

“A Commitment to Fairness” Focus Groups

Final Report (With Appendices)

**For Canadian Border Services Agency / Public Safety and
Emergency Preparedness Canada**

Project # 46E01-067179/001/CY



July 2005

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1.0 Background

EKOS undertook 4 focus groups on July 5th, 2005 in Toronto (English) and Montreal (French) in order to test the Canadian Border Services Agency's (CBSA) working document, "A Commitment to Fairness", and to explore recent experiences at points of entry to Canada.

- In each centre, one group was with non-Canadian citizens (i.e., permanent residents, refugees, and other non-citizens such as those in Canada on visas) while the other was with Canadian citizens. All group participants self-identified as visible/ethnic minorities.

In its design, this project was limited in scope and primarily intended to give qualitative feedback on the working document. As such, the results should not be considered as a consultation or representative of any segment of the public.

Having said that, two macro-level observations are worth noting:

- The Canadian citizens were somewhat more likely (dramatically more so in Montreal) than were non-citizens to voice critical comments of current treatment at the border accorded visible minorities and therefore to see a disconnect between the document and their perception of the current situation.
- The Toronto groups generally had a somewhat more critical tenor to the initiative than was the case in Montreal, particularly for the non-citizen group in Montreal who were uniquely positive about the initiative and the treatment they have received at Canadian border crossings.

A Note on Qualitative Research

The primary benefit of focus group discussions is that they allow for in-depth probing with participants on behavioural habits, perceptions and attitudes related to the subject matter. The group discussion also allows for flexibility in exploring other areas as they arise that may be pertinent to the investigation.

Focus groups allow for a more textured understanding of the issues at hand in that the thoughts or feelings are expressed in the participants' own language. The focus group technique is used as a means of developing insight and direction, rather than quantitatively precise or absolute measures. Due to the inherent biases in the technique, the data cannot be projected to any universe of individuals. While every effort was made – within the recruiting parameters – to balance various demographic characteristics when recruiting participants, these groups (and therefore the findings drawn from them) may not be said to be representative of the larger population as a whole. For the reader's ease, these findings are depicted to some extent as definitive and representative — this is, however, true only for the universe represented by these participants.

2.0 Key Findings

Initial Reaction to the Fairness Statement

Initial reaction to the “A Commitment to Fairness” document was generally positive: “It’s reassuring, people will know what to expect when coming here”; “It’s good. I like it.”; “It is a step in the right direction.”

- Most felt that the document was a symbol of Canada’s approach (which was seen as better than many countries) and was the government’s way of reassuring people entering Canada that they were in “good hands”.
- However, many also felt that the document represented more of an ideal rather than an actual representation of what currently happens at the border. The exception to this, as noted above, was the non-citizen group in Montreal who volunteered that the principles outlined in the document were an accurate reflection of the treatment they felt they had received when entering Canada.

Overall, although many in the groups had questions/concerns about the document, almost everyone felt that the government initiative was important in that it set an example of what Canada should be moving towards.

That said, many reiterated that, while the government may have good intentions, these are fruitless unless backed up by other changes (e.g., “better training of frontline personnel”, “increasing the diversity of the frontline personnel”).

As a general observation, many felt that the language in the document could be re-written to be more accessible to a wider audience, or to make it less alarming. For example, one participant in Montreal questioned the use of the subjunctive tense as detracting to some extent from the reassurance offered by the document. Additionally, a number of awkward elements in the French translation were noted (e.g., “nous vous encourageons à en parler avec **votre** superviseur ou à **votre** gestionnaire”) which a close edit of the final translation should easily resolve.

Given that the CBSA is a relatively new agency, it is not surprising to find that specific awareness of the organization was extremely low with only one participant naming the Agency by its correct name without any prompting.

- Participants tended to cite the first individual they met as being “Customs”, “Immigration” and, in smaller numbers, “Police” or “the RCMP”.

Specific Comments on “A Commitment to Fairness”

Although all the areas covered in the document were considered important, three stood out as being integral to this type of statement:

1. Fair application of the law and security requirements

“Fairness” tended to centre on the issue of equal treatment (e.g., not being searched more often than others) and consistent application of the laws.

- It is important to note that “fairness” was not interpreted in the same way by everyone. This has clear implications for the title of the initiative.
- For many, the interpretation related to the desire to see this section specify that discrimination would not occur on the basis of race, ethnicity, gender, or age. Many participants saw the perceived greater incidence of certain groups being searched at the border as being “unfair”.
- Canadian citizens were especially adamant on this point, as many felt that they (or others like them), were often discriminated against at the border. “Of course we’re singled out, for being Black, for having an ‘Arab-sounding’ name, whatever...it’s reality”
- The mention of “security requirements” seemed not to fit in the statement.

2. Respect and courtesy

For many, this was the most important issue, and was something they would expect from any organization providing a service to the public.

- Most felt that these should be the guiding principles for the public face of the CBSA (i.e., the frontline staff”), and moved to the top of the list.
- While some participants would like to see reference to pleasantness/friendliness, more believed that this was adequately covered by professionalism and courteousness.

3. Privacy and confidentiality

The inclusion of this clause was seen as highly important and seemed to provide some reassurance to participants in terms of their rights at points of entry; however, few, if any, had substantial concerns in this area.

- The terms “discrete” and “tactful” were seen as somewhat vague and/or meaningless.

The remaining areas in the document seemed to be less well-understood and/or were typically considered lower level priorities:

4. Bilingual service

This aspect was seen as fine, albeit somewhat confusing. “It is French and English? It needs to be explicitly stated which languages.”

- Related to this, almost all participants felt that there was a need to have more languages represented at border entry points in order to accommodate those coming to Canada whose first language is neither French nor English.
- Montreal participants felt that the terminology used (i.e., “votre langue officielle de prédilection») was quite unfamiliar “I would never say ‘prédilection’”.
- Most also felt that the information should be made available in as many languages as possible and distributed widely (e.g., in embassies before arrival in Canada, on airplanes along with the customs form, with visas and other immigration documents).

5. Accurate information about entitlements and obligations

While most did not see any problems with this point, many did not really understand what was meant by “entitlements” or “obligations”.

- The effectiveness of this section was also seen to rest in the hands of frontline staff. As such, many felt that how their requests were handled would depend entirely on the disposition of the border officer.
- Some also questioned whether a rapid response was in fact possible.

6. Review of our actions and decisions

This was probably the most problematic section as it raised more questions and concerns than any other aspect of the document.

- The mention of a “review of your file” alarmed many participants: “What file?” “Do they keep files on everyone who crosses the border?”

- Further, participants did not understand the timeframe in which this would occur: “Would they do this right away or would you have to wait a week?”
- Likewise, the option of speaking to a supervisor was highlighted by many as surprising: “You can do that?” While some found this reassuring, many others felt it lacked merit: “This doesn’t work for two reasons: one, you don’t have time for stuff like that and two, the supervisor is just going to back up his employee.” Attitudes on this point generally reflected the perception that border officials have all the power compared to individuals. For most participants, talking to a supervisor was “a last resort”.
- A number of participants noted that they would never avail themselves of this recourse as they felt it could possibly exacerbate what they saw as an already unpleasant situation — “You would need to be sick...it’s [asking to speak with a manager] a kamikaze move...you would end up being delayed even longer and getting additional scrutiny”
- In fact, many saw the border interaction as only a “2 minute thing in your life” and they would simply go on with things after they crossed the border.

Given some of the confusion, there was a strong perceived need to provide individuals with a way of finding out more information if they so desired.

Link to Experiences at the Border

As previously indicated, the initial observation of many in the groups was that the document did not reflect what actually happens at the border (although this was not necessarily fully based on their own first-hand experiences).

- Many participants did not have any real negative experiences and felt that, for the most part, they were dealt with respect and courtesy, although there was also a recognition that “It depends on who you talk to. Some [border officers] are nice, others are rude.” The point was made by a number of very cosmopolitan and well-travelled participants that treatment at Canada’s borders was superior to most other places in the world.
- The issue of fair treatment at the border was the most contentious. While not all felt that they personally experienced “unfair treatment”, many felt that they had personally experienced discriminatory practices at the border: “Why did I get pulled over and not the car of white people behind me?”

Looking Forward – Gauging the Potential Impact of “A Commitment to Fairness”

Most believed that the government was serious about this initiative, but that it ultimately comes down to how those at the border/border officials behave.

As for whether or not a document such as this would make a positive difference, many were sceptical: “It would be nice, but – it remains to be seen.”

Most felt that the success of an initiative like this lay in the implementation (e.g., would the government follow-up to make sure that the rules were being followed?), with suggestions for both stringent verifications of the extent to which Agents were following the commitment to fairness and perhaps surveys of those entering the country to ensure that they felt the service offered at the border matches the commitment.

In the long-term, some participants felt that this initiative could result in the following: fewer complaints, better training of frontline personnel, and a more multicultural presence at the points of entry.

3.0 Bottom Line

The initiative behind the document is seen as important and worthwhile. While the document is generally well received, there is a need to carefully review the wording, ordering and some of the key messages. Although certain aspects are intended to increase accountability, they may not be interpreted that way (as evident in the attitudes about speaking to a supervisor or manager). At the same time, it is important to note that the interpretation of "fairness" would not be expected to be the same for all Canadians. For many, "fairness" means not being singled out of the line more often than other groups. Though the title of the initiative is most likely a good one, this differing interpretation will need to be taken carefully into account. Equally important is the fact that the document itself is not enough to withstand scrutiny, and that any announcement would need to be tied into concrete actions/plans how to implement (reflecting the general perception that there is an issue to resolve) along with a clear rationale for its implementation (i.e., the need to update the existing approach under the old departments and reflect the creation of the CBSA). Given that the discussion quickly focused on front-line staff, it will be important for this commitment to be embraced by the employees themselves.

Appendix A: Moderator’s Guide (English & French)

CBSA Commitment to Fairness Groups Moderator's Guide

Introduction (10 minutes)

- Moderator explains the purpose of the research being conducted for the Government of Canada.
- Discussion is being audio taped and observed by members of the research team.
- Confidentiality: Explain that the findings from the focus groups are kept confidential. No names will be associated with any information provided in this discussion group. The report will simply describe patterns of opinions over the series of focus groups.
- Voluntary: your participation today is voluntary — we're delighted you're helping us out with this research but it in no way affects any of your dealings with the Government.
- Explanation of format and "ground rules": there are no wrong answers/no right answers, okay to disagree; individuals are asked to speak one at a time.
- Moderator's role: raise issues for discussion, watch for time and make sure that everyone gets a chance to speak.
- Ask participants if they have any questions before beginning.
- Participant introductions: ask participants to introduce themselves by their first name only and to say a little bit about themselves, and since groups will deal with borders:
 - how often they have crossed a border in past 2 years?
 - whether the travel was business, pleasure, or both?
 - mode of border entry travel — e.g., by land, air, other?
 - which countries they were returning from — e.g., the U.S., Europe, etc?

Reaction to Document (30 minutes)

- How many people know which specific Government of Canada Agency or Department that employs the individuals that people first deal with when they cross the border into Canada?
- In fact, the name of the organization is the Canada Border Services Agency or CBSA. The Canada Border Services Agency is a relatively new agency (and now includes the customs functions of the former Canada Customs and Revenue Agency and also the frontline and some enforcement functions from Citizenship and Immigration Canada and the Canada Food Inspection Agency). The CBSA is aware that their employees are the first contact people have with the Government of Canada on coming back into the country or on arriving for the first time and the federal government wants to continue to ensure that the experience people have crossing the border represents Canadian values.
- One initiative they are working on deals with strengthening the accountability of the CBSA to all Canadians, and involves a commitment to fairness — outlining what people should expect when they interact with the CBSA as they cross the border. In a moment I will pass out a copy of a document which summarizes this commitment. I would like you to:
 - Take 10 minutes to read it;
 - Mark it up with any comments or questions you have;
 - Note down any words or expressions which aren't clear or which you don't like as well as those you really do like;
 - We'll have lots of time to discuss them after, so I'd like you to read them in silence, just so no one influences other people's opinions.
- [After participants have had a chance to read the document] What's your overall reaction?
 - What is the document trying to say/what is the main piece of information?
 - What were some of the areas that stood out as especially important?
 - Were there any parts you had trouble with? Is there a better way to say those things?
 - Anything that isn't clear? Outstanding questions?

- Is there anything missing in this document? What?
- What do you think of the Government's initiative?
 - Good thing/bad thing? Why?
 - Is this initiative important? To you?

Link up to Border Issues (45 minutes)

- Let's talk about the title for a minute: A Commitment to Fairness. What does "fairness" mean to you as it relates to the Canada Border Services Agency? [Moderator asks participants to write answer down on paper].
- How does this "commitment to fairness" match up to your own experiences crossing the border? Is this pretty well what happens now? Better/worse?
- For those who said it was different, in what way(s)? Can you give me some specifics?
 - NOTE: Moderators attempt to bring back any divergence to one of the six principles on the document
- For those who had a difficulty, what steps did you take to get it resolved?
- What about the Review of Actions and Decisions?
 - Would you ask to speak to a supervisor or manager? Why/why not? Who would you speak with?
 - Would there be any other action you might consider taking — rather than or as well as speaking to an onsite supervisor?
- Will this initiative make a positive difference?
 - Why/why not?
 - What about a difference in the short term? Longer term?

- Do you believe the Government is serious in this commitment to fairness? Why/why not?

Wrap-up (5 minutes)

- Questions from observers
- Is there anything else you would like to add before we end the discussion?

Thank you for your participation.

Discussions de groupe sur l'engagement de l'ASFC envers l'équité

Guide du modérateur

Introduction (10 minutes)

- Le modérateur explique le but de la recherche effectuée pour le gouvernement du Canada.
- La discussion est enregistrée sur bande sonore et observée par des membres de l'équipe de recherche.
- Confidentialité : Expliquer que les résultats des discussions de groupe vont demeurer confidentiels. Aucun nom ne sera associé à un renseignement fourni au cours de la discussion. Le rapport ne fera que décrire les tendances des opinions exprimées par l'ensemble des groupes.
- Sans obligation : votre participation d'aujourd'hui est volontaire — nous sommes très heureux de votre contribution à cette recherche, qui n'affectera absolument pas vos relations avec le gouvernement.
- Explication du format et « règles de base » : il n'y a pas de bonne ou de mauvaise réponse, et on peut diverger d'opinion; prière d'intervenir une personne à la fois.
- Rôle du modérateur : présenter les sujets à débattre, surveiller l'heure et voir à ce que chacun ait la chance de prendre la parole.
- Demander aux participants s'ils ont des questions avant de commencer.

- Présentation des participants : demander aux participants de se présenter par leur prénom seulement et en disant quelques mots sur leur personne, et puisque la discussion va porter sur les frontières, de dire :
 - à quelle fréquence ils ont traversé la frontière depuis deux ans
 - s'ils voyageaient par affaire, pour le plaisir ou les deux
 - par quel mode de transport ils sont rentrés au Canada — p. ex., par la voie terrestre, aérienne, autre
 - de quels pays ils revenaient — p. ex., É.-U., Europe, etc.

Réaction au document (30 minutes)

- Combien savent précisément quelle agence ou quel ministère du gouvernement du Canada emploie les personnes qui sont les premières avec qui les gens sont en contact lorsqu'ils arrivent au Canada?
- En fait, l'organisation s'appelle l'Agence des services frontaliers du Canada ou ASFC. L'Agence des services frontaliers du Canada est relativement nouvelle (et exerce maintenant les fonctions douanières de l'ancienne Agence des douanes et du Revenu du Canada de même que les fonctions de première ligne et certaines fonctions d'exécution de la loi qui étaient autrefois dévolues à Citoyenneté et Immigration Canada ainsi qu'à l'Agence canadienne d'inspection des aliments). L'ASFC est consciente du fait que ses employés sont les premiers représentants du gouvernement du Canada avec qui les personnes qui rentrent au Canada ou qui y viennent pour la première fois sont en contact, et le gouvernement fédéral veut continuer à faire en sorte que l'expérience des gens qui franchissent la frontière est représentative des valeurs canadiennes.

- L'une des initiatives dont s'occupe le gouvernement consiste à renforcer la responsabilité de l'ASFC envers tous les Canadiens, et elle comporte un engagement envers l'équité — elle énonce ce à quoi les gens devraient s'attendre dans leur interaction avec l'ASFC à leur arrivée au Canada. Je vais vous remettre un document qui résume cet engagement. Je vais vous demander :
 - De prendre 10 minutes pour le lire;
 - D'y écrire tous les commentaires ou toutes les questions que vous voudrez;
 - De prendre note des mots ou des expressions qui vous paraissent confus, que vous n'aimez pas ou que vous aimez beaucoup;
 - Comme nous aurons amplement le temps ensuite d'en discuter, j'aimerais que vous fassiez cette lecture en silence afin de ne pas influencer l'opinion des autres.

- [Après que les participants ont eu la chance de lire le document] Quelle est votre réaction générale?
 - Qu'est-ce que le document cherche à dire/quel est le principal élément d'information?
 - Quels sont les aspects qui vous ont semblé particulièrement importants?
 - Y a-t-il des parties qui vous ont donné de la difficulté? Y aurait-il une meilleure façon de dire ces choses?
 - Y a-t-il quoi que ce soit qui n'est pas clair? Vous posez-vous certaines questions?

- Est-ce qu'il manque quelque chose dans ce document? Quoi?

- Que pensez-vous de cette initiative du gouvernement?
 - Est-elle bonne ou mauvaise? Pourquoi?
 - Cette initiative est-elle importante? Pour vous-même?

Lien avec des difficultés frontalières (45 minutes)

- Arrêtons-nous un moment au titre : L'engagement envers l'équité. Qu'est-ce que l'« équité » signifie pour vous, en ce qui concerne l'Agence des services frontaliers du Canada? [Le modérateur demande aux participants d'écrire leur réponse sur une feuille].
- Est-ce que cet « engagement envers l'équité » correspond à votre propre expérience lorsque vous franchissez la frontière? Est-ce bien ce qui se produit maintenant? Est-ce mieux/pire?
- Pour ceux qui ont parlé de différence, de quelle(s) façon(s) est-ce différent? Pouvez-vous me donner des exemples précis?
 - N.B. : Le modérateur tente d'obtenir des divergences avec l'un ou l'autre des six principes énoncés dans le document
- Pour ceux qui ont eu des difficultés, quelles mesures avez-vous prises pour les résoudre?
- Qu'en est-il de la révision de nos actions et de nos décisions?
 - Vous adresseriez-vous à un superviseur ou à un gestionnaire? Pourquoi/pourquoi pas? À qui vous adresseriez-vous?
 - Y a-t-il d'autres mesures que vous envisageriez de prendre — au lieu ou en plus de vous adresser à un superviseur sur place?
- Cette initiative va-t-elle apporter une différence positive?
 - Pourquoi/pourquoi pas?
 - Va-t-elle apporter une différence à court terme? À long terme?
- Pensez-vous que le gouvernement est sérieux dans cet engagement envers l'équité? Pourquoi/pourquoi pas?

Récapitulation (5 minutes)

- Questions des observateurs
- Y a-t-il quoi que ce soit que vous aimeriez ajouter avant de clore la discussion?

Merci de votre participation.

Appendix B: Recruitment Screener (English & French)

Respondent Name: _____

Home #: _____

Business #: _____

Group #: _____

Recruiter: _____

RECRUIT 12 PER GROUP

GROUP 1

GROUP 2

TUESDAY
JULY 5, 2005,
AT 5:30 PM
NON-CANADIAN CITIZENS
TORONTO

TUESDAY
JULY 5, 2005,
AT 7:30 PM
CANADIAN CITIZENS
TORONTO

Hello, my name is _____ from Research House Inc., we are calling today to invite participants to attend a focus group discussion **as we are currently conducting research on behalf of the Government of Canada on issues of importance to Canadians**. Your participation in the research is completely voluntary and your responses will be kept anonymous. Further, your decision to participate or not will not affect any dealings you may have with the **Government of Canada**. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. The session will last a maximum of **90 MINUTES** and you will receive a cash honorarium as a thank you for attending the session. May we have your permission to ask you or someone else in your household some further question to see if you/they fit in our study?

INDICATE: Female 1 – 6 PER GROUP
Male 2 – 6 PER GROUP

1a. Are you or is any member of your household or your immediate family employed in:

	1a		1b (Ever)	
	No	Yes	No	Yes
Market Research	()	()	()	()
Marketing	()	()	()	()
Public Relations	()	()	()	()
Any Media (Print, Radio, TV)	()	()	()	()
A member of ACTRA	()	()	()	()
Advertising	()	()	()	()
Provincial or Federal Gov. workers or their families	()	()	()	()

IF YES TO ANY OF THE ABOVE -- DISCONTINUE

1b. Have you or anyone in your household ever been employed in...?

2. We have been asked to group participants by age. So that we may do this accurately, may I have your exact age please. _____ . **WRITE IN**

- Under 18 years.....1 – TERMINATE
- 18 - 29 years.....2 | - AT LEAST 2 PER GROUP WHO ARE MEN AGED 18 – 30 YEARS
- 30 - 39 years.....3 | - ENSURE A GOOD SPREAD OF THE REST
- 40 – 49 years.....4 |
- 50 – 59 years.....5 |
- 60 years or older....6 – TERMINATE

3. What is your marital status?
 Married/common-law1
 Single/div./wid./sep.....2

4a. Are you working?
 Full Time (35 hrs. +) ()
 Part Time (under 35 hrs.) ()
 Unemployed ()- MAX. 1 PER GROUP
 Homemaker ()- MAX. 2 PER GROUP
 Student ()- MAX. 1 PER GROUP
 Retired ()- MAX. 1 PER GROUP

4b. What is your current occupation?

_____ Type of Job _____ Type of Company

IF MARRIED ASK: WHAT IS YOUR SPOUSE'S OCCUPATION?

_____ Type of Job _____ Type of Company

IF ANY CONNECTION TO STANDARD OR PROJECT RELATED OCCUPATION - TERMINATE

5a. As we need to speak with people from all walks of life, could you please tell me into which category I may place your total annual household income? Would that be...

Under \$25,000.....1
 \$25,000 - \$39,999.....2
 \$40,000 - \$64,999.....3
 \$65,000 - \$74,999.....4
 \$75,000 - \$90,000.....5
 \$91,000 and over.....6

5b. Could you please tell me what is the last level of education that you have completed?

Some High School only.....1
 Completed High School.....2
 Some College/University.....3
 Completed College.....4
 Complete University.....5

6. How many times have you crossed the Canada-U.S. border over the past two years?

None.....1 – TERMINATE
 Once2 – TERMINATE
 Twice.....3 – **MUST BE AT LEAST TWO TIMES**
 Three times4
 Four times5
 Five or more times6

7a. Could you please tell me, what is your family's heritage?

- Caucasian.....1- TERMINATE
- Chinese.....2
- South Asian (e.g. East Indian, Pakistani, Punjabi, Sri Lankan).....3
- Arab/ West Asian (Armenian, Egyptian, Iranian, Lebanese, Moroccan).....4 - 6 PER GROUP 1- MUST MENTION**
- Black (e.g. African, Haitian, Jamaican, Somali).....5
- Filipino.....6
- Latin American.....7
- Japanese.....8
- Korean.....9
- Other.....10 – TERMINATE

7b. Were you born in Canada?

- Yes.....1 – GROUP 2 TRY FOR MIN. 2 - TERMINATE FOR GROUP 1
- No.....2 – GROUP 1 – MUST MENTION

7c. Are you a:

- Canadian citizen.....1- MUST MENTION GROUP 2; TERMINATE GROUP 1
- Landed immigrant/permanent resident.....2
- Other (specify)3

QUOTA GROUP 1 – NON-CANADIAN CITIZENS

- ALL PARTICIPANTS IN THIS GROUP MUST BE A PERMANENT RESIDENT/LANDED IMMIGRANT, A REFUGEE, OR OTHER NON-CANADIAN CITIZENS (E.G., FOREIGN STUDENT)
- THEY MUST ALL SELF-IDENTIFY AS AN ETHNIC OR VISIBLE MINORITY
- A MINIMUM OF SIX ISLAMIC INDIVIDUALS (I.E., A FOLLOWER OF THE RELIGION OF ISLAM, A MUSLIM) WILL BE RECRUITED FOR THIS GROUP
- MUST ANSWER "TWICE" OR MORE FOR Q6

GROUP 2 – CANADIAN CITIZENS

- THEY MUST ALL SELF-IDENTIFY AS AN ETHNIC OR VISIBLE MINORITY
- MUST SAY 'CANADIAN CITIZEN' FOR 7C
- MUST INCLUDE AT LEAST 2 CANADIAN CITIZENS BORN IN CANADA AND TWO BORN OUTSIDE OF CANADA
- MUST ANSWER "TWICE" OR MORE FOR Q6

The next couple of questions deal with your imagination. Have a little fun with these questions and feel free to answer in anyway as there are no incorrect answers.

8a. You must create a new game called back pack. Describe the game and how it would be played.

8b. Please tell me a song title to describe the kind of day you're having today?

<input type="checkbox"/> ANSWERS SPONTANEOUSLY
<input type="checkbox"/> VERY SURE OF HIMSELF/HERSELF
<input type="checkbox"/> ENTHUSIASTIC
<input type="checkbox"/> CARRIES ON A GOOD CONVERSATION

NOTE: PAY EXTRA ATTENTION TO RESPONDENTS ANSWERS - LOOK FOR A COMPLEX ANSWER. ANSWERS SHOULD ALSO BE CREATIVE AND NOT JUST ANSWERS. LOOK FOR IMAGINATION AND A SENSE OF CREATIVITY/PARTICIPATION.

9. Have you ever attended a focus group or a one-to-one discussion for which you have received a sum of money, here or elsewhere?

Yes 1 - TERMINATE
No 2 --->

10. What language(s) do you speak outside of your home?

English.....1 – MUST MENTION for Toronto
French.....2 – **MUST MENTION MONTREAL GROUPS**
Other.....3

11. Have you been invited to attend another of these group discussions or interviews in the near future?

Yes.....1 - TERMINATE
No.....2

12. Sometimes participants are also asked to write out their answers on a questionnaire during the discussion. Is there any reason why you could not participate?

Yes.....1 - TERMINATE
No.....2

NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

IMPORTANT:

The session is 90 minutes in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes.....1
No.....2 - TERMINATE

I would like to invite you to a group discussion on:

GROUP 1	GROUP 2
TUESDAY	TUESDAY
JULY 5, 2005,	JULY 5, 2005,
AT 5:30 PM	AT 7:30 PM
NON-CANADIAN CITIZENS	CANADIAN CITIZENS
TORONTO	TORONTO

The group discussion will last approximately 90 minutes and we offer each participant a \$50.00 cash gift as a token of our appreciation. I should also tell you that the groups will be audio - taped for research purposes and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

TIME: 90 minutes

LOCATION:

Toronto
EKOS Research
480 University Avenue,
Suite 1006,
416.598.8002

Nom du répondant:

Maison: _____

Travail: _____

Groupe #: _____

Recruteur: _____

RECRUTEZ 12 PAR GROUPE

GROUPE 1

GROUPE 2

MARDI

MARDI

5 JUILLET 2005

5 JUILLET 2005

17 h 30

19 h 30

CITOYENS NON-CANADIENS

CITOYENS CANADIENS

MONTRÉAL

MONTRÉAL

FRANÇAIS

FRANÇAIS

Bonjour/Bonsoir, mon nom est _____ de Québec Recherches. Nous vous appelons aujourd'hui pour inviter des participants à assister à un groupe de discussion. **Nous menons présentement une recherche de la part du Gouvernement du Canada sur des questions importantes pour les Canadiens.** Votre participation à cette recherche est entièrement volontaire et vos réponses seront gardées anonymes. De plus, votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec le **Gouvernement du Canada.** Tous les renseignements recueillis serviront à des fins de recherche uniquement et seront traités conformément aux exigences de la Loi sur la protection des renseignements personnels. La session durera un maximum de **90 MINUTES** et vous recevrez un montant en argent en guise de remerciement pour votre participation. Puis-je avoir votre permission pour vous demander à vous ou quelqu'un d'autre dans votre foyer quelques questions afin de déterminer si vous qualifiez à cette étude?

INDIQUEZ:

Femme

1 - 6 PAR GROUPE

Homme

2 - 6 PAR GROUPE

1a. Est-ce que vous-même ou un membre de votre foyer ou de votre famille immédiate êtes employé dans l'un des domaines suivants :

	1a		1b (Déjà)	
	Non	Oui	Non	Oui
Recherche en marketing	()	()	()	()
Marketing	()	()	()	()
Relations publiques	()	()	()	()
Médias (Radio, TV, journal)	()	()	()	()
Membre de l'ACTRA / l'UDA	()	()	()	()
Publicité	()	()	()	()
Travailleurs ou leur famille pour le				
Gouvernement fédéral ou provincial	()	()	()	()

TERMINEZ SI OUI À N'IMPORTE QUEL DOMAINE CI-HAUT

1b. Est-ce que vous-même ou quelqu'un d'autre de votre foyer avez déjà travaillé dans.....?

2. Nous devons regrouper les participants par groupe d'âge. Pour ce faire, pourrais-je avoir votre âge exact s.v.p.
_____ **.INSCRIVEZ**

Moins de 18 ans.....1 - **TERMINEZ**

18 à 29 ans.....2 | - **AU MOINS 2 PAR GROUPE SONT DES HOMMES ENTRE 18 ET 29 ANS**

30 à 39 ans.....3 | - **ASSUREZ UN BON PARTAGE DU RESTE**

40 à 49 ans.....4 |

50 à 59 ans.....5 |

60 ans et plus 6| **TERMINEZ**

3. Quel est votre état civil ?

Marié / conjoint de fait1

Célibataire / divorcé / veuf / séparé.....2

4a. Travaillez-vous...?

Temps plein (35 hres. +) ()

Temps partiel (moins de 35 hres) ()

Sans emploi () - **MAX. 1 PAR GROUPE**

Femme au foyer () - **MAX. 2 PAR GROUPE**

Étudiant () - **MAX. 1 PAR GROUPE**

Retraité () - **MAX. 1 PAR GROUPE**

4b. Quelle est votre occupation présentement ?

_____ Type d'emploi

_____ Type de compagnie

SI MARIÉ(E) : DEMANDEZ L'OCCUPATION DU CONJOINT(E) ?

_____ Type d'emploi

_____ Type de compagnie

S'IL Y A UN LIEN AVEC LE SUJET DU PROJET OU AUX Q.1a/b - TERMINEZ

5a. Puisque nous devons parler à des personnes de toute provenance, laquelle des catégories suivantes représenterait le mieux le revenu annuel total du foyer? Serait-ce...

Moins de 25 000 \$.....1

25 000 \$ à 39 999 \$.....2

40 000 \$ à 64 999 \$.....3

65 000 \$ à 74 999 \$.....4

75 000 \$ à 90 999 \$.....5

91 000 et plus \$.....6

5b. Pourriez-vous me dire quel serait le dernier niveau de scolarité que vous avez complété?

- Secondaire en partie seulement1
- Secondaire complété2
- Collégial / Université en partie3
- Collégial complété.....4
- Université complétée5

6. Combien de fois avez-vous traversé la frontière entre le Canada et les États-Unis au cours des deux dernières années?

- Aucune.....1 - TERMINEZ
- Un fois.....2 - TERMINEZ
- Deux fois.....3 – **DOIT ÊTRE AU MOINS DEUX FOIS**
- Trois fois.....4
- Quatre fois.....5
- Cinq fois ou plus.....6

7a. Pourriez-vous me dire quel est votre héritage culturel?

- Caucasien.....1 - **TERMINEZ**
- Chinois.....2
- Asiatique du Sud (ex. Inde Orientale, Pakistanais, Pendjabi, Sri Lankais).....3
- Arabe/Asiatique de l'Ouest (Arménien, Égyptien, Iranien, Libanais, Marocain).....4 – **6 POUR GROUPE 1–DOIT MENTIONNER**
- Noir (ex. Africain, Haïtien, Jamaïcain, Somalien).....5
- Philippin.....6
- Latino Américain.....7
- Japonais.....8
- Koréen.....9
- Autre.....10 –**TERMINEZ**

7b. Êtes-vous né au Canada ?

- Oui.....1 – **GROUPE 2 VISEZ UN MIN. DE 2 – TERMINEZ POUR LE GROUPE 1**
- Non.....2 – **GROUPE 1 - DOIT MENTIONNER**

7c. Êtes-vous un:

- Citoyen canadien.....1 – **GROUPE 2 DOIT MENTIONNER; TERMINEZ GROUPE 1**
- Immigrant admis / Résident permanent.....2
- Autre (précisez).....3

QUOTA **GROUPE 1 – CANADIENS NON-CIToyENS**

- TOUS LES PARTICIPANTS DANS CE GROUPE DOIVENT ÊTRE UN RÉSIDENT PERMANENT/IMMIGRANT ADMIS, UN RÉFUGIÉ, OU D'AUTRES CITOYENS NON-CANADIENS (par ex., étudiant étranger)
- ILS DOIVENT TOUS S'IDENTIFIER COMME FAISANT PARTIE D'UNE MINORITÉ ETHNIQUE OU VISIBLE
- UN MINIMUM DE SIX INDIVIDUS ISLAMIQUES (PAR EX., UN PRATIQUANT DE LA RELIGION ISLAMIQUE, UN MUSULMAN) SERONT RECRUTÉS POUR CE GROUPE
- DOIVENT RÉPONDRE "DEUX FOIS" OU PLUS À LA Q.6

GROUPE 2 – CITOYENS CANADIENS

- ILS DOIVENT TOUS S'IDENTIFIER COMME FAISANT PARTIE D'UNE MINORITÉ ETHNIQUE OU VISIBLE
- TOUS DOIVENT DIRE ÊTRE "CITOYEN CANADIEN" À LA Q.7C
- VOUS DEVEZ INCLURE AU MOINS 2 CITOYENS CANADIENS NÉS AU CANADA ET DEUX À L'EXTÉRIEUR DU CANADA
- DOIVENT RÉPONDRE "DEUX FOIS" OU PLUS À LA Q.6

Les prochaines questions porteront sur votre imagination. Sentez-vous libre de répondre de la façon que vous voulez. Il n'y a pas de bonnes ni de mauvaises réponses.

8. Donnez-moi un titre de chanson qui décrit le type de journée que vous avez aujourd'hui

-
- ____ RÉPOND DE FAÇON SPONTANÉE
 - ____ TRÈS SÛRE DE LUI OU D'ELLE-MÊME
 - ____ ENTHOUSIASTE
 - ____ ENTREPREND UNE BONNE CONVERSATION
-

NOTE: PORTEZ UNE ATTENTION SPÉCIALE AUX RÉPONSES DES RÉPONDANTS - RECHERCHEZ UNE RÉPONSE COMPLEXE. LES RÉPONSES DOIVENT ÊTRE CRÉATIVES ET NON PAS DES RÉPONSES JUSTE POUR RÉPONDRE SEULEMENT. CHERCHEZ POUR DE L'IMAGINATION ET LEUR SENS DE CRÉATIVITÉ OU PARTICIPATION.

9. Avez-vous déjà participé à un groupe de discussion ou une entrevue face-à-face pour lequel vous avez reçu une somme d'argent, ici ou tout autre endroit?

- Oui 1 – **TERMINEZ**
- Non 2

10. Quelle langue parlez-vous à l'extérieur de votre foyer?

- Anglais.....1 – **TERMINEZ**
- Français.....2 – DOIT MENTIONNER
- Autre _____3

11. Êtes-vous invité à participer à un autre de ces groupes de discussion ou entrevue prochainement ?

Oui.....1 - **TERMINEZ**

Non.....2

12. Parfois, nous demandons aux participants de répondre à un questionnaire par écrit pendant la discussion. Y a-t-il une raison pour laquelle vous ne pourriez pas y participer?

Oui.....1 - **TERMINEZ**

Non.....2

NOTE : TERMINEZ SI LE RÉPONDANT OFFRE UNE RAISON TEL QU'UN PROBLÈME VISUEL OU AUDITIF, UN PROBLÈME DE LANGUE PARLÉE OU ÉCRITE, UNE PRÉOCCUPATION QUANT À SA CAPACITÉ DE COMMUNIQUER ÉFFICACEMENT.

IMPORTANT:

La session durera 90 minutes mais nous demandons à tous les participants de se présenter à l'établissement 10 minutes à l'avance. Seriez-vous en mesure de vous présenter 10 minutes avant le début de la session ?

Oui.....1

Non.....2- **TERMINEZ**

J'aimerais vous inviter à un groupe de discussion le :

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La session durera environ 90 minutes et nous offrons la somme de 50.00 \$ à chaque participants en guise de remerciement pour leur participation. Je dois aussi vous mentionner que les groupes sont enregistrés sur bande-audio pour des raisons de la recherche et que des membres de l'équipe de recherche observeront la discussion à partir d'une salle adjacente. La discussion restera confidentielle.

[] **VEUILLEZ COCHER POUR INDIQUER QUE VOUS AVEZ LU CET ÉNONCÉ AU RÉPONDANT**

DURÉE: 90 minutes

LIEU:

Montréal

MBA

1470, rue Peel (prendre ascenseur B)

Bureau 800,

Entre les rues Ste-Catherine et De Maisonneuve

Métro Peel

Téléphone: 514-284-9644