“Which of the following statements most closely represents your own personal opinion?”*

By Province/Region % saying:	CANADA	BC	AB	SK	MB	ON	QC	PE	NF	Atl.
<b>I think it is time that we made significant changes to improve the health care system in Canada.</b>	68	74	68	69	73	63	71	62	64	63
<b>I don't think we need to change the current system, we just need more money.</b>	30	22	30	28	24	34	28	36	35	36
<b>Don't know</b>	2	4	2	3	3	2	2	2	1	1

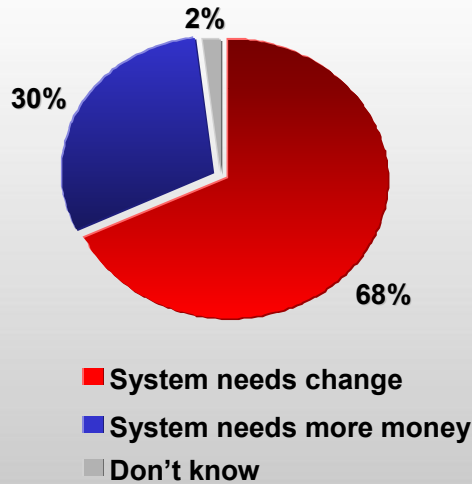
Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

Note: Numbers may not add up to 100% due to rounding.



## Core Position on Health Care Debate

*"Which of the following statements most closely represents your own personal opinion?"*



- A strong majority of Canadians, 68%, believe that the health care system needs significant changes rather than just increased funding. British Columbians (74%) are more likely than other Canadians to believe that the system needs change.
- On the other hand, three in ten Canadians (30%) believe that increased funding will be sufficient to improve the health care system. This belief is somewhat more widely held in the Atlantic region (36%), notwithstanding the fact that a majority of Atlantic Canadians (63%) also believe that the system needs fundamental change.

# Commission on the Future of Health Care in Canada

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*“Have you heard about the Commission on the Future of Health Care in Canada headed by former Saskatchewan premier Roy Romanow?”*

By Province/Region	CANADA	BC	AB	SK	MB	ON	QC	PE	NF	Atl.
% saying yes	45	47	56	74	59	48	26	62	50	49
% saying no	55	53	44	26	41	52	74	38	49	51

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

Note: Numbers may not add up to 100% due to rounding.

*“As you may or may not know, in May 2001, the Government of Canada launched a Commission on the Future of Health Care in Canada also known as the Romanow Commission. The main purpose of the Commission was to conduct consultations with ordinary Canadians, provincial and territorial governments, and health professionals about the health care system. Do you think this Romanow Commission will lead to a better or a worse health care system in Canada?”*

By Province/Region	CANADA	BC	AB	SK	MB	ON	QC	PE	NF	Atl.
% saying much better	9	9	9	9	11	10	7	8	11	10
% saying somewhat better	57	57	59	61	59	57	55	66	62	59
% saying somewhat worse	11	8	13	12	8	10	14	9	11	9
% saying much worse	4	3	3	5	1	4	5	2	2	3
% saying don't know	19	24	16	13	21	20	18	15	15	19

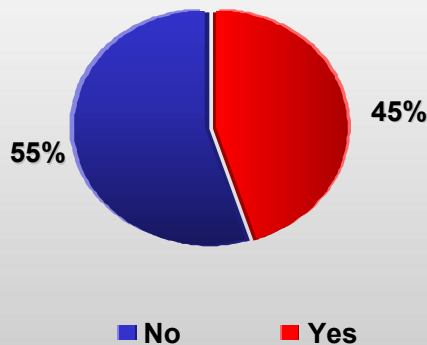
Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

Note: Numbers may not add up to 100% due to rounding.



## Commission on the Future of Health Care in Canada

*“Have you heard about the Commission on the Future of Health Care in Canada headed by former Saskatchewan premier Roy Romanow?”*



66% believe that the Commission will lead to a better health care system

- Canadians were asked if they were aware of the Commission on the Future of Health Care in Canada.
- Nearly half (45%) have heard of the Commission. Awareness is highest in Saskatchewan (74%), Prince Edward Island (62%), Manitoba (59%) and Alberta (56%), and is lowest in Quebec (26%) (see preceding page).
- A strong majority, 66%, believe the Romanow Commission will lead to a better health care system in Canada. The view that the Commission will lead to a better health care system is widely held across the country, ranging from 62% (7% say much better and 55% say somewhat better) in Quebec to 74% in Prince Edward Island (8% say much better and 66% say somewhat better).

# Experience with Health Care System

*“And how would you rate the overall quality of health care service you received? Please rate your response on a 7-point scale where 1 means terrible, and 7 means excellent”* (Excludes respondents who had never visited a family doctor, been hospitalized or had to go to an emergency room)

CANADA	
% saying good (5, 6, 7)	71
% saying neither (4)	12
% saying poor (1, 2, 3)	16
% saying don't know	1

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

- There are no significant regional variations.
- The demographic group most likely to rate the overall quality of health care received as good are those aged 55 years and older (81%).

## Overall Quality of Health Care Received

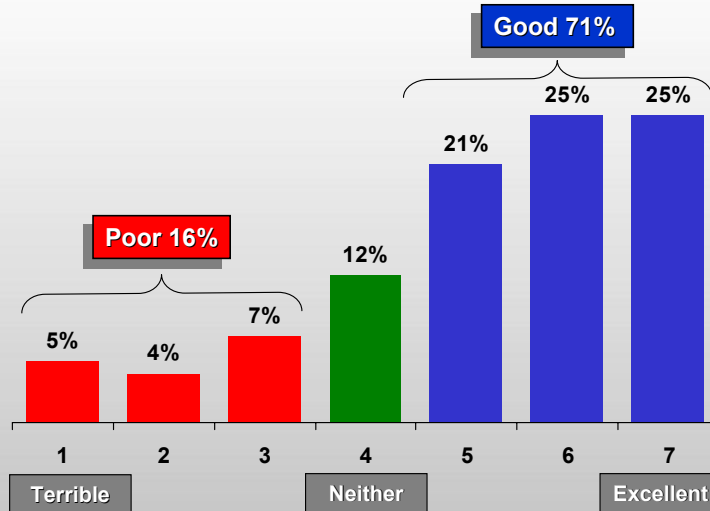
CANADA	Say health care system is in good shape	Say health care system is in bad shape
% saying good (5, 6, 7)	40	59
% saying neither (4)	24	75
% saying poor (1, 2, 3)	19	79

Note: Numbers may not add up to 100% due to “Don't know” responses.



## Experience with Health Care System

"How would you rate the overall quality of health care service you received?"



- While 64% of Canadians believe that the health care system is in bad shape, another strong majority (71%) report that they got good service on their last visit to either their family physician or the hospital. Only 16% rate their experience with the system as being poor.
- Eight out of ten Canadians aged 55 and over (81%) rate the quality of health care received on their most recent contact as good (see preceding page).
- Those Canadians who received good service at their most recent contact are more likely to believe that the health care system is in good shape (see preceding page).

# Credibility of Governments on Health Care

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*“Who do you think is most credible when they talk about the health care system: the Government of Canada or your provincial government?”*

<b>By Province/Region % saying:</b>	<b>CANADA</b>	<b>BC</b>	<b>AB</b>	<b>SK</b>	<b>MB</b>	<b>ON</b>	<b>QC</b>	<b>PE</b>	<b>NF</b>	<b>Atl.</b>
<b>Government of Canada</b>	28	35	28	17	19	30	25	29	24	30
<b>Provincial government</b>	47	37	54	59	60	45	49	55	53	48
<b>Neither</b>	20	21	15	19	18	20	22	13	20	18
<b>Don't know</b>	5	6	4	5	2	6	4	3	2	4

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

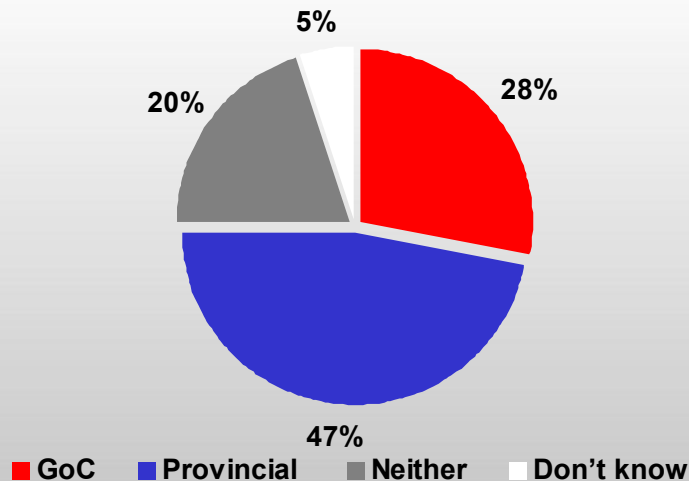
Note: Numbers may not add up to 100% due to rounding.





## Credibility of Governments on Health Care

*“Who do you think is most credible when they talk about the health care system: the Government of Canada or your provincial government?”*



- Forty-seven percent of Canadians think their provincial government is more credible than the Government of Canada on the subject of the health care system. Residents of Manitoba (60%), Saskatchewan (59%), Prince Edward Island (55%) and Alberta (54%) are most likely to hold this view.
- Three in ten Canadians (28%) think the Government of Canada is more credible. Residents of British Columbia (35%) and Ontario (30%) are slightly more likely than other Canadians to believe the Government of Canada is the more credible source of information on the health care system.

# Perceptions of Responsibility for the State of the Health Care System

*“Who do you think is most responsible for the current state of the health care system?”*

CANADA % saying:	Those saying health care system is in good shape (n=1511 or 35% of total population)	Those saying health care system is in bad shape (n=2959 or 64% of total population)	Total Canada (n=4520)
Government of Canada	31 (or 11% of total population)	37 (or 24% of total population)	35
Provincial government	27	29	28
General public/average Canadians	9	5	6
Government in general	4	5	5
Both federal and provincial governments	3	5	4
Health professionals (doctors, nurses, etc.)	4	3	4
Other	7	8	8
Don't know	15	8	10

## Total Canada

By Province/Region % saying:	CANADA	BC	AB	SK	MB	ON	QC	Atl.	PE	NF
Government of Canada	35	28	34	42	44	37	30	47	53	56
Provincial government	28	40	32	18	20	28	25	16	8	11
General public/average Canadians	6	6	7	9	7	6	6	9	11	7
Government in general	5	4	2	3	4	4	6	5	6	5
Both federal and provincial governments	4	3	2	3	3	3	8	3	3	3
Health professionals (doctors, nurses, etc.)	4	4	3	4	3	3	4	4	3	2
Other	8	7	8	8	8	7	12	10	7	4
Don't know	10	9	10	12	11	12	9	6	10	10

Note: Reduced national sample size, n=4520: question not posed to residents of the territories.

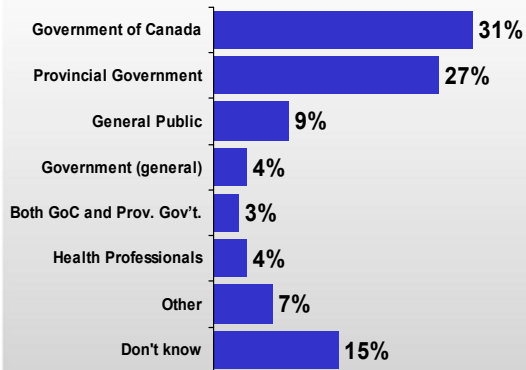
Note: Numbers may not add up to 100% due to rounding.

- Those most likely to say the Government of Canada is most responsible for the current state of the health care system are:
  - residents of Newfoundland and Labrador (56%), the Atlantic region (47%), Manitoba (44%) and Saskatchewan (42%)
  - persons 55 years of age and older (40%).

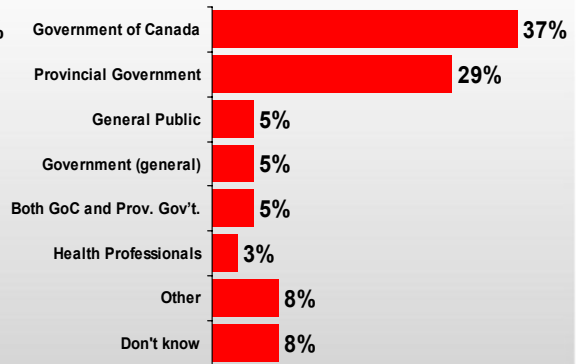


## Perceptions of Responsibility for the State of the Health Care System

*“Who do you think is most responsible for the current state of the health care system?”*



**Among Canadians who say health care system is in “good shape”**



**Among Canadians who say health care system is in “bad shape”**

- Beliefs as to which level of government or institution in our society is responsible for the current state of the health care system are very diffuse.
- Among Canadians who believe that the system is in good shape, the Government of Canada (31%) and provincial governments (27%) are most likely to be considered responsible. Another 9% attribute responsibility for the system being in good shape to the actions of the general public, and 15% say they don't know.
- Among the Canadians who believe that the system is in bad shape, the Government of Canada (37%) is most likely to be considered responsible for this, followed by provincial governments (29%).

# Avenues for Improvement in Overall Performance

*“What could the Government of Canada do to improve its performance?”*

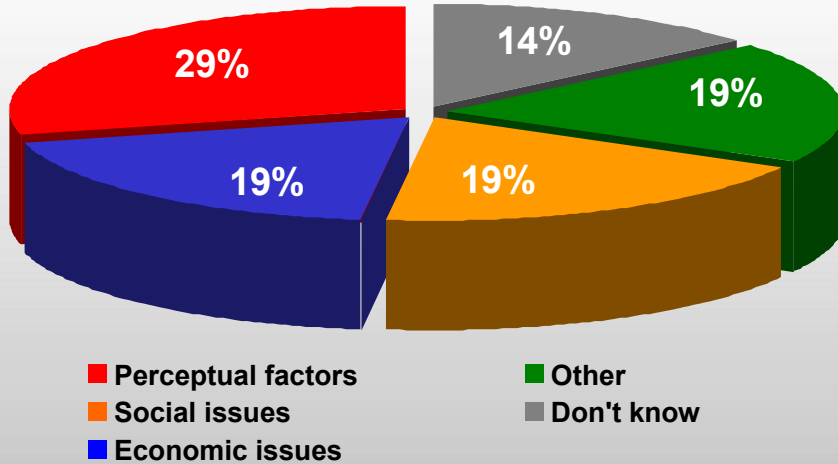
## CANADA (%)

<b>Perceptual Factors</b>	
Listen to Canadians	9
Improve cost-effectiveness/fiscal responsibility	6
Be more open/honest	5
Be more accountable	4
Lead Canada in the right direction	3
Have a vision for the future	1
Improve service	1
<b>Total</b>	<b>29</b>
<b>Social Issues</b>	
Improve health care system	11
Provide more funding for social programs	4
Improve educational system	3
Protect the environment	1
<b>Total</b>	<b>19</b>
<b>Economic Issues</b>	
Reduce taxes	8
Create jobs	4
Help business/industry	3
Reduce debt	1
Provide more funding for provinces	1
Support Canadian dollar	1
Economy (general)	1
<b>Total</b>	<b>19</b>
<b>Other</b>	
Improve defence	1
Improve foreign affairs policy/international relationships	1
Be more independent from U.S.	1
Address crime and justice	1
Pay more attention to provincial/municipal needs	1
Pay more attention to regions	1
Miscellaneous	13
<b>Total</b>	<b>19</b>
Don't know	14



## Avenues for Improvement in Overall Performance

*“What could the Government of Canada do to improve its performance?” (open-ended question)*



- The survey asked Canadians what the Government could do to improve its performance. Responses varied very widely (see preceding page).
- Three in ten Canadians (29%) mention improvements related to one of several perceptual factors; that is, those issues that may affect how Canadians perceive the Government but that lie outside the spectrum of strictly policy-related issues. Canadians mention a number of possible improvements, including listening more to Canadians, providing a higher level of transparency in its activities, managing operations more cost-effectively and providing greater accountability in its programs, services and operations.
- Improvements in the handling of economic issues are mentioned by 19%, the most significant being reducing taxes (8%) and creating jobs (4%).
- Social issues (19%) also figure prominently among Canadians’ desires for improvement: 11% mention an improved health care system and 4% mention more funding for social programs.
- Other areas where Canadians believe that the Government could make improvements (19%) include defence policy, foreign policy, more independence vis-à-vis the U.S., crime and justice, and more attention to the regions and to provincial and municipal governments.

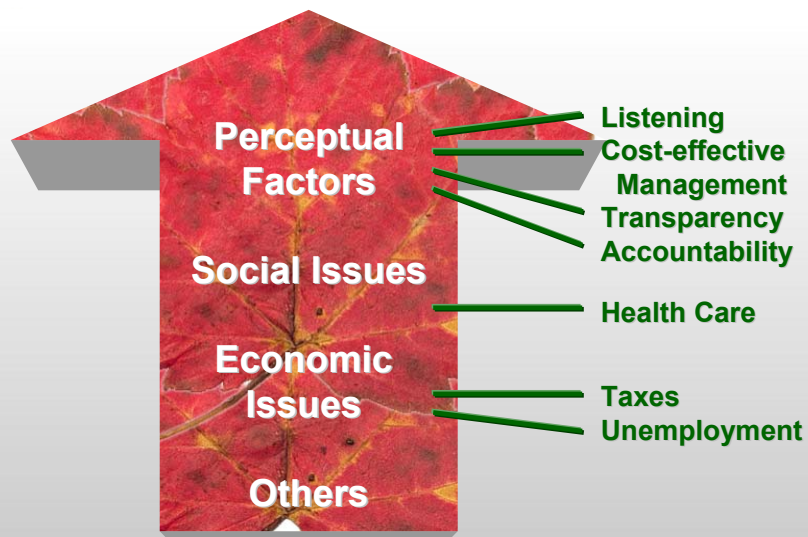


The major findings of the spring 2002 *Listening to Canadians* survey are the following:

- Health care remains Canadians' top priority. A majority of Canadians believe that the health care system is in bad shape, even though their own personal experience with the system tends to be positive. And since they tend to divide their perception of who is responsible for the state of the system between the federal and provincial levels of government and other institutions, the Government of Canada gets relatively poor ratings from the public for its handling of the health care issue. On the other hand, a majority of Canadians believe that significant changes would be more effective in improving the health care system than simply increasing funding. A majority of Canadians also expect that the recommendations from the Commission on the Future of Health Care in Canada will result in an improved system.
- Optimism in the economy is rebounding in the wake of the slowdown of 2001 and the events of September 11. But even though economic optimism has increased while the unemployment rate has declined, the evaluation of the Government of Canada's performance on managing the economy and unemployment has remained almost stationary.
- Perceptual factors are those perceptions and beliefs outside the sphere of strictly policy-related issues. They include the perceptions of the performance of the Government of Canada in providing high quality service and useful information, managing its operations in a cost-effective way, being accountable, listening to ordinary Canadians, being transparent in its activities, leading the country in the right direction and whether it has a vision for the future. The evaluation of the Government in these areas tends to vary widely.



## Conclusions (cont'd)



- This survey also found shared views and some wide differences between the provinces and regions in their responses to the survey. The Government's overall evaluation is lowest in the three western-most provinces and somewhat higher in Central and Eastern Canada. While Canadians are united in their concern for the health care system, the economy and the environment, priorities tend to vary more between the regions on issues such as unemployment, fisheries and agriculture. Likewise, the evaluation of the Government's performance on some issues, such as agriculture, tends to vary more between the regions. Ratings on others, such as economic management, tend to vary less. The Government's ratings on most issues also tend to be lower in British Columbia, Alberta and Saskatchewan. The evaluation of the Government's performance also tends to vary more for the reputation factors, especially for perceptions of cost-effective management. Service experience, on the other hand, tends to vary little, with Canadians from all regions giving the Government very favourable ratings.
- Finally, the survey found that Canadians believe the Government could make improvements in a wide range of factors that influence the perception of government: perceptions of cost-effective management, accountability, listening to Canadians and greater transparency of government activities. They also believe that the Government could make improvements in areas that affect quality of life, particularly the health care system. Possible improvements mentioned most often in the economic arena include reducing taxes and creating jobs. A number of other improvements are also suggested in the areas of international relations, defence, justice and other issues.

# The Survey (Spring 2002)

- Total sample: 5422 adults aged 18 and over, which includes a special oversampling of 902 residents of the territories conducted in collaboration with Indian and Northern Affairs Canada.
  - Margin of error for Canada: +/- 1.4%.
- Sample for the ten provinces: 4520 adults aged 18 and over.
  - Margin of error for the ten provinces: +/- 1.5%.
- Regular oversampling conducted in Saskatchewan and Manitoba.
- Atlantic region rotational oversampling conducted in Prince Edward Island and Newfoundland and Labrador. In winter 2002, Atlantic region rotational oversampling was conducted in New Brunswick and Nova Scotia.
- Interviewing conducted by telephone by the firms Ipsos-Reid and GPC Research between April 25 and May 13, 2002.
- Focus groups were held May 7-10 in Toronto, Montreal, Regina and Halifax. In each of Regina and Halifax, one focus group comprised rural residents drawn from areas surrounding these cities.

## Total Interviews by Ipsos-Reid and GPC Research

	Actual percentage of Canada's population	Proportion of sample in relation to proportion of Canada's population	Number of interviews conducted	Maximum margin of error	Over-sampling (number of persons)
<b>TERRITORIES</b>	0.3	16	902	+/- 3.3%	886
<b>BC</b>	13.2	715	401	+/- 5.0%	
<b>AB</b>	9.9	537	404	+/- 5.0%	
<b>SK</b>	3.3	179	401	+/- 5.0%	222
<b>MB</b>	3.7	200	404	+/- 5.0%	204
<b>ON</b>	38.2	2,071	1,005	+/- 3.2%	
<b>QC</b>	23.9	1,296	902	+/- 3.3%	
<b>NB</b>	2.4	130	100	+/- 10.0%	
<b>NS</b>	3.0	163	101	+/- 10.0%	
<b>PE</b>	0.4	22	402	+/- 5.0%	380
<b>NF</b>	1.7	92	400	+/- 5.0%	308
<b>Atl.</b>	7.5	407	1,003	+/- 3.2%	596
<b>Total</b>	<b>100</b>	<b>5,422</b>	<b>5,422</b>	<b>+/- 1.4%</b>	

Note: Numbers may not add up due to rounding.