

A SURVEY OF AWARENESS AND  
ATTITUDES TOWARDS THE FEDERAL  
GOVERNMENT IN THE ATLANTIC  
PROVINCES

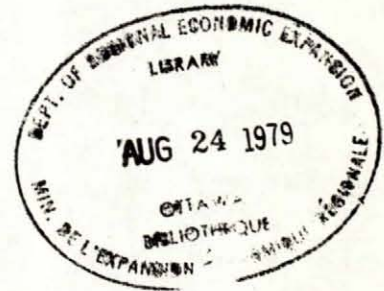
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A SURVEY OF AWARENESS AND ATTITUDES  
TOWARDS THE FEDERAL GOVERNMENT  
IN THE ATLANTIC PROVINCES

A Research Proposal  
for  
DEPARTMENT OF REGIONAL ECONOMIC EXPANSION



Prepared by  
GOLDFARB CONSULTANTS LIMITED  
May, 1974

2107

INTRODUCTION

It is our pleasure to submit this proposal to the Department of Regional Economic Expansion, Ottawa.

This proposal is laid out in five sections:

Section One: An Introduction to Goldfarb Consultants Limited

Section Two: Proposed Research Design

Section Three: Goldfarb Consultants Limited Policies regarding Quality Control

Section Four: Costs and Timing

Section Five: Proposed Draft Questionnaire

SECTION ONE

AN INTRODUCTION TO GOLDFARB CONSULTANTS LIMITED

Goldfarb Consultants is a Toronto based marketing and communications consulting firm serving an increasing number of clients in Canada and in the United States. A subsidiary of Goldfarb Consultants Limited operates from Montreal under the name Dimension Consultants Limited.

The principals in the Company include:

Martin Goldfarb

B.A., Anthropology, M.A., Sociology, University of Toronto

Prior to founding the Company in 1965, Mr Goldfarb had experience as a market researcher, high school teacher and teaching program consultant.

Paul Myles

B.Com. M.B.A., Marketing, Operations Research, Queen's University

Prior to joining the Company in 1969, Mr. Myles worked for Shell Canada Limited in the market research department and taught data processing at Seneca College.

Marina Myles

B.A., Psychology, Mathematics, McGill University

Prior to joining the Company in 1969, and opening the Montreal subsidiary, Miss Myles spent five years as Market Research Manager, Eastern Division, for the T. Eaton Company.

In addition to the principals, the Company has an analytical/managerial staff of ten (10) university trained people of varied backgrounds including economics, mathematics, psychology, marketing, sociology and data processing. In addition, we have a typing and clerical staff of ten (10) full-time plus a part-time contingent. Our field force consists of more than twenty (20) supervisors plus more than eight hundred (800) interviewers nationally.

Our services include the following:

- (1) Advertising Research (concept, execution and tracking studies)
- (2) Behavioural Research
- (3) Economic Planning Research
- (4) Interviewing Services
- (5) Management and/or Marketing Consulting
- (6) Media Research
- (7) New Product Testing
- (8) Opinion and Attitude Research
- (9) Packaging Design
- (10) Test Market Evaluations
- (11) Other Custom Research Projects

In the past three months, we have carried out research studies for the list of clients below. Those with which we have retainer relationships are marked with an asterisk.

- \* Ford Motor Company (U.S.)
- \* Ford Motor Company of Canada Ltd.
- \* Hiram Walker & Sons Limited (Canada, United States, and International)
- \* Shell Canada Limited
- \* Vickers & Benson Ltd.
- Domtar Limited
- Canada Permanent Trust
- H. J. Heinz Co. of Canada Ltd.
- \* Corby Distilleries Limited
- Ferrero U.S.A., Inc.
- Case Associates Advertising Ltd.
- Fry-Cadbury Ltd.
- \* Canadian General Electric Co. Ltd.
- Silverwood Dairies
- Quaker Oats Co. of Canada Ltd.

We have worked with Government agencies and people on the following kinds of projects over the past few years:

The Centennial Commission  
Department of National Revenue  
Department of National Defence  
The Federal Task Force on Housing  
Public Attitudes to the Proposed Toronto Airport  
Perspective for Planning and Design of Taxi and  
Bus Systems at Montreal and Toronto Airports  
Tourism Study (Province of Newfoundland)  
Attitudes Toward Provincial Spending Ceilings  
(Province of Ontario)  
Senate Committee on Mass Media

SECTION TWO

PROPOSED RESEARCH DESIGN

Objective

The objective of the study is

- to evaluate awareness of Federal Government,
- to evaluate reaction to programs Federal Government is involved in,
- a clear understanding of Federal Government image, and
- to measure reaction to or needs for communication and promotion of Federal Government activities.

The overall objective is to plan communication strategy based on the image that people have of Federal Government, and based on their perceived needs in relationship to Federal Government.

Research Methodology and Geographical Areas to be Surveyed

The public to be interviewed can be referred to as the general population in urban and rural areas. The interview will be a telephone interview and will be similar to the design proposed in the Draft Questionnaire Section.

The respondents will be chosen at random from telephone directories. Further details regarding sampling, field work, and data processing will be found in Section Three of this proposal.

Two types of population areas are defined:

- (i) Cities of over 50,000 population; and
- (ii) Rural areas.

We are recommending a sample of eight hundred (800)--  
four hundred (400) in larger centres and four hundred (400) in smaller  
centres and rural areas.

The sample size by province is as follows:

New Brunswick	240
Nova Scotia	240
Prince Edward Island	120
Newfoundland	200
	<hr/>
	800



Areas to be Investigated

Based upon the background which we have received to date relating to this project, the following seem to be the key areas to be investigated:

- Awareness of Federal Government
- Awareness of specific Federal Government programs
- Awareness of Federal Government promotions or advertising
- Attitude towards Federal Government
- Overall image of Federal Government

SECTION THREE

GOLDFARB CONSULTANTS LIMITED POLICIES REGARDING QUALITY CONTROL

The following points represent some of the policies adhered to by Goldfarb Consultants Limited on a project of this type.

INTERVIEWING TIMES

- Where both males and females are included in a sample, we stipulate
  - male respondents - evening and weekend only
  - female respondents - one-half daytime
  - one-half evening and weekend.

TIMETABLE

- Client receives a complete job timetable. Any delays or changes are up-dated as they are encountered.

STATUS REPORTS

- As various stages of the research are complete, client is notified by means of a status report.

SAMPLING

- Using local telephone directions, specific interviewer starting points and skip patterns are controlled by the office, not by the local supervisor.

- A minimum of two call-backs are made to busy/not at homes.

#### FIELD MATERIALS

- All field materials including sampling instructions, supervisor and interviewer instructions are forwarded to client once the study is fielded.

#### BRIEFINGS

- On a study such as this, once supervisors have their instructions, we go over the study with them via conference call. Then they, in turn hold local briefing sessions. In these briefing sessions practice interviews are done in order that interviewers become totally familiar and comfortable with the job before they begin interviewing.

#### INTERVIEWER DATA

- Time interview begins and ends and interviewer number is put on all questionnaires, to be available for tabulation, if requested.

#### VALIDATIONS

- As a matter of course, at least fifteen percent (15%) of all interviews are validated. A copy of validation reports and materials will be made available to the client upon request.

#### DATA PROCESSING

- Field work is returned on a periodic basis (as opposed to holding it until all field work is completed) to Toronto, to allow editing and code building to start early in the study.

- Coding done internally and supervised by our Clerical Department head and by the research staff assigned to the study.
  
- Keypunching is subjected to one hundred percent (100%) verification.
  
- Copies of all computer printouts will be made available to the client. All printouts are in readable print.

SECTION FOUR

COSTS AND TIMING

The cost of this study, including research design, production, field-work and supervision, coding, keypunch and verifications, computer processing, careful analysis, report preparation and presentation would be a maximum of Twenty-four Thousand Dollars (\$24,000).

This project is one which we feel would be most challenging and exciting. We look forward to working on it with you.

GOLDFARB CONSULTANTS LIMITED

CANADIAN TESTING INSTITUTE

PROJECT #74914

Good morning/afternoon/evening. My name is \_\_\_\_\_ of Canadian Testing Institute, an independent survey research firm. We are conducting a survey among men and women across Canada. May I have a few moments of your time? Thank you.

SECTION ONE

1. Have you ever heard of DREE?

Yes

10-1

No

2 GO TO SECTION TWO

2. What comes to mind when you hear the name DREE?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11-

Anything else? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

12-

3. What does DREE stand for? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Don't know  7-9

4a) What does DREE do, that is, what is its function? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13-

4b) What else does DREE do? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14-

SECTION TWO

- 1a) At the risk of repeating myself, DREE is a federal government department. The letters D...R...E...E... stand for the Department of Regional Economic Expansion. Do you recall seeing or hearing any recent projects by DREE?

Yes

15-1

No

2 GO TO SECTION THREE

- 1b) What projects can you recall?

\_\_\_\_\_

16-

\_\_\_\_\_

17-

\_\_\_\_\_

18-

Any others?

\_\_\_\_\_

\_\_\_\_\_

SECTION THREE

1. Now I would like you to think of the Department of Regional Economic Expansion. I would like you to rate it on a scale from one to ten for each statement I read to you. If you agree strongly with the statement, give it a ten; if you disagree strongly or feel the statement doesn't describe the department at all, give it a one. The numbers between represent the degrees between. Let's start with ...

	<u>Disagree</u>										<u>Agree</u>		cc.
	<u>Strongly</u>										<u>Strongly</u>		
* A conservative thinking department	1	2	3	4	5	6	7	8	9	10		19	
* Involved	1	2	3	4	5	6	7	8	9	10		20	
* Forward thinking people	1	2	3	4	5	6	7	8	9	10		21	
* Poorly organized	1	2	3	4	5	6	7	8	9	10		22	
* Useful to most Canadians	1	2	3	4	5	6	7	8	9	10		23	
* Useful to us in (Name province) _____	1	2	3	4	5	6	7	8	9	10		24	
* Well known	1	2	3	4	5	6	7	8	9	10		25	
* Aware of the problems in (Name Province) _____	1	2	3	4	5	6	7	8	9	10		26	
* Approachable	1	2	3	4	5	6	7	8	9	10		27	
* Makes good use of its budget	1	2	3	4	5	6	7	8	9	10		28	
* Well understood by people in (Name province) _____	1	2	3	4	5	6	7	8	9	10		29	



SECTION FOUR

1. Let's talk specifically about DREE now. Who is the federal cabinet minister responsible for DREE? (DO NOT READ)

- Don Jamieson  30-1
- Other (Write in) \_\_\_\_\_  2
- Don't know  3

2. When you think of DREE, for each of the following pairs of ideas tell me which one comes closer to your impression of DREE. (CHECK ONE ONLY FOR EACH PAIR).

- |                                      |                               |                            |  |
|--------------------------------------|-------------------------------|----------------------------|--|
| A giant department                   | <input type="checkbox"/> 31-1 | <input type="checkbox"/> 2 | A small department                         |
| Up to date                           | <input type="checkbox"/> 32-1 | <input type="checkbox"/> 2 | Behind the times                           |
| Good leader                          | <input type="checkbox"/> 33-1 | <input type="checkbox"/> 2 | Fair leader                                |
| Interesting name                     | <input type="checkbox"/> 34-1 | <input type="checkbox"/> 2 | Dull name                                  |
| A waste of money                     | <input type="checkbox"/> 35-1 | <input type="checkbox"/> 2 | Canadians are getting good value           |
| Reducing regional differences        | <input type="checkbox"/> 36-1 | <input type="checkbox"/> 2 | Making no significant improvements         |
| An important department              | <input type="checkbox"/> 37-1 | <input type="checkbox"/> 2 | A minor department                         |
| For the people                       | <input type="checkbox"/> 38-1 | <input type="checkbox"/> 2 | For the government                         |
| An inspiration for me                | <input type="checkbox"/> 39-1 | <input type="checkbox"/> 2 | Has not made me more hopeful               |
| Uses local people                    | <input type="checkbox"/> 40-1 | <input type="checkbox"/> 2 | Brings in outside people                   |
| Works with the Provincial Government | <input type="checkbox"/> 41-1 | <input type="checkbox"/> 2 | Not working with the Provincial Government |

3. For each of the following statements about DREE, tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly.

- |  | <u>Agree</u><br><u>strongly</u> | <u>Agree</u><br><u>somewhat</u> | <u>Disagree</u><br><u>strongly</u> | <u>Disagree</u><br><u>somewhat</u> |
|--|---------------------------------|---------------------------------|------------------------------------|------------------------------------|
| (a) DREE is a good investment in Canada  | <input type="checkbox"/> 42-1   | <input type="checkbox"/> 2      | <input type="checkbox"/> 3         | <input type="checkbox"/> 4         |
| (b) DREE's main function is to promote industrial development in slow growth areas | <input type="checkbox"/> 43-1   | <input type="checkbox"/> 2      | <input type="checkbox"/> 3         | <input type="checkbox"/> 4         |

4. For each of the following services, tell me whether you were aware that DREE is involved in this kind of service.

- |  | <u>YES</u>                    | <u>NO</u>                  |
|--|-------------------------------|----------------------------|
| (a) Industrial development and services  | <input type="checkbox"/> 44-1 | <input type="checkbox"/> 2 |
| (b) Loan guarantees for new manufacturing firms or new facilities in an area                     | <input type="checkbox"/> 2    | <input type="checkbox"/>   |
| (c) Special area designation and assistance to make specific areas more attractive to investors. | <input type="checkbox"/> 3    | <input type="checkbox"/>   |
| (d) Rural economic development and services  | <input type="checkbox"/> 4    | <input type="checkbox"/>   |

5. Now, for each of those services, please tell me whether you feel that they are very useful, somewhat useful, or not useful at all to have available.

	<u>Very useful</u>	<u>Somewhat useful</u>	<u>Not Useful at all</u>
(a) Industrial develop- ment and services	<input type="checkbox"/> 45-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
(b) Loan guarantees for new manufacturing firms or new facilities in an area.	<input type="checkbox"/> 46-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
(c) Special area designa- tion and assistance to make specific areas more attractive to investors.	<input type="checkbox"/> 47-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
(d) Rural economic develop- ment and services.	<input type="checkbox"/> 48-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

SECTION FIVE

- 1A) I AM GOING TO READ YOU A LIST OF PROJECTS OR DEVELOPMENTS IN (NAME PROVINCE)\_\_\_\_\_. FOR EACH, FIRST OF ALL TELL ME WHETHER YOU HAVE EVER HEARD ANYTHING ABOUT THE PROJECTS. (RECORD BELOW)
- 1B) FOR EACH PROJECT HEARD OF, ASK... WHO IS MAINLY RESPONSIBLE FOR (NAME PROJECT)\_\_\_\_\_, THE FEDERAL GOVERNMENT OR THE PROVINCIAL GOVERNMENT.

	HEARD OF		FEDERAL	PROVINCIAL
	Yes	No		
MICHELIN TIRE INDUSTRIAL PROJECT IN GRATON	<input type="checkbox"/> 49-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
DIGITAL COMPONENTS INDUSTRIAL PROJECT IN BEDFORD	<input type="checkbox"/> 50-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
MARITIMES FREIGHT RATES ASSISTANCE SUBSIDIZING FREIGHT RATES INTO THE ATLANTIC PROVINCES	<input type="checkbox"/> 51-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

2. IN YOUR MIND WHO WOULD YOU SAY IS MORE RESPONSIBLE FOR BRINGING NEW INDUSTRY TO YOUR AREA.....

- A) THE FEDERAL GOVERNMENT  54-1
- B) THE PROVINCIAL GOVERNMENT  2

BASIC DATA

In order to analyze the data, we also need some basic information about you. This is for statistical purposes only.

- A. Sex:            Male         55-1        Female         2
- B.    In which of the following age categories do you belong?
- 18 - 24             56-1  
      25 - 40             2  
      41 - 55             3  
      56 and over         4
- C.    Are you ...
- Single             57-1  
      Married             2  
      Divorced/Widowed/  
      Separated         3
- D.    In which of the following categories do you belong in terms of your formal education? (CHECK ONLY ONE)
- Some public school             58-1  
      Completed public school         2  
      Some high school             3  
      Completed high school         4  
      Some college/university         5  
      Completed college/  
      university             6  
      Graduate school             7
- E.    What is your present occupation? That is, could you tell me what you yourself do for a living?

F. Do you belong to a union?

Yes  60-1 No  2

G. In which of the following income categories do you belong?

Less than \$6,000  61-1  
\$ 6,000 - \$ 7,999  2  
\$ 8,000 - \$ 9,999  3  
\$10,000 - \$11,999  4  
\$12,000 - \$14,999  5  
\$15,000 and over  6

H. City \_\_\_\_\_

62-

Province \_\_\_\_\_

63-

RESPONDENT'S NAME \_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_

RESPONDENT'S ADDRESS \_\_\_\_\_

CITY/TOWN \_\_\_\_\_

INTERVIEWER \_\_\_\_\_

DATE \_\_\_\_\_

FOR OFFICE USE ONLY

VERIFIED BY \_\_\_\_\_

CHECKED BY \_\_\_\_\_

CODED BY \_\_\_\_\_

REGIONAL ECONOMIC EXPANSION  
Department - Ministère

File - Dossier

May 16, 1974  
Date

SUBJECT: AUTHORITY TO ENTER INTO CONTRACT

PROPOSAL: To enter into a contract with Goldfarb Consultants Limited, a Toronto based marketing and communications consulting firm, to conduct a survey of awareness and attitudes towards the federal government, and particularly the department of Regional Economic Expansion, in the Atlantic Provinces.

COST: In the amount of \$24,000.

CHARGEABLE TO: Vote 1, Departmental Administration.

REMARKS: 1. The purpose of this survey is to evaluate awareness of programs and activities of the federal government and particularly the Department of Regional Economic Expansion, and to measure reactions to or needs for communication and promotion of departmental activities in the Atlantic Provinces.

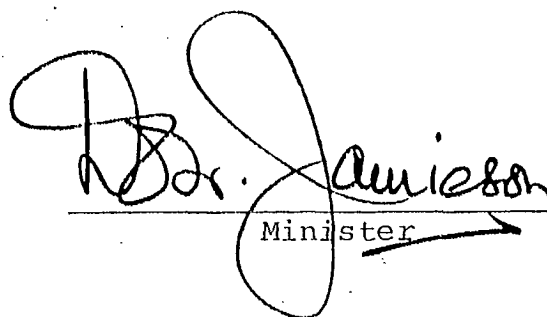
Data provided by this survey will be used to plan a communication strategy in this region to meet new promotional requirements within the decentralized structure of the Department.

2. The survey will include two types of population areas: cities over 50,000 population; and rural areas. A total of 800 telephone interviews will be conducted (400 in large centres and 400 in smaller centres and rural areas) as follows:

New Brunswick	240
Nova Scotia	240
Prince Edward Island	120
Newfoundland	<u>200</u>

800

... 2

  
Minister

May 16, 1974.

3. The maximum price of \$24,000 includes research design, production, field work and supervision, coding, key-punch and verifications, computer processing, careful analysis, report preparation and presentation.

No firm date for completion of the survey has been established. The client, however, will receive a complete job time-table, and any delays or changes will be up-dated as they are encountered.

4. It is, therefore, requested that authority be granted to contract with Goldfarb Consultants Limited for an amount of \$24,000.

