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*Industry Canada's
2005 Annual General Population Survey*

U1400-048854/001/CY

Submitted to:

Industry Canada

March 2005

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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 and research and development in Canada and among Canadian businesses.

A random telephone survey of 1,201 adult Canadians from across the country was conducted from March 3 to March 8, 2005. A sample of this size provides an overall margin of error of ± 2.8 percentage points (19 times out of 20)¹.

The regional distribution of the sample is as follows:

Data has been weighted according to the actual distribution of the population.

The questionnaire was designed in consultation with Industry Canada. In several instances, tracking data from the 2003 Industry Canada study of the general public has been included.² Question areas are also similar to a survey of business leaders conducted by the department in December 2004.

¹ In 2003 the sample size was 1,202 adults with a margin of error of ± 2.8 percentage points. The regional breakdown was: Atlantic Provinces: 100; Quebec: 300; Ontario: 451; Saskatchewan/Manitoba: 99; Alberta: 101; British Columbia: 151.

² Where appropriate findings from Industry Canada's Assessment of Key Messages/Communications Plan (March 2001) and from Views on Innovation in Canada (March 2000) have been tracked.

EXECUTIVE SUMMARY

Current Public Environment and State of the Economy

- As in 2003, Canadians name health care as the top *economic* priority of the Government of Canada (40%).
- Respondents predict that technological industries will experience the most growth over the next few years (32%). This proportion is up five percentage points since 2003.
- Four in five respondents (81%) agree with concerns about Canada's ability to be a leader in the knowledge-based economy — there has been no change in overall agreement registered since March 2003 (81%).
- Nearly three in four (72%) 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. This number has gone up nine percentage points since tracking began in 2000 (63%) and is up four percentage points since the last sounding in March 2003 (68%).

The Importance of Innovation and R&D to Canada

- Three in four Canadians (76%) strongly agree with the importance of innovation among Canadian businesses — a decrease since March 2003 (84%) and a return to the levels of importance registered in 2001 (77%) and in 2000 (76%).
- Nearly three in five (57%) strongly agree that Canadian businesses need to do a better job of using and selling the new ideas and products that come out of research and development in this country.
- Eight in ten (81%) strongly agree it is important for Canada to remain as technologically advanced as other countries, a decrease from 87% in March 2003 and a return to the levels of importance registered in March 2000 (82%).
- Seven in ten (68%) strongly agree that innovations by Canadian businesses are important to sustained economic growth — a decrease from March 2003 (75%).
- Half of Canadians also strongly agree (50%) that more innovation will improve the quality of life of Canadians — a sharp decrease since March 2003 (67%).³

³ There was a slight wording change in this year's study. The 2003 wording was "More innovation in Canada will lead to a better quality of life." The statement in 2005 did not include the words "in Canada."

- When the words "research and development" are substituted for the word "innovation" in statements that assess impact on economic growth and quality of life, the overall assessment remains the same.
- Economic growth or economic benefits in general are most likely to be mentioned as the main advantages of government support for research and development (12%).
- It is noteworthy that three in ten said they did not know or could offer no response when asked about the advantages of federal support for research and development. This is consistent with findings for a similar question asked in 2003.

The Government of Canada's Role in the Economy

- Those who say the Government has a plan to improve and modernize the economy (62%) outnumber those who say the Government does not have a plan (35%) by a wide margin. This finding has remained very consistent with the 2000 and 2001 results.

Priorities for Government Efforts to Encourage Economic Growth

- Respondents were read a list of several potential areas for government action to encourage economic growth and asked to assign a priority to each.
- The findings reveal that substantial majorities assign a high priority to many of the tested initiatives. It should be noted, however, that in most cases the proportion of respondents who consider these to be priorities has decreased since 2003.
- Respondents are most likely to consider efforts to encourage more investment in Canada and Canadian businesses (82%), promoting sustainable development (82%) and encouraging innovation and research and development among Canadian businesses (80%) as the highest priorities among those assessed.

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.
- Among the efforts tested, the Government of Canada earns the highest positive ratings for its job in making government services for business readily accessible on the Internet. Nearly half of respondents (46%) rate this effort a good job.
- In terms of the three initiatives that were ascribed the highest priority, four in ten (42%) rate efforts to encourage more investment in Canada and Canadian businesses as good. Promoting sustainable development (37%) and encouraging innovation and research and development among Canadian businesses (35%) were given lower ratings when it comes government performance.

Support for Government Assistance to Business

- Canadians support government funding to businesses with new ideas.
- This support is not contingent upon either a proven track record (although this increases support) nor upon the notion of the funding being repayable (although this too has a slight positive impact upon support).
- These findings are consistent with those of 2003.

Best Ways for Government to Invest Public Funds in the Economy Responsibly

- Respondents were asked what level of importance they would place on a number of methods of ensuring responsible investment when the Government of Canada invests public funds in the economy.
- All methods were considered important but the methods given the highest ratings are ensuring that there would be safeguards against political influence on where investments would go (63% say very important); ensuring that there would be clear reporting of investments and anticipated results to Canadians (56% say very important); and ensuring all regions are treated fairly in terms of how investments are spread out (53% say very important).
- Findings to a similar question in 2003 (relating to responsible investment in the area of innovation) were very similar with two exceptions: ensuring safeguards against political influence did not have quite the same prominence in 2003; and significantly more importance was accorded in the 2003 findings to ensuring that other groups supported the initiative by sharing the costs.

Receiving Information From Government

- When asked how they would prefer to receive information from the Government of Canada on economic issues, the most frequently mentioned responses are by direct mail (39%), television (36%), the newspaper (32%), and Internet (26%).
- A smaller proportion say they would like to receive an email with information or a website link (14%), or information by radio (9%).

Likelihood of Starting a Business

- When asked how likely they would be to start a business, even a small one, in the next twelve months, one in five (21%) say they are very (12%) or somewhat likely (9%) to do so.

Information About Starting a Business

- Respondents who said they may start a business in the next twelve months were asked which method of receiving information from the Government about programs and services related to starting their own business would be most effective.
- Government of Canada websites (46% say very effective), an email with information or a website link (43% say very effective), and television ads (39% say very effective) are considered the most effective means for the Government of Canada to inform these respondents about programs and services related to starting their own business.

DETAILED FINDINGS

Current Public Environment and State of the Economy

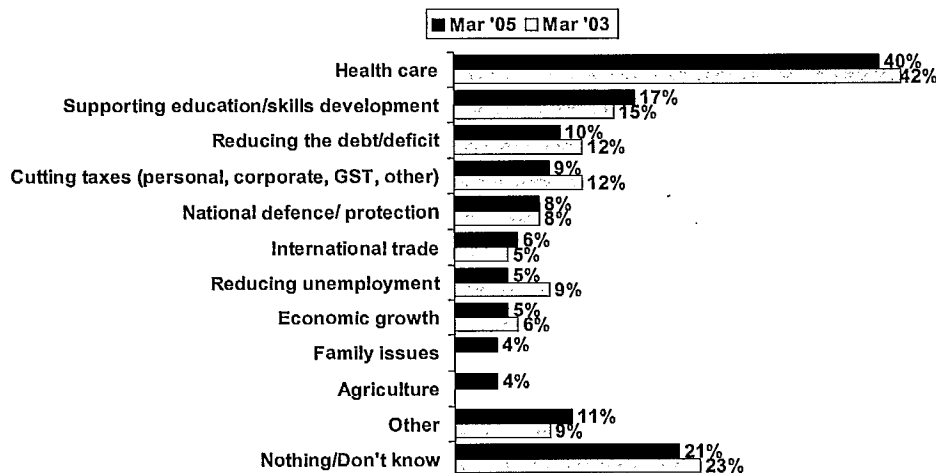
What Are the Government of Canada's Economic Priorities?

Canadians were asked, on an unaided basis, to name the most important economic priorities of the Government of Canada for the next few years. As in earlier years, health care is again perceived to be the top economic priority for the Government of Canada (40%).

Other economic priorities are mentioned in significantly lower proportions. These include support for education and skills development (17%), reducing the debt (10%), cutting taxes, including personal, corporate and GST (9%), and national defence (8%). International trade (6%), reducing unemployment (5%), and economic growth (5%) were also mentioned. Other responses are mentioned by fewer than 5% of respondents, while a substantial twenty-one percent cannot name a single economic priority of the Government of Canada.

What are the Government of Canada's Economic Priorities (Tracking)

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



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: All respondents N =1201

Among the demographic subgroups, those most likely to say that health care is a top priority of the Government of Canada include:

- Women (44% compared to 36% among men); and
- Residents of Quebec (44%) and Ontario (41%) compared to those in Saskatchewan/Manitoba (30%).

Those most likely to mention supporting education and skills development as a government priority include:

- Residents of Quebec (20%) compared to those in Saskatchewan/Manitoba (4%); and
- Women (19% compared to 14% among men).

Those most likely to mention reducing the debt as a government priority include:

- Those with higher educational attainment (peaking at 15% among university graduates);
- Those with higher household incomes (peaking at 15% among those who earn more than \$60K annually);
- Residents of Ontario (13%) compared to those in Quebec (7%); and
- Men (13% compared to 8% among women).

Sectors of the Economy that Will Grow the Most

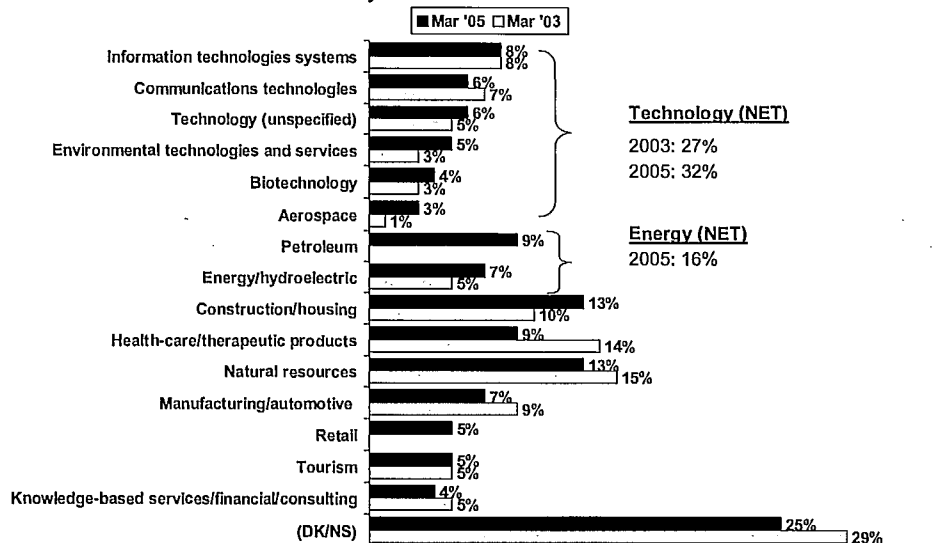
Respondents were asked to predict what economic sectors would experience the most growth over the next few years. As in 2003, technological industries (32% net) are predicted to experience the most growth, including mentions of information technology (8%), communications technology (6%), technology in general (6%), environmental technology (5%), biotechnology (4%) and aerospace (3%).

This year, rising energy costs are having an impact on growth predictions for that sector with 16 percent of Canadians indicating that petroleum (9%) or Energy/Hydroelectric (7%) are the sectors that will experience the most growth. Just over one in ten respondents foresee natural resources (13%), and construction and housing (13%) as growth industries. Health care (9%) and manufacturing and automotive (7%) are also mentioned as areas that will experience growth in the next few years. Other industries are mentioned by 5% of respondents or fewer. It is worth noting that one quarter of respondents (25%) did not know how to respond.

It is interesting to note that mentions of health care (9%) as an area of growth dropped since the question was last asked in March 2003 (14%).

Sectors of the Economy that will Grow the Most (Tracking)

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



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: All respondents N =1201

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

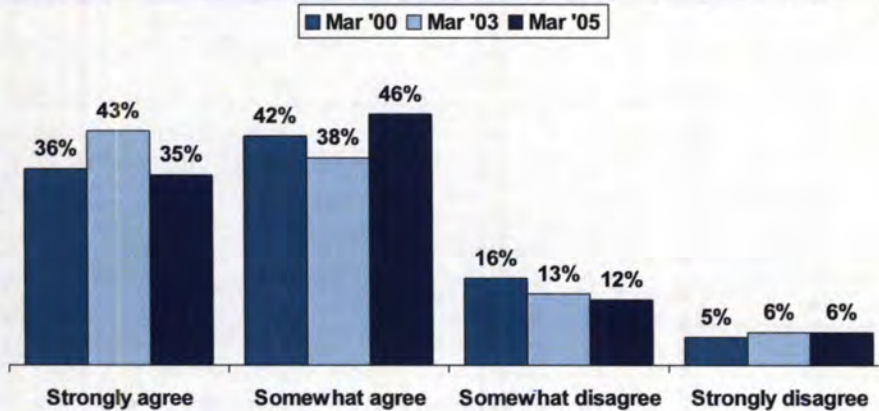
Respondents were asked whether they agree or disagree that they are concerned about Canada's ability to be a leader in the knowledge-based economy. Four in five respondents (81%) either strongly (35%) or somewhat agree (46%) with this concern. Fewer than one in five (18%) say they somewhat (12%) or strongly disagree (6%) with this concern.

The proportion of those who agree they are concerned about Canada's ability to be a leader in the knowledge-based economy has remained the same since March 2003. It is important to note, however, that the intensity of agreement has declined: the proportion of respondents who strongly agree has declined from 43 percent in 2003.

Concerned About Canada's Ability to Lead in Knowledge-Based Economy (Tracking)

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.



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N =601

Among the demographic subgroups, those most likely to strongly agree that they are concerned about Canada's ability to be a leader in the knowledge-based economy include:

- Residents of the Atlantic Provinces (55%) compared to those who reside in Ontario (38%), British Columbia (31%) or Quebec (19%);
- Those who reside in rural areas (44% compared to 32% among their urban counterparts); and
- Those between the ages of 35 and 54 (41%) or 55 years of age or older (40%) compared to those between the ages of 18 and 34 (21%).

Canada's Economy is Still Based on Natural Resources

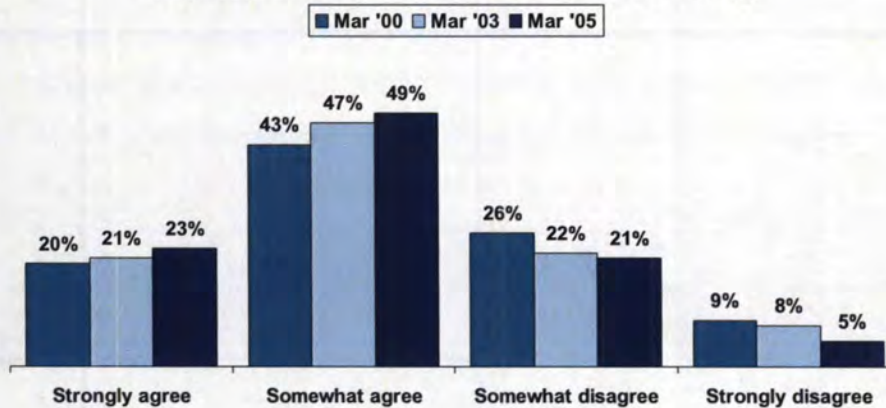
Nearly three in four (72%) agree either strongly (23%) or somewhat (49%) that Canada's economy is still based on natural resources and has not made much progress in adapting to the new knowledge-based economy. The remaining one-quarter (26%) either strongly (5%) or somewhat (21%) disagree that Canada's economy remains based on natural resources and has not made much progress in adapting to the knowledge-based economy.

The proportion of those who agree that Canada's economy remains based on natural resources has continued to rise since the question was first asked in 2000 (2000: 63% agree; 2003: 68% agree).

Canada's Economy is Still Based on Natural Resources (Tracking)

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.



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N=601

The Importance of Innovation and R&D to Canada

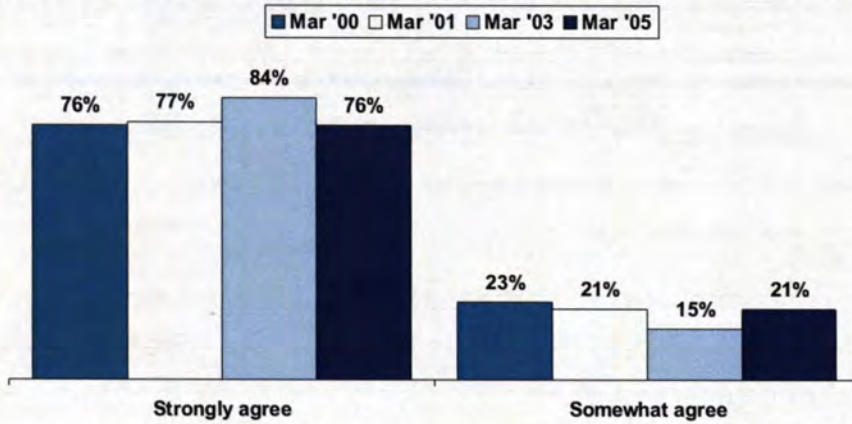
It is Important that Canadian Businesses Innovate

A wide majority of respondents agree (97%) that it is important that Canadian businesses are innovative, and continue to develop new products, services and ideas. Three in four (76%) strongly agree with the importance of innovation among Canadian businesses, while an additional 21 percent somewhat agree that it is important for Canadian businesses to innovate. This represents a decrease since 2003 in the proportion of Canadians who strongly agree (84%) and a return to the levels of agreement registered in previous years (2001: 77%; 2000: 76%).

It is Important that Canadian Businesses are Innovative (Tracking)

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.



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

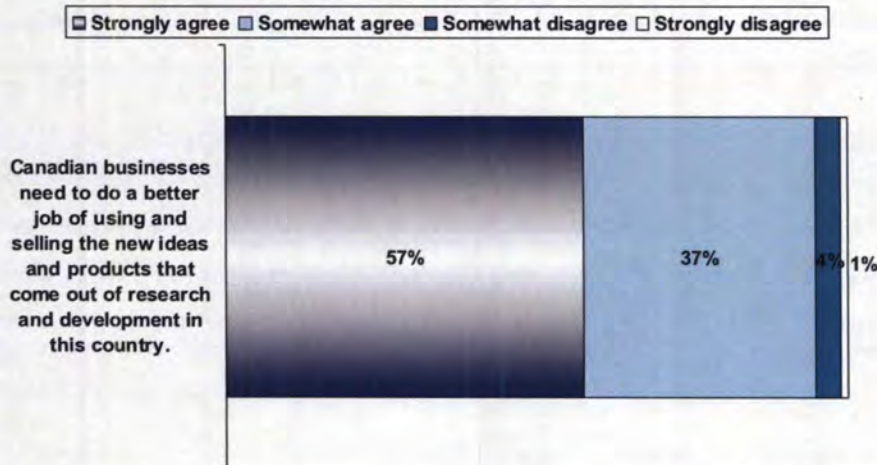
Base: Half of respondents N =600

Canadian Business Must Sell New Ideas, Products

When asked whether they agree or disagree that Canadian businesses need to do a better job of using and selling the new ideas and products that come out of research and development in this country, a wide majority agree (94%), with over half (57%) strongly agreeing, and an additional 37 percent who somewhat agree.

Canadians Business Must Better Sell New Ideas, Products

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



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N=600

Those most likely to strongly agree that Canadian businesses need to do a better job of using and selling the new ideas and products that come out of research and development in this country include:

- Residents of Quebec (67%) compared to those in British Columbia (46%) and Ontario (56%); and
- Older Canadians (peaking at 66% among those 55 years of age or older).

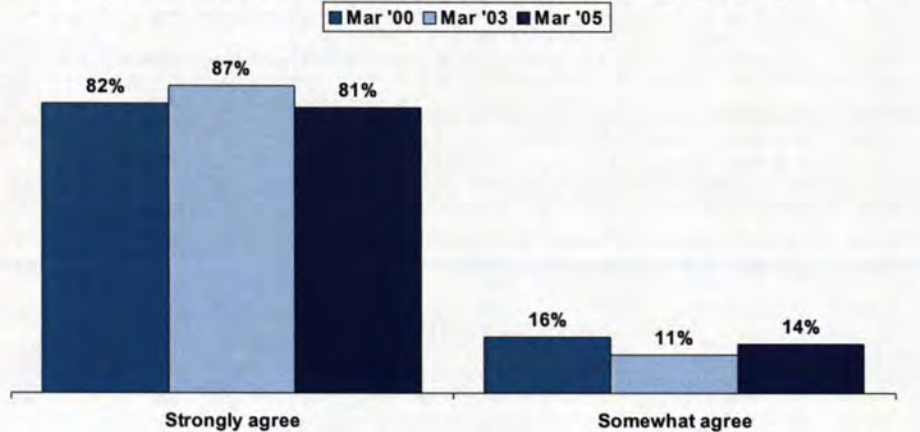
It is Important that Canada Remains Technologically Advanced

Respondents were asked whether they agree or disagree that it is important for Canada to remain as technologically advanced as other countries. A wide majority (95%) agree with this statement, with four in five (81%) who strongly agree and an additional 14 percent saying they somewhat agree. Since 2003 there has been a decrease in the proportion who strongly agree (87%).

It is Important that Canada Remains Technologically Advanced (Tracking)

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.



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N=601

Among the demographic subgroups, those most likely to strongly agree that it is important that Canada remain as technologically advanced as other countries include:

- Those with higher household incomes (peaking at 86% among those who earn more than \$60K annually); and
- Those between the ages of 35 and 54 (85% compared to 76% among those between 18 and 34 years of age).

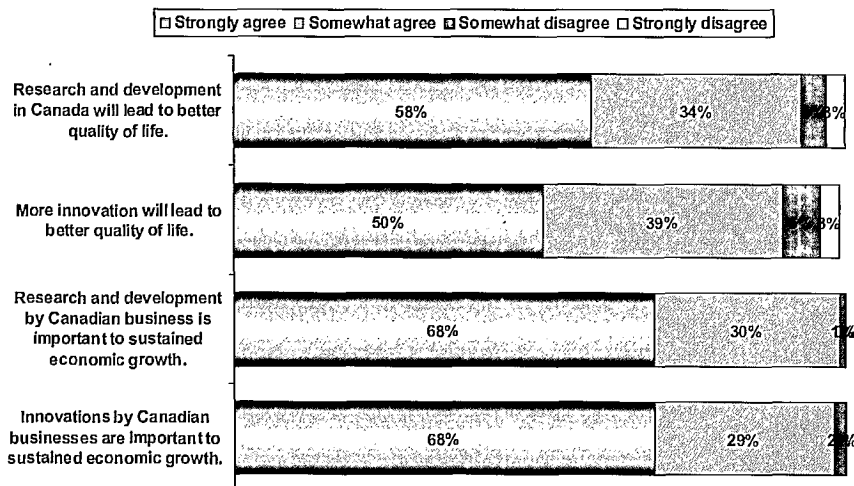
Innovation vs. Research and Development

Respondents were asked whether they agreed with statements about innovation and research and development. When asked whether they agree that research and development in Canada will lead to a better quality of life, a wide majority agree (92%) with over half (58%) strongly agreeing, and one-third (34%) saying they somewhat agree. A similar question was also asked about innovation. Again, a wide majority agree (89%) more innovation will lead to a better quality of life, but a somewhat smaller proportion strongly agree (50%, with an additional 39% who say they somewhat agree).

Respondents were also asked whether they agree that research and development by Canadian business is important to sustained economic growth. A wide majority of respondents agree (98%) including seven in ten (68%) who strongly agree and an additional three in ten (30%) who somewhat agree. The same proportion of respondents (97%) agree that innovations by Canadian business are important to sustained economic growth, including 68 percent who strongly agree, and 29 percent who somewhat agree.

Innovation vs. R&D

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



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N =600/601

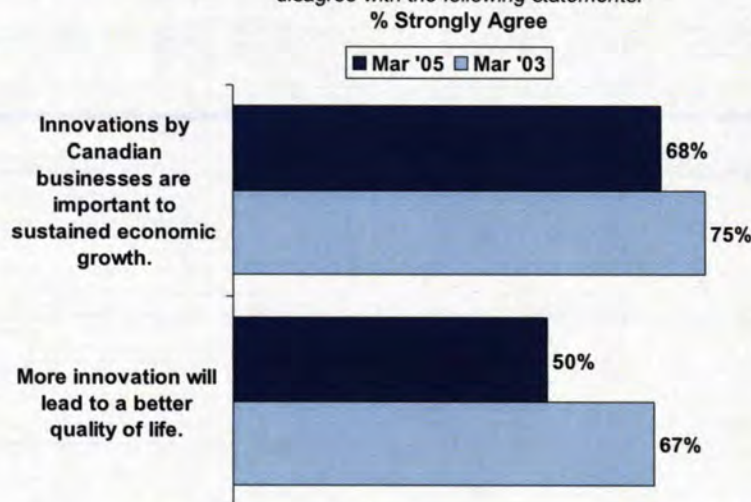
Consistent with 2003 findings, nearly all respondents agree (97%) that innovations by Canadian businesses are important to sustained economic growth. There has, however, been a decrease in the proportion who strongly agree (68%), down from three-quarters (75%) in 2003.

Since 2003 there has been a considerable decrease in the proportion of those who strongly agree that more innovation will lead to a better quality of life (2003: 67%; 2005: 50%).⁴

Those who say they intend to start a business in the next twelve months (66%) are more likely to strongly agree that research and development in Canada will lead to a better quality of life than are those who do not intend to start a business (62%).

Benefits of Innovation (Tracking)

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



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N = 600/601

⁴ There was a slight wording change in this year's study. The 2003 wording was "More innovation in Canada will lead to a better quality of life." The statement in 2005 did not include the words "in Canada."

Among the demographic subgroups, those between the ages of 35 and 54 (73%) are more likely to strongly agree that innovations by Canadian businesses are important to sustained economic growth.

Those with less than a high school education (62%) are more likely to strongly agree that more innovation will lead to a better quality of life.

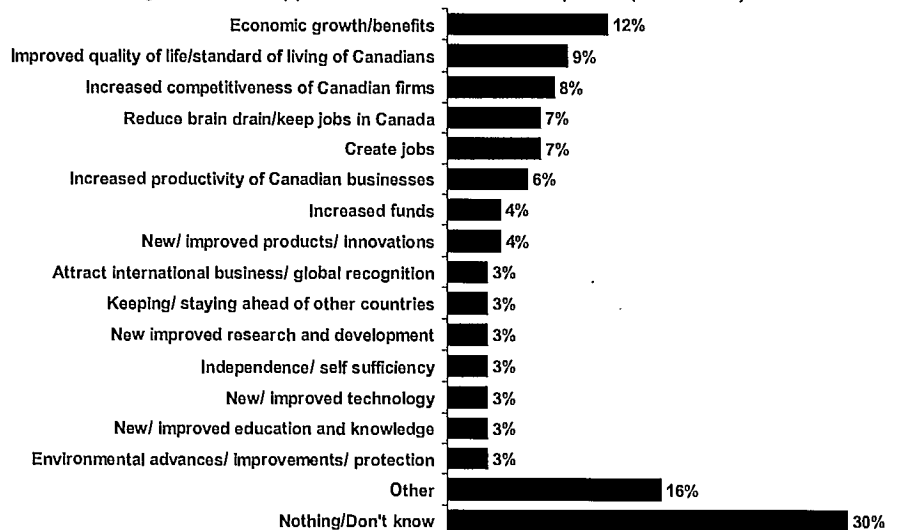
Advantages of Government Support for Research and Development

Respondents were asked what the main advantages of federal government support for research and development are to Canada and the Canadian economy. Economic growth or economic benefits in general are most likely to be mentioned as the main advantages of government support for research and development (12%). Improved quality of life was an advantage cited by nine percent of respondents; and eight percent mentioned increased competitiveness of Canadian firms. Seven percent of Canadians mention reducing the brain drain/keeping jobs in Canada and job creation as advantages of federal support of research and development. All other advantages were mentioned by six percent or fewer. It is noteworthy that three in ten said they did not know or could offer no response when asked about the advantages of federal support for research and development.

Interestingly, Canadians who intend to start a business in the next 12 months are less likely to be unable to offer a response (24% vs. 32% among those who don't intend to start a business). This may suggest a somewhat greater degree of economic fluency.

Advantages of Government Support for Research and Development

What are the main advantages (2004: benefits) to Canada and our economy of federal government support for research and development (2004: R&D)?



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: All respondents N =1201

A similar question about the benefits to Canada and Canadians of federal government support of R&D was asked in 2003. The benefits cited were the same as those outlined above although a greater proportion of respondents cited each in 2003. One fact that remained consistent is the proportion who said they did not know or could offer no response when asked about the benefits of R&D (30%).

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. Over three in five (62%) either strongly (11%) or somewhat agree (51%). One third of respondents disagree (35%), with one quarter (26%) somewhat disagreeing, and nine percent who say they strongly disagree.

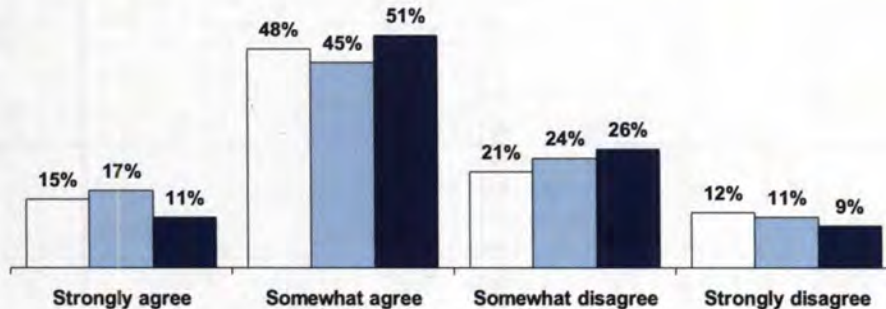
The findings are similar to those in past years (2003: 62% agree; 2001: 63%) however, since 2003 the proportion of respondents who strongly agree has decreased (2005: 11%; 2003: 17%).

The Government has a Plan to Improve and Modernize the Economy (Tracking)

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.

□ Mar '01 □ Mar '03 ■ Mar '05



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N =600

Priorities for Government Efforts to Encourage Economic Growth

Respondents were read a list of several potential priorities for government action 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.

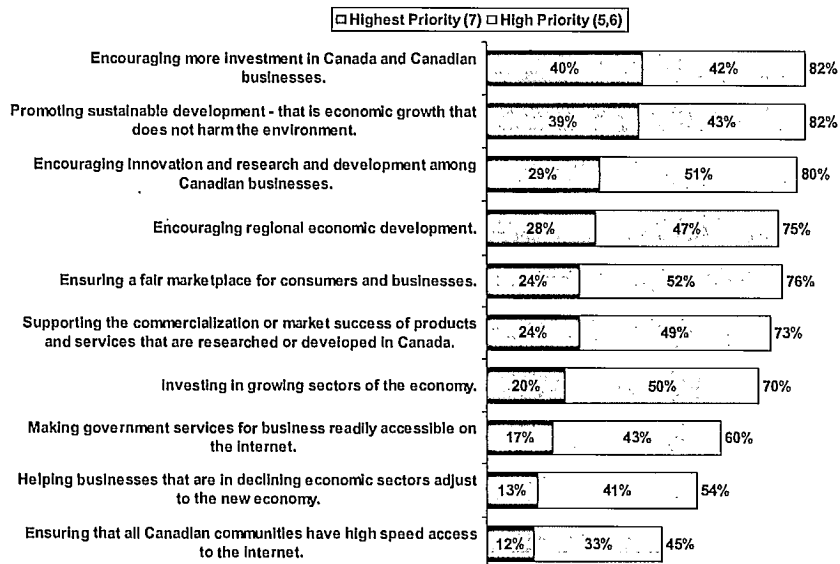
The findings reveal that substantial majorities assign a high priority (5 to 7 on the scale) to many of the tested initiatives.

Priorities to Encourage Economic Growth

Among the potential initiatives, three are considered the top priorities. Eighty-two percent of respondents consider efforts to encourage more investment in Canada and Canadian businesses as a top priority, including 40 percent who rate this as the highest priority (7 on a 7-point scale) and 42% who rate it as a high priority (5, 6 on a 7-point scale). The same proportion of respondents (82%) considers promoting sustainable development to be a top priority (with 39% saying highest, 43% high). Encouraging innovation and research and development among Canadian businesses (80%) is also considered a key priority by respondents (with 29% saying highest, and 51% high).

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.



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N =600/601

The next group of initiatives are each considered priorities by at least seven in ten respondents. These include: encouraging regional development (75%, with 28% saying highest and 47% high); ensuring a fair marketplace for consumers and businesses (76%, with 24 percent saying highest and 52% high); supporting the commercialization or market success of products and services that are researched or developed in Canada (73%, with 24% saying highest and 49% high); and investing in growing sectors of the economy (70%, with 20% saying highest and 50% high).

Two initiatives receive lower priority ratings, but are still considered priorities by a majority of respondents: making government services for businesses readily accessible on the Internet (60%, with 17% saying highest and 43% high); and helping businesses that are in declining economic sectors adjust to the new economy (54% with 13% saying highest and 41% high).

The initiative receiving the lowest priority rating, with less than half (45%) considering it a priority, is ensuring that all Canadian communities have high-speed access to the Internet (12% saying highest, 33% high).

Those most likely to say encouraging more investment in Canada and Canadian businesses should be the highest priority (rating of 7 on the scale) include:

- Those with less than high school (61%) compared to those with more education;
- Those with lower household incomes (peaking at 52% among those who earn less than \$30K annually); and
- Older Canadians (peaking at 44% among those 55 years of age or older).

Residents of the Atlantic Provinces (58%) and Quebec (46%) are more likely to say promoting sustainable development should be the highest priority.

Residents of Quebec (36%) are more likely to say encouraging innovation and research and development among Canadian businesses should be the highest priority compared to those in the Atlantic Provinces (19%).

Those most likely to say ensuring a fair marketplace for consumers and businesses should be the highest priority (rating of 7 on the scale) include:

- Residents of British Columbia (34%) and Quebec (28%) compared to those in Ontario (19%);

- Those with lower educational attainment (peaking at 33% among those with less than a high school education); and
- Older Canadians (peaking at 30% among those 55 years of age or older).

Those most likely to say encouraging regional economic development should be the highest priority (rating of 7 on the scale) include:

- Residents of Quebec (39%) compared to those in Alberta (22%) and Ontario (22%);
- Those with lower educational attainment (peaking at 38% among those with less than high school);
- Those with lower household incomes (peaking at 36% among those who earn less than \$30K annually); and
- Women (33% compared to 24% among men).

Those with less than high school (40%) are more likely to say supporting the commercialization or market success of products and services that are researched or developed in Canada should be the highest priority compared to those with more education.

Residents of the Atlantic Provinces (41%) are more likely to say investing in growing sectors of the economy should be the highest priority.

Those most likely to say helping businesses that are in declining economic sectors adjust to the new economy should be the highest priority (rating of 7 on the scale) include:

- Those with lower household incomes (peaking at 22% among those who earn less than \$30K annually);
- Those who say they intend to start a business in the next twelve months (20% compared to 11% among those who do not);
- Those with lower educational attainment (peaking at 19% among those with less than high school); and
- Rural residents (19% compared to 12% among their urban counterparts).

Those 55 years of age or older (16% compared to 9% among those between the ages of 35 and 54) are more likely to say ensuring that all Canadian communities have high-speed access to the Internet should be the highest priority.

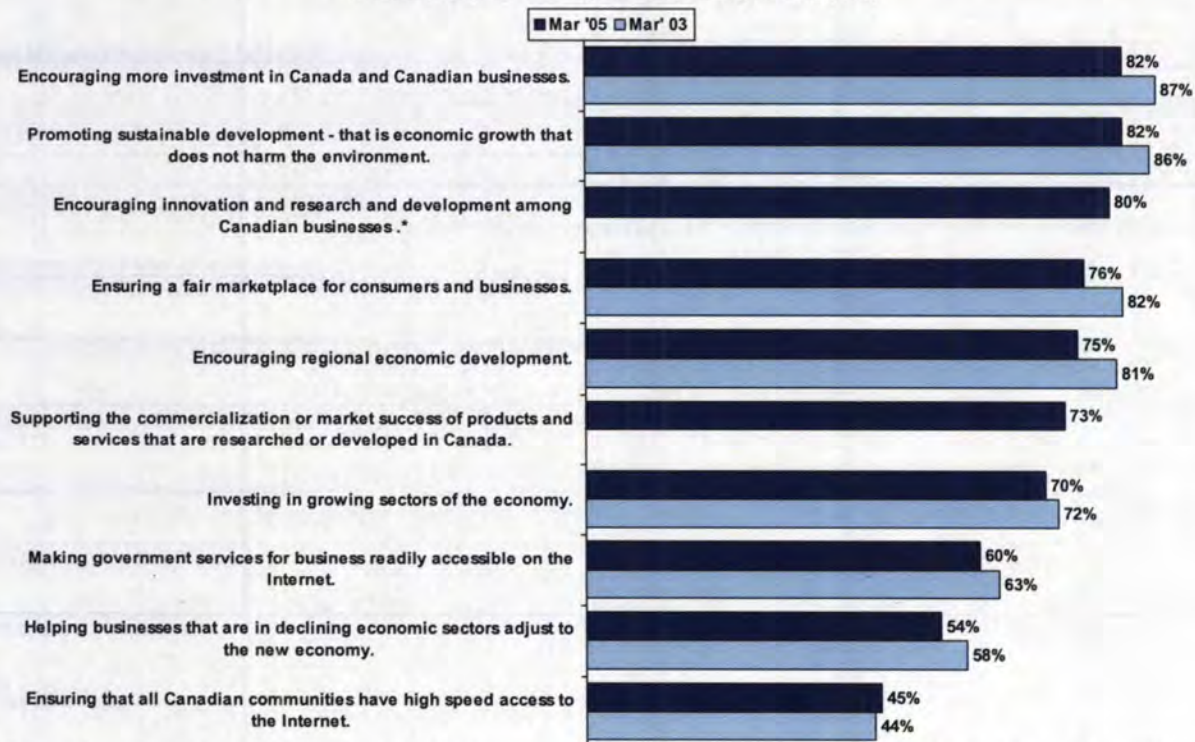
Priorities to Encourage Economic Growth (Tracking)

When looking at the initiatives rated by respondents, it is important to note that in nearly every case the proportion of respondents who consider these to be priorities has decreased since 2003.

The two exceptions are encouraging innovation and research and development among Canadian businesses, which has maintained the same level of priority as was ascribed to the two separate statements asked in 2003; and ensuring that all Canadian communities have high speed access to the Internet which has also stayed at essentially the same level.

Priorities to Encourage Economic Growth (Tracking)

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. % High Priority (5,6,7)



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N =600/601

**2003 Statements:*

Encouraging more innovation among Canadian businesses (79%)

Encouraging more research and development among Canadian businesses (81%)

Growth Sectors versus Declining Sectors to Encourage Economic Growth

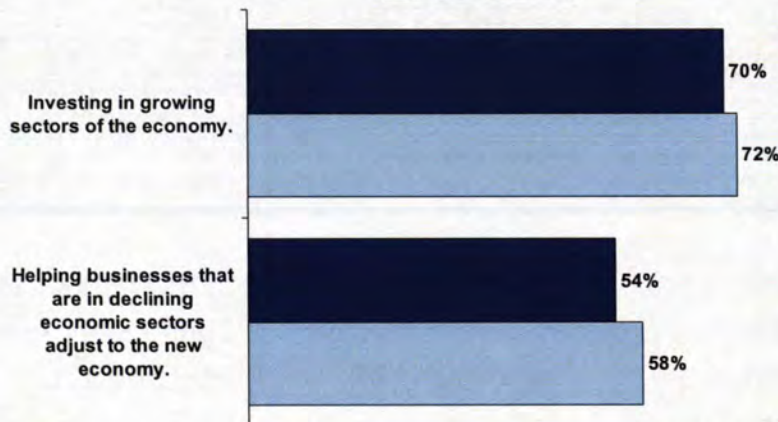
One of the statements describing potential means to encourage economic growth asks respondents to prioritize government investments in growing sectors of the economy, while another describes helping businesses in declining sectors adjust to the new economy. As in 2003, the findings reveal that more Canadians assign a high priority to investing in growing economic sectors (70%; 2003: 72%) than to helping declining sectors adjust to the new economy (54%; 2003: 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.

% High Priority (5,6,7)

■ Mar '05 ■ Mar '03



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N =600/601

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.

Assessing Government Initiatives to Encourage Economic Growth

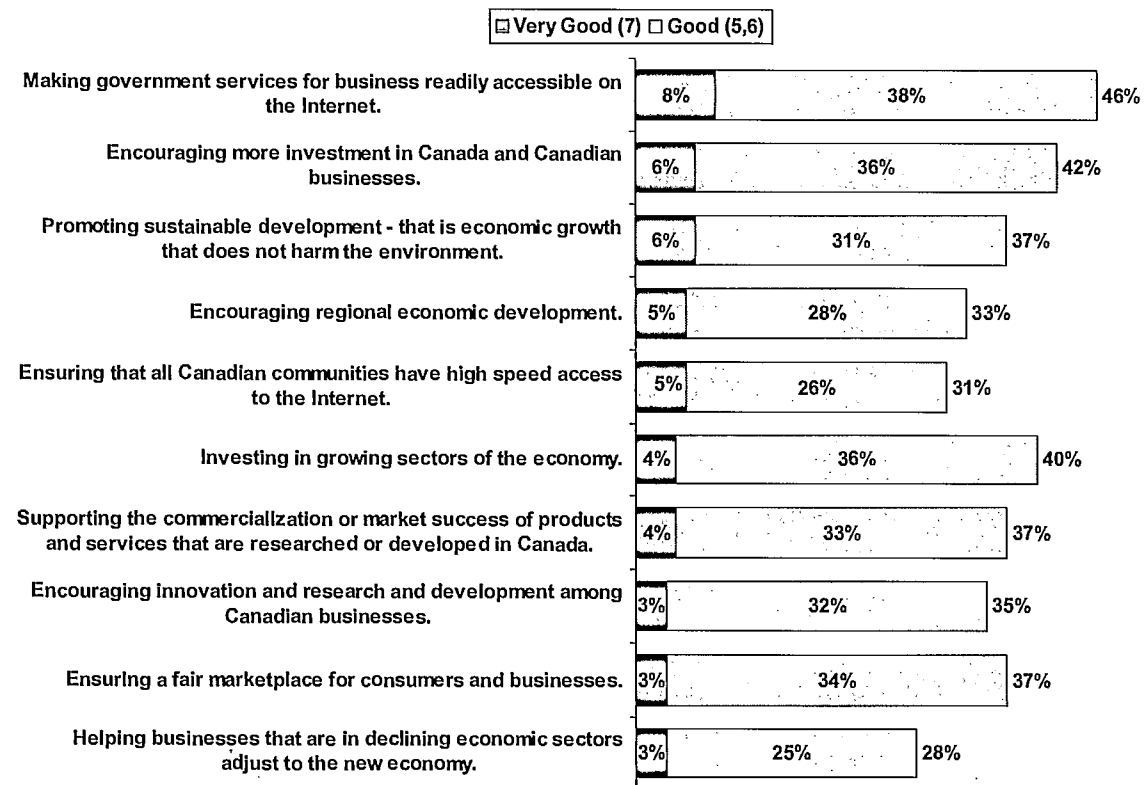
Among the efforts tested, the Government of Canada earns the highest positive ratings for its job making government services for business readily accessible on the Internet, with nearly half of respondents (46%) rating this effort as either very good (8% saying 7 on the 7-point scale) or good (38% saying 5 or 6 on the 7-point scale). Just over four in ten (42%) rate efforts to encourage more investment in Canada and Canadian businesses as very good (6%) or good (36%), while a similar proportion (40%) positively rates government performance in investing in growing sectors of the economy (with 4% saying very good, and 36% good).

A slightly lower proportion (37%) say the Government is doing a very good (6%) or good job (31%) in promoting sustainable development, in ensuring a fair marketplace for consumers and businesses (37%, with 3% saying very good, 34% good), and in supporting the commercialization or market success of products and services that are researched or developed in Canada (37%, with 4% saying very good, and 33% good). Thirty-five percent of respondents give the Government a very good (3%) or good rating (32%) for their job encouraging innovation and research and development among Canadian businesses.

The three areas receiving the lowest levels of approval include encouraging regional development (33%, with 5% saying very good, 28% good), ensuring that all Canadian communities have high-speed access to the Internet (31%, with 5% saying very good, 26% good), and helping businesses that are in declining economic sectors adjust to the new economy (28%, with 3% saying very good and 25% saying 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.



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N =600/601

Those most likely to say that the Government is doing a very good job making government services for businesses readily accessible on the Internet include:

- Those with lower household incomes (peaking at 12% among those who earn less than \$30K annually); and
- Those with lower educational attainment (peaking at 12% among those with less than high school).

Those most likely to say that the Government is doing a very good job encouraging more investment in Canada and Canadian businesses include:

- Those who earn less than \$30K annually (11% compared to 4% among those who earn more);
- Those who say they intend to start a business in the next twelve months (10% compared to 5% among those who do not); and
- Those with high school (10% compared to 4% among university graduates).

Those most likely to say that the Government is doing a very good job investing in growing sectors of the economy include:

- Residents of the Atlantic Provinces (11%) compared to those in Alberta (0%) and Ontario (3%);
- Those with lower educational attainment (peaking at 9% among those with less than high school); and
- Those with lower household incomes (peaking at 8% among those who earn less than \$30K annually).

Those most likely to say that the Government is doing a very good job ensuring a fair marketplace for consumers and businesses include:

- Those with lower educational attainment (peaking at 11% among those with less than high school);
- Those who earn less than \$30K annually (10% compared to 2% among those who earn more);
- Residents of British Columbia (9%) compared to those in the Atlantic Provinces (0%) and Ontario (2%); and
- Older Canadians (peaking at 6% among those 55 years of age or older).

Those most likely to say that the Government is doing a very good job promoting sustainable development include:

- Those with less than high school (15%) compared to those with higher levels of educational attainment; and
- Residents of Saskatchewan/Manitoba (13%) and Alberta (13%) compared to those who reside in British Columbia (2%) and Ontario (4%).

Those most likely to say that the Government is doing a very good job supporting the commercialization or market success of products and services that are researched and developed in Canada include:

- Those with lower household incomes (peaking at 11% among those who earn less than \$30K annually);
- Those with lower educational attainment (peaking at 8% among those with less than high school); and
- Those between the ages of 18 and 34 (6%) compared to those who are 35 to 54 years of age (2%).

Those with less than high school (7%) are more likely than university graduates (2%) to say that the Government is doing a very good job encouraging innovation and research and development among Canadian businesses.

Those most likely to say that the Government is doing a very good job encouraging regional economic development include:

- Residents of British Columbia (13%) compared to those in the Atlantic Provinces (0%), Alberta (2%) and Ontario (2%);
- Those who earn less than \$30K annually (13%) compared to those who earn more; and
- Those with less than high school (12%) compared to university graduates (2%) and those with some post-secondary (4%).

Those most likely to say that the Government is doing a very good job ensuring that all Canadian communities have high-speed access to the Internet include:

- Those with lower educational attainment (peaking at 11% among those with less than high school);
- Those who say they intend to start a business in the next twelve months (9% compared to 4% among those who do not);

- Those with lower household incomes (peaking at 8% among those who earn less than \$30K annually); and
- Residents of Quebec (8%) compared to those in Ontario (3%).

Those most likely to say that the Government is doing a very good job helping businesses that are in declining economic sectors adjust to the new economy include:

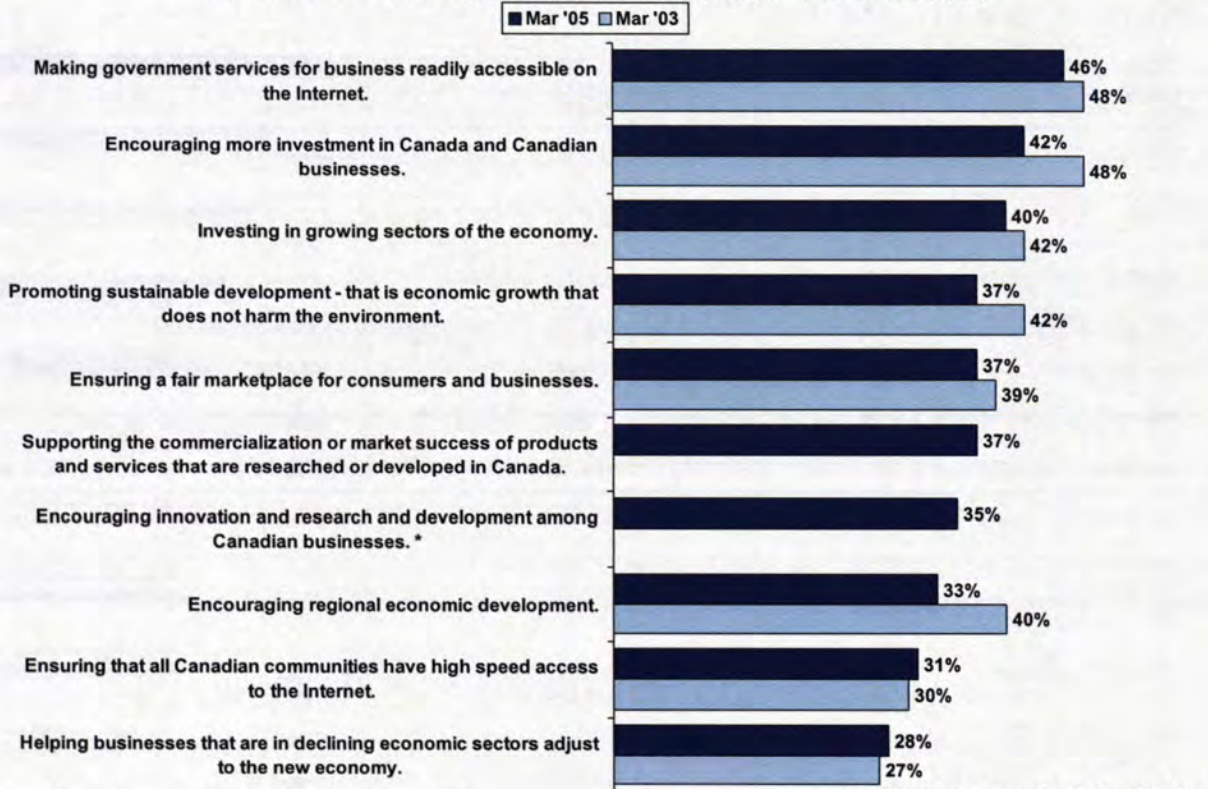
- Residents of the Atlantic Provinces (12%) compared to those in British Columbia (1%), Ontario (2%) and Quebec (3%); and
- Those with less than a high school education (9% compared to 2% among university graduates).

Assessing Government Initiatives to Encourage Economic Growth (Tracking)

Among the initiatives that have been tracked, it is important to note that in nearly every case the proportion of respondents who consider these to be priorities has decreased since 2003.

Assessing Government Efforts to Encourage Economic Growth (Tracking)

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. % Good Job (5,6,7)



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N =600/601

**2003 Statements:*

*Encouraging more move innovation among Canadian business (39%)
Encouraging more research and development among Canadian business (41%)*

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 areas where these perceptions do not match. Since 2003, the gaps between priority and performance have decreased overall. That is not so much a testament to improved performance as it is to decreased priority. Although generally both the priority and performance ratings have decreased, the ratings of priorities have decreased to a larger extent, minimizing the difference between the two ratings in some cases.

The most significant gaps between perceptions of high priority and positive performance occur in the areas of encouraging innovation and research and development among Canadian businesses and in promoting sustainable development. Whereas 80% rate encouraging innovation and research and development among Canadian businesses as a high priority, 35% say the Government is performing well in this area (a 45-point gap). The result is the same when it comes to sustainable development; 82% say it is a priority, 37% say the Government is performing well in this area (also a 45-point gap).

Several other areas yield similar gaps in the perception of high priority vs. good performance, including encouraging regional economic development (42-point gap); encouraging more investment in Canada and Canadian businesses (40-point gap); ensuring a fair marketplace for consumers and businesses (39-point gap); and supporting the commercialization or market success of products and services that are researched or developed in Canada (36-point gap).

Smaller, though still significant gaps occur in comparing priority and performance perceptions with respect to the following areas: investing in growing sectors of the economy (30-point gap); and helping businesses that are in declining economic sectors adjust to the new economy (26-point gap).

The least significant gaps occur among statements describing Internet initiatives, including: making government services for business readily accessible on the Internet (14-point gap); and ensuring all Canadian communities have high-speed Internet access (14-point gap).

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	2003 Gap
Encouraging innovation and research and development among Canadian businesses	80%	35%	-45%	New
Promoting sustainable development	82%	37%	-45%	-44%
Encouraging regional economic development	75%	33%	-42%	-41%
Encouraging more investment in Canada and Canadian businesses	82%	42%	-40%	-39%
Ensuring a fair marketplace for consumers and businesses	76%	37%	-39%	-43%
Supporting the commercialization or market success of products and services that are researched or developed in Canada	73%	37%	-36%	New
Investing in growing sectors of the economy	70%	40%	-30%	-30%
Helping businesses that are in declining economic sectors adjust to the new economy	54%	28%	-26%	-31%
Making government services for business readily accessible on the Internet	60%	46%	-14%	-15%
Ensuring that all Canadian communities have high-speed access to the internet	45%	31%	-14%	-14%

Base: Half of respondents N=600/601

The chart below was created by calculating the mean of ratings of five, six or seven on the scales of priority (70% mean) and performance (36% 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.

Federal Government Priorities and Performance (Mean of Responses)

Higher Priority	Higher Performance
Promoting sustainable development (82%) and Encouraging more investment in Canada, Canadian businesses (82%) Encouraging innovation and research and development (80%) Ensuring a fair marketplace for consumers and businesses (76%) Encouraging regional economic development (75%) Supporting commercialization (of products and services) researched, developed in Canada (73%)	Making government services for businesses readily accessible on the internet (46%) Encouraging more investment in Canada, Canadian businesses (42%) Investing in growing sectors of the economy (40%) Promoting sustainable development (37%) Ensuring a fair marketplace for consumers and businesses (37%) Supporting commercialization (of products and services) researched, developed in Canada (37%)
Average Priority (70%)	Average Performance (36%)
Lower Priority	Lower Performance
Investing in growing sectors of the economy (70%) Making government services for business readily accessible online (60%) Helping businesses that are in declining economic sectors adjust to the new economy (54%) Ensuring all Canadian communities have high-speed access (45%)	Encouraging innovation and research and development among Canadian businesses (35%) Encouraging regional development (33%) Ensuring all Canadian communities have high-speed access to the internet (31%) Helping businesses in declining economic sectors adjust to new economy (28%)
Priority (5,6,7)	Performance (5,6,7)

IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

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.

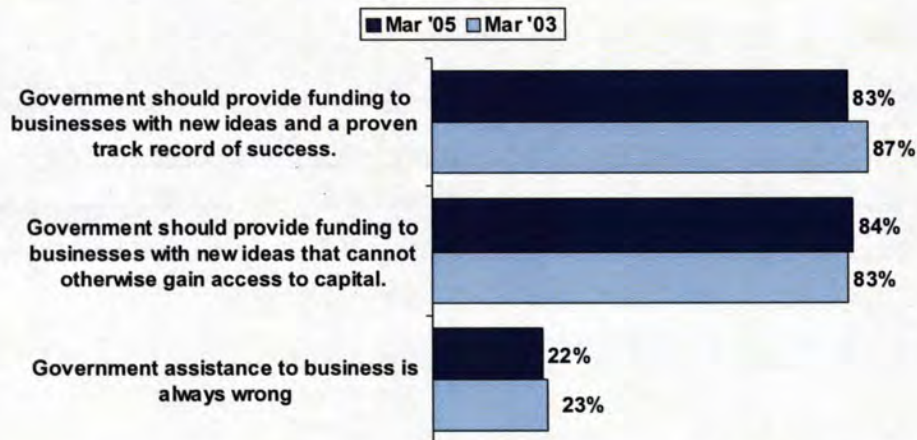
Among the tested statements, the highest level of agreement (84%) is assigned to the idea that government should provide funding to businesses with new ideas that cannot otherwise gain access to capital (34% strongly agree; 50% somewhat agree), consistent with 2003 findings.

A similar proportion (83%) agree that government should provide funding to businesses with new ideas and a proven track record of success (44% strongly agree; 39% somewhat agree), down slightly from 2003 (87%).

Respondents are least likely to agree (22%) that government assistance to business is always wrong (7% strongly agree; 15% somewhat agree), similar to 2003 findings (23%).

Support for Government Assistance to Business (Tracking)

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



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Base: Half of respondents N =600

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

- Those with lower educational attainment (peaking at 56% among those with less than high school);
- Those with lower household incomes (peaking at 54% among those who earn less than \$30K annually);
- Younger Canadian (peaking at 51% among those between the ages of 18 and 34); and
- Residents of Ontario (48%) and Quebec (47%) compared to those in British Columbia (30%).

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

- Residents of Quebec (47%) compared to those in Saskatchewan/Manitoba (19%), Alberta (23%), British Columbia (26%) and Ontario (34%);
- Those who say they intend to start a business in the next twelve months (46% compared to 31% among those who do not);
- Those with lower household incomes (peaking at 45% among those who earn less than \$30K annually); and
- Those with lower educational attainment (peaking at 44% among those with less than high school).

Those most likely to strongly agree that government assistance to business is always wrong include:

- Those with less than a high school education (12%) compared to university graduates (5%) and those with some post-secondary (5%); and
- Older Canadians (peaking at 10% among those 55 years of age or older).

Support for Repayable Government Assistance to Business

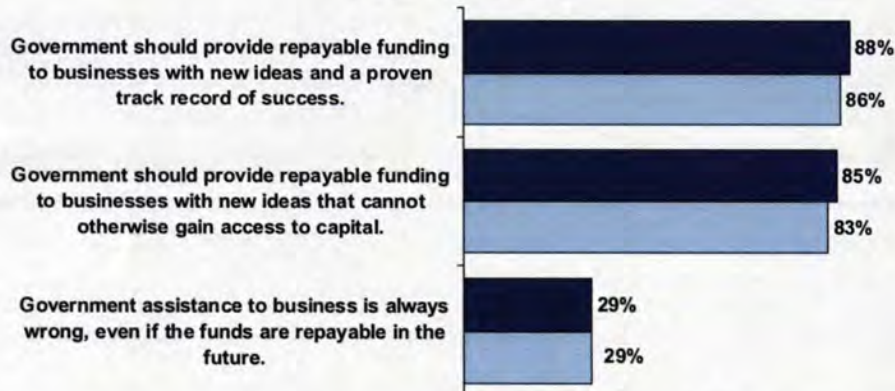
Respondents were read the same statements as those described above, with the additional information in each case that assistance to business from government would be repayable. The findings reveal that the notion of repayability matters only slightly in Canadians' agreement with the premise of government assistance to business. There are no significant changes in these findings since 2003.

Support for Repayable Government Assistance to Business (Tracking)

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

% Strongly Agree (7)

■ Mar '05 ■ Mar '03



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Half of respondents N = 601

Residents of the Atlantic Provinces (65%) are more likely to strongly agree that government should provide repayable funding to businesses with new ideas and a proven track record of success compared to those in British Columbia (38%), Ontario (45%), and Quebec (48%).

Those most likely to strongly agree that government should provide repayable funding to businesses with new ideas that cannot otherwise gain access to capital include:

- Residents of the Atlantic Provinces (56%) compared to those in Alberta (19%), British Columbia (35%) and Ontario (40%); and
- Those who say they intend to start a business in the next twelve months (50% compared to 37% among those who do not).

Those most likely to strongly agree that government assistance to business is always wrong, even if the funds are repayable include:

- Those with less than high school (18%) compared to those with more education;
- Those with lower household incomes (peaking at 14% among those who earn less than \$30K annually);
- Residents of Alberta (14%) and Quebec (11%) compared to those in Ontario (5%); and
- Men (11% compared to 6% among women).

Best Ways for Government to Invest Public Funds in the Economy Responsibly

Respondents were asked what level of importance they would place on a number of methods of ensuring responsible investment when the Government of Canada invests public funds in the economy.

All methods were considered important, but the method given the highest rating (7 on a 7 point scale) is ensuring that there would be safeguards against political influence on where investments would go, with nearly two thirds (63%) saying this is very important.

Ensuring that there would be clear reporting of investments and anticipated results to Canadians (56% very important) and ensuring all regions are treated fairly in terms of how investments are spread out is also considered very (53%) are also considered very important by majorities of Canadians.

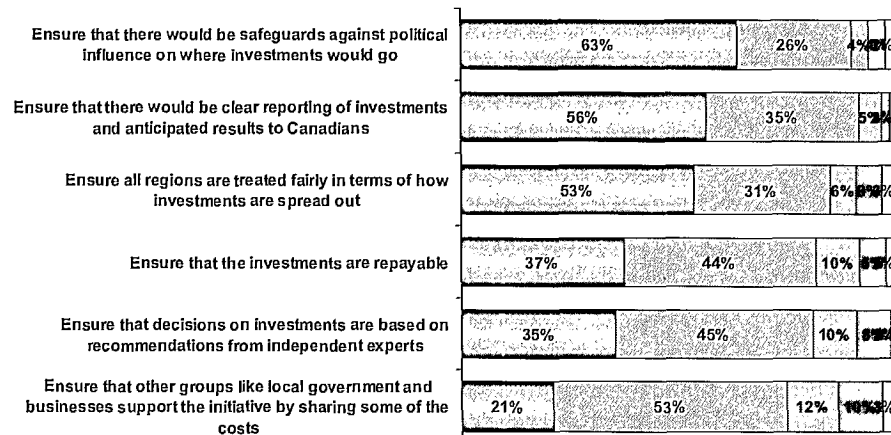
Ensuring that investments are repayable (37%), ensuring that decisions on investments are based on recommendations from independent experts (35%) and ensuring that other groups like local government and businesses support the initiative by sharing some of the costs (21%) occupy a lower tier in terms of the proportion who consider them *very* important.

A similar question in 2003 looked at ways to ensure responsible government investment in innovation. The findings were very similar to those outlined above, with two exceptions: ensuring safeguards against political influence did not have quite the same prominence (56%) in 2003; and *significantly* more importance was accorded in the 2003 findings to ensuring that other groups supported the initiative by sharing the costs (46%).

Best Ways for Government to Invest in Economy Responsibly

Turning now to investments in the Canadian economy and businesses, when the Government of Canada invests public funds in the economy, what level of importance would you place on each of the following to ensure responsible investment? Please use a 7-point scale, where 1 is not important at all, and 7 is very important. How about...?

Very Important (7) Somewhat Important (5,6) Neutral (4) Not very Important (2,3) Not at all Important (1)



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: All respondents N=1201

Those most likely to say that ensuring that decisions on investments are based on recommendations from independent experts is very important (rating of 7 on the scale) include:

- Older Canadians (peaking at 43% among those who are 55 years of age or older); and
- Residents of British Columbia (41%) and Quebec (38%) compared to those in Ontario (30%).

Older Canadians (peaking at 62% among those who are 55 years of age or older) are more likely to say that ensuring that there would be clear reporting of investments and anticipated results to Canadians is very important (rating of 7 on the scale).

Those most likely to say that ensuring that there would be safeguards against political influence is very important (rating of 7 on the scale) include:

- Residents of the Atlantic Provinces (73%) and British Columbia (71%) compared to those in Saskatchewan/Manitoba (58%) and Ontario (60%);
- Those with higher household incomes (peaking at 69% among those who earn more than \$60K annually);

- Older Canadians (peaking at 67% among those 55 years of age or older); and
- Those with higher educational attainment (peaking at 66% among university graduates).

Those most likely to say that to ensure all regions are treated fairly in terms of how investments are spread out is very important (rating of 7 on the scale) include:

- Rural residents (65% compared to 50% among their urban counterparts);
- Those with less than high school (63% compared to 43% among university graduates);
- Residents of British Columbia (62%) and the Atlantic Provinces (62%) compared to those in Ontario (48%) and Quebec (52%);
- Those with lower household incomes (peaking at 62% among those who earn less than \$30K annually);
- Women (58% compared to 48% among men); and
- Older Canadians (peaking at 58% among those 55 years of age or older).

Those most likely to say that ensuring that other groups like local government and business support the initiative by sharing some of the costs is very important (rating of 7 on the scale) include:

- Those who say they intend to start a business in the next twelve months (27% compared to 20% among those who do not); and
- Residents of British Columbia (24%) compared to those who reside in Quebec (16%).

Those most likely to say that ensuring that the investments are repayable is very important (rating of 7 on the scale) include:

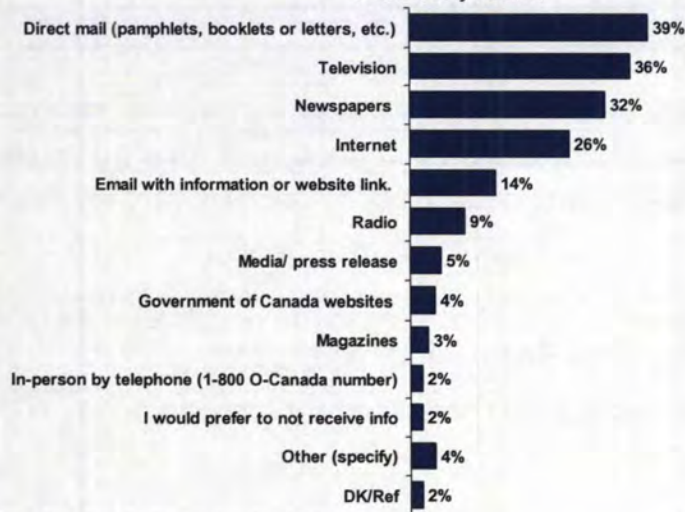
- Those with lower educational attainment (peaking at 48% among those with less than high school);
- Residents of Alberta (47%) compared to those in Quebec (33%) and Ontario (35%); and
- Older Canadians (peaking at 41% among those 55 years of age or older).

Receiving Information From Government

When asked how they would prefer to receive information from the Government of Canada on economic issues, four in ten (39%) say they would prefer direct mail (pamphlets, booklets, or letters, etc.). A similar proportion say they would like to receive such information through television (36%), or in the newspaper (32%). One in four (26%) say they would like to receive information from the Government by Internet, while a smaller proportion say they would like to receive an email with information or a website link (14%), or by radio (9%). All other methods were mentioned by five percent or fewer.

Receiving Information From Government

How would you prefer to receive information from the Government of Canada on economic issues? Any others?



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: All respondents N =1201

Those most likely to say that they would prefer to receive information through direct mail (pamphlets, booklets or letters, etc.) include:

- Those with lower household incomes (peaking at 51% among those who earn less than \$30K annually);
- Rural residents (49% compared to 37% among their urban counterparts);
- Those with lower educational attainment (peaking at 48% among those with less than high school);
- Women (45% compared to 33% among men); and
- Those who say they do not intend to start a business in the next twelve months (41% compared to 34% among those who do).

Those most likely to say that they would prefer to receive information through television include:

- Those with lower educational attainment (peaking at 46% among those with less than high school);
- Residents of Quebec (43%) compared to those in Alberta (31%) and Ontario (33%);
- Older Canadians (peaking at 42% among those who are 55 years of age or older); and
- Women (40% compared to 33% among men).

Those most likely to say that they would prefer to receive information through newspapers include:

- Those with higher educational attainment (peaking at 36% among university graduates);
- Those with household incomes between \$30-60K (35%) or more than \$60K (34%) compared to those who earn less than \$30K annually (25%); and
- Urban residents (34%, compared to 27% among their rural counterparts).

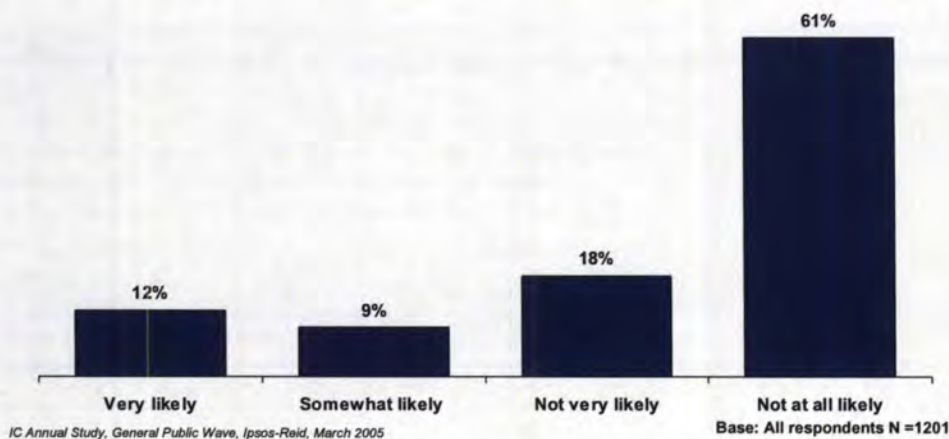
Starting a Business

Likelihood of Starting a Business

When asked how likely they would be to start a business, even a small one, in the next twelve months, one in five (21%) say they are very (12%) or somewhat likely (9%) to do so. A majority say they are not very likely (18%) or not at all likely (61%) to start a business in the next twelve months.

Likelihood of Starting a Business

How likely would you be to start a business, even a very small one, in the next 12 months would you say you are very likely, somewhat likely, not very likely or not at all likely to start a business in the next 12 months?



Those most likely to say they are very likely to start a business in the next twelve months include:

- Younger Canadians (peaking at 17% among those between the ages of 18 and 34);
- Men (15% compared to 8% among women); and
- Those with household incomes over \$60K (14% compared to 9% among those who earn between \$30K and \$60K annually).

When looking at responses to certain questions discussed in this report, differences arise between those who say they intend to start a business in the next twelve months, and those who say they do not. Although highlighted wherever relevant, these differences have also been outlined below.

Those who say they intend to start a business in the next twelve months are more likely than those who do not intend to start a business to:

- say that helping businesses that are in declining economic sectors adjust to the new economy is a high (rating of 7 on the scale) priority (20% compared to 11%);
- say that the Government is doing a very good job (rating of 7 on the scale) encouraging more investment in Canada and Canadian businesses (10% compared to 5%);
- say that the Government is doing a very good job (rating of 7 on the scale) ensuring that all Canadian communities have high-speed access to the Internet (9% compared to 4%);
- be able to name an advantage to Canada and our economy of federal support of research and development – while nearly one in three (32%) among non-intenders say they do not know or can offer no response when asked about the advantages, that proportion goes down to one in four (24%) among intenders;
- strongly agree that research and development will lead to a better quality of life (66% compared to 56%);
- say that in terms of the Government investing public funds in the economy, it is very important to ensure that other groups like local government and business support the investments by sharing some of the costs (27% compared to 20%); and
- strongly agree that government should provide funding (46%) or repayable funding (50%) to businesses with new ideas that cannot otherwise gain access to capital (compared to 31% and 37%).

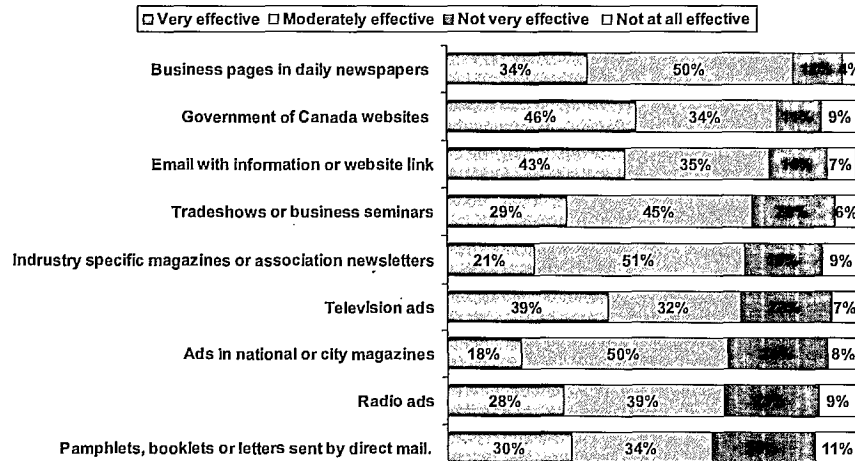
Information About Starting a Business

Respondents who said they may start a business in the next twelve months were asked which method of receiving information from the Government about programs and services related to starting their own business would be most effective⁵. Business pages in daily newspapers are the most popular method, endorsed by 84 percent of these respondents, with one third (34%) saying this method is very effective, and half (50%) saying it is somewhat effective. Government of Canada websites are also a popular method of receiving information about starting a business (46% say very effective, 34% somewhat), followed by an email with information or a website link (43% very effective, 35% somewhat effective).

Three in four (74%) respondents say that tradeshows or business seminars are very (29%) or somewhat effective (45%). Seven in ten (71%) mention television advertisements (39% say very, 32% say somewhat effective), and industry specific magazines or association letters (21% say very, 51% say somewhat effective).

Information About Starting a Business

For each of the following means available to the Government of Canada for informing you about programs and services related to starting your own business, please indicate how effective you would find each of the following. Would you say very effective, moderately effective, not very effective or not at all effective? How about...?



IC Annual Study, General Public Wave, Ipsos-Reid, March 2005

Base: Respondents very somewhat likely to start a business N=248

⁵ The margin of error for the 248 who say they might start a business is ±6.2 percentage points.

Also considered effective by a majority of respondents are advertisements in national or city magazines (18% say very, 50% say somewhat effective), radio advertisement (28% say very, 39% somewhat effective), and pamphlets, booklets, or letters sent by direct mail (30% say very, 34% say somewhat effective).

In terms of means considered *very* effective, Government of Canada websites (46% say very effective), an email with information or a website link (43%), and television ads (39%) are considered the most effective means for the Government of Canada to inform these respondents about programs and services related to starting their own business.

It is interesting to note that three of the methods receiving the highest rating in this question (business pages, government websites, and tradeshow) were mentioned by less than ten percent of these respondents on an unaided basis when they were asked how they would prefer to receive information from the Government on economic issues. In that regard, the most popular mentions by those who say they intend to start a business are direct mail (39%), television (33%), internet (33%), newspapers (32%), and email with information or website link (22%).

Those most likely to say that pamphlets, booklets or letters sent by mail are a very effective way for the Government to inform them about programs and services related to starting their own business include:

- Rural residents (42% compared to 27% among their urban counterparts); and
- Those with some post-secondary (38% compared to 22% among university graduates).

Younger Canadians (peaking at 54% among those between 18 and 34 years of age) are more likely to say that Government of Canada websites are a very effective way for the Government to inform them about programs and services related to starting their own business.

Those most likely to say that email with information or a website link is a *very effective* way for the Government to inform them about programs and services related to starting their own business include:

- Women (51% compared to 37% among men); and
- University graduates (49% compared to 32% among those with some post-secondary).

Older Canadians (peaking at 41% among those who are 55 years of age or older) are more likely to say that trade shows or business sessions or seminars are a *very effective* way for the Government to inform them about programs and services related to starting their own business.

Those with some post-secondary (28% compared to 11% among high school graduates) are more likely to say that industry-specific magazines or association newsletters are a very effective way for the Government to inform them about programs and services related to starting their own business.

Women (28% compared to 10% among men) are more likely to say that ads in national or city magazines are a *very effective* way for the Government to inform them about programs and services related to starting their own business.

Those most likely to say that television ads are a *very effective* way for the Government to inform them about programs and services related to starting their own business include:

- Those with household incomes of between \$30K and \$60K (51%) or less than \$30K (48%) compared to those who earn more than \$60K annually (29%); and
- Women (49% compared to 32% among men).

Women (36% compared to 22% among men) are more likely to say that radio ads are a *very effective* way for the Government to inform them about programs and services related to starting their own business.

APPENDIX I – TOPLINE QUESTIONNAIRE

1A/B. In your opinion, which sectors of the economy will experience the most growth over the next few years?

TOTAL MENTIONS	TOTAL
Base: All respondents	
Unweighted Base	1201
Weighted Base	1201
Health-care/therapeutic products	9%
Natural resources	9%
Petroleum	9%
Information technologies/systems	8%
Housing	8%
Technology	6%
Communications technologies	6%
Retail	5%
Tourism	5%
Construction	5%
Environmental technologies and services	5%
Agriculture/agri-food	4%
Automotive	4%
Knowledge-based services such as financial and consulting services	4%
Biotechnology	4%
Hydro-electric power equipment/services	4%
Energy	3%
Manufacturing	3%
Aerospace	3%
Other	7%
None/Nothing/Not sure	11%
Don't know/Refused	14%

2A/B. 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	TOTAL
Base: All respondents	
Unweighted Base	1201
Weighted Base	1201
Health Care	40%
Supporting education/skills development	17%
Reducing the debt/deficit	10%
National defence/protection	8%
International trade	6%
Reducing unemployment	5%
Economic growth	5%
Cutting personal taxes	4%

TOTAL MENTIONS	TOTAL
Base: All respondents	
Unweighted Base	1201
Weighted Base	1201
Family issues	4%
Agriculture	4%
Municipal infrastructure/improve cities	3%
Environmental concerns	3%
Other	11%
None	9%
Don't know/Refused	12%

3. 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.

	TOTAL	TOTAL
Base: 50% of respondents		
Unweighted Base	601	601
Weighted Base	602	602
	Highest Priority (5,6,7)	Lowest Priority (1,2,3)
Encouraging more investment in Canada and Canadian businesses	83%	8%
Encouraging innovation and research and development among Canadian businesses	80%	10%
Ensuring a fair marketplace for consumers and businesses	76%	11%
Encouraging regional economic development	75%	12%
Supporting the commercialization or market success of products and services that are researched or developed in Canada	73%	14%
Base: 50% of respondents		
Unweighted Base	600	600
Weighted Base	599	599
Promoting sustainable development, that is economic growth that does not harm the environment	82%	9%
Investing in growing sectors of the economy	71%	14%
Making government services for business readily accessible on the Internet	60%	24%
Helping businesses that are in declining economic sectors adjust to the new economy	54%	29%
Ensuring that all Canadian communities have high-speed access to the Internet	45%	38%

4. 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.

	TOTAL	TOTAL
Base: 50% of respondents		
Unweighted Base	601	601
Weighted Base	602	602
	Good Job (5,6,7)	Poor Job (1,2,3)
Encouraging more investment in Canada and Canadian businesses	42%	31%
Ensuring a fair marketplace for consumers and businesses	38%	37%
Supporting the commercialization or market success of products and services that are researched or developed in Canada	36%	34%
Encouraging innovation and research and development among Canadian businesses	35%	34%
Encouraging regional economic development	33%	40%
Base: 50% of respondents		
Unweighted Base	600	600
Weighted Base	599	599
Making government services for business readily accessible on the Internet	46%	25%
Investing in growing sectors of the economy	40%	27%
Promoting sustainable development, that is economic growth that does not harm the environment	37%	35%
Ensuring that all Canadian communities have high-speed access to the Internet	31%	43%
Helping businesses that are in declining economic sectors adjust to the new economy	29%	46%

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

	TOTAL	TOTAL
Base: 50% of respondents asked this question		
Unweighted Base	601	601
Weighted Base	604	604
	Strongly/ Somewhat agree	Somewhat/ Strongly disagree
Innovations by Canadian businesses are important to sustained economic growth	97%	0
Research and development by Canadian businesses is important to sustained economic growth	97%	0
It is important that Canadian businesses are innovative, and continue to develop new products, services and ideas	97%	1%
It is important that Canada remain as technologically advanced as other countries	95%	2%
Canadian businesses need to do a better job of using and selling the new ideas and products that come out of R&D development in this country	94%	1%
Research and development in Canada will lead to better quality of life	91%	3%
More innovation will lead to better quality of life	89%	3%
I am concerned about Canada's ability to be a leader in the knowledge-based economy	80%	6%
The Canadian economy is still based on natural resources and has not made much progress in adapting to the new knowledge-based economy	72%	5%
The Government of Canada has a plan for improving and modernizing the economy	62%	9%

6A/B. In your view, what are the main advantages to Canada and our economy of federal government support for research and development?

TOTAL MENTIONS	TOTAL
Base: All respondents	
Unweighted Base	1201
Weighted Base	1201
Improved quality of life/standard of living of Canadians	9%
Increased competitiveness of Canadian firms	8%
Create jobs	7%
Reduce brain drain/keep jobs in Canada	7%
Increased productivity of Canadian businesses	6%
Boost the economy/economic growth (unspecified)	6%
Increased funds	4%
General economic benefits (Specify)	4%
New/improved products/innovations	4%
Keeping up/staying ahead of other countries	3%
New/improved research and development	3%
Attract international business/global recognition	3%
New/improved technology	3%
Independence/self sufficiency (less imports)	3%
New/improved education and knowledge	3%
Other	16%
None/Nothing/Not sure	17%
Don't know/Refused	13%

7. Turning now to investments in the Canadian economy and businesses, when the Government of Canada invests public funds in the economy, what level of importance would you place on each of the following to ensure responsible investment? Please use a 7-point scale, where 1 is not important at all, and 7 is very important.

	TOTAL	TOTAL
Base: All respondents		
Unweighted Base	1201	1201
Weighted Base	1201	1201
	Important (5,6,7)	Not Important (1,2,3)
Ensure that decisions on investments are based on recommendations from independent experts	80%	10%
Ensure that there would be clear reporting of investments and anticipated results to Canadians	91%	4%
Ensure that there would be safeguards against political influence on where investments would go	89%	6%
Ensure all regions are treated fairly in terms of how investments are spread out	84%	9%
Ensure that other groups like local government and businesses support the initiative by sharing some of the costs	74%	13%
Ensure that the investments are repayable	81%	8%

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

	TOTAL	TOTAL
Base: 50% of respondents asked this question		
Unweighted Base	601	601
Weighted Base	605	605
	Strongly/ Somewhat agree	Somewhat/ Strongly disagree
Government should provide repayable funding to businesses with new ideas and a proven track record of success	88%	5%
Government should provide repayable funding to businesses with new ideas that cannot otherwise gain access to capital	85%	3%
Government assistance to business is always wrong, even if the funds are repayable in the future	29%	35%
Base: 50% of respondents asked this question		
Unweighted Base	600	600
Weighted Base	596	596
Government should provide funding to businesses with new ideas that cannot otherwise gain access to capital	84%	6%
Government should provide funding to businesses with new ideas and a proven track record of success	83%	7%
Government assistance to business is always wrong	22%	40%

9A/B. How would you prefer to receive information from the Government of Canada on economic issues?

TOTAL MENTIONS	TOTAL
Base: All respondents	
Unweighted Base	1201
Weighted Base	1201
Direct mail (pamphlets, booklets or letters, etc.)	39%
Television	36%
Newspapers	32%
Internet	26%
Email with information or website link.	14%
Radio	9%
Media/press release (unspecified)	5%
Government of Canada websites	4%
Magazines	3%
Other	4%

10. How likely would you be to start a business, even a very small one, in the next 12 months?

Base: All respondents	TOTAL
Unweighted Base	1201
Weighted Base	1201
Very likely	12%
Somewhat likely	9%
Not very likely	18%
Not at all likely	61%
TOPBOX & LOWBOX SUMMARY	
Likely (Top2Box)	21%
Not likely (Low2Box)	79%

11. For each of the following means available to the Government of Canada for informing you about programs and services related to starting your own business, please indicate how effective you would find each of the following:

Base: Respondents Very/Somewhat likely to start a business	TOTAL	TOTAL
Unweighted Base	248	248
Weighted Base	252	252
	Very/ Moderately effective	Not very/ Not at all effective
Business pages in daily newspapers	84%	4%
Government of Canada websites	79%	9%
Email with information or website link	78%	7%
Trade shows or business sessions or seminars	74%	6%
Industry-specific magazines or association newsletters	71%	9%
Television ads	71%	7%
Ads in national or city magazines	68%	8%
Radio ads	67%	9%
Pamphlets, booklets or letters sent by direct mail	64%	11%

