

CANADA THIS MONTH



CANADA THIS MONTH IS A MONTHLY RESEARCH-BASED REPORT FOCUSING ON THE NATIONAL ISSUES AND TRENDS THAT CONCERN CORPORATE AND PUBLIC AFFAIRS PROFESSIONALS.

Answering Critical Questions

Canada This Month is a tool to help public affairs professionals navigate through a volatile public opinion environment on a monthly basis.

- What are the public's expectations of government?
- What is the acceptable range of responses to key issues?
- What are the boundaries or limits to government action?
- What issues is the public talking about in the regions?

About Canada this Month

CTM surveys are conducted over the internet using our online panel, Canada 20/20 (www.canada2020.com). **Canada This Month** reports on the full monthly results of at least 4,000 respondents.

With the CANADA this MONTH report you get:

Mood and issue matrix: We track the top of mind in public opinion using open ended questions to understand how and where public opinion moves.

How is the government doing? We start with overall approval of the federal and provincial governments and follow that with 'what have you read, seen or heard' about each level of government and probe to see how this affects their views of those governments.

Underlying trends: We go in-depth on a major issue each month. Health is a regular feature, as are the environment, education, and economic issues. We also look at particular challenges facing government and the private sector such as NIMBY and what makes good public consultation.

Canada this Month includes electronic copies of:

- Banner tables • PowerPoint® deck

Pricing

Canada This Month report is delivered to clients by the 15th of the following month, and can be purchased for a monthly subscription* of \$2,000 (12 month minimum)

* Annual subscribers of the CTM are entitled to a free presentation each year.

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Canada 20/20

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