



Public Opinion and First Canadians

A series of syndicated studies exploring the attitudes and opinions of First Canadians



Understanding First Canadians as citizens and stakeholders for public sector and public policy clients.

Understanding First Canadians

Understanding the attitudes and opinions of First Canadians as citizens and stakeholders requires a sustained effort and an understanding of how these groups differ from mainstream Canadians demographically, behaviorally and attitudinally.

The *Public Opinion and First Canadians* syndicated study series launches with reports on healthcare and charitable giving. Additional subjects will be covered based on client interest and demand. Future reports may include: Public Opinion on Government; Public Opinion on Post Secondary Education; and Public Opinion on the Environment.

Our Experience

We've been conducting research with First Canadians for more than a decade, and are the leader in public policy, public communications and social trends research in Canada.

We provide clients with advice that goes beyond reporting on data, based on a concrete understanding of the issues and their context.

Reports and Content

First Canadians' Views on Healthcare

This report explores a variety of issues related to healthcare including:

- Assessment of current state of health;
- General attitudes towards the current state of Canada's Healthcare system;
- Satisfaction with access to medical services;
- Experience with wait times for specific medical services including: family physicians; specialists;

- diagnostic procedures; elective surgery; and radiation/chemotherapy treatments;
- Attitudes towards blood donation.

First Canadians Views on Charitable Giving

This report explores attitudes towards donating and charities in general.

Cost and Deliverables

As syndicated studies, Public Opinion and First Canadians reports provide high-quality public opinion research at a fraction of the cost of custom research.

Each First Canadians Public Opinion report is available for \$450 plus GST.

Subscribers will receive a flash report (in PPT format) for both the quantitative and qualitative components, plus detailed data tables.

Methodology

The Public Opinion and First Canadians reports are conducted online with 100 aboriginal, Métis, First Nation or Inuit respondents via the Ipsos Online Panel.

Subsequent to online interviews, up to twenty IDI's (in-depth interviews) will be conducted with selected respondents to the online survey to provide further insights to issues related to the core survey.

Research Team

The study team for the Public Opinion and First Canadians reports consists of senior researchers from Ipsos Reid's Public Affairs Division in Ottawa. The studies will be directed by Alexandra Evershed, Senior Vice President and Marc Beaudoin, Vice President, Ipsos Public Affairs.

The Value of Syndicated Studies

A syndicated study is to research what a car pool is to commuters – a shared vehicle with shared costs. In a syndicated study, subscribers share the cost of data collection for the set of core questions. Thus, the report cost is only a fraction of what it would have been if a custom study had been done just for you.

Contact information

For more information about the First Canadians Public Opinion reports, please contact:

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About Ipsos Reid's Public Affairs Practice

We conduct strategic research in partnership with clients from government, public, corporate, and not-for-profit sectors. We understand and manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, enhance communications, and evaluate policy.

We see respondents as citizens, stakeholders, employees, and voters – as well as consumers. We can effectively and quickly reach elite, stakeholder, and other highly targeted respondents, with the same ease as the general public. Ipsos ensures that our clients get the answers they need from the audiences that are critical to their organization.