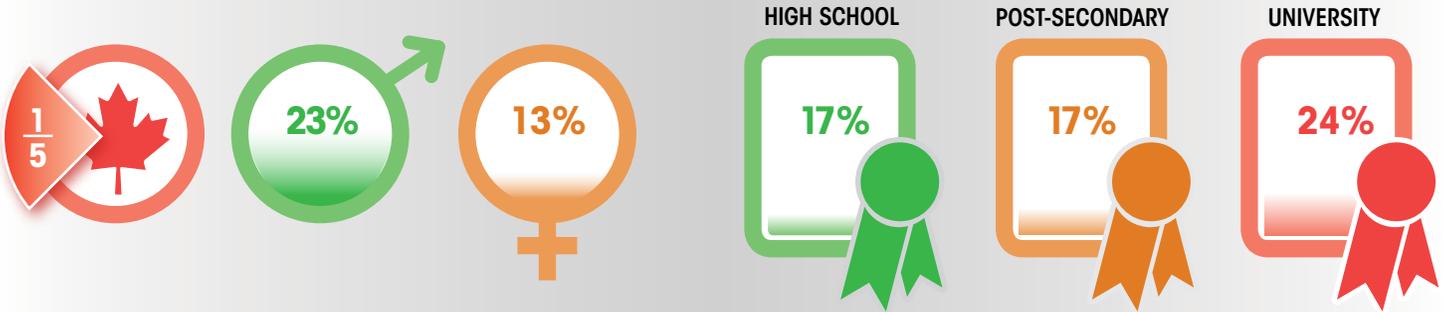




CANADIANS' VIEWS ON PUBLIC CONSULTATIONS

Public consultations are an indispensable element of effective stakeholder relations. At a time when more and more Canadians are expressing their opinions on social media, we wanted to explore how Canadians felt about public consultations in general and how they want to participate in the consultative process.

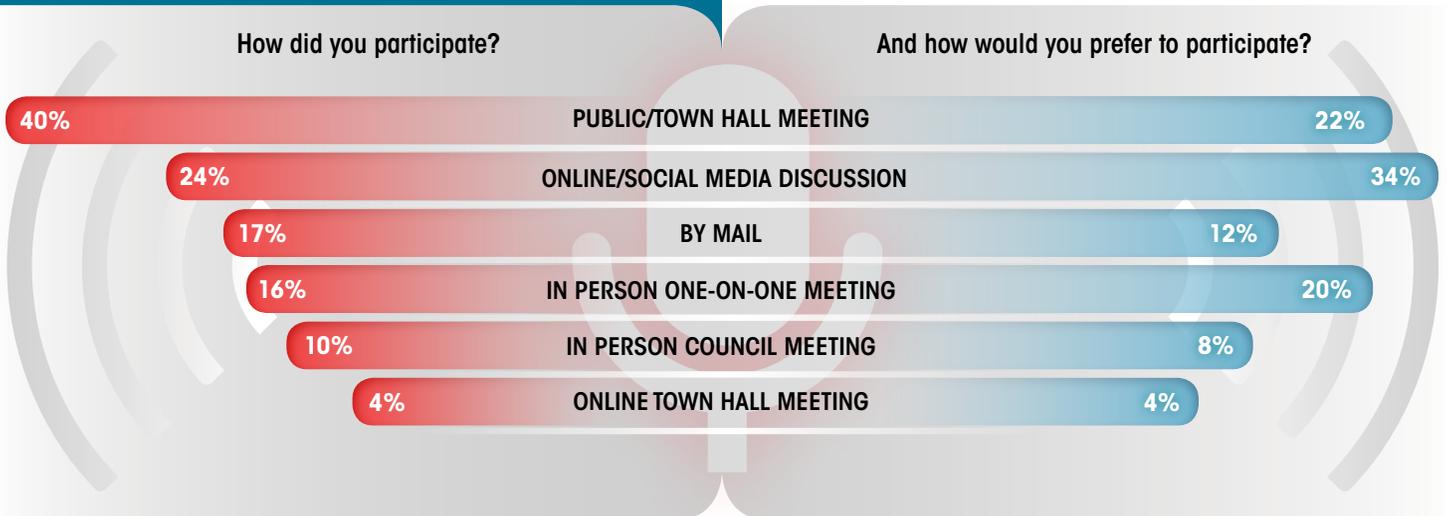
* Who gets involved in a public consultation?



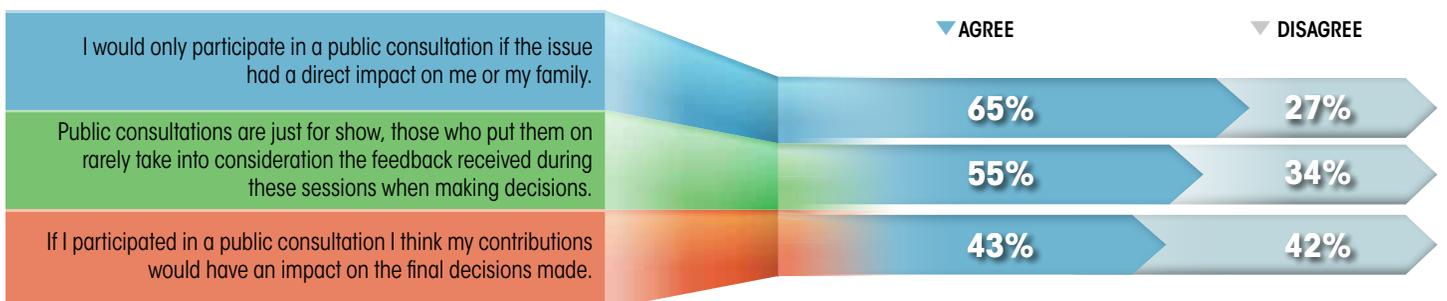
* What motivates people to get involved?



* How do Canadians want to participate?



* Do public consultations really work?



A majority think that consultations are just for show and many question whether their participation really makes a difference.



At Ipsos Reid, public consultations have long been a part of our business. For more information about conducting public consultations, please visit our website: <http://www.ipsos.ca/en/research/public-affairs/>.

Data for this infographic was generated by an online survey of 1,000 Canadians conducted from Feb 20 – 25, 2014. The results were used to inform an online Ideation session with more than 30 public consultations experts in the federal, provincial and municipal government, and non-profit organizations held on April 24, 2014.