



Développement
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pour les régions du Québec

Canada Economic
Development
for Quebec Regions

SURVEY ON THE AWARENESS AND REPUTATION OF CANADA ECONOMIC DEVELOPMENT FOR QUÉBEC REGIONS (CED)

Executive Summary

**Prepared for Canada Economic Development for Québec
Regions (CED)**

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For more information about this report, contact Canada Economic Development for Québec Regions at POR-ROP@ec.gc.ca.

Ce rapport est aussi disponible en français.

Canada

Survey on the Awareness and Reputation of Canada Economic Development for Québec Regions (CED) – Executive Summary

This public opinion research report presents the results of an online survey conducted by Léger Marketing Inc. On behalf of Canada Economic Development for Québec Regions (CED). The quantitative research was conducted between March and April 2024.

Cette publication est également disponible en français sous le titre :

Étude sur la notoriété et la réputation de Développement économique Canada pour les régions du Québec (DEC) – Sommaire Exécutif

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1. Summary

Léger is pleased to present Canada Economic Development for Québec Regions (CED) with this report on the quantitative study of the awareness and reputation of the Agency among its target audiences. This report was prepared by Léger Marketing Inc. following the awarding of a contract by Canada Economic Development for Québec Regions (CED) (contract number CW2351310, awarded February 23, 2024). This contract has a value of \$23,560.60 (HST included).

1.1. Context

Canada Economic Development for Québec Regions (CED) plays a crucial role in promoting long-term economic development, with a particular focus on regions where economic growth is limited and opportunities for productive employment are lacking. With an established presence in every region of Québec, CED works closely with local players to support small and medium-sized enterprises (SMEs) and not-for-profit organizations (NPOs), offering them financial assistance for the realization of economic projects.

As part of its ongoing commitment to improve its communications strategies and manage its reputation, CED's Communications Branch (CB) is undertaking a public opinion survey (POR) to assess the awareness and reputation of the Agency among its target audiences. This initiative aims to better understand stakeholders' communication expectations and preferences, as well as to guide CED's future communication activities.

This research builds upon a similar study carried out in 2017, enabling us to identify trends and observe changing perceptions of the CED. In light of the rapid changes in Québec's entrepreneurial landscape, it is imperative to update data and identify new challenges and opportunities in terms of communication and regional economic development.

The results of this survey will be used to guide CED's communications strategy and enable effective communication of government priorities. The focus is on understanding emerging and underrepresented target audiences.

1.2. Methodology

This quantitative research utilized a telephone survey through computer-assisted telephone interviewing (CATI technology) to meet the study objectives and guarantee the reliability of the results. The preferred method was a survey of partners, economic development players, businesses, NPOs and charity organizations. The sampling frame was established using the lists provided by CED as a starting point, supplemented by the research firm to ensure a representative sample. For its samples, Léger works with ASDE (Survey Sampler: <https://surveysampler.com/>). Léger has worked with ASDE on surveys for a number of years due to the quality of their sample, which has been demonstrated on numerous occasions. For this study, flexible quotas were set to ensure a sufficient number of interviews with business executives from the different regions of Québec.

The data was collected between March 19 and April 12, 2024. A pretest of 10 interviews was conducted on March 19 in both official languages. Specifically, nine interviews were conducted in French and one in English. No changes were made to the questionnaire or programming following the pretest. Responses from the pretest interviews were included in the overall results. The national response rate for the survey was 19.93%. The median length of the interview was 25 minutes. Calls were recorded in order to assess the respondents' level of understanding of each question.

A total of 202 decision-makers from Québec companies were surveyed. The national margin of error for the survey is +/- 6.9%, 19 times out of 20. Based on data from Statistics Canada's 2021 national census, Léger weighted the results of this survey according to the number of employees and the industry sector of the companies.

Léger adheres to the strictest rules of the research industry when it comes to quantitative surveys. The questionnaire was also developed in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research—Series B—Fieldwork and data tabulation for telephone surveys. Details of Léger's methodology, quality control mechanisms, questionnaires and weighting procedures are presented in the appendix.

1.3. Overview of quantitative conclusions

Awareness of Canada Economic Development for Québec Regions (CED)

- In terms of aided awareness, Canada Economic Development for Québec Regions (CED) is the least well known, with 44% of business executives surveyed claiming to know about it.
- Furthermore, 5% of respondents spontaneously named Canada Economic Development for Québec Regions (CED) as the organization responsible for promoting economic development in Québec. When it comes to unaided awareness, CED is far behind the top three, namely SADC/CAE (18%), the RCM (18%) and the Chamber of Commerce (13%).
- Word-of-mouth and user referrals (16%) were the main ways in which business executives learned about Canada Economic Development for Québec Regions (CED).

Opinion of Canada Economic Development for Québec Regions (CED)

- Just over a quarter of business executives surveyed (28%) have a positive opinion of Canada Economic Development for Québec Regions (CED). It is behind Investissement Québec (46%), SADC/CAE (42%) and the Business Development Bank of Canada (37%).
- The fact of having already done business with CED (31%), the assistance and support it provides to businesses and SMEs (29%) and the positive impact of its actions and involvement (26%) remain the three main reasons why business executives have a good opinion of CED.
- In addition to promoting economic development, business executives familiar with Canada Economic Development for Québec Regions (CED) consider assistance and support for businesses and SMEs (14%) and its contribution to economic dynamism (10%) to be the main objectives of the CED. Furthermore, 82% of them believe that CED is successful in meeting its mission objectives.
- Fostering business growth (76%) is the statement most associated with Canada Economic Development for Québec Regions (CED), followed by its extensive economic development expertise (63%) and its innovative, proactive organization (52%). Less than half of respondents familiar with CED believe that it responds and adapts quickly to the changing context of

Québec's regions (43%), that it offers fast and efficient service (38%) and that it communicates effectively about its programs and services (32%).

- According to respondents familiar with CED, it is more likely to encourage the participation of young people (47%), women (46%) and Indigenous peoples (43%), while it is less likely to encourage the participation of entrepreneurs identifying as 2SLGBTQI+ (22%). More or less a third of respondents feel that CED encourages the participation of other entrepreneurial groups.
- According to business executives familiar with CED, the organization's most important activities remain encouraging small and medium-sized enterprises to become more productive, innovating and marketing their products (97%), and supporting the economic development of Québec regions with low economic growth and insufficient job opportunities (93%). Apart from the activity of offering networking services to help SMEs identify business opportunities (65%), over three quarters of respondents consider the other activities to be important.
- To ensure economic development in the regions, 48% of respondents trust Canada Economic Development for Québec Regions (CED), which is at the bottom of the ranking.

Financing and support for businesses

- Financing (45%) is the most sought-after form of government assistance or development aid, particularly for NPOs (78%) and businesses operating in the accommodation, tourism or recreation sectors (64%).
- In fact, 11% of business executives surveyed said they had received support from Canada Economic Development for Québec Regions (CED), behind Investissement Québec (20%), SADC/CAE (19%) and the Business Development Bank of Canada (17%).
- When it comes to obtaining information to finance their business project, government departments, agencies and organizations, such as Canada Economic Development for Québec Regions (36%), remain by far the preferred source of information.

Government development aid services

- Of the executives surveyed, 77% of respondents prefer to access government economic development services through a combination of online, in-person and telephone access. In addition, almost all respondents (98%) feel it's important to obtain live service, either in person or by telephone.
- The government website (80%) is the preferred channel for respondents using government online development aid services. Although user-friendliness (66%) remains the most important criterion, all the other criteria remain important for a considerable number of respondents.
- Administrative complexity (51%) remains the main obstacle encountered by respondents when using online government services to support economic development.
- Only 18% of business executives familiar with Canada Economic Development for Québec Regions (CED) are aware of CED's referral service for financing programs and entrepreneurial resources.

CED website browsing and presence of businesses on social networks

- Just over a quarter of respondents (26%) have already visited the CED website. Of these, 69% found the information on the CED site useful.
- Facebook (73%) is the social media where businesses are most present.

1.4. Notes on interpretation of the research findings

The views and observations expressed in this document do not reflect those of Canada Economic Development for Québec Regions (CED). This report was compiled by Léger based on the research conducted specifically for this project.

1.5. Political neutrality certification

Research firm: Léger Marketing Inc. (“Léger”)

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Léger Marketing Inc. certifies that the final deliverables fully comply with the Government of Canada’s political neutrality requirements outlined in the *Policy on Communications and Federal Identity of the Government of Canada* and the *Directive on the Management of Communications*. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or performance ratings of a political party or its executives.



Signed:

Christian Bourque

Executive Vice-President, Léger

Date: April 6, 2024