

the most comprehensive public opinion report ever developed in Canada.

The Angus Reid Report gathers the opinions of Canadians four times a year on a wide variety of issues at the provincial and federal levels, and will allow you, for the very first time, to assess the performance of a specific provincial government and its ministries, while at the same time reviewing how Canadians who live in other provinces relate to their own services.

The Angus Reid Report provides a truly representative national sample in order to generate more accurate data. It will allow you to compare satisfaction with services, government performance, and overall quality of life from the Pacific to the Atlantic.

At the national level, **The Angus Reid Report** provides topical indicators of government performance. It will allow federal departments, agencies and other interested parties to drill down to a regional level never before possible in terms of understanding the perceptions of Canadians.

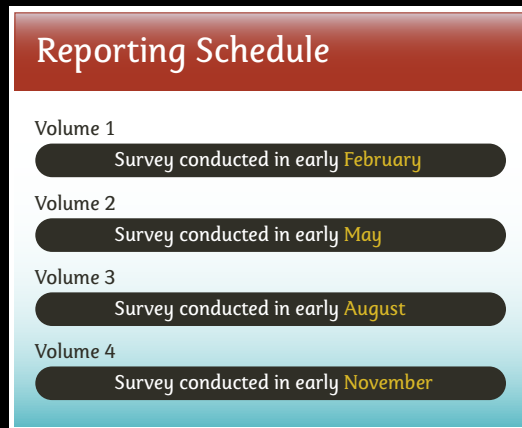
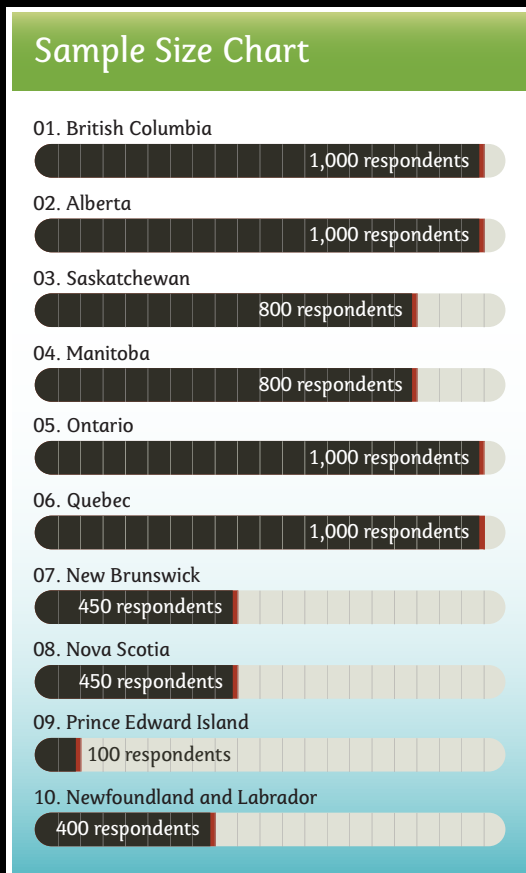


The true north, strong and free.

Finally a report for all of Canada.

Our Methodology

Every quarter, Angus Reid Strategies will gauge the views of 7,000 Canadians, making The Angus Reid Report the largest survey of its kind ever conducted in the country. With large sample sizes in all provinces, the survey will allow for direct comparisons that will provide valuable insight on the way Canadians actually feel.



Our Online Approach

Angus Reid Strategies has accurately predicted the outcome of federal and provincial elections by relying on its unique online approach. For more information, please review our White Paper, *The Coming of Age of Online Polling*:

<http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

Building on its success in public affairs, a team of experienced researchers has worked to develop this new quarterly report, in order to provide policymakers, business leaders and decision-makers across the country with a true picture of Canada.

Every quarter, The Angus Reid Report will show how Canadians in 10 provinces relate to each of the following areas:

Mood of the Province

Extensive questions on personal issues.

- Current standard of living, health and quality of life
- Job security and job satisfaction
- Expectations on the future
- Economic outlook for community, province and country
- Views on personal financial situation

Provincial Government Performance

A thorough evaluation of provincial administration and services.

- Satisfaction with overall provincial government performance
- Views on provincial government communications, and satisfaction with specific requests
- Assessment of provincial government advertising

Performance of the provincial government in dealing with 16 different issues:

- Developing natural resources (including agriculture and fisheries)
- Dealing with First Nations and aboriginal issues
- Assisting low income and disadvantaged families
- Encouraging economic development
- Implementing policies to help small businesses
- Creating jobs
- Protecting the environment
- Dealing with municipalities
- Overseeing provincial Crown Corporations
- Managing provincial government finances
- Representing provincial interests federally
- Providing good value for the taxes you pay
- Promoting tourism to the province
- Promoting tourism within the province
- Dealing with labour unions
- Managing the tax burden

Assessment of provincial services in 15 different areas of competency:

- Roads, highways and bridges
- Health services
- Primary education
- Secondary education
- Provincial parks
- Funding for arts and culture
- Recreational activities
- Auto insurance system
- Lottery and gaming
- Sale of wine, beer and spirits
- Electricity generation and distribution
- Natural Gas / Home heating distribution
- Telephone, cable and Internet services
- Policing Services / Public Safety
- Public transportation



Health Care

A detailed look at medical services from the perspective of those who have used the system.

- Personal satisfaction with general practitioner, specialist, hospital emergency room, hospital stay, and advanced diagnostic tests.
- Perceptions on waiting lists for medical services
- Availability and quality of long-term care

Education

An assessment of education in each and every province.

- Access to day care, special education, and post-secondary education
- Services for children with special needs
- Overall quality of primary, secondary and post-secondary education

Federal Government Performance

A thorough evaluation of federal administration and services.

- Satisfaction with overall federal government performance
- Views on federal government communications, and satisfaction with specific requests
- Assessment of federal government advertising
- Analysis of national issues, including the strength of the Canadian economy, Canada's reputation in the world, the level of unity between English Canadians and French Canadians, and national pride.

Performance of the federal government in dealing with 20 different issues:

- Developing natural resources (including agriculture and fisheries)
- Dealing with First Nations and aboriginal issues
- Assisting low income and disadvantaged families
- Encouraging economic development
- Implementing policies to help small businesses
- Creating jobs
- Protecting the environment
- Dealing with the provinces
- Overseeing federal Crown Corporations
- Managing federal government finances
- Providing good value for the taxes you pay
- Promoting tourism to Canada
- Promoting tourism within Canada
- Dealing with labour unions
- Regulating the use of nuclear energy
- Ensuring proper food safety standards
- Promoting the export of Canadian goods
- Ensuring that Canada has a modern and effective military
- Handling Canada's immigration programs
- Managing the tax burden

Assessment of federal services in 12 different areas of competency:

- Assisting seniors and retired persons
- Providing adequate funding for arts and culture
- Assisting Canadians who travel abroad
- Operating border crossings into the United States
- Managing airport security
- Handling the registration and control of firearms
- Providing financial help for new home buyers
- Supporting Canada's Aboriginal peoples
- Operating federal prisons and parole systems
- Promoting a healthy lifestyle for Canadians
- Providing services to protect Canadian consumers
- Providing assistance to unemployed Canadians, through Employment Insurance (EI)



In addition to the Angus Reid Report, we are also introducing **The Angus Reid Political Watch**. This essential source of political information will review the voting behaviour of 7,000 Canadians each quarter, providing valuable insight into the most important issue facing the country and each province, voting intention for federal and provincial elections, performance and momentum ratings for all federal and provincial party leaders, best Prime Minister for Canada, and Premier for each province, and appetite for political change at the federal and provincial level.

Deliverables

- Hard copies of the report, featuring illustrative graphs and insightful analysis of the findings
- Electronic copy of detailed crosstabs
- Access to the database for additional runs, with a 12-hour turnaround
- Additional benefits and advantages are available for subscribers

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