

## **Wave 3**

### **Overview - Segmentation of the Canadian Public**

March 2008

PART OF THE  
**SECURITY MONITOR**  
STUDY

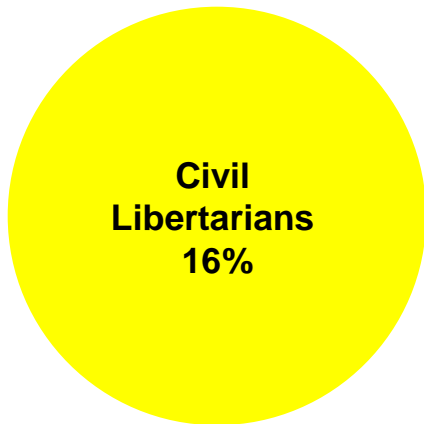


2007 | 2008



## **Overview of the Segments**





**Key demographics:** Higher representation of...

- Residents of Quebec
- Less affluent
- Middle-aged

**Overall outlook:** Generally speaking, this group is...

- Pessimistic about the direction of the country
- Somewhat concerned about their own future
- The most likely to identify with liberal values (but lean to being non-ideological)

**Key attitudinal features:** The Civil Libertarians are...

- Not overly aware of federal security measures (but follow news / current events)
- The most critical of government's handling of security (and foreign policy)
- The most concerned with civil liberties and personal rights (e.g., privacy)
- Staunchly anti-American (most likely to have an "unfavourable" impression)

### **Summary**

As the name suggests, the Civil Libertarians have singular focus on civil liberties and freedoms (i.e., civil liberties trumps all). Critical and pessimistic, they are the locus of discontent with the security era. They are also highly wary of government and its institutions (e.g., police agencies).

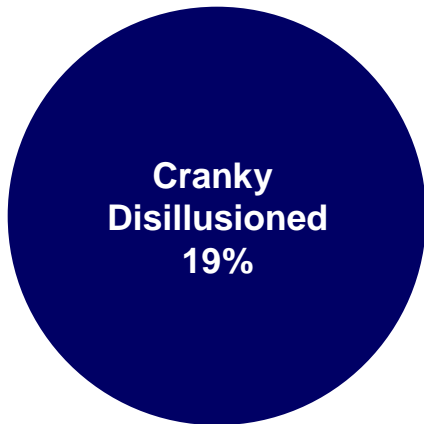
They are, however, the smallest group and not representative of mainstream values or opinions. On the other hand, they are also a vocal and a politically engaged group that will demand careful attention.

### **Effective Messaging**

From a communications perspective, this is an important target group by virtue of the fact that they are the most offside and arguably the most vocal and politically active of all segments. As their views are likely entrenched, communications should focus less on bringing them onside and more on guarding against them bringing others offside. In large measure, the communications objective is to defend, rather than persuade.

- Key message - There is a broad societal consensus about the need to focus on security, but this can entail elevating attention to civil liberties (and oversight) at the same time.

**Best media:** Mainstream (e.g., television, newspaper, radio) and Francophone media (due to over-representation of Quebec residents in this group)



**Key demographics:** Higher representation of...

- Residents of Ontario
- College-educated

**Overall outlook:** Generally speaking, this group is...

- Pessimistic (direction of country / personal situation)
- Non-ideological

**Key attitudinal features:** The Cranky Disillusioned are...

- The least likely to be aware of federal security measures
- Not very confident in the government's handling of security (and foreign policy)
- Blasé about civil liberties
- Inwardly focused (i.e. do not care about relationship with the United States or the broader world, opposed to immigration, emphasize domestic priorities)

### **Summary**

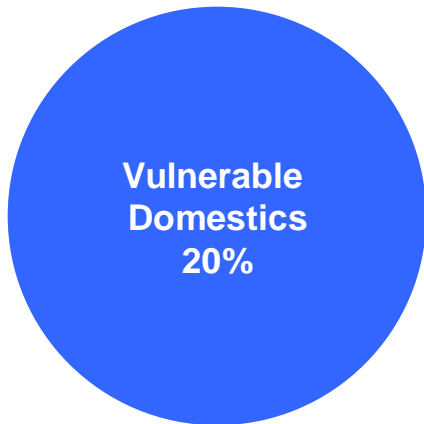
The key defining feature of this group is that they are closed and disillusioned. Non-ideological and disconnected from the political process, they appear almost fatalistic and alienated. While unhappy with government and the economy, they are unlikely to be vocal in their opposition; theirs is more a posture of quiet grumbling than active dialogue.

### **Effective Messaging**

Given their disconnect, this group is not a high priority from a communications perspective. However, they could benefit from a general campaign to raise broad awareness of the security (and civil rights) agenda. Note that there is a strong correlation between awareness and approval.

- Key message – Security measures are pragmatic and will payoff in the long run.

**Best media:** Mainstream (television, newspaper, radio)



**Key demographics:** Higher representation of...

- Residents of Alberta and Ontario
- Women
- Older (65+) and retired
- Less affluent (unemployed) and least educated
- Disabled persons

**Overall outlook:** Generally speaking, this group is...

- Optimistic about the direction of the country
- *But* somewhat concerned about their own future
- More likely to identify with conservative values (but lean to being non-ideological)

**Key attitudinal features:** The Vulnerable Domestics are...

- Moderately aware of federal security measures
- Strongly confident in government's handling of security (and foreign policy)
- Worried about erosion of civil liberties (but not as much as the Civil Libertarians)
- The most likely to perceive threat (i.e., world more dangerous, victimization potential)
- Pro-American
- The most inwardly focused (i.e., opposed to immigration, emphasize domestic priorities)

### **Summary**

This is an anxious, yet generally compassionate group (although the sympathetic views stop when we get to immigration). They display conservative characteristics in the traditional sense (e.g., church goers, charitable givers) and are very closed to the rest of the world. The sense of vulnerability displayed by this group is generalized and mutually reinforcing. It runs the gamut from crime to terror and is reinforced by growing economic doubts.

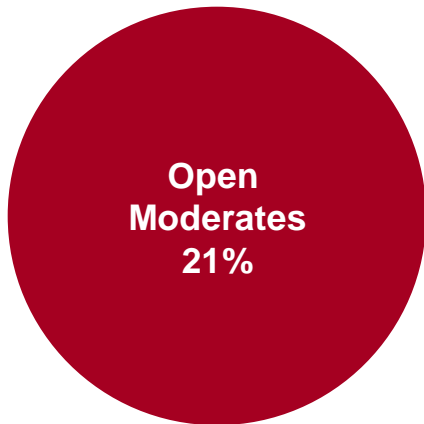
Despite their feelings of vulnerability, they are confident that government is looking out for their best interests and are generally content with the broad direction.

### **Effective Messaging**

This is not a critical group, as they are already onside with what it is being done. Similar to the Cranky Disillusioned, they could also benefit from a general campaign to raise awareness of the security agenda.

- Key message – The Government is minding the store on your behalf to deal with the growing dangers you can't cope with.

**Best media:** Television



**Key demographics:** Higher representation of...

- Residents of Quebec
- Younger (25-44 years of age)
- The most educated and affluent (employed)

**Overall outlook:** Generally speaking, this group is...

- Optimistic (direction of country / personal situation)
- More likely to identify with liberal values (but lean to being non-ideological)
- Media savvy (social networks, IT users)

**Key attitudinal features:** The Open Moderates are...

- Moderately aware of federal security measures
- Moderately confident in government's handling of security (but divided on foreign policy)
- Worried about erosion of civil liberties (but not as much as the Civil Libertarians)
- Less likely to perceive threat
- The most outwardly focused (i.e., support immigration, emphasize foreign role)

### **Summary**

The clear embodiment of "Generation X", the Open Moderates possess a secular and post-modern outlook. A sophisticated group, they are cosmopolitan, technologically savvy, open to the world, and optimistic about the future (which swims against the growing isolationist sentiment currently emanating from the United States). Though not yet politically active, they are definitely poised for more political efficacy in the near future.

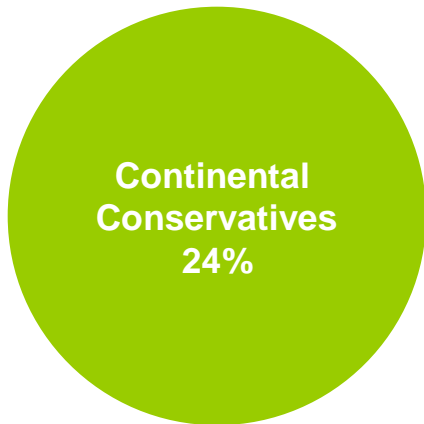
### **Effective Messaging**

It would be highly prudent to follow any emerging trends or patterns amongst this segment as they are the soon-to-be inheritors of power and authority and demonstrate a different outlook than their "Boomer" predecessors.

- Key message – A unique made-in-Canada approach to security that emphasizes and respects diversity; we can make this new era work to our unique, collective advantage.

**Best media:** The Internet (Web 2.0) and mainstream Francophone media (due to over-representation of Quebec residents in this group)





**Key demographics:** Higher representation of...

- Residents of British Columbia
- Youth (<25) and full-time students

**Overall outlook:** Generally speaking, this group is...

- Optimistic (direction of country / personal situation)
- The most likely to identify with conservative values
- The most likely to hold a passport
- Civically engaged (e.g., donate to charities)

**Key attitudinal features:** The Continental Conservatives are...

- The most aware of federal security measures
- The most confident in government's handling of security (and foreign policy)
- The most blasé about civil liberties
- The least likely to perceive threat
- The most pro-American

### **Summary**

This is a highly interesting, and fluid group. With the largest proportion of youth, the views and values of the Continental Conservatives have likely yet to solidify. They are highly optimistic about their future and very supportive of the status quo. They accept that the world is a more dangerous place and are willing to make the necessary sacrifices for their safety and the safety of their loved ones (i.e., they are unconcerned with civil liberties). One of the crucial questions will be whether this "post-Boomer" segment successfully dislodges and usurps societal control or their slightly older "Generation X" predecessors? The sharp cleavages within post-Boomer Canada is both fascinating and important.

### **Effective Messaging**

Although they will be an important group to watch by virtue of their size and potential for change, they are not necessarily a communications priority. Messages that reinforce the natural resonance of the current direction will work well with this group.

- Key message – We are doing what is necessary to serve and protect you and Canada; continuity is assured. Internationalism *and* Continentalism are necessary ingredients of success in a more dangerous world.

**Best media:** Mainstream (television, newspaper, radio)



