Connecting with Canadians: Quantitative Research on International Development



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Appendix B: Study Questionnaires



Copyright

Connecting with Canadians: Quantitative Research on International Development

Methodological Report

Prepared for Global Affairs Canada

Supplier Name: Narrative Research Inc.

March 2021

This report presents the methodological details for the *Connecting with Canadians: Quantitative Research on International Development* conducted by Narrative Research Inc. on behalf of Global Affairs Canada (GAC). The survey for was administered among 1,200 members of the adult Canadian general public aged 18 or older, between January 13 and February 4, 2021.

Ce rapport est aussi disponible en français sous le titre: Communications avec les Canadiens et Canadiennes: recherche quantitative sur le développement international

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Executive Summary

Background

Global Affairs Canada indicates that the baseline wave of the research for this tracking study, collected in February 2020 by Narrative Research on behalf of Global Affairs Canada (GAC), revealed that "while most Canadians remain unaware of development efforts, awareness has increased modestly. Canadians are proud of Canada's international development activities and also believe they are important. However, the public perception is that the Government of Canada performs poorly when communicating about international development and there is a lack of confidence in Government of Canada information. Finally, the baseline study revealed that youth prefer the Internet over social media to receive information on Canada's development activities, and older Canadians prefer T.V. and print newspapers."

Research Objectives

The research objectives of the current survey were to:

- Catalogue the current level of understanding among adult Canadians concerning international development activities;
- Understand Canadian awareness of international development; and
- Measure Canadian understanding of and support for the role the Government of Canada, and GAC particularly, plays in international development.

Target Population

The target audience includes adult Canadians (general population) 18 years of age and older. A telephone survey of 1,200 was conducted between January 13 and February 4, 2021.

Research Usage

The research will support government and departmental priorities. The goal of the department is to increase the awareness of Canadians on international development issues. The immediate need is to find out the best ways to connect with Canadians, as the SOW imparts that the current messaging does not seem to work. The research will benefits Canadians as they will understand how and why Canada assists people in developing countries. The results of the research will be used in public outreach and social media messaging targeted at the Canadian public.

Expenditure

The survey entailed the expenditure of \$47,967.65, including tax.



Consent

Narrative Research offers this written consent allowing the Librarian and Archivist of Canada to post, in both official languages, this Methodological Report.

Political Neutrality Statement and Contact Information

I hereby certify as Senior Officer of Narrative Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. 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.

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Appendix A

Study Methodology

The survey for was administered among 1,200 members of the adult Canadian general public aged 18 or older, between January 13 and February 4, 2021.

Questionnaire Design

The questions utilized in this study were provided by Global Affairs Canada. Narrative Research reviewed the questions, providing suggestions and prepared them in a format suitable for telephone administration.

As required by Government of Canada standards, English and French pre-test surveys were conducted.

Sampling

The survey was designed to be administered to a random sample of 1,200 adult Canadians 18 years of age or older. The sample provided for dialing entailed contact records reflecting Random Digit Dialing (RDD), thus engendering a large number of *Not in Service* (NIS) telephone numbers. For landlines, records were drawn from a list of randomly-selected households compiled from telephone numbers in Canada, selected from a database that is updated quarterly. Both listed and unlisted numbers were included in the sample.

Narrative Research utilized ASDE Inc.'s Canada Survey Sampler (CSS) sampling software to generate general population telephone landline samples within Canada, which has become a standard software for many companies in Canada. This software has been proven to provide a sample that is equivalent to RDD. Randomly generated cellular numbers were also used. The sample was stratified by region in order to ensure regional representation with approximate targets as follows:

Region	Target Completions	Margin of Error (19 in 20 times)
Atlantic Canada	100	± 9.8 percentage points
Quebec	280	± 5.9 percentage points
Ontario	450	± 4.6 percentage points
Western/Northern Canada	370	± 5.1 percentage points
Total	1,200	± 2.8 percentage points

The target interviews plan entailed overall quotas by age and gender, as well as by region. The gender quotas were approximately 50/50, while the age quotas were broken into three groupings: 18-34, 35-54, and 55 years of age or older.



Administration

As noted, the survey was conducted via telephone. The survey was programmed by Narrative Research in both English and French via Computer-Assisted Telephone Interviewing software (CATI). Respondents had the option to complete the survey questionnaire in the official language of their choice. Assistance was available from bilingual staff members as required, with ongoing bilingual supervision. In terms of training, in addition to a thorough general screening and training process, supervisors and interviewers were provided with extensive, customized project-specific training, a review of the questionnaire including specific terminology, acronyms and pronunciations, and background information on the project goals and objectives.

In terms of supervision, as with all projects there was a ratio of one supervisor for every 15 interviewers working. This 'floor supervisor' answers questions, handles escalations, ensures that technology is functioning properly, and blind monitors interviewers. In addition, a minimum of 10 percent of interviews were audited through the review of recorded interviews or live monitoring (twice the percentage required by industry guidelines).

The programmed survey was thoroughly tested to ensure question order and skip patterns were properly represented. In addition to this testing, a pre-test was conducted with 10 English and 10 French surveys. The overall purpose of the pre-test was to ensure that:

- The wording of the questions was clearly understood and unambiguous;
- The sequence of the questions was appropriate;
- The necessary response categories had been included for each question; and
- Neither specific questions nor the survey overall evoked a negative reaction or discomfort among respondents.

In addition to the survey questions, pre-test respondents were invited to offer comments on the questionnaire document. When indeed respondents were asked to identify any questions that were problematic from a comprehension or other problematic perspective, no substantive issues were identified. The pre-test data was carefully reviewed to ensure accuracy and identify any aspects that needed to be modified. A small telephone programming issue was detected and corrected upon examining the pre-test data. No survey data was affected as an outcome of this procedure. A pre-test report was prepared outlining the results. Fieldwork was monitored to ensure quotas were being met, and to determine if there were any challenges via the call disposition/reasons for non-response information.

The survey required a mean average of approximately 15 minutes for respondents to complete.

A minimum of five call-backs for landline telephone numbers, and five call-backs for cellular telephone numbers was instituted. Calls and call-backs were varied throughout the day which includes both daytime and evening calling, limited to 9 p.m. in a given time zone.



Narrative Research and its data collection partner employed a number of techniques for keeping response rates as high as possible:

- Training of all interviewers in telephone and interview techniques and thorough project briefings to guarantee professional and thorough data collection activities;
- 100 percent supervision of all interviewing by experienced supervisors;
- Continuous on-line monitoring of interviews in progress by supervisors (10% monitored or called back for verification);
- Pre-testing of all survey instruments at the design stage by senior field personnel to ensure it provides the best possible respondent experience;
- In-house sample development through consultation between and among Narrative Research staff members to ensure the project's final sample or contact records have been created in a consistent manner; and
- Call rules to keep response rates high and minimize non-response bias including a minimum
 of five telephone attempts to a telephone number before classifying as not available (i.e., the
 original attempt plus four call-backs), calling at different times of the day, and arranging callbacks.

If an interviewer did not speak the requested interview official language, the interview transferred to another interviewer or a call back arranged within 20 minutes (or at another time if requested by the respondent). When calling to a particular location with a predominant language (e.g., French in Quebec), calling was done by interviewers who speak the predominant language to minimize the number of transfers required. The tables below for the survey display regional, gender, and age data in terms of the actual distribution of adult Canadians as catalogued in the 2016 Statistics Canada Census. As well, the general regional, gender, and age quota targets are detailed (both in terms of the actual *number* of surveys completed, and the *percentage* of all surveys completed). The tables on the pages below present data with the weighted and unweighted *number* as well as *percentage* of surveys collected, for relevant demographic dimensions.

Data Tabulation: There were a total of 24 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (4: Atlantic, Quebec, Ontario, Western/Northern); Age group (3: 18–34 years of age, 35–54 years of age, and 55 years of age or older); and Gender (2: Male, Female). The 24 overlapping or interlocking statistical weighting cells thus were derived from Region (4) x Age (3) x Gender (2) dimensions = 24 unique statistical weighting cells. Population data for the 24 statistical weighting cells were obtained from the most recent (2016) Census of Canada, and can be found here:

https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dt-td/Rp-eng.cfm?LANG=E&APATH=3&DETAIL=0&DIM=0&FL=A&FREE=0&GC=0&GID=0&GK=0&GRP=1&PID=1095 25&PRID=0&PTYPE=109445&S=0&SHOWALL=0&SUB=0&Temporal=2016&THEME=115&VID=0&VNAMEE=&VNAMEF=



It should be noted that a small number of individuals were not able to be placed into one of the 24 weighting cells as they preferred not to provide a response to the gender question. For tabulation purposes, these individuals were given a weight value of 1.0.

Telephone Survey							
	(Percentages may not sum exactly to 100%, owing to rounding)						
	2016	Quota 1	Quota Targets		Completed eighted)		Completed ghted)
	Census	(n=)	(%)	(n=)	(%)	(n=)	(%)
Region							
Atlantic	6.8%	82	6.8%	113	9.4%	82	6.8%
Quebec	23.4%	281	23.4%	302	25.2%	279	23.2%
Ontario	38.3%	459	38.3%	435	36.3%	465	38.7%
Western/Northern	31.5%	378	31.5%	350	29.2%	375	31.2%
Gender ¹							
Male	48.6%	588	49%	585	48.8%	573	47.8%
Female	51.4%	612	51%	594	49.5%	606	50.5%
Age							
18-34	27.4%	324	27%	254	21.2%	332	27.7%
35-54	34.1%	408	34%	402	33.5%	406	33.8%
55+	38.6%	468	39%	544	45.3%	462	38.5%

¹ A total of 21 respondents who preferred not to provide their gender, are not presented in the table, as no quota targets were set.

Participation/Response Rate: The rate below was derived using the principal elements of the formula recommended by the Public Opinion Research Directorate of the Government of Canada:

Completion Results			
A. Total Numbers Attempted	139,057		
Total Invalid Numbers	66,281		
Discontinued Number/Not in Service	65,831		
Fax/Modem	205		
Business Number	245		



B. Total Unresolved Numbers (U)	57,784
Busy	3,546
Answering Machine	21,320
No Answer	30,126
Scheduled Call-Back	2,792
C. In-scope Non-Responding Units (IS)	13,362
Household refusal	965
Respondent refusal	11,836
Illness, Incapable	0
Qualified Not Available	0
Language Problem	446
Qualified Respondent Break-Off	115
D. Responding Units (R)	1,630
Quota Full	129
Disqualify	301
Completed Interviews	1,200
Participation/Response Rate [R ÷ (U + IS + R)] = [1,630 ÷ (57,784 + 13,362 + 1,630)]	2%

Non-Response Bias Analysis

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable. Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus is it possible that the results obtained from this group of respondents is not reflective of the population as a whole.

In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error, and processing error.

For the current telephone survey, the actual achieved margins of error provide a reflection of the sampling error and are presented in the table below:



Region	Completions	Margin of Error (19 in 20 times)
Atlantic Canada	113	± 9.2 percentage points
Quebec	302	± 5.6 percentage points
Ontario	435	± 4.7 percentage points
Western/Northern Canada	350	± 5.2 percentage points
Total	1,200	± 2.8 percentage points

With respect to non-sampling error, a number of steps were taken to minimize bias. The survey utilized survey programming technology to ensure proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. Interviewers were also trained and supervised.

In terms of coverage, the telephone survey was conducted from a random sampling of a robust sample frame of landline and cellular numbers. Quotas were established for demographic groups traditionally regarded as central in quantitative survey research, such as gender, age, and region/province. The final data set was statistically weighted to closely match the true distribution of these dimensions as reflected in the 2016 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians along these demographic dimensions.

Appendix B: Study Questionnaires

February 2021

Global Affairs Canada

2021 Canadian Attitudes toward Development Survey

Public Opinion Questionnaire

Section A: Introduction

Hello/Bonjour, My name is ____, representing Narrative Research. Our company is today conducting a survey on behalf of the Government of Canada. The survey takes about 16 minutes and is voluntary and completely confidential. Your answers will remain anonymous and your answers will not be attributed to you personally in any way. Would you prefer that I continue in English or French? (IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.)

IF NEEDED: Your decision to participate is voluntary and will in no way affect your relationship with the Government of Canada. This call may be monitored or recorded for quality control purposes only. The information provided will be administered according to the requirements of the Privacy Act.

IF NEEDED: If you have any questions regarding this survey or would like to verify the legitimacy of this research, you can contact Kevin Chappell at 613-623-0377, or you may visit canada.ca/por-cra

A1. May I please speak to a member of the household who is 18 years of age or older? Would that be you? [IF THAT PERSON IS NOT AVAILABLE ARRANGE A CALLBACK] [CODE ONE ONLY]

1 Yes CONTINUE

2 No ASK TO SPEAK TO ELIGIBLE PERSON

3 Refused THANK/DISCONTINUE

A2. **[REPEAT INTRODUCTION IF SPEAKING TO A NEW PERSON]** Your participation in this survey is voluntary, but would be extremely helpful. Would you be willing to take part in this survey? We can do it now or at a time more convenient for you. **[CODE ONE ONLY]**

1 Yes, now CONTINUE

Yes, but call later
 Refused
 SPECIFY DATE/TIME
 THANK/DISCONTINUE

A3. Have I reached you on your cellphone?

[CODE ONE ONLY]

Yes
 No
 SKIP TO A5

A4. **[POSE A4 ONLY IF 'YES' IN A3]** Are you in an environment that allows you to comfortably continue with this survey?

[CODE ONE ONLY]

1 Yes2 NoRESCHEDULE

A5. Do you work in or for any of the following?

[READ ITEMS IN ORDER - CODE ONE ONLY FOR EACH ITEM]

- a) The Government of Canada
- b) Advertising
- c) Marketing research
- d) The media

1 Yes THANK AND TERMINATE IF 'YES' TO ANY

2 No CONTINUE

A6. Are you ...:

[READ ALL FOUR RESPONSES, IN ORDER – CODE ONE ONLY] [ENSURE GENDER MIX IS MET]

- 01 Male
- 02 Female
- 03 Gender Diverse, or would you
- 04 Prefer not to say
- A7. In what year were you born?

[ENSURE AGE TARGETS ARE MET] [MUST BE 2002 OR EARLIER]

98 - ENTER 4-DIGIT YEAR

9999 - Refused

A8.	In which	province	or territory	y do y	you live?

[DO NOT READ RESPONSES - CODE ONE ONLY]

- 01 British Columbia
- 02 Alberta
- 03 Saskatchewan
- 04 Manitoba
- 05 Ontario
- 06 Quebec
- 07 New Brunswick
- 08 Nova Scotia
- 09 Prince Edward Island
- 10 Newfoundland and Labrador
- 11 Yukon
- 12 North West Territories
- 13 Nunavut

Section B. Awareness and Knowledge of International Development

B1. What, if anything, have you read, heard or seen anything recently on Canada's international development efforts? **PROBE**: Anything else?

[RECORD VERBATIM]

REC	ORD VERBATIM:	
97	Nothing	

- 97 Nothing
- 98 Don't Know/Refused
- B3. Would you say you have a [READ RESPONSES IN ORDER] knowledge of international development? [CODE ONE ONLY]
 - 1 Very good
 - 2 Good
 - 3 Poor, or
 - 4 Very Poor

VOLUNTEERED

8 Don't know/Refused

B4.		t of your knowledge, in what countries, if any, does Canada provide international PROBE: Any others? [DO NOT READ RESPONSES – CODE AS MANY AS APPLY]
	01	Afghanistan
	02	Bangladesh
	03	Congo
	04	Ethiopia
	05	Ghana
	06	Haiti
	07	India
	08	Indonesia
	09	Iraq
	10	Jordan
	11	Kenya
	12	Lebanon
	13	Mali
	14	Mozambique
	15	Myanmar
	16	Niger
	17	Nigeria
	18	Pakistan
	19	Senegal
	20	South Sudan
	21	Syria
	22	Tanzania
	23	Uganda
	24	Ukraine
	25	Vietnam
	26	Yemen
	98	Don't know/Not aware of which countries
	97	Refused/No answer
	99	Other (SPECIFY:)

- B5. Which phrase among the following best describes Canada's international development activities? [READ & RANDOMIZE CODE ONE ONLY]
 - 1 International Aid
 - 2 International Development
 - 3 International assistance
 - 4 International cooperation

VOLUNTEERED

8 Don't know/Refused

Section C. Support for International Assistance

- C1. As you may or may not know, Canada has for many years provided development support to various countries around the world. On a scale of 1 to 10, where 1 means "strongly oppose" and 10 means "strongly support," to what extent do you support or oppose Canada's development efforts in other countries? [DO NOT READ RESPONSES PROBE TO AVOID ACCEPTING A RANGE]
 - 01 Strongly oppose
 - 10 Strongly support
 - 98 Don't Know/Refused
- C3. The COVID-19/coronavirus pandemic shows that to address global problems, international development is more important than ever. On a scale of 1 to 10, where 1 means you "strongly disagree" and 10 means you "strongly agree" to what extent do you agree or disagree that international development is more important than ever? [DO NOT READ RESPONSES PROBE TO AVOID ACCEPTING A RANGE]
 - 01 Strongly disagree
 - 10 Strongly agree
 - 99 Don't Know/Refused
- C4. When thinking about Canada helping people in developing countries, how does it make you feel? **PROBE:** Anything else? **[Open Ended] [RECORD VERBATIM]**

RECORD VERBATIM:	
98 Refused/No answer	

- C5. Please tell me how important you consider each of the following aspects of Canada's international development efforts. Using a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important," how important would you say it is for Canada to ...: [RANDOMIZE AND READ STATEMENTS REPEAT SCALE AS NEEDED] [PROBE TO AVOID ACCEPTING A RANGE CODE ONE ONLY PER STATEMENT]
 - a. Speak up in support of human rights
 - b. Help developing countries deal with climate change
 - c. Promote gender equality in developing countries
 - d. Assist women business owners in developing countries
 - e. Help with maternal and newborn health in developing countries
 - f. Assist migrants who have fled their homes because of war, violence or famine
 - g. Provide access to education for children, and particularly girls, in developing countries

- h. Vaccinate people in developing countries against disease
- i. Respond to natural disasters in developing countries
- 01 Not at all important
- 10 Extremely important

VOLUNTEERED

- 98 Don't Know/Refused
- C6. How would you rate Canada's performance on each of the following aspects of Canadian international development? Using a scale from 1 to 10, where 1 means "poor" and 10 means "excellent," how would you rate Canada's performance in terms of ...:

[RANDOMIZE AND READ RESPONSES – REPEAT SCALE AS NEEDED] [PROBE TO AVOID ACCEPTING A RANGE – CODE ONE ONLY PER STATEMENT]

- a. Speaking up in support of human rights
- b. Helping developing countries deal with climate change
- c. Promoting gender equality in developing countries
- d. Assisting women business owners in developing countries
- e. Helping with maternal and newborn health in developing countries
- f. Assisting migrants who have fled their homes because of war, violence or famine
- g. Providing access to education for children, and particularly girls, in developing countries
- h. Vaccinating people in developing countries against disease
- i. Responding to natural disasters in developing countries
- 01 Poor
- 10 Excellent

VOLUNTEERED

98 Don't Know/Refused

Section D. Communications

D1. On a scale of 1 to 10, where 1 means "a very poor job" and 10 means "a very good job," how would you rate the performance of the Government of Canada in terms of communicating with Canadians about international development?

[PROBE TO AVOID ACCEPTING A RANGE - CODE ONE ONLY]

- 01 Very poor job
- 10 Very good job

VOLUNTEERED

- 98 Don't Know/Refused
- D2. How much confidence do you have in Government of Canada information on the following issues? Using a scale from 1 to 10, where 1 indicates you have "no confidence at all," and 10 indicates you are "extremely confident," how much confidence do you have in Government of Canada information in the following areas?

[RANDOMIZE AND READ STATEMENTS – REPEAT SCALE AS NEEDED] [PROBE TO AVOID ACCEPTING A RANGE – CODE ONE ONLY PER STATEMENT]

- a. Information on education in developing countries
- b. Travel information
- c. Information on promoting gender equality in developing countries
- d. Information on assisting entrepreneurs in developing countries
- e. Information on maternal and newborn health in developing countries
- f. Information on charitable organizations
- 01 No confidence at all
- 10 Extremely confident

VOLUNTEERED

- 98 Don't Know/Refused
- D3. How do you prefer to receive information about international development? **PROBE**: Any others?

[DO NOT READ RESPONSES - RECORD FIRST AND SUBSEQUENT MENTIONS]

- 01 Facebook
- 02 Instagram
- 03 Twitter
- 04 Print newspapers
- 05 TV
- 06 Internet
- 07 Radio
- 08 Charitable organizations
- 09 Other (please specify:_____
- 96 Do not want to receive information about international development
- 97 No preference
- 98 Refused/No answer

D4.	Where on the Internet do you go to receive information on international development? PROBE: Anywhere else? [Open Ended-Code - RECORD VERBATIM]				
	RECORD VERBATIM: 98 Refused/No answer				
Sec	tion F. Respondent Profile				
	inish up, I would like to ask you a few questions about you and your household for statistical poses only. Please be assured that all of your answers will remain completely confidential.				
F1.	Which is the highest level of education that you have completed? [DO NOT READ LIST - ACCEPT ONE RESPONSE ONLY]				
	O1 Grade 8 or less O2 Some high school O3 High school diploma or equivalent O4 Registered Apprenticeship or other trades certificate or diploma O5 College, CEGEP or non-university certificate or diploma O6 University certificate or diploma below bachelor's level O7 Bachelor's degree O8 Post graduate degree above bachelor's level 98 Prefer not to answer/Refused				
F2.	In what country were you born? [ACCEPT ONE RESPONSE ONLY]				
	01 Canada 98 Other (SPECIFY:) VOLUNTEERED 98 Prefer not to say/Refused				
F3.	Are you a Canadian citizen? [CODE ONE ONLY – DO NOT READ RESPONSES]				
	1 Yes2 No8 Don't Know/Refused				

F4. Please tell me which of the following categories best represents your 2020 total household income, before taxes? Please stop me when I read the appropriate category. Would it be ...:

[READ RESPONSES IN ORDER - STOP ONCE RESPONDENT CONFIRMS CATEGORY - ACCEPT ONLY ONE RESPONSE]

- 1 Under \$20,000
- 2 \$20,000 to under \$40,000
- 3 \$40,000 to under \$60,000
- 4 \$60,000 to under \$80,000
- 5 \$80,000 to under \$100,000
- 6 \$100,000 to under \$120,000, or would it be
- 7 \$120,000 or over

VOLUNTEERED

- 8 Don't Know/Refused
- F5. Do you identify as a visible minority?

[CODE ONE ONLY – DO NOT READ RESPONSES]

- 1 Yes
- 2 No
- 7 Prefer not to say
- F6. Could you please provide the first three digits of your postal code?

[RECORD	DIGITS	l
----------------	--------	---

RECO	ORD DIGITS:		
997	Don't Know/Refused		

F7. Would you describe the area in which you live as being urban, suburban or rural?

[DO NOT READ RESPONSES - CODE ONE ONLY]

- 1 Urban
- 2 Suburban
- 3 Rural
- 8 Don't Know/Refused

That concludes the survey. This survey was conducted on behalf of the Global Affairs Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to participate, it is greatly appreciated.