

**Communication**

Canada



# **Listening to Canadians Communications Survey**

Winter 2002

Communications Survey



Enquête sur les communications

# **Listening to Canadians**

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## Communications Survey

Winter 2002

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For more information, please contact the  
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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 winter 2002 communications survey. The Ipsos-Reid Group and GPC Research conducted the survey between January 15 and 29, 2002. They interviewed 4,700 adults across Canada. We continued our practice of periodic oversampling in the Atlantic region, this time focusing on New Brunswick and Nova Scotia.

In order to compare the views of Canadians and Americans, we also reviewed the results of a survey of 2,000 Americans conducted by Ipsos-Reid during the same period.

The present report is available on Communication Canada's Web site ([www.communication.gc.ca](http://www.communication.gc.ca)).



# Executive Summary

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In January 2002, when we asked Canadians about the issues facing the country, the results showed a dramatic change from fall 2001. National security and terrorism had declined as a top-ranking concern, and the number of Canadians who mentioned health care had reverted to the high levels of a year before. Although optimism about the economy had rebounded, the economy and unemployment remained important top-of-mind concerns.

Public opinion of the overall performance of the Government of Canada declined over the year preceding the survey but remained positive on most issues, namely economic issues, international issues and some of the social issues. Negative perceptions of the Government in areas related to its reputation appeared to be putting downward pressure on its overall rating. These included perceptions of the Government's ability to take action, listening to Canadians and accountability.

When we asked Canadians to rate the major longer term priorities facing the country, health care, education and managing the economy continued to occupy the highest rung. These were followed by children's issues, the environment and unemployment.

Among the domestic issues, Canadians continued to give the Government a moderately good evaluation for managing the economy and promoting technology and innovation. Performance evaluation for the social issues tended to be more mid-range, with the exception of health care, which was lower. On economic issues, the Government also continued to get moderately low evaluations on unemployment and taxation.

On the international agenda, Canadians' assessments of the Government's performance varied widely. While the Government's ratings for representing Canada and international development programs continued to be the highest for any issue measured by the Communication Canada survey, the ratings for protecting national security and national defence were moderately high. Performance ratings on immigration and refugee policy were lower.

On the other hand, perceptions of service provided by the Government of Canada were positive and have the potential to contribute to improving overall perceptions of Government performance. Government of Canada service was perceived to be respectful of the public, reliable and accessible. Canadians were less likely to describe government service as innovative. Reliability of service appears to be an especially strong driver of positive perceptions of service.

# Top-of-Mind Issues: Trends

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

## Top Four Issues: By Region (%)

	CANADA	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
Health care	35	32	33	32	36	35	34	38	41	40	24
Economy	13	16	13	14	13	14	11	10	9	9	13
Jobs	8	10	3	9	6	6	10	14	11	13	7
National security	6	4	8	4	7	7	5	5	8	6	4

## Top Four Issues: By Gender (%)

	Total	Men	Women
Health care	35	30	39
Economy	13	16	10
Jobs	8	9	7
National security	6	6	5

## Top Five Issues: By Age Group (%)

	Total	18-24	25-34	35-54	55+
Health care	35	28	30	36	40
Economy	13	9	13	14	13
Jobs	8	6	8	9	8
National security	6	4	5	6	6
Education	6	15	9	5	3

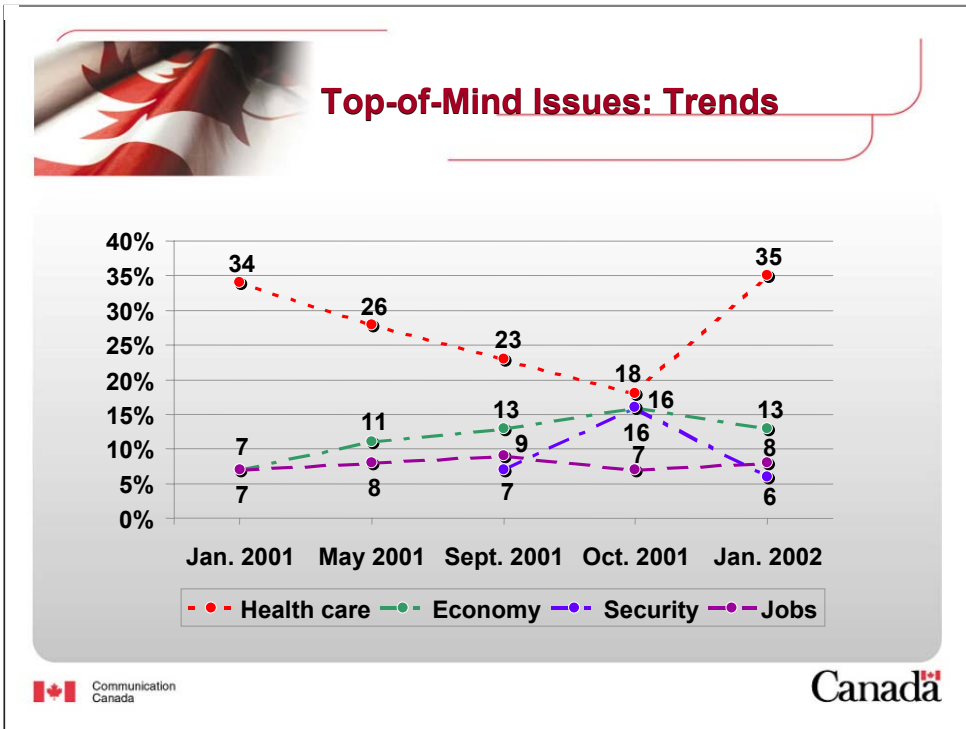
## Top Four Issues: By Education (%)

	Total	< High school	High school	Post-secondary	University
Health care	35	38	35	35	32
Economy	13	7	12	12	18
Jobs	8	9	7	9	7
National security	6	6	7	6	4

## Top Four Issues: By Income Level (%)

	Total	< \$30K	\$30-59K	\$60K+
Health care	35	34	36	34
Economy	13	8	13	17
Jobs	8	8	10	5
National security	6	6	6	5





- Health care, with 35% of total mentions, was once again at the top of the public agenda. This spike was driven in part by heavy media coverage in January of events related to health care, such as the Mazankowski report, the premiers' conference and the lead-up to the Romanow report.
- Health was most likely to be mentioned by:
  - people 55 and over (40%)
  - Atlantic Canadians (40%)
  - women (39%).
- Management of the economy and jobs, second and third respectively on the public agenda, remained key priorities. The economy was mentioned most often by:
  - university-educated people (18%)
  - people with incomes \$60,000 and over (17%)
  - men (16%).
- National security, which climbed to 16% right after September 11, dropped to 6% in January.

# Top-of-Mind Issues: Canada-U.S. Comparison

## (U.S. results)

"Thinking of the issues facing the U.S. today, which one would you say our federal government should focus on most?" (Survey of 2,000 U.S. adults, January 2002)

### % saying

National security	Economy	Education	Health care	Poverty	Jobs	Taxes	
44	15	6	4	3	3	3	
Debt	Social services	Crime	Immigration	Environment	Abortion	Other	Don't know
2	2	1	1	1	1	8	5

### Four Major Issues: By Region (%)

	U.S.	South, SW, SE	Central	Northern tier along Canadian border
National security	44	44	44	39
Economy	15	14	13	19
Health care	4	3	4	4
Jobs	3	3	3	4

### Four Major Issues: By Gender (%)

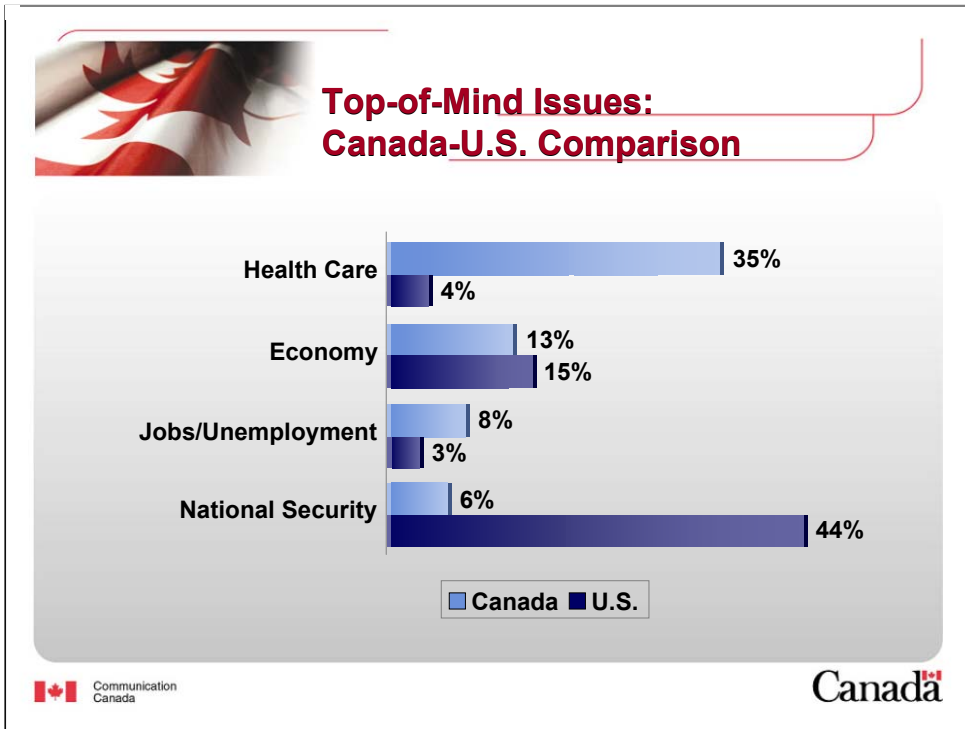
	Total	Men	Women
National security	44	40	45
Economy	15	19	11
Health care	4	3	5
Jobs	3	3	3

### Four Major Issues: By Education (%)

	Total	High school or < high school	Some college/university	University degree
National security	44	42	45	42
Economy	15	10	14	21
Health care	4	5	4	3
Jobs	3	4	2	3

### Four Major Issues: By Income (US\$) (%)

	Total	< \$25K	\$25-49K	\$50K+
National security	44	37	45	44
Economy	15	12	13	19
Health care	4	6	5	2
Jobs	3	4	3	3



- This chart compares the top-of-mind issues mentioned by Canadians and Americans.
- In the U.S., the dominant issue was still national security at 44%, followed by the economy at 15%. National security was dominant among all regions and socio-demographic groups.
- By contrast, in Canada, the top-of-mind issue was health care, followed by the economy and jobs.
- However, several surveys by Gallup in the U.S. show that, since October, people have been shifting away from national security (from 67% in October to 43% in February) and increasingly mentioning the economy and jobs (from 17% in October to 35% in February).
- In the U.S. (as in Canada), the economy was more likely to be mentioned as an issue by:
  - university-educated people (21%)
  - men (19%)
  - people with incomes US\$50,000 and over (19%).
- In the U.S., mentions of health care were relatively few across all regions and socio-demographic groups.

# What Government Should Focus On Versus What Government Will Focus On

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

*“Thinking of the issues facing Canada today, which one would you say the Government of Canada will focus on most?”*

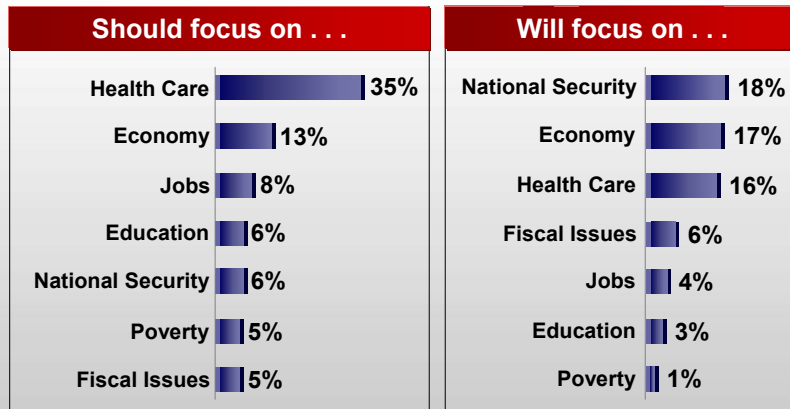
	Should (%)	Will (%)
Health care	35	16
Economy	13	17
Jobs	8	4
National security	6	18
Education	6	3
Poverty	5	1
Fiscal issues (debt and taxes)	5	6
Immigration issues	2	2
Canadian dollar	2	1
Environment	2	--
International issues	1	2
National unity	1	1
Social services	1	1
Trade	1	1
Youth	1	--
Business/Industry	--	1
Leadership and direction	--	1
None/Nothing	--	2
Other	2	2
Don't know	3	16

## Top Four Issues: What Government Will Focus On By Region (%)

	CANADA	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
Health care	16	14	15	11	17	17	17	19	17	18	13
Economy	17	16	14	13	16	16	19	15	16	15	17
Jobs	4	5	1	3	4	3	4	6	5	7	5
National security	18	12	20	24	20	18	19	20	21	20	21



## What Government Should Focus On Versus What Government Will Focus On



- This chart compares what Canadians said the Government of Canada should focus on most and what they thought it would focus on.
- On the right, it shows that Canadians believed the Government to be addressing the security issue.
- Regarding the economy, those who thought the Government should focus on the economy and those who thought it would do so are roughly in balance.
- While over one in three (35%) believed that health care should be the Government's top priority, only one in six (16%) thought health care would be the top priority. This represents an increase from 1999, however, when only 5% thought health care was the Government's top priority.

# 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.”

## Economic Optimism: By Region (%)

	CANADA	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
Better (5, 6, 7)	39	37	38	27	40	44	35	39	42	40	35
Same (4)	43	38	41	49	42	39	47	44	40	44	47
Worse (1, 2, 3)	18	25	21	23	18	16	17	17	18	16	18

## Economic Optimism: By Gender (%)

	Total	Men	Women
Better (5, 6, 7)	39	43	35
Same (4)	43	38	46
Worse (1, 2, 3)	18	18	19

## Economic Optimism: By Income (%)

	Total	< \$30K	\$30-59K	\$60K+
Better (5, 6, 7)	39	34	37	45
Same (4)	43	45	44	38
Worse (1, 2, 3)	18	20	18	17

## Recent Economic Data From Statistics Canada

### Composite Index

The composite index continued to strengthen in January 2002, rising 0.9% after advancing 0.4% in December 2001. This was its fourth straight gain and the largest since April 2000. The growth also spread to seven of the ten components, two more than in December. All the components related to household spending contributed to January’s gain; housing drove most of the growth late in 2001.

Composite index	August 2001	September 2001	October 2001	November 2001	December 2001	January 2002
Composite leading indicator (1992=100)	166.3	166.3	166.7	166.8	167.4	168.9

Source: Statistics Canada, [www.statcan.ca](http://www.statcan.ca), *The Daily* – Wednesday, February 20, 2002

### Gross Domestic Product by Industry, December 2001

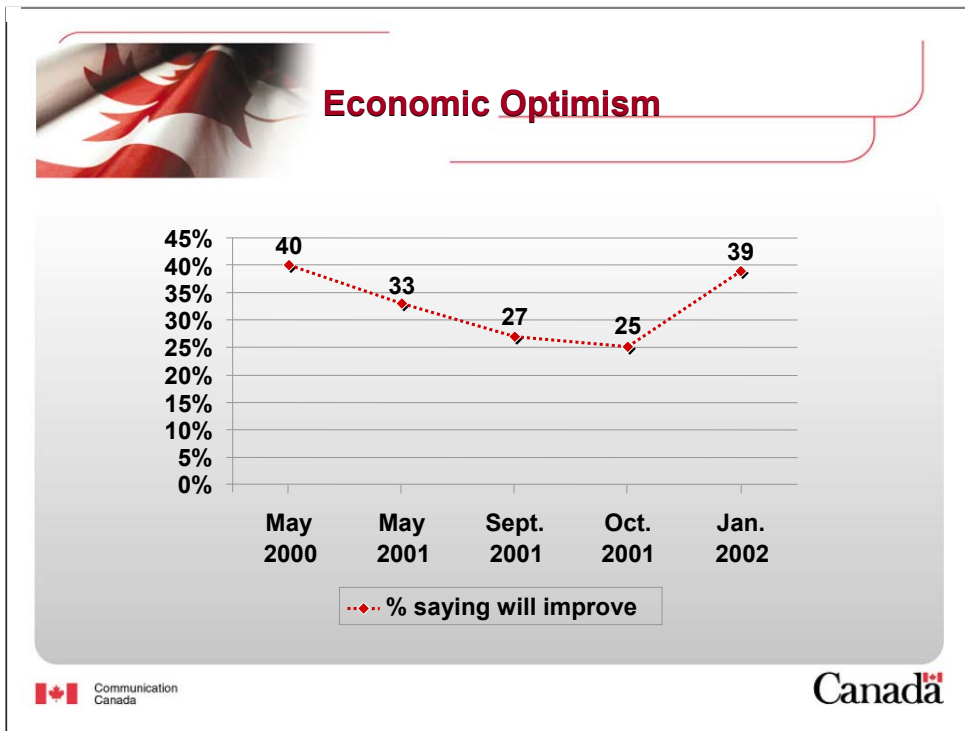
Gross domestic product (GDP) rose 0.2% in December, the third consecutive monthly advance since the plunge in September. With this increase, the economy regained all the ground it lost in September, and in December was 0.2% higher than it was in August.

Source: Statistics Canada, [www.statcan.ca](http://www.statcan.ca), *The Daily* – Thursday, February 28, 2002

### Labour Force Survey, February 2002

After a large gain in January, employment remained virtually unchanged in February (+6,000) as a slight increase in full-time employment (+16,000) was partly offset by part-time losses. The recent strength follows a period of little job growth over most of 2001. In February, the unemployment rate remained at 7.9%.

Source: Statistics Canada, [www.statcan.ca](http://www.statcan.ca), *The Daily* – Friday, March 8, 2002



- Economic optimism increased strongly between fall 2001 and January 2002.
- The number of Canadians who thought the economy would get better over the following 12 months rose sharply from 25% in October to 39% in January.
- This optimism may be explained in part by the fact that Canadians expected the events of September 11 to have a negative impact on the economy; when the impact was not as bad as expected, optimism rebounded.
- These figures were also supported by the latest trends in Statistics Canada’s composite leading indicator, which showed that areas of strength in the economy included the housing market and furniture and appliance sales, both of which suggest rising consumer confidence.
- Optimism was highest in Ontario (44%) and among high-income earners (45%) and men (43%). Optimism was lower in Saskatchewan (27%) and among women (35%) and people with annual incomes of less than \$30,000 (34%).

# Economic Optimism: Canada and the U.S.

## (U.S. results)

*“Over the next year or so, do you think America’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.”* (Survey of 2,000 U.S. adults, January 2002)

### Economic Optimism: By Region (%)

	U.S.	South, SW, SE	Central	Northern tier along Canadian border
Better (5, 6, 7)	53	52	51	56
Same (4)	33	32	34	30
Worse (1, 2, 3)	14	14	15	13

### Economic Optimism: By Gender (%)

	Total	Men	Women
Better (5, 6, 7)	53	59	46
Same (4)	33	28	37
Worse (1, 2, 3)	14	13	15

### Economic Optimism: By Income (US\$) (%)

	Total	< \$25K	\$25-49K	\$50K+
Better (5, 6, 7)	53	44	52	61
Same (4)	33	38	34	28
Worse (1, 2, 3)	14	18	13	12

## U.S. Leading Index

Report from The Conference Board (U.S.), February 21, 2002

The Conference Board announced that in January 2002 the U.S. leading index increased by 0.6%, the coincident index held steady, and the lagging index decreased by 0.2%.

The leading index posted a robust 2.2% increase from July 2001 to January 2002. This was the fourth consecutive month that the six-month growth rate of the leading index had improved. Meanwhile, the six-month diffusion index, which measures the number of components that are rising, had increased above 50% for the first time in 21 months.

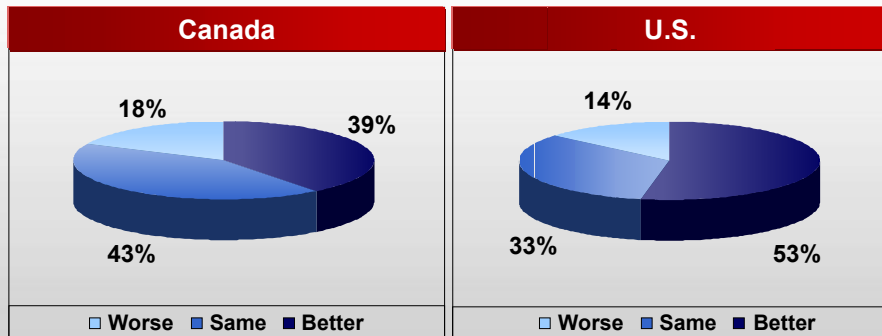
**LEADING INDICATORS:** Six of the ten indicators that make up the leading index increased in January. The positive contributors to the leading index— from the largest positive contributor to the smallest— were vendor performance, index of consumer expectations, average weekly initial claims for unemployment insurance (inverted), building permits, money supply, and interest rate spread. The four negative contributors to the index, beginning with the largest negative contributor, were average weekly manufacturing hours, stock prices, manufacturers' new orders for non-defence capital goods and manufacturers' new orders for consumer goods and materials.

Source: The Conference Board, [www.conference-board.org](http://www.conference-board.org)





## Economic Optimism: Canada and the U.S.



- Americans were even more optimistic, with 53% expecting their economy to get better, compared with 39% of Canadians.
- This high level of optimism may reflect Americans' strong support for their government in the wake of September 11. It also reflects an increase in the U.S. Conference Board's leading index.
- As in Canada, economic optimism in the United States was higher among men (59%) and high-income earners (61%) and lower among women (46%) and people with incomes below US\$25,000 (44%). There was no significant difference in economic optimism between the regions of the U.S.

# How Canadians Assess the State of the Economy

*“Thinking about the economy, what kinds of indicators do you look at to determine how well or poorly things are going?”*

## Use of Indicators: By Income (%)

	Total	< \$30K	\$30-59K	\$60K+
Jobs	45	38	45	51
Canadian dollar	17	12	17	21
Interest rates	10	7	10	14
Stock market	9	5	8	12
Cost of living	7	8	8	6
Consumer spending	7	6	7	8
Business/Industry	7	6	8	8
Other economic indicators	21	19	22	27
Other social indicators	11	16	11	8
Other general	14	20	16	11
Don't know	7	11	6	2

## Use of Indicators: By Education (%)

	Total	< High school	High school	Post-secondary	University
Jobs	45	31	42	46	55
Canadian dollar	17	11	15	18	20
Interest rates	10	7	8	11	13
Stock market	9	6	6	9	11
Cost of living	7	8	7	8	6
Consumer spending	7	5	8	7	7
Business/Industry	7	6	8	8	7
Other economic indicators	21	14	21	23	28
Other social indicators	11	14	12	12	8
Other general	14	20	15	15	12
Don't know	7	16	9	4	2



## How Canadians Assess the State of the Economy

“Thinking about the economy, what kinds of indicators do you look at to determine how well or poorly things are going?”



- To assess the current state of the economy, Canadians use a wide variety of indicators. Income and education have a strong effect on the choice of indicators.
- The most widely used indicator is jobs (45% of mentions), that is, either the number of jobs available or the level of employment. The impact of jobs and employment has an especially strong resonance among high-income people (51%). These people tend to have the highest degree of economic security and, at the time of this survey, tended to be the most optimistic about the economy.
- The value of the Canadian dollar is somewhat less widely used as an indicator (17%). The value of the dollar also has more resonance among higher income people (21%).
- Interest rates are used by 10% of Canadians to assess the state of the economy. Again, this indicator is more widely used by higher income Canadians (14%).
- A large number of Canadians do not look at economic indicators. Instead, they look at social indicators such as health care, education and poverty, general indicators, such as media reports, or use no indicators at all.
- Canadians with less than high-school education and those with annual incomes below \$30,000 are the most likely either to be unaware of an indicator, or to use social or other indicators.

# The Performance Rating

"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."

## By Province/Region (%)

	Can.	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
Good (5, 6, 7)	30	22	23	28	28	34	29	33	31	33	32
Neither (4)	35	30	31	30	30	32	44	41	36	38	36
Poor (1, 2, 3)	35	48	46	42	42	34	27	26	33	29	31

## By Gender (%)

	Total	Men	Women
Good (5, 6, 7)	30	30	29
Neither (4)	35	32	38
Poor (1, 2, 3)	35	38	33

## By Age Group (%)

	Total	18-24	25-34	35-54	55+
Good (5, 6, 7)	30	37	32	27	28
Neither (4)	35	31	36	35	36
Poor (1, 2, 3)	35	32	32	37	36

## By Education (%)

	Total	< High school	High school	Post-secondary	University
Good (5, 6, 7)	30	26	27	28	35
Neither (4)	35	43	36	35	30
Poor (1, 2, 3)	35	31	36	37	35

## By Income (%)

	Total	< \$30K	\$30-59K	\$60K+
Good (5, 6, 7)	30	27	28	33
Neither (4)	35	39	35	31
Poor (1, 2, 3)	35	33	37	36

## Most Significant Changes Between Winter 2001 and Winter 2002

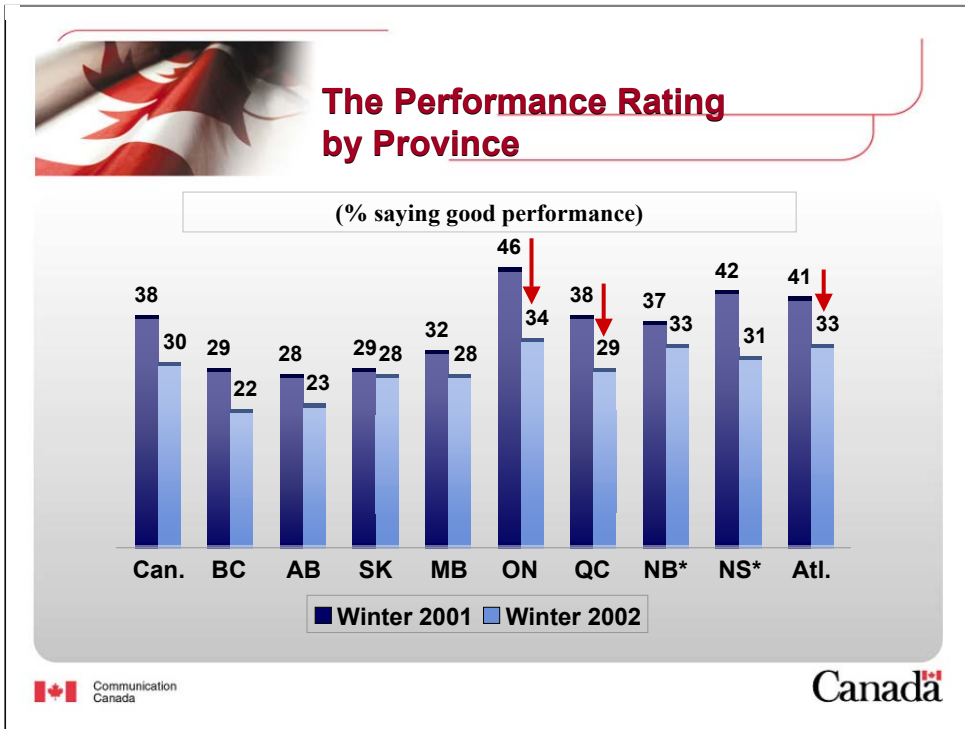
% responding "good" (5, 6, 7)

### By Education (%)

	Total	< High school	High school	Post-secondary	University
Winter 2001	38	30	35	37	46
Winter 2002	30	26	27	28	35
Change (%)	-8	-4	-8	-9	-11

### By Income (%)

	Total	< \$30K	\$30-59K	\$60K+
Winter 2001	38	33	39	45
Winter 2002	30	27	28	33
Change (%)	-8	-6	-11	-12



- Looking at how Canadians by province rated the performance of the Government of Canada, the evaluations were highest in Ontario and the Atlantic region and lowest in British Columbia and Alberta. Between the January 2001 and January 2002 surveys, positive ratings declined generally across the country. However, the most significant drops took place in Ontario (by 12 points), Quebec (by 9 points), and the Atlantic region (by 8 points).
- Looking at the evaluation of the Government's performance by demographic group, those saying "good" were more likely to be higher educated, higher income Canadians and young adults. On the other hand, those who had shifted downward were primarily higher income and higher educated Canadians.
- Women, lower income Canadians and people with less than high-school education were more likely to give an ambivalent rating.
- On a regional basis, Quebecers were more likely to give an ambivalent rating, while Western Canadians were the least likely.

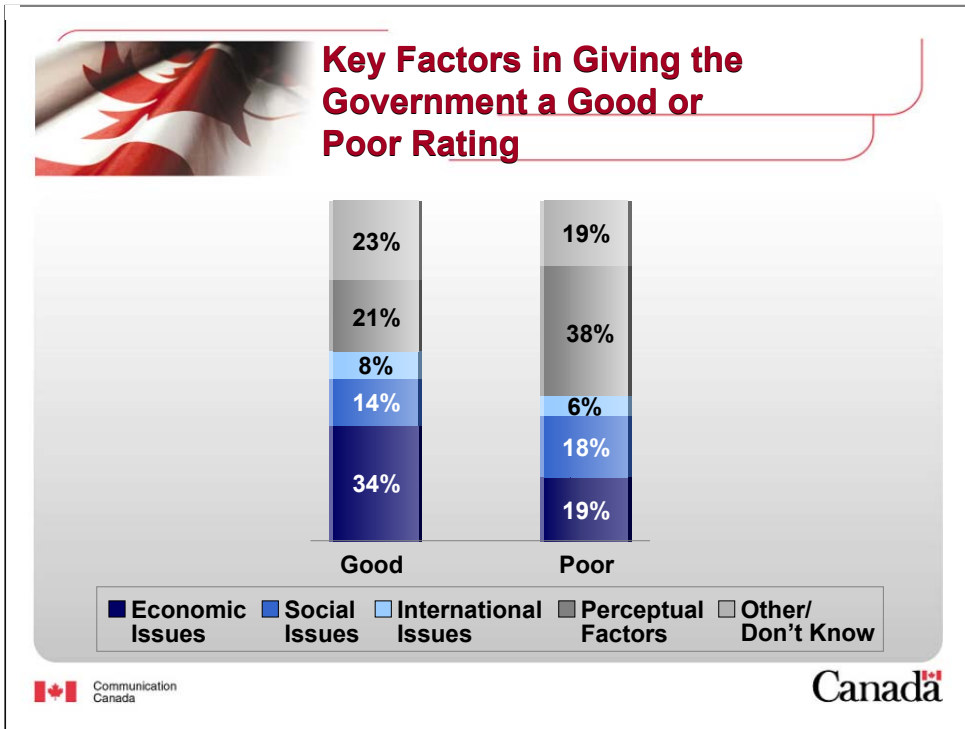
\*Note the small sample size (125) for each of New Brunswick and Nova Scotia in the winter 2001 survey.

# Key Factors in Giving the Government a Good or Poor Rating

*“What would you say is the main reason you feel the Government of Canada’s performance has been good?”*

*“What would you say is the main reason you feel the Government of Canada’s performance has been poor?”*

Good (%)		Poor (%)	
<b>Economic Issues</b>			
Strong economy	19	Weak economy	10
Tax reductions	2	Taxes	4
Reduction of debt	8	High debt	2
Job creation	3	Unemployment	3
Balancing the budget	2		
<b>Total, Economic Issues</b>	<b>34</b>	<b>Total, Economic Issues</b>	<b>19</b>
<b>Social Issues</b>			
Maintaining health care system	5	Deterioration of health care system	10
Support for education	2	Deterioration of education system	2
Maintaining social programs	3	Environmental issues	1
Maintaining quality of life	4	Immigration	1
		Deterioration of social programs	4
<b>Total, Social Issues</b>	<b>14</b>	<b>Total, Social Issues</b>	<b>18</b>
<b>International Issues</b>			
Handling U.S./international relations	5	Handling U.S./international relations	5
National security	3	Poor national security	1
<b>Total, International Issues</b>	<b>8</b>	<b>Total, International Issues</b>	<b>6</b>
<b>Perceptual Factors</b>			
Doing a good job/No problems	12	Spending/Lack of accountability	7
Favourable general direction	6	Not listening	7
Stability	2	Lack of action	7
Government is listening to Canadians	1	Unfavourable general direction	10
		Promises not kept	3
		Self-interest dominates	3
		Cater to big business	1
<b>Total, Perceptual Factors</b>	<b>21</b>	<b>Total, Perceptual Factors</b>	<b>38</b>
<b>Other/Don't know</b>			
National unity	1	Centralization of power	4
No reason	1	Political party	2
Other	7	Lack of opposition	2
Don't know	14	Agricultural issues	1
		Other	7
		Don't know	3
<b>Total, Other/Don't know</b>	<b>23</b>	<b>Total, Other/Don't know</b>	<b>19</b>
<b>TOTAL</b>	<b>100</b>	<b>TOTAL</b>	<b>100</b>



- In focus groups and in the survey, we asked participants to explain why they gave the Government either a good rating or a poor rating.
- Comparing the two bars above, economic issues appear to be the reason most often mentioned for giving the Government of Canada a good performance rating, while perceptual factors appear to explain the largest share of the poor performance ratings.
- Of those who gave the Government a good rating, a large number (34%) mentioned economic issues, especially overall management of the economy and debt reduction. On the other hand, of those who gave the Government a poor rating, many (19%) also cited economic issues, for example, taxes and current economic problems, such as the recent slowdown and unemployment.
- On the social issues, on the one hand, the Government was credited by some Canadians (14%) for maintaining a high quality of life in Canada, which includes a strong health care system and a social safety net. On the other hand, 18% of Canadians who gave a poor rating mentioned social issues. These Canadians tend to see the Government of Canada as partly responsible for the deterioration of the health care system over the past few years and refer specifically to deterioration in service, lack of funding and finger pointing between the federal and provincial governments.
- Many of those giving a good rating mentioned a set of perceptual factors relating to the reputation of the Government (21%); these people credit the Government for providing the country with leadership and stability. On the other hand, a large number (38%) of those who gave the Government a poor rating also mentioned perceptual factors, especially dissatisfaction with the general direction of the country, and a sense of inaction, not listening to Canadians and lack of accountability on the part of the Government.

# 19 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 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.”

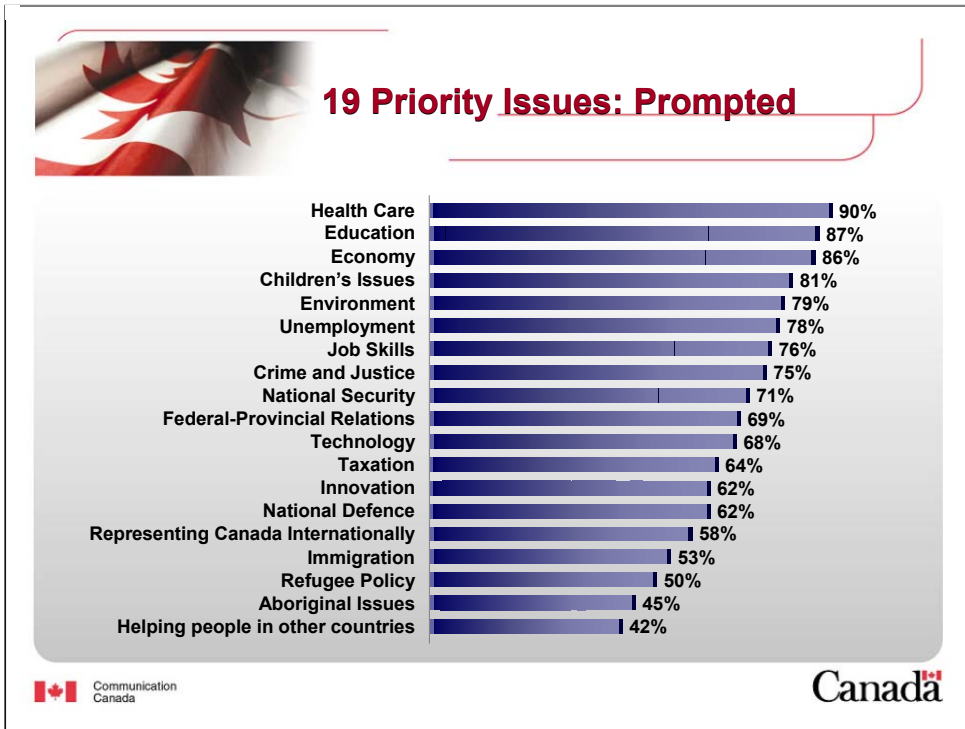
## Priority (%)

	Low (1, 2, 3)	Middle (4)	High (5, 6, 7)
Health care	4	6	90
Education	4	8	87
Managing the economy	4	9	86
Children’s issues	6	13	81
Environment	6	15	79
Unemployment	8	14	78
Improving Canadians’ job skills	8	16	76
Crime and justice	7	17	75
Protecting national security	11	17	71
Federal-provincial-territorial relations	9	21	69
Promoting Canada as a leader in technology	10	21	68
Taxation	11	24	64
Promoting Canada as a leader in innovation	13	25	62
National defence	16	22	62
Representing Canada internationally	15	27	58
Immigration	19	27	53
Refugee policy	21	28	50
Aboriginal issues	25	29	45
Improving the well-being of people in other countries	27	30	42

## Selected High Priority Issues: By Province/Region (%)

	Can.	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
Health care	90	89	84	89	89	91	90	91	94	92	93
Managing the economy	86	86	84	80	88	88	86	83	86	86	83
Unemployment	78	77	64	79	76	78	81	80	86	83	74
Improving Canadians’ job skills	76	74	71	73	76	80	71	77	87	83	77
Protecting national security	71	66	72	68	75	78	61	75	81	78	71
National defence	62	58	65	55	65	67	51	70	78	73	65
Aboriginal issues	45	46	45	45	50	50	35	39	49	45	61
Improving the well-being of people in other countries	42	39	37	30	39	41	48	42	41	42	40





- We asked Canadians to rate the importance of 19 issues over the next five years. Again, they rated health care as the highest priority at 90%. However, other social priorities, such as children's issues, the environment, and crime and justice, were also rated highly.
- Managing the economy was accorded a high priority by 86%. Other important priorities on the economic side were unemployment and improving job skills.
- Among the international and security issues, protecting national security, at 71%, was the highest-rated priority, followed by national defence at 62%, representing Canada internationally at 58%, and helping people in other countries at 42%.
- Aboriginal issues were rated as a high priority by 45%.
- In the following regions, certain issues receive especially high priority:
  - Atlantic: unemployment (83%), job skills (83%), national security (78%), national defence (73%)
  - Quebec: improving the well-being of people in other countries (48%)
  - Ontario: national security (78%), national defence (67%), Aboriginal issues (50%)
  - Territories: Aboriginal issues (61%).
- In the four Western provinces, in no case did the above 19 issues receive a priority rating significantly higher than the national average.

# Performance Rating on 19 Priority Issues

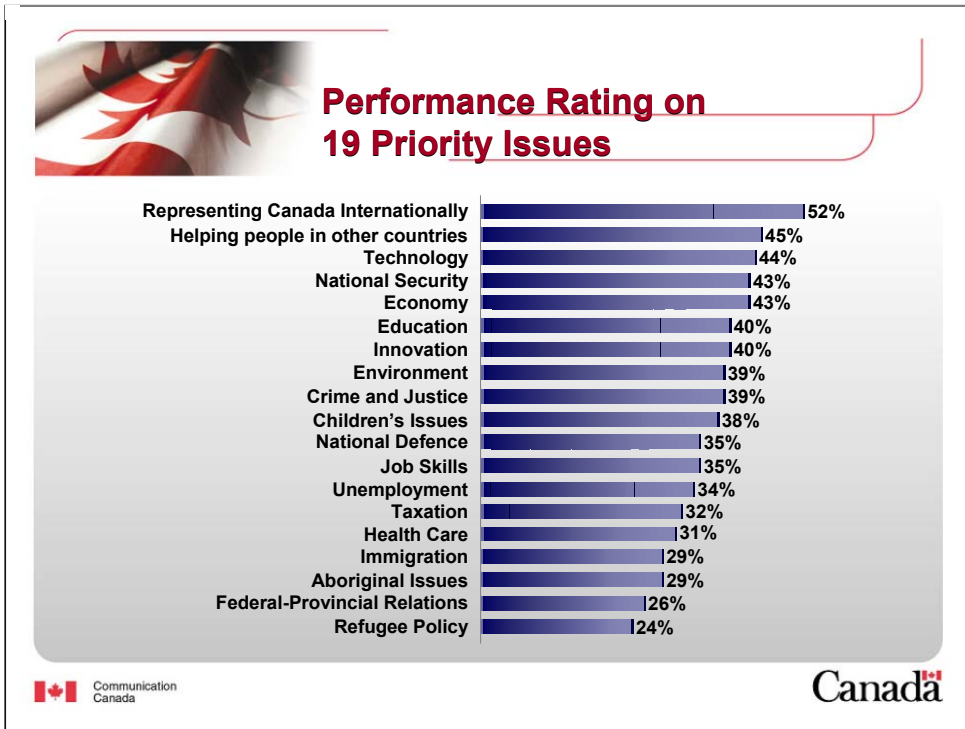
“How would you rate the Government of Canada’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither.”

	% saying poor (1, 2, 3)	% saying neither (4)	% saying good (5, 6, 7)
Representing Canada internationally	18	29	52
Improving the well-being of people in other countries	18	34	45
Promoting Canada as a leader in technology	20	33	44
Protecting national security	26	30	43
Managing the economy	28	29	43
Education	30	30	40
Promoting Canada as a leader in innovation	23	36	40
Environment	29	31	39
Crime and justice	28	32	39
Children’s issues	27	33	38
National defence	35	30	35
Improving Canadians’ job skills	27	36	35
Unemployment	30	35	34
Taxation	33	34	32
Health care	43	25	31
Immigration	34	35	29
Aboriginal issues	32	37	29
Federal-provincial-territorial relations	38	34	26
Refugee policy	35	38	24

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

## Good Performance Ratings: By Province/Region % saying 5, 6, 7

	Can.	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
Representing Canada internationally	52	52	48	47	50	53	50	54	62	59	57
Protecting national security	43	37	35	38	39	40	51	46	52	50	52
Managing the economy	43	31	32	38	42	45	51	48	45	47	45
Crime and justice	39	36	34	31	29	42	39	46	46	47	43
National defence	35	29	29	27	34	31	44	43	39	41	45
Unemployment	34	24	32	27	37	36	37	37	37	37	37
Taxation	32	27	25	25	27	32	36	37	33	36	38
Health care	31	26	31	30	28	33	32	39	29	34	40



- The Government continued to receive a favourable evaluation from the public on international issues, including representing Canada internationally, helping people in other countries, protecting national security and national defence.
- The Government also continued to get a good evaluation on some of the economic issues, including managing the economy and promoting technology and innovation. Assessments on unemployment and taxation were less positive.
- The Government got a moderate evaluation on many of the social issues, including education, the environment, crime and justice, and children's issues. The performance ratings on health care, immigration and refugee policy were somewhat lower.
- In the following regions, the evaluation of the Government's performance was above average in certain areas:
  - Atlantic: representing Canada internationally (59%), protecting national security (50%), crime and justice (47%) and national defence (41%)
  - Quebec: managing the economy (51%), national security (51%) and national defence (44%).
- In the following regions, the evaluation was below average in certain areas:
  - Manitoba: crime and justice (29%)
  - Saskatchewan: crime and justice (31%), national defence (27%), unemployment (27%) and taxation (25%)
  - Alberta: managing the economy (32%)
  - British Columbia: managing the economy (31%) and unemployment (24%).

# Perceptual Mapping of Priorities and Performance

Based on two question series:

*“Canada is facing a set of difficult challenges. Thinking not just of today but over the next five years, what priority should the Government 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 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 mid-point 4 is neither.”*

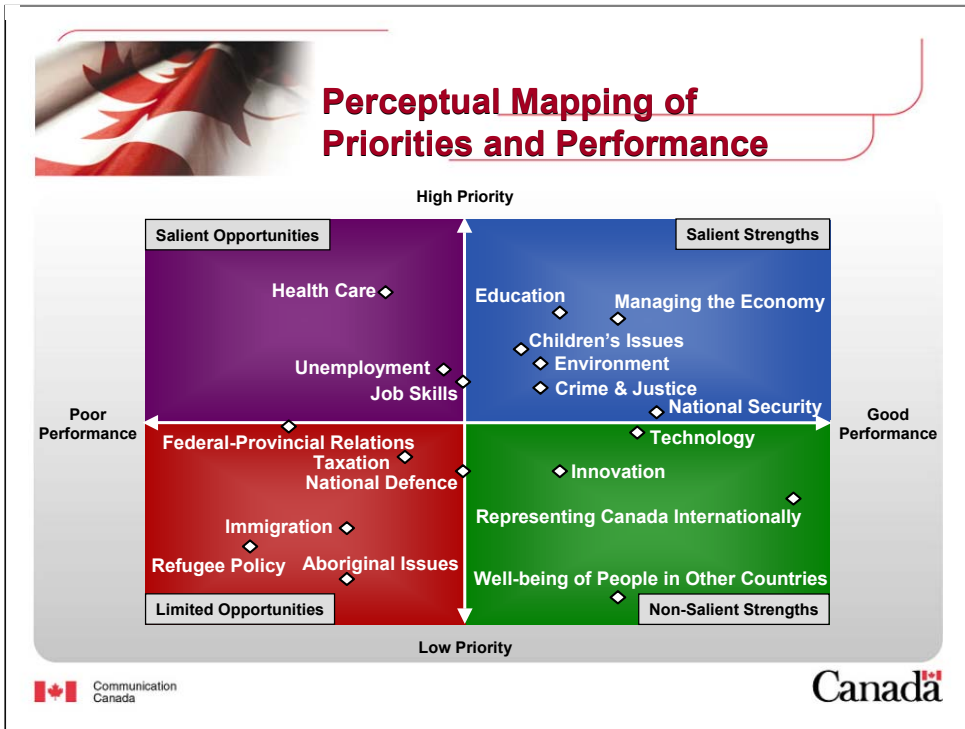
	<b>Performance (% saying 5, 6, or 7)</b>	<b>Priority (% saying 5, 6, or 7)</b>
<b>Representing Canada internationally</b>	52	58
<b>Protecting national security</b>	43	71
<b>Promoting Canada as a leader in technology</b>	44	68
<b>Managing the economy</b>	43	86
<b>Improving the well-being of people in other countries</b>	45	42
<b>Promoting Canada as a leader in innovation</b>	40	62
<b>Education</b>	40	87
<b>Environment</b>	39	79
<b>Crime and justice</b>	39	75
<b>Children’s issues</b>	38	81
<b>Improving Canadians’ job skills</b>	35	76
<b>National defence</b>	35	62
<b>Unemployment</b>	34	78
<b>Taxation</b>	32	64
<b>Health care</b>	31	90
<b>Aboriginal issues</b>	29	45
<b>Immigration</b>	29	53
<b>Federal-provincial-territorial relations</b>	26	69
<b>Refugee policy</b>	24	50

Note on the chart “Perceptual Mapping of Priorities and Performance”.

The chart is divided by two axes into four quadrants.

The vertical axis represents the priority given by Canadians to each of the 19 issues. Higher priority issues (top half of the chart) were given a high priority (5, 6, 7) by at least 70% of Canadians. Lower priority issues were given a high priority by fewer than 70%.

The horizontal axis represents the Government’s performance rating on each of the 19 issues. Issues on which the Government got good performance ratings (5, 6, 7) are on the right half of the chart and at least 35% of Canadians gave the Government a good rating on these issues. With respect to the issues on the left half of the chart, fewer than 35% of Canadians gave the Government a good performance rating.



- In order to provide a better understanding of Canadians’ priorities in conjunction with their perceptions of the Government of Canada’s performance on these issues, plotted here on axes of performance and priority are the 19 priority areas. The chart suggests the Government of Canada’s salient and less salient communications strengths and opportunities.
- Salient communications strengths are areas that are important to Canadians and where they give the Government a relatively good performance evaluation. These include:
  - Improving job skills for Canadians
  - Education
  - Children’s issues
  - The environment
  - Crime and justice
  - National security

The greatest and most important strength, however, is management of the economy.

- Salient opportunities are areas that are also important to Canadians but where they give the Government a relatively poor performance rating. These are unemployment and health care, which continue to be the greatest communications challenges.
- Areas that Canadians see as low priorities, but where they give the Government high ratings, include improving the well-being of people in other countries, representing Canada internationally, promoting Canada as a leader in innovation and technology, and national defence.
- Areas that Canadians see as low priorities and where they give the Government lower ratings include taxation, immigration, refugee policy, Aboriginal issues and federal-provincial relations.

# The Major Issues: Government of Canada and Provincial Governments

*“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 mid-point 4 is neither.”*

*“How would you rate your provincial government’s performance in each of the following areas? Please use a 7-point scale where 1 is terrible, 7 is excellent, and the mid-point 4 is neither good nor bad.”*

<b>GOVERNMENT OF CANADA</b>			
	<b>% saying good (5, 6, 7)</b>	<b>% saying neither (4)</b>	<b>% saying poor (1, 2, 3)</b>
Managing the economy	43	29	28
Promoting Canada as a leader in innovation	40	36	23
Education	40	30	30
Environment	39	31	29
Children’s issues	38	33	27
Improving Canadians’ job skills	35	36	27
Unemployment	34	35	30
Taxation	32	34	33
Health care	31	25	43
Aboriginal issues	29	37	32
Relations between the federal and provincial and territorial governments	26	34	38

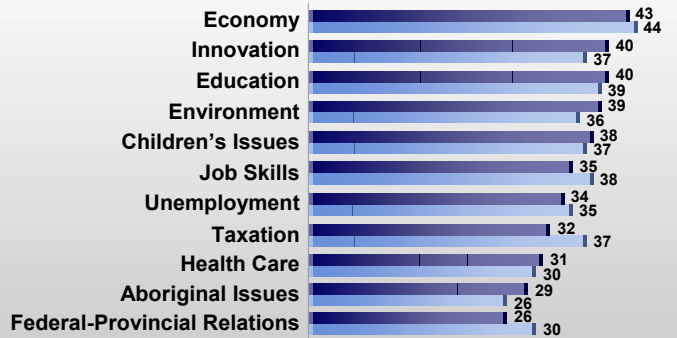
<b>PROVINCIAL GOVERNMENTS (AGGREGATE)*</b>			
	<b>% saying good (5, 6, 7)</b>	<b>% saying neither (4)</b>	<b>% saying poor (1, 2, 3)</b>
Managing the economy	44	28	27
Promoting Canada as a leader in innovation	37	36	24
Education	39	24	37
Environment	36	30	32
Children’s issues	37	31	30
Improving Canadians’ job skills	38	33	28
Unemployment	35	30	33
Taxation	37	29	33
Health care	30	22	48
Aboriginal issues	26	36	34
Relations between the federal and provincial and territorial governments	30	35	32

\* Weighted according to population



## The Major Issues: Government of Canada and Provincial Governments

(% saying good performance)



■ Government of Canada ■ Provincial Governments



- In this chart, the evaluation of the Government of Canada's performance is compared with that of the provincial governments in aggregate.
- The evaluations for the Government of Canada and the provincial governments tended to be very similar on almost all of the eleven issues. The most important difference was on taxation, where provincial governments, taken together, received more positive ratings than the Government of Canada (37% and 32% respectively).

# The Government of Canada and the Provincial Governments

## Where the Ratings are Positive

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

*“How would you rate your provincial government’s performance in each of the following areas?”*

The chart (opposite page) includes the Government of Canada’s or the provincial government’s rating on the given issue where it is at least 35% “good” (5, 6, 7).

		Provincial Governments (%)									
		Govt. of Can.	BC	AB	SK	MB	ON	QC	NB	NS	Atl.
<b>Economy</b>	Good (5, 6, 7)	43	34	69	34	36	47	42	41	29	37
	Neither (4)	29	22	18	27	35	29	30	36	26	30
	Poor (1, 2, 3)	28	42	12	38	28	23	28	22	43	32
<b>Promoting innovation</b>	Good (5, 6, 7)	40	31	55	38	30	39	32	43	33	40
	Neither (4)	36	42	30	34	44	37	33	40	35	37
	Poor (1, 2, 3)	23	26	13	25	24	21	33	16	30	23
<b>Environment</b>	Good (5, 6, 7)	39	33	38	37	37	32	43	37	42	40
	Neither (4)	31	31	32	33	33	27	31	42	22	32
	Poor (1, 2, 3)	29	34	29	27	28	39	25	19	35	26
<b>Education</b>	Good (5, 6, 7)	40	30	43	46	41	36	44	42	36	40
	Neither (4)	30	24	25	25	31	21	26	28	22	24
	Poor (1, 2, 3)	30	44	32	28	28	42	30	30	41	35
<b>Children’s issues</b>	Good (5, 6, 7)	38	24	38	43	43	32	47	42	38	41
	Neither (4)	33	29	37	32	29	32	28	34	26	30
	Poor (1, 2, 3)	27	44	23	23	26	33	23	23	32	27
<b>Job skills</b>	Good (5, 6, 7)	35	22	47	30	38	41	39	41	36	38
	Neither (4)	36	34	29	33	36	31	36	33	29	31
	Poor (1, 2, 3)	27	41	21	35	26	27	23	25	34	30
<b>Unemployment</b>	Good (5, 6, 7)	34	17	55	25	40	39	35	33	26	30
	Neither (4)	35	27	26	34	36	31	32	30	27	29
	Poor (1, 2, 3)	30	54	17	41	24	29	32	36	46	40
<b>Taxation</b>	Good (5, 6, 7)	32	34	55	26	28	41	30	37	25	32
	Neither (4)	34	26	25	28	33	31	29	33	31	31
	Poor (1, 2, 3)	33	38	19	45	39	27	40	29	42	35
<b>Health care</b>	Good (5, 6, 7)	31	21	43	37	33	31	26	35	25	31
	Neither (4)	25	22	23	21	22	20	23	28	21	24
	Poor (1, 2, 3)	43	55	33	42	45	49	50	36	53	44





## The Government of Canada and the Provincial Governments: Where Ratings are Positive

<b>Economy</b>	<b>Health Care</b>	<b>Education</b>
Government of Canada, Alberta, Manitoba, Ontario, Quebec, New Brunswick, Atlantic	Alberta, Saskatchewan, New Brunswick	Government of Canada, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Atlantic
<b>Taxation</b>	<b>Environment</b>	<b>Innovation</b>
Alberta, Ontario, New Brunswick	Government of Canada, Alberta, Saskatchewan, Manitoba, Quebec, New Brunswick, Nova Scotia, Atlantic	Government of Canada, Alberta, Saskatchewan, Ontario, New Brunswick, Atlantic
<b>Unemployment</b>	<b>Children's Issues</b>	<b>Job Skills</b>
Alberta, Manitoba, Ontario, Quebec	Government of Canada, Alberta, Saskatchewan, Manitoba, Quebec, New Brunswick, Nova Scotia, Atlantic	Government of Canada, Alberta, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Atlantic

- Ratings on the issues varied widely among the Government of Canada and its provincial and territorial counterparts. The grid above shows where positive ratings are at least 35%.
- On the economic issues (the economy, taxation, unemployment), the Government of Canada received positive ratings on managing the economy. The Alberta and Ontario governments received positive ratings on all three economic issues.
- On the social issues (health care, the environment, children's issues), the Government of Canada earned a positive rating on the environment and children's issues. The Alberta, Saskatchewan and New Brunswick governments got positive ratings on all three, while the Manitoba, Quebec, Nova Scotia and Atlantic provincial governments got positive ratings on two.
- On issues related to economic and social development (education, innovation, job skills), the Government of Canada and the Alberta, Ontario, New Brunswick and Atlantic provincial governments received positive ratings on all three. The Saskatchewan, Manitoba, Quebec and Nova Scotia governments got positive ratings on two.

# The Impact of Good Service to the Public on Overall Performance Rating

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*“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.”*

<b>% saying good (5, 6, 7)</b>	30
<b>% saying neither (4)</b>	35
<b>% saying poor (1, 2, 3)</b>	35

*“How would you rate the Government of Canada on . . . the overall quality of service?”*

<b>% saying good (5, 6, 7)</b>	48
<b>% saying neither (4)</b>	29
<b>% saying poor (1, 2, 3)</b>	22

*“In the past three months, approximately how many times have you contacted the Government of Canada for service?”*

<b>Never</b>	57%
<b>1 time</b>	20%
<b>2 times</b>	10%
<b>3 times</b>	5%
<b>4 or more times</b>	8%

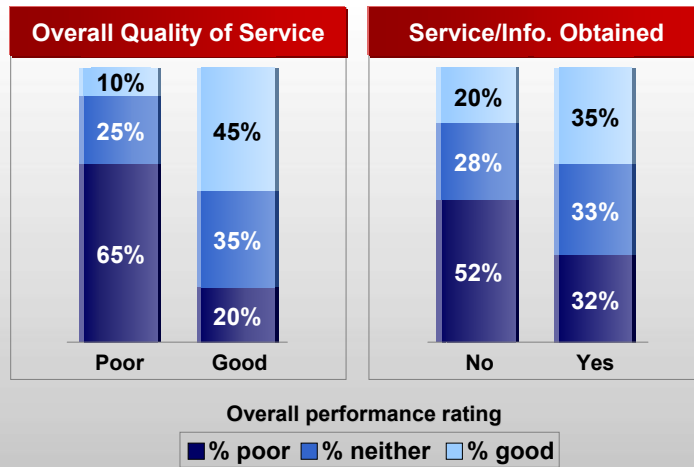
Asked of those who responded “one time or more” to the question: *“In the past three months, approximately how many times have you contacted the Government of Canada for service?”*:

*“Did you get what you were looking for?”*

<b>% saying yes</b>	76
<b>% saying no</b>	16
<b>% saying somewhat</b>	8



## The Impact of Good Service to the Public on Overall Performance Rating



- Our previous surveys have underlined the importance that providing quality service has on Canadians' overall perception of the Government of Canada. Both people's perception of service and their recent experience of service are related to the overall performance rating (see *Listening to Canadians: Communications Survey: Winter 2001 and Fall 2001*).
- The second bar from the left shows that 45% of Canadians who perceived government service as good gave the Government of Canada a good overall performance evaluation. By contrast, just 10% of Canadians who perceived service as poor gave a positive rating to the Government.
- A comparison of the two bars on the right hand side of the chart shows that Canadians who obtained what they were looking for when contacting the Government were more likely to give the Government a positive overall rating.

# Perceptions of Overall Service and Overall Performance

*“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.”*

(%)

	Can.	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
<b>Good (5, 6, 7)</b>	30	22	23	28	28	34	29	33	31	33	32
<b>Neither (4)</b>	35	30	31	30	30	32	44	41	36	38	36
<b>Poor (1, 2, 3)</b>	35	48	46	42	42	34	27	26	33	29	31

*“How would you rate the Government of Canada on . . . the overall quality of service?”*

## By Region/Province (%)

	Can.	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
<b>Good (5, 6, 7)</b>	48	40	41	43	45	50	51	51	55	54	48
<b>Neither (4)</b>	29	31	32	27	32	27	31	35	28	31	31
<b>Poor (1, 2, 3)</b>	22	28	26	29	23	22	17	13	16	15	20

## By Age Group (%)

	Total	18-24	25-34	35-54	55+
<b>Good (5, 6, 7)</b>	48	53	51	45	49
<b>Neither (4)</b>	29	31	29	30	29
<b>Poor (1, 2, 3)</b>	22	15	20	24	21

## By Gender (%)

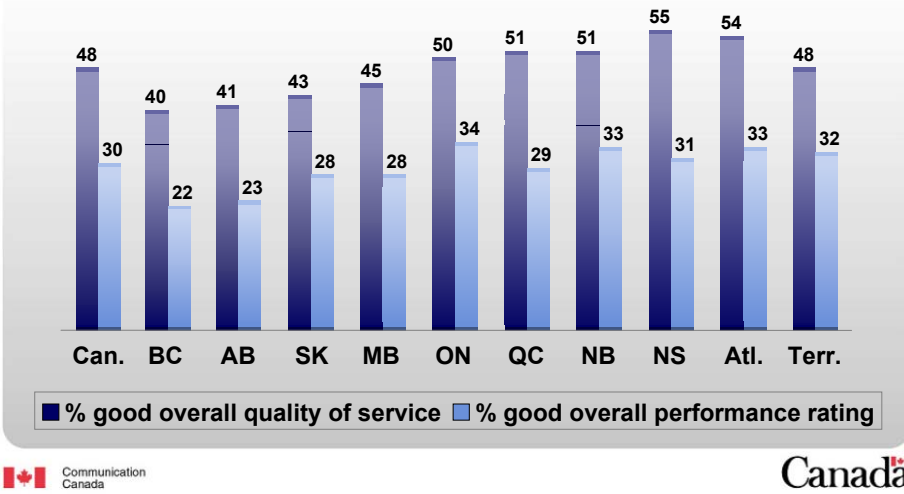
	Total	Men	Women
<b>Good (5, 6, 7)</b>	48	47	49
<b>Neither (4)</b>	29	29	30
<b>Poor (1, 2, 3)</b>	22	24	20

## By Income (%)

	Total	< \$30K	\$30-59K	\$60K+
<b>Good (5, 6, 7)</b>	48	47	50	47
<b>Neither (4)</b>	29	32	29	29
<b>Poor (1, 2, 3)</b>	22	20	20	24



## Perceptions of Overall Service and Overall Performance: By Region



- The Government's overall rating for service varied across the country, as did its rating for overall performance.
- The Government received its most positive ratings for service in Eastern and Central Canada, while ratings in Alberta and British Columbia tended to be lower. Young adults (18 to 34) gave a slightly more positive evaluation of the quality of overall service.
- The previous graph showed the positive relationship between perceptions of service and overall performance. This chart shows that there is a gap between perceptions of service and overall performance all across the country, particularly in Quebec and the Atlantic region.
- Although the Government's overall rating stems from a combination of issues and perceptual factors, good service has the potential to help improve the view that Canadians have of the Government's overall performance.

# Attributes of Government of Canada Service

“How would you rate the Government of Canada on the following dimensions of service delivery? Please use a 7-point scale where 1 means poor, 7 means excellent and the mid-point, 4, means neither poor nor excellent. How about . . . 1) Being innovative, 2) Being accessible, 3) Being reliable, 4) Being respectful.

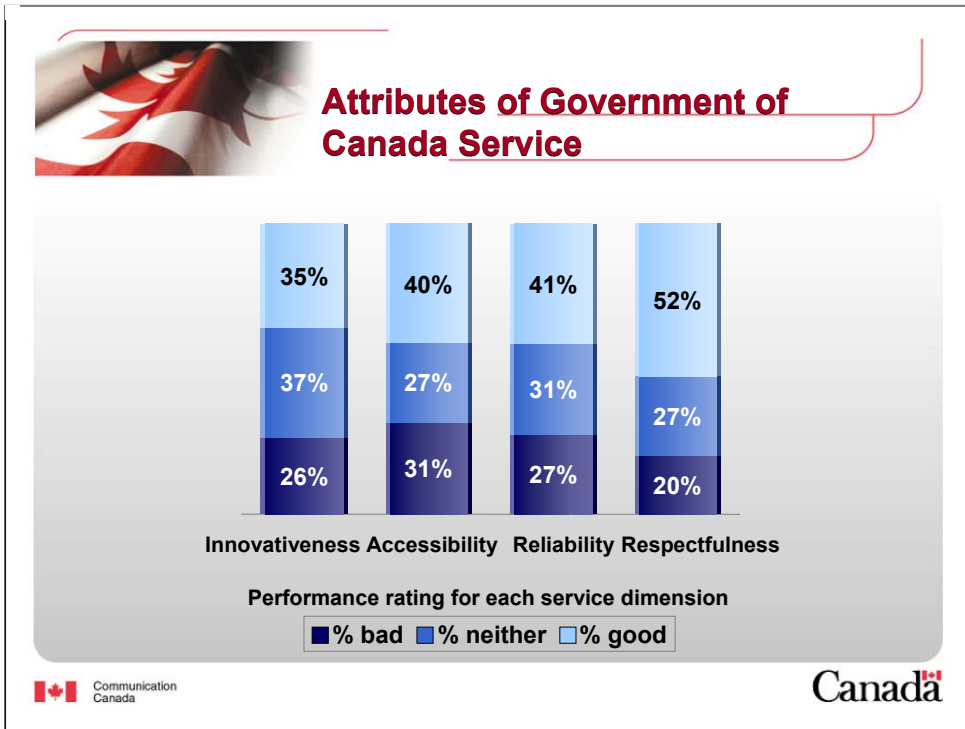
## Rating on Attributes of Service: By Province/Region % responding “good” (5, 6, 7) “neither” (4) or “poor” (1, 2, 3)

		Can.	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
<b>Being innovative</b>	Good (5, 6, 7)	35	27	28	31	31	36	40	39	44	41	33
	Neither (4)	37	36	40	41	36	36	37	40	28	34	40
	Poor (1, 2, 3)	26	35	29	26	30	26	20	17	25	21	25
<b>Being accessible</b>	Good (5, 6, 7)	40	34	36	40	36	42	42	42	46	44	39
	Neither (4)	27	26	28	26	30	26	29	31	26	29	32
	Poor (1, 2, 3)	31	38	33	33	31	30	28	26	28	26	28
<b>Being reliable</b>	Good (5, 6, 7)	41	33	38	38	38	44	44	42	42	43	42
	Neither (4)	31	32	32	26	31	31	31	34	33	33	32
	Poor (1, 2, 3)	27	34	30	35	32	25	24	22	24	23	25
<b>Being respectful</b>	Good (5, 6, 7)	52	48	46	48	46	54	54	54	58	56	58
	Neither (4)	27	25	32	28	30	24	29	28	24	27	20
	Poor (1, 2, 3)	20	26	20	23	23	20	17	16	16	16	22

## Rating on Attributes of Service: By Age (%)

		Total	18-24	25-34	35-54	55+
<b>Being innovative</b>	Good (5, 6, 7)	35	46	37	33	34
	Neither (4)	37	35	38	38	34
	Poor (1, 2, 3)	26	18	23	27	28
<b>Being accessible</b>	Good (5, 6, 7)	40	51	43	37	39
	Neither (4)	27	25	24	29	29
	Poor (1, 2, 3)	31	24	32	33	30
<b>Being reliable</b>	Good (5, 6, 7)	41	48	45	38	41
	Neither (4)	31	31	31	32	30
	Poor (1, 2, 3)	27	20	23	30	27
<b>Being respectful</b>	Good (5, 6, 7)	52	65	60	48	48
	Neither (4)	27	21	24	29	29
	Poor (1, 2, 3)	20	14	16	22	22

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



- On four dimensions of government service delivery, there was a wide variation in terms of the Government's rating.
- One in three Canadians (35%) gave government service good ratings for being innovative. Young adults (46%) were the most likely to do so.
- Four in ten Canadians (40%) gave government service good ratings for being accessible. Those least likely to do so were British Columbians (34%).
- Similarly, four in ten (41%) gave government service good ratings for being reliable. Those least likely to do so were again British Columbians (33%).
- Over half of Canadians (52%) considered government service to be respectful. The youngest adults (18–24) were more likely (65%) than other Canadians to do so.
- Thus, the most positively rated attribute was respectfulness while the least positively rated was innovativeness.

# Recall of Government of Canada Advertising and Perceptions of Service

*“In the past three months, do you remember seeing or hearing any advertising from the Government of Canada?”*

## By Province/Region (%)

	CANADA	BC	AB	SK	MB	ON	QC	NB	NS	Atl.	Terr.
Yes	54	53	47	56	56	57	52	56	55	55	56
No	41	43	50	42	39	39	42	40	42	41	40
Not sure/Don't know	5	4	3	3	4	5	6	4	3	4	4

## By Gender (%)

	Total	Men	Women
Yes	54	58	50
No	41	39	44
Not sure/Don't know	5	4	6

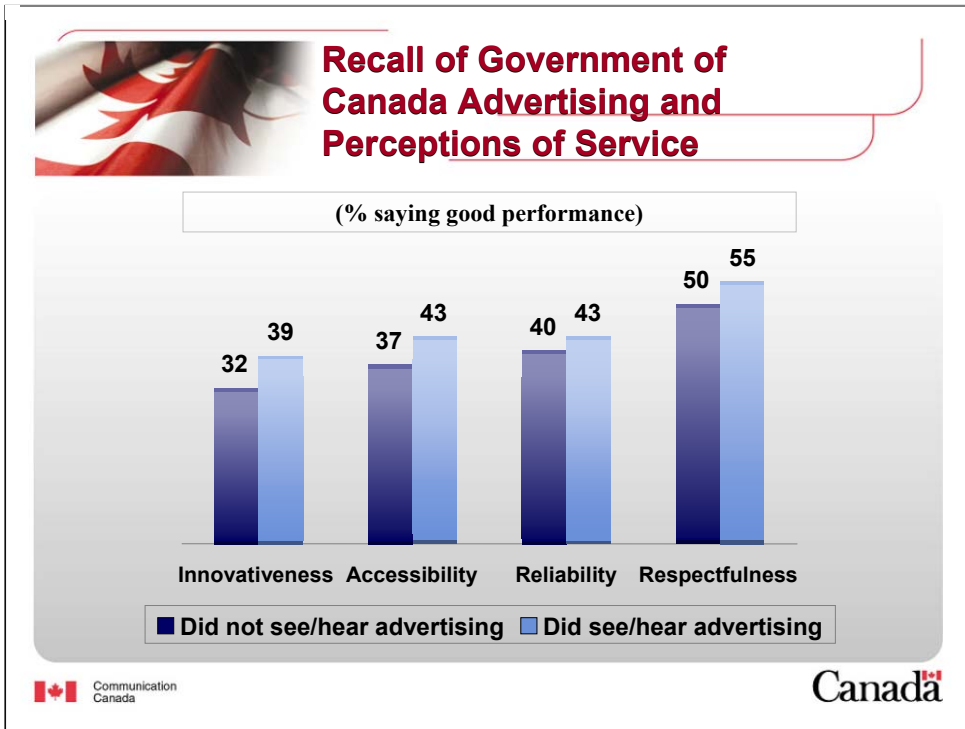
## By Age Group (%)

	Total	18-24	25-34	35-54	55+
Yes	54	64	57	53	50
No	41	33	40	42	44
Not sure/Don't know	5	2	3	4	7

## By Income (%)

	Total	< \$30K	\$30-59K	\$60K+
Yes	54	52	55	57
No	41	43	41	39
Not sure/Don't know	5	5	5	5





- In November 2001, the *Services For You* brochure was distributed nationally by mail.\*
- Canadians who had recently seen or heard Government of Canada advertising\* tended to have more positive perceptions of service. The chart above shows that those Canadians who had seen advertising gave higher ratings on all four attributes of service.
- Advertising, then, is one of the factors that has a positive impact on perceptions of service, although the effect of advertising itself is not as strong as that of recent service experience.
- Recall of recent government advertising appears to be highest among:
  - young adults 18 to 24 (64%) and 25 to 34 (57%)
  - men (58%)
  - persons earning \$60,000 and over (57%).
- Recall of recent government advertising appears to be lowest among:
  - women (50%)
  - persons aged 55 and over (50%).

\* The Government of Canada distributed the *Services for You* brochure to 11.7 million households in all ten provinces and the three territories in November 2001. The brochure provided information on Government of Canada services in a wide variety of areas including services to children, health and the environment. The mailing of this brochure was supplemented by insertions in major weekly newspapers all across Canada.

# Attributes of Service and Overall Perceptions of Service

“How would you rate the Government of Canada on the following dimensions of service delivery? Please use a 7-point scale where 1 is poor, 7 is excellent, and the mid-point 4 is neither. How about . . . 1) Being reliable 2) Being accessible 3) Being respectful 4) Being innovative 5) Overall quality of service?”

Response	Being innovative	Being accessible	Being reliable	Being respectful	Overall quality of service
% saying good (5, 6, 7)	35	40	41	52	48
% saying neither (4)	37	27	31	27	29
% saying poor (1, 2, 3)	26	31	27	20	22

## Effect of Attributes on Perception of Overall Service

The analysis of variance test\*1 below shows that the four attributes, reliability, accessibility, respectfulness and innovativeness, all have a significant effect on perceptions of overall service. This table also shows that the attribute reliability has the greatest relative effect, followed by the attributes accessibility, respectfulness and innovativeness.

## Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected model	4231.407 <sup>a</sup>	8	528.926	632.701	.000
Intercept	52445.355	1	52445.355	62735.094	.000
Being reliable	364.094	2	182.047	217.764	.000
Being accessible	315.954	2	157.977	188.972	.000
Being respectful	237.313	2	118.656	141.937	.000
Being innovative	198.070	2	99.035	118.465	.000
Error	3254.475	3893	.836		
Total	81385.000	3902			
Corrected total	7485.881	3901			

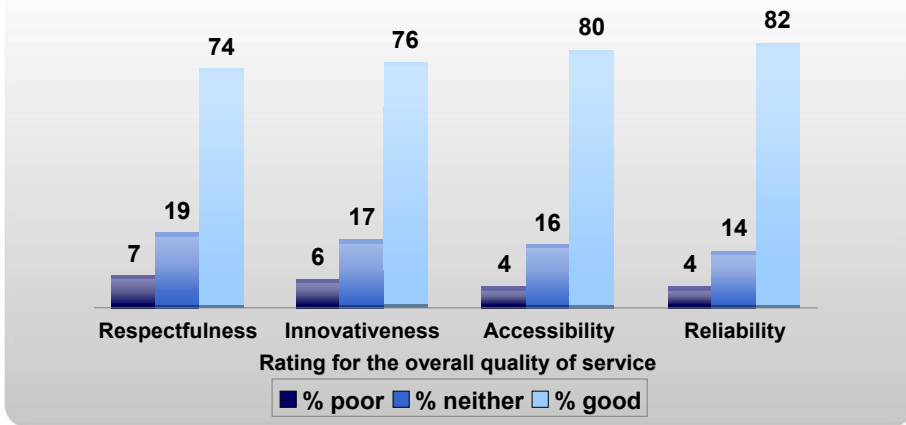
\*1 The analysis of variance test was conducted using reliability, accessibility, respectfulness and innovativeness as independent variables (recoded into three categories) and overall quality of service as the dependent variable.

<sup>a</sup> R Squared = .565 (Adjusted R Squared = .564)



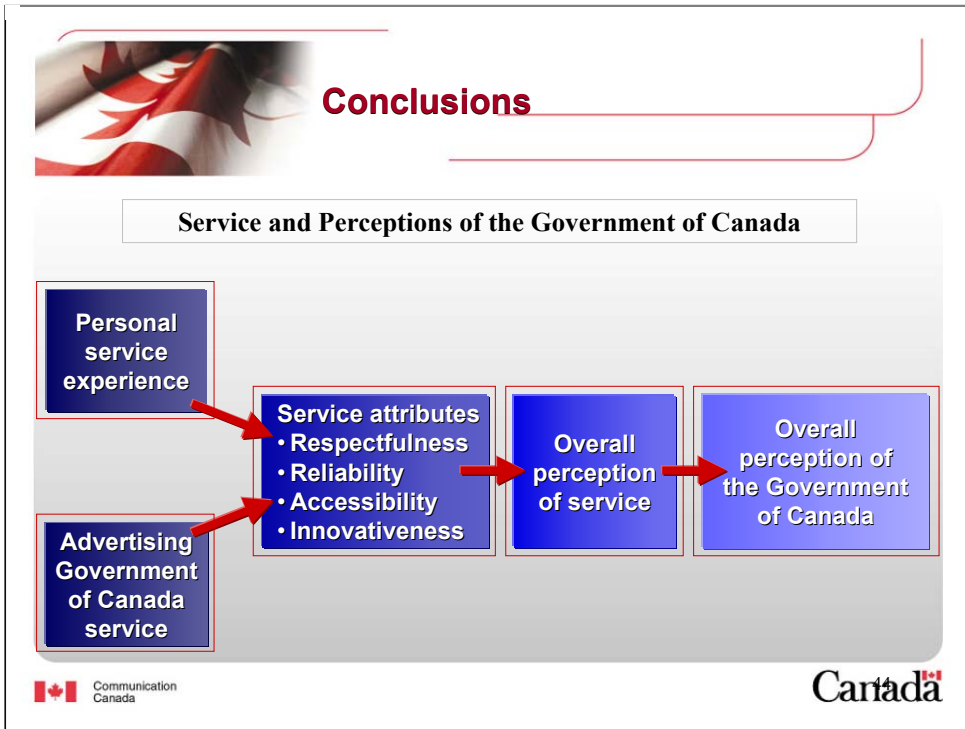
## Attributes of Service and Overall Perceptions of Service

(Among those giving good performance rating for each service dimension)



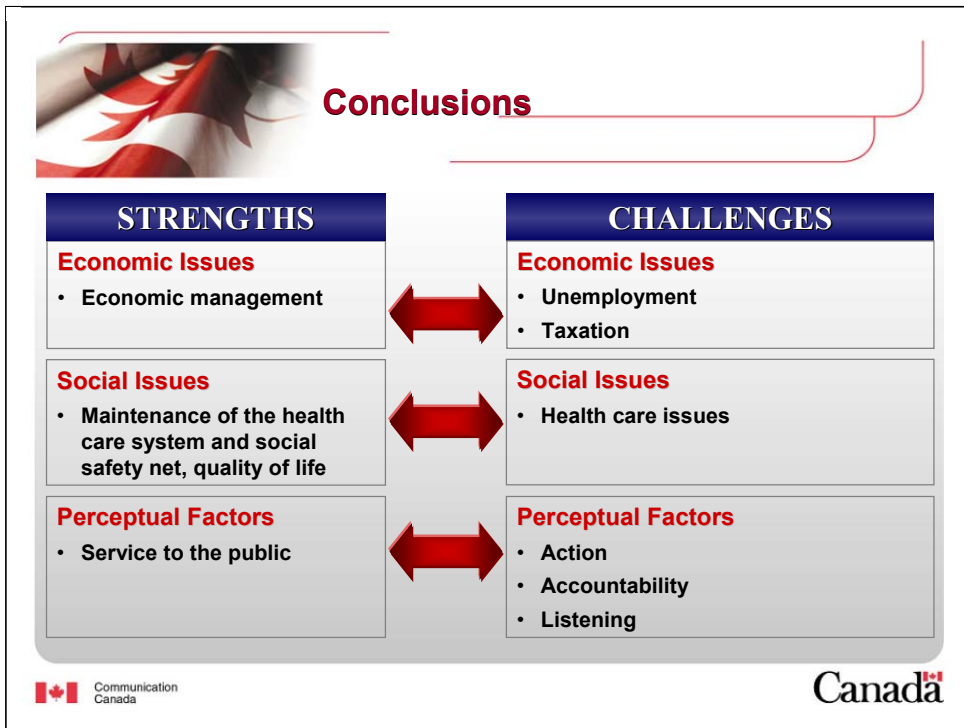
Communication Canada

- The attributes of respectfulness, innovativeness, accessibility and reliability all contribute strongly to positive perceptions of overall service, as the chart above shows.
- Reliability contributes most of all to a positive perception of government service: of those who gave government service good ratings for reliability, a huge majority (82%) believed that the overall quality of service is good.



- This analysis suggests:

- Personal experience with service and advertising by the Government both have a positive effect on perceptions of whether or not service is innovative, accessible, reliable and respectful.
- Views of whether or not government service is innovative, accessible, reliable and respectful strongly influence overall perceptions of service.
- Overall perceptions of service have a strong and positive influence on the Government's overall performance rating.
- Impressions of government service are most positive in Central and Eastern Canada and weakest in Alberta and British Columbia.
- Young adults were more likely to credit government service for being innovative and respectful.



- In conclusion, Canadians who gave the Government good ratings tended to cite the Government's management of the economy and its maintenance of Canada's health system, social safety net and overall quality of life. Those who viewed the Government's performance negatively tended to refer to perceptual factors such as action, listening to Canadians and accountability. Others mentioned social issues, the most important of which was the perception of a deteriorating health care system. Smaller numbers mentioned economic issues, specifically unemployment and taxation.
- The Government continued to get relatively positive ratings for its management of the economy, and international and security issues. Ratings on social issues remained moderately positive. Ratings on health care remained relatively low.
- Canadians rated the quality of service provided by the Government of Canada as moderately high. The service was perceived to be accessible, reliable and respectful of Canadians, although fewer believed it to be innovative. High quality service can have a positive effect on the overall rating of government performance.

# The Survey (Wave XI)

- Total sample: 4,700 adults aged 18 and over
- Margin of error for Canada: +/-1.5%
- Specific oversampling of 400 cases conducted in Nova Scotia and New Brunswick. Also, regular oversampling conducted in Manitoba, Saskatchewan, the territories, Prince Edward Island and Newfoundland.
- Interviewing conducted by telephone by the firms Ipsos-Reid and GPC Research between January 15 and January 29, 2002
- Focus groups held January 24–31 in the County of Peterborough, Montréal, Vancouver, and St. John's

## 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	Oversampling (number of persons)
<b>Territories</b>	0.3	14	200	+/-7.0%	186
<b>BC</b>	12.0	564	450	+/-4.7%	
<b>AB</b>	9.3	437	350	+/-5.3%	
<b>SK</b>	3.6	169	320	+/-5.6%	151
<b>MB</b>	4.1	193	320	+/-5.6%	127
<b>ON</b>	37.7	1772	1160	+/-2.9%	
<b>QC</b>	25.2	1184	900	+/-3.3%	
<b>NB</b>	2.6	122	400	+/-5.0%	278
<b>NS</b>	3.0	141	400	+/-5.0%	259
<b>PE</b>	0.4	19	100	+/-10.0%	81
<b>NF</b>	1.8	85	100	+/-10.0%	15
<b>Atl.</b>	(7.8)	(367)	(1000)	+/-3.1%	(633)
<b>Total</b>	100	4700	4700	+/-1.5%	

## U.S. Survey

- Total sample: 2,000 adults aged 18 and over
- Margin of error for U.S.: +/-2.2%
- Interviewing conducted by telephone by Ipsos-Reid January 18–23, 2002