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# Qualitative and Quantitative Research on National Quality of Life Framework Final Report

Prepared for the Department of Finance Canada

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*Ce rapport est aussi disponible en français.*

Canada 

# Qualitative and Quantitative Research on National Quality of Life Framework Final Report

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Supplier name: Earncliffe Strategy Group

August 2020

This public opinion research report presents the results of focus groups and online survey conducted by Earncliffe Strategy Group on behalf of the Department of Finance Canada. The qualitative research was conducted in July of 2020; the quantitative research was conducted in August of 2020.

Cette publication est aussi disponible en français sous le titre : Recherche qualitative et quantitative sur cadre national pour la qualité de vie.

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## EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Finance Canada summarizing the results of the qualitative and quantitative research conducted to inform the development of communications messages, products and dissemination tactics to assist in the development of a Government of Canada Quality of Life Framework.

The limitations of using Gross Domestic Product (GDP) and standard economic assessment tools to measure citizens' quality of life or their nation's overall economic well-being have been recognized internationally. These measures are limited in terms of helping establish policy priorities. Around half of the Organization for Economic Co-operation and Development (OECD) members have adopted sets of indicators to measure well-being and help establish priorities in an effort to take a broader, more inclusive view of what it means to have a prosperous society. Coupled with GDP, these indicators complement economic growth measures, such as GDP, to provide a comprehensive picture of a country's economic performance and progress. This research aimed to help Finance Canada more comprehensively capture individual and nation-wide well-being, and to shed light on Canadians' expectations for incorporating these considerations into government decision-making processes. The research findings will be used to inform development of a more holistic quality of life framework that paints a broader picture of Canada's performance and its citizens' well-being, as well as provide insight into the alignment of these well-being factors with existing policy commitments.

The objectives of the research were to inform the development of communications messages, products and dissemination tactics to assist with the development of a Government of Canada Quality of Life Framework. Additionally, to ensure the Department of Finance's communications to Canadians are in step with the current sentiment, timely and easily understood. The contract value for this project was \$82,422.54 including HST.

To meet these objectives, Earnscliffe conducted a comprehensive two-phased approach of qualitative and quantitative research. The research began with a wave of qualitative research involving a series of three (3) online focus groups conducted on July 22, 2020. The groups were conducted with residents of four (4) Canadian regions: Montreal, Toronto, Calgary and Northern Canada. The groups were approximately 2 hours in length and conducted with residents over the age of 18. The group with residents of Calgary included two (2) participants from the Northwest Territories. The group with residents of Montreal was conducted in French; the others were conducted in English.

*It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.*

The second wave of research was a quantitative online survey of 2,001 Canadians aged 18 and older. The online survey was conducted using our data collection partner, Leger’s, proprietary online panel. The survey was conducted from August 4<sup>th</sup>-9<sup>th</sup>, 2020 in English and in French, and was an average of 15 minutes long. The data was weighted to reflect the demographic composition of the Canadian population aged 18 and older. Because the online sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated, and the results cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

The key findings from the research are presented below.

## Qualitative Research

- There is no denying that the COVID-19 pandemic has had a profound impact on participants in all facets of their lives; and, most held mixed feelings as they reflected on their lives during quarantine. Some spoke of ‘surviving’ and the perception that life had been ‘put on pause’, while others spoke of feelings of anxiety and uncertainty as to what the future holds.
- Many participants explained that the pandemic has afforded them the opportunity to reflect on their values and priorities. Many felt that they had experienced a sort of ‘shift in values’ with more appreciation and gratitude for what they have rather than what they do not have.
- When asked how COVID-19 had impacted their finances, some spoke of the positive impact the pandemic has had on their pocketbooks (i.e., savings from cancelled vacations; not having to pay for gasoline or public transit; childcare; meals out at restaurants; etc.); while, others spoke of decidedly negative impacts including having lost their jobs or had their work hours reduced.
- There did not seem to be a universally held definition of quality of life. For some it referred to the basic necessities of life, whereas, for others, it encapsulated a variety of factors, beyond just economics such as good health, comfort, freedom, happiness/content, less stress, and balance.
- Most were generally satisfied with their quality of life although there was recognition that there is always room for improvement.
- In terms of expectations of the federal government, most felt that the ultimate goal should be to realize success for Canadians on a number of levels: ensuring Canadians have access to health care and shorter wait times; creating jobs; protecting the environment; keeping Canadians safe; ensuring equality (by elevating the most vulnerable); and, ensuring everyone has a livable wage. However, many had low expectations of the federal government in this regard.
- When asked, the overwhelming majority of participants felt that augmenting economic indicators by also monitoring factors such as those included in the Organization for Economic Co-operation and Development’s (OECD) framework was widely considered likely to improve government direction, decision-making and desirable outcomes. The more that the measures being considered are already proven and recognized or validated by respected, neutral, third parties as credible and reliably accurate, the better – particularly for elements that are more subjective. Most felt that the federal

government needs to be examining something that can be both insightful and standardized, so they can measure progress being made over the long-term.

## Quantitative Research

- Far outstripping all other responses, half of respondents (46%) name COVID-19 as the most important issue facing Canada today. At 15%, the economy is a distant second.
- Within that context, we find that 62% feel satisfied with their life right now and roughly the same proportion (66%) agree that if facing serious trouble in their life, they are confident they would have the support from friends, family and community to get through it.
- Opinion is divided over whether Canada’s best years are ahead (32%) or behind us (37%).
  - Respondents are similarly divided between feeling they will be better off in 3-5 years (32%) and feeling they will be worse off (29%).
- Ranking the personal importance of 13 aspects of quality of life, physical health (56%), financial security (42%), and mental health (38%) are most often among the top three.
  - Least likely to be ranked among the top three were equal opportunity (7%), a sense of identity and belonging (6%), and access to good education/opportunities to upgrade your skills (6%).
- In each of nine categories, the following criteria are most often identified as important to respondents in terms of their quality of life:
  - Health: having access to quality health care services (43%) and living a life free of pain and/or illness (40%).
  - Financial Security: affordable food prices (52%), adequate retirement savings and/or pension plans (46%) and wages adjusted to cost of living increases (42%).
  - Personal Safety and Security: feeling physically safe in my community (45%) and knowing that I can get help if I am ever in trouble (44%).
  - Environment: access to clean drinking water (56%), access to running water and electricity (45%) and clean air (45%).
  - Work and Work/Life Balance: employment benefits (47%) and time with family and friends (39%).
  - Democracy and Trust in Public Institutions: knowing governments are working together in my best interests (62%) and being able to trust elected officials (59%).
  - Improving Access to Employment Opportunities: having equal opportunities for promotion in the workplace (40%) and eliminating the gender wage gap (37%).
  - Education and Skills Development: access to affordable post-secondary education (45%) and accessible and affordable internet (36%).
  - Personal and Cultural Identity: creating and maintaining social connections and personal relationships (47%) and being free of discrimination (45%).

- Asked to role play as Prime Minister and identify their top three priorities for making life better for the average Canadian, respondents demonstrate having a multitude of considerations, including several tied in terms of the number of mentions.
  - Improving the health care system (22%) tops the list, followed by protecting the environment (17%), lowering taxes and affordable housing at 15%, more job opportunities/employment (14%) and the improving the economy (13%).
- One in two Canadians (53%) feel that stronger growth in Canada’s GDP is important to their day-to-day life.
- However, far more (82%) feel that measures beyond economic growth such as health and safety, access to education, access to clean water, time for extracurricular and leisure activities, life satisfaction, social connections, and equality of access to public services are important to their day-to-day life.
- In fact, nearly three quarters (71%) of respondents feel it is important that the government move past solely considering traditional economic measurements like levels of economic growth, and also consider other factors like health, safety, and the environment when it makes decisions.
- Rating each of ten possible titles for this sort of new measure, Quality of Life (71%), Well-Being (63%) and Comprehensive Living Standard (61%) were most often given high ratings; while, Holistic Growth (36%), Rethinking Growth (45%), and Inclusive Growth (47%) had modestly positive ratings.

Research Firm:

Earnscliffe Strategy Group Inc. (Earnscliffe)

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I hereby certify as a Representative of Earnscliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:



Date: August 20, 2020

Stephanie Constable  
Principal, Earnscliffe

## INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Finance Canada summarizing the results of the qualitative and quantitative research conducted to inform the development of communications messages, products and dissemination tactics to assist in the development of a Government of Canada Quality of Life Framework.

The limitations of using Gross Domestic Product (GDP) and standard economic assessment tools to measure citizens' quality of life or their nation's overall economic well-being have been recognized internationally. These measures are limited in terms of helping establish policy priorities. Around half of the Organization for Economic Co-operation and Development (OECD) members have adopted sets of indicators to measure well-being and help establish priorities in an effort to take a broader, more inclusive view of what it means to have a prosperous society. Coupled with GDP, these indicators complement economic growth measures, such as GDP, to provide a comprehensive picture of a country's economic performance and progress. This research aimed to shed light on Canadians' expectations for incorporating these considerations into government decision-making processes. The research findings will be used to inform development of a more holistic quality of life framework that paints a broader picture of Canada's performance and its citizens' well-being, as well as provide insight into the alignment of these well-being factors with existing policy commitments.

The objectives of the research were to help Finance Canada more comprehensively capture individual and nationwide wellbeing. Additionally, to ensure the Department of Finance's communications to Canadians are in step with the current sentiment, timely and easily understood. The specific objectives of the research were to:

- Understand Canadians' perceptions of quality of life, including personal priorities and barriers.
- Identify potential gaps between Canadians' expectations and quality of life policy literature.
- Assess the expectations of Canadians for incorporating quality of life considerations into government decision-making processes.
- Consider the positioning of a national framework within the current environment, including appropriate language and messaging.

The research will be used to inform the development of communications messages, products and dissemination tactics to assist with the development of a Government of Canada Quality of Life Framework.

To meet these objectives, Earnscliffe conducted a comprehensive two-phased approach of qualitative and quantitative research.



## Qualitative Research

The research began with a wave of qualitative research involving a series of three (3) online focus groups conducted on July 22, 2020. The groups were conducted with residents of four (4) Canadian regions: Montreal, Toronto, Calgary and Northern Canada. The groups were approximately 2 hours in length and conducted with residents over the age of 18. The group with residents of Calgary included two (2) participants from the Northwest Territories. The group with residents of Montreal was conducted in French; the others were conducted in English. Focus group participants received an honorarium of \$100 as a token of appreciation for their time.

Appended to this report are the screener, discussion guide and methodology report.

*It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.*

## Quantitative Approach

The second wave of research was a quantitative online survey of 2,001 Canadians aged 18 and older. The online survey was conducted using our data collection partner, Leger's, proprietary online panel. The survey was conducted from August 4<sup>th</sup>-9<sup>th</sup>, 2020 in English and in French, and was an average of 15 minutes long. The data was weighted to reflect the demographic composition of the Canadian population aged 18 and older. Because the online sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated, and the results cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

Appended to this report is the questionnaire and methodology report.

## DETAILED QUALITATIVE FINDINGS

This qualitative report is divided into four sections: understanding the impacts of COVID-19; understanding of/defining quality of life; expectations of the federal government; and, views regarding national quality of life concepts.

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Except where specifically identified, the findings represent the combined results regardless of audience, location or language (English and French). Quotations used throughout the report were selected on the basis of bringing the analysis to life and providing unique verbatim commentary from participants across the various locations.

Please refer to Appendix A: Methodology Report for a glossary of terms used throughout the report.

### Understanding the Impacts of COVID-19

*The focus groups began with an initial warm-up discussion about the impacts of the COVID-19 pandemic on participants' lives. It provided useful context for understanding the lens through which participants considered the other topics of conversation.*

COVID-19 appears to have had a universal impact on the lives of participants, although the impacts appeared to be quite divergent based on the individual and their circumstances. For some participants, the impacts appeared to have been positive, while for others, quite negative but, collectively, participants felt that the pandemic had caused them to reflect on their values and priorities.

Those who seemed to have had a more positive experience, spoke of a shift in their values and priorities with more appreciation and gratitude for what they have and less emphasis and focus on what they do not have. Participants described their lives prior to COVID-19 as a rat race, revolving around their jobs and the constant pursuit for more – more wealth, more success, more possessions, etc. Whereas now, they argued their priorities had shifted from work and money to family time, bettering oneself, and making a difference in society. Specifically, they spoke of prioritizing time with family and loved ones; self-care; being more appreciative of natural spaces and the outdoors; being considerate of other people's health; and, the opportunity to be more involved in their respective communities. Some of the more fortunate spoke of having been afforded the opportunity to complete household projects that had been put off; explore new hobbies such as gardening, cooking and baking; and, even to start to learn a new language.

*“For me, I have made it a priority to put my mental health first. I took the time to explore other activities including physical activity. For example, every morning now I ride my bike.”  
(Montreal) [This quotation has been translated]*

*“I noticed a positive change in my neighbourhood. We stop and say hello to each other now.”  
(Montreal) [This quotation has been translated]*

*“For me, it was always about finding the next project. Having this time [at home] has shown me to think about my priorities, and what’s important to me about my family and community. It makes me think about what else I can do instead of solely making money.” (Toronto)*

*“I used to be pretty isolated and I’ve learned now friends and family are the way to go.”  
(Calgary)*

However, not all participants’ experiences were positive. Some of the challenges that participants raised included having difficulty purchasing household supplies; restricted access and longer lines in stores; and, not being able to travel for vacations. Others spoke of ‘surviving’ and the perception that life had been ‘put on pause’, while others spoke of feelings of anxiety and uncertainty as to what the future holds. Many indicated having experienced feelings of loneliness at times; difficulty maintaining relationships, especially when having to rely on virtual connections; and, the lack of childcare options making working from home that much more difficult. Finally, some participants spoke of having lost their jobs or had their work hours reduced which appeared to have been an acutely negative impact on their lives.

*“The industry has been completely destroyed it won’t be coming back for at least a year. So now I need to think of other skills I have, I will never work those same jobs they will never be there, but at the same time it can be a good thing to help find out what else I can do and confronts the 8hour schedule etc.” (Toronto)*

*“This is the first time in my life where my mobility has been restricted, so that has really put things into perspective.” (Calgary/Northern Canada)*

The impact of the pandemic on participants’ finances also appeared to be both positive and negative depending on the circumstance. Some participants, typically those who had a more positive experience to the pandemic, spoke of the positive impact the pandemic has had on their pocketbooks. They cited having savings from cancelled vacations; not having to pay for gasoline or public transit; childcare; meals out at restaurants; cancelling car insurance for cars no longer being used, etc. Those who had witnessed a negative financial impact, however, spoke of lost wages and difficulty making ends meet. They spoke of having made changes to their budgets and finding creative solutions (i.e. finding family activities that do not cost anything or as much).

Incidentally, in most groups, participants raised the federal government’s response to the personal financial repercussions of COVID-19 unprompted. The majority readily praised the government’s swift response in providing necessary assistance (CERB) to help those financially impacted by COVID-19. This sentiment (praise) was particularly acute among residents of Calgary and Northern Canada. However, there were a few participants who pointed out that CERB was not available to everyone. They argued that the government needs to find a more equitable solution that benefits all those in need.

*“I’m on CERB. Being an artist, I am more financially stable now [on CERB] than I have been for the last 5 years. It has freed me up to be able to help people, which is very rewarding.”  
(Toronto)*

*“With everything that has transpired with CERB, now is the time to make the case for universal income” (Calgary/Northern Canada)*

## Understanding of/Defining Quality of Life

*Following the initial conversation, the focus groups explored participants’ understanding of a variety of concepts related to quality of life. The focus group also explored participants’ satisfaction with their quality of lives and the things keeping them from having the lives they want.*

### Understanding of Different Concepts

Participants were read a series of terms and asked to write down their interpretation of each in the group chat. The interpretations of the various terms were as follows:

**Quality of Life.** Perhaps more than any other term tested, the variety of responses to the term quality of life suggested that it was not a term that had a universal or common interpretation. What was consistent was that quality of life tended to be evaluated in terms of a variety of factors (and most often beyond economics) and that there appeared to be wide variances in Canadian society on most indicators whether it be access to health care, education, safety/personal security, etc. Participants in Montreal, Calgary and Northern Canada groups seemed to have a much broader interpretation than participants in Toronto. The most common interpretations included: good health, comfort, freedom, happiness/content, less stress, and balance. Whereas, participants in Toronto interpreted quality of life on a much more granular level: ensuring the basic necessities of life.

*“Basic needs as in housing, health care, food, community.” (Toronto)*

*“Being able to live the life I want to live. For me it refers to health and happiness; time with family.” (Calgary/Northern Canada)*

*“Waking up excited for the day. Going to a job that you find fulfilling. Having a good social network.” (Calgary/Northern Canada)*

**Life Satisfaction.** The majority described the state of life satisfaction such as: happy; achieving goals; and, working. Others volunteered feeling safe and having meaningful relationships. For most, life satisfaction and quality of life were connected; the one, life satisfaction, the result of the other, quality of life.

**Living Standards.** Interpretations of this term were nearly universal. Participants interpreted living standards as having the basic necessities of life such as: water, food, housing, access to services; the bare minimum you need to survive.

**Prosperity.** This was interpreted as the luxuries of life; finding success; the comfort of choice; hope; balance; and, achieving goals. It was apparent that participants felt that in order to be prosperous, one had to go above and beyond the basic necessities. Most argued that not everyone would experience prosperity in their lives but felt that everyone should have the basic necessities (minimum living standards).

**Wellbeing.** Participants’ interpretation of this term almost always related to the wellbeing of one’s overall health: physically, mentally, and emotionally.

**Sustainable Growth.** Most described this as something that is consistent over time or the long-term. Some of the things participants wrote down included: thriving long-term, financial freedom, achieving goals at a consistent rate, and leading to happiness. When probed, participants felt that sustainable growth alluded to the future and working towards happiness that is feasible and attainable for everyone.

**Inclusive Growth.** Participants interpreted inclusive growth as equality for everyone. More specifically, they articulated a sense of a collective working towards a common goal and not leaving anyone out. They also referred to the importance of taking care of oneself, family and others (i.e., the importance of contributing to one’s community and society as a whole).

### Views Related to Quality of Life

When asked whether they were generally happy and/or satisfied with their quality of lives, most participants seemed to indicate that they were, although, few seemed to be perfectly satisfied and most had a sense that things could always be better.

Older participants seemed to be more often satisfied with their quality of lives and often expressed more concern about the future prospects for the quality of life of the next generation. Younger participants seemed to corroborate that concern as they less often described themselves as satisfied with their quality of lives. For the most part, this seemed to relate to uncertainty and concern about their futures – especially in the current context of the COVID-19 pandemic – in terms of completing their educations, the availability of jobs, affordability of housing, etc.

Despite the fact that participants’ interpretations of quality of life rarely included finances and money, when asked what is essential for having the life they have or want, money was raised quite often. Those who raised money as an important factor, explained that having money can ease stress, which improves mental and overall health. While not the majority, some participants, often older participants, did argue that they found that the more money they had, the less happy they were.

*“I noticed that when I had more money, I spent more money. Whereas now, I find when I make less, I spend less and my focus is on other things, which is nice.” (Toronto)*

When asked what was keeping participants from having the life they wanted, it is critical to note the context surrounding the timing of the groups and the heightened awareness of the Black Lives Matter movement and similar discrimination and unjust treatment of Indigenous peoples in Canada. A number of participants, more often visible minorities and younger participants, had a difficult time evaluating and discussing their own individual quality of lives distinct from the challenges currently facing society. There was a pervasive view that related to the importance of equality and equal access to the basic necessities such as, personal safety (and freedom), health, clean drinking water, etc. as measures of quality of life.

*“Unfortunately, the situation that happened [killing of George Floyd] that brought awareness to the stuff happening in stores and workplaces and rich communities. It’s sad that it took something so drastic to bring awareness to people dealing with this every day.” (Toronto)*

## Expectations of the Federal Government

*This led to a conversation about participants' expectations of the federal government and the importance of economic and other indicators as measures of quality of life.*

In terms of expectations of the federal government, most felt that the ultimate goal of the federal government should be to help Canadians realize success on a number of levels (amplified by the current context of the COVID-19 pandemic). Participants volunteered that government should play a role in ensuring Canadians have access to health care and shorter wait times; creating jobs; protecting the environment; keeping Canadians safe; ensuring equality (by elevating the most vulnerable); clean drinking water; and, ensuring everyone has a livable wage. Many felt that in so doing, this would allow them to attain the quality of life they aspired to or wanted for themselves; especially as it relates to freeing them up to help others and get involved in their communities.

*“The capitalist system has been a deterrent for a long time.” (Montreal) [This quotation has been translated]*

*“First, employment and jobs. There has to be a liveable wage. If you're working full-time, you should be able to pay your rent.” (Toronto)*

*“Protecting citizens and making sure everyone has a good quality of life. This means ensuring citizens have enough money for food. Government also has to keep people healthy; especially people who are vulnerable like the elderly.” (Calgary/Northern Canada)*

*“A guaranteed income would allow us to do more of the things that are really important.” (Calgary/Northern Canada)*

However, many had low expectations of the government in this regard. This was particularly acute in Montreal where some argued that politics often gets in the way of good policy and that the government does not back up the promises they make.

When asked what would be a good indicator that the government is moving in the right direction responses included lower unemployment rates, equal access to services, equal treatment of all members of society, more protection for the environment, a more representative government structure, as well as more cooperation among the leadership parties.

Participants were then asked to discuss their views based on the following information:

The Government of Canada typically puts significant focus on economic indicators such as unemployment rates, average income levels, imports and exports, investments, debt and deficit. In recent years, there has been a shift to setting targets like reducing poverty, core housing need, emissions, and long-term drinking water advisories on reserves.

Participants felt that while economic indicators were important, the new indicators were also important and participants hypothesized if these indicators were taken into account, we would get the full picture of the quality of life of a given country.

*“A word that came to mind for me is adaptable. We can’t always group people by their income. We need a system that is more personalized, individual.” (Montreal) [This quotation has been translated]*

*“You can’t tell anything about suicide rates from the GDP.” (Toronto)*

*“Economic development is very important. If we want all these things like health and safety, it comes from economic growth; but it doesn’t paint the whole picture as to what is happening in society.” (Calgary/Northern Canada)*

## Views Regarding National Quality of Life Indicators

*The focus groups wrapped up with a discussion about quality of life concepts being developed that include other factors beyond purely economic factors as a means of measuring quality of life.*

Delving further into quality of life indicators, participants were presented with the following information about the Organisation for Economic Co-operation and Development’s (OECD) new framework for well-being.

The Organisation for Economic Co-operation and Development (OECD) has developed a conceptual framework for well-being which includes a number of different factors, some of which we discussed tonight, such as:

- Health status
- Work/life balance
- Education and skills
- Social connections
- Civic engagement and governance
- Environmental quality
- Personal security
- Subjective well-being

Reactions to this information were generally positive. Again, participants were happy to see new strategies being developed that place more focus on valuable non-economic factors that when married to traditional ways of measurement would provide people with a more complete picture of the quality of life in Canada.

However, it is worth noting that there were some sources of skepticism as well. Some participants were wary of Canada’s ability to compare itself to countries not using these indicators; as well as, the ability to measure these factors and the accuracy/reliability of the data.

*“If I’m interested in another country, I never look up their GDP. I would want to look at factors like this to see if it is a nice place to live. If they were measurable and standardized, that would be great!” (Calgary/Northern Canada)*

*“Any politician’s main goal should be leaving society better off than when they started; not being re-elected. Each and every one of these factors can be reviewed to see if we are better off. Therefore, these are definitely the kinds of things I would like to see the government evaluated on during their time in leadership.” (Calgary/Northern Canada)*

The general consensus among participants is that the term quality of life is, at best, indirectly related to economic indicators. Many assume that economic indicators do provide some context that implies whether or not a country is likely to enable a good quality of life, but it’s not even a guarantee that good economic indicators produce desirable quality of life for the average citizen.

Augmenting economic indicators by also monitoring factors such as those included in the OECD framework was widely considered likely to improve government direction, decision-making and desirable outcomes.

*“We aren’t getting the full picture of well-being by just using economic indicators.” (Toronto)*

Participants spoke about the need for indicators to be based on established and reliable data. They suggested that the more the indicators are already proven and/or recognized as credible, the better – particularly for elements that are more subjective.



## DETAILED QUANTITATIVE FINDINGS

This quantitative report is divided into four sections: current context, quality of life, government response, and communications.

Except where specifically identified, the findings represent the combined results regardless of audience, location or language (English and French). Bolded results indicate differences that are significantly higher across demographic sub-groups. In the text of the report, unless otherwise noted, differences highlighted are statistically significant at the 95% confidence level. The statistical test used to determine the significance of the results was the Z-test. Due to rounding, results may not always add to 100%. The use of the acronym ‘DK/NR’ throughout the report refers to ‘Don’t Know/No Response’.

Please refer to Appendix A: Methodology Report for a glossary of terms used throughout the report.

### Current Context

*To understand the current context of public opinion, we investigated respondents’ preoccupations, outlook for the future, as well as their personal satisfaction with quality of life.*

For nearly 1 in 2 Canadians (46%), COVID-19 is the top of mind most important issue facing Canada. At 15%, the economy is a distant second, followed by the deficit/government spending (5%), the government in general (4%), and health care (3%).

Exhibit 1: Q1 – *In your opinion, what is the most important issue facing Canada today – in other words the issue or problem that concerns you most? [ONLY RESPONSES ABOVE 1% ARE DISPLAYED]*

Most Important Issue Facing Canada	
COVID-19	46%
Economy	15%
Deficit/Government spending	5%
Government (general)	4%
Health/Health care	3%
Jobs/Employment	3%
Environmental issues	2%
Justin Trudeau/Prime Minister	2%
Climate change	2%
Other	13%
DK/NR	3%

Important demographic differences include:

- Residents of Ontario (51%), British Columbia (50%), Atlantic Canada (47%) and Quebec (44%) are significantly more likely to cite COVID-19 as the most important issue facing Canada today as compared to residents of Alberta (34%) and Manitoba/Saskatchewan (34%); although, it is also by far the most important issue cited in those provinces as well.
- Respondents aged 55+ are eight times more likely to cite government spending/the deficit as the most important issue compared to those 18-24 (8% vs. 1% respectively).

- Those between 25-34 years of age are significantly more likely than the rest to cite jobs and employment (**5%**) as the most important issue facing Canada.
- Those making more than \$100k a year are more likely to cite the economy (**19%**) as the most important issue facing Canada.
- Students are the least likely to feel the economy is the most important issue facing Canada, however they were the most likely to cite environmental issues (**5%**) and racism (**7%**).

When asked to reflect on the future of the country, opinion is divided over whether Canada’s best years are ahead of us (32%) or behind us (37%). A similar number (31%) are uncertain.

Exhibit 2: Q2 – Looking into Canada’s future, would you say the best years are ahead of us or behind us?

Canada’s Future			
	Ahead of us	Behind us	DK/NR
Total	32%	37%	31%

Those more likely to say the best years of our lives are ahead of us include:

- Men (**36%**)
- Those aged 18-24 (**45%**)
- Respondents residing in Atlantic Canada (**37%**), Ontario (**37%**), Manitoba/Saskatchewan (**35%**), and British Columbia (**32%**)
- Those with higher household incomes (\$80K-\$100k - **37%**, \$100k+ - **39%**)
- Visible minorities (**38%**)

Those more likely to say the best years of our lives are behind us include:

- Those aged 55+ (**42%**)
- Those living in Alberta (**47%**) and Quebec (**46%**)
- Those with lower household incomes of <\$40K and \$40k-\$60k (**41%**)
- Indigenous people (41%)

Respondents are similarly divided in terms of feeling they will be better off in 3 to 5 years (32%) vs. feeling they will be worse off (29%).

Exhibit 3: Q3 – At a personal level, in the next 3 to 5 years do you expect to be significantly worse off than you are now, somewhat worse off, about the same, somewhat better off, or significantly better off than you are now?

Personal Outlook						
	Significantly better off	Somewhat better off	About the same	Somewhat worse off	Significantly worse off	DK/NR
Total	9%	23%	35%	21%	8%	4%

Those more likely to say they expect they will be better off include:

- Younger respondents between the ages of 18-24 (**55%**), and 25-34 (**51%**)
- Those with higher incomes (\$100k+) (**39%**)
- Visible minorities (**39%**)
- Parents (**39%**)

Those more likely to say they expect they will be worse off include:

- Respondents between the ages of 35-54 (**28%**) over 55 years old (**39%**)
- Alberta residents (**35%**)
- Those with lower incomes (<\$40k) (**38%**)

When asked to rate how they feel about their lives as a whole right now, two-thirds of respondents feel very satisfied (62%).

Exhibit 4: Q19 – *Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?*

Future Outlook				
	Very satisfied (7-10)	Moderately satisfied (4-6)	Very dissatisfied (0-3)	DK/NR
Total	62%	28%	9%	1%

Those more likely to say they feel very satisfied (7-10) include:

- Respondents aged 55+ (**69%**)
- Residents of Quebec (**70%**)
- Those earning more than \$100k (**77%**)

Those more likely to say they feel very dissatisfied (0-3) include:

- Respondents between the ages of 35 and 54 (**11%**)
- Those earning less than \$40k (**20%**)

Additionally, respondents were asked the extent to which they agree or disagree with the following attitudinal statement, *'If I was facing really serious trouble in my life, I am very confident that I would have the support from friends, family, and community to get through it'*. Two in three respondents totally agree (66%) that they would have the support they need from friends, family or their communities while one in ten respondents (10%) totally disagree.

Exhibit 5: Q20 – *Using the same 0 to 10 scale where 0 means you totally disagree and 10 means you totally agree, how much do you think this statement applies to your situation ..."If I was facing really serious trouble in my life, I am very confident that I would have the support from friends, family and community to get through it"*.

Attitudinal Statement: Confidence in Family/Friend Support				
	Totally agree (7-10)	Neither agree nor disagree (4-6)	Totally disagree (0-3)	DK/NR
Total	66%	22%	10%	2%

Those more likely to totally agree (7-10) with this statement include:

- Respondents aged 55+ (**69%**)
- Residents of Quebec (**73%**)
- Those with higher incomes (\$100k+) (**77%**)

Those more likely to totally disagree (0-3) with this statement include:

- Respondents between the ages of 35-54 (**13%**)
- Those earning lower incomes <\$40k (**18%**)

## Quality of Life

*The primary focus of the survey was to identify the most important aspects of quality of life overall, as well as the specific aspects within these categories that contribute to quality of life.*

To explore what matters to people when considering quality of life, the survey included two levels of investigation:

- For the first level, respondents were given a list of 13 aspects that may be considered when thinking about one's quality of life and asked to rank order all of them from most important to quality of life to least important. In the event that a respondent had another factor that was more important than at least one of the 13 listed, respondents had the opportunity to provide their own and include it in their ranking. As a result, respondents ranked either 13 or 14 items, depending upon whether they typed in an alternative aspect.
- For the second level, for each of nine (9) broad factor areas, respondents were provided with a list of specific criteria and asked to select up to three (3) criteria that they consider within that factor. Again, for each of these questions, respondents were provided with the opportunity to offer a criteria that was not included in the list.

Together, these two levels of investigation provide insight on both what matters to respondents when assessing quality of life and what it is about those things that matters most. The analysis below presents the results of each level of investigation separately.

### **First Level: Aspects of Quality of Life**

When asked to rank the personal importance of 13 aspects contributing to quality of life, the top three are physical health (56%), financial security (42%), and mental health (38%). Interestingly, these same three aspects are consistently ranked among the top three across almost every demographic subgroup, although the relative ranking among the three sometimes varies. The single noteworthy exception is among Indigenous respondents, for whom “healthy environment (clean air and water, addressing climate change)” was among the top three and financial security was not.

Least likely to be ranked among the top three are equal opportunity (7%), a sense of identity and belonging (6%), and access to good education/opportunities to upgrade your skills (6%).

Although one third (34%) of respondents did provide an alternative aspect in addition to the 13 offered, only 1% placed an alternative aspect among the top three rankings. This suggests that the 13 aspects identified form a reasonably comprehensive list, at least in terms of the conscious choices of respondents.

Exhibit 6: Q4 – *Please review the following list of things and sort them in order of importance to you personally? [SUM OF TOP 3]*

Top Priorities	
Physical health	56%
Financial security	42%
Your mental health	38%
Personal safety and security	27%
Personal relationships	24%
Healthy environment (clean air and water, addressing climate change)	21%
Balance between work and life with leisure, family, volunteer activities	18%
Democratic system of government that you can trust	17%
Housing	16%
Job opportunities	11%
Equality of opportunity	7%
Access to good education/opportunities to upgrade your skills	6%
A sense of identity and belonging	6%

### Second Level: Criteria Influencing Quality of Life

For the second level of investigation, respondents were asked to select up to three (3) criteria that they consider within each of nine (9) categories that may be considered aspects of quality of life. For the purposes of analysis, these are presented in the order of importance as they relate to the aspects of quality of life outlined in Exhibit 6. In order to enable readers to more effectively focus on the findings of greatest relevance, although we are providing topline criteria results for all nine broad areas investigated, demographic analysis is highlighted below for the two broad categories that emerge from the first level of analysis as being most important: physical and mental health and financial security.

That said, there are three broad tendencies observed when analyzing the results demographically.

- The single most clear finding is that in most cases, the top three items selected most often nationally are the same comprising the top three across most demographic subgroups. Whether an item was the most common, second most or third most often fluctuates, but the same items are usually among the top three. Further, the difference between rankings is often a mere sliver, demonstrating that there is even greater consensus than a strict “top three” analysis indicates.
- The second is that some categories have more variance than others. As we will see later in this report, variances on financial security were very different by demographic subgroup; whereas, the top three for environment and democratic institutions are nearly identical across all subgroups.
- The third is that youth, respondents in Quebec and Alberta, and Indigenous respondents have the most frequent variance from the national tendencies; although, their patterns of response varied from one to another.

Worth noting, in the second level of investigation, two of the most important aspects of quality of life (physical and mental health) were combined into a single broad category (health).

With respect to health, respondents were provided with a list of 12 specific criteria that may matter to them when thinking about their health. The most important criteria are: having access to quality health care services (43%); living a life free of pain and illness (40%); and, having a sharp mind and good memory and having full physical mobility (both at 36%).

Exhibit 7: Q7 – *Thinking now specifically about your health, please indicate which three of the following are most important to you and your quality of life. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Health	
Having access to quality health care services	43%
Living a life free of pain and/or illness	40%
Having a sharp mind and good memory	36%
Having full physical mobility	36%
Being free of depression/mental health conditions	26%
Sleeping well	24%
Maintaining a healthy diet	18%
Living a long life	17%
Being able to exercise regularly	16%
Being protected from public health risks	14%
Taking care of your body/Avoiding risky behaviours	9%
Not having to take medication	9%

In terms of demographic differences, the selection of the four most important criteria above are consistently among the top three for every demographic. The following slight variations are noteworthy:

- Most demographics identify having full physical mobility in their top three as opposed to having a sharp mind and good memory. Exceptions to this are: women, those 55+, residents of Ontario and British Columbia, and those with household incomes between \$60k-\$80k and those with incomes of \$100k+/year.
- Those aged 18-24 identify being free of depression/mental health conditions as their top criteria (38%).
- Indigenous peoples identify both living a life free of pain and/or illness and sleeping well (34%) as their top criteria and both access to quality health care services and being free of depression/mental health conditions (32%) as their third criteria.

In terms of financial security, affordable food prices is the most important criteria (52%). Respondents then prioritize retirement savings (46%) and wages adjusted to cost of living increases (42%).

Exhibit 8: Q13 – *When it comes to your financial security, please indicate which three of the following are most important to you and your quality of life. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Financial Security	
Affordable food prices	52%
Adequate retirement savings and/or pension plan	46%
Wages adjusted to cost of living increases	42%
A well-paying job	39%
Affordable housing	39%
Guaranteed minimum income	22%
Household debt management	14%
Affordable transportation	11%
Affordable childcare	8%

As mentioned earlier, the criteria within this aspect vary far more by demographic subgroup. The most striking demographic differences include:

- Nationally, having a well-paying job is the fourth most commonly identified criteria for financial security, but it is the most frequently picked criteria among each age group under 55, visible minorities and parents.
- Similarly, affordable housing was picked even less often overall than having a well-paying job, but is first in British Columbia, second among respondents aged 18-24 and third among those aged 25-34.
- Affordable food prices was selected most often in aggregate and in almost every subgroup, but is not top three among those aged 18-24 or 25-34 nor among visible minorities.

When considering personal safety and security, feeling physically safe in their community (45%), knowing that they can get help if they are ever in trouble (44%), and feeling physically and emotionally safe in their home (44%) tops respondents' lists.

Exhibit 9: Q10 – *When you consider factors to ensuring your personal safety and security, please indicate which three of the following are most important to you and your quality of life. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Personal Safety and Security	
Feeling physically safe in my community	45%
Knowing that I can get help if ever I am in trouble	44%
Feeling physically and emotionally safe in my home	44%
Knowing that I can get help if ever I am in danger	32%
Being treated fairly and equitably by the legal system	25%
Knowing the government is protecting and controlling our borders	25%
Being treated fairly and equitably by the police	18%
Knowing that crime rates are down	15%
Being able to access affordable legal aid services	13%
Living in a home/community/country with fewer drug-related overdoses	11%
Being able to have a gun in my home	7%

In terms of the environment, by far the most important quality of life aspect is clean drinking water (56%). Tied at second and third is access to running water and electricity and clean air (45%).

Exhibit 10: Q9 – *When it comes to the environment, please indicate which three of the following are most important to you and your quality of life. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Environment	
Access to clean drinking water	56%
Running water and electricity	45%
Clean air	45%
Knowing that governments in Canada are protecting biodiversity	29%
Knowing that governments are taking action to reduce greenhouse gas emissions and mitigate climate change	28%
Taking personal actions to reduce your environmental footprint	27%
Access to walking trails, cycling lanes and public transit	17%
Being prepared for a weather-related disaster or emergency	16%
Absence of severe weather events	14%

With respect to work and work/life balance, the most important aspect is employment benefits (47%). Time with family and friends was the second highest rated criteria at 39% followed closely by work that is meaningful or fulfilling (37%) and disposable income (36%).

Exhibit 11: Q7 – *When it comes to work and work/life balance, please indicate which three of the following are most important to you and your quality of life. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Work and Work/Life Balance	
Employment benefits	47%
Time with family and friends	39%
Work that is meaningful or fulfilling	37%
Disposable income	36%
Flexible work arrangements	28%
Less time spent at work	23%
Support/appreciation from your employer	20%
Extracurricular activities, hobbies and volunteering	16%
Flexible childcare options	7%



The most important aspect where democracy and trust in public institutions is concerned is synergy between local, provincial, and federal governments in the interest of Canadians (62%). Being able to trust elected officials is the second most important criteria (59%) and having confidence that our elections are fair, open, and protected from foreign influence is the third most important (50%).

Exhibit 12: Q11 – *When it comes to democracy and trust in public institutions, please indicate which three of the following are most important to you and your quality of life. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Democracy and Trust in Public Institutions	
Knowing governments are working together in my best interest	62%
Being able to trust and believe in elected officials	59%
Having confidence that elections are fair and open to all and protecting our electoral system from foreign influence	50%
Knowing the government is doing something to fight corruption	38%
Professional and objective journalists and media	37%
Having confidence in social media platforms	12%

In terms of improving access to employment opportunities, equal opportunities for promotion is the most important criteria (40%), followed by the elimination of the gender wage gap (37%), and job opportunities in a broad range of fields (36%).

Exhibit 13: Q12 – *Thinking now about improving access to employment opportunities for all Canadians, please indicate which three of the following are most important to you and your quality of life. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Improving Access to Employment Opportunities	
Equal opportunities for promotion in the workplace	40%
Elimination of the gender wage gap	37%
Job opportunities in a broad range of fields	36%
Improved access to and opportunities for training	27%
Affordable and accessible public transit	22%
Workplaces that are diverse and include people of many different backgrounds	22%
Government supports to help people adapt to the changing nature of work	21%
Employment opportunities for under-represented groups	18%
Affordable and flexible childcare options	17%
Affordable and accessible language training	7%

Where education and skills development are concerned, the plurality of Canadians say the most important criteria is access to affordable post-secondary education or skills development everyone can afford (45%). This is followed by accessible and affordable internet (36%), and on-the-job training opportunities and participation in life-long learning; both at 28%.

Exhibit 14: Q6 – *When it comes to access to education and skills development for you or your family, please indicate which three of the following are most important to you. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Education and Skills Development	
Access to affordable post-secondary education or skills development	45%
Accessible and affordable internet	36%
On-the-job training opportunities/apprenticeships	28%
Participation in life-long learning and/or continual skill improvement	28%
Scholarships, bursaries, or loans for post-secondary education	22%
Opportunity to attain a higher education and income level than your parents	21%
Access to basic literacy and numeracy skills	19%
Available, certified online courses	18%
Access to community learning resources	16%
Access to affordable childcare while in school/training	12%

Looking at personal and cultural identity, 47% of respondents say that creating and maintaining social connections and personal relationships is the most important. The next most important is being free of discrimination at 45%, followed by trust in others at 42% and the ability to express personal beliefs (40%).

Exhibit 15: Q8 – *This question deals with factors that relate to your personal and/or cultural identity. Please indicate which three of the following are most important to you and your quality of life. [SUM OF TOP THREE]*

Criteria Influencing Quality of Life: Personal and Cultural Identity	
Creating and maintaining social connections and personal relationships	47%
Being free of discrimination	45%
Trust in others	42%
Ability to express personal beliefs	40%
Ability to participate in extracurricular activities, hobbies and volunteering	26%
Ability to express one’s racial, religious or traditional ways of living	18%
Ability to learn and speak one’s mother tongue	14%
Identifying with and belonging to a group of people like me	13%
Ability to express one’s sexual orientation	11%

### Life Satisfaction Analysis

In order to investigate potential differences in values and priorities based on one's satisfaction with life, further analysis was conducted using the life satisfaction variable (Exhibit 4). To conduct this analysis, we collapsed the scalar ratings to the overall life satisfaction question (Q19) to divide the population into three segments:

- **High** Life Satisfaction – **62%** (Top 4 box 7-10 rating of Q19)
- **Mid** Life Satisfaction – **28%** (Middle 3 box 4-6 rating of Q19)
- **Low** Life Satisfaction – **9%** (Bottom 4 box 0-3 rating of Q19)

Overall, the most striking finding is that regardless of where one is positioned in a continuum of life satisfaction, the same overarching priorities are cited most often as the three most important aspects of quality of life: physical health, mental health, and financial security.

Some variations to this pattern are evident among the 9% of Canadians who express the lowest levels of life satisfaction, but even these are small and in all cases represent differences in the degree, rather than the direction of priorities. Uniquely, this segment more often ranks financial security ahead of either physical or mental health. For all three segments, mental health is typically ranked third.

Among the criteria that are not usually ranked in the top three, there are also some additional differences. The majority who describe their quality of life most favourably tend to place higher importance on personal relationships and work/life balance and less importance on job opportunities.

The small segment who rate their quality of life rather poorly are more likely than all others to rank affordable housing relatively high in importance.

Drilling down into the criteria of health that matter most, the results, for the most part, again are directionally the same. However, those who feel they have a poor quality of life are most likely to describe being free of depression or other mental health conditions as among the most important criteria.

Within work/life balance, the preoccupation with financial security among the least satisfied is further evidenced by the fact that "disposable income" is more often cited as a top three priority, whereas for the other two segments, the most commonly cited criteria is employment benefits.

Similarly, when asked to identify the three most important criteria of financial security, all three segments most often include affordable food prices among the top three, but the most satisfied rate adequate retirement savings second, whereas affordable housing is mentioned second most often by the other two segments.

While these nuanced differences are telling, far more important are the similarities. This points to a very surprising conclusion – namely, no matter where one finds oneself on a continuum of life satisfaction, we pretty much all value and want the same things if we are to have a better quality of life.

Exhibit 16: Q19XQ4-13 – Life Satisfaction Analysis

Life Satisfaction Analysis				
		High n=1231	Mid n=562	Low n=181
Overall importance	Physical health	<b>61%</b>	52%	46%
	Financial security	40%	44%	<b>52%</b>
	Mental health	38%	40%	36%
Health	Access to quality health care services	44%	42%	44%
	Life free from pain/illness	41%	40%	45%
	Sharp mind/Good memory	<b>38%</b>	33%	36%
	Physical mobility	<b>38%</b>	34%	27%
	Free of depression/mental illness	21%	<b>33%</b>	<b>36%</b>
Financial security	Affordable food prices	<b>54%</b>	47%	53%
	Adequate retirement savings	<b>50%</b>	41%	35%
	Wages adjusted for cost of living increases	42%	40%	44%
	A well-paying job	<b>40%</b>	<b>42%</b>	32%
	Affordable housing	37%	<b>44%</b>	<b>45%</b>
Safety and security	Feeling physically safe in my community	<b>47%</b>	44%	39%
	Knowing I can get help if in trouble	<b>46%</b>	44%	37%
	Feeling safe in my home	45%	43%	40%
	Knowing I can get help if in danger	<b>35%</b>	29%	25%
Environment	Clean drinking water	56%	57%	60%
	Access to running water/electricity	46%	46%	49%
	Clean air	46%	44%	45%
	Governments are protecting biodiversity	<b>31%</b>	<b>29%</b>	22%
Home/Work life	Employment benefits	<b>47%</b>	<b>49%</b>	38%
	Time with family and friends	<b>41%</b>	36%	35%
	Work that is meaningful	38%	35%	36%
	Disposable income	32%	<b>41%</b>	<b>43%</b>
	Flexible work arrangements	<b>29%</b>	<b>30%</b>	16%
Democracy and trust	Governments working together	<b>64%</b>	59%	57%
	Trust in elected officials	59%	60%	65%
	Fair elections/Protecting electoral system	<b>52%</b>	<b>50%</b>	40%
	Fight corruption	38%	38%	38%
Employment access	Equal opportunities for promotion	<b>42%</b>	39%	34%
	Elimination of gender wage gap	<b>38%</b>	<b>38%</b>	27%
	Range of employment opportunities	35%	37%	37%
	Improved access to training opportunities	27%	28%	27%
	Affordable/Accessible public transit	21%	23%	19%
Education and skills	Access to affordable education	<b>46%</b>	<b>45%</b>	36%
	Accessible/Affordable internet	35%	36%	40%
	On-the-job training	<b>28%</b>	<b>31%</b>	20%
	Life-long learning	<b>30%</b>	26%	23%
Identity	Creating/Maintaining social connections	<b>51%</b>	43%	41%
	Being free of discrimination	46%	48%	41%
	Trust in others	42%	42%	45%
	Ability to express personal beliefs	41%	39%	38%

## Government Response

*The survey explored respondents' views of the current models for quality of life measurement and appetite for consideration of potential changes.*

When asked what they would prioritize if they were Prime Minister of Canada, respondents' top three priorities are: improving the health care system (22%), protecting the environment (17%), and, tied at 15%, lowering taxes and affordable housing. More job opportunities/Employment (14%), improving the economy (13%), increasing the minimum wage (11%), and safety and security (10%) are also among their top priorities.

Exhibit 17: Q14 – *If you were the Prime Minister of Canada, what would be your top three priorities for making life better for the average Canadian? (Column %)*

Top Three Priorities for Making Life Better	
Improving the health care system/Health	22%
Protecting the environment/Fighting climate change	17%
Lowering taxes/Reforming taxation system	15%
Affordable housing/Housing	15%
More job opportunities/Employment	14%
Improving the economy/Economical stability/Growth	13%
Increasing the minimum wage/Guaranteed minimum income	11%
Safety and security	10%
Creating a more equal society/Equality/No discrimination	8%
Improving the education system/Education	8%
Higher wages/Better paying jobs	8%
More support/services for seniors/Improving retirement plans	7%
Better government spending	7%
Reducing the cost of living/Affordable cost of living	6%
More transparency/Honesty/Ethical behaviour	6%
Reducing debt/Balancing the budget	6%
Fighting/Finding a vaccine for COVID-19	6%
Improving social programs/benefits	4%
Affordable/Free post-secondary education	4%
Reforming the immigration system/Immigration/Refugee issues	4%
Addressing Canadians' needs/Regulating foreign investment	4%
Reducing/Fighting corruption/Government corruption	4%
Affordable childcare/Child benefits	3%
Universal health care coverage	3%
Changing foreign policies	3%
Other*	36%
Nothing/None	1%
DK/NR	8%

\*Other includes all responses less than 3% for the total sample.

Demographically, some of the more important differences to note include:

- Women are significantly more likely to prioritize protecting the environment (19%), affordable housing (17%), improving the education system (9%), higher wages (9%), improving social programs (6%), affordable post-secondary education (6%), and affordable child care (5%), compared to men. Men, on the other hand, are more likely to prioritize lowering taxes (19%), improving the economy (16%), and reducing debt (8%).
- Respondents aged 18-24 are more likely to prioritize affordable housing (20%), creating a more equal society (13%), reducing the cost of living (11%), and affordable post-secondary education (11%) as priorities. Protecting the environment (23%), and lowering taxes (19%) are significantly more important to those aged 25-34. Finally, those aged 55+ were more likely to prioritize health care (24%), the economy (15%), support for seniors (13%), and better government spending (9%).
- Those living in Atlantic Canada (34%) and Quebec (29%) are twice as likely as those living in Manitoba/Saskatchewan (15%) to prioritize health care. Further, those living in Quebec (27%) or British Columbia (18%) are significantly more likely than those living in Manitoba/Saskatchewan (9%) and Alberta (10%) to prioritize protecting the environment.
- Looking at household income, those making more than \$100k are significantly more likely to prioritize lowering taxes (18%) and improving the economy (20%). In contrast, those making under \$40k were significantly more likely to feel that affordable housing (17%), safety and security (13%), higher wages (10%), and reducing the cost of living (8%) should be priorities.
- Visible minorities place higher importance on affordable housing (21%), and employment (20%) than respondents who are not visible minorities.

To assess perceptions of current quality of life measurements and possible future areas of measurement respondents were first asked their thoughts about Gross Domestic Product (GDP). One in two respondents (52%) feels that stronger growth in Canada’s GDP is very important to their every day lives.

Exhibit 18: Q15 – *Gross domestic product (GDP) is a commonly accepted way to measure a country’s economic performance through the total amount of spending and investments by consumers, businesses and governments. How important is stronger growth in Canada’s GDP to your day-to-day life?*

Importance of Stronger Growth in Canada’s GDP to Day-to-Day Life				
	Very important (7-10)	Somewhat important (4-6)	Not at all important (0-3)	DK/NR
Total	52%	23%	8%	17%

Those more likely to say very important (7-10) include:

- Men (**56%**)
- Those aged 55+ (**59%**)
- Residents of Alberta and Ontario (**56%**)
- Those making over \$100k (**60%**)
- Visible minorities (**62%**)

Important to note, a quarter of respondents aged 18-24 (24%) said they ‘Don’t know’ how important stronger growth in Canada’s GDP is to their every day lives.

The majority of respondents (82%) feel that factors beyond economic growth, such as health and safety, access to education, access to clean air and water, time for extracurricular and leisure activities, life satisfaction, social connections and equality of access to public services are also very important.

Exhibit 19: Q16 – *How important are factors beyond economic growth, such as Canadians’ health and safety, access to education, access to clean air and water, time for extracurricular and leisure activities, life satisfaction, social connections, and equality of access to public services to your day-to-day life?*

Importance to Day-to-Day life of Factors Beyond Economic Growth				
	Very important (7-10)	Somewhat important (4-6)	Not at all important (0-3)	DK/NR
Total	82%	12%	2%	4%

Those more likely to say very important (7-10) include:

- Women (**85%**)
- Older respondents aged 55+ (**87%**)
- Residents of Quebec (**85%**)

Those more likely to say not at all important (0-3) include:

- Men (**3%**)
- Residents of Atlantic Canada (**6%**)

When asked how important it is for the Government of Canada to move beyond solely considering traditional economic measurements, like levels of economic growth, and also consider other factors like health, safety, the environment when it make decisions, nearly three-quarters (71%) feel that it is very important.

Exhibit 20: Q17 – *The Government of Canada is interested in measuring the country’s success by better incorporating factors beyond economic growth into policy and budget decisions. Using a scale from 0 to 10, where 0 is not important at all and 10 is very important, how important do you think it is for the government to move beyond solely considering traditional economic measurements, like levels of economic growth, and also consider other factors like health, safety, the environment when it makes decisions?*

Importance of Considering Health, Safety and Environment Factors				
	Very important (7-10)	Somewhat important (4-6)	Not at all important (0-3)	DK/NR
Total	71%	15%	5%	8%

Those more likely to say very important (7-10) include:

- Women (**76%**)
- Older respondents aged 55+ (**74%**)
- Those with higher incomes (\$100k+) (**75%**)

Those more likely to say not at all important (0-3) include:

- Men (**7%**)
- Residents of Alberta (**12%**)

## Communications

*The survey also explored included a line of questioning on communications which involved gauging respondents’ reactions to a series of possible titles for a set of new measurements.*

Finally, respondents were provided with a list of ten possible titles for this new sort of measure as well as the following prompt:

*The Government of Canada is interested in measuring the country’s success by examining additional factors beyond economic growth. These could include measuring factors such as Canadians’ health and safety, access to education, access to clean air and water, time for extracurricular and leisure activities, life satisfaction, social connections, and intergenerational equity. Using a scale from 0 to 10, where 0 is terrible and 10 is excellent, how would you rate the proposed titles for this set of measurements?*

Quality of Life is given the highest ratings, with just under three quarters (71%) deeming it an excellent title. Well-Being (63%) and Comprehensive Living Standards (61%) are not far behind, followed by Better Life (57%), Happiness (56%), Measuring What Matters Most (51%) and Genuine Progress (50%). The titles that round out the list are Inclusive Growth (47%), Rethinking Progress (45%), and Holistic Growth (36%).

Exhibit 21: Q18 – Summary

Reactions to Proposed Measurement Titles - Summary				
	Excellent (7-10)	Neutral (4-6)	Terrible (0-3)	DK/NR
Quality of Life	71%	17%	5%	7%
Well-Being	63%	22%	8%	7%
Comprehensive Living Standards	61%	21%	9%	9%
Better Life	57%	23%	11%	9%
Happiness	56%	24%	13%	8%
Measuring What Matters Most	51%	24%	12%	12%
Genuine Progress	50%	26%	14%	11%
Inclusive Growth	47%	27%	13%	13%
Rethinking Progress	45%	27%	15%	13%
Holistic Growth	36%	27%	18%	18%

Responses across demographics are fairly consistent, with minimal significant differences.



## CONCLUSIONS

Given that only half of Canadians believe that growth, as measured by GDP is important to their day-to-day lives, it is doubtful that there is an existing hue and cry within the public calling for an alternative measure of progress.

That noted, our findings clearly indicate that there is an open-minded, responsive and (arguably) enthusiastic audience for such a change, should it be offered. The fact is that for most, “growth” is an abstract construct (*“Did we grow a little bit or a lot today?”*). Economic growth in particular seems to be viewed as unidimensional and too narrow a measure to accurately reflect the full breadth of progress. As one participant in the focus group said ... *“GDP doesn’t tell me whether the suicide rate is going up or down”*.

Having the resources to be healthy, secure and supported, however, are concepts that the average person has little difficulty relating to. Moreover, the qualitative research strongly suggested that the COVID-19 pandemic has caused many Canadians to reassess their priorities and now value non-economic considerations – including activities like spending time with family, volunteering and the contribution to society of front-line workers – more than they have in the past.

Consequently, it is understandable that significantly more Canadians believe that factors related to quality of life are important in their day-to-day lives than economic growth. From this frame of reference, it is a small leap for most citizens to say they would also like these (more relatable) measures factored into government deliberations when decisions are made to try to make the lives of Canadians better.

Of ten potential titles tested for such a measure, the preferred choice was “Quality of Life” indicator. The qualitative research also suggested that many value very basic essentials when they consider their quality of life priorities.

Broadly speaking, the elements of “quality of life” that are valued most and deemed most important are the same regardless of where one finds themselves on a continuum of life satisfaction and fall into two broad categories:

- 1) **Security of the person** – involving physical health, financial security, mental health and personal and community safety. These fundamental, “basics of life” also include clean drinking water as the most often chosen environmental priority and affordable food as the most important dimension of financial security.
- 2) **Equal access to the resources necessary to enhance one’s quality of life** – these priorities include having access to quality services as the most often cited health priority; access to affordable post-secondary education and skills development as the most important aspect of education and training; and, opportunities for promotion as the most important consideration in work and work/life balance.

Taken together, the qualitative and quantitative research suggests that Canadians will be open and receptive to a new, quality of life indicator of progress but also cautious about including measures that are overly subjective or abstract.

## APPENDIX A: QUALITATIVE METHODOLOGY REPORT

### Methodology

The research program included a series of three (3) online focus groups conducted on July 22, 2020. The groups were conducted with residents of four (4) Canadian regions: Montreal, Toronto, Calgary and Northern Canada. These cities/regions were selected as they represented a good cross section of large and smaller urban centres across the country.

In each city, the groups were approximately 2 hours in length and conducted with residents over the age of 18. The group with residents of Calgary included two (2) participants from the Northwest Territories. The group with residents of Montreal was conducted in French; the others were conducted in English.

### Schedule and composition of the focus groups

City	Moderator	Participants	Date/Time
Toronto, ON	Stephanie Constable	9	Wednesday, July 22, 5:00 pm (EST)
Montreal, QC	Stephanie Constable	9	Wednesday, July 22, 7:30 pm (EST)
Calgary, AB & Northern Canada	Doug Anderson	10	Wednesday, July 22, 7:30 pm (EST)

### Recruitment

Participants were recruited using a screening questionnaire (included in Appendix C).

The target audiences were members of the general population, 18 years and older. The screener contained a series of standard screening questions to ensure participants qualified based on their ages. Additionally, we screened participants to ensure we aimed for a good mix of gender, household income, ethnicity, etc.

Quality Response and their selected suppliers reached out to members of their respective databases first via email and followed up with telephone calls to pre-qualify participants for speed and economies. All participants were contacted pre-group to confirm attendance.

For the Toronto group, Quality Response relied on their own proprietary database of Canadians. Quality Response's database includes approximately 35,000 Canadians with profiling on a range of attributes including standard personal demographics, household composition, medical background, technology usage, financial services, health and wellness, business profiles, and other relevant criteria.

For participants from Calgary, AB, and Northern Canada, Quality Response relied on Qualitative Co-Ordination. Qualitative Co-Ordination has a database of approximately 5,500 Canadians across Western and Northern Canada. Qualitative Co-Ordination relies on referrals and online advertising to recruit new participants. Their database does not profile their registrants, and individuals are asked only for their name, email, date of birth and where they reside.

For those in Montreal, QC, Quality Response relied on MBA Recherche. Their vast database includes approximately 35,000 Canadians across Quebec. In addition to a variety of demographics, MBA Recherche's profiling includes automobile types, substance use, and mobile phone attributes.

## Moderation

Given the accelerated timeline, two moderators were used to conduct the focus groups. Stephanie Constable led the first group while Doug Anderson observed to ensure both were aware of the flow of the focus groups and involved in any conversation about potential changes to the discussion guide or flow of conversation for subsequent groups.

## A note about interpreting qualitative research results

It is important to note that qualitative research is a form of scientific, social, policy, and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

## Reporting

Except where specifically identified, the findings represent the combined results regardless of audience, location or language (English and French). Quotations exhibited throughout the report are selected on the sole basis of bringing the report to life, and providing unique verbatim commentary from the participants across the various locations.

## Glossary of terms

The following is a glossary of terms used throughout the report. These phrases are used when groups of participants share a specific point of view. Unless otherwise stated, it should not be taken to mean that the rest of participants disagreed with the point; rather others either did not comment or did not have a strong opinion on the question.

Term	Definition
Few	<i>Few</i> is used when less than 10% of participants have responded with similar answers.
Several	<i>Several</i> is used when fewer than 20% of the participants responded with similar answers.
Some	<i>Some</i> is used when more than 20% but significantly fewer than 50% of participants responded with similar answers.
Many	<i>Many</i> is used when nearly 50% of participants responded with similar answers.
Majority/Plurality	<i>Majority</i> or <i>plurality</i> are used when more than 50% but fewer than 75% of the participants responded with similar answers.
Most	<i>Most</i> is used when more than 75% of the participants responded with similar answers.
Vast majority	<i>Vast majority</i> is used when nearly all participants responded with similar answers, but several had differing views.
Unanimous/Almost all	<i>Unanimous</i> or <i>almost all</i> are used when all participants gave similar answers or when the vast majority of participants gave similar answers and the remaining few declined to comment on the issue in question.

## APPENDIX B: DISCUSSION GUIDE

### Introduction

10 min

10 min

Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest.

- The name of the firm the moderator works for, and the type of firm that employs them (i.e. an independent marketing research firm)
  - Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
  - Results are confidential and reported all together/individuals are not identified/participation is voluntary.
  - The length of the session (2 hours).
  - The presence of any observers and their role and purpose.
  - The presence and purpose of any recording being made of the session (recording of the discussion).
  - Turn off cell phones for the duration of the discussion.
- 
- Moderator to explain the research purpose and disclose the research sponsor, described, at a minimum. We are conducting these sessions on behalf of the Government of Canada; Finance Canada, specifically. The Government of Canada would like to better understand Canadians' views on the factors that contribute to a good quality of life, as it considers how to best incorporate these factors into its decision-making.

*Moderator will go around the table and ask participants to introduce themselves. Please tell us your first name, what you do during the day, and what you like to do in your spare time.*

### Warm-up

10 min

20 min

To begin, I'd like to spend a little time understanding how you have been impacted by COVID-19. For the purposes of our discussion, I would like to remind everyone that the impacts of COVID-19 have been profound and different for everyone. This is a judgment free zone and one where I want people to be able to share their feelings and experiences without judgment.

- Would you say that any of your priorities in life have changed or that you value things differently since the outbreak?
  - Which values have changed? Why? Please explain.
  - How will these impact how you live your life or conduct yourself going forward?
  - What are your new or current priorities in life? Why are these things important to you?
- How important are financial considerations to you in your personal life? Why?
- What about your job? Is your job important to you for any non-financial reasons? Why or why not?

## Understanding of/Defining Quality of Life

30 min      50 min

Next, I am going to read you a series of terms one by one and I would like to ask you to write down, what each term means to you.

- Quality of life
- Life satisfaction
- Living standards
- Prosperity
- Well-being
- Sustainable growth
- Inclusive growth

*[MODERATOR TO HAVE EACH PARTICIPANT READ WHAT THEY WROTE DOWN. MODERATOR TO PROBE FOR UNDERSTANDING WHERE NECESSARY]*

- Would you say you are generally happy/satisfied with your quality of life or unhappy/dissatisfied with your quality of life? Why?
- How do you know when you are happy/satisfied or unhappy/dissatisfied with your life?
- What else do you value in life? What about the things that make you happy in general?
- What do you think is essential for having the life you have or want? Why?
- Is there something/things keeping you from having the life you want? What and why?
- Is there something keeping you from being happy or more satisfied with your life? What and why?
- Is there something you think the Government of Canada could do to make it possible for you to have a better life? What and why?

## Government Decision-Making

30 min      80 min

I would like to better understand your expectations of government.

- What do you think the ultimate goal of our federal government is or should be?
- What does success for the federal government look like? How do you define success?  
*Probe:*
  - Is it about creating jobs?
  - Making sure Canadians are healthy?
  - Ensuring our prosperity?
  - Protecting the environment?
  - Keeping us safe?
  - Re-distributing wealth?
  - Leisure time?
- Having considered this, how might we know whether the government has been successful at achieving these goals (or not)?
- What would tell you that we are moving in the right direction as a country? Why?

We have discussed a number of things that are extremely important to you in your life.

- Do you think if the Government of Canada considered how much you value these things, it would have a good idea of how well we are doing as a nation? Why or why not?

The Government of Canada typically puts significant focus on economic indicators such as unemployment rates, average income levels, imports and exports, investments, debt and deficit. In recent years, there has been a shift to setting targets like reducing poverty, core housing need, emissions, and long-term drinking water advisories on reserves.

- Do you think these type of indicators give us a good idea of how well we are doing as a nation? Why or why not?
- Do you think that these things have a direct relation to you and your personal life satisfaction? Why or why not?
- Is this how you measure your life satisfaction or quality of life? Why or why not?
- To conclude this part of the discussion, what three factors do you think that the government should focus on to inform its decision-making in a way that improves Canadians' quality of life?

## National Quality of Life Concepts

35 min 115 min

We have talked a lot about things that are important to you on a personal level.

- On a national scale, when you think about the current pandemic and the various issues that have come to light as a result, are there social, economic, political, or cultural issues you hope to see change or be addressed as the country recovers?
  - Which ones and why?

Promoting economic growth and job opportunities for citizens has always been an important goal of governments. However, many governments around the world are recognizing that focusing on economic objectives alone may be overly narrow and may not reflect the full picture of what matters most to Canadians. That's why the Government of Canada is moving forward with changes to better incorporate quality of life into decision making.

The Organisation for Economic Co-operation and Development (OECD) has developed a conceptual framework for well-being which includes a number of different factors, some of which we discussed tonight, such as:

- Health status
  - Work/life balance
  - Education and skills
  - Social connections
  - Civic engagement and governance
  - Environmental quality
  - Personal security
  - Subjective well-being
- What do you think of this model as a means of measuring the quality of life of Canadians that goes beyond traditional measures (economic) measures? Why?
  - What do you like about this idea? Why?
  - Do you feel this model would be more in line with how you evaluate your quality of life? Why or why not?

## Conclusion

5 min 120 min

*MODERATOR TO CHECK WITH OBSERVERS TO SEE IF THERE ARE ANY ADDITIONAL QUESTIONS OR AREAS OF PROBING.*

- This concludes what we needed to cover tonight. We really appreciate you taking the time to come down here to share your views. Your input is very important.
- Reminder to those in the first group about reserving comments so as not to influence those waiting at reception for the next group.

## APPENDIX C: SCREENER

### *Online Focus Group Summary*

- Recruit 10 participants per group
- Groups are 2 hours long
- Participants must be at least 18 years of age (S7)
- Participants must have high speed internet access (S2) and a webcam (S3)
- **Must ensure good mix of demographics (age, income, ethnicity, etc.)**

TORONTO Wednesday July 22, 2020 Group 1 (English)	Honorarium: \$100 5:00 pm (EST)
CALGARY AND NORTHERN CANADA Wednesday July 22, 2020 Group 1 (English)	Honorarium: \$100 7:30 pm (EST)
MONTREAL Wednesday July 22, 2020 Group 1 (French)	Honorarium: \$100 7:30 pm (EST)

Respondent's name:	Interviewer:
Respondent's phone number: (home)	Date:
Respondent's phone number: (work)	Validated:
Respondent's fax number:	Quality Central:
Respondent's email:	On list:
Sample source: panel random client referral	On quotas:

Hello/Bonjour, my name is \_\_\_\_\_ and I'm calling on behalf of Earnsccliffe, a national public opinion research firm. We are organizing a series of online discussion groups on issues of importance to Canadians, on behalf of the Government of Canada, specifically for the Department of Finance Canada. The government would like to better understand Canadians' views as it reconsiders how it should measure its success and what success looks like. We are looking for people who would be willing to participate in an online discussion group that will last up to two hours. These people must be 18 years of age or older. Up to 10 participants will be taking part and for their time, participants will receive an honorarium of \$100.00. May I continue?

Yes CONTINUE  
No THANK AND TERMINATE

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais? **[IF FRENCH, CONTINUE IN FRENCH OR ARRANGE A CALL BACK WITH FRENCH INTERVIEWER:** Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir].

Participation is voluntary. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion led by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. But before we invite you to attend, we need to ask you a few



questions to ensure that we get a good mix and variety of people. May I ask you a few questions? This will only take about 5 minutes.

Yes CONTINUE  
 No THANK AND TERMINATE

**READ TO ALL:** “This call may be monitored or audio taped for quality control and evaluation purposes. ADDITIONAL CLARIFICATION IF NEEDED:

- To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- To assess my (the interviewer) work for performance evaluation;
- To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we’re asking the right questions to meet our clients’ research requirements – kind of like pre-testing)
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

S1. Do you or any member of your household work for...

	Yes	No
A marketing research firm	1	2
A magazine or newspaper, online or print	1	2
A radio or television station	1	2
A public relations company	1	2
An advertising agency or graphic design firm	1	2
An online media company or as a blog writer	1	2
The government, whether federal, provincial or municipal	1	2

**IF “YES” TO ANY OF THE ABOVE, THANK AND TERMINATE.**

This research will require participating in a video call online.

S2. Do you have access to a computer with high speed internet which will allow you to participate in an online discussion group?

Yes CONTINUE  
 No THANK AND TERMINATE

S3. Does your computer have a camera that will allow you to be visible to the moderator and other participants as part of an online discussion group?

Yes CONTINUE  
 No THANK AND TERMINATE

S4. Do you have a personal email address that is currently active and available to you?

Yes CONTINUE, PLEASE RECORD EMAIL TO SEND LINKS TO DISCUSSION GROUP  
 No THANK AND TERMINATE

S5. Do you normally (at least half the year) reside in the [INSERT CITY] area?

Yes 1 CONTINUE  
 No 2 THANK AND TERMINATE

**S6. DO NOT ASK – NOTE GENDER**

Male 1 *ENSURE GOOD MIX OF GENDER*  
 Female 2

S7. Could you please tell me which of the following age categories you fall in to? Are you...

18-24 years 1 *ENSURE GOOD MIX OF AGE*  
 25-29 years 2  
 30-34 years 3  
 35-44 years 4  
 45-54 years 5  
 55-64 years 6  
 65+ years 7  
 DK/NR 9 THANK AND TERMINATE

S8. What is your current employment status?

Working full-time 1 *ENSURE GOOD MIX OF EMPLOYMENT STATUS*  
 Working part-time 2  
 Self-employed 3  
 Retired 4  
 Unemployed 5  
 Student 6  
 Homemaker 7  
 Other (please specify) 8  
 DK/NR 9 THANK AND TERMINATE

S9. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes [READ LIST]?

Under \$20,000	1	<i>ENSURE GOOD MIX OF INCOME</i>
\$20,000 to under \$40,000	2	
\$40,000 to under \$60,000	3	
\$60,000 to under \$80,000	4	
\$80,000 to under \$100,000	5	
\$100,000 to under \$150,000	6	
\$150,000 or more	7	
DK/NR	9	THANK AND TERMINATE

S10. What is the last level of education that you have completed?

Some high school only	1	<i>ENSURE GOOD MIX OF EDUCATION</i>
Completed high school	2	
Some college/university	3	
Completed college/university	4	
Post-graduate studies	5	
DK/NR	9	THANK AND TERMINATE

S11. To make sure that we speak to a diversity of people, could you tell me what is your ethnic background? **DO NOT READ [GRID]**

Caucasian	1	<i>ENSURE GOOD MIX OF ETHNICITY</i>
Chinese	2	
South Asian (i.e., East Indian, Pakistani, etc.)	3	
Black	4	
Filipino	5	
Latin American	6	
Southeast Asian (i.e. Vietnamese, etc.)	7	
Arab	8	
West Asian (i.e. Iranian, Afghan, etc.)	9	
Korean	10	
Japanese	11	
Indigenous (First Nations, Métis, or Inuit)	12	
Other (please specify)	13	
DK/NR	14	

S12. Have you participated in a discussion or focus group before? A discussion group brings together a few people in order to know their opinion about a given subject.

Yes	1	(MAX 1/3 PER GROUP, ASK S13, S14, S15)
No	2	SKIP TO S16
DK/NR	9	THANK AND TERMINATE

S13. When was the last time you attended a discussion or focus group?

If within the last 6 months	1	THANK AND TERMINATE
If not within the last 6 months	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

S14. How many of these sessions have you attended in the last five years?

If 4 or less	1	CONTINUE
If 5 or more	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

S15. And what was/were the main topic(s) of discussion in those groups?

***IF RELATED TO FINANCE, GOVERNMENT, THANK AND TERMINATE.***

#### **INVITATION**

S16. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you... (READ LIST)

Very comfortable	1	MINIMUM 4 PER GROUP
Fairly comfortable	2	CONTINUE
Comfortable	3	CONTINUE
Not very comfortable	4	THANK AND TERMINATE
Very comfortable	5	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

S17. Sometimes participants are asked to read text, review images, or type out answers during the discussion. Is there any reason why you could not participate?

Yes	1	THANK AND TERMINATE
No	2	CONTINUE
DK/NR	9	THANK AND TERMINATE

S18. Based on your responses, it looks like you have the profile we are looking for. I would like to invite you to participate in a small group discussion, called an online focus group, we are conducting at [TIME], on [DATE].

As you may know, focus groups are used to gather information on a particular subject matter; in this case, the discussion will touch on your views related to success and what success looks like. The discussion will consist of 8 to 10 people and will be very informal.

It will last up to up to two hours and you will receive \$100.00 as a thank you for your time. Would you be willing to attend?

Yes	1	RECRUIT
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

**PRIVACY QUESTIONS**

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the session moderator with a list of respondents’ names and profiles (screener responses) so that they can sign you into the group. This information will not be shared with the Government of Canada department organizing this research. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	GO TO P2
No	2	GO TO P1A

We need to provide the session moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. GO TO P1A

P1a) Now that I’ve explained this, do I have your permission to provide your name and profile to the moderator?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

P2) A recording of the group session will be produced for research purposes. The recordings will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be recorded for research purposes only?

Yes	1	THANK & GO TO P3
No	2	READ RESPONDENT INFO BELOW & GO TO P2A

It is necessary for the research process for us to record the session as the researcher needs this material to complete the report.

P2a) Now that I've explained this, do I have your permission for recording?

Yes	1	THANK & GO TO P3
No	2	THANK & TERMINATE

P3) Employees from the Government of Canada may be online to observe the groups.

Do you agree to be observed by Government of Canada employees?

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

P3a) It is standard qualitative procedure to invite clients, in this case, Government of Canada employees, to observe the groups online. They will be there simply to hear your opinions first hand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the group.

Do you agree to be observed by Government of Canada employees?

Yes	1	THANK & GO TO INVITATION
No	2	THANK & TERMINATE

INVITATION:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place [INSERT DATE AND TIME] for up to [INSERT DURATION].

Can I confirm your email address so that we can send you the link to the online discussion group?

TORONTO Wednesday July 22, 2020	Honorarium: \$100
Group 1 (English)	5:00 pm (EST)
CALGARY Wednesday July 22, 2020	Honorarium: \$100
Group 1 (English)	7:30 pm (EST)
MONTREAL Wednesday July 22, 2020	Honorarium: \$100
Group 1 (French)	7:30 pm (EST)

We ask that you login a few minutes early to be sure you are able to connect and to test your sound (speaker and microphone). If you require glasses for reading, please make sure you have them handy as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at [INSERT PHONE NUMBER] at our office. Please ask for [NAME]. Someone will call you in the days leading up to the discussion to remind you.

So that we can call you to remind you about the discussion group or contact you should there be any changes, can you please confirm your name and contact information for me?

First name  
Last Name  
email  
Daytime phone number  
Evening phone number

**If the respondent refuses to give his/her first or last name, email or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse THANK & TERMINATE.**

## APPENDIX D: QUANTITATIVE METHODOLOGY REPORT

### Survey Methodology

Earnscliffe Strategy Group's overall approach for this study was to conduct an online survey of 2,001 Canadians aged 18 and older using an online panel sample. A detailed discussion of the approach used to complete this research is presented below.

### Questionnaire Design

The questionnaire for this study was designed by Earnscliffe, in collaboration with Finance Canada, and provided for fielding to Leger. The survey was offered to respondents in both English and French and completed based on their language preference. Respondents could not skip any of the questions as all questions required a response before continuing to the next question.

### Sample Design, Selection and Weighting

The sampling plan for the study was designed by Earnscliffe in collaboration with Finance Canada. The quantitative phase involved an online survey of 2,001 Canadians aged 18 and older. The online survey was conducted using our data collection partner, Leger's, proprietary online panel. Quotas were set for gender, age and region. Further, the final data were weighted to replicate actual distribution of population aged 18 and older by region, age and gender according to the most recent Census (2016) data.

### Data Collection

The online survey was conducted from August 4<sup>th</sup> – 9<sup>th</sup> in English and in French. The survey was undertaken by Leger using their proprietary online panel.

### Reporting

**Bolded results** presented in this report indicate that the difference between the demographic groups analysed are significantly higher than results found in other columns in same demographic analysis. In the text of the report, unless otherwise noted, differences highlighted are statistically significant at the 95% confidence level. The statistical test used to determine the significance of the results was the Z-test.

Due to rounding, results may not always add to 100%.

### Quality Controls

Leger's panel is actively monitored for quality through a number of approaches (digital fingerprinting, in-survey quality measures, incentive redemption requirements, etc.) to ensure that responses are only collected from legitimate Canadian panel members. The survey link is reviewed multiple times before a comprehensive soft launch is conducted in both languages. The soft launch data is thoroughly reviewed, and any changes are made before another test of the links and full-launch of the survey.



## Results

### *FINAL DISPOSITIONS*

A total of 2,611 individuals entered the online survey, of which 2,001 qualified as eligible and completed the survey. The response rate for this survey was 18.5%.

Total Entered Survey	2,611
Completed	2,001
Not Qualified/Screen out	33
Over quota	321
Suspend/Drop-off	256

Unresolved (U)	10,116
Email invitation bounce-backs	30
Email invitations unanswered	10,086
In-scope - Non-responding (IS)	256
Non-response from eligible respondents	N/A
Respondent refusals	N/A
Language problem	N/A
Selected respondent not available	N/A
Qualified respondent break-off	256
In-scope - Responding units (R)	2,355
Completed surveys disqualified – quota filled	321
Completed surveys disqualified – other reasons	33
Completed surveys	2,001
Response Rate = $R/(U+IS+R)$	18.5%

### *NONRESPONSE*

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys by joining an online opt-in panel. The notion of nonresponse is more complex than for random probability studies that begin with a sample universe that can, at least theoretically, include the entire population being studied. In such cases, nonresponse can occur at a number of points before being invited to participate in this particular survey, let alone in deciding to answer any particular question within the survey.

That being said, in order to provide some indication of whether the final sample is unduly influenced by a detectable nonresponse bias, the tables below compare the unweighted and weighted distributions of each sample's demographic characteristics.

The final data were weighted to replicate actual distribution of population aged 18 and older by region, age and gender according to the most recent Census (2016) data available.

**TOTAL SAMPLE PROFILE: UNWEIGHTED VERSUS WEIGHTED DISTRIBUTIONS**

Region	Unweighted Sample (n)	Weighted Sample (n)
Atlantic	139	137
Quebec	475	470
Ontario	772	768
Manitoba/Saskatchewan	128	130
Alberta	222	224
British Columbia/Territories	265	272
Total	2,001	2,001

Age	Unweighted Sample (n)	Weighted Sample (n)
18-24	221	219
25-34	321	328
35-54	740	682
55+	719	772
Total	2,001	2,001

Gender	Unweighted Sample (n)	Weighted Sample (n)
Male	999	972
Female	1002	1029
Total	2,001	2,001

Household Income (18 and older)	Unweighted Sample (n)	Weighted Sample (n)
Under \$40,000	409	415
\$40,000 to just under \$80,000	635	643
\$80,000 and above	757	741
Prefer not to answer/No response	200	202
Total	2,001	2,001

Employment (18 and older)	Unweighted Sample (n)	Weighted Sample (n)
Working full-time	773	744
Working part-time	202	202
Self employed	130	128
Student	134	133
Retired	473	514
Not in the workforce/Unemployed/Looking for work	261	254
Prefer not to answer/No response	28	26
Total	2,001	2,001

**MARGIN OF ERROR**

Respondents for the online survey were selected from among those who have volunteered to participate/registered to participate in online surveys. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated. The results of such surveys cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

**SURVEY DURATION**

The online survey took an average of 15 minutes to complete.

## APPENDIX E: QUESTIONNAIRE

### Standard Intro

S1. Do you consider yourself?

- Male
- Female
- Gender diverse
- Prefer not to answer [THANK AND TERMINATE]

S2. What province do you live in?

- Newfoundland & Labrador
- Prince Edward Island
- Nova Scotia
- New Brunswick
- Quebec
- Ontario
- Manitoba
- Saskatchewan
- Alberta
- British Columbia
- Yukon
- Northwest Territories
- Nunavut
- Prefer not to answer [THANK AND TERMINATE]

S3. Please select your age. [DROP DOWN MENU]

1. In your opinion, what is the most important issue facing Canada today – in other words the issue or problem that concerns you most?
2. Looking into Canada’s future, would you say the best years are ahead of us or behind us?

Behind us	0
Ahead of us	1
Prefer not to answer	98
Don’t know	99

3. At a personal level, in the next 3 to 5 years do you expect to be significantly worse off than you are now, somewhat worse off, about the same, somewhat better off, or significantly better off than you are now?

Significantly worse off	0
Somewhat worse off	1
About the same	2
Somewhat better off	3
Significantly better off	4
Prefer not to answer	98
Don't know	99

Different people value things in different ways. In other words, some people think some things are important that others may not and vice a versa. Most of the rest of survey explores what you value and what is important to you.

4. Please review the following list of things and sort them in order of importance to you personally? [RANDOMIZE. SORTING EXERCISE WITH AN OPTION TO ADD ONE SPECIFIED “OTHER”.]

- Your physical health
- Your mental health
- Access to good education and opportunities to upgrade your skills
- Healthy environment (clean air and water, addressing climate change)
- Personal safety and security
- Personal relationships
- A sense of identity and belonging
- Democratic system of government that you can trust
- Balance between work and life with leisure, family, volunteer and/or extracurricular activities
- Job opportunities
- Financial security
- Equality of opportunity
- Housing
- Other:
- Prefer not to answer
- Don't know

5. Thinking now specifically about your health, please indicate which three of the following are most important to you and your quality of life. If there is an aspect that is not on this list, and would be among the three things most important to you when it comes to your health, then please provide that in the “Other” text box. If there are not three that are important to you, please indicate which one or two are, or indicate “nothing.” [RANDOMIZE. SELECT UP TO THREE.]

- Living a long life
- Living a life free of pain and/or illness
- Having access to quality health care services
- Maintaining a healthy diet
- Being able to exercise regularly

- Having full physical mobility
  - Sleeping well
  - Not having to take medication
  - Being free of depression or other mental health conditions
  - Take care of your body/Avoiding risky behaviours (like alcohol misuse or tobacco use)
  - Having a sharp mind and good memory
  - Being protected from public health risks
  - Other:
  - Nothing
  - Prefer not to answer
  - Don't know
6. When it comes to access to education and skills development for your or your family, please indicate which three of the following are most important to you. If there is an aspect that is not on this list, and would be among the three things most important to you when it comes to access to education and skills training, then please provide that in the "Other" text box. If there are not three that are important to you, please indicate which one or two are, or indicate "nothing." [RANDOMIZE. SELECT UP TO THREE.]
- Access to basic literacy and numeracy skills (e.g. through primary education)
  - Participation in life-long learning and/or continual skill improvement
  - Opportunity to attain a higher education and income level than that of your parents
  - Accessible and affordable internet
  - Access to community learning resources (e.g. library, employment centres, etc.)
  - Access to affordable post-secondary education or skills development that everyone can afford
  - Scholarships, bursaries, or loans for post-secondary education
  - Available, certified online courses
  - On-the-job training opportunities/apprenticeships
  - Access to affordable childcare while in school/training
  - Other:
  - Nothing
  - Prefer not to answer
  - Don't know
7. When it comes to work and work/life balance, please indicate which three of the following are most important to you and your quality of life. If there is an aspect that is not on this list and would be among the three things most important to you when it comes to work/life balance, then please provide that in the "Other" text box. If there are not three that are important to you, please indicate which one or two are, or indicate "nothing." [RANDOMIZE. SELECT UP TO THREE.]
- Less time spent at work (shorter work week)
  - Flexible work arrangements
  - Flexible childcare options
  - Disposable income (e.g. after-tax wages or "take-home pay")
  - Work that is meaningful or fulfilling
  - Employment benefits (e.g. paid vacation time, parental leave, health care plan, etc.)
  - Time with family and friends

- Extracurricular activities, hobbies and volunteering (e.g. arts, culture, sports, etc.)
- Support and appreciation from your employer
- Other:
- Nothing
- Prefer not to answer
- Don't know

8. This question deals with factors that relate to your personal and/or cultural identity. Please indicate which three of the following are most important to you and your quality of life. If there is an aspect that is not on this list, and would be among the three things most important to you when it comes to your personal and/or cultural identity, then please provide that in the "Other" text box. If there are not three that are important to you, please indicate which one or two are, or indicate "nothing." [RANDOMIZE. SELECT UP TO THREE.]

- Creating and maintaining social connections and personal relationships
- Ability to express one's racial, religious or social customs or traditional ways of living
- Ability to express personal beliefs
- Trust in others
- Ability to learn and speak one's mother tongue
- Ability to express one's sexual orientation
- Being free of discrimination
- Ability to participate in extracurricular activities, hobbies and volunteering
- Identifying with and belonging to a group of people like me
- Other:
- Nothing
- Prefer not to answer
- Don't know

9. When it comes to the environment, please indicate which three of the following are most important to you and your quality of life. If there is an aspect that is not on this list, and would be among the three things most important to you when it comes to the environment, then please provide that in the "Other" text box. If there are not three that are important to you, please indicate which one or two are, or indicate "nothing." [RANDOMIZE. SELECT UP TO THREE.]

- Clean air
- Clean drinking water
- Access to running water and electricity
- Access to walking trails, cycling lanes and public transit
- Taking personal actions to reduce your environmental footprint (e.g. consuming less meat and dairy, recycling and composting, buying from local business, using eco-friendly products, etc.)
- Knowing that governments are taking action to reduce greenhouse gas emissions and mitigate climate change
- Knowing that governments in Canada are protecting biodiversity (e.g. oceans, forests, wildlife, green spaces, etc.)
- Absence of severe weather events (e.g. droughts, floods, wildfires, earthquakes, tropical storms, etc.)

- Being prepared for a weather-related disaster or emergency (e.g. adaptation measures, insurance, supplies, etc.)
- Other:
- Nothing
- Prefer not to answer
- Don't know

10. When you consider factors to ensuring your personal safety and security, please indicate which three of the following are most important to you and your quality of life. If there is an aspect that is not on this list, and would be among the three things most important to you when it comes to ensuring your personal safety and security, then please provide that in the “Other” text box. If there are not three that are important to you, please indicate which one or two are, or indicate “nothing.” [RANDOMIZE. SELECT UP TO THREE.]

- Feeling physically safe in my community
- Feeling physically and emotionally safe in my home
- Knowing that crime rates are down
- Being treated fairly and equitably by the police
- Being treating fairly and equitably by the legal system
- Knowing that I can get help if ever I am in trouble (e.g. from emergency services, other officials, etc.)
- Knowing that I can get help if ever I am in danger
- Being able to access to affordable legal aid services
- Living in a home/community/country with fewer drug-related overdoses
- Knowing the government is protecting and controlling our borders
- Being able to have a gun in my home
- Other:
- Nothing
- Prefer not to answer
- Don't know

11. When it comes to democracy and trust in public institutions, please indicate which three of the following are most important to you and your quality of life. If there is an aspect that is not on this list and would be among the three things most important to you when it comes to democracy and trust in public institutions, then please provide that in the “Other” text box. If there are not three that are important to you, please indicate which one or two are, or indicate “nothing.” [RANDOMIZE. SELECT UP TO THREE.]

- Being able to trust and believe in elected officials
- Professional and objective journalists and media
- Having confidence in social media platforms
- Knowing local, provincial, and federal governments are working together in my best interest
- Having confidence that elections are fair and open to all and protecting our electoral system from foreign influence
- Knowing the government is doing something to fight corruption
- Other:
- Nothing



- Prefer not to answer
- Don't know

12. Thinking now about improving access to employment opportunities for all Canadians, please indicate which three of the following are most important to you and your quality of life. If there is an aspect that is not on this list and would be among the three things most important to you when it comes to improving access to employment opportunities for all Canadians, then please provide that in the "Other" text box. If there are not three that are important to you, please indicate which one or two are, or indicate "nothing." [RANDOMIZE. SELECT UP TO THREE.]

- Job opportunities in a broad range of fields
- Affordable and flexible childcare options
- Affordable and accessible public transit
- Affordable and accessible language training
- Government supports to help people adapt to the changing nature of work
- Employment opportunities for under-represented groups (new Canadians, Indigenous Canadians, persons with disabilities, Black Canadians, Canadians with lower education and skill levels)
- Improved access to and opportunities for training
- Elimination of the gender wage gap
- Equal opportunities for promotion in the workplace
- Workplaces that are diverse and include people of many different backgrounds
- Other:
- Nothing
- Prefer not to answer
- Don't know

13. When it comes to your financial security, please indicate which three of the following are most important to you and your quality of life. If there is an aspect that is not on this list and would be among the three things most important to you when it comes to your financial security, then please provide that in the "Other" text box. If there are not three that are important to you, please indicate which one or two are, or indicate "nothing." [RANDOMIZE. SELECT UP TO THREE.]

- A well paying job
- Wages adjusted to cost of living increases
- Affordable housing
- Affordable food prices
- Affordable childcare
- Affordable transportation
- Household debt management
- Adequate retirement savings and/or pension plan
- Guaranteed minimum income
- Other:
- Nothing
- Prefer not to answer
- Don't know

14. If you were the Prime Minister of Canada, what would be your top three priorities for making life better for the average Canadian?

15. Gross domestic product (GDP) is a commonly accepted way to measure a country’s economic performance through the total amount of spending and investments by consumers, businesses and governments. How important is stronger growth in Canada’s GDP to your day-to-day life?

Not at all important	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Very important	10
Prefer not to answer	98
Don’t know	99

16. How important are factors beyond economic growth, such as Canadians’ health and safety, access to education, access to clean air and water, time for extracurricular and leisure activities, life satisfaction, social connections, and equality of access to public services to your day-to-day life?

Not at all important	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Very important	10
Prefer not to answer	98
Don’t know	99

17. The Government of Canada is interested in measuring the country’s success by better incorporating factors beyond economic growth into policy and budget decisions. Using a scale from 0 to 10, where 0 is not important at all and 10 is very important, how important do you think it is for the government to move beyond solely considering traditional economic measurements, like levels of economic growth, and also consider other factors like health, safety, the environment when it makes decisions?

Not at all important	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Very important	10
Prefer not to answer	98
Don’t know	99

18. The Government of Canada is interested in measuring the country’s success by examining additional factors beyond economic growth. These could include measuring factors such as Canadians’ health and safety, access to education, access to clean air and water, time for extracurricular and leisure activities, life satisfaction, social connections, and intergenerational equity. Using a scale from 0 to 10, where 0 is terrible and 10 is excellent, how would you rate the proposed titles for this set of measurements? [RANDOMIZE]

- Well-being
- Quality of Life
- Comprehensive Living Standards
- Inclusive Growth
- Measuring What Matters
- Better Life
- Holistic Growth
- Genuine Progress
- Happiness
- Rethinking Progress

Terrible	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Excellent	10
Prefer not to answer	98
Don't know	99

19. Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?

Very dissatisfied	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Very satisfied	10
Prefer not to answer	98
Don't know	99

20. Using the same 0 to 10 scale where 0 means you totally disagree and 10 means you totally agree, how much do you think this statement applies to your situation ...”If I was facing really serious trouble in my life, I am very confident that I would have the support from friends, family and community to get through it”.

Totally disagree	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Totally agree	10
Prefer not to answer	98
Don't know	99

## Demographics

These final questions are for statistical purposes only.

21. What is your household income?

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above
- Prefer not to answer

22. Have you personally....

- Been financially hurt by the coronavirus/COVID-19
- Had your hours of work reduced as a result of coronavirus/COVID-19
- Lost your job due to coronavirus/COVID-19
- Accessed any of the new government benefits designed to help deal with the impacts of coronavirus/COVID-19

Yes	1
No	0
Don't know/Prefer not to answer	9

23. Were you born in Canada or in another country?	
Canada	0
Another country	1
Prefer not to answer	9
24. Do you consider yourself to be a member of a visible minority group?	
Yes	1
No	0
Don't know/Prefer not to answer	9
25. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?	
Yes	1
No	0
Don't know/Prefer not to answer	9
26. In total, how many people (including you) live in your home?	
1 (live alone)	1
2	2
3	3
4 or more	4
Prefer not to answer	9
27. [IF MORE THAN ONE PERSON LIVING IN HOME] Are there any people in each to following age groups living in your home? [SELECT ALL THAT APPLY]	
Under 12 years of age	1
13-14 years of age	2
15-17 years of age	3
18 years of age	4
Not applicable	5
Prefer not to answer	9
28. [ONLY ASK THOSE 18 AND OLDER] What is your marital status?	
Single	1
Married/living with someone/common law	2
Separated/divorced	3
Widowed	4
Other	5
Prefer not to answer	9

29. Which of the following best describes your current employment status?

- |  |   |
|--|---|
| Working full-time, that is, 35 or more hours per week                        | 1 |
| Working part-time, that is, less than 35 hours per week                      | 2 |
| Self-employed  | 3 |
| Unemployed, but looking for work   | 4 |
| A student attending school full-time/part-time                               | 5 |
| Retired  | 6 |
| Not in the workforce (full-time homemaker, unemployed, not looking for work) | 7 |
| [DO NOT READ] Don't know/Prefer not to say / No answer                       | 9 |

30. Are you, or is any member of your immediate family the member of a union?

- |                                 |   |
|---------------------------------|---|
| Yes                             | 1 |
| No                              | 0 |
| Don't know/Prefer not to answer | 9 |

31. What is the language you speak most often at home?

- French
- English
- Indigenous language
- Other
- Prefer not to answer

32. Please indicate which of the following, if any, you have done in the past 12 months. [RANDOMIZE. SELECT ALL THAT APPLY.]

- Donated money to a charitable or non-profit organization or cause
- Donated items, products, or services to a charitable or non-profit organization or cause
- Served as a volunteer for a charitable or non-profit organization or cause
- Raised funds for a charitable or non-profit organization or cause
- None of the above
- Prefer not to answer

33. Aside from weddings and funerals, how often do you attend religious services?

- Never
- Seldom
- A few times a year
- Once or twice a month
- Once a week
- More than once a week
- Prefer not to answer

34. Which of the following best describes the areas where you live?

- Urban
- Suburban
- Rural
- Remote
- Prefer not to answer

35. What are the first three digits of your postal code?

- FSA
- Prefer not to answer