

The Security Monitor 2007-08 Study

Background

The security shocks which began with September 11, 2001 (and which now include events such as the arrest of suspected terrorists in Canada) have undeniably changed North American societies forever. In the immediate aftermath of these first attacks, EKOS launched its Security Monitor study. Now in its seventh year, the study continues to demonstrate how dynamic the safety and security landscape is in Canada.

More than five years after September 11, there is little apparent public consensus on whether to hold steady, accelerate, or relax security efforts. Although most Canadians fall into the hold steady camp, there has been a clear and steady rise in concerns that security measures are being implemented "too quickly". Furthermore, the once near universal agreement that police and security agencies need further powers in the search for security has fractured. At the same time, however, the salience of security and threat is much higher today than it was at the close of the last decade.

The Security Monitor study is the longest-running and most in-depth examination of the public's perceptions of issues of safety and security in Canada. It is also one of the most relied upon sources for senior decision-makers who are tasked with guiding their organizations through what continues to be a rapidly changing environment. Findings from last year's Monitor reinforced the need for ongoing examination of the public's continually evolving outlook. Events such as the arrest of terrorist suspects in Toronto, the findings from the Justice O'Connor inquiry into the Maher Arar case, and the role of the Canadian Forces in Afghanistan have reinforced the importance of being able to separate and understand the short-term trends from longer-term, value-based trajectories.

Study Objectives

The Monitor is designed for organizations dealing with the range of safety and security issues, and provides:

- an exclusive focus on safety and security issues; and
- tracking of core indicators as well as exploration of new and emerging issues influencing the landscape.

The preliminary thematic overview involves:

- Canada-U.S. relations
- Crime and policing
- Emergency preparedness
- Environmental health and risks
- Foreign policy and international affairs
- Governments' responses to threats (e.g., adequacy, funding, oversight mechanisms)
- Health-related threats (e.g., avian flu, BSE)
- Immigration, tolerance and diversity
- Legislation (e.g., civil liberties, privacy, anti-terrorism)
- National defence
- Risk perceptions (e.g., terrorist attack, other threats)
- Secure borders
- Transportation security and safety

Methodology

There will be four types of surveys this year:

- 6 regular waves of research*, involving 14 minute surveys with 1,000 Canadians designed to explore a wider-range of safety and security-related issues.
- 1 benchmarking wave of research*, involving a 10 minute survey with 2,000 Canadians on core issues. The larger samples will enable more detailed regional analyses and will support segmentation analyses.
*The number of waves will depend on the number of sponsors.
- A 10 minute survey with a national random sample of 1,000 Americans to explore related trends. Our past research has shown key trends which conflict with Canadian perceptions of the American public.
- A survey with private and public sector decision makers (approx. 400) designed to gauge the extent to which differences exist between the public and the nation's elite on issues of safety and security.

Schedule and Subscription Levels

Assuming similar participation to last year, the study will run from Fall 2007 until Summer 2008.

	Regular Waves	Benchmark Wave	Survey of Americans	Survey of Decision Makers
Late-September 2007	Wave 1			
Mid- November 2007	Wave 2			Fall 2007
Early January 2008		Wave 3		
Late February 2008	Wave 4		Winter 2008	
Early April 2008	Wave 5			
Late May 2008	Wave 6			
Late June 2008	Wave 7			

There are two levels of subscription:

Basic Subscription \$24,000 (excl. GST)	Basic subscribers receive an e-version and 2 hard copies of all deliverables. Basic subscribers can add safety/security-related questions over the course of the study at a price of \$950 per closed-ended question (rather than our standard \$1,000/1,000 cases). Open ended questions can be added at a cost of \$1,350 on a sample of 1,000 cases (rather than our standard \$1,500).
Privileged subscription \$48,000 (excl. GST)	This level of subscription is intended for sponsors who require an in-depth examination of their specific issues. Privileged sponsors exert a continuous influence on the study, and are consulted on key study issues including the planning cycle for the different waves of research. They will receive an e-version and 4 hard copies of all deliverables. The preferred rate for including questions for privileged subscribers will be \$900 per closed-ended question. Open ended questions can be added at a cost of \$1,250 on a sample of 1,000 cases (rather than our standard \$1,500).

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