

AWARENESS AND ATTITUDES
TOWARDS D.R.E.E.
IN THE ATLANTIC PROVINCES

A Research Report

for

THE DEPARTMENT OF REGIONAL ECONOMIC EXPANSION, OTTAWA

Prepared by

GOLDFARB CONSULTANTS LIMITED

June, 1974

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INTRODUCTION

I. PURPOSE

After careful discussions with personnel from the Department of Regional Economic Expansion, Ottawa, a research design was planned and executed. The overall objective of this research was to determine guidelines for future DREE communications strategy based on the image that people have of DREE, and based on their perceived needs in relationship to DREE.

With this objective in mind, a study was designed to:

- a) evaluate awareness of DREE
- b) evaluate awareness of and reaction to programs DREE is involved in
- c) obtain a clear understanding of DREE's corporate image
- d) measure reaction to, or needs for communication and promotion of DREE's activities.

II. METHOD AND GEOGRAPHICAL AREAS SURVEYED

Once the questionnaire had been designed, adjusted and agreed upon, interviewing was initiated. The interviewing was conducted by telephone, and respondents were selected at random from the telephone directories.

The interviewers were briefed in each market as to sampling procedures, interviewing techniques, and were made fully aware of the implications and possible pitfalls to be avoided in varying the research design.

Interviewing was carried out between May 8th, 1974 and May 26th, 1974, and each interview generally lasted about one-half of an hour.

Survey participants were to be over eighteen years of age, and one-half were to be male and one-half were to be female. In addition, respondents were designed to come from two types of populations, one-half from cities of populations over 50,000 and one-half from smaller centres and rural areas.

The actual sample when interviewing was completed had the following dimensions:

<u>Province</u>	<u>Total</u>	<u>Male</u>	<u>Female</u>
New Brunswick	261	104	157
Nova Scotia	244	121	123
Newfoundland	167	80	86
P.E. I.	80	38	39
	752	343	405

Quota sampling was used to get a larger proportion of respondents from P.E. I. than actually exist. The total response category has therefore been weighted by population in order that the data more closely reflects overall awareness and attitude levels, and overall behaviour.

III. TABULAR RESULTS

The data in this study has been divided into many sub-groups in order to analyze it fully. In the body of the report, the tables presented represent what was considered to be most relevant to the analysis.

CONCLUSIONS

Within the Maritime provinces awareness of DREE, and attitudes towards this Department are significantly higher among the residents of Newfoundland, findings which may be a function of Don Jamieson's association with DREE.

The research moreover, suggests that DREE is not very well known, except in Newfoundland, and that everywhere DREE is not well understood. DREE then, needs to explain more fully its purpose and its functions. To upgrade its image and to increase its awareness, DREE needs to make people aware of its contribution. DREE should be talking about its accomplishments over the past five years. DREE needs to make people aware of the work it is doing in their area.

HIGHLIGHTS AND IMPLICATIONS

BACKGROUND PERSPECTIVE

- In the Eastern provinces of Canada about two people in three (65%) express an awareness of the name DREE. Moreover, the level of awareness of DREE is somewhat higher (83%) in the home province of DREE's cabinet minister, Don Jamieson, than it is in any of the other provinces in the Atlantic region.

- Awareness of the name DREE tends to be higher among males (78%) than females (57%), and higher among high income earners (87%).

- In overall perspective, about one-fifth (21%) of the Maritime population knows that DREE stands for the Department of Regional Economic Expansion.

- In terms of what the name DREE brings to mind, the most frequently mentioned associations made by consumers relate to financial aid/loan/assistance programs (21%), to the Federal Government (18%), to DREE's function of enticing industry to locate in areas with employment problems (16%).

- In the Maritimes one in five (22%) know that Don Jamieson is the Federal Cabinet minister responsible for DREE. The breakdown by province however, shows that awareness of Don Jamieson's role is much higher among Newfoundlanders (58%) than it is among people from Nova Scotia (13%), New Brunswick (12%), or P.E.I. (9%).

- On the whole the research suggests people in Eastern Canada are somewhat more inclined to look towards their Provincial Governments (52%) rather than towards DREE (38%) as being responsible for encouraging new industry to locate in their areas. By province though, the people in Newfoundland are more likely (68%) (and others less likely - New Brunswick (34%), Nova Scotia (27%), P.E.I. (11%)) to express the feeling that the onus has been DREE's.

IMPRESSIONS OF DREE

- People in the Atlantic provinces recognize DREE as a functional, and purposeful body. They describe the Department as being cooperative. They say DREE works with their Provincial Governments (70%) and for the people (66%).

- Maritimers view DREE as an important department (69%), but not necessarily a very large one (46%). In their minds though it is up-to-date (61%), offers Canadians value for the money (60%), and is helping to narrow the regional disparities (56%).

- Newfoundlanders hold a more positive image of DREE than people from the other Maritime provinces. People from Newfoundland believe more strongly that DREE is working on their behalf (92%), that DREE is an important department (89%), that DREE is worth the expenditure by the Government (88%), that DREE is up-to-date (85%), that DREE is a good leader (71%).

- Correlating with these feelings, Newfoundlanders are also more likely to agree with the statement that DREE is a good investment in Canada.

- Except in Newfoundland the feeling prevails that DREE is not well known. However, in all provinces the people indicate that at present they do not really have a good understanding of DREE.

- Another weakness of DREE in the minds of consumers is that the Department has not come across as a source of hope for the future, has not provided inspiration (54%). What people are saying then, is that to date DREE has not significantly affected their outlook. DREE has not affected their way of life for the most part.

FUNCTIONS OF DREE

Unaided

- According to those who have heard about DREE, its main functions in their minds are to help/assist small businesses and new industries (22%), to promote economic expansion in slow growth areas (15%), to create jobs for the unemployed (10%).

Aided

- On an aided basis, awareness of specific programs sponsored by DREE increases substantially. That is, aided three in five (60%) say they have heard about DREE's industrial development and services program, fifty-four percent (54%) are aware of the special designated area assistance plan, about one in two (52%) say they know about the loan guarantees to new manufacturing firms, or new facilities and one-half (51%) now express an awareness of DREE's rural economic development and services scheme.

AWARENESS OF DREE PROJECTS

Unaided

- Without assistance about two in five (39%) can recall specific projects which they feel have been sponsored by DREE.

AWARENESS OF DREE SPONSORED PROJECTS - BY PROVINCE

	% of Respondents	
	<u>Unaided</u>	<u>Aided</u>
<u>NEW BRUNSWICK</u>		
Highway No. 11	13	38
McCain Foods	5	36
Firth Moteren	2	10
S.W. Pirie	1	10
<u>NOVA SCOTIA</u>		
Michelin Tire	8	33
Maritime Freight Rates	3	43
Digital Components	-	9
<u>NEWFOUNDLAND</u>		
Burin Peninsula Highway	5	59
Booth Fisheries	3	35
National Sea Products	1	50
Ferry Service Subsidy	-	59
North Peninsula Highway	-	33
<u>PRINCE EDWARD ISLAND</u>		
C. M. McCain	5	25
Charlottetown Vocational School	-	16

- DREE project mentions on an unaided basis tend to be wide and varied, with the recall of actual projects currently in operation being played back by at most small proportions of the people within the province where the project is located.

Aided

- In New Brunswick awareness levels of DREE projects on an aided basis are highest for the Highway #11 construction (38%) and the McCain Foods project in Florenceville (36%).
- The Michelin Tire project in Graton is known generally by more than nine in ten (92%). However, the fact that it is funded by DREE is not as well known on an aided basis (33%) as is the Maritime Freight Rate Subsidization scheme (43%).
- In Newfoundland all DREE projects generate awareness levels of more than three in ten when residents are aided. The most well known DREE sponsored projects there on this basis are the Burin Peninsula Highway (59%) and the Ferry Service Subsidy program (59%).
- Aided the C.M. McCain industrial projects are recognized as DREE ventures by one in four (25%).

DETAILED FINDINGS

TABLE I - AWARENESS OF DREE

- On the whole about two-thirds (65%) of the population in the Atlantic region express an awareness of DREE.

- By province, recall of DREE is highest in Newfoundland, the home province of DREE'S cabinet minister, the Honourable Donald Jamieson. There, five people in six (83%) say they have heard of DREE. Associations to this Federal Government Department, on the other hand, are lowest in Nova Scotia (57%).

- The mention of DREE generates a higher level of awareness among males (78%) than females (57%).

- Incidence of DREE recall also tends to be an increasing function of income. That is, fifty-six percent (56%) of those earning under \$8,000 have heard of DREE whereas seventy-seven percent (77%) in the middle income bracket and eighty-seven percent (87%) of those with total household earnings of more than \$12,000 indicate an awareness of this name.

TABLE 1

HAVE YOU EVER HEARD OF DREE?

		% of Respondents					AWARENESS	
		<u>Weighted Total</u>	<u>New Brunswick</u>	Nova <u>Scotia</u>	New- <u>foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	Not <u>Aware</u>
Yes		65	64	57	83	70	88	53
No		35	36	43	17	30	12	47
	Base:	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 2 - MEANING OF DREE

- Thirty-two percent (32%) or about one in five (21%) overall, say that DREE stands for the Department of Regional Economic Expansion.

- Among awarees of DREE projects, the proportion knowing what this name stands for (42%) is almost twice as high as it is among those people who are unaware of any recent DREE ventures (22%).

TABLE 2

WHAT DOES DREE STAND FOR?

<u>Typical Comments</u>	<u>Weighted Total</u>	% of Respondents who say 'Yes'				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Department of Regional Economic Expansion	32	32	34	31	27	42	22
Economic Expansion/ Regional Expansion	5	8	6	1	11	3	8
Rural Development Plan/ Regional Development Plan	2	1	4	1	4	3	1
Other Comments	3	-	5	5	-	4	2
Don't know/can't remember/ have not paid much attention	48	38	49	60	39	39	56
Did Not State	10	21	2	2	19	9	11
Base	(510)	(168)	(138)	(138)	(56)	(252)	(246)

TABLE 3 - TOP-OF-MIND ASSOCIATIONS TO DREE

- One in five (21%) of those who have heard of DREE relate the name DREE with financial aid/loan/assistance programs, The proportion making this association does not vary significantly across the Maritime provinces, but it is drawn by a somewhat larger proportion (25%) of those who are aware of DREE projects than those who are not (17%).

- About one-fifth (18%) say that the Government comes to mind when they hear the name DREE. An additional four percent (4%) play back specifically the Department of Regional Economic Expansion, and five percent (5%) the name of DREE'S cabinet minister, Don Jamieson.

- Hearing the name DREE suggests to one in six (16%) improvements in employment opportunities, the creation of more jobs for people in the Maritimes. In their minds DREE is a source of money for small business starting up in low employment areas. That is, DREE is thought to provide incentive for industries to locate in areas where employment problems exist.

- One in ten (9%) regard DREE as a program designed to help the people in underdeveloped areas. They say that DREE undertakes projects in slow growth areas, that DREE is attempting to narrow regional disparities.

- Another nine percent (9%) of those who have heard of DREE mention specific projects which they assume to be funded by DREE dollars.

- Across the provinces, residents of Newfoundland show a greater likelihood of correlating DREE to both specific projects (20%) and to Don Jamieson (15%). However, Newfoundlanders (9%) are not as likely as people from New Brunswick (19%) or Nova Scotia (19%) to suggest that DREE brings to mind help to new industries and the creation of job opportunities.

TABLE 3

WHAT COMES TO MIND WHEN YOU HEAR THE NAME DREE?

% of Respondents who say 'Yes' *

<u>Typical Comments</u>	<u>Weighted Total</u>	<u>PROVINCE</u>				<u>AWARENESS</u>	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Financial aid/loans/ assistance/money	21	18	21	24	21	25	17
Government (general mention)	18	17	15	21	21	14	22
Grants to industry/help for small business/job creation	16	19	19	9	4	17	12
Aid to underdeveloped areas/ narrowing regional disparities	9	13	7	7	5	9	9
Specific project references	9	4	6	20	-	12	5
Rural Development Plan/ Regional Development Plan/ development scheme	7	8	9	4	11	7	8
Don Jamieson	5	1	1	15	2	8	2
Department of Regional Economic Expansion	4	5	4	2	9	5	4
General negative comments	3	7	2	-	2	4	2

% of Respondents who say 'Yes' *

<u>Typical Comments</u>	<u>Weighted Total</u>	PROVINCE				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Other Comments	10	13	9	9	4	14	6
Don't know/can't remember/ have not paid much attention	15	9	24	9	18	9	20
Nothing	2	2	1	4	9	2	4
Did Not State	6	10	4	3	11	6	6
	—	—	—	—	—	—	—
	125	126	122	127	117	132	117
Base	(510)	(168)	(138)	(138)	(56)	(252)	(246)

* Totals exceed 100% because of multiple responses.

TABLE 4 - AWARENESS OF DON JAMIESON

- Overall about one in five (22%) in the Atlantic provinces know that Don Jamieson is the Federal Government cabinet minister who has the responsibility of heading the Department of Regional Economic Expansion.

- Awareness of Don Jamieson's position is highest across the provinces among the people in his native province, Newfoundland (58%). In Nova Scotia (13%), New Brunswick (12%), and P.E.I. (9%) awareness levels are substantially lower.

- Among those people who are aware of DREE projects, the larger proportion (38%) are also aware that DREE is headed by Don Jamieson.

- Don Jamieson's role as DREE's cabinet minister is also known by a larger proportion of men (30%) than women (16%), and by a greater percentage of consumers with household incomes over \$8,000 (26%).

TABLE 4

WHO IS THE FEDERAL CABINET MINISTER RESPONSIBLE FOR DREE?

	% of Respondents					AWARENESS	
	<u>Weighted Total</u>	<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Don Jamieson	22	12	13	58	9	38	12
Other Comments	7	7	8	4	6	9	5
Don't know	68	75	79	37	74	51	78
Did Not State	3	6	-	1	11	2	5
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 5 - RESPONSIBILITY FOR ECONOMIC EXPANSION

- In the Maritimes about one resident in two (52%) feels that the prime responsibility for enticing new industries to locate in local areas lies with the Provincial Governments.

- Overall just under two in five (38%), on the other hand, attribute the drawing of new industrial projects to the Atlantic provinces mainly to DREE.

- Across the provinces, it is the residents of Newfoundland who are most likely to place the responsibility of encouraging new industry with the Federal Government through DREE programs (68%). In New Brunswick (34%), Nova Scotia (27%) and P.E.I. (11%) somewhat smaller proportions share this opinion.

TABLE 5

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

	% of Respondents					AWARENESS	
	<u>Weighted Total</u>	<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government; that is, DREE	38	34	27	68	11	42	34
The Provincial Government	52	55	62	26	60	50	52
Did Not State	10	11	11	6	29	8	14
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 6 - IMAGE OF DREE

- Maritimers sense there is a cooperative working arrangement between DREE and the Provincial Governments (70%). Moreover, two in three (66%) sense that DREE works for the people, and about one-half (53%) say that it tends to utilize area residents rather than bringing in people from outside.

- Seven in ten (69%) overall, say that DREE is an important Government department in their minds. However, less than one-half (46%) describe DREE as being a large one.

- According to three in five (60%) Canadians are getting good value for their money from DREE. The majority believe that DREE is up-to-date (61%) in its thinking, and they look at DREE as making headway towards reducing regional differences (56%).

- Just over one-half (54%), however, do not feel that DREE has been an inspiration to them. They say that DREE has not made them more hopeful. That is, DREE has not significantly affected their way of life.

- People are more likely to suggest that the name DREE is interesting (61%) than they are to suggest that it sounds dull (30%).

- Maritimers on the whole are somewhat more inclined to refer to DREE as a fair leader (46%) rather than a good leader.

- By province, the image of DREE is somewhat higher in Newfoundland than elsewhere. People there have a stronger notion that DREE is working for them (92%), that DREE is important (89%), that DREE is worth the expense (88%), that DREE works with their Provincial Government (86%), that it is up-to-date (85%), giant (83%), and a good leader (71%).

- In Newfoundland though, as many residents are likely to say that DREE is a source of inspiration (47%), as say that DREE does not make them any more hopeful today (46%).

TABLE 6

WHEN YOU THINK OF DREE, FOR EACH OF THE FOLLOWING PAIRS OF IDEAS, TELL ME WHICH ONE COMES CLOSER TO YOUR IMPRESSION OF DREE.

<u>Typical Comments</u>	<u>Weighted Total</u>	% of Respondents				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New-foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Works with the Provincial Government	70	69	62	86	60	73	67
Not working with the Provincial Government	15	15	21	7	6	16	13
An important department	69	61	68	89	49	77	62
A minor department	21	25	24	8	25	18	23
For the people	66	57	62	92	53	71	62
For the Government	22	25	26	7	20	20	21
Up-to-date	61	52	55	85	60	72	54
Behind the times	26	31	30	14	13	21	27
Interesting name	61	47	59	85	58	71	54
Dull name	30	38	32	14	19	24	31
Canadians are getting good value	60	56	51	88	34	67	54
A waste of money	22	26	26	8	26	18	25

% of Respondents

	<u>Weighted Total</u>	PROVINCE				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Reducing regional differences	56	47	51	82	38	65	49
Making no significant improvements	29	36	32	13	30	26	31
Has not made me more hopeful	54	59	55	46	54	47	59
An inspiration for me	32	26	30	47	18	44	23
Uses local people	53	50	45	78	32	62	47
Brings in outside people	29	29	35	18	29	25	30
A giant department	46	35	38	83	29	54	41
A small department	45	50	55	16	48	41	46
A fair leader	46	56	48	27	38	41	48
A good leader	37	25	30	71	29	45	32
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLES 7 to 9 - ATTITUDES TOWARDS DREE

- In overall perspective, people in the Atlantic provinces express the feeling that DREE is somewhat useful to them (.67), that DREE is somewhat involved with their way of life (.63), that DREE is somewhat progressive in its thinking as it has forward thinking people (.63).

- In Eastern Canada people are not overly positive, or overly negative toward the notion that DREE is approachable (.53), that DREE is aware of problems in the provinces (.53), that DREE is a conservative thinking department (.52). That is, on these statements people tend to be ambivalent.

- Moreover Maritimers on the whole, tend to reject the idea that DREE is poorly organized (.37), that DREE is well known (.36), that DREE is well understood by the people (.26).

- Newfoundlanders, however, differ somewhat in their attitudes towards DREE when the population is analyzed by province. That is, Newfoundlanders are more likely to believe that DREE is useful to them (.80), a finding which correlates with other results in this study. They are also more likely to suggest that DREE is useful to most Canadians (.68), that DREE is well known (.53), that DREE is well understood (.36). Alternatively they are less likely to describe DREE as being poorly organized (.28).

Promotion Of Industrial Development

- Throughout the Maritime region (.80), and in Newfoundland in particular (.87), consumers agree with the statement that DREE's main function is to promote industrial development in slow growth areas. Moreover, this agreement is somewhat more likely to come from those who are aware of DREE projects (.84) than those who are not (.78).

A Good Investment

- The majority of people in the Atlantic provinces also indicate some degree of agreement with the idea that DREE is a good investment in Canada. Overall, this statement generates an index of .75 as thirty-eight percent (38%) agree strongly and forty-one percent (41%) agree somewhat with it.

- Among Newfoundlanders the index of agreement for this statement is also somewhat higher (.87) than it is in the other Maritime provinces.

TABLE 7

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 DREE IS...

	Average (Maximum 1.0)					AWARENESS	
	<u>Weighted Total</u>	<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Useful to us	.67	.61	.66	.80	.61	.72	.64
Involved	.63	.56	.66	.69	.58	.67	.59
Forward thinking people	.63	.55	.66	.68	.65	.66	.60
Useful to most Canadians	.60	.55	.60	.68	.54	.59	.60
Approachable	.53	.45	.57	.57	.56	.58	.49
Aware of problems	.53	.45	.56	.59	.50	.57	.49
A conservative thinking department	.52	.47	.56	.52	.45	.53	.49
Makes good use of its budget	.50	.44	.53	.56	.47	.53	.48
Poorly organized	.37	.42	.38	.28	.47	.39	.37
Well known	.36	.28	.33	.53	.34	.45	.30
Well understood by people	.26	.19	.26	.36	.23	.29	.23
	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 8

FOR THE FOLLOWING STATEMENT ABOUT DREE, DREE IS A GOOD INVESTMENT IN CANADA, TELL ME WHETHER YOU AGREE STRONGLY, AGREE SOMEWHAT, DISAGREE SOMEWHAT, OR DISAGREE STRONGLY?

	% of Respondents					AWARENESS	
	<u>Weighted Total</u>	<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Agree strongly	38	28	35	62	22	45	32
Agree somewhat	41	46	41	35	35	42	40
Disagree somewhat	8	9	10	1	10	5	9
Disagree strongly	4	7	4	1	6	5	4
Did Not State	9	10	10	1	27	3	15
Index (Maximum 1.0)	.75	.69	.73	.87	.67	.77	.72
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 9

FOR THE FOLLOWING STATEMENT ABOUT DREE, DREE'S MAIN FUNCTION IS TO PROMOTE INDUSTRIAL DEVELOPMENT IN SLOW GROWTH AREAS, TELL ME WHETHER YOU AGREE STRONGLY, AGREE SOMEWHAT, DISAGREE SOMEWHAT, OR DISAGREE STRONGLY?

	% of Respondents					AWARENESS	
	<u>Weighted Total</u>	<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Agree strongly	49	39	49	65	39	59	41
Agree somewhat	35	44	31	29	25	31	36
Disagree somewhat	7	7	10	3	6	5	8
Disagree strongly	2	2	3	1	1	2	2
Did Not State	7	8	7	2	29	3	13
Index (Maximum 1.0)	.80	.77	.78	.87	.81	.84	.78
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 10 - UNAIDED AWARENESS OF DREE FUNCTIONS

- In the Maritimes about one in five (22%) of those who have heard of DREE regard DREE as a body whose purpose is to help small business and new industries start up, or expand their operations. However, across the provinces this definition is offered by larger proportions, in Nova Scotia (31%) and New Brunswick (23%) than it is in New Foundland (11%) and Prince Edward Island (11%).

- Fifteen percent (15%) explain DREE's function as the promotion of economic expansion in slow growth areas. This interpretation does not vary significantly across the Eastern provinces in degree of playback but it is held by a somewhat larger proportion of those who are aware of DREE projects (18%), than those who are not (11%).

- One in ten (10%) of the awarees of this Department think that DREE's role is to create jobs for the unemployed, to expand employment opportunities.

- Other mentions of DREE functions by more than one in twenty of those aware of DREE are infrastructure assistance to communities (8%), a lending source for investment purposes (7%), a Federal Government financial aid program (6%) and a department through which the provinces can acquire economic aid (5%).

TABLE 10

WHAT DOES DREE DO; THAT IS, WHAT IS ITS FUNCTION? WHAT ELSE DOES DREE DO?

% of Respondents who say 'Yes' *

<u>Typical Comments</u>	<u>Weighted Total</u>	<u>PROVINCE</u>				<u>AWARENESS</u>	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Provides grants for new industry/help for small businesses/promotes economic improvements	22	23	31	12	11	24	18
Provides assistance in underdeveloped areas/promotes expansion in slow growth areas	15	13	16	15	14	18	11
Creates jobs for unemployed/provides employment	10	11	7	12	5	11	8
Helps communities/assistance to municipalities	8	6	7	12	-	10	5
Lending institution/loans money for investment purposes	7	9	5	7	5	10	4
Federal Government financial aid/Federal Government assistance	6	6	6	6	5	8	4

% of Respondents who say 'Yes' *

<u>Typical Comments</u>	<u>Weighted Total</u>	<u>PROVINCE</u>				<u>AWARENESS</u>	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Offers help to the provinces/ economic aid to the provinces	5	4	4	7	4	6	4
Other project references	3	4	2	4	-	5	1
Tries to help people/assis- tance to the underprivileged	3	3	3	4	2	5	1
Building schools	3	-	-	11	-	5	1
Building roads/highways	2	1	1	6	-	3	1
Other Comments	11	13	11	9	13	13	9
Don't know/can't say/have not paid much attention	23	14	33	21	16	12	32
Did Not State	12	21	5	7	34	11	18
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	130	128	131	133	109	141	117
Base	(510)	(168)	(138)	(138)	(56)	(252)	(246)

* Totals exceed 100% because of multiple responses.

TABLE 11 - AIDED AWARENESS OF DREE FUNCTIONS

- On an aided basis, three in five (60%) overall say they are aware of DREE's industrial development and service program, with a somewhat larger proportion of those aware of DREE projects having cognizance than those not aware (44%).

- Knowledge of the industrial development and service program is higher among males (68%) than females (52%), and this plan's awareness tends to increase with level of household income. That is, fifty percent (50%) of low income earners, sixty-seven percent (67%) of middle income earners and eighty-two percent (82%) of upper income earners indicate an awareness of this service.

- In the Atlantic provinces, fifty-four percent (54%) aided say they know that DREE is involved with assistance programs to special designated areas. This awareness, moreover, tends to be somewhat higher in Newfoundland (61%), in Nova Scotia (59%) and among DREE project awarees (71%) than it is among others. As well, this function generates higher awareness levels among males (62%) and people with household incomes of more than \$12,000 (78%).

- DREE's provision for loan guarantees to new manufacturing firms, or new facilities is known by about one-half (52%) of the Maritime residents when aided. It is also known by a larger proportion of DREE project awarees (70%), men (60%) and upper income earners (78%).

- The service that DREE provides for rural economic development generates an aided awareness level of one-half (51%) overall, with a somewhat larger proportion of Newfoundlanders (70%) indicating cognizance of DREE's involvement.

TABLE 11

FOR EACH OF THE FOLLOWING SERVICES, TELL ME WHETHER YOU WERE AWARE THAT DREE IS INVOLVED IN THIS KIND OF SERVICE.

<u>Service</u>	<u>Weighted Total</u>	% of Respondents				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Industrial development and services	60	59	59	63	50	82	44
Loan guarantees for new manufacturing firms or new facilities in an area	52	53	52	54	40	70	39
Special area designation and assistance to make, specific areas more attractive to investors	54	46	59	61	42	71	41
Rural economic development and services	51	51	42	70	50	69	41
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLES 12 to 15 - ATTITUDES TOWARDS DREE FUNCTIONS

Industrial Development/Services

- On the whole people in the Maritimes feel that the industrial development and services program is beneficial. Two in five (62%) suggest that it is very useful in their minds, and another thirty percent (30%) regard it as being somewhat useful.

- In Newfoundland in particular, people hold a favourable impression of this service. Four in five (80%) say that it is very useful and in their minds, it generates an index of .91 from a possible 1.0.

Loan Guarantees

- About nine in ten overall, say that DREE's provision for loan guarantees to new manufacturing firms, or new facilities is useful, with fifty-eight percent (58%) suggesting that this service is very useful and thirty-one percent (31%) saying somewhat useful.

- Newfoundlanders tend to look somewhat more favourably upon this service than people in the other Maritime provinces. A larger proportion there suggest that this service is very useful (78%). Among Newfoundlanders this service also generates a higher index (.89).

Special Area Designation

- DREE's plan for special assistance to designated areas is also well received by Maritimers. Overall, about three in five (58%) say this service is very useful and three in ten (29%) say it is somewhat useful.

- The program of special area designation, moreover, has a somewhat higher degree of acceptability in Newfoundland (85%), in Nova Scotia (58%), among men (63%) and among DREE project awarees (65%) than among other population segments. That is these groups are more likely to say that this service is very useful to have available.

Rural Economic Development/Services

- As with DREE's other services the rural economic development and service program is thought to be very useful to have available by about three in five (58%) and somewhat useful by about three in ten (28%).

- This service as well, receives stronger support from people in Newfoundland than elsewhere. In that province this plan generates an index of .94 of a possible 1.0 and it is felt to be very useful to have available by seven in eight (87%).

TABLE 12

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>Industrial Development and Services</u>	<u>Weighted Total</u>	% of Respondents				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Very useful	62	55	59	80	42	65	58
Somewhat useful	30	33	32	17	33	30	29
Not useful at all	3	3	4	1	4	3	3
Did Not State	5	9	5	2	21	2	10
Index (Maximum 1.0)	.81	.79	.79	.91	.75	.82	.81
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 13

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.

Loan Guarantees for New Manufacturing Firms or <u>New Facilities in an Area</u>	Weighted <u>Total</u>	% of Respondents				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Very useful	58	47	58	78	41	59	55
Somewhat useful	31	41	30	16	29	31	30
Not useful at all	4	3	7	2	8	6	4
Did Not State	7	9	5	4	22	4	11
Index (Maximum 1.0)	.79	.74	.77	.89	.72	.78	.79
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 14

NOT 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.

Special Area Designation and Assistance to Make Specific Areas More Attractive to Investors	Weighted Total	% of Respondents				AWARENESS	
		New Brunswick	Nova Scotia	New- foundland	P.E.I.	Aware	Not Aware
Very useful	58	44	58	85	44	65	53
Somewhat useful	29	41	28	10	20	27	28
Not useful at all	6	6	8	3	12	5	8
Did Not State	7	9	6	2	24	3	11
Index (Maximum 1.0)	.78	.71	.77	.92	.70	.81	.75
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 15

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>Rural Economic Development and Services</u>	<u>Weighted Total</u>	% of Respondents				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Very useful	58	47	53	87	49	64	54
Somewhat useful	28	37	30	9	21	25	28
Not useful at all	6	6	9	2	9	8	5
Did Not State	8	10	8	2	21	3	13
Index (Maximum 1.0)	.78	.73	.74	.94	.75	.79	.78
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLES 16 to 17 - UNAIDED AWARENESS OF DREE PROJECTS

- In the Atlantic provinces about two in five (39%) indicate an awareness of specific DREE projects. Moreover, the degree of recall tends to be somewhat higher in Newfoundland (48%) and in New Brunswick (41%) than it is in Nova Scotia (32%) and Prince Edward Island (26%).

- Males (44%) and people earning more than \$12,000 (54%) are more likely than females (34%) and lower income earners (36%) to say that they can recall projects which they feel are sponsored by DREE.

- On an unaided basis, DREE project mentions tend to be wide and varied. The largest proportion of mentions are in reference to the construction of schools (12%) and road construction (11%).

- Of actual DREE projects presently initiated the construction on Highway #11 in northern New Brunswick (5%), the Michelin Tire industrial project in Graton, Nova Scotia (3%), and the McCain Foods industrial project in Florenceville, New Brunswick (2%) are the only ones to be stated specifically by more than one percent (1%) of the population.

- Even by province unaided awareness levels for current DREE ventures are low. Specifically, thirteen percent (13%) of people in New Brunswick mention the Highway # 11 construction, eight percent (8%) of Nova Scotians recall Michelin Tire, and one in twenty (5%) in New Brunswick knows that McCain Foods in Florenceville is sponsored by DREE.

- In Newfoundland where the recall level of projects is almost one in two (48%), reference is made most often to school construction (30%), road construction (25%) and the new fish plant at Burgeo (18%). The implication here, then, is that the people in Newfoundland have at most a vague understanding of the role that DREE is playing.

TABLE 16

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?

	% of Respondents					AWARENESS	
	<u>Weighted Total</u>	<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Yes	39	41	32	48	26	100	-
No	61	58	68	52	74	-	100
Did Not State	-	1	-	-	-	-	-
Base	(781)	(261)	(244)	(167)	(80)	(288)	(462)

TABLE 17

WHAT PROJECTS CAN YOU RECALL?

% of Respondents who are 'Aware' *

<u>Typical Comments</u>	<u>Weighted Total</u>	<u>PROVINCE</u>				<u>AWARENESS</u>	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
School construction	12	2	9	30	-	12	-
Road construction	11	5	6	25	-	10	-
Highway #11 in northern New Brunswick	5	13	-	-	-	5	-
Burgeo fish plant	5	-	-	18	-	5	-
Park construction	3	2	-	9	-	3	-
Michelin Tire in Graton	3	-	8	-	-	2	-
McCain Foods in Florenceville	2	5	-	-	-	2	-
Burin Peninsula Highway	1	-	-	5	-	1	-
Maritime Freight Rate assis- tance	1	-	3	-	-	1	-
Ferguson Industries	1	-	3	-	-	1	-
Booth Fisheries in Fortune	1	-	-	3	-	1	-
S. W. Pirie in Grand Falls	1	1	1	-	-	1	-

% of Respondents who are 'Aware' *

<u>Typical Commnets</u>	<u>Weighted Total</u>	<u>PROVINCE</u>				<u>AWARENESS</u>	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Firth Moteren in St. John	1	2	-	-	-	1	-
Other Comments	48	53	52	36	48	47	-
Don't know/can't remember/ have not paid much attention	24	25	29	15	38	24	-
Did Not State	6	9	4	4	19	7	-
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	125	117	115	145	105	123	-
Base	(302)	(108)	(79)	(80)	(21)	(288)	(-)

* Totals exceed 100% because of multiple responses.

TABLES 18 to 35 - AIDED AWARENESS OF DREE PROJECTS

New Brunswick

- In New Brunswick about one in five (19%) have heard of the Firth Moteren industrial project in St. John. Of those aware of this project one-half (50%), or one in ten (10%) overall, indicate that DREE is mainly responsible for its establishment.

- The S.W. Pirie industrial project in Grand Falls is recognized as a DREE project by about one-half (47%) of those in New Brunswick who have heard of this project (21%). This proportion then, represents one-tenth (10%) of New Brunswick's population.

- More than seven in ten (72%) in the province are aware of the McCain Foods industrial project in Florenceville and one-half (50%) of this proportion, or thirty-six percent (36%) overall are aware that it is sponsored by DREE.

- The road construction on Highway # 11 in northern New Brunswick is known by about seven in ten (69%) as well. For this project fifty-six percent (56%) of awarees, or thirty-eight percent (38%) overall, say that DREE is responsible rather than the Provincial Government.

Nova Scotia

- More than nine Nova Scotia residents in ten (92%) have heard something about the Michelin Tire industrial project in Graton. Of this proportion thirty-six percent (36%), or one in three (33%) overall,

credit DREE with bringing this industry to their province.

- When asked if they have heard of the Maritime freight rate assistance, three in five (61%) in Nova Scotia respond positively. Moreover, seven in ten (71%) of those saying yes, or forty-three percent (43%) of total residents, indicate that DREE is presently subsidizing this program.

- The Digital Components industrial project in Bedford, has an awareness level of one-third (33%) of the province's residents. Within this segment twenty-eight percent (28%) say that DREE is responsible. Overall, aided awareness then of this DREE project is about one in ten (9%).

Newfoundland

- In Newfoundland more than four in five know about the National Sea Products industrial project in St. John's (84%) and the Burin Peninsula Highway construction (83%). For the former, three in five (60%) awarees or one-half (50%) overall, also know that DREE has provided the financial backing. For the latter on the other hand, a somewhat larger proportion (72%) say that DREE is the Government body responsible; that is, three in five (59%) overall.

- Equivalent proportions (71%) in this province are aware of the Booth Fisheries project in Fortune, and the Newfoundland-Nova Scotia ferry service subsidization scheme. A larger proportion of these awarees, however, know about DREE's involvement with the inter-provincial ferry service (83%, or 59% overall). About one-half (49%) of those who have heard of Booth Fisheries, or thirty-five percent (35%) overall, designate the responsibility for this project to DREE.

- Among current projects in Newfoundland mentioned, the North Peninsula Highway generates the lowest level of awareness (47%). As well, it has a low level of awareness overall (33%) as a project sponsored by DREE.

Prince Edward Island

- About seven in ten of the island's residents indicate that they have heard something about the C.M. McCain industrial projects in Sherwood and New Annan (70%), and a comparable proportion (72%) register awareness of the vocational school project in Charlottetown.
- Thirty-six percent (36%) of those aware of the C.M. McCain projects, or one in four (25%) of the people in P.E.I. view the primary responsibility for the creation of these industries as DREE's.
- For the vocational school in the Provincial capital, twenty-two percent (22%) of awarees say that DREE is the supporting body. This proportion then represents about one in six (16%) of the total residents.

TABLE 18

I AM GOING TO READ YOU A LIST OF PROJECTS OR DEVELOPMENTS IN NEW BRUNSWICK .
 FOR EACH, FIRST OF ALL TELL ME WHETHER YOU HAVE HEARD ANYTHING ABOUT THE PROJECT.

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
<u>Firth Moteren in St. John</u>			
Yes	19	26	14
No	76	72	78
Did Not State	5	2	8
<u>S, W. Pirie in Grand Falls</u>			
Yes	21	26	18
No	74	73	74
Did Not State	5	1	8
<u>McCain Foods in Florenceville</u>			
Yes	72	85	62
No	23	14	30
Did Not State	5	1	8
<u>Highway #11 in northern New Brunswick</u>			
Yes:	69	77	62
No	26	22	30
Did Not State	5	1	8

Base:

(261)

(108)

(152)

TABLE 19

WHO IS MAINLY RESPONSIBLE FOR HIGHWAY NO.11 IN NORTHERN NEW BRUNSWICK
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents *		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	56	57	55
The Provincial Government	48	41	45
Did Not State	<u>3</u>	<u>7</u>	<u>-</u>
	108	115	100
Base:	(179)	(83)	(95)

* Total exceed 100% because of multiple responses.

TABLE 20

WHO IS MAINLY RESPONSIBLE FOR FIRTH MOTEREN INDUSTRIAL PROJECT IN ST. JOHN
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	50	54	43
The Provincial Governament	40	39	43
Did Not State	10	7	14
Base:	(50)	(28)	(21)

TABLE 21

WHO IS MAINLY RESPONSIBLE FOR S.W. PIRIE INDUSTRIAL PROJECT IN GRAND FALLS
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT ?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	47	50	44
The Provincial Government	40	36	44
Did Not State	13	14	12
Base:	(55)	(28)	(27)

TABLE 22

WHO IS MAINLY RESPONSIBLE FOR McCAIN FOOD INDUSTRIAL PROJECT IN FLORENCEVILLE
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, That is, DREE	50	52	48
The Provincial Government	43	40	45
Did Not State	7	8	7
Base:	(188)	(92)	(95)

I AM GOING TO READ YOU A LIST OF PROJECTS OR DEVELOPMENTS IN NOVA SCOTIA. FOR EACH, FIRST OF ALL TELL ME WHETHER YOU HAVE HEARD ANYTHING ABOUT THE PROJECT.

	% of Respondents		
	AWARENESS		
<u>Michelin Tire in Graton</u>	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
Yes	92	99	89
No	7	1	10
Did Not State	1	-	1
 <u>Digital Components in Bedford</u>			
Yes	33	46	27
No	66	54	72
Did Not State	1	-	1
 <u>Maritime Freight Rates</u>			
Yes	61	71	56
No	37	28	42
Did Not State	2	1	2
Base:	(244)	(79)	(165)

TABLE 24

WHO IS MAINLY RESPONSIBLE FOR MICHELIN TIRE INDUSTRIAL PROJECT IN GRATON
THE FEDERAL GOVERNMENT', THAT IS DREE., OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	36	40	33
The Provincial Government	60	59	60
Did Not State	4	1	7
Base:	(225)	(78)	(147)

TABLE 25

WHO IS MAINLY RESPONSIBLE FOR DIGITAL COMPONENTS INDUSTRIAL PROJECT IN BEDFORD
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is DREE	28	33	24
The Provincial Government	53	53	53
Did Not State	19	14	23
Base:	(81)	(36)	(45)

WHO IS MAINLY RESPONSIBLE FOR MARITIME FREIGHT RATE ASSISTANCE
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	71	84	63
The Provincial Government	21	16	24
Did Not State	8	-	13
Base:	(149)	(56)	(93)

TABLE 27

I AM GOING TO READ YOU A LIST OF PROJECTS OR DEVELOPMENTS IN NEWFOUNDLAND. FOR EACH, FIRST OF ALL TELL ME WHETHER YOU HAVE HEARD ANYTHING ABOUT THE PROJECT.

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
<u>National Sea Products in St. John's</u>			
Yes	84	86	81
No	14	14	15
Did Not State	2	1	4
<u>Booth Fisheries in Fortune</u>			
Yes	71	89	54
No	28	11	43
Did Not State	1	-	3
<u>North Peninsula Highway</u>			
Yes	47	56	38
No	48	40	57
Did Not State	5	4	5

% of Respondents

AWARENESS

Burin Peninsula Highway

	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
Yes	83	89	77
No	14	89	20
Did Not State	3	2	3

Ferry Service Subsidy

Yes	71	81	62
No	27	19	35
Did Not State	2	-	3
Base:	(167)	(80)	(86)

TABLE 28

WHO IS MAINLY RESPONSIBLE FOR NATIONAL SEA PRODUCTS INDUSTRIAL PROJECT IN ST. JOHN
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	60	61	60
The Provincial Government	26	32	20
Did Not State	14	7	20
Base:	(140)	(69)	(70)

TABLE 29

WHO IS MAINLY RESPONSIBLE FOR BOOTH FISHERIES INDUSTRIAL PROJECT IN FORTUNE
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	49	49	50
The Provincial Government	30	25	37
Did Not State	21	26	13
Base:	(118)	(71)	(46)

TABLE 30

WHO IS MAINLY RESPONSIBLE FOR THE NORTH PENINSULA HIGHWAY PROJECT
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	70	69	70
The Provincial Government	19	20	18
Did Not State	11	11	12
Base:	(79)	(45)	(33)

TABLE 31

WHO IS MAINLY RESPONSIBLE FOR THE BURN PENINSULA HIGHWAY PROJECT
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	72	78	67
The Provincial Government	23	21	24
Did Not State	5	1	9
Base:	(138)	(71)	(66)

TABLE 32

WHO IS MAINLY RESPONSIBLE FOR SUBSIDIZING THE NEWFOUNDLAND-NOVA SCOTIA FERRY SERVICE
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	83	88	77
The Provincial Government	11	8	15
Did Not State	6	4	8
Base:	(119)	(65)	(53)

TABLE 33

I AM GOING TO READ YOU A LIST OF PROJECTS OR DEVELOPMENTS IN PRINCE EDWARD ISLAND. FOR EACH, FIRST OF ALL TELL ME WHETHER YOU HAVE HEARD ANYTHING ABOUT THE PROJECT

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
C.M. McCain in Sherwood/New Annan			
Yes	70	90	63
No	10	5	12
Did Not State	20	5	25
Vocational School in Charlottetown			
Yes	72	95	64
No	8	-	10
Did Not State	20	5	26
Base:	(80)	(21)	(59)

WHO IS MAINLY RESPONSIBLE FOR C.M. McCAIN INDUSTRIAL PROJECTS IN SHERWOOD AND NEW ANNAN
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	36	26	41
The Provincial Government	54	53	54
Did Not State	10	21	5
Base:	(56)	(19)	(37)

TABLE 35

WHO IS MAINLY RESPONSIBLE FOR THE VOCATIONAL SCHOOL PROJECT IN CHARLOTTETOWN
THE FEDERAL GOVERNMENT, THAT IS DREE, OR THE PROVINCIAL GOVERNMENT?

	% of Respondents		
	AWARENESS		
	<u>Total</u>	<u>Aware</u>	<u>Not Aware</u>
The Federal Government, that is, DREE	22	25	21
The Provincial Government	67	55	74
Did Not State	11	20	5
Base:	(58)	(20)	(38)

APPENDIX

NEW BRUNSWICK

TABLE A-1

WHAT PROJECTS CAN YOU RECALL ?

OTHER COMMENTS

- Car factory in St. John (2 mentions)
- Cedar mill in Glencoe (3 mentions)
- Fiddlehead project in Bonaventure
- Oyster beds in Richibucto
- Handicraft shops in northern New Brunswick
- C.R.A.N. (2 mentions)
- Hub Street Packers
- Apex Machinery Company
- Humphrey Woolle Mills (3 mentions)
- Senior Citizens Centre
- St. John Throughway
- Landry Woodworking
- Olivax
- Bricklin Industries(5 mentions)
- Axion Special Machinery
- Aircrew Weyroc Canada

- Sugarloaf Mountain ski lift
- Potato factory
- Rodney Terminal (3 mentions)
- Lorneville project
- Irving Pulp Mill
- Christopher Mills Furniture Factory (3 mentions)
- Matapedia bridge
- Bathurst Pulp and Paper
- Refinery expansion in Poster Cove
- MacMillan - Rothesay Mill expansion
- Blois Grey Sawmill
- Greenwood subdivision
- Vanewater farm
- Lukewood sewers
- North East Tourism Association
- Fraser Company
- Harbour developments (4 mentions)
- Pizza Delight
- Debbie Allan student project
- Farming
- Textile development
- Housing development
- Pollution controls

- Winter projects for municipalities
- Projects in St. John
- Plan Nuclear
- Summer jobs for students

NOVA SCOTIA

TABLE A-2

WHAT PROJECTS CAN YOU RECALL?

OTHER COMMENTS

- Shaheen (4 mentions)
- Water and sewage programs (4 mentions)
- Castle and Sons
- B & D Enterprise
- Promoting products in England from Canada
- Electrohome in Stellarton
- Pictou Country Planning Committee
- Campsites in Cape Breton
- Harbour renovations (2 mentions)
- Rerouting of Trans-Canada at Antigonish
- Project in Amherst
- Cole Harbour
- Eastern Passage sewer project
- Sackville sewer project
- L.I.P. Project on Bedford United Church
- Housing improvements on Eastern Shore

- Sydney Steel (2 mentions)
- Apex
- Housing in Springfield
- Claritone
- Everything around Strait of Canso
- Breton Industrial Marine (2 mentions)
- 3.9 Institution (2 mentions)
- Airport in Port Hastings
- Fish factories
- Old people's home
- Project in Maplewood
- Grant for the retarded children
- Day Care Centre
- Risser's Beach project
- Marine Museum
-

NEWFOUNDLAND

TABLE A-3

WHAT PROJECTS CAN YOU RECALL?

OTHER COMMENTS

- Wall at Garnish
- Conne River sawmill
- Extension to fishplant (2 mentions)
- Building the new stadium
- Resettlement program
- Wharf expansions (5 mentions)
- Housing development
- Create more jobs
- Water and sewage (2 mentions)
- Steel products
- Mundy Porel UrbanRenewal (2 mentions)
- Town Council Building in Burgeo
- Fish plant at Marystown (2 mentions)
- Margerine plant in St. John's
- Winter works (2mentions)
- Summer work for students
- Building in the outports (2 mentions)

PRINCE EDWARD ISLAND

TABLE A-4

WHAT PROJECTS CAN YOU RECALL?

OTHER COMMENTS

- Comprehensive Development Plan
- L.I. P. Program
- Clean-up projects
- Hiring secretaries
- Automobile plant
- Loans to small firms
- Decentralization
- Expanding into smaller localities

BASIC DATA

BASIC DATA

SAMPLE SIZE: (781) (261) (244) (167) (80) (288) (462)

% of Respondents

	<u>Weighted Total</u>	<u>PROVINCE</u>				<u>AWARENESS</u>	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
A. <u>SEX</u>							
Male	46	40	50	48	49	52	42
Female	54	60	50	52	51	48	58
B. <u>AGE</u>							
18 - 24	15	13	16	16	19	12	17
25 - 40	41	43	40	39	41	39	42
41 - 55	25	25	25	26	26	29	23
56 and over	19	19	19	18	8	20	17
Did Not State	-	-	-	1	6	-	1

% of Respondents

C. <u>MARITAL STATUS</u>	<u>Weighted Total</u>	PROVINCE				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Single	13	8	18	11	16	11	14
Married	79	82	74	85	73	81	78
Divorced/Widowed/ Separated	7	10	7	4	5	8	7
Did Not State	1	-	1	-	6	-	1
D. <u>EDUCATION</u>							
Some Public School	8	8	4	15	1	8	8
Completed Public School	10	11	11	9	11	8	12
Some High School	25	15	29	34	14	20	26
Completed High School	28	34	28	22	24	27	29
Some College/University	13	14	12	14	15	17	11
Completed College/ University	10	12	9	5	20	14	8
Graduate School	4	6	5	1	4	7	3
Did Not State	2	-	2	-	11	-	3

% of Respondents

E. <u>OCCUPATION</u>	<u>Weighted Total</u>	PROVINCE				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Professional	11	17	9	15	15	20	7
Executive/Manager/ Owner	2	2	2	3	-	3	2
Clerical/Office Worker	8	8	9	8	6	9	8
Agency/Sales	3	3	4	2	5	4	3
Skilled Labour/Serive	16	11	20	16	18	14	16
Craftsman	1	1	1	1	1	1	1
Unskilled Labour	6	3	9	8	2	6	6
Housewife	36	42	30	42	23	28	41
Student	3	3	2	4	5	4	3
Military/Law Enforce- ment	1	1	1	1	1	1	2
Unemployed/Retired	10	9	13	8	5	10	10
Did Not State	2	1	1	2	11	1	3

% of Respondents

F. <u>UNION MEMBERSHIP</u>	Weighted <u>Total</u>	PROVINCE				AWARENESS	
		<u>New Brunswick</u>	<u>Nova Scotia</u>	<u>New- foundland</u>	<u>P.E.I.</u>	<u>Aware</u>	<u>Not Aware</u>
Yes	20	19	20	22	6	22	17
No	78	76	79	77	84	77	79
Did Not State	2	5	1	1	10	1	4
G. <u>INCOME</u>							
Less than \$6,000	32	32	34	32	21	27	34
\$6,000 - \$7,999	16	12	16	22	12	14	16
\$8,000 - \$9,999	17	16	15	18	9	14	16
\$10,000 - \$11,999	12	14	12	11	11	14	11
\$12,000 - \$14,999	7	8	7	5	5	8	6
\$15,000 and over	6	6	6	4	4	9	3
Did Not State	12	13	11	8	38	14	4

QUESTIONNAIRE

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>Strongly</u>										<u>Agree</u> <u>Strongly</u>		cc.
	1	2	3	4	5	6	7	8	9	10			
* 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>
<u>strongly</u> | <u>Agree</u>
<u>somewhat</u> | <u>Disagree</u>
<u>strongly</u> | <u>Disagree</u>
<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 project. (RECORD BELOW)

1b) FOR EACH PROJECT HEARD OF, ASK ... Who is mainly responsible for (NAME PROJECT) _____, the Federal Government, that is DREE, or the Provincial Government.

	Heard of		Federal <u>DREE</u>	<u>Provincial</u>
	<u>Yes</u>	<u>No</u>		
Firth Moteren industrial project in St. John	<input type="checkbox"/> 49-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
S.W. Pirie industrial project in Grand Falls	<input type="checkbox"/> 50-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
McCain Foods industrial project in Florenceville	<input type="checkbox"/> 51-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Highway #11 in northern New Brunswick	<input type="checkbox"/> 52-1	<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,
that is, DREE 54-1
- b) The Provincial Government 2

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 project. (RECORD BELOW)
- 1b) FOR EACH PROJECT HEARD OF, ASK ... Who is mainly responsible for (NAME PROJECT) _____, the Federal Government, that is DREE, or the Provincial Government.

	Heard of		Federal	
	<u>Yes</u>	<u>No</u>	<u>DREE</u>	<u>Provincial</u>
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,
that is, DREE 54-1
- b) The Provincial Government 2

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 project. (RECORD BELOW)
- 1b) FOR EACH PROJECT HEARD OF, ASK ... Who is mainly responsible for (NAME PROJECT) _____, the Federal Government, that is DREE, or the Provincial Government.

	Heard of		Federal	Provincial
	<u>Yes.</u>	<u>No</u>	<u>DREE</u>	
National Sea Products - Industrial project in St. John's	<input type="checkbox"/> 49-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Booth Fisheries - Industrial project in Fortune	<input type="checkbox"/> 50-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
The North Peninsula Highway from Deer Lake to Wiltondale	<input type="checkbox"/> 51-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
The Burin Peninsula Highway	<input type="checkbox"/> 52-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Subsidizing of the Ferry Service between Newfoundland and Nova Scotia	<input type="checkbox"/> 53-1	<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,
that is, DREE 54-1
- b) The Provincial Government 2

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 project. (RECORD BELOW)
- 1b) FOR EACH PROJECT HEARD OF, ASK ... Who is mainly responsible for (NAME PROJECT) _____, the Federal Government, that is DREE, or the Provincial Government.

	Heard of		Federal <u>DREE</u>	<u>Provincial</u>
	<u>Yes</u>	<u>No</u>		
C.M. McCain - industrial projects in Sherwood and New Annan	<input type="checkbox"/> 49-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Vocational school in Charlottetown	<input type="checkbox"/> 50-1	<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,
that is, DREE 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?

59-

- 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 _____

