

In this way, the number of people required to run Information Canada's regional operations should remain relatively low, and their main function should be to evaluate the effectiveness of government information programs and make suggestions for improvements. The regional offices should employ survey techniques wherever possible to carry out this function (which would be periodic rather than continuous) and should make use of private surveying firms for this purpose, on the grounds that employment of regular staff for this purpose would be uneconomic.

It would be relevant at this point to emphasize that using Mobile Information Officers as a means of gauging citizens' feelings about government programs is not necessarily the most efficient way of performing this function, on the grounds that human biases would inevitably undercut whatever validity their objective observations contained, and that the sample of opinions obtained would be insufficient for any quantitative judgement: unless, of course, an enormous number of Mobile Officers were employed, in which case the cost would be prohibitive.