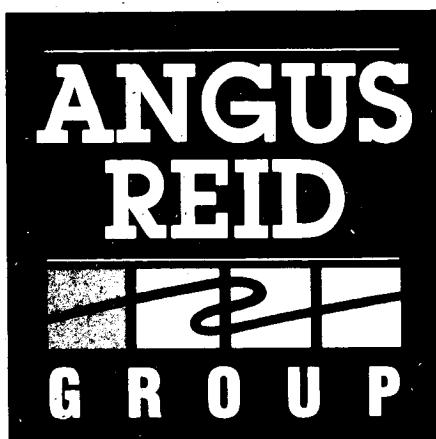
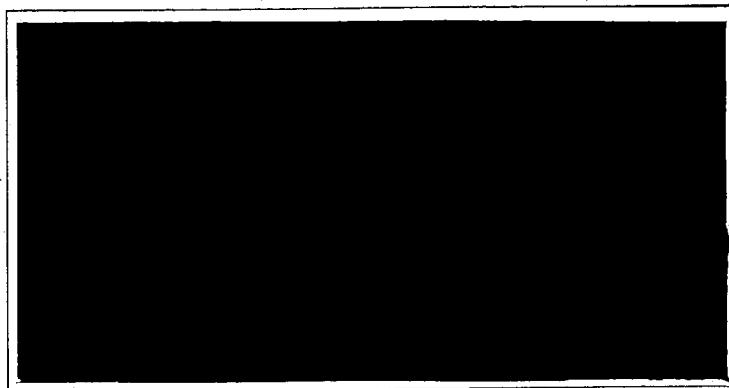


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**Public Opinion Update:  
Canadian Attitudes Toward the  
North American Free Trade Agreement**

PEA 2007  
FEB

Submitted to: External Affairs and International Trade Canada  
Submitted by: Angus Reid Group, Inc.

July, 1992

**DRAFT****TABLE OF CONTENTS**

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## 1.0 INTRODUCTION

### 1.1 Introductory Comments

The Angus Reid Group, a major national social science and public opinion research firm, has been invited by External Affairs and International Trade Canada to submit this proposal to provide public opinion data to:

- (i) measure support for and opposition to the North American Free Trade Agreement (NAFTA) and events and issues which strongly affect support and opposition;
- (ii) determine key segments of opinion related to NAFTA;
- (iii) assess reaction to the announcement of an agreement among Canada, the U.S. and Mexico; and
- (iv) assess the potential effectiveness of communication messages.

In this proposal, consideration will be given to all facets of the research design and execution. These issues are addressed in Part One, the Technical Proposal. Part Two, the Costing Proposal, includes a firm price for the project, broken down by project milestone for each category of personnel and other expenses associated with carrying out the research.

## **2.0 PROPOSED QUANTITATIVE METHODOLOGY**

In this section we outline the methodological procedures to be followed in executing the national survey. This includes a discussion of the sampling design, questionnaire development and data collection procedures to be followed in conducting the survey interviews, in addition to quality control procedures which are discussed throughout. This section also outlines the procedures to be followed in undertaking the data entry and analysis.

### **2.1 Sampling Design**

As noted in the RFP, the sample will include 1,500 Canadian adults, 18 years of age or older. Potential participants with sensitive occupations (media, market research, advertising etc.) will be screened out of the sample. Telephone numbers for the sample will be selected randomly by region with probability of inclusion proportionate to population size. As shown on the following table, the Atlantic provinces, Québec, Ontario, prairie provinces and British Columbia will all have sample sizes based on their population, providing reliable and representative sub-samples from each. The base sample of 1,500 nationally will provide an estimated sampling error of  $\pm 2.6$  percent at the 95 percent confidence level. Sampling error estimates are based on binomial distributions where  $p = .50$ . As such, they represent the maximum possible sampling error.

<b>NATIONAL SAMPLE FRAME</b> Sample Proportionate to Population		
Sample size = 1,500		
Province	Sample Size	Margin of Error
Newfoundland	34	± 16.8%
Prince Edward Island	8	± 20.0%
New Brunswick	43	± 14.9%
Nova Scotia	52	± 13.6%
<b>TOTAL ATLANTIC</b>	137	± 8.4%
Québec	390	± 5.0%
Ontario	538	± 4.2%
Manitoba	63	± 12.3%
Saskatchewan	61	± 12.5%
Alberta	139	± 8.3%
<b>TOTAL PRAIRIES</b>	263	± 6.0%
British Columbia	172	± 7.5%
<b>TOTAL NATIONAL SAMPLE</b>	1,500	± 2.5%

The inferential statistics emerging from the study are based on the assumption that the sample is representative of the population to which inferences are made. In order to meet this assumption in the sampling design, a sampling frame will be constructed to generate elements according to known population parameters. The sample for the national survey will be randomly generated using the Angus Reid Group's own in-house random digit selection procedure which generates elements according to known population parameters. The sample will be drawn from each city, town, village and rural area proportionate to actual population distributions. Additionally, quotas will be maintained

during fielding to ensure that proportionate numbers of rural and urban interviews are conducted within each census division according to census data. Quotas will ensure a proportionate distribution (50/50) of male and female respondents.

The selection of households through this random digit selection process ensures that new listings and unlisted numbers will have an equal chance at being selected. Since up to 30 percent of the households in some areas are either new or unlisted, the capacity for generating random telephone numbers has a significant advantage over sample selection methods which rely only on published directories. This sampling procedure is identical to that used in the Angus Reid Group's monthly omnibus research polls.

## **2.2 Questionnaire Design**

The questionnaire for the benchmark study will be developed in close consultation with the project authority. The initial consultation on questionnaire design is critical in that it permits a thorough review of all of the research questions which generated the request for research services. The researchers would develop a discussion draft of the survey instrument, based on the Department draft questionnaire, paying close attention to the fine details of question wording, sequencing and response categories. The discussion draft would be reviewed with client representatives and a pretest questionnaire would be

developed on the basis of comments and feedback on the discussion draft. It is understood that the questionnaire will be 30 minutes in length.

The specific content of the questionnaire would be decided in close consultation with client representatives. However, question areas currently being considered by the project authority include:

- (i) support for the concept of free trade;
- (ii) support for the FTA and NAFTA;
- (iii) awareness of the agreement (post-announced);
- (iv) awareness of major articles of the agreement;
- (v) beliefs about the major articles of the agreement;
- (vi) evaluation of the importance of various types of information about the agreement;
- (vii) information that might induce respondents to support the agreement;
- (viii) trustworthiness of sources of information;
- (ix) perceived consequences of NAFTA;
- (x) perception of the government's handling of the negotiations;
- (xi) beliefs about issues closely related in the public's mind to NAFTA -- human rights in Mexico, environmental regulations in Mexico; the wage issue, the "trade not aid" issue;
- (xii) beliefs about the potential for exports and investment and Canada's strengths;
- (xiii) belief and affective components of attitude relative to other trade issues: competitiveness, the FTA, and the importance of trade;

- (xiv) knowledge level with respect to information which might affect belief component of attitude;
- (xv) key attitudinal statements concerning trade which are necessary for segmentation analysis.

### **2.3 Questionnaire Pre-Testing**

Regardless of the amount of time devoted to the development of questionnaires, it has been our experience that all questionnaires benefit significantly from pre-testing. Accordingly, the questionnaire will be thoroughly pre-tested before launching the main survey. The pre-test would be designed to ensure that all the questions were clearly understood by respondents and that the question sequencing did not bias or confuse the respondents. The pre-test, would involve interviews using the draft questionnaire with 25 Anglophone and 25 Francophone respondents (total of 50 pre-test interviews). The pre-test interviews will be conducted from the Angus Reid Group's central dialling field centre in Ottawa.

The researchers from the Angus Reid Group and the Client representatives will monitor the pre-test interviewing in progress and offer immediate input to questionnaire modification (clients are encouraged to attend the questionnaire pre-test). The results of the pre-test along with any suggested changes or modifications to questions will be submitted to the client for review and final approval prior to fielding. Full fielding will

commence only after approval of the final questionnaire in both English and French has been given.

#### **2.4 Data Collection**

All data collection for the Angus Reid Group is conducted through the national network of field offices. The Angus Reid Group maintains one of the largest exclusively owned and operated field divisions in Canada. Angus Reid Field employs a full-time National Director (located in Winnipeg), and full-time field coordinators and supervisors in each field centre.

#### **2.5 Telephone Interviewing Capabilities**

Nationally, the Angus Reid Group maintains 125 telephones and over 350 interviewing staff. Angus Reid Group field centres are located in seven major population centres across Canada including Montréal, Ottawa, Toronto, Winnipeg, Edmonton, Calgary and Vancouver. In addition, Angus Reid Field has a demonstrated capacity to conduct survey research in both official languages and maintains fully bilingual interviewing centres in Montréal and Ottawa, in addition to bilingual interviewing staff in Toronto and Winnipeg. All interviewing staff in its Montréal phone centre. Interviewing is fully supervised and carefully monitored to ensure consistency in data collection.

All field staff have been provided with the same technical training with regard to interviewing techniques ensuring a consistent set of standards across all research studies. As well, the structure of our field system enables us to turn out a high volume of work in a timely and consistent fashion -- a strength upon which the Angus Reid Group has built its reputation for consistently high quality data collection. Importantly, the ability to bring this dedicated, wholly-owned field capacity to bear ensures that the proposed research study can be completed according to schedule and within the required quality constraints.

All interviewing will be conducted consistent with industry standards (Angus Reid Group is a member of the Professional Marketing Research Society), and will include a minimum of *15 percent* verification of interviews. Interviewers are required to make up to *five call back attempts* before disqualifying an otherwise eligible respondent. In addition, all interviews are edited by supervisory personnel and checked for completion and consistency. These steps are routinely taken in order to maintain consistently high quality data collection. *At any point in the fielding of the study, client representatives are welcome to monitor the interviewing in progress.*

## CLIENT SERVICE AND FIELD CENTRES



### 2.6 Callback Procedures and Method of Substitution of Respondents

As noted, interviewers are required to make up to five attempts before disqualifying an otherwise eligible respondent. For each busy signal or no answer, the number is redialed after not less than one hour and again on the next interviewing day. One callback is attempted for any potential respondent who has terminated an interview before it is completed. If, after the second attempt, the potential respondent still declines to

complete the interview, another household is selected within that same primary sampling unit. In cases where the phone is answered and the eligible respondent is not available to be interviewed at that time, arrangements are made for a more convenient interviewing time. Where the eligible respondent is reached on the fifth call, but is unable to be interviewed at that time, arrangements are made for a sixth call to complete the interview.

## **2.7 Interviewer Training and Briefing**

Of vital importance in the execution of any survey is strict adherence to the script of the interview. At the Angus Reid Group considerable care is taken to ensure consistency between interviews, both in terms of the delivery of the question phrasing and in terms of the coding of the responses. Field personnel are given extensive training sessions, including role playing on the survey instrument, before undertaking actual interviews. The interviewers are instructed as to the purpose of the survey and the meaning of the questions so they can elicit valid answers from the respondents. All interviewers are instructed to strictly adhere to client confidentiality. These rigorous training standards ensure a high level of quality control and the collection of data which exceed industry standards.

State of the art communications technology links the field centres to each other and to the head office of the Angus Reid Group. This ensures that projects can be completed

in a timely fashion and with a consistent set of standards. During the data collection phase, the field co-ordinators submit daily field reports to the survey research director. This system of direct, daily accountability has proven to facilitate the effective management of the most complex fielding assignments. The Angus Reid Group employs strict systems of quality controls, time reporting and accounting procedures for every study conducted. Our computerized project reporting system, coupled with years of practical project management experience, enables our researchers to minimize guesswork and establish a workable project execution plan at the initial planning stages. Consequently, the Group is capable of completing even the most complex fielding assignments within the stated time and cost requirements.

The Angus Reid Group is proud of its interviewing capabilities. These resources permit research projects, such as the proposed study, to be conducted with a level of precision which exceeds industry standards, and ensures rapid turnaround to meet the tight deadlines characteristic of today's public opinion research.

## **2.8 French Language Capabilities**

The translation of the survey instrument will be undertaken by the Angus Reid Group's Montréal-based translation service which specializes in survey questionnaire translation and has considerable experience and in-house expertise in translating numerous French

language research instruments and documents for federal government projects. The large volume of survey research undertaken in both languages by the Angus Reid Group has resulted in the provision of excellent translation services for the collection of interview data among Francophone respondents. We maintain a staff of highly qualified French language interviewers in our Montréal office which is responsible for conducting several thousand French language interviews each year. In addition, the Angus Reid Group's approach to translation is research driven in that we do not settle for literal interpretations. Where required, modifications are made to ensure consistent meaning between French and English instruments.

## **2.9 Data Entry (Coding and Keypunching)**

All telephone interview data will be coded and keypunched at the Angus Reid Group's in-house facilities in Winnipeg. Our coding department in Winnipeg employs full-time coders who work in a closely-knit team to ensure consistent and meaningful coding, particularly with respect to open-ended questions which sometimes requires a subjective judgement on the part of coders.

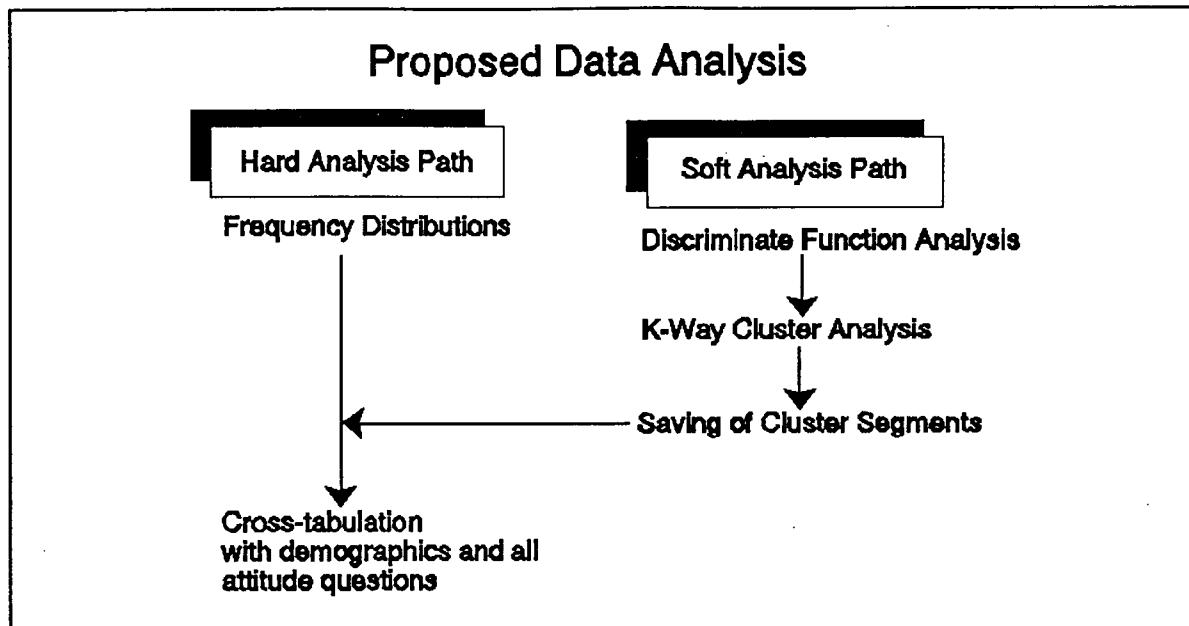
The researchers will provide a complete electronic transcription to open ended questions. The file will be organized in such a way that the responses can be recoded and merged with the information for a given individual on the microdatabase of the verified cleaned

data. The coding manual and edits would be developed by a senior research director. All coding is edited prior to keypunching. Keypunching is 100 percent verified in order to eliminate potential errors. The 100 percent verification of keypunching guarantees the same or higher level of keystroke accuracy than can be accomplished using CATI systems.

Following keypunching, the data are then run through a computer program which defines minimum and maximum values as well as the required sampling quota totals. Any inconsistencies or errors are referred back to the original questionnaire and, if a coding error is discovered, the questionnaire is replaced.

## **2.10 Data Analysis**

Angus Reid Group research personnel are thoroughly acquainted with the broad range of statistical techniques ranging from cross-tabulation to more complex multivariate analysis. This capability means that all data will be analyzed thoroughly and appropriately. The table on the following page is a diagrammatic representation of the proposed steps for data analysis.



While we would propose that the above model be followed in terms of general data analysis, we would of course submit a detailed analysis plan to the project authority for review and approval.

The first step we would suggest in the quantitative analysis involves an examination of the frequency distributions of all of the interview items. While the univariate analysis is rarely informative in itself, it allows us to examine the distributions for incorrect codes, wild codes or outliers which may distort measures of central tendency. The distribution curves also provide some guidelines for creating or collapsing categories for further analysis and quality control.

The second step involves a thorough examination of bivariate distributions. That is, each item in the questionnaire is cross-tabulated with relevant independent and demographic variables. These cross-tabulations permit a cursory investigation of statistically significant relationships between variables and suggest some interesting findings which can be explored in greater depth through more sophisticated data analysis. Before conducting cross-tabular analysis, **a tabular analysis plan** would be submitted to the project authority for approval. At present, the tabulation plan will likely include an analysis by region (Atlantic, Québec, Ontario, Prairies, British Columbia), as well as analysis according to key attitudinal or demographic indicators. Demographic variables would include region, age, gender, income, education, language, occupation and current employment status (working full-time, part-time, unemployed, at home, student, retired, etc.).

The third step (which really occurs concurrently with steps one and two) will involve the use of cluster analysis and attitudinal segmentation which permits the identification of the regional and demographic characteristics most closely associated with attitude sets (people who have the same profile with respect to their views on several facets of a single issue). Where necessary, other optional multivariate techniques will be employed in determining the extent to which dependent variables (for example, support for a specific policy initiative) are affected simultaneously by several independent variables.

## 2.11 Report Preparation and Presentation

The same degree of professionalism demonstrated in the data collection and analysis will be found in the preparation of all presentation materials and reports. Our analytical capabilities in combination with state of the art computer facilities means that all results will be displayed in a professional and attractive format (including, where appropriate, 3-D color charts). Such displays also ensure that the key findings of the survey are immediately understandable, hence maximizing the utility of the information collected through the survey. All presentation materials and reports will be developed by the senior project director who will conduct the investigation. It is fully recognized that the results must be presented in such a way that the findings are not obscured in the technical rhetoric endemic to research.

At the same time, it is important to fully document any method or statistical technique for the benefit of future researchers or methodologically inclined readers. Thus, technical information and detailed tabulations (with appropriate significance tests) are provided in a series of appendices. In recognition of the reading load imposed upon management, each report will contain a brief executive summary highlighting the key findings. This ensures the utility and readability of the report for all levels of management and will permit the reader the option to delve into the details of the reports as interest dictates.

Public Opinion Update: NAFTA

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As specified in the RFP, the report will strictly adhere to the analysis plan approved by the project authority.

### **3.0 DELIVERABLES**

#### **A. Debriefings**

- Three presentations (at least one in English) lasting approximately one hour each will be conducted by Dr. Darrell Bricker, Senior Vice-President. Presentations will employ visual representations of the data where appropriate.

#### **B. Final Summary Report**

- The report will summarize all aspects of the research and will be submitted on completion of the final phase of the research, including subsequent omnibus waves.
- The text of the report will be between 20 and 30 pages (double-spaced) supported by tables and charts. The text of the report will be preceded by a two-to-three page Executive Summary. The body of the report will be divided into several sections (between three and five), according to subject.
- The data for each subject will be analyzed according to demographic category and opinion segment (by region, sex, age, education, language, employment status, occupation, and income category) where the results are statistically significant and meaningful.
- The Angus Reid Group will also compare the results of the survey with the results of subsequent tracking waves of the study.
- Conclusions concerning the results crosstabulated by demographic category will be supported by tables or charts. The questionnaire in the appendix will be used to support conclusions related to the population as a whole.
- The report will contain the following appendices:
  - major demographic characteristics of the sample;
  - attitudinal and demographic characteristics of the major opinion segments;
  - comparison of the results from the two or three waves of the study;

- the methodology of the study; and
- English and French versions of the questionnaires.
- The results for each of the questions will be broken down by region (Atlantic, Québec, Ontario, Prairies, and British Columbia), sex, language of the interview, education, employment status, occupation, and income, in a separate binder.
- The Angus Reid Group will submit a draft of the report to the Department for comment and revision where appropriate.
- The report will be written in English.
- The Angus Reid Group will provide the Department with diskettes (3.5 or 5.25 in) in MS-DOS containing the unweighted data (but with the weights included) in ASCII format with the delivery of the final report. We will also furnish a dictionary for coding if necessary.

## 4.0 THE RESEARCH TEAM

### 4.1 Introduction

The research team proposed by the Angus Reid Group to conduct the study is presented below. The personnel resources allocated to this project reflect both our understanding of the project authority's requirements and the seriousness with which this project is viewed. **No substitutions will be made to the project team without the written consent of the project authority.** The proposed role of each team member is highlighted in the following section. In addition, complete CV's are attached for your information.

#### *Dr. Darrell Bricker, Vice-President, Angus Reid Group: Senior Project Director*

Dr. Darrell Bricker is Vice-President with the Angus Reid Group in Ottawa. He holds a Ph.D. in Political Science from Carleton University and a B.A. and M.A. from Wilfrid Laurier University. His areas of specialization include advanced research design, multivariate analysis, qualitative research, tracking methodologies and strategic communications planning. Prior to joining the Angus Reid Group, Dr. Bricker served with the Office of the Prime Minister as Director of Public Opinion Research. In this capacity, he participated in the design and implementation of several of the Federal Government's most challenging and politically sensitive research projects. Before joining the PMO, Dr. Bricker worked as

a public affairs research consultant with firms in Ottawa and Toronto where he provided strategic communications advice to a wide range of public and private sector clients.

Since joining the Angus Reid Group, Dr. Bricker has directed major public opinion research projects for an array of federal government departments and agencies including: the Prosperity Secretariat, ISTC, Justice, DIAND, Multiculturalism and Citizenship, Finance and FPRO, and External Affairs.

**For the proposed study, Dr. Bricker will be responsible for directing the efforts of the research team. His specific areas of responsibility will include client consultation on questionnaire design and pretesting, preparation of the analytical report, and English language presenter. Based in Ottawa, Dr. Bricker will act as the principal client liaison person throughout the research process from initial consultation to final debriefing.**

*Mr. Irwin Barker, Sr. Research Director, Angus Reid Group: Associate Project Director*  
Mr. Barker holds a Master's degree in Sociology from the University of Manitoba and has completed his Ph.D. course work at the University of Alberta. He has received a number of academic awards including a Social Science and Humanities Doctoral Fellowship, the Marion Taylor Memorial Scholarship and the R. Fletcher Argue Scholarship. Mr. Barker has worked on immigration/refugee research and has directed several projects for

government ministries including a major evaluation study for the Unemployment Insurance Program. Other research experience includes research on Canadians' attitudes towards international development issues and public opinion on Aboriginal self-government.

**Irwin Barker is an accomplished research methodologist and will assist Dr. Bricker in the development of the interview schedule and research design for the national survey and for the statistical analysis of quantitative data emerging from the national survey.**

***Mr. Gerald Grisé: French Language Co-ordinator and Project Operations Manager***

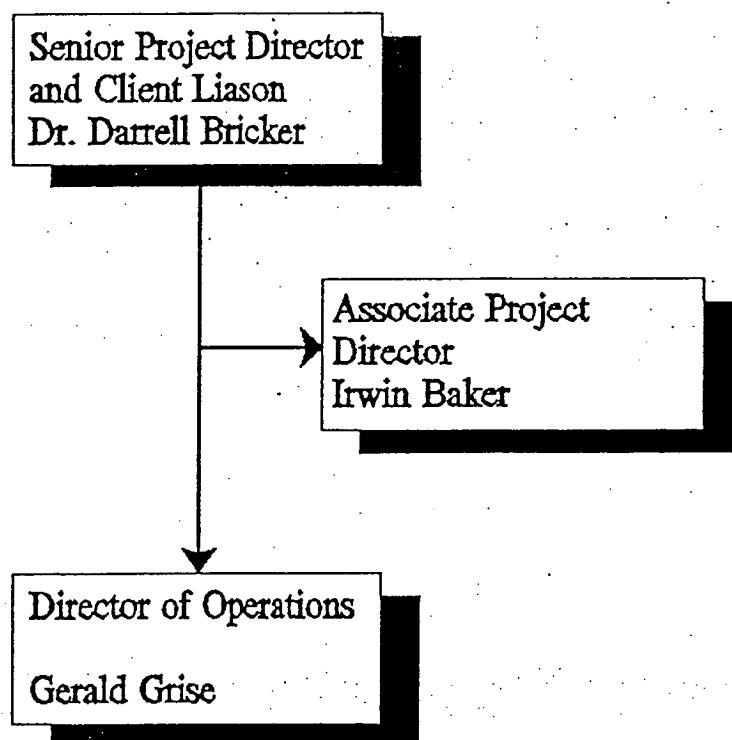
Mr. Grisé has extensive experience in the collection and analysis of quantitative and qualitative information. Through many years of data coding, entry, and analysis for a large number of public and private sector clients, Mr. Grisé has developed an expertise in sampling techniques, questionnaire design and review, data collection, and data analysis.

Mr. Grisé has also coordinated many large scale surveys for both the private and public sectors. Furthermore, he is perfectly bilingual. Mr. Grisé will play a lead role in designing and reviewing both versions (French & English) of the survey instrument. Mr. Grisé has also developed an expertise in questionnaire design which is a critical step in the survey process. An effectively designed questionnaire provides the foundation for a useful

survey. Mr. Grisé believes in reaching a clear understanding of the questions to be answered by the survey and the analyses to be performed prior to finalizing the questionnaire. As manager of the Price Waterhouse National Survey Centre in the past years, Mr. Grisé has designed, reviewed, and pretested questionnaires for both private and public sector clients on a variety of subjects, including reviewing and providing advice on the format and design of the 1991 Census form for Statistics Canada, the largest survey in Canada.

**Gerald Grisé, M.A., our Vice-President Operations will serve as a senior technical advisor to the proposed team and will personally be involved in all aspects of the study.**

## Project Team



## 5.0 TIMETABLE FOR PROPOSED RESEARCH

### *The Questionnaire Development, Sample Design, Translation, and Pre-Testing Schedule*

Day	Study
1	Meeting to discuss project. Department provides draft questionnaire.
3	Sampling plan ready. Final draft ready.
6	Final approval of questionnaire. Questionnaire translation completed.
8	English questionnaire pre-test completed.
9	French questionnaire pre-test completed.

The Angus Reid Group commence interviewing either:

(1) immediately upon completion of the pre-testing, or;

(2) upon notice of five working days from the Department.

### *Interviewing and Analysis Schedule*

Day	Action
1	Interviewing begins
5	Interviewing completed
10	Top line results available
15	Presentation(s)
as required	Draft and final reports

## Report Writing Schedule

The Final Summary Report is to contain results from one or two subsequent waves survey (time and length to be determined). The Angus Reid Group will begin the writing of the Final Summary Report upon notice from the Department.

Report Writing Schedule	
Day	Action
1	Writing of draft report begins
10	Draft report submitted
10 days after upon return of comments from the Department	Final report

**APPENDIX I**

**- CVs -**

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## CURRICULUM VITAE

### DR. DARRELL J. BRICKER

Vice President  
Angus Reid Group, Inc.  
Ottawa, Ontario  
(613) 238-5802  
Fax # (613) 238-1390  
1103 - 1 Nicholas Street  
Ottawa, Ontario  
K1N 7B7

#### EDUCATION

Ph.D., Political Science, Carleton University, Ottawa, Ontario, 1989  
M.A., Political Science, Wilfrid Laurier University, Waterloo, Ontario, 1984  
B.A., Political Science, Wilfrid Laurier University, Waterloo, Ontario, 1983

#### PROFESSIONAL ASSOCIATIONS

American Association of Public Opinion Research (AAPOR)  
Canadian Political Science Association (CPSA)

#### PROFESSIONAL EXPERIENCE

1989 - Present	<u>Vice President</u> , Angus Reid Group Inc., Ottawa, Ontario.
1989 - 1990	<u>Director of Public Opinion Research</u> , Office of the Prime Minister, House of Commons, Ottawa, Ontario.
1987 - 1989	<u>Research Consultant</u> , Decima Research, Toronto, Ontario
1986 - 1987	<u>Research Consultant</u> , Public Affairs International, Ottawa, Ontario.

#### TEACHING EXPERIENCE

1990 - Present	Carleton University, Adjunct Professor in Political Science (Quantitative Research Methods).
1984 - 1986	Carleton University, Teaching Assistant (Quantitative Research Methods and Canadian Government).
1983 - 1984	Wilfrid Laurier University, Head Teaching Assistant (General Political Science).
1981 - 1983	Wilfrid Laurier University, Teaching Assistant (General Political Science and History).

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#### AWARDS AND DISTINCTIONS

- 1985 - 1986              Social Sciences and Humanities Research Council Doctoral Fellow.
- 1983 - 1985              Ontario Graduate Scholarship.
- 1984 - 1986              Carleton University Graduate Scholarship.
- 1983 - 1984              Epstein Fellowship as the outstanding Entrant in graduate level political science at Carleton University.
- 1982                      Wilfrid Laurier University Undergraduate Incentive Scholarship.

#### PUBLICATIONS

Complete list available on request.

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## CURRICULUM VITAE

### IRWIN BARKER

**Senior Research Director**  
**Angus Reid Group, Inc.**  
**(204) 949-3100**  
**Fax # (204) 942-5669**  
**1900-155 Carlton Street**  
**Winnipeg, Manitoba**  
**R3C 3H8**

#### EDUCATION

**M.A.**, Sociology, University of Manitoba, October, 1982  
**B.A.**, Sociology, University of Winnipeg, April, 1979  
**Ph.D candidate**, University of Alberta

#### PROFESSIONAL ASSOCIATIONS

American Evaluation Society (AEA)  
Association for the Sociology of Religion (ASR)  
Canadian Evaluation Society (CES)  
Canadian Sociology Association (CSA)  
Professional Marketing Research Society (PMRS)  
Society for the Scientific Study of Religion (SSSR)

#### PROFESSIONAL EXPERIENCE

- 1986 - Present      Senior Research Director, Angus Reid Group Inc., Winnipeg, Manitoba. Areas of responsibility include design, analysis and execution research of public opinion findings.
- 1985 - 1986      Independent Research Consulting, Edmonton Alberta. Responsibilities included social science and marketing research activities in addition to sample design, data analysis and report writing.
- 1983 - 1985      Sessional Lecturer, University of Alberta, Department of Sociology. Courses included: Introduction to Sociology, Social Problems and Principles of Sociology.

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- 1983            Lecturer, University of Manitoba, Department of Sociology,  
Introduction to Sociology.
- 1982            Research Assistant, University of Manitoba, Institute for Social and  
Economic Research.

#### AWARDS AND DISTINCTIONS

- 1982 - 1985        Social Sciences and Humanities Research Council Doctoral Fellowship
- 1980 - 1982        University of Manitoba Graduate Fellowship
- 1978            Marion Taylor Memorial Scholarship in Sociology, University of  
Winnipeg
- 1978            Board of Regents General Proficiency Scholarship, University of  
Winnipeg.
- 1977            Winnipeg RH Institute Incorporated General Proficiency Scholarship,  
University of Winnipeg
- 1977            R. Fletcher Argue Scholarship, University of Winnipeg

#### PUBLICATIONS AND PRESENTATIONS

Linden, R., Douglas Frisbee; and Irwin Barker, Working Together to Prevent Crime: A Practitioner's Handbook, Ottawa, Solicitor General Canada, 1983

Barker, Irwin and Raymond Currie, "Do Converts Always Make the Most Committed Christians?" Journal for the Scientific Study of Religion, September, 1985

Barker, Irwin and Rick Linden, Issues in Community Crime Prevention, Ottawa: Solicitor General, Canada, 1985

Barker, Irwin, "Continuity and Change in Science: A Sociological Analysis of the Kunian Model of Scientific Development". Paper presented at the Western Association of Sociology and Anthropology, Winnipeg, Manitoba, June 1986

Barker, Irwin, "Conversation Accounts". Paper presented to the Canadian Sociology and Anthropology Association , Winnipeg, Manitoba, June 1986

Barker, Irwin "Deviant Behavior and Motive Talk". Paper Presented at special symposium on Religion and Cult Conversion, Lethbridge, March, 1985

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## CURRICULUM VITAE

### GÉRALD GRISÉ

Vice-President Operations  
Angus Reid Group, Inc.  
(204) 949-3100  
Fax: (204) 942-5669  
1900-155 Carlton Street  
Winnipeg, Manitoba  
R3C 3H8

#### EDUCATION

M.A., Sociology, University of Ottawa, 1991  
B.S.Sc.(Hons), Sociology, University of Ottawa, 1985  
B.A., Psychology, University of Ottawa, 1983

#### PROFESSIONAL ASSOCIATIONS

Professional Marketing Research Society  
Field Management Group  
American Marketing Association  
Canadian Evaluation Society

#### PROFESSIONAL EXPERIENCE

1991-Present

##### Vice-President Operations, Angus Reid Group Inc.

- Responsible for the coordination of all field services, data entry, and computer analysis across all central location interviewing facilities of the Group;
- Develops high quality standards and ensures that they are always met;
- Oversees all computerized operations throughout the entire survey process including script writing, pretesting, data collection and analysis;
- Responsible for technology strategy with respect to equipment, telecommunications, data base management, and report production services.

1986 - 1991

##### Senior Consultant / Survey Operations Manager, Price Waterhouse Ltd.

- As Manager of the Price Waterhouse National Survey Centre, responsibilities included marketing and administration, and consulting services to clients mainly in the areas of Marketing, Human Resources, and Program Evaluation.

1985 - 1987

##### Graduate Teaching Assistant, University of Ottawa

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## SELECTED RESEARCH ASSIGNMENTS

### **Qualitative Research / Focus Groups**

- For the Office of the Comptroller General, he assisted in the presentation of a two day workshop on qualitative and quantitative methods;
- For Statistics Canada and the Treasury Board, he participated in the development of methodologies for the Survey of Demand for Services in a Minority Official Language. The proposed methodologies were designed through intensive consultation with Official Language representatives from a variety of federal government departments and crown corporations;
- For the Ontario Ministry of Agriculture and Food, he participated in a study of continuing education needs of Food Service Supervisors in institutional health care. Surveys were conducted on behalf of Centralia and Kemptville colleges and focus group sessions were held with Food Service Supervisors and Directors and Administrators of hospitals and long-term care facilities;
- For the City of Ottawa, he conducted focus group sessions with francophone residents of Ottawa to get a better understanding of their perception of the city in general compared to other demographic subgroups. The study was part of an evaluation of the city of Ottawa's corporate identity;
- For Consumer and Corporate Affairs, he conducted a number of focus group sessions with francophone participants regarding their perceptions and attitudes concerning food safety;
- For Statistics Canada, he conducted qualitative research related to the Citizenship and Immigration questions of the 1991 Census. He conducted in-depth interviews and moderated focus groups with Canadian citizens, landed immigrants, and temporary residents;
- For Transport Canada, he conducted a qualitative review of two questionnaires; one investigating the feasibility of a working from home policy, and the other investigating the need for and nature of career planning in airports in Ontario;
- For Statistics Canada, he participated in an evaluation of the 1991 Census to determine potential areas for improvement in regards to the actual data collection. Focus groups were conducted with Census Supervisors and Census Enumerators to discuss their experiences, impressions, and suggestions;

- Conducted a study examining Canadian Investments in South Africa. The study included an evaluation assessment of the effectiveness and consequences of economic sanctions;
- For the Department of Supply and Services, he organized and supervised a survey of 750 firms who had been asked to bid on government contracts as part of an evaluation of the source in function within the federal government;
- For Canada Mortgage and Housing Corporation, he participated in a mail survey of approximately 6,400 tenants living in rental housing as part of an evaluation of two CMHC rental housing programs;
- For Employment and Immigration Canada, he conducted an evaluation of the Canadian Youth Foundation. The evaluation involved interviews with interns and former interns of the Foundation as well as a number of other youth organizations and clients of the Foundation;
- For Labour Ontario, he participated in an evaluation of the Youth Venture Program which grants loans to young business entrepreneurs. Surveys were conducted with grant recipients, borrowers, and unsuccessful applicants;
- For Justice Canada, he participated in an evaluation of the Firearms Control process. The evaluation included a review of all forms used for the purchase and transportation of firearms. Following interviews with various provincial police forces and the RCMP, recommendations were made in regards to implementing national standards. He was personally responsible for getting input from the Quebec Provincial Police which was particularly sensitive given their refusal to participate in national forums and given the clear intent to impose national standards;

#### **Health and Lifestyle Issues**

- For Health and Welfare Canada and a number of health related associations, he participated in the design of the Canada Health Monitor which tracks lifestyle behaviour, risk factors, health status, service utilization, and public attitudes. Each bi-annual survey consists of telephone interviews to over 2,200 randomly selected households across the country;
- For Transport Canada, he coordinated a study which included 500 in-person and 3,600 telephone interviews with private and public sector employees in safety sensitive positions at airports across Canada. The survey tracked lifestyle behaviour and risk factors, health status, service utilization, and public attitudes;
- For National Defence, he participated in the 1989 Canadian Forces Health and Lifestyle Survey conducted on behalf of the Directorate of Preventive Medicine. He participated in the administration of a national survey of over 8,200 Canadian Forces members located in bases across Canada and in Europe. Information from this survey was used to improve medical services and health promotions program offered to Canadian Forces members;
- He conducted an evaluation of alcohol related laws and regulations in Ontario. He presented his report at a hearing of the Ontario Committee on Liquor Regulations;
- For Transport Canada, he coordinated and participated in a national telephone survey of alcohol and drug use among 1,000 railway industry employees. The results were presented to the Minister and used to formulate a potential amendment to the Railway Safety Act concerning mandatory testing;

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### **Qualitative Research / Questionnaire Review**

- For Statistics Canada, he performed qualitative research related to the design of the 1991 Census questionnaire, the largest survey in Canada. Observational studies were conducted using focus group sessions, in-depth interviews, think-aloud interviews, and instructional observations;
- For the Workplace Fitness Office, he participated in the development of a survey instrument and methodology for a proposed national survey of business establishments regarding workplace fitness and lifestyle programs;
- For Statistics Canada, he performed qualitative research leading to a critical review of the International Travel Survey Questionnaire. He conducted focus group sessions with francophone participants and in-depth interviews with respondents towards making recommendations for a more "respondent-friendly" questionnaire;
- For Fisheries and Oceans Canada and Loisir, Chasse et Pêche Québec, he conducted focus group sessions and in-depth interviews with francophone participants as part of a qualitative review of the 1990 Survey of Recreational Fishing in Canada;
- For Statistics Canada, he conducted qualitative research related to the re-design of the Census of the Construction Industry questionnaires. The study involved in-depth interviews, "think-aloud" observations, and focus groups;

### **Program Evaluations**

- For the Secretary of State, he participated in a program evaluation study and a feasibility and effectiveness study of the Official Languages Services. The study included an examination of options from the user's perspective and from the macro policy perspective;
- For the Department of Fisheries and Oceans, he participated in the development of an effectiveness model for the Fish Inspection Program. The model will aid in establishing a baseline against which the impact of changes to the inspection program could be compared by providing a basis for ongoing monitoring of effectiveness;
- For Employment and Immigration Canada, he undertook an effectiveness assessment of the Business Immigrant Program for their Program Evaluation Branch. Designed the logistics for tracking, contacting, and interviewing 650 business immigrants located in every major Canadian city;
- For Communications Canada, he conducted interviews with a number of key executives from various federal government departments as part of an evaluation of the Senior Executive Network/Le Réseau d'information des cadres supérieurs;
- For Canada Post, he participated in an ongoing study measuring the timeliness of Canada Post mail service. He was responsible for the logistics of recruiting over 2,000 individuals and 500 businesses in Ontario and all Western provinces as mail recipient panellists;

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- For Health and Welfare Canada, he played a key role in the evaluation of the Break-Free All Stars Pilot Test which included a survey of athletes and coaches in 13 pilot municipalities participating in a program to promote a smoke-free message to youths between the ages of 8 and 10;
  - For the Ontario Ministry of Community and Social Services, he participated in an evaluation of the Integrated Homemaker Program. Telephone interviews were conducted to over 1,500 program recipients (elderly and handicaps) as well as to a member of their immediate families;

#### **Education / Training**

- For the St. Lawrence College Saint-Laurent, he participated in a marketing research and strategy study for their Cornwall campus. Data was collected from a number of different sources including high schools in the Stormont, Dundas and Glengarry regions and Western Quebec;
- For the Medical Research Council, he conducted a study of the training and career outcomes. The study included a survey of approximately 600 former graduates and postdoctoral trainees in order to evaluate MRC support programs;
- For Transport Canada, he conducted a mail survey of 6,000 employees as part of an evaluation of its training program to determine objectives achievement and impact/effects. Data collected from trainees was compared to data collected from their supervisors in order to determine their particular perceptions of the need and quality of training;
- For the Society of Management Accountants of Ontario, he conducted a strategic evaluation which consisted primarily of a survey of members and a survey of employers. The purpose of these surveys was to evaluate competencies and needs of certified members operating in different territories;
- For the Canadian Council of Professional Engineers, he participated in a study examining engineers career plans and objectives. Surveys were conducted to determine how engineers make their career choices, why some engineering graduates decide not to practice engineering, and why some engineers leave the profession early;

#### **Indian Affairs**

- For the Department of Indian Affairs and Northern Development, he participated in an evaluation of the Capital Program Allocation Mechanism. The study included in-person interviewing of band members, chiefs, and administrators from various isolated reserves in North-Western Ontario in order to assess their capital requirements and funding priorities for educational facilities and assets, community infrastructure, and housing;
  - For the Department of Indian Affairs and Northern Development, he participated in a major assessment of governmental expenditures with respect to status Indians. The study examined the level of per capita expenditures at in all departments, agencies, and programs within three levels of government;
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- For the Department of Indian Affairs and Northern Development, he designed and supervised the conduct of a survey of Native Band Administrators across Canada concerning the impacts of Bill C-31 which changed the requirements for Native status. Administrators and chiefs were surveyed concerning their perceptions of Bill C-31 and their opinions contributed to a qualitative review of Bands' opinions concerning the definition of Native "status".
- For the Department of Indian Affairs and Northern Development, he conducted an evaluation of the Native Fishing Association (NFA). The NFA was formed by the Native Brotherhood of British Columbia to administer an \$11 million fund provided by the government of Canada through a contribution agreement and was incorporated under the British Columbia Society Act in 1985 as a not-for-profit institution. The study included a survey of NFA clients to assess the impact of NFA loans and a survey of applicants to the NFA to assess continued market demand for financing.

### **Correctional Services**

- For Correctional Services Canada, he participated in an evaluation of the automatic day parole review provisions of Bill C-67. Responsibilities included the development of data collection forms used to record information from OIS and parole files, the development of structured interview guides, the conduct of interviews with National Parole Board members and staff, community service providers, and inmates, as well as quantitative and qualitative data analysis;
- For Correctional Services Canada, he conducted an evaluation of the Brentwood Program, an alcohol and drug recovery program at the Collins Bay Institution. Qualitative data was collected through direct participation in the actual program and with one-on-one in-depth and informal interviews with inmates. The evaluation also included interviews with program alumni on parole, parole officers, shop and school staff and classification officers;
- For Correctional Services Canada, he designed the logistics of a large-scale survey of the incidence of psychiatric disorders among inmates. Interviews were conducted with 2,500 inmates in federal prisons in order to identify the prevalence of behavioral and psychiatric disorders;

### **Marketing / Consumer Research**

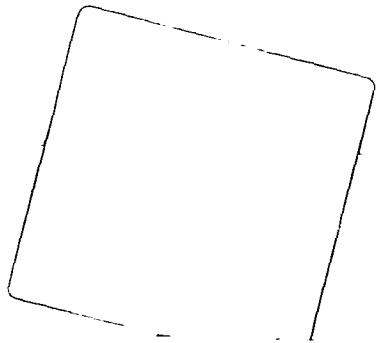
- For Labour Canada, he participated in a market segmentation, product development, and cost recovery study for the Bureau of Labour Information which included a two-phase telephone survey of 700 firms, unions, and organizations;
- For Regional Planning Committees and Real Estate Associations, he assisted in the development and implementation of a survey to measure consumer perceptions and intentions related to residential real estate. Perceptions, intentions, attitudes, and behaviour were measured with the data collected from over 1,000 households in the Ottawa area;
- For Supply and Services Canada, he played a lead role in designing and implementing a strategic study which analyzed the cost of a basket of goods in six Canadian cities;

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- Participated in a feasibility study for a new line of industrial car care products into the Ottawa area. The study involved a telephone survey of 200 new and used car dealers to determine the potential market size and significant competition;
  - For Telecom Canada, he played a lead role in a market study which profiled Canadian users of telemarketing. Sophisticated sampling techniques, extensive research, and data from business surveys provided the basis for a directory of telemarketing users and a promotional brochure for customers of Telecom Canada;
  - For the Tourism Industry, including major Airlines and Hotel chains, he designed and conducted a major syndicated survey of over one thousand Canadian businesses (Business Travel Monitor) as part of an evaluation of travel habits and preferences of business travellers;
  - For the Ministry of State for Science and Technology, he participated in a study which included a national survey of 900 firms and which assisted in measuring the impact of intellectual property rights on the economic and trade performance of specific Canadian industries;

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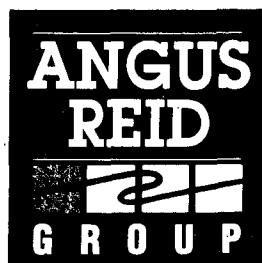
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Public opinion update : Canadian  
attitudes toward the North American

Free Trade Agreement

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