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Industry Canada's
Annual General Population Survey

Call Up #: U1400-025426/001/CY

Submitted to:

Industry Canada

March 2003

Ipsos

Ipsos Reid

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METHODOLOGY

The main purpose of this research is to survey Canadians' views regarding Industry Canada priorities and performance — especially as related to government efforts to promote innovation in Canada and among Canadian businesses.

A random telephone survey of 1,202 adult Canadians from across the country was conducted from March 4 to March 12, 2003. A sample of this size provides an overall margin of error of ± 2.9 percentage points (19 times out of 20).

The regional distribution of the sample is as follows:

- Atlantic provinces 100
- Quebec 300
- Ontario 451
- Saskatchewan/Manitoba 99
- Alberta 101
- B.C. 151
- **Total 1,202**

Data has been weighted according to the actual distribution of the population. In several instances, tracking data from previous Industry Canada studies of the general public have been included.

The questionnaire was designed in consultation with Industry Canada and many of the question areas were similar to a survey of business leaders conducted by the department in December 2002.

● **IMPLICATIONS FOR INDUSTRY CANADA**

A strong economy, a role for the Government and a desire to know more about the Government's economic plan.

A majority of Canadians hold positive views regarding the current Canadian economy and most feel that it will stay the same or continue to grow in the future. With economic expectations very high, public concern over economic issues (i.e. unemployment, taxes, debt and deficit) is extremely low. The reason for this is two-fold. First, the strong economy pushes issues like unemployment and job creation off the national agenda. Second, the Government's fiscal prudence (the elimination of the deficit, paying down the debt, and some tax reduction) has resulted in a public that is largely satisfied with the country's current economic situation and the Government's efforts to date. While this is the national view, there remain areas of the country that are still concerned about their economy. The most receptive audiences for more information about Government economic initiatives are found among residents of Quebec and the Atlantic Provinces where short-term economic growth is perceived as necessary.

● However, the lack of public concern regarding the economy does not mean that Canadians want the government to focus solely on social issues until the economy begins to decline. The results of this study show that the public still feels that economic issues are very important and that the Government should not only have a plan to improve and modernize the economy, but that they should communicate to Canadians the key elements of this plan. In addition to residents of Quebec and the Atlantic Provinces, Canadians with higher levels of education and income are also very interested in hearing about the Government economic agenda in part because they are most likely to understand the need for sustained economic growth.

● While focus groups reveal that cynicism regarding the effectiveness of government programs is still very much evident, this does not translate into a desire to see less government involvement in the economy. In fact, most Canadians support a more active role for the federal government that includes taking a leadership role in economic matters. This could be the result of the high priority Canadians place on continued economic growth and the declining confidence in the private sector's ability to ensure a

strong economy in the wake of corporate accounting scandals and the rapid decline of the high tech sector.

How best to communicate the Government's economic agenda?

Most Canadians assume the Government has a plan for improving the economy and while they are most aware of the fiscal agenda and efforts to ensure the overall climate is conducive to economic growth they still want to know more. In particular, they want to know more about what is happening in their regions and in the economic sectors in which they are employed. As a result, any communications efforts need to be targeted to specific audiences while at the same time ensuring some consistency of message.

Canadians are looking forward not backwards when thinking about the economy. They very much want to hear about what the Government is doing to maximize the current and future growth sectors of the economy – as opposed to efforts that deal with declining areas of the economy. In the past, Government efforts in areas of the economy that are declining have been seen as short-term bailouts that do not result in long term economic growth.

Communications efforts should also emphasize the modern, technologically-advanced nature of Canada's economy in order to counter the persistent perceptions of an economy based primarily on natural resources.

Communications efforts should also include accountability measures to improve perceptions that public money invested in innovation and other economic initiatives is invested wisely. If there is an Achilles' heel to the Government's economic agenda it is the issue of accountability. Canadians still believe that there is significant waste in Government programs, and this leads to lower levels of support and a lack of credibility for Government programs even if the public supports their objectives and feels that they are necessary. Successful projects that achieve their objectives and get completed on time and on budget should be promoted to counter the growing perception of Government inefficiency and waste. Too many Government programs are communicated heavily at their inception when Government is putting funds in place and then not at all as they begin to achieve the kinds of tangible results that Canadians value most.

On the policy front, its about innovation, partnerships, and focusing on high growth sectors.

The Government of Canada enjoys strong levels of support and considerable interest in its efforts to promote innovation in Canada.

The term "innovation" continues to be seen as an economic term and for the most part support for innovation and recognition of its importance for the success of individual Canadian businesses, sustained economic growth and the quality of life in Canada has continued to grow over the past few years. At the same time the term has become better understood and Canadians have become more literate regarding economic issues.

There is strong support for cooperative efforts with business, the academic community and other levels of government – all of whom are seen as important players in promoting innovation and economic growth.

Government efforts to promote the Internet as a tool of economic growth earn high marks, as do efforts to encourage more investment in Canadian businesses, and assistance to help companies export and do business abroad.

However there are several policy areas that Canadians feel need more attention, including:

- promoting sustainable development (although many Canadians appear to be unsure of what sustainable development means);
- ensuring a fair marketplace;
- regional economic development;
- more research and development; and,
- more innovation.

EXECUTIVE SUMMARY

Current Public Environment and State of the Economy

- Over half of Canadians (55%) describe economic conditions in Canada as either excellent (5%) or good (50%).
- Three in five Canadians (59%) say economic conditions will remain the same as they are now, while 17% foresee economic improvement.
- Canadians name health care as the issue most in need of attention by the federal government (51%) and as the top *economic* priority of the Government of Canada (41%).
- Respondents predict that technological industries will experience the most growth over the next few years (27%).
- Four in five respondents (81%) agree with concerns about Canada's ability to be a leader in the knowledge-based economy — a slight increase since March 2000 (78%).
- Over two in three (68%) believe that Canada's economy is still based on natural resources and has not made much progress in adapting to the new knowledge-based economy — an increase from March 2000 (63%).

The Importance of Innovation to Canada

- Over four in five Canadians (84%) strongly agree with the importance of innovation among Canadian businesses — an increase since March 2001 (77%) and March 2000 (76%).
- Nearly nine in ten (87%) strongly agree it is important for Canada to remain as technologically advanced as other countries, an increase from 82% in March 2000.
- Three in four (75%) strongly agree that innovations by Canadian businesses are important to sustained economic growth.
- Two-thirds of Canadians also strongly agree (67%) that more innovation in Canada will improve the quality of life of Canadians.

The Government of Canada's Role in the Economy

- Those who say the government has a plan to improve and modernize the economy (63%) outnumber those who say the government does not have a plan (34%) by a ratio of nearly two to one.
- The level of those who agree (63%) that the Government of Canada has a plan to improve and modernize the economy is consistent with March 2001 findings (63%).
- While Canadians agree the government has a plan to improve and modernize the economy, they are less likely to say the government currently plays an involved leadership role in the economy (13%). Meanwhile, one-third (32%) suggests that government *should* take an involved leadership role in the economy.

Potential Impact of Stakeholders in Encouraging Innovation

- Half of Canadians say the federal government could have a big impact in promoting innovation in Canada (52%).
- Seven in ten (70%) view the federal government as effective in promoting innovation, including 12% who consider the government very effective.

Awareness, Interest and Support for the Government of Canada's Innovation Strategy

- One in five Canadians (21%) say they recall hearing, seeing or reading something pertaining to the Government of Canada's innovation strategy; 79% do not.
- Seven in ten respondents (70%) say they are interested in learning more about the Government of Canada's efforts to promote innovation.
- Nearly nine in ten Canadians (87%) support the Government of Canada's efforts to encourage more innovation.
- When asked about the benefits of research and development, most respondents cite some form of economic benefit.

Demographic Distinctions

High-income earners (\$100,000 or more annually: 67%) and those with higher levels of educational attainment (post graduate education: 75%) are significantly more likely to rate the economy as excellent or good than other respondents. These subgroups are also significantly more likely to recognize the importance that Canada remain technologically advanced and to recognize the importance of innovation both to the economy and to Canadian's quality of life.

Yet, when testing specific government efforts to stimulate economic growth and innovation in the economy, high-income and highly educated Canadians are, in general, more reluctant than other respondents to describe these efforts (which range from investing in Canadian businesses to improving Government services online) as being a high priority, or to positively describe the government's efforts in these areas.

It is not that high-income and highly educated Canadians do not see a role for government in encouraging innovation — they are just as likely as other Canadians to say the federal government (\$100,000 or more annually: 49%; post-graduate education: 53%) can have a big impact in these areas. However, these Canadians are significantly less likely to say the federal government has been effective in promoting innovation (\$100,000 or more annually: 56% very/somewhat effective; post-graduate education: 60% very/somewhat effective — compared with 68% overall very/somewhat effective).

Other regional and demographic subgroups are far more likely to view government efforts as being both a high priority and effective.

Considering the importance of several government initiatives to encourage growth, low-income Canadians, those with lower levels of educational attainment, rural respondents and residents of the Atlantic provinces are more likely in general to assign a high level of importance to nearly all of the initiatives tested. This pattern is especially true when considering initiatives that

- improve the skills, training and education available to Canadians involved in innovation;
- increase support for universities so that they can conduct more research and development; and

- reduce red tape and government regulations to allow for quicker business innovation.

Residents of Quebec and the Atlantic provinces are more likely than average to positively rate the government's performance in several areas of encouraging economic growth. Quebec and Atlantic respondents are especially positive about the government's performance in the following areas:

- making government services readily accessible on the Internet (Quebec: 59%; Atlantic provinces: 63%);
- encouraging more investment in Canada and Canadian businesses (Quebec: 63%; Atlantic provinces: 54%);
- making government services for business readily accessible on the Internet (Quebec: 55%; Atlantic provinces: 52%);
- helping companies export and do business in other countries (Quebec: 61%; Atlantic provinces: 55%); and
- investing in growing sectors of the economy (Quebec: 60%; Atlantic provinces: 46%).

Other subgroups that often rate these and other areas of government performance positively include lower income earners and those with lower levels of educational attainment.

DETAILED FINDINGS

Current Public Environment and State of the Economy

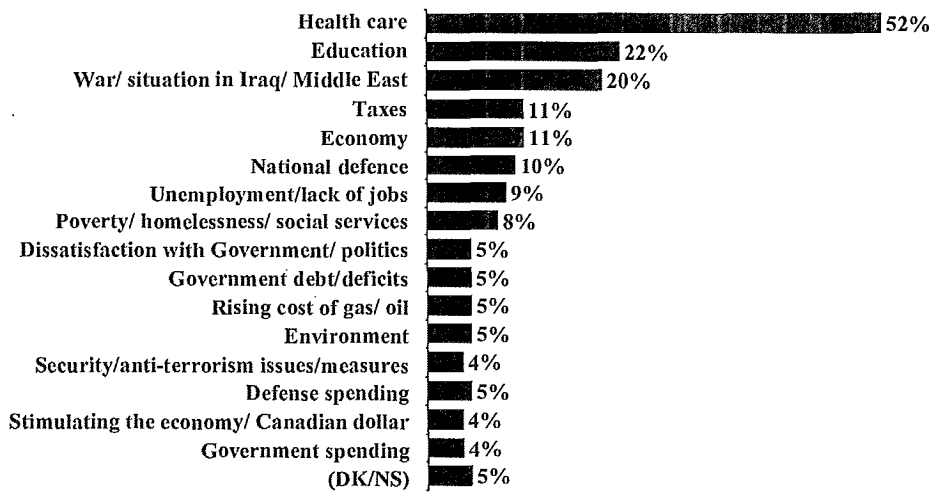
Most Important Issues Requiring Federal Government Attention

Canadians were asked, on an unaided basis, to name the issue most in need of attention by the federal government. Health care emerges as the issue mentioned most often (52%). Much fewer mention education (22%) and war¹(20%) as the most important issue in need of federal attention.

Additional responses include mention of taxes (11%), the economy (11%), national defence (10%), unemployment (9%) and issues related to poverty (8%). Other responses were mentioned by 5% of respondents or fewer, while 5% of respondents did not know how to respond to the question when asked, or were unable to name an issue they considered to be most important

Most Important Issues Requiring Federal Government Attention

There are a number of issues or challenges facing the country at this time. In your view, what issue is most in need of attention by the federal government? Total Mentions



Base: All respondents N=1202

¹ Includes mention of war in Iraq, and the Middle East (13%), as well as unspecified mention of "war" (7%).

Those more likely to mention health care include

- B.C. residents (65%);
- women (60% compared with 43% of men); and
- high-income earners (\$75,000 to \$99,000 annually: 59%; compared with 47% of those earning \$30,000 or less).

Those more likely to mention education include

- Ontario residents (27%; compared with 11% of residents of Manitoba and Saskatchewan);
- women (29%; compared with 14% of men); and
- those with higher levels of educational attainment (post-graduate educated: 31%; compared with 15% of those with less than a high school education).

Those more likely to mention war, including mentions of Iraq and the situation in the Middle East, include

- Quebec residents (37%);
- lower-middle income earners (\$30,000-\$50,000: 26%); and
- university-educated respondents (25%).

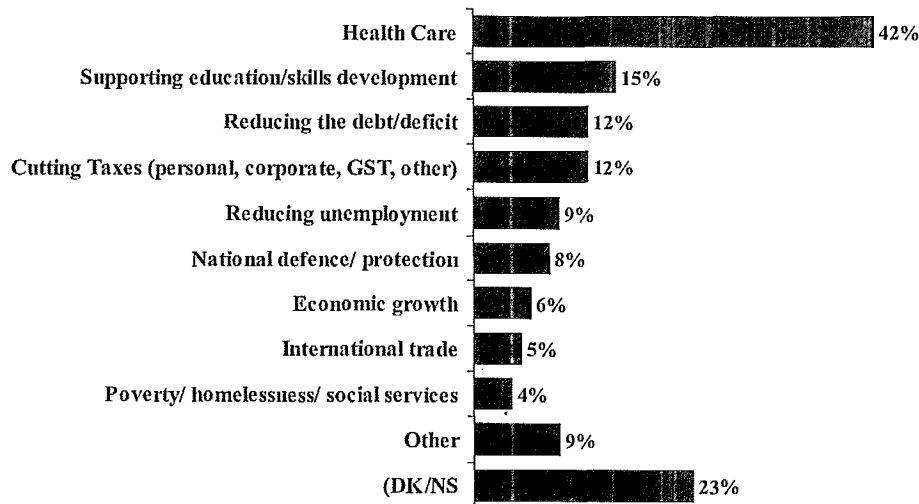
What Are the Government of Canada's Economic Priorities?

Canadians were also asked, on an unaided basis, to name the most important economic priorities of the Government of Canada for the next few years. As with issues facing the federal government in general, health care is also most often considered the top economic priority of the Government of Canada (42%).

Additional economic priorities are mentioned in significantly lower proportions. These include support for education and skills development (15%), reducing the debt (12%), cutting taxes including personal, corporate and GST (12%) and reducing unemployment (9%). National defence (8%) and economic growth (6%) were also mentioned. Other responses are mentioned by fewer than 6% of respondents, while a considerable 23% cannot name a single economic priority of the Government of Canada.

What are the Government of Canada's Economic Priorities

Based on what you may have heard or read, what do you think are the top economic priorities of the Government of Canada for the next few years? Total Mentions



Base: All respondents N =1202

● Among demographic subgroups, it is worth noting the following distinctions:

- women (46%) are more likely than men (36%) to consider health care a top economic priority;
- women (21%) are also more likely than men (9%) to consider education a top economic priority; and
- high-income earners (\$100,000 or more annually: 17%) and university-educated respondents (20%) are more likely to say the government should focus on reducing the deficit.

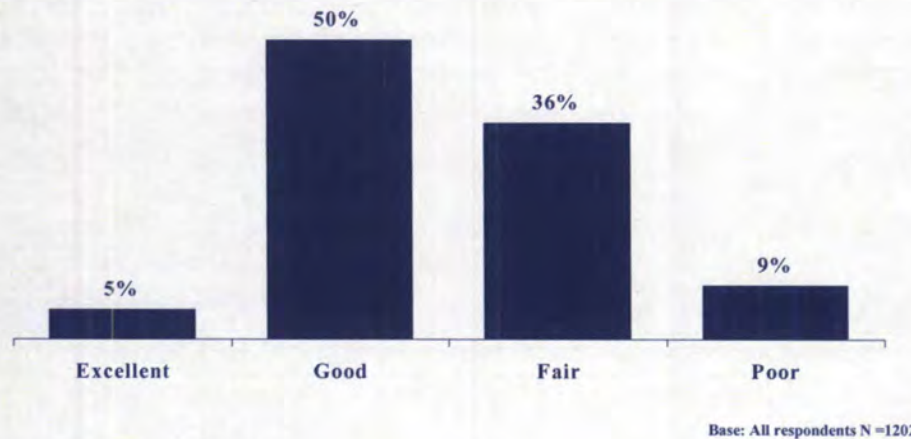
Canada's Economy Today

Canadians were asked to describe the condition of Canada's economy. Over half (55%) describe economic conditions as either excellent (5%) or good (50%). Under half (45%) describe the economy as fair (36%) or poor (9%). This result is very similar to other recent research conducted by Ipsos-Reid, which have shown very positive attitudes towards the economy.

In one key barometer of the nation's economic mood, Ipsos-Reid found in February 2003 that just 16% of Canadians say they are worried about losing their job – the lowest level of concern expressed in 13 years².

Canada's Economy Today

Generally speaking, how would you describe Canada's economy today? Would you say it is excellent, good, only fair or poor at this time?



² Quoted from the Ipsos-Trend Report, January/ February 2003, page 19, figure 5.

Those more likely to describe the economy as excellent or good include

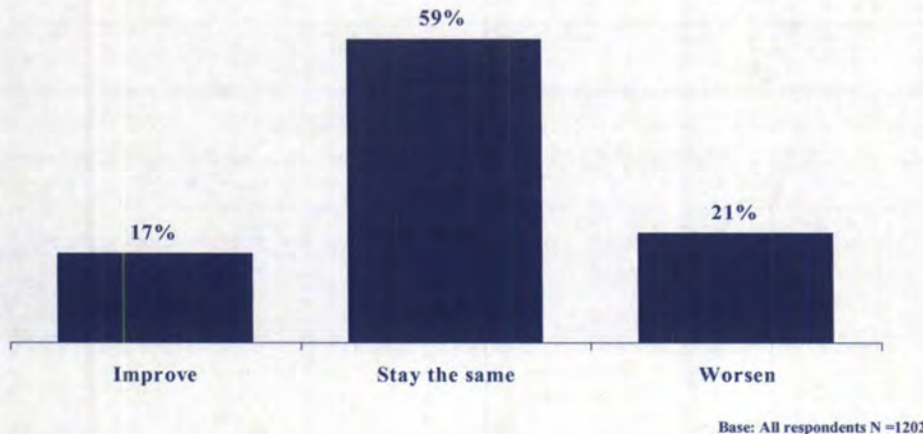
- Alberta residents (65%; compared with 38% of B.C. residents and 46% of residents of the Atlantic provinces);
- men (60%, compared with 50% of women);
- high-income earners (\$100,000 or more annually: 67%; compared with 45% of those earning \$30,000 or less); and
- those with higher levels of educational attainment (post graduate education: 75%; compared with 41% of those with less than a high school education).

The Future of Canada's Economy

Canadians were asked to predict whether Canada's economy would improve, stay the same or worsen over the next year. Canadians most often say economic conditions will remain the same as they are now (59%). Others are divided in favour of those who say economic conditions will grow worse in the next year (21%), whereas 17% foresee economic improvement.

The Future of Canada's Economy

*What do you think Canada's economy will be like a year from now?
Do you think the economy will improve, worsen, or stay pretty much the same as it is now?*



Those more likely to say the economy will improve in the next year include

- residents of Manitoba and Saskatchewan (24%);
- men (21% compared with 13% of women); and
- those with higher levels of educational attainment (university educated: 23%).

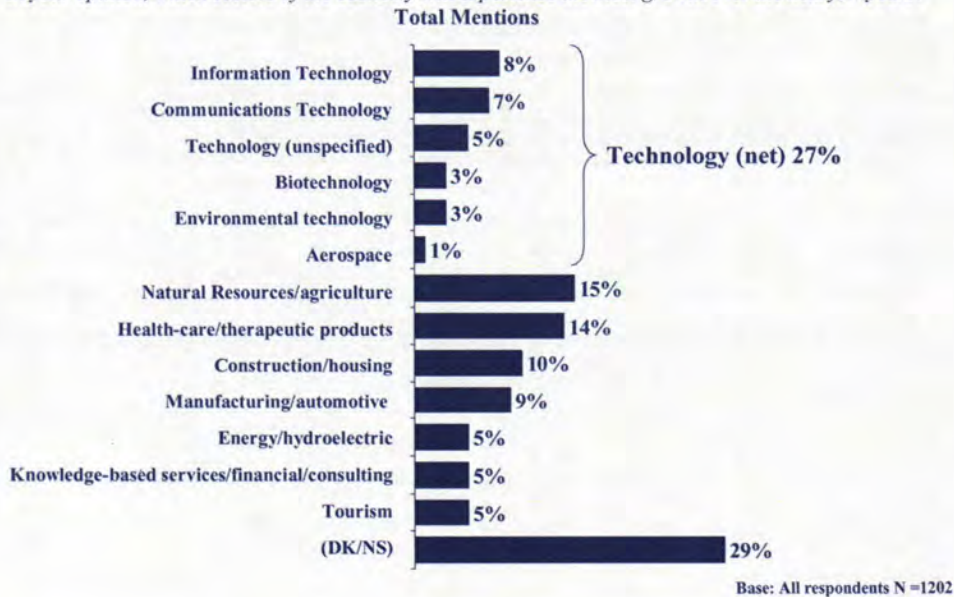
Sectors of the Economy that Will Grow the Most

Respondents were asked to predict what economic sectors would experience the most growth over the next few years. Technological industries (27% net) are predicted to experience the most growth, including mention of information technology (8%), communications technology (7%), technology in general (5%), environmental technology (3%), biotechnology (3%) and aerospace (1%).

Fewer than one in five respondents foresee natural resources (15%; including agriculture, 2%) and health care (14%) as growth industries. One in ten says that housing (6%) and construction (4%) as well as manufacturing (7%) and automotive industries (2%) will experience growth in the next few years. Other industries are mentioned by 5% of respondents or fewer. It is worth noting that nearly three in ten (29%) did not know how to respond.

Sectors of the Economy that will Grow the Most

In your opinion, which sectors of the economy will experience the most growth over the next few years?



Among demographic subgroups, it is worth noting the following distinctions:

- women (17%) are more likely than men (10%) to view health care as a growth sector;
- Alberta residents (33%) and men (19%) are more likely to mention natural resources as a growth sector;
- Quebec residents are more likely to name several technological sectors as growth areas;
- B.C. respondents are more likely to identify tourism as a growth sector (14%); and
- university educated respondents are more likely to foresee growth in information technology (14%).

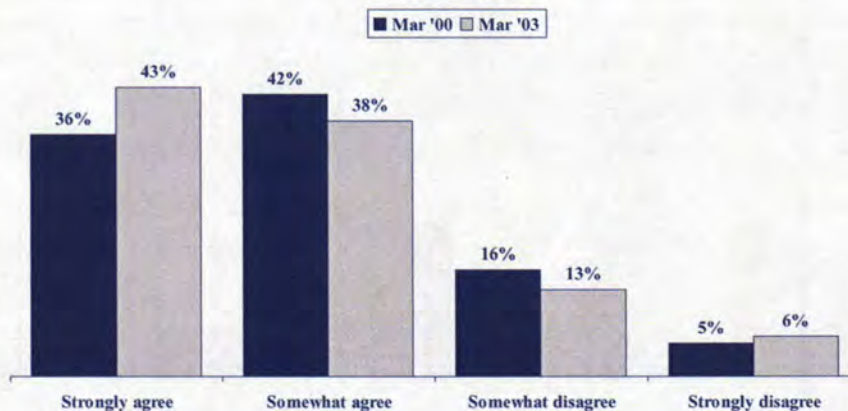
Concerned about Canada's Ability to Be a Leader in the Knowledge-based Economy

Respondents were asked whether they agree or disagree that they are concerned about Canada's ability to be a leader in the knowledge-based economy. Four in five respondents (81%) either agree strongly (43%) or somewhat agree (38%) with this concern. Fewer than one in five (19%) say they somewhat disagree (13%) or strongly disagree (6%) with this concern.

The proportion of those who agree with concerns about Canada's ability to be a leader in the knowledge-based economy has risen slightly since March 2000, when 78% agreed strongly (36%) or somewhat (42%) with this concern.

Concerned About Canada's Ability to Lead in Knowledge-based Economy

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I am concerned about Canada's ability to be a leader in the knowledge-based economy.



Base: All respondents N =1202

Those more likely to strongly agree with concerns about Canada's ability to be a leader in the knowledge-based economy include

- residents of Manitoba and Saskatchewan (50%) and the Atlantic provinces (51%; compared with 24% of Quebec residents); and
- respondents 35-54 years of age: 47%; compared with 35% of those 18-34 years of age.

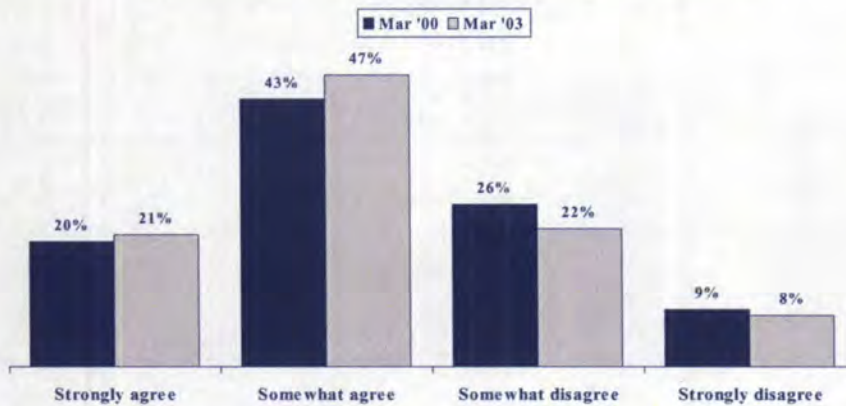
Canada's Economy is Still Based on Natural Resources

When asked whether Canada's economy is still based on natural resources and has not made much progress in adapting to the new knowledge-based economy, over two in three (68%) say agree either strongly (21%) or somewhat (47%) with the statement. One-third (32%) either strongly (10%) or somewhat (22%) disagree that Canada's economy remains based on natural resources and has not progress in the knowledge-based economy.

The level of those who agree that Canada's economy remains based on natural resources has risen somewhat since March 2000, when 63% agreed strongly (20%) or somewhat (43%) with this statement.

Canada's Economy is Still Based on Natural Resources

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: **The Canadian economy is still based on natural resources and has not made much progress in adapting to the new knowledge-based economy.**



Base: All respondents N =1202

Among the demographic subgroups, those with lower levels of educational attainment are more likely to strongly agree that the Canadian economy is still based on natural resources and has not made much progress in adapting to the new knowledge-based economy (less than a high school education: 27%; compared with 16% of those with a post-graduate education).

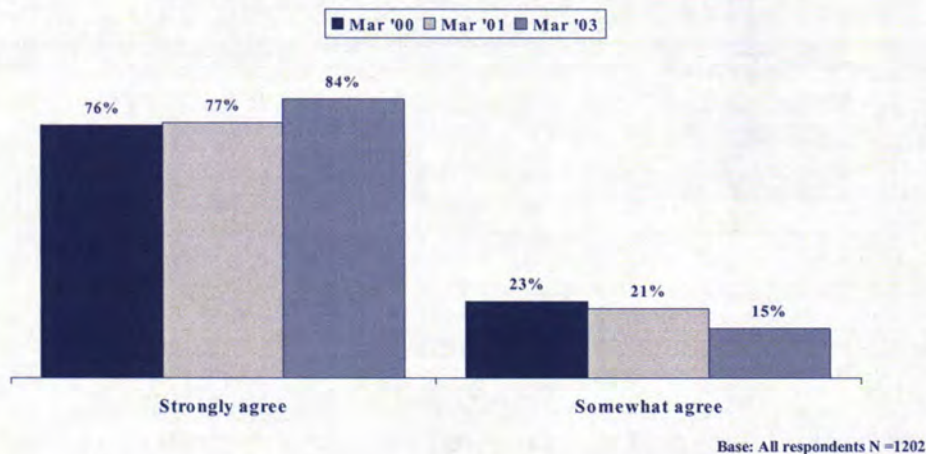
The Importance of Innovation to Canada

It is Important that Canadian Businesses Innovate

A wide majority of respondents strongly agree with the importance that Canadian businesses innovate, and continue to develop new products, services and ideas. Over four in five (84%) strongly agree with the importance of innovation among Canadian businesses, representing an increase since March 2001 (77%) and March 2000 (76%). An additional 15% somewhat agree that it is important for Canadian businesses to innovate (a decline from 21% in March 2001 and 23% in March 2000).

It is Important that Canadian Businesses are Innovative

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: **It is important that Canadian businesses are innovative, and continue to develop new products, services and ideas.**

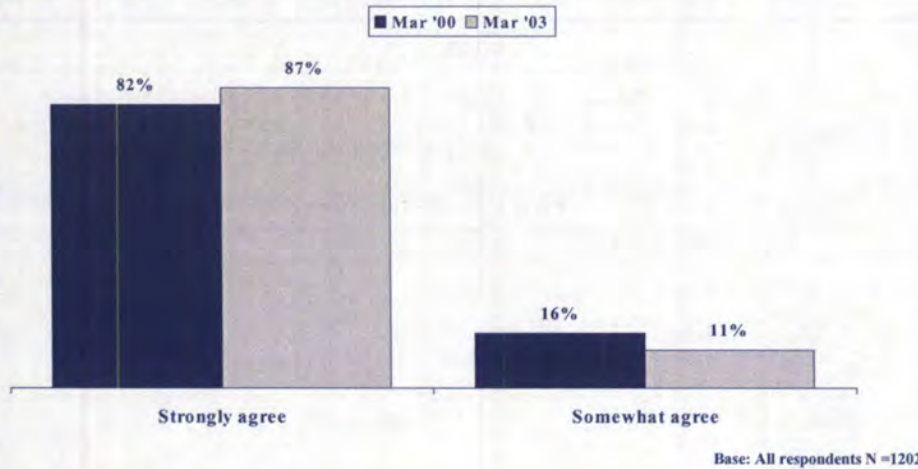


It is Important that Canada Remains Technologically Advanced

Respondents were asked whether they agree or disagree that it is important for Canada to remain as technologically advanced as other countries. Nearly nine in ten (87%) strongly agree with this statement, an increase from 82% in March 2000. An additional 11% somewhat agree with this statement, a decline from 16% in March 2000.

It is Important that Canada Remains Technologically Advanced

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: It is important that Canada remain as technologically advanced as other countries



Among the demographic subgroups, high-income earners are more likely to strongly agree it is important that Canada remain as technologically advanced as other countries (\$100,000 or more annually: 91%; compared with 83% of those earning \$30,000 or less).

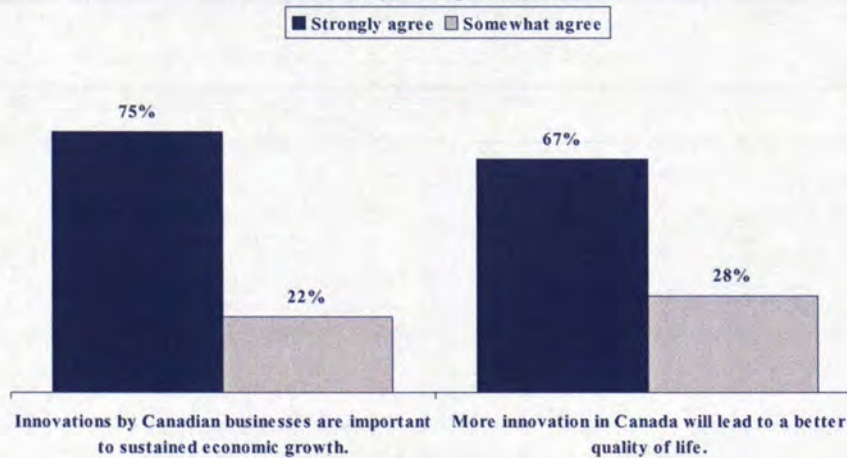
Benefits of Innovation

Respondents were asked whether they agree or disagree with statements about the benefits of innovation in Canada and among Canadian businesses. Nearly all respondents agree that innovations by Canadian businesses are important to sustained economic growth, including three in four (75%) who strongly agree and 22% who somewhat agree.

Two-thirds of Canadians also strongly agree (67%) that more innovation in Canada will lead to a better quality of life. An additional 28% somewhat agree with this idea.

Benefits of Innovation

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.



Base: All respondents N =1202

Those more likely to strongly agree that innovations by Canadian businesses are important to sustained economic growth include

- Alberta residents (80%; compared with 72% of Quebec residents);
- high-income earners (\$100,000 or more annually: 85%; compared with 70% of those earning \$30,000 or less); and
- those with higher levels of educational attainment (post-graduate educated: 79%; compared with 64% of those with less than a high school education).

Those more likely to strongly agree that more innovation in Canada will result in a better quality of life include

- residents of the Atlantic provinces (76%; compared with 58% of Alberta residents);
- those supportive of the Government of Canada's innovation strategy (69%; compared with 49% of those not supportive); and
- those interested in the Government of Canada's innovation strategy (72%; compared with 53% of those not interested).

Importance of Government Initiatives to Encourage Innovation

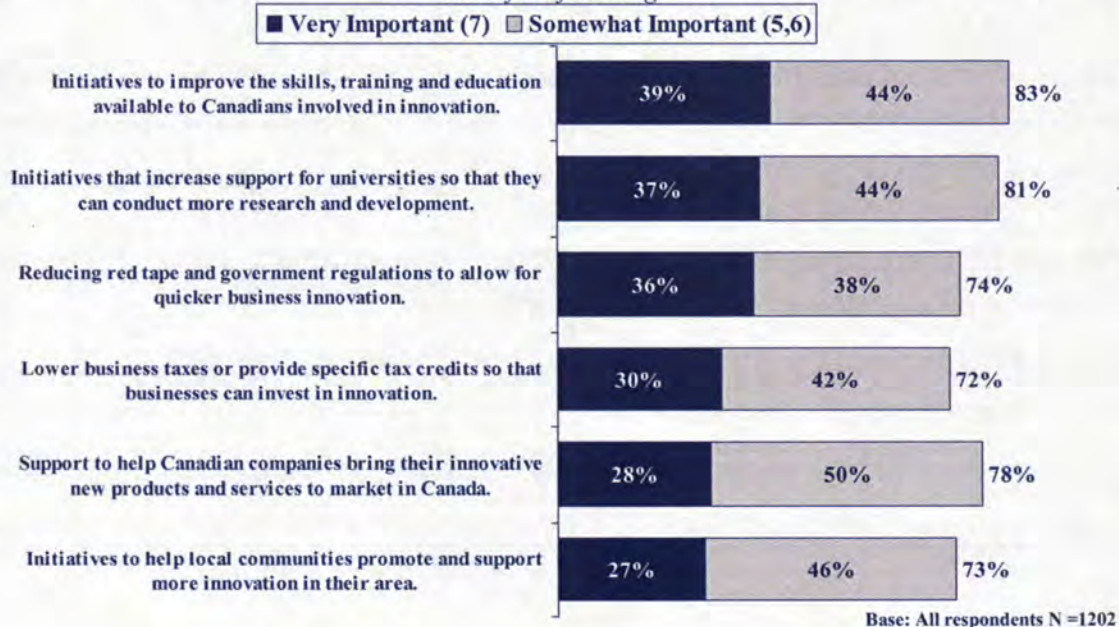
Respondents were asked whether they consider a number of government initiatives to encourage innovation to be important. Among the initiatives tested, respondents are most likely to believe initiatives to improve the skills, training and education available to Canadians involved in innovation are very important (39%; 83% overall importance).

A similar level considers support for universities to conduct more research and development to be very important (37%; 81% overall importance). Over one in three respondents also say it is very important to reduce red tape and government regulations to allow quicker business innovation (36%; 74% overall importance).

Respondents are less likely to view lower business taxes and specific business tax credits to encourage investment in innovation as very important (30%; 72% overall importance). Support to help Canadian companies bring innovative new products and services to market (28% very important; 78% overall importance), as well as initiatives to help local communities promote innovation (27% very important; 73% overall importance) are also less likely to be viewed as very important.

Importance of Government Initiatives to Encourage Innovation

The federal government has established a number of initiatives to encourage more innovation in Canada. On a 7-point scale, where 1 is not important at all, and 7 is very important, please rate the importance of each of the following.



Considering the importance of several government initiatives to encourage growth it is worth noting that low-income Canadians, those with lower levels of educational attainment, rural respondents and residents of the Atlantic provinces are more likely to assign a high level of importance to nearly all of these initiatives.

Specifically, those more likely to consider initiatives to improve the skills, training and education available to Canadians involved in innovation as very important include

- residents of the Atlantic provinces (45%; compared with 30% of Alberta residents);
- older respondents (55 years of age and older: 44%; compared with 31% of those 18-34 years of age);
- women (43%; compared with 35% of men);
- lower income earners (\$30,000 or less annually: 44%; compared with 34% of those earning \$100,000 or more);
- those with lower levels of educational attainment (less than a high school education: 49%; compared with 33% of those with a university education); and
- those interested in the Government of Canada's innovation strategy (44%; compared with 27% of those not interested).

Those more likely to consider increased support for universities to conduct more research and development as very important include

- older respondents (55 years of age and older: 43%; compared with 35% of those 54 years of age or younger); and
- lower income earners (\$30,000 or less annually: 43%; compared with 33% of those earning \$100,000 or more).

Those more likely to consider reducing red tape and government regulations to allow for quicker business innovation as very important include

- middle-aged respondents (35-54 years of age: 41%; compared with 23% of those 18-34 years of age);
- rural dwellers (46%; compared with 33% of urban dwellers);
- those with lower levels of educational attainment (less than a high school education: 41%; compared with 32% of those with a post-graduate education); and

- those not supportive of the Government of Canada's innovation strategy (46%; compared with 35% of those supportive of the strategy).

Those more likely to consider lower business taxes or specific tax credits for businesses to invest in innovation as very important include

- residents of the Atlantic provinces (37%; compared with 26% of Quebec residents);
- rural dwellers (39%; compared with 29% of urban dwellers);
- lower income earners (\$30,000 or less annually: 34%; compared with 25% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 38%; compared with 22% of those with a post-graduate education).

Those more likely to consider support to help Canadian companies bring innovative new products and services to market as very important include

- residents of the Atlantic provinces (31%; compared with 19% of Alberta residents);
- rural dwellers (36%; compared with 17% of urban dwellers);
- lower income earners (\$30,000 or less annually: 36%; compared with 17% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 39%; compared with 19% of those with a university education).

Those more likely to consider initiatives to help local communities promote and support more innovation in their area as very important include

- residents of the Atlantic provinces (35%; compared with 21% of residents of Manitoba and Saskatchewan);
- rural dwellers (38%; compared with 24% of urban dwellers);
- lower income earners (\$30,000 or less annually: 34%; compared with 16% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 41%; compared with 17% of those with a post-graduate education).

Importance of Research and Development in Government Labs

The sample of respondents was split, with two versions of a question about the importance of conducting research and development in government labs being read.

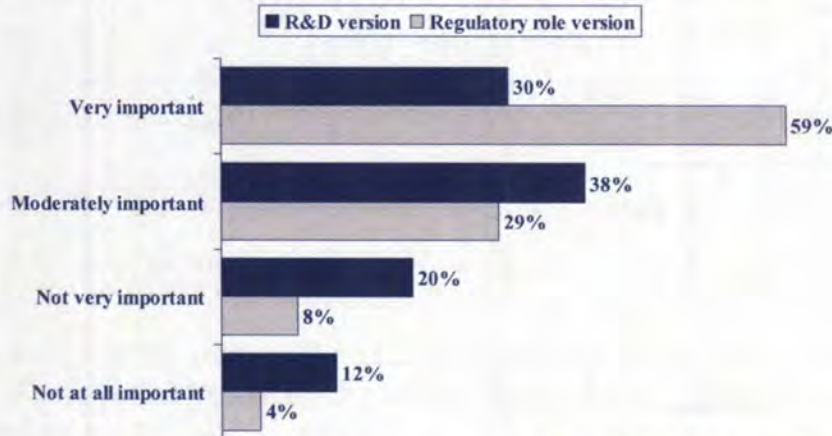
In the first version (N=600), respondents were asked how important they considered it to be that research and development is done in federal government labs. Over two in three consider this either very (30%) or moderately (38%) important. One in five say it is not very important (20%), and just over one in ten (12%) say it is not at all important that research and development be done in federal government labs.

In the second version (N=602), respondents were asked how important it is that research and development be done in federal government labs given the regulatory role of the federal government in areas such as health, environment and food safety among others.

In this version, respondents are twice as likely to believe research and development in government labs is very important (59%), while 29% say it is moderately important. Just over one in ten say research and development in government labs is not very (8%) or not at all important (4%) when told about the regulatory role government plays.

Importance of R&D in Government Labs

How important is it for R&D to be done in federal government labs? Do you think this is very important, moderately, not very or not at all important? / How important is it for R&D to be done in federal government labs given the regulatory role of the federal government in areas such as health, environment and food safety, among others? Do you think this is very important, moderately, not very or not at all important?



Base: R&D version N=600 / Regulatory role version N=602

Those more likely to consider it very important that research and development be done in federal government labs, without hearing additional information about the government's regulatory role in areas like health, food safety and the environment, include

- residents of Ontario (34%) and the Atlantic provinces (34%; compared with 26% of Alberta residents);
- older respondents (55 years of age and older: 39%; compared with 26% of those 35-54 years of age);
- lower income earners (\$30,000 or less annually: 43%; compared with 21% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 41%; compared with 17% of those with a university education).

Those more likely to consider it very important that research and development be done in federal government labs, when provided information about the government's regulatory role in areas like health, food safety and the environment, include

- residents of the Atlantic provinces (77%; compared with 49% of Quebec residents);
- women (65%; compared with 52% of men);
- rural dwellers (67%; compared with 58% of urban dwellers); and
- lower income earners (\$30,000 or less annually: 71%; compared with 46% of those earning \$100,000 or more).

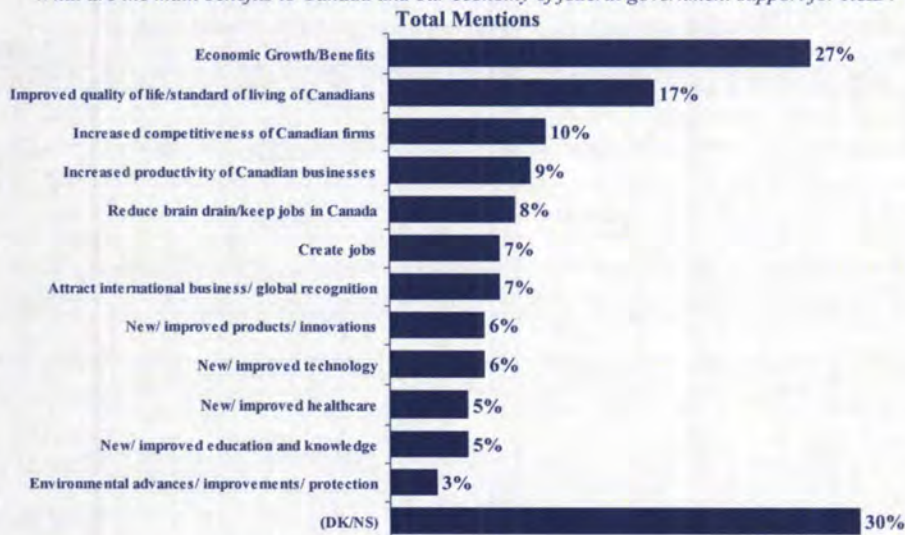
Benefits of Government Support for Research and Development

Respondents were asked what the main benefits to Canada and the national economy result from federal government support for research and development. Economic growth or economic benefits in general are most likely to be mentioned as the main benefits to government support for research and development (27%). Fewer than one in five mention an improved quality of life or standard of living as the main benefits to federal support for research and development (17%).

One in ten respondents cite either increased competitiveness (10%) or increased productivity (9%) of Canadian business as the main benefit. Reducing the 'brain drain' (8%), attracting international business (7%) and job creation (7%) are also mentioned. Other responses are mentioned by 6% of respondents or fewer. Fully three in ten respondents (30%) were unable to name a single benefit to Canada and our economy of federal government support of research and development.

Benefits of Government Support for Research and Development

What are the main benefits to Canada and our economy of federal government support for R&D?



Base: All respondents N =1202

Considering differences among regional and demographic subgroups, it is worth noting the following distinctions:

- residents of Manitoba and Saskatchewan (21%) are more likely to perceive general economic benefits from government support for research and development than other regions;
- those earning \$100,000 or more annually (21%) are also more likely to perceive general economic benefits from government support for research and development;
- those earning between \$75,000-\$99,000 are more likely to cite increased productivity among Canadian businesses as a benefit to government support for research and development; and
- those aware of the Government of Canada's innovation strategy (23%; compared with 16% of those not aware) are more likely to say that an improved quality of life will be one of the main benefits of Government support for research and development.

The Government of Canada's Role in the Economy

The Government Has a Plan to Improve and Modernize the Economy

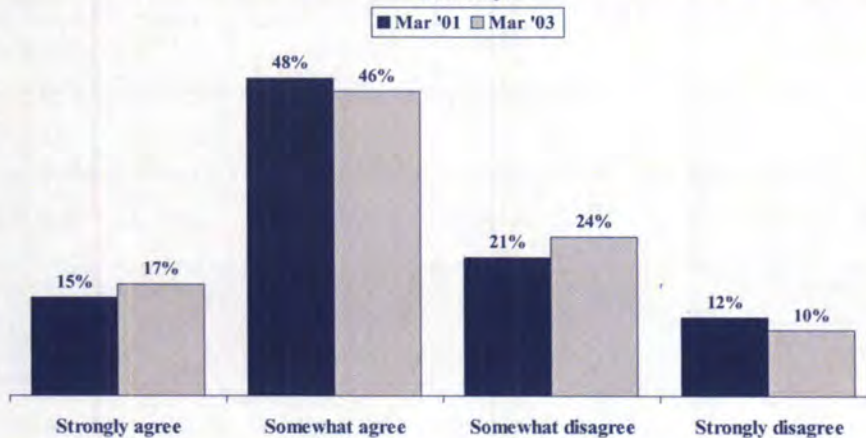
Canadians were asked whether they agree or disagree that the Government of Canada has a plan to improve and modernize the economy. Overall, those who say the government has a plan to improve and modernize the economy outnumber those who say the government does not have a plan by a ratio of nearly two to one.

Over three in five (63%) either strongly (17%) or somewhat agree (46%) that the government has a plan to improve and modernize the economy. One third (34%) either strongly (10%) or somewhat (24%) disagree that the government has such a plan.

This result is essentially unchanged from March 2001, when 15% strongly agreed and 48% somewhat agreed that the government has a plan to improve and modernize the economy.

The Government has a Plan to Improve and Modernize the Economy

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: The Government of Canada has a plan for improving and modernizing the economy.



Base: All respondents N=1202

Those more likely to strongly agree that the Government of Canada has a plan for improving and modernizing the economy include

- Quebec residents (25%; compared with 10% of Manitoba and Saskatchewan residents);
- older respondents (55 years of age and older: 24%; compared with 13% of those 18-34 years of age);
- lower-income earners (\$30,000 or less annually: 26%; compared with 7% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 27%; compared with 10% of those with a university education).

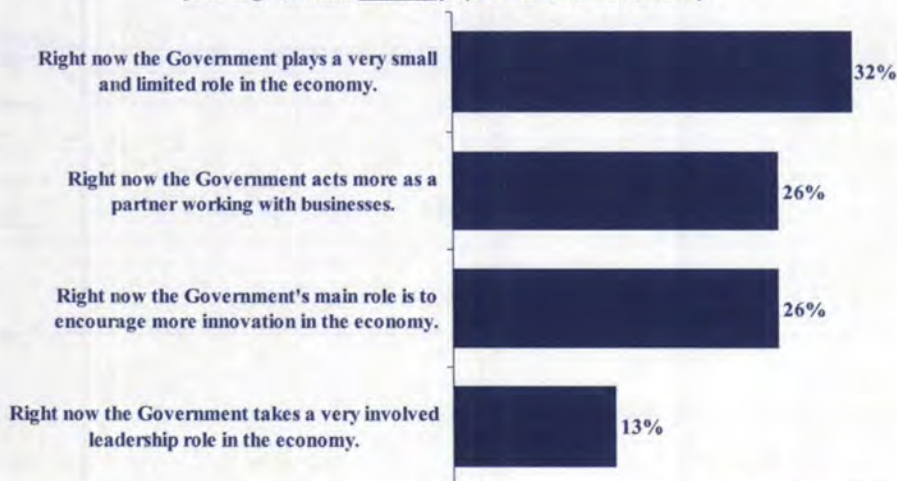
The Role the Government of Canada Plays in the Economy

Respondents were asked to choose which among several statements best describes the role the Government of Canada currently plays in the Canadian economy. In choosing among these statements, respondents most often say that the Government currently plays a small and limited role in the economy (32%).

Respondents are less likely to believe that the government acts as a partner working with business (26%) or that the government's current economic role is to encourage innovation in the economy (26%). Respondents are least likely to say the government plays an active leadership role in the economy today (13%).

The Role Government of Canada Plays in the Economy

In your view, which of the following statements comes closest to your own perception of the role that the federal government currently plays in the Canadian economy?



Base: All respondents N=1202

There are very few regional and demographic differences among those who say the government currently takes a very involved leadership role in the economy.

Those more likely to say the government currently acts more as a partner working with business include

- Quebec residents (31%; compared with 20% of Alberta residents);
- younger respondents (18-34 years of age: 31%; compared with 22% of those 55 years of age and older); and
- post-graduate educated respondents (38%).

Those more likely to say the government's main role in the economy today is to encourage innovation include residents of Manitoba and Saskatchewan (38%; compared with 16% of residents of Alberta)

Those more likely to say that government currently plays a small and limited role in the economy include

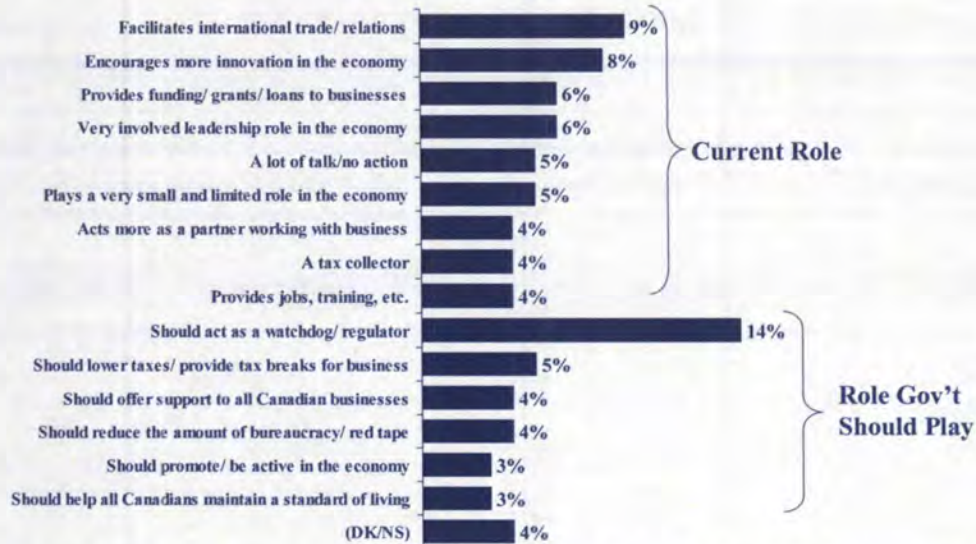
- Alberta residents (45%; compared with 25% of Quebec residents);
- older respondents (55 years of age and older: 32%; compared with 25% of those 18-34 years of age); and
- rural dwellers (38%; compared with 30% of urban dwellers).

Other Roles the Government of Canada Plays in the Economy

After selecting among statements describing the nature of government involvement in the economy, respondents were asked what other role they thought the federal government plays in the economy. Over half (54%) say the government plays other economic roles.

Other Roles the Government of Canada Plays in the Economy

What other role does the government play?



Base: Respondents who feel that there are other roles the Government plays N=644

The responses of those who say the government plays other roles in the economy are divided among descriptions of roles the government plays in the economy and suggestions of roles the government should play in the economy.

Among roles the government currently plays in the economy, facilitating international trade is mentioned most often (9%). Encouraging more innovation in the economy (8%), providing financial assistance to businesses (7%) and assuming an involved leadership role in the economy (6%) are also mentioned. Other responses describing roles the government plays in the economy are mentioned by 5% of respondents or fewer, while 4% were unsure how to respond.

● Among suggestions for roles the government should play in the economy, the idea that government should act as a watchdog or regulator is mentioned most often (15%). Other responses suggesting economic roles for government are mentioned by 5% of respondents or fewer.

The Role the Government Should Play in the Economy

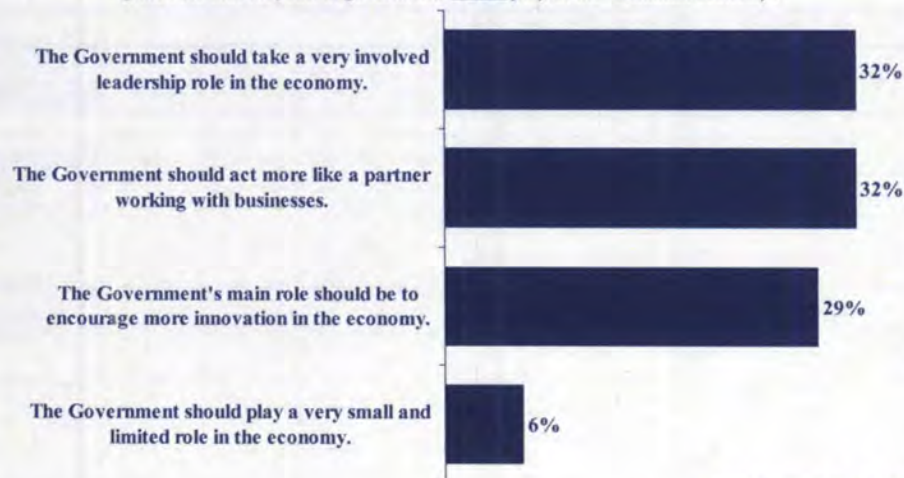
After asking respondents to choose among statements describing the government's current role in the economy, they were asked which among the same roles the government should play in the economy.

Among these statements, respondents are equally likely to say the government should take a very involved leadership role in the economy (32%) as to say the government should act more as a partner working with business (32%). A similar level agrees that the main role of government should be to encourage more innovation in the economy (29%).

Respondents are least likely to believe the government should play a very small and limited role in the economy (6%).

The Role the Government of Canada Should Play in the Economy

And now thinking about the same list, which of the following statements comes closest to you own perception of the role that the federal government should play in the Canadian economy?



Base: All respondents N =1202

Those more likely to say the government should take a very involved leadership role in the economy include

- residents of Ontario (35%), Quebec (34%) and the Atlantic provinces (35%; compared with 25% of residents of B.C. and Alberta); and
- men (35%; compared with 29% of women).

Those more likely to say the government should act more as a partner working with business include

- residents of B.C. (39%; compared with 29% of residents of Manitoba, Saskatchewan and the Atlantic provinces); and
- younger respondents (18-34 years of age: 39%; compared with 26% of those 55 years of age and older).

Levels of those more likely to say the government's main role in the economy should be to encourage innovation are fairly consistent among regional and demographic subgroups.

Residents of Alberta, meanwhile, are more likely to say that government should play a small and limited role in the economy (14%; compared with 2% of living in the Atlantic provinces).

Other Roles the Government of Canada Should Play

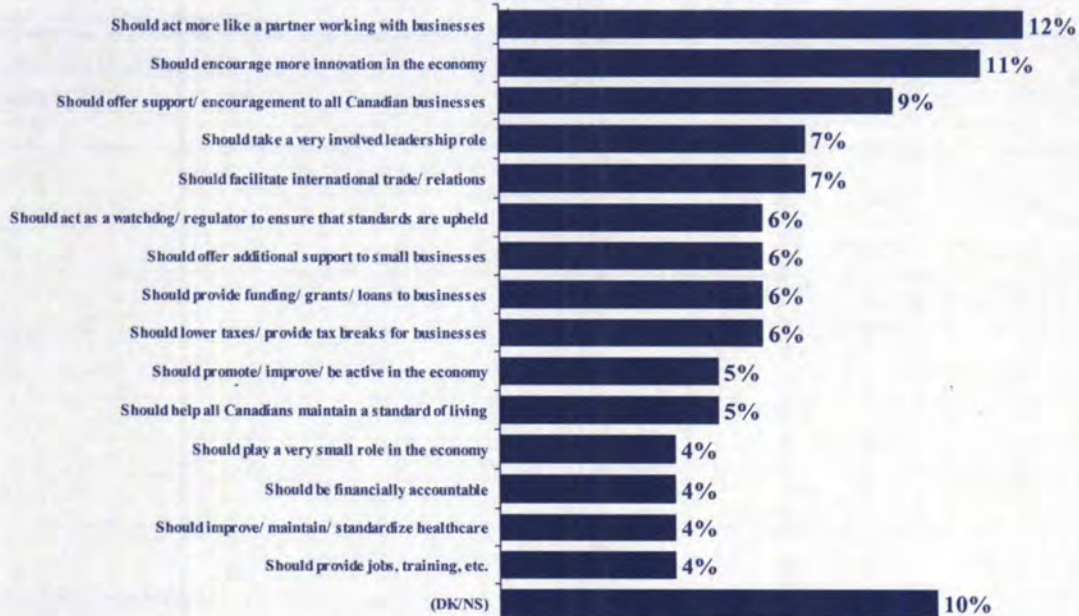
Respondents were also asked what other role they thought government should play in the economy. Two thirds (66%) say there are other roles the government should play.

Among those who say there are other roles the government should play, the idea that government should act more as a partner with business is mentioned most often (12%). A similar level also says the government should encourage more innovation in the economy (11%). A similar level also says the government should encourage more innovation in the economy (11%).

These respondents also suggest that government should provide general support to Canadian business (9%), that it should take an involved leadership role in the economy (7%) and that it should facilitate international trade (7%). Other responses are mentioned by 6% of respondents or fewer.

Other Roles the Government of Canada Should Play

What other role *should* the government play?



Base: Respondents who feel that there are other roles the Government should play N=783

The Role Government Plays vs. the Role it Should Play in the Economy

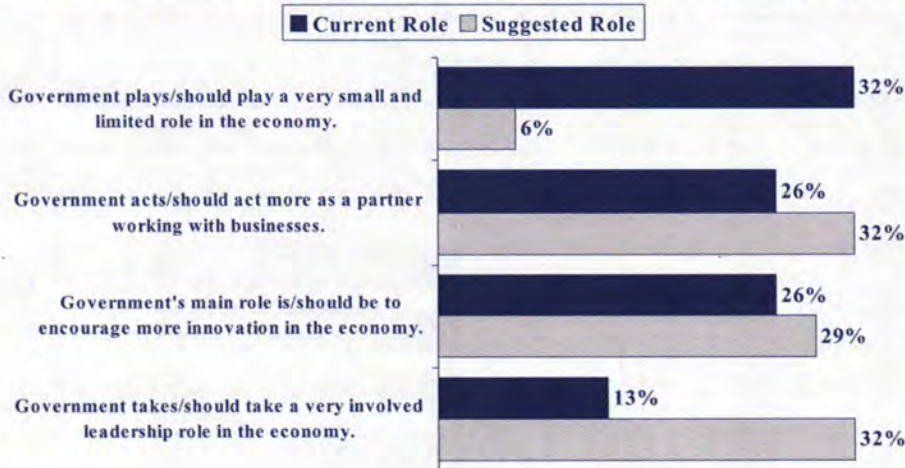
Comparing perceptions of the economic role respondents say the government currently plays to the role respondents believe the government should play suggests that Canadians expect government to play a more active role in guiding Canada’s economy.

Whereas 13% of Canadians say the government currently plays an involved leadership role, one third (32%) suggest government should take an involved leadership role in the economy. Conversely, respondents are much more likely to believe that government currently plays a small and limited role in the economy (32%) than to say government should play a limited role (6%).

Perceptions of the economic role government currently plays to the role it should play are more closely aligned with respect to the notion that government should act as a partner with business (26% current role; 32% suggested role) and the idea that government should encourage more innovation in the economy (26% current role; 29% suggested role).

The Role Government Plays vs. the Role it Should Play in the Economy

Which of the following statements comes closest to your own perception of the role that the federal government currently plays in the Canadian economy/of the role that the federal government should play in the Canadian economy?



Base: All respondents N =1202

Priorities for Government Efforts to Encourage Economic Growth

Highest Priorities to Encourage Economic Growth

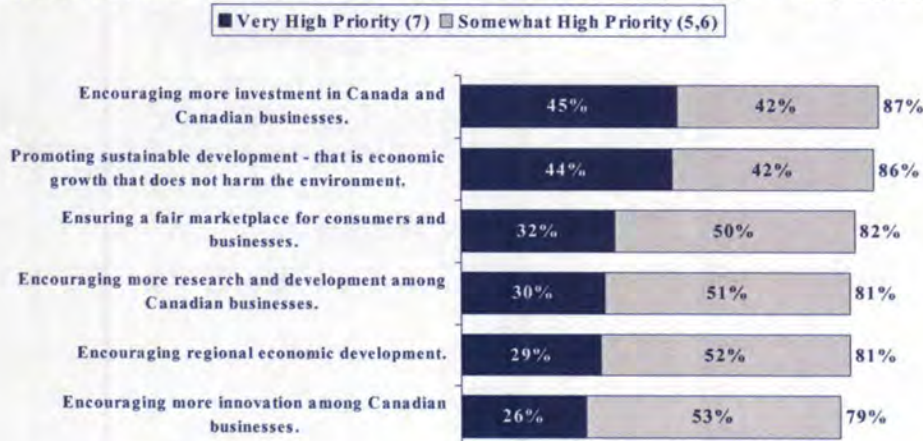
Respondents were read a list of several potential priorities for government to encourage economic growth and asked to assign a priority to each on a seven-point scale where one indicates a low priority and seven a high priority.

The findings reveal that substantial majorities assign a high priority (5 to 7 on the scale) to many of the tested initiatives. Among them, respondents are most likely to consider efforts to encourage more investment in Canada and Canadian businesses as a high priority (87%). A similar proportion says promoting sustainable development is also high priority (86%).

Over four in five respondents assign a high priority to government efforts to ensure a fair marketplace for consumers and businesses (82%), encourage more research and development among Canadian businesses (81%), and encourage regional economic development (81%). A similar percentage of respondents consider as high priority government efforts to encourage more innovation among Canadian businesses (79%).

Highest Priorities to Encourage Economic Growth

The Government of Canada has identified a number of potential priorities it can pursue to support businesses and to encourage economic growth in Canada. For each of the following, please tell me how much emphasis you think should be placed on that particular area. Please use a 7-point scale, where '1' means the lowest priority, and '7' the highest priority.



Base: All respondents N =1202

Lower Priorities to Encourage Economic Growth

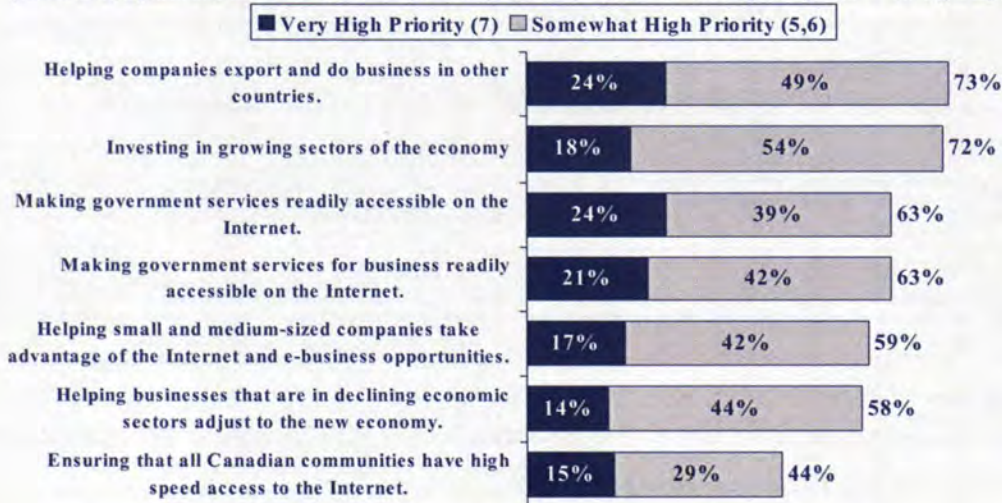
Among the potential ways government could encourage economic growth, a lower order of priority is assigned to several tested initiatives. However, still significant majorities assign high priority to government efforts that help companies export and conduct international business (73%), as well as investments in growing sectors of the economy (72%).

Just under two thirds of respondents consider the provision of online government services in general (63%), and online government services for business (63%) to be a high priority. Majorities of respondents say helping small and medium-sized companies take advantage of online opportunities (59%) and helping businesses in declining economic sectors take advantage of the new economy (58%) are high priority.

Fewer than half of respondents consider ensuring high-speed Internet access to all Canadian communities to be a high priority (44%).

Lower Priorities to Encourage Economic Growth

The Government of Canada has identified a number of potential priorities it can pursue to support businesses and to encourage economic growth in Canada. For each of the following, please tell me how much emphasis you think should be placed on that particular area. Please use a 7-point scale, where '1' means the lowest priority, and '7' the highest priority.



Base: All respondents N = 1202

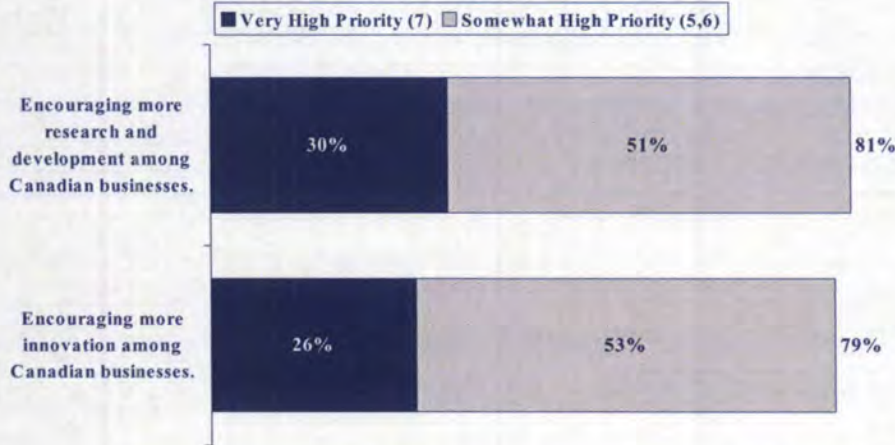
Innovation versus Research and Development to Encouraging Economic Growth

The sample of respondents was divided in half and read two statements asking what priority more "research and development" (N=601) and more "innovation" (N=601) obtain.

The findings reveal little difference between respondents assigning a high priority to more research and development (81%) or more innovation (79%). However, it is worth noting that respondents are somewhat more likely to assign a very high priority to encouraging more research and development (30%) than to encouraging more innovation (26%).

Innovation vs. R&D to Encourage Economic Growth

The Government of Canada has identified a number of potential priorities it can pursue to support businesses and to encourage economic growth in Canada. For each of the following, please tell me how much emphasis you think should be placed on that particular area. Please use a 7-point scale, where '1' means the lowest priority, and '7' the highest priority.



Base: All respondents N =1202

Those more likely to consider encouraging more innovation among Canadian businesses a high priority (rating 7 on the scale) include

- Ontario residents (30%; compared with 19% of Alberta residents);
- rural dwellers (33%; compared with 24% of urban dwellers); and
- those interested in the Government of Canada's innovation strategy (29%; compared with 19% of those not interested).

Those more likely to consider encouraging more research and development among Canadian businesses a high priority (rating 7 on the scale) include

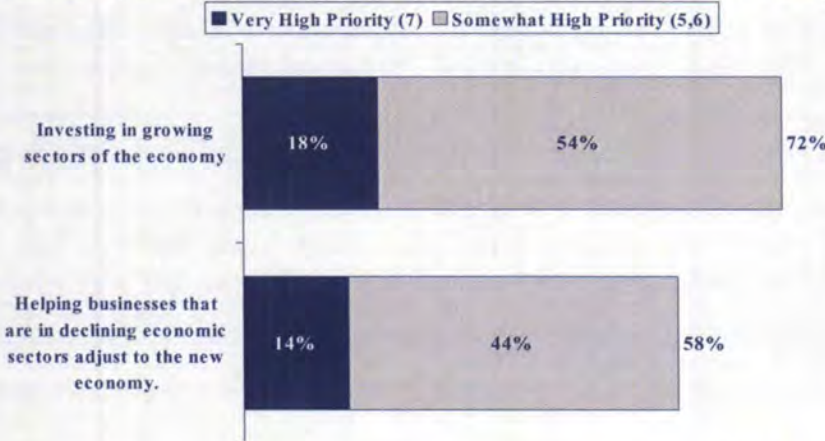
- residents of Quebec (40%; compared with 18% of B.C. residents);
- older respondents (55 years of age and older: 36%; compared with 24% of those 18-34 years of age);
- low income earners (\$30,000 or less annually: 38%; compared with 27% of those earning \$100,000 or more); and
- those aware of the Government of Canada's innovation strategy (37%; compared with 28% of those not aware).

Growth Sectors versus Declining Sectors to Encourage Economic Growth

One of the statements describing potential means to encourage economic growth asks respondents to prioritize government investments in growing sectors of the economy, while another describes helping businesses in declining sectors adjust to the new economy. The findings reveal that Canadians clearly assign a higher priority to investing in growing economic sectors (72%) than to helping declining sectors adjust to the new economy (58%).

Canadians Assign Higher Priority to Investing in Growth Sectors vs. Declining Sectors

The Government of Canada has identified a number of potential priorities it can pursue to support businesses and to encourage economic growth in Canada. For each of the following, please tell me how much emphasis you think should be placed on that particular area. Please use a 7-point scale, where '1' means the lowest priority, and '7' the highest priority.



Base: All respondents N=1202

Those more likely to consider investing in growing sectors of the economy a high priority (rating 7 on the scale) include

- residents of Ontario, Quebec and the Atlantic provinces (20% each; compared to 11% of residents of Manitoba and Saskatchewan); and
- older respondents (55 years of age and older: 22%; compared with 13% of those 18-34 years of age).

Those more likely to consider as high priority (rating 7 on the scale) help for businesses in declining economic sectors to adjust to the new economy include

- residents of the Atlantic provinces (24%; compared with 8% of those living in Manitoba and Saskatchewan);
- low income earners (\$30,000 or less annually: 22%; compared with 7% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 23%; compared with 8% of those with a post-graduate education).

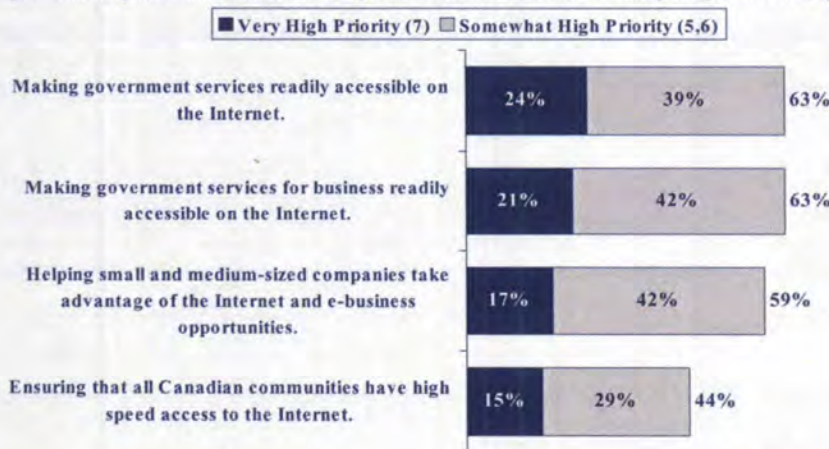
Internet Initiatives to Encourage Economic Growth

Several statements asking respondents to prioritize potential government priorities to stimulate economic growth describe Internet initiatives.

Among these, respondents assign equally high priority to making online government services available in general (63%) and to making online government services available for businesses (63%). A similar majority assigns high priority to helping small and medium-sized companies take advantage of the Internet and e-business opportunities (59%). Fewer respondents consider ensuring that all Canadian communities have high-speed Internet access to be high priority (44%).

Internet Initiatives to Encourage Economic Growth

The Government of Canada has identified a number of potential priorities it can pursue to support businesses and to encourage economic growth in Canada. For each of the following, please tell me how much emphasis you think should be placed on that particular area. Please use a 7-point scale, where '1' means the lowest priority, and '7' the highest priority.



Base: All respondents N =1202

Those more likely to consider making government services readily accessible online in general as a high priority (rating 7 on the scale) include

- Ontario residents (30%; compared with 15% of Manitoba and Saskatchewan residents);
- low income earners (\$30,000 or less annually: 30%; compared with 16% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 37%; compared with 12% of those with a post-graduate education).

Those more likely to consider making government services for business readily accessible online a high priority (rating 7 on the scale) include

- Quebec residents (30%; compared with 14% of Manitoba and Saskatchewan residents);
- those with lower levels of educational attainment (less than a high school education: 28%; compared with 16% of those with a post-graduate education).

Those more likely to consider help for small and medium-sized businesses to take advantage of Internet opportunities a high priority (rating 7 on the scale) include

- residents of Quebec (21%) and the Atlantic provinces (29%; compared with 7% of B.C. residents);
- rural dwellers (25%; compared with 16% of urban dwellers);
- low income earners (\$30,000 or less annually: 25%; compared with 7% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 28%; compared with 8% of those with a post-graduate education).

Those more likely to consider ensuring that all Canadian communities have high-speed Internet access a high priority (rating 7 on the scale) include

- residents of the Atlantic provinces (20%; compared with 13% of B.C. residents);
- low income earners (\$30,000 or less annually: 23%; compared with 9% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 24%; compared with 11% of those with a post-graduate education).

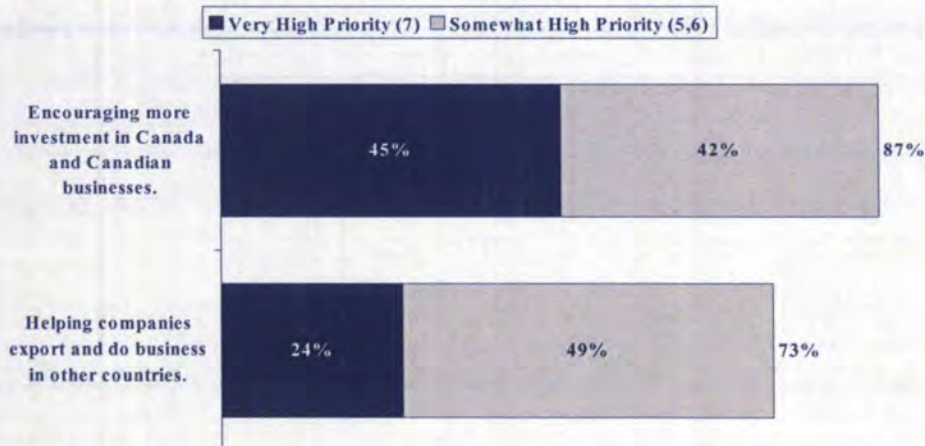
Exports versus Investments to Encourage Economic Growth

One of the statements describing potential ways the government might encourage growth asks respondents to prioritize efforts to encourage investment in Canada and Canadian businesses. Another statement asks respondents to prioritize efforts to help companies export and do business in other countries.

Between these two statements, the higher level of priority is assigned to encouraging investment in Canada and Canadian businesses (87%). A slighter, though still substantial majority assigns a high priority to helping companies export and do business in other countries (73%).

Exports vs. Investments to Encourage Economic Growth

The Government of Canada has identified a number of potential priorities it can pursue to support businesses and to encourage economic growth in Canada. For each of the following, please tell me how much emphasis you think should be placed on that particular area. Please use a 7-point scale, where '1' means the lowest priority, and '7' the highest priority.



Base: All respondents N =1202

Those more likely to consider encouraging more investment in Canada and Canadian businesses a high priority (rating 7 on the scale) include

- residents of the Atlantic provinces (57%; compared with 37% of residents of Manitoba and Saskatchewan);
- rural dwellers (50%; compared with 44% of urban dwellers),
- low income earners (\$30,000 or less annually: 50%; compared with 39% of those earning \$100,000 or more); and

- those with lower levels of educational attainment (less than a high school education: 57%; compared with 30% of those with a post-graduate education).

Those more likely to consider help for companies to export and do business in other countries a high priority (rating 7 on the scale) include

- residents of B.C. (30%) and Quebec (31%; compared with 14% of Alberta residents);
- respondents 35 years of age or older (26%; compared with 17% of those 18-34 years of age); and
- those with lower levels of educational attainment (less than a high school education: 29%; compared with 22% of those with a post-graduate education).

Assessing Government Initiatives to Encourage Economic Growth

After being asked to prioritize government initiatives to stimulate economic growth, respondents were asked to rate the Government of Canada's performance on these initiatives. As with the priority evaluations, the performance ratings are based on a seven-point scale where one indicates a very poor performance and seven indicates a very good performance.

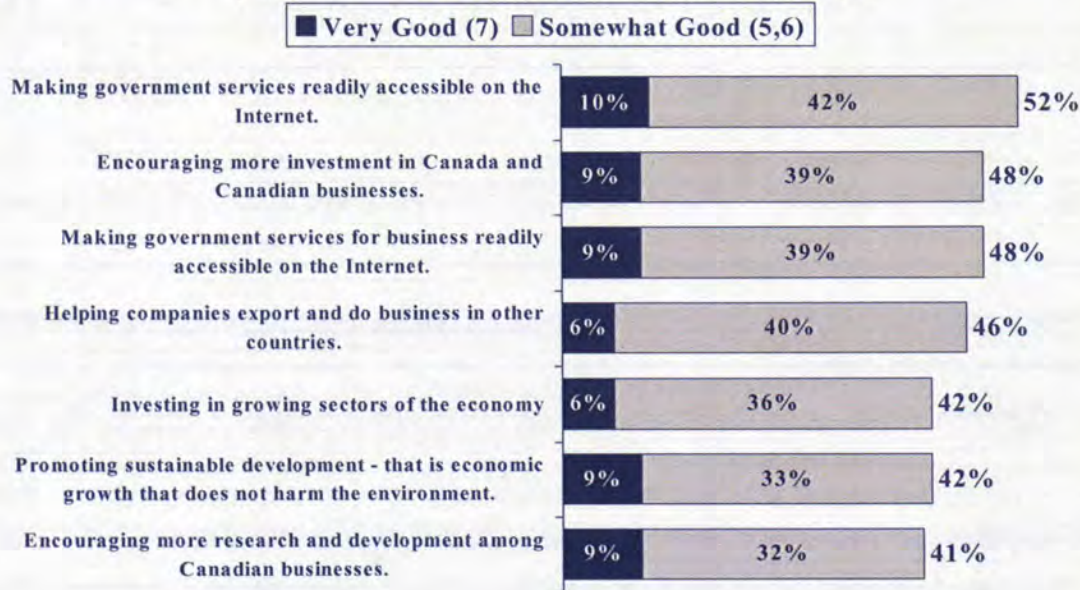
Among the efforts tested, the Government of Canada earns the highest positive ratings (5 to 7 on the scale) for its job making government services readily available on the Internet. Half of respondents (52%) rate this effort as either very (10% as 7 on the scale) or somewhat good (42% as 5 or 6 on the scale).

Nearly half of respondents (48%) rate efforts to encourage more investment in Canada and Canadian businesses as very (9%) or somewhat good (39%). The same level positively rates the provision of online government services for businesses (48% overall positive including 9% very good and 39% somewhat good). A slightly lower proportion (46%) rates the government's job in helping companies export and do business in other countries as either very (6%) or somewhat good (40%).

Over two fifths (42%) of respondents consider the government's performance in investing in growing sectors of the economy to be very (6%) or somewhat good (36%). The same level (42%) rates the government positively with respect to promoting sustainable development (including 9% very good and 33% somewhat good). Respondents similarly rate the government's performance in encouraging more research and development among Canadian businesses (41% positive including 9% very good and 32% somewhat good).

Assessing Government Efforts to Encourage Economic Growth

How would you rate the performance of the Government of Canada in each of these same areas? Please use a similar 7-point scale, where '1' means a very poor job, and '7' a very good job.



Base: All respondents N =1202

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in making government services accessible online in general include

- residents of Quebec (59%) and the Atlantic provinces (63%; compared with 45% of B.C. residents); and
- lower income earners (\$30,000 or less annually: 63%; compared with 44% of those earning \$100,000 or more).

Those more likely to rate the government's performance positively in encouraging more investment in Canada and Canadian businesses include

- residents of Quebec (63%) and the Atlantic provinces (54%; compared with 34% of Alberta residents);
- low income earners (\$30,000 or less annually: 60%; compared with 31% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 62%; compared with 41% of those with a post-graduate education).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in making government services for business readily accessible online include

- residents of Quebec (55%) and the Atlantic provinces (52%; compared with 28% of Alberta residents); and
- lower income earners (\$30,000 or less annually: 57%; compared with 36% of those earning \$100,000 or more).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in providing help for companies to export and do business in other countries include

- residents of Quebec (61%) and the Atlantic provinces (55%; compared with 37% of Alberta residents); and
- low-income earners (\$30,000 or less annually: 52%; compared with 36% of those earning \$100,000 or more).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in investing in growing sectors of the economy include

- residents of Quebec (60%) and the Atlantic provinces (46%; compared with 24% of Alberta residents);
- rural dwellers (46%; compared with 40% of urban dwellers);
- low income earners (\$30,000 or less annually: 54%; compared with 20% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 53%; compared with 32% of those with a post-graduate education).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in promoting sustainable development include

- residents of Quebec (50%; compared with 34% of residents of Alberta);
- lower income earners (\$30,000 or less annually: 54%; compared with 28% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 59%; compared with 28% of those with a post-graduate education).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in encouraging more research and development include

- residents of Quebec (59%) and the Atlantic provinces (52%; compared with 29% of Alberta residents);
- low income earners (\$30,000 or less annually: 59%; compared with 21% of those earning \$70,000-\$99,000); and
- those with lower levels of educational attainment (less than a high school education: 61%; compared with 31% of those with a post-graduate education).
- compared with

Assessing Government Efforts to Encourage Economic Growth

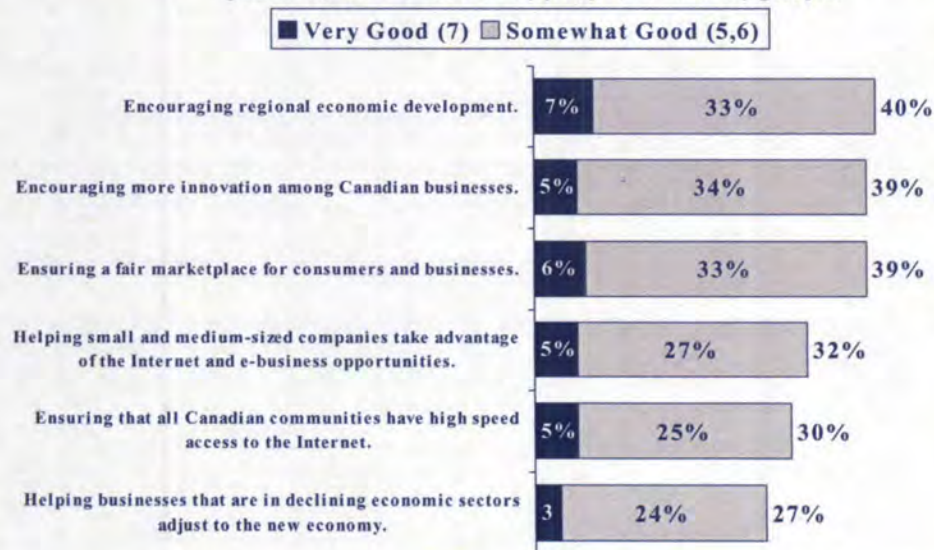
Other tested statements relating to government efforts to encourage economic growth attracted lower levels of positive performance ratings. Two in five (40%) rate the government's performance positively with respect to encouraging economic development (including 7% very good and 33% somewhat good).

A slightly lower proportion (39%) considers the government's performance positive in encouraging more innovation among Canadian businesses (including 5% very good and 34% somewhat good). The same level (39%) positively reviews the government's efforts to ensure a fair marketplace for consumers and businesses (including 6% very good and 33% somewhat good).

One in three respondents (32%) positively review the government's performance in helping small and medium sized companies take advantage of the Internet (including 5% very good and 27% somewhat good). Respondents are least likely to positively rate the government's performance helping businesses in declining economic sectors adjust to the new economy (including 3% very good and 24% somewhat good).

Assessing Government Efforts to Encourage Economic Growth (Cont'd)

How would you rate the performance of the Government of Canada in each of these same areas? Please use a similar 7-point scale, where '1' means a very poor job, and '7' a very good job.



Base: All respondents N=1202

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in encouraging regional economic development include

- residents of Quebec (47%) and the Atlantic provinces (48%; compared with 32% of Alberta residents);
- low income earners (\$30,000 or less annually: 50%; compared with 29% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 56%; compared with 35% of those with a university education).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in encouraging more innovation among Canadian businesses include

- residents of Quebec (44%) and the Atlantic provinces (58%; compared with 21% of Alberta residents);
- older respondents (55 years of age and older: 46%);
- women (44%; compared with 34% of men); and
- those with lower levels of educational attainment (less than a high school education: 53%; compared with 32% of those with a university education).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in ensuring a fair market place for consumers and businesses include

- residents of Quebec (46%) and the Atlantic provinces (44%; compared with 21% of Alberta residents);
- lower income earners (\$30,000 or less annually: 50%; compared with 26% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 51%; compared with 32% of those with a post-graduate education).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in helping small and medium-sized businesses to take advantage of Internet opportunities include

- residents of Quebec (44%) and the Atlantic provinces (40%; compared with 21% of Alberta residents);
- rural dwellers (38%; compared with 31% of urban dwellers); and
- lower income earners (\$30,000 or less annually: 47%; compared with 17% of those earning \$100,000 or more).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in ensuring all Canadian communities have high-speed Internet access include

- residents of Quebec (38%; compared with 17% of Alberta residents);
- women (34%; compared with 26% of men);
- lower income earners (\$30,000 or less annually: 46%; compared with 13% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 48%; compared with 22% of those with a post-graduate education).

Those more likely to rate the government's performance positively (rating 5 to 7 on the scale) in helping businesses in declining economic sectors to adjust to the new economy include

- residents of Quebec (42%; compared with 16% of Alberta, Manitoba and Saskatchewan residents);
- lower income earners (\$30,000 or less annually: 39%; compared with 18% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 43%; compared with 21% of those with a post-graduate education).

Government Efforts to Encourage Economic Growth (Priority vs. Performance)

In comparing levels of high priority and positive performance assigned to each of the tested statements relating to government efforts to encourage economic growth it is possible to identify areas where perceptions of high priority match positive performance evaluations — and where these perceptions do not match.

The most significant gap between perceptions of high priority and positive performance occurs with respect to promoting sustainable development. Whereas 86% rate this as a high priority, 42% say the government is performing well in this area (a 44-point gap).

Other areas yield similar gaps in the perception of high priority and good performance, including ensuring a fair marketplace for consumers and businesses (43-point gap); encouraging regional economic development (41-point gap); encouraging more research and development among Canadian businesses (40-point gap); encouraging more innovation among Canadian businesses (40-point gap); and encouraging more investment in Canada and Canadian businesses (39-point gap).

Smaller, though still significant gaps occur in comparing priority and performance perceptions with respect to the following areas: helping businesses in declining economic sectors adjust to the new economy (31-point gap); investing in growing sectors of the economy (30-point gap); helping companies export and do business in other countries (27-point gap); and helping small and medium-sized companies take advantage of opportunities online (27-point gap).

The least significant gaps occur among statements describing Internet initiatives to stimulate economic growth, including: making government services accessible to businesses (15-point gap); ensuring all Canadian communities have high-speed Internet access (14-point gap); and making government services accessible in general (11-point gap).

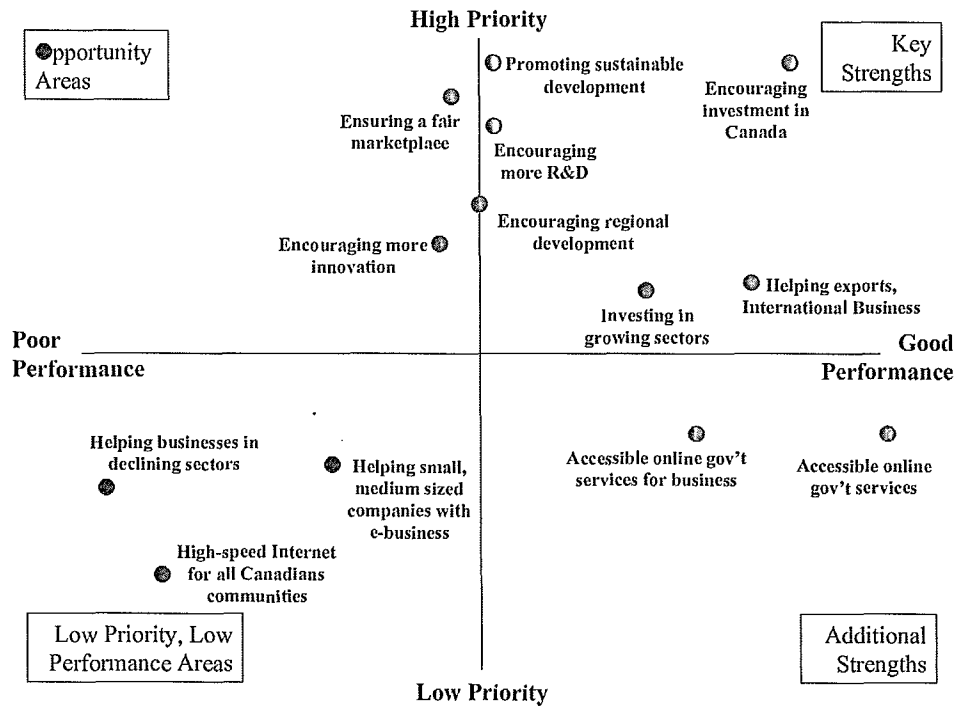
In the graph below, the tested government efforts have been plotted based on their priority and performance ratings. In the top right corner are *key strengths* — areas where high priority areas are met with high priority ratings. In the lower right corner are *additional strengths* — areas assigned lower priority, but recognized as areas where government has performed well.

Low priority, low performance areas occupy the lower left corner, and represent areas less often associated as high priority initiatives for economic growth. In the top right corner are *opportunity areas* — where perceptions of government efforts as high priority are not met with strong performance evaluations.

The cluster of government efforts hovering in the top-center portion of the graph constitutes *opportunity areas* where high priority has not met with equally strong performance ratings.

The chart below was created by calculating the mean of ratings of five, six or seven on the scales of priority (71% mean) and performance (40% mean) for each of the tested government efforts. These mean scores form the intersection of the chart, with specifically tested areas plotted according to the relationship of their priority and performance ratings to the mean ratings.

Government Efforts to Encourage Economic Growth: Priority vs. Performance



Government Efforts to Encourage Economic Growth (Priority vs. Performance)

	High Priority (5,6,7)	Good Performance (5,6,7)	Gap
Promoting sustainable development - that is economic growth that does not harm the environment.	86%	42%	-44%
Ensuring a fair marketplace for consumers and businesses.	82%	39%	-43%
Encouraging regional economic development.	81%	40%	-41%
Encouraging more research and development among Canadian businesses.	81%	41%	-40%
Encouraging more innovation among Canadian businesses.	79%	39%	-40%
Encouraging more investment in Canada and Canadian businesses.	87%	48%	-39%
Helping businesses that are in declining economic sectors adjust to the new economy.	58%	27%	-31%
Investing in growing sectors of the economy	72%	42%	-30%
Helping companies export and do business in other countries.	73%	46%	-27%
Helping small and medium-sized companies take advantage of the Internet and e-business opportunities.	59%	32%	-27%
Making government services for business readily accessible on the Internet.	63%	48%	-15%
Ensuring that all Canadian communities have high-speed access to the Internet.	44%	30%	-14%
Making government services readily accessible on the Internet.	63%	52%	-11%

Base: All respondents N=1202

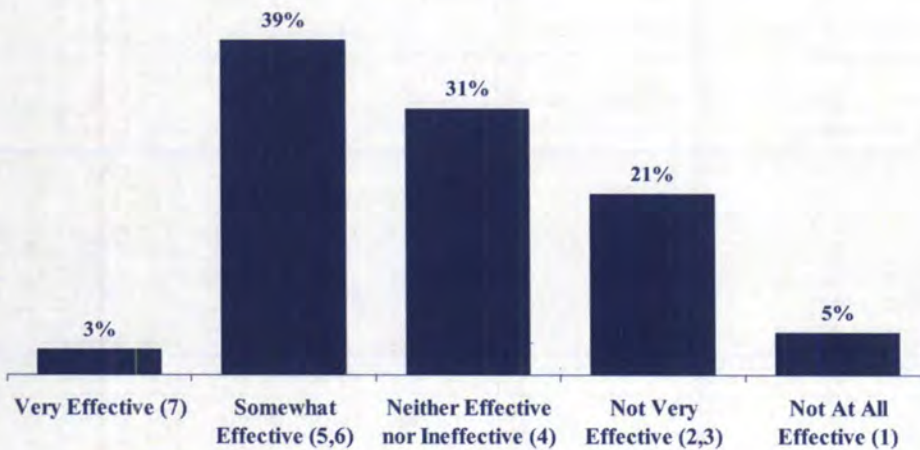
Effectiveness of Government/ Business/ Academic Effort to Increase Innovation

Respondents were also asked to rate the effectiveness of collaborative efforts between the federal government, businesses and the academic community to increase innovation on a seven-point scale, where one indicates not at all effective and seven indicates very effective.

Over two in five (42%) rate the collaboration of government, business and academia as either very (3%) or somewhat effective (39%). One in three (31%) rate the collaboration as neither effective nor ineffective. One in four (26%) consider efforts by government, business and academia to increase innovation not very (21%) or not at all effective (5%).

Effectiveness of Government/Business/ Academic Effort to Increase Innovation

How would you describe the current collaboration between the federal government, business and the academic community in terms of increasing innovation? Please use a 7-point scale, where '1' means you think it is not effective at all, and '7' means it is very effective.



Base: All respondents N =1202

Those more likely to consider the collaboration between the federal government, businesses and the academic community in increasing innovation as effective (5 to 7 on the scale) include

- Quebec residents (51%; compared with 31% of residents of Alberta);
- younger respondents (18-34 years of age: 51%; compared with 35% of those 35 to 54 years of age);
- lower income earners (\$30,000 or less annually: 50%; compared with 29% of those earning \$100,000 or more); and
- those aware of the Government of Canada's innovation strategy (48%; compared with 39% of those not aware).

Potential Impact of Stakeholders in Encouraging Innovation

Respondents were asked to rate the impact several key economic stakeholders could have in promoting more innovation in Canada. Among the tested stakeholders, Canadians are most likely to believe that large businesses can have a big impact in encouraging more innovation in Canada (65%). An additional 27% says large businesses can have a moderate impact on promoting innovation.

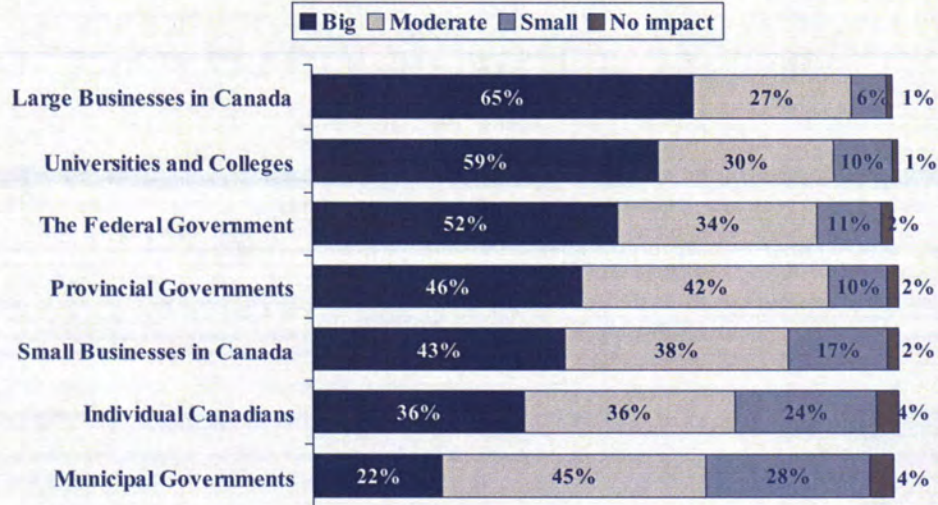
After large businesses, universities and colleges are viewed as the most important players in promoting innovation. Three in five Canadians (59%) believe that universities and colleges can have a big impact in encouraging innovation. An additional three in ten (30%) says these academic institutions can have a moderate impact.

The federal government is also viewed as having a potentially big impact in encouraging innovation. Half of Canadians view the potential federal impact as big (52%), while an additional 34% say the government could have a moderate impact.

Other stakeholders are less often viewed as having a potentially significant impact in encouraging innovation in Canada. Fewer than half of respondents believe that provincial governments (46%) or small businesses (43%) can have a big impact on promoting innovation in Canada. Lower levels say that individual Canadians (36%) or municipal governments (22%) can have a big impact in encouraging innovation.

Potential Impact of Stakeholders in Encouraging Innovation

There are a number of players that can help promote and encourage innovation in the Canadian economy. Please tell me what impact you think each of the following can have on encouraging more innovation in Canada. Do you think it can have a big, moderate, small or no impact in this area?



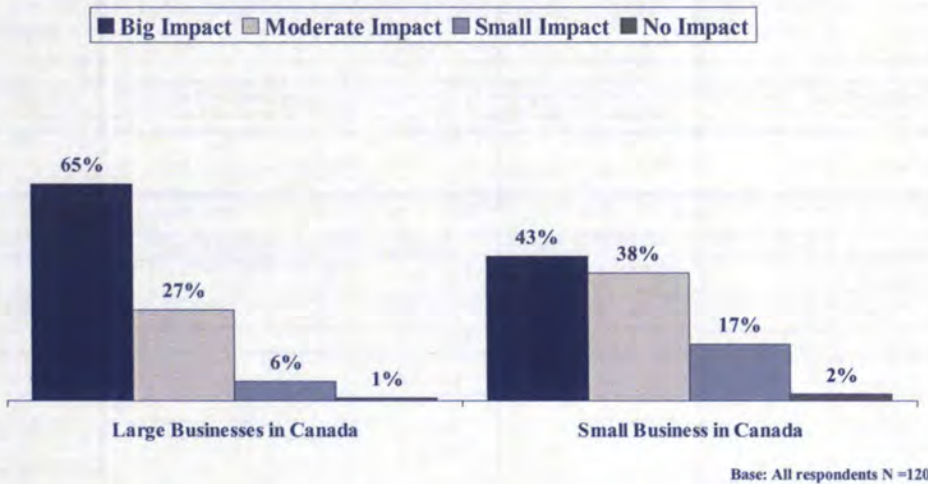
Base: All respondents N = 1202

Big Business Can Have More of an Impact Than Small Business

Canadians are significantly more likely to say that large businesses (65%) can have a big impact in promoting innovation than to say that small businesses (43%) can have a big impact in this area.

Big Business Can Have More of an Impact Than Small Business

There are a number of players that can help promote and encourage innovation in the Canadian economy. Please tell me what impact you think each of the following can have on encouraging more innovation in Canada. Do you think it can have a big, moderate, small or no impact in this area?



Those more likely to believe large businesses in Canada can have a big impact in promoting innovation include

- Alberta residents (68%; compared with 58% of residents of the Atlantic provinces);
- high-income earners (peaking at 77% of those earning \$75,000 to \$99,000 annually); and
- those with higher levels of educational attainment (university educated: 74%; compared with 53% of those with less than a high school education).

Those more likely to believe small businesses in Canada can have a big impact in promoting innovation include

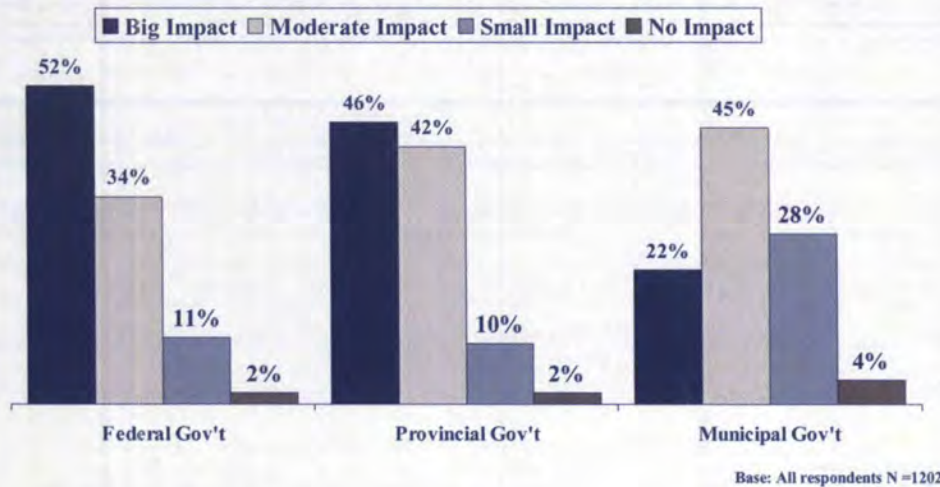
- residents of B.C. (48%) and Alberta (47%; compared with 33% of residents of Manitoba and Saskatchewan);
- men (49%; compared with 37% of women); and
- high-income earners (\$100,000 or more annually: 50%; compared with 34% of those earning \$30,000 or less).

Potential Impact of Various Levels of Government

Among the various levels of government tested, the federal government (52%) is viewed as having the biggest potential impact in encouraging innovation. Over two in five Canadians also see a big potential impact in promoting innovation from provincial governments (46%). Municipal governments are least likely to be seen as having a significant impact in encouraging innovation (22% big impact).

Potential Impact of Various Levels of Governments

There are a number of players that can help promote and encourage innovation in the Canadian economy. Please tell me what impact you think each of the following can have on encouraging more innovation in Canada. Do you think it can have a big, moderate, small or no impact in this area?



Those more likely to believe the federal government can have a big impact in promoting innovation include

- those aware of the Government of Canada's innovation strategy (55%; compared with 43% of those not aware);
- those supportive of the Government of Canada's innovation strategy (57%; compared with 50% of those not supportive); and
- those interested in the Government of Canada's innovation strategy (55%; compared with 30% of those not interested).

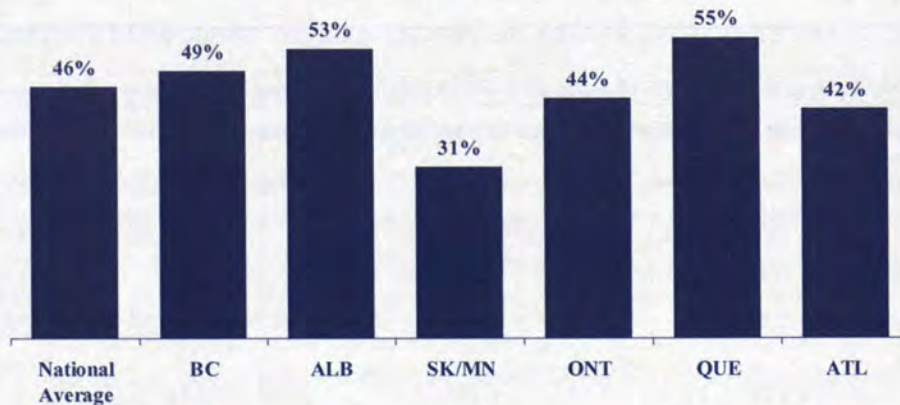
Those more likely to believe provincial governments can have a big impact in promoting innovation include

- residents of Alberta (53%) and Quebec (55%; compared with 31% of residents of Manitoba and Saskatchewan);
- women (52%; compared with 43% of men); and
- lower income earners (\$30,000 or less annually: 51%; compared with 40% of those earning \$100,000 or more).

Potential Impact of Provincial Governments on Innovation by Province

There are a number of players that can help promote and encourage innovation in the Canadian economy. Please tell me what impact you think each of the following can have on encouraging more innovation in Canada. Do you think it can have a big, moderate, small or no impact in this area?

% Big Impact



Base: All respondents N=1202

Those more likely to believe municipal governments can have a big impact in promoting innovation include

- residents of Alberta (28%; compared with 16% of residents of the Atlantic provinces);
- women (26%; compared with 18% of men);
- lower income earners (\$30,000 or less annually: 26%; compared with 16% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 26%; compared with 16% of those with a post-graduate education).

Effectiveness of Stakeholders in Encouraging Innovation

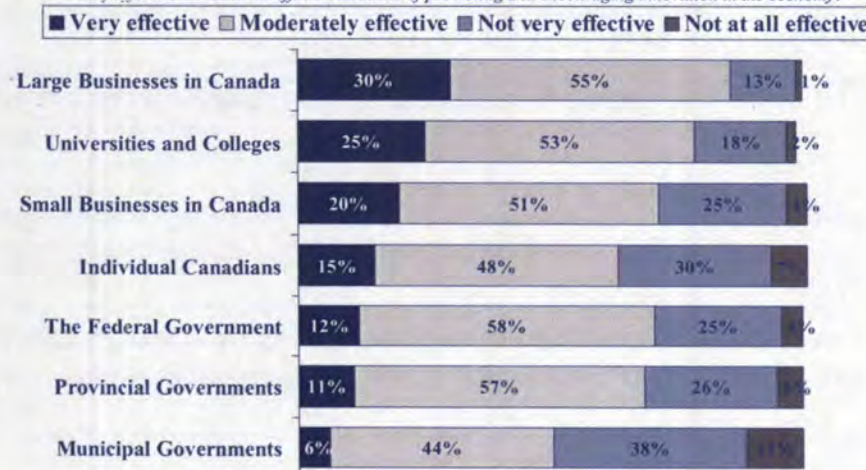
After rating the potential impact of several stakeholders in encouraging innovation in Canada, respondents were asked to rate the effectiveness of these stakeholders in encouraging innovation in Canada over the last few years.

Canadians considers large businesses to be the most effective player (30% very effective; 55% moderately effective), followed by universities and colleges (25% very effective; 53% moderately effective), with slightly fewer Canadians view small business as very (20%) or moderately effective (51%) in promoting innovation. Fewer than one in five (15%) say individual Canadians have been very effective in promoting innovation, while 48% say the contribution of individuals has been moderately effective.

The federal government is less likely to be viewed as very effective (12%) in promoting innovation, although nearly three in five (58%) say the federal government has been moderately effective in promoting innovation. Respondents similarly rate the efforts of provincial governments in encouraging innovation (11% very effective; 57% moderately effective). Municipal governments are least likely to be viewed as very (6%) or moderately (44%) effective in promoting innovation.

Effectiveness of Stakeholders in Encouraging Innovation

I'd now like you to rate the effectiveness of each of these players in terms of promoting and encouraging innovation in the Canadian economy in the last few years. How about...? Do you think it has been very effective, moderately effective, not very effective or not at all effective in terms of promoting and encouraging innovation in the economy?



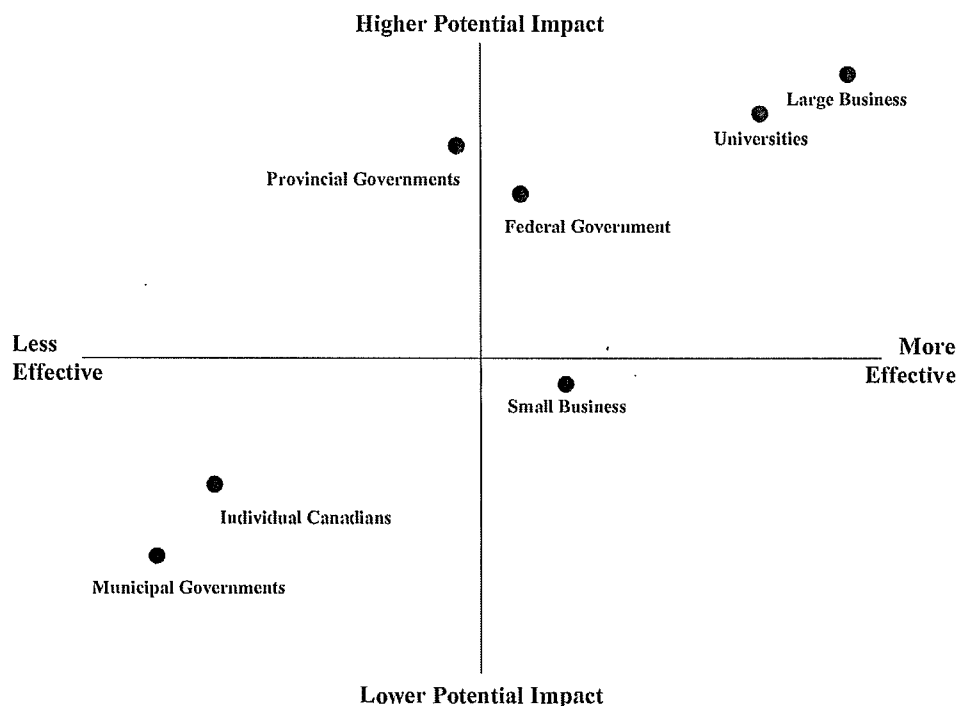
Base: All respondents N=1202

The chart below plots the tested stakeholders based on the potential impact and effectiveness ratings assigned to each. This representation suggests that *large business* and *universities*, located in the upper right corner, are most aligned in terms of matching high effectiveness with high impact ratings. The federal and provincial governments, meanwhile, are viewed as having high potential impact, but are less likely to be seen as effective.

Other stakeholders are less likely to be seen as having a high potential impact. *Small business* is assigned a lower potential impact, but is still regarded as being effective. *Individual Canadians* and *municipal governments*, meanwhile, are viewed as both less effective and as having a lower potential impact.

The chart below was created by calculating the mean of big/moderate impact (82% mean) and very/moderately effective (69% mean) attributed to each of the tested stakeholders. These mean scores form the intersection of the chart, with specifically tested areas plotted according to the relationship of their impact and effectiveness ratings to the mean ratings

Evaluating Stakeholders: Potential Impact vs. Effectiveness

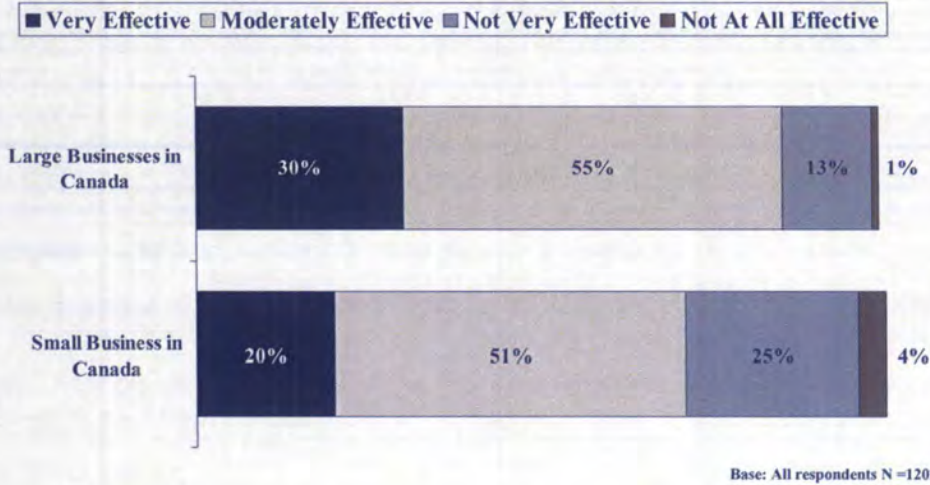


Effectiveness of Business with Respect to Encouraging Innovation

Respondents are much more likely to believe that large businesses in Canada have been more effective in promoting innovation in Canada in the past few years than small businesses. Whereas 30% say large businesses have been very effective, 20% say the contribution of small businesses has been very effective.

Effectiveness of Business Re: Encouraging Innovation

I'd now like you to rate the effectiveness of each of these players in terms of promoting and encouraging innovation in the Canadian economy in the last few years. How about...? Do you think it has been very effective, moderately effective, not very effective or not at all effective in terms of promoting and encouraging innovation in the economy?



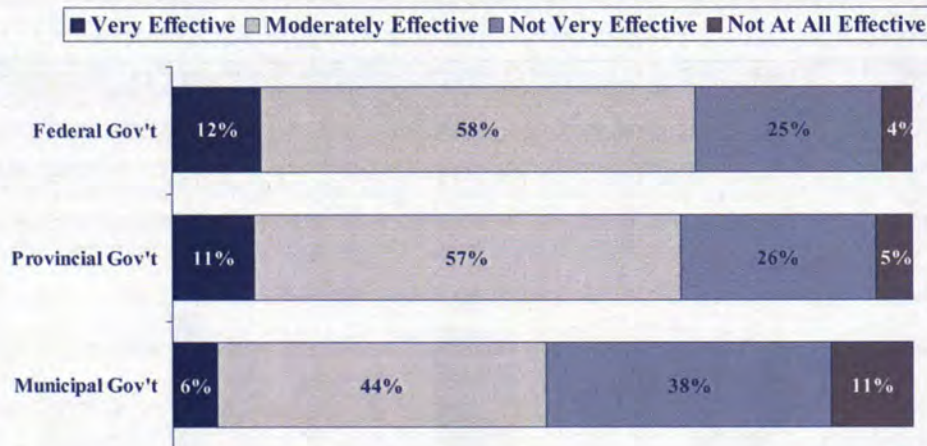
Levels considering large and small businesses as effective in promoting innovation in Canada are generally consistent among regional and demographic subgroups.

Effectiveness of Various Levels of Governments with Respect to Encouraging Innovation

Respondents consider the effectiveness of the federal and provincial governments in promoting innovation to be generally equal over the past few years. Whereas 12% say the federal government has been very effective, 11% say provincial governments have been very effective in encouraging innovation. Municipal governments, meanwhile, are least likely to be viewed as effective in promoting innovation (6% very effective).

Effectiveness of Various Levels of Governments Re: Encouraging Innovation

I'd now like you to rate the effectiveness of each of these players in terms of promoting and encouraging innovation in the Canadian economy in the last few years. How about...? Do you think it has been very effective, moderately effective, not very effective or not at all effective in terms of promoting and encouraging innovation in the economy?



Base: All respondents N =1202

Those more likely to consider the federal government effective in promoting innovation include

- residents of Quebec (83%; compared with 61% of Alberta residents);
- lower income earners (\$30,000 or less annually: 76%; compared with 59% of those earning \$100,000 or more); and
- those aware of the Government of Canada's innovation strategy (79%; compared with 69% of those not aware).

Those more likely to consider provincial governments effective in promoting innovation include

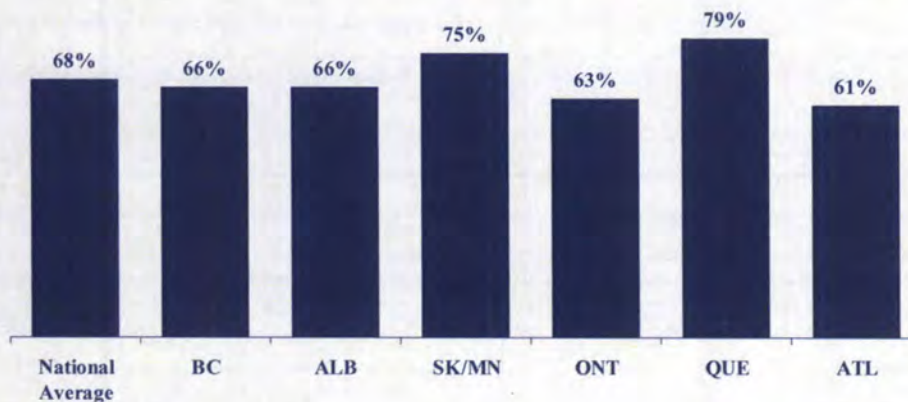
- residents of Quebec (79%; compared with 61% of residents of the Atlantic provinces; lower income earners (\$30,000 or less annually: 73%; compared with 56% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 73%; compared with 60% of those with a post-graduate education).

It is interesting to note that whereas Saskatchewan and Manitoba residents are less likely to say provincial governments have a big potential impact in encouraging innovation (31%), they are more likely than average to say their provincial governments have been very or moderately effective in promoting innovation (75%)

Effectiveness of Provincial Governments Re: Encouraging Innovation (by Province)

I'd now like you to rate the effectiveness of each of these players in terms of promoting and encouraging innovation in the Canadian economy in the last few years. How about...? Do you think it has been very effective, moderately effective, not very effective or not at all effective in terms of promoting and encouraging innovation in the economy?

% Very/Moderately Effective



Base: All respondents N=1202

Those more likely to consider municipal governments effective in promoting innovation include

- residents of Alberta (57%; compared with residents of the Atlantic provinces 45%);
- women (57%; compared with 44% of men);
- lower income earners (\$30,000 or less annually: 65%; compared with 32% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 65%; compared with 34% of those with a post-graduate education).

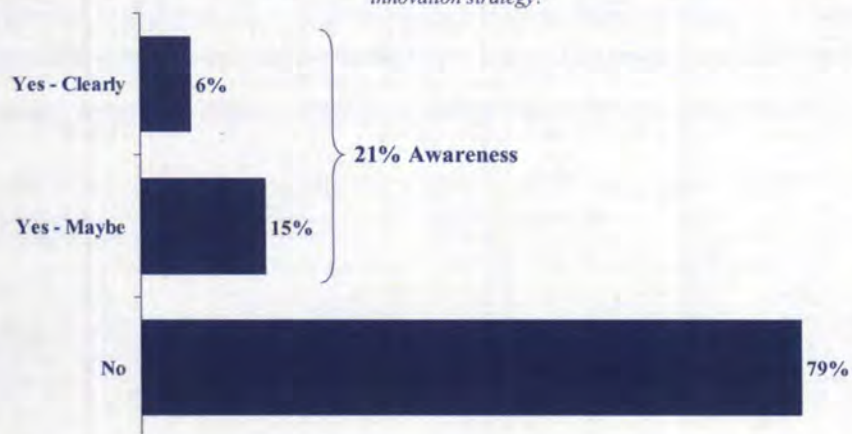
Awareness, Interest and Support for Government of Canada's Innovation Strategy

Awareness of Government of Canada's Innovation Strategy

Respondents were asked whether they recall reading, hearing, seeing anything over the past six months related to the Government of Canada's innovation strategy. One in five (21%) say they either clearly (6%) or vaguely (15%) recall hearing, seeing or reading something pertaining to the Government of Canada's innovation strategy. Four in five (79%) do not recall anything pertaining to the innovation strategy.

Awareness of Government of Canada's Innovation Strategy

Do you recall reading, hearing or seeing anything in the last six months about the Government of Canada's innovation strategy?



Base: All respondents N = 1202

Those more likely to recall the reading, hearing or seeing something about the Government of Canada's innovation strategy include

- residents of Quebec (32%; compared with 14% of residents of Manitoba and Saskatchewan);
- middle-aged and older respondents (35 to 55 years of age and older: 23%; compared with 16% of those 18-34 years of age);
- those with higher levels of educational attainment (post-graduate educated: 37%; compared with 20% of those with less than a high school education); and

- those interested in the Government of Canada's innovation strategy (25%; compared with 12% of those not interested).

Those aware of the government's innovation strategy (21%; N=247) were asked what they could recall about the strategy. These respondents say they recall:

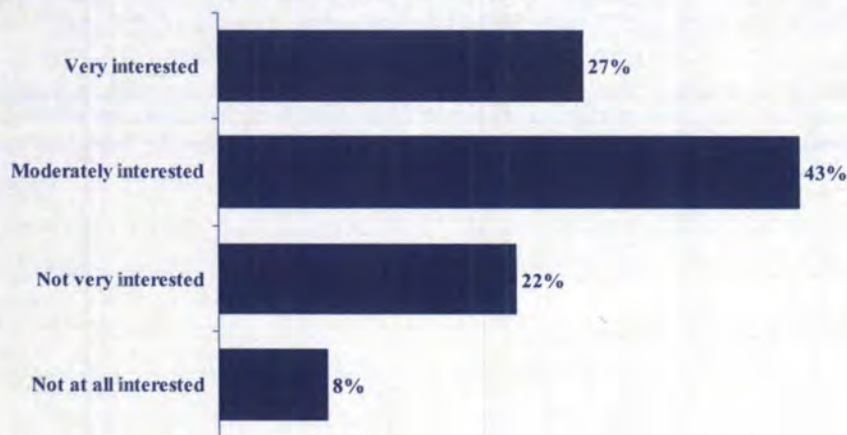
- funding and investment initiatives (34%) including health (10%), general research (9%), university research (6%), business (6%), infrastructure (2%) and small business (1%);
- federal budget announcements (7%);
- promoting trade (6%);
- environmental initiatives (6%);
- rural/remote on-line access (4%); and
- other mentions include seen/heard on media (10% includes newspapers, TV, brochures, community workshops), all talk/no action (4%) and "don't know" (16%).

Interest in Learning More About Government Efforts to Support Innovation in Canada

Respondents were asked to rate their level of interest in learning more about programs and services from the Government of Canada to support innovation in Canada and among Canadian businesses. Over one in four (27%) say they are very interested, while an additional 43% say they are moderately interested in learning more about the government’s innovation strategy. Three in ten say they are not very interested (22%) or not at all interested (8%) in this information.

Interest in Learning More About Government Efforts to Support Innovation in Canada

How interested are you in learning more about the programs and services created by the federal government to support innovation in Canada and among Canadian businesses ... very interested, moderately, not very or not at all interested?



Base: All respondents N=1202

Those more likely to be interested in learning more about the Government Of Canada’s innovation strategy include

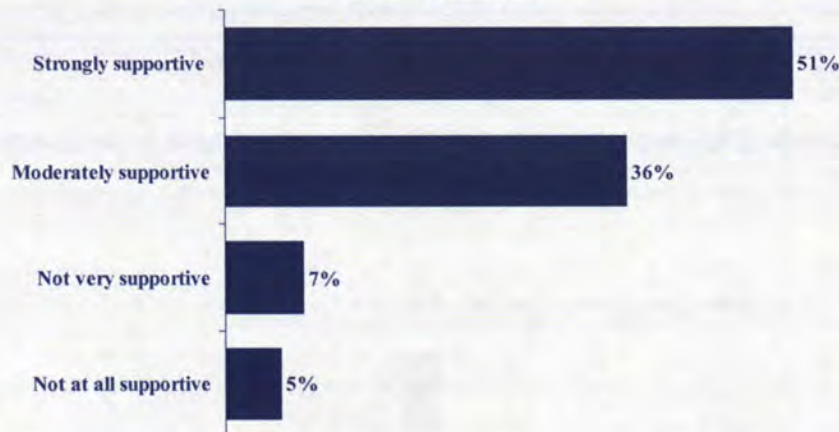
- Alberta residents (32% very interested vs. 26% overall);
- those who are aware of the strategy (83% interested vs. 70% overall);
- those who say the economy will improve in the next year (78% interested); and
- those with post-graduate education (75% interested).

Support for Government Efforts to Encourage Innovation

Respondents were asked to what extent they support government efforts to encourage more innovation in Canada and among Canadian businesses. Half of respondents (51%) say they are strongly supportive of these efforts. An additional 36% say they are moderately supportive of efforts to encourage innovation. Fewer than one in ten are either not very supportive (7%) or not at all supportive (5%) of government efforts to encourage innovation in Canada.

Support for Government Efforts to Encourage Innovation

To what extent do you support the federal government encouraging more innovation in Canada and among Canadian businesses?



Base: All respondents N=1202

Those more likely to be strongly supportive of the government's efforts to encourage innovation include

- residents of B.C. (56%; compared with 44% of Alberta residents);
- urban dwellers (52%; compared with 45% of rural dwellers);
- high-income earners (\$75,000-\$99,000 annually: 57%);
- those with higher levels of educational attainment (post-graduate educated: 63%; compared with 36% of those with less than a high school education);
- those aware of the Government of Canada's innovation strategy (58%; compared with 49% of those not aware); and
- those interested in the Government of Canada's innovation strategy (60%; compared with 29% of those not interested).

Government Assistance to Business

Support for Government Assistance to Business

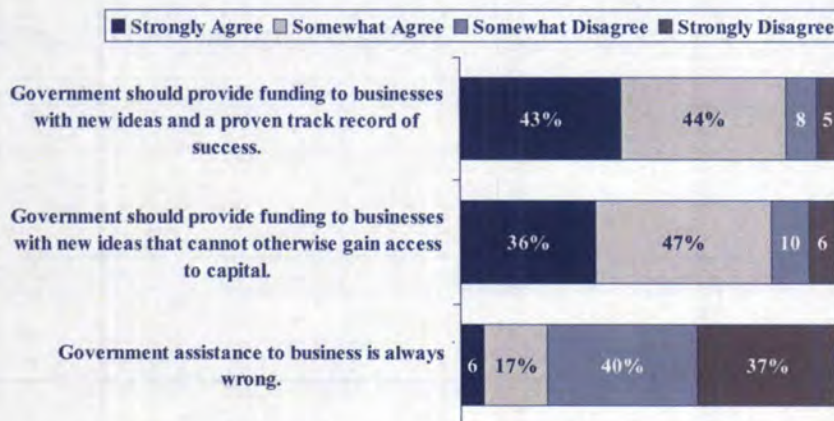
Respondents were asked whether they agree or disagree with statements about government assistance to business.

Among the tested statements, the highest level of agreement is assigned to the idea that government should provide funding to businesses with new ideas and a proven track record of success (43% strongly agree; 44% somewhat agree).

A lower level agrees that government should provide funding to businesses with new ideas that cannot otherwise gain access to capital (36% strongly agree; 47% somewhat agree). Respondents are least likely to agree that government assistance to business is always wrong (6% strongly agree; 17% somewhat agree).

Support for Government Assistance to Business

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.



Base: All respondents N =1202

Those more likely to agree that government assistance to business is always wrong include

- residents of Manitoba and Saskatchewan (27%; compared with 16% of residents of Ontario and B.C.);
- lower income earners (\$30,000 or less annually: 31%; compared with 18% of those earning \$100,000 or more); and
- those with lower levels of educational attainment (less than a high school education: 34%; compared with 17% of those with a post-graduate education).

Those more likely to agree that government should provide funding to businesses with new ideas that cannot otherwise gain access to capital include

- residents of Manitoba and Saskatchewan (88%; compared with 68% of Alberta residents); and
- younger respondents (18-34 years of age: 86%; compared with 77% of those 55 years of age and older).

Those more likely to agree that government should provide funding to businesses with new ideas and a proven track record of success include

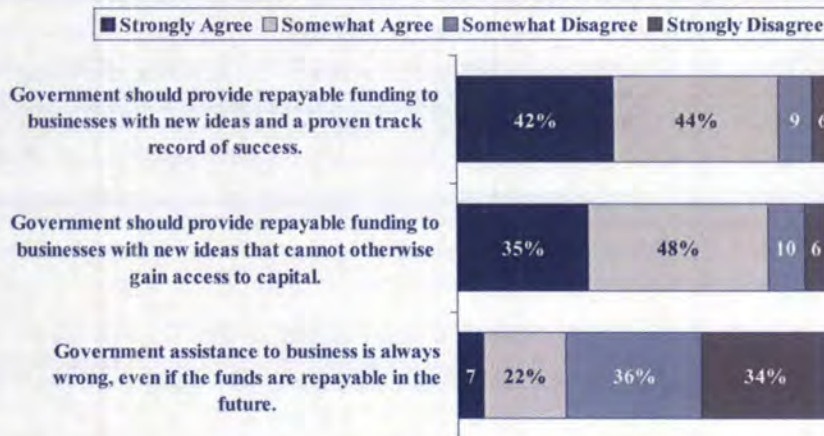
- residents of Quebec (91%; compared with 72% of residents of Alberta);
- younger respondents (18-34 years of age: 91%; compared with 81% of those 55 years of age and older); and
- lower income earners (\$30,000 or less annually: 90%; compared with 82% of those earning \$100,000 or more).

Support for Repayable Government Assistance to Business

Respondents were read the same statements as those described above, with the additional information in each case that assistance to business from government would be repayable. The findings reveal that additional information about repayable funding matters little in Canadians agreement with the premise of government assistance to business.

Support for Repayable Government Assistance to Business

Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.



Base: All respondents N =1202

Those more likely to agree that government assistance to business is always wrong, even if the funds are repayable in the future, include

- residents of Alberta (40%) and the Atlantic provinces (43%; compared with 16% of B.C. residents);
- lower income earners (\$30,000 or less annually: 36%; compared with 23% of those earning \$100,000 or more; and
- those with lower levels of educational attainment (less than a high school education: 41%; compared with 18% of those with a post-graduate education).

Residents of Manitoba and Saskatchewan (89%) are more likely to agree that government should provide repayable funding to businesses with new ideas that cannot otherwise gain access to capital.

Residents of the Atlantic provinces are more likely to agree that government should provide repayable funding to businesses with new ideas and a proven track record of success include (91%; compared with 81% of residents of Alberta).

Best Ways for Government to Invest in Innovation Responsibly

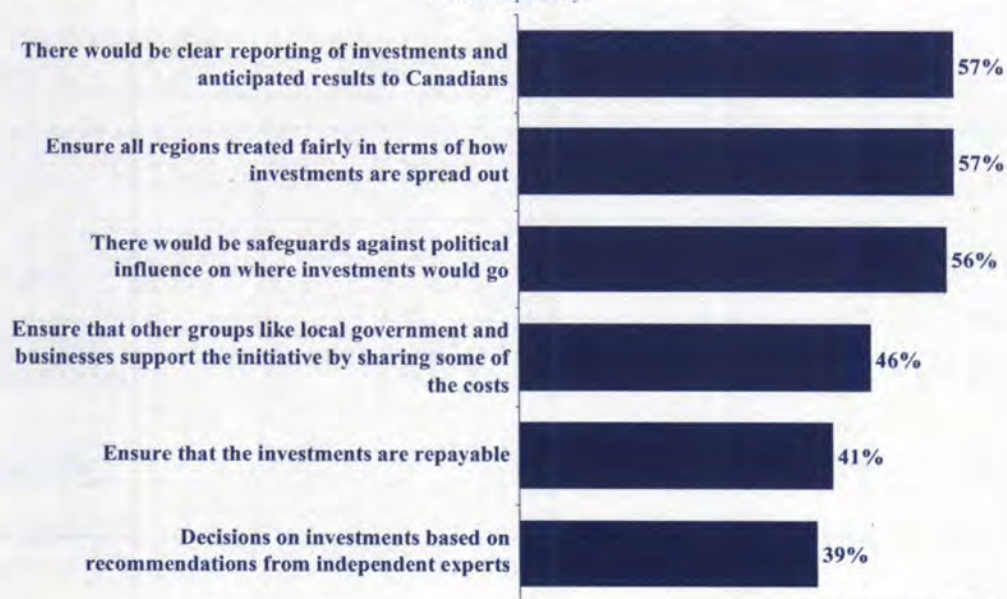
Respondents were read a number of statements pertaining to Government of Canada initiatives to boost innovation by investing public funds. These statements were read in pairs, and in each case respondents were asked to choose which statement they felt would best ensure that government funds were responsibly invested.

An aggregate reporting of results reveals that Canadians consider a clear reporting of investments and anticipated results to be the most responsible method of investing to encourage innovation (57% based on the number of times this choice was picked, presented as a percentage of the number of times it was presented). Equally often, respondents chose means to ensure a fair regional distribution of investments (57%) and safeguards to ensure that political influence does not determine where funds are invested (56%).

Ensuring that other stakeholders, including local governments and business, support the initiative by sharing its costs is chosen less than half the time (46%). Ensuring that investments are repayable (41%) and making decisions on investments based on the recommendations of independent experts (39%) are also chosen less often than other statements.

Best Ways for Government to Invest in Innovation Responsibly

*(Paired Choice – Number of times each choice was picked, presented as percentage of number of times it was presented)
 Many initiatives designed to boost innovation would involve the Government of Canada investing public funds. I'll read a number of options to you in pairs. For each pair, please tell me which option you feel would BEST ensure that funds are invested responsibly.*



Base: All respondents N =1202

Those more likely to choose making decisions on investments based on recommendations from independent experts as the best way to responsibly invest public funds include

- high-income earners (\$100,000 or more annually: 49%; compared with 35% of those earning \$30,000 or less; and
- those with higher levels of educational attainment (post-graduate educated: 51%; compared with 30% of those with less than a high school education).

Those more likely to choose measures that would ensure safeguards against political influence on where investments would go as the best way to responsibly invest public funds include

- lower income earners (\$30,000 or less annually: 52%; compared with 62% of those earning \$100,000 or more; and
- those with lower levels of educational attainment (less than a high school education: 48%; compared with 61% of those with a university education).

Those more likely to choose measures that would ensure fair regional treatment in terms of how investments are spread out as the best way to responsibly invest public funds include

- residents the Atlantic provinces (69%);
- women (61%; compared with 52% of men);
- rural dwellers (63%; compared with 56% of urban dwellers);
- lower income earners (\$30,000 or less annually: 63%; compared with 44% of those earning \$100,000 or more; and
- those with lower levels of educational attainment (less than a high school education: 69%; compared with 46% of those with a post-graduate education).

APPENDIX I — TOPLINE QUESTIONNAIRE

q1. There are a number of issues or challenges facing the country at this time. In your view, what issue is most in need of attention by the federal government? q1b. Any others? TOTAL MENTIONS

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Health care	51%
Education	21%
War/ situation in Iraq/ Middle East	14%
Taxes	12%
Economy	11%
National defence	10%
Other	9%
Unemployment/lack of jobs	9%
Poverty/ homelessness/ social services	8%
War (unspecified)	7%
Dissatisfaction with Government/ politics (DK/NS)	5%
Government debt/deficits	5%
Rising cost of gas/ oil	5%
Environment	5%
Security/anti-terrorism issues/measures	4%
Defence spending	4%
Stimulating the economy/ Canadian dollar	4%
Government spending	4%
World peace	3%
Infrastructure	3%
Canada-US relations	2%
Rising cost of living	2%
Softwood lumber dispute	2%
International trade/ trade with the US	1%
Housing	1%
National unity/Quebec issue/political uncertainty	1%
Immigration/ foreigners	1%
Justice system	1%
Seniors issues	1%
Climate change / Kyoto	1%
Need for more/easier immigration to supply needed skills	1%
Aboriginal issues	1%
Children/ family issues	1%

2. Generally speaking, how would you describe Canada's economy today? Would you say it is excellent, good, only fair or poor at this time?

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Excellent	5%
Good	50%
Fair	36%
Poor	9%
(DK/NS)	0
Summary	
Excellent/ Good (Top2Box)	55%
Fair/ Poor (Low2Box)	45%

q3. And what do you think Canada's economy will be like a year from now? Do you think the economy will improve, worsen, or stay pretty much the same as it is now?

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Improve	17%
Worsen	21%
Stay the same	59%
(DK/NS)	3%

q4. In your opinion, which sectors of the economy will experience the most growth over the next few years? q4b. Any others? TOTAL MENTIONS

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Natural resources	13%
Health-care/therapeutic products	13%
Information technologies/systems	8%
Manufacturing	8%
Communications technologies	7%
Housing	6%
Technology	5%
Knowledge-based services such as financial and consulting services	5%
Tourism	5%
Construction	4%
Other	6%
(DK/NS)	28%

q5. Based on what you may have heard or read, what do you think are the top economic priorities of the Government of Canada for the next few years? q5b. Any others? TOTAL MENTIONS

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Health Care	41%
Supporting education/skills development	15%
Reducing the debt/deficit	12%
Reducing unemployment	10%
National defence/ protection	8%
Poverty/ Homelessness (NET)	7%
-- Poverty/ homelessness/ social services	4%
-- Reduce poverty/support for children	3%
Economic growth	6%
International trade	5%
Cutting personal taxes	5%
Poverty/ homelessness/ social services	4%
Other	9%
(DK/NS)	23%

6. The Government of Canada has identified a number of potential priorities it can pursue to support businesses and to encourage economic growth in Canada. For each of the following, please tell me how much emphasis you think should be placed on that particular area. Please use a 7-point scale, where '1' means the lowest priority, and '7' the highest priority.

Base: All respondents	Total	Total	Total	Total	Total
Unweighted Base	1202	1202	1202	1202	1202
Weighted Base	1202	1202	1202	1202	1202
	Very low priority (1)	Somewhat low priority (2,3)	Neutral (4)	Somewhat high priority (5,6)	Very high priority (7)
Encouraging more innovation among Canadian businesses.	1%	8%	11%	53%	26%
Encouraging more research and development among Canadian businesses.	1%	6%	11%	51%	30%
Encouraging regional economic development.	3%	6%	10%	52%	29%
Helping companies export and do business in other countries.	3%	9%	14%	49%	24%
Encouraging more investment in Canada and Canadian businesses.	1%	5%	7%	42%	45%
Investing in growing sectors of the economy	3%	10%	14%	54%	18%
Helping businesses that are in declining economic sectors adjust to the new economy.	5%	17%	20%	44%	14%
Helping small and medium-sized companies take advantage of the Internet and e-business opportunities.	4%	16%	20%	42%	17%
Making government services for business readily accessible on the Internet.	2%	15%	18%	42%	21%
Making government services readily accessible on the Internet.	5%	16%	15%	39%	24%
Promoting sustainable development - that is economic growth that does not harm the environment.	1%	5%	7%	42%	44%
Ensuring that all Canadian communities have high speed access to the Internet.	10%	26%	19%	29%	15%
Ensuring a fair marketplace for consumers and businesses.	2%	6%	9%	50%	32%

q7. How would you rate the performance of the Government of Canada in each of these same areas? Please use a similar 7-point scale, where '1' means a very poor job, and '7' a very good job

Base: All respondents	Total	Total	Total	Total	Total
Unweighted Base	1202	1202	1202	1202	1202
Weighted Base	1202	1202	1202	1202	1202
	Very poor (1)	Somewhat poor (2,3)	Neutral (4)	Somewhat good (5,6)	Very good (7)
Encouraging more innovation among Canadian businesses.	4%	26%	27%	34%	5%
Encouraging more research and development among Canadian businesses.	3%	26%	27%	32%	9%
Encouraging regional economic development.	5%	27%	27%	33%	7%
Helping companies export and do business in other countries.	4%	20%	26%	40%	6%
Encouraging more investment in Canada and Canadian businesses.	4%	22%	24%	39%	9%
Investing in growing sectors of the economy	4%	21%	30%	36%	6%
Helping businesses that are in declining economic sectors adjust to the new economy.	7%	35%	27%	24%	3%
Helping small and medium-sized companies take advantage of the Internet and e-business opportunities.	6%	31%	25%	27%	5%
Making government services for business readily accessible on the Internet.	4%	20%	22%	39%	9%
Making government services readily accessible on the Internet.	5%	18%	21%	42%	10%
Promoting sustainable development - that is economic growth that does not harm the environment.	6%	27%	23%	33%	9%
Ensuring that all Canadian communities have high speed access to the Internet.	11%	32%	22%	25%	5%
Ensuring a fair marketplace for consumers and businesses.	6%	28%	24%	33%	6%

q8. In your view, which of the following statements comes closest to your own perception of the role that the federal government correctly plays in the Canadian economy? Would you say that...

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Right now the Government takes a very involved leadership role in the economy.	13%
Right now the Government acts more as a partner working with businesses.	26%
Right now the Government's main role is to encourage more innovation in the economy.	26%
Right now the Government plays a very small and limited role in the economy.	32%
No role	1%
(DK/NS)	1%

q9. What other role does the government play?

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Some other role	54%
No other role	34%
(DK/NS)	12%

q9a. If so, please specify. Anything else?

Base: Own perception of other roles Gov't plays	Total
Unweighted Base	644
Weighted Base	644
The Gov't should act as a watchdog/ regulator	15%
The Gov't facilitates international trade/ relations	9%
The Gov't's main role is to encourage more innovation in the economy	8%
The Gov't provides funding/ grants/ loans to businesses	7%
The Gov't takes a very involved leadership role in the economy	6%
The Gov't acts more as a partner working with business	5%
The Gov't plays a very small and limited role in the economy	5%
The Gov't should lower taxes/ provide tax breaks for business	5%
A lot of talk with little or no action	5%
The Gov't should reduce the amount of bureaucracy/ red tape	4%
The Gov't is a tax collector	4%
The Gov't provides jobs, training, etc.	4%
The Gov't should promote/ be active in the economy	4%
The Gov't should offer support/ encouragement to all Canadian busin	4%
The Gov't should help all Canadians maintain a standard of living	4%
Other	10%
(DK/NS)	4%

10. And now thinking about the same list, which of the following statements comes closest to your own perception of the role that the federal government should play in the Canadian economy? Would you say that...

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
The Government should take a very involved leadership role in the economy.	32%
The Government should act more like a partner working with businesses.	32%
The Government's main role should be to encourage more innovation in the economy.	29%
The Government should play a very small and limited role in the economy.	6%
Government should have no role	0
(DK/NS)	1%

q11. What other role should the government play?

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Some other role	65%
No other role	25%
(DK/NS)	10%

q11a. If so, please specify. Anything else?

Base: Own perception of other roles Gov't should play	Total
Unweighted Base	783
Weighted Base	783
The Gov't should act more like a partner working with businesses	12%
The Gov't's main role should be to encourage more innovation in the economy	11%
The Gov't should offer support/ encouragement to all Canadian businesses	8%
The Gov't should take a very involved leadership role	7%
The Gov't should facilitate international trade/ relations	7%
The Gov't should act as a watchdog/ regulator to ensure that standards are upheld	6%
The Gov't should offer additional support to small businesses	6%
The Gov't should provide funding/ grants/ loans to businesses	6%
The Gov't should lower taxes/ provide tax breaks for businesses	6%
The Gov't should promote/ improve/ be active in the economy	6%
The Gov't should help all Canadians maintain a standard of living	5%
The Gov't should play a very small role in the economy	4%
The Gov't should be financially accountable	4%
The Gov't should improve/ maintain/ standardize healthcare	4%
The Gov't should provide jobs, training, etc.	4%
Other	9%

q12. There are a number of players that can help promote and encourage innovation in the Canadian economy. Please tell me what impact you think each of the following can have on encouraging more innovation in Canada.

Base: All respondents	Total	Total
Unweighted Base	1202	1202
Weighted Base	1202	1202
	Big/ Moderate Impact	Small/ No Impact
The federal government	85%	14%
Provincial governments	88%	11%
Municipal governments	67%	32%
Universities and colleges	89%	11%
Large businesses in Canada	92%	8%
Small businesses in Canada	80%	19%
Individual Canadians	72%	28%

q13. I'd now like you to rate the effectiveness of each of these players in terms of promoting and encouraging innovation in the Canadian economy in the last few years.

Base: All respondents	Total	Total
Unweighted Base	1202	1202
Weighted Base	1202	1202
	Very/ Moderately Effective	Not Very/ Not At All Effective
Large businesses in Canada	85%	14%
Universities and colleges	79%	20%
Small businesses in Canada	71%	28%
The federal government	70%	29%
Provincial governments	68%	31%
Individual Canadians	62%	37%
Municipal governments	50%	49%

q14. Do you recall reading, hearing or seeing anything in the last six months about the Government of Canada's innovation strategy?

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
YES (Net)	21%
-- Yes - Clearly	6%
-- Yes - Vaguely	15%
No	79%
(DK/NS)	0

q15. What specifically do you recall?

Base: Aware of innovation strategy	Total
Unweighted Base	247
Weighted Base	247
Program mentions not related to innovation strategy	11%
Providing/ increasing research funding	10%
Improving healthcare/ increasing funding	9%
Promoting international trade	6%
Federal Budget mentions	6%
Promoting environmental friendliness/ responsibility	6%
Providing/ increasing research funding to universities	6%
Saw it in the newspaper	5%
Rural/ Remote Canada Online Access Initiative	4%
A lot of talk with little or no action	4%
Improving/ increasing funding to infrastructure	2%
Community workshops/ consultation wit Canadians	2%
Alternative fuel mentions	2%
Saw it on TV	2%
Saw it in a brochure	1%
Other	24%
Nothing	7%
(DK/NS)	17%

q16. To what extent do you support the federal government encouraging more innovation in Canada and among Canadian businesses? Are you strongly supportive, moderately, not very or not at all supportive of this?

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Strongly supportive	51%
Moderately supportive	36%
Not very supportive	7%
Not at all supportive	5%
(DK/NS)	1%
Summary	
Supportive (Top2Box)	87%
Not supportive (Low2Box)	12%

q17. How would you describe the current collaboration between the federal government, business and the academic community in terms of increasing innovation? Please use a 7-point scale, where '1' means you think it is not effective at all, and '7' means it is very effective.

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
(7) Very effective	3%
(6)	6%
(5)	32%
(4)	31%
(3)	14%
(2)	7%
(1) Not effective at all	5%
(DK/NS)	1%
Summary	
TopBox (7)	3%
Top2Box (5,6)	39%
MidBox (4)	31%
Low2Box (2,3)	21%
LowBox (1)	5%
Mean	4.1

q18. How interested are you in learning more about the programs and services created by the federal government to support innovation in Canada and among Canadian businesses... very interested, moderately, not very or not at all interested?

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Very interested	27%
Moderately interested	43%
Not very interested	22%
Not at all interested	8%
Summary	
Interested (Top2Box)	70%
Not interested (Low2Box)	30%

q19. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

Base: All respondents	Total	Total
Unweighted Base	1202	1202
Weighted Base	1202	1202
	Strongly/ Somewhat Agree	Strongly/ Somewhat Disagree
It is important that Canada remain as technologically advanced as other countries	98%	1%
It is important that Canadian businesses are innovative, and continue to develop new products, services and ideas.	98%	1%
Innovations by Canadian businesses are important to sustained economic growth.	97%	2%
More innovation in Canada will lead to better quality of life.	94%	5%
I am concerned about Canada's ability to be a leader in the knowledge-based economy.	81%	19%
The Canadian economy is still based on natural resources and has not made much progress in adapting to the new knowledge-based economy.	68%	31%
The Government of Canada has a plan for improving and modernizing the economy.	62%	35%

q20. The federal government has established a number of initiatives to encourage more innovation in Canada. On a 7-point scale, where 1 is not important at all, and 7 is very important, please rate the importance of each of the following.

Base: All respondents	Total	Total	Total	Total	Total
Unweighted Base	1202	1202	1202	1202	1202
Weighted Base	1202	1202	1202	1202	1202
	Not at all important (1)	Not very important (2,3)	Neutral (4)	Somewhat important (5,6)	Very important (7)
Initiatives that increase support for universities so that they can conduct more research and development.	1%	8%	10%	44%	37%
Support to help Canadian companies bring their innovative new products and services to market in Canada.	2%	7%	12%	50%	28%
Lower business taxes or provide specific tax credits so that businesses can invest in innovation.	3%	13%	12%	42%	30%
Initiatives to improve the skills, training and education available to Canadians involved in innovation.	2%	7%	8%	44%	39%
Initiatives to help local communities promote and support more innovation in their area.	2%	11%	13%	46%	27%
Reducing red tape and government regulations to allow for quicker business innovation.	3%	11%	10%	38%	36%

q21. In your view, what are the main benefits to Canada and our economy of federal government support for R&D? q21b. Any others? TOTAL MENTIONS

Base: All respondents	Total
Unweighted Base	1202
Weighted Base	1202
Improved quality of life/standard of living of Canadians	17%
General economic benefits	15%
Increased competitiveness of Canadian firms	10%
Increased productivity of Canadian businesses	9%
Reduce brain drain/keep jobs in Canada	8%
Boost the economy/ economic growth (unspecified)	8%
Create jobs	8%
Attract international business/ global recognition	7%
New/ improved products/ innovations	6%
New/ improved technology	6%
New/ improved healthcare	5%
New/ improved education and knowledge	5%
Create/ sustain a strong economy	4%
Environmental advances/ improvements/ protection	4%
New/ improved research and development	3%
Other	9%
(DK/NS)	30%

22a. How important is it for R&D to be done in federal government labs? Do you think this is very important, moderately, not very or not at all important?

Base: Asked this version of question 22	Total
Unweighted Base	600
Weighted Base	600
Very important	30%
Moderately important	38%
Not very important	20%
Not at all important	12%
(DK/NS)	1%
Summary	
Important (Top2Box)	68%
Not important (Low2Box)	32%

q22b. How important is it for R&D to be done in federal government labs GIVEN THE REGULATORY ROLE OF THE FEDERAL GOVERNMENT IN AREAS SUCH AS HEALTH, ENVIRONMENT AND FOOD SAFETY, AMONG OTHERS? Do you think this is very important, moderately, not very or not at all important?

Base: Asked this version of question 22	Total
Unweighted Base	602
Weighted Base	602
Very important	59%
Moderately important	29%
Not very important	8%
Not at all important	4%
(DK/NS)	0
Summary	
Important (Top2Box)	88%
Not important (Low2Box)	12%

q23. Many initiatives designed to boost innovation would involve the Government of Canada investing public funds. I'll read a number of options to you in pairs. For each pair, please tell me which option you feel would BEST ensure that funds are invested responsibly. PAIRWISE SUMMARY TABLE BASED ON TOTAL OPTIONS PRESENTED (Number of times each choice was picked as percentage of number of times it was presented)

Base: Total options presented	Total
Unweighted Base	2404
Weighted Base	2404
There would be clear reporting of investments and anticipated results to Canadians	57%
Ensure all regions treated fairly in terms of how investments are spread out	57%
There would be safeguards against political influence on where investments would go	56%
Ensure that other groups like local government and businesses support the initiative by sharing some of the costs	46%
Ensure that the investments are repayable	41%
Decisions on investments based on recommendations from independent experts	39%

q24. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements. LOW2BOX SUMMARY -

	Total	Total
	Somewhat / Strongly Agree	Somewhat / Strongly Disagree
Government should provide repayable funding to businesses with new ideas and a proven track record of success.	86%	14%
Government should provide funding to businesses with new ideas and a proven track record of success.	86%	13%
Government should provide repayable funding to businesses with new ideas that cannot otherwise gain access to capital.	83%	16%
Government should provide funding to businesses with new ideas that cannot otherwise gain access to capital.	83%	17%
Government assistance to business is always wrong, even if the funds are repayable in the future.	29%	70%
Government assistance to business is always wrong.	23%	76%

